### Financial Report 31.08.2014

#### Balance sheet 31.08.2014

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#### Receivables

| Claims 2010 | 117501.09 | 112674.24 |
| Claims 2011 | 63625.26  | 59295.45  |
| Claims 2012 | 115359.13 | 75147.61  |
| Claims 2013 | 158996.90 | 85926.09  |

| Receivables from rel.parties | 27761.89 | 31836.55 |

#### Total assets

| Total assets | 729887.52 | 664794.17 |

### Income

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| Total | CHF 1425000 | 796654.49 | 760178.97 | -268345.51 |

#### Result

| RESULT | CHF 214251.62 | 149644.03 | -670942.64 |
### CLAIMS PER NATION, CLUB, OTHER 31.12.2014

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**Total**

| CLUBS | 8900 | 8900 | 8900 | 8900 | 8900 | 8900 | 8900 |

**Grand Total**

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**Notes**

- MF: Matches played
- EFC: European Football Congress
- U19: Under 19
- WFC: World Football Congress
- OTHER: Other matches and tournaments
- TOTAL: Total matches played

**APPENDIX 3**

- **2010**
- **2011**
- **2012**
- **2013**
- **2014**
- **2015**
- **2016**
- **2017**

**Updated as of 31.08.2014**
Follow-up IFF claims (update 05.09.2014)

WFC 2014 teams

Germany (debt 16576:09 CHF):
The plan is followed. No payment should have been done during summer. Next payment, which will mean fulfillment of the requirements, is 9076:09 CHF to be paid 15th of October. Further the annual fee for 2014, 7500 CHF, shall be paid 1st of December. Oliver Stoll has confirmed via e-mail 14.08 that this will work.

Russia (debt 11000 CHF):
The plan is followed. 2000 CHF has been paid during summer. Next payment is 5000 CHF to be paid 15th of September. The last payment shall be done before 1st of November. Maksim Chernov has confirmed via e-mail 21.08 that this will work.

Slovakia (debt 4500) CHF):
17863,09 CHF has been paid since last meeting. This means that they fulfill the requirements. Further the annual fee for 2014, 4500 CHF, shall be paid 15th of October.

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* Sweden to play at this time if qualified
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Changes due to TV may affect the schedule
Report on present issues

1. Opening of the Meeting
   Mr. Eriksson is to open the meeting at 10:00 and welcomed all to the meeting, with Mr. King over the Skype.

2. EOTO Project
   2.1. Process Description and Project Form
   The ExCo discussed the IFF Office proposal for the EOTO Process Description and the CB members comments to it and made the following additions to it:
   - Project background
   - Main tool for development 2015 – 2018
   - Ground breaking approach
   - Recommendation of how run the process
   - Include the whole the organization in the process

   The reporting was asked for by the IFF CB in Espoo and the report is also for the Partners in the process to be able to follow-up.

   There are still a number of countries who have not answered the invitation, but the Office is working on it. The Office will also check that the Mentors/Mentees will agree to work together.

   2.2. List of Potential New Countries
   The CB needs to run through this in the CB meeting
   The CB should discuss the actions in this topic during the next CB meeting, to try to find out how move forward. The CB members who have made something should prepare this for the CB working session.

   2.3. EOTO Action Plan
   The CB will run through the EOTO Action Plan and the respective responsibilities.

3. IFF License System follow-up
   3.1. Countries in danger for the WFC2014
   - **Germany:** The plan is followed, next payment is by the 15th of Oct. This has been confirmed by Mr. Lachenmaier.
   - **Russia:** The plan is followed, the 2000 CHF has been paid during summer. Next payment of 5000 CHF is to be paid by the 15th of September. Last payment shall be done before the 1st of November.
   - **Slovakia:** The plan is followed, 4200 CHF has been paid during summer. Next payment which fulfil the requirements of 18,163,09 CH by end of August.

   The following participants of the WFC2014 are still in debts, which could jeopardize their possible participation Korea, Latvia and USA. The IFF Office should follow the situation.

   3.2. Countries in danger for the WFCQ2015
   The participants in the WFCQ2015 have to clear all other debts to IFF apart from the Membership fee of 2014 prior to the Event, in order to be able to participate. The countries in danger are apart from the WFC2014 Hungary and Singapore.
3.3. Review process for the IFF License System 2.0
The preparations of the review of the IFF License System 2.0 will be started by the IFF CB in 2015 and discussed and decided by the Association Meeting in December 2015. This in order to be able to evaluate the effect of the implementation of the License System for the WFC 2014.

4. Continuation of Champions Cup
Mr. Suman reported on the preparations made to update Champions Cup agreement for 2015 – 2017 and the Champions Cup Regulation. IFF is proposing for the SUHV that they would still sign the contract so that they are a part of the CC-process, regardless of not organising the Event.
There were some open questions still in the regulation, like if the Swiss shall inform on an annual basis if they shall participate or then directly for three years and who carries the cost if the Final is played so late that the teams can’t catch the flight on the last day. The ExCo was in favor of having a clear answer from the SUHV for the whole period up front.
IFF is proposing to SIBF and SIBF the conditions for the participation of the Swiss teams based on the team costs, without an infrastructural and Event costs. Here is neither any cost for the IFF investment in the Champions Cup. The IFF will ask for the response of the Swedish and Finnish by Monday the 25th of August and then send out the regulation and contract to all the stakeholders.
IFF would send the proposal for the CC Agreement and regulation to the stakeholders to answer if they are in agreement with these before the IFF CB meeting, then the IFF CB can take the decision on the documents during the IFF CB meeting in Madrid.

5. Update of the IFF Strategic Vision 2015 - 2020
Mr. Eriksson made a short recap of the evaluation and updating process of the IFF Strategical Vision for 2009 – 2020. There is a need to evaluate the document, in order to have a living document guiding the direction of the IFF. The CB is to discuss our present situation and evaluate the strategy of IFF in relation to the Strategic Vision, with-in the existing frame of the strategy, based on the purpose for the document, how it was built and the process for it.
There are some basic questions to discuss:
- are we in a similar situation as in 2008 when the original document was created
- has the strategic target changed somehow during the process
- where are we on the path and what is there left for us to achieve
- Evaluate if the Key Factors and the Strategic Options are still valid
The working session shall be run by a number of groups during the session

6. Marketing questions
Mr. Suman explained the proposals raised at the Core Country Marketing Network Group in Berlin, Germany to build a Floorball TV Magazine and a combined sales system for major sponsor for both the IFF and the major Floorball countries. The proposals have now been prepared and will be run to the CB and the Core Country Marketing network.

6.1. TV Magazine
The IFF needs a TV Magazine to increase our visibility and reach of the sport in the mind of the general public. We are missing channels to spread information on a large scale. The target is to create economic of scale of the Floorball Brand and open new visibility channels for the sport.
The ExCo is positive to the initiative.

6.2. Combined Sales Efforts
One of the issues for all Floorball organizations have been that due to low numbers of contacts (TV or in National Events) hinders us to go for the big fish! The proposal is built in order to answer the lack of Events and to cover the whole year, to have enough big contact audience, but still we need to have more countries to be included.
The process is trying to create the biggest Floorball offering model for Floorball, at the same time we will also be in focus on the global sports marketing scenery.
The ExCo is positive to the initiative.
7. **WFC 2017 organisers**

Mr. Eriksson concluded that the Slovak Association is in process to fulfil the requirements for the organization of the WFC 2017.

The IFF Office is to follow-up on the situation accordingly.

8. **IFF General Assembly 2014**

Mr. Eriksson reported that the IFF General Assembly will be held on the 13th of December in the IFF Hotel starting at 08:30.

The invitation has to be sent out 90 days advance of the GA, which is the 14th of September. The GA documents are to be sent out by the 13th of November. The theme of the GA is Marketing the Sport and Strategy. Try to find a Key Note Speaker in these fields.

The document to be produced are:
- Annual Report 2012-2013
- Financial Report 2012-2013
- Plan of Actions 2015-2016
- Budget 2015-2016
- Juridical Regulation
- Strategic Vision Update
- EOTO Status Report – delivered to the meeting

Invitation of a Key Note Speaker shall be handled by Mr. Eriksson/Liljelund

Invitation of the representatives IOC, ARISF, IWGA, FISU, Wroclaw, SportAccord, Nordic IOC members, FIH, Flying Disc, American Football, Sports Climbing and IIHF.

- SportAccord: President Mr. Vizer and CEO Mr. Marinescou
- IWGA: President Mr. Peruena and CEO Mr. Gossow
- FISU: President Gallien and CEO Mr. Saintrond
- ARISF: President Chiulli and secretary general Fraccari
- IOC: Sport Director Kit McConnell, Senior Advisor Christian Wassmere

9. **Ethics Commission members nomination**

Mr. Eriksson made a proposal of how to solve the nomination of the Ethics Commission members.

The Court of Arbitration in Sport (CAS) judges Mrs. Carol Roberts (CAN) and Sylvia Schenk (GER) have agreed to act on the Ethics Commission. In addition we have asked the Danish IOC member, the International Badminton Federation President Mr. Paul-Erik Höyer (DEN) and Mr. Lasse Granqvist, IFF Appeal Committee Chairman, with Mr. Liljelund as the liaison person.

The plan is to have the first meeting during the WFC in Gothenburg.

10. **IFF CB Meeting in Madrid, 6th to 7th of September**

Mr. Eriksson reported that the IFF CB meeting will be held in Madrid, with a working session on Saturday and the CB meeting on Sunday.

The themes for the working session are:
- EOTO Action Plan update and Project files
- New Countries – How to reach Results
- Half-Time Revision Update of the Strategic Vision

The Agenda of the CB meeting will consist of the following topics:
- IFF General Assembly
- EOTO Project
- License System
- Future of the Champions Cup
- Election of Ethics Commission members
- WFCQ2015
- WFC2014
- Other issues: IOC Support, Too Long Sticks, German situation
11. Other Issues

11.1. Too long sticks

Mr. Liljelund presented the IFF Office proposal for continuing the exemption system for long players to use too long sticks.

