



INTERNATIONAL FLOORBALL FEDERATION (IFF)

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ATHLETES' COMMISSION MEETING

**Espoo, Finland
24th May 2014**

ATTENDING:

ATC Chair: Magdalena Kotikova (CZE)

ATC Members: Eliisa Alanko (FIN), Josefina Eiremo (SWE), Andis Blinds (LAT), Brigitta Radacsi (HUN), Emanuel Antener (SUI), Karl-Johan Iraeus (SWE)

IFF Staff: Sarah Mitchell

TOPIC: ROLE OF THE ATC

Opening discussions were about what the role of the ATC really is. What are its tasks and the responsibilities of the ATC members.

COMMENTS:

- ATC needs a clear list of practical points for the members on how the ATC works. Very important for new members joining the ATC and for National Federations to use when approaching players to nominate
- How often will meetings be and how will they be conducted?
- Needs to be a more structured program of the ATC work
- How best can the ATC communicate with each other?
- Email is not the best way and not all members are on Facebook.
- Skype calls would be best way to have meetings.
- Difficult to organise a time to meet that suits everyone, especially during the main season when players all have heavy training and playing commitments

DECISIONS:

- There will be one main meeting per year (in person) and then other communications as needed depending on topics that come up in the IFF (approximately 3-4 times per year)
- Facebook group has already been set up and all members will now use this for communicating between each other
- Skype will be used for group meetings

TO DO:

- Make a shortlist of the tasks and responsibilities of the ATC
- Discuss the possibility of using shared online documents in the future to make it easier for all to comment and work in the same document at a time that suits them best



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- Communicate the main activities and responsibilities of the ATC via media each of their own countries and via IFF to a wider audience

TOPIC: ALPHA – the new WADA Anti-Doping education tool

IFF have successfully promoted the SNTD message. This is now supported by the new WADA education tool - ALPHA. IFF would like someone in the ATC to act as the Anti-Doping Ambassador and to be involved with discussions within the IFF Medical Committee on anti-doping and medical issues

COMMENTS:

- Important for ATC members to promote this within their own floorball community
- There needs to be a broader sharing by the ATC than just to their friends or team mates
- Important that the ATC leads the promotion of this new tool and takes some responsibility for getting the information to the athletes, especially in their own countries
- Both Karl-Johan and Eliisa may be interested to work with the Medical Committee on these topics

TO DO:

- All ATC members will complete the ALPHA education
- When ATC members return home they will actively contact media and their national federations to work with them to promote ALPHA
- Merita will contact Karl-Johan and Eliisa about how they could be involved further

TOPIC: ATC & the MEDIA

Discussion about how the ATC can improve their communication to the media and share their message

COMMENTS:

- Andis Blinds works with media on a daily basis so offered that he can help with advice on how to deliver the ATC messages to the media.
- Need to develop a media / PR plan for the ATC
- Would be good to create some standard message that the ATC members can use when they discuss the ATC with the media
- Need to identify which topics are for sharing and which are for internal discussions only
- Need to make sure that the ATC message reaches all countries not just the ATC member countries
- Important to use the federations and their available media resources

TO DO:

- Create a short-list of topics that the ATC members can use when discussing the weekend's meeting with the media to ensure that there is one single message being promoted
- Merita to contact Andis to discuss further how a more concrete media plan could be put in place for the ATC



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TOPIC: EXPERIENCE OF ATC IN COMMITTEES

ATC members are now included in IFF Committees – Emanuel Antener (Rules and Competition Committee), Brigitta Radici (Referees Committee). What are their experiences on this so far?

COMMENTS:

- RACC are holding a meeting in July, but Emanuel is not able to attend because of a training camp but is looking forward to be able to see the topics that will be discussed and offer his point of view
- Good to be included and have the opportunity to give the athlete's point of view
- Brigitta attended the recent RC meeting and will be heavily involved in the proposed Referee Feedback Project which will allow teams to provide both positive and negative feedback to the RC to help them better focus their referee education

TO DO:

- ATC members to join the Medical Committee
- ATC members to report back to the full ATC after committee meetings to discuss the topics raised

TOPIC: ATHLETES CAREER PROGRAMME

IFF is introducing Athletes' Career Programme material. The ATC has reviewed this material and all members found that they can relate to many parts of it and feel that it is very important information that all players should be made aware of.

