



IFF Central Board Meeting

June 10, 2019

Canada Report

U-19 Men's Tournament, Halifax, Canada, May 2019

The benefits of hosting the U-19 Men's tournament in Halifax are as follows:

1. hosting an event in the Men's U19 category in Canada allowed for 16 countries and 400+ young athletes an opportunity to experience Canada and (hopefully) appreciate Floorball Canada as a "player" in helping grow the sport of floorball in the world.
2. allowed for Floorball Canada athletes to experience the hometown feeling that they seldom get when they travel abroad.
3. afforded the opportunity for many local floorball players to be part of the team, even though they did not play (and who typically would not travel overseas). This is important that young players form strong bonds with experienced players in a WFC setting so that as they embark on their journey to be the future Floorball Canada players they will be equipped with the experience/ excitement. Even now several of them are investing in travelling to Ontario for training camps (i.e. broadened the dept of the National Team)
4. exposed Nova Scotians (and travelers from North America who otherwise would not have traveled overseas) to the highest level of youth floorball play (i.e. best product).
5. allowed for 600+ junior high school students a chance to see floorball played by athletes who are not much older than themselves. The goal is to leverage this exposure to continue to build floorball programs in schools.
6. gave the LOC an opportunity to invite key persons in their network to show how significant the sport of floorball is worldwide. These key persons involve Recreation Directors, Minor Hockey Executives, School Administrators.
7. it allowed the IFF to see the challenges with organizing a (relatively) unknown sport in a country that is not in the top 10 floorball countries of the world (hopefully to discover unique differences than running similar championships in stronger floorball markets)
8. brought together Floorball Canada members in collaboration to deliver the event
9. allowed the LOC team to learn & experience what it takes to host an WFC. Perhaps, this will be helpful in aiding other North American cities if/when they host a WFC.
10. In summary, it has provided a foundation to build floorball as a recognized sport in Canada.

Respectfully,

Ron Spence

Floorball Canada