Upcoming meetings and issues

- To prepare the EOTO documents for the CB working session in accordance with the CB feedback and the discussions in the ExCo. (JL)
- To continue the contact with the countries in danger of losing their right to participate in the WFC2014 and keep the other informed of their situation (SK)
- Start the preparations of the IFF License System 2.0 for the IFF Association meeting 2015 (ExCo)
- Ask Czech Republic, Finland and Sweden for their conditions to let Swiss teams play in the Champions Cup 2015 – 2017 (JL)
- Send out the proposal of the basic agreement and the CC regulation to all CC stakeholders in advance of the IFF CB meeting in September (JL)
- Prepare the working groups in the IFF CB working session in Madrid on the topic of Strategic Vision (JL)
- Ask comments on the IFF TV Magazine plans from TV specialists and return with answers by the end of August (TE, FS, JL)
- Prepare a first version of the Combined Sales Package (FS)
- Prepare the invitation for the IFF General Assembly on the 13.12., Invitation shall go out on the 14th of September. (JL)
- Prepare and send out the VIP invitations for the WFC2014 (TE/JL)
- Seek for a KeyNote Speaker for the IFF GA (ExCo)
- To seek an audience with the IOC Sport Director Mr. Kit McConnell after the vacations (TE)

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

- 

New ideas, etc…
AOFC REPORT SEPTEMBER 2014

1.0 CURRENT MEMBERS STATUS
The AOFC currently consists of 13 member countries
A brief overview for each member country as follows

• **Australia**
  - Men’s team participating at WFC in Dec 2014
  - Launched their “Power Play 2024” Strategy
  - Launched their Project Juniors program
  - AOFC U19 Men WFCQ being held in NSW
  - AOFC Women’s WFCG being held in Victoria in January 2015

• **India.**
  - Focussed on internal growth especially with the Schools system
  - The Indian Floorball Federation (InFF) and Floorball Association of Jammu & Kashmir successfully conducted a Floorball Development Seminar at the University of Kashmir, Srinagar on June 16th 2014.
  - The seminar was led by **Dr. Prabhat Kumar** (IAS) President (InFF). This seminar was conducted with the objective to increase floorball publicity regarding Floorball in Kashmir also called Earth’s Heaven, 42 participants from 18 districts of Jammu and Kashmir State participated in this seminar.
  - International Floorball Development Seminar to be held from 11th to 13th Sept, 2014
  - 9th National Floorball Championship & 3rd Federation Cup from 11th to 14th Sept 2014 at Bilaspur, Himachal Pradesh, India.

• **Indonesia**
  - Focussed on obtaining NOC recognition and plan for SEA Games 2015
  - Considering Indonesia to become host of AOFC Qualifications in 2016. Indonesia was encouraged to become more active this year in international tournament and we intend to do so.
  - Current stats of Floorball in Indonesia, as of now, we have approximately 200 Floorball players, mostly in high schools and
colleges. The number keeps growing and everything moves in right direction despite of Presidential election in Jakarta this year which recently delays a few of our plans but we continue to work closely with Government and Sports Council.

- For the next 3-5 months we still plan to have a few Floorball tournaments (National and Open ones) in Jakarta to attract more interest. When the SEA Cup Floorball date is set in Singapore (December?), we will plan to send Men’s Team & Women’s Team as well to get more exposure from our international colleagues.

• **Japan**
  - Men’s team participating at WFC in Dec 2014
  - Women’s team participating at WFCQ in Jan 2015

• **Korea**
  - Men’s team participating at WFC in Dec 2014
  - Continued growth across the country with new clubs being established and heavy development workload for the team including
    - **August**
      - 23rd – The 1st National PE teachers Tournament
      - 24th – Men's National team & U19 Training + Photo shooting
      - 27, 28, 29th - Daegu city Minister cup
      - 31th – The 1st National PE teachers Tournament
    - **September**
      - 1-2nd – National Para Floorball Games for intellectually Disabled Students (Floorball is one of an official Sports by Korea Paralympic Committee) 9 City teams will participate...
      - 13, 14th – Minister cup Floorball Final in 5 different cities & Provinces (Seoul, KyungNam, ChungNam, Incheon, Kyunghgido province)
      - 14th – Jeju Island Minister cup
      - 20th – Jeonbuk Minister cup & President cup
        - JeonNam Minister cup,
        - Kangwon Minister cup
        - Jeju Island Minister cup
      - 3rd level Coaching course in Kyunggi Province
    - 21th – Men's National team Training
      - Kangwon Minister cup
    - 27th – 3rd level Coaching course in Kwangju city
      - 6th Univ. Championships
    - **Chuncheon Chicken & Noodle Festival 3 on 3 Mini game**
      - 28th – KwangJu Mayor cup Championships, KFL League
      - 6th Univ. Championships
    - **October**
      - 5th – U19 team Training
      - 9th – 3on3 Mini game (Olympic park)
      - 18, 19th – Men's National Team Training
      - 19th - Siheoung city President cup
      - **31st – National Sports Festival (Jeju Island)**
November
- 1, 2nd – National Sports Festival (Jeju Island)
- 9th – Men's National team Training
- 22, 23rd – National School Sports club Championships in Incheon city
- 29, 30th – 2014 KFC(Korea Floorball Championships)

December
- 4th ~14th – 2014 Men's World Floorball Championships in Sweden
- 20日～21日 – 2014 KJFC (Korea Junior Floorball Championships)

Malaysia
- New association established and accepted in IFF and AOFC
- Men and Women’s Team participated at WUC 2014
- Focused on SEA Games 2015
- The Merdeka Cup National Floorball Championship has come a long way since its birth in 2012, with only participation from two states back then – Penang and Selangor. In 2013, 3 states were involved – Penang, Selangor and Kuala Lumpur. This year, 2014, we see a total number of 5 states – Penang, Selangor, Kuala Lumpur, Sabah and Johor.
- This year’s championship was organised by the Penang Floorball Association (PFA) and was held at the Pasar Awam Balik Pulau on the 22nd and 24th August 2014.

Mongolia
- Nil action, ongoing problems in contacting them

New Zealand
- Floorball NZ has focused on developing Floorball in all parts of the country through new events and activities including;
  - Floorball Tournament in Upper Hutt, April 2014, 6 teams
  - Floorball Tournament in Christchurch, April 2014, 4 teams (first tournament on South Island)
  - Floorball Tournament in Levin, August 2014, 5 teams
  - Discussions with various organisations and schools has meant that Floorball is part of regular sports sessions to approx. 2000 students from primary schools all the way to secondary schools.
  - Based on the successful format of the Junior Floorball Leagues and the Social Floorball League in Wellington, other cities and towns have started to show interest in setting up leagues and discussions are ongoing.
- The following Floorball events are coming up:
  - New Zealand Secondary School Floorball Championships, 20.-21. September
  - Wellington Open and NZ Floorball Champs, 26.-28. September
  - New Zealand U19 Men’s team playing WFCQ for first time against Australia in Sydney, 10.-11. October
- New Zealand Women’s National team playing WFCQ for first time in January 2015
  - Numbers of players and clubs keeps growing steadily and there are currently about 140 licensed players and about 800 casual players.

- Pakistan
  - New contact has approached IFF to become involved in the development of Floorball in Pakistan. IFF has made initial response.
  - Possible help from Malaysia as well

- Singapore
  - Floorball included on Medal tally for SEA Games 2015 to be held in Singapore
  - Planning for SEA Games 2015 in Singapore
    - SEA Floorball Championship 2014 planned for 17 to 20 Dec 14. Details to be distributed shortly

- Thailand
  - Some discussions with Thailand NOC to have a team at SEA Games 2015

- Iran
  - The next Floorball Development Programme Seminar will be organised by the IFF, in co-operation with Iran Floorball Association (IFA). The seminar will be held at the Iran Olympic Academy in the city of Tehran, from Friday the 18th to Sunday the 20th of October 2014.
  - New Iran floorball website is www.iranfloorball.ir
  - Further report attached on activities

- Philippines
  - Focussed on obtaining NOC recognition and plan for SEA Games 2015
  - The 2nd season of the Philippine Floorball League (PFL) will be played for the first time in an official 40x20m rink at the newly constructed gymnasium of the UA&P - Department of Physical Education. The league will start on the 20th of September 2014. The PFL aims to be a venue to prepare players for the upcoming SEA Games 2015 in Singapore.

2.0 OTHER COUNTRIES 2014

- Sri Lanka
  - No further action this period,
  - Invited to attend Indian Development seminar and will be invited to Singapore development Seminar in December

- Nepal
  - Nepal Floorball Federation now formed and training is occurring. Ongoing discussions with 2 groups to establish one group for the
country. IFF office is working with this as well. Both parties have agreed to work together.
- Invited to attend Indian Development seminar and will be invited to Singapore development Seminar in December

• Bangladesh
  - No report this period
  - Invited to attend Indian Development seminar and will be invited to Singapore development Seminar in December

• Hong Kong
  - No report this period

• Taiwan
  - No action this period

• Myanmar
  - New Association looking at being established with Myanmar Hockey Association, being led by Singapore

• China
  - Team participating at WUC 2014
  - The IFF cooperation organization in China – the China Floorball Development organised a second coaching and referee education together with the Beijing University Khoo Teck Puat Gymnasium, the venue of the Table Tennis Event in the 2008 Beijing Olympic Games, from the 11th to the 13th of July.
    - There were some 25 participants in the basic group from all over China. In the intermediate group, which had 15 participants. For the first time there was also a specified stream for refereeing, since there were active referees participating, who also were observed during the games sections.
  - The Chinese Floorball is developing and the aim is to form a Student’s Floorball Federation still in 2014 and then to apply for IFF membership in 2015

• FIJI
  - New contact made with Fiji through Sarah attending the International Women in Sport seminar. Initial emails have been sent to the contact waiting on response.
  - New Zealand has indicated it will help to develop Fiji with Tonga and Samoa with a proposal to put a project outline together, we would have a good chance of receiving some funding for that from within New Zealand. Especially if we also target women’s sport and participation and extend it to include secondary schools.

3.0 IFF Development Seminar
• Seminar for Dec in Singapore to tie up with the SEA Games pre-tournament to be considered. Countries to invite include
4.0 Multi Sport Games
• SEA Games 2015 in Singapore has Floorball on the main program as a medal sport

5.0 Actions
• Development seminar for December 2014 for Singapore for SEA countries
• SEA Games assist countries achieve NOC recognition and participate
• Implement EOTO program
• To develop Floorball in the Asia and Ocean, Iran has suggested that we increase our members by attending the Asian games 2014 in Korea from 19th September to 4th October to seek the opportunity to have a meeting with representatives of Asian Countries to explain and propound Floorball to them through meeting with OCA members
AMERICAS REPORT
SEPTEMBER 2014

1. Floorball in Americas by Country
2. New Countries

1. Floorball in Americas By Country

- **BRAZIL**
  - Hosted a kids tournament June with participation from 5 teams

- **JAMAICA**
  - Working in conjunction with The Institute of Sports (Jamaica’s national Sports Department) to host a one-day tournament in October for the local clubs.
  - Continuing to work with Special Olympics in an effort to start a pilot program at one school as part of regular physical education offerings.

- **USA**
  - Floorball Planet and Fitness Stars in conjunction with the Dallas Stars are continuing their partnership to bring floorball to local schools. For the 2014-2015 season, they have sent out 278 sets of floorball gear, giving 185,000 kids the opportunity to play floorball in school. Sets contain 26 sticks, 24 balls, a stick bag, 2 goals and a training guide (drills & rules).
  - Generation Floorball participated in the Gretzky Hockey School camp in Idaho July 27 – Aug 1. They ran off-ice floorball training over a 5 day camp,
  - North Texas Floorball Association (http://www.ntfa.us), a nonprofit was launched this August to build development programs for youth as well as provide playing opportunities for both youth and adults.
  - USA Hockey has signed a partnership with FloorballPlant and FloorballPro to continue their floorball program and development.

