

IFF President Report on Asia meetings held in Singapore 14.10.2011

Participants: IFF: Mr. Tomas Eriksson, IFF President

**Report on
present issues**

1. Objective and purposes of meetings

Mr. Eriksson is to meet with Singapore Floorball Association, and with IOC vice President, Mr. Ser Miang Ng, with objective amongst other things to explore the possibilities to include Floorball on SEA Games (South East Asia Games), see www.seagsoffice.org, and that Singapore FA has shown interest as well for WUC 2014 and U19 WFC men 2015. Meetings are scheduled with SSC CEO Mr. Lim, and with Singapore University Association, Mr. Chan. Possible meeting as well with Malaysian FA on present status and development.

2. Prepare meeting held on October 9, 2011

Mr. Eriksson meet with Mr Sani Mohammed Salim, the President of SFA, in order to prepare the planned meetings in the upcoming week, Singapore Ministry of Education, Mr Hector Gomes, and Mr Kim Soon Ong, with purpose as a courtesy call, as a prepare to meeting with Singapore University Association. Meeting with Singapore Sports Council, CEO Mr Lim Teck Yin, about collaboration for SEA Games and possible staging of IFF events. Meeting with Mr NG, IOC vice President, and Singapore National Olympic Council, on possible inclusion of Floorball on the SEA games in 2015. Meeting with Singapore University Association, Mr Kenneth Chan, President, on collaboration and possible WUC organised in Singapore in 2014/16. Meetings with SFA Committee, on the status of SFA. Meetings with the Universities of NUS, NTU, SIM, SMU on co-operation towards WUC 2014, together with Singapore University Association. Visit to Valhall Floorball Centre. Mr Eriksson went to the Republic Polytechnic and saw a second division men's game, the Endura Red FC vs. Team Squirrels, match with two good female referees Mapura McCormack and Wani Hamid (SFA has seven good female referees, and plan to nominate to IFF in near future). The venue had a newly installed Gerflor/Taraflex floor, IFF partner, due to good relations with SFA/SSC.

3. Singapore Ministry of Education Mr Hector Gomez, on Oct 10.

Mr. Eriksson meet with Mr Gomez, senior sports specialist of Ministry of Education in Singapore, and Mr Gomez informed about the progress and development in MOE. For example at Junior College School finals over 1 000 spectators/game attended, and SSSC is considering to have Floorball "core". Mr Gomez also informed that "Sports Girl of the Year" 2011, voted by the public among all sports in Singapore, was a Floorball Girl; so many statistics are really good, with participation of at least 200 schools who have included Floorball as core. Mr Gomez gave the good background for entering the World University Championships, ages 18-28, and that this really fits well in the age- groups where Floorball is really strong in Singapore.

4. Meeting with Singapore Floorball Association Board, on Oct 10.

Mr. Erikson meets with the SFA Board, consisting of eleven people, Mr. Sani Mohammed Salim President, introduced, the SFA management committee, and we introduced ourselves. Mr. Eriksson pointed out the IFF Vision, and the necessity to enter a multi event sports program, and Mr. Salim informed about Singapore NOC and SFA joint plans for the SEA Games in 2015, and also interest in arranging the University Championships in 2014, and the WFC U19 in 2015. Mr. Eriksson pointed at that SFA needs a stronger Committee, more people involved, and flow of information must improve. Internal work, as well as setting the objectives is vital. Mr. Salim informed that a totally new plan of action is in these days handed in to SSC for 2012-2013, which would raise the level of standards, and possible funding as well. Mr. Eriksson stated that IFF claims must be settled, and Mr. Salim answered that in upcoming months new funds will be available, and a substantial part paid.

Report on present issues (cont.)

5. Meeting with Singapore Sports Council and CEO Mr. Lim Tech Yin, on Oct 11.

Mr. Eriksson and Mr. Salim meet with SSC CEO Mr. Lim Tech Yin, and with senior Director of Sports Pathway Development, Mr. Bervyn Lee. Mr. Eriksson updated SSC CEO on Floorball Development, with IOC full recognition, and in particular about the positive development not only in Singapore, but in the region. Mr. Lim asked about “what game changers” are there? TV/media relations are vital, Mr. Lim lacked TV visibility in Singapore, but referred to other channels (Eurosport Asia), another game changer is a strong national SFA Committee, and that the corporate identity is stronger with more partners involved. Mr. Lim was positive that many Singaporeans are actually watching, not as when Singapore has staged other international events, many foreigners are the actual ones watching. The Sports hub (in operation in 2014) has a variety of venues hosting spectators from 2.000-12.000-55.000 and would meet Floorball objectives well, when hosting WUC, U19 and SEA Games.

