

OCTOBER 86 - DECEMBER 87: “WHAT HAS BEEN DONE”

Since 17th October 1986, the work which has been carried out — although often not very apparent — has been both important and delicate. Important in that the choices made today affect the future of the organisation. Delicate because good preparation for the Games requires the reconciliation of sometimes conflicting objectives. Here is the summary of 14 months' work which has been dominated by the setting up of the foundations on which Olympic Savoy will be built.

1. EQUIPMENT, LOGISTICS, OPERATIONS AND SPORTS SECTOR

- Distribution of the sporting events between the different Olympic venues. The proposed distribution, which is in response to concern about simplifying the organisation in terms of time and space, was unanimously approved on 24th April 1987 by the elected representatives concerned and by the international Ski Federation.

- A start made on the technical projects necessary for equipping the venues for sports competitions and Olympic events: sorting out questions relating to land (administrative procedures, a start on land negotiations), topographical studies, geo-technical research, etc.

- Technical investigations regarding the renovation of the Olympic village of Brides-les-Bains.

- Planning for the setting up of infrastructures.

- A master plan for information systems.

2. MARKETING AND COMMUNICATIONS SECTOR

- Master plan for the press and radio & TV centre.

- Phasing of promotion of the Olympic Games from 1988 to 1992.

- Progressive definition of the image and emblems specific to Olympic Savoy (positioning of the Games, logo, graphics, mascot).

- Setting up local procedures (handouts, news bulletins from the OCOG) and participation by the local population (mascot competition).

- Launch of the Youth of the World programme.

- Working out of the OCOG marketing policy and starting preliminary negotiations with economic and educational partners in collaboration with the Olympic Movement.

- Negotiation of licensing agreements limited in number and time (no contract is valid beyond March 1988).

- Preparation of the main events where the OCOG will be present in the short term (1st Snow Gala, Calgary Olympic Games).

3. FINANCIAL AND ADMINISTRATION SECTOR

- Working out the provisional budget for the Olympic Games.

- Setting up general services and resources needed by the OCOG : staff, recruitment, premises, equipment, etc.

4. GENERAL MEASURES RELATING TO THE OLYMPIC GAMES

- Setting up of a task force to coordinate the different inter-ministerial activities relating to the Games under the responsibility of Mr. Camille Cabana, ministerial delegate concerned with Administrative Reform and Repatriates.

- Implementation of the road improvement and rail improvement programme.

- Creation of an Economic Observatory of the Olympic Games.

- Setting up on 17th October 1987 of the “Savoie ‘92” Association aimed at bringing together the people and organisations concerned with different aspects of promotion and the economic development of Savoy and the Rhone-Alps region within the context of the Olympic Games.