



INTERNATIONAL FLOORBALL FEDERATION (IFF)

Ordinary member of AGFIS/GAISF

Helsinki 10th of November, 2010

To: IFF Member Associations
IFF CB and President
IFF AC and DC

Cc: IFF Auditor

FINAL ANNOUNCEMENT OF THE IFF GENERAL ASSEMBLY 2010

Dear President,

The 10th IFF General Assembly 2010 will, as announced on the 8th of September 2010, be held during the Men's 8th World Floorball Championships in the **Balders Hall, Aleksanterinkatu 12, 00170 Helsinki, on Friday the 10th of December, 2010, starting at 09.00.**

Enclosed you will find the summons to the IFF General Assembly together with the preliminary Agenda, the CB reports and proposals, as well as the motions and nominations made by the National member associations.

The following documents are sent out together with this final announcement, which the General Assembly is to decide upon:

- the Agenda for the General Assembly 2010
- the IFF Annual Report 2009 - 2010
- the Financial Reports for 2008 and 2009
- the IFF Auditors Reports for 2008 and 2009
- the Plan of Actions 2011 - 2012
- the CB proposal for a Budget for 2011 - 2012
- the nominations for IFF President and Central Board
- the nominations for IFF Appeal and Disciplinary Committee
- the CB proposal for IFF Marketing Strategy
- the CB proposal for changing the IFF Statutes

The material will also be copied as a hard copy version for the participants of the IFF General Assembly in Prague.

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



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The IFF General Assembly is followed by the reception of the City of Helsinki organised in the Old Town Hall, which is situated in the vicinity of the Balders Hall, starting at 14.00. All participants of the General Assembly are warmly welcome to participate in the reception.

Looking forward seeing you in Finland, we remain

With kindest regards,

Tomas Eriksson
IFF President

John Liljelund b.d.
secretary general



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Proposed Agenda for the IFF General Assembly to be held in Helsinki, Finland on the 10th of December 2010

- 1. Opening of the General Assembly by IFF President Mr. Tomas Eriksson**
- 2. Approval of present Associations and the voting roll.**

There are 31 associations, i.e. Australia, Austria, Belgium, Canada, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Hungary, Iceland, Italy, Japan, Korea, Latvia, Liechtenstein, Malaysia, the Netherlands, Norway, Pakistan, Poland, Russia, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland and USA which according to the IFF Statutes § 32.2. have the right to vote at the General Assembly, if they have fulfilled their obligations towards IFF.

A simple majority is 16 votes and the 2/3 majority is 21 votes, according to the Statutes.

Approval of the voting roll.

- 3. Greetings to the General Assembly**

1. Greetings from the Finnish Floorball Federation and the Local Organisation Committee of the 8th World Floorball Championships
2. Greetings from Mrs. Raija Mattila co-chair of the International Working Group on Women and Sport (IWG), organiser of the 6th World Conference of Women and Sport in Finland in 2014

- 3. Election of two scrutineers of the General Assembly**

- 4. Approval of the agenda**

- 5. Approval of the protocol of the last General Assembly (Article 34 paragraph 3)**

The protocol from the last protocol has not been opposed to and is therefore automatically approved according to the statutes.

- 6. Admission or expulsion of official member Associations**

No nations have applied for ordinary membership. The CB proposes that they are decided by the General Assembly to become ordinary members.

The CB has decided to propose that the following provisional members are automatically considered ordinary members: Brazil, Great Britain, India, Korea, Mongolia and Serbia, according to IFF Statutes, Article 13 paragraph 3.

The new voting roll will be approved by the General Assembly.

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7. **Approval of the CB reports**

Annual report 2009-2010, a short resume from the plan of action decided upon in Prague for the period 2009-2010 and the activities IFF has had in the period.

8. **Approval of the financial report and the auditors report**

1. *Calendar year 2008 financial statements by the treasurer Mr. Jansson*
2. *Auditors report concerning 2008 by Mr. Brandstam*
3. *Calendar year 2009 financial statements by the treasurer Mr. Jansson*
4. *Auditors report concerning 2009 by Mr. Brandstam*

9. **Decision on freedom of responsibility for the CB**

Based on the proposal made by the IFF auditor Mr. Brandstam.

10. **Decision on membership fee**

The IFF Central Board proposes not to change the membership fees for the coming two year period. A 2/3 majority is needed for a change, and a simple majority for the amounts.

11. **Approval of the IFF CB proposals, budget and working plan for the next two years**

1. *Plan of action for the period 2011-2012 (between General Assemblies)*
2. *Budget for the calendar year 2011*
3. *Budget for the calendar year 2012*

12. **Elections**

All nominations having arrived to the IFF Office at least sixty (60) full days prior to the IFF General Assembly, i.e. until October 11th, 2010 are according to enclosure.

Elections:

- IFF President
- Nine CB members for two years
(based on the proposal to change the IFF Statutes)
- Chairman of the Disciplinary Committee
- Two members and two substitutes of the Disciplinary Committee
- Chairman of the Appeal Committee
- Two members and two substitutes of the Appeal Committee

13. **Appointment of a chartered auditor**

The CB proposes re-election of Mr. Brandstam.

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14. **Examinations and decisions on proposals and motions of the members**

The IFF Central Board proposes to approve the following Regulations:

1. IFF Marketing Strategy
2. IFF Events Handbook

15. **Approval of Regulations within the meaning of article 15 paragraph 2 littera c)**

No new regulation has been opposed to.

16. **Decision on all affairs being reserved for the General Assembly by the statutes or by law**

The IFF Central Board proposes to the General Assembly to approve the resolution defining that the legal seat of the IFF will be in Lausanne, Switzerland. Further the IFF CB proposes to delegate the decision of the registration of the IFF in the Swiss Commercial Register (CR) to the newly elected Central Board.

17. **Appointment to be honorary member**

There is no such proposal.

18. **Modification of the statutes (changes in statutes a 2/3 majority is needed)**

1. CB proposal according to enclosure.

19. **Decision on the meeting place for the next General Assembly**

Preliminary proposed by the CB on the 07.12.2012 at 10:00, during the WFC 2012 in Zurich, Switzerland.

20. **Presentations on coming World Floorball Championships**

- WFC 2011 Men U19 in Germany by Floorball Germany
- WFC 2011 Women in Switzerland by SUHV
- WFC 2012 Men in Switzerland by SUHV

21. **Closing of the General Assembly**

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IFF ANNUAL REPORT 2009-2010



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1. Introduction

The IFF received the provisional recognition of the International Olympic Committee—IOC in December 2008, which had been the goal set by the IFF General Assembly already in Helsinki 2002. Receiving the provisional recognition ended a process which started in 2003. The recognition has made it possible for a number of the IFF members to seek and also achieve the recognition of their respective National Olympic Committees (NOC), opening new possibilities for our member associations. It is fair to say that after the project to increase the number of IFF members in 2006-2008, IFF has now for the last two years focused on strengthening its own organisation in order to give better service to its members.

The main focus during the period between the General Assemblies of 2008 and 2010 has been in implementing the change of the International Competition calendar which partly started already in 2008, but took full effect with the regional qualifications for the 8th Men's World Floorball Championships played in February 2010. The change to introduce the regional qualifications has proven to be a major improvement, giving a lot of important matches to be played and regional focus. The full effect of the new World Floorball Championship competition system will have to be analysed after the Women's WFC 2011 played in St. Gallen, Switzerland.

The International Floorball family has continued to grow, with all in all five new Member associations joining the IFF, also the first IFF member association in Africa—Sierra Leone. At the same time IFF has together with the member associations continued the efforts made to enlarge the IFF activities outside Europe, in accordance with the recommendation of the IOC. The IFF Vision approved during the General Assembly in Prague set the target to have 100 members by 2020. Presently the number of countries, which are to seek membership is still growing, but it will take a few years before these countries are fulfilling all the requirements for provisional membership.

The second field of priority during the two year period has been the development of better service to our member associations. In relation to the IFF Presidential and Secretary Generals meeting during the 7th Women's World Floorball Championships in 2009, in Västerås, Sweden the IFF Office conducted a survey among the members of what kind of services would be needed to further support our members. The outcome showed a clear need to increase the flow of information, based on which the email based IFF Newsletter was introduced in 2009 and a number of materials, like the Learn-Start-Play, This is Floorball and the Coaching DVD were published.

Based on the evaluation of the member survey the IFF Administration started a project to produce an IFF Event Handbook, which is a guide for coming organisers of IFF Events. This comprehensive document will be published during the IFF General Assembly 2010 during the WFC in Helsinki, Finland.

From a competition point of view, the number of IFF Events has increased to a total of 11 on a yearly level, this together with the increased service given to the organiser in relation to the new IFF Accreditation system and the team and player statistics has required a lot of resources from the IFF Office. The main competition development issue has been the re-structuring of the European Club competition, where the IFF Central Board has decided to install a new Top Club competition. The Champions Cup starting from 2011.

Because of the constant development and growth of Floorball worldwide also the number of the employees at the IFF Office has to be increased, in order to meet the requirements of the developing Floorball world and in order for the IFF to better serve its Member Associations. The IFF Office has during the period had five fulltime employees, with four employees working at the IFF Head office in Helsinki, Finland and the Competition Manager in the Competition office in Stockholm, Sweden.

2. IFF Member Associations

IFF today consists of 52 Member Associations of which 31 are ordinary members and 21 provisional members. During the period the number of Member Associations has increased from 46 to 52.

The ordinary Members Associations are: Australia, Austria, Belgium, Canada, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Hungary, Iceland, Italy, Japan, Korea, Latvia, Liechtenstein, Malaysia, Netherlands, Norway, Pakistan, Poland, Russia, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland and United States. The number of ordinary members has increased from 25 to 31. Due to the dissolution of the Great Britain Floorball Federation and the re-structuring of the Great Britain Floorball and Unihockey Association, the IFF CB has removed the Great Britain from the ordinary members.

The provisional Member Associations are: Argentina, Armenia, Belarus, Brazil, Great Britain, India, Indonesia, Iran, Ireland, Israel, Lithuania, Moldova, Mongolia, New Zealand, Portugal, Romania, Serbia, Sierra Leone, Thailand, Turkey and Ukraine.

According to the Statutes of IFF the provisional members who have been members for at least for years does automatically become ordinary, if they fulfil the requirements.

At the moment the Malaysian Floorball Association and the Ukraine Floorball Federation are under suspension for not fulfilling the regulations of the IFF, which means that they are not able to participate in any IFF activities.



2.1 AOFC

The Asia and Oceania Floorball Confederation (AOFC) was founded by the Asia and Oceania Member Federations of the International Floorball Federation in 2005. The fourth AOFC General Assembly was held on the 5th of February 2010 at the Royal Hotel, Singapore, setting the direction and guidelines for the development of Floorball in the region.

The AOFC consists today of 11 IFF members: Australia, Japan, India, Indonesia, Korea, Malaysia, Mongolia, New Zealand, Pakistan, Singapore and Thailand.

The following persons belong to the AOFC Central Board:

President:	Mr. Stephen King, Australia
Vice President:	Mr. Sani Mohd. Salim, Singapore
Treasurer:	Mr. Kang Gum Sung, Korea
Secretary General:	Mr. Pierre Boudville, Singapore
Member:	Mr. Takanobu Yoshino, Japan
Member:	Mr. Andreas Tedjasukmana, Indonesia
Member:	Mr. Kim Hwang Joo, Korea
Member:	Mr. Edward Lim, Malaysia

The office of the confederation is placed in Singapore.

3. The IFF Central Board (CB)

The CB elected by the IFF General Assembly held in Prague in the Czech Republic on the 13th of December 2008 has had the following composition:

Tomas Eriksson, President
Renato Orlando, Vice President, until 08.05.2010
Filip Suman, Vice President, from 08.05.2010
Per Jansson, Treasurer
Hans Botman, Member
Risto Kauppinen, Member
Stephen King, Member

There have altogether been 10 CB meetings between the General Assemblies, held as follows:

Prague	14.12.2008
Per Capsulam	12.01.2009
Turku	08.05.2009
Zurich	26.09.2009
Västerås	11.12.2009
Singapore	02.02.2010
Olomouc	08.05.2010
Amsterdam	03.09.2010
Helsinki	16.10.2010
Helsinki	09.12.2010



The most important decisions from the IFF CB meetings are published right after the meetings are held and the CB protocols with the enclosures are also published on the IFF webpage after acceptance by the IFF CB.

3.1 Main Fields of focus

The CB has, in accordance with the initial policy decision made in 2004, continued to stress the three different fields of activity. Firstly, the International lobby work, with the aim of primary reaching the recognition of the International Olympic Committee, achieving the acceptance of Floorball globally and to secure the participation in International Multi-Sports event by 2020. This also includes the strive to profile the IFF in the International Sports Community as a strong player. Working secondly with the Marketing issue in order to strengthen the financial and market situation of the IFF and also make the sport more suitable for Television and at the same time strengthen the Brand of Floorball. Thirdly the main focus has been on the Development of the IFF Member Associations, where IFF has built a Floorball Development Program, consisting of a four day interactive course for organisation and administration work, refereeing and coaching as well as the publication of the Learn-Start-Play, This is Floorball and the IFF Coaching DVD.

3.2 Appointments

The following person has been appointed by the Central Board (more information under 18. Office): Veli Halonen, Office Coordinator.

3.3 New committees

During the period 2008-2010 the IFF CB has not decided to form any new committees.

3.4 IOC 50 Road Map

The IFF received the provisional IOC recognition granted by the IOC Executive Board. The IOC stressed that IFF, in order to achieve the full recognition to continue to work on the universality of the sport, especially outside Europe. The IFF has worked on this issue and have kept contacts with around 20 countries both in Africa, the Americas, Asia and Oceania, out of which Iran and Indonesia has been approved as new IFF member associations during the period. The IFF CB has handed in an updated file for the IOC Sports Department, which is to make a recommendation for the IOC Executive Board regarding the full recognition of the IFF. The next possible decision upon the full recognition can be taken by the IOC Session in Durban, South Africa in July 2011

4. IFF Executive Committee (ExCo)

The composition of the ExCo has been:

Tomas Eriksson, President

Renato Orlando, Vice President until 08.05 2010

Filip Suman, Vice president from 08.05.2010

John Liljelund, General Secretary

The ExCo has worked with international affairs and the cooperation with other sports authorities, also handling urgent daily business. After the resignation of Mr. Renato Orlando, Mr. Filip Suman, who was elected as the new IFF vice-president, replaced Mr. Orlando in the IFF ExCo.

