



the boat the world sails

President

## 470 Internationale

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**To: National Class Associations  
470 Sailors and Coaches  
470 Equipment Suppliers**

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**Dear All,**

The International Sailing Federation (ISAF) has confirmed the ten events for the 2016 Olympic Sailing Competition at the 2011 ISAF Mid-Year Meeting in St Petersburg, Russia which includes the 470 as the equipment for the two-person dinghy men and two-person dinghy women. The full slate of ten events are:

- Men's Board or Kiteboard - evaluation
- Women's Board or Kiteboard - evaluation
- Men's One Person Dinghy - Laser
- Women's One Person Dinghy - Laser Radial
- Men's 2nd One Person Dinghy - Finn
- Men's Skiff - 49er
- Women's Skiff - Evaluation
- **Men's Two Person Dinghy - 470**
- **Women's Two Person Dinghy - 470**
- Mixed Two Person Multihull - Evaluation

**470 DID IT AGAIN!**

By retaining our class in the 2016 Olympic Sailing Competition we have proven to the sailing community around the world that two-person dinghy spinnaker sailing is an essential discipline of sailing. By the selection of the 470 class as preferred equipment for the two-person dinghy event, the ISAF Council has confirmed and continued to recognize the integral role the 470 plays within the Olympic Sailing Competition and the Olympic Programme and its legacy and positive impact as equipment of popular choice for men and women.

The submissions put forward to ISAF, demonstrated a strong consensus amongst MNAs on the slate of ten events which would best represent the sport of sailing at the 2016 Olympic Games, which included the 470 men and 470 women.

The 470 Class brings tremendous value to the Olympic Games. It demonstrates a modern, youthful and skilful discipline of sailing which is easily, efficiently and cost-effectively part of the Olympic Sailing Competition. Continuity and consistency are key to embracing sustainable participation in an equipment based sport like sailing – and the 470 has repeatedly proven itself.

The 470 Class has long-established values which closely align the role the class plays in worldwide sailing with the core criteria established by the ISAF Olympic Commission and also with the values of the International Olympic Committee:

**The 470 is universal:** it is spread in more than 60 nations and sailed by people across all six continents. The 470 is raced at the highest levels by men and women and due to the intense competition with no one nation dominating there is an extensive number of nations able to secure medal glory.

**The 470 is inclusive:** it is a boat which can be easily sailed, yet at the same time provides one of the most challenging tests of skills at elite level and can be equally raced by men and women. Regardless of a sailor's personal size in weight and height, the 470 allows everyone to be competitive in all conditions because of its versatility in being able to adjust and balance the rig to sailor's physical stature. The 470 is the only dinghy that caters for lightweight men.

**The 470 is inspirational:** it attracts the best sailors in the world who seek its challenges and through the diverse skills platform demanded by the 470 they are able to go on to successful sailing careers in other disciplines of the sport, such as the America's Cup and Volvo Ocean Race. The 470 represents a pinnacle Olympic event for the sport's athletes.

**The 470 is popular:** based on the current ISAF Rankings, there are 345 men's and women's 470 teams from 45 nations who have gained ranking points from ISAF Graded Events – one of the most popular Olympic Classes – with significant depth of fleet in many nations. And that's before you add the nations who sail the 470 but do not yet compete at ISAF Graded events. New growth continues with an influx of participants, new nations and selection of the 470 for inclusion in multi-sport events, alongside continued growth in continents where the 470 is already strong, such as Asia, Europe, North America, South America and Oceania.

**The 470 is youthful:** each year the class holds two elite championships for our junior athletes – Worlds and Europeans – which attract young sailors of 21 years and under from all over the world. There is an established youth pathway to the 470, particularly through the 420 class used at the ISAF Youth Worlds, which supports the continued popularity of the 470 among youth across the globe. One of the world's largest disciplines of our sport is two-person dinghy (spinnaker) sailing and these young sailors now continue to have the chance to be Olympians.

**The 470 is economical:** The cost of 470 equipment and the cost to campaign a 470 is low compared to most other Olympic classes. A well controlled one-design class like the 470 creates as level a playing field as any class, while offering the sailors the opportunity to shop around for their equipment ensuring the cost is kept down.

**The 470 provides the same equipment for men and women:** uniquely across the Olympic events/equipment, the configuration of the 470 is identical for both men and women which offers equal opportunity to sailors and significant benefits to nations. The 470 is the only boat which is used by men and women in exactly the same format, without any changes to the equipment.

