

Floorball Clinique and JFA Launch in Kingston, Jamaica 9. – 11.07.2011

Participants: John Liljelund, IFF

Report on present issues

1. Background

- The Jamaican Floorball Association had been formed in the spring of 2011 by a number of young persons, of which the President, Mr. Jason Daye is studying in Sweden where he have learned about the sport.
- The aim of the Clinique was to introduce the sport to the local PE teachers, local hockey coaches and to the local leaders of the Police Youth Clubs. The Clinique was also visited by young hockey players and community youth organisations.
- The JFA has committees to provide 20 primary schools with sticks, balls and educational materials for September – the task is now to build the package.
- The team – the steering committee – consists of the following persons:
 - Jason Daye, President
 - Gihon Mitchell, secretary general (daily business)
 - Steve Hutskinson, web-site and Universities
 - Lyndsey Miller, financial/administration
 - Larone Brown, Montego Bay responsible
 - Dea Fricikton, Police Youth Club
 - Rudolfo Johnson, Coaching
 - Sofie Nilsson, Project management
 - Sonita Abrahams, assisting setting up the organisation (Rise Life Management Services)

2. The Clinique

- The Clinique was organised in the GC Foster Collage of Physical Education and Sport, outside Kingston and had a total of over 40 participants.
- The Clinique was organised in order to demonstrate the sport for secondary level PE Teachers, field hockey coaches, representatives from the Police Youth Clubs and social organisations. Also the Jamaican Floor Hockey Special Olympics coaches were participating in the seminar.
- The two day Clinique included theoretical lectures about stick handling, passing and basic tactics, basic rules and additionally how to promote and spread the sport in schools.
- The aim of JFA is to have these persons participating in the seminar to spread the sport in their local communities and schools.
- The Participants were very interested and asked a lot of question related to rules. The JFA felt that it has been a very good event.

3. University project

- There are additional plans to start up Floorball in 5-6 Universities in the Kingston area, providing sticks, balls and jerseys for the Universities.
- The basic idea of the JFA has been to divide the development into two different streams the high school through PE teachers and then the University sport organisations.
- The JFA is requesting some assistance from the IFF to support the Universities with sticks and balls.

4. Discussions

- During the Clinique, discussions were held with the JFA on how to apply for membership in the IFF.
- The possibility of renting a development rink for the JFA, was discussed for 2012.
- The JFA will look into the possibility of sending a team to the WFC qualification for 2014. Maybe also try to participate in some tournament also earlier.
- Also the possibilities for the JFA to receive material support were discussed.

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Report on present issues cont.

5. *The Official Launch of the Jamaica Floorball Association*

- In connection to the Clinique an official launch of the Association was organised in the city of Kingston.
- There were participants from Ministry of Sports, Institute of Sports, Jamaica Sports Development Centre, Social Development Commission, Special Olympics Jamaica, Rise Police Youth Clubs, Life Management Services, Universities, potential sponsors and schools taking part in the launch
- JFA introduced themselves by Mr. Jason Daye, explained how the sport had found its way to Jamaica and the targets they have.
- IFF made a short introduction of International Floorball and the way forward for Jamaica to join the IFF and what the Floorball looks like in the World.
- JFA then presented their Plan of Action with schools, Police Youth Clubs and Universities for the upcoming six months.
- The secretary for the Police Youth Clubs expressed their interest to spread the sport among their organisation (over 500 clubs) and to start building a league.
- After the presentations in the discussions during the coffee, the general atmosphere was very positive and the JFA representatives were very pleased with both the Clinique and the launch.

6. *TV Coverage*

- The local governmental Jamaica Information Service (JIS) came and filmed the Clinique, with interviews about the sport, JFA and IFF, footage of the participants playing, and the lecturers. The program will be shown on the local cable channels during the next coming weeks and is also visible on the internet.
 - The local TV Station made a short report about the sport for the main news broadcast at 7 pm and 10.20 pm.
 - The TV stations also filmed the JFA launch, so overall the media coverage was quite extensive and remarkable.
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Issues that need to be discussed or decided upon or taken action upon

- JFA to make a decision about applying for membership in the IFF, before October
 - JFA to set up a task list and plan the next events.
 - Set up a meeting with the PE teachers who has been participating in the Clinique to decide how to introduce promoting of Floorball in schools. (August)
 - JFA will have a meeting with all Police Youth Club representatives about starting a league between the Police Youth Clubs (July)
 - JFA to organise a tournament for the Rise Life Management Services youth groups (Social foundation for the Youth in the Suburbs) (July)
 - IFF shall investigate the possibility to support JFA with a Floorball rink in 2012, if the JFA has applied for and have received the membership in IFF.
 - JFA will also apply for more material support in the form of sticks and balls.
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New ideas, etc...

- Look upon the possibility to organise the WFCQ for Men 2014 in Kingston