4.1 Contacts to International Sport Federations

IOC (International Olympic Committee)



The IFF ExCo has had a number of meetings with the IOC Sports Department discussing the development of the sport and the way for IFF to move forward. The IFF ExCo had the privilege to meet with the IOC President, Dr. Jacques Rogge in August 2009, introducing Floorball and discussing about the cooperation with the IOC.

IFF has answered the IOC questionnaires upon Equality in Sport and Development, as well as participated in the IOC Seminar on Sports Betting in Lausanne, in June 2010. As a part of the recognition IFF receives development and anti-doping support from the IOC on a yearly basis.

GAISF (General Association of International Sports Federations)/SportAccord



The IFF ExCo has actively taken part in the process of changing the name of GAISF to SportAccord and participated in the discussions of what the tasks for SportAccord are. The GAISF General Assembly in Denver 2009 decided to change the name of GAISF to SportAccord and move the head office from Monaco to Lausanne. The IFF has participated in the GAISF/SportAccord General Assembly in 2009 Denver and 2010 in Dubai.

IFF has increased the information flow to the different GAISF channels, including the monthly web-bulletin, where a number of articles have been published as well as in the GAISF Newspaper Sport Insider. In addition IFF has as one of twenty-four International Federations participated in a project to build the Sports Hub, a web portal for live images of a number of sports, where IFF has its own channel with footage from IFF Events on a continuous basis.

ARISF (Association of IOC Recognised International Sport Federations)

A concrete effect of the IOC provisional recognition was that IFF could apply for the membership of ARISF, which was granted for IFF by the ARISF General Assembly in Denver in 2009, where IFF made a presentation of the sport to the General Assembly. IFF has been able to apply for development support from ARISF and have received a total of USD 6.000 per year for 2009 and 2010.

FISU (International University Sports Federation)



IFF has signed a collaboration agreement with the FISU concerning the continued cooperation between IFF and FISU in the fields of University Sports and securing the continuation of the WUC. The 4th was organised in Sweden, by the Swedish Student Sports, with both men and women teams participating. The discussions are continuing with the FISU administration on how Floorball could enter the Universiade.

ISF (International School Sports Federation)

The second World Schools' Floorball Championships were played in Slovakia in 2009 with 7 boy's teams and 6 girl's national teams participating.

WADA (World Anti-Doping Agency)

In partnership with



The IFF has during the period received the WADA Code Compliance in 2009 and we have been actively taking part in the WADA's Anti-doping work and commented upon the proposals for the new WADA Code and International Standards. The IFF has also participated in the IF's WADA symposiums organised in Lausanne in 2009 and 2010.

5. IFF Appeal Committee (AC)

The composition of the AC has been:

Lars Granqvist (Sweden), Chairman
Tom Hedkrok (Finland), member
Kjell Hovland Olsen (Norway), member

Ilja Clabbers (the Netherlands), substitute member
Gints Silins (Latvia), substitute member

The Appeal Committee has had one case to deal with during the period. The Czech club SSK Future appealed against the approval of the international transfer of a Czech player. The appeal was turned down.

6. IFF Disciplinary Committee (DC)

The composition of the DC has been:

Ismo Haaponiemi (Finland), Chairman
Rudolf Buri (Switzerland), member
Tomas Vaculik (Czech Republic), member

Janis Kärklins (Latvia) substitute member
Rainer Martiskin (Australia), substitute member

The Disciplinary Committee has had two cases to deal with during the period. The first was dealing with the Match Penalty 3 in the Men's U19 WFC in Turku Finland 2009 and the second was the withdrawal of India from the WFC 2010 qualifications played in Singapore in February 2010.

7. IFF Rules- and Competition Committee (RACC)

The composition of the RACC has been:

Filip Suman, (Czech Republic), Chairman
Martin Wolmhed, (Sweden) vice chairman
Marek Budzinski (Poland) member
Andris Dzenis, (Latvia), member
Heidi Leb, (Austria), member
Sani Mohd. Salim (Singapore), member
Ari Vehniäinen (Finland), member

The RACC has used a group of persons for Jury work in IFF Events, in what is called the Jury management: Michael Lachenmaier (Germany), Jan Jirovsky (Czech Republic), Beat Wullschleger (Switzerland) and Krister Kalte (Sweden).

The main tasks during the period have been to work with the development of the IFF competitions and the implementation of the new competition calendar.

The growing number of IFF events has put a lot of pressure on the RACC resources and it needs a full review of the system for the future.

7.1 International Competition Calendar

The IFF decided to change its competition calendar in 2007 in order to maximise the value of the competitions for its member associations. The implementation period continued in 2009 and 2010, with the introduction of the regional qualifications for both WFC and U19 WFC's.

During the period the RACC has been the Jury in the following IFF Competitions:

- EuroFloorball Cup Qualification in August/September 2009 in Austria, Latvia and Switzerland and August in 2010 in Finland, Germany, Hungary and Norway.
- EuroFloorball Cup Final round in October 2009 in Denmark and October 2010 in Latvia.
- Men's World Championships December 2008 in Czech Republic
- Men's World Championships qualification in Canada, Poland, Singapore and Spain in February 2010
- Women's World Championships qualification in Slovenia in February 2009
- Women's World Championships December 2009 in Sweden
- Men's U19 World Championships May 2009 in Finland, with qualifications in September 2008 in Hungary
- Men's U19 World Championships 2011 qualifications in September 2010 in Spain
- Women's U19 World Championships in May 2010 in the Czech Republic



Other tasks for the RACC has been to follow up on International Transfers, Competition Regulations, Regulations for Friendly Internationals, preparation work for coming IFF events including technical inspections and prepare the changes for the proposals of the Game Rules, with the new 2010 edition of the Game Rules took force from the 1st of July 2010.

In order to give clubs the possibility to test foreign players in off-season tournaments and as a new service to the members, the IFF CB decided to create a test for a Temporary Play-system, which was tested in the summer of 2008 and introduced to the teams from the season 2009, giving players the possibility to play for an other team than which they are contracted to, with the approval of the own club. In 2010 the time period for the Temporary Play was extended to cover the period from the 1st of May to the 31st of August.

7.2 World Floorball Championships



The WFC is played with 16 teams and this is implemented starting with the World Championships in 2010 (men) and 2011 (women) and continental qualification tournaments have been played in February 2010. Out of these 16 teams, eight (the seven best of the A-division and the winner of the B-division) were automatically qualified based on the result of the WFC 2008 (men) and WFC 2009 (women) and for the other eight teams qualified through continental tournaments, based on a quota calculated on the number of participating teams per continent.

The quota for the participating teams by continent started in 2010 and is based on the number of registered teams, using a deviation factor of 16 equalling the number of participating teams, and thereby determining the continental quota. The WFC qualifications are played in continental tournaments or if there are less than three teams based on a mutual agreement.

7.3. Game Rules

IFF is changing the Game Rules in accordance with our four year cycle, where the new Game Rules were effective from the start of the season 2010-2011. The IFF Rule Group, headed by Mr. Martin Wolmhed started its work in 2008, asking the Member Associations and the other stakeholders for proposals to change the existing game rules. The Rules Group received a total of 42 proposals. The group based on the feedback received from the member associations made a proposal for the new game rules, which was approved by the IFF Central Board in 2009.

7.4. Champions Cup

Due to the problematic situation which occurred, when top European teams didn't participate in the EuroFloorball Cup 2009 in Denmark, discussions on how to improve the competition was initiated. This was a result of the clubs opinion that the level of the tournament and the return of investment was not big enough. This lead to a process where IFF together with the four biggest member associations started to build a new Top European Club Competition.

In the process both the clubs and the national associations were included to find a competition system and a cost-allocation model which would secure the second most important showcase for International Floorball. The result was the new Champions Cup tournament, which will be played with the National Champions of Czech Republic, Finland, Sweden and Switzerland and the winner of the EFC (best seeded team outside the four countries) and a 2nd team from the organising country. The first edition of the Champions Cup will be played in the Czech Republic in October 2011.



8. IFF Referee Committee (RC)

The composition of the RC has been:

Hans Botman, (the Netherlands), Chairman

Thomas Thim, (Sweden), vice chairman

Lukas Gyger, (Switzerland), member

Klaus Koskela, (Finland), member

Jan Nordli, (Norway), member

Petr Seda, (Czech Republic), member



The RC has been involved in appointing referees to the World Championships, EuroFloorball Cups and friendly Internationals, and to observe and educate the international referees during these events. The RC has also given support to the Office in the preparation for the Development Program Materials. The RC has participated in the production of the IFF Basic Referee Education material, which was published in 2010.

The IFF Referee Committee has been concentrating on the process on how to create better international referees and build a more effective process to manage the international referees. The focus has been to build a five year plan, based on long term planning, that can be introduced in the referee sector. The RC has also introduced new Rules tests and physical condition tests for the season 2010 –2011.

Due to the introduction of the new International Calendar, the RC has proposed a change in the nomination procedure for International Referees, where the referees are now nominated for two calendar years (2011-2012) and are given the possibility to specialize on either Men's or Women's games. The new nominations for international referees and observers were made by the RC in October 2010.

The RC is struggling to have enough referees and finding ways to educate new International referees. Since there are not enough opportunities to educate them. Due to this the RC has invited all the IFF referee observers to an education in Helsinki during the WFC 2010, since the observers can then educate the IFF referees in the IFF events and also in the international tournaments. As one of the steps to increase the communication between the National RC and the IFF RC, there will be an meeting organised during the WFC 2010 in Helsinki.

9. IFF Medical Committee

The composition of the Medical Committee has been:

Dr. Walter Frey, (Switzerland), Chairman

Dr. Tiina Nylander (Finland), Vice chair

Dr. Lars-Erik Bartels (Denmark), member

Dr. Thor Halse, (Sweden), member

Dr. Patricia Wallace (Australia), member

The IFF Medical Committee is acting as the IFF TUE committee, being responsible for granting Therapeutic Use Exemptions to Floorball players that are required to take prohibited medicaments in IFF Events. In addition the IFF MC functions as an expert group when renewing the IFF Anti-doping regulations and other practices regarding the Anti-doping work, i.e. the Registered Testing Pools and Test Distribution Plan (TDP). The IFF MC is also involved in other fields, which concern the promotion of the athletes' health.

The Medical Committee is involved in the communication with and feedback given to WADA. The Medical Committee prepares Anti-doping materials, e.g. the Anti-doping Guidelines for IFF Events and the Anti-doping part of the IFF Handbook for organisers. In addition the Medical Committee has participated in the preparations of the IFF Anti-Doping Campaign "Say NO to Doping", which will be

launched with a video and flyers as a part of the Anti-Doping education directed towards athletes during the WFC 2010 in Finland.

10. IFF Athletes Commission (ASC)

The IFF has established its Athletes Commission in 2007. The Commission, which has been set up to utilise the players' experience and knowledge in developing Floorball and the IFF's competitions, rules and regulations.

The member of the Commission is:
Mr. Per Jansson (Sweden), Chairman

Based on nominations sent in by the IFF's Member Associations, the Athletes Commission comprise of Ms. Paula Jouhten (Finland), Ms. Linda B. Andersen (Norway), Ms. Widyawillis Bte Selamat (Singapore), Ms. Melanie Cathie (Australia), Mr. Niklas Jihde (Sweden), Mr. Matthias Hofbauer (Switzerland), Mr. Michael Schachner (Austria) and Mr. David Brown (USA).

The new Members of the Commission will be elected during the Men's World Floorball Championships (WFC), with the players electing the male representatives of the Athletes Commission during the event. The IFF CB will elect the women representatives, until an election can be organised next year during the Women's WFC in Switzerland.

11. IFF Equality Function

The IFF established the Equality Function in 2009 in order to secure and promote the equality between gender, nationality, religion etc. so that all Floorball enthusiasts have the possibility to equally participate in the sport. The function was formed by the CB and Mr. Per Jansson heads the function. There were efforts made, by seeking funding for a multi-country project funded by the European Union, in order to produce an education materials for the national associations. The EU did not support this project with any funds.

12. IFF Marketing Function



The composition of the Marketing function has been:
Risto Kauppinen (Finland), Chairman
John Liljelund (Secretary General), member

The IFF Marketing function has been working with the renewal of the IFF Marketing strategy, which was first established in 2005: The Marketing function formed a working group to build the draft for the new Marketing Strategy in 2009. The objective was to make a plan for how we can strengthen the brand of Floorball on the International level. The Marketing Strategy was approved by the Central Board in 2010 and the summary will be presented to the IFF General Assembly in 2010.

The system for partners has been divided into a four level system, where the Floorball Material Sponsors are on the bottom first line, and then there are Partners, Main Sponsors and a Title Sponsor. IFF closed a contract with the marketing firm Infront, giving Infront the marketing rights of IFF for the period of 2006—2010. The aim was to secure a number of sponsors for IFF via this co-operation. The result has not been what was expected, partly due to the tough financial environment the last two years, but also due to the fact that Infront was not capable to attract sponsor in the way they had expected. Infront brought IFF a new sponsor in the form of AJ.

In line with the new Marketing Strategy IFF changed the approach how to approach the sales rights of the IFF Events already for the WFC 2010, where IFF and the LOC are using the same sales organisation, i.e. Infront. This has paid off, but not here either to the extent that was wished for.

The Marketing function has started the process to make new sponsor agreements for the Floorball Material, Apparel and Flooring fields, since all these agreements end on the 31st of December, 2010. The new agreements will be signed during 2010.

12.1 Partnership Agreements

Exel



The IFF and Exel signed a partnership agreement in 2006 for the years 2006 – 2010 in order to develop Floorball worldwide. Exel is the IFF's equipment provider, including sticks and goalie equipment. Exel provides the official IFF Event ball and material needed for the IFF Development work. The agreement with Exel Sports has made it possible for IFF to build a solid foundation for the IFF Events, when all the championships have the same look and feel when it comes to Floorball equipment, flooring and apparel.

Puma



Puma and IFF prolonged the apparel sponsor contract in 2009 until the end of year 2010. This sponsor contract gives the IFF the possibility to continue having the same look and feel for the international referees and has made it possible to support the major event organisers with materials.

Gerflor



Gerflor continues to be one of IFF's material partner in the field of the official certified floorings in the IFF events. The contract between IFF and Gerflor lasts for a period of four years, until December 31st, 2010.

AJ



IFF signed an three year agreement with the Swedish office furniture and accessories firm AJ, which was the first agreement brought in by Infront. AJ will have visibility mostly on the jersey of the International Referees, as well as in the Arena of the IFF Events. The contract lasts until the end of 2010 (WFC 2010) and efforts shall be made to prolong the contract for additional years.

Swerink



IFF has in relation to the agreement with Exel, received two rinks for the use of the IFF Events each year since 2006. IFF and Swerink has started a much closer cooperation, in which Swerink has supported member associations and clubs by selling them used renovated Floorball rinks. The negotiations to close an agreement with Swerink has started for the years 2011-2014.

