

**WFDF Board Meeting Minutes**  
**January 19-20, 2019**  
**Hilton Garden Inn Queens at JFK Airport, New York, USA**

**Saturday, January 19, 2019**

**Board of Directors members present:**

Robert “Nob” Rauch (chair), Kate Bergeron, Thomas Griesbaum, Brian Gisel, Charlie Mead, Steve Taylor, Kevin Givens, Karen Cabrera, Jamie Nuwer, Caroline Malone, Ali Smith, Rob McLeod, Jesus Loreto, Amandine Constant, Yoonee Jeong, Travis Smith.

**Board of Directors members absent:**

Fumio Morooka, Alex Matovu.

**Staff (non-voting) also attending:**

Volker Bernardi (WFDF Executive Director), Karina Woldt (WFDF Event Manager), Tim Rockwood (WFDF Managing Director Broadcasting), Gabriele Sani (Director of Development).

The **quorum** was reached with 16 Board members out of 18 present.

**Welcome and Opening:**

President Rauch welcomed all participants at 8:18am and thanked the participants for traveling to New York. All attendees gave a short introduction of themselves.

**Responsibilities as a WFDF Board member**

Rauch noted that WFDF had so many new board members that he wanted to provide a guideline to what it means to be on the WFDF Board. Some of the duties mentioned were attendance of board conference calls, timely responses to e-mail correspondence and electronic votes, reading all briefing book materials, approving tournament hosts, new member applications and contracts, and maintaining familiarity with and following disc sports news and social media.

He reminded that everything a board member does or comments on reflects on WFDF and the board and might affect partners of WFDF. Board members should support decisions made even if they personally disagree. They should follow the WFDF Code of Ethics such as equality and dignity, integrity, good governance and confidentiality. Conflicts of interest (COI) should be avoided by indicating potential conflicts to the WFDF Ethics Commission.

In the ensuing discussion Rauch explained in more detail what a potential COI could be. Bernardi underlined that confidentiality was important to ensure free communication within the board. He added that timely responses to electronic votes helped speed up decision processes. Mead expressed concern that these guidelines could prevent the board from developing new ways to act. It might become harder to pass on tasks to non-board members. Rauch and Bernardi confirmed that these guidelines were rather generic and gave comparably few restraints. They are meant to help the board to keep working efficiently and under good governance principles.

**MOTION:** A motion was made by Givens to accept the guidelines “Responsibilities as a WFDF Board member” as proposed by Rauch, seconded by Nuwer. The motion was approved unanimously.

**WFDF Strategic Plan 2019-2024 - Discussion**

WFDF’s last strategic plan expired in 2018. As context for the discussion of a new strategic plan Rauch presented the “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, recreation, sports excellence, and entertainment.”

Currently a big part of WFDF’s activities is organized around events and elite competition. Rauch felt that WFDF should broaden its perspective and become more engaged in promoting “Frisbee:” frisbee sports, frisbee

fun, frisbee community, frisbee mentality, and frisbee culture, but also frisbee as entertainment. The aspect of a lifetime activity included getting kids to play, offering them an organized way to compete when they got older, and showing athletes who step down after a competitive career how they can stay involved e.g. by using disc sports as a leisure activity or to coach disc sports. Rauch added that the creation of a spectator base would help WFDF reach many of its goals.

Givens underlined that WFDF needed to brand its events in a way that would make people aware at a glance that they were WFDF events. Ali Smith raised the concern that if entertainment was to become a larger part of the sport that athletes might have a lesser say in the sport. Rauch agreed that it needed to be addressed in a way that assured that players would continue to have an important say in the evolution of the sport.

Rauch then kicked off the discussion with WFDF's Mission Statement, which has been "To support and promote the global advancement of disc sports and spirit of the game." He did not see a reason why the mission had changed and asked for input.

Bernardi reminded that the WFDF Strategic Plan was always being looked at by GAISF and other federations. He asked if the mission statement could be phrased slightly broader to reflect major Olympic terms. Rauch pointed out that the mission statement should not have too many clauses but WFDF could incorporate some aspects of the suggestions. He suggested that Bernardi do research on how other sports federations have phrased their mission statements and come back with any suggestions.

Rauch then took the board through a classic strategic planning exercise. He began with an outline of the "Values of the Organization." The next step was the preparation of the SWOT analysis, the list of Strengths/Weaknesses/Opportunities/Threats. After a fair bit of input, the board then turned to defining WFDF's "Vision of the Future in 2024," followed by an analysis of the "Obstacles to Realizing the Vision."

Rauch then proposed several potential strategies that would form the basis of the 2019-2024 WFDF Strategic Plan. He highlighted the differences between strategies, which describe the objectives of the organization and how it was going to get there, and tactics, which describe the specific actions the organization was going to take to successfully achieve its strategic objectives. After a significant discussion, seven strategies were agreed. Rauch then led the discussion to identify tactics, specific actions and programs, to achieve each strategy. These were discussed and oversight of those agreed upon were assigned to specific board members with a target completion date. The final text of the Strategic Plan is attached in the Appendix.

### **WFDF in the Olympic Movement and Target 2024 – the Road to the Olympic Games**

Rauch informed the board about the process and timeline for the Paris 2024 proposal on additional events in new sports. The Organising Committee for the Paris 2024 Olympic Games (OCOG) would submit a list of suggested sports for initial review to the IOC no later than the second quarter of 2019. After a second review phase in 2020, Paris2024 would communicate its final proposal for additional events in new sports at the beginning of Q4 2020 to the Olympic Programme Commission.

Bernardi added that unlike the situation with the additional sports for Tokyo 2020, no applications were being taken. OCOG would select the sports. Favorite candidates were Boule, Pétanque, Squash and Billiards, since it was likely that French athletes would win medals in these sports. He also noted that reportedly Pétanque had a budget of US\$500,000 for its campaign to get into the 2024 Olympic Games. All this would make it hard for Flying Disc to be considered for 2024, but all efforts undertaken by WFDF would also be helpful to be considered for 2028. One important factor was to connect with as many IOC members as possible. Rauch replied that it would be proposed to raise the budget for inclusion activities into the Olympics to US\$15,000.

