



BY ATHLETES, FOR ATHLETES.

2020 Survey Results

Athlete rights

Athlete welfare

Athlete representation

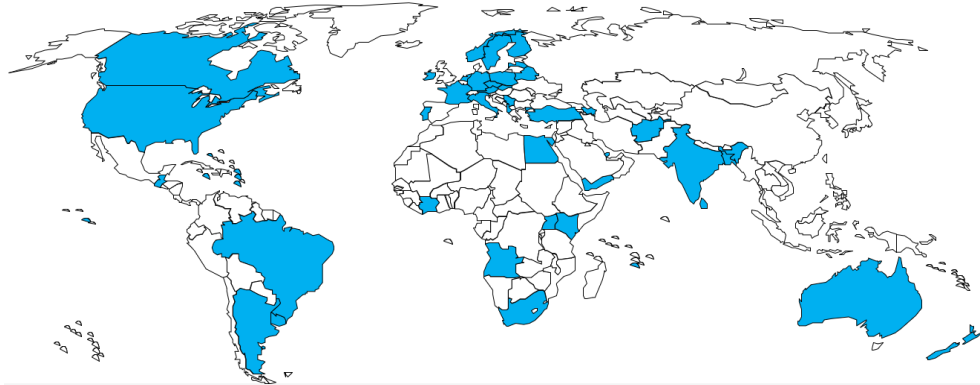
24 February 2020



Athlete Demographics

As a part of Global Athlete’s listening exercise, we have heard from 491 Athletes from 48 countries representing all continents. Athletes from 40 summer and 16 winter sports provided feedback on athlete rights, welfare and representation.

- Athletes from 7 countries from Africa, 11 from Americas, 6 from Asia, 20 from Europe and 4 from Oceania responded to the survey.
- 44% are actively competing with sport as their primary profession, 31% competing but not as a primary profession and 25% of the athletes were retired.
- 31% Olympic Athletes, 8% Paralympic, 46% International level, 15% competed nationally



Summer Sports

Archery	Cycling BXM	Hockey	Swimming
Artistic Swimming	Cycling – Road	Judo	Table Tennis
Running/Athletics	Cycling – Track	Marathon Swimming	Taekwondo
Badminton	Diving	Modern Pentathlon	Tennis
Basketball	Equestrian	Powerlifting	Trampoline
Beach Volleyball	Fencing	Rowing	Triathlon
Boccia	Football (Soccer)	Rugby	Volleyball
Boxing	Golf	Sailing	Water Polo
Canoe	Gymnastics	Shooting	Weightlifting
Cycling (Mountain)	Handball	Softball	Wrestling

Winter Sports

Alpine Skiing	Figure Skating	Nordic-Combined	Snowboarding Alpine
Biathlon	Freestyle Skiing	Skelton	Speed Skating
Cross-Country Skiing	Ice Hockey	Ski Jumping	Speed Skating Track
Curling	Luge	Snowboarding	Squash



Athlete Welfare

Overview:

- Athletes rights are somewhat respected by the Paralympic Movement followed by the International Olympic Committee and the International Federations but more needs to be done
- It is clear that more work supporting athletes' rights is required by sporting organizations.
- Verbal abuse, unfair team selection and the fear of retribution are the top concerns of athletes.
- More work needs to be done to offer athletes a safe place to report concerns.
- Athletes believe the more support is required for mental health, sport career transition and ongoing medical care as well as retirement funds and financial planning.
- Para-athletes want to see classification rules improved.

Note: Appendix D additional information provided by para-athletes on classification.

ATHLETE WELFARE

What extent do athletes feel their rights are respected by following organizations?

- International Olympic Committee:
 - 24% Always
 - 29% Very often
 - 22% Sometimes
 - 9% Rarely
 - 7% Never
 - 9% Not
- International Paralympic Committee:
 - 23% Always
 - 41% Very often
 - 18% Sometimes
 - 5% Rarely
 - 4% Never
 - 9% Not
- International Federation:
 - 20% Always
 - 33% Very often
 - 30% Sometimes
 - 10% Rarely
 - 5% Never
 - 2% Not



- National Federation:
 - 20% Always
 - 32% Very often
 - 28% Sometimes
 - 14% Rarely
 - 4% Never
 - 2% Not
- National Olympic Committee
 - 21% Always
 - 38% Very often
 - 21% Sometimes
 - 8% Rarely
 - 5% Never
 - 7% Not
- National Paralympic Committee
 - 36% Always
 - 27% Very often
 - 23% Sometimes
 - 5% Rarely
 - 5% Never
 - 4% Not

Have you ever experienced the following while competing in sport vs do you feel comfortable reporting?

- Experienced sexual abuse:
 - 7% Yes
 - 90% No
 - 3% Do not wish to answer
- Comfortable reporting sexual abuse
 - 63 % Very to somewhat
 - 37% A little to not at all
- Verbal abuse
 - 47% Yes
 - 52% No
 - 1% Do not wish to answer
- Comfortable reporting verbal abuse
 - 61 % Very to somewhat
 - 39% A little to not at all



- Unfair team selection
 - 49.5% Yes
 - 49.5% No
 - 1% Do not wish to answer
- Comfortable reporting unfair team selection
 - 59 % Very to somewhat
 - 41% A little to not at all

- Afraid to speak up about training decisions
 - 47% Yes
 - 52% No
 - 1% Do not wish to answer
- Comfortable reporting training decisions
 - 75 % Very to somewhat
 - 25% A little to not at all

- Health concerns being ignored
 - 36% Yes
 - 63% No
 - 1% Do not wish to answer
- Comfortable reporting health concerns being ignored
 - 73 % Very to somewhat
 - 27% A little to not at all

- Afraid to reveal injuries
 - 37% Yes
 - 62% No
 - 1% Do not wish to answer
- Comfortable reporting injuries
 - 66 % Very to somewhat
 - 34% A little to not at all

- Disregard for my mental health
 - 38% Yes
 - 61% No
 - 1% Do not wish to answer
- Comfortable reporting mental health concerns
 - 62 % Very to somewhat
 - 38% A little to not at all



- Fair of retribution for speaking up
 - 48.4% Yes
 - 50.4% No
 - 1.2% Do not wish to answer

Do you receive the appropriate care for the following?

