

# FRANZ REINDL

PLAYER - COACH - MANAGER



## HOCKEY FIRST

Performance Through Perfect Balance

### Manifesto for the IIHF Presidential Election 2021

# 1. INTRO: A LIFE SHAPED BY HOCKEY

Dear international Ice Hockey family, dear friends,

**As far back as I can remember, I have always been totally hooked on Ice Hockey. This all-consuming love and passion for the sport has defined my purpose and continues to shape my life to this day. In fact, you could say that I was born with skates on my feet and never took them off.**

Our beautiful sport has given me self-belief, direction and focus – qualities that have guided me throughout my life as a professional National Team player, coach, manager, leader and President of a successful national hockey federation. For more than 23 years, I have been an active IIHF Committee Member and appointed to numerous IIHF Committees. I was elected to the IIHF Council by a large majority in 2016 and since then I have been IIHF Chairman at several international events, President of the newly implemented Team Europe for the 2016 NHL World Cup of Hockey and Vice President of the Champions Hockey League.

As Chair of the IIHF Competition & Coordination Committee, together with my colleagues I managed and solved challenges including the international calendar, player release to national teams, player contract compensation and insurance for the IIHF Championship Programme and 2018 Olympic Games, the impact of COVID-19 on 2020 and 2021 IIHF events and many more.

I was also part of the Council's six-person team who successfully negotiated a fantastic new media and marketing partnership with Infront that will run until 2033, securing IIHF funds to support our Member National Associations (MNAs). Currently, I am delighted to be part of a smaller IIHF group that is preparing for the Beijing 2022 Olympic Winter

Games alongside the IOC, MNAs and the NHL.

In almost 30 years at the German Ice Hockey Federation I have been a Coach, Sport Director, General Secretary, CEO and President – during which time I have overseen three successful home World Championships in 2001, 2010 and 2017. Of our many achievements, hosting the world-record breaking opening game at the 2010 IIHF World Championship in front of almost 80,000 spectators is one of the most memorable. I am especially proud too of the creation and implementation of the POWERPLAY 26 sport development program – an initiative that improved Germany's world ranking from 13 to 5 and was crucial for direct qualification to Beijing 2022.

Indeed, I am proud to be the only German to have won an Olympic medal as both a hockey player and official after taking Bronze at the 1976 Olympic Winter Games in Innsbruck and Silver at PyeongChang 2018.

This is just a snapshot of my credentials. But they demonstrate that not only do I live and breathe Ice Hockey, but I have also enjoyed tremendous success in this wonderful sport. Success which I will replicate for the IIHF at a global level. I have thought long and hard about my candidacy for President of the IIHF. I have consulted and listened to many of you and I am grateful for the exchanges we have had and the valuable advice you have offered me. Ultimately, it was an easy and natural decision to make:

**I am ready to serve you, the sport, the players and its hundreds of millions of loyal hockey fans. It would be an honour of a lifetime to wear the „C“ for Team IIHF.**

Throughout my entire career I have always put the interests of hockey first and have always dared to make bold decisions for the good of the sport. This unequivocal approach will be the cornerstone of my Presidency should I have the privilege to be elected by you.

Thank you for taking the time to read my manifesto where I present my vision and strategy for a new era in hockey.

HOCKEY FIRST!

Yours,

Franz Reindl OLY

## 2. VISION: MY GAME PLAN

**My decades of experience as a professional hockey player, coach, national federation president and IIHF Chairman have provided deep insight into the sport and its governance.**

I have established a unique global network of close relationships with key stakeholders in world hockey and beyond, as well as a sound understanding of their roles and their respective needs. I also have personal experience of what it takes to become a successful professional athlete and understand how to ensure the sport can flourish and thrive well into the future.

Success and high performance in hockey is impossible without having the right teammates and balance – on skates, in management, in sport politics and to grow and develop the global game.

