



Be Active – engage in recreational team sports!
How to involve children and adolescents in team sports? Examples of good practices
 John Liljelund, IFF secretary general




Has in 25+ years grown to become a recognised IF with 58 members

- The International Floorball Federation was founded in 1986.
- Floorball has steadily grown from an alternative students sport to a recognised top elite challenger among indoor team sports and a vast recreational sport
- The number of countries where Floorball is played is increasing rapidly, with now around 75-80 countries worldwide.
- Today IFF exist of 58 members, from all five continents.
- IFF has received the membership of SportAccord/GAISF in 2004 and the IOC full recognition decided by the IOC session in July, 2011.
- Fully WADA Code compliant and member of ARISF, IWGA and IMGGA



INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF




Floorball – easy to pick up

- Easy to start, fun to play
- Easy to learn – difficult to master
- Young sport in a fast growing phase
- Challenging attitude vs traditional sport
- Entertaining and spectator friendly
- Lot of speed, action and goals during a game

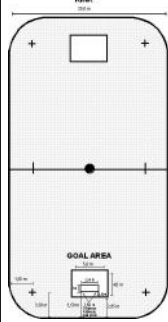



INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF



Floorball – the Sport in a nutshell

- Played in a 50 cm high rink
- Field size 20 x 40 m
- Goals 160 x 115 cm
- Plastic sticks
 - left and right blade, max length 112 cm
- Plastic ball (23 g)
- 5 field players and a goalie
- 3 x 20 minutes

INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF



Floorball Equipment

Equipment:

- Stick
- Ball
- Indoor shoes
- Protective eye-wear
- Rink




Goalie Equipment:

- Goalkeeper mask, pants, shirt and gloves
- Goal cages

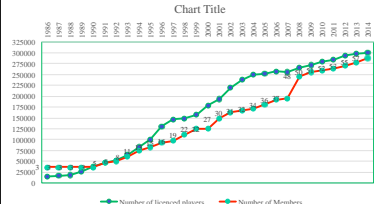


INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF




The number of players has doubled during the last decade

Number of member associations and licensed players




Apart from the competitive players, Floorball gathers a number of 2,5 million players playing Floorball as a recreational sport.

INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF



Floorball the underlying truth



- Easy to learn, easy to start and inexpensive to play
- A new generation among sporting youth
 - Very strong penetration in 12-19 segment
 - Perfect sport for both boys and girls
 - Strong participation of girls and women
 - Built a strong alternative sub-culture among youth
- A very easy way to enter a well organised sports community, consisting mainly of 15-29 year-old players.
- Very strong presence in the schools
- One of the few sports which are truly equal between the two genders
- The stakeholders of the Floorball ecosystem are
 - Elite Players, recreational players and juniors
 - Fans, Friends and Families
 - Spectators and Event visitors
- Curiosity and fresh-looking

INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF



Benefits of the Floorball image



- Floorball gathers a vast part of the youngsters participating in the growing number of sporting youth choosing a new sport:
 - Young rebellion among the traditional sports
 - Built an own culture, based on self-activity
- The Floorball adjectives are:
 - fresh image - dynamic,
 - full of energy,
 - happy and relaxed
- The social profiles among players and fans are:
 - Urban culture and modern values
 - Loyalty to leading brands
 - Shopping/Consumption
- A sport with very reasonable start-up costs, make the threshold very low to begin

INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF



Floorball- an easy access to an challenging target group

Changing environment Unique platform

Adoptable attitude **One World One Ball** Young consumers

Modern values Challenging behaviour



INTERNATIONAL FLOORBALL FEDERATION (IFF) Recognised by the IOC Ordinary member of SportAccord



Floorball- an easy access to an challenging target group



Young Target Group:

- Most Player are between 15-29 year of age
- Modern Urban Youth (19-29 years)
- Gathering First Experiences
- Forming their Consumer Preferences
- Relying on Friends Habits
- It is a Target Group which is Hard to Reach
- Consumption Oriented




INTERNATIONAL FLOORBALL FEDERATION (IFF) Recognised by the IOC Ordinary member of SportAccord




Customer Insight

Competition (N=310 000) & Recreational (N=2 200000)

Motivation Easy to Start (no bureaucratic) Will to play Part of the community Possibility to play on your own level Possibility to compete	Value Social fun Motion Participation
Differentiation Low starting level Everyone can play Can be played everywhere Possibility easily to take part, perform & succeed on your own level	Challenge (pain) Competition of time (other interests) Venues/places Awareness, acceptance




INTERNATIONAL FLOORBALL FEDERATION (IFF) Recognised by the IOC Ordinary member of SportAccord.1



Customer Insight

Fans & Families (3 200 000)

