



# GB OLYMPIANS

Engaging the Community

# How we got here

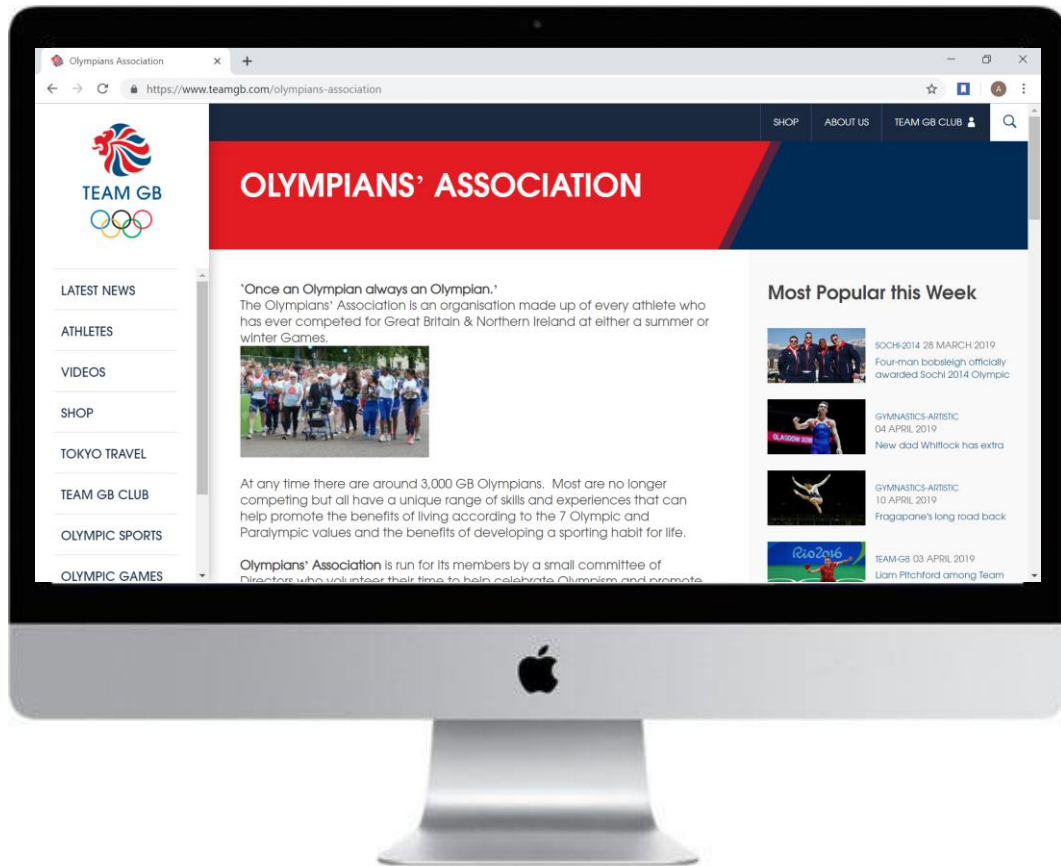
**Priorities 2015 - 2017**

- **Built relations with the GB NOC (BOA)**
- **Discovered what our members want (survey)**
- **Recruited** new committee members and volunteers
- **Partnered with outside organisations** to increase service to Olympians
- Developed a **strategic plan** (with WOA help)
- Developed an **operational plan** from the strategic plan and member feedback



# How we engage

- Team GB website
- Newsletter
- LinkedIn
- Facebook
- OLY
- Events



the OLYMPIANS

# Using OLY to engage members

We run OLY presentations at our events to encourage participation and build our database

These events include:

- Reunions
- AGM
- The Olympians Mile







# The Olympians Mile

# GB Olympians works with



# Partnering with outside organisations

In 2016, **GB Olympians** entered into an **MOU with World Academy of Sport (WAoS)** to work on their Athlete Friendly Education Centres (AFEC) initiative

**GB Olympians** were trained as **AFEC Assessors**

**How this benefits GB Olympians**

- Get paid
- Training and work experience
- Opportunities to inspire young athletes
- Builds CV
- Travel opportunities





# Inspiring young athletes







# A global opportunity

## Schools Visited

- Ellesmere College, **UK**
- Wright Robinson College, **UK**
- Ikast Brande Gymnasium, **Denmark**
- Rivers International School, **The Netherlands**
- Amman Bacculaureate School, **Jordan**
- Sagesse High School, **Lebanon**
- Haut-Lac School, **Switzerland**
- UWC Thailand, **Thailand**
- British International School of Phuket, **Thailand**
- Sha Tin College, **Hong Kong**
- South Island School, **Hong Kong**
- King George V School, **Hong Kong**

## Conferences attended

- Valencia, Vienna, Zagreb, Hong Kong, Japan

# Reunion Events



# Our current goals

- **Develop a thriving & sustainable organisation**
- **Ensure effective communication & engagement with Olympians and Stakeholders**
- **Recruit new Olympians** after each Games cycle
- **Deliver benefits and opportunities for members**
- **Partner** with other organisations **to further support Olympians** during their sporting careers and beyond
- **Work closely with WOA**
- **Continue to build our Olympic legacy**

