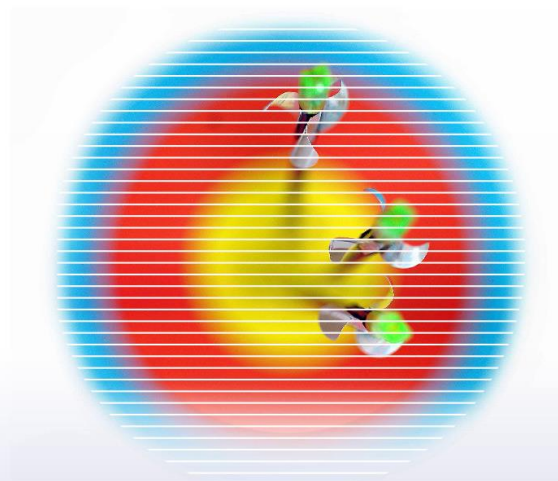




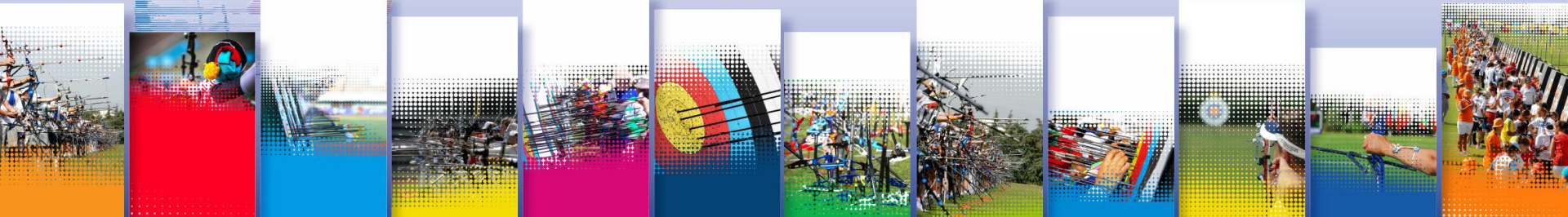
world archery

51ST CONGRESS

COPENHAGEN-DENMARK, 24-25 JULY 2015

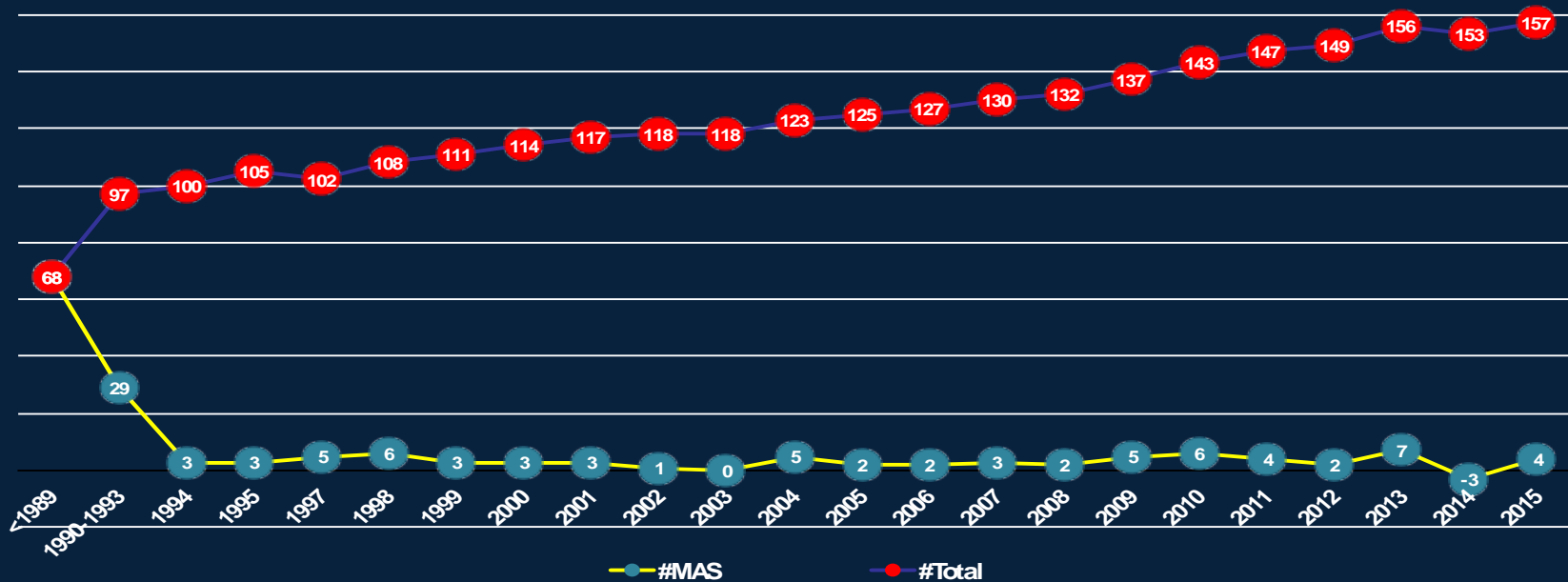


Secretary General's Report



Member Associations

