

## **Saturday/Sunday, November 15-16, 2014**

Face-to-face meeting in Toronto, Fairmont Royal Hotel, Toronto

Times: 08:00-19:30 (**Saturday, November 15**); 08:15-17:00 (**Sunday, November 16**)

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### **Saturday, November 15, 2014**

#### **Board members present:**

Robert "Nob" Rauch, Thomas Griesbaum, Kate Bergeron, Brian Gisel, Patrick van der Valk, Michael Downes, Steve Taylor, Tomas Burvall, Michael Hu, Vincent Gaillard,

**Attending by skype:** Kevin "Skippy" Givens, for his report.

#### **Also attending:**

Volker Bernardi (Executive Director, non-voting), Karina Woldt (Event Manager, non-voting), Ryan Purcell (Athletes' Commission chair, non-voting).

#### **Board members absent/excused:**

Fumio Morooka, Jamie Nuwer, Kevin "Skippy" Givens.

#### **Call to order at 08:12**

#### **Report by the President**

President Rauch welcomed the Board members and gave an overview of the agenda for this meeting. Rauch is looking forward to being able to focus on broad strategic objectives and issues instead of the day to day business which the board meetings typically focus on. Aim of the discussions would be to refine the strategic plan which was established in New York for 2012 to 2014 for the upcoming period 2015 to 2018.

#### **Outline of strategic plan methodology to be followed**

Rauch briefed the Board members on the methodology to be followed to develop the update to the strategic plan. The members would be asked about what is WFDF's hope for the future and how we can get there. The discussions will target the key strategies and tactics how to get there. The members would have to be objective and candid and keep a broad perspective as we worked through the session. Once core strategies were defined, then we would need to determine what the most impactful choices to accomplish the goal would be. Under this methodology, the starting point is to define the challenge and ask ourselves what is not working. Rauch presented the following challenge question:

***"How can WFDF promote and support disc sports so that they are embraced broadly by the global community as a lifetime continuum of fitness, sports excellence, and entertainment."***

Rauch explained that we would also review and update our SWOT analysis showing our Strengths / Weaknesses / Opportunities and Threats, in the context of what our hoped for outcome was.

### **Presentation at Ultimate Canada Conference**

From 09:15 to 10:15 Rauch made a presentation to the attendees at the Ultimate Canada Conference entitled "The World of Disc Sports: A Global Perspective." The presentation gave background on disc sports, described how WFDF works, talked about the Olympic Movement, and finished with comments on how the global perspective was relevant for the attendees. He complimented the local league and club organizers as being the greatest strength of Ultimate Canada.

### **Strategic Plan Discussion**

After resuming the board meeting, there was a thorough discussion of the elements of the strategic plan that lasted until 2130. The Board agreed on the following strategic plan and assignment of tasks attached in Annex 1 to these minutes.

### **Sunday, November 16, 2014**

#### **Call to order at 08:15**

#### **Commercial Development of the WFDF Brand and Flying Disc**

##### **Global sponsorship / Apparel/Merchandising Partner**

Rauch informed the Board that there would be two presentations made by FIVE Ultimate and VC Ultimate scheduled for this morning. There was a consensus that both candidates for the global merchandise and apparel agreement for the term 2015-2016 would be asked to raise their respective offers. The bids are relatively close and we would like to challenge both companies to come up with new ideas for marketing and promoting WFDF's brand also outside of events. This would also include proposals to re-brand WFDF for designing purpose of merchandise. A decision would not be made during the meeting but the responses of the companies would be considered for a decision to be taken by the end of December. Gaillard suggested that we should provide feedback on their offers and ask for any updates within a week. Rauch confirmed that the contract RFP only featured Ultimate events but WFDF could ask the companies whether they were interested in other events, e.g. a Disc Golf or Overall event. Downes mentioned that PDGA does not have a merchandise partner or sponsor, but clothing is a market also for Disc Golf. Gisel confirmed that in principle both vendors are completely acceptable. Bernardi added that a set of two shirts for volunteers working at WFDF sanctioned events should be a standard.

