

### IFF INTERNATIONAL LOBBYING ACTIONS 2019

As the IFF we need to continue to assist our NA's to carry out lobbying in their countries to support the ongoing work by IFF at the International level and continue the work that achieves the following

- Recognition of floorball by decision makers at the National level and those from countries who are also involved in the International sports bodies.

There are a number of areas we can help the NA's work with. These are detailed below including the possible actions for the NA's to take. These actions are a continuation of the ones for 2017/18 as constantly being in people's space is a great way to have them remember Floorball

#### 1.0 MEDIA

- Connect with TV including local community TV. Focus on NA's contacting and developing relationships with local TV stations to take WFC broadcasts. Develop a package on how to approach and sell the idea.
  - Viewer No's
- Social Media competitions and plans on how to increase no's
- Approach Local media on local stories to hero local players who might be playing for their country or volunteers doing great things

#### 2.0 AMBASSADORS

- Use famous sports people at events/activities such as demonstrations
- Target influential people as ambassadors or to attend events etc
- Invite Ambassadors
- Use famous people/teams to promote events, activities etc
- Nominate volunteers in local award opportunities

#### 3.0 COOPERATION

- Connect floorball with other sports in your country
- Approach multi clubs to have Floorball included and look at cross marketing
- Working with similar sports for grants, use of resources and marketing
- Cooperation with other Federations for use of resources, marketing, grants etc
- Lobbying to other sports to have them become aware of Floorball so when the sport is raised at NSO and similar other sports will know of Floorball

#### 4.0 EVENTS

- Present sport to local authorities, be involved in local events, festivals etc
- Involve floorball in levels other than "professional" such as schools, universities etc
- Get involved in other events such as Special Olympics even as volunteers
- Participate or hold Charity events
- Hold clinics, mini games etc at Intermission at sports, community and arts major events
- Showcase sport in public places such as public squares, beaches, shopping centres etc

## **5.0 CONTACTS**

- Contact and establish good relationships with NOC
- Actively contacting Organisations, NOC, NSO
- Meet with other NSO's

## **6.0 COMMITTEES/BOARDS**

- Join NOC working groups, committees

## **IFF LOBBYING ACTIONS 2019**

THE IFF Lobbying action plan for 2019 is based around the above ideas and is proposed to include the following actions

- Develop and send to each NA a Lobbying Package. SK to prepare for distribution by office
- Work with countries organising WFCQ and WFC to assist to have invitations sent to NOC, NSO and IOC members in their country to attend. IFF office to contact the countries directly.
- Target large businesses in Southern USA to have demonstration sports at their premises such as Target, Walmart, Dicks Sporting Goods on a Saturday morning in the carpark. Part of World Games activation. Same idea can be used in other countries with businesses such as Ikea. Develop examples of activation activities carried out in other countries/multi sports events to use for NA's
- Develop a media and information plan for SEA Games 2019 along with plan for introducing the sport to the decision makers for SEA Games and Philippines sport/schools. Use the SEA Games to introduce Floorball to the other countries through street demonstrations and direct approaches to the NSO/NOC in the participating countries. Co-ordinate through Thailand and Singapore