He then reported about the meeting he attended in November 2018 together with Bergeron and USAU's CEO Tom Crawford with the LA 2028 Organizing Committee members Gene Sykes and Casey Wasserman. Both knew Ultimate quite well from personal friends, and asked detailed questions about logistics and required resources. It was viewed positively that Flying Disc does not need much support and has the flexibility for competition on beach or grass and can share/reuse facilities.

Bernardi proposed for WFDF to also be flexible in team and entourage sizes. He also reminded about broadcasters' requests in the past, concerning e.g. the length of games or the activities of team members on the sideline.

Mead suggested that having Disc Golf apply for inclusion into the Olympics would solve many problems (e.g. number of added athletes) but Rauch emphasized that for the IOC the sport needed a longer history established within WFDF.

Ali Smith suggested to explain any changes to the game to ease inclusion in the Olympics to the players well in advance as some were afraid to lose control of the sport. Rauch replied that IOC was not asking for referees and that we would likely be treated as we have with The world Games. It might be needed to play 5 on 5 and it was most probable that the teams would be Mixed.

### **WFDF Structure and governance**

#### ***WFDF Board composition/tasks***

Rauch reminded that the new bylaws had been adapted in 2018 and the Board had been expanded. Board members should take over tasks. Bernardi agreed and added that it was important to have people assigned to tasks to take over ownership.

#### ***WFDF Staffing***

Rauch proposed to add two new 50% part time positions, one event coordinator and one administrative coordinator. With the increased revenue through sponsors he felt comfortable that WFDF could afford to pay for these positions US\$ 20,000 to US\$ 22,500 each per year for the next 5 years.

**MOTION:** Gisel submitted a motion to approve the job search for these two positions, seconded by Nuwer and Mead. The motion was approved unanimously.

#### ***Role of the Executive Committee vs the Board***

Rauch explained that with the extended board there would be fewer board meetings than in the past (going from 8-9 per year to 4-6) and an increase in the role of the Executive Committee. The ExComm would take care of more of the day to day decisions and be a screener for decisions that went to the Board. This would result in more electronic votes. He asked the board members to respond to those votes quickly. As part of the new board, he proposed that Gisel be appointed Vice President for 2019. As per the bylaws this position was an annual appointment and the VP would be a member of the Executive Committee.

**MOTION:** Rauch submitted a motion to approve that Gisel be appointed Vice President for 2019, seconded by Givens. The motion was approved unanimously with Gisel abstaining.

#### ***IT Support (consultant and/or committee?)***

Rauch reported about the past work of IT consultant André Kruse and, since his personal situation had changed, WFDF needed to consider how to best handle IT issues. Should a new consultant be hired or should WFDF rely on a committee? While there was IT knowledge within WFDF, volunteers could not always reply as promptly as perhaps needed. More IT would be implemented for event management and the need for IT services would increase. Woldt informed that she had reached out to disc sports individuals with significant IT expertise and had developed a list of a group with different skills. This group could potentially consult but also act on certain IT challenges.

Rauch reminded that WFDF had allocated a budget for IT in 2019. It was agreed that there should be someone or a small group on a payroll to be able to act quickly on problems.

#### ***National association members' relations***

Bernardi reported about difficulties with some WFDF member associations who e.g. would not send in census data, not pay dues and other fees, or not communicate with WFDF. Other Board members also gave a few examples. Rauch noted that countries were all different and that there was no one solution to these problems.

#### ***Continental Associations – approach***

Rauch expressed his expectation that continental associations would take over more tasks in support of WFDF, e.g. submitting endorsement letters for new WFDF members.

Bernardi agreed and gave examples where it had been hard or impossible to receive endorsement letters from national federations. Continental championships would be used to have new members elected to the Continental associations' boards. These associations needed to be more active and to pursue participation in continental multi-sport games. Otherwise WFDF would be missing opportunities.

## **WFDF Events Session – Part 1 – Event Portfolio and Multi-Sport Games**

### **1. Ultimate - Game Advisors training plan and budget**

Gisel reported that WFDF by now had a good number of Game Advisors (GAs) almost all around the world. In the past year, the gender ratio of GAs at WFDF tournaments had been almost even. Several GA workshops had taken place in the US and there would be one in Germany to prepare for WU24 in Heidelberg. In the next phase, the GA system would be worked down to the member federations. Australia already used GAs. Feedback given by players so far showed no negative responses.

Test games had shown that four GAs per game were not needed, and that two GAs were sufficient. Gisel confirmed that GAs would continue to not make active calls as it had been said from the start of the program.

Sani mentioned that in Europe the GA system was still being criticized by players who had never played in a game using GAs. However, those who had experienced playing with GAs liked the system.

Bernardi suggested that there could be a press release with photos for the GA workshops.

### **2. 2019 Championship Appendix Revisions**

Gisel went through the changes of the official WFDF rules appendix of Ultimate for 2019. The appendix was applied to all games of WFDF events only. He highlighted the team qualification process change, which would be applied for WUGC 2020, since it was expected to be oversubscribed. Another topic was the protection of players who wanted to continue playing in spite of having a potentially dangerous injury, e.g. a neck injury or concussion, and whether the TRG should have the power to stop this player from playing. Nuwer replied that TRG was not medically trained and therefore it should be the responsibility of the tournament medical staff to decide whether a player could return to the playing field after such an injury.

Gisel continued to explain that the calculation of the World Ultimate Ranking list would be changed in a manner to make it easier for teams to get on the list. The list would be recalculated after the first WFDF event in 2019 by considering all WFDF tournament results of the past four years.