My strategy rests on the following well-balanced „Four Lines“ and is driven by an overarching vision of performance through perfect balance:

### **1. Improving international coordination & balance**

We are already united in our love for the sport, and I will build on this to ensure the interests of all IIHF MNAs big and small, key stakeholders in the world of Hockey, national teams and club hockey, women and men, as well as all regions are well-coordinated and balanced with the best opportunities. This means empowering MNAs and placing them at the centre of the decision-making process and strengthening relationships with Olympic leaders and the wider Movement.

### **2. Growing the game globally**

None of what we plan now will mean anything unless there are fans and players ready to carry the game forward. I am striving for balance between promoting established formats/events and building new competitions and attracting new markets to our sport. One immediate priority to stimulate growth is to distribute funding to help Ice Hockey bounce back from the challenges created by COVID-19.

### **3. Maximising commercial, digital, data and influencer opportunities**

We find ourselves in good financial health, but it is important to secure our future commercially by

increasing investment. I also want to embrace innovation and the power of data to improve our global marketing and digital offering. Additionally, we can generate extra interest in Ice Hockey through the promotion of the sport's heroes – the great athlete ambassadors and influencers who fans want to engage with.

#### **4. Enhancing IIHF governance, integrity and transparency**

Sports governance is under intense scrutiny, and I want IIHF to enhance its performance in this area. This is important to me, our members, sponsors and key stakeholders like the IOC. By promoting greater inclusivity, integrity and transparency, we will show our positive values and demonstrate leadership to the broader sporting community. If I have the honour of being elected President, my term in office will be defined by the principles of openness and collaboration – so we can serve our members more effectively.

## **3. “FOUR LINES” FOR OUR PROSPEROUS FUTURE**

“Four Lines” is the blueprint for my Presidency and the framework for building a prosperous present and future for the Ice Hockey family.

I pledge to deliver these “Four Lines” and work hand in hand with every MNA to create value and benefits for all.

### **First Line – Improving international coordination & balance**

I have been fortunate to see how hockey – and sport – unites people. It delivers where other elements of society fall short by bringing together different nations to create joy for people.

As President of IIHF, I will:

- Create new avenues for all MNAs to benefit from hockey's uniting force
- Foster further collaboration and stronger ties between all properties and events
- Set a new benchmark and work closely with other governing bodies to maintain the sport's positive and professional image

#### **Benefits for all MNAs**

- Ensuring each of our 81 MNAs benefit from the tremendous progress the IIHF Men's, Women's and age-group Ice Hockey World Championships have made
- Accelerating the success of leagues across the world – the NHL, NHLPA, KHL, CHL, the seven professional Hockey Europe leagues and the Alliance of European Hockey Club – to develop the game for fans everywhere

#### **Fostering better stakeholder and Olympic collaboration**

- Using IIHF's position as an International Federation to facilitate greater collaboration, stronger ties and unity between all stakeholders – including with Olympic leaders and the broader Movement
- Leading the ice hockey dialogue with balanced coordination, ready to listen and learn from stakeholders across the sport's ecosystem

#### **Setting the standard across all areas of sport management**

- The IIHF will set the benchmark in quality when it comes to having one voice and one purpose
- Pioneering progress in sports administration and management with consistent and engaging communication with all stakeholders, including the IOC
- Driving forward our commitment to a clean sport and ensuring we preserve both equal opportunities for our players and credibility for our fans and partners

### **Second Line – Growing the game globally**

Ice Hockey remains one of the world's most popular team sports with more than 3.6 million registered players globally. Its accessibility has grown in recent years and it is wonderful to see the work the IIHF has put in to growing the game at grassroots level beginning to bloom.

I will accelerate this work, balancing innovation and preservation where needed and focusing on ensuring the longevity and accessibility of the sport.

