
#### GA Updated

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#### INCOME Account

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#### LIABILITIES AND EQUITY

| Current liabilities | Accr expenses and deferr income | -189000.00 | -108591.14 |
| Other current liabilities | -2030.61 | -379.79 |
| Transfers to reserves | -132519.85 | -328.03 |
| Development reserves | -51890.61 | -22210.47 |
| **LIABILITIES AND EQUITY** | **Total liabilities & equity** | **-893726.95** | **-780515.45** | **506609.16** | **460652.70** | **775991** |

| Retained earnings | -432461.74 | -432461.74 |
| Profit 31.08.2010 | 0.00 | -178030.58 |
| **RESULT** | **Total liabilities & equity** | **-893726.95** | **-780515.45** | **506609.16** | **460652.70** | **775991** |

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* Outcome of the material appr. system:

- **Income**: 0.00
- **Costs**: 0.00
- **Profit**: 0.00
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CLAIMS PER NATION, CLUB, OTHER 31.12.2010

Updated per 31.08.2010

APPEX 3
OBSERVER PROGRAMME
Floorball Championships, Helsinki

Date: 07.-08.12.2010

Contact person: Mr Arto Ahola, arto.ahola@slu.fi Tel: + 358 400 938 666

For whom the Observer program is targeted:
**Administration people** - general administration people (Seg. Generals, administration, accreditation, accommodation, media operations and marketing people)

**Sports people** - people in charge of sports and venues technical services (Sports Directors and personnel, Athletes’ village/hotels, transportation, medical services)

**IFF Member Associations** – potential organisers of IFF Events or national events

**PROGRAMME:**

**Tuesday 7th of December**

8.15 Welcoming words
Generalities about the International Event organising Finland Office
Tomas Eriksson/IFF President, Arto Ahola and Katriina Sahala/Sport Finland Office

8.30 Introduction Seminar
Floorball Championships ideology (objectives of the sport/WFC) Organisation and overall presentation
John Liljelund/IFF
Ismo Haaponiemi/SG LOC

10.00 Coffee
Floorball minimum requirements for good Championships Organisation
Introduction of IFF Event Handbook
Filip Suman/IFF RACC/Jury chairman
John Liljelund/IFF. Kaarina Salomaa/IFF Comp.

12.00 Lunch at the athletes’ restaurant
Hartwall Arena

13.30 Tour 1 (20 min. per item)
- Team Accommodation
- Accreditation system
- Security
- Team Transportation office
- Team Services at the Arena
- Info for the teams
Hartwall Arena
LOC
IFF
LOC
LOC
LOC

15.30 Administration and support
- City of Helsinki Sports Services and support
- Legacy for the city and National Federation
- Cooperation with stakeholders
PAIKKA ???
Sports Director Anssi Rauramo
SSBL representatives
esim. Yle/Exel

17.45 Live match of the Day RUS –FIN
Hartwall Arena
20.00 Questions and Answers Day 1
20.30 2nd Technical meeting – observing
21.30 Free time (notice dinner at your own cost)
22.30 Free discussion session at the hotel

Wednesday 22 July

9.00 Seminar (30 minutes/session)  
- Doping testing system  
- Officials Transportation  
- Financing  
- Marketing  
- Adjacent Programmes  
- VIP services

12.30 Lunch at the volunteers restaurant

13.30 Tour 2 (25 min/session)  
- Main Media Center  
- Sport Venue Tour  
- Competition offices/IFF office  
- Referees and Referee Management  
- Volunteer management  
- Doping station  
- Venue management/Match secretary and statistics  
- Medical services  
- Practise venues

17.00 Questions and Answers Day 2
18.00 Transportation to the hotel

XX.XX Live Match of the Day (Quarter Finals 17.45 or 20.45)
NOTE: Closing Dinner During the Match offered by IFF

22.30 Guided tour to Helsinki City Night (at your own cost)
### WOMEN’S WFC 2011 QUALIFICATIONS

#### EUROPEAN WFCQ 1 (Spain 02-06.02.2011)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Team</th>
<th>Group play 5 days</th>
<th>15 matches Round-robin</th>
<th>Top 3 qualifies to the WFC 2011 Final round</th>
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<td>9</td>
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#### EUROPEAN WFCQ 2 (Rakoniewice, Poland 02-06.02.2011)

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<th>Rank</th>
<th>Team</th>
<th>Group play 5 days</th>
<th>15 matches Round-robin</th>
<th>Top 3 qualifies to the WFC 2011 Final round</th>
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#### ASIA OCEANIA WFCQ (Perth, Australia in the period 27-30.01.2011)

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<th>Rank</th>
<th>Team</th>
<th>Best of two matches</th>
<th>The winner qualifies to the WFC 2011 Final round</th>
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<td>Singapore</td>
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<td>16</td>
<td>Japan</td>
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#### AMERICAN WFCQ (Richmond, Canada in the period 02-06.02.2011)

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<tr>
<th>Rank</th>
<th>Team</th>
<th>Best of two matches</th>
<th>The winner qualifies to the WFC 2011 Final round</th>
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<td>11</td>
<td>USA</td>
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<td>17</td>
<td>Canada</td>
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Working-group meeting on how to organize the future Champions Cup, Expo Hotel, Prague, Czech Republic, August 13th, 2010.

Participants:  
CFbU:  Martin Vaculik (Tatran)  
SIBF:  LG Tjärnqvist (SIBF) and Krister Kalte (Balro g)  
SSBL:  Ismo Haaponiemi (SSBL)  
SUHV:  Marcel Siegenthaler (SV Wiler-Ersigen)  
IFF:  Filip Suman (chair), Tomas Eriksson and John Liljelund

1. Opening Words and the Aim of the meeting
Mr. Tomas Eriksson greeted the members of the working group welcome and gave his expectations that the working group would now find a solution on how to organise the Champions Cup. Filip Suman opened the meeting and wished all the participants welcomed. He informed the group that unfortunately the Swiss representative Mr. Marcel Siegenthaler could only arrive at midday.

2. Re-cap of the Process
Mr. Suman made a short recap of the process so far, which started in with a meeting between the four associations in question and IFF during the WFC 2009 in Sweden. The process has been the following:
- December 2009 – Top 4 federation meeting  
  - Agreement on importance of having an European club competition and interest to look for the solution in order to have a top level club competition.
- January 2010 – 1st meeting with federations and clubs  
  - Agreement on the basic system of having an open competition for both men and women, the name of the competition, number of teams (6-8), and the timing for the Event. A working group was founded to make a proposal how to solve the issue.
- April 2010 – 1st meeting of the working group  
  - Agreement on which teams are taking part (4 national champions, winner of EFC and a second team from the organizing country), playing system (3 team groups), organizer for 4 years (2011 CZE, 2012 SWE, 2013 Fin and SUI 2014).
  - This proposal was put forward to the IFF CB
- May 2010 – CB approval of the working group proposal
- August 2010 – 2nd meeting of the working group in order to agree upon the financial and marketing model.
The working group agreed to the recap.

3. The Competition system
The working group has defined the set-up for the competition system in the following way:
- The tournament shall be played with six men and women teams as a five day tournament in one venue.
- The game for the 3rd placed teams in the group for the 5th place match will have to be decided case by case.
- The tournament will in the beginning be played by the four National Champions from Czech Republic, Finland, Sweden and Switzerland based on the national team ranking 2008/2009, the winner of the EFC and a second team from the organizing country.
- The National Association organizing the event can decide which will be the second team in the Champions Cup.
- The Champions Cup shall in the future be built on a 3-year Club Teams ranking starting from 2011.
4. **Organizers**

The Champions Cup will be organized according to the following:

- 2011: Czech Republic
- 2012: Sweden
- 2013: Finland
- 2014: Switzerland

The Champions Cup will need to have its own Organisers Regulation, which will be prepared for during the beginning of 2011.

5. **Basic Cost-allocation and Financial model**

The federations need to define the minimum standard for the accommodation and food and it has to be inside a maximum price bracket in order to lower the costs for the organiser and the participating teams. The organiser is to build an accommodation and food package.

The working group agreed upon a financial model, in order to secure the interest of the three parties concerned; the clubs, the four national associations and the IFF, the parties concerned will further try to lower the costs for all parties:

**Conditions for participating teams:**
- Participation fee of 4,000 CHF
- All foreign clubs which have to travel to the closest international airport to the competition city and will have all local costs (accommodation, food and local transportation) paid by the organizer.
- International Travel
- Prize money for the best teams

**Conditions for the organizer:**
- All typical costs and revenues regarding venues and the organization of the event
- Accommodation and food for 8 foreign teams in accordance with one centralized service solution
- Internet TV production from all matches
- TV production from both finals
- No organizer fee to be paid to IFF
- A set % of all marketing rights
- To ensure that there is a team participating in the tournament.

**Conditions for IFF:**
- Prize money pool – for example 30,000 CHF
- TV production from men semifinal matches
- Providing the playing field and structure (Floor,
- All international TV and Internet rights
- Set % of marketing rights

6. **Next steps**

The Working group agreed that this model will be put forward to concerned national associations for their acceptance by the 31st of August 2010, in writing, upon which the IF CB will make a final decision in its meeting on the 4th of September 2010.

IFF will make a proposal for an agreement between the four associations, after the associations have confirmed their participation and the IFF CB has decided to organise the Champions Cup.

As decided earlier there will be a need to create an Organisers regulation for the Champions Cup, which has to be ready by the end of the year 2010.

There is a need to make an evaluation of the business model and the competition system of the Champions Cup, after the second edition in 2012.
Upcoming meetings and issues

- The National Associations needs to come back with a written confirmation about the approval to organise the Champions Cup in accordance with the set conditions and the agreed timeline by the 31st of August.
- IFF will make a proposal for a Champions Cup agreement between the four associations and the IFF, for the organisation of the Champions Cup for 2011-2014.

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

- 

New ideas, etc…
Helsinki, August 17th, 2010

To:
Mr. Filip Suman, CFbU President,
Mr. Matti Ahde, SSBL President,
Mr. Lars-Gunnar Tjärnquist, SIBF President,
Mr. Edwin Wiedmer, SUHV President

cc:
Members of the Champions Cup working group

Dear Sirs,

As it has been discussed in the meeting between the Presidents of the National Associations and IFF during the Women’s World Floorball Championships there is a sincere will to secure the continuation of a European Top Club Team competition. This especially since the Top Club Competition is the next best showcase for International Floorball, apart from the World Floorball Championships. Based on this common feeling, there has been a process started in 2010, in which a number of meetings have been organised, in order to come up with a sustainable solution from a financial and sports perspective.

The belief of the representatives of the top European Clubs, top National Associations and the IFF in the Champions Cup working group is that there is a solution now available to secure the continued process, with a European Top Club competition.

The objective of the process was to discuss and elaborate on the problems the present European Club Competition. IFF has is facing and looking for ways to secure the participation of all the top teams in the competition. By analysing the view points in the present situation and to look for the broadest available common state of mind between the federations and clubs we have been able to build a base of what everyone can agree to.

The basic conclusion has the whole time been that we need to make the competition more attractive, so that all teams are willing to participate in it and therefore the IFF started the process to look for a solution after that there had been a number of top clubs not attending the EuroFloorball Cup in 2009, which started with a meeting between the four associations in question and IFF during the WFC 2009 in Sweden. The process has been the following:

December 2009 – Top 4 federation meeting
- General understanding on importance of having an European club competition and interest to look for the solution in order to have a top level club competition.

January 2010 – 1st meeting with federations and clubs
- General understanding on the basic competition system of having an open competition for both men and women, the name of the competition, number of teams (6-8), and the timing for the Event. A working group was founded to make a proposal how to solve the issue.

April 2010 – 1st meeting of the working group
- General understanding on which teams are taking part (4 national champions, winner of EFC and a second team from the organizing country), playing system (3 team groups), organizer for 4 years (2011 CZE, 2012 SWE, 2013 Fin and SUI 2014).
- This proposal was put forward to the IFF CB

May 2010 – CB approval of the working group proposal

August 2010 – 2nd meeting of the working group
- The meeting agreed upon the financial and marketing model and also the working group agreed to the recap.
The Competition system has been defined in the following way:
- The tournament shall be played with six men and women teams as a five day tournament in one venue.
- The game for the 3rd placed teams in the group for the 5th place match will have to be decided case by case.
- The tournament will in the beginning be played by the four National Champions from Czech Republic, Finland, Sweden and Switzerland based on the national team ranking 2008/2009, the winner of the EFC and a second team from the organizing country.
- The National Association organizing the event can decide which will be the second team in the Champions Cup.
- The Champions Cup shall in the future be built on a 3-year Club Teams ranking starting from 2011.

The Champions Cup will need to have its own Organisers Regulation, which will be prepared by the IFF, during the beginning of 2011.

The main issue in the process for finding an solution for a future Top European Club Competition is to find a Basic Cost-allocation and Financial model which will increase the interest of the potential clubs to participate and the national associations to organise the Champions Cup.

The associations and IFF needs to define the minimum standard for the accommodation and food and it has to be inside a maximum price bracket in order to lower the costs for the organiser and the participating teams. The organiser is to build an accommodation and food package.

