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Today, not only it gives anyone the possibility to watch FIH events such as the FIH Hockey Pro League but I’m really pleased to see how **a number of National Associations have engaged with Watch.Hockey to have their own events**, sometimes even practice or test matches, **streamed** on the platform. I can only encourage you to do so! This is a great opportunity for you to promote your events and for our sport in general to show hockey from different countries, from different levels, from different perspectives. This is truly community-building.

Another major avenue that FIH has been increasingly using is that of **social media**. I will not underline here how crucial a strong digital presence is today for any organisation wishing to grow and reach out to bigger audiences, but I want to stress upon the fact that since our last Congress, our social media **audiences have grown by 26% (including 47% on Instagram!)**, and this despite the adverse impact of the global COVID-19 pandemic. After a couple of years where the focus was put essentially on Facebook, we have decided to concentrate most of our efforts on Instagram, without minimising the other platforms of course. And this is bearing fruits.

A significant part of this positive evolution is due to the involvement of the **athletes**. Indeed, on the basis that athletes are so important ambassadors of hockey, FIH has contacted a number of them around the world to invite them to help us promoting hockey, in particular by sharing our social media posts or informing their fans about the content available on Watch.Hockey, for example. Their support has been tremendous and **I would like to thank them all for their continuous dedication!**

To honour the best athletes – and coaches –, FIH has pursued its yearly **FIH Hockey Stars Awards**, crowning the FIH Player of the year, the FIH Rising Star of the year, the FIH Goalkeeper of the year, the FIH Coach of the year – all for Men and Women, of course – as well as the FIH Best goal of the



year (as voted by fans). The event has successfully moved to a digital one, with increased participation in the voting.

Contributing to the promotion of hockey, **numerous media rights agreements have been signed with new broadcast partners since our last Congress**, including Astro (Malaysia), Spark Sport (New Zealand), Ziggo Sport (Netherlands), Eurosport (Spain), DAZN (Germany-Austria-Switzerland), ESPN (South and Central America), SuperSport (Africa), Flow Sports (Caribbean), beIN SPORTS (Turkey), TDM (Macau), FTF (USA and Canada) and FOX Sports (Asia).

They all come in addition to the media rights agreements previously signed with Star Sports (India), BT Sport (UK), FOX Sports (Australia) and Telenet (Belgium).

I would like to thank all our broadcast partners for helping us growing hockey worldwide.

## **(E) Finances**

FIH has made some important investments in 2019, essentially linked to the launch of the FIH Hockey Pro League, which is a major vehicle to drive the growth and awareness of hockey globally. Therefore, investments were needed to put this competition together and it was not foreseen to have a positive financial result or even a break-even in year one. However, thanks to our learnings from the first season and the responsible management of our resources, our budget forecast for the second edition already shows a break-even.

In terms of the overall finances of FIH, we have a **clear and sound budget plan** for the upcoming years. As mentioned above, we even have the capacity to launch new events in 2021, 2022 and 2023.

A detailed financial report will be given to you at the Congress.

Furthermore, since the last Congress, FIH has succeeded in bringing **new partners** on board including:



- **Odisha**; India's state is providing tremendous support to hockey, both nationally and internationally, having hosted numerous FIH events and welcoming the next FIH Men's World Cup in the cities of Bhubaneswar and Rourkela;
- world's leading independent provider of content protection and multiscreen video solutions, **NAGRA**, developing FIH's new digital home of hockey with Watch.Hockey;
- India's biggest sports game, **Dream11**. This is the first time in its history that FIH has associated with a fantasy game platform for hockey matches;
- hockey fashion and equipment brand **Osaka**, making Osaka an FIH Global Supplier in the category of manufacturers and/or wholesale distributors of hockey sporting apparel and footwear and hockey equipment;
- **Sportradar**, a global leader in understanding and leveraging the power of sports data and digital content;
- award-winning provider of digital inventory management in sport, **Horizm**, enabling FIH to use Horizm's Artificial Intelligence powered platform to help hockey's world governing body unlock new digital revenues;
- official licensed products leader **Kayford Branding**, which will be offering official licensed products across multiple categories for hockey fans across the world.

Such new agreements are really encouraging signs for the future of our sport and I am confident that additional partners will soon be joining us.

All these partners have joined the world's largest two-wheeler manufacturer, **Hero**, who has been supporting FIH and the development of hockey for more than a decade now, and world-renowned hockey turf manufacturer **Polytan**.

