



Strategy “SAS 2024” Reshape our future,

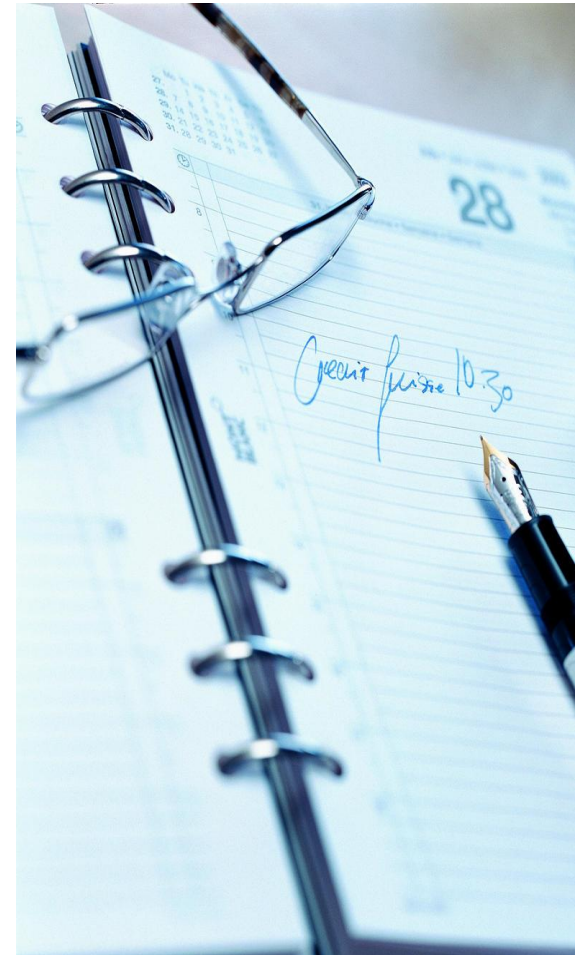
Kick-off Meeting

31st August 2014

Agenda

Strategy “SAS 2024” - Reshape our future

1. Starting position and objectives
2. Approach, activities and timelines
3. SAS ambitions and work stream related topics
4. Proposed project leadership and work stream members



1. Strategy “SAS 2024” - Starting position and objectives

Starting position

Short-term actions of the Strategy “SAS 2024” to ensure success in the near future

Adjust structure by relaunch of permanent commissions to ensure continuity on a high level and to support Central Committee in operational tasks

