



IFF Member Association Presidential & General Secretary meeting

11th of December 2009
Quality Hotel Västerås, Sweden

INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF



Welcome by the President of IFF

- The Presidential meeting is being held now for the 7th time, in connection to the Women's WFC and now for the first time therefore now in December.
- In Singapore the General Secretary's meetings were included, in order to increase the communication flow between the member associations and the IFF. This year we aim to take this process even further
- Roll call

1.

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Key Development points since the General Assembly in Prague 2008

- IFF achieved membership in ARISF
- IFF ExCo met with the IOC President Dr. Rogge in August
- IFF produced an Accreditation tool for IFF Event organisers – used already in EFC Fredrikshavn and WFC Västerås
- IFF changed the competition system, preparing for the WFCQ 2010
- IFF has produced the following materials:
 - Learn – Start – Play, This is Floorball, Referee Course and Coaching DVD
- Elected a Registered Testing Pool 1 and made more than 20 out-of-competition tests.

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Agenda

1. Welcome by the President of IFF (TE)
2. Presenting the agenda for the meeting (JL)
3. Members needs (JL)
4. How to organise IFF Events and the cooperation between the IFF and the LOC (RO)
5. Key information points
 - a) Anti-Doping news (MB)
 - b) IFF Development program (RO)
 - c) Future of the EuroFloorball Cup (FS)
 - d) New IFF materials (MB/JL)

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Agenda & House Rules

6. **Key Note Speaker – Jan Fransoo, ARISF President**
The International Sports World and IFF
7. **Presentation of upcoming IFF Events**
 - 4th U19 Women Oloumoc, Czech Rep. 2010 (CFbU)
Mr. Tomás Frank
 - 4th WUC Floorball Men & Women Umeå, Sweden 2010 (SAIF)
Ms. Johanna St Claire Renard
Mr. Niklas Ekblom
 - 8th WFC Men Helsinki-Vantaa, Finland (SSBL)
Mr. Ismo Haaponiemi

Please put forward your questions after the presentations

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Members need

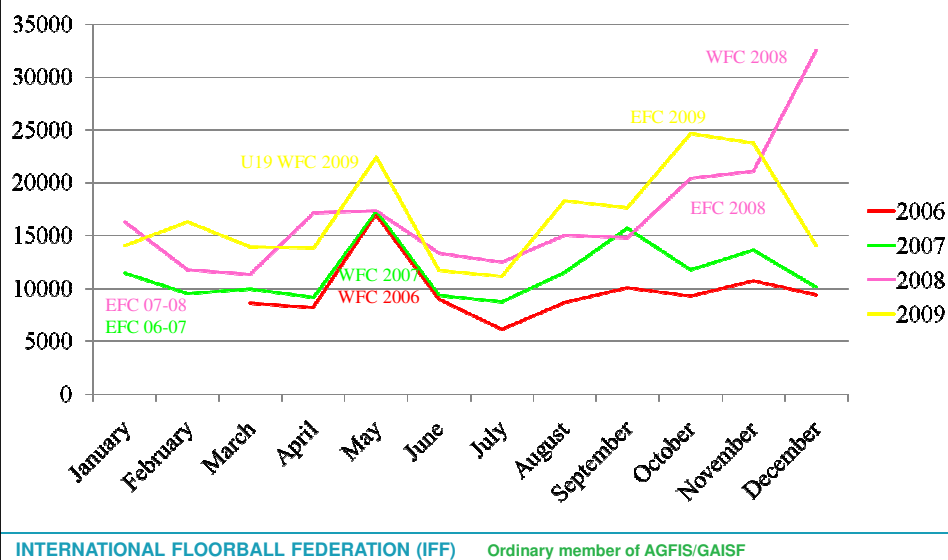
- What does the IFF Members want from IFF:
 - Educational materials
 - Floorball Materials
 - Financial support
 - Services for organisers
- Have we made the right decisions since the General Assembly in Zürich, when the present approach for the political work, the development and marketing was chosen.

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The number of unique visitors per month on the IFF web-page 2006 – 2009 (by Dec 9th)



Survey results

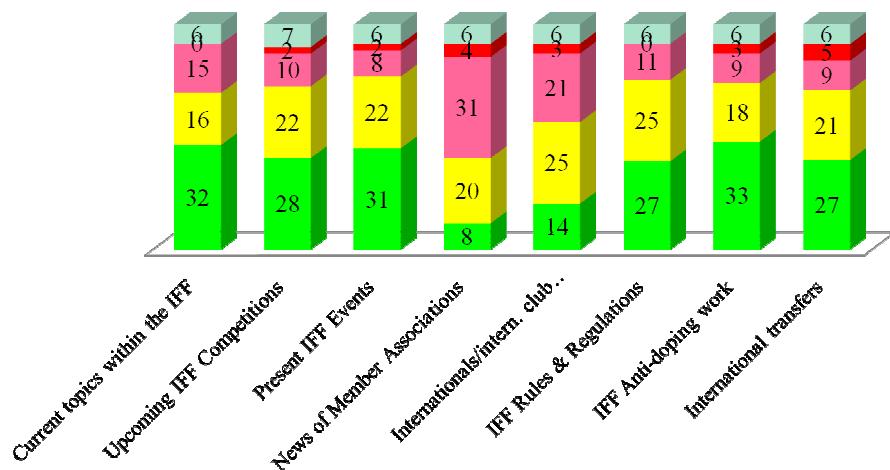
- The IFF sent out a feedback questionnaire to the IFF member associations, in order to find out in which way we need to develop our Information Policy
- The questionnaire was targeted to over 200 individuals who have a position in their respective National Association which has contact with the IFF.
- A total of 69 answered the questionnaire.
 - Over 10.000 licensed players: 25 % of respondents
 - 1000 - 10.000 licensed players: 22 % of respondents
 - Under 1000 licensed players: 43 % of respondent
 - No licensed players yet: 10 % of respondents
- We have here gathered the feedback given and want to share it with you in order to discuss what IFF can do for its member federations?