Vehro Titcomb from FIVE Ultimate presented their proposal starting from 9 a.m. ending at 9:18 a.m. FIVE has 15 staff members as full-time and 5 staff members as part-time staff. FIVE wants to be an excellent WFDF partner, establish a new WFDF apparel online store and improve the strength for WFDF. One of FIVE's strength would be socializing.

They expect income from the contract but the events are not the main source of income, they more aim to create good customer experience and long customer relationship. Rauch asked about sustainability and manufacturing standards. Titcomb responded that FIVE produces in China, in a family factory. 5 Bamboo handles the connection to this company in China and there is a direct connection to the producers. Fabrics come from a Japanese manufacturer. They have three employees in Beijing.

Rauch inquired what WFDF could do for FIVE to be allowed to enhance the proposal. Titcomb underlined that there is some uncertainty on whether this will really work out as planned. The more you can help us with our social media and e.g. good logistics on site the more FIVE can exploit opportunities. Rauch confirmed that WUGC 2016 will be in London, UK. Titcomb promised to help as many teams guaranteed to come to London. Rauch asked on WFDF branded merchandise and whether FIVE could suggest what merchandise / logo would sell well. Titcomb responded that this is always a challenge on how to take the WFDF logo and extract core elements. That depends on flexibility and the goal audience. On their interest to attend other events, e.g. Disc Golf events or Overall events Titcomb responded that Overall players might be more open than Disc Golf players who might not like an Ultimate provider. On Woldt's question Titcomb confirmed that FIVE would go to WCBU in Dubai about one week before the event to handle gear and preparations.

Adriana Withers from VC Ultimate presented starting at 9:21 a.m. ending at 9:42 a.m. proposing that VC wants to be more a partner for WFDF than a mere supplier. VC is 16 years old in Montreal, now in Toronto, and does local manufacturing. VC does as much as possible in-house to keep the quality up and has many backups in their process. They show a 95% sell-out rate at WUCC 2014, but still there was merchandise in all sizes left at the end of the week. They provided a fun park with activities around vending tent. VC would be able to do the design for WFDF. VC will do a WFDF online store and establish a European representation within next three months. VC confirmed that Volunteers would receive more than one shirt.

Rauch confirmed that WUGC 2016 would be in London and asked what WFDF can do for VC to enhance their proposal. Withers responded that the WFDF Online store could also be a standalone store with WFDF control over it and she would be willing to add a WFDF brand sales guarantee. Rauch asked about their interest to attend other events as well (Overall, Disc Golf). Withers confirmed that VC would be interested in WOC, too, Disc Golf as well. VC has worked in the past with a company in Japan (Hero disc) to produce Disc Golf apparel and they could help associate WFDF with Disc Golf. There is few Disc Golf apparel in the world and more focusing on lifestyle apparel. Teams are small but this is still an exciting opportunity.

A general debate followed on the proposals and presentations of the two companies. It was discussed how the cooperation would work out in detail and which benefits are in for WFDF including revenue and apparel. It was underlined that consistency is important. It was confirmed that WFDF is familiar with both companies and would feel comfortable with either. It was agreed that the two companies would be asked to refine their proposals and the decision would be taken before end of the year.

### **Broadcast and - Media attention - Merchandising - Discs**

See discussions and recommendations made in the strategic plan.

### **Development - new countries**

See discussions and recommendations made in the strategic plan.

### **Grass roots**

Rauch asked the Board for input on grass roots. Gisel commented that stagnant countries have stagnant groups of organizers. Every county is different and therefore it is very difficult for us to help. Rauch added that some form of basic skills certification program might give developing programs some structure. Van der Valk mentioned a document about what to do in schools to deal with 7 year olds. Woldt presented a document from Ontario (Peterborough Ultimate League Juniors 2014 -A Field Guide - see [www.pultimate.ca](http://www.pultimate.ca)). Rauch asked whether WFDF could license that. Woldt will check out the opportunities.

### **Paralympic recognition**

Bernardi reported about the recognition granted to WFDF by the International Paralympic Committee (IPC). The next steps would be to establish a working group with experts from this area. It is important to see that Para-Ultimate may not be just Ultimate played in a wheelchair. The set of rules would not be entirely the same as Ultimate. Bernardi will prepare a report for the January Board meeting. He added that the IPC president is also an IOC member.

