

SPORTS MANAGEMENT,
SLACKLINE AND SAFETY –
ETHICS AND LEADERSHIP FOR
A GROWING SPORT

ISA SAFETY EVENT 2017

Purposes

- I love slacklining and i want to be able to keep on having fun !
- I studied management and was lucky enough to be able to apply my bachelor thesis research to slacklining.

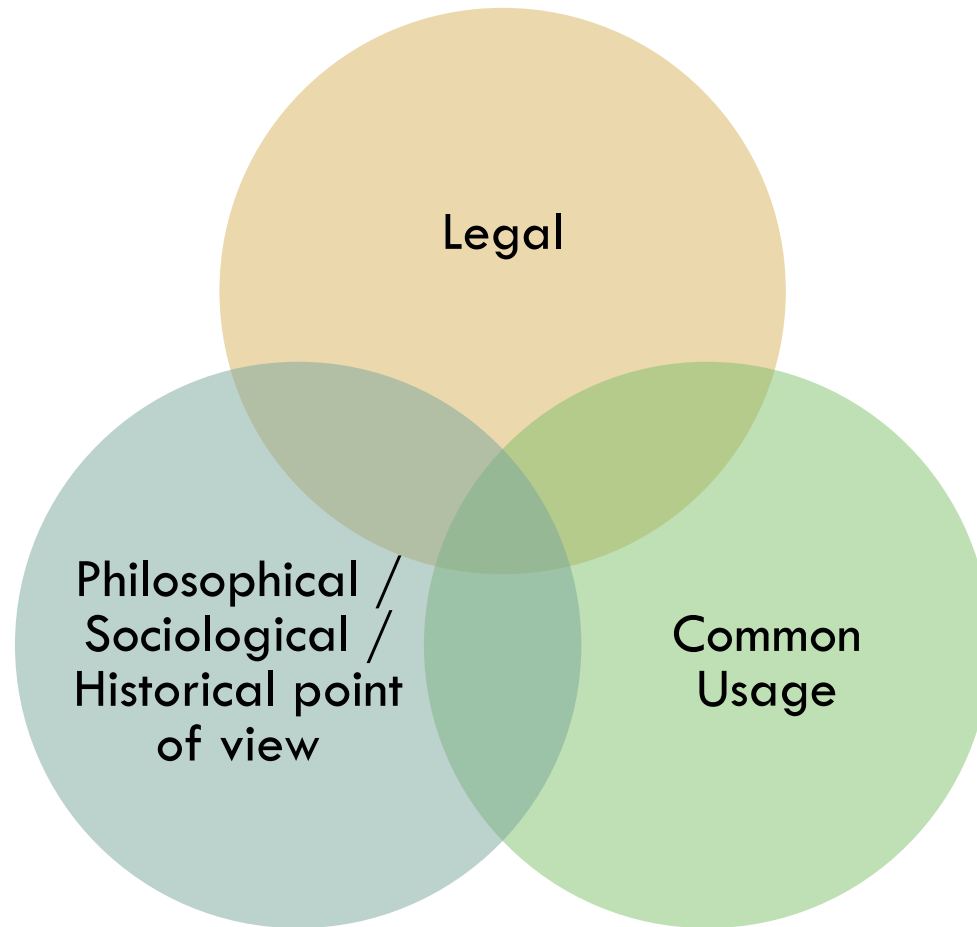
What is slacklining ? A Sport ?

- In Chile slackline is federated and agreed by their national sport committee.
 - In Switzerland slackliners are federated around « Swiss-Slackline », but the federation still did not get an agreement from Swiss Olympic committee.
 - In France, slackline is qualified by the government as a « game or hobby » (MSJ, 2014) or a « leisure activity » (MJS, 2015). But around 50 000 ppl in France (MJS, 2015) slacklining.



Ensure sustainable development for slacklining

What is a « sport » ?



What is Sport Management ?

- Hybrid management science applied to a « sport » environnement.
- Field of action :
 - ▣ Organisational culture, sport marketing, communication,
 - ▣ Managing teams, private companies, ngo, federal association, institution etc.

What pushes the development of a sport ?

