

STRATEGY

2024-2030



Vision swiss unihockey

Floorball is the most popular team sport in Switzerland and stands for fairness, community and sustainable success.

Mission statement swiss unihockey

swiss unihockey puts the clubs to the centre of the further development of floorball.

The national teams are swiss unihockey's flagships.

swiss unihockey offers officials and employees a motivating and attractive environment.

swiss unihockey strengthens the regions by involving the base.

swiss unihockey referees are characterized by their understanding of their role as an integral part of sports development.

swiss unihockey takes ecological, economic and social aspects into account in its decisions.

The promotion of young talent is a top priority at swiss unihockey, and girls' floorball in particular is supported.

swiss unihockey promotes consistent innovation and creates an environment for consistent further development.

swiss unihockey consistently digitalises its processes.

swiss unihockey establishes a management culture based on trust, fairness and authentic behaviour.

swiss unihockey continuously develops its athletes and its game.

Floorball is easily accessible for everyone and for life.

Strategy swiss unihockey

Federation

- Voluntary work in the clubs and member associations is strengthened.
- swiss unihockey will have 100,000 members by 2030.
- swiss unihockey will have 10,000 licensed girls and women by 2030.
- Street floorball is established as a new discipline in floorball, including an easily accessible offer for non-licensed players.
- swiss unihockey increases its influence in the IFF through active officials in all relevant committees.
- The clubs in Latin Switzerland are specifically supported in their development.

Regional League

- The regional league is actively involved in the further development of floorball with a focus on mass sports.
- Clubs and club officials are supported in the professionalisation of their clubs with targeted service offerings.

National League

- The national league will be strengthened in terms of organisation, structure and management.
- The semi-professionalisation for athletes on the athlete pathway (FTEM model) is being expanded.
- All national league matches are consistently played with a consistent and powerful brand image.
- The level of the two highest leagues for women and men will be raised in international comparison.

Sport & Technique

- From the 2025/26 season onwards, swiss unihockey's match operations will be organised in line with the latest findings.
- Every active coach is licensed.
- Swiss referees are regularly selected for top international matches.
- Referees are strengthened by emphasising the values of respect, fairness and passion for the sport.

National teams

- Swiss floorball is world-class - the national teams always play for the world championship titles.
- A specific national performance centre is operated according to the needs of swiss unihockey.
- Through support measures, swiss unihockey enables athletes to pursue a successful career in competitive sport. In particular, the promotion of women's careers ensures that more female players are involved in competitive sport.
- The ideal athlete pathway is defined in close cooperation with the talent development partners (clubs, RLZ, regional selections).

Marketing

- swiss unihockey's flagship events will be further developed and repositioned in order to substantially increase the interest of spectators, media and sponsors.
- The most important international events over the next 10 years will be held regularly in Switzerland.
- The swiss unihockey Hub will be the leading entertainment and information platform for floorball in Switzerland with over 100'000 registered users.
- Income from marketing will increase by at least 50% compared to 2023.
- Target group-orientated, multilingual and modern corporate communication is established.

Informatics

- The further development of IT is orientated towards customer needs and efficient process handling.
- The automation of processes is consistently implemented.

Finances

- Financial reporting is established as a management tool.
- A rolling five-year financial plan is introduced.