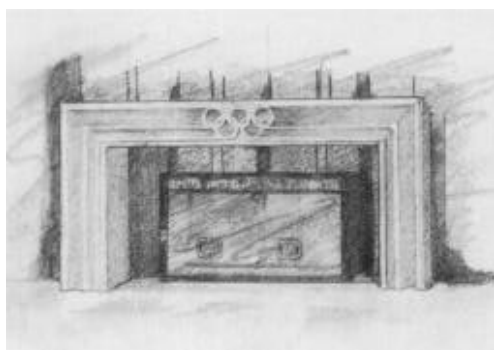


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# HELLO FROM VIDY



One of the IOC administration's essential tasks is to maintain contact at all times between all the members of the Olympic family, and, more particularly, between those who are deeply involved in the struggle for the organisation of the Olympic Games.

This contact between the OCOGs (Organising Committees for the Olympic Games) and the IOC is established at various stages in time and at various points in space. If I touch on this problem here, it is because it is taking on an increasing importance among the preoccupations of those working in Vidy.

Indeed, the demands of the calendar mean that we have to deal at the same time with several OCOGs which are at very different stages of their preparations. In this area, the situation as it appears in March 1987 can be summed up as follows :

1. For the OCOGs for the 1988 Games, the final phase of preparations has begun (Calgary) or is about to begin (Seoul); the final straight of the finishing sprint is, or is nearly, just round the corner. The machinery is in place, even if it has

constantly to be adapted to circumstances. The facilities are, or very soon will be, finished.

Most of the television contracts have been concluded. Sponsorship actions are in full swing, the sale of Olympic coins has been launched, that of tickets and an immense variety of gadgets has begun (Calgary) or is in preparation (Seoul). Thus, the budget based on receipts and expenditure is beginning to take on realistic contours and there is no longer any room for artistic vagueness in this domain.

The OCOG's relations with the IOC have therefore become at once closer and more concrete. The complete programme of events, the technical regulations for each sport, the detail of accreditations, the exact course of the opening and closing ceremonies, security measures, allocation of accommodation for athletes, officials and representatives of the media, to mention but a few of the many, are aspects which often give rise to tough negotiations. The time for dreaming, rhetoric, story-telling and prevarication is past. The IOC and the OCOGs are committed to the hilt in a labyrinth of concrete solutions which will brook neither delay nor imprecision.

I adduce as proof, by way of example, the negotiations which were brought to a conclusion at the end of February 1987 between the IOC Press Sub-Commission on the one hand, and the OCOG officials in charge of journalists and photographers on the other. The purpose of the negotiations was to fix the — still not definitive — quotas granted to each NOC in this twofold sector. There was a considerable conflict of interests between the NOCs demands and the OCOG's possibilities, placing the IOC in the role of arbiter in the search for a solution, taking into account at once the minimum requirements for the media valid at the time when the Games were assigned (1981) and the very real concerns of the OCOGs. A way must be found of rendering the burden bearable for them, whilst ensuring the widest possible media coverage of the Games.

2. As the final sprint for 1988 commences, talks are beginning between the IOC and the OCOGs entrusted with the Games in 1992 (Albertville and Barcelona), with the institution, frequently a laborious and delicate operation, of the organs which will have the difficult task of bringing safely into harbour the fine ship entrusted to their care. Without impinging on

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their independence or their room to manoeuvre, the IOC must adopt towards them a role of adviser, guide and "regulator". In this capacity, it has already organised, even before the final constitution of the OCOGs, a joint meeting with those in charge in Albertville and Barcelona. The response was very positive and further such meetings will be held in future, reflecting the strong desire for consultation and coordination by all of the partners involved.

3. Finally, Vidy is already seeing, or hearing from, deputations bursting with ambition and eager for information and documentation, representing candidate cities for the Winter Games in 1994 and the Games of the Olympiad in 1996, not to mention cities lining up already with an eye to the year 2000 or 2004.

The phenomenon, described above in terms of three distinct phases, is certainly nothing new. But it has indubitably gained in intensity since Sarajevo and Los Angeles. The main reasons for this development can be easily discerned :

- At the top of the list, we may place the desire to exchange experiences and projects and coordinate certain actions — the cultural programme, for instance. This desire is evident among the OCOGs, be they of the same "generation" (1988 or 1992) or different "generations" (1988 and 1992). The fact that the two OCOGs for 1992 are both European facilitates exchanges between them.
- In second place, equipment and data-processing hardware and software have reached such an advanced stage in terms of development and costs that there is an incentive to make it last beyond the Olympiad to spread the amortization over a longer period. That would mean, in addition, that succeeding OCOGs could benefit from such hard and software and bring them up to date.
- A further point worth noting is the fact that the IOC itself intends to play a direct role from now on in the overall running of these operations, inspiring and facilitating them, coordinating them and, in the last resort, controlling them, in the interest, not only of the OCOG, but also of the Olympic Movement in its diversity and longevity.
- Finally, the unprecedentedly large number of candidates, together with the new two-yearly occurrence of Olympic Games, is a factor in

the emergence of a number of problems of growth which the IOC has to overcome at the present time. We must therefore expect to see, over the coming years the mechanism, as complex as it is dynamic, for exchange of information and collaboration in the various sectors of Olympic activity, undergo a process of refinement. The IOC administration is preparing to play an ever greater role for the success of this vast undertaking, a role it is, after all, naturally predestined to assume.

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