**The 470 is challenging:** The 470 represents the alluring sailing challenge of tactics, technique and individual boat tweaking to make your boat go faster. It is about the individual athlete's sailing skills and their teamwork. The 470 is full of energy and continues to attract the next generation of sailors.

**The 470 is media friendly:** The 470 has proven itself to be attractive to the media, and also attracts high numbers of fans through online platforms, such as tracking and at the ISAF Sailing World Cup events. Our sailors provide colourful and interesting sports characters.

The 470 is sailed by recreational sailors to Olympians, juniors to masters, it is a popular choice for collegiate sailing and is regularly used at Regional Games on all continents. Our top-ranked sailors represent a healthy mix of races and nationalities – there are currently 28 nations across the top 50 men's and women's teams on the ISAF Sailing World Rankings. The race course action is full of close, tactical racing, demonstrating athleticism and grace, whilst using the extensive skills that showcase our athletes and ensure they are in demand as sailing professionals in other disciplines of the sport.

The International 470 Class Association injects significant funds into our Development Programmes, which among other things focuses on junior and women's programmes, initiatives for emerging sailing nations and training for elite sailors, together with equipment provision and financial grants. In 2010, our programmes benefited over 300 sailors from more than 40 nations.

The 470 represents a popular and perfect fit to the Olympic ideals of **“Faster, Higher, Stronger”**

## **The key behind our successful campaign:**

We planned a strong strategy, we worked hard and had the best people to implement the plan.

After the 2010 ISAF Annual Conference in Athens, Greece, the ISAF Council made the “provisional” decisions that the current two 470 events – men and women, become a single *mixed* event, with it mandatory to have one man and one woman. This put us in a difficult position as to whether to accept the position of mixed or to challenge to retain the two events.

At this stage, mixed sailing in the 470 does not currently exist and we recognized if this “provisional” decision was confirmed it would be a slow death for the class. The position of the 470 Management Committee was to challenge to retain the two 470 events – men and women. However, we were aware that by making this challenge to the “provisional decision” we could expose the class to the risk of being out of the 2016 Olympics. But, we fully believed in the role the 470 Class plays in sailing and knew that key sailing nations also supported this view.

**“Creating the current”** this was probably the hardest part of the campaign – 4 months of hard work, many trips around the world, meetings with federations and key people, which led to a result that out of all 55 submissions sent to ISAF proposing a slate of events for the 2016 Olympic Competition, 39 supported two 470 events – men and women. This resulted in a huge consensus in the sailing community around the world for the events they wanted in the 2016 Olympic Sailing Competition. And as you all know very well – it is hard to go against the current.

The Events Committee decision on 5 May 2011 to support the submitted slate with two 470 events – men and women was a confirmation that this vision is what the MNAs and stakeholders of ISAF wanted and was what they believed is in the best interest of the sport of sailing. The main issue that was on the table at the Events Committee meeting was two 470 events for men and women in preference to keelboats men and women.

After their meeting on 5 May, the ISAF Executive Committee decided to support the Puerto Rican submission (M29-11) which included the two 470 events but removed the skiff. By making this decision, the ISAF Executive Committee put the 470 Class in a very strong position – we could win both ways. Therefore, the main issue on the table at the ISAF Council Meeting of 6 May 2011 became a choice of whether to select the skiffs in favour of the keelboats or vice versa. The challenge that the skiffs faced was how the 470 Class would react to the ISAF Executive Committee decision. On one hand the 470 Class recognised that by supporting the Executive Committee decision we would increase the strength of our position for the 2020 Olympics, but

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**The 470 class made the decision which we believe to be in the best interest of the sport of sailing.**

We continued to support the original slate to remove the two most expensive boats from the Olympic Sailing Competition – the keelboats - which will save millions to the MNAs, event organizers and sailors around the world. This decision will benefit the organisers of events by reducing the costs for special facilities for these boats and race officials. At the same time the slate of ten events now approved by the ISAF Council enables MNAs to send their whole Olympic team in one 40 foot. container, which also makes considerable cost savings from a logistical point of view.

Before going shopping we usually count our money and we buy what we can afford to pay. This was the situation on the last day of the ISAF Council Meeting on 7 May 2011, when the most important decision was to be made. There was a huge consensus in the meeting room on what should be the slate for the 2016 Olympic Competition and after considerable comment around the ISAF Council table, Submission M20-11 was moved, seconded, voted and passed.

The International 470 Class had chosen to adopt a strategy of fair play and integrity and to support a slate of ten events which in our view best represents the interests of the worldwide sailing community.

The International Sailing Federation clearly supported this view by confirming the same slate of ten events for the 2016 Olympic Sailing Competition, including the 470 Class as the equipment for the two-person dinghy men and two-person dinghy women.

