### COSTS

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### Receivables

| Claims 2010            | 95034,48   | 90612,69   |
| Claims 2011            | 39353,83   | 39353,83   |
| Claims 2012            | 44100,06   | 42700,06   |
| Claims 2013            | 52200,00   | 52200,00   |
| Claims 2014            | 68250,00   | 68250,00   |
| Claims 2015            | 144459,69  | 55720,40   |
| Claims 2016            | 0,00       | 87000,00   |

### LIABILITIES AND EQUITY

| Accr expenses and deferr income | -195090,00 | -112090,00 |
| Other current liabilities      | -14524,96  | -10519,78  |
| Transfers to reserves          | -281403,42 | -101924,05 |
| Development reserves           | 14970      | 0,00        |
| Development board reserves 2014| -2974,33   | -15998,81  |
| Development board reserves 2015| -38998,81  | -15998,81  |

### Equity

| Retained earnings             | -280724,92 | -280724,92 |
| Outcome 31.05.2016            | -212611,27 |

### Total liabilities & equity

| **CHF 1586900** | **-813716,44** | **-736843,16** |

*Outcome of the material appr. system:*
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Updated on 31.12.2016
## IFF License system situation

*Associations registered for U19 WFC and WFC 2016 are in appendix 4b*

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<th>Association</th>
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<tbody>
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<td>Only annual fees</td>
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## Follow-up IFF claims (updated 10.06.2016)

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<tr>
<td>Thailand</td>
<td>6000</td>
<td></td>
<td>08.01.2016</td>
<td>08.01.2016</td>
</tr>
<tr>
<td>USA</td>
<td>3000</td>
<td></td>
<td>19.01.2016</td>
<td>04.04.2016</td>
</tr>
</tbody>
</table>
To: International Floorball Federation (IFF) Central Board

Dear IFF CB,

We are in receipt of your letter dated March 22, on the debts situation towards SFA. We acknowledge the total outstanding amount of 29,000 CHF.

For your information the investments made from our side in the last SEA Games were both from a financial as from a manpower side huge for our standards. We also feel as the IFF CB that all members must be treated equally, and hence have the same rights and obligations on the international floorball level.

Having stated this, we fully agree with you that concerning the amounts of 3000 CHF (annual fee 2016), and 5000 CHF (WFC fee 2016) these will be settled as stated by IFF on April 30.

On the rest we are of the opinion that these debts must be put in the perspective that some are from the WFC 2005 where for example some air fares were invoiced us after the event, by other associations through IFF, and not fully in our position to neither plan nor to cover. We acknowledge that parts of these are already deducted, but still partly not settled. We do not feel that these are valid towards us (2000 CHF).

On the remaining part, 19,000 CHF, may we suggest that the road towards upcoming SEA Games 17 and 19, and towards Asia Indoor Martial Arts Games, a joint plan be set where we would act together with IFF and AOFC as means to enhance and speed up that process, as we did at the very first SEA Games 2013 in Myanmar, by shipping the rink from Singapore to Myanmar, and having brought voluntary staff as technical offers, and dispatching referees, and acting as LOC as that was not done by Myanmar LOC. We also read that IFF have plans, which we must say sounds very fruitful, to invest in part time as we understand it regional development officers, and hence SFA would gladly enroll for that.

If IFF can agree to the way we propose to handle the latter part, 19,000 CHF, regardless of amounts, we suggest one third 6000, and the remaining, 13000 CHF, we propose that starting from May 2016 the remaining debts would be settled in one year, paid by the end of each quarter.

Again apologizes in delay and not being able to stick to the original plans settled. We look forward to further discussions and to find a solution that both parties can agree upon, that enhances the development in AOFC region.

Looking forwards to your response, with kind regards,

Sani Mohammed bin Salim
SFA President
6 June 2016

John Liljelund
Secretary General
International Floorball Federation
Alakiventie 2
FIN-00920 Helsinki, Finland

RE: Letter of Support by Sport Singapore for Singapore Floorball Association

Dear John,

1. Sport Singapore ("SportSG") is grateful for the support shown by the International Floorball Federation ("IFF") for Singapore Floorball Association ("SFA") during this current situation.

2. SportSG’s funding for SFA had ceased since 2011, due to non-submission of various financial and governance documents. However, once all the relevant documents have been submitted, SportSG will resume funding to SFA, which should enable SFA to repay its outstanding debts to the IFF.

3. Moving forward, the new management team of SFA will review the repayment schedule that was previously provided by Mr Sani Mohd Salim (ex-SFA President) and provide the IFF with an updated repayment schedule.

4. As part of the transition period and in order to stabilise and reform SFA, SportSG has seconded a senior Sports Administrator (Mr Todd Vladich) to take up the position of General Manager of SFA for an interim period. We believe Todd has already been in contact with you to discuss the reform process and steps moving forward.
5  SportSG would appreciate it if the IFF could view this letter as demonstrating SportSG's support for and commitment to SFA and allow the Singapore National Men's Team to compete at the upcoming Men's World Championships in Latvia in December 2016.

6  Again, SportSG appreciates the support of the IFF during this rebuilding phase for SFA and if you require any further clarification, please do not hesitate to contact me directly.

Yours sincerely,

[Signature]

Lenard Pattiselanno
Director, National Sports Association Partnership Division
Singapore Sports Institute
Sport Singapore

Cc: Tomas Eriksson
    President, International Floorball Federation
Proposal to the IFF General Assembly

IFF Licence System for Participation in Major Events – version 2.0

The IFF General Assembly in Prague 2008, approved a Licence system for Participation in IFF Events, to control the level of our Major Events and steer the direction of the development of national teams, wanting to participate in these.

The basis for the Licence system of 2008 was to follow the guidelines of the International Olympic Committee, that an International Federation can only have active members and to actively guide the IFF members to enhance the level of their national championships and focus on education of coaches and referees, in order to increase the level of the play on a national level. As the development of the sport and all the features related to it, have continued to grow and by doing that it has also partly have increased the gap between the countries on the field of play.

So already for some time now, it has been totally clear that there is a need for IFF to provide additional guidance and show the direction of the road for the future, by building a second version of the IFF Licence System for Participation in Major Events.

The IFF Central Board has based on the analysis and evaluation of the IFF Licence System 2008, made during the IFF Association Meetings in Ostrava 2013 and Tampere 2015, built a proposal for a version 2.0 of the IFF Licence System. The work of the CB has been guided by the revised IFF Strategical Vision to Close the Gap on the Field of Play, approved by the IFF General Assembly in Gothenburg, Sweden 2014.

Objectives

The basic objectives for the creation of the IFF Licence System 2.0 is to direct the member associations in the right direction, where the focus is to enhance the basic operations of the associations, in order to let the organization grow and move forward.

The IFF Licence System 2.0 is meant to provide tools for the new and developing Floorball countries to choose the right direction for their operations, in order to improve their operations and organizational governance. The basis for this is to meet the IOC recommendations of the Olympic Agenda 2020 and change our operations in this direction and additionally to reach the objectives of the IOC Road Map, by having a sports product that will provide added value to the multi-sport games and in the end with the opportunity to reach the Olympic Games.

Licence Requirements and Tiers

The IFF Licence System 2.0 is designated to determine if a member association is in principle ready both from an organizational and sporting perspective to register and participate in a certain level of the IFF competitions.

In order to be able to consider the level of activities country by country, the licence requirements shall be split in three different tiers, which will allow each country to be included in the International Competition structure.
The basic idea is to give the possibility for developing countries to participate in an entry level competition, at an early stage in their development, without the need to meet all the requirements with their normally limited resources.

This will allow those newer countries to participate in regional tournaments such as the Club competition like IFF Challenge, APAC, SEA Game challenge etc. and also to be able to play Friendly Internationals against other countries. The tiers are set for countries to provide a basic time table for the member association to develop their internal operations and to progressively move into the higher level in the International Competition structure. The Licence Tiers are defined as follows:

**TIER 1**
The basic requirements to participate in Regional Floorball tournaments and Friendly International matches at country to country level. This would cover tournaments such as Euro Floorball Challenge or APAC/Asian Cup

**TIER 2**
The basic requirements to participate in WFCQ, Continental/Regional Multi Sport tournaments (ie Regional Multi Sports Games such as SEA Games)

**TIER 3**
The basic requirements to participate in WFC Final round tournaments, U19 WFC or Global Multi-Sport Games

The basic requirements for participation in IFF Events are firstly defined by the IFF Statues, the relevant Competition regulations, the Game Rules and other IFF Guidelines.

The Requirements for participation at the relevant Tier Tournament are detailed here

<table>
<thead>
<tr>
<th>REQUIREMENT</th>
<th>PROOF</th>
<th>TIER 1</th>
<th>TIER 2</th>
<th>TIER 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0  Registered Organisation in their country with Governmental body</td>
<td>Certificate</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>2.0  Recognised with NSO and/or NOC</td>
<td>Letter from NOS/NOC</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>2.1  Have been IFF members for at least 12 months</td>
<td>Application date</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>3.0  National Championships being played</td>
<td>Annual report including results</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>3.1  National Tournaments being played</td>
<td>Annual report including results</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>4.0  Club Tournament being played</td>
<td>Annual report including results</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>5.0  There is a CB in place</td>
<td>Document of proof</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>6.0  They hold (Annual) General Meetings</td>
<td>Copy of minutes</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>7.0  They have a Bank account</td>
<td>Copy of Bank Statement</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>8.0  They prepare annual accounts</td>
<td>Copy of Annual accounts</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>9.0  They have a membership/license system in place</td>
<td>Details of structure</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>9.1  They have Player License system in place</td>
<td>Details of structure</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
INTERNATIONAL FLOORBALL FEDERATION (IFF)

Recognised by the IOC
Ordinary member of SportAccord

Appendix 6

<table>
<thead>
<tr>
<th>REQUIREMENT</th>
<th>PROOF</th>
<th>TIER 1</th>
<th>TIER 2</th>
<th>TIER 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.0 They have Policies/Procedures including a minimum of</td>
<td>Copies of policies</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>o Good Governance</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>o Conflict of Interest</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>o Codes of Conduct</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>o Equality</td>
<td>X*</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>o Anti-Doping</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.0 They have a Development Plan including</td>
<td>Copy of Development Plan</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>o Women</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>o Juniors/Schools</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>o Referees (Have International Referees)</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>o Coaches</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.0 They have a Mission/Vision Statement</td>
<td>Copy of Mission Statement</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>13.0 No debts due to IFF at time of registering for WFC/WFCQ</td>
<td>IFF Bookkeeping</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>13.1 No debts to IFF Member Associations</td>
<td>IFF Bookkeeping</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.0 Respect the IFF Marketing Rights and Rules</td>
<td>IFF Office</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>15.0 Hand in Reports to IFF</td>
<td>IFF Office</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>16.0 Website and/or Facebook/Social Media</td>
<td>IFF Office</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>17.0 Marketing Plan</td>
<td>Copy of Plan</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

Incentives for the Member Associations

There is a need to use the Licence system to encourage countries to continue to constantly work with their internal development. This will be done through a combination of incentives and conditions so the program is not open ended. In the long term it is not felt that countries should be rewarded for not growing and aiming to participate in a higher level tournament.

The Incentives are not applicable to Friendly Internationals between countries not part of a recognized International tournament.

The Tier 1 countries will receive a grant to assist with participation fees at regional tournaments starting at 30% reducing by 10% for each year (The maximum amount is 250 CHF/year). The aim is that in 3 years’ time the countries progress to the next level of Tiers and tournaments. The mechanics to action this can be through a subsidy from IFF or provision of sticks and balls to the equivalent value or holding an IFF Development Seminar and/or Training session

The incentives are not available after 6 years membership of IFF. Therefore, to achieve full benefit, the member will need to participate within 3 years of membership.

The Tier 2 countries receive a development training session or IFF assistance to setup an EOTO project for that country or a 1 off grant (up to 50% of participation fee) for first time participating at a Tier 2 tournament (The maximum amount is 1.000 CHF/year).
The Tier 3 countries receive an IFF Development training session for their first time participating at a Tier 3 tournament.

Organisers of Tier 2 or 3 tournaments will have the possibility to receive a free of charge rink for the first time they organise a Tier 2 or Tier 3 event.

The Conditions for the countries to receive the IFF Incentives are as follows:

Countries have a maximum of 3 years from having received the initial membership of IFF to participate in a Tier 1 tournament to qualify for the Tier 1 incentives.

Countries have a maximum of 2 years to advance to a Tier 2 tournament after their initial Tier 1 tournament participation before the right to receive the incentives run out.

Countries have an additional 2 years to advance to the Tier 3 tournaments before the incentives run out.

A country is considered to be an active member of IFF, when they have participated in a Tier 1 regional tournament and are then considered having reached the level for ordinary membership and the duties relating to that, if they fulfill the other requirements defined in the IFF Statutes.

The IFF membership fees system will be updated in relation to the tier system and the definition of activity of being a member.

Requirements Compliance

In order to be able to determine the present situation of the IFF Member Associations, an Initial Audit of the member associations will take place during 2017. Based on the results of the Licence Audit a yearly check-list of topics for development shall be made together with the National Associations.

Implementation of the Licence System 2.0

The implementation of the IFF Licence System 2.0 will be used for the first time for the registration of the Men’s World Floorball Championships 2020, in December 2018.

The defined Licence criteria’s must be fulfilled by December 2018, in order for the association to be able to register for the WFC. The Development Check-list based on the Audit shall be planned in 2018 and must be executed before the 31st of May 2020.

The member associations have the possibility to apply for a dispense from the Licence system tier 2 or 3 compliance, based on their specific position.

Based on the positive decision of the IFF Licence by the IFF General Assembly 2016, the IFF Office is given the task to prepare a IFF Licence for Participation in Major Events Regulation.
Proposal to the IFF Central Board to change the IFF Statutes § 13.3., in relation to the IFF Licence System 2.0

One of the bigger problems with the present membership fee structure we have, is that a number of IFF members who are not actively taking part in competitions are gathering huge membership debts after they have been IFF members for four years in accordance with the IFF Statutes § 13.3.

13.3 Provisional membership shall only be granted for four years. After a maximum of four years from becoming a provisional member the Association will, automatically, become an ordinary member, after a decision taken at the IFF General Assembly, if the Association in question is fulfilling the requirements of article 14.

This has led to a situation where the threshold for participation has grown too big. Based on the approach taken in the IFF License System for Participation in Major IFF Events, the CB proposes to the IFF General Assembly to change the § 13.3 in the following way: to not have the automation after four years to become ordinary and have to pay the full basic (1500) membership fee. The proposal is as follows:

13.3. Provisional membership shall only initially be granted for a period of four years. After which the membership status of the country in question shall be subject for revision by the IFF CB, based on the activity of the member Association.
If the requirements of article 14 are fulfilled, the provisional member shall after having been a provisional member for the period of four years apply for ordinary membership to the IFF General Assembly.

By doing this we believe we can introduce the countries a new option, where the country shall pay the higher basic fee, after four years, if they compete in any of the Tier level competitions, leaving it for the CB/Administration to consider the lower basic fee (CHF 500) for the inactive, to keep debts low.
Proposal to the IFF Central Board to change the IFF Membership Fee system, in relation to the IFF Licence System 2.0

One of the bigger problems with the present membership fee structure we have, is that a number of IFF members who are not actively taking part in competitions are gathering huge membership debts after they have been IFF members for four years in accordance with the IFF Statutes § 13.3.

13.3 Provisional membership shall only be granted for four years. After a maximum of four years from becoming a provisional member the Association will, automatically, become an ordinary member, after a decision taken at the IFF General Assembly, if the Association in question is fulfilling the requirements of article 14.

As a part of the implementation of the IFF Licence System for participation in IFF Major Events, the IFF CB proposes to change the scale system of the IFF Membership Fee, Number of Players as follows starting from 2017:

<table>
<thead>
<tr>
<th>PROPOSAL</th>
<th>EXISTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of players</td>
<td>CHF</td>
</tr>
<tr>
<td>0 - 300</td>
<td>0</td>
</tr>
<tr>
<td>301-650</td>
<td>300</td>
</tr>
<tr>
<td>651-1250</td>
<td>700</td>
</tr>
<tr>
<td>1251-1750</td>
<td>1000</td>
</tr>
<tr>
<td>1751-2500</td>
<td>1500</td>
</tr>
<tr>
<td>2501-3500</td>
<td>2500</td>
</tr>
<tr>
<td>3501-5000</td>
<td>3000</td>
</tr>
<tr>
<td>5001-6500</td>
<td>4000</td>
</tr>
<tr>
<td>6501-8000</td>
<td>5500</td>
</tr>
<tr>
<td>8001-10000</td>
<td>7500</td>
</tr>
<tr>
<td>10001-15000</td>
<td>10000</td>
</tr>
<tr>
<td>15001-30000</td>
<td>12000</td>
</tr>
<tr>
<td>30001-50000</td>
<td>14000</td>
</tr>
<tr>
<td>50001-75000</td>
<td>16000</td>
</tr>
<tr>
<td>75001-100000</td>
<td>18000</td>
</tr>
<tr>
<td>100001-</td>
<td>20000</td>
</tr>
</tbody>
</table>
WFC 2016 schedule (prel. 21.04.2016)

<table>
<thead>
<tr>
<th>Group A</th>
<th>Group B</th>
<th>Group C</th>
<th>Group D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>Latvia</td>
<td>Denmark</td>
<td>USA</td>
</tr>
<tr>
<td>Finland</td>
<td>Sweden</td>
<td>Australia</td>
<td>Thailand</td>
</tr>
<tr>
<td>Estonia</td>
<td>Czech Republic</td>
<td>Poland</td>
<td>Canada</td>
</tr>
<tr>
<td>Switzerland</td>
<td>Norway</td>
<td>Slovakia</td>
<td>Singapore</td>
</tr>
</tbody>
</table>

Changes due to TV may affect the schedule

Sat 03.12.2016  Arena Riga
11:00 Estonia - Switzerland GrpA
13:45 Germany - Finland GrpA 12:00 USA - Thailand GrpD
16:30 Czech Republic - Norway GrpB 15:00 Denmark - Australia GrpC
19:30 Latvia - Sweden GrpB 18:00 Canada - Singapore GrpD

Sun 04.12.2016  Arena Riga
12:15 Germany - Estonia GrpA 12:00 Poland - Slovakia GrpC
15:15 Finland - Switzerland GrpA 15:00 USA - Canada GrpD
18:15 Latvia - Czech Republic GrpB 18:00 Thailand - Singapore GrpD

Mon 05.12.2016  Arena Riga
13:00 Australia - Slovakia GrpC
15:45 Finland - Estonia GrpA 16:00 Denmark - Poland GrpC
19:00 Sweden - Norway GrpB 19:00 Thailand - Canada GrpD

Tue 06.12.2016  Arena Riga
13:30 Switzerland - Germany GrpA 13:00 Slovakia - Denmark GrpC
16:30 Sweden - Czech Republic GrpB 16:00 Singapore - USA GrpD
19:30 Norway - Latvia GrpB 19:00 Australia - Poland GrpC

Wed 07.12.2016  Arena Riga
10:00 4th grp A - 1st grp D PO3 16:00 3rd grp D - 4th grp C 13-16:1
13:00 3rd grp A - 2nd grp D PO1 19:00 3rd grp C - 4th grp D 13-16:2
16:00 3rd grp B - 2nd grp C PO2
**19:30 4th grp B - 1st grp C PO4

Thu 08.12.2016  Arena Riga
10:00 Loser PO2 - Loser PO3 9-12:1
13:00 Loser PO1 - Loser PO4 9-12:2
16:00 1st group B - Winner PO3 Q2
19:00 2nd group B - Winner PO1 Q4

Fri 09.12.2016  Arena Riga
10:00 Loser 9-12:1 - Loser 9-12:2 11th 12:00 Loser 13-16:1 - Loser 13-16:2 15th
13:00 Winner 9-12:1 - Winner 9-12:2 9th 15:00 Winner 13-16:1 - Winner 13-16:2 13th
16:00 2nd group A - Winner PO2 Q3
*19:00 1st group A - Winner PO4 Q1

Sat 10.12.2016  Arena Riga
10:30 Loser Q1 - Loser Q4 5-8:1
13:30 Winner Q2 - Winner Q3 Semi 1
16:30 Winner Q1 - Winner Q4 Semi 2
***19:30 Loser Q2 - Loser Q3 5-8:2

Sun 11.12.2016  Arena Riga
****09:00 Loser 5-8:1 - Loser 5-8:2 7th place
****12:00 Winner 5-8:1 - Winner 5-8:2 5th place
14:45 Loser Semi - Loser Semi 3rd place
17:40 Winner Semi - Winner Semi Final

*If qualified Finland shall play their quarter-final Friday at 19:00
**If qualified Latvia shall play their PO match Wednesday 19:30
***If Latvia play for 5th-8th their match shall be played at 19:30
****If Latvia play for 5th or 7th place their match shall be played at 12:00
The preparations of the Men’s World Floorball Championships 2016 are ongoing in all fields and directions of responsibility.

There are group ticket sale on, it started on April 8th and the group stage package sale which started on April 29th. The sales numbers for today are: 03.12 - 70; 04.12 - 70; 05.12 - 20; 06.12 - 70; 07.12 - 0; 08.12 - 61; 09.12 - 143; 10.12 - 690; 11.12 - 827; total: 1951 tickets.

The negotiations with IFF sponsors are ongoing continuously:
- “Asics” and “Unihoc” already tested their possible locations in “Arena Riga” during Latvia’s finals on April the 9th, and the plan for WFC is already discussed.
- the dates (summer 2016) first meeting with “Gerflor” were negotiated already in December 2015.
- all the issues around “Swerink” were negotiated already in December 2015, and the final decision is taken.

