2018 Winter Olympics and Korean Female Athletes

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History of Winter Sport in South Korea

- First winter Olympic participation of Korea:
  - 1948 the 5th Sankt Moritz winter Olympic

- 1992 Albertville winter Olympic:
  - Korea 10th place
  - Silver medal: Speed Skating
    (Kim Yunman)
  - First medal for Korea in 44 years
  - Gold medal: Short track
    (Kim Kihun, Male Team)
History of Korea winter Olympic performance

What is the ‘Drive the Dream I’?

2007 Torino Winter Universiade 1st place

2006 Torino Olympic Winter Games 7th place

Figure Skating

Speed Skating

Ski

Curling

Biathlon

Luge/Bobsleigh/Skeleton

Ice Hockey
Concept of ‘Drive the Dream I’

1. The meaning of ‘Drive’
   - Most winter sports involve vehicles or equipments that are driven
   - ‘Drive’ implicates the meanings of Positiveness, Activeness, and Propulsive Force which represent the strong will of the Korean government to promote winter sport

2. The meaning of ‘the Dream’
   - ‘the Dream’ includes various implications. Namely, the development of Korea winter sport, the spread of Asian winter sport, and inducing peace in the Korea peninsula through Olympic Games exhibition
   - ‘the Dream’ is a reflection of the slogan *New Dreams* from *NewDreams@PyrongChang* which indicates the strong will of the government to host the PyeongChang Olympic Winter Games
   - ‘the Dream’ further comprehends the common idea of Olympism, ‘Optimism’, ‘Dreams & Inspiration’, ‘Friendship’ and ‘Celebration of Community’
# Drive the Dream

A slogan indicating the strong will of the Korean Government constructively supporting Winter Sport development with a goal to enter the leading G7 nations of Winter Sport

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<th><strong>Advance into the G7 of Winter Sport</strong></th>
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<td>2. Construct International Winter Sport Multi-training Center</td>
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<td>3. Augment current number of national level Winter Sport Athletes to 300</td>
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<td>4. Strengthen support for feeble Winter Sports</td>
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<td>5. Support Winter Sport infrastructure establishment for each local region</td>
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<td>6. Establish ‘Winter Sport Development Committee’</td>
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1. Nurture Next Generation Winter Sport Global Athletes

- Early discovery of next generation athletes
- Nurture next generation athletes through systematic and scientific training and management program
- Acknowledge superior athletes and devise long-term winter sport development
- Apply to all winter sport commencing from the year 2008
2. Construct International Winter Sport Multi-training Center

- Substantiate a multi Snow Sport Training Center
  - Construct a 6,612m² sized facility in PyeongChang
  - Construction Plan: Organize facilities with weight training facilities, physical therapy facilities, cafeteria, track, conference rooms and additional subsidiary facilities within the vicinity of pre-existing local accommodation facility

- Substantiate a multi Ice Sport Training Center
  - Construct a 16,529m² sized facility in Gangneung
  - Construction Plan: Organize facilities with accommodation, weight training, physical therapy, cafeteria, track, conference rooms and additional subsidiary facilities
3. Augment Current Number of National Level Winter Sport Athletes to 300

✓ Increase the number of national level athlete equivalent to the level of top nation in the world
  - Increase from current 130 athletes up to 300 by the year 2014

✓ Develop a large pool of athletes to encourage self-competence and promote game competitiveness
4. Strengthen Support for Feeble Winter Sports

- Strengthen support for relatively feeble snow sport

- Devise balanced enrichment in order to become a true winter sport leading country

- Link with the construction of PeongChang Multi Snow Sport Training Center. A total gross size of 59,504m² is expected to be completed between 2008 and 2009

- Include feeble sports such as Ski Jumping, Freestyle, Luge, Bobsleigh, and Skeleton into the category of National Winter Sport Festival

- Support team establishment of elementary, middle, and high school and college, company supported amateur, and private clubs

- Emphasize support on overseas training and bringing in foreign coaching staff
5. Support Winter Sport Infrastructure Establishment for Each Local Region

- Support winter sport infrastructure establishment for each local region
- Expand infrastructure of winter sport to promote sport for all
- Develop the plan centered on ice sports that are less influenced by climate and geographical condition
- Construct a total of 6 new ice rink facilities and refurbish pre-existing facilities to allocate accordingly to 9 different dispersed regions for balanced development
6. Establish ‘Winter Sport Development Committee’

- Establish “Winter Sport Development Committee” to be the control tower of ‘Drive the Dream’

- Simplify decision making process into one unified system and optimize efficiency of winter sport competence

- Organization(5 commissions)
  - Athlete Support Commission
  - International Affairs Commission
  - Winter Sport Culture Expansion Commission
  - Marketing Commission
  - Finance Commission
# Performance after Drive the Dream I

## 1. Winter Olympic

<table>
<thead>
<tr>
<th>Place</th>
<th>Total</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2006 Torino</strong></td>
<td>7</td>
<td>11</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td><strong>2010 Vancouver</strong></td>
<td>5</td>
<td>14</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