**MOTION:** Nuwer submitted a motion to approve the 2019 Championship Appendix as submitted except for the rule BI.7, which would be reworded as described by Nuwer and Bernardi, seconded by Malone. The motion was approved unanimously.

### **3. WFDF Event Management**

#### ***WJUC/WUCC/WMUCC 2018 – Final Reports and conclusions***

Woldt referred to her written report. She highlighted that most events had been attended by more teams than planned and that this had raised WFDF's tournament fees income. She also noted that complaints that WFDF was not a good partner had stopped and that was evidence that WFDF was running its events better.

Rauch added that the hope was that in the future WFDF's income would rely more on global sponsorships than on player fees. He confirmed that communication about events and during events had improved, also towards its sponsors.

#### ***Continental 2019 (AAUC, PAUC, AOUC, EUC – EBUC, AOBUC)***

Woldt reported that, with EBUC 2019 in Portugal, the season would start earlier as usual. She had received requests to lower the tournament fees for some countries depending on their travel costs.

Rauch replied that this would raise the fees for other teams. He also had noticed that some countries with a comparably high per capita income have also ask for reductions and it was hard to justify that. Compared to travel costs, WFDF's fee was quite low. He acknowledged that an athlete's ability to attend a WFDF event depended on the support she/he received, but stated that until we could raise more sponsorship support there was not much we could do to address this.

#### ***WU24 2019 and WUGC/WMUC/WJUC 2020***

Woldt confirmed that WFDF was in close contact with the TOCs and that this helped them to start registrations sooner than previously.

#### **WOC 2019**

Woldt commented that if McLeod would be playing at this event, then he should not serve as Tournament Director and a new person should be appointed.

### **4. Multi-Sports Games**

#### ***General considerations and an overcrowded calendar***

Gisel mentioned that the number of Multi-Sports Games was increasing and WFDF's members were uncertain, what expectations WFDF had about the attendance for these events. As an example he mentioned the "United World Games" in Austria, which had included Ultimate without informing WFDF.

Rauch suggested that WFDF needed to clarify which multi-sport events were within the IOC movement. He also noted that some of these events were more aiming at achieving participation rather than strong competition.

Bernardi stated that WFDF was trying to get into as many official multi-sport events as possible and had approached as many organizers as possible. IOC supported events should have top priority, e.g. TWG, Universiade (FISU), and World Master Games (IMGA). WFDF strived for inclusion at ANOC World Beach Games and the World Urban Games. He explained more in detail about the ISF World Schools Championships. It was run solely by ISF, not by WFDF. Thus WFDF had little influence on the play related issues there, such as the disc being used. Also, invitations had been sent to national school sports federations and in countries where there was no NSSF (such as the USA) the WFDF member had been invited, which confused some of them. Rauch asked the parties involved to discuss this further among themselves.

Gisel announced that he would set up a list of the different multi-sport games events and try to rank them by importance to WFDF and its members.

#### **Information Technology**

Bergeron strongly pleaded for finding another platform for WFDF to exchange documents. Emailing PDF files made it cumbersome to archive and find them.

#### **Athletes Commission (AC) Report and Discussion**

Ali Smith reported that she was getting up to speed with leading the AC. She felt the AC was a connection between the WFDF board and the player base and needed to ensure that athletes were in the communication loop. She admitted that the AC was currently Ultimate only but she agreed to expand its scope to other disciplines.

A discussion ensued about how to get athletes from other disciplines involved while ensuring equal geographical and gender representation. Mead announced that he could suggest a Disc Golf athlete to become part of the AC. Bernardi reminded that the AC members needed to be elected by their peers and WFDF was allowed to add up to 50% more members by appointment. Ali Smith could propose a new member and which the Board could approve as interim until the next elections.

## **Women in Sport Commission Report and Proposal**

Malone cited from the Women in Sport survey that 87% of the respondents felt that men dominated all aspects of the sport. She reported on the first Women in Sport Workshop in 2018 at WUCC. She also commented that members from the AC and the Disc Golf committee were now part of the Women in Sport commission.

A WFDF gender equality policy had been drafted. Malone described it as a chance to set standards. WFDF had experience with mixed gender teams. Gender equality was good for everyone not just women. She mentioned equality at the board level where WFDF had almost reached 40% women. However, gender equality in leadership was not easy for all disciplines, e.g. Disc Golf.

A discussion arose about how to get more women involved as athletes in various disciplines and also in leadership roles.

Malone also mentioned that the Women in Sport commission was being approached by women who felt treated unfairly or were being harassed. Rauch stated that usually these were local problems (ie not arising at WFDF events) and WFDF had little recourse but to refer there back to the national federations.

## **Board Business**

### ***Approval of Board meeting minutes from December 16, 2018***

**MOTION:** Travis Smith submitted a motion to approve the Board meeting minutes from December 16, 2018, seconded by Nuwer. The motion was approved unanimously.

### ***Congress 2019 preparations***

Rauch reported that the 2019 WFDF Congress would take place Sunday, August 25<sup>th</sup>, right after the conclusion of the WFDF 2019 World Team Disc Golf Championships in Estonia. He was aware that participation at this Congress would be low but wanted to communicate to the Disc Golf community that it was taken seriously by WFDF. Efforts would be made to have as many members attend even if they were not participating at the WTDGC.

Mead mentioned that so far 16 countries had signed up for the WTDGC, with a chance of numbers going up to 20. However, the local organizers had not planned to host Congress and he needed to confirm the possibility with them.

Rauch replied that if preferred Congress could also take place in Tallinn close to the airport to avoid the extra travel to the site of the WTDGC in Alutaguse (Ida-Virumaa). However, it would be best if it were onsite so that participants could enjoy the Disc Golf championship finals.

