

## IFA Strategic Plan 2019 – 2023

### I. Introduction & Background

The International Fistball Association (IFA) Board of Directors for the period 2019-2023 was elected at the General Assembly in Winterthur, Switzerland, on 14 August 2019.

This Strategic Plan serves not only as manifesto of the new IFA leadership for the upcoming period of four years but also as a guideline for the administrative work and day-to-day business management of the IFA executed by its volunteers and staff members.

The plan outlines the common strategic aims of the IFA Board of Directors.

It manages IFA policies reflecting and acknowledging the changes of international principles of sport governance as set out by the Olympic Agenda 2020 and the Basic Principles of Good Governance as well as the Olympic Charter, the key framework of the Olympic Movement established by the International Olympic Committee. IFA is continuously committed to executing the key principles of this framework in its governance structures as an International Sport Federation (IF) and its day-to-day management. This approach taken by IFA is to contribute to the fulfilment of requirements for the recognition of IFA by the IOC as recognised IF, which is expected to happen during the four year period of this strategic plan.

The Strategic Plan is the tool for IFA allowing a permanent evaluation of the IFA governance in the future.

The IFA membership has continuously grown to 61 member federations in the last years and a total number of over 50.000 players registered by these national federations as of August 2019. This Strategic plan lays the foundation for a further growth of the sport of Fistball and enhancement of its sport structures for the future, always aiming to the highest good for which we are working: the welfare and optimised sporting opportunities of our athletes around the globe.

### II. Mission Statement & Values

The International Fistball Association (IFA) is the world governing body for all Fistball sports being responsible for the Promotion and Development of Fistball around the world.

The IFA is responsible for the approval of all sporting regulations in Fistball and the sanctioning of any kind of World Championships and World Cups and further IFA sanctioned events.

The IFA adheres to the principles of the Olympic Charter, the Olympic Agenda 2020 and the Basic Principles of Good Governance as established by the IOC and contributes actively to their execution.

The IFA endorses the principles of a free democratic basic order and safeguards the sport of Fistball against all forms of violence, discrimination and illegal betting and match fixing.

The IFA is committed to the social and environmental sustainability of its events and aims to achieve a positive legacy wherever these have been held acknowledging its social responsibility towards the society.

The IFA fully endorses the WADA World Anti-Doping Code and the related International Standards in its current version and supports the measures of WADA with regard to the fight against Doping and takes a strict non-tolerance stance against all forms of Doping and drug abuse.



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The IFA is a service-oriented Federation, particularly towards its member federations. The IFA serves as the worldwide discussion forum on all questions related to Fistball. The IFA is a dynamic, modern and efficient federation and in cooperation with its member federations supports and adheres to the following values:

We establish all preconditions for a high quality and optimal organisation and execution of our events, always putting the well-being of the athletes in the focus of our activities.

We are actively promoting the development of Fistball globally, using targeted and wide ranging activities with the focus of increasing appeal to children and youth.

We provide education programmes for a sustainable development of the skills of players, coaches, referees and administrators.

We are committed to transparent, open and professional communication internally and externally.

We improve the perception of the Sport of Fistball in society through suitable measures in cooperation with Sport, Politics, Economy and the Media.

We develop the international presence of the Sport of Fistball cooperating closely with the international organisations and institutions like the International Olympic Committee (IOC), the continental Olympic Committees, the International World Games Association (IWGA), the International Paralympic Committee (IPC), the Global Association of International Sport Federations (GAISF), the Trim and Fitness International Sport for All Association (TAFISA), the Confédération Sportive Internationale du Travail (CSIT), the Fédération International du Sports Universitaire (FISU), the International Masters Games Association (IMGGA), the World Anti-Doping Agency (WADA), the Alliance of Independent Recognised Members of Sport (AIMS) and other International Federations.

We promote the principle of equal opportunities and gender equality on all levels. We care for the security of the athletes and the spectators. We require and promote Fair-Play on all levels.