- Mental health care:
 - 34.13% Yes
 - 41.27% No
 - 8.33% No comment
 - 16.27% Not relevant to me
- Sports career transition:
 - 21% Yes
 - 47% No
 - 5% no comment
 - 27% not relevant to me
- On-going medical care:
 - 38% Yes
 - 42% No
 - 7% no comment
 - 13% not relevant to me
- Retirement funds:
 - 6% Yes
 - 63% No
 - 4% no comment
 - 27% not relevant to me
- Financial planning:
 - 9% Yes
 - 70% No
 - 4% no comment
 - 17% not relevant to me

Have the freedom to express my opinion without the fear of retribution?

- 16% Strongly agree
- 34% Somewhat agree
- 14% Neither agree or disagree
- 19% Somewhat disagree
- 16% Strongly disagree



There is enough protection for athletes who report misconducts/speak out to sporting authorities?

- 12% Strongly agree
- 22% Somewhat agree
- 24% Neither agree or disagree
- 25% Somewhat disagree
- 17% Strongly disagree

As a para-athlete to what extent do you believe that the current classification system is fair?

(Note: Appendix D additional information provided by para-athletes on classification.)

- 5% Very fair
- 45% Somewhat fair
- 5% Neither fair nor unfair
- 10% Somewhat unfair
- 35% unfair



Athlete Compensation

Overview:

- Overwhelming number of athletes believe they do not receive the appropriate amount of compensation from the International Paralympic Committee, the International Olympic Committee and National Federations followed by governments, National Olympic and Paralympic Committees.
- Athletes overwhelmingly believe that they should have the right to build and sell their own brands at National Competitions and at the Olympic and Paralympic Games.
- Athletes strongly believe that the International Olympic Committee, International Paralympic Committee and International Federations should pay athletes for attending their Games.

Note: Appendix A, B, C additional information provided by athletes on issues of compensation.

Do you receive the appropriate amount of financial compensation from?

- International Olympic Committee
 - 11% Yes
 - 77% No
 - 12% Unsure
- International Paralympic Committee
 - 9% Yes
 - 82% No
 - 9% Unsure
- National Olympic Committee
 - 16% Yes
 - 59% No
 - 25% Unsure
- National Paralympic Committee
 - 9% Yes
 - 43% No
 - 48% Unsure
- Your countries government
 - 18% Yes
 - 67% No
 - 15% Unsure
- Your countries national federation
 - 15% Yes
 - 71% No
 - 14% Unsure

Do you consider yourself financial stable?

- 42% Yes
- 58% No



Athletes should have the right to build and sell their brand at National competitions and at Olympic/Paralympic levels:

- 57% Strongly agree
- 25% Somewhat agree
- 14% Neither agree or disagree
- 3% Somewhat disagree
- 1% Strongly disagree

Athletes should be given the rights by the International Olympic Committee to build and sell their own image right at the Olympic Games (rule 40 and 50 of the IOC Charter)

- 57% Strongly agree
- 23% Somewhat agree
- 15% Neither agree or disagree
- 4% Somewhat disagree
- 1% Strongly disagree

Athletes should be able to promote themselves and their own sponsors during the Olympic and Paralympic Games

- 53% Strongly agree
- 28% Somewhat agree
- 9% Neither agree or disagree
- 7% Somewhat disagree
- 3% Strongly disagree

Should the following organizations pay athletes to attend their events?

- International Olympic Committee
 - 57% Yes athletes should be paid
 - 26% No athletes should not be paid
 - 16% had no opinion
- International Paralympic Committee
 - 51% Yes athletes should be paid
 - 27% No athletes should not be paid
 - 22% had no opinion
- International Federations
 - 60% Yes athletes should be paid
 - 24% No athletes should not be paid
 - 16% had no opinion



Athlete Representation

Overview:

- Athletes have a low level of representation.
- Athletes believe they should have 50% of voting rights within sporting organizations on rules that are being developed that affect them.
- Athletes strongly believe there is a need for collective independent athlete representation.
- Athletes strongly agree that athlete committees should be independent of sport federations.

ATHLETE REPRESENTATION

When it comes to decisions and rules being made for athletes, what level of involvement or representation do you think athletes have and should have?

- High level of representation
 - 11 % Currently have
 - 82% Should have
- Moderate level of representation
 - 54% Currently have
 - 16% Should have
- No level of representation
 - 30% Currently have
 - 1% Should have
- No opinion
 - 5% Currently have
 - 1% Should have

What level of involvement or representation do you think athletes have in the policies of?

- International Federations:
 - 12% High level
 - 47% Moderate Level
 - 32% No level
 - 9% No opinion/not sure
- National Sport Governing Bodies:
 - 15% High level
 - 50% Moderate Level
 - 32% No level
 - 3% No opinion/not sure



Do you believe that athletes should have a least 50% of the voting within sporting organizations when rules that affect them are being developed?

- 87% Yes
- 7% No
- 6% No opinion

Athletes will be better protected if they work together as a collective (having an organization represent their best interest):

- 69% Strongly agree
- 22% Somewhat agree
- 7% Neither agree or disagree
- 1% Somewhat disagree
- 1% Strongly disagree

Is your National Athlete Committee independent from sport federations?

- 21% Yes
- 34% No
- 45% Unsure

Should Athlete Committees be independent* of sport federations? (* Have professional staff hired by the athlete committee)?

- 43% Strongly agree
- 32% Somewhat agree
- 20% Neither agree or disagree
- 4% Somewhat disagree
- 1% Strongly disagree



APPENDIX A

Compensation

Do you consider yourself financially secure?