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

Bernardi reported about some WFDF member countries with problems about their representation within WFDF. In some cases new groups had appeared claiming to be the true representatives of the sport in that country. Some members disallow participation at certain WFDF events although there is interest and athletes would attend at their own costs.

Rauch advised that WFDF would need to rely on people in the respective regions to solve these problems but that WFDF needed to continue to work through these issues.

### ***New memberships – voting***

Bernardi reported that the applicant Malawi could not present the needed recommendation letter in time for the face to face board meeting so that their application would have to be decided on by electronic vote.

**WFDF Commissions – composition updates**

Bernardi summed up the changes/additions:

**Athletes’ Commission:**

John McNaughton has resigned from the Commission and the Commission chair will make a proposal on a replacement.

**Therapeutic Use Exemption Committee:**

Addition of Matthias Zaccarin (DEN)

**Doping Control Panel:**

Addition of Dr. Michel Leglise (FRA)

**Sport for all and Development Commission:**

Addition of José Amoroso (POR) for Portuguese speaking countries

**Entourage Commission:**

Addition of Amaury Guerin (FRA)

**Ethics Commission:**

Addition of Denis Musso (FRA)

**Youth and Sport Commission:**

Addition of Jan Holze (GER)

Addition of Ludovic Romano (FRA) as new chair

**University and School Sport Commission:**

Addition of Matthias Zaccarin (DEN)

Addition of José Amoroso (POR) as new chair of the Commission

It was noted that there were no women among the new commission members. Bernardi replied that 60% of the candidates he had approached were male, 40% were women. None of the women had accepted the offer. However, at least 11 more commission members were needed and emphasis would be put on recruiting more women. He also mentioned that there were no fixed numbers for the commissions and more female members could be added any time.

Bergeron suggested that the Women in Sport Commission could help in approaching women.

**MOTION:** Bergeron submitted a motion to approve the proposed new commission members, seconded by Constant. The motion was approved unanimously.

**Financial Update**

Bergeron presented her report and highlighted that WFDF’s revenue for 2018 had been higher than budgeted due to more income than expected through merchandising and event fees. Expenses had also been higher but the balance was such that the current assets were as high as ever before.

In the budget she noted that the marketing expenses would be raised and drug testing would get more expensive in 2019. Also, the development grant budget would be raised. She planned for US\$ 12,000 to be spent for IT and US\$ 19,000 for software infrastructure.

The 2019 budget would be revised and presented formally to Congress for approval.

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Sunday, January 20, 2019

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

### ***Merchandising/Apparel***

Rockwood presented the video which was shown at the meeting of Rauch and Bergeron with the LA 2028 Organizing Committee. The clip was applauded by all. Various suggestions were made about what future clips should emphasize more (other disciplines, crowd shots, more young athletes).

Generally it was felt that WFDF needed more video clips to explain the sport. Rockwood agreed and said that surfing posted around 40 video clips per day. WFDF had plenty of people who could contribute footage and he mentioned Fanseat and Fulcrum. He then presented plans for WFDF to control its video and media presence and invest in audience development. Its web site should become the “go-to” destination for flying disc history and archives. For a low-budget effort, he estimated a bare-bones budget of US\$ 2,000/year to find and cut together “highlight reels” of Ultimate, Disc Golf, Overall competitions, and US\$ 3,000/year to commission/solicit player profiles and human-interest stories for wfdf.sport.

Rockwood then continued to present ideas for marketing. He suggested that WFDF should show more presence where the brand managers are, i.e. in sports marketing publications (e.g. Sports Business Daily) and at sports marketing events (e.g. SPORTEL). Most brand managers still don't know about Flying Disc as a sport.

In the ensuing discussion it was mentioned, that tourism offices often were willing to invest money to get large events to their city/region. WFDF could team up (better) with USAU when approaching potential sponsors. Video clips for social media should be much shorter than image videos, e.g. scoring clips have high click rates. Identifying influencers and “super stars” might also be helpful.

### **Spirit of the Game – report and proposals**

Travis Smith reported that the SOTG committee had met five times in 2018. The [International Spirit of the Game Day](#) in December 2018 had been very successful, with many teams and athletes participating especially in the warmer regions of the World. A total of partners had provided Spirit prizes. The committee had approved and/or provided Spirit Directors in 2018 for the events WU24UC (Australia), WUCC (USA), WMUCC (Canada), and WJUC (Canada), and run Spirit Clinics at all of these events. Communication had been improved by updating the database of national spirit primary contacts, creating an announcement mailing list and increasing the numbers of Facebook users of the SOTG page. In the future more written material should be translated to more languages and the SOTG Committee was looking for ways to open up to other flying disc disciplines.

The Global Spirit Report had been produced again in 2018 after a hiatus in 2017. Also, all data from the last five years had been migrated to a database which would allow better in depth analysis and team histories. Ali Smith noted that the report could create a bias towards certain teams/countries. It would be helpful if teams/nations could track their records over time. Travis Smith confirmed that more historical data would be added to ensure the creation of longer history tracks. He also informed that the math behind the creation of the list had been changed.

Upon request by Rockwood he confirmed that there were a few video clips about SOTG but he saw the need to produce more.

### **Development**

#### ***Development Grants Program 2018/2019***

Sani reported about the new system which would make the collection and comparison of development and grant requests and the decision on which of them should be supported easier and quicker. A new site had been developed and launched at <https://development.wfdf.org> with the specific purpose of showcasing development projects, but also to better advertise what the WFDF could do to support new projects. With the new system it would be possible to hand out grants every quarter instead of annually. New initiatives he mentioned are the WFDF academy, the WFDF ambassadors program, and the WFDF World Coaching Certificate. These initiatives were initially meant for Ultimate but should also work for other disciplines.



