

# Manifesto 2015

**TAKE A STANCE**

**GLEN KEITH**

**Presidential Candidate**

**International  
Wushu Federation**



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## Wushu greetings

My name is **Glen Keith** and I am running for the position of President of the International Wushu Federation. I am doing this because I believe the administration of IWUF needs to change if Wushu is to grow and prosper. Thank you for reading my manifesto, and my website, to see why I believe I can be the next, or future, President of the International Wushu Federation, and how we can work together to **build a better future for Wushu**. Feel free to email, call or text, or find me on WeChat: Glen Keith, or Skype: Glen.Keith2 if you would like to talk.

## About Me

I have a long history of official roles in Wushu dating back to 1990 when I represented New Zealand at the Inaugural Meeting of the International Wushu Federation (IWUF), and since then I have dedicated a great deal of my life to the promotion and development of Wushu.

IWUF has had 4 Presidents since 1990, all of which I have observed as Wushu has gone through many changes. During this time I gained a lot of experience in Wushu governance and management, having been an IWUF Executive Board Member for 16 years (since 1999), of which 12 years have been as an IWUF Vice President (since 2003).

I have a good understanding of the issues that Wushu faces in becoming an Olympic sport, and was a member of the IWUF special delegation that went to St Petersburg Russia in 2013 to present Wushu's bid for the 2020 Olympic Games.

I am the Founder and President of the New Zealand Kung-Fu Wushu Federation and Co-Founder and President of the Oceania Wushu Federation. I have trained in traditional Chinese martial arts for 43 years from the age of 15, and I still practice and teach on a weekly basis. I received great honour by being inducted into the New Zealand and Australasian Martial Arts Halls of Fame in 2000 and 2006 respectively.

I am the Chief Instructor for Shaolin Fut-Gar Kung-Fu in New Zealand and I teach Traditional Yang Style Tai Chi. Unlike some other IWUF Presidents, I am an active teacher of traditional Chinese martial arts, which keeps me grounded and connected at a grass-roots level. In addition to my Wushu background, I am an experienced Senior Manager with extensive skills in Strategic Leadership across Government and the Private Sector. My background, knowledge and experience, both in Wushu and in my working career, will be put to good use should I become President of IWUF, now or in the future!

## **Why vote for me?**

I want to offer IWUF members a '**choice**' of who they wish to represent them as President. This is the foundation of a true democracy. Whether I win or lose is not as important as members being aware of the key issues facing Wushu, and to know they have a strong '**voice**' in the future of Wushu. Democracy is fundamental to a fair and just society, and democratic elections ensure members, not leaders, are the true voice of an organisation. Having more than one candidate is a sign of a maturing organisation.

For 21 years between 1990 and 2011 IWUF members have been 'introduced' to their new President at Congress, who was then elected with the clap of hands. This is **not** a democratic process, and it was only in 2011, when Raymond Smith entered his candidacy, that this changed. As a result of this, many things started to improve.

IWUF has had four Presidents: Li Menghua (China) 1990.10~1995.08 (5-years); Wu Shaozu (China) 1995.09~1999.11 (4 years); Li Zhijian (China); 1999.12~2003.10 (4 years); and currently Yu Zaiqing (China) 2003.11~2015.11 (12 years). President Yu has served three times longer than any other IWUF President. The list of issues facing IWUF is growing. It is time for Wushu to travel in a new direction. All it will take is a '**vote for change**' or a '**protest vote**'. The future of Wushu is in your hands!

## **Issues facing the administration of IWUF and Wushu**

In my campaign website page <http://www.glenkeith.org/iwuf-issues.html> I made mention of **20 issues** facing the administration of IWUF and Wushu. Since then more issues have been identified, some of which are mentioned below. If as a result of me highlighting these issues, there is some positive change in the administration of IWUF, then my Presidential campaign will have been a great success.

**If elected as IWUF President I will focus on all the 20 issues documented in my website, but to begin with, my priority focus will be on the following 8 issues:**

- 1. Olympic Wushu (Including Olympic Sanda)**
- 2. Continental Development**
- 3. A United Kung-Fu Wushu Community**
- 4. A Fair And Just IWUF**
- 5. Financial Sustainability**
- 6. World Grading System**
- 7. Modern Administration**
- 8. Vision, Direction and Leadership**

## 1. Olympic Wushu

In my campaign website page <http://www.glenkeith.org/olympics.html> I commented that as a Federation IWUF has failed since 2008 to become an Olympic sport, even with a President who is a Vice President of the IOC. And, that myself and others believe this has been due to a **lack of leadership** resulting in IWUF not being able to successfully position itself and Wushu on the world stage, in the years leading up to our Olympic bids.

