

Recognition by the International Olympic Committee: The Future of Ultimate and Flying Disc Sports

Presentation at the WFDF Congress

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Recognised by the
INTERNATIONAL
OLYMPIC
COMMITTEE

Overview of Presentation

The World Flying Disc Federation was just recently granted recognition by the International Olympic Committee May 31, 2013. This short presentation will cover:

- What is WFDF
- The process and considerations involved with IOC recognition, including what recognition means and does not mean
- WFDF's relationship with its member associations, and WFDF's perspective as an international sports federation
- Personal thoughts on what it takes in the high-powered and very political world of the business of sport for Ultimate to be "successful."

Background on WFDF



Recognition by the IOC and the Future of Ultimate

Background on WFDF: Overview

The World Flying Disc Federation is the international sports federation responsible for world governance of flying disc (Frisbee™) sports, including Ultimate, Beach Ultimate, Freestyle, Guts, and Overall Events. WFDF is a federation of 59 member associations which represent flying disc sports and their athletes in 56 countries. WFDF is recognized by the International Olympic Committee (IOC) and is a member of the Association of Recognised International Federations (ARISF), is a member of SportAccord and the International World Games Association (IWGA), and it is a registered not-for-profit 501(c)(3) corporation in the state of Colorado, USA. It is also a signatory to the World Anti-Doping Agency Code.



Recognition by the IOC and the Future of Ultimate

Background on WFDF: History

Flying Disc (aka Frisbee™) sports were developed after the introduction of the first plastic flying discs in the 1950s by Fred Morrison, selling the rights to toy company Wham-O in 1957. Guts was developed in 1958, Ultimate in 1968, Freestyle in 1974, and Disc Golf in 1976.

Edward "Steady Ed" Headrick, GM and marketing head of Wham-O, started the International Frisbee Association in 1967 to promote the sale of their frisbees. Many of the international affiliates began as Wham-O distributorships that sponsored tours of well-known Frisbee athletes. Dan "Stork" Roddick, who took over as head of the sports marketing arm of Wham-O in 1975, played a crucial role in encouraging the establishment of national flying disc associations (FDAs) in Sweden, Japan, Australia, and in many of the countries of Western Europe, and was instrumental in supporting the establishment of specific disc discipline organizations such as the UPA, GPA, and FPA.

In 1983, Wham-O was sold to Kransco and the IFA was disbanded. WFDF's organizing Congress was held in Helsingborg Sweden in July 1985 where the first set of statutes was adopted and a board of directors was elected. The original written proposal submitted by Charlie Mead of the UK, who became the first WFDF President, outlined the general governance framework for the new International Federation.

The first strategic restructuring took place in 1992-1994. Under President Robert "Nob" Rauch, a new set of Bylaws was adopted, the federation was legally incorporated in the state of Colorado, USA and it obtained its 501(c)(3) not-for-profit status. The applications for membership in the International World Games Association and GAISF (now SportAccord) were submitted and subsequently approved in 1995.

Background on WFDF: Members

WFDF is the global governing body for flying disc sports. This includes the disciplines of Ultimate, Beach Ultimate, Disc Golf (through Overall), Freestyle, Guts, Double Disc Court, and Field Events (eg Accuracy, , Discathon, Distance, Maximum Time Aloft, Self Caught Flight).

WFDF today has 59 members in 56 countries.

Regular Members			Regular Members (cont.)			Provisional members		
1	Australia	5,200	26	Netherlands	1,018	1	Argentina	120
2	Austria	2,157	27	New Zealand	695	2	Belarus	n.a.
3	Belgium	800	28	Norway	1,156	3	Beach Ultimate Lovers Assoc.*	4,000
4	Brazil	150	29	Panama	128	4	Costa Rica	n.a.
5	Canada	33,067	30	Phillipines	1,000	5	Croatia	n.a.
6	China	500	31	Poland	158	6	Estonia	80
7	Chinese Taipei	227	32	Portugal	100	7	Indonesia	20
8	Colombia	939	33	Russia Federation	400	8	Lithuania	n.a.
9	Czech Republic	455	34	Singapore	1,000	9	Luxembourg	15
10	Denmark	450	35	Slovakia	213	10	Malaysia	650
11	Dominican Republic	193	36	Slovenia	100	11	Tanzania	n.a.
12	Finland	625	37	South Africa	300			
13	France	2,382	38	South Korea	227		Subtotal - Provisional Members	4,885
14	Germany	2,511	39	Spain	497			
15	Great Britain	2,978	40	Sweden	868		Total - All Members	118,208
16	Hong Kong	93	41	Switzerland	930			
17	Hungary	178	42	Turkey	84			
18	Iceland	280	43	Uganda	212			
19	India	340	44	Ukraine	216			
20	Ireland	600	45	US Guts Players Assoc.*	150			
21	Israel	221	46	USA Ultimate	44,521			
22	Italy	830	47	Freestyle Players Assoc.*	97			
23	Japan	3,195	48	Venezuela	331			
24	Latvia	186						
25	Mexico	365		Subtotal - Regular Members	113,323			