3.



4. Do you feel that you receive enough information from the IFF concerning the following topics?

■ I do ■ Most of the time ■ Would like to have more ■ Not enough info ■ Don't know



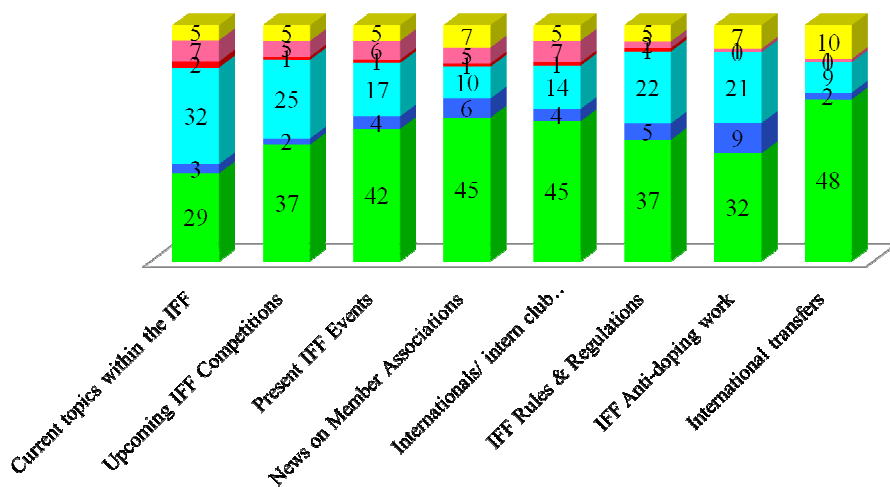
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5. What channels do you use to find the below information from the IFF?

■ Internet page ■ Information Letter ■ Both Info-Letter and Internet page ■ Twitter ■ FB ■ Don't know

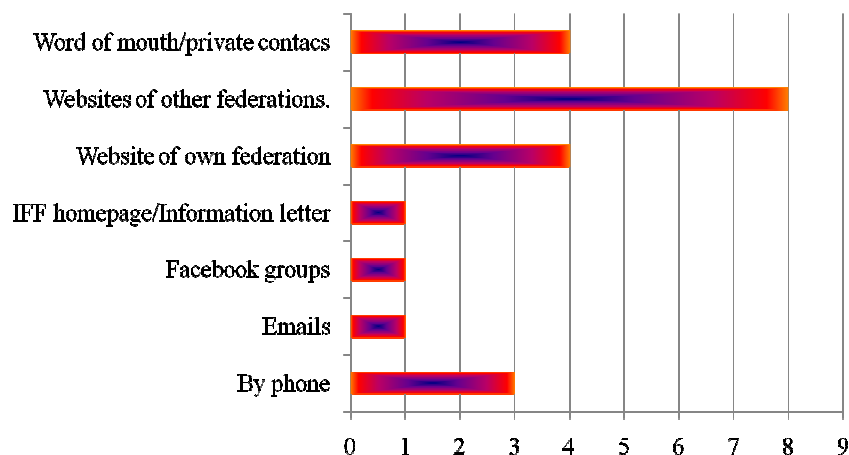


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6. If you use some other channels to retrieve information from IFF, which are they?



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7. Are there some other topics you feel that the IFF should inform about? If yes, what topics?

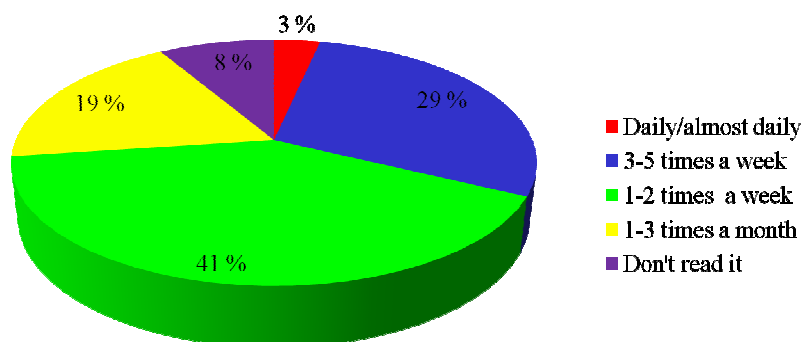
- Automatic E-Mail when news are published on www.floorball.org
- Marketing the sport and equipment innovations
- Development in new countries
- More marketing included
- Youth tournaments
- International referee and coach seminars
- News from national associations, success stories, remarkable decisions
- School information
- Templates for new countries
- Information about extra costs in championships, referees, transportation etc.

