

IFF ExCo Meeting, SIBF Office, Solna, Sweden, August 15th, 2014

Participants:	Tomas Eriksson,	IFF President
	Filip Suman,	IFF vice-president
	Monica Bakke,	IFF Treasurer
	Stephen King,	AOFC President (via Skype)
	John Liljelund,	IFF general secretary

Report on present issues

1. *Opening of the Meeting*

Mr. Eriksson is to open the meeting at 10:00 and welcomed all to the meeting, with Mr. King over the Skype.

2. *EOTO Project*

2.1. *Process Description and Project Form*

The ExCo discussed the IFF Office proposal for the EOTO Process Description and the CB members comments to it and made the following additions to it:

- Project background
- Main tool for development 2015 – 2018
- Ground breaking approach
- Recommendation of how run the process
- Include the whole the organization in the process

The reporting was asked for by the IFF CB in Espoo and the report is also for the Partners in the process to be able to follow-up.

There are still a number of countries who have not answered the invitation, but the Office is working on it. The Office will also check that the Mentors/Mentees will agree to work together.

2.2. *List of Potential New Countries*

The CB needs to run through this in the CB meeting

The CB should discuss the actions in this topic during the next CB meeting, to try to find out how move forward. The CB members who have made something should prepare this for the CB working session.

2.3. *EOTO Action Plan*

The CB will run through the EOTO Action Plan and the respective responsibilities.

3. *IFF License System follow-up*

3.1. *Countries in danger for the WFC2014*

Germany: The plan is followed, next payment is by the 15th of Oct. This has been confirmed by Mr. Lachenmaier.

Russia: The plan is followed, the 2000 CHF has been paid during summer. Next payment of 5000 CHF is to be paid by the 15th of September. Last payment shall be done before the 1st of November.

Slovakia: The plan is followed, 4200 CHF has been paid during summer. Next payment which fulfil the requirements of 18.163,09 CH by end of August.

The following participants of the WFC2014 are still in debts, which could jeopardize their possible participation Korea, Latvia and USA. The IFF Office should follow the situation.

3.2. *Countries in danger for the WFCQ2015*

The participants in the WFCQ2015 has to clear all other debts to IFF apart from the Membership fee of 2014 prior to the Event, in order to be able to participate. The countries in danger are apart from the WFC2014 Hungary and Singapore.

Report on present issues (Cont.)

3.3. Review process for the IFF License System 2.0

The preparations of the review of the IFF License System 2.0 will be started by the IFF CB in 2015 and discussed and decided by the Association Meeting in December 2015. This in order to be able to evaluate the effect of the implementation of the License System for the WFC 2014.

4. Continuation of Champions Cup

Mr. Suman reported on the preparations made to update Champions Cup agreement for 2015 – 2017 and the Champions Cup Regulation. IFF is proposing for the SUHV that they would still sign the contract so that they are a part of the CC-process, regardless of not organising the Event.

There were some open questions still in the regulation, like if the Swiss shall inform on an annual basis if they shall participate or then directly for three years and who carries the cost if the Final is played so late that the teams can't catch the flight on the last day. The ExCo was in favor of having a clear answer from the SUHV for the whole period up front.

IFF is proposing to SIBF and SIBF the conditions for the participation of the Swiss teams based on the team costs, without an infrastructural and Event costs. Here is neither any cost for the IFF investment in the Champions Cup. The IFF will ask for the response of the Swedish and Finnish by Monday the 25th of August and then send out the regulation and contract to all the stakeholders.

IFF would send the proposal for the CC Agreement and regulation to the stakeholders to answer if they are in agreement with these before the IFF CB meeting, then the IFF CB can take the decision on the documents during the IFF CB meeting in Madrid.

5. Update of the IFF Strategic Vision 2015 - 2020

Mr. Eriksson made a short recap of the evaluation and updating process of the IFF Strategic Vision for 2009 – 2020. There is a need to evaluate the document, in order to have a living document guiding the direction of the IFF.

The CB is to discuss our present situation and evaluate the strategy of IFF in relation to the Strategic Vision, with-in the existing frame of the strategy, based on the purpose for the document, how it was built and the process for it.

There are some basic questions to discuss:

- are we in a similar situation as in 2008 when the original document was created
- has the strategic target changed somehow during the process
- where are we on the path and what is there left for us to achieve
- Evaluate if the Key Factors and the Strategic Options are still valid

The working session shall be run by a number of groups during the session

6. Marketing questions

Mr. Suman explained the proposals raised at the Core Country Marketing Network Group in Berlin, Germany to build a Floorball TV Magazine and a combined sales system for major sponsor for both the IFF and the major Floorball countries. The proposals have now been prepared and will be run to the CB and the Core Country Marketing network.

6.1. TV Magazine

The IFF needs a TV Magazine to increase our visibility and reach of the sport in the mind of the general public. We are missing channels to spread information on a large scale. The target is to create economic of scale of the Floorball Brand and open new visibility channels for the sport.