The working group agreed upon a financial model, in order to secure the interest of the three parties concerned; the clubs, the four national associations and the IFF, the parties concerned will further try to lower the costs for all parties:

Conditions for participating teams:
- Participation fee of 4.000 CHF
- All foreign clubs which have to travel to the closest international airport to the competition city and will have all local costs (accommodation, food and local transportation) paid by the organizer.
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Conditions for the organiser/national association:
- All typical costs and revenues regarding venues and the organization of the event
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Conditions for IFF:
- Prize money pool – for example 40.000 CHF
- TV production from men semifinal matches
- Providing the playing field and structure (Floor,
- All international TV and Internet rights
- Set % of marketing rights

As the next steps in the process the working group agreed that this model will be put forward to concerned national associations for their acceptance by the 31st of August 2010, in writing, upon which the IFF CB will make a final decision in its meeting on the 4th of September 2010.
IFF will make a proposal for an agreement between the four associations, after the associations have confirmed their participation and the IFF CB has decided to organise the Champions Cup. As decided earlier there will be a need to create an Organisers regulation for the Champions Cup, which has to be ready by the end of the year 2010.

There is a need to make an evaluation of the business model and the competition system of the Champions Cup, after the second edition in 2012. The process has been very positive and has brought up a number of good ideas, which can be used for the future in order to develop the international competitions to become more interesting.

On behalf of the IFF, we would now like to ask the four National Associations whether they are willing to participate in the Championship Cup competition for the period of 2011 – 2014 and come back with a written confirmation about the approval to organise the Champions Cup in accordance with the set conditions and the agreed timeline by the 31st of August 2010.

Please inform the IFF secretary general Mr. Liljelund (liljelund@floorball.org) about the any questions you might have from your association.

With sincere regards,
International Floorball Federation

Filip Suman
IFF vice president

John Liljelund b.d.
Secretary General
Prague, August 23rd, 2010

Dear floorball friends,

We would like to inform you that based on your letter regarding Champions Cup, Central Board of the Czech Floorball Union discussed the proposal of the new model of Champions Cup with following outcome.

CFbU would like to express thanks to IFF for the way how the discussion was handled. We feel that the open discussion where both federation representatives and club representatives were invited to be part of a group which looked for a solution for future club competition was the best and only way.

CFbU through our representatives during all meetings expressed our opinions and ideas how to solve the situation and we appreciate that final proposed solution was the compromise outcome for all parties concerned.

Czech Floorball and all other sports federations are in the middle of financially very difficult situation due to collapse of state support of different sports. That is why we discussed very deeply if CFbU is in a position to confirm the possibility to organize Champions Cup in its new model. The new Champions cup will need a certain budget but we also believe that new model is much more attractive for spectators and that is why it hopefully will create more media and also marketing interest. We actually already during previous months talked with Czech TV and their attitude was very positive especially when more home teams are involved.

We think that the fact CFbU is the first organizer of the new model – already in 2011, means that CFbU is in toughest position from all other involved federations. But we understand that this new proposal is the right and probably only way to secure existence of European club competition. That is why we would like to confirm that CFbU is prepared to take part in the new model of Champions Cup, to organize its first edition in 2011 under set conditions and also secure participation of Czech clubs.

With sincere regards

Daniel Novak
CFbU Vice president

Tomas Frank
CFbU International secretary
To:
Mr. Lars-Gunnar Tjärnquist, SIBF president
Mr. Edwin Viedmer, SUHV president
Mr. Filip Suman, CFbU president
Mr. Tomas Eriksson, IFF president
Mr. John Liljelund, IFF Secretary General

THE NEW CHAMPIONS CUP

The SSBL Central Board received a report of the negotiations and meetings held upon the new Champions Cup by the four associations, their club representatives and the IFF. The CB decided to approve the report and to take part in the new way of organising the Champions Cup as presented in the solution presented.

We are delighted in the way the new proposal have been prepared together with the four big countries, clubs and IFF. We are hoping for fast and positive decisions, so all preparations can move on in each organising country as soon as necessary.

With kindest regards and on behalf of the SSBL central board,

Matti Ahde

b.d.
Mervi Kilipkoski
Secretary of the International Committee
To:
Mr. Tomas Eriksson, IFF President
Mr. John Liljelund, IFF Secretary general
Mr. Lars-Gunnar Tjärnquist, SIBF President
Mr. Matti Ahde, SSBL President
Mr. Filip Suman, CFbU President

Ort, Dat   Bern, 30.8.2010
Kontakt   Edwin Wiedmer
Direktwahl  +41 79 334 54 25
E-Mail    edwin.wiedmer@swissunihockey.ch

New Floorball Champions Cup

Dear colleagues

We are referring to the proposal dated August 17th 2010 from Filip Suman and John Liljelund, describing the new formula of the proposed FCC replacing the current EFC. The proposal was sent to all CB members of the SUHV and was subsequently discussed within the CB. As a result of our discussion we saw, that we have to split the proposal in two parts:

 Sportive considerations, impact on International Floorball
 Financial considerations

Sportive considerations
From a sport point of view the new format of the tournament is quite better than the current one. With only six teams and thereof two local ones men and women the tournament will be definitely more interesting for the teams as well as for the spectators. Therefore SUHV can accept without any exception the proposed form.

Financial considerations
In the current EFC it was a free decision of the associations to support the clubs financially to a greater or lesser extent. The costs involved were on an annual basis and were very closely addicted to the annual results or the distributable money. The only change to the current model is fact that the associations are now obliged to bear the cost on a contractual base unaware where the trip will go to and how much it will cost. Our first estimate goes with an amount around CHF 400’000.- for the FCC 2014 and with two World Championships on board and with some internal investments SUHV does not agree with the present financial proposition.

Conclusion / proposal
We are not able at this point of time to give IFF a firm confirmation to host the FCC in 2014 and secondly we are not able to ensure, that there is a team participating in the tournament as described in ‘conditions for the organizer/national association’ following your proposal. If a club does not have the money to participate, SUHV can’t be committed to take over those costs. On the other hand SUHV will do the outmost that the new FCC can be introduced next year and does confirm the willingness and interest to organize the FCC in 2014 but without any formal major concession.
Dear colleagues, we hope that you can understand our position and arguments and looking forward to hear from you soon.

We remain with kind regards and on behalf of the SUHV CB,

Edwin Wiedmer
SUHV President

Walter Hostettler
SUHV Vice-president
Solna 31 Augusti 2010

To:
Mr. Tomas Eriksson, IFF President
Mr. John Liljelund, IFF Secretary General
Mr. Matti Ahde, SSBL President
Mr. Filip Suman, CFbU President
Mr. Edwin Wiedmer, SUHV President

CHAMPIONS CUP

Dear floorball friends,

The SIBF Central Board has discussed the process of finding new ideas on how to develop and secure the future of a major club event on European level.

The meetings between IFF, the four associations and their club representatives during the last months have been interesting and new perspective have emerged.

Our ambition must be development of a successful commercial structure for the IFF Champions Cup to benefit all stakeholders.

- IFF
- NF's (in particular - CFbU, SIBF, SSBL and SUHV)
- Clubs

Our goal must be a substantial increase of the value of the event

- Participation and winning the event
- Commercial value (spectators, TV, other media, sponsors) = increased income
- Profitable (including reduced total costs/number of teams)

Our Vision has been to develop the most prestigious event to be won by a floorball club - together with an important international meeting place for European floorball fans and clubs.

The SIBF central board has carried out an analyse regarding the different aspects of the new Champions Cup based on local Swedish parameters – level of costs, different scenarios of local organizer, financial expectations and support from the clubs, experience from EFC in Varberg, WFC 2006, WFC 2009, ...

The Central Board has found the cost/risk to be high and that there still are parts of the proposal that needs to be clarified before we can confirm that we will be able to host the Champions Cup 2012 and also to guarantee the significant and necessary participation of Swedish teams 2011-2014.

Still committed to find creative solutions for the future Champions Cup – hopefully already in 2011!

With sincere regards

Lars-Gunnar Tjämmquist
SIBF President
IFF ExCo Meeting, Prague, August 12th, 2010

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

Report on present issues

1. **Opening**
   Mr. Eriksson opened the meeting at 10.30 at the Czech Floorball Union office, in Prague, Czech Republic.

2. **ExCo work during the Autumn**
   The ExCo discussed upon how to prepare for the upcoming CB meetings and the IFF General Assembly in Helsinki in December.
   The ExCo will prepare a proposal for the newly elected CB on how to organize the IFF Administration structure for the future with the committees and the functions and possible working groups. The CB will in its meeting in September discuss the objectives for the CB for the next period 2011-2012, which will be the base for the Plan of Actions.

3. **Next CB meeting**
   The next CB meeting will be held next to the Amsterdam 3rd of September starting at 12.00 with lunch, continuing the until 18.00 after which Evening discussion focusing on IFF objectives 2011 - 2012 during dinner. Mr. Wiedmer will be invited for the dinner discussion and he has confirmed his participation.
   If needed meeting continuing the following morning from 8.30 - 10.30
   The ExCo discussed what is needed to be put on the agenda apart from the IFF General Assembly and the running of the daily business.

4. **IFF General Assembly**
   The ExCo discussed and started the preparation for the IFF General Assembly held on the 10th of December 2010, in Helsinki Finland. The Invitation needs to be sent out before the 10th of September, which is 90 full days in advance of the General Assembly, approved by CB first. The final Agenda to be sent out no later than the 10th of November which is 30 full days before the General Assembly, approved by the CB first.
   The following documents needs to be produced:
   - Annual report 2009 – 2010, prepared by the Office
   - Plan of Action 2011 – 2012, prepared by Mr. Liljelund/ExCo
   - IFF Statutes - two new additions, prepared by ExCo:
     a) gender representation and
     b) size of CB and mandate period
   - Financial documents, prepare with the Office:
     a) Financial report 2008 and 2009,
     b) auditors reports 2008 and 2009 and
     c) Budget 2011 and 2012
   - Discussion about membership fees
   - Other materials:
     a) IFF Marketing Strategy, prepared by the Marketing function
     b) IFF handbook, prepared by the Office
     - Nominations, co allocated by the office
   The ExCo discussed and prepared a proposal for the change of the statutes, which will be discussed by the CB in the next meeting in September.

5. **Champions Cup**
   All the members of the working group except Mr. Siegenthaler will be present from the start of the meeting. Mr. Siegenthaler will arrive after midday.
   Mr. Suman explained the approach to the meeting, taking into account the earlier decisions made. The meeting will focus on the basic cost-allocation, marketing of the event and the starting of the competition.
The Swedish Federation has brought forward an analysis of how to organize the Champions Cup which will be discussed. The ExCo discussed extensively the ways to reduce the costs for the participating teams and securing the interest of bringing the brand of Floorball further. The ExCo agreed to propose a cost-allocation model to the working group, where the 4 concerned federations and IFF are investing in the international top level future.

6. **IOC Full Recognition application process**
The ExCo discussed the needed actions to be taken in connection to the IOC recognition process and the application. The IOC Executive Board will probably make the recommendation for IFF full recognition in their December meeting for the IOC session in Durban June 2011. IFF is to provide an update of the application for recognition to the IOC Sport Department in September. IFF will stress on the following issues in the update:
- New members
- Regional WFC qualifications 2010 and the new WFC playing system
- International seminars in New Zealand, India, education is Singapore Iran
- Representation – Referees, Athletes committee, Committees, Development Programme panel
- Internet TV, extra TV visibility
- New club competition
- Solidarity work: equipment
- Sports Hub
- Education materials – LSP TIF, Video,
- Anti doping OOC testing program

Mr. Liljelund will be in contact with the IOC Sports Department to ensure what is needed in the updated application.

7. **Any other issues**
No other issues discussed

**Closing**
Mr. Eriksson closed the meeting at 18.35
Appendix 8

ASIA OCEANIA FLOORBALL CONFEDERATION (AOFC) CENTRAL BOARD MEETING
BY EMAIL JULY 2010

Present
Mr Stephen King  President
Mr Sani Mohamed Salim  Vice-President
Mr Pierre Boudville  Secretary General
Mr Kang Gum Sung  Treasurer
Mr Kim Hwang Joo  Member
Mr Edward Lim  Member
Mr Andreas Tedjasukmana  Member
Mr Takanobu Yoshino  Member

1 Mr Stephen King called the meeting to order. Meeting held by email.

2 Financial Report

2.1 New bank account required to be opened. Pierre to arrange and advise once done.

3 Marketing & Development Committee

3.1 Indonesia IFF Development seminar is not proceeding. AOFC will look at assisting with providing trainers to Indonesia to work at a University Development program in November. Steve and Andreas to discuss this further.

3.2 Discussions being held with Thailand to have the 2 groups join together in the short term. Discussions ongoing.

3.3 Discussions have been held with Sri Lanka and Bangladesh. Persons have been identified in each country who have now started to establish the game in their country.

3.4 Initial contact with the Philippines has been made. Further discussions required to confirm a group to promote floorball.

3.5 Iran is planning visiting Singapore to meet Sani for discussions on how to further develop the game in Iran. Date to be agreed by Sani.