- **CANADA**
  - Women’s National Team Staff hosting regular camps in preparation for WFCQ2015.
  - FC has expressed interest to host WFCQ2015

- **ARGENTINA**
  - No update

- **MEXICO**
  - No update

2. New Countries

- No new countries to report
Helsinki, Finland 21st of August 2014

To:
Mr. Roger Gunn
Arbitrator
Win Win HR Solutions

CC:
Mr. Randy Sa'd
Floorball Canada President

Re: IFF statement in the case between Mr. Greg Beaudin vs. Floorball Canada

Dear Sir/Madame,

IFF has been asked by the President of our Canadian member association (CUFF) Mr. Randy Sa'd to give a statement in the dispute between Mr. Greg Beaudin, the former IFF CB member and the Floorball Canada. The IFF follows the general principle of international sports, where we are not allowed to get involved in the internal issues of our national member associations.

Based on this we are not in a position to give any statement on the any of the issues related to the conflict between Mr. Beaudin and Floorball Canada. However we feel that it is important to clarify the details related to Mr. Beaudin in this conflict, as it has been discussed with-in the IFF Central Board (CB)

From our standpoint Mr. Beaudin is an excellent promoter of Floorball and has a lot of ideas and innovations in order to spread and develop the sport. The only issue has been that he from our perspective, was not able to produce plans and documentation in written form or then follow-up on the initiatives he was putting forward. Having said this it goes without saying that he from our perspective does a very good job on the basic regional level, but he seems to have sever issues adopting to the way at least an International Sport organisation operates.

This has been clearly visible, by the fact that he has at least in respect towards the IFF, had real issue with reporting and keeping time lines set by the President and the CB. On more than one occasion the IFF President has in the CB meetings reprimanded Mr. Beaudin for not having handed in the Americas report at all or inside the set time frame, for which he was responsible within the CB. The IFF Administration had a number of issues with Mr. Beaudin for not providing the needed answers and information in time or follow the set procedures for CB members, even after having been told this by the IFF President Mr. Eriksson. This re-occurred also when Mr. Beaudin acted as Team Leader for Team Canada in IFF Events.
On a few occasions Mr. Beaudin made certain actions without first consulting the IFF President or the IFF Administration which then lead to misunderstandings and extra costs for the IFF. There was also sometimes personal expenses left unpaid after the IFF CB meetings, which the IFF Administration then had to clear afterwards.

When it comes to the internal disputes within in Canada, which of course was problematic for the IFF, since Mr. Beaudin represented the region in the IFF Central Board, he was on a number of times asked to try to find ways of solving the issue by the IFF CB and separately by the IFF President Mr. Eriksson and the secretary general Mr. Liljelund. In a separate meeting during an IFF Event Mr. Beaudin was told by the IFF President that his action to leave the Floorball Canada Board, meant that he had given up his position and also possible to act inside the organization and that this is not from an IFF perspective the right way to act in a sports organisation, since it effects his position to act with-in the IFF CB as the Americas representative. Mr. Beaudin was critical to the advice given by the IFF Executive to try to solve the issue and could not see that any of the reasons for the situation would have been caused by him.

The IFF Executive tried to explain that in the interest of International Floorball it is important to understand that there are two parties responsible in this dispute and both have to try to solve it. Mr. Beaudin categorically refused to admit that he would have done anything wrong and was only talking about how the management of the CUFF was breaking rules. Nor was he to the IFF Executive able to explain why the allegations had been raised against him. From his point of view they were all lies and he was not willing to discuss these with the IFF Executive.

Mr. Beaudin expressed that there was a lot of evidence of the misdoing of Floorball Canada, but he never produced any specific evidence to the IFF Executive when asked for!

From the IFF perspective it is clear that Mr. Beudin did not fully understand his role as the Americas representative in the IFF CB and the responsibility he had towards the IFF member associations. This was even discussed separately in one of the IFF CB sessions. From our side it is not possible to say that Mr. Beaudin would have misused his position as an IFF CB member, but he was mixing his different roles in a way which was not in the interest of International Floorball.

The IFF Executive asked Mr. Beaudin to participate in the Floorball Canada AGM in Toronto in connection to the Canada Cup, where IFF organised a development seminar, in order for us to be able to try to sort out the situation with all parties, since IFF’s interest was to clear this issue of the table, so that all parties could concentrate on developing the sport. Mr. Beaudin decided not to participate in the AGM, which he failed to inform the IFF Administration.

In addition it is important to stress that Mr. Beaudin was not able or willing to understand the harm his behavior caused the development of Floorball in Canada, regardless of who is guilty of what, a fact the IFF Executive stressed to him a number of times during the process.
The only incident where Mr. Beaudin actually clearly broke the Statutes of the IFF, was when he was not nominated for a continued period in the IFF CB by Floorball Canada and he then organised the US association to nominate him. Despite having been on the board taking the decision for the timetable of the nominations, the USFbA nomination of Mr. Beaudin arrived late to the IFF and it was separately discussed in the CB which left the case to be decided by the General Assembly if it would approve the nomination or not. The IFF General Assembly 2012 in Zürich, Switzerland rejected the nomination since it was in contradiction to the IFF Statutes and the parties had been informed of the requirements in accordance with the IFF Statutes. In this process Mr. Beaudin was not behaving in-line with what is expected of a member of the IFF Central Board, which the IFF President made clear in the IFF CB meeting prior to the IFF General Assembly.

The IFF Executive concludes that it would be in the interest of International development that all parties would solve the issue ones and for all, since it has taken far too much time and resources and has negatively affected the development of Floorball in Canada and the reputation of Floorball.

If further information is needed, please feel free to contact us by email on liljelund@floorball.org

Yours sincerely,

Tomas Eriksson
IFF President

John Liljelund b.d.
IFF secretary general
Report from RACC-organisation (CB-meeting in Madrid 2014-09-07)

1. Rule Group

There have been a lot of questions regarding new rules during summer (something that we are a little bit surprised about due to the fact that the new rule book was sent out ten month ago). It will be interesting to follow how the development of the new rules will be.

2. RACC-organisation

The jury schedule for tournaments ahead is set for the upcoming year (but I believe that there will be small adjustments during the season). We will also try to educate the two jury persons that haven’t been used for jury work.

3. Other topics

We had a good and interesting RACC-meeting in Upplands Väsby just before summer were we worked through a lot of documents and made some analyses (see minutes from the meeting)

Martin Wolmhed
29.08.2014
RACC Meeting Upplands Väsby 28.-29.06.2014

MW = Martin Wolmhed, ML = Michael Lachenmaier, MB = Marek Budzinski, BW = Beat Wullschleger, SM = Sarah Mitchell, JJ = Jan Jirovsky, SK = Stefan Kratz

1. Tournament reports
   - Reports from previous events have been reviewed by MW & SK and already some things from these reports have been included to the regulations

2. Central Board Work
   - Olympic short-list
     - MW showed and discussed the IOC short-list evaluation criteria and how the CB have been working with this.
     - RACC also need to focus their work (where possible) on addressing the criteria that are directly related to the RACC
   - Each One Teach One (EOTO)
     - MW showed the CB evaluation and Action plan for EOTO. Explained the process of how the information has been gathered and how it will be put into action.
   - EOTO tasks for RACC
     - Help NAs on how to build a national organization and secure players
     - Help NAs to build an IFF competition structure
       - Create list of different types of competitions that NAs could have (weekly matches, tournaments, regional etc)
       - Regional competition is perhaps the best way to start
       - France, Latvia & Germany as examples of regional development
       - Examples of large small countries
       - Due to CB in November (Office do proposal - SK)
     - RACC to define exactly what constitutes a national competition
       - Could introduce a system of gradual development of competitions for license system
       - Don’t want to set just a minimum level that countries achieve and then don’t develop further from
       - Due to CB in November (SK/MW do proposal)
     - Help NAs on how to build a basic player license system
       - Gather examples from members
       - License system has to provide money for the NA
       - JJ – sees no advantage of having a card system.
       - First step could be to build simply a basic Excel file for the new NAs to use, with instructions on how to actually implement the system
       - ML – basic online tool for federations could be built and given by IFF. JJ agrees that it could be quite simple to create. More effective to create the system and give it to them rather than just guidelines.
       - JJ to provide recommendation of such a system
       - Due to CB in November (Office - SK write some guidelines)
– Build a tool for competition and how to organise this – create excel based macro for building series and tournaments
  ▪ Due for CB – November (Office to do this task – SM)
– Problem of low number of international matches at home and away
  ▪ NAs feel that often their national team is not playing enough in their home country
  ▪ Not possible in the schedule to add another international weekend
  ▪ Could remind NAs that they are not limited to playing only on set international weekends
  ▪ Office send out reminder - SK
– Look upon the next phase of the competition system (CB November)
  ▪ There are some points already made in discussions about WFC and U19 WFC events that could be put together to make a list of possible future changes
  ▪ Due to CB in November (Office to do proposal – SK)
– Ranking system
  ▪ If we include all the new tournaments the ranking system is going to be a complicated process
  ▪ Rankings are based on 1yr, 2yr, or 3yr results depending on the event. Need to write some explanation of the reasons why.
  ▪ ML – all games should count towards ranking
  ▪ SM – if a small country can only afford to participate in one event a year they are disadvantaged in their possibilities of ever improving their ranking
  ▪ MW – could there be a European ranking
  ▪ At the moment, there are enough European teams (and enough matched) for a ranking system but not in other regions
  ▪ How do other sports with similar regional differences solve the problem?
  ▪ Possible proposal to CB in November (SK/MW do proposal)

3. WFC
   • Update on 2014 event preparations
     – Preparations going ok
     – Ticket sales not as good as was hoped
     – Problem with size of Liseberghallen – organisers should be requesting technical exception. Highlights the problem of when should the venues be approved by RACC – at this point it is too late.
   • Competition Regulations – National Teams Edition 2014
     – Info about having to provide photos before event and to bring playing shirts to TM now added (to all competition regulations)
- New WFC system review
  - Reviewed the list RACC had from when the system began to be changed