### ***New countries and memberships: “WFDF 100” project***

Bernardi reported that WFDF had reached 84 members by the end of 2018 and that he was expecting to complete the admission of Bulgaria and Malawi by the end of January 2019. He expected to receive applications by the end of Q1 2019 from Albania, Serbia, Greece, Vietnam, Tunisia and Ecuador. Contacts had been established in Angola, Ethiopia, Cape Verde, Timor-Leste and Zambia. The number of these activities made it very likely that the goal of 100 members by the end of 2019 could be reached.

A brief discussion arose about the initiative 10 Million Discs, which apparently had been quite active on the Balkan Peninsula. It appears that some people and groups approached by them got confused and were under the impression that 10 Million Discs was affiliated with WFDF.

Bernardi added that Luxembourg and Croatia had been accepted as members of their National Olympic Committees.

### ***WFDF Parasports Commission report***

Bernardi reported that the Commission had worked out classifications for Wheelchair Ultimate which had been accepted by the IPC. He had been in contact with a UK company that could produce wheelchairs suitable for Ultimate at US\$ 500-700 per chair.

### ***WFDF Sport for All / Development Commission - composition***

Bernardi presented the list of current members of the WFDF Sport for All and Development Commission and proposed to add José Amoroso (POR) for Portuguese speaking countries and Franck Leygues (FRA) for French speaking countries and Northern Africa. He expressed regret that in this commission there was only one woman but he saw several possibilities to find suitable candidates. He also noted that the geographical representation in this commission could also be improved further.

Bergeron, Malone and Jeong offered to support Bernardi in his search for female candidates, e.g. by meeting candidates in Asia.

### **Focus on Disc Disciplines: Ultimate and Beach Ultimate**

#### ***General considerations on disciplines and responsibilities***

Gisel reported that usually the year after WUCC was a year with smaller WFDF events but 2019 looked very good. A total of 47 teams had paid for WU24 in Heidelberg, Germany, and it looked likely to have 50 teams attend (43 had been expected). The PAUC bid list had 80 teams, with 50 originally expected. He saw a risk in getting good bids in the future. More bidders were needed and he asked to be notified of tournament organizers who had produced good non-WFDF events so they could be approached to bid for WFDF events.

Constant asked what to do if an athlete preferred playing for AUDL rather than joining a national team for a WFDF championship. Rauch replied that players were free to do what they wanted, but that it appears most athletes still view playing on a national team at a WFDF World Championship as more prestigious. He noted that there would be a meeting with AUDL on the end of January at AUDL's request.

Cabrera then reported on Beach Ultimate. The Beach Ultimate Committee wanted to create more opportunities to play Beach Ultimate. In 2019 only continental championships in Asia and Europe would take place. World championships attract many more teams, especially club team events. The BUC was proposing to have World Beach Ultimate championships for national teams in 2021 and for club teams in 2023.

Gisel agreed that having a club team event would be very good. A change in the schedule would mean to have the Beach Ultimate world championships always in the same year as the bi-annual World Beach Games, but he did not consider this to be a big problem. He then described the four-year schedule cycle: In 2019 there would be continental Beach Ultimate championships, no event in 2020, World Beach Ultimate Championships in 2021, perhaps continental events in 2022 and World Beach Ultimate Club Championships in 2023. The qualification procedure for the World Beach Games would be decided on later.

**MOTION:** Rauch submitted a motion to approve the proposed new event cycle for Beach Ultimate, seconded by Loreto. The motion was approved unanimously.

Cabrera then presented the proposed Beach Ultimate rule changes for 2019. She highlighted as major changes:

- Brick mark at 15m instead of 10m.
- Preference to use colored discs
- No specific time limit to put the disc into play
- Catching the disc with one foot under the tape is in-bounds
- If a player gets sand in their face which impacts play, it is either an injury or a foul
- Gender Ratio Rule A will be used
- Mixed Masters and Grand Masters age limits are now in line with those of grass Ultimate

**MOTION:** Cabrera submitted a motion to approve the proposed 2019 WFDF Rules of 5-on-5 Beach Ultimate, subject to the correction of typos and the removal of the section about usage of cleats, seconded by Loreto. The motion was approved unanimously.

### ***Re-signing of BULA agreement: pro's and con's/call to bid for 2021 WBUC***

The MoU between WFDF and BULA would soon reach the end of its 4 year term. The MoU had become necessary when BULA changed its status to a company. Various board members described their experience while working together with BULA in the past. The vision, passion and persistence of BULA to develop the sport was seen positive, while working with its representatives at times was considered somewhat difficult. The Beach Ultimate Committee had discussed whether the MoU should be renewed and it recommended to the Board that the MoU should not be renewed. However, no final decision would be made until after meetings between BULA and WFDF.

Bernardi mentioned that should Beach Ultimate be included into the World Beach Games 2021, then anti doping education and tests would become necessary. To his knowledge BULA was strictly against anti doping tests.

### ***Possible 2021 WBUC working with FISA Coastal Rowing Championships***

Woldt described the idea put forward by FISA to get multi-disciplinary beach events going by teaming up. Coastal rowing needed very little beach space and Beach Ultimate needed beach space but no water space. Logistics and other organizational aspects could be shared. Rauch replied that this suggestion should be further discussed.

### **Focus on Disc Disciplines: Disc Golf**

#### ***The development of Disc Golf across the globe by WFDF***

Mead presented the Disc Golf report. There had been some changes to the Disc Golf Committee and he expressed interest to improve the geographical representation as well as reaching a 50/50 gender membership.

The European Disc Golf Federation had been re-instated in 2018. It represents nations instead of individuals as PDGA-Europe does and is closer to the structure proposed by IOC. Also EDGF can connect countries which are not yet WFDF members with WFDF. EDGF and PDGA-Europe have set up joint work groups. Mead planned to set up a census for Disc Golfers and he expected some countries to have many Disc Golfers to sign up and it needed to be seen if they could pay the WFDF membership fee.

Gisel suggested that all countries could report all Disc Golf members to WFDF and have their membership fees waived until 2021.

