



International Nordic Walking Federation

Annual Report 2010



From the President

Dear Members

2010 marks a significant milestone for INWA and for Nordic Walking. It provides an opportunity to look back ten years to where we have come from and to look forward to where we are going.

The last ten years have gone so quickly. The stunning growth of Nordic Walking from practically nothing to where there are in excess of ten million participants is a testament to the hard work of many people. These have included our passionate members and their coaches, instructors and activity leaders, our excellent International Coaches, the previous INWA Boards, the INWA partners, with Exel playing a major part and the many Nordic Walkers who have discovered the real benefits of walking with poles. I thank them for their work, innovation and contribution.

INWA's "10 Steps" have been the benchmark for Nordic Walkers wanting to get the most out of their activity. INWA has also encouraged scientific studies which have established the advantages of Nordic Walking over other forms of exercise.

The challenge for INWA is to continue to grow and meet the needs of the existing members as well as the new countries that wish to develop Nordic Walking as a sport. The new Board of 2010 has continued the development of a Strategic Plan that lays the foundation for the growth to continue.

At this year's convention in Estonia and Latvia, members will be introduced to the new "10 Steps." This has been a major focus for the Education Committee and is the result of experience and research over the past ten years. It is an exciting development and one of the most important assets of INWA.

Our objectives going forward are to continue to grow Nordic Walking, to further develop our relationships and reputation with Tafisa and the Olympic movement, to provide additional benefits and networks to our members and to continue to lead this exciting activity.

I thank you very much for all your hard work in the the promotion of healthier lifestyle and I wish you a very successful year in 2011.

Aki Karihtala
President
INWA

Strategic Plan and Objectives

The new INWA Board met in Amsterdam, The Netherlands in February to prepare the Strategic Plan and Objectives for the next three years.

The overarching objectives are:

1. To increase the membership
2. To increase the benefits for members
3. To explore different communication channels and mediums to lift the global profile of Nordic Walking and enhance communication with members
4. To improve the financial viability of INWA
5. To ensure consistency and professionalism in the education of coaches, instructors and Nordic Walkers
6. To make a significant contribution to scientific research

Committees and Operational Plans

The following Committees were formed with a Board member chairing each Committee:

1. Education Committee – Tamara
2. Scientific Committee – Joanna
3. Membership Committee – Marti
4. Communication Committee – Gian
5. Finance Committee – Paul
6. Special Projects – Karen

Each Chair was responsible for selecting and inviting prospective Committee members from within and without INWA.

Each Committee then prepared their Operational Plans to achieve the objectives set out in the Strategic Plan within the timeframes.

Financial Reports

2009 Summary

SUMMARY	2009	2008
Income		
Convention/Educ Fees	12959	18084.65
Costs		
Education Expenses	-32833.36	-34484.43
TOTAL	-19874.36	-16399.78
Basic Costs		
Personnel Costs, Salaries		
Wages	0	-7563.43
Other costs	245.11	-1158.88
Salaries	245.11	-8722.31
Other costs		
Computer leasing	0	-242.79
Other rents	-100	0
Rent	-100	-242.79
Travel Costs		
Other Expenses	0	-4058.84
Other Actual Operating Costs		
Meetings & Conference Calls	-2514.54	-180
Telephones	-546.24	-152.26
Office Supplies	-242.1	-186.4
Bank fees	-315.08	-245.41
Dues	-185	0
IT Costs	-1295.61	-191.66
Professional Services	-1300.14	-1147.96
Other Actual Operating Costs	-6398.71	-2103.69
Total Costs	-6498.71	-6405.32
Common Costs	-6253.6	-15127.63
ACTUAL RESULT	-26127.96	-31527.41
Direct Income		
Membership Fees	13739.75	14350
Other Income		
Joining Fee	1997.04	3150
Sponsorship	15000	13200
Subtotal	16997.04	16350
TOTAL	30736.79	30700
Profit/- Loss	4608.83	-827.41
Interest	41.83	161.22
Subtotal	4650.66	-666.19
NET RESULT	4650.66	-666.19

