International Triathlon Union - ITU

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publicly thank the core Vancouver ITU Headquarters team, along with the active and dedicated team of Race Directors, TD's and technical officials who made these races so successful. Despite the unjustified diversion caused by the BC Court case, your headquarters and extended race team has conducted the most successful series of races ever - by a huge margin, incorporating the highest standards ever.

I congratulate all these people who contributed, and the athletes who have competed magnificently and with vigour, who collectively have refused to let the nay-sayers prevail. These negative people have not diverted you and our ITU family from the main task of providing an ever increasingly professional and well-organised series of races.

As the representative of the ITU president at the Duathlon World Championships first in Venray and then Rimini after the devastating New York suicide bombings I have to reflect on the spirit of all athletes, officials, and the LOC team in Rimini to present a fantastic race in the shadow of unbelievable intimidation from terrorist organisations. These races proceeded with great dignity, fair competition, and the steady resolve you would expect of our determined and intelligent US athletes and indeed all international athletes, officials and organisers.

From Brian Hinton to the 3-Ls
(Les, Loreen, Leslie at ITU Headquarters)
After a very hectic and hugely successful 3 months consisting of four ITU World Championships, and many ITU World Cups and ITU International races, I need to very
Just imagine how much more successful these series of events could have been if our ITU resources were able to be 100% directed to racing, and presentation of our sport. We should continue to forge ahead with the development of the sport and reject the negative forces of the nay-sayers, those few blinkered individuals who continue to put personal issues ahead of the sport.

Well done. Keep forging ahead. Let us finish this season on a real high. See you in Cancun to plan an even stronger 2002.

Best Regards to L3 and the ITU family, Brian Hinton, ITU Executive Board, Eboard Member responsible for Duathlon Vice President Kodak (Australia division)

WELCOME TO KEVIN HENDERSON, COOK ISLAND’S NEW PRESIDENT

Congratulations to Kevin Henderson on his election as President of the Cook Islands Triathlon Association (Oceania). Welcome to the ITU family. We look forward to friendly and enthusiastic cooperation.

PROSPECTIVE ATHENS 2004 OLYMPIANS

Saturday, 20 October 2001: Help us create the Triathlon course for the next Olympic Triathlon. The 20 October International Triathlon in Athens will also be the first competition on the proposed swim-bike-run Olympic course – with emphasis on “proposed”.

We need input from you, the Triathletes – the ones who know best, to critique the layout, the design, the transition area, the hills, all that kind of stuff. Come take a look, take a swim, bike, run at it, then tell us what you think.

We need some creative names for the outstanding features of the course. No “heart-break hills” if you don’t mind. Something with a Hellenic flair if you will – (that may be Greek to you Hamish, but you’ve got to start somewhere) – Haven’t we all? Lets start with swim, bike, run – it translates to: “kolibi – podilato - teximo”

See you in Athens, 20 October – lots of history there – long before Zorba, Melina and Onassis

CANCUN: FINAL EVENT IN THE WORLD CUP SERIES:

Post race festivities will include the Jaime Cadaval Mariachi Band with Antonio Alvarez and brother David on guitar, Ricardo Gonzalez on violin and Gerardo Zetina on accordion. Lead vocalists include Maria Luisa Martinez and Nelly Beccerra.

The ITU male voice choir will entertain the assembly with appropriate selections from the classics such as "Hand me kangaroo down boy" and "Mexicali rose I love you." Choir master Craig Watson has been practising with his choir boys, the likes of tenor Dimitri Gaag, alto tenor Peter Robertson and basso profundo Javier Rosas. Sombreros provided, free of charge - Hasta la vista - que viva Mexico!

TRIATHLON SITE TRAFFIC

Just over one year ago, triathlon.org was launched in anticipation of the collapse of the ill-fated Worldsport.com website.

Ed Rice, one of the Celtic tigers from Eire, under contract with Sportsworld, ITU’s marketing and television partner coordinated the re-design of the site and launched it in time to showcase the Olympic Triathlon, Sydney, 2000. During the fall of 2000, Ed continued to develop triathlon.org.
In March 2001, ITU and Sportsworld mutually agreed that ITU would take over management of the site and it was moved to ITU Headquarters. Under the direction of Ed Rice, Christine Brown went to work and constructed hundreds of index pages and html files for the expanded site which was launched in early April 2001.

As you can see from the table and chart below, the growth in the site has been nothing short of phenomenal.