**MOTION:** Rauch submitted a motion to allow federations to report all Disc Golf players without having to pay membership fees for them up until 2021, seconded by Jeong. The motion was approved unanimously.

Mead then reported that interest in the World Team Disc Golf Championships had increased with 16 teams currently signed up and 4 more expected to do so. He noted that some countries had taken over the idea of running national team Disc Golf championships and there were also plans to have such a European event.

He mentioned that Disc Golf representation on WFDF's web site needed improvement. He suggested to have representation of Disc Golf on all relevant WFDF Committees, such as Development Committee, Athletes Commission and Gender Commission, for which there was general agreement.

### **Focus on Disc Disciplines: Freestyle**

Givens reported that the possible inclusion of Freestyle into the World Urban Games had made FPA realize that they needed to focus more on growth since, for example, there is no Freestyle in Asia. Preparations to participate in the World Urban Games were well under way. The same was true for the African Beach Games where Freestyle had also been invited to participate. However, Freestyle activities in Africa needed to be promoted and developed, perhaps through Freestyle clinics at select African tournaments.

### **Focus on Disc Disciplines: Guts**

Taylor described the demographics of Guts in the USA and in other countries with relevant numbers of Guts players such as Japan, Chinese Taipei, Australia, Germany and Great Britain. In the USA the age of the players was going down, which was seen as a good sign. There were contacts in countries as Armenia, Colombia, Croatia, Egypt, France and Jordan. The Guts committee planned to submit a grant proposal to WFDF to be able to host Guts clinics to boost attendance at WFDF tournaments.

Other Board members suggested to bring a Guts team to the European Ultimate Championships or to casual Ultimate tournaments for exposure of the sport. Malone mentioned she was aware of a female Guts player from Iran. Guts could also try to enter the TAFISA World Sport for All Games.

### **Focus on Disc Disciplines: Overall**

McLeod described plans on how to attract more and new players to Overall. He often did clinics in schools. Rauch mentioned the potential importance of a disc skills certification program, a project which McLeod had taken on from Tomas Burvall. McLeod would also use the World Overall Championships 2019 to try to get more participants to the event. He also needed to reconstitute the Overall Committee and expected to ensure it became active. Another topic on his agenda was World and National Records which he wanted to bring to the attention of more people.

Some suggestions from the Board included reducing the complexity of running, attending and watching Overall events, by shortening competitions and perhaps dropping some disciplines. The production of video clips highlighting Overall was suggested. Gender balance and getting younger players to play needed to be improved.

### **Marketing, Public Relations, and Social Media**

Jen Thomas could not attend but from her written report it should be noted that WFDF's social media channels had seen huge growth in 2018. Follower numbers on Facebook, Twitter and Instagram had risen and 21.6 million minutes of WFDF videos on YouTube had been watched. Facebook still had the largest social media audience for WFDF.

### **Medical Commission report and discussion, including anti-doping**

Bernardi reported that none of the tests of the RTP members in 2018 had been positive. For 2019 the number of athletes in the RTP would remain at nine, but 5% of the athletes would need to have a blood test. WFDF would no longer be allowed to publish at which event the in-competition testing would take place. In 2019 the entourage could also be subject to testing. Also, with Freestyle taking part at the World Urban Games there would also be tests for Freestyle athletes and in the future Beach Ultimate athletes would be tested if we were included in the 2021 World Beach Games.

Bernardi presented the nine athletes for the Testing Pool in 2019 (two from USA, Canada, and GB each and one each from Australia, Germany and Japan).

**MOTION:** Bergeron submitted a motion to approve the proposed athletes for the 2019 Registered Testing Pool, seconded by Loreto. The motion was approved unanimously.

Bernardi then advised that WADA demands that WFDF must establish means to collect and process tactical, operational and strategic intelligence obtained from ADAMS, Athletes and Athlete Support Personnel as well as Chaperones and Doping Control Officers as internal information sources. WFDF discussed this with IFA (Fistball) and the two decided to create a Joint IF Intelligence and Investigation Unit (J3IU) to maximize impact and reduce financial implications.

**MOTION:** Loreto submitted a motion that WFDF will take a leadership role of the J3IU with IFA and establish such, seconded by Mead. The motion was approved unanimously.

Another new WADA requirement was that the Athlete Biological Passport (ABP) needed to be reviewed by an Athlete Passport Management Unit (APMU, cf. <https://www.wada-ama.org/en/resources/Athlete-biological-passport/Athlete-biological-passport-abp-operating-guidelines>). This was beyond the expertise of WFDF and Bernardi suggested to book this service through the International Testing Agency (ITA) at roughly US\$ 1,200.

**MOTION:** Travis Smith submitted a motion that the WFDF Executive Director should negotiate an agreement with ITA on ABP/APMU services, seconded by Gisel. The motion was approved unanimously.

As per Art. 20.3.2 of the World Anti-Doping Code (WADC) WFDF must make sure that not only all National Federations as a condition for membership have adopted the WFDF Anti-Doping rules but also must implement these rules and conduct code compliant anti-doping programs. As the majority of the WFDF MNAs are not providing the capacity to maintain such programs the proposal would be to authorise WFDF as Anti-Doping authority for such members without compliant programs to act and operate education, in-competition and out-of-competition testing.

**MOTION:** Constant submitted a motion that the WFDF Medical and Anti-Doping Committee and Doping Control Panel will draft a model for WFDF to act as ADO for its MNAs, seconded by Gisel. The motion was approved unanimously.

## **Continental Associations report and plan**

### ***AAFDF - AFRICA***

Highlights of Matovu's written report were the increased number of tournaments, mostly in Eastern and Southern Africa. AAFDF was working to have more disc activities and tournaments in West Africa, Central Africa and North Africa. Participants of these events came from Rwanda, Kenya, Uganda, South Sudan, DRC, Burundi, Tanzania, Zimbabwe, Malawi, South Africa, Namibia, Swaziland and Zambia. Matovu thanked Japan Flying Disc Federation for sending big shipments of discs to National Federations in Africa.