Growth of membership

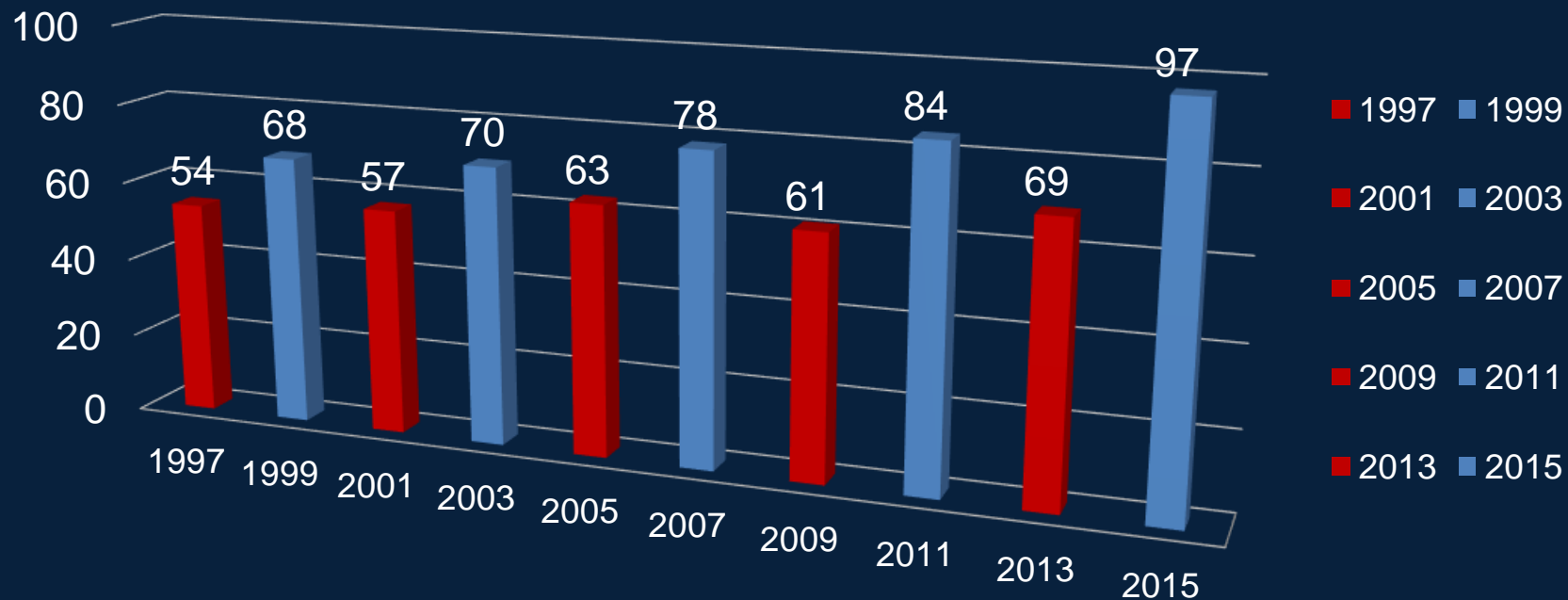


Growth in Archery

- ✓ France 72500 (58000 in 2008) +25%
- ✓ Great Britain 42000 (33000 in 2008) +27%
- ✓ Italy 22711 (18000 in 2008) +26%
- ✓ USA passed 15.000 (6000 in 2008) +250%