3.



8. How often do you read the IFF web page www.floorball.org

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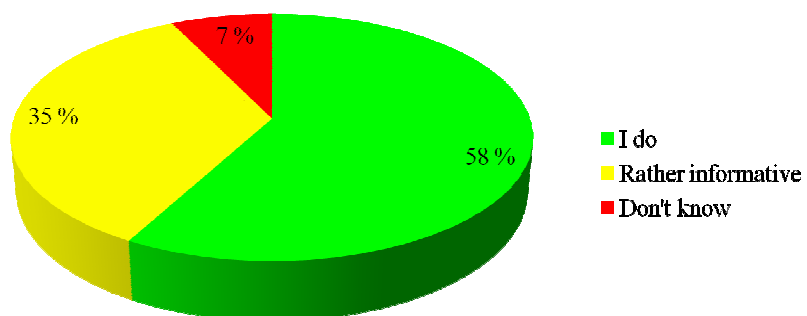


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9. Do you find the IFF web page informative?



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10. Would you like to add something to the web page? If yes, what?

- Downloadable match video's or Match Videos 7
- Development work in new countries 2
- Entertaining elements – video clips and funny stuff, digital marketing 3
- User interaction and RSS-feed from other sites 2
- Player Interviews 1
- Important decisions by members 1
- Rule interpretations 1
- News about Floorball Development of Sierra Leone 1
- News about Floorball countries and National League results 3
- More materials - forms 1
- Upcoming IFF Events and International tournaments 2
- More cooperation with the organiser and Documents sent by the organisers 2
- More historical information 1
- Better guidance/search function on the site 2
- Usable photo gallery 1

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11. Do you have some other feedback about the web page?

Technical comments:

- Need to make a face-lift for the site 2
- Increase the technical level of the web 1

Orientation:

- Hard to find information 5
- Simplify the web-site 4
- Structure of menus could be easier 1
- Clearer lay-out 1

Content:

- Good match statistical system 1
- Good picture archive 1
- Very useful and good downloads 2
- More information of historical events. 1

New ideas:

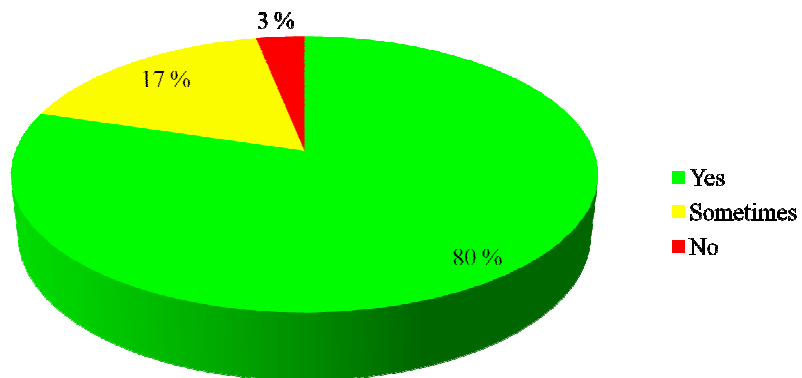
- Need of one global time system for matches on the web 1
- More easy headlines 1
- More high-quality match pictures 1
- Information about hotel packages for tournaments 1
- There need to be a interactive forum on the web-page 1

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12. Do you read the IFF Information Letters?

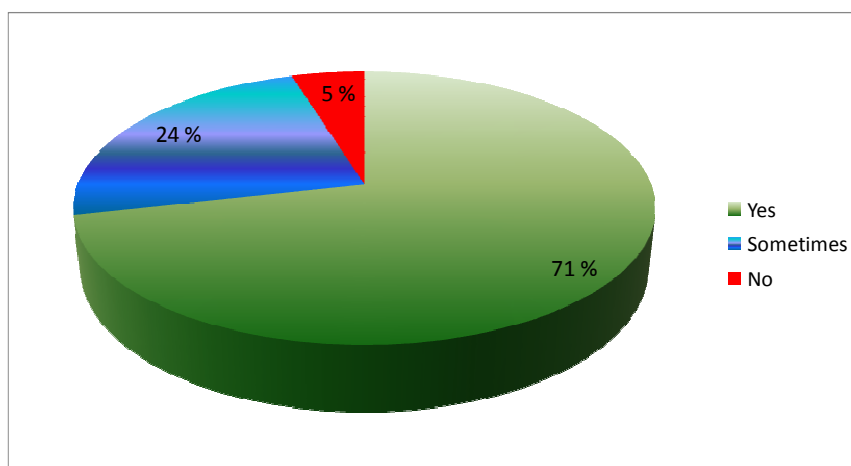


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13. Do you find the IFF Information Letters useful?

