

# **International Floorball Federation**

## **IFF**



**PLAN OF ACTIONS 2009 - 2010**

## **PLAN OF ACTION FOR 2009-2010**

### **1. General**

The International Floorball Federation (IFF) is an association consisting of associations existing to nurse and service its member associations. IFF is the sole international organization for all different types of Floorball, and an ordinary member of GAISF since 2004.

IFF consists today of totally 47 member associations out of which 25 are ordinary members. According to the IFF Statutes the 2008 General Assembly will approve additional ordinary members. The main objective in advance of this IFF General Assembly was to reach 50 members by the end of 2008, from which we still miss a few. The Floorball family is growing.

As a part of the IOC recognition process, IFF has focused strongly on helping new countries to establish an association. The popularity of Floorball will continue to grow rapidly in the world and new members will continue to appear, not only from Europe but also from Asia, the Americas and Africa. IFF will continue the proactive approach to engage new members and strengthen the operation of the existing members. IFF will carry working closely with the Asia Oceania Floorball Confederation (AOFC), in order to promote and develop Floorball in the region

IFF has applied in 2007 for the official recognition of the International Olympic Committee, upon which the IOC Executive Board will decide in December 2008. Whatever the IOC will decide IFF needs to continue to streamline its own organisation and to help developing the organisations of its members.

If the IFF, for one or the other reason, would not be recognised as an Olympic Sport by the IOC in 2008, the Central Board will continue to work in order to fulfil the requirements of becoming a recognised sport by the International Olympic Committee.

In order to live up to the requirements of the recognition of the International Olympic Committee, having at least 50 members on four continents, we need active members all over the world. Our members are expected to be more active and improve their organisation and to become ordinary members. In order to move in this direction the IFF CB has proposed to the General Assembly a new Licence System for Participation in Major IFF Events.

The main focus for the IFF, for the coming two year period is to continuously strengthen the Development work towards our member associations, which was started in 2005. So far eleven Floorball Development Seminars have been held on four continents. The target is to continue to have 3-5 yearly seminars during 2009 and 2010 and by doing so gain better development in both quality and quantity of the activities of our members.

In the field of marketing IFF has secured a sustainable marketing income and the same look and feel of all IFF Events. The target for the coming two year period is to strengthen the foundation on which IFF stands on and move forward into visualising the sport further, with the upcoming World Floorball Championships and EuroFloorball Cup's of 2009 and 2010, the marketing strategy and to continue the process that has started. The objective is to build a stable platform for Floorball as a TV-sport, as well as having Floorball games visible in new media channels.

The change of the International Competition Calendar and the adoption of a new World Floorball Championship system, starting with the Men's championship in 2010, will require that all IFF regulations and guidelines are put in place in order to prepare for the coming changes. The task for the Office is to further get its member associations acquainted and familiar with our regulations and to follow them.

As a part of the continuing development work inside IFF the CB is proposing to the General Assembly to accept the new IFF Strategic Vision for the coming decade. Plans and actions will be worked out, based on this document, in order to fulfil and meet with the IFF 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. The strategic vision, for the upcoming decade, is defined as follows in the IFF Vision statement:

*To be the internationally approved/accepted sole owner of the dynamic sport of Floorball and all its different forms and identities and serving as an attractive sport for all. Being a healthy organisation with sufficient human and financial resources, with over 100 national members 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 Universiade, the World Games and/or the Olympic Games until 2020.*

## **2. Administration**

The IFF administration has continued to grow during the last four years and in order to increase the service to our members the IFF needs to continue developing its administration both in numbers and quality. The IFF office had since the General Assembly in 1996 been located in Solna, Sweden, but was moved to Helsinki, Finland as part of the actions taken to streamline, strengthen and develop the IFF operations in 2005.

The IFF has since 2005 had two separate operating offices, with the competition office in Solna, Sweden, located at the same site as the Swedish Floorball Federation. The Finnish Floorball Federation has offered the IFF to provide IFF with the office facilities until the end

of 2010. The IFF CB shall soon start, if needed, the preparations in order to relocate the office.

Since January 1, 2000 the IFF has been financially self-financed, and the turnover of the budget has increased substantially since then. In order for IFF to live up to the service promise and quality, we need to look over our finances, finding additional ways to finance the activities.