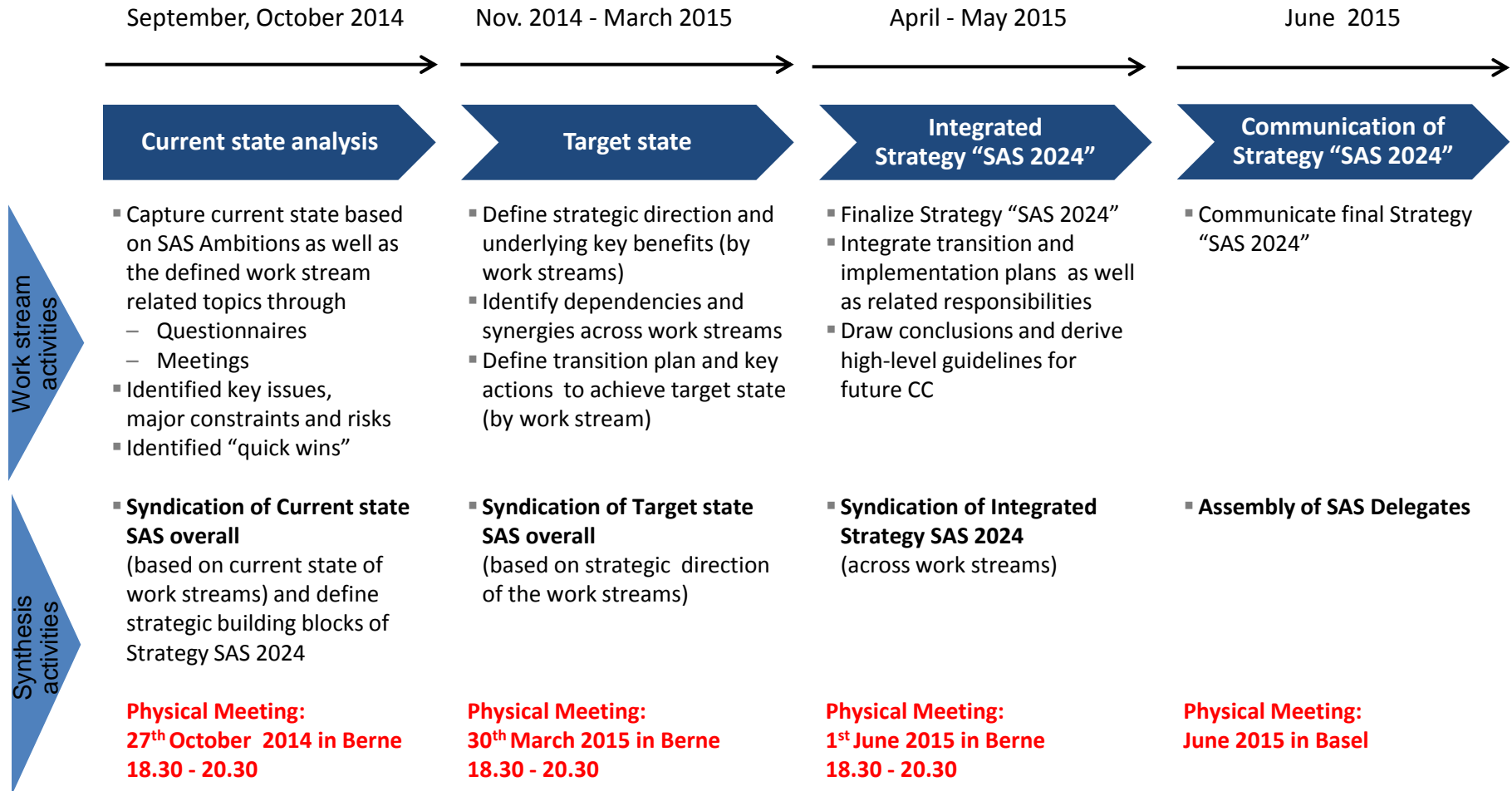
Secure financial base through more successful sponsoring

- **1. Reinstalling Technical Commission (TC)**
 - Appointment of a President and other function holders
 - Define duties, job descriptions and processes
 - Transition from current state to future state
- **2. Re-establish Communication Commission (ComC)**
 - Appointment of a President and other functional holders
 - Define duties, job descriptions and processes
 - Transition from current state to future state
- **3. Sponsoring: Engage SAS Foundation to support CC acquiring 2 key sponsors (25 kCHF per sponsor and year) during the next 2 CC years**
 - The SAS foundation supports the CC financially (in accordance with the statutes), especially in case the 2 key sponsors couldn't be found
 - CC to continue efforts to secure small sponsors and fund raising activities

Objectives

- After the identified and presented short-term actions of the Strategy “SAS 2024” to the Assembly of the SAS Delegates 30th August 2014 we launch the Strategy “SAS 2024” development process
- We want to conduct the strategy development process with representatives across the club and achieve an optimal mix in regard of coverage of disciplines, age distribution, gender and regions
- The strategy “SAS 2024” contains as well an implementation plan with responsibilities and timelines
- It is foreseen to present the strategy “SAS 2024” on the Assembly of the SAS Delegates in June 2015

2. Strategy “SAS 2024” - Approach, activities and timelines



3. Strategy “SAS 2024” - SAS ambitions and work stream related topics

SAS Ambitions

- The strategy bases on the roots of the successful tradition of the SAS and point our club towards the following strategic success factors
 - Performance Orientation
 - Tradition and Innovation
 - SAS-Spirit
- Improve the level of professionalism and ensure more business orientation and behaviors
- The SAS' future is our Youth! Strengthening the Kids program, J-SAS and candidates secure a sustainable recruiting of the right talents
- SAS-Sections: Every SAS-Section should have its own annual priorities and objectives which should be discussed and agreed with the CC and the Commissions
- Communication is a key enabler: Inwards, outwards, through various channels, according to the agreed Communication strategy
- Funding: We need more and a more sustainable funding to support a successful implementation of the SAS-Strategy 2024

