

Patricia St. Peter

Leading through
engagement, action
and growth



ISU PRESIDENTIAL
MANIFESTO



This is a defining moment for the ISU.

Our world is constantly changing, and the ISU must adapt to meet the many new challenges before us.

The decisions we take now, together, are vital to ensure we strengthen the ISU sports and achieve our vast potential.

During the past two plus years of the global COVID-19 pandemic and the events of February 2022, I witnessed these extraordinary challenges and their impact. And after listening to many of you, it cemented my desire to stand for President of the ISU.

With my professional and skating experience, I humbly believe I am the right person at this point in time to lead the ISU family to a sustainable and successful future.

A handwritten signature in black ink that reads "Patricia St. Peter".

Patricia St. Peter

My leadership credentials

Skating has been my passion for over 50 years. However, passion alone doesn't qualify you for leadership. It is the combination of my passion and credentials that qualify me as the right candidate for ISU President.

CAREER IN SKATING

I have had the honour of serving skating at every level. The ISU family is made up of a wide range of stakeholder groups and I have been involved in each one:

Skater, coach, national judge and referee

.....
President of an Association of 20 skating clubs

.....
Executive Committee member of numerous World Championships

.....
President of a National Federation

.....
Elected member of an ISU Commission

.....
Member of ISU Council since 2016

TEAM BUILDING

I have consistently prioritized building strong teams to achieve organizational objectives through collaboration and consensus. Just as our athletes rely on teams to achieve competition objectives, so must we. I have decades of proven experience of building teams to lead organizational change and financial reform including during challenging times.

REVENUE GENERATION IN ECONOMIC RECESSION

As President of U.S. Figure Skating, I arrived when the U.S. economy was in a recession and the federation was operating at a multi-million-dollar deficit. Working in partnership with key stakeholders we were able to grow revenue by 40%, effectively managing expenses without reducing athlete funding, programs or member services and we eliminated a \$2 million budget deficit.

ORGANIZATIONAL/TURNAROUND MANAGEMENT

As a senior partner in an international law firm for 30 years, I have a strong track record of leading through collaboration to deliver record financial turnaround and organizational transformation.



My commitment and vision for our future

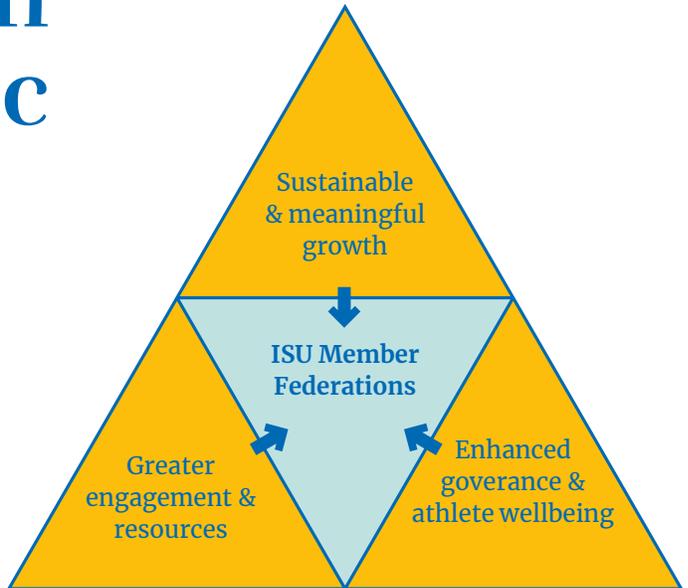
In my candidacy, I stand for one four year-term which ensures that all of my time, focus and energy will be on doing what's right for the ISU and you, the Member Federations, and meeting our challenges to deliver a sustainable and successful future.

My four-year plan is to work with all stakeholders to develop a collaborative and data-driven strategy that will strengthen the ISU in the short-term while providing a foundation for a sustainable and successful future.

Member Federations are central to this strategy. After all, only you know what is best for the ISU sports in your countries. No one person can deliver change alone. It requires a team. If I have the honour of being elected your President, I will ensure there is engagement with each and every one of you to represent and act on what is in the best interest of the ISU sports.

My vision for an overall strategic approach

The Member Federations are central to the success of the ISU sports. Everything we do must be focused on supporting and strengthening our Members and your athletes. Therefore, with this focus in mind, the three cornerstones of my strategy are...



My policy for sustainable & meaningful growth

The ISU sports have unlimited potential. By drawing from the vast experience and expertise in the ISU family, we can deliver impactful and innovative reforms to elevate our sports to new heights.

- Appoint and lead a team of stakeholders on growth strategy development
- Expand marketing reach with cutting edge standards
- Cultivate new sponsors to provide additional sources of untapped revenue
- Innovate our events through an end-to-end review and reimagining of our format and presentation
- Leverage state-of-the-art technology to enhance event experiences
- Improve digital communication platforms to re-engage and grow our fanbase



My policy for greater engagement & resources

Member Federations drive the global development of the ISU sports. We are at our strongest when we work together and empower and incentivize our Members to develop the ISU sports as only the Members can.

- Consistent and formalized ISU outreach/consultation with Members
- Appoint Working Group to meet with Members and analyse data within the first 120 days to determine what resources are most needed to assist Members attain their potential
- Expand on development initiatives and programs
- Deliver regular online education tools and programs for Members, including bid preparation
- Create ISU Event hosting playbook for Members
 - To optimize the athlete and fan experiences, drive revenue, ensure efficiencies on cost and event operations



My policy for enhanced governance & athlete wellbeing

Our athletes, fans and all stakeholders must have complete confidence in the ISU and its competitions and that begins with implementing and upholding the highest standards of good governance, ethics and integrity.

- Appoint special commission to review and make recommendations to modernize the ISU Constitution with a focus on transparency
- Create an ISU Integrity Unit to manage all threats to the integrity of the ISU and the ISU sports and ensure an equal and just field of play – including threats related to doping, competition manipulation, harassment and abuse and all other Code of Ethics violations
- This Unit will provide support to the Disciplinary Commission which is the ISU body responsible for hearing and deciding all charges involving disciplinary or ethical offences
- Enhance athlete voice and expand initiatives to promote equity, diversity and inclusion in the ISU
- Continue to expand ISU environmental sustainability initiatives for climate action



Athletes are at the very heart of the ISU sports and it is our responsibility to provide safeguarding measures so they are protected and equipped to succeed during their careers.

- Develop online educational tools for athletes, coaches, athlete entourages and officials
- Develop easily accessible athlete safeguarding toolkit for Members
- Ensure trained safeguarding representatives at all major events
- Create a centralized disciplinary database on the ISU website to keep Members informed of individuals disciplined by a Member for misconduct involving abuse regardless of where the abuse occurs
- Develop online concussion/concussion protocol education for athletes, coaches, athlete entourages and officials
- Provide mental health resources for athletes
- Add a mental health specialist as a member of the ISU Medical Commission



If elected, I will work in partnership with you, our Member Federations, to provide the strong leadership and structure that the ISU needs to meet the challenges we are facing today, so that we are better prepared to anticipate and take on the challenges of tomorrow.

***Together we will build
a strong foundation for
a sustainable and successful
future for the ISU and
you the Members.***



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