Overview:

- The below provides details from athletes who providing additional information of why they felt they were financially secure and why they felt they were not financially secure.
- When reviewing the responses, it is clear that athletes are not financially secure.

NOTE:

- Providing additional feedback was an optional question.
- Athlete comments have not been edited.
- Feedback that identifies athletes have been removed. (One submission removed)

The reasons why athletes considered themselves financially secure:

- I'm married and my spouse has full time employment. Thanks to my sporting career, I have some left-over tuition credits that I'm using to offset the cost of my graduate degree. My undergrad was fully paid for through tuition credits due to my status as an elite athlete
- I am lucky and have a good job and good income next to sports. This is not a matter of course for serious athletes who spend much time on a small sport even in a rich country where priority is given elsewhere.
- I can prepare well for the competitions; I can eat healthy and pay for some recovery.
- I have good job.
- Because I have an independent profession.
- I won an Olympic medal. I have pension after I am 40 years of age.
- I took care about this matter.
- Income from my professional career after the sport one (I am an expert on economics.)
- For now I am. If my sports income stopped it would be a different story.
- I have another profession.
- I have a full-time job and work full time as such - Whilst also training full time.
- I work 30 hours a week to support myself.
- I have a full-time job.
- Support from parents and private sponsorship
- I have a full-time job. It is extremely hard to do my sport full time and achieve all I want in sport - I wouldn't be able to do half of what I do in sport if I did not have a full time job.
- I have spent my life making sure I have the funds to do what I like. I have structured my post competition life well.
- My sport is not a full-time career, I have a full time job to support myself financially



- I started a company that is growing well. No help from any structure. My end of career fund was built thanks to my club and my prize monies
- At this age I have the support of my family
- I have an established career outside sport.
- Private sponsorship
- Earn sufficient income through coaching, but have minimal opportunity for income as an athlete
- I personally am financially due to a successful and stable career outside archery. However, I know I am a fortunate case in my sport, and with international archery events being self funded I know that financial hardship is a common reason for some of our top talent not putting their names forward for representation overseas. I find it disrespectful to us athletes who pour our heart and souls into the sport to receive no compensation for national representation, nor even to have our costs of representation covered in any way
- It is my sport, not my job.
- My own perseverance to have a great career after sport
- I am in full employment
- I have a career outside of sport, completed my studies prior to competing internationally
- Family help
- I saved everything and I have outside sponsors, worked side jobs that took away from sport.
- I have planned ahead for life after sport.
- I do not earn money from my sport, however I earn enough to survive from other part time jobs
- I work to keep me financially sound
- I have a dual income with my husband, we live a simple lifestyle, I have a good salary with my team plus the National Federation
- I retired from Sport a long time ago, have built a successful career.
- I have enough money to survive but I could never afford to buy a home in the city I live.
- Factors outside of my athletic career
- Have a good understanding of how to budget and started investing money once I became an athlete. The athlete salary is not high so i started saving
- Because I earn enough money and I take care of them
- Work and other income outside of competition funding.
- Secure due to my current job, not because of any help from any federations
- My full-time job pays me well enough.
- I have a full-time job
- Outside of sport career
- I am retired and work full time now. During my sporting career my financial security relied on how I performed.
- I am no longer training as an athlete and working a full-time job
- I've made enough money on my own in my sport to cover myself
- I receive enough money to pay my bills and live the life I want and need to fulfil my dreams
- Olympic medalist after 40 years of age pension
- Retired and holding stable employment with benefits



- My other career
- My husband's job
- I feel financial security in the place I'm in at the moment as a student and athlete. But it is not enough live a normal life. (for example; not enough to buy a house and start a family).
- I have done my own career building after retirement. After retiring from an athlete, I am running a sports consultancy company and working as a university teacher and researcher.
- Independent sponsors
- I managed to transition from sport to a profession, largely unassisted by the sport system - other than university tuition support.
- Because I planned well, saved what I could and I got great support from my family and spouse. But should I have had a student loan or any other financial burden, I would not have been able to transition the way I did.
- I am currently financially stable, two years out from retirement. I was not as an active athlete
- Job after sport. Not because of the sport
- Because I retired in 1992 so far be had a career but it took me at least ten - fifteen years to catch up to my non athlete friends
- Student.
- Personal endorsement deals brokered during my career
- Other jobs produce my income.
- I take personal finance seriously, educate myself on the topic, live within my means.
- Because I'm retired and my husband and I (both athletes) have jobs. While competing, I was not at all financially secure OR financially literate to even know where to begin.
- I am retired from sport and have a job now
- I have a full-time job
- Worked a lot after Olympic career and have some properties

The reasons why athletes do not consider themselves financially secure:

- No advice on career transition after retirement
- Because in Yemen we have War.
- Administrators get money but athletes don't
- Because I have no social guarantees as I am not employed. I have no sponsors who can help me with giving money for living. I am well provided with money for training facilities, but not for living. I need to take care for it, to earn money or ask it from my husband/parents.
- Unemployed. Advocate in the space of safety & inclusion. As a young woman get looked over for roles in the sports industry.
- Sport is temporary. Our National Association does not help to develop after retirement.
- Limited sponsors due to my gender status
- Although we are paid enough to train full time whilst an athlete, our income is insufficient to support our superannuation or post sporting plans