Ed Rice, who continues to provide the major design expertise and is driving the move towards live webstreaming and webcasting for ITU events, recently received the following message from the company that hosts www.triathlon.org:

Dear Ed, Earlier this year we agreed an upgrade to the web hosting account for www.triathlon.org to charge for higher bandwidth as the traffic was far exceeding the 3GB pcm bandwidth allowance of the original Business Hosting Package. Your site’s success now makes it the highest traffic site that we host! The last two months have seen a further (spectacular) increase (see attached Excel spreadsheet and graph). Indeed, the bandwidth you’re site presently uses warrants its own server, we suggest, rather than being on a shared server.

<table>
<thead>
<tr>
<th>MONTH</th>
<th>MB</th>
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<tbody>
<tr>
<td>September</td>
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<td>October</td>
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<td>November</td>
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<td>July</td>
<td>18475</td>
</tr>
<tr>
<td>August</td>
<td>14897</td>
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</table>

Aside from the work to expand the existing sections on the website and to further expand our abilities to provide live webstreaming and webcasting of ITU events, Ed and Christine are now developing “micro-sites” for athletes and national federations.

a) **Athlete Micro-sites**: sample micro-sites for athletes will be sent to NFs and athletes in the coming weeks as examples of what they can establish within the ITU site. Ed Rice will be in Cancun with the television crew for the ITU World Cup and will be available to meet with athletes to establish the content of their site. This service will be mainly for athletes who do not have their own website. For athletes who already have their own website, Ed will discuss better ways of linking from the ITU site to the athletes site.

b) **National Federation Micro-Sites**: Many National Federations have wonderful sites full of lots of information for their members. For NFs with well-developed sites, Ed has designed stronger links to those websites. For NFs who do not have the resources to maintain a website, ITU will be able to offer a micro-site design which will be easily maintained and expanded. Again we will be sending examples of both formats to NFs in the coming weeks. Ed Rice will also be
available to meet with NFs in Cancun to assist them to develop their site.

2001 has been such an incredibly successful year for ITU in terms of athlete performance, standard of excellence of ITU events, collegial, united work of the ITU Congress, and strength of the ITU Committees and Commissions. Triathlon.org is but a mirror of that success.

HIGHLY SUCCESSFUL OFFICIALS COURSE HELD IN EUROPE

An ITU Technical Officials seminar was conducted on the occasion of the ITU Duathlon World Championships in Rimini, Italy.

The two days working session assembled officials from USA, Canada, Great Britain, Croatia, Hungary, Greece, Italy, Spain, Luxembourg, Switzerland, Sweden, Denmark, and France.

Leslie Beckerman from Canada, who was expected to lead this course along with Michel Gignoux could not arrive due to the massive cancellation of the flights from North America after the New York tragedy.

However, and as a message of hope and belief in peace and mankind, all attendants showed their peaceful determination in working hard, not only during the session but also during the three days of competition which followed. The enthusiasm and skills of the officials was particularly appreciated by the LOC, the host federation FITri. and most importantly, the thousand athletes in competition. By the end of the event, the ITU international officials were affectionately known as the "orange team".

The contents of the officials seminar was:

- Philosophy of ITU officiating
- Working methods in ITU events
- an exhaustive and technical approach on supervising organizations.

The goal of the seminar was to provide our Officials with the most versatile culture so they will be able to create the best conditions of safety and fairness for our athletes and to assist and empower our event organizers.

Signs of appreciation were numerous at the end of this dense days, and especially for Michel Gignoux, ITU Technical Director in Europe, and ITU Technical Delegate Gergely Markus (HUN).

Michel Gignoux relaxes after a successful officials’ workshop.

BEVEN INCLUDED IN QUEEN’S BIRTHDAY LIST

Congratulations to Queensland, Australian Elite Triathlete, Brad Beven for the considerable honor bestowed upon him with his inclusion in the Queen’s Birthday Honors list. He is awarded the Order of Australia, [OAM]: Mr Bradley William BEVEN of Miriwin, Queensland For service to triathlon, particularly as a competitor and promoter of the sport.

Brad made a huge contribution to the evolution of the ITU World Cup Series and World Ranking, as he dominated the sport year after year between 1992 and 1995.

Congratulations Croc—good on ya, mate!

AWARD OF HONOUR FOR BILL HALLETT, PRESIDENT TRIATHLON CANADA

Teena Bogner, President of the Ontario Triathlon Association writes: Bill Hallett, President of Triathlon Canada, was honored with an award at the Ontario Sports Awards which took place on Friday September 21,
2001 at the SkyDome in Toronto hosted by Tim Hudak, Minister of Tourism, Culture and Recreations.