2010 (Interim Results against Budget)

INWA	BUDGET 2010	Actual -31 July
Income		
Membership	15,400	8090
Education	12,000	2065
Sponsorship	8,000	8,000
Convention	9,000	
Donation		5,000
TOTAL	44,400	23,155
INWA fixed costs 2010	BUD 2010	ACTUAL
Fixed salaries	11,000	8,296.5
Sub-total	11,000	
Education		
Printing Manuals	500.0	
Training Mat	150.0	
Travel & Accom	3,500	
Coach Courses	3,600	
International Coaches	4,500	
Sub-total	12,250	0
Scientific		
Subscriptions	250	
Projects/Studies	2,000	
Travel & Accom	2,000	
Sub-total	4,250	0
Membership		
Phone Exp	100	
Entertainment	500	
Travel & Accom	600	
Sub-total	1,200	0
Communication		
Phone Exp	100	
Brochures	200	
Other marketing		
Internet	1,000	242.74
Fairs, exhib	0	
Outsourced marketing	0	
Direct marketing	0	
PR Costs	0	
Market research	0	
Marketing support equipment	0	
Other marketing expenses	800	
Travel & Accom		
Sub-total	2100	242.74

Finance			
Auditor's Fee	250		
Receivable collecting costs	100		
Legal services	750		
Other extral services (fixed)	300		
Accounting	1200	1057.54	
Sub-total	2600	1057.54	
Office Exp			
Post	360		
Telephone	600		
Office supplies	150		
Magazines, books	100		
Bank costs	240	125.4	
Sub-total	1450		
Relationship Dev			
Entertainment	500		
Travel & Accom	2,000		
Gifts	300		
Daily Allow	600		
Membership Fees	300	300	
Sub-total	3700	300	
Projects			
Travel & Accom	1,200		
Convention	3,000		
Sub total	4,200		
Board Activity			
Travel & Accom	4,500	3884.92	
Sub-total	4,500		
General	2,000	1250	(Gymstick)
TOTAL	49,250.00	16,757.4	
SURPLUS/(LOSS)	-4,850.0	7,997.9	

10 Year Celebration

Who would have thought that a couple of guys in Finland in the late 1990's, wanting to develop a "total body workout" would grow into a world-wide phenomenon. We know that there are reports of people using their ski poles to train for cross-country skiing during summer but it needed something special to create a new sport out of an old one.

The "special something" was the inclusion of Exel and their agreement to develop poles designed specifically for Nordic Walking rather than simply adapting ski poles. Cross-country skiing has been recognised as one of the best ways to burn calories and build cardio-vascular fitness. The use of poles improved posture and gait whilst reducing the risk of injury. To achieve this, the pioneers recognised that there was a need to teach people the correct technique to go al

Exel, recognising that delivering proper training was an integral part of their marketing strategy decided to provide the training and support the development of the sport.

Nordic Walking's growth has been nothing short of sensational. With over 10 million Nordic Walkers worldwide, the sport has become "mainstream." Where once there were comments such as "Where's the snow" or "You have left your skis at home" an observer is now saying "So that's Nordic Walking" and "Is there a club that I can join?" Other pole manufacturers have seen the growth and wanted to participate. Clubs and associations have begun throughout the world, from Iceland to the USA. Nordic Walkers have been seen in China and Brazil. Japan has a huge number of regular walkers.

As with the development and growth of any new sport, there have been challenges. Over the 10 years there have been disagreements on approaches, methodology and personality conflicts. This is only to be expected when the participants are passionate about their sport, activity or business. Despite the differences, people have discovered the benefits of Nordic Walking for many of whom would not otherwise be physically active. And the sport continues to grow.

While we look back and celebrate the work of those pioneers, the passionate coaches, instructors and the dedicated Nordic Walkers, we also need to look forward. The challenge for INWA is to take Nordic Walking to the next level alongside other health and fitness activities. The current INWA Board, in completing its strategic plan, sees the need for this. This could require INWA working with other organisations to create a united voice on the joys and the benefits of Nordic Walking and poles.

