

Meeting between the IFF and the Czech, Finnish, Swedish and Swiss Floorball Federations on the future of the EuroFloorball Cup, Västerås, Sweden, December 10th 2009.

Participants: **CFbU:** Michal Bauer and Tomás Frank
 SIBF: Lars-Gunnar Tjärnqvist and Magnus Nilsson
 SSBL: Ismo Haaponiemi, and Mervi Kilpikoski
 SUHV: Patrick Falk
 IFF: Tomas Eriksson, Renato Orlando, Filip Suman and John Liljelund

**Report on
present issues**

1. *Aim of the meeting*

The objective of the meeting was to discuss the different views and action points needed in the present situation and to try to find a common state of mind between the federations and IFF, in order to be able to move forward and build a base of what everyone can agree to.

2. *Opening words by IFF President Mr. Tomas Eriksson*

Mr. Eriksson felt that the rapid development of Floorball can clearly be seen in the way the EC/EFC has grown since it started in 1993. There have been some changes made to the competition in the past years, when the extra day was introduced in 2006 and the Top 2nd ranked teams got a spot in the final round in 2007-2008.

The IFF ExCo invited for this meeting, since there is an increasing pressure to secure the participation of the best teams from the four biggest associations to keep the competition alive. IFF needs a top level international club competition.

3. *Recap of the present situation by Filip Suman*

Agreed with Mr. Eriksson and the rapid development when the number of teams grown already up to 40 teams. During the past years the present problem has grown – being that some top clubs feels that the EFC is not for them attractive enough and because of that did not take part. Without participation of the best teams whole club competition could die in few years. However it is clear that IFF needs a strong club competition with best clubs, since this must be next to WFC a showcase event for international floorball. Based on this a lot of discussions have been held with the following results – there needs to be an elite tournament, we need to attract the spectators and to get TV to show the matches, to be able to market the event better and the system of club competition has to be open to all federations. The analysis also shows that there is no chance to add more events or to make the present tournaments longer.

Based on this Mr. Suman presented an idea to introduce a new top country event called the Champions Cup and to change the present EuroFloorball tour for the other teams (see appendix 1) The following comments were made:

SUHV: The idea is good and can be built upon, but still money might be an issue.

SSBL: Money is still a problem, but it can be helped by increasing the attractiveness. At the moment the qualifications for 2nd ranked teams are too expensive. Need to look for a model to share potential revenues, since prize money doesn't solve all issues.

CFbU: The name of the competition is important and we need to analyse why the teams that chose not participate did that. The question is to find a bridge between money and attractiveness. May be there needs to be an investment made by the 4 bigger federations to secure participation of the best teams.

SIBF: We need a strong club competition to grow the sport. Money is a very important factor, since it is expensive to participate and to travel. SIBF has supported the teams, but the demand has been growing. SIBF found the new idea as a good one.

It was agreed that there needs to be found a package solution and that the number of problems needs to be solved, in order to have a good way of moving forward.

It was agreed that these are the main issues to work with:

- Attractiveness:
- Marketing: TV and Internet TV visibility
- Financials: Prize money, potential support of participating teams
- Organisation: Reducing costs and building business models (board & lodging)

Report on present issues

After discussion all 4 federations expressed agreement that each federation is prepared to organize such top event once in four years and also each federation is prepared to secure participation of their top teams.

4. *Actions to be considered*

- Increase the interest to host such events by potential cities
- Need to bring in the clubs in the process
- Need to build a fund for the teams
- Building a new business model for the competition:
 - o Camp/Board & lodging
 - o Ask federations to invest in the tournament
 - o Referee cost included in the participation fee
 - o To build a bridge between the two competitions

5. *Other Issues*

The importance of participation in the WUC 2010 in Umeå was raised by Mr. Eriksson and the issue was discussed.

Upcoming meetings and issues

- Associations to inform the participants of the next meeting with the clubs on the 23-24.01.2010 to IFF, in order for IFF to be able to invite for the meeting

Issues that need to be discussed or decided upon or taken action upon

- IFF to agree upon where to have the meeting

New ideas, etc...