



## **Strategic Plan 2013-2016**

### **Our mission**

To promote and encourage the practice of men's and women's futnet worldwide in all its forms and age groups and ensure that it is practised following the principle of non-discrimination, mutual respect and fair play.

To organise and supervise international futnet competitions.

To provide advice and assistance to our members through training and educational programmes for players, coaches and referees.

### **Our vision**

Futnet is a sport for all, regardless of their age, gender or ability. It is practised worldwide as an enjoyable recreational activity as well as a challenging high performance sport.

UNIF is recognised as an organisation with professional, reliable and efficient leadership and as the sole worldwide governing body of futnet.

# **1. Political strategy and international cooperation**

## **Political and diplomatic relations**

Establish contacts with other international sports and political bodies

Establish and maintain close relations with governing bodies of related sports (footvolley, jokgu, sepaktakraw, footbag...)

Exchange and share knowledge, opinions and best practices with other international sports bodies through fora, conventions and conferences

Establish contacts with SportAccord and strive to be ready to apply for SportAccord membership in 2017, complying with, inter alia, the following conditions:

- Minimum 40 Full Members
- Minimum 10 letters of recognition/certificates from the National Olympic Committees or National Sports Authorities (stating that the affiliated national association is recognised as the national federation governing futnet)

## **WADA and fight against doping**

Adopt UNIF Anti-Doping Code at UNIF Congress 2012

Establish contacts with World Anti-Doping Agency (WADA)

Work on implementing UNIF Anti-Doping Code, starting in 2013 with:

- raising awareness about the fight against doping on UNIF webpage, with links to WADA website and its materials
- communicating WADA policies and requirements to UNIF members
- creating a Medical Commission

## **International Development**

Develop and implement strategies to attract new members

Establish a Development Committee

Provide timely and comprehensive information to all countries and entities interested in futnet and UNIF membership

Promote and encourage cooperation of countries in the same region

Provide support and advice to developing countries

Encourage and support the creation of Continental Associations in Africa and the Americas in 2013

- Asociación Panamericana de Futnet

- African Futnet Association

Reach 20 Full Members by the end of 2013

## **2. Governance and management**

### **Organisational structure and distribution of tasks**

Create an efficient organisational structure, with a clear division of tasks and effective communication between and within the Secretariat, Executive Board and Committees

Promote gender equity in all management structures

Apply good governance practices in all aspects of its daily business

Strengthen Secretariat's personnel structure

Designate Technical, Legal and Financial Committees and ensure their operability and active participation of all members in early 2013

Create Development Committee in early 2013

Appoint Medical Commission in 2013

Designate any other temporary or permanent committees that may be deemed necessary

Uphold principles of responsibility and environmental sustainability in the day-to-day operations as well as in the organisation of events

Encourage and support active involvement of all UNIF members in the life and work of UNIF

If necessary, draft and implement regulations and guidelines to achieve the execution of the Strategic Plan

## **Finance**

Ensure sound financial management

Designate members of Financial Committee and ensure their active involvement

Develop a draft annual budget

Develop and implement financial policy

Reinvest financial gains in the development of futnet

Ensure compliance of all members with their financial obligations

Search additional sources of funding

## **Events**

Review World Championships structure, including qualification criteria, and identify the most suitable competition structure taking into account current development trends

Review and establish a calendar of events

Develop and implement an efficient ranking system

Encourage and support members to hold international events, providing them updated guidelines on technical requirements, budget, promotion and marketing

Develop a handbook for World Championships organisers and provide observer's programme

Assess technical and financial resources for doping tests in UNIF competitions

## **Education and training**

Develop and implement coaching and refereeing qualifications

Provide referee and coaches courses

Take measures to promote and ensure high standard arbitration on an international level

In cooperation with continental associations, organise training camps for adults, youth and children

Ensure the updating of existing training materials and their translation into English

Work on the preparation of further training materials and resources, involving top coaches, referees and players, especially from the most experienced countries

Encourage and facilitate futnet partnerships and exchanges between clubs, national teams and associations

Ensure that Laws of Futnet are clear and consistent and encourage their translation into the languages of all member states

Establish a clear process for rules changes to safeguard their transparency, stability and coherence

### **3. Sponsorship, Marketing and Communication Strategy**

Increase futnet's popularity and promote its core values in and out of competitions through enhanced organised structures

Ensure effective communication with all members, candidates, media and the public, establishing a Marketing and Communications Department in early 2013

Negotiate partnership and sponsorship contracts with main futnet equipment suppliers

Develop sponsorship packages

Ensure that all UNIF members actively work on futnet development in their country and promote it through their official webpage and social media

Promote UNIF logo and identity at all events that are organised or recognised by UNIF

Search opportunities for further resources and services for UNIF members

Seek new partners and sponsors