

International Floorball Federation

IFF



IFF STRATEGICAL VISION

2009 – 2020

Management Summary

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MANAGEMENT SUMMARY

1. INTRODUCTION

The International Floorball Federation (IFF) has run World Floorball for more than 20 years, mostly with little or no opposition or assistance, relying in the beginning on the support of the three founder nations – Finland, Sweden and Switzerland. Over the past years the interest in the game has grown tremendously and there are now active groups all over the globe, on all continent's who believe, most times with good reason that they are acting in the best interest of world Floorball. This document is trying to find a mutual way to develop Floorball based on all the different needs in the IFF member countries.

The fact remains that IFF has to ask itself why it exists, what it believes in, where it wants to be in the future and how it is going to get there. The purpose of this process, the chosen strategy and the vision and mission of IFF is defined as: "the direction and development of Floorball worldwide during the coming decade".

2. PURPOSE

Working in harmony together with our member associations and confederations is essential for the welfare of Floorball worldwide. The best way for IFF to be recognised as a true authority and leader is by serving all its stakeholders and partners in the best way possible. In addition to what is included in the IFF Statutes the purpose for the existence of IFF is defined in the following Mission Statement.

IFFs core mission is to promote, develop and most of all nurse and service our stakeholders and further protect World Floorball at every possible level of the game and finally to spread the knowledge based on the principle of unity, equality and solidarity and to deal with all questions relating to World Floorball.

IFF is an association consisting of associations, existing for the associations, based on the principle of representative democracy and its governing body of all types of World Floorball. Floorball is the priority in everything we do.

3. 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 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 member 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.

4. PHILOSOPHY AND GUIDING VALUES

We can achieve our vision if all persons working for World Floorball adhere to what IFF stands for, believes in and what our cultural values are. IFF shall pursue its objectives based on and honouring amongst others the following values:

- Equality and respect of all stakeholders and acceptance of different needs and orientations
- Internationalism and solidarity
- Democratic and transparent leadership in the way of conduct
- Ethical, fair and clean competitions
- Promote healthier life and social values

5. HISTORY AND KEY TRENDS

It is important that all our member associations have a sound knowledge about the history of the IFF in order to understand the past and the direction of our actions and decisions. Based on this mutual understanding it is possible to build a strategy for the future together. One of the most important reasons for forming IFF, was the need to organise international competitions and then to promote Floorball worldwide. The steady growth of the member nations, the popularity of the IFF competitions, the increasing branding and marketing of Floorball, the increasing co-operation with the international sports community and the proactive development work in spreading the sport demanded an increasing dialog with our stakeholders. During this time still a lot of operational work was done by volunteers in IFF, so there was a need to become more professional needing an expansion of the personnel and infrastructure resources. This led to a change of policy; focusing more on three main topics; development, marketing and political work towards the sports world as well as strengthening the organisation.

Since the organic growth of Floorball has been very rapid, it has started to change during the last decade. First the growth was only on the horizontal axis, spreading Floorball across regions and countries. The second phase has started the development also on the vertical axis, where the quality of the operations has been in focus.

The following key trends will continue to form the development of Floorball worldwide:

- The IFF organisation will grow and take responsibility for additional services to our member federations.
- In order to secure the horizontal and vertical growth of Floorball, IFF needs to adopt policies to master this polarisation among its members.
- Demographical changes in society, with an increase in an alternative leisure pursuit in non-commitment activities, computers and internet.

- The way people value sport organisations will change, moving from being a member to becoming a client.
- There will be a commercial need to have more games, longer series and the risk for rivalry between national and international competitions increases.
- There will be an ongoing battle for facilities to play sports in the future, where Floorball will have to adjust to the situation, in order to exist – finding new forms and places to play where ever it has space and chance.
- The Top level professional sports continue to polarise into market driven entertainment and other top sport, leading to a differentiation between competition sports and polymorphic playing for fun.

6. STRATEGICAL OPTIONS (CONCLUSION)

Our objective is to work closely together with our member associations to support and strengthen each of them in their own organisational and sports development within their country, in order to spread and develop the sport of Floorball.

We aim, together with our stakeholders, to perform the following:

- Protect and promote Floorball as a sport, where the game is the same all over the world.
- Involving our member associations more in the general discussions, which will help us to understand the problems and challenges of the members and through the commitment of all stakeholders enhance the development of Floorball worldwide.
- Further develop our development programme to give specific and targeted aid and assistance, in order to help the member associations accurately on their different development levels.
- Support and strengthen the different forms of grassroots Floorball along with the top level competition sport.
- Increase the participation in the game, regardless of age, gender, religion, race or social background.
- Promote the positive values of sport, including fair play and a doping free sport, giving our athletes the chance to perform in an environment without racism, hooliganism or other kind of intolerance or violence.
- Run an anti-doping programme, in order to preserve the ethics of the sport, keeping in mind the health of the players and ensuring that all participants have equal chances in the games.
- Organise successful competitions for adults and youth, equally for men and women, acting as the spokesperson for the global Floorball family.
- Achieve additional media visibility and commercial success, in order to be able to give better service to our stakeholders and develop the sport.
- Continue to build good and lasting relationships with the other international sport federations and political parties.
- To continuously improve the service provided to our stakeholders in all areas of our activity and to be an avant-garde international federation, where all officials are proud of belonging to the IFF family.