* Disc Sport Organizational Member

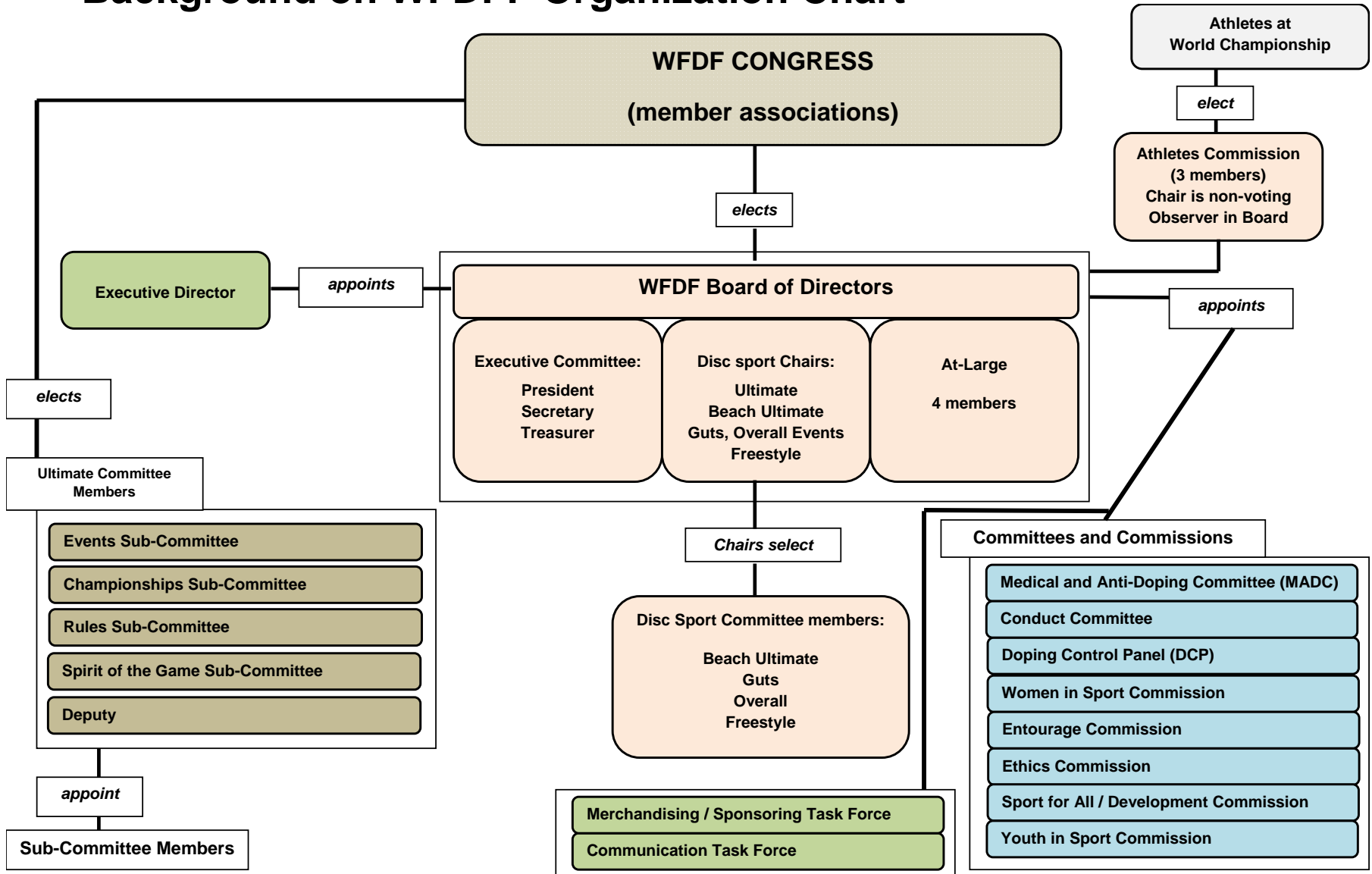


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Background on WFDF: World Championships

WFDF World Championship Events	Frequency	First	Last	Next
World Ultimate and Guts Championships	Quadrennial	1983	2012	2016
World Ultimate Club Championships	Quadrennial	1989	2010	2014
World Championships of Beach Ultimate	Quadrennial	2011	2011	2015
World Overall Championship*	Biannual	1987	2011	2013
World Freestyle Championship	Quadrennial	2015	n.a.	2015
World Junior Ultimate Championships	Biannual		2012	2014
World Under 23 Ultimate Championships	Biannual		2011	2013
* Overall includes Accuracy, Discathon, Disc Golf, Distance, Double Disc Court, Freestyle, and Self Caught Flight				
Note: In addition to World Championships, WFDF also sanctions Regional Championships for Ultimate in Asia-Oceania and the PanAmericas, as well as the European Championship for Beach Ultimate				

Background on WFDF: Organization Chart



Recognition by the IOC and the Future of Ultimate

Background on WFDF: Mission Statement

To advance all flying disc sports globally while protecting and promoting the spirit of the game.

Purposes: The World Flying Disc Federation ("WFDF") seeks to:

- Serve as the international governing body of all flying disc sports, with responsibility for sanctioning world championship and other international flying disc events, establishing uniform rules, setting standards for and recording of world records, and representing them within the Olympic sports movement;
- Promote and protect the “spirit of the game” of flying disc sports play;
- Promote flying disc sports play throughout the world and foster the establishment of new national flying disc sports associations, advising them on all flying disc sports activities and general management;
- Promote and raise public awareness of and lobby for official recognition of flying disc play as sport; and
- Provide an international forum for discussion of all aspects of flying disc sports play.

Background on WFDF: Global Participation in Disc Sports

WFDF's Member associations reported that they had 118,208 members in our 2013 annual census. The largest Member is USA Ultimate, followed by Ultimate Canada, Australia, Japan, and Great Britain. Of the total, 33% are women, and 89% of such members are 35 years of age or younger. The most significant growth today is being seen out of Latin America and Eastern Europe, as well as with juniors in the USA.