Not being selected as one of 5 shortlisted sports for Tokyo 2020 is further evidence of IWUF's ongoing failure in this area. I'm sure you are as disappointed as I am that Karate Baseball/Softball, Skateboarding, Surfing and Sport Climbing, were chosen ahead of Wushu!

The question is, did President Yu do enough to get Wushu into the Olympics? In my campaign website page titled 'Olympics', I provided several links covering some of what Karate was doing for their Tokyo 2020 campaign. Karate clearly went the **extra mile** and was successful in getting through to the next round.

It did not help Wushu's case that President Yu was listed on the World Karate Federation (WKF) website, as the **President of China Karate Do** at the time the decision was made to vote Karate over Wushu; especially when China Karate Do is one of the largest Karate Federations belonging to the WKF. This would have given the impression to IOC members that President Yu gave equal support for Karate as he did for Wushu.

IWUF's strategy for Tokyo 2020 was to just give the same presentation that was given in St Petersburg Russia in 2013. As Albert Einstein once said, "to do the same thing but expect a different outcome is a form of madness."

President Yu's response to this failure, is to focus on the fact that Wushu was one of the eight finalists shortlisted out of 26 sports, and that this is supposed to somehow indicate recognition and acceptance that Wushu is of great Olympic potential? Is it good enough that we must all now wait another 9 years until 2024? This reinforces to me that President Yu and IWUF does **NOT** have a strategy (other than hope) to get Wushu into the Olympics.

## My Election Pledge

If I am elected as IWUF President, one of my goals will be to develop and implement a global marketing campaign that will position Wushu as a sport that promotes the Olympic Movement and its values; has a strong focus on youth appeal, and an ability to engage new audiences worldwide. These are the areas Wushu failed for Tokyo 2020. If we continue to do what we have always done, then we will get what we have always got, failure and disappointment! If you want this to change, then **Vote Glen Keith for IWUF President!**

## Olympic Sanda

In my campaign website page <http://www.glenkeith.org/olympic-sanda.html> I commented that back in 2001, I and others had great concern that IWUF did not include Sanda when it applied to be included in the 2008 Olympic Games. At the time IWUF felt that a combat sport might be more difficult to introduce, given there were already sports like Boxing, Wrestling and Tae Kwon Do. IWUF felt that Taolu was more representative of the key characteristics of Wushu, and was more evenly developed on a gender-basis across all continents. It was also considered exciting to watch across a wide audience demographic.

I am concerned that IWUF has not reviewed its Olympic Taolu-Sanda policy in 14 years! This is very relevant when the World Karate Federation (WKF) with the support of China Karate Do, has just been successful in getting the Combat Sport of Karate shortlisted as a possible additional sport in the Tokyo 2020 Olympics. The fact that Wrestling was reinstated in 2013 as a Combat Sport for 2020 also shows that the IOC is not opposed to the inclusion of more Combat Sports. I also have first-hand information from one key IOC official who personally told me that he felt Sanda should replace Tae Kwon Do as an Olympic sport.

## My Election Pledge

If I am elected as IWUF President, one of my goals will be to propose the inclusion of Sanda, alongside Taolu, as part of our Olympic Wushu offer. Youth Sanda in particular will be promoted to create a strong youth appeal and engage new audiences worldwide. The mistakes of the past can be put right, but it takes a visionary leader, which is why you need to **Vote Glen Keith for IWUF President!**

## 2. Continental Development

In my campaign website page <http://www.glenkeith.org/solidarity-fund.html> I made mention of an announcement at the last IWUF Executive Board Meeting in Chengdu in 2014, about an IWUF Solidarity Fund to support the development of Wushu in developing regions. I also mentioned that I and others believed it was important for the development of Wushu, that priority should be given to those continents that are **most in need of support**.

