



QUANTUM EVENT EVALUATION REPORT

# IFF Women's World Floorball Championships 2023

2-10 DECEMBER 2023  
SINGAPORE

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## EXECUTIVE SUMMARY



# EXECUTIVE SUMMARY



## ECONOMIC & TOURISM

**S\$2m**

Direct economic impact

**S\$2.5m**

Total visitor expenditure

**21,628**

Total attendance

**15,368**

Tickets distributed

**10,618**

Bed nights generated

## INTRODUCTION

**The IFF Women's World Floorball Championships 2023 (WFC 2023) was held for the second time in Singapore and was seen as an opportunity to boost the development of floorball across Asia, and particularly the host nation. The event received positive feedback from a majority of spectators and athletes, although attendance figures were lower than anticipated.**

Floorball is a niche, yet relatively well-known sport in Singapore, with 3,000-4,000 registered players and 10,000+ children playing the sport in schools. However, these numbers didn't translate into ticket sales for the WFC 2023, an outcome which can be attributed to several reasons cited in the economic section of this report.

While the overall interest in the event failed to meet expectations, it still provided a positive return for the host nation. The event generated S\$2m (€1.4m) million in direct economic impact, largely due to the overseas fans and accredited participants who came to Singapore to attend and participate in the event. Both fans and athletes are likely to recommend Singapore to their family and friends, with the vast majority of them rating Singapore highly as a tourism destination.

The event was transmitted in 16 territories around the world and generated 6.2 million impressions and 211,000+ engagements on IFF social media channels.

Sweden was once again crowned world champions, continuing its dominance in women's floorball.



## ECONOMIC & TOURISM

- The direct economic impact of the WFC 2023 is estimated to be in the region of S\$2m (€1.4m). This figure considers visitor expenditure and organisational expenditure made specifically for the event within the host economy.
- The event attracted a cumulative attendance of 21,628 across the nine days of competition, recording a unique ticketed attendance of 2,440 (paying ticket holders).
- 81% of spectators were residents of Singapore, while visiting spectators came from 21 countries. Most visitors were residents of Australia, Finland, Sweden and Switzerland.
- 464 overseas spectators attended the WFC 2023 according to ticket sales and spectator survey data. Visiting spectators generated 3,605 bed nights, with accredited participants contributing a further 7,013 bed nights in Singapore.
- The operational budget statement of the organisers recorded a deficit of S\$0.79m (€0.55m).

# EXECUTIVE SUMMARY



## STAKEHOLDER EXPERIENCE

**78%**

Spectator  
event satisfaction

**73%**

Athlete  
event satisfaction

% of athletes/spectators who rated their experience as good or very good



## IMAGE & REPUTATION

**87%**

Positive rating of  
Singapore  
(spectators)

**87%**

Positive rating of  
Singapore  
(athletes)

% of athletes/spectators who rated Singapore as a good or a very good place to visit



## STAKEHOLDER EXPERIENCE

- Overall satisfaction among athletes and spectators was impacted by the low spectator turnout at the WFC 2023 which affected the overall atmosphere. Still, around three quarters of athletes and spectators had a positive experience.
- Spectators recorded the highest satisfaction ratings for the helpfulness of staff and volunteers (82% positive), with the sports presentation offering (79% positive) and the availability of match statistics (78% positive) also tracking well.
- The atmosphere during the competition (68% positive), the entertainment provided at the venue (66% positive) and marketing and promotion of the event (58% positive) received the lowest scores across all event experience elements surveyed. Further feedback provided by spectators included a perceived lack of local marketing for the WFC 2023. In the post-event survey, many spectators noted that more focus on event marketing could have translated into better attendances.
- In terms of athlete experience, the transportation arrangements at the WFC 2023 were highly praised (91% positive event experience ratings), as was the quality of the flooring (83% positive). Athletes were disappointed with the atmosphere during the games (39% positive).



## IMAGE & REPUTATION

- Singapore received strong overall scores as a place to visit with 87% of both spectators and athletes rating the city as a 'Good' or 'Very Good' place to visit.
- 86% of spectators and 70% of athletes would recommend Singapore as a destination to visit to their friends and family following their experience in the city.
- 75% of Singapore residents surveyed believed that the event had a positive impact on the city, while 88% of residents would like the event to come back to Singapore in future.
- The perception that floorball is a clean and fair sport remains very high among both athletes and spectators (95% of athletes and 87% of spectators agreed with this statement). Disparity was evident between athletes and spectators in relation to the perception that floorball is a safe sport (76% of spectators, but only 64% of athletes agreed) and that it is a sport that is considerate of the environment (79% of spectators and 64% of athletes agreed).

## EXECUTIVE SUMMARY



### COMMERCIAL & MARKETING

**5.4m**

Cumulative TV audience

**6.2m**

Social media impressions

**S\$0.87m**

Revenue from domestic sponsors



### PARTICIPATION & PERFORMANCE

**320**

Athletes participating

**107**

Team officials

**22**

Technical officials



### COMMERCIAL & MARKETING

- The WFC 2023 had 5.4m TV viewers and a further 3.4m live streaming viewers, 791 hours of coverage and 364 individual broadcasts across TV and streaming platforms, successfully combating the challenge relating to the time zone in which the tournament was played.
- The IFF continued to engage its fanbase on a variety of platforms, including the IFF app. The app users received access to event news, live streams, highlight videos and statistics. 2,893 user accounts were created during the WFC 2023.
- Social media activity on the IFF and WFC channels generated 6.2 million impressions and more than 211,000 engagements.
- Sponsors contributed S\$0.87 million towards the event budget. Unihoc, PUMA and Gerflor received the highest spontaneous and prompted awareness scores amongst surveyed spectators, suggesting that they were the most recognisable brands during the event.



### PARTICIPATION & PERFORMANCE

- Sweden won gold for the 11th time, with WFC 2023 being their ninth successive world championship title.
- Athletes from floorball clubs based in Sweden were most represented at the WFC 2023. Around one quarter of all players represented clubs in Sweden.
- The average age of competitors was 25, while the average winning margin stood at 5.3 goals.
- Teams were supported by 107 accredited team officials and the competition was officiated by 22 IFF-appointed technical officials.



## EVENT OVERVIEW



## EVENT OVERVIEW

### IFF WOMEN'S WFC HOSTS (1997-2025)

Year	City	Nation
1997	Mariehamn	Finland
1999	Borlänge	Sweden
2001	Riga	Latvia
2003	Bern	Switzerland
2005	Singapore	Singapore
2007	Frederikshavn	Denmark
2009	Västerås	Sweden
2011	St. Gallen	Switzerland
2013	Brno & Ostrava	Czech Republic
2015	Tampere	Finland
2017	Bratislava	Slovakia
2019	Neuchâtel	Switzerland
2021	Uppsala	Sweden
2023	Singapore	Singapore
2025	Brno & Ostrava	Czech Republic

### OVERVIEW

**The WFC 2023, floorball's flagship event, returned to Singapore for the first time in 18 years. Singapore is the only non-European country to have hosted the men's or the women's WFC and in recent years it has also been the most successful Asian nation in terms of performance at women's floorball tournaments.**

Singapore's bid to host the WFC 2023 was formed on the back of the success of floorball at the 2015 Southeast Asian Games held in Singapore. The floorball competition drew a lot of interest from the local audience which encouraged the Singapore Tourism Board (STB) and the Singapore Floorball Association (SFA), with the support from Sport Singapore, to bring the WFC back to Singapore.

Singapore's aim was to stage two back-to-back WFCs: the women's event in 2023 and the men's tournament in 2024. Having secured the WFC 2023, Singapore was unsuccessful with its bid to host the WFC 2024, with Sweden awarded the event.