In response to receiving this prestigious award Bill Hallett said: Dear All: I am a little overwhelmed by the responses that I have received from all of you in respect of this award. Thank you all very much for your ongoing support, and your many messages of congratulations.

I am truly honoured to have been nominated for this prestigious award, let alone to be so honoured as a winner.

Volunteerism is still a key component to the success of every sport in Canada, in particular in this, the "International Year of the Volunteer". I want to congratulate all of the other volunteers, in Ontario, in Canada, and in the world, who have also found the time and the energy to making sport and life better for all.

Thank you again and best wishes. Bill Hallett, President

Bill Hallett, President of Triathlon Canada, receives Ontario Sports Award.

TRIATHLON LEBANON HOLDS FIRST EVENT!

Antoine Abou-Samra from Lebanon writes: The first event of the newly formed National Federation in Lebanon took place at the Country Lodge, Bsalim.

Other events will be organized afterwards, all the dates are not yet determined but I will keep you informed on the programme.

The enthusiasm that Antoine exudes for the sport in his country is something we all can learn from. The opportunities that he is providing for young athletes is nothing short of miraculous. It is always a joy to have the phone ring at ITU Headquarters and discover that it is Antoine on the other end with queries about aquathlon and triathlon, as well as news about the progress they are making to develop the sport in his country.

PARALYMPIC NEWS

Lorene Hatell, chair of the ITU Athletes With A Disability Commission writes: I recently attended the Canadian Paralympic conference in Ottawa. The conference was "Compass 2001". We set our goals and direction for the next 10 years. Triathlon definitely has a place in the plan, and will benefit greatly by being part of it. I had a chance to sit down with the President of the Canadian Paralympic Association, Patrick Jarvis. We talked about ways to get Triathlon for Athletes with a Disability into Athens and further down the road to 2008.

Canada has a partnership with the Greece Paralympic committee and the Canadian Paralympic committee is prepared to lobby on our behalf to get the sport into Athens as a developing sport. A developing sport would have the men and women race together, (nothing new for us!) This would allow us to get the numbers up to be a full medal sport in 2008.

Athens must be lobbied because the contact has already been signed as to what they must provide. Athens themselves can allow the sport in if we can prove that we can provide enough athletes.

The strongest Paralympic movement comes from Europe. We need to get them to lobby on our behalf. We also need to have paralympic athletes from Asia and Africa and more from Latin American. In all of the world, the French Federation is doing the best job of supporting and developing paralympic athletes.
IWG CONSIDERS
ITU A "ROLE
MODEL"
FEDERATION
Deena Scoretz, Secretariat
of the International
Working Group on Women
in Sport recently sent ITU President Les
McDonald the following note: Dear Les,
Many thanks for your quick reply to our
request about progress in the area of women
and sport. The ITU is a "role model"
federation and I'm happy to be able to share
your progress in the report. I'll let you know
when the report is available.

We encourage everyone to check out the
IWG website at Internet: www.iwg-qi.org. It is
in English, French and Spanish. We will be
posting the report on progress in Women in
Sport shortly.

REMEMBER ABOUT CHANGES IN
SALBUTAMOL FOR ATHLETES
WITH ASTHMA
According to the ITU and IOC Doping Rules,
Salbutamol is permitted by inhaler only to
prevent and/or treat asthma and exercise-
induced asthma. Written notification by a
respiratory or team physician that the athlete
has asthma and/or exercise-induced asthma
is necessary to the relevant medical authority
prior to competition.

As well, for salbutamol, the definition of a
positive result under the anabolic agent
category is a concentration in urine greater
than 1000 nanograms per milliliter.

NOOSA TO CELEBRATE 20
YEARS
Our friends in Noosa, Australia write: Dear
Friends of Noosa Triathlon Multi Sport
Festival, As we move towards our 20th
anniversary, we would like to start becoming
a little 'emotional' in our old age and gather
testimonials from our friends who have been
part of our special event over the past 19
years!

We would greatly appreciate if you could pen
a few lines that shows how you feel about the
event so we can list them on our website and
in our Race Acceptance booklet to reflect how
'Noosa' has touched you. We look forward to
welcoming you all back this year and
to continuing the tradition of "Noosa - it's all
good!"

