



ROAD MAP ARBITRAGE ATHLÉTISME 2024-2028

SEPTEMBER 2024



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• I. Current situation

- A. Who are we ?
 - Identity
 - History
 - Budget and assets
- B. Analysis
 - At the internal level
 - At the external level

• II. Main objectives

- A. Diversification and reorganisation of contents
 - Modernizing and harmonizing the existing content
 - Developing content dedicated to WPA rules
 - Reaching an international audience
- B. Structuration of the association
 - Participation of members
 - Developing tools to implement this project
 - Creating an online community

I. CURRENT SITUATION



A. WHO ARE WE ?

IDENTITY

ARBITRAGE
ATHLÉTISME®

Name : ARBITRAGE ATHLÉTISME

Statuts : Association loi 1901

Creation date : 21/02/2018

Head office : 7 chemin de la montée 03700 Bellerive sur Allier France

President : Benjamin RIBÉRON

Secretary : Corentin CORNETTE

Treasurer : Michaël JOUSSE

Board member : Myriam BEGEL

Board member : Corentin BUISSON

Objet : The purpose of our association is to support people wishing to learn and acquire knowledge about refereeing in athletics, and to promote the involvement of volunteers and officials in athletics-related events.



HISTORY

Arbitrage Athlétisme was founded in 2018 by four students from Auvergne, with one aim: to develop video content to make the training of track and field officials more attractive. A website was quickly created to publish different sorts of content (videos, fact sheets and exercises). The association also signed its first partnership with the Ligue Auvergne Rhône-Alpes d'athlétisme, enabling it to test its content in the region.



A new project is set up in 2020, with the main ambition of developing the association throughout France. That same year, the association expands its offer by rolling out its application, enabling users to test their knowledge. To achieve this development, the team grows, with young members present from mainland France. In 2022, the association signs its first service contract with the French Athletics Federation (FFA), enabling it to work for the Formation department (OFA). This content, produced by the association, is available on the association's training area.



Since the creation of the association, the bulk of expenditure has been concentrated on equipment investment, for around $\frac{2}{3}$ of the budget. While some of the equipment is specific to video recording services for the Ligue Auvergne Rhône-Alpes, it is used to shoot videos for training content, the main actions of our association.

We have gradually built up a sufficient cash reserve (around $\frac{1}{2}$ annual budget) to enable serene management of the association's overheads and to be autonomous on investments (past investments were mainly made via dedicated project funding)

B. DIAGNOSTIC DE L'ASSOCIATION

DIAGNOSTIC INTERNE

Strengths of Arbitrage Athlétisme

- Members' technical skills,
- Image of the association and its website in France,
- Attractiveness of content, seen as innovative,
- Video recording equipment in quantity and quality,
- Nationwide network of members,
- Typology of members, mainly from a new generation,
- Existing content base,
- Experiences with different athletics players FFA - FFSU - UNSS - UNIVERSITY
- - FFH,
- Free website.

Weaknesses of Arbitrage Athlétisme

- Uneven member involvement,
- Geographical dispersal of members,
- Concentration of skills (code/hardware) around a few key people,
- Concentration of activities and financing in Auvergne Rhône-Alpes,
- Cumulation of external functions for members involved in the federal movement,
- Business model based on services, unstable
- Content in French only,
- Lack of diversity among its members.

External threats

- Federal elections in 2024 and new governance,
- Frequency of content updates by World Athletics & World Para Athletics,

External opportunities

- Legacy and dynamism of Paris 2024,
- Collaboration with the Organisme de Formation de l'Athlétisme,
- Training providers need tools: follow-up/book/content,
- Uneven structuration of national federations.

II. MAIN OBJECTIVES



A. DIVERSIFICATION AND REORGANISATION OF CONTENTS

MODERNIZING AND HARMONIZING THE EXISTING CONTENT

Observations:

The content available on the association's website is based on World Athletics rules, with specific rules from the French Athletics Federation in some cases. This content has enabled the association to build its reputation on a national scale.