The STB provided significant funding for the WFC 2023, while Sport Singapore, a governmental agency tasked with the development of sport in the country, helped the organisers to offset some of the costs associated with the event through a non-financial contribution (e.g. lower rental cost for the event arenas).

The STB perceived the WFC as a tournament with a significant tourism potential. It wanted to capitalise on an emerging sport which appeals to a younger demographic to draw the attention of floorball fans from Europe and Asia to Singapore.



Kin Productions, a leading event management firm based in Singapore, was appointed as the event producer. Kin worked alongside the key stakeholders (STB, Sport Singapore and SFA), as well as other agencies such as the PR agency Full Circle PR to deliver the event.

The SFA's role focused on assisting with the recruitment of technical officials and referee management. It also provided technical guidance and liaised with local vendors and manufacturers.



## EVENT OVERVIEW



Singapore Indoor Stadium



OCBC Arena

### HOST PROFILE

#### HOST CITY

- Singapore is known as one of the world's leading financial centres, but it has also established its position as one of Asia's hubs of major sports events.
- The Formula 1 Singapore Grand Prix at the Marina Bay Street Circuit is arguably the most prominent recurring event hosted by Singapore, but from 2014-2018 the city also hosted the WTA Finals, the end of the season tournament for the best women's tennis players, and it is also known for being a regular host of high profile athletics, badminton, golf and rugby sevens events.
- Major multi-sport games and world championships hosted by Singapore since 2010 include the Youth Olympic Games 2010, the Netball World Cup 2011 and the SEA Games 2015. Singapore will also play host to the World Aquatics Championships in 2025.

#### VENUES

- The games of the WFC 2023 were contested at the **Singapore Indoor Stadium** and the **OCBC Arena**, two venues which form part of the Singapore Sports Hub, a sports and recreation district featuring a variety of facilities for professional and amateur sports competitions and activities.
- The **Singapore Indoor Stadium** which was opened in 1989 is Singapore's largest indoor venue. The stadium can accommodate from 4,000 to 12,000 spectators, depending on its configuration and the type of event held. It was also used to host the games at the WFC 2005.
- The **OCBC Arena** comprises six indoor sports halls with a varying seating capacity (from 300 to 3,000). It is home to several national sports associations and it serves as a competition and training venue for both elite athletes and members of the public.



# ECONOMIC & TOURISM



## ECONOMIC & TOURISM

### TOTAL ATTENDANCE

**21,628**

Cumulative attendance  
(spectators & accredited  
event participants)

### MOST ATTENDED MATCHES

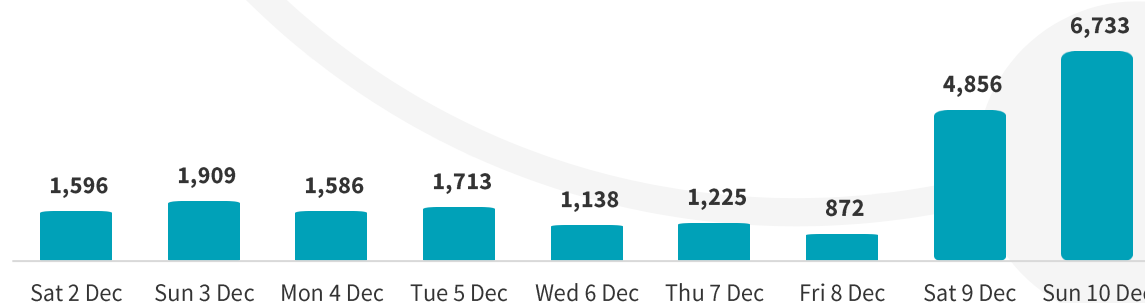
Match	#
Sweden – Finland ( <i>Final</i> )	3,971
Switzerland – Czech Republic ( <i>3<sup>rd</sup> place</i> )	2,253
Sweden – Switzerland ( <i>Semi-final</i> )	1,847
Finland– Czech Republic ( <i>Semi-final</i> )	1,733
Singapore – Norway ( <i>11<sup>th</sup> place</i> )	781
Poland – Slovakia ( <i>5<sup>th</sup> place</i> )	761
Singapore – Germany ( <i>Group stage</i> )	671
Australia – Singapore ( <i>Group stage</i> )	617
France – Singapore ( <i>Group stage</i> )	579
Czech Republic – Sweden ( <i>Group stage</i> )	526

### ATTENDANCE

The attendance at the WFC 2023 totalled 21,628 and while it was slightly higher than at the previous WFC in Uppsala, Sweden in 2021 (21,207), it was lower than the average attendance at the last five editions of the women's WFC (35,472).

- Despite the marketing outreach, the attendance at the WFC 2023 was lower than anticipated and it is understood that ticket sales were disappointing for both the IFF and the local organisers. This was due to a variety of reasons:
  - Event scheduling – the WFC 2023 took place in the middle of school holidays and there were few organised groups attending the event.
  - Ticket prices, in particular for the final weekend, are believed to have been too expensive for local fans following feedback.
  - Fan culture in Singapore is not as robust as it is in the more traditional floorball markets when it comes to attending ticketed events, especially in non-elite sports.
- The medal games attracted the largest audience, with close to 4,000 spectators attending the final between Sweden and Finland and 2,253 spectators witnessing the bronze medal match. Overall, four matches had the attendance of over 1,000.
- Around 54% of the total attendance was generated during the final weekend.
- The attendance has been calculated by the local organisers using a combination of ticket sales data and venue admissions data and includes accredited personnel. The ratio of ticketed to non-ticketed attendance was 36% to 64%.

### CUMULATIVE ATTENDANCE BY DAY





## ECONOMIC & TOURISM

### AVERAGE GROUP SIZE

4.1

Many spectators attended in groups, mostly with friends and family members.

The spectator demographic profile below is based on results from the intercept survey that queried 958 spectators aged 13+ during their attendance of WFC 2023. Therefore, the data does not include those aged under 13.

### GENDER PROFILE



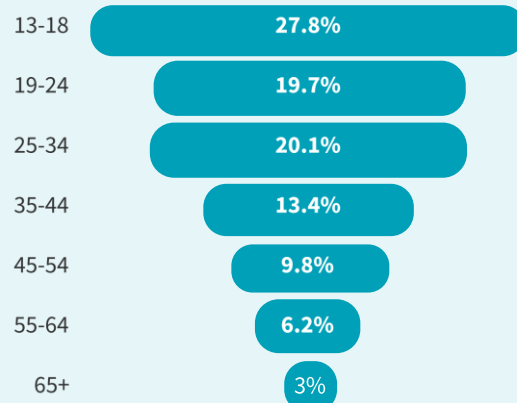
42%



55%

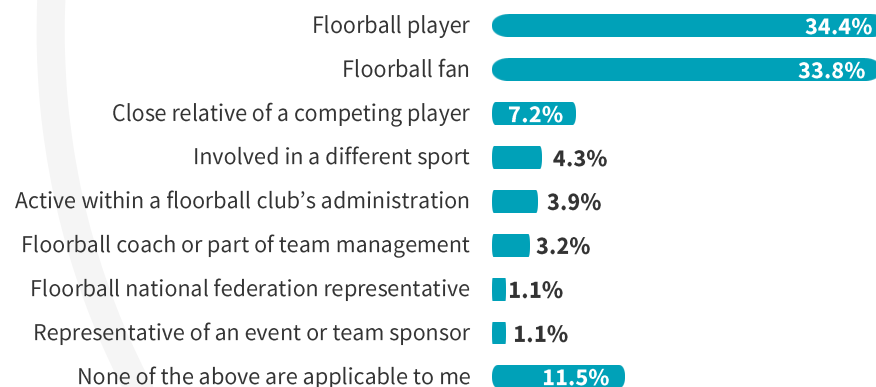
3.3% of respondents preferred not to say or selected "Other"