Evaluation from 2011 – new points in RED

<table>
<thead>
<tr>
<th>Good</th>
<th>Bad</th>
<th>Adjust</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qualifications</td>
<td>Big results</td>
<td>Only org and champ direct qualified</td>
</tr>
<tr>
<td>Qualifications still good</td>
<td>Problem still exists but has been moved from Final Round to the qualifications</td>
<td>Only org direct qualified</td>
</tr>
<tr>
<td>One city</td>
<td>Too expensive (qual. + final round)</td>
<td>Change quota allocation to quality</td>
</tr>
<tr>
<td>Two cities still a problem</td>
<td>Top countries now paying more as well</td>
<td>Quota rules have been changed to not allow a new continent to qualify directly (if they only have one country registering). In this case they must participate in another region’s qualification event</td>
</tr>
<tr>
<td>Play against top teams from other parts of the world</td>
<td>No challenge in the group matches</td>
<td>For the future: Bigger and longer tournaments – WFC every 4th year and continental in between</td>
</tr>
<tr>
<td>New system removed this a little especially for the non-European teams</td>
<td>New system has fixed this problem</td>
<td>Same things still be considered</td>
</tr>
<tr>
<td>Quarterfinals</td>
<td>Some qualifications expensive due to few participants</td>
<td>The missing 7th place (semifinal)</td>
</tr>
<tr>
<td></td>
<td>Problematic in Asia &amp; Americas in particular</td>
<td>Now played but still is always a problem for scheduling</td>
</tr>
<tr>
<td>System easy to understand</td>
<td>Time between semifinal and bronze match</td>
<td>Also a 2nd group round</td>
</tr>
<tr>
<td>New system a little more difficult than the first change to the system.</td>
<td>Can’t be fixed because of TV</td>
<td>Now have the extra qualification round.</td>
</tr>
<tr>
<td>Difficult to explain but once understood it is thought to be great (JJ)</td>
<td></td>
<td>Maybe in the future with a bigger tournament can have some kind of 2nd group round</td>
</tr>
<tr>
<td>Everyone can reach the final tournament (and win)</td>
<td>Schedule:</td>
<td></td>
</tr>
<tr>
<td>6 matches in 8 days</td>
<td>No 7th place match</td>
<td></td>
</tr>
<tr>
<td>WFCQ new system review</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Teams like it for different reasons</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Euro in particular – lower teams getting to play against the higher teams</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Americas &amp; AOFC not as good – still playing the same teams</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Americas have option of playing twice against each other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
– MB – for organiser it is good to have best teams playing to help attract spectators and interest in the event
– Big scores still but in better spirit than at WFC
– Could introduce another qualification event where the best 3rd placed teams play to then qualify, rather than the 3rd best team being calculated on point system
– We have more organising countries
– Scheduled at same time as international weekend – good and bad

4. U19 WFC

• Update on 2015 event preparations
  – Final round organisers have begun planning – no discussions yet with IFF staff
  – EUR Qualifications will be played only in Spain (not Ukraine) and organisers going well. Some problems with team communications – but hopefully fixed last week with IFF help.
  – LOC are nervous about Ukraine participation. Ukraine have advised that things are a little difficult.
• Competition Regulations – National Teams Edition 2014
  – Changed info about the number of U19 teams that directly qualify to next WFC
  – Changed info about the qualification age for the qualifications to be the first day of the Final Round event (same rules as for adults).
• New system & qualifications
  – Current system has 10 teams direct qualification – decision made to change to 9 teams (+ organiser) to be applicable already for U19 WFC 2015.
  – Possible change for U19 Men could be to adopt the adult system and have groups to be via ranking
  – Women’s system will remain as it is
  – MB – suggested having a C-division for U19 WFC Men, but CB have already previously decided to not use this system anymore.

5. EFC

• Update on 2014 event preparations
  – Final round in Norway, qualifications (with 9 teams) in Poland
  – Both organisers on track
• EFCQ review
  – Fee has been reduced by 30% this year and teams pay no referee costs
  – Interest has been quite good this year – from both participating teams and potential organisers
• Competition Regulations – EuroFloorball Cup Edition 2014
  – No changes – apart from shirt info
• How do we proceed with this competition?
  – ML – question about the EFC ranking system. Difficult for teams not ranked high enough to have direct qualification to get it. SK – system rewards those that participate consistently and is over 3yrs because event is held annually
– MW – had feeling that EFC was about to die last year and no qualifications and then this year we have lots of teams and close to even more. SK – teams were more interested and we could have had more organisers.
– Can still have the EFC without a qualification if needed. No organiser = no qualification. Have shown that this is an option if needed.
– Reduced cost for both teams and organisers is more attractive.
– Smaller, growing nations are interested in this event.
– Still difficult to get organisers for both Final Round and qualifications.

6. CC
- Update on 2014 event preparations
  – Organisers are prepared very early.
- Regulations for Champions Cup Edition 2014
  – Only changes are regarding the shirts.
- New playing system proposals
  – A lot of discussions between the stakeholders about what system should be in the future.
  – Swiss are still outside the system and not a definite inclusion.
  – For cost purposes - system will change from 5 days to 3 days. Top 2 ranked start on Saturday in semis. Other teams play on Friday to qualify for semis. +5th place match.

7. Rules of the Game
- Review of new edition changes (valid from 01.07.2014)
  – Rules & Competition Committee name should be taken away from the Rules.
- Process for implementation and information to NAs
  – BW – suggest that request should be sent earlier than January 2016. Not enough time for federations to prepare. Could be in August 2015.
  – After March 2016 – rules group meeting proposals could go to RC & RACC for discussion and they could give input back to the rules group before their following year’s meeting where the final proposals are decided.

Proposal to CB in November (SK do proposal).

8. Other Regulations Update
- Organiser Regulations Edition 2014
  – Changed office space regulation to be a combined office space.
  – Any changes to regulations should be highlighted to make it easier to see new ones. Appendix will be added (SM).
  – JJ – venue plans could be sent to the Jury before the event.
  – Inspection of venues before event – especially for new venues – should be implemented.
  – JJ – some numbers for venues in regulations are maybe too big. Floor space and spectator numbers is too big – especially for U19s. SK – might be a problem with reducing the size for the effect on multi-sport.
Office will talk about what we could change and report back to RACC.

- JJ - Streaming guidelines document. SM – now in use

- **International Friendly Matches**
  - Need reminder to NAs that they can apply to have their own referees (Office to send out reminder)
  - Need to remind about the requirements for advising of international matches
  - ML – could RC put together guidelines about the nominating of referees that shows what kind of matches in which they can have referees from their own country
  - Office asked about the issue of National teams playing practice games against club teams – who is responsible if something goes wrong? RACC not sure of how to handle, so office will consider some suggestions to come back to the RACC with

- **Fines update and handling procedures**
  - A few new fines are the shirts and behavior towards organisers

- **IFF Guidelines for the Conduct of the Athletes Entourage 2014**

- **IFF Transfers Regulations Edition 2014**
  - Transfer fees have been raised
  - Timing of how it is handled has been changed including the introduction of an express transfer
  - Student transfer rules changed to be based on continental transfers rather than ‘Europe’

9. **Match Record**

- **New match record system**
  - Will be introduced at EFCQ
  - This is an intermediate step before we get to the printed match record
  - Propose to use for EFCQ, MU19 WFCQ, CC, EFC

- **Printed match record proposal**
  - In the process of being developed with the statistics system
  - Plan to have ready for WFC

10. **IFF Event Handbook**

- **Competition section is to be updated**
  - Living document and there is no set date for updating.
  - All RACC members can send suggestions / changes etc at any time to SM

11. **New IFF Competition documents**

- **IFF Event Participant Acknowledgement and Agreement**
  - Jury will need to handle this during events
  - IFF needs to work with LOC to remind teams just prior to event that the forms are needed
  - SM to add to TM ppt & to Team Manager’s guidelines
- SM to send to EFC & U19 teams

- **IFF Guidelines for Team Managers**
  - SM to send to EFC & U19 teams
  - SM to make some changes to the ‘Before the match’ rules to include the new match record system
  - Add to transportation that they need to be on time
  - Behaviour during the match – add officials of opposing team
  - Add the responsibility for only 5 officials on bench
  - Add something re changing / late players and accreditation check before playing

- Organiser Information Package Example
- Team Information Package Example

### 12. Jury Work

- Discuss and update guidelines
  - SM to update

- Discuss and update tournament report format
  - SM to investigate possibility of this being on Webropol

- Letter templates for warnings / fines
  - SM to send to all Jury members before events

- Venue Inspection form update
  - SM to update

- Inspection Report update
  - SM to update

- Frequent Jury questions document
  - SM to update
  - Office to look at what happens if Jury sees something in a match that is not reported by referees or via a protest

### 13. Jury Appointments

- Upcoming tournaments
  - Need to check with Veli about Tamuz Hidir being part of Referee development group as well? Could be problematic for being on jury.

### 14. Other topics

- **JJ** - Should be highlighted about GKS also needing numbers front and back on shirts. SM can add this to the Team Info Package

- **JJ** – Teams being allowed to have training session in comp venue before first match – what about when venue changes / new city. MW – this needs to be clarified in the regulations that it is only before the first match due to that we are using the same floor, rink and commercial. SM/SK to do this.

- **JJ** – things that are ‘approved by RACC’ should be shown to all RACC members before being published

- **BW** – standard IFF corporate identity for IFF documents, emails that RACC send etc

- **ML** – notice to all RACC members when some regulations change
Montreal, 22 August 2014

Ms. Merita Bruun
Information & Anti-Doping Manager
International Floorball Federation (IFF)
Alakiventie 2,
00920 Helsinki
Finland

Subject: Compliance with the 2015 World Anti-Doping Code

Dear Ms. Bruun,

Thank you very much for submitting a revised copy of the 2015 International Floorball Federation (IFF) Draft Anti-Doping Rules and giving us the opportunity to provide you with our comments.

We confirm that IFF has successfully incorporated all mandatory articles of the 2015 World Anti-Doping Code into its Rules, also in light of the clarifications provided by the SportAccord Doping-Free Sport Unit on 21 August. This correspondence therefore constitutes your assurance that the 2015 IFF Draft Rules are in line with the 2015 World Anti-Doping Code.

It is now fundamental that IFF formally adopts these Rules in order to ensure that they can come into force on 1 January 2015. We would be grateful if IFF could provide us with a confirmation of the formal adoption and an electronic copy of the version of the Rules which will come into force.

While monitoring the enforcement of the Rules, WADA might suggest amendments based on the practical application of these rules in the future if necessary.

We thank you for your commitment to clean sport and remain available should you have any questions or concerns.

Yours Sincerely,

Emiliano Simonelli
Senior Manager - Code Compliance
Legal affairs

CC: Ms. Françoise Dagouret
Director, Doping-Free Sport Unit, SportAccord

Mr. Frédéric Donzé
Director, WADA European Regional Office and International Federation Relations
IFF Anti-Doping Rules 2015

Process of changing the IFF Anti-Doping Rules

• WADA provided Model Rules for each IF with both mandatory articles and optional articles.
• The IFF A-D Rules have been made in cooperation with the Sport Accord Doping Free Unit (DFSU), who have provided assistance for IFs for free
• The IFF A-D Rules draft were sent by DFSU then to WADA for pre-approval
• IFF received the letter from Mr. Emiliano Simonelli, the Senior Manager - Code Compliance and Legal Affairs at WADA, stating that the IFF Draft Anti-Doping Rules are in line with the 2015 World Anti-Doping Code
• The next step is to pre-approve the rules and in case the IFF Medical Committee does not want any changes the IFF will inform WADA that the Draft A-D Rules are the final IFF Anti-Doping Rules. In case of changes the rules need to be checked by WADA again.
• CB to approve the rules in November?