- Still young and building my financial security
- Been divorced and getting myself together
- Can't train without funds but trying to get work around training is not easy and continually told if you miss sessions you don't get selected
- Cost of living is ridiculous
- Because insufficient coaching is supplied, any funding I receive is always spent on coaching.
- Still a lot of expenses within the sport which aren't covered by the federation. A lot of the time I do not receive any additional funding outside of relevant expenses associated with training fees/races.
- It is impossible to have a proper job or schooling while training at minimum 26 hours a week and being required to make team camps all over the country. They also pay from 450 a month to 1100 a month which is not livable.
- Competing costs a lot and not a lot of funding received
- No stable job, living off casual work, and supported by my mum. My sport provides no money for me
- Players not profession Athletes in wheelchair basketball.
- I retired through injury a few months ago. It leaves me just with savings, no immediate career path and the no more sponsors or earnings from organisations within the sport.
- Paycheck depends on how I preform at a major championships once every 2-4 years. If I do not preform well in one moment I cannot financially support myself
- I am putting my family into financial dept to support my training costs.
- No payment at level of sport
- There is very little support for Mountain bikers at a senior (over 18) level to travel and compete. I have been struggling to work enough to support myself as well as find time to train. Am financially able but definitely not secure.
- Because Australia doesn't care about gymnastics, and expects us to self fun our way to the Olympics
- I have to work part time to make ends meet.
- Bring a full time athlete and studying at university, I do not have time to have a job and earn a stable income. I am also a Paralympic athlete, and a gold medalist yet what funding I do earn based on results is substantially lower than my able-bodied counterparts that are ranked well below me. This adding up with training and competition costs, as well as living and medical expenses means I really struggle to earn a stable income.
- I will not have any savings until the mortgage of my house is paid off.
- Because I only have casual employment
- Because of my disability had to leave the workforce early, hence living on a disability pension so no, my future is not secure
- I am not paid to row (which takes up most of my time). I've only been able to get a coaching job which is a couple of hours per week. Luckily I am able to stay in a family owned house rent free. My parents still have to help me pay for my food.
- Training in my situation is self-funded, with the hours we need to train I am limited the hours I can work. This is hard because for one or two months after international competition I'll work extra hours to save money but then lose most of it to afford rent/living during the domestic season in order to train and make a team.



- Due to my high command of training employers don't wish to employ me due to restrictions with hours. Besides prize money I have no form of income
- I feel that sport left me with a net loss having no assistance with travel, accommodation, team fees, competition entrance fees.
- The place I need to live to train to be the best for me is very expensive and the funding we get as athletes isn't enough to live and train without significant financial support from my parents
- I AM not sure what you Are asking. But in my profession I AM a freelance and therefore not secured
- As a student athlete, I am limited in my working hours. I earn 10,000 a year which is far from sufficient to manage a life and sporting career.
- I am low income and a single mother. I can't live on what I make from being an elite athlete.
- Small Salary for many years
- Our stipends from our National Governing Body have to increased since something like 1992. I have to work a part time job, and coach, all while training full time. It's a good thing I am single. If I had a family I could see this scenario being very difficult. Health insurance is only available if you are the Number 1 athlete. In a season where I went from Number 1 to Number 3 in the US. My direct support dropped 70%, and I was dropped from Elite Athlete Health Insurance which was worth a \$460 per month premium. Dropping my total compensation (or support) however you want to phrase it by over \$1100 per month which equated to 80% support. A pretty drastic shift for having one competition that wasn't optimal. Alumni networks across the board from the IOC all the way down through our national governing body are non existent. So most athletes are left with no money and no connections upon retirement.
- Focused all of my time and money on training and competing for over a decade. Now living month to month with nothing to show for it.
- My sport did not give me financial security. I was able to live day by day on what I learnt but it didn't set me up for my future.
- I have been spending a huge number of time for training and competing as a high level athlete and by the way I never had a financial help for all theses years
- Cannot quit my job to pursue a sporting career
- We barely get by race to race - some months the only way I can make rent is to sell possessions on eBay
- No finance offered and not paid. I self fund
- No funding whatsoever
- I have not ability to be financially independent. The pay we receive as athletes even at the non-Olympic level is very little compared world wide.
- Very little savings. Spend my money to maintain my equipment and get training when and where available.
- I don't make enough in the professional circuit & finding a job makes things even harder to focus on my performances. No job & no funding
- Being that most shoe contracts don't pay enough, I find myself and other peers struggling especially if the athlete have a bad year. I have known of athletes being homeless because of lack on funding and funding being paid on time. It's to political, the athletes needs are forgotten. It's easier to medal with support. Less strain mentally.



- It is impossible to live off the funding/support from my national Olympic committee/funding agencies
- Unsustainable job
- Subvention payments are always months late. I have no other support or endorsements and being a full time nursing student trying to train I was unsuccessful in finding a job that would both fit my schedule and provide sufficient funds to survive paycheck to paycheck.
- The BOA finds it difficult to dispense funds to the athletes unless you are an established athlete and too much money is spent on Administrative flights and training not primary athlete development.
- My training and competitions are dependent on my finances. I might only get to 1 or 2 competition per year without a coach due to lack of finances.
- Because I am an athlete but struggle to pay my bills. Compete for the country and never get paid or appreciated. All they wanna do is ban me from competing internationally and this is my primary job.
- No pension plan, no chance of structural income over a longer amount of time (> 1 year). Every year hard cuts to qualify for stipend in combination with unfair policies regarding the appointing of these stipends to athletes.
- At the moment I have no income from my sport even though I'm among the 3 best in my country and doing international championships.
- The cost of living is ongoing, however I also have to cover additional costs when on the road. I train full time (with opportunity for limited and flexible study) how do I pay the expenses at home and my airfares and expenses when traveling? We get no assistance with managing prize money and tax implications and as we don't earn salaries I am not eligible for a bank loan or credit card.
- Poor
- I have made between 0 and \$15,000 USD per year for the last 8 years as one of the top athletes in my country (USA) in my sport, and I have no retirement benefit or plan.
- We receive no financial support for our international sporting career. Financial situation often determines if I can attend a competition or not.
- I'm not paid on time and sometimes I'm never paid
- Cost of living in Dublin is a lot higher than any other city In Ireland, which leads to over spending on rent etc.
- At the moment my housing costs are subsidized by my family, because I cannot afford to pay rent and cover the costs of competitions and training in my sport.
- No income until Olympic medal was achieved.
- I have to work a job that pays much less to have the flexibility to train and travel as an Olympic athlete. Even ranked #2 in the World my expenses for my sport were just above any money I brought in from the sport. It's very tough and harder and harder to compete against athletes in other countries that are "fully funded."
- Do not receive a large wage and very limited opportunity to pick up work outside of training. I have very little savings.
- I don't earn the minimum wage in Ireland. I have a second job to help me pay rent and get quality nutrition in the most expensive part of the country
- We have no financial support from our national federation whatsoever. We are privately funded or pay our expenses by working while we train and race.
- Because you can't live of what you earn in orienteering.



