1st IFF ASSOCIATIONS MEETING

Kantonsspital, St. Gallen, Switzerland

9th-10th of December 2011

Welcome
1st IFF ASSOCIATIONS MEETING

Welcome by the IFF Vice President Filip Suman

Key points of the development since the last General Assembly in Helsinki 2010
Welcome to 1st Associations Meeting

Key achievement points during the last year:

• Receiving the IOC recognition
• Introduced successfully a new competition – the Champions Cup in Mlada Boleslav
• Finalised Implementation of the International Competition Calendar
• Increased TV visibility from our Major Events – All matches from Final rounds broadcasted on Internet TV
• Creation of a new Advanced Referee Educational Material
Key achievements (cont.)

Key achievement points during the last year:

• Securing Floorball’s first participation in a multi-sport event – World Master Games 2015, Italy

• Introduction of a new Marketing Strategy and a Brand Positioning for Floorball

• Introducing an extended form of Partnership with Unihoc, where they are sponsoring a Development Coordinator for the IFF.

• First yearly agreement with a National Broadcaster for TV-visibility (YLE, 3-4 matches CC and 8-10 matches WFC)

• First IFF representative in an International Sports Organisation – WADA Educational Committee
Agenda - Day 1

1. Welcome by the IFF Vice President (FS)
   - Key points of the development since the last General Assembly in Helsinki 2010

2. Presenting the agenda for the meeting (FS)
   - Present issues:
     - Competition structure (FS)
     - Introduction of the Development Coordinator (JL)

3. Result of the pre-survey (JL)
   - Five major challenges-five recent successes in our member associations
   - Present organisation of IFF member associations
     (organisation structure, committees, employees)
Agenda - Day 1

WORKSHOP: What direction shall the IFF support have
- Mixed Groups

Lunch break  12:15-13:00

4. Presentation of the group works

5. IOC Full Recognition implications for Floorball  (JL)
   - The needed actions for IFF in order to reach the Olympic Games
   - The IOC Short List-system-what is it?

6. Floorball on the way to Olympics
   - Key note speaker: Mr. Jean Laurent Bourquin
   - Questions and answers

Coffee break  14:50-15:10
7. Universalism in Sports
   - The example of the Universiade, FISU Vice President: Mr. Leonz Eder
     - Questions and answers

8. Information topics
   - Special Olympics co-operation (10 minutes)
     SOEE representative Mr. Denis Doolan
     - Signing of the proclamation
     - 5th WUC Floorball Men & Women Prague, Czech Rep. 2012 (LOC)

9. End of Day one summary (FS)
1st IFF ASSOCIATIONS MEETING

§2. Presenting the agenda for the meeting
IFF Competition structure – Filip Suman, IFF vice President

Introduction of the Development Coordinator
John Liljelund, IFF secretary general
IFF Competition Structure

National teams:
- WFC Men and Women - from 1996 (1994)
- U19 WFC Men and Women - from 2001

Club teams:
- Champions cup Men and Women - from 2011
- Euro Floorball Cup Men and Women - from 1993
Changes of the structure and system

• WFC - 16 teams Final + continental qualifications
• U19 - A+B divisions + qualifications
• Champions Cup - Top teams + EFC winners
• Euro Floorball Cup - Final + regional qualifications
Development of the system

- Number of participants
- Media interest
- Organizer aspect
Challenges for the future

• Enough organizers
• Events out of Europe
• Evaluation of the new WFC-system

Competition seminar - summer 2012
1st IFF ASSOCIATIONS MEETING

§3. Result of the pre-survey
Five major challenges & recent successes in our member associations

IFF Activities for 2012

John Liljelund, IFF secretary general

INTERNATIONAL FLOORBALL FEDERATION (IFF)   Recognised by the IOC   Ordinary member of SportAccord
Number of respondents

- The questionnaire was sent to all member association presidents, vice presidents and secretary generals.
- A total of 57 answered out of 156 respondents (36.6%).
- Number of answers by country (%):
  - Ordinary members: 80.0%
  - Provisional members: 63.2%
  - Total: 74.1%
- Respondents position in organisation (%):
  - President: 38%
  - Secretary general: 28%
  - Vice-President: 12%
  - Board member: 6%
  - Chairman: 4%
  - Competition Manager: 4%
  - Coach: 2%
  - Referee: 2%
  - International Coordinator: 2%
  - National Team Coordinator: 2%

INTERNATIONAL FLOORBALL FEDERATION (IFF)  Recognised by the IOC  Ordinary member of SportAccord
Number of Employees and Volunteers in the National Associations