Per the survey results provided in the 2013 Sports and Fitness Participation Report conducted annually by the Sports and Fitness Industry Association (SFIA), there were 5.1 million people that played Ultimate in the US in 2012. Core participants, defined as those playing 13 or more times per year, were estimated to be 1.48 million. This is similar to participation in gymnastics with 5.1 million total participants and 1.86 million core participants and track and field (4.3 million/2.44 million, respectively), and compares favorably to more established team sports in the US such as field hockey (1.2 million/0.66 million), lacrosse (1.6 million/0.82 million), beach volleyball (4.5 million/1.47 million), or rugby (0.89 million/0.36 million).

Although there is no similar survey to the SFIA survey conducted on a world-wide basis, WFDF estimates that Ultimate and other flying disc sports are currently played by 7.5 million people world-wide, of which 2.2 million athletes play at least 12 times per year.

The Olympic Movement and WFDF

The Olympic Movement and WFDF: Overview

The IOC website outlines seven “Fundamental Principles of Olympism.” Among them, it states:

“Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles.” “Every individual must have the possibility of practicing sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.”

The Olympic Movement and WFDF: Overview

In the world of international sport, there are a variety of governance organizations.

The International Olympic Committee (IOC) is the best known and most prestigious.

The IOC recognizes three organizations representing the underlying 69 international sports federations:

- Association of Summer Olympic International Federations (ASOIF) – 28 members
- Association of International Olympic Winter Sports Federations (AIOWF) – 7 members
- Association of IOC Recognised International Sports Federations (ARISF) – 34 Members

National Olympic Committees are very powerful in the sports hierarchy, represented by ANOC (Association of National Olympic Committees).

SportAccord, formerly known as the General Association of International Sports Federations (GAISF), was formed in 1967 and represents 93 international sports federations and 16 organizations affiliated with sport.

The International World Games Association (IWGA), with 36 members, was formed in 1991 to host a quadrennial multi-sport event for sports not a part of the Olympic program.

The World Anti-Doping Agency (WADA) plays a growing role across all sports.

The Olympic Movement and WFDF: Sports and IFs

	Sport	Organisation	Acronym	Sport Accord	Membership				
					IOC	ASOIF	AIOWF	ARISF	IWGA
1	Aikido	International Aikido Federation	IAF	Yellow					Pink
2	Air sports	Fédération Aéronautique Internationale	FAI	Yellow	Red			Green	Pink
3	American football	International Federation of American Football	IFAF	Yellow					
4	Aquatics	Federation Internationale de Natation	FINA	Yellow	Red	Blue			
5	Archery	World Archery Federation	WA	Yellow	Red	Blue			Pink
6	Athletics	International Association of Athletics Federations	IAAF	Yellow	Red	Blue			
7	Badminton	Badminton World Federation	BWF	Yellow	Red	Blue			
8	Bandy	Federation of International Bandy	FIB		Red			Green	
9	Baseball/Softball	International Baseball Softball Confederation	IBSC	Yellow	Red			Green	
10	Basketball	Federation Internationale de Basketball	FIBA	Yellow	Red	Blue			
11	Basque pelota	Federación Internacional de Pelota Vasca	FIPV	Yellow	Red			Green	
12	Biathlon	International Biathlon Union	IBU	Yellow	Red		Grey		
13	Billiard sports	World Confederation of Billiard Sports	WCBS	Yellow	Red			Green	Pink
14	Bobsleigh	Fédération Intern. de Bobsleigh et de Tobogganing	FIBT	Yellow	Red		Grey		
15	Bodybuilding	International Federation of Bodybuilding & Fitness	IFBB	Yellow					Pink
16	Boules	Confédération Mondiale des Sports de Boules	CMSB	Yellow	Red			Green	Pink
17	Bowling	Federation Internationale des Quilleurs	FIQ	Yellow	Red			Green	Pink
18	Boxing	International Boxing Association	AIBA	Yellow	Red	Blue			
19	Bridge	World Bridge Federation	WBF	Yellow	Red			Green	
20	Canoeing	International Canoe Federation	ICF	Yellow	Red	Blue			Pink
21	Casting	International Casting Sport Federation	ICSF	Yellow					Pink
22	Cheerleading	International Cheer Union	ICU	Yellow					
23	Chess	Fédération Internationale des Échecs	FIDE	Yellow	Red			Green	
24	Cricket	International Cricket Council	ICC	Yellow	Red			Green	
25	Curling	World Curling Federation	WCF	Yellow	Red		Grey		
26	Cycling	Union Cycliste Internationale	UCI	Yellow	Red	Blue			
27	DanceSport	World DanceSport Federation	WDSF	Yellow	Red			Green	Pink
28	Darts	World Darts Federation	WDF	Yellow					
29	Dragon Boat	International Dragon Boat Federation	IDBF	Yellow					
30	Draughts	Fédération Mondiale du Jeu de Dames	FMJD	Yellow					
31	Equestrian sports	Fédération Équestre Internationale	FEI	Yellow	Red	Blue			
32	Fencing	Fédération Internationale d'Escrime	FIE	Yellow	Red	Blue			

The Olympic Movement and WFDF: Sports and IFs (cont.)