### AGE PROFILE

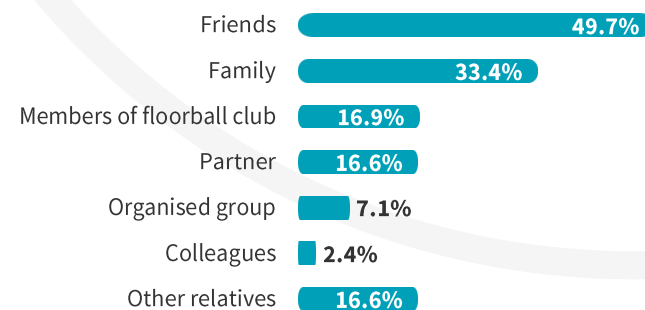


### ATTENDANCE

#### SPECTATOR PROFILE | RELATIONSHIP WITH FLOORBALL (self-selected)



#### SPECTATOR GROUP TYPE (self-selected, multiple options)



## ECONOMIC & TOURISM

### TICKETS DISTRIBUTED

**15,368**

Tickets distributed  
for the WFC 2023

### TICKETS SOLD & COMPLIMENTARY

**4,638**

Tickets sold (public sales)

**10,730**

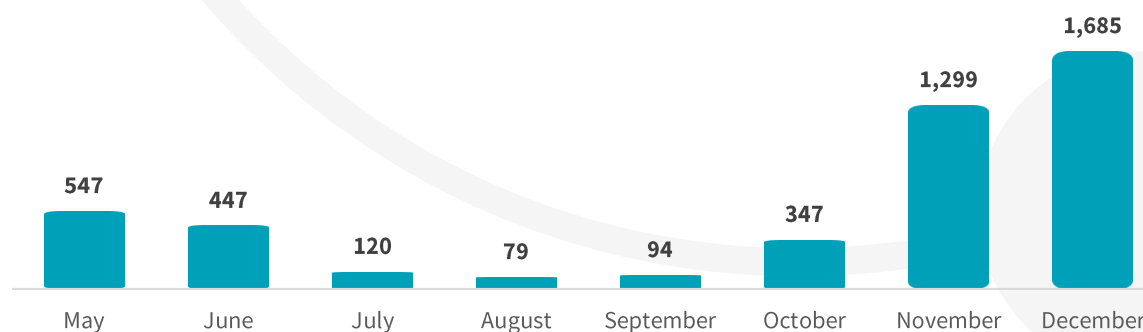
Complimentary tickets

Complimentary tickets were distributed to IFF and its stakeholders, event partners, volunteers, etc.

### TICKETING

- There were 15,368 tickets distributed in total, of which 4,638 were sold and 10,730 were distributed free of charge to sponsors, partners and invited guests.
- SISTIC, Singapore's largest ticketing agency, was appointed as an official supplier to the WFC 2023 and managed the ticketing process for the event. The public sales opened on 26 May 2023 and the early bid tickets were available until 15 June 2023.
- Multiple sales promotions ran in the months leading up to the event, with discounts of 10% to 50% (Black Friday / Cyber Monday sale) on individual tickets and bundles, as well as "buy one, get one free" offers. The final weekend tickets could be purchased with a 50% discount on 6-10 December 2023.
- 429 tickets were purchased by local schools which were offered discounted tickets.
- 115 purchases, also at a discounted rate, came from members of floorball clubs and interest groups invited by the Singapore Floorball Association.
- The organisers also invited expat groups, clubs, communities and schools, as well as the embassies of the teams competing at the WFC 2023 to attend the tournament. 137 tickets were sold on the back of a targeted email campaign to the expat community.
- 82% of purchases have been made by residents of Singapore. By nationality, most ticket buyers were from Singapore (62%), followed by Finland (9%), Switzerland (7%) and Sweden (6%).

### TICKETS SOLD BY MONTH (PUBLIC SALES)





## TICKETING | PRICING

### DAY TICKET PRICE (S\$)\*

Category	OCBC Arena			Singapore Indoor Stadium	
	2-3 Dec	4-7 Dec	8-9 Dec	9 Dec	10 Dec
Adult**	25/35/45	20/30/40	35/45	25/35/45/55	35/45/55/65
Children**	20/25	15/20/25	20/25	20/35/30/35	20/25/30/35
Bundle deals					
Opening weekend	81				
Weekday	144				
Final weekend	90/108				
9-day pass	463				

\* general sale prices (doesn't include the early bird offer)

\*\* adult ticket (aged 18+) / children ticket (aged 6-17)

- Tickets to the WFC 2023 were sold as day passes for a specific competition arena. The prices ranged from S\$20 for the weekday matches to S\$65 on the final day of the tournament. Cheaper ticket prices were available for children aged 6-17.
- Bundle deals were also available. They included: the opening weekend bundle, weekday bundle (4-7 December), final weekend bundle (only for the games played at the Singapore Indoor Stadium) and the full access 9-day pass.
- The early bird promotion ran from 26 May 2023 until 15 June 2023 with category 1 tickets priced at S\$32-\$36 for the matches played at the OCBC Arena (regular price: S\$40-S\$45) and S\$44-S\$52 for the games held at the Singapore Indoor Stadium (regular price: S\$55-S\$65).
- In July 2023, tickets were available with a 20% discount for a limited period of time. Another promotion was run in connection with Black Friday / Cyber Monday in November 2023, offering a 50% discount on all tickets.



## ECONOMIC & TOURISM



### FINANCIALS

- As of February 2024, the WFC 2023 reported a deficit of approximately S\$791,711 (€545,528), with revenues of just over S\$2.6 million (€1.8 million) and expenditure of around S\$3.4 million (€2.3 million).
- Sponsorship sales accounted for 33% of all revenues, while the income from ticketing contributed a further 8.5%.
- The organisers received S\$1.3 million (€0.9 million) in government funding support from Singapore Tourism Board and Sport Singapore.
- The largest expenditure categories included venue rental costs and administrative costs. Use of the two competition venues cost the organisers S\$1.6 million, the highest categorised expenditure item.

### INCOME & EXPENDITURE STATEMENT (FEBRUARY 2024)

Income		Costs	
Government support (STB)	S\$1,000,000	Audiovisual equipment & services	S\$244,951
Government VIK support (SportSG)	S\$318,250	Broadcast operations	S\$130,521
Sponsorship	S\$872,028	Competition administrative	S\$522,355
Ticketing	S\$221,270	Food & beverages	S\$170,730
Miscellaneous	S\$199,406	Hydrations for competition	S\$15,740
<b>Total income</b>	<b>S\$2,610,954</b> <b>(€1,799,077)</b>	Local accommodation & meeting facilities	S\$145,628
		Logistics & licenses	S\$208,471
		Medical & anti-doping	S\$30,793
		PR & marketing operations	S\$196,193
		Sport presentation	S\$70,419
		Transportation	S\$47,761
		Uniforms	S\$11,574
		Venue rental	S\$1,607,529
		<b>Total expenditure</b>	<b>S\$3,402,665</b> <b>(€2,344,606)</b>

Currency conversion rate (1 February 2024): 1 SGD = EUR 0.68905

## ECONOMIC & TOURISM

### VISITING SPECTATORS

**464**

Overseas spectators visiting Singapore (overnight and day visitors)

### OVERNIGHTS VISITORS (SPECTATORS)

**99%**

Overnight visitors who stayed in paid accommodation in Singapore during their visit

**90%**

Of those staying in paid accommodation opted to stay in a hotel during their visit

### TOURISM | ORIGIN & BED NIGHTS

#### HIGHLIGHTS

- The unique spectator attendance at the WFC 2023 was 2,440 (calculation considers paying ticket holders only), with 19% of visiting spectators (464) coming from overseas.
- According to ticketing data, overseas ticket buyers resided in 21 countries, with most purchases made by residents of Switzerland, Finland, Sweden and Australia.
- Overseas spectators stayed for 7.8 nights on average. Of those staying in paid accommodation in Singapore, 90% opted to stay in a hotel, with 10% in private rented accommodation or guest houses.
- It is estimated that 464 out-of-town visiting spectators stayed overnight in paid accommodation in Singapore during their visit, generating 3,605 bed nights throughout their stay. A further 7,013 bed nights were produced by accredited participants.