## 2. Winter Asian Game

<table>
<thead>
<tr>
<th>Place</th>
<th>Total</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2007 Changchun</strong></td>
<td>3</td>
<td>33</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td><strong>2011 Astana-Almaty</strong></td>
<td>3</td>
<td>38</td>
<td>13</td>
<td>12</td>
</tr>
</tbody>
</table>

## 3. Winter Universiade

<table>
<thead>
<tr>
<th>Place</th>
<th>Total</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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</thead>
<tbody>
<tr>
<td><strong>2009 Harbin</strong></td>
<td>3</td>
<td>28</td>
<td>12</td>
<td>7</td>
</tr>
<tr>
<td><strong>2011 Erzurum</strong></td>
<td>2</td>
<td>14</td>
<td>7</td>
<td>3</td>
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</tbody>
</table>
Performance after Drive the Dream I

- Winter Olympic
  - ’06 Torino 7th place (total medals: 11)
    → ’10 Vancouver 5th place (total medals: 14)
  - Starting to achieve medals in speed skating/figure skating

- Winter Asian Game
  - ’07 Changchun 3rd place (total medals: 33)
    → ’11 Astana-Almaty 3rd place (total medals: 38)
  - More medal achievement in speed/figure skating, Alpine ski compared to previous competition

- Balanced achievement of Korea winter Olympic performance
Change after Drive the Dream I

- Winter sports infrastructure Construction (PyeongChang Alpencia)
  - Ski Jump facility construction (98m, 125m)
  - Biathlon/Cross-Country, Bobsleigh/Skeleton starting facility construction
Change after Drive the Dream I

- Mini-training center for snow-riding sports
  - Slope management only for national athletes, elite athletes
  - Accommodations, Physical therapy room, Weight training center

- Achievement of special winter sports
  - Host 2013 PyeongChang special winter Olympic (Decided in Feb. 2010)
  - 2010 Vancouver paralympics 18th place
    Silver medal: Wheelchair curling(First medal)
# Drive the Dream II

## Goal

Aims to be G4 in Winter Olympics

## 5 Strategies

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Motivation</th>
<th>Accompany</th>
<th>Relay</th>
<th>Technology</th>
</tr>
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<tbody>
<tr>
<td>Sponsor long-term investment and steady support</td>
<td>Motivate the interest of athletes and the general public in winter sports</td>
<td>Balanced development among countries and different areas of competition</td>
<td>Build a more robust player base through education, training, and innovation</td>
<td>Build an advanced environment for winter sports based on science and technology</td>
</tr>
</tbody>
</table>

## 5 Tasks

1. To expand the infrastructure available for winter sports so that players can train at any time
2. To expand the pool of talented winter sports athletes
3. To promote the diversity of winter sports by encouraging balanced growth among events
4. To garner the support necessary to help winter sports become more scientific
5. To use winter sports to engender and build up the Olympic spirit
Direction of Drive the Dream II

- Infrastructure establishment for training of national, reserve, and youth athletes
- Balanced development between Ice/snow riding and sleigh sports
- System development of winter sports through scientific application
- Inducement of continuous public interest on winter sports
- Exchange activation between nations through winter sports
The present of Korea winter sport (2012)

- Nations being compared with Korea: The 1-5 place Olympic achievement nation in last 4 winter-summer Olympic
  - WO: Germany, U.S.A., Canada, Norway, Russia
  - SO: U.S.A., Russia, China, Germany, Australia
Performance of Korean Female Athletes

- HeeKyung Chun(1976~)
  - EX-IOC member
  - 2018 Pyung-chang host committee member
  - 1996 Lillehammer Olympic: 1,000m/3,000m relay short-track Gold medal
  - 1998 Nagano Olympic: 500m Bronze/1,000m·3,000m Relay Gold medal

- Yuna Kim(1990~)
  - Vancouver Olympic Gold Medal(2010)
  - ISU International figure skating competition: female single 2nd place(2011)
  - Figure skating participation increased 20% after her achievement
Performance of Korean Female Athletes

- SangHwa Lee (1989~)
  - ISU International speed skating female 500m Gold medal (2012)
  - Vancouver winter Olympic speed skating female 500m Gold medal (2010)

- Woman Curling Team
  (MiSung Shin, SulBi Lee, HyunJung Lee, EunJI KIM, JiSun Kim)
  - International Curling competition: 4th place (2012)
Winter Youth Athletes

- SooHayng Yeo (2000~)
  - Ski-jump (K-15) Youth competition
    Gold/Silver medal (2010/11)

- HeJin Kim (1997~)
  - Asia-Pacific figure skating competition
    : junior female single 1st place (2011)
  - Korean figure skating competition
    : female senior single 1st place (2012)
감사합니다

Vielen Dank

Thank you

Merci

Благодарю вас

謝謝您

ありがとうございます

謝謝您

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