



INTERNATIONAL FLOORBALL FEDERATION (IFF)

*Recognised by the IOC
Ordinary member of SportAccord*

Appendix 15

16th January 2013

Dear Floorball Friends,

Firstly, thank you all for participating in our meeting in Zurich during December. My apologies for not getting to this task sooner but I have been on parental leave since the WFC.

From this meeting we identified three key objectives:

- 1) Getting girls to play***
- 2) Teaching girls to play (lesson plans aimed specifically at girls)***
- 3) Keeping girls playing***

As we discussed in that meeting, there is a large amount of cross-over in the materials that can be used for both junior and female development. As Emil suggested, between us we already have a lot of material, so we don't need to create a whole lot of new things, it is just a matter of combining what we have and adapting it to suit our aim of increasing female participation.

From the IFF perspective, our first step is to produce materials that can be used by all Member Associations, but especially for the smaller, less-developed members who need help to meet the license requirements that come into force for WFC 2014. These include having a vision for their female and junior development. Also we need to work towards an overall increase in the level of female participation to meet our goals for the International Olympic Committee.

So, in this first step of producing the materials we are really asking for your help, your expertise, and most importantly your experience with what works and what doesn't. The first materials that we would like to focus on producing are ***'How to get girls interested to play floorball'*** and ***'How to teach them to play'***. What I would like to collect from you is:

'How to get girls interested to play floorball'

- Promotional events/ideas that you have successfully used to raise awareness of floorball &/or increase participation in floorball for girls – eg. Girls' floorball days, school visits etc.
- How have you helped clubs to establish girl's teams? What information/assistance do you give to clubs?
- Examples of initiatives that clubs or regions have used to successfully increase girl's participation

'How to teach them to play'

- Introductory lesson plans – for those beginning floorball for the first time, whether they be young children or adults
- Any lesson plans that are specifically aimed at girls

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- Any other floorball material specifically aimed at girls – for players, coaches, parents
- Any general junior coaching material – with info about playing, coaching, training, nutrition, club organisation etc. that you think could be useful

I understand that the majority, or even all, of your material will be in your own language, however, if you do have any in English that would be very helpful and speed things up at my end. Otherwise, I am happy to receive the information in your language and the magic of Google translate will do the rest ;)

Once I have this material I will try my best to put it all together and produce some draft materials for you all to give some feedback and input on. I would hope to have this ready before our next meeting in April so would ask that you send to me any material that you have no later than **FRIDAY 1st FEBRUARY.**

I still don't have in my head a clear picture of exactly what it is that we will be able to produce, but perhaps once I start seeing the material then it will become clearer.

If you have any questions, please contact me. I look forward to receiving your information and will talk with you again later regarding plans for our next meeting.

Kind regards,



Sarah Mitchell
IFF Equality Officer