- ✓ Netherlands passed 10.000
- ✓ Based on a study of the Archery Trade Association Study Shows 18.9 Million Adult touched a bow and arrow

Growth in participation

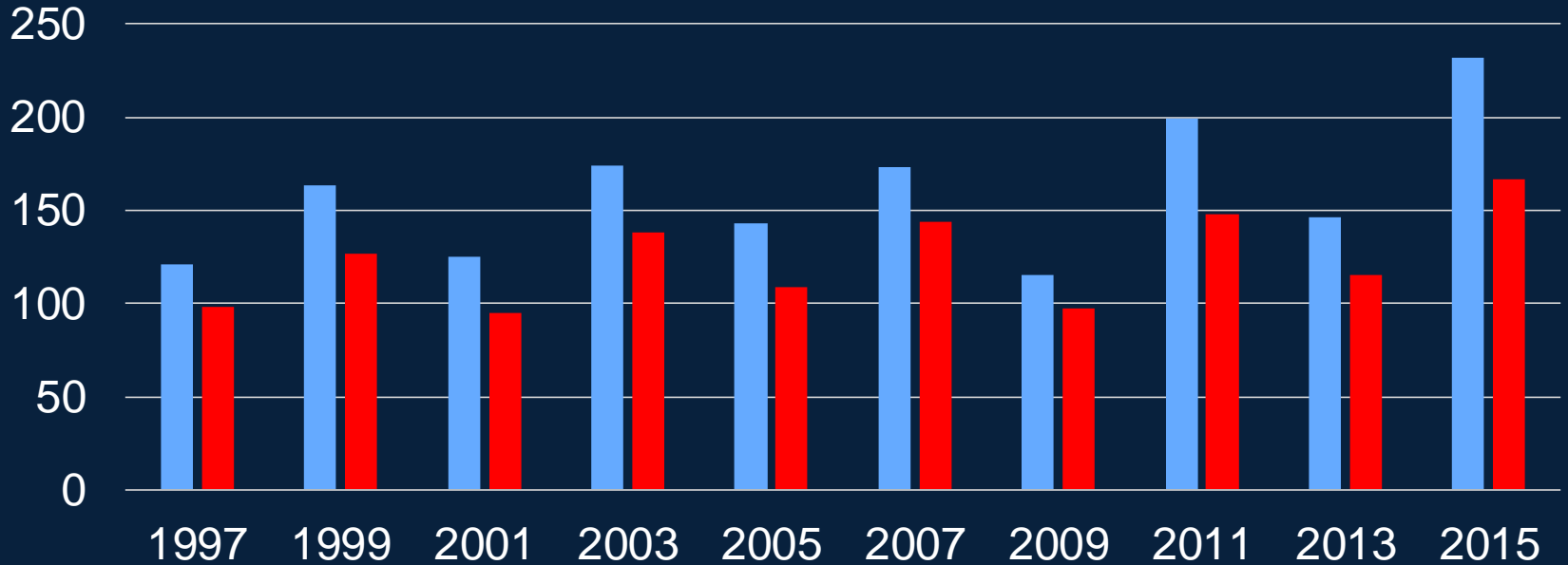
Growth of Countries in World Archery Championship