I also talked about how disappointed I was that Oceania was not mentioned as one of the target regions for the IWUF Solidarity Fund, particularly given the need for development in the smaller and remote Pacific Island countries. I mentioned that IWUF would do well to remember that according to the IOC, the continent of Oceania represents one of the 5 Olympic Rings i.e. (5 Continents / 5 Olympic Rings... Not 4!)

You will have recently received an email from President Yu about the IWUF Solidarity Programme Development Subsidy 2015, where the objective is to recognise and support National Federations (NFs) that applied good governance and actively participated in IWUF's major events; by providing a moderate subsidy of 600 USD to qualified members. The email went on to say that to qualify for the subsidy, an application was needed that would be assessed on the following 5 criteria:

- Participated in the 12<sup>th</sup> World Wushu Championships (2013)
- Participated in the 5<sup>th</sup> World Junior Wushu Championships (2014)
- Participated in the last continental championships
- Holds an annual national championships in the past 2 years
- Have paid the IWUF 2014 and 2015 membership fee by June 30<sup>th</sup> 2015

In reality, the only Federations who are likely to meet the above criteria are those with a good structure and who can **afford** to send athletes to participate in world events on a regular basis. These are **NOT** the countries that most need the financial support. How does this help the developing countries of Africa, South America and Oceania? This is yet another example of a policy that lacks common sense and judgement.

### My Election Pledge

If I am elected as IWUF President, one of my goals will be to identify the development needs of Federations in developing continents and work with them to help build their capability. I will prioritise these countries for financial assistance so that they can compete on a level playing field with other more developed countries. And, so they can afford to attend and have a voice at IWUF congresses. But most importantly, so their athletes can participate in our championships. Being able to attend, be heard, and vote at congress, and participate in world events, is a fundamental right for every member, and not just those who can afford it. If you want financial support to be targeted where it is most needed, then **Vote Glen Keith for IWUF President!**

### 3. A United Kung-Fu Wushu Community

In my campaign website page <http://www.glenkeith.org/wushu-versus-kung-fu.html> I talked about how the lack of attention from successive IWUF Presidents to the **branding** of Wushu by not including the words **Kung-Fu** in our name; ultimately created an opportunity for the situation to be exploited, and for the International Kung-Fu brand to be claimed by someone else; which led to the creation of the International Kung-Fu Federation in 2012.

Irrespective of how powerful or otherwise the International Kung-Fu Federation might be, its mere existence sends a confusing message to the International Olympic Committee as to how united, or otherwise, Wushu is as an international sport? The recent proposed changes to the IWUF constitution state in the Preamble, that “**Wushu, also referred to as Kung-Fu**, is the collective term for the martial art practices which originated and developed in China over thousands of years.” Adding a few words to the IWUF constitution is NOT enough to address this important issue. This is a serious matter to the future growth and stability of Wushu, which to date has not been addressed by President Yu.

#### My Election Pledge

If I am elected as IWUF President, one of my goals will be to work with the President of the International Kung-Fu Federation to bring about **UNITY**, so that Kung-Fu and Wushu can become **one single global entity**. With your support, I will also look to rename IWUF to the **International Kung-Fu Wushu Federation** or **International Wushu Kung-Fu Federation**, depending on the preference of members. Renaming and rebranding IWUF; combined with an effective global marketing campaign; will do more to promote the international awareness of Wushu, than all the efforts combined over the last 25 years. If you want a unified Kung-Fu Wushu organisation that is recognised world-wide, then **Vote Glen Keith for IWUF President!**

## 4. A Fair and Just IWUF

In my campaign website page <http://www.glenkeith.org/interference-in-continental-matters.html> I talked about how I and others felt the IWUF EB interferes in the business of Continental Federations. You will be aware of proposed changes to the IWUF constitution that will be tabled for approval at the congress in Jakarta. If approved, these changes will effectively **cut dead the voice** of the whole Oceania continent on the IWUF EB. The changes will also potentially stop me from holding any position of the IWUF EB, including my current role as IWUF Vice President. The proposed changes are as follows:

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**22.3.1** Continental Federations consisting of 6 or more members are permitted to nominate candidates for the Executive Board.

**22.3.2** Continental Federations consisting of 8 or more members are each permitted to nominate one candidate for the position of Vice President.

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**33.1** Continental Federations shall be responsible for nominating candidates from their own continent to serve on the Executive Board, if they meet the requirement stipulated in Article 22.