The IFF now has five full time employees and due to these additional resources the operations have been moved more to a professional driven based approach, where the role of the volunteer is changing. IFF has grown and the IFF CB needs to look over the structure of the organisation and the tasks of the different IFF bodies in order to strengthen the organisation. The role of the Central Board must be more of a strategic one, whereas the Executive Committee and the Office carries the operational responsibility. When and if the financial situation permits the administration will be strengthened during the period between the General Assemblies of 2008 and 2010, in order to meet with the IFF Vision and Missions.

The aim is to have an effective and productive administration consisting of at least five employees, consisting of a secretary general, a competition manager, an information manager, an office coordinator and a competition assistant. The additional resources shall be directed in the fields of marketing/TV and education.

As the IFF is growing, the need to look over the present disciplinary system of the IFF Events has increased and the IFF CB will make a proposal to change this during the coming two year period.

### **3. Central Board**

The Central Board of the IFF will continue to improve its efficiency by allocating the needed specific areas of responsibility to the Committees, the Functions, the Office and if needed to special working groups. This will give even more time for the CB to concentrate on strategic and political questions, in order to determine what is best for World Floorball, in order to spread and develop Floorball worldwide. To the elected CB members a task of responsibility will be defined to work with, in cooperation with the Office.

The work with finding the place for Floorball in the World of Sports has just started and therefore IFF will continue to work with the three main fields of activity, which were agreed upon at the IFF General Assembly 2004 in Switzerland. These will be on the Political lobby work (in order to strengthen Floorball's position in Worldwide Sport) in the International Sports community, strengthening the Marketing of the IFF (with the strategy to be more visible and to raise the level of external funding and giving more exposure for Floorball), and the continuance of the Floorball Development Programme, in order to develop the quality of the IFF member associations.

The Central Board will have approximately four meetings per year, but the CB will need to look over the scheduling of these, since the change of the International Calendar will require a change in the meeting calendar.

The IFF Executive Committee (ExCo), consisting of the President, and vice President and the Secretary General, will handle and prepare the upcoming issues for the CB and take decisions where they are needed, in order to increase the efficiency. The past legislation has fully proven the necessity of such a body. The ExCo bears for the CB, the responsibility of developing the contacts to the International Sports Community.

#### **4. The Committees and functions**

The Central Board will continue on the chosen line to have only three operational Committees, i.e. the Medical Committee (MC), the Referee Committee (RC) and the Rules- and Competition Committee (RACC) and organise the other fields of activity into functions, like the Development, Marketing and Material function, which have been working so far. The constant demand to form an Information Function has increased and the CB will work with a solution for this. The responsibilities of the committees and functions will be allocated by the Central Board.

In order to streamline the activities of the committees, the CB will lay down task descriptions, defining the responsibilities of the committees and the relating job description of its members. Additionally the CB will ask the secretary general to appoint the relevant employee to act as the secretary of the committee.

The increasing number of international events will require that the CB to come forward with appropriate proposal how to solve the problem of the increasing need of IFF persons in the IFF competitions.

The CB has formed a working group with the task to present an overall solution on how to compensate the work of all IFF volunteers working in different positions for IFF. The CB will during the spring of 2009 decide upon this matter.

#### **5. Competitions**

The Adults World Championships will be played in December for women in Sweden 2009 and for men in Finland 2010. The new qualification system for the WFC will be implemented for the first time for the WFC in Finland. Only the seven best ranked teams of the A-division and the winner of the B-division of the WFC 2008 will directly be qualified for the WFC 2010. All other nations will have to qualify for the event. IFF will build the qualification system based on regional qualifications, when the registration for the WFC 2010 has ended. The qualifications will have to be played before the end of February 2010. The WFC final round will be played with only 16 teams.

The World Championships for U19 will continue to be played with an A- and B-division in 2009 for men in Finland and in 2010 for women in the Czech Republic. The twelve best teams will continue to be directly qualified, the remaining nations will have to qualify for a place in the final round. Based on the experience of the regional qualifications for the Men's WFC, the CB will propose a new qualification system for the U19 during 2010.

The appointment of organizers for the IFF competitions follows the specific schedule used on how to appoint organizers, meaning that a first letter asking for organizers will be sent

72 months prior (six years) to the competition and the appointment will be made 48 months (four years) prior to the competition.

The EuroFloorball Cup Final round is played every year in October for both Men and Women, consisting of 8 teams in each category, meaning that regional Qualification Rounds shall be played when needed. The number of teams participating has rapidly increased. The level of the final tournament has risen since the 2<sup>nd</sup> ranked teams from four biggest countries can compete for one place in the final round.