Practical implementation

• The IFF will need to get ready for the practical implementation of the new rules and the TDSSA during autumn:
  • Adjust and implement the IFF Test Distribution Plan (IFF needs to do 5% ESA 5% hGH/GHRFs tests & 2,5% of insulin)
  • IFF will need to adjust the Testing Pools and all guidelines & document based on the new models (new possibilities)
  • IFF will need to adjust the existing TUE guidelines & document based on the new rules
  • IFF will need to put more focus on A-D Education
  • IFF will need to look into the Juridical Regulations and change accordingly
  • IFF will need to inform all member associations about the new rules

Important IFF A-D Rules changes

• International-Level Athlete: The following Athletes shall be considered to be International-Level Athletes for purposes of these Anti-Doping Rules, and therefore the specific provisions in these Anti-Doping Rules applicable to International-Level Athletes (as regards Testing but also as regards TUEs, whereabouts information, results management, and appeals) shall apply to such Athletes:
  o a. Athletes in the IFF Registered Testing Pool
  o b. Athletes with the following ranking: National team Floorball players that represent the top three (3) nations based on the previous WFC results during the WFC year (Men: even years/Women: uneven years).
  o c. Athletes who compete in the following official IFF Events: World Floorball Championships (WFC), U19 World Floorball Championships (U19 WFC), Champions Cup (CC), EuroFloorball Cup (EFC) and WFC Qualifications.

• 4.4.2.1 - TUE recognition process (automatic recognition of NADO TUEs)
• 5.6 – Athlete Whereabouts Information (RTP and TP model accepted by WADA)
• 5.6.1 IFF may identify a Registered Testing Pool of those Athletes who are required to comply with the strict whereabouts requirements of Annex I to the International Standard for Testing and Investigations, and shall make available through ADAMS, a list which identifies those Athletes included in its Registered Testing Pool either by name or by clearly defined, specific criteria.

• 5.6.6. Testing Pool - IFF shall identify a Testing Pool of those Athletes who are required to comply with the IFF whereabouts requirements. A list which identifies those Athletes either by name or by clearly defined, specific criteria shall make available through the IFF website, www.floorball.org and Anti-Doping > IFF Testing Pools.

• Athletes shall be notified through their National Federations before they are included in the Testing Pool and when they are removed from that pool. Each Athlete in the Testing Pool shall provide to IFF at least the following information: a) An up-to-date mailing and e-mail address, b) Training whereabouts (including usual training venue/s addresses and usual timing of the training) and c) All national team activities (including training, camps and matches with accurate schedules and addresses)

• The athletes included in the Testing Pool shall provide the information on a regular basis, by the relevant deadline communicated by the IFF. The collecting of whereabouts shall be coordinated with the National Federation and the National Anti-Doping Organisation and the IFF may allocate the responsibility to collect Testing Pool Athlete Whereabouts Information to its National Federations. More information about IFF Testing Pools and the current whereabouts requirements is found on the IFF website, www.floorball.org and Anti-Doping > IFF Testing Pools.

• 7 Results Management, single person (IFF A-D person to do the initial review in 7.1.1, 7.1.2, 7.2, 7.3, 7.4, 7.5, 7.6 and the three person Doping Review Panel only needed to be used for non-analytical finding. Medical Committee members can be used as members in the Doping Review Panel.

• 7.9.3 Provisional hearing only be offered by request

• 7.9.3.1 When there is a request for provisional hearing, the decision about it is to be taken by an ad-hoc panel (Provisional suspension panel)

• 8 Hearing (WADA’s advice: not refer cases to NF hearing panel, rather use DFSU services if needed)

• 8.2.1 IFF Doping Hearing Panel shall issue a written decision within 30 days from the date of the end of the hearing (DFSU proposal) (no immediate consequences if the 30 day deadline is not met)

• 10 Sanctions

• 10.10 Financial Consequences – a) recover costs associated with the ADRV b) possibility to fine up to 5000 CHF when maximum ineligibility already imposed

• 11 Consequences to teams – more than one ADRV in connection with an event ->appropriate target testing of the team during event period

• 11.2 If more than 2 members of a team commit ADRV during event period, the ruling body can impose team sanctions (in addition to individual): loss of points, disqualification or other)

• 12 Sanctions and costs assessed against sporting bodies

• 12.2 National Federations shall be obligated to reimburse IFF for all costs (including but not limited to laboratory fees, hearing expenses and travel) related to a violation of these Anti-Doping Rules committed by an Athlete or other Person affiliated with that National Federation.
12.3 IFF may elect to take additional disciplinary action against National Federations with respect to recognition, the eligibility of its officials and Athletes to participate in International Events and fines based on the following:

12.3.1 Four or more violations of these Anti-Doping Rules (other than violations involving Article 2.4) are committed by Athletes or other Persons affiliated with a National Federation within a 12-month period in testing conducted by IFF or Anti-Doping Organizations other than the National Federation or its National Anti-Doping Organization. In such event IFF may in its discretion elect to: (a) ban all officials from that National Federation for participation in any IFF activities for a period of up to two years and/or (b) fine the National Federation in an amount up to 5000 Swiss Francs. (For purposes of this Rule, any fine paid pursuant to Rule 12.3.2 shall be credited against any fine assessed.)

12.3.1.1 If four or more violations of these Anti-Doping Rules (other than violations involving Articles 2.4) are committed in addition to the violations described in Article 12.3.1 by Athletes or other Persons affiliated with a National Federation within a 12-month period in Testing conducted by IFF or Anti-Doping Organizations other than the National Federation or its National Anti-Doping Organization, then IFF may suspend that National Federation’s membership for a period of up to 4 years.

12.3.2 More than one Athlete or other Person from a National Federation commits an Anti-Doping Rule violation during an International Event. In such event IFF may fine that National Federation in an amount up to 5000 Swiss Francs.

12.3.3 A National Federation has failed to make diligent efforts to keep the IF informed about an Athlete’s whereabouts after receiving a request for that information from IFF. In such event IFF may fine the National Federation in an amount up to 1000 Swiss Francs per Athlete in addition to all of the IFF costs incurred in Testing that National Federation’s Athletes.

13 Appeals

13.3.1 (DFSU) Failure of National Federation to Render a Timely Decision - Where, in a particular case, a IFF affiliated National Federation fails to render a decision with respect to whether an anti-doping rule violation (for which the National Federation is the competent Results Management Authority) was committed within a reasonable deadline set by IFF, IFF may decide to assume jurisdiction for the matters and conduct Results Management Authority in accordance with these Anti-Doping Rules. Should this occur, the National Federation is liable for the costs incurred by IFF for the management of the case.

Confidentiality and reporting

14.1.6 IFF shall ensure that information concerning Adverse Analytical Findings, Atypical Findings, and other alleged anti-doping rule violations remains confidential until such information is Publicly Disclosed in accordance with Article 14.3, and shall include provisions in any contract entered into between IFF and any of its employees (whether permanent or otherwise), contractors, agents and consultants, for the protection of such confidential information as well as for the investigation and disciplining of improper and/or unauthorised disclosure of such confidential information.

16 Incorporation and obligations of national federations

National Federations shall report to the IFF within the first three (3) months of each year, results of all Doping Controls within their jurisdiction, the entity conducting the test, and whether the test was In-Competition or Out-of-Competition.
• 16.7 IFF may periodically publish Testing data received from National Federations as well as comparable data from Testing under IFF’s jurisdiction. IFF shall publish annually a general statistical report of its Doping Control activities during the calendar year with a copy provided to WADA.

• 19 Education- IFF shall plan, implement, evaluate and monitor information, education and prevention programs for doping-free sport on at least the issues listed at Article 18.2 of the Code, and shall support active participation by Athletes and Athlete Support Personnel in such programs.

• 19.1 IFF may decide to request Athletes to perform an educational activities before and/or during their participation to selected events (World Floorball Championships etc.). The IFF Anti-Doping Manager or its delegate shall inform the teams attending the event during the technical meeting (at the latest) about the educational activities taking place during an event. The National Federations with Athletes who have not performed the educational activities may be asked to provide valid justifications to have failed to participate in the educational activity. IFF Anti-Doping Manager or its delegate should evaluate those justifications on a case by case basis and may decide to request to impose disciplinary sanctions if deemed appropriate.

All personnel, panels & committees needed

- IFF A-D Administrator
- TUE Committee/Medical Committee (medical doctors with A-D experience)
- Doping Review Panel (three person panel, example: A-D administrator, people with experience in A-D questions like MC members)
- Provisional Suspension Panel (ad-hoc panel if requested by athlete, 1+2 with one lawyer as recommendation)
- Doping Hearing Panel (1+2, can be appointed case by case, for example case by case contract with DFSU with at cost service)
  => All Panels/committees can be appointed on a case by case basis when a need arises, lawyers are not mandatory (can be advisable in some cases)
IFF Floorball TV Magazine

Goals:
- We need to have offering for new channels to increase the visibility of the sport
  ⇒ Effect:
    o more players,
    o more countries and
    o it could increase interest for sponsors
  ⇒ Target Audience:
    o General public
    o Floorball fans

Content:
- Promoting of the National Leagues
- Building Profiles & Stories
- Promotion of National and International Events

Format:
- **Length**: 15 – 20 minutes
- **Structure**: Game pictures, News, short information, player interviews, Trailers, Top lists and videos, written screen play
- **Regularity**: 3-4 times a year
  o Late September: Summer tournaments, League start and Promotion of CC
  o Late November: EFT results, Promotion WFC and Profiles
  o Late January: WFC results, Promotion of the WFCQ, Promotion League Finals
  o Early May: League Finals, EFT, U19 Season summary
- **Language**: English

Production:
- Use of existing materials/Full HD material
- Little more professional finishing: Lights and color separation
- High level graphics and music
- High level editing of the material
- Use of a professional editing team

Distribution:
- Eurovision distribution list
- IFF member federations National TV Channels
- Sport Organisation Channels – IOC, World Games, FISU,
- Commercial stations: Viasat, CMore
- Different TV Magazines, Eurosport etc.

Finances:
- Estimated cost is between 6.000 – 8.000 EUR per program
- Free to Air, based on the conditions with the takers.

Evaluation:
- **Return on Investment**: Target per program + 500.000 spectators

Next Actions:
- Seeking statements from TV professionals: L.Granqvist, J.Laaksonen, J.Henriksson, CTV.
- Provide proposal to the CCMNG
**Combined Sales - Sales package**

**Background:**
The Issue is that we are not able to sell Floorball due to our low number of contacts (TV viewers, which makes an interesting product impossible to sell due to this.

**Main partner of the IFF:**
IFF Partner at the EFT and Friendly Internationals  
IFF Partner at the National Finals and Cup Finals

**Main approach:**
The value of such a cooperation can’t harm the national sponsors or the national fields of present and potential partners, so the package would have to be big enough to interest the federations.

**Field of Industry:**
Presently there are a number of fields of industry that are open in all the countries, which should be the basis for such a package.