3.6 Sri Lanka representatives visited Korea, thanks to Kim for help.

4 Rules & Competition Committee (RACC)

4.1 AOFC to recommend a representative for the next IFF General Assembly to join the IFF Referees Committee. Sani to make enquiries as to potential candidates and make recommendation to CB.

5 WFC2011 AOFC Qualification

5.1 APAC 2011 would be held in Perth Australia from 27th-30th January 2011, with both Men and Ladies. The WFC2011 AOFC Qualification play-offs would be held within the APAC.
2011 tournament. For the Men’s tournament, Australia, Indonesia, Japan, Malaysia, New Zealand and Singapore indicated that they would participate, with possible participation by Korea and Thailand. For the Ladies’ tournament, Australia, Japan and Singapore would participate. Members to confirm ASAP what teams they will be sending

6 WFC 2012 AOFC Qualification

6.1 Recommendation to nominate Japan to IFF to hold APAC 2012 including the WFC Men’s Qualifications

7 Sponsorships/Partnerships

7.1 SK said that he was trying to link up and develop hotels and airlines as partners of the AOFC. A document on this for CB Members’ feedback has been sent out, members to return ASAP.

8 Licensing System from 2012

8.1 The meeting noted that the information on the Licensing System was available on the IFF website. He asked CB Members to refer to the website and to start to work towards meeting the Licensing System requirements.
8.2 AOFC with IFF will identify the areas it can assist members to meet the Licensing requirements

9 IFF Loan Rink

9.1 The Loan Rink has been received by New Zealand. Ongoing discussions with IFF will continue on the chance of a second loan rink

10 Next Meeting

10.1 Next meeting to be by email in September 2010

Meeting closed by email responses dated 15th July 2010
DRAFT RECOMMENDATIONS for the IOC Seminar
"Sports betting: A Challenge to be faced"
24 June 2010, Lausanne

The constituents of the Olympic Movement state that:

- Betting is part of sport since the beginning;
- sports betting is a way of demonstrating the public’s attachment to sports and athletes;
- sports betting, offered by national lotteries or private operators, is one of the most important means of financing sport;
- without sport, there is no sports betting;
- national legislation concerning the participation of sports betting operators to the financing of the sports movement is different from one country to another; however everything possible must be done to ensure a fair return from the betting operators, not only for the organisers of sports events, but more generally for the development of sport;
- everything possible must be done to ensure the integrity of sports competitions.

Within this framework, the following recommendations are proposed:

A. **It is recommended that all constituents of the Olympic Movement (the IOC, IFs and NOCs), under their respective competences, adopt internal legislation that includes:**

1. the prohibition of participants in any sports event, from all forms of participation in, or support for, betting related to competitions in their sport;

2. an obligation for participants to safeguard the integrity of sport by refraining from any attempt to influence the elements of a competition in a manner contrary to sporting ethics;

3. the prohibition for all participants to disclose confidential insider information on their sport;

4. a definition of "participants" in any competition that is as inclusive as possible, concerning all accredited individuals including athletes, judges, the athletes' entourage, IF and NOC employees, officials and families, and the event organising committee and their entourage;

5. a disciplinary procedure in the case of a breach of sports rules, including the right to be heard and to appeal, and a possible sanction in the event of such breaches;

6. guidelines concerning financial agreements with any betting operator, specifying that:
   - there is to be no use of the Olympic brand (nor use of any NOC emblem); no use of an IF's Intellectual Property (IP) without prior agreement;
   - there is to be no betting on events exclusively involving minors;
   - there is to be involvement in financial partnerships only with betting operators that are prepared to fully cooperate and share data with the monitoring system being used (and/or which accept specifically to disclose personal data regarding betting);

7. an economic fair return from the betting operators, not only for the organisers of sports events, but also for the development of all sports.

B. **It is recommended that all constituents of the Olympic Movement (the IOC, IFs and NOCs), under their respective competences, implement a Communication, Education and Prevention Programme that includes:**
1. a plan for the media in order to communicate that the IOC, and the respective IF or NOC, are addressing the issue of betting in sport;

2. implementation of programmes that include the provision of information and educational material to athletes and their entourage, with a focus on young people, including full use of new media and the constituents' Athletes' Commissions, particularly during competitions;

3. An exchange of best practices between the constituents of the Olympic Movement (the IOC, IFs and NOCs);

4. the establishment of a confidential "hotline" for the athletes, athletes' entourage and others to pass on information if they are aware of a corruption or a threat to the integrity of sport.

C. It is recommended that, as a matter of urgency, the IOC establish a Working Group involving representatives from all constituents of the Olympic Movement to consider the creation of a Sports Betting Monitoring System for sports competitions:

1. to provide information on irregular betting patterns, and to assist them in the event of suspicion of a breach of the rules and the integrity of sport, particularly in their relations with the betting operators, and with a view to possible disciplinary sanctions;

2. to provide monitoring of the Olympic Games, qualification events and other multi-sports games;

3. to facilitate monitoring of major IF competitions.

D. It is recommended to develop collaboration with the public authorities\(^1\) (national and regional governments) and their agencies to:

1. promote legislation and public policies which:
   - ensure a fair return from the betting operators, not only for the organisers of sports events, but also more generally for the development of sport;
   - contribute to preserving the integrity of sport and to the fight against corruption in sport;

2. develop agreements with police investigation agencies, such as Interpol and Europol, particularly for cooperation with regard to criminal inquiries and the exchange of information in the event of suspicious betting patterns and/or breach of sports integrity rules.

---
\(^1\) Copenhagen, 2009, Olympic Congress Recommendation 32, ‘Governments should recognise that close collaboration and action in the fight to put an end to illegal and irregular betting, and match-fixing is essential, both in relation to Olympic accredited events and to the wider world of sport competition.’
Guidelines: Nominations of IFF Referees

<table>
<thead>
<tr>
<th>Instruction No.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Supersedes:</td>
<td>All previous versions</td>
</tr>
<tr>
<td>Issued by:</td>
<td>IFF Referee Committee (IFF RC)</td>
</tr>
<tr>
<td>Date of</td>
<td>01.6.2010</td>
</tr>
<tr>
<td>implementation:</td>
<td></td>
</tr>
<tr>
<td>Valid until:</td>
<td>30.5.2012</td>
</tr>
<tr>
<td>Aim:</td>
<td>This document describes the procedures for IFF member federations to propose international referees and specifies the qualification requirements of IFF referees.</td>
</tr>
</tbody>
</table>

1 Nomination procedure

1.1 Nomination procedure
All ordinary IFF member federations have the possibility to propose referees of their country to become IFF referees. The IFF Referee Committee (IFF RC) finally decides on the acceptance of the proposals. The acceptance of a proposal is a precondition but not an entitlement for an IFF referee to be nominated for IFF events.
Member federations shall ensure that only referees meeting the eligibility criteria as specified in this document are proposed to the IFF RC and all data provided of the referees is accurate. Referee candidates not fulfilling the criteria may be proposed for the Talent Group (see section 3.4).

1.2 Nomination period
Proposals for IFF referees including all necessary documents shall be handed-in to the IFF Office until August 31, 2010. Once a proposal has been accepted by the IFF RC, the referee is appointed as an IFF referee from January 1, 2011 until December 31, 2012. The referee shall be available for IFF events during the whole nomination period. All currently serving IFF referees must be re-nominated by their federations if they are to uphold their IFF status.
Proposals for IFF referees arriving after August 31, 2010 will not be accepted. In special circumstances, the IFF RC may grant exceptions and appoint IFF referees during the nomination period.

1.3 Pair system
IFF member federations shall always propose referee pairs to become IFF referees. Proposals of single referees will not be accepted. However, the eligibility criteria must be met by each individual referee. The pairs may only consist of referees of the same gender.

1.4 Ranking statement
For each referee category a member federation is proposing referee pairs, a ranking order reflecting the referees capabilities as perceived by the federation should be provided regardless of the gender of the referee pair.

1.5 Other obligations of member federations
The member federations are responsible for educating their proposed and appointed IFF referees, which includes the arrangement and supervision of rules’ and physical tests as prescribed by the IFF RC. Member federations are to inform the IFF RC immediately about any facts possibly preventing a referee’s ability or eligibility to follow IFF nominations.
2 Referee Categories and Federations’ quotas

2.1 IFF appointment structure
IFF referees are being divided in different categories. Member federations may, upon handing in their proposals, suggest a category to which the respective referee pair should be classified, depending on the internal structure. The IFF RC may request additional information on a member federation’s internal referee organization. Final decision onto categorization of a referee pair lies with the IFF RC.

2.2 Category “All”
This is the normal classification for IFF referees. Once being appointed by the IFF RC they may be nominated to both male and female games according to their experience and capabilities. However, the IFF RC endeavours to specialize all international referees for either male or female games.

2.2.1 Category “Women”
Classification into this category may only be proposed by member federations who have established a referee career structure which clearly distinguishes between referees officiating on the male elite level and the female elite level within the national competition. The category is open for referees which are primarily officiating on the female elite level within their federation and normally do not officiate any male games. Referees appointed to this category by the IFF will be preferably nominated to IFF Women Events according to their experience and capabilities.

2.2.2 Category “Men”
Classification into this category may only be proposed by member federations who have established a referee career structure which clearly distinguishes between referees officiating on the male elite level and the female elite level within the national competition. The category is open for referees which are primarily refereeing on the male elite level within their federation and normally do not officiate any female games. Referees appointed to this category by the IFF will be preferably nominated to IFF Men Events according to their experience and capabilities.

2.3 Quotas per federation

<table>
<thead>
<tr>
<th>Referee pairs’ gender</th>
<th>Category “All”</th>
<th>Category “Women”</th>
<th>Category “Men”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member federation without a dedicated referee group on the female elite level</td>
<td>Male pairs</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female pairs</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Member federation with a dedicated referee group on the female elite level</td>
<td>Male pairs</td>
<td>4</td>
<td>4*</td>
</tr>
<tr>
<td></td>
<td>Female pairs</td>
<td>4</td>
<td>4*</td>
</tr>
</tbody>
</table>

*To be able to propose referee pairs for the category “Men”, a federation must at least propose one pair for the category “Women”.

11/06/10 / 12:06 Page 2 of 9 www.floorball.org
3 Minimum Eligibility criteria

3.1 Category “All”

Referees being proposed for the category “All” must meet individually all of the following criteria:

- The referee shall be a citizen and resident of the proposing association
- The referee’s minimum age is 22.
- The referee shall be officiating in the highest league of the proposing association
- Refereeing shall be the primary focus of the referee’s engagement within Floorball. Other engagements (e.g. as a coach or a player) shall not prevent the referee’s ability to follow the nominations assigned by the IFF RC according to the IFF calendar
- The referee shall commit herself/himself to be available for refereeing duties during at least a majority of all IFF events as published in the official IFF calendar for the full nomination period.
- The referee shall be able to follow and conduct conversations in English, read and complete IFF documents and have knowledge on the technical Floorball vocabulary. The English skills shall be comparable to Level B1 or higher according so the assessment as per Appendix I.
- The referee shall pass an official IFF rule test within the limits as specified by the IFF RC. The referee’s federation is responsible for arranging and conducting the rules test at least once a year and before proposing IFF referees.
- The referee shall pass the official physical test within the limits as specified by the IFF RC (see Appendix II): The referee’s federation is responsible for arranging and conducting the physical test at least once a year and before proposing IFF referees.
- The referee shall at any time abide to all IFF regulations, instructions and guidelines.

3.2 Category “Women”

Referees being proposed for the category “Women” must meet individually all of the following criteria:

- The referee shall be a citizen and resident of the proposing association
- The referee’s minimum age is 22.
- The referee shall be officiating primarily in the highest female league of the proposing association with a minimum of 20 games in this category per season in regular intervals.
- Refereeing shall be the primary focus of the referee’s engagement within Floorball. Other engagements (e.g. as a coach or a player) shall not prevent the referee’s ability to follow the nominations assigned by the IFF RC according to the IFF calendar
- The referee shall commit herself/himself to be available for refereeing duties during at least a majority of all IFF events as published in the official IFF calendar for the full nomination period.
- The referee shall be able to follow and conduct conversations in English, read and complete IFF documents and have knowledge on the technical Floorball vocabulary. The English skills shall be comparable to Level B1 or higher according so the assessment as per Appendix II.
- The referee shall pass an official IFF rule test within the limits as specified by the IFF RC. The referee’s federation is responsible for arranging and conducting the rules test at least once a year and before proposing IFF referees.
- The referee shall pass the official physical test within the limits as specified by the IFF RC (see Appendix II): The referee’s federation is responsible for
arranging and conducting the physical test at least once a year and before proposing IFF referees.
- The referee shall at any time abide to all IFF regulations, instructions and guidelines.