Kindest regards, Donna Croft
Email: usm@donna@optusnet.com.au
Fax: 0754 490 828

TRIATHLON KOREA SEEKS NEW
NATIONAL COACH
The National Federation for Triathlon and
Duathlon in Korea is seeking a National Team
Coach to begin immediately. Conditions of
employment are:
- Academic qualifications: master degree
from accredited university in the area of
coaching and sport science.
- Fluent in English
- Willing to give lectures in a college in
Seoul and train national team athletes.
- Annual salary: $23,000us and an
apartment house for a year.
Interested candidates should send a curricula
vitae and covering letter to: Ki, Woo Kyong at
email: kotr@kornet.net

Korea is obviously on the
move in the Triathlon World.
In 2001, they hosted two
highly successful
international triathlon
events. As well, we are
seeing Korean athletes
move up the ranking ladder,
especially in the Asian
Regional of ITU, where the
federation as plays a strong
leadership role.
Accolades to the Italian Triathlon Federation (FITri) who enjoyed their best season ever on the international stage. Not only did their juniors Beatrice Lanza and Emilio D'Aquino both win silver medals at the Junior World Championships, but Italian athletes on the podium of ITU has become a common event in 2001.

FITri also conducted 3 ITU International points races as well as the highly successful 3-day Rimini Duathlon World Championships.

We can only expect more great things from Italy in the future, especially as we advance on to the next Olympic Games in Athens.

Palermo International Event was another successful event organized by the Italian Triathlon Federation in 2001.

NEW MANAGEMENT PLAN IMPLEMENTED AT ITU HEADQUARTERS

In the past weeks, ITU President Les McDonald, Secretary General Mark Sisson and Treasurer Bill Walker have approved the implementation of the following Management Plan for ITU Headquarters:

1. Move the office from Loreen Barnett's home to a larger office space with professional facilities (achieved as of 1 Sept)
2. Assign office staff as follows:

<table>
<thead>
<tr>
<th>Title</th>
<th>Roles and Responsibilities</th>
</tr>
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<tbody>
<tr>
<td>Executive Director</td>
<td>• Supervise finances, accounting and payroll</td>
</tr>
<tr>
<td>Loreen Barnett</td>
<td>• Edit ITU Updates</td>
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<tr>
<td></td>
<td>• President's Correspondence</td>
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<tr>
<td></td>
<td>• Coordinate website plan and consultants</td>
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<tr>
<td></td>
<td>• Supervise signing of and implementation of World Cup and World</td>
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<tr>
<td></td>
<td>Championship contracts</td>
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<tr>
<td></td>
<td>• Liaise with Sportsworld</td>
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<tr>
<td></td>
<td>• Supervise ITU Manuals and Event Organisers Programme</td>
</tr>
<tr>
<td>Technical Director</td>
<td>• Prepare ITU Updates</td>
</tr>
<tr>
<td>Leslie Beckerman</td>
<td>• Routine website maintenance</td>
</tr>
<tr>
<td></td>
<td>• Rankings and Olympic Qualification</td>
</tr>
<tr>
<td></td>
<td>• Event Calendar and Start Lists</td>
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<tr>
<td></td>
<td>• International Event Contracts</td>
</tr>
<tr>
<td></td>
<td>• Databases</td>
</tr>
<tr>
<td></td>
<td>• Editor: ITU Manual and Event Organisers' Manual</td>
</tr>
<tr>
<td>Technical Director</td>
<td>• News for ITU Update from Europe</td>
</tr>
<tr>
<td>(Europe): Michel</td>
<td>• Winter Triathlon contracts</td>
</tr>
<tr>
<td>Gignoux</td>
<td>• Sportsworld Liaison from Europe</td>
</tr>
<tr>
<td></td>
<td>• Supervise ITU Manuals and Event Organisers Programme</td>
</tr>
<tr>
<td></td>
<td>• Coordinate ITU officials programme in Europe in collaboration</td>
</tr>
<tr>
<td></td>
<td>with ITU Technical Coordinators in Europe: Gergely Markus</td>
</tr>
<tr>
<td></td>
<td>(HUN) and Carsten Dittefsen (DEN)</td>
</tr>
<tr>
<td>Website Consultant</td>
<td>• Ed Rice: Webcasting, webstreaming, expanding</td>
</tr>
</tbody>
</table>
The plan will be reviewed at the upcoming Executive Board Meeting in Cancun.

