



**KARATE**  
**2016.AT**  
**WORLD**  
**CHAMPIONSHIPS**

358 days to the WC 2016

Kick-off press event, November 2<sup>nd</sup>, 2015



## 1 The Vision

From 25 October 2016 to 30 October 2016 the 23<sup>rd</sup> Karate World Championships and the 2<sup>nd</sup> Karate World Championships for People with Disabilities will take place in the Tips-Arena in Linz. Upper Austria is looking forward to about 2000 athletes and coaches from 135 nations.

At the huge event in the heart of Upper Austria the focus will not only be on sportive competitions, but all together five main aspects will be communicated. According to the traditional values of Karate-do “Hara – Do – Kime – Kamae – Rei” it will be a celebration of cultures and sports.



Upper Austria is looking forward to welcome about 2500 athletes, coaches and officials from 130 nations. Another 500 volunteers and approximately 25.000 spectators will make this World Championships complete.

## 2 A Short Review

On October 15th, 2011 at 12:30 AM George Yerolimpos, general secretary of the World Karate Federation (WKF), announces the Executive Committee´s unanimous decision to assign the Karate-World Championships (WC) 2016 to Austria.

Austria applied for staging the world´s highest-ranked Karate-tournament with the cities Vienna and Linz. Linz came out on top. The unanimous decision was even more surprising since the competitors Croatia, Turkey, Australia and Indonesia have a seat in the Executive Committee themselves.

The organizing committee (OC) under the direction of Ewald Roth, Hans Werner Streicher and Eckart Neururer already gained experience in managing international sport events on a high class level during the European Championship (Shotokan style) 2009 in Wels.

Having the Karate World Championships 2016 in Linz, a new chapter is added to the Austrian sport history in Upper Austria.

### **3 Karate Expected to be Olympic in Tokyo 2020**

Because of the „Tokyo Organising Committee of the Olympic and Paralympic Games´“ decision to recommend Karate as an Olympic discipline the World Championships 2016 gain even more meaning and attention.

Austrian Sport Minister Gerald Klug sees the Japanese Organizing Committee´s decision as a confirmation of long-standing efforts: “The inclusion in the Olympic program would help Karate receive the significance it deserves. Karate is a World Sport and experienced an enormous boom, also in Austria, over the last couple of years. The Karate-WC 2016 is the next important step in that direction. We gladly support this.”

It is very likely that there are the first Olympic medal competitions in two Kata and three Kumite-disciplines at the Olympic Summer Games 2020 in Tokyo. The final decision will be made in Rio in August 2016.

Kata is a fixed sequence of techniques, which is performed without an opponent.

Kumite means the duel as we know it from other contact sports.

### **4 Karate-WC as Green Event**

The organizers of the Karate-WC 2016 seek for an environmental certification by the Federal Ministry of Agriculture, Forestry, Environment and Water Management. Hence to funding by the Upper Austrian environment department support from an external project team consisting of members of the Klimabündnis OÖ and Ökologie-Institut was possible. An environmental and social friendly organization of all activities concerning the World Championships is, thanks to the professional assistance, possible. Central to this efforts are the regional value added, social acceptability, the sustainable and regional supply of athletes and guests as well as a resource-efficient material management and as a consequence thereof waste reduction.

The Karate-World Championships 2016 proves, that “sustainable” and “efficient” can both be achieved with anticipatory organization and professional strategy almost cost-neutral.

### **5 Benefits for the Regional Economy**

The total budget for the Karate-WC 2016 amounts to almost three million Euros.

A total of 1,2 million Euros will be procured to one-third of the federal government (Ministry of Sport), the Province Upper Austria and the city of Linz. The participating nations and guests will bring somewhat more than one million Euro through transfer fees, catering and accommodation contributions and the like. The rest is raised by ticket sales, stall fees for exhibitors as well as sponsoring by our partners.