The ExCo is positive to the initiative.

6.2. Combined Sales Efforts

One of the issues for all Floorball organizations have been that due to low numbers of contacts (TV or in National Events) hinders us to go for the big fish! The proposal is built in order to answer the lack of Events and to cover the whole year, to have enough big contact audience, but still we need to have more countries to be included.

The process is trying to create the biggest Floorball offering model for Floorball, at the same time we will also be in focus on the global sports marketing scenery.

The ExCo is positive to the initiative.

Report on present issues (Cont.)

7. *WFC 2017 organisers*

Mr. Eriksson concluded that the Slovak Association is in process to fulfil the requirements for the organization of the WFC 2017.
The IFF Office is to follow-up on the situation accordingly.

8. *IFF General Assembly 2014*

Mr. Eriksson reported that the IFF General Assembly will be held on the 13th of December in the IFF Hotel starting at 08:30.

The invitation has to be sent out 90 days advance of the GA, which is the 14th of September. The GA documents are to be sent out by the 13th of November.

The theme of the GA is Marketing the Sport and Strategy. Try to find a Key Note Speaker in these fields.

The document to be produced are:

- Annual Report 2012-2013
- Financial Report 2012-2013
- Plan of Actions 2015-2016
- Budget 2015-2016
- Juridical Regulation
- Strategic Vision Update
- EOTO Status Report – delivered to the meeting

Invitation of a Key Note Speaker shall be handled by Mr. Eriksson/Liljelund

Invitation of the representatives IOC, ARISF, IWGA, FISU, Wroclaw, SportAccord, Nordic IOC members, FIH, Flying Disc, American Football, Sports Climbing and IIHF.

- SportAccord: President Mr. Vizer and CEO Mr. Marinescou
- IWGA: President Mr. Peruena and CEO Mr. Gossow
- FISU: President Gallien and CEO Mr. Saintrond
- ARISF: President Chiulli and secretary general Fraccari
- IOC: Sport Director Kit McConnell, Senior Advisor Christian Wassmere

9. *Ethics Commission members nomination*

Mr. Eriksson made a proposal of how to solve the nomination of the Ethics Commission members.

The Court of Arbitration in Sport (CAS) judges Mrs. Carol Roberts (CAN) and Sylvia Schenk (GER) have agreed to act on the Ethics Commission. In addition we have asked the Danish IOC member, the International Badminton Federation President Mr. Paul-Erik Höyer (DEN) and Mr. Lasse Granqvist, IFF Appeal Committee Chairman, with Mr. Liljelund as the liaison person.

The plan is to have the first meeting during the WFC in Gothenburg.

10. *IFF CB Meeting in Madrid, 6th to 7th of September*

Mr. Eriksson reported that the IFF CB meeting will be held in Madrid, with a working session on Saturday and the CB meeting on Sunday.

The themes for the working session are:

- EOTO Action Plan update and Project files
- New Countries – How to reach Results
- Half-Time Revision Update of the Strategic Vision

The Agenda of the CB meeting will consist of the following topics:

- IFF General Assembly
- EOTO Project
- License System
- Future of the Champions Cup
- Election of Ethics Commission members
- WFCQ2015
- WFC2014
- Other issues: IOC Support, Too Long Sticks, German situation

11. Other Issues

11.1. Too long sticks

Mr. Liljelund presented the IFF Office proposal for continuing the exemption system for long players to use too long sticks.

Upcoming meetings and issues

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- To prepare the EOTO documents for the CB working session in accordance with the CB feedback and the discussions in the ExCo. (JL)
 - To continue the contact with the countries in danger of losing their right to participate in the WFC2014 and keep the other informed of their situation (SK)
 - Start the preparations of the IFF License System 2.0 for the IFF Association meeting 2015 (ExCo)
 - Ask Czech Republic, Finland and Sweden for their conditions to let Swiss teams play in the Champions Cup 2015 – 2017 (JL)
 - Send out the proposal of the basic agreement and the CC regulation to all CC stakeholders in advance of the IFF CB meeting in September (JL)
 - Prepare the working groups in the IFF CB working session in Madrid on the topic of Strategic Vision (JL)
 - Ask comments on the IFF TV Magazine plans from TV specialists and return with answers by the end of August (TE, FS, JL)
 - Prepare a first version of the Combined Sales Package (FS)
 - Prepare the invitation for the IFF General Assembly on the 13.12., Invitation shall go out on the 14th of September. (JL)
 - Prepare and send out the VIP invitations for the WFC2014 (TE/JL)
 - Seek for a KeyNote Speaker for the IFF GA (ExCo)
 - To seek an audience with the IOC Sport Director Mr. Kit McConnell after the vacations (TE)
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Issues that need to be discussed or decided upon or taken action upon

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New ideas, etc...