Welcome to New Members

One of the key strategies for the next three years is to grow the number of members. In March we welcomed the Russian Federation to INWA and held a course for their National Coaches. We will formally welcome Russia at the Convention in 2011.

Discussions are currently underway with a number of countries including India, Croatia, Portugal and Brazil.

Changes to INWA Rules

As INWA worked to lift its position to a world-class sports federation, it was apparent that the rules that provided its constitution, standing and processes were no longer suitable. The structure of the organisation and the need to involve members more in determining its direction required a change to the rules.

INWA is registered in Finland and under the Associations Act 26.5.1989/1503. A requirement of this legislation is that any changes to the rules must be registered, in Finnish, with the Finnish National Board of Patents and Registration.

To achieve this, a copy of the new rules were sent out to the membership in March for a vote. It was intended that when passed, the new rules would be translated and registered in accordance with the Finnish legislation.

While a majority of members who voted, voted for acceptance of the rules, the Board felt that there was an insufficient number of members who did vote. It was decided to leave the translation and registration of the new rules until a second vote was held at the AGM in September.

A copy of the new rules will be sent to the members before the AGM.

Application of the New Rules

Under Section 2 of the new Rules, should they be passed, the rules will be applied as if they had been passed, from the 30 October 2009.

Convention 2010

Day 1	Time	Event
23.9.10 Thursday	12:00 noon	Bus leaves Riga for Otepaa
	4:00pm - 6:30pm	Annual General Meeting For member country representatives only
	7:00pm	Official opening of convention Aki Karihtala – President of INWA Laine Janes - Estonian Minister of Culture Toomas Savi - Olympic Committee
	8:00pm	Dinner
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Day 2		
24.9.10 Friday	8:00am - 8:45am	Mass Nordic walk
	9:30am	Welcome & outline for the day
	9:40am – 10:40am	Keynote speaker: Mati Alver 'Back to the future - X-country skiers' training in summertime'
	10:40am - 11.00am	'Description of Nordic Walking – this is what we teach' A presentation by the INWA Educational Committee
	11:00am – 11:15am	<i>Coffee break</i>
	11:15am – 12:45am	Practical session with Mati Alver
	1:00pm – 2:00pm	<i>Lunch</i>
	2:00pm – 3:00pm	Speaker 4 – Tiina Arrankoski & Greg Zurek 'Applied Biomechanics of Walking as the basis for the new 10 steps'
	3:00pm – 4:30pm	Workshop session 1:
	4:30 – 5:00pm	Q&A session to the Educational Committee
	5:30pm – 6:30pm	Optional activity
	7:00pm	Dinner & social

Day 3

25.9.10	8:30am – 8:40am	Outline for the day
Saturday		
	8:40am – 9:00am	Speaker 4: Tiina Arrankoski 'The story of Nordic Walking' Tina shares her extensive research into the history of Nordic walking
	9:00am – 10:30	Workshop session 3
	10:45am – 12:15am	Workshop session 4
	12:15am – 12:45am	Speaker 4: Exel Sports Brands – pole technology
	1:00 pm	Coach leaves for Riga with packed lunch on coach
	4:30pm	Arrive Riga, check-in & relax
	5:00pm – 6:00pm	Gymstick Nordic Walking Workshop Katrina
	7:00pm	10 Year Gala Celebration & dance

Day 4

26.9.10	9:30am – 9:45am	Welcome from Riga representatives
Sunday		
	9.45am - 10.45am	Keynote speaker: Tom Rutlin
	10:45am – 11:05am	Speaker: Malin Svensson Nordic Walking in North America – a partnership approach
	11.05am – 11:25am	<i>Break</i>
	11:25am – 12:00	Dr Latvia
	12:00am - 12.45pm	Facilitated workshop - sharing 10 years of INWA, looking to the future
	12:45pm – 1:00pm	Closing comments