The total sum will be spend and reinvested mostly in Linz und Upper Austria. The catering, for example, uses only local products bought at local providers. Another example are the comprehensive transport services carried out by LINZ AG and regional bus operators.

“Upper Austria demonstrates its increasing competence for hosting big international sport events. Linz-Ottensheim received the contract for staging the Rowing World Championship 2019 just recently. In October 2016 there will be the Karate World Championships in Linz. 25.000 spectators add an important touristic aspect to this huge event. All persons involved will give their best to present the sport and tourism area Upper Austria as a perfect host”, emphasizes Upper Austrian Economic County Council Michael Strugl.

The tight connection between sport, tourism and economy is highly appreciated in Upper Austria. “International major events like the Karate-WC, with its worldwide television coverage generate a high advertising value for Upper Austria and are therefore a substantial economic factor”, claims Strugl.

In an economic survey, conducted by the Johannes-Kepler-University (JKU), an estimated sum of eight million Euros will be spend in the WC-year 2016 alone. The main part of that money will be expended in Upper Austria, especially in Linz. It therefore returns directly to local economy. This reveals the region´ s high profit of the World Championships.

Another profiteer will be Karate itself. Great attention will be raised in Austria because of the WC and the associated media coverage. This rises hope for an increasing prominence and following that increasing enthusiasm for the sport. 33 clubs in Upper Austria offer Karate clases and are looking forward to welcome young athletes.

## **6 Linz´ s Existing Infrastructure is Used**

No infrastructure investment is needed for the WC. The today in Linz existing infrastructure is utilized optimal. The Tips-Arena was chosen by the OC because of its diversity and the ability to adapt to the requirements perfectly.

Only days before the Karate-WC 2016 the prestigious Generali Ladies Tennis Tournament will take place in the Tips-Arena as well. For this purpose a 30 m x 64 m tent will be set up.

This tent is involved into the design for the Karate-WC 2016 and re-used as a possibility for the athletes for training and waiting.

As there are going to be so many people present at the area from the Tips-Arena during the opening concert and the five days of competitions, detailed planning beforehand is unavoidable. Thanks to very precise plans by Salmin Herac every corner of the hall can be explored in a 3D-model already today.

The Design Center is going to be the venue for a series of side events before the athletic competitions. The most important event in this location will be the international referee training with approximately 400 participants as well as the World Congress. This is the WKF's general assembly where important decisions, like the election of the president, are taken.

"Over the last couple of years Linz gained an outstanding worldwide reputation as venue for high-quality sport events due to the existing infrastructure. The Tips-Arena, which opened in 2003, is a setting that perfectly fits to the upcoming World Championships with its versatility and modern facilities. It provides perfect conditions for both athletes and spectators. High end events, like Austria's biggest Ladies Tennis Tournament – the Generali Ladies -, the Indoor-athletics-meeting or the "Night of the Jumps", a famous motor sport event, are performed successfully repeatedly here at the Gugl", so Mayor Klaus Luger.

"So for the Karate-WC, an event which brings Linz once again in the scope of the world public, the Tips-Arena is the perfect venue. With only low efforts the venue can be adapted to host such a big event. Furthermore, the audience in Linz is very passionate and competent and is going to encourage the athletes to peak with the appropriate enthusiasm", the Mayor is confident.