Number of Employees of the Member Association

- 1 No employees: 2%
- 2 One employee: 7%
- 3 Two to three employees: 13%
- 4 Four to six employees: 13%
- 5 10 to 20 employees: 20%
- 6 20 to 30 employees: 45%

Number of volunteers in the National Associations

- 20 to 30 employees: 45%
- 10 to 20 employees: 20%
- Four to six employees: 13%
- Two to three employees: 13%
- One employee: 13%
- No employees: 2%

INTERNATIONAL FLOORBALL FEDERATION (IFF) Recognised by the IOC Ordinary member of SportAccord
Most important challenges

- Development (27%)
- Finance (22%)
- Competition (14%)
- Organisation (18%)
- Official recognition (11%)
- Marketing (8%)

INTERNATIONAL FLOORBALL FEDERATION (IFF) Recognised by the IOC Ordinary member of SportAccord
Development Challenges

• Turning recreational players to the organised sport 14,0
• The lack of enough of Floorball materials 16,3
• Lack of educated coaches/referees 14,0
• Lack of female players 11,6
• The lack of enough of Floorball materials 16,3
• Lack of Floorball rinks 11,6
• Lack of Floorball venues 16,3
Organisational Challenges

- Problem of spreading the sport to the provinces 20,7
- Lack of volunteers 20,7
- Lack of experienced leadership in the federation 13,8
- Too weak referee organisation 13,8
- Keeping up with growing player 10,3
- Problems to (re-)organise the association 10,3
- Unite the different entities in the country 10,3
### Competition & Financial Challenges

#### Competition Challenges:
- Recruitment of new players: 45.5
- Building up more clubs: 36.4
- Get more teams to pick up the sport: 9.1
- Division of national league into two groups: 4.5
- Lack of leisure leagues: 4.5

#### Financial Challenges:
- Financial challenges: 40.0
- Gaining funding support from the Government: 40.0
- Gaining funding for the hiring staff: 11.4
- Solve the dept issue to IFF: 8.6

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**INTERNATIONAL FLOORBALL FEDERATION (IFF)**
**Recognised by the IOC**
**Ordinary member of SportAccord**
Other Challenges

Official Recognition:
• Not receiving official recognition 47,1
• Being allowed to enter schools 23,5
• Floorball still perceived as a new sport 23,5
• The right to rule the Federation on our own 5,9

Marketing issues:
• Lack of Floorball related promotion 33,3
• Not gaining sponsors 33,3
• Lack of media coverage 25,0
• Wielding the general knowledge of Floorball 8,3
What are the main objectives of the National Associations for next Year

1. Governmental recognition
2. Increase number of players
3. Gaining financial stability
4. NOC membership
5. Establish a standardized education program for coaching and refereeing
6. Increased sponsorship revenue
7. Meet criteria and qualify for funding
8. Building a National team
9. Create coaching education system
10. Increase awareness of Floorball in schools and universities
11. Organise school program & events
12. Regional development
13. Restructure the office
14. Building a consumer minded service
15. Create a democratic structure for the federation
16. Development of Female series
17. Development of non-player referees
18. Enhance the awareness of Sport
19. Form a University team
20. Host and qualify for WFC2012
21. Host U19 WFCQ
22. Inclusion in regional multi-sport games
23. New home page
24. Organisation of major tournaments
25. Organise a high level competition
26. Promote WFC
27. Reaching Men’s WFC
28. Recruit a first employee
29. Setting a new marketing strategy
30. Sport demonstration in National Sport Festival

INTERNATIONAL FLOORBALL FEDERATION (IFF)  Recognised by the IOC  Ordinary member of SportAccord
What are the main objectives of the National Associations for next Three Years