Plan for location of media seats, media area, mixed zones and photo zones was made. Preliminary communication plan was made. General content for WFC website (iffwfc.org) was prepared and the website was launched. LOC has taken over WFC social media accounts (FB, TW, IG) and started WFC 2016 campaign. Starting from May 23rd there is at least one social media post per day (Monday to Friday) on WFC channels. We are communicating with teams to get some updates and news for stories directly from them. The focus on team specific news will increase starting from September, when the new floorball season begins.

The negotiations with NADO are almost finalised. The common meeting with both arenas was held on June the 2nd.

The first contact meeting with National organisation of special Olympics is planed to be held in first part of June.

The first info letter to the teams with hotel offer is sent out on May the 16th.

Ilvis Petersons
President of LOC WFC2016
## WFC 2017 Groups

### Spain (Madrid) 01-05.02.2017

<table>
<thead>
<tr>
<th>EUR 1</th>
<th>EUR 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweden</td>
<td>Czech Republic</td>
</tr>
<tr>
<td>Norway</td>
<td>Latvia</td>
</tr>
<tr>
<td>Denmark</td>
<td>Hungary</td>
</tr>
<tr>
<td>Slovenia</td>
<td>Spain</td>
</tr>
<tr>
<td>France</td>
<td>Ukraine</td>
</tr>
</tbody>
</table>

### Italy (Celano) 01-05.02.2017

<table>
<thead>
<tr>
<th>EUR 2</th>
<th>EUR 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finland</td>
<td>Switzerland</td>
</tr>
<tr>
<td>Poland</td>
<td>Germany</td>
</tr>
<tr>
<td>Russia</td>
<td>Netherlands</td>
</tr>
<tr>
<td>Italy</td>
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<tr>
<td>Great Britain</td>
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Top 2 in each EUR qualification plus the two best 3rd placed teams will qualify to the final round.

### New Zealand (Wellington) 31.01-05.02.2017

**AOFC**
- Australia
- Japan
- Singapore
- Korea
- New Zealand
- Thailand
- Iran

Top 4 of the AOFC qualification qualifies to the final round.

### TBD

**Americas**
- Canada
- USA

The winner of the Americas qualification qualifies to the final round.
## U19 WFC 2017
European Qualification
Celano, Italy 06-10.09.2016

### Palazzetto dello Sport Celano

<table>
<thead>
<tr>
<th>Grp A</th>
<th>Grp B</th>
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**Monday 05.09.2016**
20:00 *Technical meeting*

**Tuesday 06.09.2016**
10:00 Hungary - Belgium Grp A
13:00 Austria - Great Britain Grp A
16:00 Netherlands - France Grp B
19:00 Spain - Italy Grp B

**Wednesday 07.09.2016**
10:00 Slovenia - Austria Grp A
13:00 Great Britain - Hungary Grp A
16:00 Estonia - Spain Grp B
19:00 Italy - Netherlands Grp B

**Thursday 08.09.2016**
10:00 France - Estonia Grp B
13:00 Belgium - Slovenia Grp A
16:00 Austria - Hungary Grp A
19:00 Spain - Netherlands Grp B

**Friday 09.09.2016**
10:00 Slovenia - Great Britain Grp A
13:00 Belgium - Austria Grp A
16:00 France - Spain Grp B
19:00 Estonia - Italy Grp B

**Saturday 10.09.2016**
10:00 Great Britain - Belgium Grp A
13:00 Hungary - Slovenia Grp A
16:00 Netherlands - Estonia Grp B
19:00 Italy - France Grp B
Teams
Japan
Iran
New Zealand
Australia

Saturday 17.09.2016
15:00 Official practice
16:00 Official practice
17:00 Official practice
18:00 Official practice
20:00 Technical meeting

Sunday 18.09.2016
13:00 New Zealand - Australia
16:00 Japan - Iran

13:00 Iran - Australia
16:00 Japan - New Zealand

Tuesday 20.09.2016
13:00 Iran - New Zealand
16:00 Australia - Japan
Appendix 12

30th Sep - 2nd Oct 2016
Borås, Sweden

VENUE: Boråshallen

PARTICIPATING TEAMS

MEN
Greåker IBK (NOR, EFC 2015 winner)
Florbal Chodov (CZE)
Grasshopper Club Zürich (SUI)
Pixbo Wallenstam (SWE regular season winner)
Storvreta IBK (SWE champion)
Classic (FIN)

WOMEN
Nauka MP (RUS, EFC 2015 winner)
1. SC Vitkovice (CZE)
Piranha Chur (SUI)
IKSU (SWE regular season winner)
Pixbo Wallenstam (SWE champion)
Classic (FIN)

MATCH SCHEDULE

30.09.2016 Friday
10:00 QF2-W 1.SC Vitkovice (CZE) - Nauka (RUS) women
13:00 QF2-M Florbal Chodov (CZE) - Greåker IBK (NOR) men
16:10 QF1-W Piranha Chur (SUI) - IKSU (SWE) women
19:10 QF1-M Grasshopper Club Zürich - Pixbo Wallenstam (SWE) men

01.10.2016 Saturday
9:30 SF1-W Classic (FIN) - Winner QF1-W women
12:30 SF2-W Pixbo Wallenstam (SWE) - Winner QF2-W women
15:30 SF2-M Storvreta IBK (SWE) - Winner QF2-M men
18:30 SF1-M Classic (FIN) - Winner QF1-M men
21:00 5th place M Loser QF1-M - Loser QF2-M men

02.10.2016 Sunday
9:00 5th place W Loser QF1-W - Loser QF2-W women
12:15 Final W Winner SF1-W - Winner SF2-W women
15:15 Final M Winner SF1-M - Winner SF2-M men

Changes due to TV or local spectator reasons may affect the schedule

TECHNICAL MEETINGS

29.09.2016 Thursday
20:00 Technical meeting for all Quarter-final teams

30.09.2016 Friday
18:40 Technical meeting for Women's Semi-final teams
21:40 Technical meeting for Men's Semi-final teams
Champions Cup Steering Group meeting, Espoo, Finland 10.06.2016

Participants:

Filip Suman  CCSG chair, CFbU/IFF
Kari Lampinen  SSBL
Magnus Nilsson  SIBF
Michael Zoss  SUHV
Milan Rantakari  IFF/Champions Cup Brand manager
John Liljelund  IFF secretary general

Report on present issues

1) Opening and Objectives
Mr. Suman welcomed everyone to the meeting in Espoo in Finland and welcomed the especially welcoming Mr. Zoss Michael who is now for the first time participating in the CCSG. In addition Mr. Suman made a short recap of the path to where we are now in the process and the situation for the Champions Cup, to update Mr. Zoss.

2) Approval of the Agenda
The Agenda was approved

3) Minutes from the previous meeting
The minutes were already approved earlier.

4) Country updates
Mr. Suman felt that there is not a need to go through the tasks from the previous meeting as they will be handled in the special topics on the Agenda. The Project managers have been nominated in the countries Czech: Ms. Petra Nachtigalova (has left the CFbU on the 31.5.), Finland: Mr. Janne Bruun, Sweden: Mr. Magnus Nilsson and Switzerland: Mr. Daniel Kasser.

All teams have registered, with the only change that the Finnish ladies will be represented by the runner up SC Classic, as NST will change so much that there are no idea to participate with a very unexperienced team.

CFbU: The CC was promoted quite well, with commercials on the rink and on the led. There was an ad in the program, ads on the Jumbo screen and the ticket to Borås were given to Champions The commentator mentioned that the Champions are qualified to the CC in the TV broadcast.

SIBF: There was a campaign run during the Super-Final week and in the Event itself in the SIBF channels. There was visibility on the led screens and the ticket was given to the winners. Sponsor insight made a question of the awareness of the CC, with 25 % had knowledge that it will be played in Sweden in 2016. A total of 70 % numbers had heard about the CC in some way. The Club teams don’t have promoting the tournament as their primary task, so there are limited efforts made in the process.

SSBL: The ticket to the winner was presented during the Super-Final and the CC-banner is on the SSBL web page. The SSBL only made the minimum at this time and Classic has made a news on their web page. it is a though job to get the clubs to work this early with the Events. There is a need to work with only effective topics, to not overspend resources.

SUHV: The CC was promoted in the Super-Finals with the Ticket to the Borås and the banner on the web page, but not much more was made. The problem is to get Swiss spectators to the Event. Switzerland wants to participate more actively in the future, as this is good for the CC.

IFF: The IFF channels were used for promotion, in all possible fields and the Super-Finals were followed in depth.

Mr. Suman expressed that the CC will only be as good as the Clubs are in their operations. There needs to be a balance of how much to push the Clubs from the Associations and how much resources can be used in the process.
5) **Status report of Champions Cup 2016 in Borås**

Mr. Nilsson reported on the preparations of the CC2016 in Borås. The LOC works very closely with the City of Borås and the Cities production company. There are a lot of promotional material made and visibility in the Social Media. The cooperation with the local club has worked very well and they have started the education of volunteers.

The ticket sales has not taken off yet, as there are just a few tickets sold for the Friday and around a hundred for Saturday and Sunday. The Swedish TV has an agreement with TV4 and the production company Sportsground will produce and TV4 will produce matches with Swedish participants. There can be up to ten matches in Swedish TV, but probably at least 8 matches. The stream will done on the IFF YouTube stream for free. The target is to have a small deficit.

Czech TV (Nová) and Finnish TV (YLE) will probably be showing the matches of their respective teams.

The SIBF has raised a regulation question, to in the future not have the privilege to train in the tournament venue the day before the Event. This will be discussed for the next editions.

There is a Preparatory meeting between the IFF and the LOC on the 15th of June, to discuss the level of the organization of the Event.

6) **Activity and communication plan for June-September 2016**

Mr. Rantakari reported on Marketing of the CC2016 and presented the CC2016 Communication plan. The non-organising and Clubs needs to know what they are supposed to do and the CCSG decided to run the following actions:

- **June:**
  - 15th Re-posting social media Borås materials
  - 22nd Re-posting 100 day’s to the CC

- **July:**
  - Clubs to take pictures and video’s for the SOME, Clubs to re-post

- **August:**
  - Posters, advertising materials to participating teams
  - Banners on Club web-sites
  - Fan competition – win tickets to CC
  - Promotion of the Fan package NA and Club

- **September:**
  - Promotion via National Associations – League matches and Cup’s
  - Clubs: SOME material for reposting
  - Weekly CC news on the National Association channels

IFF has been in active contact sending emails to the participating clubs asking them to re-post the IFF publications in the SocialMedia. The preparation for the Fan campaign is still in progress.

7) **Branding of the Champions Cup**

Mr. Rantakari presented the latest version of the CC Brand Portfolio/Brand Book, which is designed to give the guidelines for the organisers of the same look & feel for the CC tournament.

The CCSG discussed the following topics:

- The level of unity for the use of the different organizer to use the logo and the way to use the system. The overall feeling was to keep the logo, topography, coloring and text solution fully the same and the other elements (title and picture style) can be chosen by the organiser.
- The logo should be in specified area (bar) and the layout of the elements were agreed.
- The logo can only be on black or white background.
- In the manual there should be instructions on how to use the logo on the web and the SocialMedia.

8) **Sales of the Champions Cup**

Mr. Rantakari presented the sales offer of the CC Title Sponsor, with the price of 20-25 thousand EUR. The proposal includes a number of the activation and promotional possibilities, next to the Venue commercials. The Title Partner would be visible with-in all the CC communication from February to October, with the support of the Clubs and National Associations. The problem is to convince the companies of the value of the Champions Cup. The question is how the Champion Cup could support the Brand and providing the support their values.
9) Manufacturer interest
Mr. Liljelund made a short presentation of how to move forward with the manufacturer support to the CC. The idea is to build an activation campaigns in the Floorball environment to engage the fan to the event.
The CCSG agreed to continue the discussions.

10) Organising the CC with big youth or recreational tournament
Mr. Liljelund made a short report of the idea to connect the CC with a major youth or recreational tournament in the future. Giving the possibility to use the local teams and bringing the players from the participating countries.

The CCSG was positive towards this concept and Mr. Nilsson felt that this model could be interesting for the Cities. Mr. Zoss, felt that this approach could bring the real feeling of the close connection between the youth and the star players. Mr. Lampinen felt that it would create a totally different feeling, with youth from the participating countries.

11) Continuation of Champions Cup after 2017
The CCSG discussed on the different forms of the continuation of the Champions Cup 2018 onwards. Mr. Liljelund gave the feedback from the IFF Athletes Committee on the format of the Champions Cup, which is that the Event is very important, but the format is not ideal. The risk of only playing one game at the tournament is not good!

The CCSG discussed on what type of models for playing the Champions Cup exists and which would be preferred, based on the fact of what is good for the sport and bearable for the Clubs. Based upon this discussion the financial calculations will be made.

The basis of any future CC system, cannot bring new costs, without bringing new income and have black figures. The CC must have the best teams participating to keep the level.

The Swiss proposes to play the CC in a three level tournament, with home and away games and a small final tournament. The Finnish clubs proposed to play the tournament in early January. It was said that it would be needed to combine the CC with a youth tournament. Possible to split the Men’s and Women’s tournament, but that will create some issues.

The CCSG decided to start the process of building a Final4 tournament concept paper with some kind of qualifications

12) Any other issues
There are no other issues.

13) Next CCSG meeting
The next meeting will be held in Borås, Sweden in connection to the Champions Cup on the 1st of October, 2016.

14) Conclusion and Closing (FS)
Mr. Suman thanked the CCSG members for a good meeting

Upcoming meetings and issues (cont.)
**Issues that need to be discussed or decided upon or taken action upon**

- Send a detailed Communication Plan to the participating Clubs and national Associations (MR)
- The SIBF will communicate the process concerning the distribution of the TV signal (MN)
- To follow-up on the regulation question raised by Sweden to prepare for the next version of the CC regulation (JL)
- Finalise the Brand book based on the discussion in the CCSG (MR)
- Provide a guideline on how to use the logo in the Social Media and the web page. (MR)
- Finalise the Sales Offer for the CC Title partner and contact Agencies and Companies (MR)
- Continue the discussion concerning the Skills competition (JL)
- Build a concept for combining the CC with a youth or recreational tournament.
- Prepare a concept for possible qualification system for a Final4 (MZ)

**New ideas, etc…**

-
CC2016 Communication plan June-September

Main International activities June-September

**June**
- 15th June: Readymade material, advertising about Borås to the teams and NAs (LOC, IFF)
- 22nd June 100 days left to CC2016 (LOC & IFF)
  - Re-posting by NAs & Participating Clubs

**July**
- Activation of the clubs: Clubs/teams to take pictures and short video clips to be used for promotion on SOME. Clubs & NA’s to re-post.

**August**
- Posters, advertising material to participating teams and others for promotion
- Readymade materials: banners etc. to the teams for re-posting
- Fan competition – win tickets to CC
- Promotion of the Fan Packages to NAs and Clubs

**September**
- Promotion via NAs – League Matches, Cup’s (e.g. Swiss Super Cup) International weekend (Swe & Fin)
- Clubs: SOME material for reposting
- Weekly CC News on the NA channels
- During CC: ASICS guess the results Mobile App competition

Active publication on CC webpage & FB + IFF Channels
# CC2016 Clubs

## Women

<table>
<thead>
<tr>
<th>Team / Contact</th>
<th>Street address / Phone</th>
<th>Post code</th>
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<tr>
<td>1. IKSU</td>
<td>Sportgränd 7</td>
<td>90736</td>
<td>Umeå</td>
<td>Sweden</td>
</tr>
<tr>
<td>Johan Sjöström</td>
<td>+46 704 145 999</td>
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<td></td>
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</tr>
<tr>
<td>2. Piranha Chur</td>
<td>Postfach 498</td>
<td>7001</td>
<td>Chur</td>
<td>Switzerland</td>
</tr>
<tr>
<td>Lorena Girelli</td>
<td>+41 797 191 561</td>
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<tr>
<td>Classic</td>
<td>Jäähallinraitti 3</td>
<td>33560</td>
<td>Tampere</td>
<td>Finland</td>
</tr>
<tr>
<td>Irina Peltoła</td>
<td>+358 400 927 633</td>
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<tr>
<td>4. 1. SC Vitkovice</td>
<td>Recka 1473/1</td>
<td>70800</td>
<td>Ostrava-Poruba</td>
<td>Czech Republic</td>
</tr>
<tr>
<td>Jiří Velecký</td>
<td>+420 734 640 457</td>
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<tr>
<td>Pixbo Wallenstam</td>
<td>Mölndalsfabriker 9</td>
<td>43535</td>
<td>Mölndal</td>
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<td>Håkan Ohw</td>
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<tr>
<td>Jan Inge Forsberg</td>
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<td>6. Nauka-MP</td>
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## Men

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<td>Matias Maijala</td>
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<td>2. Pixbo Wallenstam</td>
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<tr>
<td>Olle Carlsson</td>
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<tr>
<td>Michal Bauer</td>
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<td>4. Grasshopper Club Zurich</td>
<td>Bullingerstrasse 80</td>
<td>8004</td>
<td>Zurich</td>
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<td>Beat Bruderer</td>
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<tr>
<td>Kim Knudsen</td>
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<td>Lars Simensen</td>
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Materiajtips:
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http://www.bt.se/sport/malet-fler-an-10000-askadare/
Appendix 14

SportAccord Convention, Lausanne, Switzerland 17.-22.4.2015

Participants: Tomas Eriksson, IFF President
Filip Suman, IFF vice president
John Liljelund, IFF secretary general

Report on present issues

1. **SportAccord Convention**

After the turmoil in Sochi last year the role and future of the SportAccord and the SportAccord Convention has been somewhat unclear and therefore for example both Sochi and Dubai declined to organise the Event. The SportAccord Convention is a separate organisation and only partly controlled by SportAccord, the other stakeholders are ASOIF and AOIWF. The discussion of a merger between the SA and the SA Convention will continue also after this Event.

The Convention was finally organised by Lausanne and was a little smaller than the one in Sochi, with 1,720 delegates representing 780 organisations and companies. Over 100 International Sport Federations took part and there was participants from 78 nationalities. During the Convention there was organised also the LawAccord, CityAccord and a number of Panels and workshops.

2. **SportAccord AGM**

The main two questions for the SportAccord AGM was the proposal to change the statutes of SportAccord, prepared by the council and the Election of a new president for SportAccord, as the FIS President Gian-Franco Kasper had acted as the interim president after Vizer resigned last year. President Kasper started the AGM with apologising to the IOC of what had happened in Sochi. It was clear that the main objective is to find peace and stability in SportAccord.

The new statutes were adopted after a motion had been turned down to have equal number of seats for the four IF organisations in the SA Council. Now the SA President can only be elected for one four year period.

FIBA secretary general Patrick Baumann was elected with 55 votes against Underwater sports president Anna Arzhanova with 25 votes.

3. **ARISF AGM**

The ARISF President Chiulli stressed that the role of ARISF has grew stronger, as ARISF now have been given the task to analyse the applications of the AIMS and other organisations seeking IOC recognition.

ASOIF President Ricci Bitti greeted the AGM and commented that the competition calendar is very crowded, so there are not room for more competitions. It was apparent that the relationship between Chiulli and Ricci Bitti, is not very good.

IOC Sports Director Kit McConnell gave a short debrief of the present IOC work related to the recognition process and specifically stressed the need for enhancing the principles of Good Governance.

Chiulli stressed in his presidential report that the relations with the IOC are excellent and ARISF is working actively, this was however contested and the role and strategy of the ARISF and the flow of information to the membership was criticised by Lifesaving, Karate and Floorball. As a result of this Liljelund was summoned to the ARISF Council to discuss the next steps of ARISF. The council defended themselves that the ARISF membership has very different ambitions and objectives and there are no financial resources to act. ARISF doesn’t have any employed staff and only a limited amount of IF’s are actively answering the .

Liljelund continues as the financial examiner of ARISF for 2016.
4. **ARISF – IOC workshop**

President Chiulli started the 2nd IOC-ARISF workshop, by concluding that the Tokyo Additional Event process is a result of the ARISF activities, which created some comments within the membership.

Mr. Kit McConnell stressed the need to have a high level of engagement of the IF’s in the fields of Good Governance, work against doping and the fight against irregular betting. He also stressed that the first joint meeting of the IOC leadership and the ARISF council was held the day before, on the imitative of President Bach. and give it s recommendation

The IOC has now included all the IF organisations in the process for IOC recognition and there are now 18 AIMS IF’s seeking recognition and 9 other IF’s which doesn’t belong anywhere. ARISF shall analyse the application files by the 7th of July

The IOC Athletes Programme and the Athlete hub was presented and all ARISF athletes can use this one stop service. Also the IOC Athletes Learning gateway was presented shortly.

It was also informed that the sports approved as Additional Events for the Rio Olympics will become associate members of the ASOIF until the Tokyo games, but stay ARISF members.

Ms. Paquerette Girard Zappelli: The IOC will conduct a survey of the activities and expenditure the IF’s are using for the Anti-Doping work. In addition the IOC is asking the IF’s to self-access if their rules are in-line with the IOC and the IF’s were asked to use the IOC package in the field of Integrity.

IF’s can apply for IOC patronage for their Events and apply for the IOC Presidents Trophy for the winner.

The IOC Olympic Channel was presented by the Olympic Broadcasting Director and the IF’s will be contacted after Rio.

5. **IOC Sports Department/Ms. Jenny Mann**

In the discussion with the Sports Department, Ms. Mann thanked IFF for handing in the Status Report and IFF made a short recap of the development. Ms. Mann gave a short update of the situation concerning Events and the situation in ARISF was shortly discussed. It was agreed that IFF should send the Urban Floorball Concept paper to Ms. Mann.

6. **IWGA AGM**

The IWGA agenda run without any major issues and the IWGA President Jose Peruena refereed to the MoU signed between IOC and IWGA, which ties the World Games closer to the Olympics.

The new statutes were adopted after a series of votes, which means that the IWGA will not approve new members at this stage, as there are not space on the program. All applications were moved to the 2017 AGM. Bodybuilding proposed that all IWGA members should be on the World Games program and that the AGM would choose the Event cities, both proposals were clearly declined.