Rauch added that Downes has done Para work with PDGA and that there is not only Ultimate in our Para portfolio. Downes commented that PDGA works actively on policy solutions related to the Americans with Disabilities Act (ADA) and is working to develop Disc Golf for disabled persons. Since almost all courses are outside, there are numerous challenges but a specific set of rules is being developed.

### **Discraft presentation (Pad Timmons)**

Pad Timmons presented information about the Discraft company. Discraft has continued to grow and recently bought a 100,000 square yard building. They improved the quality through new robots and a new super color process. Discraft continues to innovate. A UV cover will help keep heat from discs away and help colors not fade as much. Discraft is providing 90% of discs to the enthusiast community but has turned down orders from big-box retailers because cannot produce as much as asked for. Discraft is growing at 20% per year. They are working on a third mold now which needs to be approved. They are debating the question of whether this disc should fly more stable, which might be better for Beach Ultimate but perhaps not usable on grass. Product from the old mold goes to tournaments, newer mold to retail. A mold lasts 40 – 50 years, using them 24 hours/day (used to be 14-18 hours/day), with downtime maintenance about once a week. The J-Star, the Ultimate disc for kids, sales tripled sales over last year (Pad is not able to share sales figures) and in 2 years they might need second mold. Ultimate still is small sport, but Discraft does some advertising in sports magazines and in tournament newsletters, but does not promote to leisure users. During the next year Discraft will approach retailers and be going to conventions and they hired a marketer. They will attend their

first (toy) convention in Vegas in March and expect to get into international retail. In finishing, Timmons confirmed that Discraft would be willing to more formally sponsor WFDF depending on what WFDF has to offer.

## **Focus on Disc Disciplines**

### **Disc Golf**

Downes reported about Disc Golf and confirmed that PDGA is excited to be back in the WFDF family. PDGA wants to become more international with 23,000 active members active in 2014, up year over year from 20,000 with a 11% growth rate. Their grass roots efforts are working and they have programs in 26 countries. The PDGA tour had 2,092 events sanctioned in 2014 from 1,882 last year. Since 2008 they more than doubled their sanctioned events. For social media they hired a media manager leading to good numbers, 50,000 likes on the PDGA Facebook page. They had their website revamped with now 1.3 million unique views/year. “Beach Sports Network” broadcast four different television shows with a reach of 90 million households. It was questioned whether this could be used for Beach Ultimate. Downes will ask what it costs. Back 9 network shows background stories around disc golf such as players’ background, also with around 90 million households.. PDGA often does live scoring for the Top 12 – 15 competitors, sometimes all players. They use Twitter, too. In 2014 they had 27,000 unique views for Live scoring and 275,000 in total. There was a Live stream of the Final of the PDGA Open, with 36,000 unique views watching finals. Van der Valk asked whether these views are good numbers. Downes stated that for some sponsors this is the case, for some not. The PDGA has St. Jude children’s hospital as sponsor and they put on an event in Monterey Bay. The course reservation fee is \$25,000/day and one goal is to introduce Disc Golf to many corporate sponsors which may be their chance to reach the next level. The upcoming event is 22-24 May 2015 at Monterey Bay. Downes mentioned that the professionalism is rising, and that top players get \$35,000 – 40,000 prize money per year plus bonuses and sponsorships.

PDGA launched a new membership system making membership applications processes much faster. On sustainability issues Downes reported that safety is important in Disc Golf as discs are of hard plastic. PDGA will take more of a lead in the areas of education, course design and safety standards. There are going to be warning label on discs and signs at parks to warn visitors. In the sporting area and World records Simon Lizotte broke the long distance world record with 263.8 m and a 7 year old competitor roller had a distance record with 41.5m. In 2012 they introduced their Marco Polo grant program. For sustainability programs 14 nations supported so far, e.g. Italy “Disc Golf Italia” for huge outreach program. \$20,000/year budgeted, usually \$5,000 per grant. They put the final results of grants projects on their website. Perhaps these also could be on the WFDF website.