Different factors :

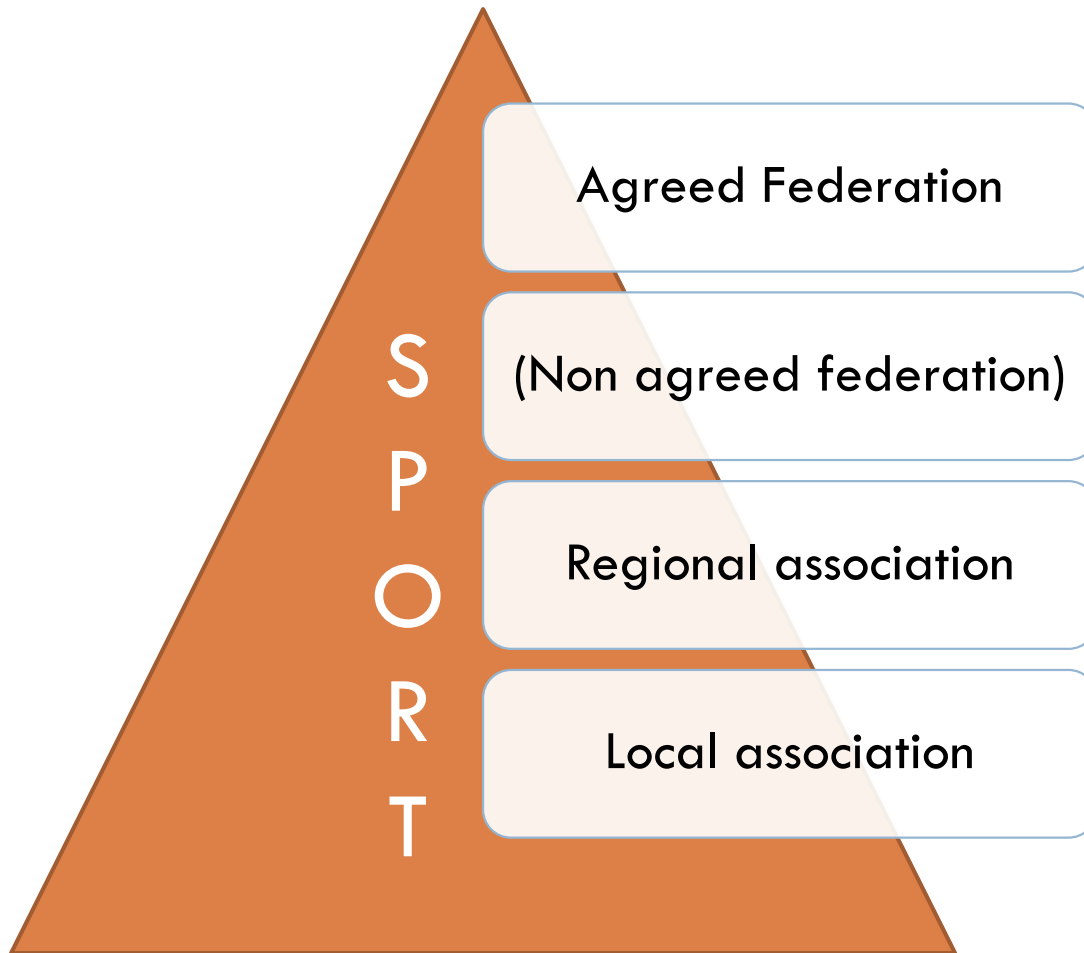
Geographic factors : Place to practice (Indoor / Urban / Peri-urban / Outdoor), Factors locally have an influence.

Political factors : State money, Public campaigns, National diplomas/formation, National / International regulations , Market structure and regulations