12.2 TV and Internet TV

The Marketing function has also concentrated on building guidelines and increasing the Television visibility of Floorball, based on the principle of distributing as much of televised matches as possible to a fairly reasonable price to the member associations. This approach has given a good result both from the World Floorball Championships 2008 in the Czech Republic, with visibility in 7 countries and the Eurosport.

During the WFC 2009 in Denmark, IFF organised the production and streaming of the Internet-TV signal, which was produced from the A-division. From this internet-TV signal a number of matches were broadcasted to both Finland and Switzerland from 4 matches, which was broadcasted on TV in the said match.

For the WFC 2010 the IFF has together with the host broadcaster produced a total of 19 televised matches, (17 whole matches), which will be shown in 4 countries (Czech Republic, Finland, Sweden and Switzerland) and on Eurosport 2.

IFF has in cooperation with the organiser during the two year period produced the Internet-TV from all the major events, in order to satisfy the need of the fans of our member associations public, who do not have the possibility to view the matches on national or international TV.

13. IFF Development Function

The composition of the Development function has been:

Renato Orlando (Switzerland), Chairman
John Liljelund (Secretary General), member

The Development function has during this period, in close co-operation with the respective committees and functions, and the IFF Office focused on developing the IFF members and gaining new Member Associations. The work of strengthen the development of the IFF Member Associations, started in 2005 through the IFF Development Program Seminars. The aim with the seminar is to give the participants the needed tools to train the trainers in their respective countries after the seminar. The participating associations build up a two year development plan during the seminar, which the IFF then monitors.

13.1 Development Program



The Seminar is built on three different blocks, one for Organisation, one for Coaching and one for Refereeing all aiming to give additional knowledge to the Associations and assist them in planning and managing the development in their respective country. The seminar is a four day event consisting of theoretical lectures, practical training sessions, group works and hand-on training and observation.

The first pilot seminar was held in Eger, Hungary in December 2005. In 2009—2010 there has been Development Seminars organised in Canada, India, Latvia, New Zealand and Russia. Additional coaching courses were given in Indonesia.

The IFF has also supported a development Project launched in New Zealand to re-activate the Floorball development in the region. There have been new Floorball centres built up and the emphasis has been in having long term locals involved in the organisation to promote stability in the clubs. The restructuring of the New Zealand federation took place after the Development seminar organised in September 2009 in Wellington.

IFF has continued with the development programme in Germany, supported by the Floorball material manufacturers and IFF's Development Board, in order to strengthen the development of Floorball. The results have been good and the DUB is growing and the number of licensed players has increased to over 6 500.

The Development function made an evaluation of the IFF Development Programme 2005-2010 for the CB giving recommendations for the future.

13.2 Material Support for new Floorball countries

The IFF has also been in the position to support new and growing Floorball countries as they strive towards developing their Floorball activities by providing them educational material and guidelines as well as Floorball equipment.

Floorball equipment support packages has during the two year period been sent to: Albania, Argentina, Armenia, Australia, Bangladesh, Belarus, Brazil, Bulgaria, Croatia, Hungary, India, Indonesia, Ireland (special Olympics), Iran, Israel, Kurdistan, Lithuania, Mongolia, Morocco, New Zealand, Philippines, Russia, Rwanda, Serbia, Spain, Thailand, Turkey, Ukraine and the USA. The total amount of sticks has been 1600, balls 2700, tool bags 40 and the goalkeeper's equipment sets 26.

14. IFF Development Board

Responsible for all questions related to Floorball material and the Material Approval system has been John Liljelund.

The main work has been the following-up of the Material Regulations, which involved several meetings with the Swedish Testing and Research Institute (SP) and the Czech Test Institute ITC as well as with the manufacturers of Floorball equipment.

During the period a new version of the Material Regulations have been published and were in force from 01.07.2010, for the next two year period.

14.1 ispo fair Winter 2009 and 2010

IFF has continued together with the Development Board to run the Floorball Village, which was built in cooperation with the world's biggest Floorball equipment manufacturers in order to promote Floorball in the German market by giving the market a true vision of what Floorball is today and re-launch it to the retailers in this area.

The Floorball Village was specially designated area at the ispo fair with an interactive activity village, giving the visitors the possibility of getting to know Floorball hands on and also see what Floorball is today. The Floorball Village will be on the ispo fair also in 2011.



15. IFF Anti-doping Work



At the IFF General Assembly held on 13/12/08 in Prague, Czech Republic, IFF accepted the revised (2009) World Anti-Doping Code (the "Code"). The IFF Anti-Doping Regulations are adopted and implemented in conformance with IFF's responsibilities under the Code, and are in furtherance of IFF's continuing efforts to eradicate doping in the sport of Floorball.

The IFF Anti-Doping Regulations are valid from 01.01.2009 and apply to IFF, each National Federation of IFF, and each Participant in the activities of IFF or any of its National Federations by virtue of the Participant's membership, accreditation, or participation in IFF, its National Federations, or their activities or Events.

The IFF has conducted doping tests in the IFF events (WFC, U19WFC, EFC) and also started with the Out Of Competition (OOC) testing in 2009. In addition the IFF also annually collects, publishes and reports to WADA

the doping tests conducted in Floorball. The IFF has also actively taken part in the events arranged by the WADA and in the process of renewing the WADA's International standards.

During the period 2009-2010 the IFF has re-developed a process for granting Therapeutic Use Exemptions (TUE's) according to the updated regulations set by WADA and created a system of Registered Testing Pools with Whereabouts requirements and OOC testing that comply with the WADA rules. The IFF Registered Testing Pool system is built on a pyramid approach, with both individual whereabouts collected from the top athletes and team whereabouts collected from the top 4 national teams. The whereabouts are collected for the purpose of efficient test planning. The IFF uses the WADA's Web-based database management system, Anti-Doping Administration & Management System (ADAMS), which was developed for the purpose of coordinating anti-doping activities and to provide a mechanism to assist stakeholders with their implementation of the Code. The IFF uses Adams for the management of daily anti-doping activities such as TUE's and Whereabouts.

The IFF Anti-doping work also relies much on providing relevant information to the IFF member associations and the IFF webpage includes information about Anti-doping. The IFF also informs its member associations through the IFF Newsletters and the IFF Anti-doping Guidelines for IFF Events, which is sent to all associations participating in an IFF event in good time before the championships.

The IFF Development seminars include Anti-doping education as well and in addition the IFF has increased its Anti-doping education by launching campaigns in connection to the IFF events and the IFF Say NO to doping campaign, with the "Best Clean Slapshot competition", the Say No to doping balls and video, was launched in connection with the WFC 2010.

16. IFF Information Function

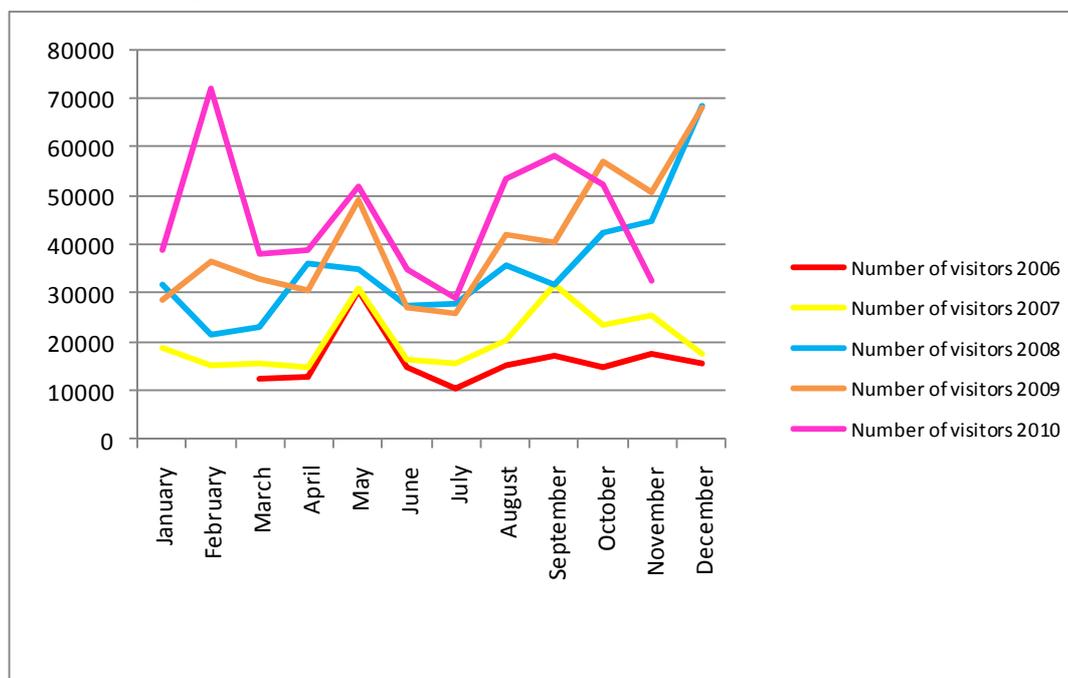
The aim during this period was first to increase the information flow from the IFF to its member associations and to target the information to the parties needing it. Secondly IFF has stressed to provide the international Floorball world and the international world of sports in general through the Internet pages, Information- and Newsletters, Press releases and other services. The Information function was formed by the CB and Mr. Stephen King heads the function and Ms. Merita Bruun acts as a member.

The Information function conducted the member service questionnaire in 2009 and have been preparing the new Newsletter introduction and the face-lift of the IFF web-page, which was conducted in 2010.

16.1 IFF Internet page

The current Internet page was launched in March 2006 in order to better serve the international Floorball world with all the important information from the IFF and news from the IFF member associations. The amount of news about the IFF activities and events have steadily increased during 2009 and 2010 and during 2010 a facelift was conducted based on the needs of the IFF member associations and Floorball fans. The IFF webpage facelift including the following additions was ready in October 2010:

- New Front page layout
- IFF member associations and other contact countries have their own sites with more information about the MA with the direct links from the IFF front page under Countries
- RSS feeds with news from IFF Member Associations and other floorball sites.
- Quicklinks option on the front page from where the direct links to popular pages are found
- Video window on the front page with the link to the IFF Sportshub Youtube video platform
- New Front page calendar
- Links to the IFF pictures, IFF materials, social media and Newsletter subscription from the IFF front page



The total number of visitors on IFF's website has continued to increase during 2009 and 2010. The number of unique visitors has increased with 6,6 % in 2009 compared with 2008 and continues to grow for 2010 with 9,8 % (situation by 9.11.2010). The number of total visitors has increased by 14,8 % from 2008 till 2009, still continuing growing with over 12 % in 2010 (situation by 9.11.2010).

During the period the IFF administration has introduced more on-line match statistics service from international matches and all IFF Events.

The largest number of visitors were during the IFF events, the Men's U19 WFC 2009 in Finland (22 429 unique visitors in May), the EFC Final round 2009 in Denmark (24 681 unique visitors in October)

and the Women's WFC in Sweden (29 399 unique visitors in December 2009).

In 2010 the largest number of visitors were during the Men's WFC Qualifications (and international weekend) in February in Poland, Spain, Singapore and Canada (30 114 unique visitors) and the Women's U19 WFC in Czech Republic (21 614 unique visitors in May), the EFC Qualification in Finland, Norway and Germany (22 414 in August) and the EFC Final round (23 740 in October). Also the international weekends create a lot of traffic on the IFF webpage especially when the IFF statistical service program is being used and in addition to February's weekend the September's international weekend, which was played at the same time as the Men's U19 WFC Qualifications in Spain gathered a total of 25 873 unique visitors for September. November's international weekend increased the amount of unique visitors for the first week of November to 17 086 (1-9.11.2010).

16.2 Information Letters/Newsletters

Starting from 2006 the IFF has sent out Information Letters including the most important decisions made by the IFF Central Board, the upcoming IFF events and other interesting Floorball news from around the world. In the end of 2009 a new Web based Newsletter was launched, with the Newsletter topics linked directly to the news on the IFF webpage, and the amount of Newsletters have increased both in 2009 and 2010. The amount of sent IFF Newsletters has increased from 4 in 2008 to 6 in 2009 and 19 in 2010 (by November 9th 2010).

With the webpage facelift the IFF Newsletter can now be ordered directly from the IFF front page from a subscription link, which has made it easy for Floorball fans to get access to the Newsletter.

16.3 Development & Information Material

As a part of the service to the member associations IFF has continued producing new materials and existing materials have been translated into different languages for Floorball development purposes. Most of the educational written materials are free to be downloaded from the IFF webpage.

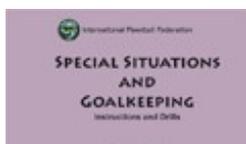
The **Floorball flyer**, which has been renewed twice during 2008-2010 gives general information about Floorball and the International Floorball Federation and can be downloaded from www.floorball.org



The Floorball Youth Start Up Kit is available in 11 different languages: English, French, German, Spanish, Polish, Portuguese, Italian, Chinese (Mandarin), Russian, Slovenian and for the Bosnia - Herzegovina/Serbia/Montenegro/Croatia Language area. The Start Up Kits can be downloaded from the IFF webpage under Materials.



The IFF Coaching Material is built on three different levels based on the development of the players, which helps the coach to plan practices in the most efficient way for players of all skills.



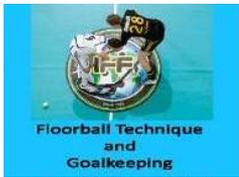
IFF has as a part of its Development program produced three English coaching manuals; **Teaching Individual techniques and tactics in Floorball**. This material is available in English, Estonian and for the Bosnia - Herzegovina/Serbia/Montenegro/Croatia Language area. The second part of the coaching material is; **Team Tactics** and the third part; **Special Situations**.



The material **Learn—Start—Play**; Learning the game, starting up the organisation and playing in different ways; gives hints and guidelines how to start playing, finding or building materials and how to work with clubs and associations. The PDF version can be downloaded from the IFF webpage under Materials in both English and Mongolian and the printed version of the Learn, Start, Play material, can be ordered from the IFF and the price is 8 CHF (5€), (+minimum 5 CHF postal fee).



The **This is Floorball** information material was published in the end of 2009 and presents the Floorball player profiles from the beginning, the past and the present, giving a face to Floorball. This material can be ordered from the IFF Office, and the price is 8 CHF (5€), (+minimum postal fee 5 CHF).