#### SPECTATOR ORIGIN | PLACE OF RESIDENCE

**81%**

SINGAPORE

**19%**

OVERSEAS

#### BED NIGHTS IN SINGAPORE

Origin	Persons in paid accommodation	Average nights	Bed nights
Accredited personnel	636	11	7,013
Spectators (visitors)	464	7.8	3,605
<b>Total</b>	<b>1,100</b>		<b>10,618</b>

## ECONOMIC & TOURISM

### DIRECT ECONOMIC IMPACT

**S\$1.99m**

**€1.99m**

Direct economic impact estimated for Singapore from hosting the WFC 2023

### ECONOMIC IMPACT

#### HIGHLIGHTS

- The total direct economic impact of the WFC 2023 has been estimated using spectator expenditure, accredited participant expenditure and organisational expenditure of the local organising committee.
- It is estimated that visiting spectators to the WFC 2023 spent S\$1.26m (€0.87m) in total whilst in Singapore, while accredited personnel spent a further S\$1.25m (€0.87m) in the host economy.
- This includes expenditure on accommodation, event merchandise, food and drink, public transport and visiting local tourist attractions in Singapore.
- Expenditure items included within the direct economic impact calculation have been generated because of the event taking place in the host economy, measured as net additional benefit to that economy. As the organiser spend is a negative figure (i.e. non-local expenditure was greater than non-local income), it has been deducted from the total direct economic impact.

#### DIRECT ECONOMIC IMPACT BREAKDOWN

**S\$1.26m**

**€0.87m**

VISITING SPECTATORS  
EXPENDITURE

**S\$1.25m**

**€0.87m**

ACCREDITED PERSONNEL  
EXPENDITURE

**-S\$0.53m**

**-€0.36m**

ORGANISER SPEND

**TOURISM EXPENDITURE**

**NET ORGANISATIONAL  
SPEND IN HOST ECONOMY**



# OUR STADIUM



STAKEHOLDER  
EXPERIENCE



# STAKEHOLDER EXPERIENCE

## OVERALL SPECTATOR EXPERIENCE

78%

% of spectators rating their overall experience as 'Good' or 'Very Good'

## OVERALL ATHLETE EXPERIENCE

73%

% of athletes rating their overall experience as 'Good' or 'Very Good'

*Singapore left me special memories and I will be definitely coming back for more.*  
**Athlete Feedback**

*It is necessary to have more public to create a great experience.*  
**Athlete Feedback**

*It was an amazing event that inspired me to continue playing floorball.*  
**Spectator Feedback**

*The event was so exciting from start to end. Even though (spectator) numbers were low, the games were great to watch!*  
**Spectator Feedback**

## SPECTATOR EXPERIENCE

- While many spectators noted their disappointment about low attendance and the lack of wider event promotion and marketing, the majority of fans still enjoyed their experience at the WFC 2023.
- The fans praised the reception from the staff and the volunteers and believed that sport presentation was also of good quality. The residents of Singapore also expressed their excitement about the opportunity to attend the pinnacle event in women's floorball.
- However, low ticket sales affected the overall atmosphere during the games, whilst the wider entertainment offering was not as good as it could have been according to some spectators.

## SPECTATOR EVENT EXPERIENCE SCORES

(% SATISFIED)

Helpfulness of staff and volunteers	82%
Sport presentation	79%
Availability of match statistics and data	78%
Ease of booking tickets	72%
Overall value for money	69%
Atmosphere during the competition	68%
Entertainment provider at the venue	66%
Marketing and promotion of the event	58%

## ATHLETE EXPERIENCE

- Overall, athletes were complimentary about the event and the standard of athlete services. Transportation and the event venues, including the flooring, were highly rated by the players.
- The athletes also commented on the missed opportunity with regards to attracting more crowds to the WFC 2023 as this would have greatly improved the experience of the teams competing in Singapore. This was particularly evident with only 39% of athletes stating they were satisfied with the atmosphere during the games.
- Athletes stated that the standard of refereeing and accommodation could have been better.

## ATHLETE EVENT EXPERIENCE SCORES

(% SATISFIED)

Transportation arrangements to and from the event venue	91%
Quality of the flooring during the games	83%
Information/announcements available to athletes at the venue	79%
Standard of venues and facilities	78%
Accommodation during the event	69%
Standard of refereeing/technical officials you experienced	51%
Atmosphere during the games	39%





**IMAGE  
& REPUTATION**





## IMAGE & REPUTATION

### CITY SCORE (SPECTATORS)

**87%**

% of visiting spectators rating Singapore a 'Good' or 'Very Good' place to visit

### CITY SCORE (ATHLETES)

**87%**

% of athletes rating Singapore as a 'Good' or 'Very Good' place to visit

### LIKELIHOOD TO RECOMMEND VISITING CITY

#### SPECTATORS

**86%**

#### ATHLETES

**70%**

% of out-of-town spectators/athletes that would recommend visiting Singapore to friends/family

### DESTINATION IMAGE

#### HIGHLIGHTS

- Singapore is a globally recognised tourism destination and both the spectators and athletes at the WFC 2023 enjoyed their stay in the city, with 87% of them rating it as a good or a very good place to visit.
- Out-of-town spectators and athletes are likely to recommend visiting Singapore to friends and family following their visit to the WFC 2023. Spectators in particular could become the ambassadors of Singapore, with 86% of attending fans stating that they would make such a recommendation.
- A significant majority of Singapore residents attending the WFC 2023 felt that the event had a positive impact on the city (75% agreed with this statement) and as many as 88% of them would like Singapore to host the tournament again in the future.



Photo credit: wfc2023.sg

### SINGAPORE RESIDENTS' AGREEMENT LEVELS WITH PERCEIVED EVENT IMPACT

**88%**

% of Singapore residents who would like Singapore to host another edition of the event

**83%**

% of Singapore residents who felt proud about WFC 2023 being hosted in Singapore

**75%**

% of Singapore residents who believe the event had a positive impact for the host destination