3.3 Category “Men”

Referees being proposed for the category „Men“ must meet individually all of the following criteria:

- The referee shall be a citizen and resident of the proposing association
- The referee’s minimum age is 22.
- The referee shall be officiating primarily in the highest male league of the proposing association with a minimum of 20 games in this category per season in regular intervals.
- Refereeing shall be the primary focus of the referee’s engagement within Floorball. Other engagements (e.g. as a coach or a player) shall not prevent the referee’s ability to follow the nominations assigned by the IFF RC according to the IFF calendar
- The referee shall commit herself/himself to be available for refereeing duties during at least a majority of all IFF events as published in the official IFF calendar for the full nomination period.
- The referee shall be able to follow and conduct conversations in English, read and complete IFF documents and have knowledge on the technical Floorball vocabulary. The English skills shall be comparable to Level B1 or higher according so the assessment as per Appendix I.
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- The referee shall pass the official physical test within the limits as specified by the IFF RC (see Appendix II). The referee’s federation is responsible for arranging and conducting the physical test at least once a year and before proposing IFF referees.
- The referee shall at any time abide to all IFF regulations, instructions and guidelines.

3.4 Talent Group for referees not meeting the eligibility criteria

Referees not meeting the all requirements of any category but being determined to start an international career may be proposed to the „Talent Group“ by their associations. **Federations proposing referees to the Talent Group shall use the respective form.** Membership in the „Talent Group“ is no official IFF referee status. The aim of the „Talent Group“ is to create a network among member federations encouraging international referee exchanges in national competitions and friendly tournaments and games. Whilst IFF will not financially fund the Talent Group, it will support it by collecting and disseminating information.
4 IFF Referee Classification System

The IFF RC will assign a classification label to every referee pair in each category, based on the evaluation of the referees’ performances and other important skills. The classification assigned to a referee pair may be published by the IFF RC and is adjusted according to the pair's development. The classification is a central factor in determining the level of IFF events a referee pair is being nominated to.

In order to qualify for higher classifications, referees must – along with the respective positive observation feedback – meet both individually and as a pair certain criteria in exceedance of the Minimum Eligibility Criteria as defined in section 3.

Among (but not limited to) those criteria are advanced physical requirements and language skills.

<table>
<thead>
<tr>
<th>IFF RC Classification</th>
<th>Description</th>
<th>Language Skills (Appendix I)</th>
<th>Physical Test (Appendix II)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW</td>
<td>All newly appointed IFF referees are classified as “new” until reliable observation feedback is available to assess their level.</td>
<td>B1</td>
<td>NORMAL</td>
</tr>
<tr>
<td>BRONZE</td>
<td>Basic classification of IFF referees</td>
<td>B1</td>
<td>NORMAL</td>
</tr>
<tr>
<td>SILVER</td>
<td>Advanced classification of IFF referees</td>
<td>B2</td>
<td>NORMAL</td>
</tr>
<tr>
<td>GOLD</td>
<td>Highest classification of IFF referees</td>
<td>B2</td>
<td>HIGH</td>
</tr>
</tbody>
</table>

The IFF RC may assign temporary intermediate categories in addition to BRONZE, SILVER and GOLD. However, in order for a referee pair to qualify for a higher intermediate classification, the criteria for the next higher ordinary classification must be met.

5 Timeline

August 31, 2010: Deadline to hand in proposals for IFF referees and observers by member federations to the IFF office

August 31, 2010: Deadline to hand in proposals for IFF referees and observers by member federations to the IFF office

September 30, 2010: IFF RC to appoint IFF referees and observers for the new nomination period

December 8/9, 2010: Seminar for all newly nominated IFF referees and observers

January 1, 2011: Start of the official nomination period

6 Sanctions

Member associations and their referees not abiding by the guidelines may be sanctioned according to the IFF regulations.
Appendix 1: Language Skills

Proposed referees shall assess their English Language Skills according to the table below and state their level of reference in the nomination form.

<table>
<thead>
<tr>
<th>CEFR LEVELS</th>
<th>Listening/Speaking</th>
<th>Reading</th>
<th>Writing</th>
</tr>
</thead>
<tbody>
<tr>
<td>C2</td>
<td>CAN advise on or talk about complex or sensitive issues, understanding colloquial references and dealing confidently with hostile questions.</td>
<td>CAN understand documents, correspondence and reports, including the finer points of complex texts.</td>
<td>CAN write letters on any subject and full notes of meetings or seminars with good expression and accuracy.</td>
</tr>
<tr>
<td>C1</td>
<td>CAN contribute effectively to meetings and seminars within own area of work or keep up a casual conversation with a good degree of fluency, coping with abstract expressions.</td>
<td>CAN read quickly enough to cope with an academic course, to read the media for information or to understand non-standard correspondence.</td>
<td>CAN prepare/draft professional correspondence, take reasonably accurate notes in meetings or write an essay which shows an ability to communicate.</td>
</tr>
<tr>
<td>B2</td>
<td>CAN follow or give a talk on a familiar topic or keep up a conversation on a fairly wide range of topics.</td>
<td>CAN scan texts for relevant information, and understand detailed instructions or advice.</td>
<td>CAN make notes while someone is talking or write a letter including non-standard requests.</td>
</tr>
<tr>
<td>B1</td>
<td>CAN express opinions on abstract/cultural matters in a limited way or offer advice within a known area, and understand instructions or public announcements.</td>
<td>CAN understand routine information and articles, and the general meaning of non-routine information within a familiar area.</td>
<td>CAN write letters or make notes on familiar or predictable matters.</td>
</tr>
<tr>
<td>A2</td>
<td>CAN express simple opinions or requirements in a familiar context.</td>
<td>CAN understand straightforward information within a known area, such as on products and signs and simple textbooks or reports on familiar matters.</td>
<td>CAN complete forms and write short simple letters or postcards related to personal information.</td>
</tr>
<tr>
<td>A1</td>
<td>CAN understand basic instructions or take part in a basic factual conversation on a predictable topic.</td>
<td>CAN understand basic notices, instructions or information.</td>
<td>CAN complete basic forms, and write notes including times, dates and places.</td>
</tr>
</tbody>
</table>

Based on CEFR/ALTE (see [http://www.cambridgeesol.org/exams/exams-info/cefr.html](http://www.cambridgeesol.org/exams/exams-info/cefr.html) for details).
Appendix 11 – Physical Test

Physical Fitness Test for Floorball Referees

Test sequence
The test must be carried out within max. 90 minutes in the order as prescribed below. Every part of the test can be repeated, but at most three times, if not succeeded earlier.

Time limits are different for the demand levels according to the IFF Referee Classification System.

1. - Endurance test; run of 1500 meters
2. - Fifteen minutes rest / light jogging / stretching
3. - Speed and agility test, 10 meters back and forth
4. - Ten minutes rest / light jogging / stretching
5. - Track run
6. - Ten minutes rest / light jogging / stretching
7. - Speed and agility test, 10 meters back and forth
8. - Ten minutes rest / light jogging / stretching
9. - Track run

Practical hints

1500 m: before the running, do some light jogging to warm up the body. Stretch a little. If you are not fully sure about your condition, use all the testing time for your running.

4×10 m: this test needs technical skills. Practise your running technics – to stop and start. Remember that one extra step takes one second extra.

Track run: Practise your turnings. Usually the last backwards running is the most demanding part.
Physical Fitness Test for Floorball Referees

No 1: Endurance Test

1500 m.

Time limits:

<table>
<thead>
<tr>
<th>Demand level</th>
<th>NORMAL</th>
<th>HIGH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referee Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>06:30 mins</td>
<td>06:20 mins</td>
</tr>
<tr>
<td>Female</td>
<td>07:10 mins</td>
<td>07:00 mins</td>
</tr>
</tbody>
</table>

Physical Fitness Test for Floorball Referees

No 2: Speed and Agility Test

4 × 10 metres
Start backwards, then forward etc.
To start have both feet side by side behind the line. It is sufficient when one foot touches the line.

10 metres

Time limits:

<table>
<thead>
<tr>
<th>Demand level</th>
<th>NORMAL</th>
<th>HIGH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referee Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>12 sec.</td>
<td>11 sec.</td>
</tr>
<tr>
<td>Female</td>
<td>13 sec.</td>
<td>12 sec.</td>
</tr>
</tbody>
</table>
Physical Fitness Test for Floorball Referees

Track Run

3 m

6 m

Forward
Backwards
Sideways

Time limits:

<table>
<thead>
<tr>
<th>Referee Gender</th>
<th>NORMAL</th>
<th>HIGH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>43 sec.</td>
<td>42 sec.</td>
</tr>
<tr>
<td>Female</td>
<td>48 sec.</td>
<td>47 sec.</td>
</tr>
</tbody>
</table>
### Proposing Form for International Referees

<table>
<thead>
<tr>
<th>Referee</th>
<th>Name of the referee pair</th>
</tr>
</thead>
</table>

#### Nomination Period

2011-2012

#### Personal Data

<table>
<thead>
<tr>
<th>Last Name</th>
<th>Address</th>
<th>Mobile Phone No</th>
<th>Email Address</th>
<th>Birth Date (dd.mm.yy)</th>
<th>Sex (m/f)</th>
<th>Citizenship</th>
<th>Residence</th>
<th>International experience (if any)</th>
<th>Language skills</th>
<th>Occupation</th>
<th>Weight</th>
<th>Height</th>
<th>Engagements in Floorball</th>
<th>Preliminary availabilities</th>
<th>Commitment agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(Describe with your own words how you will be active as an IFF referee and that you can be used in the IFF events as a referee)</td>
</tr>
</tbody>
</table>

#### Refereeing experience

<table>
<thead>
<tr>
<th>Altogether (seasons)</th>
<th>As a pair</th>
<th>Highest national level</th>
<th>Categorie (men/women)</th>
<th>The amount of matches in the highest national level</th>
<th>Pick up from the drop down</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Options</td>
</tr>
<tr>
<td></td>
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<td>1-9</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>30-&gt;</td>
</tr>
</tbody>
</table>

#### Tests

<table>
<thead>
<tr>
<th>National test</th>
<th>International test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rules Test/Date</td>
<td></td>
</tr>
<tr>
<td>Result</td>
<td></td>
</tr>
<tr>
<td>Physical Test/Date</td>
<td></td>
</tr>
<tr>
<td>1500 m</td>
<td>minutes</td>
</tr>
<tr>
<td>4x10 m</td>
<td>seconds</td>
</tr>
<tr>
<td>160 m (technical)</td>
<td>seconds</td>
</tr>
</tbody>
</table>
The proposing association can also send in a summary of observations in the national highest level

The proposing Association and the proposed referees acknowledges the valid IFF regulations
The information must be updated to IFF office.

Place & Date

Signature & Stamp

Printed Name & Function

The form shall be sent to: International Floorball Federation, Alakiventie 2, FI-N-00920 Helsinki, Finland.
Fax +358-9 454 214 50 and to E-mail: halonen@floorball.org
Guidelines: Nominations of IFF Observers

<table>
<thead>
<tr>
<th>Instruction No.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Supersedes:</td>
<td>All previous versions</td>
</tr>
<tr>
<td>Issued by:</td>
<td>IFF Referee Committee (IFF RC)</td>
</tr>
<tr>
<td>Date of implementation:</td>
<td>01.6.2010</td>
</tr>
<tr>
<td>Valid until:</td>
<td>30.5.2012</td>
</tr>
<tr>
<td>Aim:</td>
<td>This document describes the procedures for IFF member federations to propose international observers and specifies the qualification requirements of IFF observers.</td>
</tr>
</tbody>
</table>

1 Nomination procedure

1.1 Nomination procedure
All ordinary IFF member federations have the possibility to propose observers of their country to become IFF observer. The IFF Referee Committee (IFF RC) finally decides on the acceptance of the proposals. Member federations shall ensure that only observers meeting the eligibility criteria as specified in this document are proposed to the IFF RC and all data provided on the observers is accurate. The acceptance of a proposal is a precondition but not an entitlement for an IFF observer to be nominated for IFF events.

1.2 Nomination period
Proposals for IFF observers including all necessary documents shall be handed-in to the IFF Office until August 31, 2010. Once a proposal has been accepted by the IFF RC, the observer is appointed as an IFF observer from January 1, 2011 until December 31, 2012. The observer shall be available for IFF events during the whole nomination period. All currently serving IFF observers must be re-nominated by their federations if they are to uphold their IFF status. Proposals for IFF observers arriving after August 31, 2010 will not be accepted. In special circumstances, the IFF RC may grant exceptions and appoint IFF observers during the nomination period.

1.3 Federation’s quotas
Each member federation is allowed to propose a maximum of 4 observers per nomination period.

1.4 Other obligations of member federations
The member federations are responsible for educating their proposed and appointed IFF observers, which includes the arrangement and supervision of rules’ tests as prescribed by the IFF RC. Member federations are to inform the IFF RC immediately about any facts possibly preventing an observer’s ability or eligibility to follow IFF nominations.