Coaching DVD's for Individual Technique and Goalkeeping was published in the end of 2009. The coaching DVD's include Guidance for players and coaches, as well as practical drills. Two DVD's are available with English commentary and subtitles in: French, German, Italian, Spanish, Portuguese, Russian and Japanese (only individual technique DVD). The DVD's can be ordered from the IFF office and the price is 25 CHF/double DVD (+postal fee 10 CHF).



Florball Game for Windows

Prodigium Game Studios has in cooperation with the IFF and the Finnish association, created a new hi-tech Floorball game played with computers. The demo version of the FBL Gameplay was launched in Autumn 2010 and the final version is launched during the WFC 2010.



Basic referee education material was published in 2010. The material is meant for basic training and will give more tools for the referee trainers when training referees. It can be downloaded as PDF or PPT from the IFF webpage under Materials.

16.4 Social Media

Facebook:



IFF opened its Facebook page (www.facebook.com/iff.floorball) on August 1st 2009 and at the moment there are over 5 500 Floorball fans following IFF on Facebook (5 613 on 7.11.2010) 80 % of fans are under 34 years old (20% 13-17 years, 20 % 18-24 years, 40 % 25-34 years) Gender division is 67 % male fans and 27 % female fans. Fans receive posts to their individual news feeds every time IFF posts something to IFF Facebook page. IFF Facebook pages include links to IFF news, interactive event pages, videos and photos. During IFF events there are updates of ongoing matches and information about starting internet broadcasts on IFF Facebook page. Since the opening, IFF has posted 417 links to Facebook page (approx. 1 link per day). There has been 15 Facebook events of IFF competitions.

Twitter:



IFF opened a Twitter feed (www.twitter.com/iff_floorball) on the 12th of October 2009. At the moment there are 248 followers, both Floorball medias and individual persons. The IFF Twitter feed is listed to 15 different lists. All posts made to IFF Facebook page are also shown in IFF Twitter feed and there is a post in IFF Twitter feed every time a new video is downloaded to the IFF YouTube channel on Sportshub. Since the opening, IFF has posted 385 Tweets (approx. 1 post per day)

Youtube/Sportshub:



IFF opened YouTube video channel (www.youtube.com/iffchannel) on the 28th of April 2010. At the moment 178 registered YouTube users have ordered IFF's channel and there are 80 Floorball videos on IFF's channel with both highlights and full length videos of matches played on IFF events (WFC & EFC)

Every video on the channel is linked to the on-line match record of the match on IFF webpages. Since the opening, the videos on the channel have been played totally 28 677 times

Flickr:



IFF opened Flickr photo account (www.flickr.com/photos/iff_floorball) on August 1st 2010 and at the moment there are 2 031 photos from different events. The photo sets on Flickr are linked to the on-line match records on IFF webpages, you can find links to the photo sets from the IFF event webpages and on the other hand it is possible to find a link to the match details of the photo from the Flickr page. Besides the photo sets and collections of IFF events added to the Flickr by IFF, there are also Flickr collections of other photographers photos on the IFF Flickr page. The collections of photos added by other photographers contain photos from national Floorball leagues

17. IFF Competitions

17.1 License System for IFF Member Associations

The IFF General Assembly in Prague 2008 approved the new License system implemented for the IFF Member Associations participating in the IFF events. The License system was created in order to direct the Member Associations to develop their own organisations, rather than only participate in International Events. The most important reason is that IFF's responsibility is to secure the level and the quality of the sport. The License system will be implemented after the 2012 Men's World Championship and the IFF administration will focus on strengthening the member associations operations in the coming two year period.

17.2 IFF Statistic Software



The IFF Statistic Software has been used in IFF events since the WFC 2007. All the matches on IFF events can be followed live through the on-line match records of the software and the software provides tournament statistics on the web. The software has also made it possible to have all the statistics from IFF events gathered in one place. The software is used in every IFF event and in addition to this, the member associations are using the software for the international tournaments.

The use of the IFF Statistic Software in international tournaments started in 2008, when the IFF on-line match records were used in 38 matches of totally 128 played international matches (30 %). In 2009 the use of the software was more than doubled, when the on-line match records were used in 89

matches of 138 played internationals (65 %). In 2010 the use of the software maintained on the same level. The on-line match records have been used in 72 % of the matches (77 out of 107 played internationals).

The IFF Statistic Software has continuously been developed in order to better meet the wishes of the IFF and the Member Associations. During the two year period, new features have been added to serve the public more comprehensively. In the Men's WFC 2008, the individual photos were used in the player cards for the first time. The personal photo concluded the player cards, which now include a photo, personal information and player statistics from previous IFF events. In spring 2010 the goalkeeper statistics with saving percentages were implemented and in autumn 2010 two new additions were made. The new line-up function gives information about the line formations of the teams in the beginning of the match. Many IFF events are streamed live on Internet TV so the line-ups on the on-line match record provides information also for the Internet-TV matches. During Autumn 2010 the Referee cards were added with photos and personal information. Besides the above mentioned improvements made to the Software, also the administration of the software was developed during the two year period. The improvements made optimizes the tournament administration work made by the IFF office.

17.3 IFF Accreditation system

In order to better serve the organisers of the IFF events and to strengthen the security in the events, IFF developed the IFF Accreditation Program. The IFF Accreditation Program is a Microsoft Excel-tool, which is designed to produce the accreditation cards for IFF events. The accreditation cards (ID-badges) are used for the identification of persons and for the control of different persons' movement in the IFF events.

Most of the functions in the IFF Accreditation Program are same for every event, but there is also editable functions, which give the accreditation card a specific look in every event. The tournament logo, graphic elements and organisers sponsors are unique for every event. The IFF assists the organisers by creating the basic accreditation file for the tournament. IFF creates the accreditation cards of the

participating teams as well as the cards of the IFF personnel, referees and IFF VIP guests in the event. These ready-to-print files are sent to the organiser, who is responsible for the printing of the accreditation cards. Additionally the organiser creates the accreditation cards for their own organisation, volunteers, VIP guests and media.

The IFF Accreditation Program was for the first time used in the EuroFloorball Cup in October 2009 and since then, every IFF event organiser has wanted to use the program. In autumn 2010, the program was further developed based on the experiences and comments gathered from the organisers and a new version of the programme was finalized.



17.4 World Championships according to the ranking



Men's 7th World Championships 6th-14th December 2008 in Czech Republic

29 Associations from 4 continents participated.

The WFC was divided into an A-division with 10 teams and a B-division with 10 teams and a C-division with 9 teams.

A-division: 1) Finland 2) Sweden 3) Switzerland 4) Czech Republic 5) Latvia 6) Norway 7) Russia 8) Estonia 9) Denmark 10) Italy
Team 1-7 directly qualified to the WFC 2010

B-division: 1) Germany 2) Poland 3) USA 4) Austria 5) Singapore 6) Japan 7) Hungary 8) Slovenia 9) Netherlands 10) Great Britain

Germany directly qualified to the WFC 2010

C-division: 1) Slovakia 2) Spain 3) Canada 4) Australia 5) France 6) Serbia 7) Liechtenstein 8) Korea 9) Georgia



Women's 7th World Championships 5th-12th December 2009 in Sweden

24 Associations from 4 continents participated. The WFC was divided into an A-division with 10 teams and a B-division with 10 teams, to which 7 teams played a qualification for 3 spots.

A-division: 1) Sweden 2) Switzerland 3) Finland 4) Czech Republic 5) Russia 6) Latvia 7) Norway 8) Poland 9) Denmark 10) USA

Teams 1-7 directly qualified to the WFC 2011

B-division: 1) Australia 2) Hungary 3) Germany 4) Singapore 5) Estonia 6) Netherlands 7) Japan 8) Slovakia 9) Canada 10) Italy
Australia directly qualified to the WFC 2011

17.5 U19 World Championships according to the ranking



Men's 4th U19 World Championships 6th-10th May 2009 in Finland

20 Associations from 3 continents participated. The WFC was divided into an A-division with 8 teams and a B-division with 8 teams. 6 teams qualified for two spots in the U19 WFC.

A-division: 1) Sweden 2) Finland 3) Switzerland 4) Czech Republic 5) Latvia 6) Norway 7) Slovakia 8) Denmark (relegated to the B-Division 2011)

B-division: 1) Estonia 2) Poland 3) Germany 4) Hungary 5) Russia 6) Austria 7) Canada 8) Japan
Estonia promoted to the A-division 2011.

Qualification: 1) Russia 2) Hungary 3) Slovenia 4) Spain 5) Netherlands 6) Georgia



Women's 3rd U19 World Championships 4th-8th May 2010 in Czech Republic

14 Associations participated. The WFC was played in an A-division with 8 teams and a B-division with 6 teams. Georgia (visa problems) and Ukraine (financial reasons) however did not participate.

A-division: 1) Sweden 2) Finland 3) Czech Republic 4) Switzerland 5) Slovakia 6) Norway 7) Poland 8) Latvia (relegated to the B-Division 2012)

B-division: 1) Hungary 2) Russia 3) Germany 4) Austria
Hungary promoted to the A-division 2012.

17.6 EuroFloorball Cup according to the ranking



EuroFloorball Cup 2009

The Qualification round of EFC 2009 was organised in Leoben & Kapfenberg, Austria (8 Men's teams and 4 Women's teams), Valmiera, Latvia (5 Men's teams and 5 Women's teams) and Langnau & Winterthur, Switzerland (3 Men's teams and 3 Women's teams). From each place one Men's and one Women's team qualified to the Final round.

The Final round, for both men and women, was organised in Frederikshavn, Denmark, with 8 teams in each category.

The ranking of EFC 2009 for men:

1) SSV Helsinki 2) Tapanilan Erä 3) SV Wiler-Ersigen 4) Lekrings 5) 1. SC Vitkovice 6) Rødovre FC 7) Jögeva SK Tähe 8) UHC Sparkasse Weissenfels 9) Tigers Langnau 10) Nizhegorodets 11) CUF Leganes 12) Tatra Stresovice 13) SK 1. FBC Trenčín 14) HDM 15) SZPK-Nokia 16) London Vikings 17) Locomotive Kutaisi 18) IFK Paris 19) VSV Unihockey 20) SSV Diamante Bozen 21) Speedhac Brussels

The ranking of EFC 2009 for women:

1) IKSU 2) UHC Dietlikon 3) Herbadent SJM 4) SC Classic 5) Red Ants Rychenberg 6) Rubene 7) Frederikshavn Bulldogs 8) Mälløs Hurricanes 9) PSS Porvoo 10) Energa Olimpia Osowa Gdansk 11) UA Sonics 12) TJ JM Chodov 13) Jäneda SHN 14) CUF Leganes 15) Phoenix Fireball 16) SU Wiener FV 17) Dragons Ruzinov



EuroFloorball Cup 2010

The Qualification round of EFC 2010 was organised in Grimma, Germany (6 Women's teams) Oslo, Norway (5 Men's teams), Erd, Hungary (7 Men's teams and 5 Women's teams from which Locomotive Kutaisi and Amro Kutaisi could not participate due to visa problems) and Helsinki, Finland (3 Men's teams and 2 Women's teams). From each place one Men's and one Women's team qualified to the Final round.



The Final round, for both men and women, was organised in Koceni & Valmiera, Latvia, with 8 teams in each category.

The ranking of EFC 2010 for men:

1) Storvreta IBK 2) 1.SC WOOW Vitkovice 3) SSV 4) TUNET IBK 5) SV Wiler-Ersigen 6) RTU/Inspecta 7) SK Augur 8) Team Århus Floorball 9) Tapanilan Erä 10) FB Agents 11) Olimp Fryazino 12) Tigers Langnau 13) GLS L'Aquila 14) SK Dragons Ruzinov 15) IFK Paris 16) Itak Sport Borovnica 17) CUF Leganes 18) Dunai Krokodilok 19) Vendetta



The ranking of EFC 2010 for women:

1) IKSU 2) Piranha Chur 3) Red Ants Rychenberg 4) SC Classic 5) Herbadent SJM 6) Rubene 7) Energa Olimpia Gdansk 8) Frederikshavn Bulldogs 9) NST 10) NTS FK-ZS Nemsova 11) Tunet IBK 12) Eszterhazy-Meise 13) MFBC Wikinger-Grimma 14) TVZ Wikings Zell am See 15) HDM 16) UHC Schaan 17) CUF Leganes

17.7 IFF Observer Program



Sports Finland/NOC and the IFF have agreed upon a joint initiative to organise an Observer Programme during the WFC, on the 7th & 8th of December, in order to give the IFF member associations a possibility to see behind the scene how the event is organised and get to know what kind of steps are taken.

The Observer Programme is built upon the IFF Organisers Handbook, which will then help the participants to form their own view of how they could organise an IFF Event. The idea is to invite the future and potential IFF events organisers to participate in the Observer program.

The Observer Program is intended for:

- * Administration people - general administration people
- * Sports people - people in charge of sports and venues technical services
- * IFF Member Associations – potential organisers of IFF Events or national events

18. IFF Economy

The volume of the IFF economy 2008-2009 has continued to grow and IFF has in a broader extent been able to use funds to develop the different membership services for its members. The growing number of events and the service related to these has demanded to increase the IFF administration simultaneously with the increased number of development activities and competitions.

Even though the finances have been kept well in balance during this period and even shown a small surplus, there is a need of a continued increase of the income to secure the development of Floorball world wide. The actual figures are found in the Financial Reports for 2008 and 2009.

IFF still needs to increase the outside financing, which primarily comes from the sponsors, especially from outside the Floorball market.

19. IFF Office

The International Floorball Federation has been growing rapidly for the last 7 years and as a result of this the IFF needed to increase the number of employed persons at the office, situated in Helsinki, Finland. This is in order to live up to the growing service requirements of our member associations and the number of IFF competitions.

Mr. Veli Halonen was appointed as the new Office & referee Coordinator to the IFF Head office in Helsinki, Finland, to replace Ms. Katriina Sahala, who decided to seek new opportunities by moving to the Finnish Sports Confederation. Mr. Halonen started working for the IFF in the beginning of January 2010. In the IFF office Mr. Halonen works closely with the IFF member associations and will be responsible for the administration of the office and the IFF Referee Committee.

The IFF CB would like to thank all Member Associations, as well as all committee members, sponsors, the great number volunteers who have helped IFF in different ways and the office staff for the tremendous work done, in order to develop Floorball from possible aspects.