The EFC qualifications are played in August. There will be two qualifying tournaments divided into East and West and the number of qualifying rounds will be determined after the registration and the places and organising associations are to be appointed. The discussion concerning the EFC qualification system, qualifying for the Final round, will have to be looked at, in order to have an equal chance to qualify.

In 2009 the final for the EFC is played in Denmark and the final round for 2010 in Latvia.

As a part of building the brand of Floorball, IFF is establishing a Video archive for all televised and streamed matches from IFF Events, for the Floorball family to use. IFF is working with a partner trying to secure the live streaming of IFF Events over the internet starting from 2009.

## **6. The World Games organized by the IWGA**

IFF will continue the dialogue with the IWGA on the conditions to become a member or at least take part as a demonstration sport in the World Games. It all depends on the on the process of recognition of the IOC.

## **7. The World University Championships in Floorball organized by the FISU**

The 3<sup>rd</sup> World University Championships was played in 2008 in Finland, organized by the FISU and the Finnish Students Sport Union. IFF is strongly supporting the preparations to have a 4<sup>th</sup> WUC in 2010, since the WUC is vital for IFF, in order to meet with the requirements of FISU to be able to take part, in the summer, Universiade. IFF will in cooperation with the FISU discuss the possibilities of finding a more suitable timing for the WUC, due to the change of the IFF International competition calendar.

Efforts will be made to be able to take part in the Universiade in 2009, and to be on the program by 2015 by the latest.

## **8. Other International Events**

The IFF will work together and support the development of Floorball in the following International Sports Organisations and their Events; International School Sports Federation (ISF) – 2009.

IFF will further continue the cooperation with the Master Sports, in order to have Floorball included in the IMSA (International Master Sport Association) events.

## **9. The Rules of the Game**

The work with Edition 2010 (valid from July 1, 2010) will continue based on the proposals received in 2008. The system of having the Game Rules reviewed only every four years has proven to be very a succesful solution and it takes away the pressure to continuously change our rules. The IFF Rule Group will come forward with their proposal for new Game Rules during 2009 and the possible new Rules will come into effect starting the 1<sup>st</sup> of July 2010.

## **10. Anti Doping work**

IFF has signed the WADA Anti Doping Charta and as a part of that, both the IFF and the member associations, need to increase their efforts in the field of anti doping work. The IFF CB has, to the General Assembly proposed a new version of the IFF Anti Doping Regulations, which increase the requirements towards our members, in accordance with the requirements of the Olympic family. IFF will continue to work in order to fulfil the WADA Code compliance.

## **11. Development Board (DB) of IFF**

The functions for the Development Board, consisting of representatives from the manufacturers and the IFF, will be looked upon as it has moved more towards a body promoting Floorball. The usage of the surplus from the material approval system is being discussed in the DB, but decided by the IFF CB. The process of the changes of the actual technical requirements goes on, and eventual changes take place every second year next time in 2010, with proposals sent in by manufacturers in November the year before.

During the two year period IFF will produce a Floorball material handbook. This should help the newer members to find ways of getting rinks and goal cages in order to raise the level of the sport, since this has often been the biggest obstacle in developing the sport forward.

The IFF has a signed contract with the technical institute SP, in Sweden. SP has ratified the technical institute of ITC in the Czech Republic. During the period the evaluation will be made.

## **12. Information services**

The IFF web site, [www.floorball.org](http://www.floorball.org), will continue to be strengthen, with more local national news and information from IFF on the web. In addition to the increasing news feed, there is a growing demand among our stakeholders to receive information, in particular on how to develop the sport.

The IFF Administration addresses the member associations with a Circle Information Letter with important issues. The minutes from the CB meetings are published on the web

site and a special press release is sent to the member associations after each CB meeting. The information will be distributed via e-mail.

For a long period of time there has been a request for having a coaching video in different languages available. IFF will during 2009 produce such a video, which serves the competence of the national associations in coaching.

There is a growing need to have more information materials which can be used in promoting the sport. IFF will also produce during 2009 a web-based IFF magazine, which will be updated yearly.

### **13. Economy**

The income from sponsoring and advertisements will have to increase during the coming years and therefore the Marketing function will continue to develop the IFF Marketing Strategy. The work related to develop the IFF selling- and marketing- portfolio for international Floorball established during 2004, will continue.

IFF will, during the period 2009 – 2010, more focus on the issue to the delay of payments of the IFF member associations.

The Budgets and Financial Reports will be published on the IFF web site.

As in the past IFF will look for a healthy finance and strive for a breakeven financial result.