<table>
<thead>
<tr>
<th>Objective</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build a national team</td>
<td>5</td>
</tr>
<tr>
<td>NOC recognition</td>
<td>5</td>
</tr>
<tr>
<td>Building a National league</td>
<td>4</td>
</tr>
<tr>
<td>Develop Women/Girl Floorball</td>
<td>3</td>
</tr>
<tr>
<td>Participate in IFF Events</td>
<td>3</td>
</tr>
<tr>
<td>Participate in international Events</td>
<td>3</td>
</tr>
<tr>
<td>Referee &amp; Coach education</td>
<td>3</td>
</tr>
<tr>
<td>Regional development</td>
<td>3</td>
</tr>
<tr>
<td>Start national League</td>
<td>3</td>
</tr>
<tr>
<td>Elite Club development</td>
<td>2</td>
</tr>
<tr>
<td>Meet criteria and qualify for funding</td>
<td>2</td>
</tr>
<tr>
<td>Organise APAC</td>
<td>2</td>
</tr>
<tr>
<td>50 clubs - 1500 licensed players</td>
<td>1</td>
</tr>
<tr>
<td>Active support of neighbor federations</td>
<td>1</td>
</tr>
<tr>
<td>Become a Top 5 sport</td>
<td>1</td>
</tr>
<tr>
<td>Becoming an official school sport</td>
<td>1</td>
</tr>
<tr>
<td>Build federation, consisting of strong clubs</td>
<td>1</td>
</tr>
<tr>
<td>Build the organisation and employ persons</td>
<td>1</td>
</tr>
<tr>
<td>Continued growth of players and clubs</td>
<td>1</td>
</tr>
<tr>
<td>Develop a sustainable position</td>
<td>1</td>
</tr>
<tr>
<td>Development of Female series</td>
<td>1</td>
</tr>
<tr>
<td>Establish a 2nd level national league</td>
<td>1</td>
</tr>
<tr>
<td>Find venues for practice</td>
<td>1</td>
</tr>
<tr>
<td>Full membership of IFF</td>
<td>1</td>
</tr>
<tr>
<td>Increase the number of Clubs</td>
<td>1</td>
</tr>
<tr>
<td>Increased Media visibility</td>
<td>1</td>
</tr>
<tr>
<td>Junior championships</td>
<td>1</td>
</tr>
<tr>
<td>National school championships</td>
<td>1</td>
</tr>
<tr>
<td>Organise IFF Event</td>
<td>1</td>
</tr>
<tr>
<td>Participate in APAC</td>
<td>1</td>
</tr>
<tr>
<td>Recruit more clubs</td>
<td>1</td>
</tr>
<tr>
<td>Secure number of referees</td>
<td>1</td>
</tr>
<tr>
<td>Successful organisation of the WFC</td>
<td>1</td>
</tr>
<tr>
<td>Youth/School development</td>
<td>1</td>
</tr>
</tbody>
</table>
### What are the main objectives of the National Associations for next Five Years

<table>
<thead>
<tr>
<th>Objective</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build active clubs across the country</td>
<td>5</td>
</tr>
<tr>
<td>Development of Women/Girl Floorball</td>
<td>4</td>
</tr>
<tr>
<td>Building a new format of the National series</td>
<td>3</td>
</tr>
<tr>
<td>Cooperation with neighboring countries</td>
<td>3</td>
</tr>
<tr>
<td>NOC membership</td>
<td>3</td>
</tr>
<tr>
<td>Affiliation in School and University sports</td>
<td>2</td>
</tr>
<tr>
<td>Organize the major IFF Events</td>
<td>2</td>
</tr>
<tr>
<td>Become a recognized national association</td>
<td>1</td>
</tr>
<tr>
<td>Becoming Top-5 sports in the country</td>
<td>1</td>
</tr>
<tr>
<td>Build regional activities</td>
<td>1</td>
</tr>
<tr>
<td>Coaching education</td>
<td>1</td>
</tr>
<tr>
<td>Create a stronger national league</td>
<td>1</td>
</tr>
<tr>
<td>Develop the work of the elite clubs</td>
<td>1</td>
</tr>
<tr>
<td>Development of Female series</td>
<td>1</td>
</tr>
<tr>
<td>Development of national Team</td>
<td>1</td>
</tr>
<tr>
<td>Increase national awareness of what Floorball is</td>
<td>1</td>
</tr>
<tr>
<td>Increase the number of players</td>
<td>1</td>
</tr>
<tr>
<td>International presence in multi-sport games</td>
<td>1</td>
</tr>
<tr>
<td>Introduce School championships on National level</td>
<td>1</td>
</tr>
<tr>
<td>Introduction of our national development model</td>
<td>1</td>
</tr>
<tr>
<td>Organize national Championships</td>
<td>1</td>
</tr>
<tr>
<td>Participate in international events</td>
<td>1</td>
</tr>
<tr>
<td>Participate actively in the international dev.</td>
<td>1</td>
</tr>
<tr>
<td>Receiving the organization of the WFC</td>
<td>1</td>
</tr>
<tr>
<td>Regional promotion of Floorball</td>
<td>1</td>
</tr>
<tr>
<td>Stabilize the finances on National level</td>
<td>1</td>
</tr>
<tr>
<td>Start National Team</td>
<td>1</td>
</tr>
<tr>
<td>Translating growth to economical wellbeing</td>
<td>1</td>
</tr>
<tr>
<td>Youth team participation in international events</td>
<td>1</td>
</tr>
</tbody>
</table>

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How Important is the International Development for the development of the NA