## IMAGE & REPUTATION

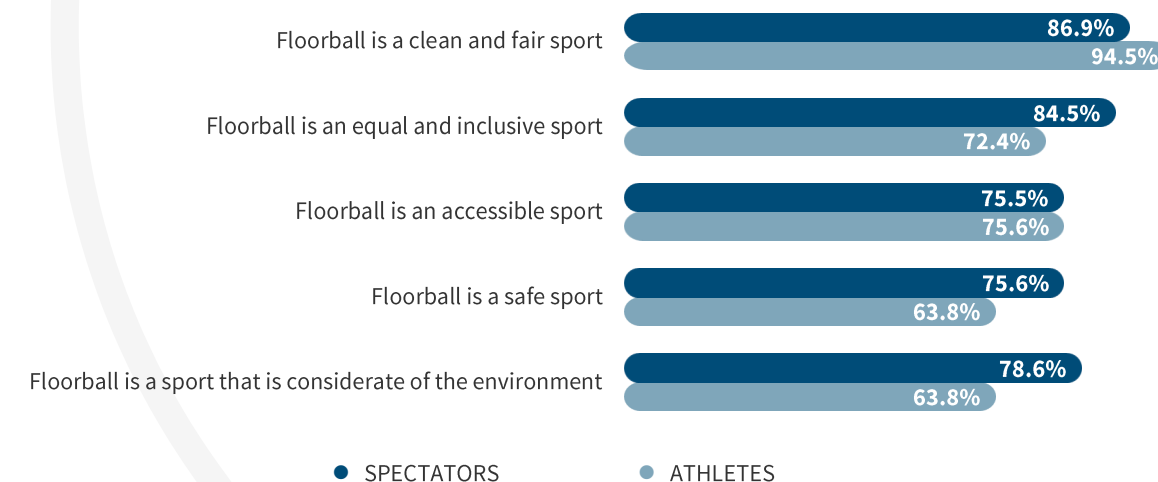


### ASSESSMENT CRITERIA

- **Accessible sport** (required facilities and equipment to play, e.g. court, stick and ball)
- **Clean and fair sport** (match-fixing, doping, adjudicating, scandal)
- **Equality and inclusivity** (gender parity, diversity of players/fans, disability friendly)
- **Environmental consideration** (sustainability initiatives and advocacy)
- **Safe sport** (likelihood and prevention of injury, protection from abuse – e.g. children/youth)

## PERCEPTION OF FLOORBALL

LEVELS OF AGREEMENT WITH STATEMENTS ABOUT FLOORBALL (SPECTATORS & ATHLETES)



% of spectators/athletes that agreed or strongly agreed with the statements



**COMMERCIAL  
& MARKETING**



## COMMERCIAL & MARKETING

### CUMULATIVE AUDIENCE

**5.4m**

Number of TV viewers in the following territories: Czech Republic, Finland, Latvia, Norway, Slovakia, Sweden and Switzerland.

### KEY DATA

**22**

Broadcasters (TV & streaming)

**16**

Territories (TV & streaming)

**791h**

Broadcast time (TV & streaming)

Data does not include worldwide streaming via the IFF App.

### TV & STREAMING SUMMARY

#### HIGHLIGHTS

- Despite the WFC 2023 registering less live television coverage than in previous years, the tournament still enjoyed strong viewership in the top European markets. In fact, the cumulative TV viewership in the key floorball territories of Czech Republic, Finland, Sweden and Switzerland increased by 15% compared to the WFC 2021, despite the time zone challenges posed by hosting the event in Singapore.
- Based on data collected by the IFF, the overall broadcast time totalled 791h, of which, 174h were shown on TV and 616h were streamed.
- Streaming generated around 3.3m live video views, of which around 1.2m were recorded in Switzerland, 1m in Finland, 0.5m in the USA and 0.3m in Sweden.

#### DISTRIBUTION

- Media rights to WFC 2023 were distributed by IFF in selected key territories, including the host country, and by Protocol Sports Marketing internationally.

#### PRODUCTION

- Television production was handled by Spring Media / Polar HD. IFF was responsible for general coordination and the distribution of the feed to broadcast and streaming partners.

#### DOMESTIC BROADCASTER

- Live coverage from the WFC 2023 was available only on streaming platforms in Singapore. MediaCorp's meWatch platform streamed a total of 16 matches throughout the tournament.

### CUMULATIVE TV AUDIENCE COMPARISON IN KEY MARKETS (WFC 2017 – WFC 2023)

Event edition	Czech Republic	Finland	Sweden	Switzerland
WFC 2017	604,000	1,023,000	633,000	305,000
WFC 2019	824,000	1,467,000	717,164	866,695
WFC 2021	807,000	912,000	1,599,000	360,300
<b>WFC 2023</b>	<b>840,000</b>	<b>1,332,000</b>	<b>1,118,000</b>	<b>943,000</b>



## COMMERCIAL & MARKETING



### BROADCASTERS

#### TV & STREAMING

Territory	Broadcaster	Territory	Broadcaster
Canada	CBC*	Latvia	TV4
China	CETV*	Norway	TV 2
Czech Republic	Czech Television	Singapore	Channel 8 (Mediacorp) **
Czech Republic	TV Tipsport*	Singapore	meWatch (Mediacorp)*
Denmark	Sportway*	Singapore	SG Sports TV*
Estonia	ERR*	Slovakia	TV JOJ
Finland	MTV3**	Slovenia	Sport TV*
Finland	YLE	Sweden	Swedish Television (SVT)
Germany	Spontent*	Sweden	TV4**
Indonesia	MNCTV*	Switzerland	SRF (SRG SSR)
Latvia	Sportacentrs*	USA	beIN Sports*

\* Streaming only

\*\* News access only

## TV & STREAMING COVERAGE BY TERRITORY AND CHANNEL

Territory	Channel	TV			Streaming			
		TV broadcasts	Broadcast time (h)	TV audience	Streams	Broadcast time (h)	Live views	Hours watched
Canada	CBC				23	51	5,515	12,133
China	CETV				3	7		
Czech Republic	Czech Television	13	30	840,000	5	11	187,400	41,096
Czech Republic	TV Tipsport				26	59		
Denmark	Sportway				14	31	5,182	11,556
Estonia	ERR				6			
Finland	YLE	8	20	1,332,000	8	20	1,024,602	137,764
Germany	Spontent				16	37	21,662	50,689
Indonesia	MNCTV				47	91	46,120	247,720
Latvia	Sportacentrs				9	19	7,896	
Latvia	TV4	11	25	517,700				
Norway	TV 2	7	15	114,345	3	6	3,968	1,920
Singapore	meWatch (MediaCorp)				16	35	39,791	49,302
Singapore	SG Sports TV				16	35		
Slovakia	TV JOJ	16	34	569,660	7	14	38,790	18,856
Slovenia	Sport TV				48	98		
Sweden	Swedish Television (SVT)	7	19	1,118,000	7	19	296,600	54,351
Switzerland	SRF (SRG SSR)	12	31	943,000	12	31	1,195,216	190,929
USA	beIN Sports				24	52	466,231	34,275
		<b>74</b>	<b>174</b>	<b>5,434,705</b>	<b>290</b>	<b>616</b>	<b>3,338,973</b>	<b>850,592</b>

## COMMERCIAL & MARKETING

### KEY DATA – IFF FLOORBALL APP (02.12-12.02)

**54,590**

Registered users

**1,765**

Purchases

### MOST LIVE STREAM VIEWS BY MATCH

Match	Views
Sweden – Finland ( <i>Final</i> )	527
Sweden – Switzerland ( <i>Semi-final</i> )	410
Finland– Czech Republic ( <i>Semi-final</i> )	401
Czech Republic – Sweden ( <i>Group stage</i> )	397
Switzerland – Czech Republic ( <i>3<sup>rd</sup> place</i> )	383
France – Singapore ( <i>Group stage</i> )	339
Estonia – Japan ( <i>Group stage</i> )	334
Japan – Germany ( <i>9<sup>th</sup> place</i> )	320
Czech Republic - Denmark ( <i>Quarterfinal</i> )	320
Latvia - Japan ( <i>Play-off</i> )	318

### MOBILE & STREAMING APP / CONTENT CREATION

#### HIGHLIGHTS

- The IFF App, which provides match results, live feeds, statistics, photos, video highlights and live streaming, in addition to other fan engagement features such as live chat and match predictor, was the primary streaming platform for floorball fans.
- As of 10 December 2023, the number of user registrations totalled 54,590, which means an increase of 2,893 user accounts during the tournament.
- Users could purchase access to live streams and highlights from the WFC 2023 either in PPV (for the price of €6.99 for a single match stream; for the semi-finals and the medal games the price increased to €9.99) or as an event pass (€29.99) enabling access to all streaming and video content from the tournament.
- The IFF had a team of six staff in Singapore to produce the media content, including the filming and editing staff, four of whom focused on creating content for social media.
- Various video and text formats such as the Overtime show (end-of-the day video commentary) and the Power Rankings (daily ranking with a one-line tongue-in-cheek summary of each team's performance) were created to keep fans engaged on different platforms.
- One of the future objectives of the IFF will be to prolong the “life cycle” of the content produced during the WFC to recycle it in the weeks and months following the WFC.