« **Human Factor** » : If people enjoy it, ways of promoting and working with it

Officialisation

Sport institution common structure



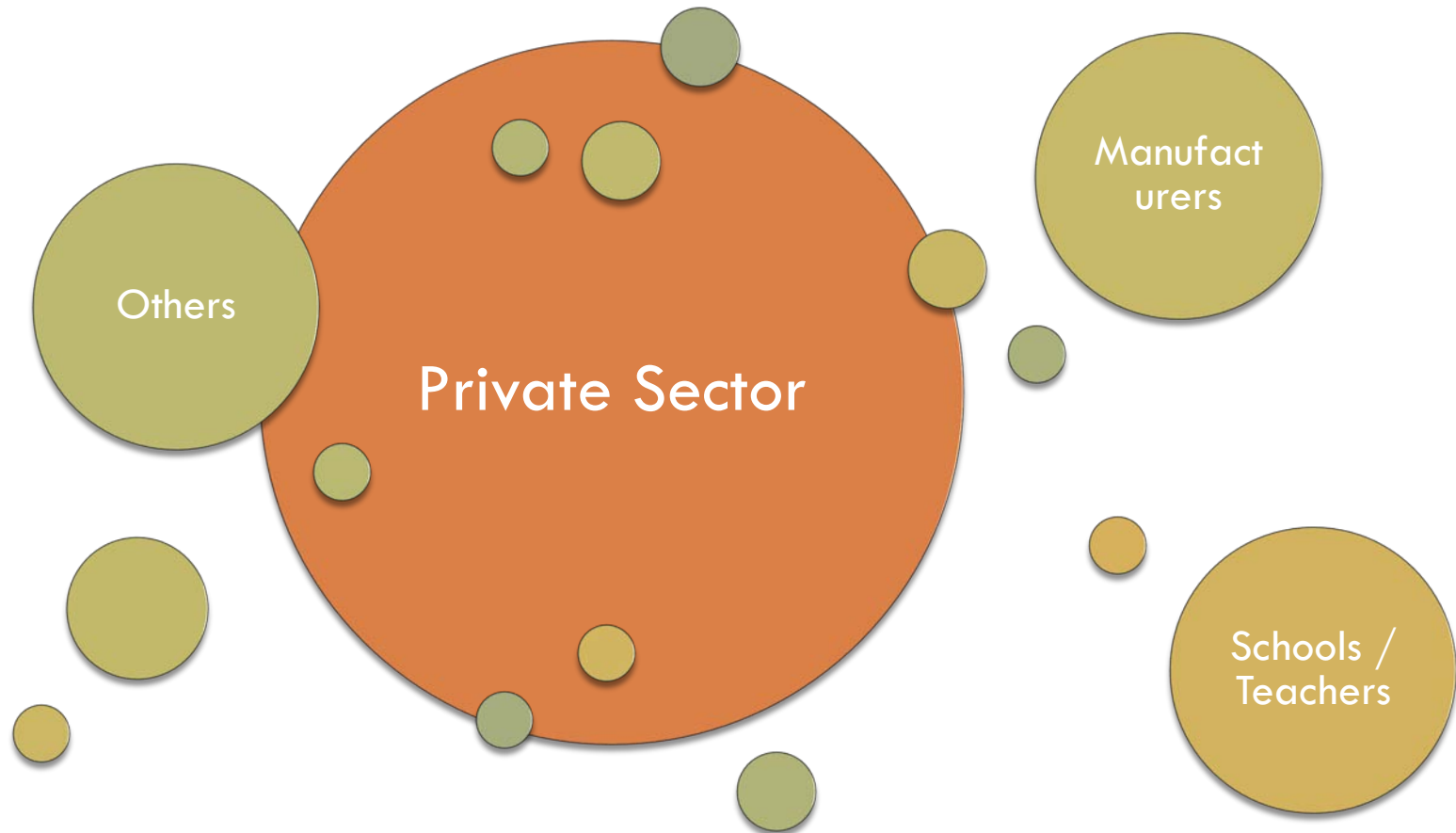
Which entities are pushing the early development of a sport :