**Scope:**
- JAN/FEB: WFCQ
- JAN-MAR: CUP Finals
- APR: Finals
- APR: International week-end + EFT
- MAY: U19 WFC
- AUG: EFCQ
- SEPT: International week-end
- OCT: CC and EFC
- NOV: International week-end + EFT
- DEC: WFC

**Target:**
- Open channels to other major category sponsors

**Elements: (Presentation of the company should be the same in all events)**
- Spectator stand
- Referees
- Surrounding area next to the rink
- Traditional typical elements (Floor, second line, rink)
- Activation possibilities – fans and audience
- Presenter of the match/Best player prices

**Level of Visibility:**
- At least a 2nd level sponsor – like top 6 or 8 of the event on the national level.

**Finance:**
- Provide each country 10,000 – 15,000 EUR
- Deviation of income IFF 45 % - Countries 55 %

**The next steps in the process should be:**
- To build a proposal of what the package could consist of and how it could be used in the different countries
- To then in a second phase build the sales system of such an International package
- If these two are solved, we need to seek the political approval from the concerned National Associations and in the last phase start to look at the financial aspects and the deviation of the revenue.
Report on the 6th IWG Conference on Women & Sport
Helsinki, Finland
12th – 15th June 2014

IFF Secretary General, John Liljelund, and IFF Competition Coordinator, Sarah Mitchell, both attended the 6th IWG Conference on Women & Sport, with the main theme of the event being ‘Lead the Change. Be the Change’. Sessions focussed on health, sport policy, participation, leadership and coaching, and sport without fear. The Conference was addressed by many leading sports academics, former-Olympians, politicians and IOC President Thomas Bach.

The IFF presented information on the GoGirls! Floorball programme that was launched in December 2013, while Mervi Kilpikoski, from the Finnish Floorball Federation made a presentation discussing the different methods of activation they are implementing on their pathway towards hosting the Women’s WFC in 2015, including their very successful ‘Tyttöslää on Timantti’ programme. Disappointingly, there were no representatives from any other Floorball Federations in attendance.

The IFF signed the Brighton Declaration on Women and Sport in July 2011 and since then has worked hard to increase the participation of women in Floorball at all levels. We have had great success in increasing the number of female referees at international level through the Referee Development Group. The number of female players has also risen slightly, helped by the introduction of the IFF Licence System criteria requiring Member Associations to establish women’s competitions. The number of women on the IFF Central Board has increased to 25%, however, they are still under-represented within the committees and in key leadership positions in the National Associations. Only 6 of the IFF Members have a woman as either the President (KOR, NOR, SLO) or Secretary General (AUT, IRL, SLO, UKR). Slovenia is the only member to have women in both of these positions.

The lack of female coaches at an elite level was a key discussion point during the IWG Conference. While at the 2012 London Olympics there may have been a nearly 50-50 split on male and female participants, of over 3000 accredited coaches only 11% were women. Floorball suffers a similar problem with a very low number of coaching positions on national teams held by women. While seeing women as part of the coaching staff on any of the men’s national teams is extremely rare, it is equally difficult to find them coaching the women’s teams. At the recent Women’s WFC in December 2013, only one (Czech Republic), out of 16 participating teams, had a female head coach, and only three other countries had female assistant coaches.

There were more positive signs towards the future during the Women’s U19 WFC in Poland in May, when just over half the teams had at least one female coach, however, it was only the World Champions, Sweden, who had a female Head Coach.
This lack of female coaches at an elite level is an area that clearly needs to be addressed by the IFF and several recommendations will be looked at and discussed over the next months as we seek a way to improve this situation. Suggestions such as the following may be considered:

- Introduction of an IFF coaching qualification system
- A requirement for all Women’s & Women’s U19 teams to have at least one female coach
- Coaching seminars for women only
- Guidelines for National Associations on different policies they can adopt to encourage and retain female coaches

Regarding the number of women in key leadership and decision-making roles, this also needs to be addressed again with the Member Associations, and within the IFF itself. The IOC have their own criteria of 20% representation, however this was a number that was proposed 20yrs ago, and there is a growing push for this to now be revised to 40%. If this was to be adopted by the IOC, the IFF would find themselves in a very weak position. In this matter, we need to be proactive, rather than reactive.

During the conference the IFF participated in workshops on several different topics and was able to introduce Floorball to several new organisations and regions. Contact has been made with a representative from Bulgaria who is very interested to help develop the sport there. In the Oceania region, the Chair of the Oceania Women’s Group which is part of the IOC expressed interest in receiving materials and development assistance in Fiji. A government funded youth group – Support through Sport UK – were also very eager to find out more about Floorball as they saw great potential for it in their programmes. Contact details for all of these groups and others will be passed on to the relevant local contacts for follow-up.

Sarah Mitchell
IFF Each One – Teach One Project
Process Description

The Each One – Teach One Project was started as the result of the discussions held during the IFF Association Meeting 2011 in St. Gallen, Switzerland and the results from the IFF Association Audit initiated at the same meeting. The preparations of the process has continued and we are now ready to move into the operational phase of the EOTO Project.

The strategic goal of IFF is to advance the operations of its member associations, in order to be able to present and represent a sport that is meeting the criteria’s for inclusion in the Olympic Games. The EOTO project is the main tool for the organizational development in the time period 2015 – 2018 and also acts as a ground breaker for the way IFF is working with and together with its membership.

This EOTO Project Description is to act as a recommendation of how to start the process, in order to have a uniform look and feel for the process. It is then up to each and every Mentor-Mentee pair to agree upon their time-lines and forms of cooperation.

It is important that both the Mentors and the Mentees include and/or keeps the whole organization aware of the process in the EOTO Projects they are running, in order to secure the success of the projects. Even though the IFF is asking for a number of reports, IFF merely has the role of a facilitator in the whole EOTO-process and the responsibility to evaluate the outcome of the process, therefore there is a need for the reporting to IFF.

The Process

Based on the answers given to the EOTO Participation form, the IFF CB will in its meeting in September decide upon the Bi-lateral Cooperation between the Mentor and the Mentee.

Each Cooperation Venture might consist of a number of different projects defined in the Participation form. Each topic shall be defined and planed separately on the EOTO Project Form provided by IFF, by both the Mentor and the Mentee.
IFF proposes that the Cooperation Venture shall be built as follows:

1) After the CB decision of Bi-lateral Cooperation Ventures, the Mentors and the Mentees will be informed of their Pairs by mid of September 2014.

2) IFF will then send the Mentor and the Mentee the following documents:
   a. IFF Association Audit File of the Mentee
   b. The EOTO Project Process Description
   c. IFF EOTO Project Form for the planning and evaluation of each project

3) The Mentor and Mentee are to provide the Contact Person for each single project to IFF by mid of October.

4) The Mentor and the Mentee are to set up an initial meeting (for example on Skype) latest by the mid of December, in which IFF will participate, if it is possible. The target of the initial meeting is to start the planning of the project, including the financial guidelines of the project.

5) All initial meetings are to be held before the end of the Year 2014.

6) The objective of the initial meeting is to define the Starting Status of where the Mentee is in each single project and define the plan and the SMART objectives (Specific actions, Measurable, Accurate actions, Relevant for development and Defined Timeline) for the project using the IFF EOTO Project Form.

7) The Mentor and the Mentee are to submit the EOTO Project Forms latest by end of January 2015.

8) Based on the Plans the Mentor and Mentee are to report on the development of the projects to IFF as follows:
   a. Initial report 3 months after the start of the project
   b. Then reporting is to happen every 6 months

9) The IFF will not be involved in the individual projects, but monitors and steers the projects based on the reporting and will conduct a joint evaluation with the Mentor and Mentee in the end of the project.

The Mentor and Mentee are apart from the reporting to use the IFF Social Media channels to show case projects and results on an ongoing basis.

The idea with the reporting time-line is to make it possible for IFF to share learnings and connect different Cooperation Ventures.

The IFF looks forward to receive your EOTO Project form(s) and to start the process together with you.

Yours sincerely,

Tomas Eriksson                      John Liljelund
IFF President                      IFF secretary general
### Project Form

**Mentor:**

<table>
<thead>
<tr>
<th>Contact Person(s):</th>
<th>email:</th>
</tr>
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</table>

**Mentee:**

<table>
<thead>
<tr>
<th>Contact Person(s):</th>
<th>email:</th>
</tr>
</thead>
</table>

**Field of Cooperation:**

<p>| |</p>
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</table>

**Project planning:**

**Status**

<p>| |</p>
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</table>

**Short description**

<p>| |</p>
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</table>

**Objectives**

<table>
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<tr>
<th>Specific</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Measurable</td>
<td></td>
</tr>
<tr>
<td>Accurate</td>
<td></td>
</tr>
<tr>
<td>Relevant</td>
<td></td>
</tr>
<tr>
<td>Timewise</td>
<td></td>
</tr>
</tbody>
</table>

**Duration**

| Start |  |
| Ready by |  |

**Agreement of how the project is run**

| Form of cooperation |  |
| Financial commitments |  |
| (How to manage this) |  |

**Plan**

| What will be done |  |
|  |

**Reporting**

| Initial report | Three months from start | Dead-line |
| Continuous reporting | Every next six months | Dead-line |

<table>
<thead>
<tr>
<th>Agreed Measurements</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tbody>
</table>