	Sport	Organisation	Acronym	Sport Accord	Membership				
					IOC	ASOIF	AIOWF	ARISF	IWGA
33	Fistball	International Fistball Association	IFA	Yellow					Pink
34	Floorball	International Floorball Federation	IFF	Yellow	Red			Green	Pink
35	Flying disc	World Flying Disc Federation	WFDF	Yellow	Red			Green	Pink
36	Football	Fédération Internationale de Football Association	FIFA	Yellow	Red	Blue			
37	Go	International Go Federation	IGF	Yellow					
38	Golf	International Golf Federation	IGF	Yellow	Red	Blue			
39	Gymnastics	Federation Internationale de Gymnastique	FIG	Yellow	Red	Blue			Pink
40	Handball	International Handball Federation	IHF	Yellow	Red	Blue			Pink
41	Field hockey	International Hockey Federation	FIH	Yellow	Red	Blue			Pink
42	Ice Hockey	International Ice Hockey Federation	IIHF	Yellow	Red		Grey		
43	Ice stock sport	International Federation Icestocksport	IFI	Yellow					
44	Judo	International Judo Federation	IJF	Yellow	Red	Blue			
45	Ju-Jitsu	Ju-Jitsu International Federation	JJIF	Yellow					Pink
46	Karate	World Karate Federation	WKF	Yellow	Red			Green	Pink
47	Kendo	International Kendo Federation	FIK	Yellow					
48	Kickboxing	World Association of Kickboxing Organizations	WAKO	Yellow					
49	Korfball	International Korfball Federation	IKF	Yellow	Red			Green	Pink
50	Lacrosse	Federation of International Lacrosse	FIL	Yellow					Pink
51	Lifesaving	International Life Saving Federation	ILS	Yellow	Red			Green	Pink
52	Luge	Fédération Internationale de Luge de Course	FIL	Yellow	Red		Grey		
53	Minigolf	World Minigolf Sport Federation	WMF	Yellow					
54	Modern Pentathlon	Union Internationale de Pentathlon Moderne	UIPM	Yellow	Red	Blue			
55	Motorcycling	Fédération Internationale de Motocyclisme	FIM	Yellow	Red			Green	
56	Motorsport	Fédération Internationale de l'Automobile	FIA	Yellow	Red			Green	
57	Mountaineering	Union Internationale des Associations d'Alpinisme	UIAA	Yellow	Red			Green	
58	Muay Thai	International Federation of Muaythai Amateur	IFMA	Yellow					Pink
59	Netball	International Federation of Netball Associations	IFNA	Yellow	Red			Green	Pink
60	Orienteering	International Orienteering Federation	IOF	Yellow	Red			Green	Pink
61	Polo	Federation of International Polo	FIP	Yellow	Red			Green	
62	Powerboating	Union Internationale Motonautique	UIM	Yellow	Red			Green	
63	Powerlifting	International Powerlifting Federation	IPF	Yellow					Pink
64	Racquetball	International Racquetball Federation	IRF	Yellow	Red			Green	Pink

The Olympic Movement and WFDF: Sports and IFs (cont.)

	Sport	Organisation	Acronym	Membership					
				Sport Accord	IOC	ASOIF	AIOWF	ARISF	IWGA
65	Roller Sports	Fédération Internationale de Roller Sports	FIRS	Yellow	Red			Green	Pink
66	Rowing	Fédération Internationale des Sociétés d'Aviron	FISA	Yellow	Red	Blue			
67	Rugby sevens	International Rugby Board	IRB	Yellow	Red	Blue			Pink
68	Sailing	International Sailing Federation	ISAF	Yellow	Red	Blue			
69	Sambo	Fédération Internationale de Sambo	FIAS	Yellow					
70	Savate	Federation Internationale de Savate	FISav	Yellow					
71	Sepaktakraw	International Sepaktakraw Federation	ISTAF	Yellow					
72	Shooting sport	International Shooting Sport Federation	ISSF	Yellow	Red	Blue			
73	Skating	International Skating Union	ISU	Yellow	Red		Grey		
74	Skiing	Fédération Internationale de Ski	FIS	Yellow	Red		Grey		
75	Ski Mountaineering	International Ski Mountaineering Federation	ISMF	Yellow					
76	Sleddog	International Federation of Sleddog Sports	IFSS	Yellow					
77	Soft Tennis	International Soft Tennis Federation	ISTF	Yellow					
78	Softball	International Softball Federation	ISF	Yellow					Pink
79	Sport climbing	International Federation of Sport Climbing	IFSC	Yellow	Red			Green	Pink
80	Sports fishing	Confédération Internationale de la Pêche Sportive	CIPS	Yellow					
81	Squash	World Squash Federation	WSF	Yellow	Red			Green	Pink
82	Sumo	International Sumo Federation	IFS	Yellow	Red			Green	Pink
83	Surfing	International Surfing Association	ISA	Yellow	Red			Green	Pink
84	Table Tennis	International Table Tennis Federation	ITTF	Yellow	Red	Blue			
85	Taekwondo	World Taekwondo Federation	WTF	Yellow	Red	Blue			
86	Tennis	International Tennis Federation	ITF	Yellow	Red	Blue			
87	Triathlon	International Triathlon Union	ITU	Yellow	Red	Blue			
88	Tug of War	Tug of War International Federation	TWIF	Yellow	Red			Green	Pink
89	Underwater sports	Confédération Mondiale des Activités Subaquatiques	CMAS	Yellow	Red			Green	Pink
90	Volleyball	Fédération Internationale de Volleyball	FIVB	Yellow	Red	Blue			
91	Waterskiing	International Waterski & Wakeboard Federation	IWWF	Yellow	Red			Green	Pink
92	Weightlifting	International Weightlifting Federation	IWF	Yellow	Red	Blue			
93	Wrestling	Fédération Internationale des Lutttes Associées	FILA	Yellow	Red	Blue			
94	Wushu	International Wushu Federation	IWUF	Yellow	Red			Green	
	TOTAL			93	68	28	7	33	36

Notes: Bandy is recognized by the IOC but is not a member of SportAccord; Baseball and Softball combined this year within the IOC



Recognition by the IOC and the Future of Ultimate

The Olympic Movement and WFDF: Requirements for the IOC

In order to promote the Olympic Movement, the IOC can recognize any international non-governmental organization that administers one or more sports at world level and encompassing organizations administering such sports at national level as an International Sports Federation.