Motivation Excitement & entertainment Group belongingness Lifestyle Pride Positive self image Responsibility, healthy lifestyle Kids' sports career Friendship	Value Communality Positive and sporty lifestyle It is safe to Play Affordability
Differentiation You can play anywhere Communality Alternative Equal Fast game, entertaining Smart audience Cheaper, easy to start Safe, non-violent Low risk of doping	Challenge (pain) Alternative, not fashionable for big audience Less important matches in the series Badly arranged events, marketing of events No idols, low visibility Ticket prices still high for young people Later Floorball is getting more expensive Competition of time and interests Higher competition-> drop out –phenomena Long distance to venues Lack of well working national federations and clubs



INTERNATIONAL FLOORBALL FEDERATION (IFF) Recognised by the IOC Ordinary member of SportAccord.2



Core of the Floorball Brand What makes Floorball Unique

1. Easy to get involved anywhere and anytime
2. Simple to manage/succeed and gain a great feeling
3. Enjoyment, good atmosphere and success
4. United Floorball community - one world, one ball
5. Fast development: sport, equipment and sub-culture
6. Find it's own path - Freedom to choose your level of participation;
 - Different from all other team sports - young sport, possibility for new innovations
7. True Internationality - Will to win, want to be on the top
8. As fast as it gets/faster than anything else
9. Very safe – Inexpensive/small initial costs
10. Hi-fi-enthusiasm, more expensive equipment, wide range of side products and accessories



INTERNATIONAL FLOORBALL FEDERATION (IFF) Recognised by the IOC Ordinary member of SportAccord³




IFF Strategic Vision 2009-2020 – Half-Time Revision update

The IFF Mission:

*IFF's core mission is to **promote, develop** and most of all **nurture 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.*


INTERNATIONAL FLOORBALL FEDERATION (IFF) Recognised by the IOC Ordinary member of SportAccord



Flexibility of the Sport


- One of the reasons that Floorball has grown very much during the last years, is probably related to the fact that the sport is very flexible when it comes to the use of field size, number of players, using of goalkeepers and goal size.
- This gives a lot of possibilities to include all players and also gives the possibility to use all available facilities and gives efficiency in the practises:
- The following field size stipulates the number of players:
 - Under 14 x 7 m = 2 vs 2 players with or without goalkeepers
 - Under 20 x 10 m = 3 vs 3 players with or without goalkeepers
 - Under 32 x 16 m = 4 vs 4 players with goalkeepers
 - Full size 40 x 20 m = 5 vs 5 with goalkeepers

INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF




Activation of Players

- The youth of today is not interested to stay in a line and wait for his/her turn to perform a drill.
- This is the reason for the new activation model for all Floorball practices that has been developed.
- It is very important to have the player actively working with the ball as much as possible during the class in schools or during the practise in the club, to give maximal ball using contact time to the player.
- This especially keeping in mind the development stages of the motorical skills and their activation periods.




INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF




Using the field

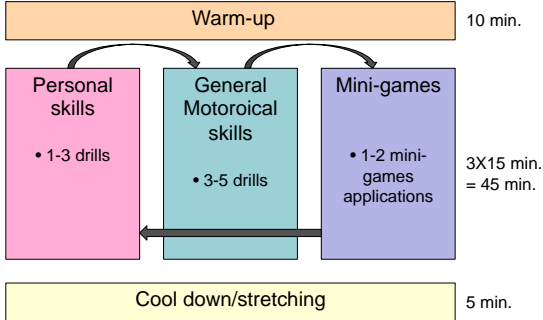
- Depending on the number of players and the size of the field, the activation model is built to maximise the time every kid spends with the ball.
- It is very important to keep the classes/practises as fun based as possible to gain and keep the interest of the participants.
- If more than 20 players are present and in a large gym, the build-up of the session is quite different than if we would have a small gym and 10-18 players.



INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF



Class build-up – Large field



INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF


Class build-up – Small field

Warm-up	10 min.
Personal skills • 1-3 drills	15 min.
General motorical skills • 3-5 drills	15 min.
Mini-games • 1-2 mini-game applications	15 min.
Cool down	5 min.