### Appendix 19
# Appendix 20
## Development Programme Seminar
### Innsbruck, Austria, 07.-09.06.2014

## Feedback given by Participants

### International Floorball Federation Development Programme Seminar

### Innsbruck, Austria, 07.-09.06.2014

<table>
<thead>
<tr>
<th>Refereeing</th>
<th>8</th>
<th>Coaching</th>
<th>26</th>
</tr>
</thead>
<tbody>
<tr>
<td>Felix Scherer</td>
<td>AUT</td>
<td>A. Huber, A. Gassner, B. Bergmann, C. Obrist, H. Puhrringer</td>
<td>AUT</td>
</tr>
<tr>
<td>Jürgen Filipic</td>
<td>AUT</td>
<td>H. Leb, K. Gufler, M. Müllbacher-Karrer, M. Reitetschläger</td>
<td>AUT</td>
</tr>
<tr>
<td>Markus Dobernig</td>
<td>AUT</td>
<td>P. Egg, P. Trenker, W. Daves, V. Kulikov &amp; X. Korff</td>
<td>AUT</td>
</tr>
<tr>
<td>Suzanna Novak</td>
<td>SLO</td>
<td>F. Schröter, J. Zurbuchen &amp; Thomas Weinrich</td>
<td>GER</td>
</tr>
<tr>
<td>Andrea Zupančič</td>
<td>SLO</td>
<td>A. Pafferti &amp; T. Csorda</td>
<td>HUN</td>
</tr>
<tr>
<td>Aleš Zorman</td>
<td>SLO</td>
<td>Michael Lynch</td>
<td>IRL</td>
</tr>
<tr>
<td>Davor Matijašević</td>
<td>SLO</td>
<td>B. Bajec, J. Tomc, J. Jugovic, M. Likar &amp; P. Drasler</td>
<td>SLO</td>
</tr>
<tr>
<td>Dirk Kleinfeld</td>
<td>SUI</td>
<td>Renato Wyss</td>
<td>SUI</td>
</tr>
<tr>
<td>Ronny Brännbacka</td>
<td>FIN</td>
<td>John Liljelund &amp; Juerg Khim (SUI)</td>
<td>FIN</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Refereeing</th>
<th>Resp</th>
<th>Coaching</th>
<th>Resp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referee observation</td>
<td>7</td>
<td>Defensive tactics teaching</td>
<td>17</td>
</tr>
<tr>
<td>Good exchange of experience</td>
<td>6</td>
<td>Practical lessons in gym</td>
<td>15</td>
</tr>
<tr>
<td>Referee feedback session</td>
<td>5</td>
<td>Analysing games/Videos</td>
<td>14</td>
</tr>
<tr>
<td>Practical movement training</td>
<td>5</td>
<td>Planning/Organisation of trainings</td>
<td>13</td>
</tr>
<tr>
<td>How to organise the Ref.comm.</td>
<td>4</td>
<td>Building your own playbook</td>
<td>13</td>
</tr>
<tr>
<td>Small group discussions</td>
<td>4</td>
<td>Goalkeeper position and movement</td>
<td>12</td>
</tr>
<tr>
<td>Experienced lecturer</td>
<td>4</td>
<td>Basic skill trainings/skills</td>
<td>11</td>
</tr>
<tr>
<td>Lively and good presentations</td>
<td>3</td>
<td>Observation feedback</td>
<td>11</td>
</tr>
<tr>
<td>Game situation video analysis</td>
<td>3</td>
<td>Shooting lecture/observation</td>
<td>10</td>
</tr>
<tr>
<td>Referee Communication</td>
<td>3</td>
<td>Good competent lecturers</td>
<td>10</td>
</tr>
<tr>
<td>Good overview of being a referee</td>
<td>3</td>
<td>Game duties and observation</td>
<td>10</td>
</tr>
<tr>
<td>Very interactive approach</td>
<td>2</td>
<td>Individual Player Roles</td>
<td>9</td>
</tr>
<tr>
<td>Rules analysis</td>
<td>2</td>
<td>Special situation lecture</td>
<td>8</td>
</tr>
<tr>
<td>Test model for refereeing</td>
<td>2</td>
<td>Offensive tactics</td>
<td>7</td>
</tr>
<tr>
<td>Game management</td>
<td>2</td>
<td>Game analysis/feedback</td>
<td>7</td>
</tr>
<tr>
<td>Floorball Rules</td>
<td>1</td>
<td>Fast development of drill variations</td>
<td>6</td>
</tr>
<tr>
<td>Physiology</td>
<td>1</td>
<td>Opening the game</td>
<td>6</td>
</tr>
<tr>
<td>Questions and answers</td>
<td>1</td>
<td>Insight in training systems</td>
<td>5</td>
</tr>
<tr>
<td>Individual Player Roles</td>
<td>1</td>
<td>Question &amp; Answer session</td>
<td>5</td>
</tr>
<tr>
<td>Planning trainings/new ideas</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youth training hints/tips</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Planning drills and enhancement comments</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building a coaching team</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good with making own drills in group</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group dynamics</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good discussions in the group</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fun Game</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>New perspective on training defence</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gave me new ideas</td>
<td>2</td>
<td></td>
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</table>

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

<table>
<thead>
<tr>
<th>Refereeing</th>
<th>Resp</th>
<th>Coaching</th>
<th>Resp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too little time to go through everything</td>
<td>3</td>
<td>Not enough short breaks on Friday</td>
<td>8</td>
</tr>
<tr>
<td>Refreshments should be available</td>
<td>3</td>
<td>No time to run all drills in the hall</td>
<td>4</td>
</tr>
<tr>
<td>Not enough video clips</td>
<td>2</td>
<td>Game preparations too short</td>
<td>4</td>
</tr>
<tr>
<td>Hard to referee with playing provocation</td>
<td>2</td>
<td>More time needed to write down excercises</td>
<td>3</td>
</tr>
<tr>
<td>Feedback form not in program order</td>
<td>1</td>
<td>Summary of the lessons in paper form</td>
<td>2</td>
</tr>
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</table>

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

<table>
<thead>
<tr>
<th>Refereeing</th>
<th>Resp</th>
<th>Coaching</th>
<th>Resp</th>
</tr>
</thead>
<tbody>
<tr>
<td>More use of videos in the rules</td>
<td>2</td>
<td>Build a video library of the practises</td>
<td>3</td>
</tr>
<tr>
<td>Rule book for participants</td>
<td>1</td>
<td>Film the whole seminar</td>
<td>2</td>
</tr>
<tr>
<td>Real teams for the Observation Game</td>
<td>1</td>
<td>Written material from the seminar</td>
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<tr>
<td></td>
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<td>Goalkeeper communication</td>
<td>1</td>
</tr>
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</table>

### Average Scores given by the Participants on a scale from 1 = Not good at all to 5 = very good; Total seminar = 4,2

<table>
<thead>
<tr>
<th>Refereeing</th>
<th>Avg</th>
<th>Coaching</th>
<th>Avg</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information level</td>
<td>4,10</td>
<td>Information level</td>
<td>4,06</td>
<td>4,08</td>
</tr>
<tr>
<td>Usefulness</td>
<td>4,22</td>
<td>Usefulness</td>
<td>4,25</td>
<td>4,23</td>
</tr>
<tr>
<td>Gave me ideas</td>
<td>4,13</td>
<td>Gave me ideas</td>
<td>4,00</td>
<td>4,07</td>
</tr>
<tr>
<td>Relevance</td>
<td>4,34</td>
<td>Relevance</td>
<td>4,34</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,20</strong></td>
<td><strong>Total</strong></td>
<td><strong>4,16</strong></td>
<td><strong>4,18</strong></td>
</tr>
</tbody>
</table>
# Table of content

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The Golden Rules of Social Marketing (Marketo) .............................................................................................. 4
Content creation ................................................................................................................................................... 4
  Visual content .................................................................................................................................................. 4
  Content Marketing tips ................................................................................................................................ 5
Social Media Channels and Tactics .................................................................................................................. 5
  Facebook .......................................................................................................................................................... 5
  Twitter ............................................................................................................................................................ 6
  YouTube ......................................................................................................................................................... 7
  Instagram ........................................................................................................................................................ 8
  Blogs ............................................................................................................................................................... 9
Social Media Monitoring .................................................................................................................................... 9
  A day in the life: Marketo’s Social Media Manager ......................................................................................... 9
Social Media in short:

- Basic rule: We can’t expect that all people we want to reach find us. Therefore we also need to be present where they are.
- IFF aims to have SOME presence in various channels
- Versatile content
  - own content
  - shared content
  - interaction
  - photos
  - videos
  - links
- A strong social network presence is becoming a must for survival
- Today’s digital landscape offers so many channels to reaching people. IFF uses most of the popular networking sites, such as Facebook, Twitter, Instagram, Flickr, YouTube, website Blog.
  - Requires regular following of networks, community management, content creating, social messaging, administering, answering questions and planning etc.
- Social media a way to bring out the fun and interactive side of an organisation
- The actions of the organisation become open and interactive
- People comment and participate – wanted or not
- Everyone within the organisation to communicate/participate
- Social media is a conscious effort for an organisation
  - New work area, new/more resources
- The social media participation and follow up needs to be properly resourced
- Due to the lack of resources the IFF FB/Twitter accounts are connected (but YouTube & FB Photos are no longer connected)

Basic Social Media Guidelines

- Follow interesting people, organisations etc. on for example Twitter & Facebook
- @ - sign indicates a user, like @IFF_Floorball
- # - sign indicates a hashtag, a trend, a collecting umbrella.
  - All Tweets & IFF FB posts #floorball will show on the IFF front page Twitter box (not FB photos with text).
  - Additional post specific & fun # can be added
  - IFF Events have own # + encourage to use #floorball as well
INTERNATIONAL FLOORBALL FEDERATION (IFF)

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Ordinary member of SportAccord

- When mentioning a certain event organisation etc. the event/organisation can be mentioned in the post/tweet, search with @
- Share those links and updates that are interesting for IFF fans
- Post/share topics that you think will engage people
- More popular posts reach more people
- If a fan hasn’t been engaged in IFF FB posts for a while, the IFF FB feed won’t show on their news feed.
- Paid FB adds increase FB likes (genuine?, real fans will stay, timing of add (Events))
- Continuous schooling is needed
- Social media landscape is continuously changing, which creates challenges
- Organisation-wide Participation
  - Social media should not be a one man show, updates/photos from all sectors are needed to create versatile content.

Social Media Use Policy in short

Aimed for IFF staff, IFF CB, IFF committees, IFF referees, IFF referee observers, IFF volunteers to guide their member associations or personal use of social media and sharing of IFF news.

- All parties are encouraged to share IFF decisions and news on own accounts
- All parties are encouraged to share IFF decisions and news within their Member Associations.
- IFF decisions shall only be published and shared when the official IFF announcement has been published.
- When representing floorball on the international sports scene all parties are encouraged to share this information with the IFF (via for example @IFF_Floorball on twitter and #floorball on twitter, facebook and instagram).
- Know what you are talking about. Don’t comment upon issues you are not the spokesperson of.
- Observe neutrality!
- Be a good ambassador! While it is everyone’s personal decision whether to use social media networks and tools or not, you should always be aware that your behaviour and opinions reflect on the organisation.
- And finally, use common sense!
The Golden Rules of Social Marketing (Marketo)

1. Don’t take yourself too seriously.
2. Inbound is not enough.
   - Needs to be combined with outbound marketing. Never underestimate what a bit of paid promotion can do.
3. Must have good content
   - Without well-produced, engaging content, any and all tactics will most likely fail.
4. Needs a strong call to action.
   - The tried-and-true, strong call to action is just as important in social media as it is anywhere else.
5. Add value.
   - At the end of the day, bringing some sort of value to the people is essential.
6. Never forget that social is a two-way street.
   - No one likes being talked at. Broadcast the message, but keep the lines of communication open in both directions. When contacted, respond quickly and sincerely. Be sure to mix up your messaging and use a combination of content and offers.
7. Peer-to-peer sharing is the best way to get your message heard.

Content creation

A mix of content is needed to be shared on social channels. Creating a variety of content types to share on social media channels makes the audience stay engaged. There are many purposes for creating content, and although the main goal is building your “brand”, also want to make sure you integrate fun, shareable pieces.

Visual content

Content is more than words telling a story. People have less time to read the words, even when they tell a well-crafted story that can be useful. We’re in a state of information overflow, and many are looking for a way to dig out. Simultaneously, we have learned to digest information faster – sometimes even at a glance.

The headline of an article is commonly used to make this decision, but how to rely on more than a headline to get the point across? The answer is visual content marketing and it should be a key piece of your social marketing content strategy. Visual content marketing is the
utilization of images to engage people. This can include infographics, images, charts and graphs, memes, comics, photos, and videos.