- When on the National Team, I wouldn't receive enough funding to pay for camps or international competitions. Would have to raise money on my own through fundraisers, as I didn't want to get a part time job (which would make recovery not as efficient)
- Because I have no fucking money
- Not enough funding and/or resources
- Much harder for western Canadian amateur athletes to save/fund their training than it is for French athletes. That compounds over a career.
- AS A NON OLYMPIC ATHLETE BECAUSE MY SPORT IS NOT YET AT THE OLYMPICS THERE IS NO FINANCIAL SUPPORT
- Sport does not cover my financial needs, I need to work outside of sport to keep myself secure enough to train and compete.
- There is barely enough compensation to pay for 1 persons food for the month. Let alone be a professional athlete and live off of this
- I am currently a student trying to progress strongly into the professional athletics world however this is immensely hindered by the necessity to support myself via part time work during my studies in order to be able to provide the necessities to train adequately
- I am financially dependent on my parents, I can only go the races and events and training camps that my parents can afford to pay for. I am have also been unable to find a good race team that helps support my racing so when I race I have to pay for everything and it limits the amount races that I can do.
- Because I don't have any help from my parents or family, I need to pay for my bills, college, and other things.
- Financial aid that was given, did not take into account the cost of living. Given that most athletes need to train/live in Cities with a high cost of living, funding was not commensurate with this.
- I do not have an activity with secured revenue
- I don't earn enough to cover basic life expenses through sport (prize money + sponsorship). So have to work part time jobs to support myself.
- No funds are available for all athletes unless your federation has some political approach to the national authorities. Federation authorities are corrupt and tend to do criterias unfairly. Sport is not a priority in Uruguay, only Football is developed and can provide enough for an athlete to be financially secure
- Sport could never be my main job
- Not enough saved
- nobody cares really. only act as they do, but once an athlete behave different from what he is "supposed" to act like...nobody helps and he is kicked out.
- I have no money



APPENDIX B

Compensation:

Athletes indicated that they should have control over their brand/image during the Olympic Games.

The below represents how they think is a fair way to accomplish this.

Overview:

- Athletes strongly believe that they should have the right to market themselves during the Olympic Games.

NOTE:

- Providing additional feedback was an optional question.
- Athlete comments have not been edited.
- Feedback may identify athletes have been removed. (One submission removed)

Athletes indicated that they should have control over their brand/image during the Olympic Games. The below represents how they think is a fair way to accomplish this

- Wear own brands at press conferences, etc.
- Through IOC
- Rule 40 should be ended
- Allow to do it at the athletes' village
- Need to ensure that the brands are vetted by the organisation they represent. There may be a conflict of interest. But if no conflict I think that athletes need a representative outside of the sporting body that works with both parties to achieve outcomes.
- During interviews and off the courts, it should be allowed
- IOC should take care about this
- I believe that athletes should be able to promote their own personal sponsors and brand if that is what helped them to reach the Olympics as these may differ from the team sponsors. I believe that the over team/country sponsors should have the most coverage though but it doesn't need to be at the expense of individual sponsors/brand even if they clash.
- Sponsor placement
- Allowing athletes to do social media posts tagging their sponsors and thanking them for their support.
- Perhaps limit an athlete to being able to select 1-2 of their own.
- Allow more logos and allow them to tag personal sponsors while being forced to wear team gear.
- Agreement signed with IOC
- Give them more opportunity to earn a living through sport that is not reliant on government or organisational funding



- Should be in their bio and they should be able to talk about it.
- Creating a basic set of rules everyone must follow, and then let athletes represent themselves how they want within these lines
- Social media profile pages.
- Removal of restrictions around sponsorship exposure. Olympic athletes are often on a nominal wage from their governing bodies, if at all. Sponsors and prize money pay the bills. The Olympics is a massive reason to sponsor athletes and the businesses backing individual athletes need the incentive of their athlete being able to represent them to make any sense.
- Allow athlete sponsorship and promotion by athletes for products/services
- Allowing athletes to properly promote themselves and sponsors
- No regulations on personal athlete social media. Opportunity for athletes to display their own sponsors alongside team sponsors during competition and practice.
- Athletes need to have more power over their own image during World Championships/ World Cup competitions. The Olympic Games are separate as it creates more equal playing field by each athlete not being able to "sell themselves" as the Olympic Games represent much more than any individual athlete.
- Athletes receive fair compensation if their image is used to promote the games. Athletes receive a larger amount of the revenue generated by the Games.
- Olympic Games are great for sports and athletes but they couldn't be held without the sports and athletes - there should be a compromise and perhaps a certain percentage should be given to athletes. Perhaps this percentage is bigger if the athlete is a gold medalist versus an athlete who does not medal. I'm not sure. Sometimes, lots of people put money into an athlete and other times, an athlete does all the work themselves. I do believe the athlete as well as their coach/es and sport deserve more recognition and control over their image and brand.
- Remove any restrictions - many athletes need sponsors to be able to continue competing - building brand is a way to achieve this.
- Having logos on uniform.
- Loosening of rule 40 and rule 50 - but not 100 % free exposure as the money IOC get from their sponsors aids the smaller sports over the following 4years
- Not sure
- Rather than saying "this is someone's wife" or something like that, ask them what is appropriate to talk about them, I'd personally be want to be known for my own achievements and not being related or married to someone
- Sometimes our federation or confederation don't help the athletes.
- Given rights to use any images of themselves (as due credit given to the photographers), and the right to have any images removed
- They should be able to use images (with credit) for their own use to promote themselves
- Unsure. The Olympics should be kept as a humble representation, but allow athletes to be able to promote themselves with achievement
- Athletes should not have prohibitions from being involved in advertising campaigns, not be prohibited from actively seeking to engage sponsors for publicity events. This is made more challenging due to the branding rules enforced by the Olympic Committee, however I believe that athletes should be receiving compensation for any and all use of their image.
- Limited advertising space on clothing/equipment. Allowed to promote on social media
- Lessen restrictions on rule 40&50