Private Sector

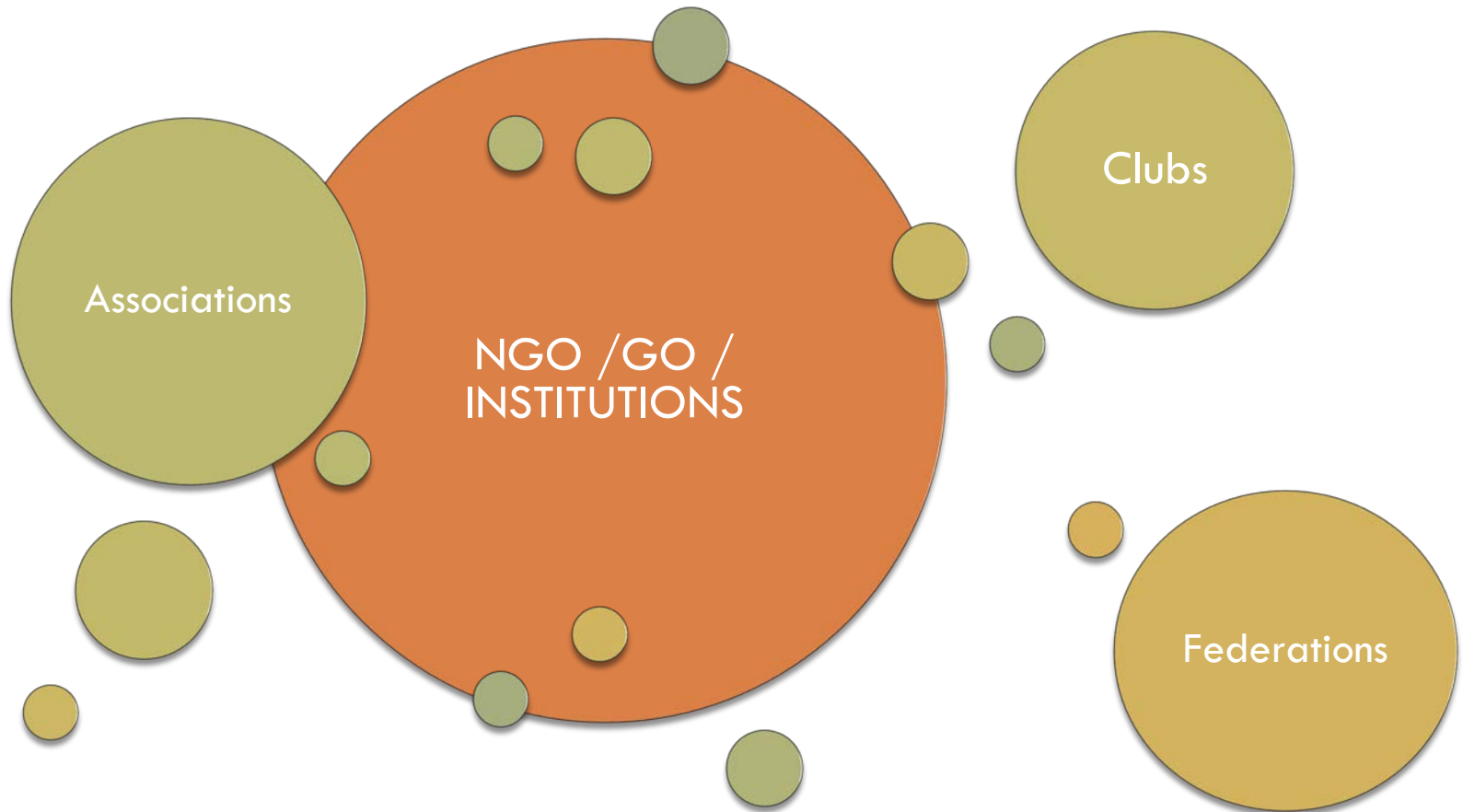
Public
Organisations,
Associations and
Insitutions