**Content Marketing tips**

Generating compelling searchable content that people want to consume can help drive traffic to the website, attract and retain a dedicated following, and greatly increase brand awareness. In order to produce quality content a good source of raw material is needed.

- Follow experts
- Make every employee a content creator
- Visualize
- Test and evaluate

**Social Media Channels and Tactics**

- **Channels**
  - Social Networks
    - Facebook
    - Twitter
    - LinkedIn
    - Google+
  - YouTube
  - Presentation and Document Sharing
  - Photo and Image Sharing
  - Q&A Sites
  - Influence tracking sites
- **Tactics**
  - Blogging
  - Commenting
  - Bookmarking
  - Podcasting

**Facebook**

There are more than 800 million people using Facebook every day.

Facebook Key Metrics
- Likes
• Posts
• People are talking about this
• Engagement rate

EdgeRank
The content you create and share is your “make-or-break” component on Facebook. To get the most out of your Facebook page and presence, posts’ appearing on fans’ newsfeeds is essential. This is where EdgeRank becomes important. EdgeRank is Facebook's algorithm that personalizes users’ newsfeeds and inserts posts it thinks will interest them. In very simplified terms, if users (or their friends) are interacting with the company/brand on a fairly frequent basis, the company show up; if not, it gets dropped.

Engagement
Determined by dividing total “Likes” and comments by total number of fans (Likes + Comments/Total #of Fans). That’s why posts need to be engaging and spark a reaction. A high engagement rate helps to build EdgeRank and gets more visibility.

“People are talking about this” rating
Basically the “buzz” metric. It measures who's talking about posts on their pages and can be found in the Facebook insights.

Twitter
Twitter has over 500 million registered users and is one of the 10 most popular sites on the Internet.

Twitter Key Metrics
• Followers
• Mentions
• Retweets
• Retweet/reply reach
• Number of lists
• Social Capital – influence of twitter followers

Twitter handle is short, as you only have 140 characters to complete your post. Having a short Twitter handle will help followers when they re-tweet.
  • Always use a URL shortener like Bit.ly. You only have 140 characters, so make it count!
  • The symbol # on Twitter is known as a hashtag. These tags are used to affiliate a tweet with a certain topic and can be useful. Own hashtags to try and promote a viral following for a specific topic or campaign.
Twitter followers and influencers can be engaged by including an @ mention in tweets. An easy format to follow is tweeting with a link to relevant content and then including the @ mention at the end of the tweet.

Twitter can be used during events and to promote things like contests. Twitter followers can be engaged by creating a contest that asks followers to contribute in some way.

Twitter feed should to be a mix of Tweets you’ve created, as well as replies and retweets.

Favouriting Tweets on Twitter
- Bookmarking
  As 60% of Twitter users access the network via mobile devices, so favouriting is a way of saving them for later. Some people use this feature to create reading lists.
- Attracting new followers
  Twitter users favourite posts of people whose attention they’re interested to capture.
- Saying thanks
  A good example in this case would be for when tweeters are sharing a user’s content. It might be a bit overkill to actually type out a ‘thanks’ response to every single one of them, so favouriting is quite commonly used to show gratitude.
- Testimonials
  Several brands favourite tweets that provide any kind of positive feedback or recommendations of their services/products to provide a handy resource for anyone looking for such comments.
- Twitter’s “like”
  Finally, of course, there are those who simply favourite any particular tweet they like – a favourite tweet, so to speak.

YouTube

Video is now an essential part of any successful social marketing and lead generation strategy. When optimizing this channel for lead gen the first step is to create videos that both entertain and educate.

YouTube Key Metrics
- Referrals
- Views of videos
- Pages ranking on key terms
- Subscribers
- Shares

Optimize channel
The channel description should include a keyword rich description since this section represents the meta data that is searched by Google. Each section of the profile is a chance to add in your business' most important keywords.

Optimize individual videos
Video description should be short and include targeted keywords. The tagging feature is the way that YouTube determines the relevance of the asset and groups similar videos together. 5-7 tags are optimal and will ensures the video is associated with other videos that use the same tags so they can appear as a “related video” when users are viewing other videos.

Encourage comments
When a video receives higher ratings and more comments, YouTube sees these as indications of higher quality, more relevant videos. The goal should be to generate as many ‘thumbs up’ ratings and comments as possible.

Publish online videos on your website
With sites such as YouTube, videos can be added easily to websites by using the links and embed code that YouTube provides.

Instagram

Instagram is a photo sharing app having more than 27 million users. Instagram has a very active user base. Instagram can be used for capturing event photos and leveraged to run contests.

Photo and Image Sharing Key Metrics
• Referrals from photo sharing sites
• Views of photos on social sites
• Subscribers to your photoprofile or pages
• Page rankings on key terms from photo sharing sites

The 4 stages of Instagram
1. Curate:
• What does the target audience want to see?
• How to get them to engage with the photos?
• What will get them talking about?

2. Snap:
• Make it exclusive: Post images that can only be seen on Instagram.
• Make it visually engaging: Instagram users are savvy, creative, and know a lackluster photo when they see one. Don’t post a photo unless it has aesthetic appeal.
• Make it personal: Post photos of employees at work to give viewers and potential customers’ personal insight into the inner workings of your company. Viewers want to feel like they are part of something, and this inside glimpse works wonders.

3. Hashtag: The Instagram hashtag is a powerful feature to engage viewers. Hashtags act as keywords providing a way for people to find photos through a simple search. Hashtags are especially useful as you seek to establish your “brand” and get more followers. Implement hashtags that are unique as well as hashtags that are popular keywords. And remember to use hashtags on all of your posts.

4. Engage:
• Events: Post photos of events you host
• Geolocation: Use the geolocation feature to provide yet another point of engagement with your viewers
• Gamification: Hold a contest. Have viewers submit photos, provide captions, or solve puzzles about photos

Blogs

Blogs play a key role. Many of your most qualified leads – whether you’ve identified them or not – are readers of your blog. Your blog can be one of the most powerful marketing assets if you stick to the topics your audience will find most compelling. A blog adds a human touch, especially when a blog has several contributors and it also lets you focus on your prospect’s agenda instead of yours. It can be a great idea to try and get participation from leaders in the organisation, sport etc. Not only will this diversify the content, but it will also bring more visibility

Social Media Monitoring

Track what people are saying about you without spending money on an enterprise solution: Twitter Search: search for your brand or other important key words or hashtags to see who has been talking about you.
Facebook Search: search all public content including everything posted in public fan pages, groups and events. Privacy settings on personal pages may restrict what you can see.
Likalizer & socialbakers etc. can be used for analysing FB page.
Other Free or budget-friendly solutions: Tools like Social Mention and Brand Monitor give you a resource to start diving into and tracking social conversations.

A day in the life: Marketo's Social Media Manager

1. Posts
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- Twitter
  - 1 post per hour from
  - 4 influencer re-tweets
- Facebook
  - 3-5 posts per day
- Instagram/Pinterest
  - 4-5 photos/pins per week

2. Monitor
- Check Twitter, Facebook, for mentions or anything that needs a response
- Respond to comments, customer issues, questions etc
- Monitor throughout the day

3. Promote and engage
- Think of creative ways to promote content, events, and engage fans using pictures, infographics, stats, memes, questions
- Track success of promotions

4. Influencer outreach
- Read influencer posts on Twitter and other blog feeds and comment

5. Blog
- Create blog posts or edit blog posts so they are formatted and ready to be published
ANNOUNCEMENT OF THE IFF GENERAL ASSEMBLY 2014

Dear Ms./Mrs./Mr. President,

The IFF Central Board hereby invites the member associations of the IFF to participate in the 12th General Assembly of the International Floorball Federation in Gothenburg, Sweden on Saturday the 13th of December, 2014.

The IFF 12th General Assembly 2014 will be held during the Men’s 10th World Floorball Championships 2014 in Gothenburg, Sweden at the official WFC hotel Gothia Towers, in a location which will be informed later, on Saturday the 13th of December 2014, starting at 08.30.

In connection to the IFF General Assembly all the delegates of the IFF General Assembly are cordially invited to follow the semi-finals and medal matches of the WFC 2014.

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 10th of November 2014 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 are not represented by a National Team participating in the WFC, will receive two VIP accreditations for the Final week-end (Saturday 13th and Sunday 14th).

All member Associations are entitled to make proposals to the General Assembly, but only the ordinary member Associations are entitled to vote, see § 29.1 IFF Statutes. Nota bene that the ordinary members must have fulfilled all their obligations towards the IFF in accordance with the IFF Licence System, i.e. amongst other things have no debts to the IFF unless an IFF approved payment plan is followed. See § 29.2 IFF Statutes.

ARTICLE 29 VOTING STATUS

29.1 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.

29.2 Each ordinary member Association which has fulfilled its obligation's 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 39 ordinary members and 18 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: India, Indonesia, Iran, Jamaica and Turkey.

**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.
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 § 27 as follows:

**ARTICLE 27 NOMINATIONS, MOTIONS AND PROPOSALS**

27.1 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.
27.2 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:
- 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

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* (Tuesday 12th of October 2014).
Summons to the IFF General Assembly together with the agenda, CB reports, the financial reports for the years 2012 and 2013 with the related auditors reports, budgets for the years 2015 and 2016, nominations for the respective committees and if there are motions and proposals will be sent to you latest 30 full days in advance (13th of November 2014) of the IFF General Assembly.

With sincere regards,

International Floorball Federation

Tomas Eriksson
President

John Liljelund b.d.
Secretary General
1.0 TARGET ASIAN GAMES AND AOC
   1.1 This is to help development in the AOFC region. Once Americas and Africa has more countries same approach to be adopted
   1.2 Consider attending the Asian Games in Incheon in September 2014 to talk with AOC members.

2.0 DISTRIBUTION PLAN FOR INTERNATIONAL FOLDER
   2.1 Cover letter from IFF introducing NA’s to their IOC, NOC, NSA, SO and Masters Organisations. Written Plan to be prepared with office and sent to each NA advising this letter is available and for the NA to advise who they wish to approach in their country, ie help the NA approach their NOC and/or IOC member(s). Draft to be prepared by SK with Office
   2.2 Include a section in the Organisers Handbook for inviting local IOC, NOC, NSA, SO and Masters officials in their country to any events they organise. Include draft letter of invite to include the folder as well. Draft to be prepared by SK with Office

3.0 UPDATE IOC MEMBER LIST
   3.1 Distribute to CB and NA’s by Office. SK to update

4.0 LOBBYING TO BE INCLUDED IN ALL SEMINARS
   4.1 Include a section in the Development Seminar for Lobbying at the local level for each NA to include IOC, NOC, NSA and SO in their country. Office to prepare with SK

5.0 AMBASSADORS TO BE LINKED TO LOBBYING AS PART OF SELECTION PROCESS
   5.1 IFF Develop a package for NA’s to approach Ambassadors in their country. This is suggested to be part of the Ambassador package to be developed and can include
      5.1.1 IOC Members
      5.1.2 NOC Members
      5.1.3 NSA Members
      5.1.4 SO Members
      5.1.5 Olympic hero’s