Wroclaw informed that the WKK Arena will be ready in May 2016 and the sport equipment agreements are being signed. There are four test-events in 2017: orienteering, jiu-jitsu, archery and floorball. The next Competition Manager meeting will be held in Wroclaw from the 25th to 28th of August, with application by the 15.5.

7. **IMGA AGM/Meeting with Jens V. Holm**

The process for the European 2019 Master Games is still open and there are still time for the bidding until August 2016. Floorball is still an interesting sport to have and we will continue the discussions for the EMG 2019 in the Autumn.

The IMGA AGM expelled Chess and Sledgedogsports as members and approved Flying Disc.

To become full member of IMGA, IFF needs to have at least 500 participants in three events and host own Master Events
8. **Wroclaw World Games 2017**

IFF meet with the new vice Chair Adam Roczek and Miss Edyta Musiol, coordinator, and Sports Department Mr Grzegorz Pyzalka to discuss the practical arrangements. IFF will bring the WFC set-up for the Event, with Flooring, Rink and Goals and Balls. It is possible to organise an adjacent floorball event in the city during the Floorball tournament, this have to be coordinated with Mr. Chomniki. Also the reservation of tickets was discussed, but the LOC will return with more information in a later stage. The LOC will connect to the marketing department asking what type of marketing activities IFF can run before and during the Event in the City public space. We asked for the TWG mascot for the WFC. The official TV schedule is not ready, but IFF can stream matches to the IFF YouTube and produce the matches that are not for the TWG channel for TV.

9. **World Games 2021 Birmingham**

Birmingham has identified four sports that they will activate in the schools in the city: these are Tug of War, Korfball, Lacrosse and Floorball. IFF will coordinate this with the USFbA and North Texas Floorball and support the project with some 150-200 sticks and 600-800 balls. The project will start in beginning of 2017. IFF will have a meeting with USFbA during the U19 WFC on this topic. Also a Clinique of some sort in Birmingham was discussed.

10. **Sport Singapore**

Sport Singapore asked for a meeting, represented by deputy CEO Mr. Chiang Hock Woon, and miss Lim San San, senior manager industry development, to discuss the development of Floorball in Singapore. Sport Singapore feels that the SFA is not developing fast enough and is looking to re-organise it. The Sport Singapore plan is to replace the organisation and will then apply for a change of membership. IFF informed that this needs to take place before the CB meeting in August, in order to be able to secure the Singapore participation in the WFC in Riga and the membership change has to be confirmed by the IFF General Assembly.

11. **Special Olympics/Jon-Paul St. Germain, Mariusz Dementko and Lee Todd**

The SOI is still very happy with the cooperation between the IF and the SOI. SOI has run development cinques on all continents: Uruguay, Lebanon, South Africa, Singapore and in Riga during the WFC. The seminar in Riga will be held form 8.-11.12 and there will be the 13 countries participating in SO World Games in Graz in 2017, which have not received education so far. IFF is to give some educational support to the seminar and supply with some starting sets for the countries 10 x 20 sticks and 10 x 30 balls. The participants will be invited for the WFC matches. SOI would like IFF to collect used sticks, but IFF informed that it would be easier if SOI would speak to a country directly. It was also discussed that the Cooperation agreement should be updated in 2017.

12. **Olympic Council of Malaysia/ Ms. Beng Choo Low**

The National Association must hand in an application for the sport exhibition before the 10.5., including information for venue, facilities, cost setting number of teams and the support from the IFF and the National Association. The Events for the SEA Games will be finalised in May.

13. **Canton du Vaud/City of Lausanne**

IFF met with the Canton du Vaud to hear about the possibilities for 2018 and forward. As IFF needs to register the organisation at the Register du Commerce, in order to have a registration and VAT number in Switzerland. This is needed to secure a cheap TV production, as this is increasing in value. There is a possibility to open a satellite office with 1+2 employees in 2018 or later.

14. **BroadReach Media(Steven Morris**

Three channels have already bought the WFC2015 high-lights program and they are FoxSport South-East Europe 9 territories, Dubai Sport 23 territories, EurosportAsia 30+ territories.
IFF – Office Report

For the WFC2016 IFF will need to find a professional commentator who can maybe make the commentary on a pre-set number of pre-selected games. The signal needs to be clean in accordance with the given instructions and there needs to be one interview per team in the selected matches. These should be downloaded to an FTP.

15 Sportcal/Mr. Mike Lafflin
IFF discussed the possibility of running a study on the affect of the Florball World Championships in 2016 – 2020 within the framework of the Global Sport Index for the Men and Women WFC’s, as IFF needs hard evidence for Cities, increased visibility for the WFC, Raise the Awareness of our Events, Attract sponsors and improve Event management.
The proposal will be brought to the June IFF CB meeting for decision and be discussed at the CCMNG meeting.

16 Advisport/Mr. Jean-Laurent Bourquin
In the meeting the working list for 2016 was discussed and it looks like this:
- Preparation of an IFF guidelines on Irregular Betting
- Next steps in the process for entering the IOC Sports Initiation Programmes
- IFF Strategy for Multi-Sport Events.
- Action plan for activities needed in the political lobbying
- Action plan how to utilise the Wroclaw World Games
- Finding a solution in the VAT question.

17 EFT 2017 Switzerland
The EFT Switzerland round was played in connection to the SportAccord, so the IFF ExCo had decided to invite top IOC, and other sport officials to the event. IFF had promoted the event in the SportAccord Convention Daily newspaper and mobile app to get SAC participants to join the event. The SUHV had greatly helped in the preparations and was able to serve a remarkable event in Lausanne on Friday the 23rd. There was in total over 10 IFF guests participating and they were all very positive to the sport.
IOC:    Mr. Timo Lumme, IOC Marketing Director,
        Ms. Jenny Mann IOC Head of Winter and Recognised sports
IMG:    Mr. Jens V. Holm, CEO
IWGA:   Ms. Chantal Boehi, General manager
FISU:   Mr. Oleg Matysing, President and
        Mr. Eric Saintrond, Director general
Special Olympics:  Mr. Jon-Paul St. Germain, Sports director

18. SportAccord .sport Policy Advisory Board
The SportAccord .sport TLD is still contested by the two commercial companies Donuts and Famous Four Media. Both are in the independent review panel hearings by ICANN and if they don’t prevail, SportAccord might be able to make the agreement with ICANN by the end of the year to launch .sport. The only risk is that if the .sport, would go to a private auction, the winner can continue running the .sport, but the losers get to share the revenue from the auction. The .ski has been taken into use by FIS for the ski industry, but still not by the FIS. For FIBA .basketball has not been activated as the registry company has not been able to start the sales of the .basketball. The third sport related TLD .rugby, is also in a review panel stage as .sport.
Upcoming meetings and issues

- Apply for IOC patronage for the WFC2016 and the IOC Presidents Trophy
- Follow-up the question to the IOC NOC Department concerning Hong Kong and Greenland
- Prepare for the IOC Anti-Doping cost questionnaire with Merita
- Contact the IOC IOC Ethics Department and ask about the Integrity package
- Contact the Olympic Channel John Palfrey to discuss CC and WFC
- Send the Urban Floorball Concept paper to Ms. Mann
- Discuss possibility of organising a adjacent floorball event in Wroclaw, during the TWG 2017 with PF
- Continue the discussions with TWG LOC on accommodation, ticket, VIP, marketing and ask for the mascot to Riga.
- IFF to organise a meeting with USFbA to discuss the way forward concerning the TWG 2021 - jspa
- IFF to reserve floorball materials for the TWG2021 Birmingham activation campaign
- Ask TWG LOC to come and present for the CC10 meeting in Wroclaw.
- IFF to seek contact with the organiser of the EMG LOC, after the IMGA Board has decided it
- Organise ten start-up sets for Special Olympics to Latvia WFC.
- Ask Arena Center of the possibility to have used sticks collected for Special Olympics.
- Write to Malaysia Floorball and discuss the application process for the SEA Games Exhibition tournament.
- To provide the IFF information to Ms. Anna Hellman/ThinkSport with IFF materials
- Ask for an English speaking commentator for the WFC2016 high-lights program

Issues that need to be discussed or decided upon or taken action upon

- Discuss with Arena Center if it would be possible to arrange a campaign to collect used sticks for Special Olympics
- Arrange a competition between the Polish Clubs which Club will bring most spectators to the World Games and this will be awarded with a Floorball rink from IFF
- Use the WFC to promote Wroclaw in ads etc.

New ideas, etc...

- Discuss with Arena Center if it would be possible to arrange a campaign to collect used sticks for Special Olympics
- Arrange a competition between the Polish Clubs which Club will bring most spectators to the World Games and this will be awarded with a Floorball rink from IFF
- Use the WFC to promote Wroclaw in ads etc.
What are the World Games?

The World Games is a Multi-Sport Event which will be organized for the 10th time in Wroclaw, Poland from the 20th to 30th of July, 2016. The Wroclaw World Games is expected to have more than 3,600 participating athletes, from over 100 countries, competing in 27 official Sports and Disciplines and Floorball is an official medal sport on the program. The World Games are organized every 4th year by the International World Games Association (IWGA)

The World Games are, as the International World Games Associations President Mr. Jose Perurena defines it a complimentary to the Olympic Games in the Sports Family and can offer sports and disciplines an Event the same quality and interest as the Olympic Sports. The ambition of the World Games is push forward together and attract more public attention for the World Games, which serves the interest of all the IF’s that wants to reach the ultimate goal – the Olympic Games. The main challenge is to increase the knowledge of the World Games, both with-in the Floorball Community and outside it.

The World Games are governed by the International World Games Association (IWGA), which is recognized by the IOC as an Official Multi-Sport Event organizer, where the former and present IOC have given their personal support to the IWGA and the World Games. The IWGA consists of 37 member International Sport Federations, Olympic IF’s, IOC Recognized IF’s and AIMS IF’s. Unlike the Olympic Games the invitation to and management of the competitions are in the hands of the international sport federations.

In the World Games the participating sports are divided into six different groups Artistic & Dance Sports, Ball Sports where Floorball belongs to, Martial Arts, Precision Sports, Strength Sports and Trend Sports.

The World Games has effectively acted as a test-event for Sports and Disciplines striving to reach the Olympic Games. Sports now on the Olympic program have before been on the World Games prior to their acceptance to the Olympics, like Badminton, Mountain biking, Taekwondo. Now among the new sports for the Rio Olympic Games, Rugby has been on the program of the World Games and all of the five sports now proposed by the Tokyo Organising Committee (Baseball & Softball, Karate, Skateboarding, Sports Climbing and Surfing) have been on the World Games program as well.

The principle of the World Games is that only the top six to eight top athletes or teams in each sport can participate in the Games and this is the requirement for participation in the games. This proves Floorball has advanced to a new level, as we are now part of the 2017 Wroclaw World Games and a true part of the International Multi-Sports program, with opportunities to go even further.

Based on the Olympic Agenda 2020 recommendations, approved by the Extra ordinary IOC Session in Monaco in December 2014, the World Games is the pathway to the Olympic Games and IOC President Thomas Bach has on numerous occasions stressed that the NOC’s need to coordinate the countries participation in the World Games.

At the moment the World Games is the biggest any Athletes can win than the IFF World Floorball Championships!
The History of the World Games

The World Games were founded by a number of International Sport Federations, which wanted to create a multi-sports event not in conflict with the Olympic Games, but as a compliment to them.

The first edition was held in Santa Clara, California, USA in 1981, when 1,285 athletes competed in 18 different sports. After this the Games were organized in London, GBR 1985, Karlsruhe, GER 1989, The Hague, NED 1993 and Lahti, FIN 1997. After the Games in Lahti, Finland the cooperation and the relationship with the IOC has been sealed. The World Games has had the patronage of the IOC after that and the IOC has closely followed and participated in the Games. The organization of the games bear the same system of the Olympic Games.

In 2001 the Games were organized in Akita, JPN, in 2005 in Duisburg, GER, in 2009 in Kaohsiung, TPE and in 2013 in Cali, COL. In Duisburg the athletes were grouped by nations in the “parade of athletes” in agreement with the IOC.

Floorball was participating as a demonstration sport in the Lahti World Games in 1997, with four countries, Finland, Latvia, Sweden and Switzerland. However the program of the World Games did not allow space to include another team sport in the next games and IFF actually only got membership of the IWGA, as late as in 2013 at the IWGA General Assembly in St. Petersburg, as an result of a renewal of the IWGA statutes allowing for new IF’s to apply for membership.

In 2014 the IWGA assembly decided to include Floorball on the official program of the Wroclaw World Games, with six men's teams, as the International Netball Federation was not able to insure that they would have the best teams participating in the 2017 World Games. IFF had actually earlier in 2014 applied to be included as an extra Event directly to the organizer, but was in the end accepted as an official medal sport.

It is important to keep in mind that out of the 37 IWGA members only 27 have their sports or discipline on the program of the World Games, therefore it is extremely important to use this opportunity given to us and prove that we are able to respond to the challenge given to our Sport.

The position of the World Games in the hierarchy of the Multi-Sport Games

The challenge for the World Games and also for us in Floorball is that the overall knowledge and awareness of the Games are not high enough. Therefore it is imperative that we can raise the awareness of the Wroclaw World Games and the role they play in the Sports World.

The International Olympic Committee has signed a new memorandum of Understanding with the IWGA on the mutual support and cooperation between the two organisations. The basis for this has been defined in the recommendation 6.1. of the Olympic Agenda 2020, which states “.. the IOC and the IWGA to closely cooperate regarding the sports programme composition and their respective evaluations”.

In Short this means

- that the IOC recognizes the importance of the World Games as a multi-sport event and agrees to support the IWGA and provide assistance.
- that the IOC will help to promote IWGA activities within the Olympic Movement.
- that the IOC will encourage the National Olympic Committees to support and assist their national multi-sport delegations taking part in the World Games.
- that the IWGA recognizes the importance for athletes and officials in all sports to participate as a national multi-sport delegation at the World Games.
- that the IWGA is willing to review and further develop the sports program of the World Games with the help and input of the IOC;
- that the IWGA is committed to develop its activities in the Olympic spirit and in conformity with the Olympic Charter.

In addition to this, it has been agreed that only events that are not on the program of the Olympic Games can be included on the program of the World Games. The IWGA shall also ensure that only sports whose International Federation is recognized by the IOC or are already members of the IWGA will be included on the Sports programme of the TWG.

As a result of this, the IOC President Mr. Tomas Bach has urged the NOC’s in a letter to back the World Games 2017 and the national multi-sport delegations participating in the TWG, stressing that the World Games and the IWGA play an important role in the framework of the Olympic Movement and encouraging the NOC’s to participate in the World Games 2017.

As the IOC has shown that the TWG will be used as a test laboratory for the evaluation of sports, we have a clear possibility to showcase the value and interest of our sport in Wroclaw.

The Wroclaw World Games 2017

There is a maximum quota of 3,600 athletes in the World Games, which means that Floorball will be played with 6 Men’s teams. Each team will initially consist of 14 players and one coach. IFF is negotiating with the IWGA to increase the number of team officials during the game. This is today our Olympic games!

The Men’s World Floorball Championships in Riga, Latvia in December 2016 will act as the qualifications tournament for the World Games 2017. This means that we will have a lot of very interesting games during the WFC 2016. The teams will qualify as follows:

- The medalists are directly qualified
- The best ranked neighboring team to Poland will be qualified
- The best ranked non-European team, if ranked among the top 12
- The host country Poland

This gives the most of the participating teams a real chance to qualify for the World Games, it is vital that all participating countries actively uses this to support their political lobbying and building awareness for the sport in general and also use the World Games as a tool to strengthen the organization.

Now is the possibility to win the World Games for a first time!
The Strategic Objective for the Floorball Family:

For Floorball this is the true golden opportunity and the Event to prove that we can bring added value to the multi-sport events through a spectacular sport, dynamic and interesting matches, broad fan base from the floorball community, visibility in the social media and a real party in Wroclaw, as the cooperation of the IOC and the IWGA is now being brought tighter together with the new MoU with IOC.

The World Games are the biggest achievement Floorball has reached so far and is our Olympics and the main tool to reach the Olympic Games.

The strategic outcome for the Floorball Event in Wroclaw can be evaluated, based on three different factors:

- Give us entrance in the Birmingham 2021 TWG as an official sport, including also Women
- Bring Floorball to the Sport Initiation Programme for Tokyo 2020
- Give us a real chance to be one of the Additional Event Sports for the Olympic Games 2024 and/or the Youth Olympic Games

Actions for the National Floorball Associations

In order to use this opportunity, there needs to be a clear communication plan of how to increase the awareness that the participating nations has a chance to qualify for the World Games based on their result in the WFC. Here the activities need to start in beginning of the season 2016-2017, as a part as the preparation for the WFC in Riga, Latvia.

The key objectives are to:

- Increase visibility for Floorball and the National Team
- Promote the World Games in the national web and social media channels
- Speak about the opportunity National team has in all Floorball communication
- Make press releases and contact the major sport channels about the opportunity before the WFC, to get interest towards the WFC and National Team performance
- Speak to the NOC about this opportunity and seek increased cooperation through this
- Secure that the country can participate in the World Games if qualified, if the Sport is not recognized in the country
- Get a foot in the door with the National Olympic Committee and have a way to cooperate if qualified.
- Secure recognition of Floorball in the coming years ahead of the Birmingham, USA World Games 2021
- Contact provincial Sport Bodies and introduce the possibility of participation in the World Games.

For the member associations not participating in the WFC2016, the objective is to generally speak about the opportunity the World Games gives the sport as a whole.

IFF Action Plan towards the Wroclaw World Games 2017

The Plan is to work in a number of different fields, dividing the tasks between the PFF, the National Associations and the IFF.
General:

- Provide a Federation Brief for the participating teams in the WFC2016 in October, with information for team leaders and NA's
- Give the information to team captains and teams on how to mention World Games in their interviews before and during the WFC2016
- Get NA's to talk to their NOC's about the TWG – IFF to provide information before and after the qualifications during WFC.
- Include a banner on the National Associations front pages to increase awareness, with a link to the IFF World Games web site
- Discuss the TWG during the IFF General Assembly in Riga, Latvia
- Approve this Action Plan by the CB in September

Athletes:

- To prepare and coach the Athletes to start talking about the World Games already in the preparation stages of the WFC2016
- IFF Athletes Commission to speak about the TWG
- Article series of the potential stars who could play in the TWG on IFF web-site, as a part of the preparation to the WFC and after.

Media:

- Include the TWG as a part of the WFC2016 promotion, as it is the qualification event
- Use of the #twg2017 and #roadtowroclaw in all the communication
- Launch a “Score for Wroclaw World Games” SoMe campaign in front of the WFC
- IFF to prepare World Games information letters in December, March and June

Venue:

- We need to make the venue look like a real top floorball event
- Include a big screen, if there are no jumbo screen
- Build the venue, with existing sport materials supported by IFF, including the surrounding area
- Can IFF decorate the venue

Spectators:

- To ensure a broad participation from more than 10 countries – discussions in the CC10 meeting
- Manage a close to full house in each game – consisting of national and international fans
- IFF and NA’s to invite own VIP's for the Event – IFF to secure VIP accreditations.
- Work with Youth teams and get them to come to Poland
- Speak to Youth Camp/Tournament organisers and see if something could be arranged. Organise Fan Trips to Wroclaw
- Organise public viewing events of the TWG in the countries.

Accommodation:

- Start actively to promote the Event in the WFC and IFF GA
  - provide accommodation and ticket information
• IFF CB and Committee members to actively promote the Event and act as ambassadors in their own countries.
• Reserve hotel for IFF already now
• Discuss the location of the Floorball Team hotel with Wroclaw. Secure visibility of the sport

Lobbying:
• Approach the City and ask if we can help – organize meetings during the test-event in Wroclaw is September
• Organise the CC10 meeting in combination of the test-event.
• Ask the city if there can be any side-events during the TWG

TV and Internet:
• Secure visibility from the matches not covered by the local HostBroadcaster – discuss with LOC
• Presently only the final is covered live – other matches are covered for high-lights.
• IFF to produce streaming and TV from the other matches
  o Talk to TV’s in Q3-Q4/2016

Marketing:
• Have the TWG mascot in the WFC in Latvia
• Place a World Games Ad on the referees outfits in the WFC2016, WFCQ2017 and the U19 WFC
• Showcase the sport in Wroclaw before and during the TWG – what is possible
• Organise an adjacent Floorball Event Urban Floorball and Youth tournament (during the Floorball tournament in Wroclaw (PFF)
• Include the Manufacturers of the Development Board to coach their star players about the TWG

VIP
- Invite the NOC’s of our non-members participating in the Event.
ATHLETES’ COMMISSION MEETING 2016

21st–22nd May 2016
Copenhagen, Denmark

ATTENDEES:

Mrs Magdalena Kotikova – ATC Chair (CZE)  
Mr Karl-Johan Iraeus – ATC Member (SWE)  
Ms Josefina Eiremo – ATC Member (SWE)  
Ms Elisa Alanko – ATC Member (FIN)  
Mr Junoh Lee – ATC Member (KOR)  
Ms Lidwien Reehuis – ATC Member (NED)  
Mr Tero Titiu – ATC Member (FIN)  
Ms Jill Roberts – ATC Member (AUS)  
Ms Sarah Mitchell – IFF Competition Coordinator  
Mr Emanuel Antener – ATC Member (SUI) – via Skype on Sunday

IFF Central Board review

- Magdalena Kotikova explained her role as Chair of the ATC and as a member of the IFF CB. She gave a general overview of how the CB meetings work: Saturday includes group workshops on a specific topic, while Sunday is more about updates from the different areas of the IFF – referee, competition, members, finance etc.