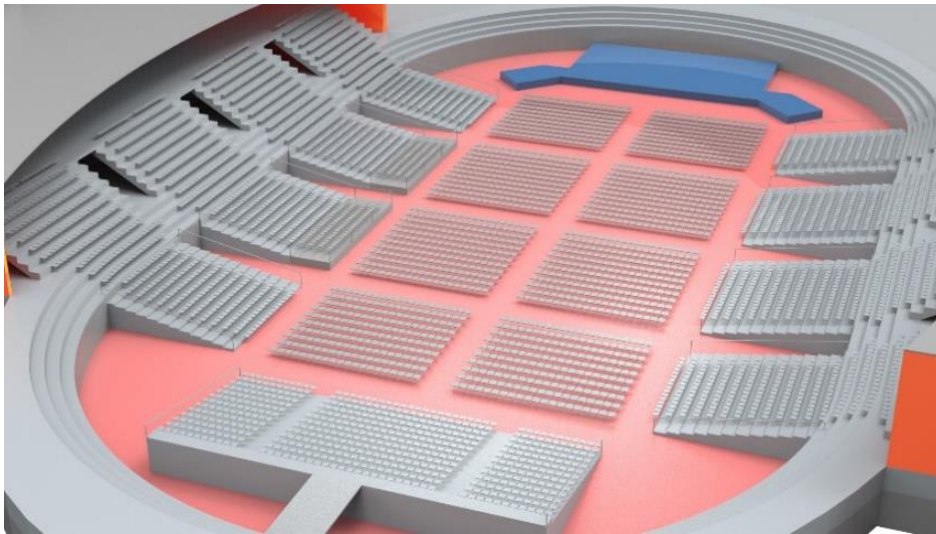


Illustration 1: Layout opening concert

6.300 persons can join live the Anton Bruckner Privatuniversität and Partner´s opening concert (illustration 1).



Illustration g 2: Layout during the eliminations

Although still one year to go the Tips-Arena´s set ups is planned to the smallest details (Illustration 2). The World Karate Federation´s (WKF´s) guidelines were adapted to local conditions and approved in Madrid.

## 7 Inclusion of the 2nd Karate World Championships for People with Disabilities

Along with local Karate-aces Bettina Plank und Alisa Buchinger the world´s best Karatekas will be guest in Linz. High density in the top ranks guarantees suspense until the end.

Over the last couple of years Austria moved closer to the focus of the worldwide Karate-scene. Even more, since Plank and Buchinger are current European Masters and won two silver medals at the European Games 2015 in Baku. For the first time in Austria´s Karate history there are real chances of winning medals at World Championships in the weight categories up to 50 kg (Plank) and up to 68 kg (Buchinger). "If everything fits, the two could even bring home gold in Linz", Ewald Roth, who was as the sport director at the Austrian club from 2005 to 2015 responsible for that development, is excited.

A particularly noteworthy aspect of the 2<sup>nd</sup> World Championships for People with Disabilities is the full inclusion taking place in October 2016. Competitions in the categories wheelchair users, blind & visually impaired as well as people with learning difficulties are integrated in the ordinary schedule. Finals of people with physical or mental disabilities are televised live. Consequently full equality of the competitions is established.

Sport minister Gerald Klug is pleased with the path chosen: "As sport minister it is my main goal to include athletes with disabilities in existing structures and not create separate structures for them. The Karate-WC 2016 is a showcase for successful inclusion."

Spectators also have full accessibility – from the homepage to the ticket sale up to the real local conditions.

"Openness and respectful treatment of others, independently from their origin and needs are important parts of Linz´s self-perception. And that is also why Linz is the perfect venue for this World Championships. This attitude manifests in the public space among others with our modern local transport network. Busses and trams with low-floor constructions make the way to the venue especially easy for people with disabilities. The new ticket vending machines simplifies the purchase for guests from abroad in six different languages. Wheelchair users also do get their tickets without any problems" mayor Luger emphasized the barrier-free range of Linz.

## **8 Big Publicity for Linz because of Worldwide Media Coverage**

As experienced at the last World Championships in Paris 2012 and Bremen 2014, the worldwide media attention on all channels was huge. A further boost is expected if Karate is included in Olympia 2020.

17 TV stations from all over the world were broadcasting on site and partially live at the World Championships in Paris. Exiting Karate news were brought to the entire African continent, the Near and Middle East, large parts of Asia as well as North- and South America.

The WKF's live online stream was clicked more than three million times in countries without TV rights.

The ORF (Austrian Broadcasting Corporation) has very high interest in the home-WC. The cooperation was already determined in 2012 and gradually accomplished in the following years. The coverage of first-class Karate tournaments in Austria by the ORF was implemented. Karate-do's special spirit and its manifestation at the WC in Linz were documented in two impressive presentation videos.