2 Eligibility criteria

2.1 General requirements
Observing IFF level referees is a challenging and multifaceted task. Candidates must therefore be able to document that they possess the necessary background and skills (technical and social) to judge upon and to enhance the standards of IFF refereeing. The IFF RC will therefore assess candidates on an individual basis, which may also include practical evaluations.
In any case, Observers must meet all of the following criteria:

- The observer shall be a citizen and resident of the proposing association
- The observer’s minimum age is 25.
- The observer shall serve as an observer with frequent assignments in the highest male or female league of the proposing association
- Observing shall be the primary focus of the observer’s engagement within Floorball. Other engagements (e.g. as a coach or Federation Official) shall not prevent the observer’s ability to follow the nominations assigned by the IFF RC according to the IFF calendar.
- The observer shall commit herself/himself to be available for observing duties during at least a majority of all IFF events as published in the official IFF calendar for the full nomination period.
- The observer shall be able to follow and conduct conversations in English, read and complete IFF documents and have knowledge on the technical Floorball vocabulary. The English skills shall be comparable to Level B2 or higher according to the assessment as per Appendix I.
- The observer shall pass an official IFF rule test within the limits as specified by the IFF RC The observer’s federation is responsible for arranging and conducting the rules test at least once a year and before proposing IFF observers.
- The observer shall at any time abide to all IFF regulations, instructions and guidelines.

3 Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 31, 2010</td>
<td>Deadline to hand in proposals for IFF referees and observers by member federations to the IFF office</td>
</tr>
<tr>
<td>September 30, 2010</td>
<td>IFF RC to appoint IFF referees and observers for the new nomination period</td>
</tr>
<tr>
<td>December 8/9, 2010</td>
<td>Seminar for all newly nominated IFF referees and observers</td>
</tr>
<tr>
<td>January 1, 2011</td>
<td>Start of the official nomination period</td>
</tr>
</tbody>
</table>

4 Sanctions

Member associations and their referees not abiding by the guidelines may be sanctioned according to the IFF regulations.
# Appendix I: Language Skills

Proposed observers shall assess their English Language Skills according to the table below and state their level of reference in the nomination form.

<table>
<thead>
<tr>
<th>CEFR LEVELS</th>
<th>Listening/Speaking</th>
<th>Reading</th>
<th>Writing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>C2</strong></td>
<td>CAN advise on or talk about complex or sensitive issues, understanding colloquial references and dealing confidently with hostile questions.</td>
<td>CAN understand documents, correspondence and reports, including the finer points of complex texts.</td>
<td>CAN write letters on any subject and full notes of meetings or seminars with good expression and accuracy.</td>
</tr>
<tr>
<td><strong>C1</strong></td>
<td>CAN contribute effectively to meetings and seminars within own area of work or keep up a casual conversation with a good degree of fluency, coping with abstract expressions.</td>
<td>CAN read quickly enough to cope with an academic course, to read the media for information or to understand non-standard correspondence.</td>
<td>CAN prepare/draft professional correspondence, take reasonably accurate notes in meetings or write an essay which shows an ability to communicate.</td>
</tr>
<tr>
<td><strong>B2</strong></td>
<td>CAN follow or give a talk on a familiar topic or keep up a conversation on a fairly wide range of topics.</td>
<td>CAN scan texts for relevant information, and understand detailed instructions or advice.</td>
<td>CAN make notes while someone is talking or write a letter including non-standard requests.</td>
</tr>
<tr>
<td><strong>B1</strong></td>
<td>CAN express opinions on abstract/cultural matters in a limited way or offer advice within a known area, and understand instructions or public announcements.</td>
<td>CAN understand routine information and articles, and the general meaning of non-routine information within a familiar area.</td>
<td>CAN write letters or make notes on familiar or predictable matters.</td>
</tr>
<tr>
<td><strong>A2</strong></td>
<td>CAN express simple opinions or requirements in a familiar context.</td>
<td>CAN understand straightforward information within a known area, such as on products and signs and simple textbooks or reports on familiar matters.</td>
<td>CAN complete forms and write short simple letters or postcards related to personal information.</td>
</tr>
<tr>
<td><strong>A1</strong></td>
<td>CAN understand basic instructions or take part in a basic factual conversation on a predictable topic.</td>
<td>CAN understand basic notices, instructions or information.</td>
<td>CAN complete basic forms, and write notes including times, dates and places.</td>
</tr>
</tbody>
</table>

Based on CEFR/ALTE (see [http://www.cambridgeesol.org/exams/exams-info/cefr.html](http://www.cambridgeesol.org/exams/exams-info/cefr.html) for details).
### Proposing Form for International Observers

<table>
<thead>
<tr>
<th>Association</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Nomination Period</td>
<td>2010-2012</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Personal Data</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Last Name</td>
<td></td>
</tr>
<tr>
<td>First Name</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>Mobile Phone No</td>
<td></td>
</tr>
<tr>
<td>Email Address</td>
<td></td>
</tr>
<tr>
<td>Birth Date (dd.mm.yy)</td>
<td></td>
</tr>
<tr>
<td>Sex (m/f)</td>
<td></td>
</tr>
<tr>
<td>Citizenship</td>
<td></td>
</tr>
<tr>
<td>Residence</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The amount of matches in the highest national level</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1-9</td>
<td>1-9</td>
</tr>
<tr>
<td>10-19</td>
<td></td>
</tr>
<tr>
<td>Pick from the drop-down</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Categorie men/women/both</th>
<th>20-29</th>
</tr>
</thead>
<tbody>
<tr>
<td>International experience (if any)</td>
<td>30-&gt;</td>
</tr>
<tr>
<td>Language skills</td>
<td></td>
</tr>
<tr>
<td>Occupation</td>
<td></td>
</tr>
<tr>
<td>Engagements in Floorball</td>
<td></td>
</tr>
<tr>
<td>Preliminary availabilities</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Professional extras</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(If your profession gives extra competence for your work as an observer and with which group you would rather work? The top referees, beginners, men, women or with all groups?)</td>
<td></td>
</tr>
<tr>
<td>Write it with your own words</td>
<td></td>
</tr>
</tbody>
</table>

The next section will be filled in by the proposing association

<table>
<thead>
<tr>
<th>Tests</th>
<th>National test</th>
<th>International test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rules Test/Date</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Result</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The proposing Association and the proposed observers acknowledges the valid IFF regulations. The information must be updated to IFF office.

Place & Date

Signature & Stamp

Printed Name & Function

The form shall be sent to: International Floorball Federation, Alakiventie 2, FI-N-00920 Helsinki, Finland.
Fax: +358-9 454 214 50 and to E-mail: halonen@floorball.org
The Process

• The IFF CB decided that the IFF Marketing function needs to create and outline a Marketing Strategy based on the overall IFF Strategical Vision approved by the IFF General Assembly in 2008.

• A working group was formed to look upon the present marketing and branding situation of International Floorball. In this group both international players, sponsors, clubs, national associations and IFF was represented.

• The working group was lead by an outside marketing consultancy group bringing the market knowledge to the table.

• The target is to have a new Marketing Strategy ready for proposal for the IFF General Assembly 2010 in Helsinki, Finland.
Objectives

- The need to have the same look & feel, on the field of play but especially outside it is essential all over the world, when developing Floorball – this is the reason for the approach that IFF has taken
- The objective was to analyse the situation of Floorball today and to find the essence of our brand and to define the brand message and look for ways to increase the visibility of the Floorball brand on a national and global level.

Floorball

the underlying truth

- Easy to learn, easy to start and inexpensive to play
- A new generation among sporting youth
  - Very strong penetration in the 12-19 segment
  - Very strong participation of girls and women
- A very easy way to enter a well organised sports community
- Very strong presence in the schools
- One of the few sports which are truly equal between the two genders
- Floorball can be played on a number of different size and types of surfaces, but elite Floorball is always played under the same rules and physical conditions
The vision of IFF

“To be the internationally approved sole owner of the dynamic sport of Floorball and to ensure all its different forms and identities and to serve as an attractive sport for all.

Being a healthy organisation with sufficient human and financial resources, with over 100 international member associations, which are having and organising their own national championships, and with five continental confederations.

Floorball is adaptable to be played on a global level taking into consideration all the different infrastructural conditions, according to the standardised game rules, with a World Floorball Championships played with participants from five continents, based on the qualifications and being on the program of the Universiade, the World Games and/or the Olympic Games until 2020.”

Floorball – easy to pick up

- Easy to learn – difficult to master
- Easy to start, fun to play
- Young sport in a fast growing phase
- Challenging attitude vs traditional sport
- Entertaining and spectator friendly
- Lot of contact, action and goals during a game
2. Vision, values and goals

Define where you want Floorball to be and the goals you would like to accomplish in a 24 month (2011 – 2012) period and after.

**Vision**

- Floorball is a unique, fascinating and a global sport
- A well-known sport with a unique message (social nature, communality)
- Increasing awareness (locally, globally)

**Values**

- Communion/diverse/tolerance
- For all ages – Equal opportunity for all ages and genders
- Positive lifestyle
- Entertaining
- Alternative to core sports
- Very demanding sport on the top level

**Goals**

- Visibility plan (Internet, television, other medias)
- Target portfolio (markets of the core, inner and developing countries)
- Measuring image and common awareness (positioning)
- Among the winners in new media
- Similar level of Floorball presentations in IFF member associations
- Know -> try & feel -> practise
## 3. Customer Insight

### Elite (N=1000) & Semi pro (N=2000-5000)

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will to succeed</td>
<td>Success</td>
</tr>
<tr>
<td>Trying own limits</td>
<td>Popularity</td>
</tr>
<tr>
<td>High status</td>
<td></td>
</tr>
<tr>
<td>Idol ship</td>
<td></td>
</tr>
<tr>
<td>&quot;Economical benefits&quot;</td>
<td></td>
</tr>
<tr>
<td>Will to belong to a team</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Differentiation</th>
<th>Challenge (pain)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sensibility</td>
<td>You must work hard to succeed but you can not live by only playing Floorball (=amateur sport)</td>
</tr>
<tr>
<td>Fun</td>
<td>Sport is still relatively small</td>
</tr>
<tr>
<td>Dynamic sport</td>
<td>The image is &quot;young boys hobby&quot;</td>
</tr>
<tr>
<td>Flexibility and ability to change</td>
<td>Top players quit early due to other choices</td>
</tr>
</tbody>
</table>

### Competition (N=270 000) & Recreational (N=1 800000)

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to Start (no bureaucratic)</td>
<td>Social fun</td>
</tr>
<tr>
<td>Will to play</td>
<td>Motion</td>
</tr>
<tr>
<td>Part of the community</td>
<td>Participation</td>
</tr>
<tr>
<td>Possibility to play on your own level</td>
<td></td>
</tr>
<tr>
<td>Possibility to compete</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Differentiation</th>
<th>Challenge (pain)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low starting level</td>
<td>Competition of time (other interests)</td>
</tr>
<tr>
<td>Everyone can play</td>
<td>Awareness, acceptance</td>
</tr>
<tr>
<td>Can be played everywhere</td>
<td></td>
</tr>
<tr>
<td>Possibility easily to take part, perform &amp; succeed on your own level</td>
<td></td>
</tr>
</tbody>
</table>
### 3. Customer Insight

#### Fans & Families (FIN=1 200 000)

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excitement &amp; entertainment</td>
<td>Communality</td>
</tr>
<tr>
<td>Group belongingness</td>
<td>Positive and sporty lifestyle</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>It is safe to Play</td>
</tr>
<tr>
<td>Pride</td>
<td>Affordability</td>
</tr>
<tr>
<td>Positive self image</td>
<td></td>
</tr>
<tr>
<td>Responsibility, healthy lifestyle</td>
<td></td>
</tr>
<tr>
<td>Kids’ sports career</td>
<td></td>
</tr>
<tr>
<td>Friendship</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Differentiation</th>
<th>Challenge (pain)</th>
</tr>
</thead>
<tbody>
<tr>
<td>You can play anywhere</td>
<td>Alternative, not fashionable for big audience</td>
</tr>
<tr>
<td>Communality</td>
<td>Less important matches in the series</td>
</tr>
<tr>
<td>Alternative</td>
<td>Badly arranged events, marketing of events</td>
</tr>
<tr>
<td>Equal</td>
<td>No idols, low visibility</td>
</tr>
<tr>
<td>Fast game, entertaining</td>
<td>Ticket prices still high for young people</td>
</tr>
<tr>
<td>Smart audience</td>
<td>Later Floorball is getting more expensive</td>
</tr>
<tr>
<td>Cheaper, easy to start</td>
<td>Competition of time and interests</td>
</tr>
<tr>
<td>Safe, non-violent</td>
<td>Higher competition - drop out - phenomena</td>
</tr>
<tr>
<td>Low-risk of doping</td>
<td>Long distance to venues</td>
</tr>
<tr>
<td></td>
<td>Lack of well working national federations and clubs</td>
</tr>
</tbody>
</table>

#### Sponsors & Partners

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating new business, make money</td>
<td>Get in touch with the audience and the players</td>
</tr>
<tr>
<td>Floorballers are well connected to internet/social media</td>
<td></td>
</tr>
<tr>
<td>Develop the brand of own product beside Floorball (young, dynamic, energetic etc.)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Differentiation</th>
<th>Challenge (pain)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young new sport</td>
<td>Difficulty to measure the return of investment</td>
</tr>
<tr>
<td>Easy reachability in Schools</td>
<td>Challenging dialogue with the clubs</td>
</tr>
<tr>
<td>Attracts youngsters and young adults and their families</td>
<td>Is there really the feeling “I love Floorball” involved?</td>
</tr>
<tr>
<td>Communality</td>
<td></td>
</tr>
<tr>
<td>Relatively cheap visibility</td>
<td></td>
</tr>
</tbody>
</table>
4. Markets and segments

Primary target markets?
What is the geographic description of the market?
What are the broad needs and preferences of customers in the market?
The defined markets are
1. The Core Countries
2. The Inner Circle Countries
3. The Emerging Countries

Target Markets:
1. The Core Countries:
   - Denmark, Czech Rep., Finland, Norway, Latvia, Sweden, Switzerland
   - Objective: To strengthen the international brand, by strengthening and combining the national brand with the international brand of Floorball.