This content is structured on the website, via a specific "FFA" tab dedicated to the federal world, offering three levels: assistant judge, judge and referee.

At the same time, a "STAPS" tab gives access to a lighter content dedicated to university courses.

All this content was developed between 2018 and 2020. While it can be considered of good quality, a few approximations and errors persist today, following regulatory changes.



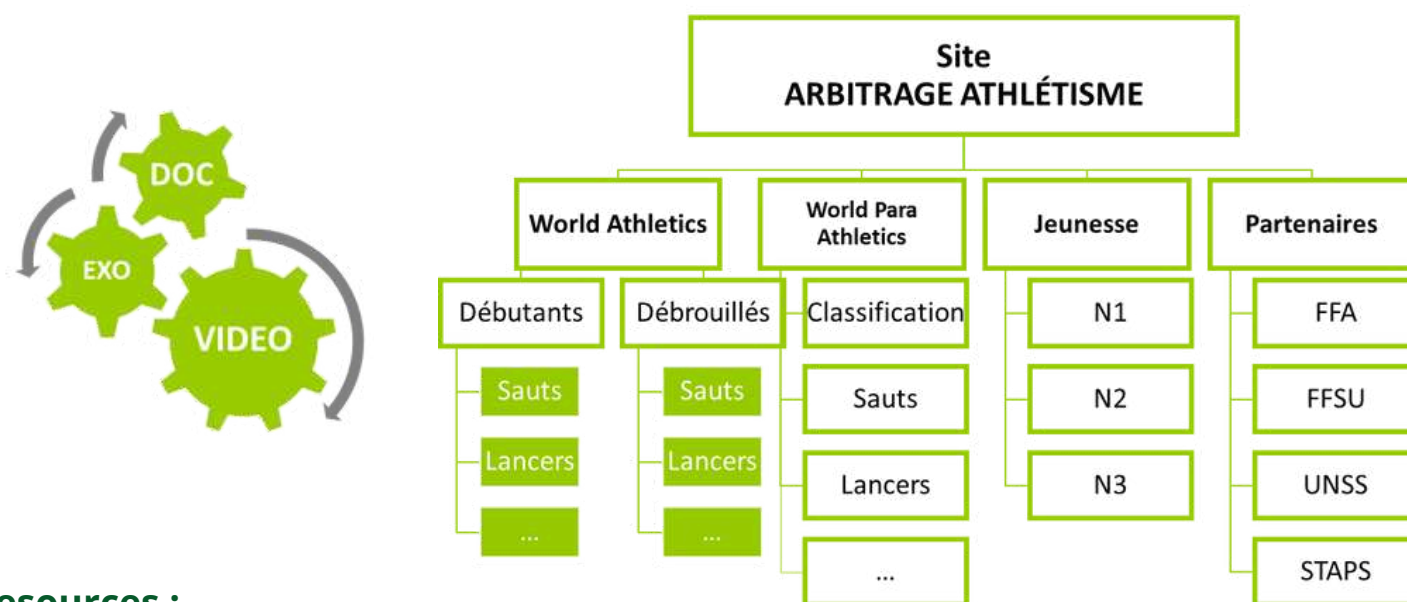
Planned development:

Arbitrage Athlétisme wants to make its website more central to its development, by improving the quality of its content and expanding its offering. An update of its content is necessary to follow regulatory changes.

At the same time, the aim is to make this content accessible abroad, by offering an English translation. To achieve this, we want to make the organization of our content on our website universal, through a three-pronged reorganization:

- World Athletics,
- World Para Athletics,
- Young Officials.

Each section will propose different levels for optimum progression.



Resources :

To achieve this, working groups by speciality will undertake the necessary reflections to redesign the content. A steering committee will ensure the coordination and coherence of the developed offer.