As IIHF President, I will:

- Stimulate growth with strategies tailored to each continent – especially as we recover from COVID-19 challenges
- Engage young audiences with the sport both on and offline
- Explore new competition formats to meet fans' changing engagement patterns
- Grow the game in new markets to increase the global appetite for Hockey

### **COVID-19 relief support to stimulate growth**

- Taking a proactive approach to supporting MNAs as the world and sport endeavours to recover from the COVID-19 pandemic
- Establishing a COVID-19 support fund for the next two years to help MNAs stimulate growth and bounce back from this very challenging time
- Learning from the pandemic experience and establish best practices so we can better prepared and safeguard our sport from threats

### **Engage young audiences**

- Developing ambitious and engaging ways to excite fans while and inspiring young people and new participants around the world to be part of our Ice Hockey family
- Recognising the importance of capturing the attention of children and young adults and inspiring them to participate to create long-term benefits for Ice Hockey – these are our future players and fans
- Explore new formats and review our global calendar
- Focusing on creating new, shorter competition formats will tap into the changing consumption of sport, especially for younger audiences
- Take learnings from formats including the mixed 3-on-3 competition hosted during the 2019 Youth Winter Olympic Games in Lausanne and explore how to breathe new life into competitions
- Exploring the possibilities of an aligned global competition calendar by engaging with and listening to stakeholders to find a model that benefits all

### **Growing the game in new markets**

- Expand the reach of Ice Hockey beyond our usual strongholds and into new markets with a growing interest in the sport across the world
- Use the upcoming Beijing 2022 Olympic Winter Games to propel Ice Hockey across China and Asia as a whole with a landmark legacy plan and accompanying robust hockey development programme

## **Third Line – Maximising commercial, digital, data and influencer opportunities**

Ice Hockey finds itself in a challenging environment – but we will overcome this together. Recent global events such as the COVID-19 pandemic have illustrated how much we rely on fans investing in sport and how much they miss it when it is no longer around. It is also a stark reminder of how various important streams of revenue enable organisations to mitigate against risk. The sports market is crowded with dozens of other formats and forms of entertainment vying for attention – so Ice Hockey must stand out and appeal to the widest possible audience to bring them into our world.

As IIHF President, I will:

- Secure our financial future by increasing investment, consolidating our current agreements with commercial partners and LOCs and utilising their skills and expertise to develop the sport
- Embrace innovation to ensure our marketing and digital experience is as compelling as possible and we understand our fans better through the ethical use of data. We are now competing against streamed entertainment content and gaming, for example, so we must fight for fan attention
- Engage the heroes of the sport as ambassadors and influencers who can boost hockey's interest through digital, media, content, advertising and public relations

### **Securing our financial future**

- Our exceptional marketing agreement, the Nike contract, the extended settlement with Hockey Canada

for the U20- and the Women's World Championship and participation at the Olympic Winter Games ensures our financial security for a long-term period. Additionally, our settlement with Hockey Canada will reintroduce the world of international hockey to a broad market, which is mainly focused on the regional game

- I will look at hockey as a product and stimulate change and digital transformation where it is necessary, always ensuring the sport's proud heritage is not sacrificed
- Currently only the top echelons at both club and national team level are fully leveraging their financial capabilities – I will appreciate the revenue potential of our lower divisions with mid- to long-term perspective
- These properties are fascinating sporting spectacles, stimulate economic benefits in the host cities and provide additional sponsorship and broadcast potential to reach dedicated and casual hockey fans
- Increasing the transfer of commercial knowledge between all MNAs will empower and enable all MNAs – no matter how big or small – to have access to excellent commercial strategies and participate in best practice sharing between nations
- Mobilising our Congresses to exchange these strategy ideas in an effective manner will enable IIHF to explore and take advantage of these opportunities to generate new funds for hockey and create a sustainable future for us all

### **Embracing digital innovation and data to engage our fans**

- Developing our sport digitally is crucial for unlocking growth opportunities with commercial partners and demonstrating IIHF's innovative approach. We can work better with rights holders and broadcasters to aggregate compelling content across different channels to increase exposure
- Creating and sharing content across multiple social and digital platforms and using new and immersive technology will expand IIHF's exposure and build a young, loyal and engaged audience – including with augmented and virtual reality
- Harnessing the power of data and analytics in our storytelling will allow us to understand our fans, their content preferences and viewing habits and general profile information better. It will also engage the next generation of ice hockey fans and secure our sport's long-term future