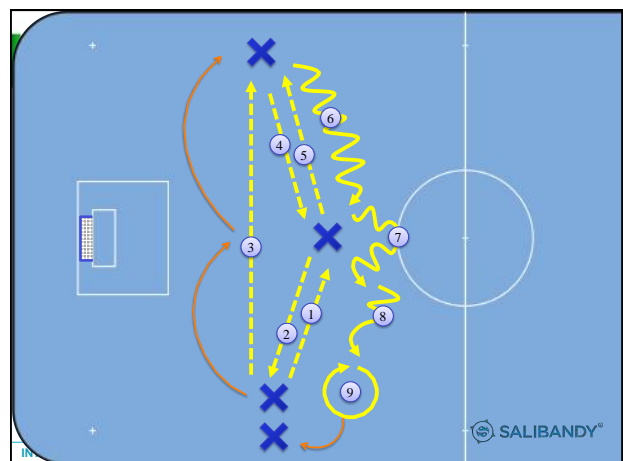
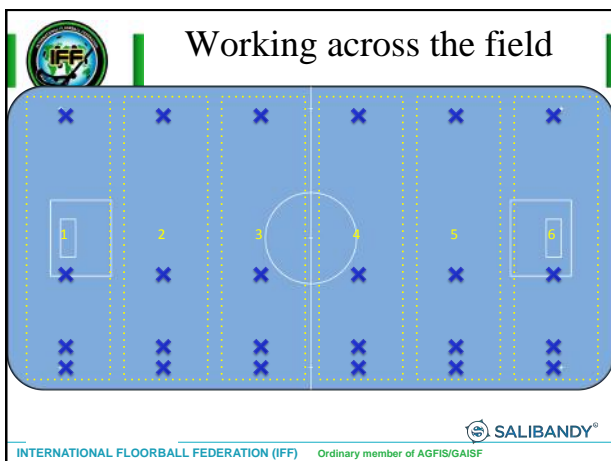
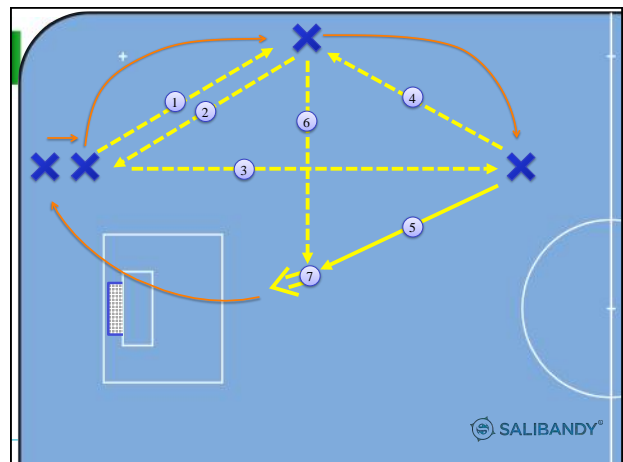
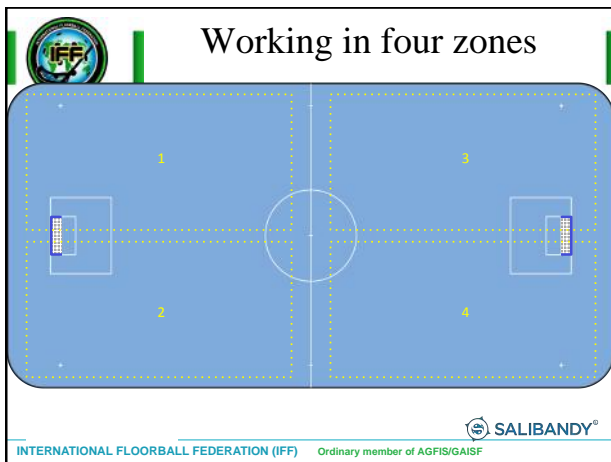
INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF

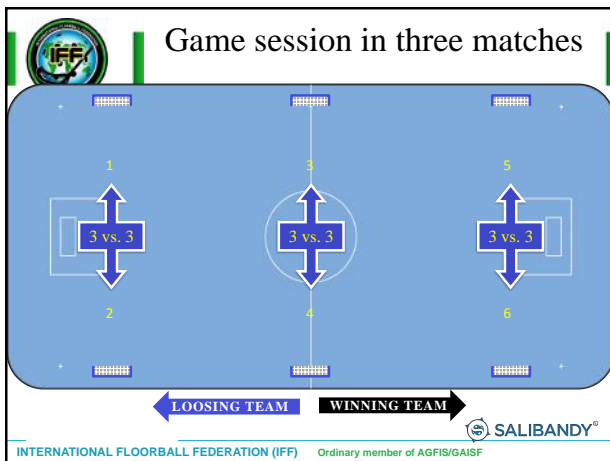
Activation of Players

- In order to facilitate the activity of the players, the field can be divided in a number of different ways, to enable as large amount of players possible to participate in the practices simultaneously.
- The field can be divided as follows:
 - Working in four stations in the corner of the field
 - Working across the field
 - Dividing the field in three different parts
 - Point stations



INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF





Warm-up

- The warm-up is based on creating movement
- Some running around → the basic movement skills develops during and as a part of the warm-up
- In the some of the floorbalof the "games" the floorball sticks and balls are included
- Using a few approaches, where a few running coordination and follow the leader are implemented
- Use easy and clear warm-up drills, where you without a lot of material can warm up.
 - Muscel activation to hinder injuries

INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF

Personal skills

- Focus on stick and ball handling
- Focus on individual development and seeking your own boarders, not competition with others.
- Individual drills:
 - Ball control
 - Directional movement w/o ball
- Drills in Pairs:
 - Passing in pairs
 - Game movement

INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF

General motor skills

- Body contol, tanoke, body and running coordination
- Build ready made sets of practices, which are used in each practise.
- These are done as stations training, where the player moves to the next station after performing or everyone does the same exercise at tthe same time.
- Individual or pair practices
- In the running drills (sprints, reaction starts, movement changes)

INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF

Mini-game applications

- Different applications of mini-games
 - 2 vs 2 with corner support
 - 3 vs 3 zone play or special rules to enforce tactical elements.
 - 4 vs 4 reaction games or changing player roles
- The advantage with mini-games compared to ordinary 5 vs 5 play, is the increased activity level of all players and the provided larger numer of ball contacts and more passing, shooting, dribbling and moving with the ball oppurtunities.
- ⇒ This increases the skill level of the player and increases the time and speed element learning.
- The game understanding and creativity is developed best by mini-games, where all players are an active part of the game, making decisions when and how to attack and when to defend.

INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF





Vaihtamassa opin

Leijonien seurustelu- ja ohjelmakirja


TYTTÖSÄRÄ ON TIMANTTIA

Poster and portable wall

Guide for parents

Roll-up


INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF



Actions to increase number of Girls

- Shared vision and targets with the clubs → common understanding and same direction
- New image and brand for female Floorball (Diamond brand)
- Support Materials
- Club and School Program:
 - Theme days for schools → Diamond Tour and Buddytrainings
 - Startup kit to fill-in the afternoon time after school
- Co-operation with competition section, new and more flexible models for girls
- Financial support (28.500€/ 23 clubs/ 2011-2012) for clubs taking part in Club and School Program

INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF



Main Results

- Increase the Amount of Players
 - Starting age of floorball is 10, even 6 in some regions
 - Licensed players year 2013: 7.500 → Increase 25 % (total amount 51.500)
 - Girls teams 2013-2014: 217 → Increase 36,5 %
 - Women's teams 2013-2014: 217 → Increase 12 % (total amount 2.700)
- Improve the Image of Female Floorball
 - Higher media coverage; CC2013, WFC2013
- More and better players → better national teams
 - The success of U19 national team

INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF



IFF Floorball Points Master Applications

The Floorball Points Master is a mini-game application adapted for smaller groups of players, when playing on a full size field is not meaningful or possible.

- The basic idea is that each player is collecting personal points, which they gather in the mini games based on the continuously changing team's performance.
- The application is aimed for recreational and training purposes, when the field and the goals could be smaller and you might not have a rink.
- It is up to the players of Points Master if they play with goalies or without.
- This gives possibilities to play with 4 – 14 players.



INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF




IFF School Curriculum

- In order to support the rapid development of Floorball in the elementary and high schools, IFF has built a 12 lessons Floorball School Curriculum with over 50 drills and drill animations
- The idea is to provide ideas for the teachers how they could teach Floorball and with the Activation model be able to provide enough ball time to the students.
- Children learn best by playing different types of small or mini games. Any kind of small games where the players have a lot of contact with the ball are the best. The aim is to give as much ball contact to the players at all times.

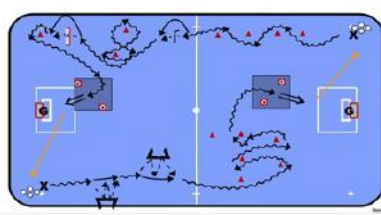


INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF



IFF School Curriculum

- The School Curriculum gives possibilities to run both technical and game based lessons and can also be used by junior teams and beginner teams regardless of age.



When zig zagging through cones, player should be faced forwards the goal (hence, sometimes the movement is backwards)

[Press here to view the drill 2.3.](#)

INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF

 More information about Floorball

• For more information about Floorball and our Events, please look up the following links:

- IFF website: Floorball.org
- WFC 2015 website: [Women's WFC 2015](#)
- IFF Facebook: [IFF Facebook](#)
- IFF Twitter: [IFF Twitter](#)
- IFF Flickr: [IFF Photostream](#)
- IFF YouTube: [IFF SportsHub channel](#)
- IFF Instagram



INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF

 Thank You for your attention



Back to The Sports Hub

International Floorball Federation

INTERNATIONAL FLOORBALL FEDERATION (IFF) Ordinary member of AGFIS/GAISF