2. The inner circle:
   - European Big Five: France, Germany, Italy, Spain and the UK
     - Huge potential to spread the sport, need to increase volume and strengthen the organisation, position Floorball on the market
   - Growing European countries: Austria, Estonia, Belgium, Hungary, the Netherlands, Poland, Portugal, Russia, Slovakia, Slovenia and Serbia
     - Need to structuralise their organisation and build the brand and knowledge of Floorball
     - From a marketing point of view, we need to have one of these countries to challenge the top four in the WFC in the next coming 10 years.
   - AOF: Australia, Japan, Korea, Malaysia and Singapore
     - Building a real “own” brand for the sport, target the SEA Games in 2013/2015
   - North America: USA and Canada
     - Transform the brand from “Indoor Hockey” to Floorball, organisational status demanding
4. Markets and segments

3. Emerging markets:
   - BIC: Brazil, India, China: huge potential, huge challenge
   - South East Asia: Thailand, Philippines, Indonesia
   - AOF: Activate the smaller associations: Iran, Mongolia, New Zealand, Pakistan
   - Africa: find potential members
   - Europe: Encourage and give support – Belarus, Georgia, Liechtenstein, Ireland, Iceland, Israel, Romania, Moldavia, Armenia, Lithuania, Turkey, Ukraine,
   - South-America: Argentinian Encourage and give support.
6. Core of the Floorball Brand

The Collection of elements is what makes Floorball unique:
1. Easy to get involved anywhere and anytime
2. Simple to manage/succeed and gain a great feeling
3. Enjoyment, good atmosphere and success
4. United Floorball community - one world, one ball
5. Fast development: sport, equipment and sub-culture
6. Find it’s own path - Freedom to choose your level of participation;
   – Different from all other team sports - young sport, possibility for new innovations
7. True Internationality - Will to win, want to be on the top
8. As fast as it gets/faster than anything else
9. Very safe – Inexpensive/small initial costs
10. Hifi-enthusiasm, more expensive equipment, wide range of side products and accessories

What does this tell about the Floorball Brand?

- IFF has built a net of Floorball related partnership, to have the same look and feel in all the IFF competitions.
- However the IFF needs one or two major International Partners, to secure both the image of top elite international Floorball and the ongoing development of the top Floorball and its competitions.
What’s a brandspace?

Identify the strategy you will use to achieve your goals.

Strategies will fall within each marketing category: Internet, social media, advertising, direct marketing, public relations, events, word of mouth, and strategic alliances.
• Building a reliable image for the sport – not only kid’s playing
• There is a need in all target markets to attract more players and also building a stronger relationship between the players – spreading the message inside the Floorball family. The focus may slightly differ from market to market, but we need to secure the internal structure first, before trying to attract the spectators at large.
• Find ways to build/create national and international stars – players must have a reason and possibility for continue playing, apart from the fun itself.
  – Use the IFF Floorball related Partners to increase the star value by connecting them with IFF
  – Organise pre-season events, where top teams play friendly games in new markets
  – Building a Floorball App, which shows you the nearest place where you can play Floorball
• Build a new look and feel of Floorball
  – The name FLOORBALL should be the aim as the main (only) international name for the sport to help ensure there is no confusion on the sports identity.
• Concentrate on the main product – Top Floorball (WFC’s and National Championships) is the showcase outside the Floorball community
• Build a Floorball TV, in co-operation with the member associations
Marketing strategy – Key Components cont.

- Create alternative competitions to ensure participation also in the Sports for All Competition segments, since higher level of competition leads easier to the drop out – phenomena. Especially among youth.
- Alternative forms of Floorball – in order to secure the level of Participation
- Difficulty to measure the return of investment
- Despite possible challenging dialogues with the clubs, Floorball can only be developed together, under equal rules.
- Increase the communality and the feeling ”I love Floorball”
- Start to encourage the Floorball material manufacturers to build a pool of IFF sticks” to enter new markets at low initial cost to help spread the sport in those countries with little financial capacity
- The challenge is to set together the two rival objectives – spread Floorball as a Sport for All and on the other hand make it an internationally accepted Elite sport, in order to raise the interest of the sport outside the Floorball Family
- The role of IFF shall not only be to act as an International Federation, but also a brand itself, creating the basic image of Floorball.

Marketing strategy - Action list

- Marketing Management Network
  - for benchmarking and developing best practices
  - Use of IFF Events manual when organising events
  - International level coordinated by IFF;
    - eg. web, basic tools, marketing work shops
  - National level coordinated by National Floorball Associations
- Marketing Operations Management
  - Framework, model and tools
  - Maintaining and utilization of customer/market data
  - IFF acting as supporting development partner for national association if needed
- Sponsorship and media contracts at international level, marketing portfolio
- To shape the message of an unique offering to the Olympic movement; what benefits we can bring along to the Olympics
- One message throughout Floorball ecosystem: One world, one ball
One World, one ball - Floorball

• Implementation Plan
  • IFF will include the Brand description on our web-site and in our materials
    • Additionally it will have to be included in all materials of the IFF Events,
    • The logo needs to be updated with this message and some music which goes with the slogan.
  • Basic marketing material will be made for the member associations (summer 2011).
  • A target portfolio analysis and a visibility plan will be made in beginning of 2011
    • Participation in Fairs, new media solutions
  • Use of the SportAccord SportsHub to create an international IFF Floorball-TV portal, including all the available information from all member associations.
  • Building of a concrete and specific detailed marketing plan for 2012 - 2015

One World, one ball - Floorball

• Implementation Plan
  • Produce a marketing dvd for Floorball – usable by everyone with companies like the Liquid TV (Q1/2012)
  • Make a pre-clip for all Floorball internet and TV broadcasts (Q2/2011)
  • Participate in production of Floorball PC and Console games
    • FBL Game will be launched for PC during WFC 2010
  • Building the Floorball-TV on The SportsHub
  • Building a development plan for the fan culture internationally and locally
  • Forming a marketing group with the marketing responsible in the different member associations.
One World, one ball - Floorball

Visibility Plan:

• We need TV-visibility for increasing the market value of Floorball, increasing the awareness of the general public and building an accepted Brand.
• We need the Internet TV to primary service the players of our Member Associations
• We need to find ways to support the member associations to develop and contribute to non mainstream TV outlets, providing material for the Sports Hub and other video productions of local games, school activities etc
• Floorball will for the next coming 5-8 years still need to build on the general TV visibility concept, which we have used since 2006.
  • Secure the visibility of the IFF logo in screen wipes in all produced TV matches
• IFF participates in the production costs of the TV signal and sells it out for a smaller price than the production cost, in order to secure TV visibility on a broader base. This enables the distribution to more countries and lowers the entering price.
  • To ensure that we have at least the WFC’s on the open-air channels in the Core countries. This will have to be done in cooperation between IFF and the LOC
• IFF will build a Floorball-TV in internet, ensuring the visibility from all the IFF major events; WFC, U19 WFC’s, EFC and Champions Cup.

Visibility Plan cont.:

• The National Associations needs to ensure to have their National events and international matches locally on internet and that all this material would be downloaded by IFF to the SportsHub.
• Start to plan an online Floorball Community Platform, which acts as a meetingplace for video-on-demand, Floorball related games, bet on matches, buy tickets for events, chat with Floorball friends and buy my equipment.
• One part of the Sport for All international competitions, would be to create ways to find teammates for international tournaments, a tool for registration to friendly tournaments and a way to find exchanges for 3, 6, 12 months for Floorball players traveling to stay/train/watch games during trips.
Sales of IFF Marketing rights

- Basic Model for the Sales
  - IFF will keep the exclusivity for Floorball Manufacturer (stick, ball, rink and goal), Flooring and Referee outfits.
  - IFF will continue looking for a Title Sponsor and one main Sponsor, together with a Marketing Rights Company (Infront deal ends Dec 2010)
    - In-house sales is not actual yet for a number of years.
    - Define the level of the sales pyramid

- Major Events – Adult WFC’s
  - IFF will propose a split of the remaining marketing elements upon a 30/70 deviation, giving all the sales rights to the organiser, apart from the exclusivity of IFF.
  - This means that IFF is clearing the market for the local organiser and also shearing the risk. A possible roof sum can be negotiated.

- All other events – U19 WFC, EFC and Champions Cup
  - IFF will include a basic commercial fee to the agreements and give all rights to the organiser, excluding the IFF exclusives.
  - This will help IFF, that we don’t need to define categories in the future separately with all organisers.
FBL Game Concept
Prodigium Game Studios

Game Overview

FBL (Floorball League) is a 3D floorball sports game

- Targeted to all sports and floorball enthusiasts in all age groups.
- There are almost 300,000 registered floorball players in the world but they are still missing a floorball game, which they are about to get in December 2010.
**Game Modes**

FBL includes a rich set of game modes

- Exhibition matches
- Leagues
- Tournaments
- Shoot-outs
- Training session
- Local single and multi-player support
- Online multi-player support

FBL aims to achieve a fine tuned balance between arcade and simulation, to keep the gameplay fun yet true to real life floorball.

**Gameplay**

Use keyboard or game-pad to steer and control team members.

**Basic actions and steering includes:**

- Passes
- Various shot types (slapshot, wristshot, etc)
- Poke and body checking
- Walking, jogging and running
- Quick turnings
- Stick control

FBL has an analogue stick control providing a way for the user to choose at which position to carry the ball around the player while moving. This enables the users to execute a variety of dekes and tricks.
Realistic physics & animations

Player animations are based on motion-capture with help of inverse kinematics to make it more flexible for varying situations.

Interaction between the player and the ball accurate and variant with help of:

• Physics collisions with stick and ball
• Physics collisions with players and ball
• Inverse Kinematics

These provide authentic feel to the game and in-game replays.

Artificial Intelligence

FBL uses agent based AI.

It utilizes the following techniques:

• Behaviour trees
• Concurrent steering behaviours
• Sophisticated estimation
• Expected utility evaluation

This enables emergent solutions for AI on how to play with and against the human controlled players.
League & Tournament System

FBL features a fully customizable league system.

It provides the user a possibility to:

• Create own players
• Create own teams
• Create own leagues

This makes it possible for users to create and share their favourite leagues & players with each other.

Graphics

FBL uses latest shading techniques combined with high-quality 3D models and same time providing scalable graphics system for older Graphics Hardware.

• State of the art outlook
• Widely scalable detail levels
• Parametrized unique player models

State of the art outlook gives the game true depth of realism.
Network support

FBL supports multiplayer gaming in local networks or Internet.

• Lobby for finding friends to play with
• Leaderboards for success visibility
• 1 vs 1 challenge mode

Network support will give users the possibility to play against each other and compete to be the best FBL player in the world.
WADA Committee Vacancies 2011
August 16, 2010

Through WADA’s policy of rotation, there are vacant positions on our Committees each year. WADA is now seeking nominations or reappointments for such positions in preparation for 2011.

These are - Athlete Committee (4 seats); Education Committee (4 seats); Finance and Administration Committee (2 seats); and Health, Medical and Research Committee (3 seats). Current composition of the Committees can be found here.

WADA invites its stakeholders to explore within their respective regions and organizations encouraging the submission of worthy candidates for consideration to these positions. Submissions should include an appropriate letter of endorsement as well as a curriculum vitae providing full information relating to the individual’s experience and expertise.

All nominations should be forwarded to WADA’s Executive Office (fax +1 514 904 8743 or email nicole.nezan@wada-ama.org) by Friday 15 October 2010.

facebook.com/wada.ama | http://twitter.com/wada_ama | youtube.com/wadamovies | flickr.com/photos/worldantidopingagency

Read Play True Magazine online - wada-ama.org/playtrue / Consultez le magazine Franc Jeu en ligne - wada-ama.org/francjeu

Sièges à repourvoir en 2011 au sein des comités permanents de l’AMA
Le 16 août 2010

Chaque année, conformément à la politique de rotation de l’AMA, des sièges deviennent vacants au sein des comités permanents de l’Agence. L’AMA lance un appel aux nouvelles nominations ou aux renouvellements de nominations pour les sièges à repourvoir en 2011.

Ces sièges concernent les comités suivants: Comité desSportifs (quatre sièges); Comité Éducation (quatre sièges); Comité Finance et Administration (deux sièges); Comité Santé, Médecine et Recherche (trois sièges). Cliquez ici pour consulter la composition actuelle des comités.