- Recap of the recent meetings (Tampere 12/05, Stockholm 03/16):
  - Preparation of GA discussions  
  - International lobbying  
  - License system for participation in IFF events – development of new system with three levels to suit the different development stages of all NAS  
  - EOTO update  
  - Structure of the CB assessed – number of members? more meetings? Should their role be reporting or making political decisions?  
  - Discussion of the new rule changes and the Rules Group

- Magdalena informed that although being involved with the CB is very interesting work, she will not continue after the end of the year as she feels that as she has been away from playing for a longer time now she is not able to reflect the view of today’s players as well as she used to be able to

Rule Changes

- Process for the rule changes for 2018 was discussed
- For the rule change proposals, the ATC had gathered the responses from national team players, coaches and club captains
ATC would like one of the members added to the Rule Group – Emanuel Antener will be nominated as is the current ATC representative on the RACC. Magdalena will raise this proposal at the next IFF CB meeting in June.

Emanuel has not received the latest information on the rule change process – IFF office will look into this.

ATC members agreed that an international interpretation of the rules is very important, especially for at IFF events where there can be referees from many different countries and teams can never be sure of what interpretation of a rule may be applied from one game to the next.

Questions were raised about the future use of video review.

Reducing the amount of rules should be the aim.

What about feedback from spectators about the rules? Has this ever been done? How the game is seen and understood by the spectators both live and on television is very important for our future, so perhaps this needs to be investigated.

Many players don’t realise that they have the possibility to have a voice in the rule changes, so the role of the ATC in this is very important.

**ATC Election System**

IFF CB has approved a new ATC election system where elections will now be held during WFC qualification events and the term will be for 4yrs. It has been changed because we need the members to be involved for a longer time to be more effective and wanted to increase the number of players that are included in the voting process.

Men will be voted on at WFC 2016 for 3yrs and then in WFCQ 2020 for 4yrs. Women will be voted on at WFCQ 2017 for 4yrs.

ATC members raised some good questions about this new election process:

- How will the organising country players (who do not participate in the qualification events) be able to vote and how will it be decided who from this country will vote, as they do not necessarily have a ‘team’ at the time of the qualifications?
- Will it be possible in the future for more players than just those at the qualification events to be included to the voting?
  - For example, key players from Sweden are not always included to the qualification team, so how do they get to participate in the voting?
  - For example, other national associations that are not participating in the qualifications.

ATC recommends that in the future we should move to an online voting system that is more flexible as to when the vote is held.

Question was brought up about whether it is necessary to have a ‘rule’ about having representatives from the same countries or not only the ‘top’ countries, in order to ensure a wide-range of national representatives from big & small NAS. IFF advised about the possibility of the CB still having the right to choose someone from the nominees to be on the ATC even if they are not in the top 4 vote results, in order to provide some regional / gender balance, if needed.

IFF hopes that with the introduction of the election process during the Qualification events that it will increase the number of nominees from smaller NAS and result in a wider selection of ATC members from countries other than the ‘top’ ones.

ATC recommended that the IFF needs to review the process of how the nominations are done and when and how the information is given to the voting players. Many players have found that the information they are given from their NAS about the nomination process and the ATC in general is
very limited, and during events, the team management does not always present the ATC election information in any detail or with any importance.

- A promotional video from ATC members telling about the work of the ATC and the importance of it could be made to help the voting process.
- In the future, it would be good to have short (2-3min) videos from the nominated members for the elections with some information about themselves and why they are interested in being on the ATC, rather than just 3 lines on the voting page that we have now.
- Whole information of the process and importance of the ATC – for players, team managers, national associations – needs to be improved.
- The election process needs to be more professional than it has been in the past.

**Anti-Doping Education Review**

- Supplements are the biggest problem because it is so unclear about what is ok and what isn’t. Would be good to get more information from the IFF on how they recommend that players can check supplements.
- There should be more use of role models for AD education – listening to IFF officials talking about AD has much less impact than if there are current or former high-profile players giving the information or at least an introduction to help engage the players and make them understand the importance of the AD message.
- The timing of the Outreach sessions during WFC can be problematic for players. For some teams it is put into their schedule at a time that the players would prefer to be doing something else (for example on their rest day), and so the feeling of the players can be quite negative towards having to be there.
- ATC thinks it would be useful to provide players with a more positive AD message – information on what to do, rather than what not to do.
- U19s – education definitely should be introduced already for this age group. ATC members are very willing to be used for the U19s education.
- More education/promotion on what to expect during tests and what are the players rights.
- ATC could record videos for SNTD campaign – personal messages about why not to dope.

**Betting / Match-fixing**

- ATC agree that it is very important that players are made aware that betting & match-fixing situations are increasingly going to happen and they need information on what to do when it does happen.
- ATC agree that a separate policy for betting/match-fixing must be developed, similar to the AD policy.
- Tero Tiitu has done a lot of study on this issue in his Master’s program and feels that, in the future, betting & match-fixing has the potential to be a much bigger problem for Floorball than doping issues.
- We can’t limit the amount of betting, so we have to focus on creating a culture of it being negative and unacceptable in floorball and provide as much information as possible to all involved.
- Regulations need to not just be for international players but at all levels, which then becomes the responsibility of the NAs.
- Sample flyer from Swimming Australia will be edited for Floorball and sent back to ATC members for review and then presented to the CB for approval, with the plan that it be widely distributed at all future IFF events.
IFF Athletes’ Commission Meeting 2016

- The steps in this process are:
  - IFF to create the Policy and introduce it to the NAs, maybe at the General Assembly
  - Flyer to be created for players
  - NAs to be given information on how to actually handle any reports of match-fixing
- IFF regulations on betting are currently very unclear. The competition regulations talk about not betting on your own matches and competition, while the Juridical Regulations state just not betting on your own match. These need to be clarified
- ATC asked whether the IFF regulation should be changed to be not betting on your own sport/event, rather than just own match?
- For smaller NAs making their own policy can be difficult depending on their stage of development
- This policy should be included to the license system and the Tier levels in the future

The World Games (TWG) & SportAccord

- ATC was provided with a summary of SportAccord, with some information about what SportAccord is and who it involves, as well as some highlights from the recent SportAccord convention that were most relevant to floorball
- IFF discussed about the importance of TWG and how everyone (IFF, NAs, players) will need to work to lift the profile of the event. Explained that, for now, TWG is Floorball’s Olympics
- ATC members need to educate themselves a little better on TWG so that they can provide information on this event to other people
- There was discussion about how the floorball event will work at TWG – only 6 men’s teams with a smaller than normal roster. Initial reaction was somewhat negative towards this, however through the discussions the ATC members came to understand that for Floorball to be included in these large multi-sport events and to continue the steps towards the ultimate goal of the Olympics, compromises will need to be made. Many other sports face the same challenges and floorball needs to take every opportunity that is given to them, even if it means participating with a format which is not the ‘true’ game of floorball as we know it today
- ATC is to put together a short list of main points about TWG that they can use when talking about this event and to ensure that they have common answers
- TWG will be heavily promoted over the next year – especially during WFC 2016 where the qualifying teams will be decided and ATC members are happy to assist with this

IFF Committees & Ambassador Roles

- Opportunities for ATC members to be included to some of the IFF committees was discussed. RACC (currently Emanuel) & Referee Committee (no one was immediately interested in this). There may be some new committees / commissions that have been established over the last year where ATC members could also participate
- ATC would like to ask again about a representative on the Medical Committee – there are current members with some medical background. They understand that some of the MC work is sensitive as it regards doping issues, however, it should be possible for them to be included in the major discussions and excluded from others, as required
- It is planned that GoGirls! Floorball Ambassadors will be introduced for every country participating to WFC 2017 and one ATC member could be the main ambassador for this program. More information on this will be decided later
- Special Olympics (currently Tero)
IFF will put together a summary of the various committee and ambassador roles and send this to the ATC members so that they can make a more informed decision on what positions they would be interested to take on.

ATC Profile

- It was discussed about what work the ATC itself can do to raise its profile and awareness:
  - ATC members (especially those also from small federations) to have a role with contact with smaller NAs to show that even the small countries are important
  - ATC members could be involved in development programmes
  - ATC members to be more active in a role between the players in their country and their NA & IFF
  - Ambassadors for different projects and inclusion to IFF committees
- The IFF can help to raise the awareness by:
  - More promotion of the ATC work via the IFF website, social media – set regular schedule
  - Banner for ATC at IFF events – a “contact us” type of message
- IFF & ATC to build an outline of the ATC – what does it do, who is involved, how does it work etc
- The role/profile of the ATC has grown considerably over the past 4yrs but it could still be better organised and promoted

Region & National Association ATC

- During the Asia Oceania Floorball Confederation (AOFC) General Assembly in February, they agreed to establish an AOFC Athletes Commission. The role will, in reality, be minimal and only mirror the IFF ATC. The current IFF ATC members from the AOFC region – Jill Roberts & Junoh Lee – will have this role for now, and any future AOFC member on the IFF Athletes Commission will be automatically put into this position
- It is not foreseen that it will have any active role in the short term until the AOFC actually establish the role. The aim is to be seen to have the Athletes Commission in place and to have them also represent the AOFC views on the IFF ATC
- At future AOFC Central Board meetings this will be discussed in more detail and a CB member will be appointed to be responsible for the AOFC ATC
- Czech Republic will start the process of building their own ATC / Player’s Associations
- Sweden had a player’s association group approx. 3yrs ago (4 men + 4 women) but they only met once and nothing else has ever come of it
- Switzerland have a new ‘Player’s Association’ as well as the National Olympic Committee ATC have an annual meeting which every sport is required to have representatives at
- Having a national ATC should become one of the license system requirements in the future

Blog topics

- A more visual blog with photos & videos should be made
- A ‘Day in the life of a floorball player’ with photos &/or short video (1min) could be used as an introduction to more in-depth, serious topics
- 30 sec videos of ATC doing floorball things could be included to Instagram regularly
Blog topics were decided & scheduled as follows:

- (Jun) Lidwien – not just a player / development
- (Jul) Jill – the real cost of loving floorball
- (Aug/Sep) Tero / Eliisa – combining sport & study
- (Oct) Junoh – how to develop floorball in a new region
- (Nov) Emanuel – impact of a big lifestyle change on floorball
- (Nov) Josefina – how to manage your body for a long career
- (Dec) Karl-Johan – retiring from top-level floorball

- Deadline each month is 15th – but can be sent to IFF earlier and then published depending on what other news is being done

- In conjunction with the publishing of the blog it could be good to have the ATC member (who wrote the blog) ‘take over’ the IFF Twitter account for an hour and be available to answer questions from people.

Champions Cup

- ATC discussed whether they should make a statement regarding the current Champions Cup format
- Players feel that it is a big investment for what is now an insignificant event. There is no tournament feeling about – no specific build up or excitement about it
- The respect for the tournament has been lost by the players
- Previous system also had problems but the new format is not the solution
- Support for the CC event is definitely there from the players – they want this type of event but in some different format
- Alternative formats that were discussed were, in part, quite similar to past formats – old CC and European Cup
  - Qualification round and then Final Four at a later date – question is still of course of when these events would be held. Q in Aug, Final in Oct?
  - Splitting the Men’s & Women’s tournament to allow for a better match schedule
  - Local home team should still be included somehow to ensure the local spectator interest
  - Qualification round is very important to have as many European teams participating

Other matters

- Many of the topics discussed concerned the ‘culture’ of floorball – how players train, ethical issues such as anti-doping and betting, how we support each other to develop. ATC talked about making a picture of a good floorball player – personality, psychology, lifestyle. Could this help to mould the culture of floorball and tie together the anti-doping, betting policies etc?
Examples of Code Violations

Fixing an event or competition
- Deliberately getting a penalty or scoring an own goal
- Offering or accepting a gift or reward to influence the outcome of a match

Using insider information
- Betting on your own match or competition
- Sharing sensitive information (that is not public) that could be used for betting purposes (eg. injured player, starting line-up)

Failure to report
- Not informing IFF of any activities that you believe are against the rules

What can happen if you try to match-fix?
- Large fines
- Life bans
- Criminal convictions
- Loss of trust
- Loss of fans
- Loss of sponsorship

Match-fixing threatens one of the core concepts of sport, which is that the result is uncertain. Match-fixing can undermine the integrity of Floorball.

If you attempt to fix a match or sporting event, it's likely you will never take part in that sport again, and may even serve time in jail.

Get educated
IFF’s full policy can be found: www.floorball.org/?????

Contact us:
International Floorball Federation
Alakiventie 2, 00920 Helsinki, FIN

integrityofficer@floorball.org

KEEP FLOORBALL HONEST
The International Floorball Federation (IFF), through its Betting & Match-Fixing Policy and education plan, aims to ensure that our core values, good reputation and positive behaviours & attitudes are maintained.

IFF recognises that betting is a legitimate pursuit, however illegal or fraudulent betting is not. Fraudulent betting on sport is an emerging and critical issue for sport worldwide.

Why is this an issue in Floorball and for IFF?

These days, all sport is at risk of corruption by organised crime. As the popularity and awareness of Floorball grows, so too does the interest in the sport by Betting companies. The possibilities to bet on Floorball at all levels will increase dramatically in the coming years.

The possibility to wager large sums of money on sports events based on inside information, means that associations with athletes and officials are increasingly valuable. All stakeholders are at risk.

What is Match-Fixing?

Match-fixing includes the deliberate fixing of the result of a contest, and occurrence or points spread within a contest, deliberate underperformance, withdrawal, an officials deliberate misapplication of the rules, interference with the play or playing surface, or abuse of insider information to support a bet in place.

Match-fixing is usually for financial gain, made from gambling on sport.

Who is at risk of being targeted?

- Athletes
- Coaches
- Team support staff
- Referees
- IFF, National Association & Club officials
- Volunteers
- Anyone who has access to a competition zone at an IFF event

Some people are at higher risk of being affected than others, but the IFF rules apply to everyone involved in IFF competitions.

Play Fair
Code of Conduct

Be Smart
Know the rules
You must know the betting integrity rules for the IFF and your national association

Be True
Never fix an event
Always compete to the best of your ability—never fix anything in a match or event

Be Safe
Never bet on your own competition
Never bet on any match or competition you participate in, & make sure your team mates, coaches, family & friends follow the same rules

Be Careful
Never share information
You will have access to privileged information about your team, opponents or competition that is not available to the general public—never discuss this with anyone

Be Open
Speak out
If you are approached to cheat, tell someone. If you hear something suspicious, someone approaches you, someone offers you money or favours, someone threatens you—REPORT IT!

At the IFF Contact:
integrityofficer@floorball.org
PARTNERSHIP
WITH THE FASTEST DEVELOPING TEAM SPORT
WORLD FLOORBALL
The International Floorball Federation was founded in 1986.
Has grown from an alternative student’s sport to a recognised top elite indoor team sport
IFF consists of 60 members, from all five continents
Is played in around 80 countries worldwide
IFF is a member of the SportAccord and fully recognised by the International Olympic Committee
Fully WADA Code compliant and member of ARISF, IWGA and IMGA
VIDEO

- 1-2 minutes video (special atmosphere, emotions, full house/spectators, recreational, fun side)
- WFC – men 2014 and women 2015 (atmosphere) e.g.
- Men’s WFC High-lights and maybe another from WFC 2013 Womens Czech - SUI

https://youtu.be/eOj-KAbrpRo
THE UNDERLYING FLOORBALL TRUTH
VALUES AND THE BIGGEST SUCCESSES

- Fast and Dynamic team sport played by Youth
- Easy stick game to pick up and fun to play
- Inexpensive to play and easy to spread
- Very strong penetration in 12-30 yrs segment especially in schools and Universities
- Strong participation of girls and women
- One of the few sports which are truly equal between genders
- Can be played almost anywhere – indoor or outdoor
THE UNDERLYING FLOORBALL TRUTH
VALUES AND THE BIGGEST SUCCESSES

• Flexible game formats adaptable for different age groups and venues
• Entertaining and Spectator friendly
• Lots of speed, action and goals during a game
• Top International Events
• Played at World Games and South-East Asian Games
• Healthy Sport – Very low injury level
• Front row in implementing Anti-Doping and Good Governance Policies
FLOORBALL GROWTH IN A NUTSHELL

300,000 Over 300,000 Competition players in 60 countries

3,100,000 In addition over 3.1 million active recreational players in over 80 countries

1,000,000 Over 1 million active fans in the Social Media Channels

• Strong internal information ecosystem consisting of social medias, Floorball internet-TV and a number of interlinked web-sites with
• Over 500,000 unique users per month
• Over 3,000,000 sessions per month
THE VISION
OF IFF FOR 2020

• Building our own strong Brand identity
• Increasing the visibility and raising the awareness of the Sport
• An attractive sport for all, in all of its different forms and identities
• With between 75-80 national member associations, and five continental confederations
• WFC playing with participants from five continents, based on the qualifications
• Being on the program of the Regional Multi-Sport Games outside Europe
• Playing in the World Games 2017
• Reaching the Olympic Games, Youth Olympic Games or the Olympic Sport Initiation Programme
IFF MEMBER ASSOCIATIONS
AND COUNTRIES WHERE FLOORBALL IS PLAYED

- IFF Ordinary Members
- IFF Provisional Members
- NON-members who play floorball
WHY MOVE INTO FLOORBALL

- Agile, Flexible and Adaptable organisation
- Contact to a challenging market segment 15–30 yrs old
- Average age of the Spectators in the Arena is around 25 yrs
- Increasing market in Volume and Value
- No “boundaries” with Partners, Low Entry Level
- Very good penetration in Social Media
- Top 10 European Countries joined with IFF in a Marketing Solution, to Increase visibility of the Sport
- Top Sport in Czech Republic, Finland, Slovakia, Sweden and Switzerland
- Fastest growing Sport in Denmark, Germany, Latvia, Norway and Poland
- Corruption free and Clean Sport
SOCIAL MEDIA ACTIVATION
CAMPAIGNS WITH FLOORBALL WORK EFFECTIVELY

• Case Unihoc (floorball brand) during WFCs 2014 & 2015 in cooperation with IFF

FACEBOOK
Was able to double the reach of the Unihoc Facebook page

INSTAGRAM
Total 8 clips à 15 sec.
average 20 000 views.
Total views 160,000
+ also in Youtube with 750,000 viewers.

YOUTUBE
three short clips with over 750 000 viewers.

• Especially effective in Brand & general (global) Awareness building
• Supports & creates Sales increase in both e-Commerce & actual stores (retail chains)
• And during Events: present at the Venue/Arenas: promotional booth/sales point, visibility in general, as well as the visibility and Broadcasting via IFF channels
### IFF, WFC, TOP 10 COUNTRIES

#### SOCIAL MEDIA PENETRATION

- National Associations Social Media statistics (as of Feb 2016)

<table>
<thead>
<tr>
<th>Social Media</th>
<th>IFF</th>
<th>WFC</th>
<th>Top 10</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>33,795</td>
<td>10,384</td>
<td>211,580</td>
<td>255,759</td>
</tr>
<tr>
<td>Twitter</td>
<td>10,812</td>
<td>1,565</td>
<td>26,231</td>
<td>38,608</td>
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<tr>
<td>YouTube</td>
<td>27,147</td>
<td>-</td>
<td>13,688</td>
<td>40,815</td>
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<tr>
<td>Instagram</td>
<td>32,138</td>
<td>5,655</td>
<td>63,462</td>
<td>101,255</td>
</tr>
<tr>
<td>TOTAL</td>
<td>114,992</td>
<td>19,594</td>
<td>302,417</td>
<td>436,437</td>
</tr>
</tbody>
</table>

- Numbers are continuously growing
FAST INCREASE OF FOLLOWERS & LIKES ON INSTAGRAM

IFF Instagram 2015

- Stats by Iconosquare and Socialblade
- Followers by Socialblade
- Daily: +85
- Monthly: +2 550
- Yearly Projection: +30 600
The IFF and the Top 10 Floorball Countries have together agreed to start a marketing Initiative called Combined Sales, in order to be able to offer a high level of Consumer Contact Hits for Floorball to the Market.

The Initiative consists of the following Partnerships in International Floorball Events:
- A **Title Partner** and **two Main Partners** in the IFF Events
- These would then have the following Event status at the National Associations Level:
  - IFF Partner at the Euro Floorball Tour and Friendly Internationals of Core Countries
  - IFF Partner at the National Finals and Cup Finals of Core Countries

Participating Countries:
- CZE, DEN, FIN, GER, LAT, NOR, POL, SWE, SVK and SUI
<table>
<thead>
<tr>
<th>MONTH</th>
<th>EVENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN</td>
<td>National Cup Finals (Jan-March)</td>
</tr>
<tr>
<td>FEB</td>
<td>World Championship Qualifications, International Weekend</td>
</tr>
<tr>
<td>MARCH</td>
<td></td>
</tr>
<tr>
<td>APRIL</td>
<td>National League Finals, Euro Floorball Tour, International Weekend</td>
</tr>
<tr>
<td>MAY</td>
<td>U19 World Championships</td>
</tr>
<tr>
<td>JUNE</td>
<td></td>
</tr>
<tr>
<td>JULY</td>
<td>FISU World University Championship 2016 in Portugal, The World Games 2017 in Poland</td>
</tr>
<tr>
<td>AUG</td>
<td>2017 Southeast Asian Games in Malaysia</td>
</tr>
<tr>
<td>SEPT</td>
<td>International Weekend, Start of National Leagues</td>
</tr>
<tr>
<td>OCT</td>
<td>Champions Cup, EuroFloorball Cup (Euro Floorball Challenge)</td>
</tr>
<tr>
<td>NOV</td>
<td>Euro Floorball Tour, International Weekend</td>
</tr>
<tr>
<td>DEC</td>
<td>World Floorball Championships</td>
</tr>
</tbody>
</table>
FLOORBALL
EASY ACCESS TO AN CHALLENGING TARGET GROUP

UNIQUE FLOORBALL ENVIRONMENT

• 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
FLOORBALL
EASY ACCESS TO AN CHALLENGING TARGET GROUP

YOUNG TARGET GROUP

- Most Player are between 15-30 yrs
- Modern Urban Youth (19-30 yrs)
- Gathering First Experiences
- Forming their Consumer Preferences
- Relying on Friends Habits
- It is a Target Group which is Hard to Reach
- Consumption Oriented
FLOORBALL
EASY ACCESS TO AN CHALLENGING TARGET GROUP

CHALLENGING NEW 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
• **WFC for men every even year**, 2016 in Riga / Latvia, 2018 in Prague / Czech Rep., 2020 in Helsinki / Finland

• The WFC is played with 16 teams in four groups of four teams, based on regional qualifications

• WFC 2014 had in total **7,9 million TV spectators, in 23 televised matches**

• Additionally there was **over 1.3 million Internet-TV spectators** globally on the IFF YouTube Channels

• The WFC related Social Media Channels reached **over 2 million users**

• Since 2008, the Championships has been broadcast by the respective national broadcasting company
Based on the Sportcal Global Sports Impact Report 2015 which focuses on the overall impact of 77 Major Multi-Sport Games and World Championships held in 2014, the IFF Men’s WFC 2014 was based on the Sportcal ranking number 23 out of the 77 studied Events.

