

# International Floorball Federation

## IFF



PLAN OF ACTION 2011 - 2012

## **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 strategic 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 5<sup>th</sup> 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 4<sup>th</sup> 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 5<sup>th</sup> 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.

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 Boars 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](http://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 a marketing agency, which may or may not be 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.