**Explanations for the Important-answers**
- Learn and benefit from the International experience: 13.7
- Helps to make the sport to be taken serious: 11.8
- Media visibility and general awareness: 11.8
- IOC recognition has been crucial for development: 11.8
- Helps to raise funding/find sponsors: 9.8
- International development is fundamental support: 5.9
- Strengthen finance to reduce cost for participation: 5.9
- Helps to boost the national development: 5.9
- Gives IFF possibility to support national associations: 5.9
- Act as a catalyst for national development: 5.9
- Makes it easier to receive the recognition of NSA: 3.9
- Helps promoting the sport a lot: 3.9
- Makes it possible for countries to cooperate: 2.0
- Focus on development in the big markets: 2.0

**Explanations for Not Important-answers**
- International development only builds awareness: 28.6
- Participation on international level might help: 28.6
- It can’t impact development of National Associations: 14.3
- It doesn’t help on the national level: 14.3
- Only effect on elite sports: 14.3
### What can IFF do in order to Support the National associations

<table>
<thead>
<tr>
<th>Action</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organise more seminars and trainings</td>
<td>12</td>
</tr>
<tr>
<td>Organise coaches/referees Clinique's</td>
<td>11</td>
</tr>
<tr>
<td>More Floorball material support (stick, balls, rinks and goals)</td>
<td>8</td>
</tr>
<tr>
<td>Country related development projects</td>
<td>5</td>
</tr>
<tr>
<td>Organise exchange of information/experience between associations</td>
<td>4</td>
</tr>
<tr>
<td>Competition organisation support</td>
<td>3</td>
</tr>
<tr>
<td>Floorball schools for interested pupils</td>
<td>3</td>
</tr>
<tr>
<td>More materials - DVD and printed</td>
<td>3</td>
</tr>
<tr>
<td>Donate rinks to national associations</td>
<td>3</td>
</tr>
<tr>
<td>Cancel our annual membership fee</td>
<td>3</td>
</tr>
<tr>
<td>Define reasonable rules to allow NA to organise events</td>
<td>3</td>
</tr>
<tr>
<td>More promotional materials</td>
<td>3</td>
</tr>
<tr>
<td>Decrease payments to IFF, based on size</td>
<td>3</td>
</tr>
<tr>
<td>Financial support for participants</td>
<td>3</td>
</tr>
<tr>
<td>Reduce participation fees</td>
<td>3</td>
</tr>
<tr>
<td>Assist in re-structuring the organisation</td>
<td>2</td>
</tr>
<tr>
<td>Political lobbying support</td>
<td>2</td>
</tr>
<tr>
<td>Play Intl. tournaments in dev. Countries</td>
<td>2</td>
</tr>
<tr>
<td>How to build-up structures</td>
<td>1</td>
</tr>
<tr>
<td>More seminars in Asia</td>
<td>1</td>
</tr>
<tr>
<td>Help in building up a nat. education seminars</td>
<td>1</td>
</tr>
<tr>
<td>Establishing of a web-TV platform</td>
<td>1</td>
</tr>
<tr>
<td>IFF to produce localized educational material</td>
<td>1</td>
</tr>
<tr>
<td>Intl. sponsorship should reach also local ass.</td>
<td>1</td>
</tr>
<tr>
<td>Provide efficient and professional service</td>
<td>1</td>
</tr>
<tr>
<td>Need more fluente communication with IFF</td>
<td>1</td>
</tr>
<tr>
<td>Help to approach the NOC's for recognition</td>
<td>1</td>
</tr>
<tr>
<td>Open source materials usable for translation</td>
<td>1</td>
</tr>
<tr>
<td>Smaller participation fees for org. countries</td>
<td>1</td>
</tr>
<tr>
<td>Resolving challenges</td>
<td>1</td>
</tr>
<tr>
<td>Increase AOFC Development Activities</td>
<td>1</td>
</tr>
<tr>
<td>Help with organising events in the country</td>
<td>1</td>
</tr>
</tbody>
</table>

**INTERNATIONAL FLOORBALL FEDERATION (IFF)**

- Recognised by the IOC
- Ordinary member of SportAccord
What should be the three main activities of the IFF in 2012?