The advertising value Linz and Upper Austria gain through presence in worldwide media as tourist destination is enormous and could not be financed without the Karate-World Championships.

## **9 Linz Will be Fully Booked!**

During the Karate-WC all possible accommodations in Linz and the surroundings will be fully booked. For the first time the whole booking is conducted electronically. OÖ Touristik handles all hotel reservations. A special booking tool, which was developed in dense cooperation, is called into action here. With the help of this platform the comprehensive gathered competences can be re-used for other future big events.

Already now top-athletes from all over the world come to Upper Austria (Olympic Center Linz and Budokan Wels) to participate in special training camps. These opportunities should be extended until the WC 2016. Therefore, even before the WC 2016 the Upper Austrian touristic infrastructure is used by Karatekas from all over the world.

The Karate-WC is going to get the Austrian ecological certificate. That is why it is recommended to all providers of any form of accommodation to aim for that certificate



as well. This long-term changes in the Upper Austrian hotel landscape is going to be a big advantage, not only for the Karate-WC 2016.

## **10 Only Limited Number of Tickets Available – You´ve Got to be Quick!**

The international ticket sale starts in the middle of November. During the Junior World Championship in Jakarta the both heads of the OC, Hans Werner Streicher und Ewlad Roth, will present the WC 2016 to the attending Karate-scene. From that day on, the international ticket sale and the booking of accommodations will be possible via [www.karate2016.at](http://www.karate2016.at).

In the spirit of hosting a “green” event no printed but electronic tickets will be sold. These tickets can easily be saved on any smartphone.

As the used infrastructure has only very limited space and therefor also only limited seats in the Tips-Arena, being quick is the name of the game. The OC expect a rapid sell-out of the hall.

## **11 Six Days’ Sport and Cultural Program**

The OC took every effort to include Linz’ diverse cultural capabilities essentially in the WC´ s structure and therefore not only to establish a prominent name as a sport city but also as cultural destination.

Various projects in different artistic dimensions are going to be realized with prestigious partners – among others the Kunstuniversität Linz (university of fine arts), the Anton Bruckner private university, the Brucknerhaus, the Ars Electronica Center.

The opening of the Karate-World Championships 2016 is, for example, a concert in the Tips Arena. A special program for this evening is created in close collaboration from art and music university as well as the Ars Electronica Center and should thrill the audience.

Apart from exciting competitions a dense support program awaits the spectators. Next to a lot of music there will also be various performances. These include breakdancers from “Rookies at Work”, trial biker Tom Öhler and freestyle soccers “Teco 7” (all from Red Bull) at the finals-weekend. On Friday night George Nussbaumer will be performing live at the Tips-Arena.

“Art, culture and sport were always closely related to each other in Linz. One of the best examples is actually the Tips-Arena. It is a venue where prominent sport event take place just a couple of days after top cultural events like rock and pop concerts. Notable TV

productions take place here as well. Right next to the Tips-Arena, the stadium, is not only the place for thrilling soccer games but also for open air concerts of international top acts. The Generali Ladies´ jubilee tournament, which took place just recently and was accompanied by many cultural side events, proves that perfect harmony between sport and culture” claims Linz’ mayor Klaus Luger. “Linz scores not only with these top events globally. The Ars Electronica has been a cultural flagship for our town for years. In 2014 Linz therefore was appointed as UNESCO City of Media Arts. Now Linz is once again in the international spotlight thanks to the Karate-WC 2016. This top sport event is a longstanding initiator for Linz’ successful future.”

## 12 Optimized Traffic Solutions

The sustainability concepts is pursued down to the topics of traffic and transport. Therefore, every ticket for the WC 2016 is also a valid ticket for the public transport in Linz.

A regular shuttle gets the athletes from their hotels to the venue and back on competition days. Like this, the individual transport is reduced to a minimum.

## 13 Contact

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