INTERNATIONAL FLOORBALL FEDERATION

Financial Report 2008

Statement of income

INCOME		Budget	Diff,
Transfers	63300,00	68500,00	-5200,00
Participation fees	190000,00	176000,00	14000,00
Organizers fees	126000,00	119000,00	7000,00
Temporary play	550,00	0,00	550,00
Membership fees	102500,00	99500,00	3000,00
Fines	21000,00	0,00	21000,00
Sponsors & Advertisements	99326,55	138000,00	-38673,45
TV/Internet-TV	87054,55	65000,00	22054,55
Office support	83300,00	83300,00	0,00
Development support	60000,00	0,00	60000,00
Sales	0,00	5500,00	-5500,00
Lic, revenues & royalties	257477,05	248750,00	8727,05
Other	1387,22	3000,00	-1612,78
Total income	CHF 1091895,37	1006550,00	85345,37

COSTS		Budget	Diff,
Central activities	16900,17	14000,00	-2900,17
Office	435862,39	509600,00	73737,61
Central Board	43918,09	24250,00	-19668,09
General Assembly	5358,92	3900,00	-1458,92
President's meeting	0,00	0,00	0,00
External meetings	18794,24	5800,00	-12994,24
IOC 50 Road Map	9903,80	26800,00	16896,20
ExCo	15277,44	5650,00	-9627,44
Strategy group	6363,53	0,00	-6363,53
Athletes Commission	491,84	0,00	-491,84
WFC	38917,58	12100,00	-26817,58
U19 WFC	23184,77	14100,00	-9084,77
EFC	68959,99	51000,00	-17959,99
WUC	1174,56	2800,00	1625,44
Anti-Doping	3806,34	0,00	-3806,34
Rules & Competition Committee	24554,57	26000,00	1445,43
Referee Committee	22313,26	31000,00	8686,74
Development function	13008,19	13900,00	891,81
Development programme	31369,71	39500,00	8130,29
Material*	142910,46	146700,00	3789,54
Marketing	49304,73	37800,00	-11504,73
TV/Internet-TV	87652,78	32650,00	-55002,78
Medical Committee	1845,40	6000,00	4154,60
Appeal Committee	1174,15	1500,00	325,85
Disciplinary Committee	0,00	1500,00	1500,00
Total costs	CHF 1063046,91	1006550,00	-56496,91
Profit/loss	CHF 28848,46	0,00	28848,46

* *The outcome of the material appr, system was:*

<i>Income</i>	<i>257477,05</i>
<i>Costs</i>	<i>182144,1</i>
<i>Profit</i>	<i>75332,95</i>

Balance sheet 31.12 2008

Assets

	01.01 2008	31.12 2008
Current assets		
Cash	0,00	300,00
Credit Suisse 559200-11	675631,68	590789,56
Receivables		
Claims 2005	11900,00	8400,00
Claims 2006	11500,00	4500,00
Claims 2007	143486,80	22000,00
Claims 2008	0,00	165315,30
Accr. income & deferr. expenses	0,00	0,00
Receivables from rel.parties	0,00	3149,93
Total assets	CHF 842518,48	794454,79

Liabilities and equity

Current liabilities		
Accr, expenses & deferred income	-172061,65	-138000,00
Other current liabilities	0,00	-2588,28
Transfers to reserves	-188186,96	-116904,16
Development reserves	-54015,63	-54015,63
Development Board reserves 2007	-39940,76	-5518,42
Development Board reserves 2008	0,00	-60266,36
Equity		
Retained earnings	-388313,48	-388313,48
Profit 2008	0	-28848,46
Total liabilities & equity	CHF -842518,48	-794454,79

BRANDSTAM

AUDIT REPORT

To the general meeting of the International Floorball Federation

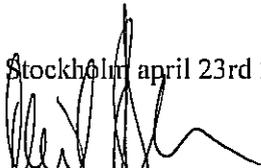
I have audited the annual accounts, the accounting records and the administration of the board of directors and the managing director of International Floorball Federation for the year 2008. These accounts and the administration of the Federation are the responsibility of the board of directors and the managing director. My responsibility is to express an opinion on the annual accounts and the administration based on my audit.

I conducted my audit in accordance with generally accepted auditing standards to the IAS. Those standards require that I plan and perform the audit to obtain reasonable assurance that the annual accounts are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the accounts. An audit also includes assessing the accounting principles used and their application by the board of directors as well as evaluating the overall presentation of information in the annual accounts. As a basis for my opinion concerning discharge from liability, I examined significant decisions, actions taken and circumstances of the federation in order to be able to determine the liability, if any, to the federation of any board member. I also examined whether any board member has, in any other way, acted in contravention of the Federation statutes, the Annual Accounts Act or the Articles of Association. I believe that my audit provides a reasonable basis for my opinion set out below.

The annual accounts have been prepared in accordance with the Annual Accounts Act and give a true and fair view of the federation's financial position and results of operations in accordance with generally accepted accounting principles in IAS.

I recommend to the general meeting that the income statement and balance sheet be adopted, that the profit be dealt with in accordance with the proposal in the administration report and that the member of the board of director be discharged from liability for the financial year.

Stockholm april 23rd 2009



Mikael Brandstam

Qualified Public Accountant

INTERNATIONAL FLOORBALL FEDERATION

Financial Report 2009

Statement of income

INCOME		Budget	Diff,
Transfers	72900,00	70000,00	2900,00
Participation fees	196000,00	190000,00	6000,00
Organizers fees	197658,15	204000,00	-6341,85
Temporary play	1250,00	0,00	1250,00
Membership fees	113000,00	111000,00	2000,00
Fines	15000,00	0,00	15000,00
Sponsors & Advertisements	96140,47	146000,00	-49859,53
TV/Internet-TV	33000,00	45000,00	-12000,00
Office support	83300,00	83300,00	0,00
Development support	59544,75	30000,00	29544,75
Sales	0,00	6000,00	-6000,00
Lic, revenues & royalties	248640,75	260000,00	-11359,25
Other	1436,70	8000,00	-6563,30
Total income	CHF 1117870,82	1153300,00	-35429,18

COSTS		Budget	Diff,
Central activities	18788,83	14650,00	-4138,83
Office	496526,73	552800,00	56273,27
Central Board	41794,57	24550,00	-17244,57
General Assembly	0,00	0,00	0,00
President's meeting	3248,18	3800,00	551,82
External meetings	20737,28	14600,00	-6137,28
IOC 50 Road Map	935,55	19500,00	18564,45
ExCo	5249,85	13700,00	8450,15
Strategy group	0,00	0,00	0,00
Athletes Commission	389,16	13300,00	12910,84
WFC	59990,68	110900,00	50909,32
U19 WFC	10156,28	18000,00	7843,72
EFC	44897,06	46100,00	1202,94
WUC	0,00	0,00	0,00
Anti-Doping	13349,14	12000,00	-1349,14
Rules & Competition Committee	24571,57	25000,00	428,43
Referee Committee	29407,33	26900,00	-2507,33
Development function	21108,67	16800,00	-4308,67
Development programme	39349,19	33400,00	-5949,19
Material*	127535,06	140300,00	12764,94
Marketing	33166,54	25600,00	-7566,54
TV/Internet-TV	106325,67	30000,00	-76325,67
Medical Committee	5043,68	8400,00	3356,32
Appeal Committee	0,00	1500,00	1500,00
Disciplinary Committee	0,00	1500,00	1500,00
Total costs	CHF 1102571,02	1153300,00	50728,98
Profit/loss	CHF 15299,80	0,00	15299,80

* *The outcome of the material appr, system was:*

<i>Income</i>	248640,75
<i>Costs</i>	190612,28
<i>Profit</i>	58028,47

Balance sheet 31.12 2009

Assets

	01.01 2009	31.12 2009
Current assets		
Cash	300,00	200,00
Credit Suisse 559200-11	590789,56	536798,68
Receivables		
Claims 2005	8400,00	8400,00
Claims 2006	4500,00	4500,00
Claims 2007	22000,00	11500,00
Claims 2008	165315,30	40937,74
Claims 2009	0,00	290889,37
Accr. income & deferr. expenses	0,00	0,00
Receivables from rel.parties	3149,93	501,16
Total assets	CHF 794454,79	893726,95

Liabilities and equity

Current liabilities		
Accr, expenses & deferred income	-138000,00	-189000,00
Other current liabilities	-2588,28	-2030,61
Transfers to reserves	-116904,16	-132519,85
Development reserves	-54015,63	-51890,61
Development Board reserves 2007	-5518,42	0,00
Development Board reserves 2008	-60266,36	-39401,36
Development Board reserves 2009	0,00	-46422,78
Equity		
Retained earnings	-417161,94	-417161,94
Profit 2009	0	-15299,80
Total liabilities & equity	CHF -794454,79	-893726,95

BRANDSTAM

AUDIT REPORT

To the general meeting of the International Floorball Federation

I have audited the annual accounts, the accounting records and the administration of the board of directors and the managing director of International Floorball Federation for the year 2009.

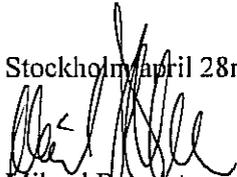
These accounts and the administration of the Federation are the responsibility of the board of directors and the managing director. My responsibility is to express an opinion on the annual accounts and the administration based on my audit.

I conducted my audit in accordance with generally accepted auditing standards to the IAS. Those standards require that I plan and perform the audit to obtain reasonable assurance that the annual accounts are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the accounts. An audit also includes assessing the accounting principles used and their application by the board of directors as well as evaluating the overall presentation of information in the annual accounts. As a basis for my opinion concerning discharge from liability, I examined significant decisions, actions taken and circumstances of the federation in order to be able to determine the liability, if any, to the federation of any board member. I also examined whether any board member has, in any other way, acted in contravention of the Federation statutes, the Annual Accounts Act or the Articles of Association. I believe that my audit provides a reasonable basis for my opinion set out below.

The annual accounts have been prepared in accordance with the Annual Accounts Act and give a true and fair view of the federation's financial position and results of operations in accordance with generally accepted accounting principles in IAS.

I recommend to the general meeting that the income statement and balance sheet be adopted, that the profit be dealt with in accordance with the proposal in the administration report and that the member of the board of director be discharged from liability for the financial year.

Stockholm April 28rd 2010



Mikael Brandstam

Qualified Public Accountant

International Floorball Federation

IFF



PLAN OF ACTION 2011 - 2012

Prepared by the IFF Central Board for the IFF General Assembly 10th of December 2010

PLAN OF ACTION FOR 2011-2012

1. General

As defined by the IFF General Assembly in Prague, the International Floorball Federation (IFF) is an association consisting of associations existing to nurse and service its member associations, in order to further promote and develop the sport of Floorball on an international level. IFF is the approved sole international governing organisation for all different types of Floorball, and an ordinary member of SportAccord (prev. GAISF) since 2004, provisionally recognised by the IOC in 2008 and a full member of ARISF Association of IOC Recognised International Sport Federations) since 2009.

IFF today consists of totally 52 member associations out of which 31 countries are ordinary members. According to the IFF Statutes, a provisional member association will after having been a provisional member for a period of four years automatically become an ordinary member of IFF, if they fulfil the requirements stipulated by the IFF Statutes. The IFF administration strives to support the provisional member associations to develop their operations, in order to become ordinary members and the 2010 General Assembly will approve additional ordinary members. The main objective in advance of this IFF General Assembly has been to still increase the number of member associations.

The IOC Executive Board while giving the IFF the provisional recognition stressed the need for IFF to continue growing and especially to focus on the development outside of Europe. As an essential part of the process to achieve the full IOC recognition, IFF will continue to foster the growing Floorball groups and movements both outside and inside of Europe. IFF will as a part of the implementation of the approved Licence system for national associations participating in Adult World Floorball Championships, during the next two years period focus on strengthening of the basic operations of our member associations, including the development of the educational and competition systems.

The general believe is that the popularity of Floorball will continue to grow, maybe not with the same number of member associations as in the last 4-6 years, but the number of countries where Floorball is played in the world will thus rapidly increase. There will still be a steady flow in the number of new members fulfilling the membership criteria's, mainly from Asia, the Americas and hopefully also Africa. IFF will continue the proactive approach to engage both new members and Floorball groups and simultaneously strengthen the operation of the existing members.

The main focus for the IFF, for the coming two year period, will be the same three pillars that were decided already in 2004, being the International lobby work, the development work and the marketing of the sport, building the brand of Floorball.

The Vision of Floorball defines that Floorball has to be included in a number of multi-sport events before 2020. To achieve this IFF will carry on to work with the international sports community to find opportunities and solutions to enter primarily the World Games,

the Universiades, the Youth Olympic Games and on an regional level the South-East Asian Games, the Commonwealth Games or some other multi-sport games. The effort has to be directed both towards the international community, but also towards working closely with the member associations, like the Asia Oceania Floorball Confederation (AOFC), in order to promote and develop Floorball in the region, securing the participation in the SEA-Games.

After IFF received the provisional recognition of the International Olympic Committee, granted by the IOC Executive Board in December 2008, we have to continue to streamline our own organisation and concentrate to help developing the organisations of our members. The firm believe of IFF, is that the sport only has approximately 4-8 years to really build an own strong international brand, making it possible for Floorball to become an Olympic sport. If we are not able to create and enlarge this brand space of Floorball, it will not be the end of Floorball, but we will not be able to reach the level of international importance defined in our Vision for the next coming decade. The development of international sport has proven that there are a number of examples, where a rapidly growing sport has not succeeded to take the final steps. The main challenge for IFF is to seek the understanding and find the right forms of cooperation with the national associations, which primary working field always is national, but there can be no development of Floorball without a growing international brand space.

The key to achieving the international sporting objectives lies in the need to continue to focus on the development work done towards the member associations. The Development function will, based on the evaluation made of the IFF Development Programme Seminars, which was started in 2005, to continue to continuously strengthen the offering of our Development solutions and services to our member associations. So far a total of sixteen different Floorball Development Seminars have been held on four continents. The target is to continue to have a number of yearly seminars during 2011 and 2012, where a number of countries are collected together under the principle of "Train the Trainer". As a new development project IFF will start to make country specific workshops to develop the member services of these associations (competition and education), in order to help the associations fulfil the requirements of the Licence system for participation in IFF Events. The forms of cooperation will vary from material support to joint development clinics and seminars.

In the field of marketing IFF has secured a relatively sustainable marketing income and the same look and feel of all IFF Events, which has helped branding Floorball. The target for the coming two year period is to strengthen the foundation on which IFF stands on and move forward into visualising the sport further, with the upcoming World Floorball Championships and the new European club competition Champions Cup and the revised EuroFloorball Cup's of 2011 and 2012. The IFF Marketing Strategy clearly outlines the tasks for the coming two year period, where the main objectives are to build the brand, increase the media and marketing value of our Events and secure the broad general visibility of Floorball in the TV screen, as well as servicing the Floorball tribe via internet-TV. The approach to sell the marketing rights jointly with the organiser of the IFF Events, with the Local Organiser Committee, will have to be evaluated during the two year period.