- Development: 34.3%
- Membership: 13.6%
- Marketing: 12.1%
- Competitions: 11.4%
- Olympics: 10.0%
- Solutions: 8.6%
- Resourcing: 6.4%
- Multi-sport events: 2.9%
- Youth & schools: 0.7%
Main three activities for IFF in 2012

**Marketing questions**
- More global TV coverage/exposure: 6
- Secure more sponsorship: 3
- Gaining new sponsors: 2

**Development focus**
- Organise Development seminars: 10
- Organise Dev. Clinique's (basic/advance): 9
- Support the smaller Associations: 9

**New Solutions**
- Support organiser of the main events: 3
- Collect different already made solutions: 1
- Each one teach one: 1

**Resourcing**
- Make activities financially viable: 2
- Provide low cost solutions for Internet/web-TV: 2
- AOFC Development manager: 1

**Strive for Olympics**
- Continue Olympic journey: 11
- Force IOC to approve national associations: 1
- Liaise with International Sports Community: 1

**IFF Competitions**
- Promote World Championships/Champions Cup: 5
- Focus on Marketing and Promoting the events: 4
- Evaluate the International Calendar: 1

**Multi-sport events**
- Asian games participation: 1
- Focus on multi-sport event entry: 1
- Promote Floorball to regional multi-sport games: 1

INTERNATIONAL FLOORBALL FEDERATION (IFF)  
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Ordinary member of SportAccord
Workshop

What direction shall the IFF support have in the future?

What focus shall IFF take?

In what kind of projects would your federation like to participate?
§ 4. Presentation of the Workshop results

The groups
§ 5. IOC Full Recognition implications for Floorball

Mr. John Liljelund
IFF Secretary General
The Process for receiving the IOC Full Recognition

• IFF first applied for the IOC Recognition in 2003, which was never handled by the IOC, since they changed the criteria's for recognition.
• IFF applied again in 2007 in-line with the new guidelines.
• IFF received the provisional IOC recognition in December 2008 and was given the advice that IFF needs to concentrate to work more outside Europe.
• The IOC Sport Department made a number of evaluations of IFF and our operations and the IOC Executive Board gave their recommendation to the IOC 123th session.
• The IOC 123rd session in Durban granted the IOC full recognition.
What are the implications of the IOC recognition

• The strategic approach taken in 2004 made us focus on the IOC recognition requirements, building the organisation and strengthening the IFF operations.

• Now focus must be given to enhance membership services, in order to fulfil the new IOC requirements and give us possibilities to grow.
  – Actions to be taken in both Development, Marketing and Visibility

• Now we need to build on the strengths we have
  – We means we, not only the IFF
Process to Enter the Olympic Games

- The Summer Olympics Games have 26 ordinary sports in London 2012
- There are two sports Golf and Rugby 7, which will participate in Rio 2016 and 2020-games
- IOC has decided that there will be an additional new sport on the programme for 2020.
  - The sports on the short list are: Artistic roller sports, Baseball, Karate, Softball, Sports climbing, squash, Wakeboarding and Wushu
- The IOC decides in 2013 on this one sport.
- For IFF our opportunity is to meet the IOC requirements until April 2015 for the short list, in order to have a chance for the 2024 Olympics
- The next chance is in 2019, for the 2028 Olympic Games.
Evaluation Criteria for Sports and Disciplines

• The Criteria’s are divided into 8 different Themes and 34 Criterias

1. General themes
   Added value

2. Governance
   Good governance, Strategic planning, Athletes, Gender equality and Illegal & irregular betting

3. History and Tradition
   World Championships & Multi-sport Games

4. Universality
   NOC affiliation, Active members, Global spread

INTERNATIONAL FLOORBALL FEDERATION (IFF)  Recognised by the IOC  Ordinary member of SportAccord
Evaluation Criteria for Sports and Disciplines

- The Criteria’s are divided into 8 different Themes and 34 Criterias

5. Popularity
   Spectators, Media, TV coverage, General public appeal, Sponsors

6. Athletes
   Athletes’ commission, Athlete Career Program and Entourage

7. Development
   Development programmes, Technical Evolution, Gender Equity, Sport for All, Transparency and Fairness & Environment

8. Finance
   Finance, Venue costs at Olympic Games, Technology requirements and Television production

INTERNATIONAL FLOORBALL FEDERATION (IFF)  Recognised by the IOC  Ordinary member of SportAccord
Working together to achieve the next steps

• The only way to success is moving there together and working together.

• The focus must lie on the following in 2012 – 2013:
  – Strengthen the operations of the Member Associations
  – Provide more membership service
  – Seek affiliation of the National Olympic Committee
  – Promote Floorball on all possible levels
  – Added visibility for Floorball in Media and TV
Next steps in the strive for multi-sport Games participation

• Breaking through the Ice:
  – World Games 2017
  – Universiade 2017
  – SportAccord Games 2014
  – SEA Games 2015
  – Asian Games 2019
  – Pan American Games 2021
  – Commonwealth Games 2016

INTERNATIONAL FLOORBALL FEDERATION (IFF)  Recognised by the IOC  Ordinary member of SportAccord
§ 6. Floorball on the way to the Olympics