On team events Downes reported that these are on the menu. Collegiate events help attract spectators due to the team nature. The Presidents Cup is also a team event hosted every 2<sup>nd</sup> year by CEO of Disc Mania. This is planned for July 2015, USA vs. Europe. Because of this conflict, Downes indicated that they want to move the National Team World Championship event to 2016. Rauch indicated that it was a bit disappointing to WFDF to have the inaugural event delayed after original commitment for 2015. Downes mentioned that for PDGA it is preferable as it will provide more time for better

bids and better planning. Rauch asked about the expected format (e.g. number of players per teams, number of teams per country). Downes responded that this depends on interest and we need a minimum of players.

With the delay, Rauch proposed to have some form of regional events in 2015 as test drive, such as in Europe or Asia having country playing other countries. Downes mentioned that this is possible, or perhaps they could have a team event at the PDGA World Championships. Rauch pressed that it would be good to have something going between PDGA and WFDF in 2015, and call it a test run. Downes commented that the first event must be good and successful and the question is whether this would be 2015 or 2016. Bergeron suggested to co-brand with Presidents Cup, but Downes commented that the TD is very particular about it and it was unlikely. Gisel commented that WFDF might not be able to help as much as for an Ultimate event. Rauch mentioned that WFDF wants to showcase Disc Golf as a premier global event. Van der Valk asked whether WFDF has any national Disc Golf associations as members. WFDF does not but it has many multisport members in Europe. If there is a local Disc Golf group they make decisions. As per Downes this is different depending on the country. Rauch commented that a test run in 2015 would be good, just making WFDF visible within the Disc Golf scene. Downes will have a bid package ready for 2016 within the next months and asked for templates.

## **Freestyle**

Givens reported about the Freestyle Worlds plan and synchronization with Overall event dates. Rauch updated Givens on what we did on strategies and tactics yesterday. The documents will be circulated next week and inquired whether there is anything where Freestyle would want to be included. Givens mentioned the plans for spreading Freestyle. Rauch asked about demos at WU23. Givens was interested as this might be good to approach WU23 there. Taylor added that he had talked with Givens about having a combined event. Givens commented that we have some interest in Asia but not so much in Australia. Taylor mentioned that WU23 might also be interesting for Guts to present.

## **Guts**

Taylor reported that Guts is gaining momentum in the USA again, Japan is as strong as ever and South Korea is interested. Chinese Taipei has some of its older players go to events but they are not trying to make Guts larger. Columbia had success at a University but students moved away after graduating.

For WUGC 2016 we can assume that four countries will show (USA, Japan, Chinese Taipei and South Korea). Rob McLeod and the Velasquez brothers came to a Guts event. Rob might work on a plan for a team from Canada and there are hopes for Finland, Sweden, England and Germany who have played Guts before. They might send Paul Liu to Europe for some time to hit 4-5 countries interested and work with them. The idea is to have 3 man and 5 man division in Guts as this makes it easier for teams to come. There will be a formal proposal. They would use the same set of rules but the strategy is different.

Rauch asked whether Taylor has spoken to TOC 2016 Hill about field requirements.

Taylor confirmed that they would get a soccer/ultimate field, with scoreboards (4) and chalked lines per field. Woldt mentioned that official Volunteers for Guts are needed. Gisel added that they would not need a venue the full size of an Ultimate field. Taylor added that the Guts event would start a few days after Ultimate and it could be a problem having advanced players meeting beginners. Bergeron recommended trying not to get the Guts field at the far end of the venue. Taylor concluded his report mentioning that Women play Guts in Japan and South Korea.

## **Overall**

Burvall reported that he supported all events. There were 207 Overall players (Juniors) in Chinese Taipei. Rauch asked whether we could have a distance contest in London at WU23 either with an Ultimate disc or Golf disc. Gisel commented that this has not been a great way of expanding things. It is not about spending time and trying to get people into the sport. You need to find people in the country who will continue to promote the sport there. Taylor commented that if you are good at Overall, you are also a good Ultimate player. As per Burvall, Ultimate players could improve distance throws with a focus on technique. Gisel asked whether there is any synergy of having Guts at Overall events. Taylor responded that Guts as a team game would not benefit as much as it does at the Ultimate Championships. Gisel proposed to have a Masters division of WUCC. Burvall mentioned that Overall needs help to grow more. Rauch confirmed that a certification program for basic skills would help and this matter should be followed up.