**EVENT ORGANISERS SEMINAR SCHEDULED FOR CANCUN**

ITU will be holding an event organisers seminar in Cancun, Mexico on Saturday, 3 November to present the revised 2002 Event Organiser's Manual and review contracts for 2002 events. The seminar will be conducted by:

- ITU Technical Directors: Leslie Beckerman and Michel Gignoux
- Nici Andronicus, Sportsworld
- Sheila O’Kelly, Executive Director 2001 World Championships.
- Loreen Barnett, ITU Executive Director

The primary focus of the seminar will be to ensure that ITU events continue to strive for higher quality in terms of our event objectives:
1. safe and fair
2. spectator and television friendly
3. satisfying for sponsors
4. legacy for the organiser

ITU will be hosting additional seminars in the coming months for event organisers in Europe.

**2002 WORLD CHAMPIONSHIPS**

<table>
<thead>
<tr>
<th>Date</th>
<th>World Championships 2002</th>
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<tbody>
<tr>
<td>Tba</td>
<td>Winter Triathlon</td>
</tr>
<tr>
<td>Tba</td>
<td>ITU Powerman Long Distance Duathlon World Championships, Weyer, Austria</td>
</tr>
<tr>
<td>Sept</td>
<td>Duathlon World Championships, Alpharetta, USA</td>
</tr>
<tr>
<td>23 Sept.</td>
<td>ITU Long Distance Triathlon World Championships, Nice, France</td>
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<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>6 Nov.</td>
<td>ITU Aquathlon World Championships, Cancun, Mexico</td>
</tr>
<tr>
<td>9, 10 Nov.</td>
<td>ITU Triathlon World Championships, Cancun, Mexico</td>
</tr>
<tr>
<td>11 Nov.</td>
<td>ITU Team World Championships, Cancun, Mexico</td>
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**CALENDAR 2001 IMPORTANT DATES**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>20 Oct.</td>
<td>Athens International Triathlon</td>
</tr>
<tr>
<td>8-12 Oct.</td>
<td>ITU Event Organisers Manual Revision: Vancouver</td>
</tr>
<tr>
<td>2 Nov.</td>
<td>ITU Executive Board Meeting: Cancun</td>
</tr>
<tr>
<td>3 Nov.</td>
<td>ITU Event Organisers Seminar: Cancun</td>
</tr>
<tr>
<td>4 Nov.</td>
<td>Cancun World Cup, Mexico</td>
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<tr>
<td>11 Nov.</td>
<td>Guaratuba International Triathlon, Brazil</td>
</tr>
<tr>
<td>8 Dec.</td>
<td>South Pacific Mini Games: Triathlon, Norfolk Island</td>
</tr>
</tbody>
</table>

**ROLL THE CREDITS**

Big thanks to those contributed to this edition of the ITU Update

1. Brian Hinton, ITU Executive Board
2. Ed Rice, ITU Website Consultant
3. Teena Bogner, President Triathlon Ontario
4. Lorene Hatleit, Chair Athletes With A Disability Commission
5. Antoine Abou-Samra, Lebanon Triathlon Federation
6. Michel Gignoux, ITU Technical Director in Europe
7. Deena Scoretz, IWG
8. Teena Bogner, President Triathlon Ontario (Canada)
9. Donna Croft, Noosa, Australia
10. Ki, Woo Kyong, Triathlon Korea
Triathlon Australia Establishes New High Performance Positions In Lead-Up To World Titles

Triathlon Australia have established two new high performance positions to assist in the development of the sport, in the lead up to the 2001 ITU Triathlon World Championships in Canada later this month.

Both positions will add a new strategic direction to the sport in Australia and add much value and support to the individual coaching programs of elite and junior elite athletes.

With a commitment to continuing Australia’s success at the international level, experienced triathlon coach Mr Col Stewart has been appointed to the part-time position of Triathlon Australia (TA) Elite Teams Coaching Director. Stewart, who has been coaching athletes for over seventeen years, is well known for his world title successes with son Miles Stewart in 1991 and Chris McCormack in 1997.

Upon selection to national teams, Stewart will assist athletes and their coaches with individual final phase preparation programs, in the lead-up to world championship competition. The new national arrangement will also permit Stewart to continue his crucial coaching role with elite athletes, including former junior world title holders Chris Hill and Courtney Atkinson, and new rising stars Liz Blatchford and Luke Harrop.

In setting a new strategic direction for the sport, TA has also appointed Mr Bill Davoren to the position of TA Performance Manager. The former sport science manager at the Tasmanian Institute of Sport and coach of Olympic triathlete Craig Walton, Davoren will head-up the TA Performance Program which directs the Australian Institute of Sport (AIS) Junior Elite Program and other elite athlete support and performance initiatives.

