MINUTES OF MANAGING COMMITTEE MEETING

BERLIN, DECEMBER 1, 2013- 9am

Present from 9am:

Carlos Freitag  President
Lukas Hinder  First Vice President
Shawn Tay    General Secretary
Tony Tilenni  Treasurer
Marco Sietas  Sports Director

At 11.15 the Managing Committee (MC) were joined by our professional Advisers:

• Jean-Laurent Bourquin on Sports Development and IOC
• Stefan Hans Kleine-Erfkamp on Marketing and Sponsorship and,
• Roland Hilfiker on Communications, Web and Commercialisation.

1. Activation of Commissions

The MC agreed to forward the motion to appoint the Commissions to the January, 2014 Presidium meeting in Barcelona. The Commissions to be appointed include:

Legal, Anti-Doping, European, Education, Communications, Finance, Athletes, Academy, Membership.

The proposed list of members is attached and should include at least one representative of – WRRC, UCWDC & WHEELCHAIR.
Other Commissions to be discussed by the Strategy taskforce as part of WDSDF’s 2020 VISION were:

Equality, Entourage, Youth in Sport, Ethics & Sport for All

2. European Commission (Current members - Rotaris, Allert, Riis, Koponen, Titkova, Odstrcil) and the proposed establishment of a European Federation as a Division WDSF.

It was agreed to invite Antero Koponen to the next meeting of the MC in January, 2014 to discuss the establishment of this Federation.

For information only, of the 25 WDSF members that attended the Moscow meeting, 5 representatives did not vote, 10 have, meanwhile, resigned and only 10 members bodies appear to want to continue with the EDSU.

3. Final decision on the relationship with IDO

WDSF has wanted IDO to be recognised as part of DanceSport and the Olympic family, but we have not been able to find a solution. In the interim, we have worked in good faith with IDO for the World Games and the WDSF Games.

Unfortunately, after much consideration and analysis it continues to be made very clear by IDO that they will not agree with the conditions of the WDSF Associate Membership Agreement and that they do not want in any way to unify under WDSF’s DanceSport structure. In these circumstances, it is unfair and inequitable to have different conditions for potential Associate Members.

In addition, after the participation in the last World Games and WDSF Games, it was the MC’s view that significant number of the athletes actually belonged to existing WDSF Member bodies.

In these circumstances, the MC agreed that we will not continue our collaboration with IDO and that we will request member bodies to continue with the development of these disciplines inside their own Federations and WDSF.

The MC will request the Presidium for an email vote to support this decision.
4. **Report on a meeting held between Carlos Freitag and Xavi Gonzalez (CEO of International Paralympic Committee - IPC)**

CF reported that IPC will consider that Wheelchair becomes a Division of WDSF as early as January, 2014. The next meeting of IPC will be held on 9th December in Tokyo, and they have requested WDSF to make a presentation on Vision 2012. Due to the short notice it will be difficult to get a member of the MC to attend.

If Wheelchair is to be accepted by WDSF as a Division, we first require additional information from IPC. We also require a representative from IPC to attend the next Presidium meeting in January, 2014 to provide all necessary information - including financial implications.

At the very least we need the financial accounts for IPC Wheelchair to understand what obligations exist and IPC needs to confirm if they will still consider that Wheelchair can be included in the Paralympic Program. One of the main questions from WDSF should be whether the National Wheelchair member bodies will continue to obtain funding from the National Paralympic Committees as part of the Paralympic movement if Wheelchair became a division of WDSF.

It was agreed that we will consider the existing agreement between WDSF and IPC. WDSF should carefully consider whether and under which conditions the current contract should be terminated by WDSF.

It was agreed that CF would invite a representative of the IPC to the next Presidium meeting in January to explain their position and all financial aspects and how we could include wheelchair as a Division inside WDSF.

JLB recommended that WDSF should approach the IOC for their advice on this matter before taking any decision in this matter.

5. **Update on ID Cards**

It was confirmed that to date WDSF had issued in excess of 29,000 cards this year. Every week hundreds of additional ID card applications are forwarded to the WDSF office. It is anticipated that we will have some 50,000 ID cards issued in total.
6. **Information on Technique Books: Sales, Translation, New printing, online sales.**

CF reported that the sales of the Technique Books are progressing very well and that WDSF will be able to cover the production costs in the year.