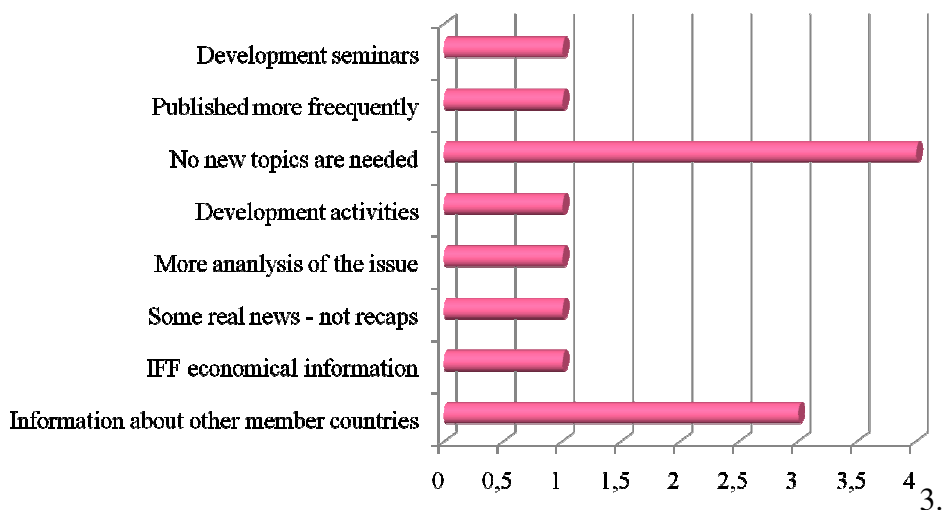


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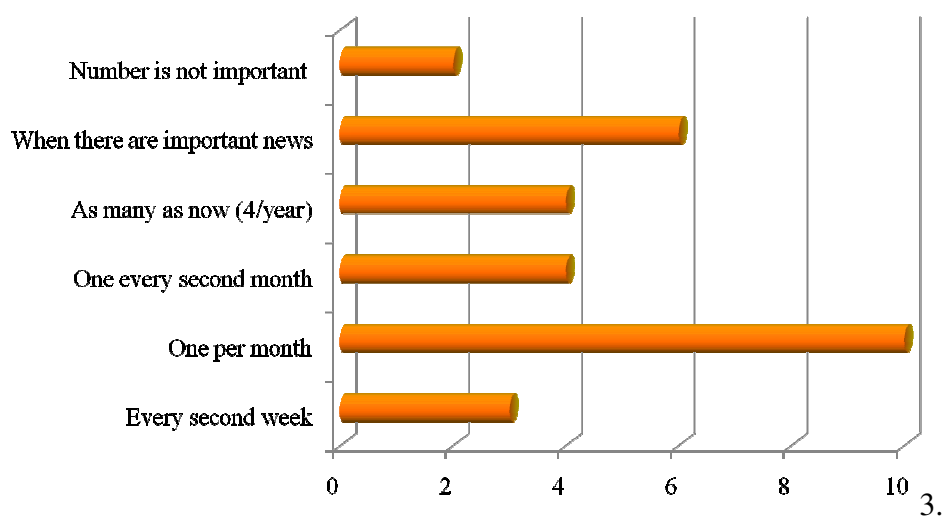
14. Are there some topics that you find should be added to the Information Letters? If yes, which?



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15. How many Information Letters would you like to receive in one year?

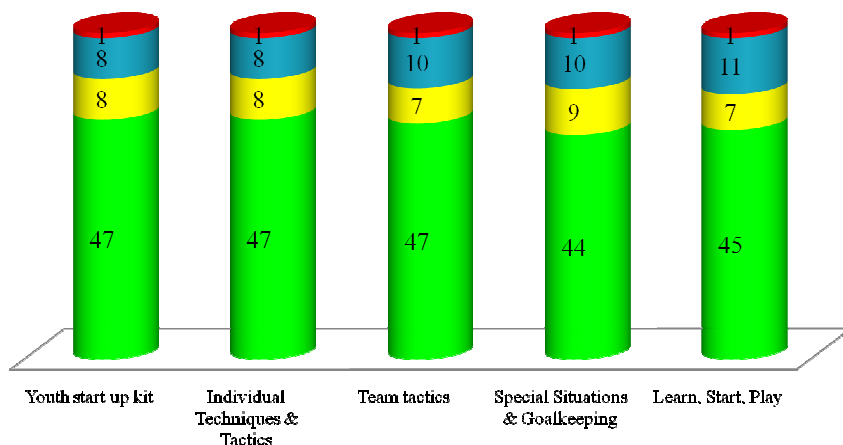


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16. Do you find the following educational material useful found on www.floorball.org under Materials?

■ I do ■ Somewhat usefull ■ I haven't read them ■ I don't find them useful



3.

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17. Are there some other educational materials that you would like the IFF to produce? If yes, what?

Technical Tactical materials:

- Team tactics and special situations 1
- Next level tactical materials 3
- Portal for all NA's existing materials 1

Videos/DVD:

- Educational Videos/DVD 6
- Game videos 4
- Rules DVD 1
- Interactive referee materials 3
- Floorball in schools DVD 1

New ideas:

- Small excersice booklet for schools 1
- Referee materials 4
- Information about national association educational systems 1
- Marketing materials 1

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Members needs Working groups

- We would like you to discuss in smaller groups the following topics for around 20 minutes in the pre-designed groups (information has been given to you in your folders):
 1. What services do you think IFF should provide to our member associations?
 2. Are there any new kind of tasks or ideas you could have, which IFF could invest in, in order to support its members better?
 3. How can your association better help the IFF?

