

**FIR Council Meeting, Zoom, 9<sup>th</sup> April 2025, 20.00 to 21:45 CEST (UTC+2)**

**Council Members present:**

Amke Fischer (AF), Kresten Hougaard (KH), Graham King (GK), James Pope (JP), Michael Gonnon (MG), Duncan Stahl (DS), Jean Michot (JM), Seppo Raisiki (SR), Kirsten Kaptein (KK), Anna-Klara Ahlmer (AK)

**Council Members excused:**

Thomas Tang (TT)

The meeting commenced at 20.00 **CEST (UTC+2)**

Duncan Stahl led the meeting to organize the new council's roles and responsibilities as well as setting priorities for the next three years. Key points included the need for a recognition working group to achieve AIMS membership and World Games inclusion, a marketing group to enhance content creation and engagement, and a rules and regulations group to address pending rule changes. The council also discussed the importance of junior development, the potential for new sports like padel and pickleball, and the need for high-quality live streams and clips.

These working groups will be formed, with council members and external experts involved, to achieve these goals within the next month.

**Meeting Kickoff and Attendance**

- Duncan Stahl greets everyone and checks the attendance list
- Duncan Stahl outlines the purpose of the meeting: organizing the council, setting targets, and discussing roles and responsibilities.

**Role Clarification and Responsibilities**

- Duncan Stahl discusses the roles and responsibilities of each council member.
- Graham King is confirmed as Vice President and Rules Officer, responsible for rules and regulations.
- Anna-Klara is head of the Development Fund, with support from Patrick Laplante
- Amke is mentioned as head of operations, supporting finances and communication.
- Michael continues as Treasurer
- Kresten continues as Head of Delegates
- Kirsten continues as World Tour Officer
- Jean as Head of Junior Development.
- James as rankings officer

### **New Council Members and Their Roles**

- Duncan Stahl introduces new council members: Seppo, Stephanie, and Thomas.
- Seppo is tasked with recognition and working with member countries.
- Stephanie is involved in marketing and sponsorship due to her experience with launching and running her own “Racquet” tennis and lifestyle magazine.
- Thomas is responsible for new country development, leveraging his contacts in China and other countries.

### **Priorities and Goals for the Next Three Years**

Duncan Stahl emphasizes the need for feedback on the council's main priorities for the next three years.

- The council discusses the balance between operational tasks and growing the sport.
  - Kresten suggests dealing with the World Championships format and location (as a priority because of lack of time until 2026) + also to diversify our content creation (suggesting more videos + also a podcast)
  - Jean Michot proposes targeting the 2029 World Games and the importance of AIMS membership.

### **Marketing and Content Strategy**

- The council discusses the need for more live streams and high-quality clips for marketing purposes, which shall be further discussed within the working group.
  - Kresten emphasizes the importance of creating high-quality clips and content for social media.
  - James Pope suggests focusing on short, engaging content like highlights and comical moments.
- The council discusses the potential of podcasts and their role in promoting the sport. Anna-Klara shares her experience with podcasts in Sweden and suggests discussing specific subjects like attracting more female players.
- The council agrees on the need for consistent content creation and promotion.

### **Working Group “Rules and Regulations”**

- Graham King outlines the need for a Rules & Regulations working group to address pending rule changes and proposals.
- The council discusses the importance of having clear rules to avoid issues during tournaments.
- Kresten suggests revisiting the Gummi playoff format to make it less logistically challenging.
- The council agrees to add this to the list of priorities for the rules and regulations working group.

### **Support and Development of National Federations**

- Duncan Stahl discusses the importance of supporting national federations to grow the sport.
- Jean Michot suggests introducing federal diplomas for coaches to improve training and certification.

- The council discusses the potential of national federations coming under the umbrella of other recognized federations for funding and recognition.
- Duncan Stahl emphasizes the need for strong national federations to drive local growth.

#### **Working Group Formation and Next Steps**

- Duncan Stahl outlines the formation of five working groups:
  - a) recognition,
  - b) future strategies,
  - c) marketing,
  - d) rules and regulations
  - e) junior development
- The council discusses the roles and responsibilities of each working group and the need for clear goals and action plans.
- Duncan Stahl suggests setting up the first meeting of each working group within the next month.
- The council agrees on the importance of reporting findings and ideas back to the council.

#### **Final Remarks and Action Items**

- Duncan Stahl emphasizes the need for the working groups to define their goals and timelines.
- The council discusses the role of Daniela and Amke in supporting the working groups and the council.
- Graham King suggests setting up email groups for each working group to streamline communication.
- Duncan Stahl plans to follow up with individual council members and working group members to finalize roles and responsibilities.

The meeting concludes with a positive outlook on the council's future plans and goals.

The meeting ended at 21.45 **CEST (UTC+2)**