## **Beach Ultimate**

Van der Valk reported about Beach Ultimate and the preparations for WCBU 2015. There would be a newsletter in a fully digital format and no paper. TOC would try providing a news stream. TOC is working with Dubai Sports for televising WCBU with 6 cameras on the field, several commentators, some perhaps coming from ESPN. These would be the games on the main field. There will be an app. Internet is still a problem but now have contact with the Internet provider. Perhaps they need to buy routers. Accommodations look good, and many people are finding their own accommodations. On transportation they are offering teams to get a personal van of 20 persons with a driver for E UR 65 to pick them up and drive them back once a day. Catering and meal plan preparations are running well with two caterers. There is a mall close to the beach where you can buy food. New teams attending might be Saudi Arabia while Cambodia dropped out and Switzerland is still trying. TOC expects some 70-74 teams, just like in Lignano Sabbiadoro in 2011. These would come from 24-26 different countries.

Gisel added that he is writing updates to tournament rules which need to be changed. Van der Valk mentioned the rule about footwear (3mm and bendable sole; Five fingers are out). Gisel agreed with going virtual with newsletters and asked who is representing WFDF in Dubai for WCBU. There was a question whether the WFDF Event Manager needs to attend the event. Rauch confirmed that WFDF funds the WFDF Technical Delegate except he/she participates in the event.

## **Athlete's Commission report**

Purcell referred to his report and added that there are issues with communication and tasks to be followed up. The Commission is three weeks behind the plan as he reached

only one of the two other Commission members. He asked whether there was a survey done for Juniors and whether we should standardize that process. Rauch commented that surveys actually should be done a week after the event and be standardized. Taylor asked whether this could be connected to the new registration system. Gisel responded that at least we will have a much better database for contacts. Purcell added that we need better response rate, e.g. through using the registration process. We should survey all the events. Rauch agreed.

Van der Valk commented that after ECBU BULA we got feedback and used it as list to improve WCBU. The results should go to Event manager. Purcell suggested that participants can also get results. The Commission has planned a Mission statement and Purcell asked the board to look through this statement. The survey is now a modified version from the former survey and could be used for WCBU as well. BULA might look through before published

## **Governance**

Rauch opened the discussion item on WFDF governance and explained that the IOC has requested more ex-officio seats in the Board of Directors (Medical Commission chair and Athlete`s Commission chair with voting right). WFDF should not have a “monster size” board as the board is now manageable and is a fully elected board. He asked whether a purely elected board was the right way to go. Gisel liked the idea to appoint members up to a certain level, e.g. to get a professional for a certain task (lawyer, accountant, media) and have an option to target gender and geographic representation. Van der Valk supported that and suggested that we should try to see what we can get. Gisel agreed with the current size of the board. Rauch asked whether the current number of annual board meetings (8-9 meetings per year) is good. Gisel confirmed that this should not be more but also not less. Bergeron added that it is ok as now and keeps us on point. Van der Valk asked whether we should have a Spirit board member. Purcell asked whether the quorum is a problem. Bernardi commented that for the IOC our board is not big and we might want to check the last boxes from their list of requirements. Rauch commented that anything over 12 is too much, towards 15 it is unmanageable. And all changes need bylaw changes. Gaillard added that the main concern of keeping it manageable is valid but the IOC seems to expect that we do it. Bernardi added that the voting right of the Athlete`s Commission chair is important as 15 IOC members are athletes representatives and they might want this to happen. Rauch commented that the IOC indicated that having the athlete`s representative on the board is required, not necessarily have voting rights. You would need to change bylaws again. Van der Valk thinks that this is not that hard. Bergeron asked whether WFDF needs a formal Finance Committee. Rauch commented that with the Executive Committee being responsible for Finances we can leave it at that.