- We do have this on any other day, so why does it matter if we're at the Olympics. Sponsors may make that more difficult if you're individually sponsored by a different company from the country you represent but that's different in my opinion and something to discuss regarding contracts with sponsors
- Be able to engage in their brand activities eg media, some restricted logo use
- Agreements that consider the Athlete first
- Allowing athletes to thank sponsors publicly.
- Give them the opportunity to represent their own brands. Or at least give kick back on image used for advertising and promotion.
- Have Olympic venues no longer be a "clean" venue. Use the venue's visual wall space to promote big sponsors and allow athletes to promote personal sponsors and team sponsors.
- They should have the opportunity to thank their sponsors if they win a medal or if they are interviewed within a certain time frame after they compete
- I am unsure of the current policies at this level, but I think it is fair that athlete can promote themselves and their brands across their social media during an Olympic Games.
- By organizing it with professional and of course respecting a certain marketing space
- Individuals allowed to add sponsor logos to National team competition and warm up clothing, athletes allowed to do commercials with brands including Olympic language, freedom to use personal equipment and clothing
- Remove rule 40 and allow a free market
- Remove restrictions that prevent this. Allow blogging, honest interviews, social media, and ads on non-competition apparel. Remove apparel restrictions from any noncompetition event.
- Hashtags and sponsored social media endorsements
- Balance the athlete's individual sponsors promotion with the team's sponsors as well. Give athlete's a limit to promoting their brand at the games.
- Obviously there have to be guidelines to help with this type of branding. As long as those sponsors and images are positive and supporting of the movement of the Olympic and Paralympic games then there shouldn't be a problem
- Not entirely sure but it would start with a conversation
- Allowing for edits posts. Also either being able advertise our own brand during games.
- Most athlete have business that allow them to have money flowing outside of shoe sponsorship. Allow athletes to wear their personal logos or business logos on shirts, bags, bottles etc
- Be involved in if images and shown and what images are chosen
- Set parameters that allow control over brand image while respecting the Olympic Games.
- Well obviously, it would have to be done with consideration for the main sponsor of games. But the brand should be able to use the athlete image, the athlete should be able to promote themselves.
- Gaining the right balance between the protecting the sponsors of the Games and allowing athletes to promote themselves and their personal supporters/sponsors.
- unsure
- Let it remain as it does for other competitions throughout the season. Don't hide branding/prevent social media posts. The Olympic Games don't pay the athletes a dime
- Allow for patches on clothing



- Not sure.
- Athletes should all be given to equal access to promote their brand via electronic means. If an athlete chooses not to capitalize on this opportunity, then it is up to them.
- Let people compete with their branded companies
- Give total freedom back over social media accounts which aren't being monitored if there is conflictive content with Olympic sponsors.
- Setting up IPR policies
- Have no restrictions except wearing the official clothes when at the games and during press regarding the Olympics beforehand.
- If you allow athletes to be aligned with at least ONE sponsor during the Blackout period, then each athlete (and brand) has the chance to capitalize on the global event. How do you stop one athlete from having 10 sponsors to promote and not ones who has zero/ I am unsure... but I think if you give people the chance to have at least one sponsor to promote, then Olympic sports may stay relevant in society!
- Less rules, less power to the big sponsors and policy makers of the IOC. Sport shouldn't be about money.
- Allow them to caption their images on their running kit especially at he back.
- Yes
- The logo sizing rule is good, not having any media be too large; but having to remove every word + picture off of things is silly
- Allow athletes to represent themselves and their personal brands any time off the field of play.
- The platform should be equally beneficial to the athletes and the games organizers. It is currently heavily skewed towards the IOC/IPC
- My only income is derived from sponsorship. It's easier to get more sponsorship if you are attending the biggest events in the world
- By supporting the athlete
- Don't know
- I'm not sure, I haven't thought about it yet
- They should be given the freedom to wear what works best for them in competition, without covering themselves in duct tape. They should be allowed to do all interviews and promotions that they like. They should be allowed to market themselves and their brand, using their logos, and their sponsors should be allowed to promote them freely as well.
- Unsure
- It can be said that there is a big difference depending on the country and the competition organization to which it belongs. When considering the contents common to any sport and any country, it is considered necessary to conduct a corresponding survey.
- Set boundaries for where, when and how the athletes can exhibit their sponsors or their personal brand on their person or their craft.
- I'm not sure, but there shouldn't be a total black out period (where we can't thank sponsors at all before/during/after the Olympics)
- By allowing them to represent their brand but putting a financial cap on how much they're able to receive
- I believe when athletes can share the Olympic experience with their sponsors it only boosts the interest in the Olympics



