



# Council Information Package

November 2021

# Invitation

International Ringette Federation (IRF) is seeking volunteers to serve on our Council to replace outgoing Council members.

For the upcoming term there will be one (1) position up for election. This is one (1) Communications Director position.

Council member positions will be elected for a two-year term.

Interested individuals are encouraged to email [info@irfringette.com](mailto:info@irfringette.com) with the position applied in the subject line and in the email briefly outline their interest and experience as defined in the attached position description.

The Communications Director position will remain **open until filled**.

# IRF in a nutshell

- Founded in 1986, The International Ringette Federation is the World Governing Body for Ringette
- The IRF exists to promote and encourage the development of ringette throughout the world along with other aims and objectives stated in [the IRF Constitution](#)
- IRF has six (6) member nations: Canada, Czech Republic, Finland, Slovakia, Sweden and the USA
- The decision making bodies include the IRF Council which comprises of five (5) directors: President, Vice President, Sport Development Director, Technical Director and Communications Director. The IRF Board comprises of the Council and representatives from each member nations
- IRF is a volunteer organisation with no paid staff



# IRF Strategic Plan

2019-2021

# Vision

*The sport of ringette is played globally*

# Mission

*Inspiring a global ringette community through a world class event, sharing and promoting our passion, supporting existing ringette nations and developing ringette communities*

# Strategic key areas



1.

World Ringette  
Championships



2.

Communications



3.

Sport  
Development

# Values

Our values are the beliefs we want to promote and share with our members to deliver our strategy.



## Accountability

We shall lead with integrity, ethics, impartiality and honesty.



## Collaboration

We will engage with a sense of shared community among our members and to continue to build good and lasting friendships in ringette communities globally.



## Excellence

We will strive to be the best we can be, we will create and follow the best practices to maintain the highest standards in everything we do.



## Inclusion

We will show respect and value for all individuals for their diverse backgrounds, experiences, approaches and ideas. We encourage strong and diverse role models to represent the global ringette community.



# Aims and objectives

# 1. World Ringette Championships

*inspiring a global ringette community through a world class event*

What?	Why?	How?
1. Chance for athletes, coaches and officials to showcase their abilities at the highest level of ringette in the world	It inspires our athletes, coaches and officials to achieve their ringette dreams	<ul style="list-style-type: none"> <li>a. Making sure we have the best available venue</li> <li>b. Improve sharing of best practice between host committees</li> <li>c. Provide a safe environment</li> </ul>
2. Chance for fans to appreciate and witness the highest level of ringette in the world in person and via webcast or broadcast	It exposes our sport to the global ringette community in an accessible way	<ul style="list-style-type: none"> <li>a. Making sure we have the best available venue for the live event experience</li> <li>b. Making sure the webcast is a high quality viewing experience</li> </ul>
3. Increase visibility and profile of ringette through funding and commercial partnerships	It is important for the financial success of WRC and IRF	<ul style="list-style-type: none"> <li>a. Provide the best possible ringette product</li> </ul>
4. Chance for partners to benefit financially	It is important for our partners to support the local community and increase their brand awareness and visibility	<ul style="list-style-type: none"> <li>a. Provide the best possible ringette product</li> </ul>
5. Chance for ringette communities to be involved in a world class event and showcase their community to those involved in the event	It is important for our members and the host community to engage in cultural exchanges	<ul style="list-style-type: none"> <li>a. Encourage the host community to showcase their local culture</li> </ul>

# 2. Communications

*sharing and promoting our passion*

What?	Why?	How?
1. Using social media platforms (Facebook, Twitter, Instagram, YouTube), IRF website, print media	Promoting ringette to a larger target audience and building relationships with ringette community	a. developing a communication plan by May 2020
2. Facilitating international ringette administratively	To allow members to voice their ideas and concerns	b. Arranging board meetings regularly
3. Branding and story of ringette (Family, Fun, Surprise)	It is important so that more people know about ringette globally	c. With the help of members from ringette community and professionals to define and refine the brand of ringette

# 3. Sport Development

*supporting existing ringette nations and developing ringette communities*

What?	Why?	How?
1.Opportunities for development for players, officials and coaches	We want the developing countries to get better and less dependent on Finnish and Canadian nationals to aid them	a. Clinics, training camps, equipment support
2.Increase the number of participants	It is important to provide better competitive opportunities	a. Annual plan for sport development b. Ringette ambassadors plan (budget for a ringette start up kit)
3.Promoting ringette through social media	Increase awareness of the sport and participation	a. Short videos about WRC and promoting WRC before, during and after the event b. Use members of ringette community to produce and share content



# IRF Council

# IRF Council meetings



## IRF Board Meetings:

- IRF Board meetings are usually scheduled for the third Thursday of the months of January, April, June and September. These meetings are held remotely and they vary in length but are at least 1 hour. There could be additional meetings if necessary.

## The Annual General Meeting (AGM):

- AGM is held in December either in-person at the World Ringette Championships (WRC) or remotely on years when WRC does not take place. The date of the AGM is agreed upon by the Board members.

## IRF Council meetings:

- The IRF Council attempts to set up a schedule of meetings 6-12 months in advance and those meetings are held once per month remotely. The day of the week is a day agreeable to all Council members. The meetings are at least 1 hour long. There could be additional meetings if necessary.



# Communications Director

Position description

# IRF Communications Director shall

- Attend IRF Board Meetings (online) four (4) to six (6) times a year and IRF Council Meetings (online) monthly
- Review and renew Communications Plan aligned with IRF Strategy
- Craft a social media calendar and IRF brand guidelines
- Administer IRF cloud storage system
- Act as IRF email and website admin
- Create content regularly for
  - the IRF website: [www.irfringette.com](http://www.irfringette.com)
  - social media platforms such as [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#)
- Participate in the WRC and other IRF-sanctioned event planning from the marketing and communications perspective
- Attend the WRC in person and create content for IRF communication channels before, during and after the event
- Prepare a report of recommendations after WRC that should be considered for the next event
- Be fluent in English, any other languages are an advantage
- Be prepared to serve for two (2) years minimum