My sincerest thanks go to all our commercial partners for their invaluable support and commitment. Their role in the growth of hockey globally is absolutely essential.



## (F) Integrity and Good governance

In 2018, FIH stepped up its good governance by creating an **Integrity Unit** (FIU), under the chairmanship of Australia's Wayne Snell, an international expert in integrity and sports. The FIU is an independent body which role is to protect the integrity of hockey and to establish effective mechanism for enforcement of the FIH Integrity Code and sanctions for its breach.

Any allegation or suspicion of a breach of the Code (or any other matters relating to integrity) must be reported to the FIU, whether by confidential email to [whistleblowing@fih.ch](mailto:whistleblowing@fih.ch) or brought to the attention of the FIH CEO.

As a confirmation of the progress made by our Federation in terms of good governance, **FIH scored higher marks** than before in every section (Transparency, Integrity, Democracy, Development and Control Mechanisms) of **ASOIF's third governance review** of its full and associate member federations, published in 2020.

Of course, there is room for improvement. Therefore, we need to pursue our efforts for a steadily improved good governance going forward.

Reasserting its unequivocal **commitment to clean sport**, FIH has decided to have its entire **anti-doping programme run independently by the International Testing Agency** (ITA). This includes in- and out-of-competition testing, athlete blood passport administration, therapeutic use exemption management, risk assessment, test distribution planning, whereabouts and compliance management. FIH maintains the results management within its structures.

## (G) Hockey and society

I am convinced that sport has the power to be a **catalyst for positive social change**. In this regard, hockey has an important role to play.

**Gender equality** is a paramount principle in hockey. While this is true on the pitch, we still have some efforts to do off the pitch. Nevertheless, I am really glad that **FIH created** in 2019 a new Committee, namely **the Women in Sports Committee**, chaired by FIH EB Member who is also a member of



the IOC Women in Sport Commission. The overall aim of this Committee is to assist the EB to raise awareness about gender equality, inclusion and promote diversity in sports practice and governance.

An important work done by the Committee has been the **review of the FIH Gender Equality Policy**. In doing so, FIH has reiterated its commitment to reach a gender-equal representation off the field of play (for example, in the composition of its Committees). The reviewed policy also stresses the need to implement gender balance across all hockey institutions (FIH, Continental Federations and National Associations). Furthermore, FIH has been holding a number of continental webinars to promote gender equality. And the EB approved the amendments in the FIH Statutes concerning gender-neutral terms, which will be presented for approval to you at the Congress.

In order to further **promote inclusion** in our sport, we have decided to do more to **encourage ParaHockey ID** (or Hockey ID). This includes, amongst others, creating and delivering Coach and Officials courses for Hockey ID, developing new Hockey ID nations, developing and designing FIH Hockey ID website resource or delivering Hockey ID at the Special Olympics World Games 2023.

Indeed, **Hockey ID will be included in the 2023 Special Olympics World Games** in Berlin, Germany, as a demonstration sport. This is the first time that hockey will take part in the flagship event of the Special Olympics movement, which is wonderful!

FIH has also been proactive on another essential topic for and with society: sustainability. In order to shape the future **sustainability strategy** of hockey around the world, FIH has decided to create a **Sustainability Task Force** – chaired by FIH EB Member which will be responsible for setting Key Performance Indicators (KPIs) and measuring performance, including publishing a biennial Sustainability Report to be presented to the FIH Congress as well as to the wider sporting community. It will include representatives from National Associations, athletes, officials, event organisers and suppliers as well as external experts. We all have to make a contribution to this!



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At this stage, I would like to renew my sincerest thanks to our commercial and broadcast partners, our preferred suppliers, the Continental Federations, the National Associations, the committees, the athletes, the volunteers, the fans and everyone within the hockey community!

Since this Congress will be hybrid hence, I will not be reading the complete report but only share bullet points with you during the Congress. In case you have any questions in relation to my report, please feel free to write to me and I will be very happy to respond/clarify the same to you and shall remain at your disposal for any further information you would need.

I want to reiterate the opening words of my report: **without you, these accomplishments would not have been possible!**

I wish all of you good health and I look forward to exchanging with you at the upcoming 47<sup>th</sup> Congress of FIH!

Yours in hockey,

A handwritten signature in black ink, appearing to be 'N. Batra', written over a long, thin horizontal line that extends to the right.

Dr Narinder Dhruv Batra  
President  
Date: 13 April 2021