The Event had the following GSI Event rating:
- Economic 65%, Sporting 12 %, Media 13% and Social 11%

This was achieved with the following factors:
- Spectators: 104,445
- Competitors: 320
- Continental Reach: 4 Continents, 16 Nations
- Accredited Media: 262
- TV visibility 49 nations
- TV Broadcasters: 9
CASE STUDY
MEN'S WFC 2014

• WFC 2014 got a lot of media attention globally. The championships were reported in all the countries that took part in the games and especially in host country, Sweden.

• Top countries by the number of published articles after Sweden (over 1600) were Finland (approx. 850), Switzerland (300), Russia (280), Czech Republic (275), Slovakia (250), Japan (150), Latvia (120), Korea (110), and Estonia (100).

• In Asia and US the mentions were mainly bulletins or links to other news sites, that did not include any own editorial content.

• Media coverage of the championships improved remarkably from previous years.

• There were approx. 4300 articles that reached 133,7 million people worldwide.
CASE STUDY
MEN’S WFC 2014

• Most important medias were Russian БезФормата, Slovakian Aktuality, Swedish Göteborgs-Posten and TV4 as well as Finnish National Broadcaster YLE
• There were over 10 300 social media mentions and 343,3 million impressions
• Most of social media posts were shared through Instagram and Twitter
• In terms of impressions and reached people, Instagram was the most valuable channel 4600 Insta photos reached the audience of approx. 22,4 million people
• PR value for earned media was approx. 4 million euros (editorial media coverage of 2,8 million euros and social media visibility of 1,2 million euros)
CASE STUDY
MEN’S WFC 2014

MEDIA COVERAGE AND PRESS SPIKES

- **4275** published editorial articles
- **133,7** million readers globally
- **2,8** million worth PR value

- Biggest press spikes were during the Championships in December during the games and especially during the finals.
- Search words: #WFC2014 or WFC2014 or “WFC 2014” or "World Floorball Championships" or floorball or unihockey or innebandy or salibandy or „mistrovství světa ve florbal“ or florbal or florbol or florbalu or saalihoki or “플로어볼“ or “Флорбол“ when attached to the word world championships in each language.
- Social media include blogs, forums, Twitter, YouTube and open Fb profiles.

Source: Mealwater study
CASE STUDY
MEN’S WFC 2014

TOP SOCIAL MEDIA CHANNELS

<table>
<thead>
<tr>
<th>Social channel</th>
<th># of hits</th>
<th># of impressions</th>
<th>€ PR value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>4,637</td>
<td>22,489,450*</td>
<td>899,197*</td>
</tr>
<tr>
<td>Twitter</td>
<td>4,562</td>
<td>6,860,174</td>
<td>171,577</td>
</tr>
<tr>
<td>Facebook**</td>
<td>980</td>
<td>207,4500</td>
<td>51,863</td>
</tr>
<tr>
<td>Blogs</td>
<td>139</td>
<td>393,000</td>
<td>9825</td>
</tr>
<tr>
<td>YouTube</td>
<td>35</td>
<td>2,483,420</td>
<td>62,086</td>
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<tr>
<td>Forums</td>
<td>16</td>
<td>32,000</td>
<td>800</td>
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<td><strong>Total</strong></td>
<td><strong>10,369</strong></td>
<td><strong>343,329,982</strong></td>
<td><strong>1,195,348</strong></td>
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# of impressions: how many saw WFC in social media.
pr value: what was the value of earned social media.
* Instagram: Impressions and pr value are calculated by using the average opportunity costs of buying views (CPT) and actions (CPA) in social media. Basic channel multiplier is added to differentiate viral social media from digital advertising.
**FB includes public actions.

Source: Mealwater study
LOVE THE WAY YOU PLAY

FOR EXAMPLE USE PART OF THE FINNISH

https://www.youtube.com/watch?v=qGSlhQ_UDA4
IFF TV AND INTERNET
TV STRATEGY FUTURE CHANNEL MODEL

IFF EVENTS

- TRADITIONAL TV
  - WORLD GAMES CHANNEL
  - OLYMPIC CHANNEL
  - INCREASED VISIBILITY & AWARENESS

- IFF YOUTUBE
  - LIVE MATCHES
  - HIGHLIGHTS
  - SOME
  - SERVICE TO FANS & FLOORBALL COMMUNITY

- ENTER DARK MARKETS
  - ENHANCED SERVICE PAY PER VIEW
  - TV MAGAZINES
  - ENHANCED MARKETING REVENUE
Floorball is now played in the following Multi-Sport Games:
- 2017 World Games, Wroclaw, Poland
- 2017 South East Asian Games, Kuala Lumpur, Malaysia and
- 2019 European Master Games, tbd

The main Floorball Nations have moved to play a Super Final for both Men and Women in April.
Negotiations are ongoing on inclusion in Youth Olympic Games and/or Sports Initiation Program for the Youth and Olympic Games.
At the same time the recreational side of the sport is developing even faster with different playing formats 3v3, Urban floorball and school curriculums.
Floorball will finally break through in the International Sports Community and enter even more Multi-Sport Games after the 2017 World Games.
In order to take the next step, we need to increase the credibility of the Sport and here the inclusion of a Major International Partner is crucial.
The cooperation gives the Partner a very good opportunity to enter the market with a still low entry investment and be part of the continued success of Floorball.

BE PART
OF OUR NEXT STEPS
PRESENT MAIN PARTNERS

**IFF:** Asics, Unihoc, Gerflor, Swerink

**CZE:** KB, Volkswagen, Ceska Pojistovna, Tipsport

**FIN:** Veikkaus, Volkswagen, Subway, Finnish Army, K-Rauta, Viking Line, Intersport

**SWE:** Honda, Svenska Spel, Pantamera, Swedish Army

**SUI:** Die Mobiliar, Adidas, Huguenin
IFF MARKETING STRATEGY

TITLE SPONSOR

MAIN SPONSORS
MAXIMUM OF 2

MATERIAL PARTNERS
MAXIMUM OF 5
FLOORBALL, FLOORING & APPAREL

MEDIA PARTNERS
MAXIMUM OF 3
(TV BROADCAST, INTERNET-TV AND MEDIA AGENCY)
COMBINED SALES VISIBILITY ELEMENTS
IFF TITLE PARTNER – IFF EVENTS

Venue
- One (1) Mid-circle floor commercial 3m in diameter
- Two (2) Floor Commercials
- Two (2) rink commercials
  2 x 0,5m (TV side)
- Two (2) second line commercials
  2,5 x 1m /16 x 12 sec led screen spots (TV Side)/game
- One (1) Goal commercial/goal (Net)
- Video screen spots 2 per game
- Referee outfit
- Surrounding area next to rink
- Special spectator stand

Promotional materials
- Press screen/Mixed zone backdrop
- Match Programme
- Promotion/Giveaway materials
- IFF website/Organiser website
- Exhibition area in venue (10-20 m²)
- All Stars/Best Player/Presenter of the match
- IFF Event Mobile Application
- Social media components

Activation possibilities
- Competitions to spectators
  – Tickets to Audience
- Competitions in Social Media
  – Facebook and YouTube
- Streaming on Company web page
- Any company channel
**COMBINED SALES VISIBILITY ELEMENTS**

**IFF MAIN PARTNER – IFF EVENTS**

**Venue**
- One (1) Floor Commercial
- One (1) rink commercial 2 x 0.5m (TV side)
- One (1) second line commercial
  2.5 x 1m /12 x 15 sec led screen spots (TV Side)
- Video screen spots 2 per game
- Referee outfit
- Surrounding area next to rink
- Special spectator stand

**Promotional materials**
- Press screen/Mixed zone backdrop
- Match Programme
- Promotion/Giveaway materials
- IFF website/Organiser website
- Exhibition area in venue (10-20 m²)
- All Stars/Best Player/Presenter of the match
- IFF Event Mobile Application
- Social media components

**Activation possibilities**
- Competitions to spectators
  – Tickets to Audience
- Competitions in Social Media
  – Facebook and YouTube
- Streaming on Company web page
- Any company channel
 Venue
• One (1) Floor Commercial
• One (1) rink commercial 2 x 0,5m (TV side)
• One (1) second line commercial
  2,5 x 1m / 12 x 15 sec led screen spots (TV Side)
• Video screen spots 1 per game
• Referee outfit (in International Events)

Promotional materials
• Promotional materials
• NA website/Organiser website
The National Associations have during the last years started to run an One Day SuperFinal for both the Men and Women leagues, instead of the more traditional play off final series. The quarterfinals and semifinals are still played in series.

The main objectives of the SuperFinals are:
- To attract more spectators,
- To reach more media visibility
- To activate the whole local Floorball Community to one Event
- To increase the commercial value of the League Finals

The SuperFinals 2016 visibility:
- Over 107,000 spectators saw the SuperFinals in the eight venues
- Over 650,000 average TV spectators and a TV reach of 1.4 million
WHY TO BE A PARTNER IN FLOORBALL

The main reasons for becoming a Partner in Floorball are:

• **Healthy Sport**
  – Front row in implementing Good Governance Policies
  – Active in fight against Doping and Irregular Betting
  – Very low injury level

• **World Class Events and Accessing new International Events**, World Games 2017, South-East Asian Games

• **Direct accessibility to the 15-30 year segment**
  – High penetration of youth making their first choices in life
  – Extremely active in SocialMedia, driving own channels
  – Fastest growing sport in a number of countries

• **Flexible Sport open for New Ideas**

• **Gain access to the whole Floorball Community, with high ROI**
POSSIBLE FIELDS FOR THE COMBINED SALES

- Soft Drinks (FIN)
- Beverages
- Interior design
- Power Co (FIN & SUI)
- Personal Hygiene
- Construction Companies
- Banking
- Fast Food
- Confectionary
- Medical Companies

- Casual Wear
- Technical Appliances
- Travel/Airlines
- Logistics
- Elevators
JOIN US FOR THE NEXT PHASE OF THE FLOORBALL SUCCESS STORY

- Floorball will finally break through in the International Sports Community and enter even more Multi-Sport Games, after the 2017 World Games.
- In order to take the next step, we need to increase the credibility of the Sport and here the inclusion of a Major International Partner is crucial.
- The cooperation gives the Partner a very good opportunity to enter the market with a still low entry investment and be part of the continued success of Floorball.
INTERNATIONAL FLOORBALL FEDERATION STORY
OF THE FASTEST DEVELOPING TEAM SPORT IN THE LAST 30 YEARS
IFF Core Country Marketing Network Group, Hotel NH Frankfurt Airport, Frankfurt, Germany, 11.05.2016

Participants:
- Filip Suman, CFbU President, CCMNG Chair
- Nils-Ola Nilsson, DaFU Secretary general
- Mathias Liebing, FG Marketing
- Eglils Sveils, LFS Vice president
- Ilvis Peterssons, LFS President
- Monica Bakke, NBF Floorball President
- Frank Norseth, NBF Floorball
- Magnus Nilsson, SIBF Event Manager
- Daniel Kasser, SUHV Event Manager
- Daniel Granec, SFF President
- Marcin Rudzinski, PFF secretary general
- John Liljelund, IFF secretary general
- Milan Rantakari, CC Brand manager

Report on present issues

1. **Opening and Short Recap (FS)**

   Mr. Suman opened the meeting and welcomed everyone and especially Mr. Daniel Granec, Marcin Rudzinski and Mr. Nils-Ola Nilsson, as they are participating for the first time.

2. **Country updates (ALL)**

   **Sweden:**
   Mr. Nilsson presented a short video of the building of the venue, as the SuperFinal was played in the Tele2 Arena.
   The number of spectators was over 13,456 in the Women’s final and 18,166 in the Men’s final, which is a new World Record.
   The matches were shown on SVT with 151,000 for the Women and 158,000 for the Men. Evaluation ongoing if they will play again in Tele2 Arena.
   A total of 46,000 codes for the SSL Play VOD, giving a total of over 2 mill to the clubs. The LiveArena has been sold to 5,000 for mostly junior matches.
   There was a total number of TV spots to 555 for the season, due to distribution of clips to TV.

   **Switzerland:**
   The SuperFinal was played for the 2nd time with a sold-out arena, with close to 8,000 spectators. The value of the sponsorship went up with 50 per cent.
   One of the new sponsor was an Event Technology Sponsor, which gave the possibility to have a pre-match 3D show. There were no floor commercials in the matches.
   Both matches were shown on Swiss TV Channel, with around 50,000 spectators. The Clubs were more committed to the SuperFinal. The follow-up in TV was quite low. The aim is to move to a bigger arena, i.e. the Hallenstadion.
   Agreement together with IndoorSports that the Swiss Cups are shown on Swiss TV. Also an internet TV production is being build, with the process lead by two clubs. A monthly Floorball magazine is produced, with 40,000 – 80,000 clicks per show.
Report on present issues

Norway:
The SuperFinal has been played since 1996, with Youth Finals on Saturday and Adult Finals on Sunday, with 1.317 spectators and 19.000 on TV2 Sportkanalen, with the women’s final with 698 spectators and 5.000 spectators on TV. TV2 was pleased with the numbers.
The Youth Finals were streamed on one of the bigger Norwegian newspaper platform – there are no figures yet.
The new web pages are under construction, with launch in September 2016.

Denmark:
Arranged the SuperFinal in mid April, with both Bronze and Finals. There was some 1500 spectators in the arena. No TV, but streaming of the Finals, with 1871 spectators.
There was some marketing around the SuperFinal, so the Event was a success. Next season the games will be possible be played in the capital region.
There is a recreational Floorball run by the DIF, which will direct the activities for the future.
The DaFU is changing their name to Floorball Denmark.

Latvia:
The SuperFinal was play in the WFC arena, with 4.088 spectators for the Men’s Final. The main challenges were the financial cost for the use of the arena and the installation of the floor in the Arena. Latvian national TV showed the matches and there was a campaign in Radio.
Some 70 games were shown on Internet-TV, with around 1.500 spectators and around 3.000 for the play-offs.
Cooperation with the supermarket Elvi and the Radio channel.

Finland:
The SuperFinal was organised for the first time, with a good spectator outcome (6.632 for Women and 10.082 for Men), but problems with the club activity.
The TV numbers were really low, only around 60.000 spectators.
The sales worked quite well, but the cost for organisation was quite high mainly due to the arena.
There are a number of partners running the streaming, with almost all men’s league matches streamed or televised. There is a lot of work needed in the Social Media to keep pace, even though good results have been reached through campaigns.
The sponsorship deals have, in general, been going down in Finland and produces challenges for the Finnish Federation, even as there are new sponsors and the financial outcome has been relatively good.

Czech Republic:
The TV market is changing, as the young age groups are stopping to watch normal TV. The average spectators are around 20.000, with a reach of 116.000 in average. The national team matches are much more interesting 55.000 spectators and 231.000 reach.
The Internet-TV will be quite important in the future, as the TV-rights model will change dramatically.
There are new partners within the Energy and Health fields.
The SuperFinal made new records in spectators for both Men and Women and they tested the FacebookLive for the press conference after the games. Looking for new sponsors.

Poland:
The SuperFinal will be played next Saturday in Nowy Targ. The viewershipe of the National League has been quite low, as they have only had some 500 spectators per game. Had tested with pay per view in the league.
A lot of the activities are related to the World Games in Wroclaw, with a youth tournament with over 1.500 participants in September 2015.
The Polish Radio will cover the Polish SuperFinal. Discussions with sponsors are under way, but probably no agreements will be made yet.
Report on present issues

Germany:
Both the Cup Final and Finals are still to be played. The Social Media are growing, but three of the National teams have their own Facebook pages and work is being done to join these together.
The Floorball Germany is working with a regional TV station MDR, in the eastern part of the country. There are discussions to have internet-TV from the Cup finals, but still not able to secure the visibility. Events are used by the German organisation to build unity between the regions and clubs.
The main sponsor Stena Line is very happy with the cooperation and the visibility of the WFC. There is a project to build a goal streaming service, from the Bundesliga.

Slovakia:
The Slovak federation is playing series in playoff. The Men finals had over 6,000 spectators. The TV production is quite expensive, but after the good figures from the Women’s WFC, Slovak TV has signed an agreement for the Finals series for 2017.
The Slovak federation is in the process to hire a person for marketing and others to run the series.
The preparations for the sponsors for the WFC 2017 has already started and are going well. There are discussions with TipSport, Volkswagen and T-Mobile.
TipSport has also started supporting the streaming of league matches.

3. Combine Sales Presentation and Short Door Opening material (FS/PiL)
Mr. Suman started the discussion about the process towards bringing bigger sponsors to the sport by recapping, that the fan base and the number of IFF Events were too few for IFF to operate on its own, the idea of the Combined Sales was decided upon.
The CCMNG discussed the main presentation, which is built as an information package and another Door Opening Version. In the discussion the following topics were raised:
Content:
- Include a slide about the SuperFinals (information to be provided)
  - Video of Build-up of Tele2 Arena
- Include a slide which states why to be a Sponsor
- More Youth orientation, which will be built in

Technical:
- Is there a possibility to have an open tailor-made presentation?
- Change pictures to more Floorball orientation
- Should there be a price range for the partnership – not to be included

The IFF Office will prepare a new version of the main presentation, based on the feedback.

4. The Combined Sales Next Steps (FS/PiL)
The CCMNG discussed the process for sales of the Combined Sales.
IFF will contact Agencies and/or Finnish Companies
Switzerland will give it for the Swiss market to an Swiss Agency
Slovakia will contact a few companies directly

IFF has to inform on a continuous basis what contacts are being taken. A solution for how to follow-up the discussions with companies will be built on-line.
It was agreed that the countries should inform IFF of their close to be signed deals.

The implementation phase shall start with the International week-end and WFCQ, with a check-up date in end of September. The second check point is then in the end of 2016. Each country needs to appoint a marketing responsible person that IFF can cooperate with. The person should be able to answer/decide upon minor adjustments of the agreed visibility if such questions occurs during the partner negotiations. The associations have to be prepared that in case of success they need to be able to react fast in the implementation phase.
5. **CC Sales Offer (MR)**
Mr. Rantakari presented the sales idea for the Champions Cup Title Sponsor. The basic idea is to find one sponsor for the Champions Cup, as a part of the Combines Sales process or a spin off from it.
The IFF is looking over how to sell the Champions Cup to the Floorball manufacturers in the future, with new ideas.

6. **GSI Sportcal research (PiL)**
Mr. Liljelund gave a short presentation about how to collect data from the Events and have information to approach potential Events Cities about the economic effect.’ IFF will prepare a proposal for its CB, to have an effect study made for the World Floorball Championships 2016 – 2020
The CCMNG was very positive towards having these kind of studies made.

7. **Workshop:**
   **How to use Floorball in the World Games in the National Marketing (all)**
Mr. Liljelund gave a short update of the importance to activate the associations for the Wroclaw World Games and use it in their marketing already infront of the WFC2016. One issue is that the World Games are not very well known in the different countries.
Mr. Rudzinski expressed that the aim is to show that everyone can play the sport and full arenas of a top competitions. All IFF federations have to take part in the promotion of the TWG and have fans in Wroclaw.
Mr. Suman informed that the biggest challenge is to get everyone to understand that the World Games is bigger than the WFC.

**Group Wrap-up:**
**Before WFC:**
- More information is needed in the national associations of what the World Games is all about
  - IFF to produce a fact sheet on the World Games
  - What are the targets with the World Games
- Inform what the World Games are and their importance
  - This is our Olympic games
  - First time to win the Event
- Increase the awareness of National Association leadership, the top 50 persons in the National Associations, Floorball Clubs.
- Inform how the teams are qualified to the World Games.
- Inform the National Associations to knock on the door of the NOC of how the delegations are coordinated
- Run information campaign during the Olympics – Our Olympics in 2017
- To introduce the word of Floorball before the TWG
- Work with the biggest Player names
- Work with youth teams, get them to come to Poland.
- Unihoc Star Camp special edition in Poland

**After the WFC:**
- Handle the TWG as a WFC – media follow-up, visitors
- Organise fan trip to Wroclaw – sell the message of our Olympics.
- International Day of Floorball tournaments/camps during TWG
- Public viewings of the World Games
8. **WFC 2016 – LOC report, TV Status and Next steps**

Mr. Sveilis informed that the LOC is still working with the Governmental institutions to receive more money. The work to find more sponsors for the Event. There is a team of around ten people preparing the Event and the SuperFinal was a test event for the WFC. It also served as a way to prepare for the WFC and it gave a base to build forward.

The system for booking tickets from different countries has been started. There are some 500 tickets sold for the finals.

Mr. Liljelund made a short report of the set-up for the TV offer, which will be sent out in the next week.

9. **Any other questions (ALL)**

**Issues raised by the participants**

There was no extra items brought forward

The next CCMNG meeting will be held in Borås, Sweden on the 30th of September, during the Champions Cup.

