

**America's Report November 3, 2012**

**Recognition by Multi-Sport Governing sport agencies**

Canada and the USA continue to make progress in Floorball growth and development in a positive way. Participation is on the rise, signaling a new era in attaining recognition by the proper Multi-Sport Organizations(MSO's) like Sport Canada, the AAU, The US Olympic Committee, the Canadian Olympic Committee, NCAA, CIS, PHE Canada, AAHPERD, AthletesCan, viaSport BC etc.

**Political Environment**

Canada and the USA continue to be in full start-up mode. Since 2006, Canada has struggled to gain recognition by National MSO agencies. BC Floorball is the only governing group that currently has government recognition and funding. USA Floorball is also looking to establish a stronger political foundation and is reaching out to BC Floorball for guidance in this matter.

USA and Canada should work together to share best practices and should unify under one Club Certification process. A set of standards could work on both sides of the border to assist with the overall development of Floorball in Regions, States, Provinces, Cities and Towns.

**National Series**

Distance between clubs, provinces, cities make it nearly impossible to stage National series at this time. All clubs are supported by the athletes with next to zero sponsorship and/or support from sport funding agencies.

Club Tournaments like the Canada Cup, The Montreal Open, The Golden Gate Cup, The Vancouver Open, and The US Open, consume all of the players resources and travel dollars, so that the opportunity to put together State or Provincial teams together to compete for National Championships is not realistic at this time.

Some Models for National Championships to work towards:

<http://www.volleyball.ca/content/2013-national-championships>

<http://www.canadasoccer.com/national-club-championships-3-8-october-2012-p150262>

<http://www.baseball.ca/files/2012%20Hosting%20Guide,%20Final.pdf>

[http://www.usultimate.org/resources/champ\\_events/default.aspx](http://www.usultimate.org/resources/champ_events/default.aspx)

<http://aauvolleyball.org/Events.aspx?EventType=7>

A Pan American National Series Task Force is recommended to help kickstart the process of defining when and how National series can be established.

### **Partnerships, Media and Sponsorship**

In today's sport economy, sponsorship is serious business. Potentially valuable strategic partners such as Hockey Canada and the NHL are leery of formal agreements with organizations that fail to meet their minimum criteria. Until the organizations in Canada and the USA are fully operational and recognized by their respective National MSO's, Floorball will have to rely on their athletes, their friends and family for financial assistance.

### **National Teams**

Successful National Team development is connected to MSO recognition, government assistance, media and sponsorship. As of now, Floorball is a game for the well to do. Each Team has an opening expense of \$10,000. The Players are expected to carry those base costs, in addition to their own travel, training and accommodation expenses. Today, 'Making the Team' means \$5000 out of pocket for each player. This results in inferior teams being fielded, is fundamentally unfair, and is not sustainable.

### **South and Central America**

A strong North America will propel the activities right across the Americas as Canada and USA will be able to share resources and help neighbour nations grow. With co-operation and a functioning America's confederation, fledgeling countries such as Mexico, Brazil and Jamaica can receive the support that they regularly request.

### **Regional Strengths**

Floorball continues to grow in pockets, driven mostly by experienced European ex-pats and by Hockey coaches who see the potential in Floorball. We must continue to explore different types of partnerships and sample different growth strategies to see which path is ultimately the most effective and best for the Sport of Floorball as a whole.

### **Conclusion**

There needs to be a shift in priorities by USA and Canada to focus on governance and structure, ahead of expensive National Teams initiatives. With the assistance and encouragement of the IFF, we must adjust the balance of limited resources and volunteer hours, to ensure that proper time is given to building the fundamentals of a solid National Sport Organization. This will ensure sustainable development that will support diverse National Programs.