Please elect one to present your results to the plenary

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Members needs Working groups

- Group Violet: Latvia, Poland, Norway and Denmark
- Group Blue: Germany, Estonia, Netherlands and Slovakia
- Group Green: Mongolia, Georgia, Belarus, Russia and Ukraine
- Group Yellow: Switzerland, Czech Rep., Finland and Sweden
- Group Orange: Austria, Italy, Turkey and Hungary
- Group Peach: Singapore, Canada, United States, Australia and Japan

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Members needs Working groups - Reporting

- What existing or new tasks/services do you think IFF should provide to our member associations?
- Re-organise the IFF web-page in a functional structure, so that referees, coaches etc. information could be found for in an easy way.
- Development work especially for schools, youngsters
- Club Development work - keys to success
- IFF to help in coaching i.e. coach to coach project
- Help to development in countries – building a generic IT-system for the countries
- Build a referee exchange program (referees, observers), produce referee materials (videos)
- To produce an open source of the material - to be able to translate all the material
- Neighboring countries to help the less developed countries, building on the networking sharing the information - "We are stronger all together!"
- Support with equipment, including also with the long time rink loans.
- Sharing the information - specially of new sponsors - how to find them and to hold on of them - "We are all depending on the development of the Floorball of the world."

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Members needs Working groups - Reporting

- What existing or new tasks/services do you think IFF should provide to our member associations?
- Training courses and organise seminars in countries locally
- Financial support for new member countries for a period of 1-3 years
- Information about sponsors for event organisers - a support letter from the IFF global sponsors i.e. a support letter from Gerffloor France to Gerffloor Turkey
- IFF should invest for children development - to send materials specially destined for children: sticks, and to develop a kit for children
- National organisation information - newsletters from each country to every nation (IFF to act in between to ask and to give info)
- To be able to have the soft/editable versions of materials on the web-pages in order to translate, develop, publish and print in each country
- To produce a one-page organising short-list - a checklist for new countries that organise Floorball happenings. Checklist to be sure that the matches are played in the official IFF way.
- IFF to put packages together (global assistance, accommodation deals in home country..)
- IFF or member countries to contact university students to translate the material
- To include lots of news from countries -RSS feed - works both ways

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Members needs Working groups - Reporting

- How can your association better help the IFF?
- To take action to get Floorball developing in both national and international level
- Make translations of the IFF materials - contacts and networking
- Send the action plans and/or annual reports to the IFF, which are to be published on the web.
- The bigger Floorball countries have the man power and power to helping for example in marketing or allocating resources for development.
- To work actively to push national associations to join the national sports authority
- IFF or member countries to contact university students to translate the material



Organisation of IFF Events

- The World Championships and the other IFF Events are the window to market international Floorball globally
- In the changes made in the competition structure we have increased the number of IFF events from 6 events to 10-11 events per year.
- This of course means that we need more organizers.
- IFF has up to date had a total of 16 countries organizing IFF Events since 1993, when the first European Cup was played in Sweden and Finland.
 - In order to grow we need to spread the number of organisers



Organisation of IFF Events Co-operation IFF - LOC

- IFF has in 2007 produced a statistical match program, which the organizers can use free of charge
- In order to make it easier for the organizers there have been changes made for example in the way the referee costs are allocated equally for all participants in all the qualifications and the U19 Final rounds.
- IFF has taken some other actions in order to reduce costs of the organizers:
 - produced a accreditation system, which is in use during the WFC 2009 in Västerås, where the organizer can just print the badges
 - Reduced the number of IFF personnel at the events
 - IFF offers to take full responsibility to book travel and board & lodging to further cut costs

4.

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New Licence System for Major IFF Events

NEED:

- The most important reason is that IFF is responsible to secure the level and the quality of the sport.
- We need to enhance the level of our competitions and also the operations of our member associations

AIM:

- The evolution of Floorball globally has clearly shown that the sport has developed and spread much faster in those countries, which have concentrated on building up their internal organization first and only then focused on their National Teams.
- From a marketing point of view it is really important to have a real top product, i.e. the World Floorball championships.

ACTION:

- The IFF GA approved the New License System

4.

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New Licence System for Major IFF Events

In order to be able to register/participate NA's must fulfill:

1. Follow the IFF Statues, the Game Rules and other given guidelines. Further the Association shall have a vision and mission on the development of their Association.
2. Shall accept the relevant qualification and seeding system of the WFC.
3. Shall be a member of IFF for at least 12 months, before registration.
4. Shall have no financial obligations towards IFF or any other member Associations, upon the registration and also upon the participation.
5. Shall organise a proper national championship and adjacent competition services, such as coaching and refereeing courses.
6. Shall appoint a contact person to IFF, who can take decisions and fulfill the required IFF information, including the information sheet.
7. All participants to IFF Events shall the IFF Marketing conditions and acknowledge the IFF marketing rights on the uniform of the all teams.

4.

