

# **International Floorball Federation**

## **IFF**



## **IFF STRATEGICAL VISION**

### **2009 – 2020**

## **Management Summary**

### **Half-Time Revision Update 2014**

Prepared by the IFF CB  
for the 12<sup>th</sup> IFF General Assembly in  
Gothenburg, Sweden

## THE IFF STRATEGICAL VISION 2009 – 2020

### MANAGEMENT SUMMARY – HALF-TIME REVISION UPDATE 2014

#### 1. INTRODUCTION

The International Floorball Federation (IFF) Central Board (CB) decided in 2007 to start the work to build a Strategic Vision for the IFF for the upcoming decade until 2020. The Strategic Vision was approved by the IFF General Assembly in Prague 2008 and now in 2014 the IFF CB felt that there is a need to evaluate the present situation and secondary to update the direction, for the Strategic Vision of IFF.

The CB decided to update the Management Summary of the IFF Strategic Vision 2009 – 2020 and present that to the IFF General Assembly 2014 in Gothenburg, Sweden.

The International Floorball Federation (IFF) has run World Floorball for almost 30 years, mostly with little or no opposition or assistance, relying in the beginning on the support of the three founder nations – Finland, Sweden and Switzerland. Over the past six years the interest in the game has grown tremendously and there are now active groups all over the globe, on all continent's who are acting in the best interest of world Floorball. This document is trying to find a mutual way to develop Floorball based on all the different needs in the IFF member countries.

As an indicator of the IOC provisional recognition received in 2008 and the full recognition in 2011, the operations and services of the IFF have both increased when it comes to the quantity of operations and the quality of our services. The reason for this being the set strategic target to reach the Olympic Games. The IFF organisation has become more solid, with a much clearer direction for all of our operations, having all the stakeholders focusing towards the same objective. As a part of this process the focus has been to enhance the operations of the IFF Member Associations, by providing them with additional and more targeted services and information.

The implementation of the Each One – Teach One Project for the development of the Member Associations has dramatically changed the situation we are in, since it started as an initiative of the Member Associations in the IFF Associations Meeting 2011. The environment for development has changed as there are more and more nations actively taking part in the development of the Sport, as IFF has also changed their working approach.

The fact remains that IFF has to ask itself why it exists, what it believes in, where it wants to be in the future and how it is going to get there. The purpose of this process, the chosen strategy and the vision and mission of IFF, which is acting as our Guiding Lighthouse, is defined as: “the direction and development of Floorball worldwide during the coming decade”.

## 2. PURPOSE

The focus has after the approval of the Strategic Vision been to enhance and develop the way we work together in harmony with our member associations and it has proven to be essential for the welfare of Floorball development worldwide. Up to now IFF has already become the undisputed and internationally recognised International Federation for Floorball. There is still a lot of work to be done, but the best way for IFF to be recognised as a true authority and leader is by serving all its stakeholders and partners in the best way possible, which has been the guiding principle for the last six years. In addition to what is included in the IFF Statutes the purpose for the existence of IFF is defined in the following original Mission Statement.

*IFF's core mission is to promote, develop and most of all nurse and service our stakeholders and further protect World Floorball at every possible level of the game and finally to spread the knowledge based on the principle of unity, equality and solidarity and to deal with all questions relating to World Floorball.*

*IFF is an association consisting of associations, existing for the associations, based on the principle of representative democracy and its governing body of all types of World Floorball. Floorball is the priority in everything we do.*

## 3. VISION

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. In the second phase of our existence, after having successfully reached the recognition and membership of all the Major Global Sports Organisations (IOC, SportAccord, ARISF, IWGA, IMGA, FISU and WADA) the focus for IFF has changed and we need to be an active partner of the International Sport Community, bringing forward the ideas of Floorball to the community as a whole.

The fact that we have reached some of the multi-sport games (World Games, Urban Games, South-East Asian Games, European Master Games and Special Olympics) now forces us to more concentrate on building the quality of the Floorball operations, not necessary only on the quantity. As a part of this analysis it is important to be aware that the focus has been changed towards closing the gap between the existing countries, in order to have a solid product to offer to the sporting world. A part of our success has been adopted the means and methods of the different Social Media channels.

The overall challenge will now be in the later part of the decade to increase the visibility of the sport and therefore to rise the general awareness of the sport among the general public. In 2008 there were a lot of wants and needs guiding our activities, now in 2014 we are together setting new goals for the rest of the decade.

We need to grow the number of members and players at the same time as we need to keep the Olympic Dream as the Guiding Lighthouse of all our operations, as this has been the goal all Floorball stakeholders have been able to easily gather around, giving us many important results

and shaping the Brand of our Sport. We still need to keep track of the changing Olympic environment in mind, as the IOC is looking over their “Olympic Agenda 2020”.