We consider Fistball as a Sport which can be practised by people of all age categories – the perfect Sport for All.

### III. SWOT-Analysis

#### Internal evaluation of IFA – Strengths & Weaknesses

<b>Strengths</b>	<b>Weaknesses</b>
Fistball is family	Fistball is family
Strong speactator response in central Europe (GER, AUT, SUI)	Weak spectator response in regions outside of central Europe
Fast development in Oceania	Low participation in Africa (2 countries)
Fistball can be practised by people of all age categories	Limited financial resources
Easy accessible sport for everybody with low costs	No Less return of investment through sport equipment manufacturers
Low-cost infrastructure requirements (Grass field or indoor venue)	Organisational weakness / mostly volunteer based organisations
Compact team strength	Financial weaknesses of countries and teams
Dynamic sport	Sport presentation potential not exploited at all events
No-contact sport / no injuries caused by opponent / parallel sport	Gender imbalance (75% Men and 25% Women)
Teambuilding / Team sport / social competence	High international performance differences of teams
Attractive events re format and presentation / small field / spectators close to field / length of event	Activities focused on national level, IFA mission statement not executed on national level

Separate men`s and women`s events as alone-standing world championships	
Programme sport of the World Games – Member of IWGA	
Member of GAISF and AIMS	
Sporting strength in Europe	
Organisational structures existing globally	
Strong event portfolio and quality in Europe and Oceania	Weak event portfolio in other regions
Easy playing regulations, easy basic rules	
Strong TV presence	
New IFA structure, leadership and commissions	less permanent and paid staff existing
Worldwide World Tour series for club teams an all continents established in 2017	
Official sportswear supplier contracted for 5 years as sponsor	
Strong administration / governance skills within leadership	
Well-connected within sports family	
Subsidies of the state of Austria	
Fistball Academy established in 2018	
Best watched TV event in Germany of TWG 2017	

### External evaluation of IFA – Opportunities and Threats

Opportunities	Threats
Participation in new IOC recognition procedure 2021	Concurrency of other IFs re IOC recognition
New member federations and other federations moving towards membership using development projects	Care for all IFA member federations needed
High development potential in all directions: <ul style="list-style-type: none"> <li>- Marketing</li> <li>- Global presence</li> <li>- Sports presentation</li> </ul>	
Higher potential re personal resources with new commissions and support of volunteers	Excessive demands on human and financial resources
Improved international representation and position through AIMS and AIMS council seat	
Next Men`s Team World Championships 2023 in GER in key markets with a unique venue to be the finals played in	Financial risk to fill a stadium with 12.000 seats for the final days
U18 World Championships 2022 in Oceania – Junior development	Travel cost may limit participation
World Games programme sport at TWG 2021 (USA) with a men`s and women`s event	Returning at TWG 2025 will require a success of TWG 2021 re spectators attendance figures
Marketing potential	
Broadcast opportunities on IWGA World Games Channel / IOC Olympic Channel	
Establish Fistball as School Sport (example AUT with 400 school teams participating at events)	
Targeting participation in IWGA World Games Chengdu China 2025	
Development of a second discipline	
Targeting IPC recognition	Binding resources
CSIT World Sport Games 2021 in Zagreb	

#### **IV. Vision Statement for the year 2023**

The IFA in the year 2023:

- IFA is an International Federation recognised by the IOC
- A success at the IWGA World Games 2021 has secured a men's and women's event on the programme of the IWGA World Games Chengdu 2025
- IFA is a member of the International Masters Games Association and applies for a place on the programme of the European Masters Games
- 30 teams participate at the IFA 2023 Fistball Men's World Championships Qualifiers
- IFA has 5 Continental Associations organising Championships
- 60 countries participating in Continental Championships
- IFA Youth development has led to a participation of 14 teams at the 2020 World Championships Austria and the 2022 World Championships New Zealand
- Media development has secured an international TV-Broadcast contract
- Marketing development has secured an international Sponsorship contract
- IFA counts 65-70 Member Federations
- IFA has sold 12.000 tickets for the final day of the IFA 2023 Fistball Men's World Championship Germany
- IFA is IPC recognized
- IFA is part of the World Urban Games 2023
- IFA has developed a second discipline
- Fistball as official sport at the CSIT World Sport Games
- IFA has developed the Fistball Academy to an established format for the promotion of Fistball.