Objectives :

Ultimately, the ambition is to update all existing content and carry out the presented reorganization. In the process, new content will be produced in areas previously unknown to the association, and to enable international accessibility.

Observations:

For the last four years, Arbitrage Athlétisme's ambition was to extend its content offering to para-athletics. The Arbitrage Athlétisme team therefore carried out in-depth work on the creation of this content, and contacts were made with the French Handisport Federation.

The organization of international Handisport and Sport Adapté championships in France in 2023 has familiarized part of the team with para-athletics competitions and their specific features.

Planned development:

For this Olympiad, Arbitrage Athlétisme aims to extend its content by opening a dedicated area on its website for people wishing to become judges for para-athletics competitions. The content offered will be similar to that already present on the site: summary sheets, explanatory videos and training quizzes. The content will be divided into different sections, covering the specificities of para-athletics: classification, rules (races, jumps, throws), equipment and organization (TIC, call room, etc.).

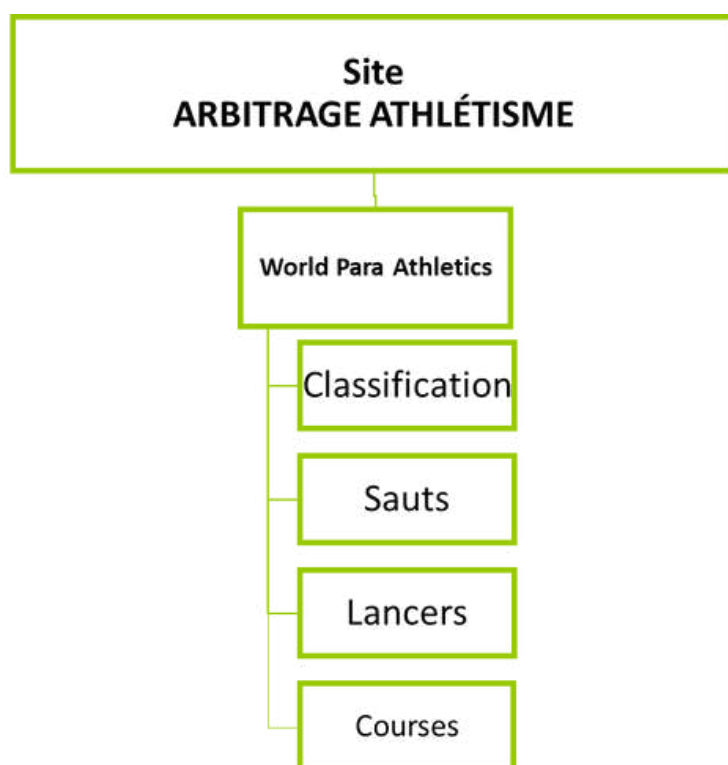


Resources:

In order to make this extension a reality, a team dedicated to para-athletics will have to be created within Arbitrage Athlétisme, building on the work already carried out, the experience of everyone involved and recruiting and/or training para-athletics experts. The team's skills will be built up in particular through the participation of certain members in the Paris 2024 Paralympic Games as National Technical Officials and through a involvement at national Handisport championships.

Objectives:

Arbitrage Athlétisme will contact the FFH in order to establishing a partnership for the training of para-athletics officials. At the same time, the team formed will work on existing content to make it available on the Arbitrage Athlétisme website. The culmination of this work will be the opening of a dedicated space on the website, opening up a new avenue in the content offering.