The MC agreed that Japan will be able to translate the books in accordance with our Licensing Agreement for a fee of EUR50,000 to be paid by monthly instalments of EUR5000 commencing in March, 2014.

7. **Update on Judging System 2.0 - Next steps.**

a. **Comments from the President of ISU, Mr Cinqanta during the IF Forum in Lausanne.**

MS explained Judging System 2.0. Although there were weaknesses which have been identified they are being addressed.

JLB explained that we need to explain how and why the system has been created for the benefit of the athletes, the sport and the public.

JLB explained that conflicts of interest need to be minimised or eliminated, and that an explanation of how the Judging system works should be available in the competition program so that all spectators have an opportunity to understand how it works.

Transparency and the education of the public are very important.

WDSF will also need to explain the system to athletes so that they can understand the requirements to succeed in DanceSport.

It was agreed that the organiser of each Championship will be required as a condition of granting to include the explanation of the Judging System in their programs.

It was agreed that MS would speak with the ISU and Gymnastics to explain how 2.0 works as well approach Judging experts in figure skating and ice dancing to explain our system and how it compares with their systems.
It was agreed that WDSF will seek a meeting with the new IOC President and IOC Sports Director and other officers within the IOC to present our new Adjudication system.

b. It was agreed to ask the Presidium in January, 2014 to change the Competition Rules at the 2014 AGM to use the new Judging System 2.0 for all Championships or, as agreed by the Sports Director for any WDSF event, from 1st July, 2014.

8. Update on the development of the Academy:

It was explained that we now have new Technique Books as a starting point for the further development of DanceSport.

In order to more generally develop the Academy and DanceSport, it was clear to all MC members that WDSF needs to appoint a person to look after this Division. After some discussion, the MC agreed that Mr Tay would be prepared to act in this position.

**Mr Tay believed that the work of the Academy Director could be performed for WDSF on at least a break even basis.**

a. Lecturers & Congresses

This matter is to be addressed by Mr Tay working closely with Mr Sietas.

b. WDSF Academy website: commercialization of content (RH)

This matter is to be addressed by Mr Hilfiker and Mr Tay as the new Academy Director.

9. Sports Matters

MS confirmed that the minutes of the Sports Commission were forwarded to MC Members. Matters raised included:

a. Change of Competition Rules

b. To conduct in Toronto a WDSF Pan-American Competition on 22/23 March, 2014.

c. Pan American Games

d. Disciplines for next World Games – three proposals have been made to the IWGA to include in addition to Standard & Latin
either Rock n Roll, Salsa or Formation. WDSF will however seek
to expand its timetable in the World Games from two to three
days and include Wheelchair. Although unlikely, if possible,
WDSF would like to include all four disciplines in the next
Games.

The agenda was suspended and item 18 was the next item
discussed.

Item 15 was discussed after Item 18.

10. Urban Games ... Street Dance

To be discussed as part of WDSF’s 2020 Vision project.

11. DSA Australia

TT requested that as MC members would be aware, he had a conflict
of interests in this matter. As such, he would not be voting on this
matter.

It was agreed by the MC that the Complaint against DSA would be
referred to Carrard’s for legal advice.

It was also agreed that subject to receiving legal advice from
Carrard’s, the General Secretary should send a copy of the
Complaint to DSA for their detailed responses to the matters raised
in the covering email and Complaint and the proposed remedies
suggested by the Complainants.

12. DSE England

CF will seek an update.

13. Membership Commission: Africa and South America

Deferred to next meeting.


The meeting would be held as part of the Presidium meeting on
the Saturday in January. Associate Members would be
welcome to stay for the entire meeting on Saturday and the
continuation of the Presidium meeting on the Sunday.


It was agreed that subject to signing the contract and agreement on the dates, the MC will award this GS to Estonia in the city of Tallinn.

b. Change of the current contract regarding one leg of the WDSF Grand Slam Series 2014 – 2017 (formerly Beijing, now Wuhan city, CHINA).

The MC agreed that Beijing would be replaced by Wuhan subject to signing contracts and agreeing to the dates.

c. SKE provided an excellent update on Marketing of TV Rights under the following headings:

- Eurosport - review of 2013 events.
- Presentation of the Marketing Strategy for TV Rights
- Evaluation Eurosport – Goals for 2014
- Presentation of the first Budget Forecast 2014
- Exposure as one important element to be provided to the WDSF Partners.