### **Engaging athlete ambassadors and influencers**

- Mobilising our incredible community of athletes and former legends of the sport will broaden our presence throughout the world of sport and our global appeal
- Leveraging media opportunities both during and post our athletes' competitive careers will support their transition out of professional sport, as well as shine a light on the personalities within Ice Hockey
- Enlisting well-known Ice Hockey fans from broader sport and culture allows our sport to boost its reach beyond traditional audiences and markets

## **Fourth Line – Enhancing IIHF governance, integrity and transparency**

It is crucial that we continue to raise the image of Ice Hockey around the world amongst fans and stakeholders. This means ensuring we continue to earn their trust and respect, we protect and enhance our reputation, and we always set the benchmark for good governance, integrity and transparency.

As IIHF President, I will:

- Ensure IIHF complies and upholds best practice in line with the International Federations (IF) Governance Review 2020
- Fight against doping, corruption and all forms of manipulation
- Improve diversity and gender equality – within the IIHF and the sport as a whole
- Focus on sustainability and addressing the challenges of climate change will protect the present and future of Ice Hockey

### **Alignment with IF Governance Review 2020**

- Reviewing the IIHF governance structures and procedures to ensure it meets the highest international sporting standards
- Ensuring full compliance with the IF Governance Review 2020 report
- Building on IIHF's good principles by learning best practice lessons from other sports and non-sporting institutions

### **Combatting the threats against Ice Hockey**

- Empowering the IIHF and all MNAs with the tools necessary to win the fight against doping, corruption and all



- forms of manipulation in hockey, including attempts to abuse our sport for personal or business gain
- Recruiting a specific integrity officer who will report to our Ethics and Integrity Committee and ensure the entire federation excels on this front
- Exploring the appointment of specialist external agencies who can monitor threats and alert IIHF to take action when needed

#### **Improving diversity and gender equality**

- Taking positive steps to broaden opportunities for all and to increase fair representation across Ice Hockey
- Proactively developing measures to diversify the IIHF leadership and Council with more women and people from all backgrounds who come from the different continents of the world
- Introducing an IIHF careers pathway scheme where leaders, members, athletes and officials mentor up-and-coming diverse executive talent

#### **Focus on sustainability**

- Further empowering our Environmental and Social Committee to implement the UN Sport for Climate Action objectives and enlisting athlete ambassadors to be the voice of IIHF's sustainability commitments and to inspire fan engagement
- Collaborating with experts in climate research to address the challenges IIHF and winter sports face with the long-term view of protecting the future of our sport – including minimising the environmental impact of our events and venues
- Establishing a transparent and genuine commitment to sustainability objectives at every level of IIHF to ensure commercial partners understand that we take our Climate Action seriously across the board

## **4. MY PLEDGE: PERFORMANCE THROUGH PERFECT BALANCE**

I live a life dedicated to hockey, on and off the ice, day in and day out – in my professional and my private life. I have risen through the ranks to the very top positions within local, national and international hockey. My lengthy and proven track record of implementing change, delivering success and not shying away from taking tough decisions shows I am well equipped for the challenges of serving as President - to provide leadership, support and direction.

I am not a politician, but somebody who always seeks out dialogue first, builds bridges and strives for a solution that best serves the good of the game. Indeed, my guiding principle is always and exclusively considering what is best for hockey, the players, our Member National Associations and our loyal fans.

This is an exciting time for IIHF and an opportunity for us to work together to define our future, moving ahead with a balanced and prosperous future for our sport and our athletes. I look forward to discussing my plans in person with you in the run-up to the election and encourage you to get in touch with me at any time.

I firmly believe that I have what it takes to lead hockey into a new and exciting future. I sincerely hope that this manifesto demonstrates my credentials and vision.