Pro

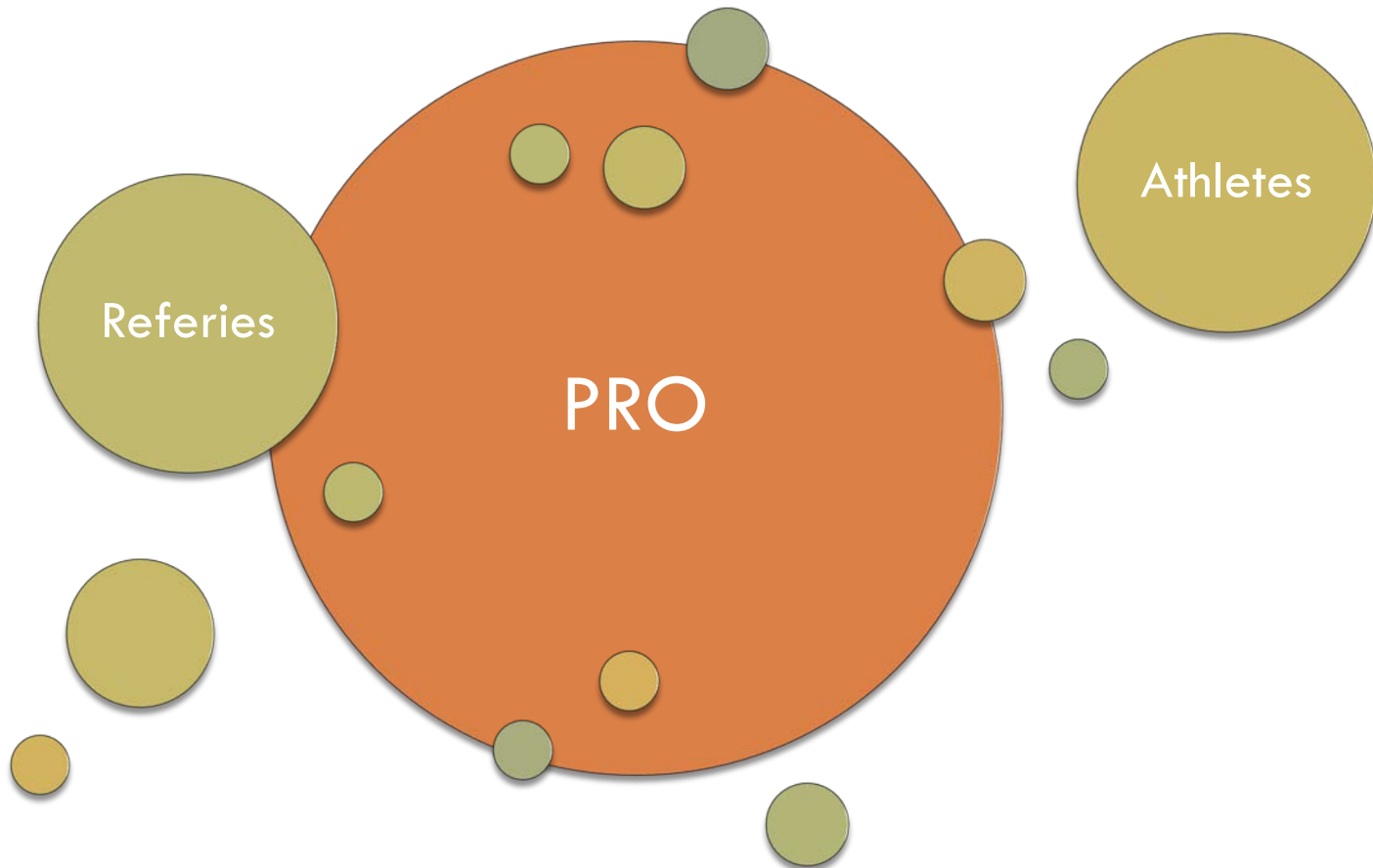
Stakeholders of a « sport » environnement 1 / 4