## **Financial update**

Bergeron reported that financially WFDF had a good year and we are still waiting for the US\$25,000 IOC support and some monies from TOC 2014 in Lecco. On membership dues we did very well. In total WFDF will fall short of the net revenue figure budgeted based on the Lecco situation and the costs of the Face-to-Face Board meeting. Rauch added that as per the outcomes from the events in Lecco we will lose some US\$7,000 in revenues. Woldt added that TOC in Lecco did not provide us with the requested post-



event report. Bergeron added that WFDF is paying a consulting fee to Sandie Hammerly for doing bookkeeping for us. Bernardi added that the IOC has announced that we will receive the 25,000 from them before year end. Bergeron concluded that WFDF should come in around US\$ 20,000-25,000 in the black.

### **Medical and Anti-Doping issues**

Bernardi reported on the Anti-Doping items and on the consultations with WADA. With a vote closing tonight we approved our Anti-Doping rules proposal for 2015 based on the new WADA code. Moving forward and implementing the new rules, WFDF has to change two things: the Therapeutic Use Exemption Committee (TUEC) needs to be separated from the Medical and Anti-Doping Committee (MADC). We have worked on finding three people who will be willing to assist us as TUEC members. WADA has also changed the hearing procedures and as such the WFDF Executive Director will have to be replaced as chairman of the Doping Control Panel. A recommendation for both solutions will come at the next board meeting. We are working on establishing the Testing pool with 9 athletes who must come from the list of WU23 participants from 6 countries as per the WFDF ranking. Gisel confirmed that the ranking from WU23 Toronto should be considered.

### **AOUC 2015 - Proposal from KHUPA – Hong Kong**

Woldt explained that the bid just came in and so is not ready for approval yet. Rauch asked that the bid be reviewed by the Ultimate Committee. Bernardi asked that AFDA should give its formal approval and recommendation. Hu confirmed the request.

### **Updated Event Manager report**

Rauch asked the Board members to look at the event report and make comments. Woldt mentioned that the long term planning calendar is a work in progress and the members should comment on that. In 2018 we will have the 50 year anniversary of Ultimate. Gisel recommended that WFDF coordinate with USAU for a celebration as they do something in New Jersey. The date for WUGC 2016 is still up in the air and could be moved to the end of June. Bernardi asked the Board to formally sanction EUC 2015 in Copenhagen as a WFDF sanctioned event. We could promote Ultimate for inclusion in the European Games and we would approach EOC to see if we can get this done. The motion was approved unanimously.

### **Asia Report/Proposal**

Hu reported about AOUC, AOUC and AOOC planned for 2018. AOOC: Most of Asian countries did not join WJUC. We might have a Junior event in Asia. He taught Ultimate in China to PE teachers. They would like to have University games, or maybe host a separate Asian event with a Juniors and University division to attract more Asian countries. Governments don't accept sports which are not Olympic, but being a part of Asian Games would give them credibility. Will have Asian Open DG event.

### **Board Business**

### **WFDF Events**

**WJUC/WUCC 2014 – Final Report and conclusions**  
**Continental 2015 (PAUC, AOUC, EUC)**  
**WU23 2015**  
**WJUC 2016**  
**WUGC 2016**  
**WOC 2015**  
**World Freestyle Championship 2015**  
**World Disc Golf Championship 2015/16 World Indoor Ultimate Championship 2016**  
**World Games 2017**  
**Event manuals/rules/contracts**

Rauch asked the members to check the Event Manager report and get back to us with comments and questions.

### **Members: Issues of Conflicts and Legitimacy**

Bernardi reported about the situation in Korea and suggested to have a meeting in Korea as the situation would ideally be resolved before the IOC decision in July 2015. Rauch explained that WFDF has proposed to them to work together and establish a new umbrella group consisting of KFDF, KUPA and KPDGA as new KFDA. This also could be a template for other countries which have split associations. Bernardi will go to Korea on 28/29 November. Hu could follow up in January in case needed.

Bernardi reported that FDFI India sent an appeal to WFDF to which WFDF has replied. For us the case is closed, but it could be that they will appeal before another court. UPAI is in and has already paid dues for last 2 months of 2014.

Rauch added that still the only member in arrears for 2014 is Iceland.