#### **V. Strategic Aims**

1. High quality IFA events
2. Governance structures according to good governance principles
3. IFA serves as service-oriented organisation for its member federations providing real stakeholder value
4. Use of international platforms and participation in international Multisport events serves as showcase for Fistball
5. Increase youth appeal of Fistball

#### **VI. Action plan re strategic aims**

##### **1. High quality IFA events**

- The Board of Directors to search for host cities actively
- Publish call for bids on the IFA website
- Question the awarding procedure with decisions taken by Congress
- Evaluate event circles and portfolio e.g concerning WWC 2024
- Global Extension of referee education outside of Europe and South America
- Evaluate event organisation re athlete focus
- Involve Athlete's Commission in host selection process
- Support bidders during bid phase with TOK (Transfer of Knowledge) and best practise models
- Reporting duty with written event reports and budgets and event de-briefing
- Establish evaluation framework for event quality
- Support Organising Committees during preparation and event phase (provide Competition Manager)
- Running events as in-house events

- Establish a legal entity IFA Fistball Service Agency as GmbH
- Clear event responsibilities and contacts for all areas of event management
- Generate subsidies for high quality events from public authorities

## **2. Governance structures according to good governance principles**

- Increase female representation in governance structures
- Evaluation of all structures re Basic Principles of Good Governance constantly
- Organise meetings and activities of all Commissions
- Provide suitable financial framework
- Provide sustainability report from every event
- Find international Sponsor securing funding of at least 30.000 € annually
- Establish CSR-Programme
- Increase paid IFA staff structure
- Increase cooperation with other IF to established joint working bodies
- Adopted new WADA Code 2021
- Fulfil WADA Code Compliance monitoring

## **3. IFA serves as service-oriented organisation for its member federations providing real stakeholder value**

- Obtain IOC Recognition
- Support Member Federations actively to obtain NOC recognition
- Run IFA Development Programme for members
- Active support for Member Federations re Federation structure development
- Run an Equipment Support Programme
- Support members re WADA Anti-Doping Code compliance
- Run partnership programme / mentorship programme for new Member Federations
- Annual IFA Award Ceremony to honour initiatives and best practise

## **4. Use of international platforms and participation in international Multisport events serves as showcase for Fistball**

- Secure place of IFA on the programme of the IWGA World Games Chengdu 2025
- Establish working relations with FISU re WUC (World University Championships)
- IFA as IPC recognized organisation
- Develop new Fistball formats as suitable addition for other Multisport Games events
- Develop Urban Fistball discipline
- Strengthen representation and cooperation of IFA within GAISF and AIMS
- Use the United Trough Sports initiative for further promotion of Fistball worldwide

## **5. Increase youth appeal of Fistball**

- Task Youth Commission to develop new youth formats
- Hold Under 18 World Championships bi-annually with youth friendly side events
- Approach cooperation with ISF (International School Sports Federation)
- Propose Fistball as FISU recognise sport
- Present IFA events in a youthful way
- Promote 3x3 youth rule
- Develop 2<sup>nd</sup> Fistball discipline
- Positioning (if necessary rules) of Fistball on artificial turf

## **VII. Procedures and evaluation**

- Discussion of the draft with the IFA member federation at the IFA Membership Gathering on 12 August 2019.
- The IFA Board of Directors to approve of the Strategic Plan
- Publish the Strategic Plan on the IFA website
- Evaluate Strategic plan annually at the second meeting of the Board of Directors

Approved by the IFA Board of Directors at the meeting on 15 August 2019.