10. **Closing of the Meeting**

Mr. Suman thanked the participants for a good and a productive meeting.

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**Upcoming meetings and issues**

- •

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**Issues that need to be discussed or decided upon or taken action upon**

- Finalise the Combine Sales Presentation (MR/PiL)
- SuperFinal countries to provide the input for the SuperFinal slide in the presentation (All)
- To build a Marketing Data sheet for all countries, for reporting (PiL/FS)
- Each country needs to appoint a person that IFF can cooperate with. (All)
- Sales reporting from member associations on-going
- Prepare a sales plan by end of May (MR/PiL)

---

**New ideas, etc...**
Date and Parties

**Date**

8 June 2016

**Parties**

Sportcal Global Communications Limited (Sportcal)
Allington House, 25 High Street, Wimbledon Village, London, SW19 5DX, UK

International Floorball Federation (IFF)
IFF Alakiventie 2, 00920 Helsinki, Finland

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**Definitions**

**GSI Event Study**
An event study undertaken by Sportcal using a standard set of indicators across a range of sectors. The studies come in three formats – Standard, Advanced and Bespoke.

**GSI Events Template**
A template created by Sportcal that is used to standardise the data capture of event data.

**GSI Methodology**
A methodology created by Sportcal that is used to identify the most important impacts across a range of sectors; identifying the best indicators for those impacts and standardising the capture of the event data.

**GSI Study Rates**
The standard rates charged by the GSI team for GSI Event Studies. See Appendix B – GSI Rates

**GSI Team Day Rates**
The daily rates that will used to calculate the cost of any additional work; which cost will be agreed with IFF in advance of undertaking the additional work. See Appendix B – GSI Rates

**GSI Shared Data**
The data that is gathered during the GSI Events Study which Sportcal will be able to publish in the annual Global Sports Impact Report and on the Sportcal website and its other platforms.
Background

The IFF wishes to enter into a Partnership Agreement with Sportcal for a term of five years, 2016 – 2020, with the following objectives:


b. To provide a ‘Standard’ GSI Event Studies on the IFF Men’s World Championships in 2016 and on the Women’s World Championships in 2017 and 2019.

c. To present the findings of the GSI Event Studies to the IFF at an annual meeting/workshop between the IFF and Sportcal to review the GSI Event Study and plan the strategy for future studies.

d. Twice yearly review meetings between IFF and Sportcal to monitor the progress of the agreement and to ensure that everything is progressing well with the studies.
GSI Event Studies

1. Sportcal will provide an ‘Advanced’ level GSI Events Study on IFF Men’s World Championships in 2018 and 2020.

2. Sportcal will provide a ‘Standard’ GSI Event Studies on the IFF Men’s World Championships in 2016 and on the Women’s World Championships in 2017 and 2019.

3. Subject to the availability of data, the studies will be based on the indicators summarised in Appendix A.

4. The IFF [and its partners] will provide data and information on the world championships in accordance with the scope of the GSI Events Study and will provide and share data on previous world championships, where it is available.

5. Unless specifically agreed otherwise by the IFF, all data collected by Sportcal in the context of this agreement, whether or not obtained from the IFF, shall be deemed as confidential data to be exclusively used by Sportcal for the purposes of the GSI Event study. The IFF as part of the content of the study shall thereafter own the collected data. Unless its use as GSI Shared Data is expressly cleared by IFF (such clearance not to be unreasonably withheld), for example for a Case Study or use of general data like number of athletes and nations competing, or other data already readily available in the public realm, Sportcal shall keep it strictly confidential and refrain from using and/or publishing it in any other context and for any other purpose.

6. Sportcal will develop the studies in co-operation with the IFF [and its partners].

7. Sportcal will aggregate data provided by the IFF [and its partners] and produce the GSI Events Studies.

8. Sportcal will send two observers to the events which are the subject of the ‘Advanced’ GSI Event Studies. The IFF will facilitate all necessary accreditations and access. The costs of these observers will covered by the contract with the exception of travel and accommodation costs, which will be agreed prior to the event.

9. Sportcal can undertake observer duties at events that are the subject of ‘Standard’ GSI Event Studies at the IFF’s request that will be charged at GSI Team Day Rates plus travel and accommodation.

10. Sportcal will develop the narrative and stories from the event through a series of interviews and analysis of the data.

11. Sportcal will analyse the data using the GSI Methodology to assess the event and describe how it has performed across a range of indicators and to benchmark the event against other events.

12. The completion date of the study will be no later than three calendar months after the end of each event, subject to the supply of data from the IFF and its partners within reasonable time.

GSI Event Studies Agreement
Global Sports Impact Project
13. Sportcal will provide 10 printed copies of the study as well as a high-resolution digital copy of the completed GSI Events Study to the IFF.

14. Sportcal can undertake additional studies on other IFF events at the IFF’s request, which will be charged at the GSI Study Rates.
Workshop and Reviews

1. Sportcal will organise a post-event workshop with the IFF following each ‘Advanced’ study to review the studies and to plan the strategy for future studies.

2. Sportcal will organise two review meetings per year with the IFF to monitor the progress of the agreement and to ensure everything is progressing well with the annual studies.

3. Additional workshops could be organised to discuss possible improvements that could be implemented for the next edition of the world championships and/or other IFF events in the future. These would be quoted for before organising.

Payments Terms

All payments to be made 30 days on receipt of invoice

Travel Expenses

All travel expenses will be reimbursed by IFF to include flights, ground transportation, hotels and other living expenses.

Terms and Conditions

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Our team

**Mike Laflin**  
Founder & CEO

Mike is one of the leading authorities on sports market intelligence and has been involved in sport for over 25 years. He founded the leading sports market intelligence service, Sportcal, in 1991.

Mike has been involved in almost every Olympic Games since the Barcelona Olympics in 1992 where he worked as a technology consultant to IAAF (Athletics), ITF (Tennis) and ISAF (Sailing). He has extensive major events experience having worked in a wide variety of world championships including archery, athletics, badminton, sailing, swimming and tennis.

He is currently working closely with Jon and a number of industry experts and sports academics to develop the Global Sports Impact (GSI) Project, a unique resource for the global sports industry.

Mike is leading the Sportcal teams, working with several International Federations to complete GSI Event Studies and project director for our bid matching and consultancy services work with Event Ireland.

Mike will be the project director, responsible for overseeing all work on this assignment and ensuring that it is completed on time and to the high standards that you and we expect.

**Jon Coxeter-Smith**  
Lead Consultant

Jon is a senior member of his profession, with more than 35 years in industry including 18 years as a Partner/Company Director, and a renowned global expert in the bidding, planning and delivery of the world’s leading sporting events.

A specialist with over 30 years of experience in the sports sector, his particular focus is major sports events and complex international projects.

Since November 2011 Jon has been Lead Consultant for the GSI Project, a complex, long term project to develop a standard methodology for measuring the impact of major sporting events. Jon’s responsibilities include planning and managing the implementation of the further development of GSI and leading the Consultancy work streams in project assignments.

Current assignments include working with Event Ireland to refine future bidding strategy, developing a portfolio focused on the potential impacts of events and the best alignment with desired outcomes.

**Daphne Chan**  
Head of Research

Daphne Chan is an expert in the business of sport. Head of research at Sportcal, the global sports market intelligence experts; she is a sports research specialist who truly understands the sector.

Daphne’s roles in the project are to ensure that all relevant elements of the Sportcal knowledge inventory are available for the project team, and to guide our project review and quality assurance activities.

**Tim Smith**  
Senior Analyst

Tim’s research work at Sportcal involves understanding trends and developments in the global sports market, media rights, sponsorship, events and sports governance.

Tim leads the Sportcal Bidding and Events team and is responsible for the delivery of GSI Event Studies and Bid Matching services.

Tim’s role in the project team will be supporting Jon and Mike through the project.
Contract

This agreement between IFF and Sportcal includes the terms set out herein and in the supporting document.

Any dispute or claim arising out of or in connection with this contract or its subject matter or formation shall be governed and construed in accordance with the laws of England and Wales.

No variation change or modification of the Agreement shall be valid unless confirmed in writing in a document signed by authorised representatives of both parties on or after the date of the Agreement that expressly states that it amends the Agreement

Signed for and on behalf of IFF by:

__________________________________________
Name

__________________________________________
Title

__________________________________________
Signature                          Date

Signed for and on behalf of Sportcal by:

__________________________________________
Name

__________________________________________
Title

__________________________________________
Signature                          Date

GSI Event Studies Agreement
Global Sports Impact Project
Appendix A

GSI Indicators – Standard / Advanced Study

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| Environmental            |          | X        |
| Environmental considerations overview |          |          |

| COMPARATIVE DATA ANALYSIS |          |          |
| Event type                |          |          |
| Comparison of key data across similar event types | X | X |
| Host                      |          |          |
| Comparison of key data across other events held in host city/nation | | X |

Bespoke options

- Additional indicator groups (upon request)
- Enhanced analysis of any sector
- Online surveys
- Congress / AGMs / VIPs / meetings analysis
- Bid book / application analysis
Appendix B

GSI Rates

GSI Event Study Rates

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GSI Team Day Rates

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<td>Jon Coxeter-Smith</td>
<td>Lead Consultant</td>
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<tr>
<td>Daphne Chan</td>
<td>Head of Research</td>
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<tr>
<td>Tim Smith</td>
<td>Senior Analyst</td>
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GSI Team Day Rates subject to annual review on 1st January.
# Appendix C

## Agreement Timetable

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Proposal for the Employment of an IFF Development Coordinator

In order to be able to cover as much of the global development work in Floorball the IFF development structure will have to be reorganized. The intention is to get more qualified regional educators throughout the world, in order to speed up the development work and that development seminars can be carried out as efficiently as possible, both from the educational and financial point of views.

The new structure will secure that there will be a person inside the IFF office who will be in charge of the all development projects on the organisational level and the development work itself will be carried out by the individual educators in the regions. The costs of these educators will be covered on part time bases and in smaller regions more or less on actual cost bases and minor daily allowances.

The IFF would still have the overall responsibility and control of the development work, that is the strategical planning and controlling the results of the work. The IFF staff, mainly the secretary general and the development coordinator will still participate to some seminars as educators and to educate new regional lecturers.

The proposal is to not employ a new Development Coordinator, but to re-organise the working tasks in the IFF Office and combined the tasks of the Development Coordinator in the job description of the IFF Operations Coordinator Mr. Veli Halonen and to employ a new Office Coordinator, with a more junior role. In order to free time for this task a number of tasks Mr. Halonen presently possesses will be moved to the new Office Coordinator.

The proposal is that Mr. Halonen will keep a number of his old tasks and take on new ones based on the defined job description for the Development Coordinator. Mr. Halonen will continue with the title of the IFF Operations Coordinator

The Job description of the Development Coordinator in the IFF office

- To support existing members in their development
- To plan the IFF development actions
- To run and coordinate Floorball Seminars and workshops
- To keep contact with the IFF member associations about their development functions
- To lead and supervise the IFF educators with their development tasks and seminars
- To participate to certain development seminars as an educator
- To update the IFF development materials and create new materials
- To supervise the EOTO project with the IFF member associations and to activate the IFF Member Associations with EOTO
- Help to spread Floorball to new countries and assist in applying for IFF membership
- Coordinate the development work with our Partner organisations, in the field of Development
The proposal is to employ the new Office Coordinator during summer and this person will have the following main working tasks:

- To handle IFF Transfers
- To handle Material Support ordering and shipments
- To handle the distribution of IFF International Referees materials
- To handle the IFF meeting reservations
- To collect and update IFF member association statistics and contact details
- To update the IFF web site concerning Competition and Organisation
- To handle the Accreditation of persons in IFF Events
- To manage the IFF YouTube Accounts

The development work in continents

Europe

In Europe the IFF office and IFF educators both in coaching and refereeing can handle the seminars and development work and there are also a lot of mutual co-operation between the IFF member associations in Europe and also the IFF Each One Teach One(EOTO) project is supporting this development. There have been some significant projects inside the EOTO, but the EOTO also needs to be activated especially with certain IFF member associations.

EOTO has not been very successful in other continents and the main reason for that seems to be the lack of educators and resources in those regions. In general, the development in Europe has been on quite good level and the work which has been done has turned out to be quite good. The development work in Europe has more or less concentrated on coaching and refereeing, but not that much on structural issues of the associations.

66% of the European countries have an IFF Member Association, but there are still some challenging areas in Europe, mainly in the eastern parts of Europe and the Balkan region, but the work has started there and it’s ongoing with the IFF seminars and with the existing IFF member associations.

The additional costs for the development work in Europe are minimal.

Asia & Oceania

Asia is one of the fastest growing Floorball areas at the time and the IFF has carried out several development seminars in the region. The purpose is to increase the amount of development work in Asia and run it mainly with local forces, to be able to spread the activities as far as possible. The IFF has at the time several persons, who are capable to run seminars in the region without the presence of IFF staff members and the quality has been good. The lecturers are:
Mr. Steven King (AUS), Organisation and Start-up
Mr. Peter Harris (AUS), Refereeing
Mr. Christian Bertschinger (NZL), Organisation and Start-up
Mr. Saravan Rajamanikam (SIN), Coaching
Mr. Sharil Ismail (SIN), Refereeing and Coaching

The IFF Development function proposes to have a part time employee (Regional Development Officer) for Asia, who would educate, coordinate the development actions in the region and support countries joining the IFF, in cooperation with the IFF Development Coordinator. The planned yearly cost for this is between 8-10.000 CHF

As the number of countries in Oceania, is limited the proposal is to start with just project based actions, where IFF pays the travel and board & lodging costs of the lecturers. The planned yearly cost for this is between 3.000-4.000 CHF in Oceania annually.

The IFF needs to start looking for the Asian Development Officer and conduct discussions with the present IFF Lecturers, in order to be able to start to plan the year 2017 and all the development related projects.

One big challenge will be the development of China and Chinese Taipei, as it seems that China will become more and more active in the future and the need for development work in China will be vast.

It’s also very important to be able to give the right information and the right ways to proceed for nations like China from the very beginning in order to secure the positive development and eventually the positive outcome of the educations. In this phase, the proposal is to leave the development of China to the IFF secretary general, as there is a number of political issues related to this country.

Planned development seminars:
19.-22.5.2016 Philippines
9.-11.9.2016 India

Americas

North America has been inside the Floorball family for many years, but the biggest challenge is the structure in sports in general. The tradition of clubs is not that wide as it is for example in Europe and the North American sports structure is basically based on high schools, colleges, universities and professional teams. The problem is the lack of recreational structure, which would bring in the big number of participants to the sports.

In North America most of the Floorball related events are and have been organized by commercial companies. There are some, which function very well and the IFF needs to increase the co-operation with these organizations in co-operation with the local IFF member associations.
In South America there are two official IFF member associations, Argentina and Brazil, but Argentina has been a mystery for the IFF office for several years, but just during the last few weeks a new contact has been made to Argentina.

In Central America there have been contacts with Columbia and the IFF invited a Columbian person Mr. Jose Fernando Rueda to a development seminar in Colorado Springs and the intention is that he would be the instructor and person taking care of the development work in Central and South America under the supervision of the IFF office.

In Americas in general it’s also vital to find persons to run the educations and seminars with local forces. The seminar in Colorado Springs in conjunction with the WFC 2016 qualifications gave the IFF some good contacts in US and that will help the planning for the future. In North America the IFF Member Associations are also co-operating with other sports, mainly with Ice Hockey and especially with professional Ice Hockey clubs. Floorball being a training method for those teams and for their juniors.

The proposal is to start looking for a Regional Development Officer for Central and Latin America in 2017 and to work closely with the Canadian and USA associations.

**Africa**

For the time being the IFF office will continue to work with existing African Member Associations and further actions to be decided on annual bases. The plan is to start looking for a Regional Development Officer in end of 2017.

Planned development seminars:

23.-25.9.2016 Cameroon
# Feedback given by Participants

## International Floorball Federation Development Programme Seminar
Quezon City, the Philippines, 20-22.05.2016

### Refereeing vs. Coaching

<table>
<thead>
<tr>
<th>Refereeing</th>
<th>Coaching</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anisette Albano, Charlene Bautista, Massada Cabillas</td>
<td>Rizalina Aquilar, Jay-R Beterbo, Adelyn Fernandez,</td>
</tr>
<tr>
<td>PHIL</td>
<td>PHI</td>
</tr>
<tr>
<td>Jotham Chua, Jason Flores, Joshua Manallil</td>
<td>Andresito Libao, Mimilanie Babanta, Luis Manila,</td>
</tr>
<tr>
<td>PHIL</td>
<td>PHI</td>
</tr>
<tr>
<td>Anne Sarmento, Myk Vilanueva</td>
<td>Francis Jay Niceyco, Marco Ortiz, Joshua Paunil,</td>
</tr>
<tr>
<td>PHIL</td>
<td>PHI</td>
</tr>
<tr>
<td>Xueqi Guo, Zhao Wei Wang, Tianyuan Kong</td>
<td>Ma. Johannes Puda, Norberto Puda, Eric Ropal, Marvin Veluz,</td>
</tr>
<tr>
<td>CHN</td>
<td>PHI</td>
</tr>
<tr>
<td>Andresito Libao, Mimilanie Babanta, Luis Manila,</td>
<td>Joy Manlapaz, Ralph Ramos</td>
</tr>
<tr>
<td>PHIL</td>
<td>PHI</td>
</tr>
<tr>
<td>Jotham Chua, Jason Flores, Joshua Manallil</td>
<td>Hwa Sheng Lin, Jiquan Li</td>
</tr>
<tr>
<td>PHIL</td>
<td>CHN</td>
</tr>
</tbody>
</table>

### Participants

- Peter Harris (AUS) & Sharil Ismail (SIN) John Liljelund (FIN)

### Number of Participants who found the Issue to be very interesting

<table>
<thead>
<tr>
<th>Refereeing</th>
<th>Resp</th>
<th>Coaching</th>
<th>Resp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referee psychology</td>
<td>7</td>
<td>Game observation/analysis feedback</td>
<td>13</td>
</tr>
<tr>
<td>Observation of referees in action</td>
<td>7</td>
<td>Developing/planning own Trainings</td>
<td>12</td>
</tr>
<tr>
<td>Floorball Rules</td>
<td>6</td>
<td>Offensive tactics implementation</td>
<td>11</td>
</tr>
<tr>
<td>Creation of an Action Plan</td>
<td>6</td>
<td>Good and interesting examples</td>
<td>10</td>
</tr>
<tr>
<td>Referee movements practise</td>
<td>5</td>
<td>Defence tactics implementation</td>
<td>8</td>
</tr>
<tr>
<td>Understanding own strengths &amp; weaknesses</td>
<td>5</td>
<td>The different Phases of the Game</td>
<td>8</td>
</tr>
<tr>
<td>Referee signs and how to use them</td>
<td>4</td>
<td>Creation of own drills/Game applications</td>
<td>8</td>
</tr>
<tr>
<td>How to develop as a referee</td>
<td>4</td>
<td>Giving feedback to the team</td>
<td>7</td>
</tr>
<tr>
<td>Communication between the referees</td>
<td>3</td>
<td>Using videos in lectures</td>
<td>7</td>
</tr>
<tr>
<td>Cooperation with referee pair</td>
<td>3</td>
<td>Different playing formations</td>
<td>6</td>
</tr>
<tr>
<td>How to recruit referees</td>
<td>3</td>
<td>Evaluation of drills and discussions</td>
<td>6</td>
</tr>
<tr>
<td>Observing the players</td>
<td>2</td>
<td>Player Roles</td>
<td>6</td>
</tr>
<tr>
<td>How to communicate to players</td>
<td>2</td>
<td>Sharing of ideas</td>
<td>6</td>
</tr>
<tr>
<td>Good and entertaining lecturers</td>
<td>2</td>
<td>Interesting drills</td>
<td>4</td>
</tr>
<tr>
<td>Good cooperation in the group</td>
<td>2</td>
<td>Questions and Answers</td>
<td>4</td>
</tr>
<tr>
<td>Technical hints and tips</td>
<td>2</td>
<td>Need to teach Action - Reaction Game</td>
<td>3</td>
</tr>
<tr>
<td>What results in a penalty</td>
<td>2</td>
<td>Fun game</td>
<td>3</td>
</tr>
<tr>
<td>Safety first on the field</td>
<td>1</td>
<td>Informative approach</td>
<td>3</td>
</tr>
<tr>
<td>How to handle difficult situations</td>
<td>1</td>
<td>Learning personal technique</td>
<td>3</td>
</tr>
<tr>
<td>Role of the Referee</td>
<td>1</td>
<td>Passing drills</td>
<td>3</td>
</tr>
<tr>
<td>Body language</td>
<td>1</td>
<td>Describing what Floorball is</td>
<td>2</td>
</tr>
<tr>
<td>Checking my own referee style</td>
<td>1</td>
<td>Special situations</td>
<td>2</td>
</tr>
<tr>
<td>How to stand by your decision</td>
<td>1</td>
<td>Goalkeeper trainings</td>
<td>2</td>
</tr>
<tr>
<td>Managing the game</td>
<td>1</td>
<td>Engaging lecturers</td>
<td>2</td>
</tr>
</tbody>
</table>

### Number of Participants who found issues negative during the seminar

<table>
<thead>
<tr>
<th>Refereeing</th>
<th>Resp</th>
<th>Coaching</th>
<th>Resp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too little time to discuss</td>
<td>4</td>
<td>Very hot gym on Saturday</td>
<td>5</td>
</tr>
<tr>
<td>More direct feedback for observed referees</td>
<td>3</td>
<td>Difficulty to understand all drills</td>
<td>3</td>
</tr>
<tr>
<td>Some discussions become far too long</td>
<td>2</td>
<td>Problem of the aircon</td>
<td>2</td>
</tr>
<tr>
<td>Some more educational materials (video)</td>
<td>2</td>
<td>A lot of noise from the street n the lecturer room</td>
<td>2</td>
</tr>
<tr>
<td>Discuss more bench penalties</td>
<td>1</td>
<td>More 5 vs. 5 practise</td>
<td>2</td>
</tr>
</tbody>
</table>

### Issues that the Participants found to be needed in the next seminars

<table>
<thead>
<tr>
<th>Refereeing</th>
<th>Resp</th>
<th>Coaching</th>
<th>Resp</th>
</tr>
</thead>
<tbody>
<tr>
<td>More practical referee training</td>
<td>3</td>
<td>Seminar motivates to start own club</td>
<td>5</td>
</tr>
<tr>
<td>More realistic referee examples (video)</td>
<td>2</td>
<td>More tactical approach in the classes</td>
<td>3</td>
</tr>
<tr>
<td>Rulebook for the participants</td>
<td>1</td>
<td>More hands-on offensive trainings</td>
<td>2</td>
</tr>
</tbody>
</table>

### Average Scores given by the Participants on a scale from 1 = Not good at all to 5 = very good; Total seminar = 4,7

<table>
<thead>
<tr>
<th>Refereeing</th>
<th>Resp</th>
<th>Coaching</th>
<th>Resp</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information level</td>
<td>4.84</td>
<td>Information level</td>
<td>4.74</td>
<td>4.79</td>
</tr>
<tr>
<td>Usefulness</td>
<td>4.71</td>
<td>Usefulness</td>
<td>4.67</td>
<td>4.69</td>
</tr>
<tr>
<td>Gave me ideas</td>
<td>4.77</td>
<td>Gave me ideas</td>
<td>4.69</td>
<td>4.73</td>
</tr>
<tr>
<td>Relevance</td>
<td>4.70</td>
<td>Relevance</td>
<td>4.64</td>
<td>4.67</td>
</tr>
</tbody>
</table>

Total | 4.75 | Total | 4.68 | 4.72 |
Floorball Development Seminar, Quezon City, the Philippines and meetings held in connection to the Event, 20.-22.05.2016

Participants: John Liljelund, IFF

Report on present issues

1. Floorball Development Seminar, Quezon City

The PFA organised a Floorball Development Seminar with a coaching and referee stream, as a continuation to their local seminars, with the aim of having new clubs formed in high schools, both public and private. The seminar was organised at the Institute of Human Kinetics at the University of the Philippines and had a total of some 30 participants and a delegation of 7 persons from the Chinese Floorball Federation. The seminar was well organised and the PFA formed a Coaching Committee and Referee Committee, which both med concrete development plans.