The change of the International Competition Calendar and the adoption of a new World Floorball Championship system, starting with the Men's WFC in Finland 2010 and the Women's WFC 2011, will be evaluated starting from 2012. This in order to be able to make the proposal of how all international competitions will be run after 2012.

The task for the Office is to further get our member associations acquainted and familiar with our regulations and to follow them, this especially in connection with the playing of Friendly Internationals and the usage of competition related services.

The basis for our existence for the first two decades has been to spread, grow and develop the sport globally and at the same time seek an official approval and recognition from the international sports community. The strategic vision, for the upcoming decade, is defined as follows in the IFF Vision statement:

To be the internationally approved/accepted sole owner of the dynamic sport of Floorball and all its different forms and identities and serving as an attractive sport for all. Being a healthy organisation with sufficient human and financial resources, with over 100 national members associations, having and organising their own national championships and five continental confederations.

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

2. Administration

The IFF administration, consisting today of a total of five full time employees, has continued to increase the number of services and operations, during the last four years and in order to be able to further increase the service to our members the IFF needs to continue developing its own administration both in numbers and quality. The IFF office had since the General Assembly in 2004 been located in Helsinki, Finland, with the actual move made in May 2005, as part of the actions taken to streamline, strengthen and develop the IFF operations in 2005.

The IFF has since 2005 had two separate operating offices, with the competition office in Solna, Sweden, located at the same site as the Swedish Floorball Federation. The Finnish Floorball Federation has offered the IFF to provide IFF with the office facilities until the end of 2012. The IFF CB shall in 2012 start, if needed, the preparations in order to relocate the office.

Since January 1, 2000 the IFF has been financially self-financed, and the turnover of the budget has increased substantially since then. In order for IFF to live up to the service promised and quality, we need to look over our finances, finding additional ways to finance the activities.

The IFF now has five full time employees and due to these additional resources the operations have been moved more to a professional driven based approach, where the role of the volunteer is changing towards a more strategical leadership, based on the principle of corporate governance. IFF still needs to grow and the IFF CB needs to look over the structure of the organisation and the tasks of the different IFF bodies in order to strengthen the organisation. The role of the Central Board must be more of a strategic one, whereas the Executive Committee and the Office carries the operational responsibility. When and if the financial situation permits the administration will be strengthened during the period between the General Assemblies of 2010 and 2012, in order to meet with the IFF Vision and Missions. The IFF Office will also seek opportunities to employ different trainees and civil workers on a project basis.

The aim is to have an effective and productive administration consisting of at least five-six employees, consisting of a secretary general, a competition manager, a competition coordinator, an information/Anti-doping manager, an office/referee coordinator and a marketing/development coordinator. The additional resources shall be directed in the fields of marketing/TV and education. The IFF will on a regular basis inform our member associations about the different fields of responsibilities of the employees on the IFF web-page.

3. Central Board

The Central Board of the IFF will continue to improve its efficiency by allocating the needed specific areas of responsibility to the Committees, the Functions, the Office and if needed to special working groups. This will give even more time for the CB to concentrate on strategic and political questions, in order to determine what is best for World Floorball, in order to spread and develop Floorball worldwide. In order to develop the organisation all the elected CB members will have a specific task of responsibility defined to work with. The CB will continue to have the CB Evening theme sessions, to discuss important political issues, in connection to the CB meetings.

The hard work of finding the own place for Floorball in the World of Sports has only just started and therefore IFF CB will continue to work with the three main fields of activity, which were agreed upon at the IFF General Assembly 2004 in Switzerland. These will be on the Political lobby work (in order to strengthen Floorball's position in Worldwide Sport) in the International Sports community, strengthening the Marketing of the IFF (with the strategy to be more visible and to raise the level of external funding and giving more exposure for Floorball), and the continuance of the Floorball Development Programme, in order to develop the quality of the IFF member associations.

The Central Board will have approximately four meetings per year, out of which at least two are organised in connection to IFF Events, but the CB will need to look over the scheduling of these, since the possible demands might require a change in the meeting calendar.

The IFF Executive Committee (ExCo), consisting of the President, and vice President and the Secretary General, will handle and prepare the upcoming issues for the CB and take decisions where they are needed, in order to increase the efficiency. The past legislation has fully proven the necessity of such a body. The IFF President and the secretary general bear the responsibility of developing the contacts to the International Sports Community for the CB.

4. The Committees and functions

The Central Board will continue on the chosen line to have only a limited number of operational Committees, i.e. the Medical Committee (MC), the Referee Committee (RC) and the Rules- and Competition Committee (RACC). The objective is to look over the tasks of the RC and the RACC and see if there is a possibility to develop the way the committees are structured and how they are working. The other fields of activity will then be organised into functions, like the Development, Equality, Information, Marketing and Material function, which have been working so far. The responsibilities of the committees and functions will be allocated by the Central Board.

The Athletes Commission will be re-elected by the athletes during the WFC 2010 in Helsinki and the CB will have to put extra effort in order to find a direct link for the Athletes Commission in the IFF organisation. The Commission will continue to work, in order to keep the interest of the athletes in focus in all the work done by IFF.

The CB will in line with the decision taken in 2009, in order to streamline the activities of the committees, look over the task descriptions, responsibilities of the committees and the relating job description of its members. Additionally the CB will ask the secretary general to appoint the relevant employee to act as the secretary of the committees.

The increasing number of international events will require that the CB to come forward with appropriate proposal how to solve the problem of the increasing need of IFF persons in the IFF competitions, which has proven to become a real problem especially after having introduced the regional qualifications for the Adult WFC's in 2010.

The Medical Committee will continue to focus its work on the analysing and following the requirements set forth by WADA, administrating the IFF TUE procedure, develop the in- and out of competition testing program and the Anti-doping education.

The Referee Committee will start to implement its plan for a five year program to create a World Class referee community until 2015, including the needed level of top class international referees and observers. The RC will put extra focus on the process of educating new international referees and observer, outside the IFF Events, but during the friendly internationals. This will require the production of guidelines, education materials and a good cooperation between the national Referee Committees and the IFF.

The Rules and Competition Committee will continue to focus on dealing with the changing requirements the fast development of our sport sets on our regulations. The main task for the two year period will be the instalment of the new Champions Cup and the revision of the EuroFloorball Cup as well as the evaluation of the competition system after the Women's World Floorball Championships in 2011.

5. Competitions

The Adults World Championships will be played in December for Women in St. Gallen, Switzerland 2011 and also for Men in Switzerland in December 2012. The new qualification system for the WFC will be implemented for the first time for the Women's WFC in St. Gallen. Only the seven best ranked teams of the A-division and the winner of the B-division of the WFC 2009 are directly qualified for the WFC 2011. All other nations will have to qualify for the event. IFF will build the qualification system based on regional qualifications, which are played in February 2011. The WFC final round will be played with only 16 teams. The new WFC competition system will be evaluated in the spring of 2012 by the CB.

The World Championships for U19 will continue to be played with an A- and B-division in 2011 for Men in Germany and in 2012 for Women. The twelve best teams will continue to be directly qualified, the remaining nations will have to qualify for a place in the final round. In order to secure the participation of non-European teams in the U19 WFC, the CB will look for a solution in this field.

The appointment of organisers for the IFF competitions follows the specific schedule used on how to appoint organisers, meaning that a first letter asking for organisers will be sent 72 months prior (six years) to the competition and the appointment will be made 48 months (four years) prior to the competition.

The IFF will introduce a new top Club Competition in 2011, when the Champions Cup will be played for the first time in the Czech Republic. The IFF has together with the Top four Floorball member associations built a solution for the continuation of a top European club competition. The new completion, which will be an important show case of international Floorball, will be played with 6 + 6 teams for both Men and Women with the national champions of the Czech Republic, Finland, Sweden and Switzerland together with the winner of the revised EuroFloorball Cup (EFC) and one team of the organising country. The four nations and IFF will sign an agreement of the organisation of the Champions Cup for the period of 2011-2014. The general aim is to increase the value of the competitions for all stake holders.

IFF will continue to organise the EuroFloorball Cup Final round, which is played every year in October for both Men and Women, consisting of 6 or 8 teams in each category, meaning that regional Qualification Rounds shall be played in August. The EFC is organised for the

5th and lower ranked teams, which will mean that less teams will have to qualify for the event, making the participation easier. The aim is to create a new competition of the EFC, so that IFF can have new winners in our competitions and also help in strengthening the national club teams in the countries that are lower ranked.

The EFC qualifications are played in August. There will be two qualification tournaments divided into East and West and the number of qualifying rounds will be determined after the registration and the places and organising associations have been appointed. The discussion concerning the EFC qualification system, qualifying for the Final round, will have to be looked at, in order to have an equal chance to qualify.

As a part of building the brand of Floorball, IFF has participated in the SportAccord SportsHub project on YouTube, where IFF has its own channel for the IFF Video archive for all televised and streamed matches from the IFF Events. These Floorball videos can be freely used by the whole Floorball family. The aim is to have the member associations providing videos for the SportsHub IFF Channel, in order to spread the sport. IFF is working in order to be able to secure the live streaming of all Major IFF Events (Adult WFC, U19 WFC, CC and EFC Final round) over the internet.

6. The World Games organised by the IWGA

IFF will from its side try to speed up the dialogue with the International World Games Association on the conditions required to become a member or at least take part as a demonstration sport in the World Games. The IWGA has for a number of years refused to give a clear answer concerning the timetable of when they will admit new Sports to apply for membership in the IWGA.

7. The World University Championships in Floorball organised by the FISU

The 4th World University Championships was played in 2010 in Umeå, Sweden, organised by the FISU and the Swedish Students Sport Union. IFF is strongly supporting the preparations of the 5th WUC in 2012 in the Czech Republic, since the organisation of the WUC is vital for IFF, in order to meet with the requirements of FISU to be able to take part in the summer Universiade. The WUC has now been placed in May since 2010, in order to find a more suitable timing for the WUC, due to the change of the IFF International competition calendar.

Efforts will be made to be able to take part in the Universiade in 2011 as observers and to be on the program by 2017 by the latest.

8. Other International Events

The IFF will work together and support the development of Floorball in the following International Sports Organisations and their Events;
International School Sports Federation (ISF) – 2011, in the Czech Republic.

IFF will further continue the cooperation with the Master Sports, in order to have Floorball included in the IMSA (International Master Sport Association) events.

9. The Rules of the Game

The work with the Rules of the Game - Edition 2014 (valid from July 1, 2014) will start by asking for proposal of rule changes in January 2012. The system of having the Game Rules reviewed only every four years has proven to be very a successful solution and it takes away the pressure to continuously change our rules. The IFF Rule Group will act as the coordinator of the process for the new Game Rules during 2011.

10. Anti Doping work

IFF has signed the WADA Anti-doping Charta and the IFF Anti-doping work is compliant with the WADA Code. As part of that, both the IFF and the member associations need to increase their efforts in the field of Anti-doping work. The amount and quality of education given to the athletes on both an international and national level, has to increase in the future. IFF will continue with its educational and awareness program, Say NO to Doping-campaign, which started in the WFC 2010 in Finland and produce and coordinate different materials for its Anti-doping education. A big part of the IFF Anti-doping education is still provided through the IFF Development seminars.

The procedure for changing the IFF Anti-doping Regulations has by the IFF CB been revised, so that the Anti-Doping regulations are no longer to be approved by the General Assembly, but by the IFF CB, due to the changes made by WADA.

11. Development Board (DB) of IFF

The cooperation between the IFF and the Floorball manufacturers has since 2001 been directed through the IFF Development Board, which consists of representatives from the biggest manufacturers and the IFF. The Development Board's main task is to focus on what types of technical changes are needed for the Floorball Material. The Development Boards is also making proposals to the IFF concerning the revision for the IFF Material Regulation. The other task of the DB has been to find ways for how the manufacturers and IFF can cooperate in different ways to promote Floorball worldwide. The usage of the surplus from the material approval system is being discussed in the DB, but decided by the IFF CB. The process of the changes of the actual technical requirements goes on, and eventual changes take place every second year next time in 2012, with proposals sent in by manufacturers in May 2011.

One of the tasks for the DB is to run the Floorball Village at the ispo Sports Fair in Munich, Germany in January 2011, and to make the evaluation if IFF and the manufacturers are to continue with the Floorball Village also after 2011.

During the coming two year period IFF will start the process of finding a solution to produce a Floorball IFF-branded stick for development work. This should help the newer members and emerging groups to find ways of getting in-expensive materials in order to raise the level of the sport, since this has often been the biggest obstacle in developing the sport forward.

The IFF has re-signed the contract with the technical institute SP, in Sweden for the coming two year period, concerning the administration of the material testing of new material and the material on the markets in the stores. SP has ratified the technical institute of ITC in the Czech Republic.

12. Information services

The IFF website, www.floorball.org, which has gone through a face-lift in 2010, will continue to be the main source of the information flow from IFF to its member associations. Based on the questionnaire sent to the IFF member associations in 2009, IFF will increase the amount of local national news and information on the web through the use of for example RSS feeds. In addition the aim is to continue to have a broad base of news feeds from the Floorball world and to distribute more information from the member associations through the new membership information pages.

IFF will invest resources to follow the growing use of the social media, i.e. Facebook, twitter and Flickr, which is a very rapid way to distribute news in the future. IFF has its own Facebook and Twitter page and Photo gallery on Flickr. The social media pages are also easily accessed from the IFF web page.

IFF is using the electronic e-mail based Newsletters to address interesting topics and updates on the IFF Events, throughout the Floorball world, apart from the ordinary news service. The minutes from the CB meetings are published on the web site and the most interesting topics from the CB meetings are collected in a separate webpage news and Newsletter.

IFF has for a long time looked for a solution to be able to provide Video on Demand service for the Floorball community. Through the SportAccord SportsHub and the IFF Channel, we are now able to provide the service and also offer the member associations a platform for their material to be easily achievable. The IFF Channel can be found on <http://www.youtube.com/iffchannel>

The Information function is partly responsible for the publication of new educational and marketing materials together with the related functions.

13. Economy

IFF has had a four year contract with Infront ending with the WFC 2010, which has not given as much revenue in sponsor contracts as expected in the beginning. Therefore the marketing function has looked over the income from sponsoring and advertisements in the Marketing Strategy and has proposed that some new elements will be included, like the share sales partnership with the organisers of the Major Events.

IFF will continue to work with Infront to find a Title and a Main sponsor for the federation, but the rest of the marketing rights will be distributed with the organisers of IFF events, starting with the EFC in 2011.

IFF will, during the period 2011 – 2012, more closely follow up on the issue of the outstanding debts of the IFF member associations.

The Budgets and Financial Reports will be published on the IFF web site.