**I truly love hockey and will never stop pushing for what is the best for our cherished game: Performance through perfect Balance!**

That is my pledge to you and to our sport.

ICE HOCKEY FIRST!

Franz Reindl OLY

# 5. POWERPLAY MOMENTS OF MY CAREER

## A. SPORTING CAREER

### As a player:

- Total stats as a player: 861 games, 955 points (481 goals/474 assists)
- German National team: 181 games - 92 points (38 goals/54 assists)
- German Bundesliga: 666 games – 828 points (423 goals/405 assists)
- IIHF European Cup: 14 games – 35 points (20 goals/15 assists)
- 3 Olympic Winter Games, 9 IIHF World Championships and Canada Cup '81
- Olympic Bronze Medal Winner 1976 Innsbruck
- Triple German Champion

### As a coach:

- Head Coach -- 3 Seasons Second League Germany
- German National Hockey Team  
Assistant Coach at 3 IIHF World Championships and 2 Olympic Winter Games  
Head Coach and General Manager at World Cup of Hockey 2004

### As an official:

- President German Ice Hockey Federation
- IIHF Council Member
- IIHF Chairman of several IIHF Events
- IIHF Chairman Competition & Coordination Committee
- 26 IIHF World Championships, 6 Olympic Winter Games
- General Manager National Team at World Cup of Hockey 1996
- President of Team Europe at 2016 World Cup of Hockey by NHL/NHLPA
- CEO World Championships in Germany 2001, 2010 and 2017
- Organizer 2010 IIHF WM Opening game GER-USA World Record spectators 77.803

## B. SPORTS ADMINISTRATION

2016 – 2021	IIHF Council Member
2019	Member IIHF/Infront Contract Negotiation Group
2018 – to date	Elected Vice-President CHL (Champions Hockey League)
2016	President of Team Europe at the World Cup of Hockey, named by NHL/NHLPA
2014 – 2022	2014 elected/2018 unanimously re-elected as President of the German Hockey Federation, DEB
2013 – 2018	President and CEO of the 2017 IIHF WM OC
2011- 2013	CEO and Project Manager of the Bidding Committee for hosting the 2017 IIHF World Championship in Cologne and Paris
2008 – 2012	Member of the German NOC Bid Committees for the 2018 and 2022 Olympic Winter Games Bids in Munich and Garmisch-Partenkirchen
2006 – 2010	General Secretary of the 2010 IIHF WM OC
2003 – 2011	Sports Director and General Secretary of DEB
1999 – 2001	General Secretary of the 2001 IIHF World Championship OC
1999 – to date	CEO DEB Eishockey-Sportgesellschaft mbH, Munich, GER (Consulting, Sponsoring, Organization)
1994 – 1996	First CEO of the independent German Hockey League DEL
1994 – 2003	Sports, Marketing and Human Resources Director of DEB
1992 – 1994	Sports Director of DEB and assistant coach of the National team
1991 – 1992	Assistant DEB Technical Director/assistant coach of the National team
1988 – 1991	Manager and Coach SC Riessersee Hockey Club, GER, 2. Bundesliga
1986 – 1988	Assistant Manager SB Rosenheim Hockey Club, GER, 1. Bundesliga

## **IIHF Committees**

2016 – to date	IIHF Chairman at several IIHF Events
2016 – 2021	Chairman Competition & Coordination Committee
2020 – to date	IIHF Representative at European Pro Hockey Group
2018 – to date	Member of European Professional Hockey Round Table Group
2014	Olympic Winter Games Sochi, Russia: Chairman of the IIHF Disciplinary Panel for the Men's Tournament
2012 – 2016	Member IIHF Coordination Committee
2012 – 2016	Member and co-chairman IIHF Competition and Inline Committee
2008 – 2012	Member IIHF Competition Committee
1998 – 2008	Member IIHF Sports Committee

## **D. ABOUT FRANZ REINDL**

Date of birth: 24 November 1954

Born: Garmisch-Partenkirchen, Germany

Family: Married, two daughters, one son, four grandchildren