Both Stewart and Davoren will travel with Team Triathlon Australia to the 2001 ITU Triathlon World Championships in Edmonton, Canada on 22 July.

For More Information: Tim Wilson – 0418-697708
GOLD COAST SELF-DECLARED WORLD CUP DISPUTE

Due to a considerable level of misinformation surrounding issues involving the self-declared world cup on the Gold Coast, 1 May 1994, Triathlon Australia (TA) wishes to clarify a number of matters.

The Executive board of the International Triathlon Union (ITU) issued the following ruling on 9 January 1994:

Elite Competitors who participate in self-declared "World" events, as identified by the ITU, will not be allowed to participate in ITU sanctioned events, ie, ITU World Championships, ITU World Cup, Goodwill Games, Pan American Games etc. up to December 31 of this year.

The Gold Coast World Cup event fell into the self-declared "world" event category.

TA wrote to Multi Sport Marketing (MSM), the organisers of the Gold Coast event, on 25 January 1994, with an offer to assist in the resolution of the ITU/MSM issue for the mutual benefit of all. MSM informed TA that the earliest they would be in a position to discuss the issue would be 17 June 1994 (well after the race date) and that all other communication must be in writing.

Over the following two weeks TA corresponded with MSM offering to meet MSM and its principals in an effort to resolve the differences between MSM and ITU. Unfortunately, the response was again, that all correspondence had to be in writing and that a meeting was not possible until after June 1994.

Given that all triathletes would need at least three weeks' notice before they could make a decision to do the Gold Coast event (application closing date 21 March 1994) TA again corresponded with MSM on 4 February 1994, suggesting that draft proposals for resolution between ITU and MSM commence in writing and that a deadline of 1 March 1994 be set for a meeting.

Despite a TA suggestion that they would lobby ITU for a retraction of the resolution, should MSM agree to drop the word "world" from their event for 1995 and beyond, MSM did not agree to meet.

Therefore TA informed all State/Territory Triathlon Associations that the ITU ruling was still in place in regard to the Gold Coast event but that TA would continue to assist in an effort to have the matter resolved. During this time members of the Australian Professional Triathletes Association (APTA), following a general meeting, declined invitations to compete in the Gold Coast event, and withdrew their applications which has already been lodged.

On 8 March 1994 MSM issued a press release stating that TA were using, amongst other things, scare tactics to discourage elite athletes from participating at the Gold Coast event. TA had no alternative but to immediately seek a retraction from MSM. The letter through TA's legal advisers again outlined that TA was not in a position to enforce or ignore the ITU ruling. The ITU ruling was an international directive from the international body concerning participation at its own events. Meanwhile TA continued dialogue with MSM and on 23 March 1994 convened a teleconference with MSM.

Following the teleconference TA representatives again offered to assist MSM in an attempt to resolve outstanding issues with the ITU. TA has been in constant communication with the solicitors for MSM and has done all it can to assist in the resolution of the issue. MSM and ITU are still negotiating but, so far as TA is aware, they have not yet resolved the problem.

Far from being inactive or disinterested, TA officials have invested countless hours of their time attempting to end the impasse.

The ITU maintains the problem is basically very simple. MSM believes that it is entitled to be paid a very large sum of money for what it considers to be its property - the name World Cup Triathlon. ITU (and it seems legal opinion) believes that MSM is not entitled to claim exclusive property in the name. The sponsors of the triathlon world-wide want to be sure that their investment in the sport provides maximum return. They want to invest in an internationally co-ordinated, well managed sport with a high profile. That profile will be obtained by Olympic recognition.

The International Olympic Committee (IOC) will not consider any sport which has a number of different, unconnected world events. Therefore, ITU has the choice of either abandoning any attempt to achieve Olympic status and the considerable sponsorship investment that follows, allowing the sport to operate on a piecemeal basis, region by region, with no real co-ordination, or it can aspire to the Olympic ideal, attempting to unify and co-ordinate the sport and attract the money which unification will bring. In the present case, MSM may be effectively holding up the progress of the sport for a monetary return to which it is probably not entitled.

Does the ITU capitulate to these demands and pay the vast sum of money required by MSM to change the name of its event or does it consider the interests of athletes around the world who want to benefit from the progress the sport will achieve by reason of its higher profile.

These are the issues that TA is doing its level best to assist the ITU resolve.

For further information:
Tim Wilson
National Executive Director
(06) 291 0099