**33.2** Vice-Presidential candidates shall be nominated by their respective continental federations, if their Continental Federations meet the requirement stipulated in Article 22.

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With the Oceania Wushu Federation currently only having 4 members (down from 5 due to Guam resigning from IWUF), it would appear that this proposed constitutional change is a deliberate attempt to remove me from any official role on the IWUF Executive.

I ask you to decide whether you feel this is **fair and just**, or would a better approach be for IWUF to offer support to help develop the other 4 members, so the target of 8 was achieved, if indeed such a target is necessary? I am disappointed that such an idea has been proposed, where the difference of an 4 extra members is critical to a whole continental federation having a voice on the IWUF EB?

I am also concerned at what kind of message it will send to the IOC when they find out an International Sport Organisation, that is trying to become an Olympic Sport, has deliberately removed the representation of a whole continental federation on its Executive Board. It is hard to believe it is a coincidence that this proposal has been put forward for the first time in 25 years, at the same time I am running for IWUF President. I will leave you to draw your own conclusions! I will object to this amendment in Congress. If you agree with me then **VOTE NO** to it being passed.

### My Election Pledge

If I am elected as IWUF President, one of my goals will be to ensure IWUF becomes an organisation that prides itself on demonstrating **integrity** and **respect** for others; an organisation that is **inclusive** rather than **exclusive**, and one that upholds the **values** of the Olympic Charter! I will build a culture and environment of **trust** and **cooperation**, where **all** continents and members are encouraged to work together, and are supported to develop their full potential. Many IWUF members are currently in conflict with each other, which ultimately damages the Wushu brand and demonstrates to IOC that IWUF is a **dysfunctional** organisation. Is this how you want Wushu to be seen by the rest of the world? If not, then **Vote Glen Keith for IWUF President!**

## 5. Financial Sustainability

In my campaign website page <http://www.glenkeith.org/financial-management.html> I highlighted concerns with the overall financial administration of the IWUF, which I and others feel is unclear and lacking transparency. IWUF does not appear to have a documented annual budget planning process, or a process for capturing or recording all income and costs. Neither does it have an investment strategy to ensure future financial sustainability.

According to statements made by President Yu, the IWUF is currently receiving USD1,000,000 each year from the Chinese National Olympic Committee (NOC) as well as USD600,000 per annum in sponsorship from three Chinese companies. IWUF's Statement of Income and Expenditure for the Year-Ended December 31, 2013 states Income from 'Sponsoring and Donations' of around USD296,000. The accounts do not appear to reflect the stated income, which raises questions about financial transparency.

While we are all very grateful for the kind generosity of the Chinese NOC and our sponsors, there is a potential longer-term impact around IWUF's financial dependency and financial sustainability. The issue that is NOT being addressed by President Yu, is what happens, if or when, the Chinese NOC and/or our sponsors eventually withdraw their sponsorship? As an IWUF Vice President, I and others have never seen the details of any sponsorship agreement, and have no idea what IWUF has promised in return for the sponsorship!

### My Election Pledge

If I am elected as IWUF President, one of my goals will be to ensure that all income and all expenditure is made clear and transparent and recorded in the financial accounts, and accepted only by the vote of Congress. This will include the full disclosure of running costs for the IWUF Secretariat and payment of wages for all IWUF staff and contractors. I will ensure that the IWUF EB is aware of the terms and conditions of any sponsorship agreement and seek agreement from the EB before accepting any future sponsorship offers. Another of my goals will be to identify an income stream that will ensure the ongoing financial sustainability of IWUF. The key focus of such an income stream will be to support the development of continental federations and members to reach their potential. One revenue option that will be explored is from activating the World Grading System. If you want financial transparency and sustainability then **Vote Glen Keith for IWUF President!**

## 6. World Grading System

In my campaign website page <http://www.glenkeith.org/wushu-grading-system.html> I talked about the proposed World Wushu Grading System (WGS), which was first suggested in 2007, and discussed again in 2009 at the IWUF Executive Committee in Toronto, Canada.

Professor Kang Gewu, Vice Chairman of the Traditional Wushu Committee (TWC) was tasked to undertake this work with the Chinese Wushu Research Institute (CWRI). A Draft System and Draft Implementation Plan were produced, including 27 text books with related DVDs as a basis for training examination and reference materials.