In order to be recognized, these organizations must apply the Olympic Movement Anti-Doping Code and conduct effective out-of-competition tests in accordance with the established rules. The recognition of IFs newly recognized by the International Olympic Committee (IOC) shall be provisional for a period of two years or any other period fixed by the IOC Executive Board. At the end of such period, the recognition shall automatically lapse in the absence of definitive confirmation given in writing by the IOC.

In order for an IF to have a role in the Olympic Movement, the statutes, practices and activities of the IF must be fit the guidelines established in the Olympic Charter. Other than charter requirements, each IF is independent in the administration of its sport. The minimum number of countries for such recognition is 50.

The Olympic Movement and WFDF: Requirements for the IOC (cont.)

Any sport is eligible to become a medal sport on the Olympic Program as long as it can be scored and meets certain criteria.

1. The first step to becoming a recognized sport of the Summer Games requires being organized into an international federation who can apply on behalf of the sport. Someone must fill in the application.
2. A sport must also be popular in many countries. For summer program sports, each federation must have male participants in at least 75 countries on four continents and female participants in at least 40 countries on three continents.
3. The potential Olympic sport must support ranked events. Any event which competes as an Olympic sport or competes within one of its disciplines will provide scores, timing or another method of measuring competitors. These measures will result in a ranking at the end of the event and will lead to the award of medals, ribbons, certificates or other non-monetary recognition of the rank earned.
4. The events must hold competitions on a world level. To be included in the Olympic Program, an event must be recognized internationally in both participant numbers and geographically. An event is required to have been featured at least twice in world or continental championships.
5. Physical not mechanical athletic performance is required. Sports, disciplines or events in which performance depends essentially on mechanical propulsion are not acceptable.

Once the International Olympic Committee votes to recognize a federation, the next step becomes a matter of lobbying. Organized and consistent lobbying is needed to help promote selection over other sports. This should be done without bribery, which is banned from Olympic sports promotional activity.

The Olympic Movement and WFDF: Requirements for the IOC (cont.)

There are three ways an activity can come into the Olympics:

- As a completely new sport and federation as described above;
- As a new discipline that is a branch of an existing Olympic sport; or
- As a new event that is a competition within an existing discipline.

Since it is easier to get into the Olympics under the umbrella of an existing sport, some federations give up on the quest for solo recognition and allow themselves to become a discipline. This results in a loss of independence with the addition of the economic rewards of Olympic status.

The admission or exclusion of a any sport falls within the jurisdiction of the IOC Session of the IOC Executive Board. The International Olympic Committee process requires seven years for a new sport to be added.

The Summer Games Program of the Olympics is capped at 28 sports and 10,500 athletes, for logistical purposes. Wrestling was removed from the core program for 2020 earlier this year. Three sports are being considered to replace Wrestling in the program for 2020, with a decision to be made in September: Baseball/Softball, Squash, and (somewhat interestingly) Wrestling.

The Olympic Movement and WFDF: SportAccord

SportAccord, formerly known as the General Association of International Sports Federations (GAISF), was formed in 1967 and is the umbrella organization for all International Sports Federations. Its mission is to unite and support its members: 109 International Sports Federations and Organizations representing the diversity of Sport. Its commitment is to create new value for sports and to defend the values of Sport.

SportAccord has organized an annual convention for the world of sport since 2003.

SportAccord provides knowledge and services for ethical and responsible sports. Its core activities are Doping-Free Sport; Sport's Social Responsibility, Integrity & Governance; the International Federations Recognition Process; all supported with innovative digital media initiatives, developed on behalf and to the benefit of its members.

SportAccord is an organizer of Multi-Sports Games – World Combat Games, World Mind Games, World Beach Games, World Artistic Games & World Urban Games – thematic festivals of elite sports featuring the diversity of the sports world, hosted in an authentic, responsible way.

SportAccord has defined conditions for membership which focus on three principles: good governance, universality, and ethics/social responsibility. International sports federations interested in becoming a SportAccord Member go through an application procedure which ends with the General Assembly's decision to accept or reject a request for membership.











The Olympic Movement and WFDF: World Games

The World Games, first held in 1981, are an international multi-sport event, meant for sports, or disciplines or events within a sport, that are not contested in the Olympic Games. The World Games are organized and governed by the International World Games Association (IWGA), under the patronage of the International Olympic Committee (IOC).

Some of the sports that were on the program of the World Games eventually made it as Olympic sports (such as triathlon or rugby sevens) or have been Olympic sports in the past (like tug of war). Participation in past World Games is included in the evaluation criteria used to select new Olympic sports adopted by the IOC on August 12, 2004.

The sports that are included in the World Games are limited by the facilities available in the host city; no new facilities may be constructed for the games. Typically, between 25 and 35 sports are contested at any particular World Games.

The Olympic Movement and WFDF: World Games

Year	Location		Hosts	Athletes* / Countries	Sports (Off./Inv.)
1981	Santa Clara		United States	1265/34	18/0
1985	London		United Kingdom	1550/34	19/4
1989	Karlsruhe		West Germany	1965/44	19/0
1993	The Hague		Netherlands	2275/69	22/3
1997	Lahti		Finland	2600/78	25/5
2001	Akita		Japan	3200/93	26/5
2005	Duisburg		Germany	3200/93	34/6
2009	Kaohsiung		Chinese Taipei	3235/90	26/5
2013	Cali		Colombia		
2017	Wrocław		Poland		