### ***AOFDF - ASIA/OCEANIA***

Morooka mentioned in his written report that AOFDF had recruited new members and helped some to become NOC members. At the General Assembly during AOUGC2019 it would be decided that the federation would change its name from Asia Flying Disc Federation (AFDF) to Asia-Oceanic Flying Disc Federation (AOFDF).

### ***PAFDF - AMERICAS***

Loreto reported that there were disc sport activities in 17 countries. PAFDF's goals for 2019 included to attract four new members, gain NOC recognition in at least a couple countries, have board elections, and improve the communication channels. Highlight of the year would be the PAUC in Sarasota, USA.

### ***EFDF - EUROPE***

Constant reported that EUF had hosted regular youth events in 2018 and improved on media, mainly by having Fanseat agree to live stream a number of Ultimate tournaments. EFDF had been moderately active but would restart a dialogue with EUF and EDGF.

## **Recap**

Rauch appreciated everyone's hard work and contributions. He thanked the staff members for their work and that they took ownership of it.

Bernardi thanked Rauch for running for reelection after 8 years again and for all the time he invested into the sport.

The meeting concluded at 4:40pm.

Submitted by Thomas Griesbaum, WFDF Secretary

# Appendix: WFDF 2019-2024 Strategic Plan

## I. Context for the Discussion (the “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, recreation, sports excellence, and entertainment?”

## II. Mission Statement

To support and promote the global advancement of flying disc sports and spirit of the game.

## III. Values of the Organization

**Disc sports continuum:** A lifetime of the disc sports lifestyle: Flying Disc sports are accessible over an entire lifetime. Moreover, there is a lifestyle aspect and culture that is embraced by participants.

**Spirit of the Game:** Flying Disc sports rely upon a Spirit of the Game that places the responsibility for fair play on every player. This concept is at the heart of the rules of each disc discipline and our governance structure and incorporates elements of integrity and respect.

**Passion:** Everyone involved in Flying Disc sports have a passionate enthusiasm for the Game. All of our disciplines generate excitement, emotional attachment and a sense of belonging to the global “frisbee family.”

**Community:** Flying disc provides a unifying spirit that leads to lifelong friendships, camaraderie, teamwork, and loyalty that transcends cultural, geographic, political, and religious differences.

**Inclusiveness:** WFDF requires that its Member associations be open to participation without regard to race, color, age, ability, religion, national origin, sex, or sexual orientation, and that there be a democratic process for governance of such associations. Our featured competition in the World Games is Ultimate played with a mixed gender format, highlighting our emphasis of gender equity.

## IV. SWOT Analysis: Strengths/Weaknesses/Opportunities/Threats

### Strengths (Internal)

- Many possible ways for WFDF to support Member associations
- “Spirit of the Game” incorporates personal responsibility, integrity, and conflict resolution (together with 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 makes differentiates viewing disc sports 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 (Internal)**

- Little commercial effort or public relations presence (sponsors, media)
- Limited financial resources
- Lack of spectators or viewing audience outside the disc community
- A number of WFDF Members have to strengthen their governance institutions
- 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 (External)**

- 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 (External)**

- Pressure by small internal and external groups to diminish reliance on self-officiating and/or introduce outside officials/referees
- World championship events have grown 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
- Public perception as a hippie sport
- Increasing fragmentation of sports viewing makes it hard to develop a consistent audience

### **V. Vision of the Future: 2024**

- Broad public believes that disc sports are a lifetime pastime and lifestyle across age/geography/skill levels/disciplines
- There are 120+ countries with active disc sports and a stable governance structure
- WFDF participates in the YOG 2022 and is widely viewed as a viable candidate for the Olympic Programme
- WFDF hosts popular "Frisbee festivals" or multi-sport "beach festivals" around the globe
- WFDF maintains a popular and established competition schedule
- Disc sports are part of mainstream broadcast media and WFDF has a global sponsor

### **VI. 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
- Hard to get organizers/administrators to deal with international issues
- Safety issues
- Institutional inertia of Olympic sports’ incumbents defending their turf in Olympic Movement
- Frisbee culture eschews required institutionalization
- Traditional Ultimate focus to the perceived lack of focus on other disciplines
- Practitioners in the smaller disciplines haven’t historically taken self-responsibility for the development and global development work they need to do

## VII. Strategies for 2019-2024 Strategic Plan

### A. Promote the “frisbee lifestyle”

We will seek to highlight the Frisbee lifestyle and culture by promoting participation in Frisbee games and general play to all ages, and throughout one’s entire life.

Create a marketing tool for general outreach to new communities	December 2019	Brian Gisel
Develop a Frisbee curriculum and packet for use by teachers (lesson plans, video)	July 2019	Rob McLeod
Set up a basic skills online certification program (similar to the IFA certifications from the 1970s)	Create by July 2019; functional by Sept 2019	Skippy Givens
Establish a template for “frisbee festivals” and find promoters to host several test events	June 2019	Rob McLeod
Work on the idea of multi-sport beach events and establish a working relationship with other IF partners with a plan to host	April 2019	Karina Woldt / Volker Bernardi
Identify influencers on social media and develop short clips to promote disc play	April 2019	Ali Smith
Pull together the various coaching programs currently being used and find a way to make these more accessible	April 2019	Yoonie Jeong
Collate disc golf teaching materials	June 2019	Charlie Mead

### B. Pursue inclusion in the Olympic Programme and Other Multi-Sports Games

WFDF will pursue inclusion in the Olympic Programme in order to showcase disc sports and Spirit of the Game on the global stage. Our objectives are to attract more people to the frisbee lifestyle of activity and health, and to provide visibility and credibility to our Member associations and disc athletes to facilitate their activities.