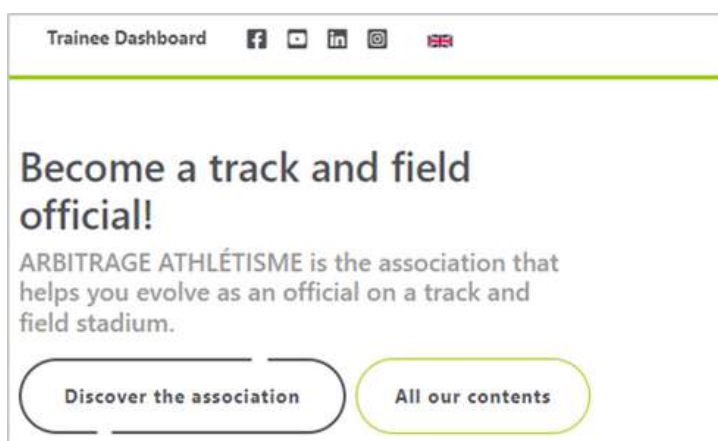
Observations:

Arbitrage Athlétisme's activities have historically been developed in French, aimed at French official judges. In practice, statistical studies of video content viewing show a wide variety of user profiles, from all over the French-speaking world.

Similarly, information content dedicated to judges remains particularly limited in the English language. It's hard to find an English-language equivalent to the videos and courses offered by Arbitrage Athlétisme: didactic, digital and free.

Planned development:

Arbitrage Athlétisme aims to develop its activities on an international scale, in particular by translating existing content and developing an English-language version of the website. Eventually, the production of specific content at international level, followed by the creation of tools adapted to national specificities, could be envisaged. Finally, this development implies setting up an international network, notably by recruiting new members abroad, with priority given to the Benelux countries, Germany and Italy.



Resources:

To achieve these objectives, it will be necessary to develop the website and restructure it by fully translating it into English, drawing on the skills of bilingual members, new members and even external resources. This work could be greatly facilitated by the recruitment of new foreign members or resource persons in priority countries. In financial terms, such a development could make the association eligible for European funding programs.

Objectives:

In the long term, increasing the international audience remains the main objective, as does the creation of an embryonic European network for athletics judges.



B. STRUCTURATION OF THE ASSOCIATION

PARTICIPATION OF MEMBERS

Observations:

Today, activities are carried out almost exclusively by members of the Auvergne Rhône-Alpes League. This leads to 2 main problems:

- the concentration of resources on a few people, which will not be sufficient for the projects envisaged
- members from outside the Auvergne Rhône-Alpes region are not very involved in the life of the association, which constitutes an under-utilized resource, and a loss of meaning for these members.

We also note that the association suffers from a lack of appeal to women (only 21%) and an image of being limited to "young" members (in 2024: median age 25, average age = 27).



Planned development:

In order to meet these challenges, it is essential to better mobilize all members by rethinking the organization of actions and the life of the association. We also need to diversify our recruitment of new members, including international recruitment, to enable the association to grow.

Resources :

On the recruitment front, we have to make the association's membership process more open, by setting up a sign-up button on the website and publishing recruitment messages on social networks. It can also be useful to activate personal networks (particularly for international recruitment or for specific skills).

To strengthen the bond between members of the association, we plan to better organize tasks and to schedule time for moments of friendliness.

In terms of organization, the various development points will be subdivided into working groups, so that each member can contribute his or her part to the edifice and thus have a greater division of labor.

With members spread across the 4 corners of France, a physical gathering of all members is planned once every 2 years. These gatherings will provide an opportunity to work together and share information on the life of the association, as well as to take part in recreational activities to strengthen human ties (a first date is planned for April 12 & 13, 2025 in the Paris region).



Objectives :

Aware of the current limitations of the association's structure, it is essential to improve gender equity and profile diversity, and to ensure that every member plays an active part in at least 1 working group. Last but not least, as many members as possible should be present at the meeting to share these objectives (attendance rate >70%).

DEVELOPING TOOLS TO IMPLEMENT THIS PROJECT

The provision of training content is free, open to all without subscription or registration. In order to pursue its development in this area, and to continue thinking up innovative solutions, the association is developing new tools. Some of these tools can also provide a regular income, to cover the cost of web infrastructure and recording equipment.