L’AMA invite ses partenaires à consulter leurs organisations et régions respectives afin d’encourager la soumission de candidatures de qualité. Les propositions devraient inclure une lettre de présentation du candidat accompagnée d’un curriculum vitae afin que l’AMA soit en possession de l’ensemble des informations relatives à l’expérience et à l’expertise de la personne présentée.

Les propositions doivent être adressées à l’attention du bureau exécutif de l’AMA (télécopieur : +1 514 904 8743; courriel : nicole.nezan@wada-ama.org) avant le vendredi 15 octobre 2010.
IFF - SP Meeting, Borås July 12\textsuperscript{th}, 2010

Participants:

Lars-Åke Henriksson, SP  
Elin Johnsson, SP Kemi och Materialteknik  
John Liljelund, IFF general Secretary

---

**1. Opening**
Mr. Liljelund opened the meeting at 10.00 at SP, Borås, Sweden.

**2. General issues**

- **Last meeting December 2009**
  - The notes from the last meeting and actions taken were checked.
  - All actions have been taken accordingly

- **Material Regulations**
  - The Material Regulations Edition 2010 has been published on the SP Floorball Material web-site. All appendixes shall be published.
  - Nothing to comment about the new regulation, but there is a need to make a clearer definition of for example the face-off line for version 2012.
  - There is a need to look on the blade dimensions and the measurement of these in connection to the curve and s-shaped sticks. Blade hook must be measured for blade only in these sticks
  - Discuss need to include interpretations to explain new things.

- **Dispenses**
  - Renew: 200 st goals, small radius changes until 31.12.2010

- **New companies**
  - Newly certified companies: Stiga Sports/Sweden and Jii-Tee Sport Oy/Finland
  - Incoming companies: Aurum Sport/Switzerland, Tempish (Czech), Inspo (Slovakia) and Azetx (Poland)

- **SP web site/Newsletter**
  - 1 newsletter are sent during 2010. The web site is regularly updated (data base included).

**3. Marking of products**

- **Development of pre-sold markings:**
  - There is a constant self-marking ongoing for both balls and sticks
  - The problem of Cape Nordic is that the company has not paid in total 742 481 pcs (166 167 SEK) balls and 82 544 pcs (142 151 SEK).
    - The effect will be that IFF might make a major financial loss for 2010 if SP will not get the payments by Cape Nordic
    - Need to discuss the way how we can deal with the kind of problems like Cape Nordic. There need s to be a brand specific rule, that the brand can’t have existing debts in order to be certified for a new company.
      - SP will look into the problem on their side.
      - SP will make a internal inquiry on how to deal with the issue

**4. Surveillance Market Control**

- SP needs to look over the surveillance test program to save costs, created by the Cape Nordic problem.
  - Make an proposal by beginning of September
- The planned visit of the companies in the Czech Republic and in the Switzerland will have to be postponed to 2011.
5. Material Regulation
   - A new proposal for the time-table for the Material Regulation, edition 2012 has been made in order to give time for the manufacturers to make the change for the assortment process for the season 2012-2013
     - SP to put it out on the manufacturer web-page

6. Agreement between SP/IFF
   - The agreement between IFF and SP is intact, but the appendixes shall be changed every third year, so now it is the time to make the changes for 2010 - 2012

Upcoming meetings and issues
- The next meeting will be held in December 2010.

Issues that need to be discussed or decided upon or taken action upon
- SP to publish the time table for the Material Regulation version 2012(July)
- SP to make a new proposal for surveillance tests, in order to save costs (September)
- SP to look on the Cape Nordic problem and ways to solve it and preferably make an internal inquiry on how to deal with the issue in the future (Sept-Oct)
- SP to make a clearer definition of for example the face-off line for the Material Regulation version 2012. (ongoing)
- SP to look on the blade dimensions and the measurement of these in connection to the curve and s-shaped sticks. Blade hook must be measured for blade only in these sticks (September)
- IFF and SP to discuss a possible inclusion of interpretations to explain new things, without changes in the material regulations. (December)
- SP to send out the proposal for the Agreement appendix to IFF by August.

New ideas, etc…
Appendix 15

Solna 10.09.2010

To: IFF member Associations

Nominations to the IFF Athletes commission

Dear Floorball friends,

The first IFF Athletes Commission was elected by the IFF Central Board in 2007, according to the guidelines given by the IOC. Now it has come time to elect a new Athletes Commission and restructure the tasks of the commission.

The IFF Athletes Commission consists of 4 female and 4 male athletes, out of which the players of the World Floorball Championships are entitled to elect three to four representatives and the IFF CB can based on regional aspects elect one member to the Athletes Commission.

In order to re-establish the commission we now invite the IFF Member Associations to nominate one female and one male candidate for the election of the IFF Athletes Commission. The Athletes will elect the male representatives during the World Floorball Championships in Helsinki by a election organised where each player has the possibility to vote for two representatives of the nominated persons.

The female members will be elected by the CB for one year and an election will be made during the Women’s World Floorball Championships in Switzerland in December 2011. The period for the mandate is always for two years.

The objective of the athletes’ commission is to comment and take part in the preparation of the Game Rule changes, looking over the Competition Regulations and participate in the development of IFF Competitions.

We now kindly ask each of you to nominate one female and one male athlete to the IFF Athletes Commission ASAP and not later than 15.11.2010.

The nominations should preferably consist of a short presentation including the athletes Floorball CV.

Looking forward to your nominations, we remain with

Kindest regards

International Floorball Federation

Stefan Kratz
Competition Manager
News

15.1.2010: Referee nominations for WFC Qualifications & International weekend

EuroFloorball Cup Qualifications 2010

EFCQ Top 4 Nations Finland

EuroFloorball Cup Qualification for the 2nd best teams in the Top 4 Nations is played on the 27th - 29th of August 2010 in Mosahalli, Helsinki, Finland.

Men
- Tapanilan Erä (FIN)
- Tigers Langnau (SUI)
- Storvreta IBK (SWE)

Women
- Red Ants Rychenberg Winterthur (SUI)
- NST-Lappeenranta (FIN)

EFCQ West Norway & Germany
EuroFloorball Cup Qualification West is played 25th - 29th of August 2010 in Oslo, Norway (Men) & Grimma, Germany (Women)

Men in Høyenhallen, Oslo, Norway  Women in Grimma, Germany

- Tunet IBK (NOR)
- Amsterdam FB Agents (NED)
- CUF Leganes (ESP)
- GLS L'Aquila (ITA)
- IFK Paris (FRA)
- Tunet IBK (NOR)
- Frederikshavn Bulldogs (DEN)
- HDM (NED)
- CUF Leganes (ESP)
- MFBC Grimma (GER)
- UHC Schaan (LIE)

Organiser’s web page for Men’s EFCQ West

EFCQ East Hungary

EuroFloorball Cup Qualification East Men & Women is played 25th - 29th of August 2010 in Erd (Budapest area), Hungary.

Men Group A  Men Group B  Women

- Olimp (RUS)  - SK Augur (EST)  - Energa Olimpia Osowa Gdansk (POL)
- Dunai Krokodilok SE (HUN)  - SK Dragons Ruzinov (SVK)  - Eszterhazy-Melise (HUN)
- SC Lokomotive Kutaisi (GEO)  - Vendetta (BLR)  - NTS FK-ZS Nomsova (SVK)
- Itak Sport Borovnica (SLO)  - 

See all events for 2010

IFF pictures
Order IFF newsletter
Order IFF materials
The winner of the Men’s and Women’s tournaments are qualified to the EuroFloorball Cup Final Round. The EFC Final Round is played October 5th-9th 2010 in Valmiera, Latvia.

International Floorball Federation (IFF)

Member associations
- Registrations Due
- Ville Rahkonen NST:stä Tigers Langnau paitsaan
- Projet primé au concours Talents Jeunesse de Tourcoing
- Verbale dell’Assemblea del 26 giugno 2010
- U-19 virježlem treninometne
- Baijusi pirmasis 2010 m. Lietuvos grindų riedulio campeonato ratas
- Konkursy na trenerów kadry narodowej
- Arrangörer sökes till World Challenge
- Penaltychisszen auch in unteren Ligen

Other floorball news
- New Partnership - Press Release
- Brugte bander seges. [Kab/Salg/byte/klubskifte]
- Help me! Please anyone :!
- Didriksson åter från Norge
- Turkka Lehtinen Tsekin liigasta Nokiale
ANNOUNCEMENT OF THE IFF GENERAL ASSEMBLY 2010

Dear Mrs./Mr. President,

The IFF Central Board hereby invites the member associations of the IFF to participate in the General Assembly of the International Floorball Federation in Helsinki, Finland on Friday the 10th of December, 2010.

The IFF General Assembly 2010 will be held during the Men’s 8th World Floorball Championships 2010 at the Helsinki University Main building/IFF hotel, address Xxx in Helsinki, on Friday the 10th of December 2010, starting at 09.00.

In connection to the IFF General Assembly the City of Helsinki will organise a official reception for all the participating teams in the Championships and the delegates of the IFF General Assembly.

1. Regarding participation in the General Assembly

All member Associations are welcome to participate in the General Assembly with two representatives each. If an interpreter is needed, the association may use one. Please remember to register the representatives of the member associations for the General Assembly no later than the 20th of November 2010 to the IFF Office, at the mail address halonen@floorball.org.

The representatives of the IFF member associations participating in the IFF General Assembly, which don’t have a National Team participating in the WFC, will receive two VIP accreditations for the Final week-end.

All member Associations are entitled to make proposals to the General Assembly, but only the ordinary member Associations are entitled to vote, see § 30 IFF Statutes. Nota bene that the ordinary members must have fulfilled all their obligations, i.e. amongst other things have no debts to the IFF unless an IFF approved payment plan is followed. See § 32 IFF Statutes.

ARTICLE 32 VOTING STATUS

32.1 Each member Association is allowed to participate with two persons (delegates legitimated by the National Association) at the General Assembly. A person can only represent one Association.

32.2 Each ordinary member Association which has fulfilled its obligations to IFF is entitled to one vote at the General Assembly. The CB informs the voting roll and distributes it together with the documents of the General Assembly latest 30 full days before the General Assembly.

2. Regarding acquisition of ordinary membership

Presently the IFF consists of 31 ordinary members and 21 provisional members. The CB may only grant provisional membership for a period of four years. After a maximum of 4 years from becoming a provisional member the Association will, automatically, become an ordinary member, after a decision at the IFF General Assembly. A provisional member association can also choose to apply for ordinary membership earlier.
The IFF CB strongly urges the following provisional members to apply for ordinary membership in accordance with the § 13 IFF Statutes below: Brazil, Great Britain, India, Mongolia, New Zealand, and Serbia.

**ARTICLE 13 ACQUISITION OF PROVISIONAL MEMBERSHIP**

13.1 The Association can be a section of another Sports Federation which is a member of the National Sports Confederation.

13.2 If the statutes and regulations correspond to the statutes of the IFF and the conditions for membership are fulfilled. The provisional membership shall be granted by the CB.

13.3 Provisional membership shall only be granted for four years. After a maximum of 4 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.

**ARTICLE 14 ACQUISITION OF ORDINARY MEMBERSHIP**

14.1 The Association shall be a self ruled Floorball Association or a self ruled Floorball section in another Association.

14.2 The Association shall consist of at least 10 Clubs. Exceptions can only be granted by the CB.

14.3 The Association shall be the Organizer of National Floorball Championships.

14.4 The Association shall be member of the National Sports Confederation (Exception: if there are justifiable reasons).

14.5 An application for ordinary membership can also be handed in to the IFF according to article 12, paragraph 1, earlier than the four years.

14.6 Ordinary membership is granted by the General Assembly.

3. **Regarding nominations:**

The IFF Central Board invites its member Association to make nominations according to the IFF statutes concerning nominations, see § 30 as follows:

**ARTICLE 30 NOMINATIONS, MOTIONS AND PROPOSALS**

30.1 Candidates for election to any office in the IFF shall be nominated to the official address of the IFF at latest 60 full days in advance of the General Assembly. Only persons of an ordinary member are eligible for elections.

30.2 All proposals and motions of the member Associations shall be sent in to the official address of the IFF at latest 60 full days in advance of the General Assembly.

The position that the IFF invites to nominate candidates are:

- President of the IFF
- 9 members of the IFF Central Board
- Chairman of the Disciplinary Committee (DC)
- 2 members and 2 substitutes of DC
- Chairman of the Appeal Committee (AC)
- 2 members and 2 substitutes of AC

Any nomination for IFF CB shall be ready, and have the competence, to head any of the IFF Committees or the Functions of the IFF. Therefore nominations can, preferably, also be nominated to specific seats in the CB. When it comes to persons in the DC and the AC juridical competence in general, and, of at least, the Chairman is of great importance.

**Nominations, motions and proposals shall be sent to:**

**IFF, Alakiventie 2, 00920 Helsinki, Finland, or to fax +358-9-4542 1450, to be IFF by hand no later than 60 full days before the General Assembly (Monday 11th of October 2010).**
Summons to the IFF General Assembly together with the agenda, CB reports, the financial reports for the years 2008 and 2009 with the related auditors reports, budgets for the years 2011 and 2012, nominations for the CB and respective committees and if there are motions and proposals will be sent to you latest 30 full days in advance (10\textsuperscript{th} of November 2010) of the IFF General Assembly.