WS 1: SAS Core Values topics

Drivers

- SAS Core values
 - Performance Orientation (in which snow sport areas/disciplines?/ at what level, at which age?)
 - Tradition and Innovation
 - SAS-Spirit
- Key activities organized by
 - CC
 - Sections
- Members acquisition inside/outside
 - Kids / J-SAS
 - Talents from outside / Developm. programs
- Social Cohesion within SAS across
 - Regions
 - Genders
 - Disciplines
 - Ages
 - Competition oriented events vs. more fun oriented events (Opening, SAS week, Anglo-Swiss, Italo-Suisse, Norge-Swiss, Penthatlon, Alpinism)

Enablers

- **Communication activities**
- Minimal standards of member admission along SAS core values
- Impacts of changing society and students environments and related trends in sports especially in snow sports on the SAS core values

WS 2: Racing / Events topics

Drivers

- SAS National-team
 - Current state teams (alpine/nordic)
 - Analysis of athletes
 - Training: who, where, when, how?
 - Naming of National team
 - Clothes
- Competition Racing events
 - Universiade
 - FIS races
 - SAS Cup (dates / synergies with other races)
 - U-Games (Common alpine/nordic games?, location?, date?)

Enablers

- **Communication activities**
- Future recruiting of SAS athletes
 - Assessment of potential
 - How to attract potential athletes?
 - Who manage contacts?
- Funding
 - Budget Nordic / Alpine (Details)
 - How much funding is needed?
 - Who has budget responsibility?
 - Athletes compensation
 - Base salary: Trainer & Chief alpine/nordic
- Rules
 - Responsibilities Alpine / Nordic
 - Athletes declaration

WS 3: Communications topics

Drivers

- Overall aligned communication Strategy
 - Enabling and supporting SAS aspirations and key strategic intentions in a sustainable way
 - External: various channels, interfaces to partner organizations, schools, colleges and universities
 - Internal: SAS functions, sections, teams etc.
- SAS Magazine
 - Topics, appropriate mix, permanent writers
 - CI/CD
 - Quality standards
- Social Media
 - Facebook, Youtube, Flickr
- SAS Homepage
 - Improve look and feel, up-to-dateness
 - Integration of social media
 - Required compatibility for mobile devices
 - Improvement in the members directory
- Schneehase
 - Content
 - Communication
 - International

Enablers

- Funding
- Key people responsible for communication topics for in the related media, channels and interfaces to organizations

4. Strategy “SAS 2024” - Approved project leadership and work stream members

Overall Project Leadership

Lead

- Ivan Wagner (ZH)

Deputy

- Peter Wyler (FR)

Members

- Bertrand Siffert (FR, President CC)
- Sandro Jelmini (LA)

WS 1: SAS Core Values

Lead

- Peter Wyler (FR)

Deputy

- Jean-Philippe Rochat (LA)

Work stream members

- Bertrand Siffert (FR, President CC)
- Olivier Brunisholz (FR)
- Charles von Wurstemberger (FR)
- Christoph Vock (BS, Foundation)
- Lukas Dellenbach (BE, Co-President)
- Gilles Frôté (BE)
- Alexander Troller (GE, Foundation)
- Alix Marxer (GE)
- Benjamin Guyot (LA)
- Pal Troye (Norge, President)
- Robert Kessler (ZH, Foundation)

WS 2: Racing / Events

Lead

- Thomas Pool (ZH)

Deputy

- Urs Schüpbach (BE)

Work stream members

- Felix Gey (FR)
- Philippe Doebeli (FR)
- Patrick Menge (BS, President)
- Werner Lüthi (BE)
- Reto Candrian (Alpine)
- Fabian Birbaum (ZH, Nordic)
- Matthieu Rossier (LA)
- Emanuele Ravano (LA)
- Sébastien Zulian (GE, Ex President)
- Ségolène Brunisholz (GE)
- Rolf Ringdal (Norge/ZH)
- Hans Grüter (ZH, President Foundation)
- Tamara Lauber (ZH, President)
- Tom Kessler (ZH)
- Bettina Gruber (ZH)

WS 3: Communications

Lead

- Alexandra Strobel (ZH)

Deputy

- Marc Walpoth (FR)

Work stream members

- Andreas Zuber (BE, Foundation)
- Matthieu Gueissaz (FR, President)
- Caroline Falciola (GE)
- Marcel Müller (LA, Alpinism)
- Alix de Courten (LA)
- Ivan Wagner (ZH)