RH reported that the relationship with Eurosport has significantly helped to improve the live version of WDSF product.

It was agreed that we should consider going back to Sportel to sell our WDSF inventory.

RH reported that at present our YouTube exposure through SportAccord’s sport hub is around 15,000,000 views in the last 12 months. Of the 30 sport hub channels we have been in the number 1 position for a number of months ahead of many Olympic Sports including Gymnastics.
16. Television / IEC (LH, RH)

The following items were discussed:

It was confirmed that we are improving the IEC product for 2014.

A meeting is to be held with IEC in Lausanne or Stockholm to discuss developments.

We still need to find new cost efficient sources of music for WDSF events. RH to investigate.

17. Marketing (LH, SKE, RH)

SKE made a detailed presentation to the MC which included an update on:

a. WDSF Partnership Agreement 2014
   • Introduction and Sponsorship Budget
   • Debriefing SWISS / Lufthansa Group
     ➢ Booking Platform WDSF / SWISS since August 2013
     ➢ Official Statement SWISS with regards to the status of the development
     ➢ Next steps 2014
   • Partnership Agreements 2014 (commercial in confidence)
   • Activation Plan – Allocation of Inventory
   • Implementation of each concept together with WDSF Partners up from January 2014
   • Acquisition Strategy
   • Possible partnership WDSF with a commercial Foundation, “Laureus”.

The MC thanked SKE for his impressive work to date and looked forward to the signing of contracts in the first few months of the New Year.

18. WDSF’s 2020 Vision – Developing DanceSport to the next level (LH, Jean-Laurent Bourquin JLB)

Editor’s note: It was agreed that the term WDSF’s 2020 Vision refers to “WDSF’s perfect vision” of the development of the sport rather than the year 2020.

A powerpoint presentation was used by Jean-Laurent Bourquin on the new Strategy Taskforce and WDSF’s 2020 Vision.
JLB provided a detailed report and insight into the work which WDSF must undertake to develop DanceSport to the next level. As part of his report, he confirmed that he was very happy with the task force and the quality of team members for this ambitious project.

JLB explained the directions and vision for the Task Force meeting and the Strategy and Vision will be modified, presented and discussed under the direction and input of LH and the MC.

The project has two objectives:

- The development of DanceSport and WDSF for the good of the Athletes and the Sport,
- Eventual entry to the Olympic Program.

JLB confirmed that WDSF needed to establish a number of new Commissions to meet the latest developments:

- Entourage Commission
- Equality Commission
- Youth in Sport Commission
- Sport for All Commission
- Ethics Commissions

JLB also advised that the next IOC questionnaire in 2015 will probably be far more detailed than previous years.

For the future, it is very important to develop in particular the Entourage as well as the other new Commissions.

WDSF needs to create a roadmap and a process to implement the new strategy and communication plan.

It is important to show credible progress on our strategic plan by developing a common view and communicate properly with members and the IOC.

To date, the Task Force has identified strengths, weaknesses, opportunities and threats as one of the basis for the projects development.
It was unanimously agreed that changes made must be for the benefit of the sport and not just to seek entry to the Games. However, by logically developing the sport this will also improve its chances of entry to the Program.

The overall project was summarised by JLB through the following statement:

“**There is real potential .... Let’s make it happen!**”

The MC thanked Mr Bourquin for his excellent and incisive work and expressed confidence that with JLB as our facilitator and Adviser WDSF’s 2020 Vision would be a great success for the athletes, the sport and the public.

19. **Rights to Youtube channel management (RH)**
   Deferred to next meeting.

20. **Various changes to the Statutes including Election System & Members acceptance of WDSF as the peak body for DanceSport.**
   Deferred to next meeting.

21. **Anti-Doping**
   It was agreed that Dr. Crijns had been making excellent progress with the work but a detailed discussion was deferred to next meeting.

22. **How we can effectively review and monitor Adjudicators and Chairmen**
   This matter would be addressed as part of the development and implementation of Judging System 2.0 and the database being developed via the new ID card system.
23. ARISF Questionnaire

The questionnaire was updated with input from the MC and would be sent by the General Secretary to ARISF.

There being no further business the president thanked all MC members and the Advisers for their time and efforts and the meeting was closed at 5pm.

CARLOS FREITAG
WDSF PRESIDENT

TONY TILENNI
WDSF TREASURER AND MINUTE TAKER