The Olympic Movement and WFDF: WADA

- The **World Anti-Doping Agency (WADA)** is an independent foundation created through a collective initiative led by the International Olympic Committee (IOC) in 1999. It was set up to promote, coordinate and monitor the fight against drugs in sport and is based in Montreal.
- WADA is responsible for the **World Anti-Doping Code**, adopted by more than 600 sports organizations, including international sports federations, national anti-doping organizations, the IOC, and the International Paralympic Committee.
- Initially funded by the International Olympic Committee, WADA now receives half of its budgetary requirements from them, with the other half coming from various governments throughout the world.
- Its governing bodies are also composed in equal parts by representatives from the sporting movement (including athletes) and governments of the world. The agency's key activities include scientific research, education, development of anti-doping capacities and monitoring of the World Anti-Doping Code – the document harmonizing regulations regarding anti-doping in all sports and countries. It also produces an annual list of prohibited substances and methods that sportspersons are not allowed to take or use.
- In 2004, the Code was implemented by sports organizations prior to the Olympic Games in Athens, harmonizing the rules and regulations governing anti-doping across all sports and all countries for the first time. Revisions to the World Anti-Doping Code were unanimously approved in 2007 to incorporate the experience gained from the enforcement of the initial Code, effective January 2009. The current anti-doping code revised the "Whereabouts" system in place since 2004, now requiring athletes to select one hour per day, seven days a week to be available for no-notice drugs tests.
- With a major compliance report completed in November 2011, the Code is again undergoing a major revision, to be implemented in January 2015. There is an effort to strive for more intelligent testing, revise standards with respect to certain substances such as cannabinoids, and achieve a better balance between in-competition and out-of-competition testing.

The Olympic Movement and WFDF: Commercial Aspects

- In the early 1980s, the Olympics were highly dependent on revenues from a single source, contracts with US television companies for the broadcasts of the Olympic Games.
- Upon his election as President of the IOC in 1980, Juan Antonio Samaranch recognized this vulnerability decided to launch a global marketing program for the IOC. Samaranch appointed Canadian IOC member Richard Pound to lead the initiative as Chairman of the "New Sources of Finance Commission."
- In 1982 the IOC had ISL Marketing a Swiss sports marketing company, develop a global marketing program for the Olympic Movement, later replaced by Meridian Management, a company partly owned by the IOC in the early 1990s. In 2002 the IOC terminated the relationship with Meridian and took its marketing program in-house. With these efforts, the IOC created a multi-billion dollar sponsorship marketing program for itself which, along with improvements in TV marketing and improved financial management, helped to restore the IOC's financial viability.
- The Olympic Movement generates revenue through five major programs. The International Olympic Committee (IOC) manages broadcast partnerships and the The Olympic Partner (TOP) worldwide sponsorship program. The Organizing Committees for the Olympic Games (OCOGs) manage domestic sponsorship, ticketing and licensing programs within the host country under the direction of the IOC. The Olympic Movement generated a total of more than US\$4 billion in revenue during the Olympic quadrennium from 2001 to 2004.
- The IOC distributes some of Olympic marketing revenue to organizations throughout the Olympic Movement to support the staging of the Olympic Games and to promote the worldwide development of sport. The IOC retains approximately 10% of Olympic marketing revenue for the operational and administrative costs of governing the Olympic Movement.

The Olympic Movement and WFDF: Commercial Aspects (cont.)

- The IOC provides The Olympic Partner (TOP) program contributions and Olympic broadcast revenue to the OCOGs to support the staging of the Olympic Games and Olympic Winter Games:
- TOP Program Revenue to OCOGs; the two OCOGs of each Olympic quadrennium generally share approximately 50% of TOP program revenue and value-in-kind contributions, with approximately 30% provided to the summer OCOG and 20% provided to the winter OCOG.
- Broadcast Revenue to OCOGs; the IOC contributes 49% of the Olympic broadcast revenue for each Games to the OCOG. Domestic Program Revenue to OCOGs; the OCOGs generate substantial revenue from the domestic marketing programs that they manage within the host country, including domestic sponsorship, ticketing and licensing.
- The NOCs receive financial support for the training and development of Olympic teams, Olympic athletes and Olympic hopefuls. The IOC distributes TOP program revenue to each of the NOCs throughout the world. The IOC also contributes Olympic broadcast revenue to Olympic Solidarity, an IOC organization that provides financial support to NOCs with the greatest need.
- The IOC is now the largest single revenue source for the majority of IFs, with its contributions of Olympic broadcast revenue that assist the IFs in the development of their respective sports worldwide.
- The sports federations at the London 2012 Summer Olympic Games divided up US\$519 million based on their IOC ranking, with athletics, the flagship sport of the Games, expected to receive around US\$47 million as the only one in the top-earning Group A. However, the new plan for the Rio de Janeiro 2016 revenue distribution has five categories of sports instead of four, with athletics no longer enjoying all of the Group A pot, as it will be joined by gymnastics and swimming. Under this previous breakdown, Group B sports received about US\$22 million each, Group C US\$16 million and sports in Group D about US\$14 million.

The Olympic Movement and WFDF: Commercial Aspects (cont.)

- Federations saw a 15 percent rise in revenues from US\$256.1 million after the 2004 Olympic Games in Athens to US\$296 million following the 2008 Games in Beijing. As broadcast contracts are now known, a further rise is expected in the next quadrennium.
- The Olympics is a big (and growing) revenue generator, estimated to have revenues of over US\$8 billion in the 2009-2012 quadrennium. The \$8-billion overall revenues figure is made up of: \$3.91 billion from the sale of media rights, \$957 million from the IOC's top-tier 'TOP' sponsorship program, \$989 million in commercial revenues from the Vancouver organizing committee, comprising: \$688 million from its domestic sponsorship program; \$250 million from ticket sales; and \$51 million in licensing (merchandise) income, and an estimated \$2.14 billion raised by the London 2012 organizing committee, comprising: \$1.08 billion from domestic sponsorship; \$931 million from ticket sales; and \$125 million from licensing.