COMMENTS:

- Very interesting topics
- Creating awareness of the material and the topics is a very important job for the ATC
- Personal experiences of all the ATC members could be related to the information – many could recognise themselves and their own stories in the material
- Important to understand how floorball can be a positive influence and the experiences you get can be transferred to other parts of your life
- Document needs to have many personal examples included in it
- Would be good to also have video interviews of players sharing their experiences
- Still the problem of how to distribute the information and increase the awareness. IFF has lots of good materials and information but many people don't know about it or know where to find it – they don't think of the IFF as a tool for these kind of resources.
- Karl-Johan who teaches in a secondary school said that the information in the document is what they discuss a lot with the floorball players – especially about how to manage the combination of floorball and school
- So many players don't understand or cope with how to manage both sport and school/work commitments
- Increased demands on players make this material very important



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- Should not focus on the demands as a negative but show the positive of how so many floorball players can combine playing at a high level with working and studying
- Transferable skills are particularly important and many people do not realise all of the skills that they learn as floorball players and how these can be used away from the game
- There is a full circle of skills – things you learn as a player that transfer to your study/work and then the skills you learn by studying/working that come back to assist you as players or in new roles as, for example, a coach
- The material should also include the experiences of parents and coaches
- Personal examples were given of how ATC members have combined playing and studying or been able to successfully negotiate with employers about reduced working hours to accommodate their playing and training
- Central message should be that it is possible and a good thing

TO DO:

- All ATC members to be involved in providing personal examples to be included in the material
- Sarah to provide some questions/topics for them to answer
- All ATC members to think of two people within their own country who could be approached to give other personal experience examples
- Athlete Career Programme material will be worked on over the next 3-4 months with the aim of it being ready for publication prior to the next season (Sep/Oct)

TOPIC: RULES & COMPETITION COMMITTEE WORK

Martin Wolmhed (CB Member and RACC Chair) & Stefan Kratz (IFF Competition Manager) joined the meeting for this topic discussion.

COMMENTS:

- New rules are to be introduced in July and ATC asked of the explanation of how this process works and how they can be involved
- Martin gave an explanation of the 4yr process and how the ATC will be involved in the next rule change work
- The participation of the ATC members in committees and to give their voice in all of the IFF processes is important
- It was agreed that there is now much more possibility for ATC participation
- Very important that the National Federations follow the lead of the IFF and establish their own ATC

DECISION:

- Participation of ATC in the rule change process will be included in the task list of the ATC

TO DO:

- IFF office to further encourage the IFF members to establish their own ATC



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TOPIC: COMBINED ATC & CB MEETING

ATC met with the IFF CB

- IFF President, Tomas Eriksson addressed the meeting and discussed floorball's future; its aim to be included in the Olympics and other multi-sports events. Explanation of the process of floorball's inclusion to World Games.
- Important that the ATC are involved in the work to promote floorball
- EOTO programme information – a brief recap of the type of data that has been collected via the audits, how this info will be used by the IFF and members and the aims of the EOTO project
- Universality – important for all of us to work with new countries and promote floorball worldwide
- WFC Qualification events are now very important part of sharing floorball experiences
- Important for the ATC members to listen to things that are being said by not just their own players, but also what is going on in other countries
- It's a good step for the IFF to be activating the ATC and making their 'voice' heard much better by a much wider audience

SUMMARY:

- ATC members are the ambassadors now. ATC has agreed on their tasks and their best way of communicating. With this now being much clearer, they can begin working on how they can be better at helping develop floorball and be a better voice for the athletes.
- Clear from the discussions that the ATC members are very interested in being more involved and learning more about how the whole floorball world works – not just what happens on the court.
- They want to be able to have some influence on how their game is now and the direction it takes in the future.
- From the ATC discussions have come clear tasks that all of the ATC members can be involved in

TOPIC: REFEREE'S PERFORMANCE FEEDBACK PROJECT

Veli Halonen (IFF Referee Coordinator) joined the ATC meeting

RC would like to get feedback from players & coaches regarding the referees. Aim is for the RC to be able to gather this information and provide feedback to the referees and focus the referee education on specific topics.