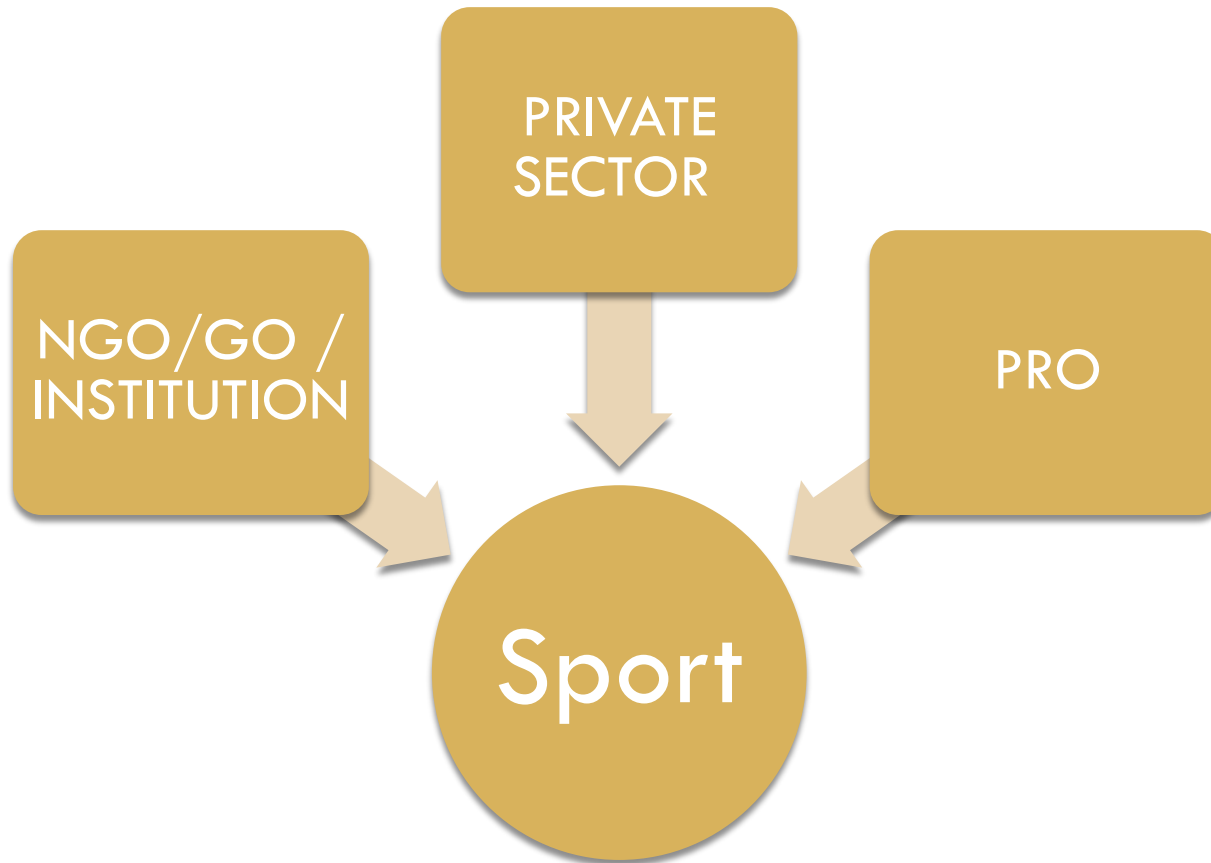
Stakeholders of a « sport » environnement 2/4



Stakeholders of a « sport » environnement 3/4



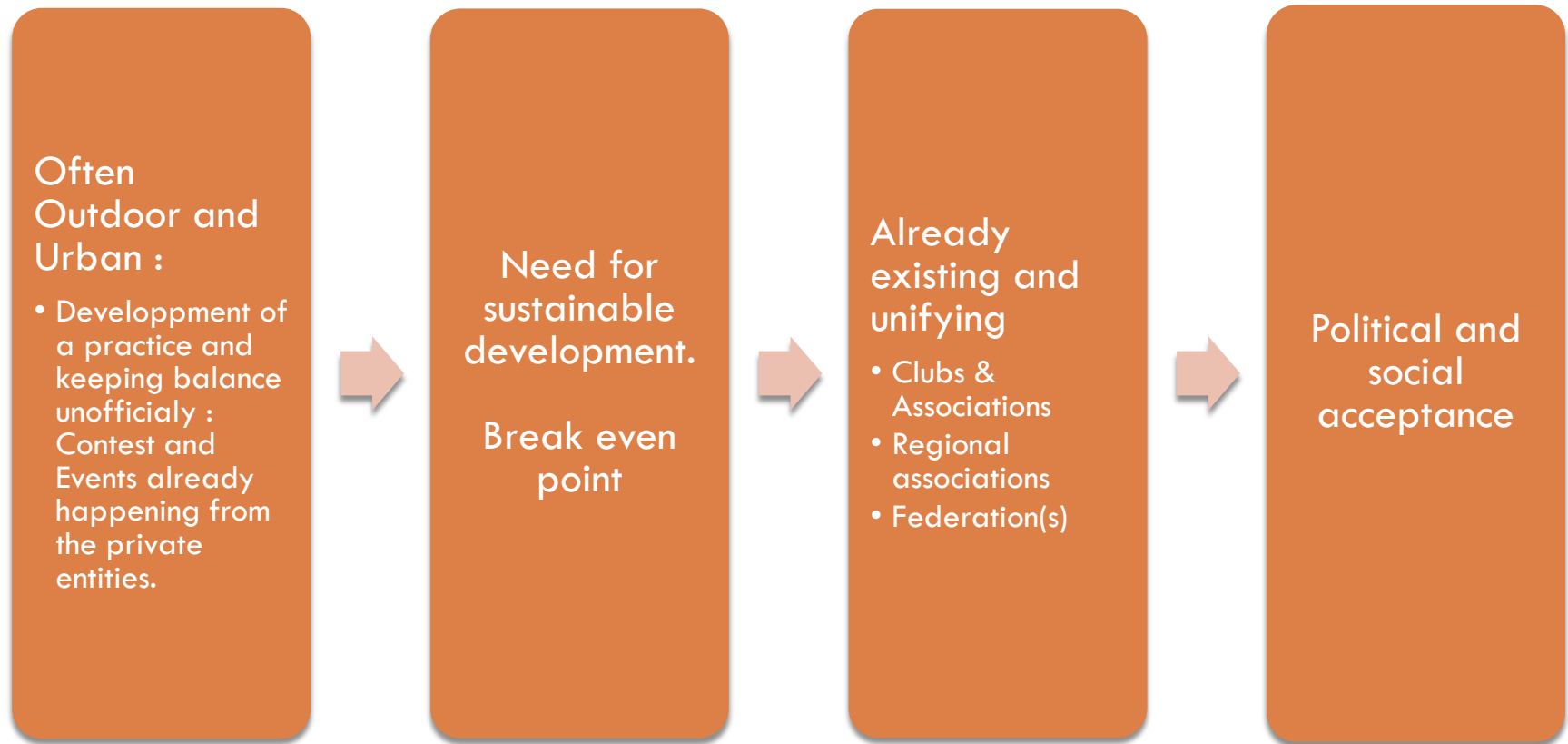
Stakeholders of a « sport » environnement 4/4