Mr. Jean-Laurent Bourquin
§ 7. Universalism in Sports

The example of the Universiade

Mr. Leonz Eder

FISU vice-president
§ 8. Special Olympics co-operation

Signing of the Proclamation
Mr. Denis Doolan, SOEE President and Managing Director
Special Olympics
International Floorball Federation - Association Meeting
Denis Doolan, SOEE President and Managing Director
Mariusz Damentko, SOEE Sports Director

St. Gallen, December 9, 2011
The mission of Special Olympics is to provide year-round training and competition in Olympic-type sports for children and adults with intellectual disabilities, of all abilities; giving them an opportunity to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

www.specialolympics.org
www.specialolympics-eu.org
Facts on Special Olympics

- Founded in 1968 by Eunice Kennedy Shriver
- Recognized by the International Olympic Committee in 1988 in Calgary, Canada
- Provides year-round training and competitions for persons with INTELLECTUAL DISABILITY
- 33 Olympic-type sports: summer and winter
- 3,7 million athletes participate
- In 180 countries
Europe / Eurasia Reach

58 National Programs
600,000 Athletes
64,000 Coaches
80,000 Volunteers
28,000 Families
33 Sports

INTERNATIONAL FLOORBALL FEDERATION (IFF)
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Special Olympics Rules

- Based on International and National Governing Body rules of sport federations
- Contain few modifications
- Provide events for all ability levels
- Govern all Special Olympics competitions
Special Olympics Divisioning

Athletes and teams are divisioned using the following procedures:

1. By Gender
2. By Age Individual Team sports
   8-11 15 and under
   12-15 16-21
   16-21 22 and over
   22-29
   30 and over
3. By ability (most important)
   • 10-15% performance guideline
   • Pre-competition (entry) scores
   • Preliminary (on-site) performance
   • Minimum 3; maximum 8 per division

• Provide all competitors a chance to excel
SOEE Partnerships with Sports Federations in 2011

- European Gymnastics Union (UEG)
- European Athletics (EA)
- Tennis Europe (TE)
Maintain partnerships with European Sports Federations

- UEFA
- Euroleague Basketball
- FIBA – Europe
- ETBF (Bowling)
- LEN (Swimming)
Special Olympics European – Floorball Participation

- **2008**: First Seminar with 10 pp
- **2010**: First Tournament in Bludenz, Austria
- **2010**: 2300 SO athletes registered in 17 countries:
  - Austria, Belgium, Czech R., Cyprus, Denmark, Finland, Germany, GB, Greece, Ireland, Kazakhstan, Latvia, Lichtenstein, Russia, Sweden, Switzerland, Ukraine
IFF & SO cooperation

• SO Floorball information included in the IFF information channels and promoted on the IFF website (under Organisation & ParaFloorball)

• SO Floorball into the IFF Events as a demonstration sport

• Proclamation in St. Gallen

• IFF to further enhance SO Floorball development in the IFF member countries

• SO Floorball at SO World Games, demonstration sport in Korea’2013 (8 countries incl. 7 from E-E)
PARTNERSHIP SOEE- IFF

• **Protocol of Cooperation** - Information shared with all national associations

• **Communication by IFF to National Floorball Federations**
  – Articles in magazine / website

• **Invite IFF representatives to SO Tournaments**
  – SOEE Tournament in Europe in 2012/2013
  – Demonstration at the 2013 World Games in South Korea

• **IFF participation at the European Sports Conference in Malta**

• **SO demonstration at IFF Championships (St.Gallen 2011 and next)**
THANK YOU !!! mdamsoce@it.com.pl
§ 8. Information about the 5th World University Championships
Men & Women in Prague, Czech Rep. May 2012

LOC

Mr.
§ 9. Day 1 Summery

Mr. Filip Suman, IFF vice president
1st IFF ASSOCIATIONS MEETING

Kantonsspital, St. Gallen, Switzerland

9th-10th of December 2011

Day 2 Program
Day 2 Agenda – Filip Suman, IFF vice president

10. The IFF license system-Actions needed to fulfill the set objectives
   - Details, objective and Implementation of IFF license system 2012
   - Political Importance

11. Different development stages in Floorball
   - The early Days: Mr. Tomas Jonsson (NOR)
   - Introducing Floorball to a new country: Mr. Martin Vaculik (CZE)
   - A growing sport in a small country: Mr. Ain Lillepalu (EST)

12. Available IFF material and where to find it (MB)
   - The IFF information services and tools
   - IFF materials
Agenda - Day 2

13. Workshop (strategy groups)
   - What can IFF do to support the license implementation

Coffee break 10:30-10:45

14. Workshop results

15. Positioning of the Floorball brand
   - IFF Core Country Marketing Network Group

16. Marketing and TV
   - Building the relationship with TV-case Czech TV
   - How to build an overall marketing strategy for Floorball
   - Floorball and media marketing Downunder