COMMENTS:

- Information will be provided on a strictly confidential basis from the teams to the IFF. It will then be provided to the RC with no reference to the specific teams, referees or matches.
- Feedback can of course also be positive – not just complaints
- Project is just beginning. It will be discussed within the CB this weekend and then decision will be up to RC as to when they start the actual project, but most likely it won't be until 2015.



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TO DO:

- Brigitta's role will be as the contact person for the athletes in this project. She will continue to work with the RC and report the progress to the ATC

OTHER DISCUSSION POINT: Question about how the IFF passes on the referee knowledge worldwide

COMMENTS:

- Problem is that the majority of referee education is carried out at a national level
- At IFF events referees receive education, feedback and ranking during the event
- IFF does not have enough referee educators in all of the countries to be able to ensure that the same level of knowledge is being passed on
- IFF can only directly educate and influence their own referees who participate in IFF events and hope that they can take what they learn back to their own country
- RC aim to have the interpretation of the rules to be more global but it is a difficult process
- Interpretation of rules is not always the problem but rather the behaviour of the referees and how they communicate with the players.
- This referee 'behaviour' can be very different depending on the culture of the country. Some referees will talk very openly with players during games, whereas in other countries there will be a strict 'I'm talking to you' attitude.
- Would be good to have this kind of referee-player communication/attitude addressed in the education

TOPIC: EOTO PROJECT

Magdalena's (and the ATC's) main responsibility in the EOTO project is to do with communication and making more visibility of top players in the floorball community.

COMMENTS:

- ATC members will participating within their annual meeting WFC U19. Creating and promoting 'role models' is very important
- It is important to continue with video interviews after the games during important events
- Suggestion is to create video interviews with key players in the lead-up to major events and follow-up with these players during the events
- These interviews need to be more than just the basic 'what are your aims for the WFC'-type questions.
- The aim is to present elite floorball players and their experiences, how to manage playing floorball on top level in combination with study or work.
- The Athlete's Career Programme Guide is an important tool for this
- These videointerview will be used as the invitation for coming event as well.
- Easy way could be to access the players during other events – eg. Champions Cup, Czech Floorball Open

TO DO:

- Discuss with Merita how the interviews can be planned, how players can be identified



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- Discuss with national federations what resources can be used to make the interviews in their own countries – eg. Video teams, media staff
- IFF and Magdalena to discuss this further to determine the logistics of how we can best implement this idea

TOPIC: PLAYER'S BLOG

Player's blog has begun on the IFF website, with three already published.

COMMENTS:

- Magdalena has approached some other players to contribute
- Should be one of the tasks of all ATC members to contribute
- Suggested topics included: off-season training and preparing for a new season, transition from U19 to adult team, combining playing more than one high-level sport, a week in the life of a top floorball player, moving to play in a different country

DECISIONS:

- ATC members will take the following topics: Eliisa – transition from U19 to adult team; Brigitta – moving from a small floorball country to one of the top four to play; Josefina - combining two elite sports

TO DO:

- Build a plan of the blogs for the next 6-8mths (one per month to be published)
- Magdalena to discuss with other athletes about contributing

SUMMARY

ATC Key responsibilities & activities

- Representing players - Elected by players to be their voice in the IFF
- Participating of ATC in the game rules change process
- Participating in IFF committees to be involved in detailed discussions
- Participation in the Athlete Career Programme work
- Promoting floorball (Spread the awareness of the ATC, Player's blog contribution, Active in developing new ways for floorball to be promoted, Helping to develop role models)

Points for interviews after ATC Meeting, 24th May 2014

- First ATC annual meeting was held and regular meetings will now be organised with all members (3-4times per year)
- Present what are the key responsibilities & activities of the ATC
- Promote the Anti-Doping learning tool – ALPHA
- Discuss the ATC participation in the development of the Athlete Career Programme