After a significant amount of effort and cost to develop the WGS, the work appears to have stalled. The publications and DVDs that have been developed to date are all in Chinese, which is of no use whatsoever to the rest of the IWUF membership outside of China. The lack of development with the WGS has significantly hindered the global growth and development of Wushu and caused considerable frustration to IWUF member federations.

The WGS, if managed correctly, is a potential source of revenue that could significantly contribute towards achieving long-term financial sustainability as an organisation. This would help make IWUF financially independent without having to rely on the Chinese NOC and sponsors, and provide a revenue stream to enable developing countries to grow quickly.

### My Election Pledge

If I am elected as IWUF President, one of my goals will be to ensure that the WGS is fully developed. The WGS will be used to develop Wushu standards across the globe for day to day participation and for events. The standards will be the same level in all IWUF member countries. The WGS by its nature will raise funds for the IWUF, as well as for each continental federation and for each national federation. My focus will be to make sure the greatest portion of the income from grading fees will go directly to developing national federations so that they can advance Wushu in their countries, and afford to compete internationally. If you want a WGS that will raise the standard of Wushu globally, and provide much needed income for members, then **Vote Glen Keith for IWUF President!**

## 7. Modern Administration

In my campaign website page <http://www.glenkeith.org/strategic-plan.html> I talked about the need for IWUF to have a well-developed Strategic Plan and Annual Business Plan to help achieve its goals. The last known version of the IWUF Strategic Plan that I could locate was dated 2006-2008.

The most recent planning document appears to be the 2010-2020 International Wushu Development Program. The Strategic Plan has not been reviewed since 2006 or the Development Program since 2010.

While these documents do exist, they are very out of date and there is a lack of coordination and structured process in terms of who is accountable and responsible for objectives and actions. Many of the actions are also very high level and therefore difficult to measure. It is also not clear how progress on actions is measured and reported.

As priorities can change, the Strategic Plan and Development Program need to be reviewed and revised to ensure focus and resource is put in areas of strategic importance to the Federation and its members. Key goals, strategies and actions from these documents need to be captured in an Annual Business Plan, which currently does not exist.

IWUF also does not have a documented Annual Budget Planning process, or a process for capturing and reporting all income and costs. Neither does it have an Investment Strategy to ensure its future financial sustainability.

### My Election Pledge

If I am elected as IWUF President, one of my goals will be to ensure that IWUF has a process for developing modern strategic and business plans, as well as a plan for achieving financial sustainability. Plans that we are all aware of and can contribute to. Plans that are simple to read and have goals, strategies and actions that are easy to understand. It will be clear who has responsibility for what, how much it will cost, when it will happen, and how success will be measured. I will also ensure IWUF has modern business administration and financial management systems. If you want modern and progressive Wushu administration, then **Vote Glen Keith for IWUF President!**

## 8. Vision, Direction and Leadership

In my campaign website page <http://www.glenkeith.org/iwuf-issues.html> I documented 20 issues that currently face the administration of Wushu under President Yu's rule. The repeated failure of IWUF since 2001 to get Wushu into the Olympics is perhaps the most significant issue facing Wushu. Myself and others feel that all of the issues facing Wushu have come about through a **lack of vision, direction and leadership**.

There are many quotes to express the virtues of a good leader. A few that could perhaps relate to IWUF are:

- ❖ "Leadership is the capacity to translate vision into reality."
- ❖ "Without good leadership, we are like a ship without a rudder, drifting with the tide."
- ❖ "A true leader has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of others. He does not set out to be a leader, but becomes one by the equality of his actions and the integrity of his intent."

Despite current issues, I would still like to acknowledge that China and the Chinese Wushu Association have done a great deal for Wushu and created a platform for IWUF to grow as an international federation.

Now however, I believe we have reached a new era in which the young nations of Wushu are ready to adopt new ideas and structures; that are more effective in positioning Wushu to be included in the Olympic Games. I believe it is time for the current administration to stand aside and support the young nations of Wushu to lead us into the future.

Examples of this stage of development have been seen in the Judo and Karate federations when they evolved out of the cradle of the Japanese masters. Now it is our opportunity to do the same and move Wushu forward with our Chinese friends still playing an important part.

