

Candidate Statement

Brian Gisel

WFDF Elections 2013 – candidate



Name of candidate: Brian Gisel
Position sought: Ultimate Chair
Home city/country: Vancouver, BC (CAN)
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Nomination endorsed by: Ultimate Canada (CAN)

Candidate Statement

Interest in Ultimate at the International level is currently at a significant tipping point. Each year more and more countries are applying to become members as the sport gains traction in all corners of the World. Within the next 10 years Ultimate will be positioned as one of the only true “Global” sports in existence. WFDF in general and Ultimate in particular needs to take full advantage of this continuing spike in interest to help propel our sport to greater levels of visibility and legitimacy.

For WFDF, this growth presents challenges and opportunities. Over the next 2 years and beyond, my focus as the Ultimate Chair would be on in two critical areas.

Firstly, the continued development of our signature International events. World Clubs, World Championships, U23s, Juniors and Continental Championships are still the best way we have to bring nations together and help promote and develop the sport. Many aspects of these events need to be better formalized and centralized to ensure a consistent delivery to our members and increased benefit to WFDF. With the new Event Coordinator staff member in place, I would seek to put WFDF in a position to provide centralized services such as Registration, International Sponsorship and Merchandise Contracting and enhanced scheduling and score reporting to free up Tournament resources to focus on logistics rather than reinventing the wheel for each event.

The goal for WFDF in terms of International Events should be to ensure multiple high quality bids for each and every event, a development timeline that allow local groups and participating teams ample time to organize and increased financial benefit for WFDF that comes from economies of scale, optional revenue such as ticket and merchandise sales (not increased player/team fees) and external revenue such as sponsorship and media.

My second focus would be on the development of new and emerging National Federations towards a level of maturity that would allow them to best promote and grow Ultimate in their countries. A strong and organized National Federation is the best way to help push the sport beyond its initial stages at the local levels, and as we have seen over and over, once real growth begins in an area, the sport “sells itself”.

I believe that an aggressive but achievable goal in the next decade would be for WFDF to have 100 member nations, with 50 of those having more than 1000 active members.

By working on these goals, I feel this will open up other opportunities for WFDF and the sport of Ultimate in terms of overall media coverage, grassroots development, expanded participation in the World Games and possible inclusion in other International multi-sport events.

I look forward to being a part of WFDF during these exciting times.

Brian Gisel