Continue to introduce disc sports and WFDF to IOC members and organizers within the Olympic Movement and ensure that they are aware of flying disc activities	Ongoing	Volker Bernardi
Produce world class video of games, highlights, and personal interest stories for broadcast	Ongoing	Tim Rockwood
Continue to build the relationship with the Olympic Channel and World Games Channel	Ongoing	Volker Bernardi
Develop an advertising strategy for 2019 and implement it	March 2019	Volker Bernardi

Produce a basic portfolio of video clips and develop a program to tell the stories of the star athletes across the various disc disciplines	April 2019, then ongoing	Tim Rockwood / Rob McLeod
Grow WFDF's membership to 100 countries by the end of 2020 and 120 countries by the end of 2024	2020/2024	Volker Bernardi
Continue to get various disc sport disciplines involved in global multi-sports games	December 2020	Volker Bernardi
Intensify working relations with global partners like GAISF, ANOC ARISF, FISU, IWGA, IMGA, AIMS etc.	Ongoing	Volker Bernardi
Establish working relations with role model IFs (Olympic, non-Olympic) to establish transfer of knowledge and sharing of expertise)	Ongoing	Volker Bernardi
Support WFDF Continental Associations to form relationships with Continental Olympic Organizations to pursue participation in Continental Games – EOC, ANOCA, ONOC, OCA, PanAm Sports)	Ongoing	Volker Bernardi

### C. Support member associations in promoting youth development as path to growth

We will support and encourage our member associations to develop local programs, teaching curricula, and coaches training to introduce youth to disc sports. Over the long-term, introducing disc sports to youth will result in a broader and deeper program across all ages.

Have the Youth in Sport Commission encourage member associations to establish a “youth development officer” and prepare a program that can be shared on how to build youth programs	July 2019	Volker Bernardi
Develop a Frisbee curriculum and packet for use by teachers (lesson plans, video)	July 2019	Rob McLeod
Create tools to promote Ultimate with teachers and youth administrators as a life skills tool for conflict resolution	September 2019	Yoonee Jeong
Revitalize Youth and Sport Commission and involve them in development activities	March 2019	Volker Bernardi
Establish University and School Sport Commission and involve them in event planning	March 2019	Volker Bernardi

### D. Build the audience by increasing the entertainment value of disc sports competitions

WFDF will seek to increase the fan base for disc sports by raising our expectations of what our tournament organizers can do to encourage spectators at our championship events, by improving our media offerings to attract more viewing by those both inside and outside the disc community, and by providing more focus on the narratives that exist around our global activities.

Identify ambassadors for the sport and get them to promote the sport	May 2019	Ali Smith
Identify social media influencers and showcase them	May 2019	Jen Thomas
Shift broadcast focus from maximizing total quantity of full-length games to balance of showcase games and highly-produced video highlights and personal interest stories for social media	July 2019 / Ongoing	Tim Rockwood



Consider Ultimate rules adjustments to make it more entertaining to spectators	March 2019	Brian Gisel
Develop distribution for highly produced video clips to established media	June 2019	Tim Rockwood
Promote more “friendly” matches between countries outside of World Championships	September 2019	Karina Woldt
Develop more extensive database of statistics and rankings to increase fan engagement	June 2019	Karina Woldt

#### **E. Showcase Spirit of the Game as an essential element of disc sports**

We will continue to highlight Spirit of the Game as an essential element of disc sports, ensuring that our current athletes better understand what it means, and do better explaining it to the broader sports movement and spectators.

Clarify the definition of Spirit of the Game	May 2019	Travis Smith
Work with all disc sports committees to ensure that Spirit of the Game awareness and guidelines are incorporated in rules and practice	September 2019	Travis Smith
Translate all Spirit of the Game materials into most important languages (Arabic, Chinese, English, French, German, Hindi, Japanese, Portuguese, Russian, Spanish)	July 2019	Travis Smith
Review WFDF’s materials and ensure SOTG is properly included within them	September 2019	Travis Smith
Take ownership of the International Spirit of the Game Day and consider other spirit events that could be hosted	December 2019	Travis Smith

#### **F. Ensure the well-being of our athletes and our sport and encourage gender equality and diversity in all aspects**

WFDF will promote the well-being and safety of all of our athletes and will continue to promote gender equality both on the field of play and in our governance structures.

Continue to seek gender balance at our events wherever possible	Ongoing	Karina Woldt
Continue to strive to achieve gender balance at all levels of WFDF governance	Ongoing	Volker Bernardi
Finalize gender equality policy	February 2019	Caz Malone
Bring men onto the Women in Sports Commission	May 2019	Caz Malone
Generate better data on gender equality	February 2020	Caz Malone
Establish a plan for more gender equality workshops	June 2019	Caz Malone
Activate Safeguarding Officer	May 2019	Ali Smith
Tropicalize available safeguarding tools for WFDF use	June 2019	Ali Smith
Make our Member associations aware of athlete safeguarding issues and promote best practices	June 2019	Ali Smith
Establish anti-doping structures globally executing WADA requirements	June 2019	Volker Bernardi

#### **G. Optimize organizational effectiveness and efficiency**

We will look to run our organization more effectively and efficiently through the use of technology and by better utilizing the governance structures we have to benefit from the talent and enthusiasm of our staff and volunteers globally.

Bolster paid staff with 50% FTE Event Coordinator and 50% FTE Administrative Coordinator	March 2019	Nob Rauch
Identify an IT consultant to support WFDF systems	April 2019	Steve Taylor
Expand role of Executive Committee regarding business activities of WFDF	March 2019	Nob Rauch
Establish an IT Committee to greatly expand WFDF's capacities	February 2019	Steve Taylor
Upgrade activities of WFDF's Commissions	June 2019	Volker Bernardi
Assign more tasks to continental Associations	August 2019	Volker Bernardi

*February 19, 2019*