The strategic vision, for the **rest of the** decade, is defined as follows in the IFF Vision statement:

*To **continue to constantly develop as** the internationally approved sole owner of the dynamic sport of Floorball **building our own Brand identity, increasing the visibility and raising the awareness of the Sport. At the same time serving as an attractive sport for all and continuing to develop** all its different forms and identities. Being a healthy organisation with sufficient human and financial resources, **with between 75-80** national member 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 **Regional Games outside Europe**, the World Games and **to reach the Olympic Games “Short List process”** until 2020.*

#### 4. PHILOSOPHY AND GUIDING VALUES

We can achieve our vision if all persons working for World Floorball adhere to what IFF stands for, believes in and what our cultural values are. IFF shall pursue its objectives based on and honouring amongst others the following values:

- Equality and respect of all stakeholders and acceptance of different needs and orientations
- Internationalism and solidarity
- Democratic and transparent leadership in the way of conduct
- Ethical, fair and clean competitions
- Promote healthier life and **environmental and** social values

#### 5. HISTORY AND KEY TRENDS

It is important that all our member associations have a sound knowledge about the history of the IFF in order to understand the past and the direction of our actions and decisions. Based on this mutual understanding it is possible to build a strategy for the future together. One of the most important reasons for forming IFF, was the need to organise international competitions and then to promote Floorball worldwide.

The steady growth of the member nations, the popularity of the IFF competitions, the increasing branding and marketing of Floorball, the increasing co-operation with the international sports community and the proactive development work in spreading the sport demanded an increasing dialog with our stakeholders. During this time still a lot of operational work was done by volunteers in IFF, so there was a need to become more professional needing an expansion of the personnel and infrastructure resources. This led to a change of policy; focusing more on three

main topics; development, marketing and political work towards the sports world as well as strengthening the organisation.

Since the organic growth of Floorball has been very rapid **and Floorball still continues to grow**, it has started to change during the last decade. First the growth was only on the horizontal axis, spreading Floorball across regions and countries. The second phase has started the development also on the vertical axis, where the quality of the operations has been in focus **especially during the last six years**.

The following key trends will continue to form the development of Floorball worldwide:

- The IFF organisation will grow and take responsibility for additional services to our member federations.
- In order to secure the horizontal and vertical growth of Floorball, IFF needs to adopt policies to master this polarisation among its members **to close the gap between countries**.
- Demographical changes in society, with an increase in an alternative leisure pursuit in non-commitment activities, computers and internet.
- The way people value sport organisations will change, moving from being a member to becoming a client.
- There will be a commercial need to have more games, longer series and the risk for rivalry between national and international competitions increases, **as well as rivalry between participation in our International Events and Regional/Continental Games**.
- **The way media will follow sports will change, which is problematic for Floorball still seeking acceptance and visibility on the traditional broadcasting market.**
- There will be an ongoing battle for facilities to play sports in the future, where Floorball will have to adjust to the situation, in order to exist – finding new forms and places to play where ever it has space and chance.
- The Top level professional sports continue to polarise into market driven entertainment and other top sport, leading to a differentiation between competition sports and polymorphic playing for fun.
- **The National Clubs are showing interest to grow and develop faster than their National Associations.**

## 6. STRATEGICAL OPTIONS (CONCLUSION)

Our objective is to work closely together with our member associations to support and strengthen each of them in their own organisational and sports development within their country, in order to spread and develop the sport of Floorball.

We aim, together with our stakeholders, to perform the following:

- Protect and promote Floorball as a sport, where the **brand message** is the same all over the world.
- Involving our member associations more in the general discussions, which will help us to understand the problems and challenges of the members and through the commitment of

all stakeholders enhance the development of Floorball worldwide. ASSOCIATIONS MEETING

- Further develop our development programme to give specific and targeted aid and assistance, in order to help the member associations accurately on their different development levels **and support the bi-lateral EOTO projects.**
- Support and strengthen the different forms of grassroots Floorball along with the top level competition sport, **providing means for growth in the sub-equatorial world.**
- Increase the participation in the game, regardless of age, gender, religion, race, social background **or physical and mental abilities.**
- Promote the positive values of sport, including fair play **in a game without match fixing** and a doping free sport, giving our athletes the chance to perform in an environment without racism, hooliganism or other kind of intolerance or violence. GOOD

GOVERNANCE

- Run an anti-doping programme, in order to preserve the ethics of the sport, keeping in mind the health of the players and ensuring that all participants have equal chances in the games.
- Organise successful competitions for adults and youth, equally for men and women, acting as the spokesperson for the global Floorball family.
- Achieve additional media visibility **in both traditional and Social Media** and commercial success, in order to be able to give better service to our stakeholders and develop the sport.
- Continue to build good and lasting relationships with the other international sport federations and political parties.
- To continuously improve the service provided to our stakeholders in all areas of our activity and to be an avant-garde international federation, where all officials are proud of belonging to the IFF family.