As in the past IFF will look for a healthy finance and strive for a breakeven financial result.

BUDGET PROPOSAL 2011 - 2012

Proposed by the IFF Central Board to the IFF General Assembly 10.12.200

COSTS

	Result 2009	GA budget 2010	Budget Proposal 2011	Budget Proposal 2012
Cost Centre				
10 Central activities	14 289	15 400	14 400	15 000
11 Office	496 527	595 900 ¹⁾	600 000 ¹⁾	615 000 ¹⁾
12 CB	41 795	36 100	45 100	46 000
13 ExCo	5 250	9 000	6 900	8 000
14 General Assembly/Presidential meeting	3 248	6 800	6 800	7 000
15 External Meetings	20 737	20 300	16 400	16 400
16 IOC 50 Road Map	936	16 300	5 000	4 000
18 Equality function	0	7 000	6 000	6 000
19 Athlets Commission	389	11 000	9 500	10 000
20 WFC	59 991	99 400	100 300	115 000
21 U19 WFC	10 156	17 200	21 200	22 000
22 EFC	44 897	49 100	43 800	40 000
23 Champions Cup	0	0	79 900	79 900
25 WUC	0	9 600	2 150	7 000
29 Anti-Doping	13 349	16 000	19 300	20 000
40 RACC	24 572	39 090	25 400	27 000
50 RC	29 407	44 310	40 000	48 000
60 Development function/DB	21 109	15 100	15 100	15 100
61 Development programme	39 349	33 000	31 000	31 000
70 Material	127 535	114 500	114 500	110 000
80 Marketing	33 167	26 700	32 500	35 000
81 TV/Internet TV	106 326	77 000	62 100	70 000
82 Information	0	14 600	18 450	20 000
89 Medical committee	5 044	7 600	7 600	7 600
91 DC	0	800	800	800
92 AC	0	800	800	800
TOTAL	CHF 1 098 071	1 282 600	1 325 000	1 376 600

1) Based on 6 full-time employees, when the economy so permits

INCOME

	Result 2009	GA budget 2010	Budget 2011	2012
Account				
3011 Transfers	72 900	76 000	81 000	83 400
3012 Participation fees	196 000	222 000	245 000	256 000
3013 Organizers fee	197 658	195 000	160 000	181 000
3019 Temporary play	1 250	3 000	3 400	3 600
3210 Membership fees	113 000	115 000	130 000	132 000
3219 Fines	15 000	0	0	0
3250 Sponsors & advertisements	96 140	160 000	180 000	188 000
3260 TV/Internet TV	33 000	65 000	60 000	67 000
3300 Office support	83 300	90 600	90 600	90 600
3310 Development support	59 545	65 000	60 000	60 000
3510 Sales	0	6 000	10 000	10 000
3860 Material approval income	248 641	270 000	280 000	280 000
3899 Other incomes	446	15 000	25 000	25 000
8020 Interest	835	0	0	0
8080 Exchange rate gains	156	0	0	0
TOTAL	CHF 1 117 871	1 282 600	1 325 000	1 376 600
Estimated Result	CHF 19 799,80	0	0	0



Nominations and motions by the Member Associations for the IFF General Assembly

In accordance with the IFF Statutes the following Nominations and Motions have been sent in to the IFF, at least 60 full days before the General Assembly:

Nominations:

IFF President:

- Mr. Tomas Eriksson, Sweden (re-election) nominated by SIBF

IFF Central Board:

- Mrs. Monica Bakke, Norway (new) nominated by NBF
- Mr. Hans Botman, the Netherlands (re-election) nominated by NeFUB
- Mr. David Brown, USA (new) nomination by USFbA
- Mr. Greg Beaudin, Canada (new) nominated by CUFF
- Mr. Risto Kauppinen, Finland (re-election) nominated by SSBL
- Mr. Stephen King, Australia (re-election) nominated by AFA
- Mr. Oliver Stoll, Germany (new) nominated by FD
- Mr. Filip Suman, Czech Republic (re-election) nominated by CFbU
- Mr. Lars-Gunnar Tjörnquist, Sweden (new) nominated by SIBF
- Mr. Edwin Wiedmer, Switzerland (new) nominated by SUHV

IFF Appeal Committee:

Chairman

- Mr. Lasse Granqvist, Sweden (re-election) nominated by SIBF

Members:

- Mr. Tom Hedkrok, Finland (re-election) nominated by SSBL
- Mr. Kjell Hovland Olsen, Norway (re-election) nominated by NBF

Substitutes:

- Mr. Tomas Brezina, Czech Republic (new) nominated by CFbU
- Ms. Zane Klabere, Latvia, (new) nominated by LFS
- Mr. Randy Sa'd, Canada (new) nominated by CUFF

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Swift Code: CRESCHZZ87B
IBAN: CH13 0481 8055 9200 1100 0



INTERNATIONAL FLOORBALL FEDERATION (IFF)

Ordinary member of AGFIS/GAISF

IFF Disciplinary Committee:

Chairman:

- Mr. Ismo Haaponiemi, Finland (re-election) nominated by FFF

Members:

- Mr. Rudolf Buri, Switzerland (re-election) nominated by SUHV
- Mr. Tomas Vaculik, Czech Republic (re-election) nominated by CFbU

Substitutes:

- Mr. Rainer Martiskin, Australia (re-election) nominated by AFA
- Mr. Eero Piilokivi, Canada (new) nominated by CUFF
- Mr. Ralfs Svagers, Latvia (new) nominated by LFS

Motions:

- 1) The Estonian Floorball Union proposes that the IFF to start using EUR and USD bank accounts in addition to the current CHF account.

John Liljelund
secretary general

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International Floorball Federation
IFF



IFF MARKETING STRATEGY
2011 – 2014
Management Summary

**CB Proposal to the IFF General Assembly
held in Helsinki 10th of December 2010**

Prepared by the IFF Marketing Function

THE IFF MARKETING STRATEGY 2011 – 2014

MANAGEMENT SUMMARY

1. INTRODUCTION

The International Floorball Federation (IFF) has formed its first Marketing Strategy in 2005, when the decision was taken to try to seek for partners, in order to be able to secure the same look and feel of the IFF Events. The basis for this strategy was to have a group of sponsors, providing the needed Floorball material to run and also brand the IFF Events. IFF kept the sales right of the elements and secured the same look and feel in the IFF Events, by the agreements with Exel (Floorball Materials), Gerflor (Sports Flooring) and Puma (Referee outfits). This gave especially the World Floorball Championships and the European/EuroFloorball Cup a specific brand feeling.

As a second step IFF decided to sign an agreement with an outside company – Infront Nordic in 2006, to outsource the sales and marketing rights of IFF. Infront has brought IFF one sponsor in the form of the Swedish office furniture company AJ, but the overall result has apart for the 2010 World Floorball Championships not been as good as expected. Even though IFF has been able to secure a yearly marketing revenue of around CHF 100.000.

The IFF CB decided that the IFF Marketing function needs to create and outline a Marketing Strategy based on the overall IFF Strategical Vision approved by the IFF General Assembly in Prague 2008. The Marketing function formed a working group, to evaluate and analyse the present marketing and branding situation of International Floorball. The working group consisted of representatives of international level players, sponsors, club representatives, national associations and IFF. The working group was lead by an outside marketing consultancy group bringing the market knowledge to the table.

The IFF Strategical Vision defines among other that IFF should in 2020 be “the internationally approved sole owner of the dynamic sport of Floorball and to ensure all its different forms and identities and to serve as an attractive sport for all..., with the World Floorball Championships played with participants from five continents, based on qualifications and being on the program of the Universiade, the World Games and/or the Olympic Games until 2020”. Based on this vision the Marketing Strategy is built to ensure that the brand of Floorball will support these visions.

The undoubted fact remains that IFF has from 4-6 years to build a strong international presence, based on the foundation of its member associations, in order to continue growing towards becoming a real international sport. To be able to do this, the Floorball community, needs to strengthen the International Brand of Floorball.

In order for IFF to succeed in our quest to really brand Floorball, we have to be able to react rapidly to the various changes in the market, as well as adapt to these changes.

2. OBJECTIVE

The objective for the Marketing Strategy is to analyse the situation of Floorball and its visibility today and based on that, by finding the essence of our Brand and further from there to define the core brand message for Floorball. The main purpose is to find ways to increase the visibility of the Floorball Brand on a national and global level.



3. Customer Insight

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

Motivation Will to succeed Trying own limits High status Idol ship "Economical benefits" Will to belong to a team	Value Success Popularity
Differentiation Sensibility Fun Dynamic sport Flexibility and ability to change	Challenge (pain) You must work hard to succeed but you can not live by only playing Floorball. (=amateur sport) Sport is still relatively small The image is "young boys hobby" Top players quit early due to other choices



3. Customer Insight

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

Motivation Easy to Start (no bureaucratic) Will to play Part of the community Possibility to play on your own level Possibility to compete	Value Social fun Motion Participation
Differentiation Low starting level Everyone can play Can be played everywhere Possibility easily to take part, perform & succeed on your own level	Challenge (pain) Competition of time (other interests) Venues/places Awareness, acceptance



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The only way IFF and its stakeholders can strengthen the Brand of Floorball is to build a much stronger and closer interaction with our member associations and confederations. Floorball needs to have the same principal look & feel, not only on the field of play, but especially outside of it. Therefore it is essential all over the world, when developing Floorball – regardless of the different situations and local needs, to try to connect with the underlying truth of Floorball – A sport easy to learn and start playing, with fairly low starting costs, with very high penetration among youth and giving a possibility to practise a fun sport.

When IFFs core mission is to promote and develop Floorball, it from a marketing point of view must be to Brand the sport and increase the visibility of Floorball.



3. Customer Insight

Fans & Families (FIN=1 200 000)

Motivation Excitement & entertainment Group belongingness Lifestyle Pride Positive self image Responsibility, healthy lifestyle Kids' sports career Friendship	Value Community Positive and sporty lifestyle It is safe to Play Affordability
Differentiation You can play anywhere Communality Alternative Equal Fast game, entertaining Smart audience Cheaper, easy to start Safe, non-violent Low risk of doping	Challenge (pain) Alternative, not fashionable for big audience Less important matches in the series Badly arranged events, marketing of events No idols, low visibility Ticket prices still high for young people Later Floorball is getting more expensive Competition of time and interests Higher competition-> drop out – phenomena Long distance to venues Lack of well working national federations and clubs



3. Customer Insight

Sponsors & Partners

Motivation Creating new business, make money Floorballers are well connected to internet/social media Develop the brand of own product beside Floorball (young, dynamic, energetic etc.)	Value Get in touch with the audience and the players
Differentiation Young new sport Easy reachability in Schools Attracts youngsters and young adults and their families Communality Relatively cheap visibility	Challenge (pain) Difficulty to measure the return of investment Challenging dialogue with the clubs Is there really the feeling "I love Floorball" involved?



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3. VISION, VALUES AND GOALS

The Marketing vision of IFF is to promote and market Floorball as a unique and fascinating growing young global sport, with its own unique message in its communality and social nature, on our way towards the greater vision of entering the Olympic Games. IFF needs to fully understand the needs and expectations of the stakeholders. IFF may search out one or more paths that will lead to more effective marketing strategies in chosen markets.

The guiding marketing values for our sport are the flexibility and diversification, which gives equal opportunities to practise Floorball regardless of gender, age and skill level. Floorball must be fast and entertaining, but at the same time challenging on the top level.

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

<p>Vision Floorball is a unique, fascinating and a global sport A well-known sport with a unique message (social nature, communality) Increasing awareness (locally, globally)</p>
<p>Values Communality/diverse/tolerance For all ages – Equal opportunity for all ages and genders Positive lifestyle Entertaining Alternative to core sports Very demanding sport on the top level</p>
<p>Goals Visibility plan (Internet, television, other medias) Target portfolio (markets of the core, inner and developing countries) Measuring image and common awareness (positioning) Among the winners in new media Similar level of Floorball presentations in IFF member associations Know -> try & feel -> practise</p>

The implementation of the Marketing strategy must result in a Visibility plan for Floorball, for the next coming years, how we can increase the visibility in National TV, press and Internet TV. The common marketing of the Brand, must include the enhanced visibility of the common brand where all Floorball is played. A major task is to fully apprehend the differentiations between the markets the IFF member associations are active in, in order to develop an effective marketing mix. A large number of our marketing activities are directed towards the existing Floorball playing audience, which serves our members well. The Floorball market is still growing, but we need to take the next step outside the traditional sphere and step out from the inner circle related marketing, towards the general public. This is required, in order to make Floorball a real international sport, where it's not only the players and their relatives who follow the sport.

The segments in Floorball are the Elite players, the semi-pro players, the competition players and the recreational players as well as the fans, families and the sponsors and partners. These stakeholders all have different motivations, needs and expectations for their commitment to Floorball, but the common interest is to enlarge and strengthen the sport they all represent. For IFF the task is to prioritise the marketing investment, in order to get the biggest possible return on the investment made. Taking into consideration the differences of the markets the objective varies from market to market.

4. THE INTERNATIONAL FLOORBALL BRAND

The challenge for Floorball is to be able to find a common platform for the three different types of Floorball markets, where the development and marketing needs meet. The best way of doing this is building an overall Floorball brand message, giving the different stakeholders the possibility to extract their own market message based on that.

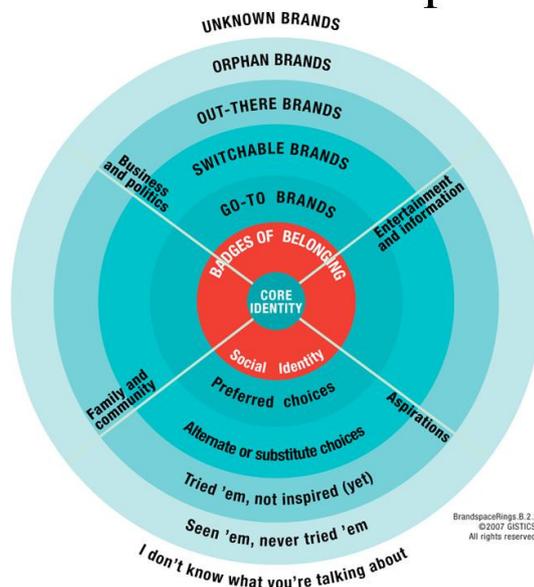
The different elements that make Floorball a unique sport on a broader perspective are:

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

The present Floorball brand has only been able to attract Partners related to the sport and this will be one of the major objectives for the next four years to bring in a few well known Partners. If we as the Floorball community can manage this we will then have enlarged our Brand space from the “out-there brand” to a “switchable brand”, making Floorball a real alternative or substituted choice on the sport market. Today we are far too often treated as an “Orphan Brand”, who you might have heard of, but not really knows what it is.

