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
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 Baccalaureate 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