Comments by Mr. Risto Kauppinen, IFF marketing function and Mr. Jean-Laurent Bourquin
17. Presentation of cooperation and upcoming IFF events
   a) 4th U19 Women Slovakia 2012 (SFF)
      - Mr. Teodor Turay, Slovak Floorball Federation
   b) 9th WFC Men Bern-Zürich, Switzerland 2012
      - Mr. Daniel Bollinger, Swiss Floorball Federation

18. Closing of the meeting (FS)
§ 10. The IFF License System
Actions needed to fulfil the set objectives

Details, objective and Implementation of IFF Licence system 2012

Mr. John Liljelund, IFF secretary general
IFF License System - background

• The strategic decision to run for a place at the Olympic Games require that we focus on how our member associations are working.

• The aim of the License system is to in a positive way guide and steer our member associations in the right direction.

• We need to secure a higher level of operations in our member associations and to ensure that the development is on a good path.

• The development of Floorball has been rapid and the organisations have sometimes had a hard time keeping up with the

• It is and will be very important for IFF, as an International Federation, to both set the boundaries and directions and at the same time control the development of the sport.
IFF License System – background

• IFF is responsible to secure the global level and the quality of the sport.

• It is equally important for IFF to support its member associations to focus on the development of the building of an own championship, recruiting and educating referees and coaches and to help the clubs to grow.

• The evolution of Floorball worldwide has clearly shown that Floorball has developed and spread much faster in those countries, which have concentrated on building up their internal organisation first and only then focused on their National Teams.

• Also from a marketing point of view it is really important to have a real top product, i.e. the Adults World Floorball Championships, which is easy to sell and represents the spirit of the sport.
IFF License System – Key requirements

- In order to be able to register and participate in an IFF Major Event, the National Associations concerned must fulfil the requirements according to the licence system.
- The Association shall have a vision and mission on the development of their Association, concerning both women and men and also juniors competitions and the organisation of the association.
- The Association shall accept the relevant qualification and seeding system of the WFC.
- The Association has to be a member of IFF for at least 12 months, before they can register for the WFC.
- The Association shall not have any financial obligations towards either the IFF or any other member Associations, upon the registration and also upon the participation.
IFF License System – Key requirements

• The Association shall organise a proper national championship, with proper adjacent competition services, such as coaching courses, refereeing and a working administration. It shall appoint a contact person to IFF, who can take decisions and fulfil the required IFF information, including the information sheet.

• The participation registration shall be signed by the official signatures of the National Associations, being on the IFF member register.

• All participants to WFC, qualifications and final rounds, have to respect the IFF Marketing conditions and acknowledge the IFF marketing rights on the uniform of the participating teams.

• All National Associations registering to a Major IFF Event shall submit with their registration an information form.
IFF License System – Political implications

• It is clear that IFF can’t put on such requirements to its member associations without offering tools to support the development.
• The strategic decision is to focus in 2012 and 2013 to strengthen the operations of the member associations in any way possible.
• The IFF will increase its service in the field of workshops and seminars to give tools and solutions to the National Associations.
• The process was started with the IFF Member Association Questionnaire in November 2011 and the results already presented here.
• The aim is to try to arrange as many one to one sessions during the two years as possible, which now will be possible with the new Development Coordinator.
IFF License System – Implementation

• The License System will be implemented gradually from the Men’s WFC 2014, so that there needs to be a plan of the activities made for the IFF by the end of registration by end of December 2012.

• IFF will work to find different solutions to help the member associations to find the best solutions for the national implementation of the requirements.

• All teams participating in the WFC 2014 must have fulfilled the requirement of the License system by end of November 2014.

• The IFF will set up a archive of proposals and solutions made by member associations, in order to follow the principle - Each one teach one
§ 11. Different Development stages in Floorball

The Early Days – Tomas Jonsson (NOR)
Introducing Floorball in a new Country – Martin Vaculik (CZE)
A growing Sport in a small country – Ain Lillepalu (EST)
§ 12. Available IFF Material and where to find it

What Materials and tools are available
Where to find them

Ms. Merita Bruun, IFF Information Manager
**IFF Information services**

**www.floorball.org:**
- IFF news
- MA news
- Floorball world news
- IFF Materials
- RSS news feeds from MAs
- RSS news feeds from Floorball sites