How does a sport develop and become sustainable : Primary sportivisation 1 / 2



How does a sport develop and become sustainable : Secondary sportivisation 2/2



What is coming out of my studies ?

- Leadership
- Ethics
- Unrational consuming habits & Crossed Price Management
- We have a market that is divided in 2 categories :
 - ▣ Poor quality in the product often unaware beginner and cheap target
 - ▣ Specialized market that can also be poor quality and crossed priced

Some examples of development in other sports



What is slacklining

- A leisure sport ?
- It's an art ?
- It's a « urban/peri-urban/outdoor » activity ?
- A rehab tool ?
- It's a lifestyle ?
- It's a sport ?

What is the situation now in slacklining :

In France

- Organisations :
 - ▣ No National Federation
 - ▣ No Regional Federation (Exepted Ekilibre)
 - ▣ Around 70 local associations
- Private :
 - ▣ Some professional (coachs, teachers...)
 - ▣ 3 Manufacturers
 - ▣ Others
- Professionnals :
 - ▣ A few professional athlète
 - ▣ Some circus artists
 - ▣ No professionnal refery

What is the situation now in slacklining : In Switzerland

- Organisations :
 - ▣ One National Federation
 - ▣ No Regional Federation
 - ▣ 11 local associations (11 in the federation)
- Private :
 - ▣ Some professional (coachs, teachers...)
 - ▣ 3 Manufacturers
 - ▣ Others
- Professionnals :
 - ▣ A few professional athlète
 - ▣ No professionnal refery

What is the situation now in slacklining : In Germany

- Organisations :
 - ▣ One National Federation
 - ▣ No Regional Federation
 - ▣ Around 10 local associations (6 are part of it)
- Private :
 - ▣ Some professional (coachs, teachers...)
 - ▣ Around 4 Manufacturers
- Professionnals :
 - ▣ A few professional athletes
 - ▣ No professionnal refery

What is the situation now in slacklining :

In Chile

- Organisations :
 - ▣ One National Federation (Agreed by top national fed)
 - ▣ 0 Regional Federation (Exepted Ekilibre)
 - ▣ 14 local associations (Around 10 member of the federation)
- Private :
 - ▣ A real scene for professional (coachs, teachers...)
 - ▣ Manufacturers ?
- Professionnals :
 - ▣ Around 50 professional athlète living from constest
 - ▣ professionnal refery

What are our challenges nowadays ?

- Slackline is a extreme sport seen from the outside
- Keep on pushing slackline
- Grow a safe and sustainable sport
- Get socially accepted
- Have a responsible and conscious ways of representing our sport