

# Our Olympic Dream

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**Ben Aherne**

Business Development Manager



44 Medals in total

6 Gold

19 Silver

19 Bronze

“8<sup>th</sup> in Commonwealth Games Medal Table”



# Our 2012 Commitment

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“To provide the best possible training environment in which every member of an Olympic Team can acclimatise and make final preparations for the ultimate challenge of achieving their personal best at the London Olympic Games in 2012.”



# What are teams looking for?

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- Connections 20%
- Accommodation 20%
- Food 20%
- Training facilities 30%
- “Feel” 10%



# Which Olympic Team did we want?

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**Team GB**

Top priority!

**USA**

**China**

**Canada**

**Australia**

**Japan**

**South Korea**

In no particular order





# Why Japan?

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## University selection criteria

- International profile
- Association with success (medal table)
- Long-term relationship
- Cultural benefits
- Potential base for JOC in Europe
- Industrial & commercial opportunities
- Income generation
- Tokyo Olympics 2016?

**“Four years, three weeks, one moment”**



# Why Team GB?

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- Home Team Home Games
- Support to our own athletes
- International reputation
- Massive media opportunities
- Pride & Passion for staff and students
- Strengthen relationship with NGBs
- Income generation

# Facts & Numbers

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2 daily shuttle services to Olympic Park

26 sports

exclusivity

1000 plus  
volunteers

*communication*

24/7 food halls

equipment replication  
to London 2012

culture

4 critical weeks  
(01<sup>st</sup> - 28<sup>th</sup> July 2012)

400 athletes

security

2 Nations

# Challenges

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- Shortage of Baths
- Oil dressings on food
- Pots / Pans and chopsticks
- Shooting range
- Unlucky numbers
- Beds facing a certain direction
- Signage

# Olympic Projects

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- The Official Preparation Camp headquarters for Team GB
- The Official Preparation Camp headquarters for Japan
- Kitting Out for Team GB
- High profile media event with National and International press interest
- Torch Relay - Stage Bid
- Simulation Camp – European Youth Olympic Festival
- International Competitions



## RECRUITMENT

(Nov – Feb 2011)

**Stage 1:** To actively recruit 1000+ volunteers by targeting students, staff, local businesses and the wider community

## ASSESSMENT

(Jan – March 2011)

**Stage 2:** To audit the key skills and interests of each applicant and allocate suitable roles

## TRAINING

(Mar – Jun 2011)

**Stage 3:** To offer a comprehensive training and team development programme

## OPERATIONS

(Ongoing)

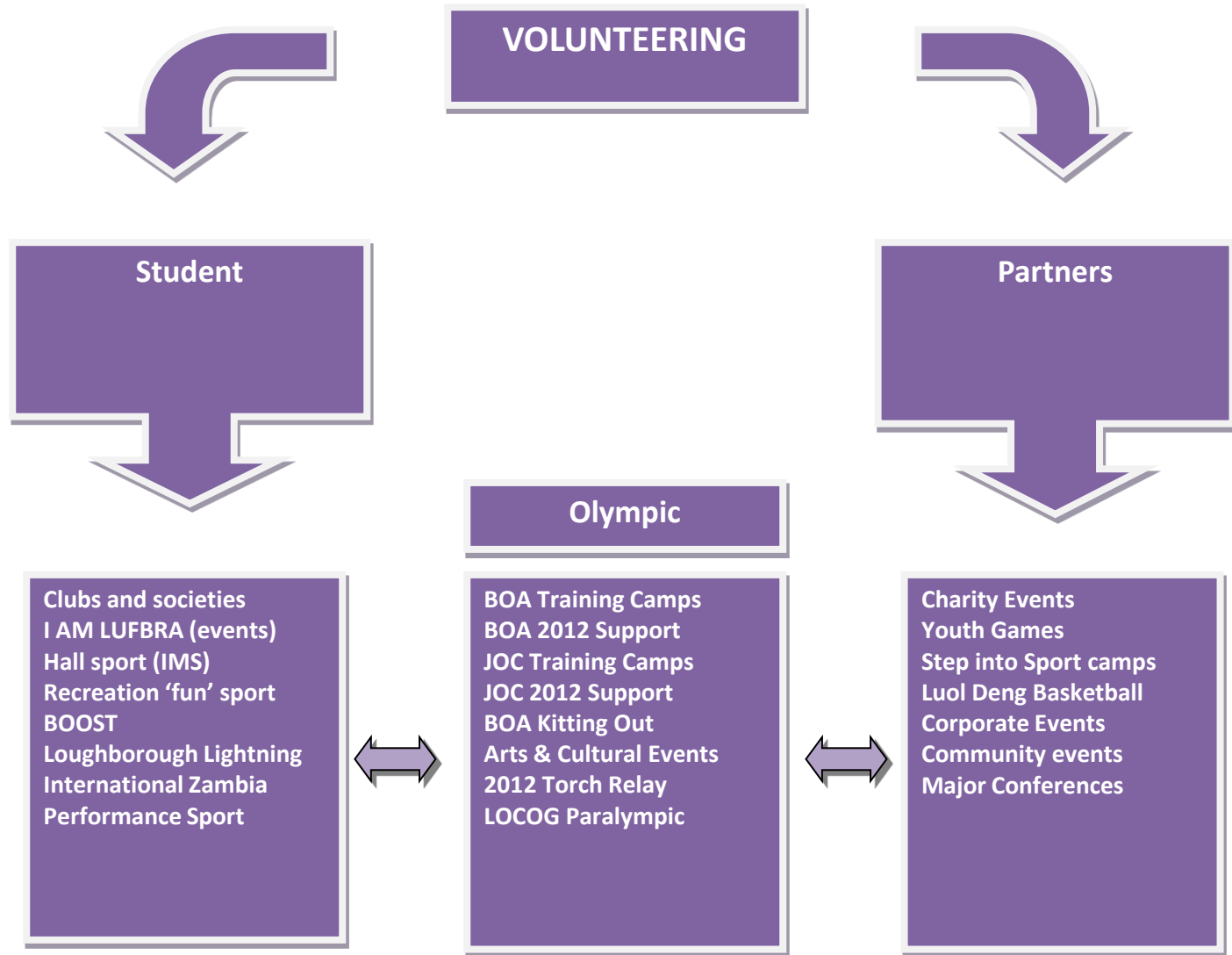
**Stage 4:** To deploy volunteers and volunteer managers to work within the program

## RECOGNITION & REWARD

**Stage 5:** To build a loyalty program which includes reward, recognition and incentives to continue volunteering

## LEGACY PLACEMENTS

**Stage 6:** Working with our partners to ensure a smooth transition into future volunteering and to track progress



# What does it mean to the University?

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- Raise our profile and global identity
- Strengthen the Loughborough brand
- Puts us in worldwide media spot light
- Enhances our value to the local community
- Aids student / athlete / staff recruitment
- Strengthens our international influence in sport
- Raises the bar on service delivery and quality
- Motivates and inspires



# Contact details

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Details will soon be posted on our website:

[www.lboro.ac.uk](http://www.lboro.ac.uk)