# COMMERCIAL & MARKETING

## WEBSITE TRAFFIC

- The traffic generated on the WFC 2023 website (www.wfc2023.sg) during the event period was lower than for the previous editions of the tournament.
- In comparison with the WFC 2021, the number of users and sessions has dropped by approx. 50%, while the total page views amounted to just a quarter of the page views generated in 2021.

### KEY DATA – WFC 2023 WEBSITE (2-10 DEC 2023)

**29,803** **53,653** **124,548**  
USERS SESSIONS PAGE VIEWS

### USERS BY COUNTRY OF ORIGIN

Singapore	29%
Switzerland	17%
Finland	12%
Sweden	9.1%
Czech Republic	5.9%
Germany	3.9%
Norway	3.9%
Slovakia	2.7%
Latvia	2.1%
Denmark	1.6%

## NEWS COVERAGE

- Singapore-based Full Circle PR was the agency appointed to manage PR and communication activities around the WFC 2023.
- According to the data provided by the organisers which focused mostly on the monitoring of local media, 480 pieces of coverage were published about the WFC 2023, with a total PR value of S\$7.1 million.
- In addition to a local PR campaign, organisers made an investment of S\$12k to secure paid coverage in selected countries that are target markets for the Singapore Tourism Board: Australia, Japan, Malaysia, the Philippines and Thailand. The campaign generated 7.4 million impressions and app. 90k link clicks.

## ACCREDITED MEDIA

- 83 accreditations to WFC 2023 were granted to media representatives, including broadcasters and media staff from member federations. However, the figure excludes the IFF and LOC media staff, as well as the TV production crew.
- Around 33% of all accredited media were from Singapore. Among the other most represented nationalities were Czech Republic (13 media representatives), Sweden (8) and Finland (7).
- In total, media representatives from 17 countries applied for accreditations to attend the WFC 2023.





## COMMERCIAL & MARKETING

### KEY DATA (02.12.2023-10.12.2023)

<b>6,169,520</b>	Impressions
<b>211,990</b>	Engagements
<b>105,782</b>	Reactions
<b>1,835</b>	Net audience growth
<b>962</b>	Comments
<b>1,037</b>	Posts
<b>1,364</b>	Shares

Data based on analysis of six IFF and WFC accounts across Facebook, Instagram and X.

### SOCIAL MEDIA

#### HIGHLIGHTS

- The social media engagement generated on the IFF and WFC accounts on the most popular platforms during the WFC 2023 was comparable with the data from the WFC 2021. While there was a small decline in the overall number of impressions and reactions, the average engagement per post was on par with the previous edition, despite the event being held in a time zone which was not favourable to the European audience.
- For the first time at a WFC, the IFF social media team used an AI-powered tool for the automated production of video highlights which had a positive impact on the efficiency of generating the video content, as well as the variety of clips that could be used.
- In the absence of live streaming on YouTube, match highlights and day highlights were posted on YouTube, while YouTube Shorts were created for the first time to showcase the best goals, moves and funny moments throughout the competition.
- The IFF also has an account on TikTok. During the WFC 2023 the TikTok videos published by the IFF recorded around 0.5m views, 39,000 likes and 295 comments.
- As in previous years, the IFF staff was responsible for the administration of the main IFF accounts, while the WFC accounts were managed by the LOC. A Singapore-based digital solutions company, Triad, was appointed to handle social media for the event.

#### PROFILE PERFORMANCE – IFF/WFC ACCOUNTS (02.12.2023-10.12.2023)

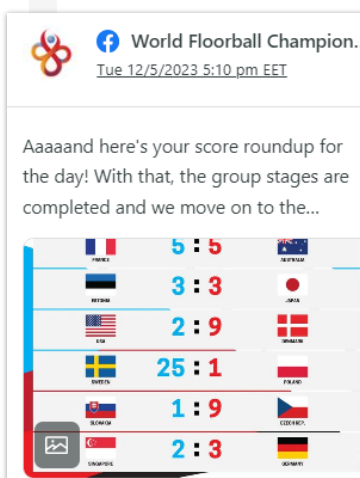
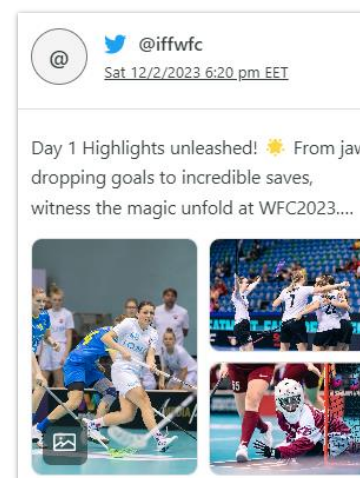

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate
X (IFF)	14,512	13	7	5,899	187	3.17%
X (WFC)	2,616	8	153	41,422	870	2.10%
Instagram (IFF)	85,947	758	214	2,184,887	59,598	2.73%
Instagram (WFC)	17,038	573	344	1,209,277	35,501	2.94%
Facebook (IFF)	46,703	303	124	756,526	40,049	5.29%
Facebook (WFC)	16,965	180	195	1,971,509	75,785	3.84%

## COMMERCIAL & MARKETING



### SOCIAL MEDIA

#### MOST POPULAR POSTS

Facebook	X	Instagram																		
5 December 2023	2 December 2023	10 December 2023																		
 <p>Aaaaand here's your score roundup for the day! With that, the group stages are completed and we move on to the...</p> <table border="1"> <tbody> <tr> <td>France</td> <td>5 : 5</td> <td>Australia</td> </tr> <tr> <td>Norway</td> <td>3 : 3</td> <td>Japan</td> </tr> <tr> <td>USA</td> <td>2 : 9</td> <td>Denmark</td> </tr> <tr> <td>Sweden</td> <td>25 : 1</td> <td>Poland</td> </tr> <tr> <td>Slovenia</td> <td>1 : 9</td> <td>Czechia</td> </tr> <tr> <td>China</td> <td>2 : 3</td> <td>Germany</td> </tr> </tbody> </table>	France	5 : 5	Australia	Norway	3 : 3	Japan	USA	2 : 9	Denmark	Sweden	25 : 1	Poland	Slovenia	1 : 9	Czechia	China	2 : 3	Germany	 <p>Day 1 Highlights unleashed! ☀️ From jaw-dropping goals to incredible saves, witness the magic unfold at WFC2023....</p>	 <p>se Maja Viström scores already her second in the final against FI 🔥🔥🔥 #wfc2023 #floorballunite #floorball</p>
France	5 : 5	Australia																		
Norway	3 : 3	Japan																		
USA	2 : 9	Denmark																		
Sweden	25 : 1	Poland																		
Slovenia	1 : 9	Czechia																		
China	2 : 3	Germany																		
52,967 TOTAL ENGAGEMENTS	42 TOTAL ENGAGEMENTS	5,591 TOTAL ENGAGEMENTS																		

## COMMERCIAL & MARKETING



### SPONSORSHIP | OVERVIEW

#### HIGHLIGHTS

- Sports apparel brand PUMA reinforced IFF's line-up of global partners for the WFC 2023, joining long-standing IFF partners Gerflor, Swerink and Unihoc (Dynamic). All of these brands received premium branding opportunities, while Unihoc also had a sales point at both arenas during the WFC 2023.
- New activations launched by the IFF with its partners at the WFC 2023 included the Fair Floorball Player Awards in partnership with PUMA and the Goal of the Day campaign with Fleurop, the international flower delivery company, which was the sponsor of the WFC 2022 in Switzerland.
- Singapore Tourism Board and Sport Singapore were the two main institutional partners of the WFC 2023 and the key contributors in terms of both cash and in-kind support, while the other partnerships helped to offset some costs of the organisation of the tournament.
- Despite their efforts, the local organisers failed to secure as many partnerships as they had initially targeted. Together with low revenues from ticket sales, this had an impact on the planning and led to the implementation of cost-cutting measures in the months leading up to the event.