<http://www.ssc.gov.sg/publish/Corporate/en/industry/sportshub.html>

<http://www.sportshub.com.sg>

6. Meeting with Singapore NOC, vice President of IOC, Mr. Ser Miang NG, and Mr. Chris Chan, secretary general of SNOG, and Council of SEA Games, on Oct 12.

Mr. Salim and Mr. Eriksson meet with Mr. NG. First session was with Mr. Chris Chan, the secretary general, also member of the Council of the SEA Games. Mr. Chan gave valuable advice how to enter possible SEA Games, out of which 11 countries; Floorball is now organized in Singapore, Malaysia, Philippines, Thailand and Indonesia. Mr. Chan asked for information material in front of upcoming SEA Council meeting on 12th of November, in Indonesia, where his assistant Mr. Edmund Lim will take part, in order to start to inform/promote Floorball. Singapore is bidding to host SEA games in 2015 (either organized early in June, or early in December). Mr. Chan stated that affiliating to NOC is vital.

Mr. Salim and Mr. Eriksson meet with Mr. NG, vice President of IOC, who raised questions on the development in Floorball internationally as well as nationally. Mr. NG highlighted the necessity to spread in the region (SEA countries) in order to meet the requirements to enter the possible SEA Games in 2015, if hosted by Singapore. Floorball IOC recognition was thanked for, and the status of progress was discussed.

7. Meeting with Singapore University Association, and the Universities of NUS, NTU, SIM, and SMU, on possible FISU University WUC May 2014, on Oct 13.

Mr. Salim and Mr. Eriksson meet with Singapore University Association, President Mr. Kenneth Chan. All four major Universities were represented in the meeting, and starting from 2012, the President of Singapore University Association will be Mr. Alan Koh of SMU (there is a rotation between these four universities). The university representatives will work for hosting the WUC in 2014, and the only “problem” would be if the Asian Indoor is organized in 2014, which will be known early 2012.

8. Malaysian Floorball Association situation (possible meeting on the Oct 14)

Mr. Eriksson was informed via Mr. Rizal, Malaysia Floorball Association President since 2007, about the present situation in Malaysia. There seems to be a lack in the registration of the Association to the federal government, the Sports Confederation, and the Olympic Council of Malaysia, on which MFA is currently working. Mr. Rizal is the President, and Mr. Suresh is the secretary general.

9. Meeting Swedish Embassy, Ambassador Ingemar Dolfe, on Oct 14.

Mr. Eriksson meets with the Swedish Ambassador Mr. Ingemar Dolfe. Mr. Eriksson informed about the present Floorball movement in Singapore, and in the region, and possible staging of international events in Singapore in the upcoming years. Mr. Dolfe will inform his colleagues in different networks, in order so that other embassies know the progress, and can assist in promoting international Floorball, as well as other events. When we are closer to e.g. WUC in May 2014, if organized, the Swedish Embassy will be able to assist in information, and promotional activities.

Upcoming meetings and issues

- IFF need to meet with SFA President (during WFC in St Gallen, December 2011) on exploring the collaboration with Singapore TV as host broadcaster (including internet TV) for staging events in 2014 and 2015, which will be a game changer together with possible support/funding from SSC and SNOC
 - IFF and SFA need to meet in December 2011, in St Gallen, for starting contract discussions on WFC U19 2015.
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Issues that need to be discussed or decided upon or taken action upon

- SFA needs to deliver to IFF SFA plans (for SSC) upcoming 2012-2013, so that we see planned actions (with media and marketing) in order to be able to meet objectives, and funding, for IFF events as well as WUC in 2014, and WFC U19 in 2015, as well as SEA Games in 2015 (early June or early December).
 - SFA need to liaison with Sport Hub Singapore, and book at least 18 months in advance appropriate venues for these events.
 - SFA need to sign an agreement on how to co-operate with Singapore University Association on WUC 2014, at least two years in advance, in accordance with FISU requirements.
 - Mr Chan (SEA Games Council member) is to have informational brochures on Floorball delivered to SNOC HQ asap, in order to stat info/promo on Floorball
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New ideas, etc...