- Proportionate revenue sharing for athletes, or no rules on brand whatsoever (like outside the Games).
- The question asked at national levels, which I do, and Olympic Games, which I do not
- I think there is middle ground between a free for all and full restriction. The Olympic Games are also popular because big brands have the exclusive rights. But on the other hand, they prevent athletes from having their slice of the cake. An idea could be that IOC partners could have first right to partner/sponsor athletes participating at the Olympic Game/Paralympic Games. If they don't sponsor someone, then the athlete has the right to be sponsored by anyone else and have full control over its image/brand before, during and after the Olympic Game/Paralympic Games. Just an idea.
- Abandon rule 40.
- To make IOC understand that the pie would only grow bigger. Without the athletes there is no sport/IOC
- The fairway would be share somehow the benefits or to grant a percentage.
- Athlete image and brand are the IP of the athlete, including moral rights, as with an artist.
- If the IOC wants to fund the athletes to train for 4 years leading up to the Olympics then they can have a say over what brands can be shown. If the IOC does NOT fund the athletes, then it should be allowed that the athletes can represent whatever brands have been supporting them on their journey to get to this point. Ie. if an athlete has been sponsored by someone to train for 4 years then its only fair that they get to return the favor when they finally make it to the big stage.
- Simple let them do what is needed to sell themselves since the IOC and IPC don't give any money to the athletes.
- Give the athletes, who drive the advertising incentive the same rights as the IOC reserves for themselves in terms of commoditization of the games.
- Respecting the athlete's effort for reaching to a high level of competition and respecting their rights of being free to do and say what they want.
- Approval should be given for TV profiles, or other profiles that might not be approved in advance by the athlete
- Decreased control of branding on competition uniforms (our sponsors are what got us there, we need to be able to promote them)
- Either give athletes a cut of revenue or let them make money off of the product they are providing. Anything else is ludicrous and unfair.
- Either by abolishing Rule 40/50 AND/OR establishing a profit-sharing model so the athletes receive a portion of the money made off of their likeness and image rather than the profits going to Thomas Bach and his cronies at the IOC.
- Everyone must be equal
- Being mindful that NPCs and NOCs use commercial partners to raise funds to support taking their national teams to a Games, there should be flexibility on both sides rather than rigidity and a blank no.
- NOC's passing similar rules to Germany & USA. Possibly even going further than current regulations.
- Delete or rewrite rule 40. Maybe let athletes promote themselves a certain amount of times during the games
- This is a very difficult question to answer - push for incremental change of the next 20 years seems most likely



- Having a reasonable space on clothing etc to promote their own sponsors
- To submit it for appropriateness ahead of
- Each athlete should get some limited size on his uniform where he can promote one or two of his sponsors
- We need get paid
- Getting rid of rule 40



APPENDIX C

Compensation:

Should the International Olympic Committee, International Paralympic Committee and International Federations pay athletes to attend their events?

Overview:

- The majority of athletes believe there should be some type of compensation provided and further discussion needs to occur.
- Some athlete did not feel compensation was required.

NOTE:

- Providing additional feedback was an optional question.
- Athlete comments have not been edited.

- Maybe they should. I'm just unsure how athletes would be fairly compensated. Will professional athletes (Golf, Ice Hockey, Basketball etc) get paid equal to more amateur athletes?
- This must be in order to allow as many athletes as possible to participate, on as equal terms as possible. This is linked to the promotion of themselves and sponsors. Better if it is events and sports that take the money to facilitate equal opportunities
- Nobody forces them to compete. If they want to compete they shouldn't be paid by the organizations.
- I think for state and national competition that athletes should not pay to participate rather be paid. This is for all sports not just under Olympic umbrella. Money from government and other entities super important. Sport are dying due to lack of resources and athletes are getting harming themselves mentally, physically and financially to participate.
- Just like in youth participation we acknowledge young people's input/thoughts, same should go for athletes. At the end of the day the organisations would be without their athletes
- Its athletes' jobs to compete so why should they work for free
- I just don't think that there is enough money to realistically achieve this.
- There should be some kind of compensation or prize money at the Olympic Games to compensate for not owning the rights to sell your own image.
- My opinion is that the IOC can only exist in its current state as it exploits Olympic level athletes. The very best athletes at the Olympics earn a decent living off sponsorships and branded material, but performance/attendance at the Olympic Games for mid-level athletes (i.e. places 4-20+) is not fairly compensated. Money should not be re-distributed from the gold medal to the rest of the field (I'm not advocating for communism) but an appearance payment (% of ticket sales in each event?) for all athletes administered by the IOC seems fair? This also applies to the IAAF. Relationships between international federations and athletes need to be more symbiotic and less parasitic



- I do believe that payment to these events should be shared between International and National Olympic/Paralympic committees and International and national federations.
- Not to participate but to perform
- This is nonprofessional sport so I don't see why Olympic Committees would pay athletes. but I would say we definitely need more funding from somewhere
- The lure of competition should be fulfillment and the prestige of the event, not financial
- Where will this funding come from?!
- If it wasn't for the athletes there would be no International sporting events that attract the big sponsors for the international federations/Olympic/Paralympic committees. It is only a minority of athletes who receive remuneration from their sport that they can live comfortably for the rest of their lives. So many athletes struggle to make ends meet, competing at the world stage should entitle the athlete to being well remunerated.
- I would prefer the funding to go into the development of athletes at all levels rather than spending money on paying athletes to compete for their country. If an athlete requires a monetary incentive to represent their country at international events, perhaps they are in sport for the wrong reasons, and I would rather see that opportunity go to someone else.
- I think prize money is a great thing for top athletes, but the athletes qualify for the Olympics, they do not need to be paid to attend. If it was open or invitation only, then the IOC should pay the athletes.
- I am unsure of this question. Do you mean actual sporting events, or administrative events?
- Many athletes are unpaid so some support would be of help.
- Prize money for finalists
- Covering athletes travel/accommodation costs for athletes will make the biggest difference. At least 30-50% of athletes annual costs revolve around competition
- Not pay but expenses should be covered
- I believe that more funding should be allocated to provide athletes with the support services necessary to ensure that the athlete has holistic development e.g. nutritional, medical, sports psychology, exercise programs.
- Only if they wish to use their image eg face to promote the event, then they should pay for advertising rights.
- There should be prize awards in most of these championships like Commonwealth Games, Olympic Games so as to motivate more athletes to participate
- The national governing bodies and Olympic/Paralympic committees for each nation should do that
- Would depend on the revenue generation model of the IF events. For some IFs I believe this should be yes, for others, probably no. Comes down to how much of an opportunity is being forfeited by the athletes.
- Compensate executives similarly to athletes when they go to the same event. Why should an executive get a daily stipend at the Olympics when athletes don't get one? In regard to the IOC this is completely misaligned
- Why should the organizations continue to profit off the athletes, while the athletes continue to struggle to make ends meet.
- The Olympics narrows the field and gives an enormous platform to a minority of the national elite athletes in any given discipline. Those few who are fortunate enough to go enjoy vastly better financial outcomes than other senior national team members who compete internationally.