#### WFC 2023 SPONSORS

Global sponsors		Event partners	
Name	Type	Name	Type
Gerflor	International sponsor	Singapore Tourism Board	Governmental partner
PUMA	International sponsor	Sport Singapore	Governmental partner
Swerink	International sponsor	Singapore Sports Hub	Official venue partner
Unihoc/Dynamic	International sponsor	SISTIC	Official ticketing partner
		A Media Print	Official print partner
		F&N	Non-exclusive partnership
		Le Rainbow Catering	Non-exclusive partnership
		OCBC	Non-exclusive partnership
		Presplay	Non-exclusive partnership

## COMMERCIAL & MARKETING



### SPONSOR CASE STUDY – PUMA

#### BACKGROUND & OBJECTIVES

- PUMA was announced as IFF's sports apparel provider in January 2023, marking the brand's return to the roster of IFF's partners as PUMA had been the official material provider of the IFF in 2003-2007. As part of the five-year agreement running through 2027, PUMA will outfit referees at the IFF competitions and will receive significant branding assets. The company also has the right to exhibit at IFF events.
- PUMA has been long present in floorball and along with handball and basketball floorball is one of the indoor sports that the brand puts most focus on. As a fast-paced sport requiring technical skills and physical fitness, floorball is seen by PUMA as a sport with much potential for global growth which the brand wants to capitalise on.

#### ACTIVATION

- PUMA's products for indoor sports receive good feedback from customers and PUMA wants to increase its market share in floorball to 10%-15%. The partnership with the IFF gives PUMA visibility not only on the flooring and the advertising boards around the court, but also on the referee shirts which, according to the PUMA, puts the brand right in the middle of the action.
- As Singapore is a relatively small floorball market, PUMA opted not to maximise its presence at the WFC 2023, but the company is aiming to undertake more activities ahead of the Men's WFC 2024 in Malmo, Sweden. It will also heavily promote its female footwear.
- PUMA positions itself as a sustainable brand and in 2022 it was named the most sustainable fashion brand in the world by the online magazine Business of Fashion. Sustainability is also at the core of the partnership with the IFF and the referee uniforms are made out of recycled materials.
- At the WFC 2023 PUMA was also the sponsor of the Fair Floorball Player Awards, presented at the end of the event to one player from each team who has displayed the values of fair play and respect. The award was first introduced at the Men's U19 WFC held in Frederikshavn, Denmark.



## COMMERCIAL & MARKETING



### SPONSOR AWARENESS

#### UNPROMPTED AWARENESS (TOP 3)

UNIHOC

58%

PUMA

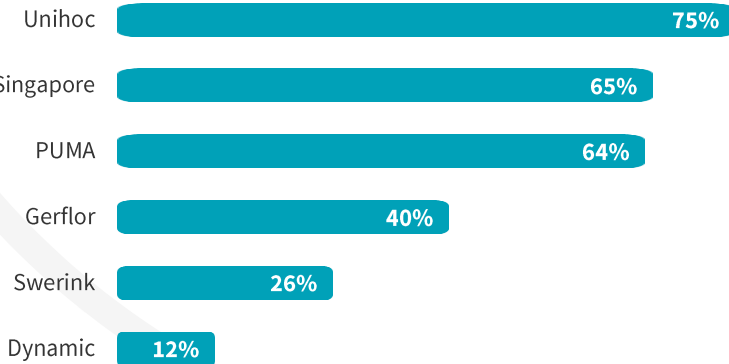
44%

Gerflor

26%

Spectators were asked to identify brands that they associated with the WFC 2023, without receiving any prompts beforehand.

#### PROMPTED AWARENESS (TOP 6)



Source: Post-event spectator survey.

Spectators were provided with a list of brands that were associated with the WFC 2023 as well as a list of brands that were not. Percentage scores reflect the number of spectators that recognised brands associated with the event.



## PARTICIPATION & PERFORMANCE



## PARTICIPATION & PERFORMANCE



### EVENT FORMAT

- Six regional qualifications were held across January and February 2023 to determine the 16 teams that would compete at the WFC 2023.
- The three European Qualifiers were held in January-February 2023 in Latvia (two events) and Italy (also two events). 21 teams competed and 12 qualified for the WFC 2023.
- Chonburi, Thailand hosted the Asia-Oceania Qualifier in January-February 2023 with six competing nations. Two top ranked teams qualified for the WFC 2023.
- The Americas Qualifier took place in Toronto, Canada in February 2023 with USA and Canada contesting one qualification spot for the WFC 2023.
- The WFC 2023 took place over nine days of competition. The 16 teams were divided into four groups by ballot, with the top eight nations, according to IFF rankings, being placed in Groups A and B, and the lower ranked nations in Groups C and D.
- At the conclusion of the group stage, the top two teams from Groups A and B automatically advanced to the quarterfinals.
- The third-and fourth-placed teams in Groups A and B and the top two teams from Groups C and D faced each other for a place in the quarterfinals. Nations which did not progress through the play-off round or quarterfinals took part in the placement round to decide the final rankings (5<sup>th</sup>-16<sup>th</sup> place).

### QUALIFYING TOURNAMENTS

Europe 1 Qualifier	31 Jan – 4 Feb 2023
Europe 2 Qualifier	31 Jan – 4 Feb 2023
Europe 3 Qualifier	31 Jan – 4 Feb 2023
Europe 4 Qualifier	31 Jan – 4 Feb 2023
Asia-Oceania Qualifier	31 Jan – 5 Feb 2023
Americas Qualifier	25-26 Feb 2023

### COMPETITION DATES

Group Stage	2-5 Dec 2023
Play-off Matches	6 Dec 2023
Placement Matches	6-10 Dec 2023
Quarterfinals	7-8 Dec 2023
Semi-finals	9 Dec 2023
Bronze Medal & Final Match	10 Dec 2023



## PARTICIPATION & PERFORMANCE

### ATHLETES & NATIONS

320

Athletes

16

Competing nations

4

Continents



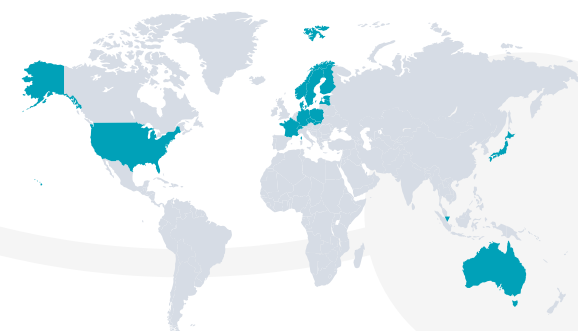
### SPORT PARTICIPATION

#### HIGHLIGHTS

- A total of 320 athletes representing 16 nations took part in the WFC 2023 in Singapore. The maximum squad size was set at 20 players per team.
- Europe was represented by 12 nations of which one – France – debuted at the women's WFC. Two nations, including the host nation Singapore, came from Asia and one each from the Americas and Oceania.
- The players represented clubs from 17 nations. 76 players (23.5% of all participants) represented clubs from Sweden, while a further 60 athletes were from clubs in Switzerland. Clubs from Finland had 34 representatives at the WFC 2023.
- The average age of those competing was 25 years old. Latvia had the youngest team (the average age of players was 21.8 years old), while France had the oldest team (average player age of 30.2). The youngest player was 15 years old at the time of the competition and the oldest was 51 years old.