The seminar was visited by the Philippine NOC secretary general Mr. Steve Hontiveros, who came unannounced to seminar and visited both streams and discussed with the PFA of a possible future cooperation. IFF had had a separate meeting the previous day with him to discuss the SEA Games 2019 in the Philippines.

A more detailed report from the seminar is available separately, but here needs to be mentioned, that the lecturers were conducted by Mr. Sharil Ismail (SIN), Mr. Peter Harris (AUS) and Mr. Liljelund.

2. Philippines Floorball Association, Mr. Ralph Ramos, PFA President

The PFA today has a total of 8 clubs and some 200 active players. The PFA has run an introduction tour to schools and as a result of this a number of PE teachers have participated in the series of local seminars, which now ended with the IFF seminar. PFA is now running U17 and U19 projects, to gain new players.

PFA is trying to spread the sport through the schools and universities, where it is mostly played at the moment. The main issue is that the public school doesn’t have financial resources to buy sticks. Therefore the PFA is asking for extra sticks to support their activities.

In connection to the SEA Games 2019 in the Philippines, the possibility of building a project for the IFF Development Board support, was discussed and the PFA will prepare a proposal for the application process 2017 to the IFF Development Board.

3. Philippines Floorball Association, Mr. Steven Hontiveros, secretary general

IFF asked for a meeting with POC and Mr. Hontiveros and this was easily arranged by the PFA. In the meeting Mr. Hontiveros gave quite straight feedback to the PFA, for not being active enough after the Singapore SEA Games. Mr. Ralph Ramos explained that he has just returned from Finland, where he was studying and the organisation has been running the seminars.

Mr. Hontiveros explained that there might be some issues to get Floorball on the program for the 2019 SEA Games, as the PFA needs first to be run properly and have a good base to build the sport on, both from an organisation and player base. They need to actively seek the POC support and follow their guidelines. In addition the POC is primary looking for Sports where the Philippines can win gold medals. It would be good if the PFA could together with the POC find a type of godfather for the organisation, who could actively promote Floorball in the Philippines. Mr. Hontiveros gave the impression that he would be willing to help finding this person.
Mr. Hontiveros is well connected with the AOFC President Mr. Chaiyapak Siriwat and spoke warmly about him also in connection with Floorball. Mr. Hontiveros was not aware of the present development of Floorball internationally, which IFF updated him about, including the World Games in Wroclaw and the possibility to be on the Master Games 2019.

For the POC recognition of the PFA needs to have Floorball on three SEA Games or on the Asian games or Olympics. In addition the Association needs to register with the National Sports Confederation, which will be done in the coming months. There is also a need that the PFA promotes the sport in the TV and IFF can provide signal form the games where Philippines are playing and preferably winning. As a step in this process the PFA will organise the Men’s WFCQ 2018 in Metro Manilla. POC asked the IFF to support the PFA.

The meeting with Mr. Hontiveros was really positive and it was agreed that the PFA will meet in the coming weeks to start the process. The aim is to have Floorball on the SEA Games 2019

4. Meetings with HFF/CFF, Mr. Shao Yun Sheng, Director Harbin Sport Administration

The HFF/CFF, which will apply for the membership of IFF in the coming weeks, participate in the seminar with a delegation of 7 persons, lead by the Harbin vice mayor Mr. Ziang Xian You. In the delegation was also Mr. Shao Yun Sheng and Mr. Ching, the CEO of YuuZoo China and some coaches and referees. The PFA leadership and the IFF crew was invited for a lunch with the Chinese delegation on Saturday to discuss the development in China on a general level. The Mayor informed that the HFF/CFF has now got the official approval of the China Sports Bureau and therefore the HFF is now officially representing the sport in China.

In a meeting on Sunday with Mr. Shao and Mr. Ching the process of the membership application was discussed. The application has already been sent to the China General Sports Administration for approval and the HFF/CFF is trying to make it in time for the IFF CB on the 11th of June. The only issue is that the Sports Administration has placed Floorball under the National Ice hockey Federation, so a process for having the right for an independent activity is still needed between the HFF and the Ice Hockey federation.

CFF is very keen of receiving official positions in the IFF. It was explained how the CB is elected in the IFF General Assembly the fact that you need to speak English to be able to work in the IFF. The procedure for the membership application of the AOFC was also explained.

The CFF is participating in the Harbin Sport Festival with a Floorball seminar to the local sports community, to which they would like to have a few lecturers from the IFF. CFF is taking care of all costs. In addition they would like to start discussions with the IFF about the equipment production. They are looking to invite some AOFC countries and Unihoc and maybe other manufacturers to the seminar.

In addition to this CFF has been given the chance to promote Floorball at the China General Sport Administration National Sports Seminar in the end of July, this year arranged in Xian, Xian Xi. The seminar has a total of some 2000 School Sport responsible participating. The CFF wants IFF to participate in this seminar to promote the sport with a few players, for example from Singapore.

The CFF informed that they are very keen to organise all kind of IFF Events and are looking forward applying for any available WFCQ, U19 WFC and Adult WFC.
Upcoming meetings and issues

• HFF Floorball Seminar in Harbin in mid July
• China General Sport Administration Seminar in Xian in end of July

Issues that need to be discussed or decided upon or taken action upon

• IFF to check the possibilities to provide additional Floorball material to the Philippines (PiL)
• IFF to check the CFF application for membership when it arrives, that it fulfils the requirements.
• PFA to prepare an application for the IFF Development Board in 2017

New ideas, etc…
Helsinki, Finland 29th of April 2016

IFF Development Board meeting 2016

Place: IFF Office, Alakivenkatu 2, 00920 Helsinki, Finland

Time: Friday 29th of April 2016, at 12:30 EET

Participants:
- Exel (E-SG) Jaakko Aro, Lauri Nevalainen
- FatPipe (Powerstick) Sami Turtiainen
- Salming (X3M) Frida Bakkman
- SP Lars-Åke Henriksson
- IFF John Liljelund and Veli Halonen

Minutes of the meeting:

1) Welcome and opening of the Meeting

Mr. Liljelund opened the meeting at 12:30 and made a Roll Call

Principles of the IFF Development Board

The IFF Development Board is an advisory board to discuss and propose how to deal with issues with-in the Material questions in the IFF. The decisions of the DB will be given as advice to the IFF Central Board.

Activities of the IFF

Mr. Liljelund made a short recap of the present IFF Activities

- Mr. Liljelund gave a short report of the EFT tournament in Lausanne on the 21st to 23rd of April and told that there were several persons from the IOC, Master Games and World Games watching Floorball live during that event
- Floorball will be played on the Wroclaw World Games and IFF asks cordially all manufacturers to promote the Event through its own medias, as this is the Olympics for Floorball. Mr. Liljelund also described the importance of the World Games for Floorball globally. He also asked the DB members to be active in promoting the upcoming World Games among their own contract players and in their own marketing channels as the World Games can be considered the “Olympic Games” of Floorball
- The Men’s World Floorball Championships 2014 was ranked #23rd by the Sportcal Global Sports Index out of 77 Events
- There will be a Chinese Floorball Federation formed in the near future, supported by the Chinese Government.
IIFF will employ a Development Coordinator during Q2
- Discussions ongoing for the European Master Games in 2019 to participate
- IFF has published a School Curriculum, which we hope all of the companies are willing to use.
- IFF is building a Combined Sales to Sponsors with the 10 biggest European Nations

The DB discussed last year the possibilities to share information from where contacts are taken and Mr. Liljelund stressed the importance of this, since actions need to be activated based on this.

2) General update

Mr. Liljelund reported on the Material Approval system financial outcome 2015
The total revenue for the system 2015 was CHF 295,549 (CHF 266,956) and the costs for running the system was CHF 246,801 (CHF 229,806) giving a surplus of CHF 48,748 (CHF 37,149). Out of this 80 per cent, which equals a sum CHF 38,998 (CHF 29,719) for the use of the Development Board.

Number of sold sticks, balls and other material
SP has on the request of IFF moved over to follow the marking of Floorball materials to a calendar year system, starting from 2011. The total number of sold certified material for 2015 was:

<table>
<thead>
<tr>
<th>Item</th>
<th>2015 Total</th>
<th>2014 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balls</td>
<td>2,302,704 pcs</td>
<td>2,255,135 pcs</td>
</tr>
<tr>
<td>Sticks</td>
<td>708,728 pcs</td>
<td>706,043 pcs</td>
</tr>
<tr>
<td>Goals</td>
<td>2,712 pcs</td>
<td>2,865 pcs</td>
</tr>
<tr>
<td>Rinks</td>
<td>415 pcs</td>
<td>385 pcs</td>
</tr>
<tr>
<td>Face masks</td>
<td>2,010 pcs</td>
<td>2,000 pcs</td>
</tr>
</tbody>
</table>

The DB discussed about this issue.
- Mr. Aro described the importance of the stick sales.
- Ms. Bakkman told that some 10 % of the Salming sales comes from non-marked school sticks.
- Mr. Turtiainen could not specify the size of the markets in general and he thought that the number of sold sticks doesn’t correlate with the number of global sales. He also told that he has seen several different manufacturers especially from Asian the sport fairs and they also offer Floorball related equipment, which are not noticed brands and not certified by the IFF.

- Mr. Liljelund explained to the DB that the Chinese federation has been informed and instructed that they also need fully to implement the IFF material regulations in order to be officially recognized.

- Mr. Liljelund also explained the structure of the Chinese federation
3) Proposal for Changes of the Material Regulation 2016

Mr. Henriksson reported that there has been a number of processes ongoing that have required to clarify the text in the IFF Material Regulation, edition 2016.

1.3.2.4 Embossed mark for blades, balls and masks

The IFF-mark has to be shown as an embossed or broken through marking stamped onto or laser cut-out metal plate and welded or hard soldered to the net on the left side of the mask.

2.3.2 Goal Dimensions - Goal dimensions

The dimensions of the goal have been corrected to the right measurements for goal width 1600 x 1150 mm

2.5.1 Face Mask Size “Guidelines for….. in a match situation” -
- An IFF-marked grille (embossed IFF-marking on a metal plate on the left side of the grille) should be considered as an approved grille and need not necessarily be measured; unless there are indications that the grille has been changed/mended in some way.
- An unmarked grille must always be measured to prove that the grille openings are within the set requirements.
- During the certification approval test a measuring gauge with a dimension of 70 x 8mm is used. The measuring gauge should not be able to be inserted in any of the facemask’s grille openings so Measurement of grille openings in a match situation, by means of e.g. measuring tape, should be viewed as a rough method to measure the openings in the grille.
- The grille openings must in most cases never be measured to more than 70mm in any direction. In some grilles all grille openings are not rectangular, but have other shapes (e.g., sharply tapered or curved forms). If you measure these types of grille openings to a value exceeding 70mm; then it is also important to measure the opening perpendicular (the height) to the other direction.
- If the height is measured to a value below 8 mm e.g. due to nearby parallel grille threads, the length of the part that has a height less than 8mm is to be measured.

The newly measured part length shall be deducted from the previously measured grille opening value that was exceeding 70mm.
- If the result value still is found to exceed 70mm; the grille is not fulfilling the requirement. Otherwise if the result value is below 70mm: the grille is fulfilling the requirement.

- The DB members pointed out the fact that the approval of the new grill markings are taking way too long in SP. The DB’s opinion is that there’s no need to test the helmets, which have been approved earlier if the only question is if the new marking is all right.
- The DB asked Mr. Henriksson to check within the SP if the procedure can be changed and the helmets, which have already been approved don’t have to testes again. Just to inform the manufacturers if the marking is correct.
- Mr. Henriksson asked the DB members to inform the SP that this needs to be changed and that the approval of the markings need to be a smoother and faster procedure.
- Mr. Liljelund proposed that the IFF would have a meeting with the SP Certification Department in this matter in order to find a solution for this problematic situation.
5.3.7.3 Implementation - minor adjustment of the text for the new testing of the ball bounce.

The Revision Time Table for the Material Regulation 2018.

IFF/SP has built the time table for the submission of proposals for the Material Regulation edition 2016 and the process of the Development Board to discuss these. The time table is as follows:

- Last day to send in new ideas 28th of February 2017.
- IFF/SP checking the proposals in March-April 2017.
- Draft sent out to all manufacturers end of April 2017.
- IFF CB makes decision in May 2017.
- It takes effect 1st of July 2018.

The DB approved the proposals and timetables in paragraph 3.

4) DB Support Projects for 2015

Mr. Liljelund to made a short recap about the situation of the Development Projects ongoing. The IFF Development Board has in 2015 approved to support two projects namely the continuation of the Polish school project in the Wroclaw region, where the 2017 World Games are played and the Hungarian school project.

The IFF member associations have been asked to submit a report of the use of the support until the meeting, which the Development Board will discuss.

The IFF proposes that the Development Board would for 2016 continue with these two projects as they have been quite successful, as the preparations of the Wroclaw World Games are continuing and the Games will be played in Poland in July 2017 and the Hungarian project has increased the number of players in the schools. In addition to this we are proposing to start a new project in Russia, in order to strengthen the development of the sport in the country.

In order to strengthen the continued development of Floorball in the Wroclaw region and Poland as a whole, IFF proposes to support the Polish Floorball Federation in their work to build the sport in the Wroclaw region, where the International World Games Association World Games will be played in July 2017. The PFF project is to continue the growth of awareness and start the sport in schools and universities and build a base for the sport in the region. The IFF proposes to support the Polish Associations (PFF) project and that the DB would grant the project 11,500 CHF for the year 2016. This project PFF will apply support for the year 2017 as well.

In addition to this, IFF proposes that the DB would continue to support the regional development program of the Hungarian Floorball Federation School Project started already, to strengthen the operations of the Clubs and the building of the path from schools to club competitions and support the spreading of the sport in the country. The IFF proposes to support the Hungarian project and that the DB would grant the project 11,500 CHF for the year.
The project of the Russian Floorball Federation is a new one and will concentrate on increasing the number of teams and players in the different provinces of Russia, based on a number of seminars run in the country. The focus is to strengthen the appearance of Floorball in Russia. The IFF proposes to support the Russian project and that the DB would grant the project 10.000 CHF for the year 2016.

The IFF also proposes that 5.000 CHF will be used for the Branding of the Floorball Champions Cup, as the interest for the Manufacturer Village has been quite low among the manufacturers.

The DB approved the proposals for the development support to Poland, Hungary and Russia and to use the proposed 5.000 CHF for the branding and promoting of the Champions Cup 2016.

5) How to organise the collection of Materials for the SP Surveillance Tests

As decided that the IFF and SP will collect the materials for the surveillance tests directly from the wear-houses.

- Mr. Henriksson told that the collecting of the surveillance material will start during the upcoming autumn 2016
- Mr. Henriksson also told that there will be a newsletter about this issue to be sent out in the beginning of June 2016 and that the collection of the surveillance materials will be carried out in co-operation with the manufacturers.

6) Other issues

IFF has together with the EFT countries rebuilt the Champions Cup and the tournament will be played in Borås during three days, instead of five days earlier and the IFF will run a separate version of the Floorball Manufacturer Village at Champions Cup in October in Borås, Sweden, from the 30th of September to 2nd of October, 2016

- Mr Liljelund brought up the issue that maybe it would be the time to change the name of the Development Board and asked from the members if they would come up with a proposal of the new name. The DB decided to continue the discussion of the new possible name for the Board. Mr. Liljelund’s proposal for the name of the Board was the “IFF Material Board”.
- Mr. Liljelund also asked the DB members to try to think and find persons who could act as Floorball Ambassadors. The persons don’t have to have Floorball back ground, but they should be well known persons in order to promote the Sports. There is a need of persons outside the bigger IFF Member Associations.

7) Next meeting

The next meeting will be held latest in May 2017, IFF will call for the meeting at a later stage. One option is to have the DB meeting in conjunction with the MU19 2017, which will be played in Borås Sweden in May 2017.
8) Ending the meeting
   - Mr. Liljelund ended the meeting at 14:00 and thanked the participants for a very fruitful and efficient meeting.
Stockholm, Sweden
8th – 10th April 2016

IFF Competition Coordinator, Sarah Mitchell, attended this conference in her role as the IFF Equality Officer. The Conference theme was “Moving towards gender equality in sport” and there were participants from National Olympic Committees, International & National Federations, European Commissions and several Educational bodies. Sessions included:

- Gender balance & equality in decision-making in sport
- Negative gender stereotypes in sport & the role of the media
- Gender-based violence in sport
- Gender equality in coaching

The meeting was addressed by the Swedish Minister of Sport and the President of the Swedish Sports Confederation, as well as representatives from the Council of Europe, the European Commission and several European NOCs.

The challenges in regards of gender equality in sport, whether at international, national or grass-roots level, have very common (& recurring) themes – How do you get more women involved at the top level decision-making positions? How do you get more women involved in coaching? How can you get the media to pay more attention to women’s sport? How can you break the gender stereotypes in sport?

The key issues that were most relevant to Floorball were:

**Sexual Harassment**

- IFF lacks any inclusion on sexual harassment in sport and how it should be dealt with. IFF needs to develop a “Guidelines to Prevent Sexual Harassment & Abuse” and to provide clear directives for handling of these issues in Floorball
- IFF & NAs need to have a dedicated Equality/Integrity contact person. Integrity issues could include anti-doping, sexual harassment, betting etc
- IFF to have standard sanctions regarding sexual abuse convictions which must be adopted by NAs

**Representation**

- IFF to continue to improve the gender-balance in key decision-making positions
- Rather than quotas, a better option could be to adopt a representation on executive committees that is proportional to member representation, with a minimum of at least 2 of each gender. (Eg. If 35% of the members (licensed players) are female then 35% of the executive should also be female)
- NAs should be rewarded for increasing their female representation.
  - Eg. If there is a fee for attendance at IFF seminars then a certain number of female participants should be allowed for free or at a reduced rate
Eg. At the General Assembly each country is given a maximum of two votes. They are allowed to have two representatives, however, if both of these representatives are male then they are only allowed one vote.

Eg. An increase in female participation, either as licensed players, or in executive roles could be rewarded with a discounted membership fee.

**Coaching**

- IFF should encourage mixed-gender coaching teams at IFF events.
- Introduction of regulation for women’s national teams at IFF events to have at least one female staff member (preferably in a coaching role).

**Media**

- Our own media must portray men & women equally – videos that we share/create, number of stories, photos etc.
- Encourage the inclusion of women in media positions, reporting on both men’s & women’s floorball.
Women’s U19 World Floorball Championships
Marketing & Media report

- *WU19 WFC 2016 in facts & figures by IFF & LOC*

**U19 WFC 2016 Spectators**

New U19 WFC attendance per match record: 3 151 (CAN - JPN)
New Women’s U19 WFC total attendance record: 15 799 spectators in 33 matches
New U19 WFC average number of spectators per game record: 479 spectators per game

**U19 WFC 2016 in Newspapers/Magazines**

Adrenalin Magazine = 9 500 reach of “sport tourism influencers & decision-makers”
Inside Belleville
Belleville Intelligencer
Wellington Times
Brighton Independent
The EMC
Hamilton Scores
Snapd Quinte also did a full feature spread (newspaper) which came out on June 1st reaching approximately 5 500 locally.

Total Newspaper Reach Potential: approximately 85 000

**U19 WFC 2016 on Radio**

Quinte Broadcasting
Starboard Communications

Combined total of 180 000 reach since September 2015

**U19 WFC 2016 on Television**

TVCogeco & Rogers Cable

6.7 million viewers
CKWS (Kingston) - feature reports both online and on-air television

Live On-air for TVCogeco with Bill Glisky "In The Cheap Seats" x3

CBC News Montreal feature during first day of the tournament, news broadcast in French on television and on radio.