Olympic Marketing Revenue: The Past Five Quadrenniums*

Source	1993 – 1996	1997 – 2000	2001 – 2004	2005 – 2008	2009 – 2012
Broadcast	1,251	1,845	2,232	2,570	3,914
TOP Programme	279	579	663	866	957
OGOC Domestic Sponsorship	534	655	796	1,555	TBD
Ticketing	451	625	411	274	TBD
Licensing	115	66	87	185	TBD
Total	2,630	3,770	4,189	5,450	TBD

All figures in USD millions

The Olympic Movement and WFDF: Application Process

With the aim of promoting the Olympic Movement, and in accordance with Rule 25 of the Olympic Charter (OC), “the IOC may recognise as International Federations (IFs) international nongovernmental organisations administering one or several sports at world level and encompassing organisations administering such sports at national level”.

The role of the Recognised International Federations within the Olympic Movement is “to establish and enforce, in accordance with the Olympic spirit, the rules concerning the practice of their respective sports and to ensure their application” (Rule 26 1.1 OC). In particular, they “ensure the development of their sports throughout the world” (Rule 26 1.2 OC).

The statutes, practices and activities of the Recognised International Federations must conform to the Olympic Charter. Subject to the foregoing, each Recognised International Federation maintains its independence and autonomy in the administration of its sport.

A “Recognised International Federation” is a Federation to which the IOC has granted the status of provisional or full recognition.

All the Federations whose sports are included in the programme of the Olympic Games (“the Olympic programme”) are International Federations recognised by the IOC. However, being a Recognised International Federation is not a guarantee that the sport it governs will be included in the Olympic programme.

The Olympic Movement and WFDF: Application Process (cont.)

In order to become recognized, the applicant International Federation must make a request to the IOC and provide the information required (with both qualitative and quantitative criteria). The applicant must, in addition, satisfy the following criteria :

- Conform to Rule 25 of the Olympic Charter (cf. introduction);
- Be a signatory of the WADA Code and refer to its application in the statutes of the federation. Conduct effective out-of-competition tests in accordance with the applicable rules, which must be attested by the World Anti-Doping Agency;
- Recognize the Court of Arbitration for Sport (CAS) jurisdiction and the application of the Code of Sports-related Arbitration;
- Be the only Federation governing the sport worldwide;
- Have existed in such capacity for at least five years;
- Be a member of SportAccord;
- For summer sport IFs: have a minimum of 50 affiliated countries from at least three continents;
- For winter sport IFs: have a minimum of 25 affiliated countries from at least three continents;
- Respect the following general principles:
 - The Federation should, in particular, monitor the athletes' health and address education, non-discrimination, fair play, and solidarity;
 - The development of activities for youth must be a key focus of the Federation. Sports competitions must be organized at world and continental level for youth, as well as for men and women;
 - The judging and marking system of the sport used by the Federation must be objective, fair and transparent;
 - The Federation must take into consideration the interest of women practicing the sport.

The Olympic Movement and WFDF: Application Process (cont.)

The application questionnaire has eight general themes and 54 items. Those themes are General-Value Added to the Olympics, Governance, History and Tradition, Universality, Popularity, Athletes, Development of the IF/Sport, and Finance.

WFDF worked closely with the IOC Sports Department as we completed through the application. The relationship was extremely professional and supportive.

We originally submitted our application materials (219 page pdf) on April 30, 2012, but it was not acted upon as the Application Questionnaire was being modified, with the addition of 26 items approved in December 2012.

We submitted our supplemental application materials (192 page pdf) on March 15, 2013. In addition to paperwork, we also responded to a variety of criteria through the process to ensure that we were in full compliance with the IOC standards, such as incorporating certain Bylaws revisions and new policies, establishing an Athletes Commission, putting a sustainability program in place, and establishing several other Commissions such as Ethics, Youth, Women, Sport for All, etc.

After review by SportAccord and the IOC Sports Department staff, our application was recommended for acceptance and we received approval by the IOC Executive board on May 31, 2013.

The Olympic Movement and WFDF: Application Process (cont.)

The International Olympic Committee in its formal release stated "The EB (Executive Board) has granted provisional recognition to the World Flying Disc Federation (WFDF) after the International Federation fulfilled all the criteria of the IOC recognition procedure. The EB noted that the WFDF is a rapidly growing Federation with tremendous youth appeal, a strong grounding in Olympic ideals, gender equality and good governance, including WADA compliance. The EB welcomes the Federation into the Olympic family."

More informally, the IOC Sports Department staff gave us constructive criticism, both pros and cons, so that we could continue to develop and improve during our provisional period of Recognition leading up to our consideration for permanent approval in 2015.

Strengths	Areas for Improvement
"Value added" - emphasis on spirit of the game	Governance - gender inclusiveness on the board
Popularity and growth	Governance - voting members from Athletes and Medical Commissions
Youth appeal	History and Tradition - participation in University Games and
Gender inclusiveness	SportAccord Multi-Sport Games
Development as an IF	Global spread of excellence - broader country strength in competitions

The Olympic Movement and WFDF: ARISF and IWGA Peers

#	Sport	Membership		#	Sport	Membership		#	Sport	Membership	
		ARISF	IWGA			ARISF	IWGA			ARISF	IWGA
1	Aikido			17	Fistball			33	Orienteering		
2	Air sports			18	Floorball			34	Polo		
3	Archery			19	Flying disc			35	Powerboating		
4	Bandy			20	Gymnastics			36	Powerlifting		
5	Baseball/Softball			21	Handball			37	Racquetball		
6	Basque pelota			22	Field hockey			38	Roller Sports		
7	Billiard sports			23	Ju-Jitsu			39	Rugby sevens		
8	Bodybuilding			24	Karate			40	Softball		
9	Boules			25	Korfball			41	Sport climbing		
10	Bowling			26	Lacrosse			42	Squash		
11	Bridge			27	Lifesaving			43	Sumo		
12	Canoeing			28	Motorcycling			44	Surfing		
13	Casting			29	Motorsport			45	Tug of War		
14	Chess			30	Mountaineering			46	Underwater sports		
15	Cricket			31	Muay Thai			47	Waterskiing		
16	DanceSport			32	Netball			48	Wushu		
									TOTAL	33	36