Trainee follow-up/Suivi de stagiaire :

On the federal level, digitization is taking place, but certain procedures are still limited to paper, such as judges' evaluation sheets. This poses problems that can easily be avoided: loss of sheets, decentralization of information or poor quality digitization.

The Suivi de Stagiaires tool was developed as part of the previous development project to fill in evaluation sheets online, on a dedicated website. Easy to use and adapted to different screen formats, this platform enables direct networking with the regional manager, who has access to the digitally completed evaluation sheets.

The tool still requires some development to integrate more follow-up sheets, particularly for young judges, and to improve information sharing between structures. The aim is to offer access to this platform on a subscription basis to local structures (departmental committees, regional leagues). The aim is to cover the cost of web servers via subscriptions to the Suivi de Stagiaires platform.



Stagiaire (1)	Formation (1)	Date (1)	Événement (1)	Statut (1)
Tissot DEBAUSSET	Juge alpin	2024-02-26	Finale Regionale Mirois	Cotraité par la ligue
Quintin SULLY	Juge saut	2024-02-26	Finale Regionale Mirois	Cotraité par la ligue
Ariane SCARPOGA	Juge tennnis	2024-02-17	Meeting des Alpes	Incomplète
Ariane SCARPOGA	Juge alpin	2024-01-26	Meeting des Alpes	Incomplète

Services :

Since its creation, the association has collaborated with its partners to imagine, develop and organize events. In particular, this has enabled us to set up one of our "classroom" training organizations, transforming stadiums into amphitheatres, offering trainees total immersion. These events, moments of sharing with the various players, trainers and trainees, also provide essential feedback on the quality of our tools. We plan to continue organizing events in response to requests from our partners.



Products :

To expand the services we offer our partners, we would like to make "physical" tools available. We could offer trainees and officials articles to accompany them in their activities. We plan to develop a regulatory summary booklet and other tools in the near future.



Observations :

The association's content is now stable. Once published, videos and fact sheets remain the same for several years until they are updated. The use of social networks opens possibilities to build loyalty among our users, who are good ambassadors for our content. Our social network accounts are structured, but not widely used at present.

Planned development :

The revitalization of our social networks will enable us to federate a community around the functions of track and field officials, engage a younger audience and offer new content on a regular basis. Publications could include quizzes on the rules in ephemeral formats to engage the user, publications on rule updates (video or image format), short training video extracts illustrating specific cases, presentations of association members, highlights of judging roles and association events, etc.

To follow-up with Arbitrage Athlétisme's development abroad, English speaking accounts may be maintained by the French team, with the same translated publications as for the French-speaking audience. Depending on the wishes of international members, country-specific accounts may also be created.



Resources :

Through the capture of training videos and coverage of certain competitions, the association has a stock of images and videos that can be used for publications. Our members' expertise, the application's questions and our training content are strengths that will facilitate the creation of quality content. The association is present on Facebook, Instagram, Youtube and LinkedIn. Because of its professional nature, LinkedIn remains a separate site, reserved for association news. As Facebook and Instagram are part of the Meta group, cross-publishing is facilitated. These are the first target networks and the only networks on which to publish ephemeral Stories or photo publications. Tests will be carried out on Youtube and TikTok for video publications.

Objectives :

Our objectives are to build a loyal community of officials and the curious, to encourage new people to get involved, to explain the rules and regulations, to promote the activities of track and field officials, and to promote the association's activities. We're aiming for a fortnightly publication (or series of publications), with 2 or 3 members involved on a regular basis. Each member will also be invited to participate by making a personal video. We also hope this will attract a few new members to the association.



SUMMARY

MODERNIZING
AND
HARMONIZING THE
EXISTING
CONTENT

DEVELOPING
CONTENT
DEDICATED TO
WPA RULES

CREATING AN
ONLINE
COMMUNITY

REACHING AN
INTERNATIONAL
AUDIENCE

DEVELOPING
TOOLS TO
IMPLEMENT THIS
PROJECT

PARTICIPATION
OF MEMBERS