In addition, highlights from the U19 WFC 2016 final were shown on Finnish (YLE) and Swedish TV (TV4 & SVT).

Media Exposure (meltwater brand tracking tool):

Top countries Media (meltwater brand tracking tool):

Address:  Phone:  E-mail:  Bank:
Alakiventie 2 +358 454 214 25 office@floorball.org  Credit Suisse, CH-8700 Küsnacht, Switzerland
Finland  Fax:  Web-site  IBAN: CH52 0483 5055 9200 1100 0
+358 9 454 214 50 www.floorball.org  Page 2
Potential reach (meltwater brand tracking tool):

Top trending themes Media (meltwater brand tracking tool):

U19 WFC 2016 on YouTube

Combined statistics for both IFF Floorball Channels

Channel 1: www.youtube.com/ifffloorball & Channel 2: www.youtube.com/ifflive

Statistics Period: 2nd - 13th May 2016

Video uploads: 80

Performance

Views: 201,558

Estimated minutes watched: 2,374,933 (= 1,649 days or 4.5 years)

New subscribers: 748

Address: Alakiventie 2
Phone: +358 9 454 214 25
Fax: +358 9 454 214 50

E-mail: office@floorball.org
Web-site: www.floorball.org

Bank: Credit Suisse, CH-8700 Küsnacht, Switzerland
Account No: 0818-559200-11. Swift: CRESCHZZ80A
IBAN: CH52 0483 5055 9200 1100 0

Page 3
Engagement
Likes: 1 109
Comments: 18 882
Shares: 959

Most watched videos (based on estimated minutes watched)
Top 5:
CZE v SUI (3rd place)
SWE v FIN (Final)
SWE v CZE (A-div semi)
FIN v SUI (A-div semi)
SVK v SUI (group match)

**U19 WFC 2016 websites**

Official WU19 WFC website http://floorball2016.ca

Official WFC website numbers March 2nd 2016 - May 15th 2016: users: 17 969 & sessions: 30,007

Numbers during WFC (3 - 9.5.2016)
Total amount of users during WFC: 15 234
Most amount of users/day: 3 320 (4.5.2016)
Total amount sessions: 18 576

Countries visiting: Countries visiting (and sessions since May 2):
Czech Republic, United States, Germany, Hungary, Norway, Japan (422), Slovakia, Poland, Latvia, Austria (147)
Total page views: 30 867
pages/session: 3 13


Numbers during WFC (3 - 9.5.2016)
Total amount of users during WFC: 22 776
Most amount of users/day: 9 768 (5.5.2016)
Total amount sessions: 50 502
Countries visiting: 111
Total page views: 214 564
pages/session: 4.25

U19 WFC 2016 IFF Events Mobile App

The IFF Events Mobile App has now been downloaded by 33 686 users (until 10.5.2016).

Android: 17 886 downloads (+ 346 new users 21.4.2016 - 10.5.2016)
Top countries:
1. CZE: 3 962
2. SUI: 2 104
3. FIN: 1 620
4. SWE: 1 510
5. GER: 1 243
6. SVK: 978

iOS: 15 800 downloads (+ 426 new users 21.4.2016 - 10.5.2016)
Top countries:
1. SWE: 3.760
2. SUI: 3.670
3. FIN: 1.320
4. CZE: 949
5. GER: 733
6. NOR: 731

Numbers during U19 WFC 2016 (3 - 9.5.2016)

Users: 3 301
Sessions: 51 581
Screen views: 394 560
Views/session: 7.65

Top 10 countries/sessions
1. Germany 10 795 (20,93 %)
2. Canada 8 817 (17,09 %)
3. Switzerland 7 758 (15.04 %)
4. Czech Republic 4 375 (8.48 %)
5. Sweden 2 793 (5.41 %)
6. Finland 8 516 (6.18 %)
7. Japan 2 286 (4.43 %)
8. Slovakia 2 239 (4.34 %)
9. Poland 1 355 (2.63 %)
10. Latvia 1 318 (2.56 %)

A total of 789 persons took part in the A-division ASICS guess the results competition and a total of 556 persons took part in the B-division ASICS guess the results competition.

**U19 WFC 2016 on Social Media**

**U19 WFC Facebook** www.facebook.com/U19WFC

Total likes after U19 WFC 2015: 1 337
Total likes after U19 WFC 2016: 2 406
= + 1069 likes

**IFF Facebook** www.facebook.com/IFF.Floorball

Total likes before U19 WFC 2016: 33 824
Total likes after U19 WFC 2016: 34 010
= + 186 likes

**U19 WFC Twitter** https://twitter.com/U19WFC

Total followers after U19 WFC 2015: 373
Total followers after U19 WFC 2016: 1001
= + 628 followers

**IFF Twitter** https://twitter.com/IFF_Floorball

Total followers before U19 WFC 2016: 10 823
Total followers after U19 WFC 2016: 10 943
= + 120 followers

**U19 WFC Instagram** https://www.instagram.com/u19wfc

Total followers after U19 WFC 2016: 1564

**IFF Instagram** https://www.instagram.com/iff_floorball/
Total followers before U19 WFC 2016: 32 800
Total followers after U19 WFC 2016: 33 070
= + 270 followers

IFF Flickr https://www.flickr.com/photos/iff_floorball/

Total amount of views during U19 WFC 2016 (3-9.5.2016): 375 054
Most amount of views (May 5th): 75 873

Top social media (meltwater brand tracking tool):
- only open FB accounts

Dec 31, 2015 - May 17, 2016

Social media map (meltwater brand tracking tool):
Top mentions Facebook (meltwater brand tracking tool):

Dec 31, 2015 - May 17, 2016

Top mentions Twitter (meltwater brand tracking tool):

Dec 31, 2015 - May 17, 2016
INTERNATIONAL FLOORBALL FEDERATION (IFF)
Recognised by the IOC
Ordinary member of SportAccord

APPENDIX 28

Trending themes social media (meltwater brand tracking tool):
Dec 31, 2015 - May 17, 2016

Other U19 WFC 2016 promotion

- Sign outside Yardmen Arena = 25 000
- Bus signs on major transit routes = 15 000 potential reach.
- Televisions & signage inside Yardmen Arena = 15 000
- Promotional displays at events = 1 500
- Member of Parliament Neil Ellis (Bay of Quinte) Newsletter = 56 000 local businesses and homes
- Digital billboards (provided by Pattison Signs) = 15 000
- Member of Parliament Neil Ellis and Member of Provincial Parliament Todd Smith presented the U19WFC tournament and stats to members of their respective legislatures. Each received thousands of Facebook views and was broadcast live online on the Cable Public Affairs Channel (CPAC) and the Ontario Legislature Webcast.
IFF A-D Education - Basic report edited for analysis purposes

1. Team (country)?
Number of respondents: 314

2. Role?
Number of respondents: 314
3. Previous Anti-Doping Education?
Number of respondents: 309

4. Who organised the activity?
choose the correct organisation(s)
Number of respondents: 70
5. What was the Anti-Doping Education content?

Choose all the topics that were included

Number of respondents: 70
6. How important would it be for you to receive more education in the listed topics from a scale from 1-5?

1= not at all important 2= not that important 3= somewhat important 4= important 5= very important  ? = impossible to say

Number of respondents: 311

<table>
<thead>
<tr>
<th>Topic</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>?</th>
<th>Total</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prohibited Substances</td>
<td>1.61%</td>
<td>5.14%</td>
<td>16.08%</td>
<td>26.05%</td>
<td>50.16%</td>
<td>0.96%</td>
<td>308</td>
<td>4.19</td>
</tr>
<tr>
<td>Sanctions</td>
<td>4.82%</td>
<td>7.07%</td>
<td>26.37%</td>
<td>31.83%</td>
<td>27.65%</td>
<td>2.25%</td>
<td>304</td>
<td>3.72</td>
</tr>
<tr>
<td>Athletes’ rights</td>
<td>1.61%</td>
<td>3.55%</td>
<td>21.61%</td>
<td>34.19%</td>
<td>37.74%</td>
<td>1.29%</td>
<td>306</td>
<td>4.04</td>
</tr>
<tr>
<td>Athletes’ responsibilities</td>
<td>2.57%</td>
<td>2.25%</td>
<td>21.22%</td>
<td>35.37%</td>
<td>37.62%</td>
<td>0.96%</td>
<td>308</td>
<td>4.04</td>
</tr>
<tr>
<td>Testing</td>
<td>2.89%</td>
<td>9.32%</td>
<td>32.15%</td>
<td>31.19%</td>
<td>23.79%</td>
<td>0.64%</td>
<td>309</td>
<td>3.64</td>
</tr>
<tr>
<td>Testing Pools</td>
<td>2.25%</td>
<td>15.11%</td>
<td>33.76%</td>
<td>28.3%</td>
<td>15.76%</td>
<td>4.82%</td>
<td>296</td>
<td>3.42</td>
</tr>
<tr>
<td>Therapeutic Use Exemptions (TUE)</td>
<td>2.93%</td>
<td>8.14%</td>
<td>28.34%</td>
<td>29.32%</td>
<td>26.38%</td>
<td>4.89%</td>
<td>292</td>
<td>3.72</td>
</tr>
<tr>
<td>Supplements</td>
<td>2.89%</td>
<td>3.86%</td>
<td>20.9%</td>
<td>33.12%</td>
<td>36.01%</td>
<td>3.22%</td>
<td>301</td>
<td>3.99</td>
</tr>
<tr>
<td>Something else, what?</td>
<td>33.33%</td>
<td>33.33%</td>
<td>33.33%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>2.8%</td>
<td>7%</td>
<td>25.67%</td>
<td>31.89%</td>
<td>32.63%</td>
<td>0%</td>
<td>2427</td>
<td>3.64</td>
</tr>
</tbody>
</table>

7. At what age do you think the education should be received

Number of respondents: 311

![Age Distribution Chart]
8. Would you understand Anti-Doping education in English?
Number of respondents: 309

9. Would you prefer Anti-Doping education in your own language
Number of respondents: 301

10. Who do you think should organise the Anti-Doping education?
Number of respondents: 311
11. What sources would be important in delivering the education from a scale from 1-5?

1= not at all important 2= not that important 3= somewhat important 4= important 5= very important ?= impossible to say

Number of respondents: 313

<table>
<thead>
<tr>
<th>Source</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Total</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-learning Programmes</td>
<td>5.45%</td>
<td>10.9%</td>
<td>26.92%</td>
<td>35.9%</td>
<td>18.91%</td>
<td>1.92%</td>
<td>306</td>
</tr>
<tr>
<td>Face to face anti-doping sessions at Events</td>
<td>4.15%</td>
<td>7.35%</td>
<td>19.49%</td>
<td>30.67%</td>
<td>37.06%</td>
<td>1.28%</td>
<td>309</td>
</tr>
<tr>
<td>Websites</td>
<td>5.47%</td>
<td>10.93%</td>
<td>28.94%</td>
<td>36.01%</td>
<td>18.01%</td>
<td>0.64%</td>
<td>309</td>
</tr>
<tr>
<td>Anti-Doping Newsletter</td>
<td>14.42%</td>
<td>25.32%</td>
<td>28.85%</td>
<td>23.08%</td>
<td>7.69%</td>
<td>0.64%</td>
<td>310</td>
</tr>
<tr>
<td>IFF Athletes’ Commission member</td>
<td>8.65%</td>
<td>13.46%</td>
<td>36.86%</td>
<td>26.6%</td>
<td>11.86%</td>
<td>2.56%</td>
<td>304</td>
</tr>
<tr>
<td>Team captains (who have been educated)</td>
<td>12.5%</td>
<td>17.95%</td>
<td>24.36%</td>
<td>26.28%</td>
<td>17.31%</td>
<td>1.6%</td>
<td>307</td>
</tr>
<tr>
<td>Athletes from other sports</td>
<td>18.65%</td>
<td>22.19%</td>
<td>28.94%</td>
<td>19.61%</td>
<td>8.04%</td>
<td>2.57%</td>
<td>303</td>
</tr>
<tr>
<td>Social media</td>
<td>10.29%</td>
<td>12.22%</td>
<td>32.8%</td>
<td>29.26%</td>
<td>14.15%</td>
<td>1.29%</td>
<td>307</td>
</tr>
<tr>
<td>Other channel(s), which?</td>
<td>0%</td>
<td>0%</td>
<td>25%</td>
<td>50%</td>
<td>25%</td>
<td>0%</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>10.09%</td>
<td>15.25%</td>
<td>28.83%</td>
<td>28.91%</td>
<td>16.92%</td>
<td>0%</td>
<td>2459</td>
</tr>
</tbody>
</table>

12. Do you use nutritional supplements?

Number of respondents: 304
13. If you use supplements, what supplements do you use and how important are they from a scale of 1-5?

1= not at all important 2= not that important 3= somewhat important 4= important 5= very important ?= impossible to say X= I don’t use this

Number of respondents: 306

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>?</th>
<th>X</th>
<th>Total</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamins</td>
<td>3.95%</td>
<td>4.93%</td>
<td>16.45%</td>
<td>23.03%</td>
<td>30.26%</td>
<td>0%</td>
<td>21.38%</td>
<td>239</td>
<td>3.9</td>
</tr>
<tr>
<td>Minerals</td>
<td>6.54%</td>
<td>5.88%</td>
<td>13.07%</td>
<td>18.63%</td>
<td>23.53%</td>
<td>0%</td>
<td>32.35%</td>
<td>207</td>
<td>3.69</td>
</tr>
<tr>
<td>Fat burners</td>
<td>28.62%</td>
<td>9.87%</td>
<td>5.26%</td>
<td>2.3%</td>
<td>0.99%</td>
<td>0.33%</td>
<td>52.63%</td>
<td>143</td>
<td>1.66</td>
</tr>
<tr>
<td>Energy drinks</td>
<td>18.03%</td>
<td>12.13%</td>
<td>17.38%</td>
<td>15.74%</td>
<td>9.18%</td>
<td>0.33%</td>
<td>27.21%</td>
<td>221</td>
<td>2.81</td>
</tr>
<tr>
<td>Energy bars</td>
<td>14.1%</td>
<td>11.48%</td>
<td>24.92%</td>
<td>14.75%</td>
<td>5.9%</td>
<td>1.64%</td>
<td>27.21%</td>
<td>217</td>
<td>2.82</td>
</tr>
<tr>
<td>Recovery drinks</td>
<td>6.93%</td>
<td>5.94%</td>
<td>16.83%</td>
<td>22.44%</td>
<td>15.18%</td>
<td>1.65%</td>
<td>31.02%</td>
<td>204</td>
<td>3.49</td>
</tr>
<tr>
<td>Extra protein</td>
<td>15.79%</td>
<td>8.88%</td>
<td>15.79%</td>
<td>10.86%</td>
<td>6.58%</td>
<td>0.99%</td>
<td>41.12%</td>
<td>176</td>
<td>2.72</td>
</tr>
<tr>
<td>Extra carbohydrate</td>
<td>16.84%</td>
<td>10.44%</td>
<td>10.1%</td>
<td>6.73%</td>
<td>2.69%</td>
<td>1.68%</td>
<td>51.52%</td>
<td>139</td>
<td>2.32</td>
</tr>
<tr>
<td>Something else, what?</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>21.72%</td>
<td>13.64%</td>
<td>23.53%</td>
<td>22.56%</td>
<td>18.55%</td>
<td>0%</td>
<td>0%</td>
<td>1547</td>
<td>3.04</td>
</tr>
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</table>
14. How important are the different reasons for you to use supplements from a 1-5 scale?

1= not at all important 2= not that important 3= somewhat important 4= important 5= very important ?= impossible to say X= I don't use

Number of respondents: 303

<table>
<thead>
<tr>
<th>Reason</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>?</th>
<th>X</th>
<th>Total</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>I believe I need it</td>
<td>7.64%</td>
<td>7.97%</td>
<td>23.26%</td>
<td>22.92%</td>
<td>18.27%</td>
<td>0.33%</td>
<td>19.6%</td>
<td>241</td>
<td>3.45</td>
</tr>
<tr>
<td>Someone else thinks I need it</td>
<td>26.78%</td>
<td>11.86%</td>
<td>14.24%</td>
<td>11.53%</td>
<td>6.44%</td>
<td>0.34%</td>
<td>28.81%</td>
<td>209</td>
<td>2.42</td>
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<tr>
<td>Weight gain</td>
<td>37.2%</td>
<td>8.19%</td>
<td>7.85%</td>
<td>1.71%</td>
<td>0.34%</td>
<td>0%</td>
<td>44.71%</td>
<td>162</td>
<td>1.55</td>
</tr>
<tr>
<td>Weight loss</td>
<td>32.65%</td>
<td>9.52%</td>
<td>10.2%</td>
<td>3.74%</td>
<td>1.7%</td>
<td>0%</td>
<td>42.18%</td>
<td>170</td>
<td>1.83</td>
</tr>
<tr>
<td>Recovery</td>
<td>2.66%</td>
<td>4.98%</td>
<td>9.3%</td>
<td>31.89%</td>
<td>31.56%</td>
<td>0.33%</td>
<td>19.27%</td>
<td>242</td>
<td>4.05</td>
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<tr>
<td>I have a disease</td>
<td>31.38%</td>
<td>6.9%</td>
<td>6.9%</td>
<td>6.9%</td>
<td>3.45%</td>
<td>0.34%</td>
<td>44.14%</td>
<td>161</td>
<td>1.99</td>
</tr>
<tr>
<td>I take it just in case</td>
<td>22.26%</td>
<td>13.01%</td>
<td>15.41%</td>
<td>9.25%</td>
<td>3.77%</td>
<td>0%</td>
<td>36.3%</td>
<td>186</td>
<td>2.36</td>
</tr>
<tr>
<td>Some other reason, what?</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>50%</td>
<td>50%</td>
<td>0%</td>
<td>0%</td>
<td>8</td>
<td>4.5</td>
</tr>
<tr>
<td>Total</td>
<td>34.16%</td>
<td>13.34%</td>
<td>18.71%</td>
<td>19.29%</td>
<td>14.5%</td>
<td>0%</td>
<td>0%</td>
<td>1379</td>
<td>2.77</td>
</tr>
</tbody>
</table>
15. How do you know the supplement you are using does not contain any prohibited substance?
Number of respondents: 268

16. Do you want more Anti-Doping information by e-mail?
Number of respondents: 312
Anti-Doping Education & Say NO! to Doping Plan 2016 & 2017

Say NO! to Doping campaign

In order to generate more awareness, the campaign will be run only during one day when there are spectators.

Current Say NO! to Doping Materials: wrist bands for referees, captain bands for players, balls for the opening line-ups, promo clip for jumbo, speaker announcement.

- WFC 2016 Plan
  - Say NO! to Doping Day on Friday the 9th of December 2016
  - Six matches on the Say NO! to Doping Day, 12 teams
  - SNTD materials needed: minimum 72 balls, minimum 14 referee wrist bands, minimum 16 captain bands, jumbo clip & announcement (by LOC in cooperation with IFF)

Athlete Anti-Doping Education – Outreach

Mandatory Anti-Doping Outreach sessions have been organised for all teams at the Men’s WFC 2014 and the Women’s WFC 2015. The feedback has been mainly positive and there is a need to have all teams participating at the events educated. The challenges are the lack of time during events and the language issues. Also the lack of available multi-lingual materials is a challenge and other available resources. At the moment, the WADA Quiz remains the only tool that includes almost all the IFF Member Associations’ languages.

Based on the feedback from the Anti-Doping survey and the IFF Athletes’ Commission as well as WADA, the IFF should focus more on young players. U19 WFC is currently the only event where the IFF meets U19 players face to face. The IFF Athletes’ Commission members have also expressed that they might be used for these education sessions if they are present at the event.

With more E-learning programmes being developed and translated by WADA and other organisations, these could also be utilised more in the future. In addition more focus needs to be put into getting Member Associations to be in close contact with the National Anti-Doping Organisations, who have the needed resources and can provide the needed education and guidance.

- Future Anti-Doping Outreach at WFCs will concentrate more on new teams, who have not been educated during the previous major IFF events.
- The IFF is to facilitate the cooperation between its Member Associations and the National Anti-Doping Organisations.
- Anti-Doping Outreach materials needed: laptops/iPads, Outreach space to conduct the education, good Internet connection, for example beamer/screen to present material, education & information material/flyers etc.
INTERNATIONAL FLOORBALL FEDERATION (IFF)

Recognised by the IOC
Ordinary member of SportAccord

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Phone: +358 9 454 214 25
Fax: +358 9 454 214 50
E-mail: antidoping@floorball.org
Web-site: www.floorball.org

Anti-Doping Administrator: Merita Bruun
              bruun@floorball.org
              +358 400 529 031
Competition Coordinator: Sarah Mitchell
              mitchell@floorball.org
              +358 400 529 035

Appendix 29

- WFC 2016 plan:
  - In WFC 2016, mandatory Outreach sessions for POL, SIN, THA (not in WFC 2014)
  - Outreach sessions for other teams organised by IFF upon request (deadline to request)
  - When there is a NADO information & education booth available the teams are also encouraged to utilise this
  - If captains’ meetings are organised at the WFC 2016, there will be anti-doping content for players.

- U19 WFC 2017 plan:
  - The U19 teams can choose from different alternatives:
    a) Taking part in Anti-Doping Education session organised by the National Anti-Doping Organisation/IFF Member Association before the U19 WFC 2017 (confirmation to be sent to IFF) and/or
    b) Taking part in an Outreach sessions organised by the IFF during the event upon request (deadline to request)
  - When there is a NADO information & education booth available the teams are also encouraged to utilise this
  - If captains’ meeting is organised at the U19 WFC 2017, there will be anti-doping content for players.