#### COMPETING NATIONS

USA	Americas
Australia	Asia-Oceania
Japan	Asia-Oceania
Singapore	Asia-Oceania
Czech Republic	Europe
Denmark	Europe
Estonia	Europe
Finland	Europe
France	Europe
Germany	Europe
Latvia	Europe
Norway	Europe
Poland	Europe
Slovakia	Europe
Sweden	Europe
Switzerland	Europe





## PARTICIPATION & PERFORMANCE

### WFC 2023 FINAL STANDINGS

1 <sup>st</sup>	Sweden	9 <sup>th</sup>	Japan
2 <sup>nd</sup>	Finland	10 <sup>th</sup>	Germany
3 <sup>rd</sup>	Czech Republic	11 <sup>th</sup>	Norway
4 <sup>th</sup>	Switzerland	12 <sup>th</sup>	Singapore
5 <sup>th</sup>	Slovakia	13 <sup>th</sup>	Estonia
6 <sup>th</sup>	Poland	14 <sup>th</sup>	USA
7 <sup>th</sup>	Latvia	15 <sup>th</sup>	France
8 <sup>th</sup>	Denmark	16 <sup>th</sup>	Australia

### AVERAGE WINNING MARGIN

**5.3  
GOALS**

The average winning margin at the WFC 2023 was 5.3 goals

### LARGEST WINNING MARGIN

**24  
GOALS**

Sweden 25-1 Poland

### SPORT PERFORMANCE

- With a 6-4 win over Finland in the final, Sweden secured its 9<sup>th</sup> straight title and confirmed its dominance in women's floorball that dates back to the WFC 2007 that marked the start of Sweden's impressive winning streak.
- Czech Republic won its first medal since 2011 with a narrow 5-4 defeat of Switzerland in the bronze medal match. The fifth place went to Slovakia, beating Poland 7-4 in the placement match.
- Latvia finished in 7<sup>th</sup> place ahead of Denmark and Japan. For Japan, 9<sup>th</sup> place was its best ever result at the women's WFC. Host nation Singapore was ranked in 12<sup>th</sup> place.
- The average winning margin of 5.3 goals was much smaller than at the WFC 2021 in Uppsala, Sweden (6.7 goals). In half of the games, the goal difference between the rival teams was not larger than three goals.

### WOMEN'S WFC HISTORICAL STANDINGS

Year	Host	Gold	Silver	Bronze
1997	Mariehamn	Sweden	Finland	Norway
1999	Borlänge	Finland	Switzerland	Sweden
2001	Riga	Finland	Sweden	Norway
2003	Bern	Sweden	Switzerland	Finland
2005	Singapore	Switzerland	Finland	Sweden
2007	Frederikshavn	Sweden	Finland	Switzerland
2009	Vasteras	Sweden	Switzerland	Finland
2011	St. Gallen	Sweden	Finland	Czech Republic
2013	Ostrava / Brno	Sweden	Finland	Switzerland
2015	Tampere	Sweden	Finland	Switzerland
2017	Bratislava	Sweden	Finland	Switzerland
2019	Neuchâtel	Sweden	Switzerland	Finland
2021	Uppsala	Sweden	Finland	Switzerland
2023	Singapore	Sweden	Finland	Czech Republic

## PARTICIPATION & PERFORMANCE

### OFFICIALS

**107**

Team officials

**22**

Technical officials

**14**

IFF Referee

**4**

IFF Referee Management

**4**

IFF Jury

### TEAM & TECHNICAL OFFICIALS

#### TEAM OFFICIALS BY TEAM

Nation	#	Nation	#
Australia	4	Latvia	8
Czech Republic	10	Norway	5
Denmark	4	Poland	4
Estonia	6	Singapore	9
Finland	10	Slovakia	8
France	4	Sweden	10
Germany	7	Switzerland	10
Japan	3	USA	5

#### TEAM OFFICIALS BY ROLE

Role	#
Coach / Assistant Coach	30
Physiotherapist	23
Team Manager / Leader	17
Head Coach	16
Team Official	5
Equipment Manager	5
Other	11



## SOCIAL IMPACT & LEGACY



## SOCIAL IMPACT & LEGACY

### TOTAL NUMBER OF VOLUNTEERS

**402**

Total number of volunteers supporting the delivery of the WFC 2023

### BREAKDOWN BY ORGANISATION

**186**

ITE COLLEGE  
CENTRAL

**184**

TEAM NILA

**32**

SINGAPORE  
FLOORBALL  
ASSOCIATION



## VOLUNTEER PROGRAMME

### HIGHLIGHTS

- The volunteer programme was run in collaboration by ITE College Central (local education institution), Team Nila (local sports volunteer group) and the Singapore Floorball Association. The recruitment commenced in mid-August 2023.
- Volunteers contributed approximately 15,685 hours to the organisation of the event.
- Volunteers fulfilled a variety of roles – from venue operations (ushering, on-court duties and match secretariat duties) to team services (liaison officers).
- The average age of volunteers varied depending on the role, but overall volunteers aged 16 to 65 were recruited.

### VOLUNTEERS BY ROLE

Role	#	Role	#
Competition (e.g. rink crew)	158	Photographer	15
Venue operations (ushers)	118	Surveyors	15
Sports presentation	29	Match secretariat	14
Team liaison officer	28	Volunteer leaders	7
Opening ceremony flag bearers	18		



# SOCIAL IMPACT & LEGACY

## SOCIAL INITIATIVES

### SPECIAL OLYMPICS EXHIBITION MATCH



- During the intermission of the gold medal match between Sweden and Finland, there was a showcase match involving the players of the Special Olympics Singapore Floorball Team.
- Floorball was a demonstration sport on the Special Olympics World Winter Games 2013 and featured on the official programme during the 2017 edition of the Games held in Austria.
- Singapore's team ambition is to play at the Special Olympics World Winter Games 2025 which will be hosted by Turin, Italy.

### #FAIRFLOORBALL



- The IFF responsibility campaign FairFloorball, originally launched at the WFC 2021 in Uppsala, Sweden, was continued at IFF events throughout 2023 and was also promoted at the WFC 2023.
- The campaign was promoted on the court-side branding, on the wristbands of the referees and the armbands of the team captains.
- For the first time at the WFC, the Fair Floorball Player Awards were also presented after each team's final match at the WFC 2023, recognising players embodying the values of fair play and respect.

### EVENT LEGACY



- Floorball has an established presence in Singapore, but it is believed to have reached the level where more professionalisation and investment is needed to ensure the future growth of the sport.
- With the experience gained through hosting the WFC 2023, the SFA wants to strengthen the floorball community and develop a 4-6-year development plan that will, among other things, ensure a smooth transition for players from youth to senior floorball.
- It is hoped that one of the event legacies can also be the staging of a future U19 WFC in Singapore. Hosting international events is seen as one of the factors that can help floorball keep its place on the programme of the SEA Games which is of paramount importance to the SFA.



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