### My Election Pledge

If I am elected as IWUF President, one of my goals will be to ensure the IWUF Executive Board, Committees, Secretariat, Continental Federations and Members; all share a common **Vision**, have clear **Direction** and strong **Leadership**. If you want to be part of a Federation that has these qualities, then **Vote Glen Keith for IWUF President**, and together we can **build a better future for Wushu**.

# Jakarta 2015



## Glen Keith for IWUF President

If you want a democratic and independent IWUF

If you want a voice in the future of Wushu

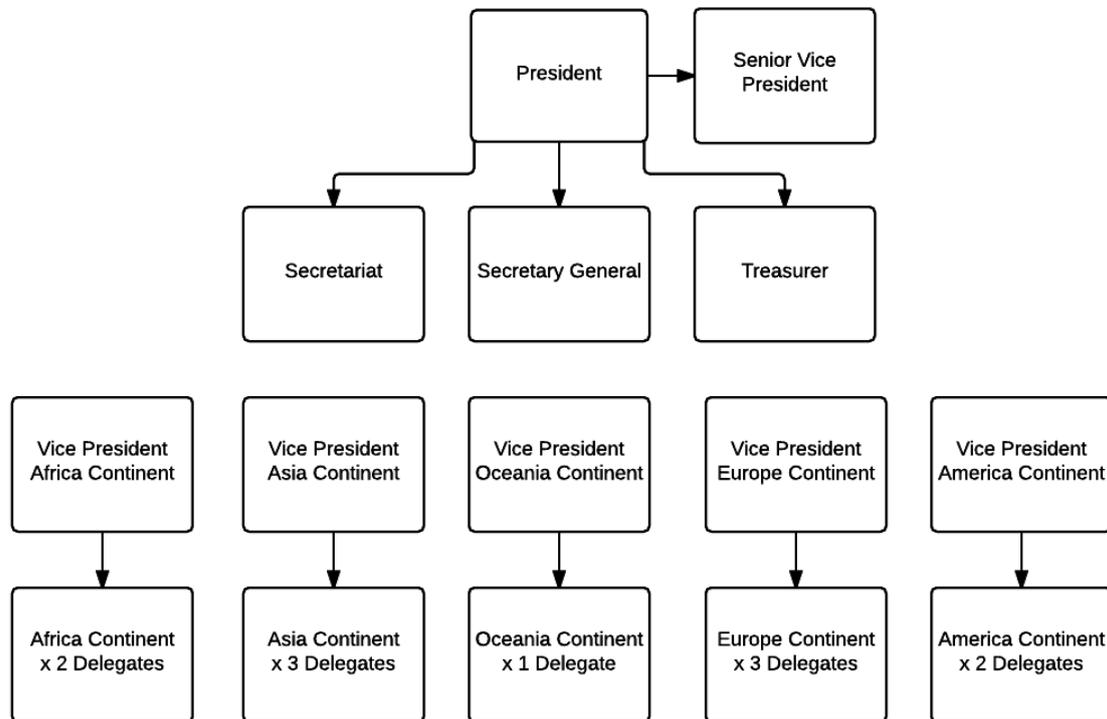
If you want Wushu to travel in a new direction

If you want Wushu to become an Olympic sport

All it will take is a **'vote for change'** or a **'protest vote'**

**The future of Wushu is in your hands!**

## International Wushu Federation Executive Board Structure



### Executive Board:

- 01 x President Elected by Congress
- 01 x Senior Vice President Appointed by President
- 05 x Vice Presidents Nominated by Continents and Ratified by Congress
- 11 x Up to Executive Board Members Nominated by Continents and Ratified by Congress
- 01 x Athlete's Representative Elected by Congress

19 x Voting Members in total

(Secretary General and Treasurer are Non-Voting Members Appointed by President)

### Continental Representation:

All Continents to have (1) IWUF Vice President and up to a maximum of (3) additional Executive Board (EB) delegates. The number of additional EB delegates to be based on continents achieving a membership threshold - see below. Members must be 'functioning members' as defined by the IWUF EB.

- 01+ Continental Member = Vice President of IWUF
- 10+ Continental Members = 1 additional EB delegate
- 20+ Continental Members = 2 additional EB delegates
- 30+ Continental Members = 3 additional EB delegates (maximum)