**Other IFF channels:**
- IFF Newsletter
- IFF Facebook
- IFF Twitter
- IFF Flickr
- IFF Youtube

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IFF Materials

Coaching
• 3 coaching manuals
• Floorball technique DVD

Development
• Start Up Kit 12 lang.
• Lean Start Play

Information
• Floorball Flyer
• This Is Floorball Booklets

Referee
• Basic referee educational material

+ WADA

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New IFF Information services & materials

- New advanced referee education material
- This is Floorball web-magazines etc. on issuuu
  - Updated IFF Event Handbook 2012
  - IFF mobile application
- IFF event pages embedded into www.floorball.org?
§ 13. Workshop (strategy groups)

What can IFF do to support the license implementation?
What are the main challenges for the implementation of the License system?
§ 14. Workshop results

Groups
§ 15. Positioning of the Floorball brand

Mr. John Liljelund
IFF secretary general
Floorball - an easy access to an challenging target group

- Changing environment
- Unique platform
- Adoptable attitude
- Young consumers
- Modern values
- Challenging behaviour

International Floorball Federation (IFF) Recognised by the IOC Ordinary member of SportAccord
Floorball- an easy access to an challenging target group

Unique Floorball Platform:
- A High Participation Sport
- Managed by the Players
- Short & Flexible Decision line
- Own Lifestyle
- Brand Loyal Consumers
- Strong Floorball Equipment Brands
- Open for new Ideas

INTERNATIONAL FLOORBALL FEDERATION (IFF)
Recognised by the IOC
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Floorball - an easy access to an challenging target group

Young Target Group:
- Most Player are between 15-29 year of age
- Modern Urban Youth (19-29 years)
- Gathering First Experiences
- Forming their Consumer Preferences
- Relying on Friends Habits
- It is a Target Group which is Hard to Reach
- Consumption Oriented

INTERNATIONAL FLOORBALL FEDERATION (IFF)
Recognised by the IOC
Ordinary member of SportAccord
Floorball- an easy access to an challenging target group

Challenging Behaviour:
- Adapts to New Influences Fast
- High Sensitivity for Change
- Are Creating Information, not Only using it
- High Social Media Penetration
- Not Relying on Traditional Media Channels
- Wants to Play & Participate

INTERNATIONAL FLOORBALL FEDERATION (IFF) Recognised by the IOC Ordinary member of SportAccord
Floorball- an easy access to an challenging target group

Modern Values:
- Diversity
- Equality
- Fairness
- Participation
- Accessibility

INTERNATIONAL FLOORBALL FEDERATION (IFF)
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Floorball- an easy access to an challenging target group

Adoptable Attitude:
- Flexible approach
- Challenging traditional patterns
- Creative
- Takes Calculated risks
- Cause Driven
- Self-confident
- Own Lifestyle
Floorball- an easy access to an challenging target group

Changing Environment:
- Lot of Speed & Drama
- Easily Accessible
- Low Entering Barrier
- Fast & Proactive Learning Curve
- Applicable to Social Change

One World
One Ball

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Floorball and other indoor Team Sports position based on Quality of Competition.

INTERNATIONAL FLOORBALL FEDERATION (IFF) Recognised by the IOC Ordinary member of SportAccord
Floorball and other indoor Team Sports position based on Quality of Competition

- Number of Event Spectators
- Quality of Venues

Floorball Today

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Floorball and other indoor Team Sports position based on Commercial Value

General Familiarity

Level of Fan Culture

INTERNATIONAL FLOORBALL FEDERATION (IFF)  Recognised by the IOC  Ordinary member of SportAccord
Floorball and other indoor Team Sports
position based on Commercial Value

Low Price per Contact

Flexibility to Adjust to Market Needs

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Floorball and other indoor Team Sports position based on Visibility Contact Points

Number of Televised matches in Events

Floorball 2020

Floorball Today

Number of TV Spectators

INTERNATIONAL FLOORBALL FEDERATION (IFF) Recognised by the IOC Ordinary member of SportAccord
Floorball and other indoor Team Sports
position based on Visibility Contact Points

Number of Internet-TV spectators in Events

Floorball Today

Floorball 2020

INTERNATIONAL FLOORBALL FEDERATION (IFF)
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§ 16. Marketing and TV

Building the relationship with Czech TV
(Filip Suman)
How to build an overall Marketing strategy for Floorball
(Lars-Gunnar Tjärnquist)
- Floorball and Media & Marketing Down under
  (Stephen King)

Comments by Risto Kauppinen, IFF Marketing function
§ 17. Presentation of upcoming Events

4th U19 Women Slovakia 2012
Mr. Teodor Turay, Slovak Floorball Federation

9th WFC Men Bern - Zurich, Switzerland 2012
Mr. Daniel Bollinger, SUHV secretary general
§ 18. Closing remarks

Mr. Filip Suman
IFF Vice President