You could say we adopted the “sniper strategy” – keep quiet, aim precisely and shoot right in the heart. We shot only 3 bullets:

1. “Creating the current” - we organized 39 submissions that supported two 470 events – men and women and the support from those MNAs and their ISAF Council Delegates which facilitated “Creating the current”.
2. Passed the slate at the ISAF Events Committee meeting.
3. Passed the slate at the ISAF Council meeting.

Several of the Olympic Classes worked together on this slate, again acting in what they each believed to be in the best interests of the long term vision for sailing and supporting the critical pathway from youth to Olympic sailing.

The people behind the success:

**Luissa Smith** – our Class Manager. Luissa is the best investment that the 470 class has made in the recent years. A hard and passionate worker who is devoted to the ideas that she believes in and an expert in PR, media and development, with an excellent knowledge of ISAF and a huge network of contacts in the sailing community. Without her it would be impossible to achieve our goals.

**Victor Kovalenko** – the “*Godfather*” of the ten event slate that has now been approved by ISAF – and the best person to provide his expert opinion; a wise adviser and inspirer.

**Heinz Staudt** (and Linda) – our President of Honour – a wise adviser and a great supporter in many Olympic campaigns. Heinz and Linda personally attended the 2011 ISAF Mid-Year Meeting in St Petersburg, Russia and supported the class and I believe that they indeed enjoyed our success there.

**Nino Shmueli** – our First Vice-President. Nino has always been next to me advising on our moves and supporting all of our actions. Also holding the role of President of the International 420 Class Association, Nino (and his team – Jose, Pedro, Catherine and Dimitris) is committed to securing the integrity between the two classes and facilitates the common strategy for developing two-person dinghy spinnaker sailing through the 420 to 470 pathway.

**Dimitris Dimou** – our Secretary General and Technical Committee Chairman - the perfect man for the technical issues and a good adviser for making the hard decisions.

**Malcolm Page** – our 470 Star, Olympic gold medallist and 5 times World Champion – a hard worker and determined supporter of our campaign.

**Hirobumi Kawano** – President of the Japan Sailing Federation and **Chako Tobar** – the Japanese power in our team. Despite the hard times since the earthquake, the Japan Sailing Federation was strongly represented in St. Petersburg to defend the class and secure its future development in their country and the Asian continent.

**Kevin Burnham** – our 470 Star, Olympic gold and silver medallist – the expert behind the preparation of the submissions and determined supporter of our campaign.

**Dave MacKay, Paolo Portiglia (Nautivela), Slawomir Baranowsky and Lukas Formella (Blue Blue)** – our main boat builders, who have always responded to the needs of the sailors and the International 470 Class Association.

**Martin Steiger** – our Treasurer, who always keeps a good eye on our accounts and on the money we spend and how we spend it to benefit the class and sailors.

**Iulia Negoescu and Fernanda Sesto** – long time 470 sailors who are both members of our Management Committee and the team who administrate the 470 Development Programmes and Clinics.

**Alain Corcuff** – our ex Secretary General, currently Management Committee member – although we have had disagreements, I believe that everyone is happy and satisfied with the result that we have achieved. Alain is now the person in charge with the preparation and organization

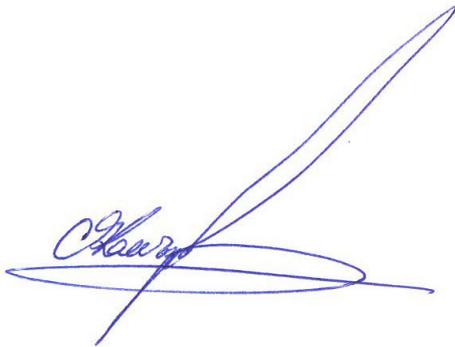
of the *50<sup>th</sup> Years Anniversary of the 470 Class* in 2013 and I believe that this will be a wonderful and memorable event in the life of our class.

It has been a privilege for me as a President to manage this team and to be on the helm of the 470 class in the last two and a half years and throughout the campaign for the 2016 Olympic Games.

I strongly believe that we demonstrated to the sailing community our leadership and integrity alongside the worldwide strength and support of the 470 class - the Olympic Class which deserves to be at the leading edge of Olympic sailing in the 2016 Olympic Games and beyond.

***470 FOREVER!***

**Yours**

A handwritten signature in blue ink, appearing to read 'Stanislav Kassarov', with a large, sweeping flourish extending upwards and to the right.

**Stanislav Kassarov**  
**President**  
**International 470 Class Association**