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New Licence System Next Steps

- The introduction of the licence system will start during 2012, after the evaluation of the present form of the International Competition Calendar.
- In order to move all member federations in the same direction and fulfilling the requirements of the Licence system IFF will organise Regional Competition Clinique's, where national development plans will be made for each countries.
- Main Objective:
 - To develop the competition system of the national member federations and to the review questions related to the way competition calendars are nationally built and to find new ways of integrating the national and international needs.
 - Additionally to look over the way the national competitions are organised and take learning from the more developed national competition systems.
 - To conduct a pre-audit of the situation in each member federation

4.

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Key Information points

- Based on the IFF Information Survey we believe that it is important to do good things and speak about them.
- We want to give some insight in what IFF is working with at the moment, in order for the member associations to have a better understanding of the services available.
- In this section we will shortly present the most important issues:
 - Anti-Doping news
 - IFF Development program
 - Future of EuroFloorball Cup
 - New IFF materials

5.

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IFF Anti-doping news

- IFF Anti-doping work in line with the WADA Code:
 - Medical Committee (TUE committee)
 - In competition tests
 - Out of competition tests
 - Registered testing pool 1 with individual players informing the one daily 1 hour period for testing.
 - 14 (7+7) players selected annually (latest 1st of March) in cooperation with the MA:s. IFF informs and educates the players.
 - Registered testing pool 2 for top 4 national teams.

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Therapeutic Use Exemptions 2010

- Use of inhaled salbutamol and salmeterol for treating asthma becomes easier (DOU).
 - Inhaled Asthma medications that include salbutamol are: Airomir, Atrodual, Buventol, Ipramol, Salipra, Ventilastin and Ventoline.
 - Inhaled Asthma medications that include salmeterol are: Seretide and Serevent.
 - Other Beta-2 agonists e.g. terbutaline and formoterol remain prohibited and still require a therapeutic use exemption (TUE).

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Therapeutic Use Exemptions 2010

- Pseudoephedrine is considered a prohibited substance (Aerinaze, Cirrus and Duact).
 - Advise athletes to stop taking PSE pills at least 24 hours before competition.
- TUE applications need to be sent to IFF 30 days in advance of the competition (previously 21 days), otherwise there will be a late TUE administration fee of 100/CHF.

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Floorball – a clean sport!

- Anti-doping work not only a burden
- Clean sport and clean athletes can be used for Floorball promotion and lifting Floorball profiles?
 - Finnish Men's national team as "Clean Sports Star group".
 - Swiss Floorball Association participation in the "Cool and Clean campaign" with Simone Berner as an ambassador.
 - WFC 2010 "Be best when clean" event?

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Floorball Development Seminars and Development work

- IFF started the Development seminars in Eger, Hungary in 2005 and have had all in all 15 seminars.
- Through the seminars we have gained 8 new members and meet with an other 3-4 new countries.
- The Floorball Development Seminars are built on "Train the Trainer" approach and is aimed on giving the IFF Member Associations tools in order to develop their own activities.
- The seminar consist of three different blocks, covering administration, coaching and refereeing
- The seminar consists of lectures, practical trainings, group works, discussions, observation of matches, participation in matches as an organizer, coach and referees and referee observers.

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b.

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IFF Development Seminars 2005 – 2009

	Countries participating	Participants			Information level	Feedback average			Total
		Organisation	Refereeing	Coaching		Usefulness	Gave me ideas	Relevance	
Eger/Hungary	4	6	6	10	4,15	4,19	3,87	4,14	4,09
Rotterdam/the Netherlands	4	9	6	15	3,97	3,94	3,72	4,20	3,96
Wolsztyn/Poland	3	3	5	11	4,28	4,24	4,11	4,32	4,24
Singapore	7	10	13	28	4,16	4,22	4,05	4,25	4,17
Toronto/Canada	2	5	7	8	4,19	4,24	4,13	4,36	4,23
Buenos Aires/Argentina	1	-	-	15	n/a	n/a	n/a	n/a	n/a
El Escorial/Spain	3	3	4	20	4,31	4,34	4,15	4,42	4,31
Zeleniki/Slovenia	7	9	10	17	4,20	4,27	3,97	4,15	4,15
Fresno/USA	1	-	-	15	n/a	n/a	n/a	n/a	n/a
Canberra/Australia	2	-	14	6	4,23	4,32	4,12	4,34	4,25
Singapore	4	-	8	10	3,99	4,21	4,09	4,22	4,13
Valmeira/Latvia	5	9	9	18	4,39	4,38	4,17	4,34	4,32
Lucknow/India	3	7	13	24	4,20	4,19	4,10	4,18	4,19
Wellinton/New Zealand	2	-	7	5	4,24	4,21	3,94	4,19	4,14
Vancouver/Canada	1	-	-	18	n/a	n/a	n/a	n/a	n/a
Tot.	34/49	61	102	220	4,19	4,23	4,04	4,26	4,18

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Floorball Development Seminars and Development work

- The content of the seminar is built to give support to the member associations:
- Administration:
 - Organising the Federation – Vision, Mission and Values
 - Practical work– finance, volunteers, organisations and tasks of IFF Members
 - Organising an own championship and running a licence systems
 - Anti-Doping Work
 - Organising Events – Match secretary training, venue inspections
- Coaching:
 - Basic technical and tactical skills and team building and group dynamics
 - Analysing games and making observations of players and coaches
 - Defensive tactics, basic game plays and special situations
 - Practical training – how to teach players
 - Planning trainings, building a playbook and the physical conditions of Floorball
- Refereeing:
 - What is it to be a Floorball Referee, Floorball Rules – referee signs and movement
 - Game management – Observation education
 - Giving and receiving feedback
 - Organising a Referee Course in the Federation
 - Organising a Referee Organisation in the Federation

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b.

