



International Ringette Federation

Strategy 2019 - 2022

To be reviewed at IRF Congress WRC 2022

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"> a. Making sure we have the best available venue b. Improve sharing of best practice between host committees c. Provide a safe environment |
| 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"> a. Making sure we have the best available venue for the live event experience b. Making sure the webcast is a high quality viewing experience |
| 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"> a. Provide the best possible ringette product |
| 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"> a. Provide the best possible ringette product |
| 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"> a. Encourage the host community to showcase their local culture |

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 | 1.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 |