The Olympic Movement and WFDF: Benefits of Recognition

WFDF is on the “bench” of the Olympics Sports Program

We are challenged to fulfill the additional requirements of the IOC and to be better

We gain access to certain financial resources from the IOC

Flying disc sports gain credibility in the world of sports businesses, educators, and governmental authorities

The visibility of WFDF and flying disc sports is raised with sponsors and broadcast media

We have greater access to learn directly from the most organized global sports

Relationship between WFDF and Members Associations

Relationship between WFDF and Members Associations

WFDF is a federation of Member associations

Our governance structure is organized in a matrix fashion: national boundaries and disciplines

We allow for organizational memberships (eg FPA), national memberships for one or more disciplines, and have both regular and provisional membership categories

Areas of non-conformance between WFDF and some Members

- On-field governance in Ultimate: self-governance vs. observers
- Rules: Converging, but there are still some differences

The challenge of the variance in resources:

- WFDF vs our largest members
- Largest vs smallest members
- Members with a poor/non-existent revenue model

WFDF hopes to learn from our own experience in working with the IOC how better to encourage best practices and to support the establishment of appropriate level of institutionalization of our member associations

Relationship between WFDF and Members Associations

Benefits and Challenges to WFDF's Member Associations of IOC Recognition

- Facilitates applications to National Olympic Committees for recognition
- Potential resources may open up
- Greater credibility with sponsors and media
- Need to “raise game” as national governing bodies
- Formalization of national championships
- Need for understanding of the politics of sport
- Challenges from mercantile interests looking to take advantage of role of sport in certain countries
- Need to start considering national anti-doping programs

What Will It Take to Be Successful in the World of Sport?

What Will It Take to Be Successful in the World of Sport?

Three main themes

- Branding
- Growth
- Commercial Development

Key is to establish a virtuous circle among all elements.

What Will It Take to Be Successful in the World of Sport?

Branding

It is the flying disc itself and its flight characteristics which help define and differentiate Ultimate from other sports

Don't reject the roots of disc sports - FUN

Learn from what the IFA accomplished in the 1970s

Flying disc as a lifetime past-time – don't define mandate as just Ultimate

“Spirit of the Game” is an incredible strength; although other sports value sportsmanship, like golf or tennis, it is a key part of our branding message because we continually highlight it as such an integral part of the sport

What Will It Take to Be Successful in the World of Sport?

Growth

Multi-tier approach – elite, rec, youth

Youth are the future, for numbers and awareness

Coaches training increasingly important

Flying disc as a lifetime past-time

Local opportunities for play

What Will It Take to Be Successful in the World of Sport?

Commercial Development

We are still learning, and there are other sports who can teach us some lessons

Awareness of competitive strata

Most of our national associations have to become stronger

Pro leagues In the USA have highlighted the challenge faced as we try to accommodate the inclusion of a spectator focus while maintaining the best aspects of the player focus that has always been primary culture

USAU's partnership with ESPN is very exciting in getting the sport out to the masses; it will take some time to figure out how best to present the game, but they are working with the best in figuring out how to showcase Ultimate on the screen. Broadcast media is what drives the economics for sport.

Eyeballs will drive sponsorship interest; challenge will be to maintain control over the most important aspects of the game

Recognition by the IOC and the Future of Ultimate

What Will It Take to Be Successful in the World of Sport?

If we can highlight elite competition and get attention through the broadcast media, we can spur growth. This will require us to provide opportunities for participation on a local level. More people will be drawn to the sport if they understand why Ultimate is different and we will avoid the trap of trying to be like “other sports,” which studies show are losing participation. If we can get the growth of interest, then the media and sponsors will want access to our competitions. This is the virtuous circle.

Ultimate has many of the elements the IOC wants in its games – youth appeal, popularity, athleticism, gender equality – and if we can achieve the above, we may find our path to the Olympic sports program.

* * * * *

And no, Ultimate doesn't have to have referees in order to be included in the Olympics some day.

Biography of Robert “Nob” Rauch

Robert "Nob" Rauch has been involved in positions of leadership with the World Flying Disc Federation since 1988, including six years as president of the federation (1992-94, 2011- present) and as Chair of its Ultimate Committee from 1988 to 1992. He was the Executive Director of USA Ultimate (USAU, formerly the Ultimate Players Association) from 1987 to 1990, was chairman of USAU's Executive Committee from 1991 to 1993, and is currently a member of the USAU Investment Committee and Hall of Fame Committee. As an athlete playing on Ultimate teams in Chicago, Boston, and New York, he won six US National Championships and five World Championships, and he was elected to the Ultimate Hall of Fame in 2006. He also was a contributing writer for the book "Ultimate: The First Four Decades" published in December 2005. Rauch has a 33 year career in international finance and is currently a partner and portfolio manager of Gramercy Financial Group, a US \$3.5 billion investment firm specializing in corporate and sovereign debt investments in global emerging markets. He received his bachelor's degree in political economy from Williams College and master's degree in finance and international business from the Kellogg School of Northwestern University.

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Recognised by the
INTERNATIONAL
OLYMPIC
COMMITTEE

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