- We have to be careful with bold statements. Of course, as an athlete, I would like to be paid to participate at events. But the reality is that most organizing committees are trying to make ends meet. The international federation is the support entity and while they generate some revenue, most of the operating budget comes from the IOC. The current model outside of the pro sports/circuits is to be reshaped
- At least pay expenses. That would have extended my career for years
- SOME SPORTS HAVE MAJOR SPONSORS. SOME OTHER NONE. IT WOULD BE NICE TO HAVE A GOVERNING ENTITY TO SHARE SOME BENEFITS OR TO GRANT SOME CASH TOWARDS SMALLER SPONSORISED SPORTS
- For too long participation in sport has been regarded as a privilege. A privilege that earns money for the sport organizations, sponsors and media but not for many athletes. This is wrong and exploitative. Athletes have had to train and compete, often in unsafe conditions. Other interests have exploited our passion for sport and competition to their own ends. This is wrong and must be changed. Real meaningful change must occur at a systems level. To have different standards for health, safety and financial remuneration dependent on the assertive nature of an individual athlete is wrong. All athletes regardless of their sports and if their comfort or ability to bring forward complaints must be treated fairly, with respect for human rights and the rule of law. The importance of this cannot be overstated.
- Athletes deserve to be compensated for their work they do. I think parity is paramount. Paralympic athletes equally deserve to have an opportunity to chase their dreams the same as Olympic athletes.
- To get to the Paralympics or Olympics can take years and tons of money and the IOC and IPC make millions off of it and athletes need none of it
- Bringing money into the actual event on either side is going to cause problems. Making entering comps cost effective should be the goal.
- If we aren't able to promote our own sponsors/supporters, then there should be compensation. I believe the better option is to allow us to support the companies who have supported us throughout the arduous process of getting to an international event.
- International federations are greedy as hell and don't respect the athletes. Same goes for national governing bodies.
- If you pay athletes to attend, then you are showing their value. At the moment, in the UK the funding is split per sport and there is no transparency as to how much goes to athletes versus the staff and leadership team.
- Small appearance fee for all participants. Then a prize purse for top 10 (or so) finishers. This would distribute income more evenly across all elite athletes (essentially ensuring a minimum wage earning for all participants), rather than concentrating it with only the top athletes in the sport (who already earn a full salary through sponsorships or other contracts).



APPENDIX D

As a para-athlete to what extent do you think the current classification system is fair, please provide further information.

Overview:

- Overall the classification needs to be improved.

NOTE:

- Providing additional feedback was an optional question.
- Athlete comments have not been edited.
- Feedback may identify athletes have been removed. (One submission removed)

- Because it's impossible to find the ideal % system to provide combined classes especially within some disciplines
- Not all classification groups are equal amongst competitors
- Because I have been a victim of their new and improved system, which was proven to be wrong and unfair at the recent world championships in my sport of swimming.
- I say somewhat because there will always be a top and bottom (disability wise) to each classification. But when they change rules 1 year out from the games I believe this is unfair. This has happened this year and ruled a few people out who have been working for years to be able to go to Paralympic games. Also with some athletes getting themselves classified to a lower functional classification after having won Paralympic gold and numerous World Titles this certainly doesn't come across as fair.
- There's too much room for error. Needs to be greater control, stricter standards for diagnosing disability. Should be very very hard for an athlete to misrepresent their disability. There should be grave consequences, if they do. (Like with doping).
- It is rigged, some athletes are favoured, it is all about medals not fairness and too many people cheat and pretend to have disabilities that they clearly do not. No one will stand up and address the issues for the athletes being affected, including other para athletes
- Not consistent in some sports. Too broad in others eliminating opportunities for athletes to compete at a high level.
- There is a lot of information/specific tests missing
- They do not have enough evidence that is valid to determine the classifications. It is clear to others when an athlete has an advantage with their classification depending on their technique and fitness levels. So many disabilities vary, and the way some are grouped is inaccurate
- Classification is a big subject across-the-board in all of Paralympics sports. It will not always be completely fair because you are placing people within categories inside of the system, there will always be those athletes at the high-end and low-end of every category. I feel that right now there is definitely classification doping occurring. Maybe it could help to have recently retired athletes participating on classification panels with classifiers??



- People cheat and cheaters aren't punished. If an athlete has proof someone cheated we can't report it and our coaches tell us we are making excuses
- The main problem is the classification codes themselves are not adequately written. Classifications do not always match functional realities of what a sport requires. On top of that, classifiers and athletes are humans and both groups are acting impartially.
- Too subjective. Additionally, there is no avenue for an athlete or nation to protest an athlete's classification- protests in para-cycling can only be launched the chief classifier- who often rules on the classifications to begin with.
- In swimming it has always been open to Intentional Misrepresentation but the blanket response is not enough evidence is given to accuse cheating by IM. They refuse to acknowledge times as a part of cheating, but if an athlete gets "classified" at a lower or less important meet and swims a slow time, then turns up at a Worlds 6 months later and drops 8 seconds on a 100m event, you have to question how stupid the IPC and classifiers must be to discount the time an athlete posts as a sign of cheating? I appreciate medical records must remain anonymous but times are easy to see. They need to monitor and classify in competitions where it counts again, like the Games, otherwise people will not be truthful and will misrepresent. It is inevitable but the IPC are in complete denial and unwilling to resolve it. None of the athletes are happy and I watch it even though I am retired and cannot believe what I am seeing. They were aiming to make it better and it is getting worse.