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International Floorball Federation
Floorball Development Programme
Schedule

The Program of the Seminars

Time	Day 1, Thursday			Day 2, Friday		
	Organisation	Refereeing	Coaching	Organisation	Refereeing	Coaching
8:00				BREAKFAST	BREAKFAST	BREAKFAST
9:00				LECTURE 5 Main Secondary Training	LECTURE 6 Game Management Threats/Goals	LECTURE 5 Group Dynamics
10:00				LECTURE 6 Placating new players Forming stable and stable	LECTURE 7 Football Rules Observation tasks	LECTURE 6 Team Building
11:00				LECTURE 7 Communication International Match Membership & Internal	LECTURE 7 Football Rules 2 Feedback	LECTURE 7 How to lead a team during a game
12:00				LUNCH	LUNCH	LUNCH
13:00				FREE TIME	FREE TIME	FREE TIME
14:00	OPENING Introduction Objective Expectations	OPENING Introduction Objective Expectations	OPENING Introduction Objective Expectations	LECTURE 8 Conditioning Training & Playing Skills & Equipment	LECTURE 8 Giving feedback as a referee	LECTURE 8 Giving feedback as a coach
15:00	LECTURE 1 History / Intern. Dev New rules & Trends	LECTURE 1 History / Intern. Dev New rules & Trends	LECTURE 1 History / Intern. Dev New rules & Trends	LECTURE 9 Finance & Budgeting Collecting fees/registration	LECTURE 9 Communication	LECTURE 9 Referee skills Tactics
16:00	LECTURE 2 Leadership Theory with Sports	LECTURE 2 What is it like a Physical values	LECTURE 2 Leadership Theory with Sports	PHYSICAL ACTIVITY	PHYSICAL ACTIVITY	PHYSICAL ACTIVITY
17:00	COFFEE	COFFEE	COFFEE	COFFEE	COFFEE	COFFEE
18:00	LECTURE 3 Organizing the Institution Vision, Mission and Values	LECTURE 3 Game Management Practical lesson: Basic technical skills	LECTURE 3 Practical lesson: Basic technical skills	LECTURE 10 Anti-Doping Work	LECTURE 10 Psychology	LECTURE 10 Practical training Defensive tactics Tasks for the game
19:00	LECTURE 4 Refereeing Skills Duties of Referee Tasks/Responsibilities	LECTURE 4 Game Management Practical lesson: Basic technical skills	LECTURE 4 Practical lesson: Basic technical skills	GAME 1 Observation of Officials Referees Coaches Venue check	GAME 1 Observation of Referee movement Referee observes Officials	GAME 1 Observation of Game tactics Coach behavior Game statistics Individual players
20:00	PHYSICAL ACTIVITY	PHYSICAL ACTIVITY	PHYSICAL ACTIVITY	Officials Referees	Referees	Game coaches Game statistics
21:00	DINNER	DINNER	DINNER	DINNER	DINNER	DINNER

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b.



Development work

- IFF has started to give some material support to the new countries and potential new member associations
 - Sticks & balls,
 - Coaching material, Start-up kit, an other educational materials and
 - IFF is also making “loans” for rinks to different developing countries.
- We have started some one to one projects in order to speed up the development of Floorball in these countries:
 - Argentina, China, Germany and New Zealand

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b.



Future of Club competitions

- Club competition is organized in Europe from 1993
- Because of development on other continents (esp. in Asia) RACC started the discussion about the possible Club competitions in other regions in future
- European club competition had a very positive and fast development

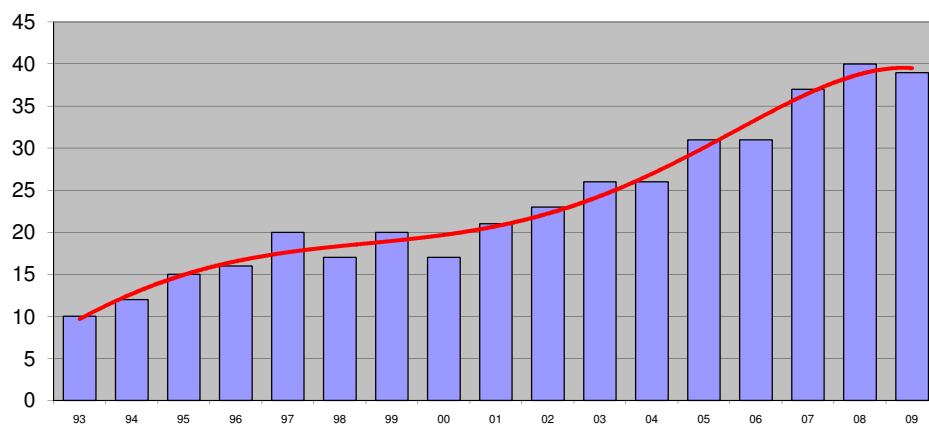
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Future of Club competitions

Nr. of participating teams 1993 – 2009 in EC/EFC



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Future of Club competitions

- Adjustest to the system will have to be taken
- Problem of non-participation of some top clubs
- Floorball needs to have final tournament with best clubs
- System has to be open for all federations

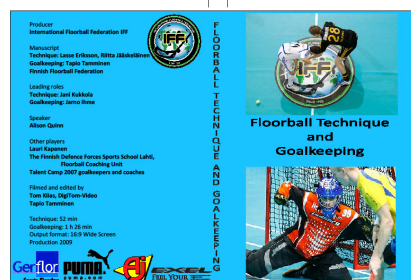
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c.

INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF



New IFF Materials

- Coaching video for Individual Technics and Goalkeeping
- Including guidance for players and coaches, as well as practical drills.
- Including a new Floorball high-lights for promotional use
- Two DVD's with English commentary and subtitles in:
 - French
 - German
 - Italian
 - Spanish
 - Portuguese
 - Russian
 - Japanese (only)



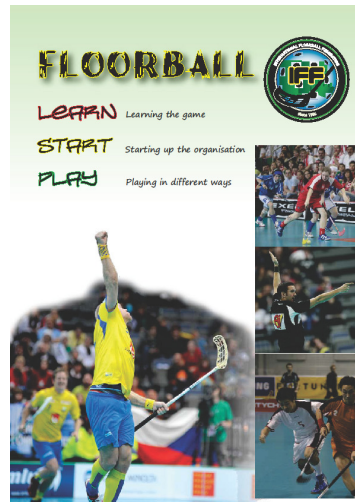
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INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF



New IFF Materials

- **Learn** – Learning the game
- **Start** – Starting up the organisation
- **Play** – Playing in different ways
- A material to help new and developing countries to start building their own organisation.
- Giving practical hints and tips for how to practically organise opportunities to play Floorball.
- The material has a lot of live examples from IFF member associations



5
d.

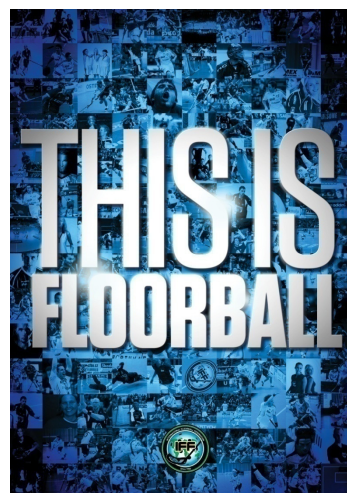
INTERNATIONAL FLOORBALL FEDERATION (IFF)

Ordinary member of AGFIS/GAISF



New IFF Materials

- For the first time the development and the history of Floorball has been put between the same covers.
- The material presents the Floorball player profiles from the beginning, the past and the present, giving a face to Floorball.
- This material explains what Floorball actually is, both from a sporting and a marketing point of view.
- So simply - This is Floorball



5
d.

INTERNATIONAL FLOORBALL FEDERATION (IFF)

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New IFF Materials

- This is an introduction to the basics of what it is being a Floorball Referee.
- The material looks upon the following topics:



Table of Contents

1. Introduction
2. The Referees role as a leader
3. Referee Signs
4. Rules of the Game
5. Referee Movements and Placements
6. IFF Referees Physical Fitness
7. Ethical principles

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Referees role as a leader



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- This material gives the possibility for the National Associations to tailor make their own Referee courses.

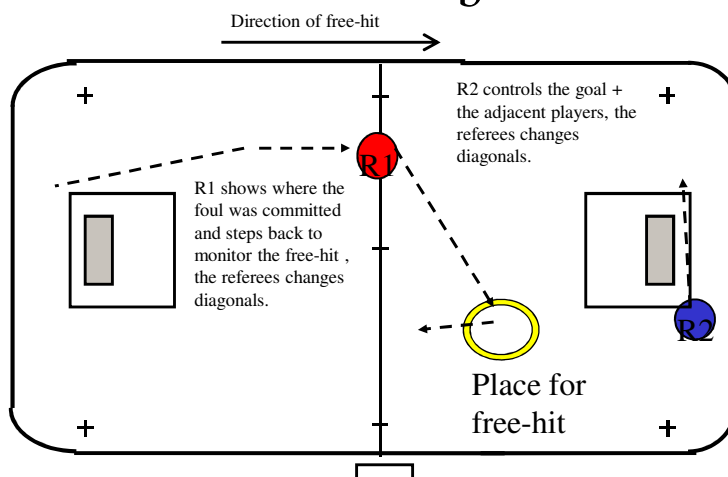
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Free-hit to the attacking team 1

b



Basic instructions for placement and movement

INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF



Men's U19 WFC 2007 in Switzerland

- Presentation by Mr. Mr. Tomás Frank,
secretary general U19 WFC 2010



WUC 2008 in Sweden

- Presentation by Ms. Johanna St Clair Renard,
Chairman Swedish University Sports
Federation (SAIF) and Mr. Niklas Ekblom
IKSU, Marketing Director WUFC in Umeå
2010



Men's WFC 2010 in Finland

- Presentation by Mr. Ismo Haaponiemi,
secretary general WFC 2010