### **Next Meeting/Closing**

Rauch thanked the Board members for the great session and for all thoughtfulness, energy, and staying on topic. The next meeting could be on 8 or 15 December 2014.

### **Closing**

The meeting closed at 16:51 local time.

Submitted by Thomas Griesbaum, WFDF Secretary

# **WFDF 2014 Strategic Planning Exercise: Summary Strategies, Tactics, and Assignments**

## **I. Challenge question for the planning session**

“How can WFDF promote and support disc sports so that they are embraced broadly by the global community as a lifetime continuum of fitness, recreation, sports excellence, and entertainment.”

## **II. SWOT Analysis: Strengths/Weaknesses/Opportunities/Threats**

### **Strengths**

- Many possible ways for WFDF to support Member associations
- “Spirit of the Game” incorporating personal responsibility, integrity, and conflict resolution (self-officiation)
- Growth of participation, especially with youth
- Inexpensive to play (minimal equipment costs)
- Strong gender balance and mixed gender play in Ultimate
- Recognition by the IOC
- Well-developed international competitions
- Unique flight path of discs make viewing disc sports different from traditional ball and stick sports
- Attractiveness to young people
- Relatively new sport, with a fun and cool image
- Easy to participate at all ages
- Broad familiarity of most people with the frisbee

### **Weaknesses**

- Little commercial effort or public relations presence (sponsors, media)
- Limited financial resources
- Public perception as a hippie sport
- Lack of spectators or viewing audience outside the disc community
- Not all WFDF Members have institutionalized governance
- Struggle to maintain consistent professional management based on limited financial resources
- Disparity of resources between largest and smallest member organizations
- Disparities among disciplines
- Developing nature of member organizations makes it hard to respond to growing need for engaged volunteers at the international level

### **Opportunities**

- Many possible ways for WFDF to support Member associations
- WFDF’s increasing participation in the Olympic movement structure may open up doors and assist in building credibility
- Commercial aspects of market remain virtually untested
- Position disc sports as an outstanding vehicle for teaching life skills as well as athletic ones
- Highlight recreational aspects of disc sports and make it more accessible
- Growth of participation by both youth as well as more mature athletes

## Threats

- Pressure by small internal and external groups to diminish reliance on self-officiating and/or introduce outside officials/referees
- World championship events have gotten so large that it is harder to find venues and TOCs cannot maintain high quality
- Pressures on the time and resources of elite athletes due to conflicts/calendar congestion
- Very competitive market for commercial attention makes it difficult to increase resources

## III. Vision of the Future: 2018

- Broad public believes that disc sports are a lifetime pastime and lifestyle across age/geography/skill levels/disciplines
- There are 75+ countries with active disc sports and a stable governance structure
- WFDF participates in the Youth Olympics Games sports lab in 2018 and is in the YOG 2022
- Most disc manufacturers put a WFDF flyer in their disc packaging
- WFDF hosts popular “Frisbee festivals” around the globe
- WFDF maintains a streamlined calendar and successful central registration system
- Disc sports are part of mainstream broadcast media and WFDF has a global sponsor
- After the changes introduced under the IOC Agenda 2020, WFDF is a serious candidate in discussions regarding participation in the IOC Summer Programme of the future

## IV. Obstacles to Realizing the Vision

- Limited resources: time and money
- Hard to quantify metrics of success
- Tough to get buy-in: media, sports authorities, broadcast media, parents, inter-disciplinary, players themselves
- Geography
- Hard to get organizers/administrators to deal with international issues
- Safety issues
- Institutional inertial and old guard defending their turf in Olympic Movement
- Frisbee culture eschews required institutionalization
- Traditional Ultimate focus
- Practitioners in the smaller disciplines haven’t historically taken self-responsibility for the development and proselytizing work they need to do

## V. Strategies and Tactics

### A. Put programs in place to encourage disc sports as a lifetime past-time and a lifestyle

Simplified rule sets – how-to’s on frisbee games with link to website/page	March 2015	Tomas Burvall
Adjust Ultimate event calendar to be age-customized	May 2015	Brian Gisel
New programs at Ultimate events for non-players	May 2015	Brian Gisel
Introduce different disciplines at other large events	January 2015	Karina Woldt
Launch marketing campaign; PR firm -> videos of old timer all-round	March 2015	Nob Rauch Steve Taylor
Figure out parent-kid activities	May 2015	Kate Bergeron Brian Gisel
Adaptive sports task force established	April 2015	Volker Bernardi Michael Downes