IFF will also change its approach towards the IFF Floorball Partners and challenge them to together with IFF to start marketing the sport also more outside the present Floorball market.

What's a brandspace?



5. THE IFF MARKETING STRATEGY KEY COMPONENTS

The challenge for IFF and its stakeholders is to set together the two rival objectives – on the one hand to spread Floorball as a sport, especially in the Sport for All segment and on the other hand make it an internationally accepted Top Elite Competition sport. This is needed, in order to raise the market value and the interest of the sport outside our Floorball Family.

The role of IFF shall not only be to act as an International Federation, but also building a brand of itself, creating the basic international image of Floorball. The successful building of a reliable image for the sport, not only kid's playing something, requires the real partnership of IFF and its national associations. Floorball can't break the resistance we face on both the national and the international scene, without a joint approach. The sport will never grow in value, if there isn't an international brand behind it. There is a real need, in all our target markets to attract more players and also building a stronger relationship between the players – spreading the brand message inside the Floorball family. The focus may slightly differ from market to market, but we need to secure the internal structure first, before trying to attract the spectators at large.

One key component is to try to find ways together with the producers of Floorball manufacturers to build/create national and international stars – players must have a reason and a possibility to continue playing, apart from the fun itself. A way of doing this could be to jointly with the member associations organise pre-season events, where top teams play friendly games in new markets to promote the game, thus needing the support not only from the national associations and IFF, but also from the clubs. Despite the possible challenging dialogues with the top clubs, the value of Floorball can only be developed together, under equal rules.

The sport has for obvious historical reasons had a different name, which makes the brand building more challenging; our task is to build a new common look and feel for Floorball. The visibility of the sports name FLOORBALL should be the aim as the main (or even only) international name for the sport to help ensure that there is no confusion about the sports identity.

When building the brand, IFF needs to concentrate on the main product we have – i.e. the Top Floorball (WFC's and International Club Championships) which are the only international showcase outside the Floorball community. In order to do this one strategic option is to build a Floorball TV, in co-operation with the member associations, securing a basic level of coverage from all major events. We have a very strong presence in the social media, which is a very good way of internal communication; we still need to create a Floorball platform, which shows the nearest place where you can play Floorball.



Identify the strategy you will use to achieve your goals.

Strategies will fall within each marketing category: Internet, social media, advertising, direct marketing, public relations, events, word of mouth, and strategic alliances.



The brand also needs to secure that we in all the markets still can attract more players, either by focusing on developing our core product – the national championships or by creating alternative competitions to ensure participation also in the Sports for All Competition segments, since the strive for a higher level of competition leads easier to the drop out –phenomena especially among youth. In order to approach the new and emerging markets, IFF needs to encourage the Floorball material manufacturers to build a pool of “IFF sticks” to enter new markets at low initial cost to help spread the sport in those countries with little financial capacity.

The marketing slogan for Floorball is: “One World - One Ball - Floorball”

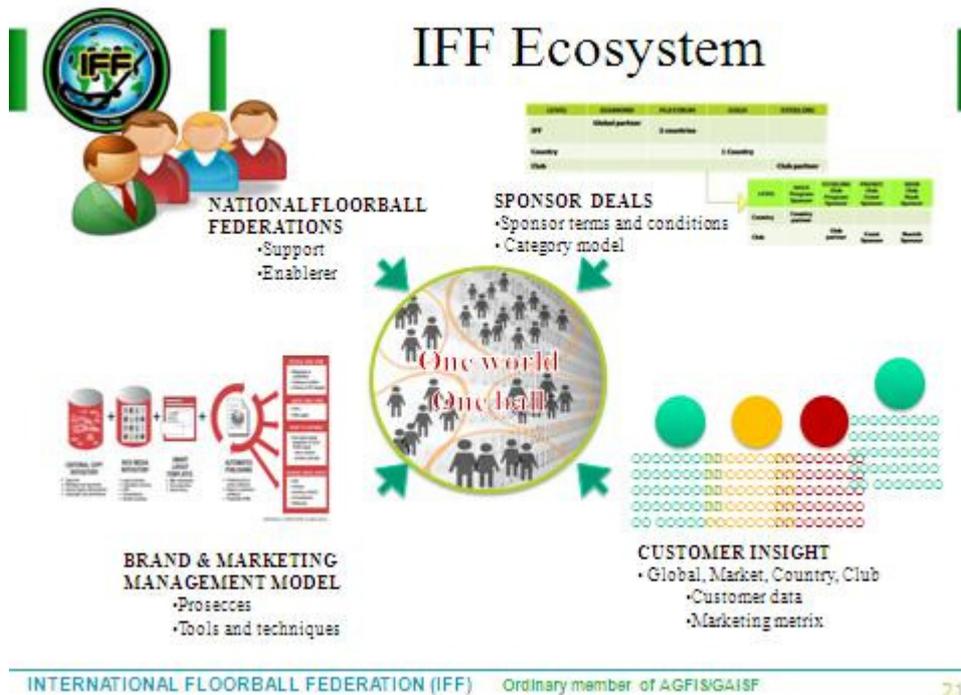


6. THE IMPLEMENTATION (CONCLUSION)

The first building blocks must be laid through the cooperation and coordination of marketing of International Floorball. This can be made through forming a Marketing Management Network, for benchmarking best practices and developing common approaches for how to best create the brand message. The national associations will of course define the way they want to market the sport, but the IFF shall act as a supporting development partner for national association if needed.

In the preparations of all International events organised by a national member association, based on the IFF Events manual, the International level marketing shall be coordinated by IFF; eg. Web-

pages, basic tools, marketing workshops, including both the IFF Partners and local partners. The different Floorball stakeholders have in their possession a major part of information, which should be brought together and made possible to use this as customer/market data. The objective must be to shape the message of a unique offering to the Olympic movement; emphasising the benefits we can bring along to the Olympics.

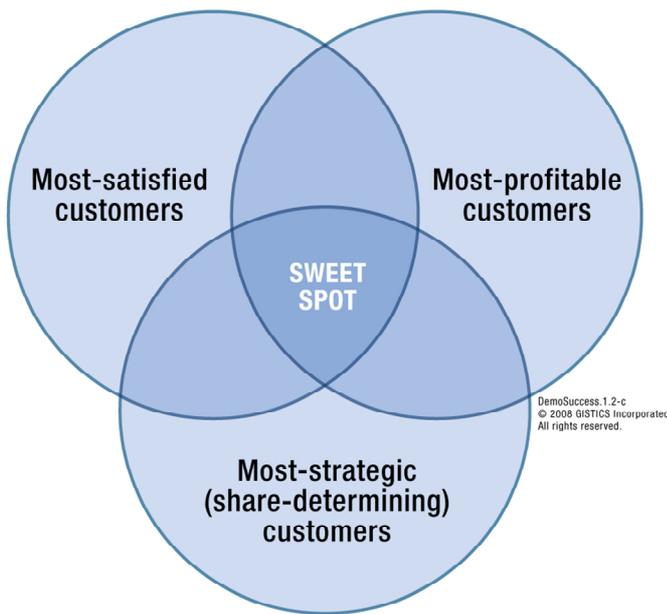


We need to provide one Brand message throughout the Floorball ecosystem:
 One World - One Ball - Floorball

The Implementation Action list

- The IFF logo needs to be updated with this Brand message
- IFF will include the Brand description on our web-site and in our materials and also to be included in all the materials of the IFF Events.
- Basic marketing material will be made for the member associations (spring 2012).
- A target portfolio analysis and a visibility plan will be made in beginning of 2011
- Use of the SportAccord/YouTube SportsHub to create an international IFF Floorball-TV portal, including all the available information from all member associations.
- Building of a concrete and specific detailed marketing plan for 2011 – 2014
- Produce a marketing pre-clip raider for Floorball – usable for TV, Internet, Partners to express the true essence of what Floorball is.
- Participate in the production and development of Floorball PC and Console games
 - o FBL Game will be launched for PC during WFC 2010
- Building a development plan for the fan culture internationally and locally
- Forming a marketing group with the marketing responsible in the different member associations.
- Work with the manufacturers to create a pool with “IFF sticks” for new and emerging markets

Demographic success model



The need is to find a common platform for the three different types of Floorball countries

Visibility Plan:

All the stakeholders have a true common need in a broader TV-visibility for increasing the market value of Floorball, increasing the awareness of the general public and building an accepted Brand. At the same time we need the Internet TV to primary service the players and fans of our Member Associations. The objective for IFF is to find ways to support the member associations to develop and contribute to non mainstream TV outlets, providing material for the Sports Hub and other video productions of local games, school activities etc

Floorball will for the next coming 5-8 years still need to build on the general TV visibility concept, which we have used since 2006. The TV market is moving more towards pay per view and market value related approaches, which makes the situation for Floorball very problematic, since we are still building the awareness. IFF will have to participate in the production costs of the TV signal from Major Events and sell it out for a smaller price than the production cost, in order to secure TV visibility on a broader and growing base.

This enables the distribution to more countries and lowers the entering price for the national associations, who will in the beginning have to make this investment, in order to strengthen the national Floorball brand. It will be a strategic choice to ensure that we have at least the WFC's on the open-air channels in the Core countries. This will have to be done in cooperation between IFF and the LOC.

The easiest way of building a brand is to use TV, but since both the international and national TV value is limited, it is not possible to build the brand through TV, without a major financial investment, which IFF at the moment lacks the funds for. Therefore the option must be to use the YouToube to build the visual image of Floorball on the internet. This will have to be made both on the SportsHub, but also linked to our web pages and social media.

Visibility Action list:

- Secure the visibility of the IFF logo in screen wipes in all produced TV matches
- IFF will build a Floorball-TV on the internet, ensuring the visibility from all the IFF major events; WFC, U19 WFC's, EFC and Champions Cup.
- The National Associations need to ensure to have their National events and international matches locally on internet and that all this material is downloaded to the SportsHub.
- Start to plan an online Floorball Community Platform, which acts as a meeting place for video-on-demand, Floorball related games, bet on matches, buy tickets for events, chat with Floorball friends and buy my equipment.

7. SALES OF IFF MARKETING RIGHTS

One of the parts effecting the national associations of the IFF, in the marketing field is the way IFF will treat its marketing rights in relation to the International Events organised by the national associations. The Events are organised by the national associations on behalf of the IFF, where the roles are defined in the agreements between the organiser and IFF. During the last eight years the IFF major Events – Adult WFC's have grown to become real international top events. Based on the experience and the feedback from the organisers IFF is now adopting a new basic model for the sales of our marketing rights.

IFF will continue to keep the exclusivity in the fields for Floorball Manufacturer (stick, ball, rink and goal), Flooring and Referee outfits, in order to enhance the same look and feel for the international Floorball brand. IFF will, either in cooperation with Infront or another agency, continue looking for a Title Sponsor for the WFC's and one main Sponsor, to strengthen the general value of the Events. The experience has clearly shown that an in-house sale is not actual yet for a number of years.

For the Major Events – Adult WFC's, IFF will define a generic sales pyramid, based on which the local organisers easier can approach the sales. IFF will as a start propose a split of the remaining marketing elements upon a 30/70 deviation giving all the sales rights to the organiser, apart from the exclusivity of IFF (Title, Main and Floorball partners). This means that IFF is clearing the market for the local organiser and also sharing the risk. IFF will also, if a Title sponsor is found, reimburse the organiser for that.

In all the other IFF events – WFC qualifications, U19 WFC and qualifications, EFC and qualifications, IFF will include a basic commercial fee to the agreements and give all rights to the organiser, excluding the IFF exclusives. This will help not only the IFF, but also the organiser so that we don't need to define categories in the future separately with all organisers and give the organiser a free field to seek partners in.



INTERNATIONAL FLOORBALL FEDERATION (IFF)

Ordinary member of AGFIS/GAISF

IFF Central Board Proposal to change the IFF Statutes, valid from the 26th of May, 2006

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

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

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

The proposal for change is as follows:

ARTICLE 33 ELECTIONS AND DECISIONS

- 33.1 Elections and decisions are voted by open ballot unless at least two of the present ordinary members apply for a secret ballot.
- 33.2 Elections and decisions shall be taken by simple majority of the present votes.
- 33.3 When the voting concerns elections, the person or those persons with the most votes shall be considered elected. **In the election of the CB the candidate of each gender, who have received the most votes, are first elected and the remaining seats are filled in order of most votes received.**

ARTICLE 36 COMPOSITION

- 36.1 The CB, elected by the General Assembly, shall consist of a president and ~~six~~ **nine** members **representing both genders**. No more than one person from the same ordinary member Association can be elected as member of the CB (with the exception of the President). In case of a draw in a CB voting the President's vote is decisive.
- 36.2 The term of office for the President and members of the CB shall be two years. The retiring members and the President shall be eligible for re-election.
- 36.3 Vacancies during the term of office shall be co-opted by the CB upon proposal by the national Associations **in question**.

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

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INTERNATIONAL FLOORBALL FEDERATION (IFF)

Ordinary member of AGFIS/GAISF

ARTICLE 22 CONFEDERATIONS

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

ARTICLE 9 MEMBERSHIP OF IFF WITHIN OTHER FEDERATION

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

In order to clarify the situation concerning the fact that the legal seat of IFF, which by the decision of the IFF General Assembly 2004, is in Switzerland, some additional dispositions shall be added. This regardless the fact that the IFF Office is by the CB situated in Helsinki, which is not defined in the Statutes.

ARTICLE 1 TITLE, **LEGAL FORM** AND CONSTITUTION

The International Floorball Federation (IFF) is an association **governed by Art. 60 and following, of the Swiss Civil Code**, consisting of the National Associations that are recognized by IFF as controlling association for Floorball in their respective countries.

ARTICLE 3 **LEGAL SEAT AND OFFICE**

- 3.1 The location of the legal seat of IFF shall be determined by a resolution of the General Assembly.
- 3.2 **The location of the office of IFF shall be determined by the Central Board.**

ARTICLE 44 **GOVERNING LAW AND LEGAL FORUM**

- 44.1 **These Statutes shall be governed in all respects by Swiss law.**
- 44.2 **The legal forum shall be the legal seat of IFF.**

ARTICLE 28 **ORDINARY GENERAL ASSEMBLY**

- 28.1 The General Assembly is the supreme body of the IFF. An Ordinary General Assembly shall be held, every two years, in **connection to the Men's World Floorball Championships** in even years.

The IFF Central Board proposes:

That the IFF General Assembly will approve the proposed changes in the IFF Statutes, which will then be valid from the 10th of December 2010

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