\textit{With sincere regards,}

International Floorball Federation

Tomas Eriksson  
President

John Liljelund b.d.  
Secretary General
IFF CB Proposal to change the IFF Statutes, valid from the 26th of May, 2006

The international development of Floorball and the organisation of IFF have continued to grow rapidly and after having receiving the provisional recognition of the IOC in 2008, the IFF CB now proposes to streamline the IFF Statutes in order to live up to the requirements of the international standards set by the IOC.

One of the major remarks IFF got in connection to receiving the IOC recognition was the need to continue growing internationally, especially outside Europe and spreading over all continents. In order to ease this task the CB feels that it is important to secure as broad a representation as possible in the CB and therefore finds it important to propose a change of the Article 36 of the IFF Statutes, concerning the composition of the CB.

Another issue related to this is the representation of both genders in the CB. IFF is at the moment one of the few growing International Federations, without representation of both genders in the CB, a fact that seriously effects the image of IFF in the international sports community as well as the true equality in Floorball. The equality between genders has on the field of play always been one corner stone of the way we have organised our International Events and it needs to be followed also in the structure of the IFF Administration.

The proposal for change is as follows:

**ARTICLE 36 COMPOSITION**

36.1 The CB, elected by the General Assembly, shall consist of a president and nine members representing both genders. No more than one person from the same ordinary member Association can be elected as member of the CB (with the exception of the President). In case of a draw in a CB voting the President’s vote is decisive.

36.2 The term of office for the President and members of the CB shall be two years. The retiring members and the President shall be eligible for re-election.

36.3 Vacancies during the term of office shall be co-opted by the CB upon proposal by the national Associations in question.

In connection to securing as broad as possible representation in the CB, it is still important to for the coming decade to keep the present organizational structure when it comes to the way we are organised. Therefore the CB feels that it is important to make the following change concerning the IFF Confederations:

**ARTICLE 22 CONFEDERATIONS**

A Confederation is a group of at least three (3) Associations recognised by IFF that belong to the same continent or assimilable geographical region. The regional confederations are to be accepted by the IFF ordinary General Assembly by a majority of 2/3.

**ARTICLE 9 MEMBERSHIP OF IFF WITHIN OTHER FEDERATION**

9.1 The aim of IFF is to co-operate within the international sports community and to gain membership of international federations, such as GAISF, SportAccord and the IOC.
Dear Floorball friends,

The IFF Central Board decided, during its meeting on the 3rd of September held in Amsterdam, in the Netherlands, to invite the IFF member associations to nominate members to the three standing committees of the Central Board.

The committees that the member federations are to nominate candidates for are:

**Medical Committee (MC)**
- works with all question related to Anti Doping issues
- works with medical issues concerning Floorball
- it would be good to have a medical doctor background to be able to serve on the committee

**Referee Committee (RC)**
- the RC are responsible for nomination and observation of International Referees
- organises education for International Referees
- are responsible to among other things to nominate and rank international referees

**Rules and Competition Committee (RACC)**
- are responsible for all competition related regulations
- prepare all competition issues for the CB
- act as the jury for the IFF International Events

Please find enclosed the IFF Committee Nomination Form, which you shall use to nominate your candidates for the different committees. Please fill-in the form with all relevant information, in order for us to have the needed data.

The Nomination form shall be returned to the **IFF Office no later than the 3rd of December 2010** to the address **halonen@floorball.org**

If you have any questions concerning the procedure for the nominations or any issues regarding the committees please don’t hesitate to be in contact with me.

with kindest regards,

John Liljelund  
secretary general  
International Floorball Federation
# IFF Nomination Form - IFF CB Committees and functions

This Nomination Form has to be sent in to the IFF Office no later than the 3th of December 2010

Return address: halonen@floorball.org or fax: +358-9-4542 1450

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<tr>
<th>Federation:</th>
<th>E-mail:</th>
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<tr>
<td>Contact Person:</td>
<td>Telephone:</td>
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<td>Contact information:</td>
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## NOMINATIONS:

### IFF Rules and Competition Committee (RACC)

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### IFF Referee Committee (RC)

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### IFF Medical Committee (MC)

The nominated persons must be medical doctors by profession and not preferably in daily contact to the nominating federation

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Signature: Recieved by IFF:
WORLD FLOORBALL CHAMPIONSHIP

2014

– A NEW LEVEL
WELCOME TO THE
WORLD’S MOST ENTERTAINING
CHAMPIONSHIP

Floorball has an obvious place in the landscape of Swedish sports. In schools, in workplaces and in clubs all over the country, hundreds of thousands of people of all ages meet weekly — to exercise, practice techniques and have fun with a stick and a ball.

In western Sweden and in Gothenburg as the county town, a floorball cluster has emerged — ranging from development and manufacturing to top level clubs. In the five regional floorball associations of western Sweden, there are almost 30,000 licensed players in over 200 clubs.

The Spirit of Gothenburg

Gothenburg has extensive experience of organising major events and meetings. The City Council, the local business community and universities have an unique interplay and a strong mutual commitment and well-developed cooperation to support major events. The number of large events hosted in Gothenburg is unique for a city this size. This spirit of cooperation is widely known as “the spirit of Gothenburg”. You can always rest assured that the whole city listens to, and acts on, what you have to say.

Göteborg & Co is a company owned half by the Municipality of Gothenburg, the Gothenburg Region and the local trade and industry. The task is to develop Gothenburg as a tourist, meeting and event destination. Göteborg & Co’s close cooperation, since many years, with both the Gothenburg Floorball Association and the Swedish Floorball Federation. We would like to peak this cooperation by jointly arrange the World Floorball Championship 2014 in Gothenburg at a new level.

Lars-Gunnar Tärnequist
Chairman of the Swedish Floorball Federation

Svante Hjertén
Manager Events, Göteborg & Co

Photo: Dick Gillberg
World Floorball Championship 2014 – To a New Level

The Sports Level
Swedish Floorball has a long tradition in producing an astonishing event at a Floorball game. It all started at the first World Championships in 1996 and has developed over the years. By combining the best from the TV-productions and the event at the arena, we bring the audience closer to the game. You will feel the spirit of the game, the intensity and the speed. By using the digital media and the festival area the players will be more available for the fans and the audience than ever before.
We bring Floorball sports to a new level.

In western Sweden there are several Floorball partners situated as:
- SP Technical Research Institute of Sweden, Borås
- Renew Group (Unihoc/Zone), Mönlycke
- Libro Gruppen (Salmig/X3M), Askim
- Habo Pia Atlantic, Habo
- FIT Publishing (Innebandymagazinet), Göteborg

Six teams on the elite level are also from West Sweden:
- Piteå Wallenstam IBK, Mönlycke
- Warberg IC, Varberg
- IBK Lockerud Mariestad, Mariestad
- Karlstad IBF, Karlstad
- Hide-a-lite Mulsjö AIS, Mulsjö
The Research & Development Level
In close cooperation with the academic world an international research symposium will take place during the championship week. Relevant and topical subjects such as young people’s mental and physical health together with the relationship between physical performance and adolescent development will be discussed. Floorball shows and reinforces its position as the open and socially responsible sport in Sweden and the world.

We bring the benefit of floorball to a new level.

The Tourism Level
By using Gothenburg as the arena and Göteborg & Co as a partner, all the right conditions are settled for a new level of tourism at the World Floorball Championship 2014. Gothenburg is a lively and vibrant city full of attractive events and during the championship week. The unique Christmas festival “Julstaden Göteborg” is in full swing all over town. Together with Göteborg & Co, we will create attractive tourism packages for a broader audience.

We bring the floorball tourism to a new level.

The Entertainment Level
Next to the arena there’s a festival filled with new products, exciting food and a lot of things to experience. It’s a unique opportunity for partners and suppliers to show their products and a fun way to experience floorball for the visitors. Try the latest equipment, chill out in the Gaming Zone and enjoy the game in the Fan Zone — where you can meet the players for autographs and like-minded people to analyze the games and get pumped up for the next one.

We bring floorball entertainment to a new level.

The Organizational Level
Floorball is a relatively young sport with a great potential to grow. A championship puts focus on the sport and the stars. We want to take advantage of this to create long-term conditions, to recruit more active players and a higher interest for the game. The development center are looking for the positive effects a championship gives and prepare suggestions how it can be integrated into the continuous activities — both in Sweden and internationally.

We bring floorball organization to a new level.
Gothenburg — strategically located in a beautiful region

Gothenburg, Sweden’s second largest city, is situated in the heart of Scandinavia, between the Swedish, Danish and Norwegian capitals. Gothenburg is a buzzing city hosting major international championships, events, meetings and concerts. The city offers first-class facilities, a large selection of hotels, Michelin star restaurants, a wealth of entertainment and attractive shops. Gothenburg has everything that a large city needs, all within convenient walking distance. The pleasant atmosphere and the broad variety make Gothenburg one of Europe’s leading event cities.

Infrastructure just cut out for events

An event in Gothenburg enjoys high visibility. Since the city centre is compact and the arenas are located close by hotels, restaurants and shops, the majority of the participants stay within a relatively small area of the city. This also means that the event is extended to the city in a pleasant way and the participants meet spontaneously and naturally in the streets at restaurants and cafés.
Gothenburg is also well-known for ensuring that events are seen and noticed all over the entire cityscape. Magnificent decorations with strategically located flags, banners and information boards help strengthen the setting of an event and its sponsors, and make a strong impact in the city. The enthusiasm of both authorities and the people of Gothenburg is perhaps the one thing that makes events here so unique and successful. Hosting great sporting events is about so much more than sports. The compact vibrant city and the enthusiasm of our inhabitants make participants leave the events with great memories and positive feelings.

A selection of past and upcoming major sporting events in Gothenburg:

- 2002 European Championships in Handball / World Championships in Ice-hockey / Volvo Ocean Race
- 2003 World Championships in Speed Skating
- 2004 The UEFA Cup Final
- 2005 European Championships in Chess
- 2006 European Championships in Athletics / Volvo Ocean Race / European Championships in Handball
- 2008 World Figure Skating Championships / FEI World Cup Jumping Final
- 2009 UEFA European Under 21 Championships
- 2011 World Championship Handball
- 2013 European indoor Championship Athletics
- 2016 World Floorball Championship
Just around the corner

Dressed for success

Gothenburg takes great pride in having the wonderful experience of hosting many international events. The successes have been due to many things, like enthusiastic audiences, top-performing teams and athletes and experienced organising committees.

But also, the convenience of having all the arenas within close walking distance in the city centre is an ideal concept.

The Scandinavium arena has been selected as a championship arena about sixty times since the opening in 1971, hosting World Championships and European Championships within many different sports. Scandinavium has a capacity of 12,000 spectators for sport events, three public restaurants and bars as well as a daily open McDonald’s restaurant. All other required facilities such as press centre, offices and more are all located in the same building.

The Scandinavium arena, the large Hotel Gothia Towers and the Swedish Exhibition Centre are all under one roof. You can easily walk between the hotel rooms, the arena and the congress facilities. And in the adjacent building you find the Valhalla Sport Centre, consisting of three sport halls and one outdoor stadium.

The venues mentioned above are all located in the heart of the city centre with walking distance to about 6,000 hotel rooms, all categories.

Thus all venues destined to be used during the World Floorball Championship 2014 are all within 5 minutes walking distance, located in the city centre with excellent public transportation system.
The Swedish Floorball Federation has over the last ten years hosted a number of international events. These have provided us with valuable experience. Based on this experience and knowledge from the city of Gothenburg, we look forward to host the World Floorball Championship 2014.

In order to optimize the implementation of our new levels, thus creating “the world’s most entertaining championship” and maximize the marketing opportunities in the city of Gothenburg, we offer the following:

- **LOC guarantees a Host Broadcaster and web-TV production from all the matches during the tournament. This provided the LOC disposes of the sales rights. Pricing will be decided in consultation with the IFF.**

- **LOC handles the commercial rights, both within and outside the arenas, for the World Floorball Championship 2014, and is responsible for the sale of these, from the agreement is signed to the tournament has been completed. The sponsors/suppliers of the IFF, in the branches specified in the contract the day its signs, will have some exposure in the arenas.**

- **LOC desires to use the opportunity of visibility on the player’s outfit during the World Floorball Championship 2014, according to the IFF National Team Competition Regulations, § 6.2.**

- **LOC stands for costs (travel, accommodation and meals) for IFF representatives (management, juries, referees and observers) during the tournament.**

The Swedish Floorball Federation, together with the city of Gothenburg, are looking forward to a dialogue with IFF about this concept during the coming autumn, before the decision on where the World Floorball Championship 2014 will be arranged is taken.
Before the decision is taken, on where the World Floorball Championship 2014 will be arranged, we are looking forward to a dialogue with IFF in the near future. Thus, we would like to invite you to Gothenburg in order to tell you more and show you our concept and discuss our thoughts on the requirements.

Welcome to a new level. Welcome to Gothenburg.