Disc Skills Certification Program	May 2015	Tomas Burvall
Communication with players directly	March 2015	Ryan Purcell
New logo / Corporate identity	March 2015	Nob Rauch Vincent Gaillard
Identify educational materials and push out	January 2015	Karina Woldt

## B. Focus on Providing Higher Quality Events

Pro-active bid solicitation - host database - bid package and contract revisions with focus on key elements for players - bid archive - TD manual revisions	February 2015	Karina Woldt
Evaluate and event cycle for Ultimate (Qualification Tournaments? Continentals? Multiple Division events?)	April 2015-for Congress	Brian Gisel
Tournament Hard Assets Kit	January 2015	Karina Woldt
Review Insurance Alternatives and Recommend	January 2015	Karina Woldt Kate Bergeron
Develop plan to upgrade media and video presence	February 2015	Nob Rauch Vincent Gaillard
On-site connectivity	April 2015	Patrick van der Valk
Transition to full-time Event Manager	December 2015	ExComm
Training and building of Game Advisor pool	June 2015	Brian Gisel
Targeted select Multi-Sports Games involvement (YOG, FISU, EAYG, Masters)	September 2015	Volker Bernardi Nob Rauch

## C. Support Member associations more fully

Obtain permanent IOC recognition and support NOC applications	July 2015	Volker Bernardi Nob Rauch
Provide guides/templates with governance and fiscal/financial advice on best practices	January 2015	Kate Bergeron
Coaches training at US Open	January 2015	Nob Rauch
Establishment of "Sister Member" associations	February 2015	Ryan Purcell
Develop available coaches pool and publicize	February 2015	Ryan Purcell
Identify key people for disc sports in all countries	January 2015	Disc sport chairs
Maintain and further publicize Development Grant Program	February 2015	Brian Gisel

## D. Showcase spirit of the game as an essential element of disc sports

Expand and enhance Game Advisors program	January 2015	Brian Gisel
SOTG Chair to serve all disciplines, not just Ultimate	June 2015	Patrick van der Valk
Create educational materials (videos and documents)	December 2014	Patrick van der Valk
Recognize Spirit: Spirit Winners' List, Hall of Fame, annual award, etc.	April 2015	Patrick van der Valk
Spirit marketing: develop boilerplate language	April 2015	Patrick van der Valk

“Spirit Ambassadors” – highlight videos on YouTube	December 2015	Patrick van der Valk
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### **E. Increase the public face of disc sports and make them more entertaining**

Event presentation <ul style="list-style-type: none"> <li>- Local language announcers at stadiums</li> <li>- daily media coverage</li> <li>- video highlights</li> <li>- music, halftimes, stoppages</li> </ul>	February 2015	Karina Woldt
Contract revised to outline requirements on how WFDF is presented on site	November 2014	Karina Woldt Brian Gisel
Game management/control (Game Advisors, games start on time, etc.	May 2015	Brian Gisel
WFDF more directly involved in directing showcase games	December 2015	Brian Gisel Karina Woldt
Revamp website <ul style="list-style-type: none"> <li>- content</li> <li>- mobile optimization</li> <li>- restructure -&gt; lifestyle</li> </ul>	December 2015	Volker Bernardi Steve Taylor

### **F. Create a more effective and sustainable organization**

Sustainable event management effort introduction (SSET toolkit)	March 2015	Vincent Gaillard
Position of volunteer media officer/intern	January 2015	Nob Rauch
Increase women’s involvement in organization	January 2015	Volker Bernardi Jamie Nuwer
Seek non-disc-sport-related sponsor	December 2015	Nob Rauch Vincent Gaillard
Explore licensing possibilities	December 2015	Volker Bernardi Nob Rauch
Develop volunteer recognition program	May 2015	Patrick van der Valk
Develop targeted Member growth plan	February 2015	Nob Rauch Volker Bernardi

*December 13, 2014*