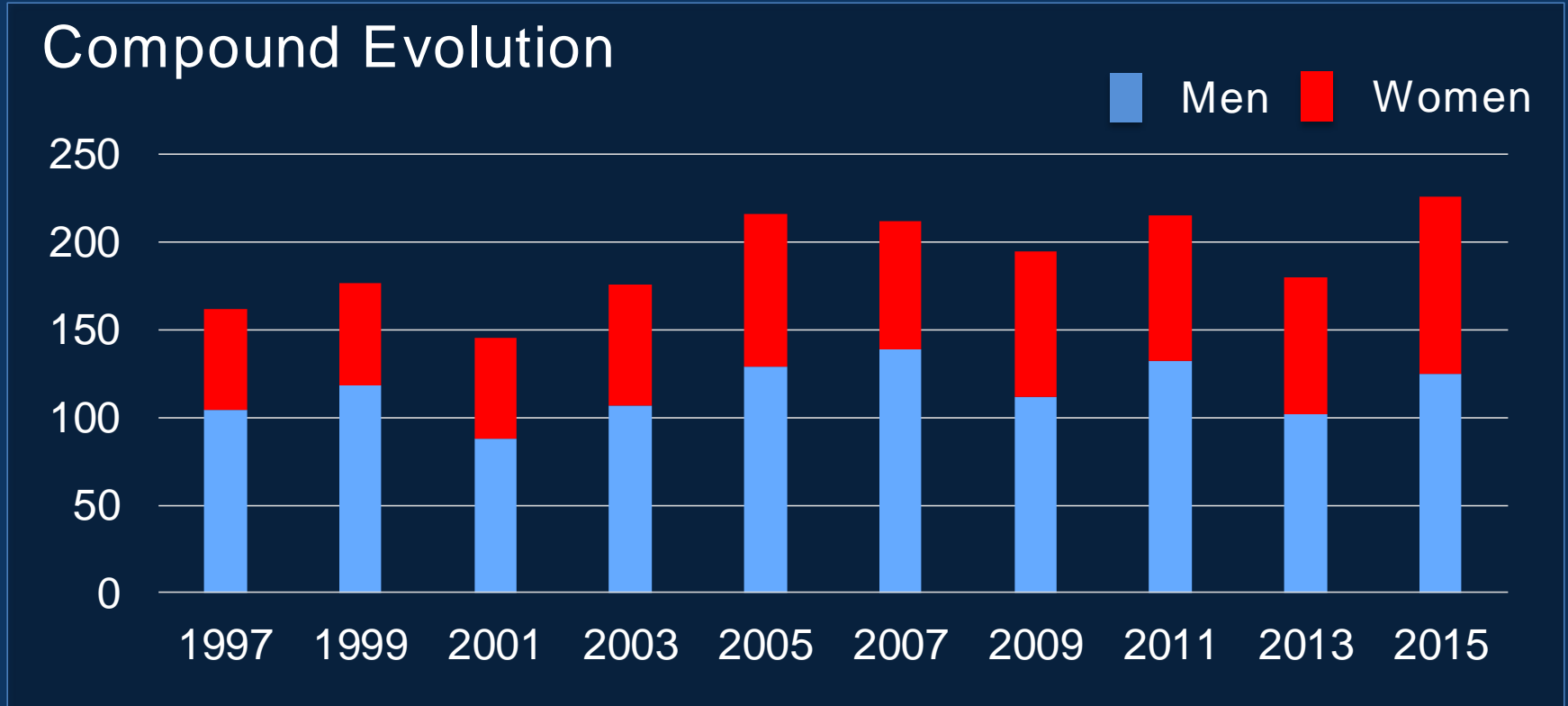
Recurve Growth

Recurve Growth at World Championships

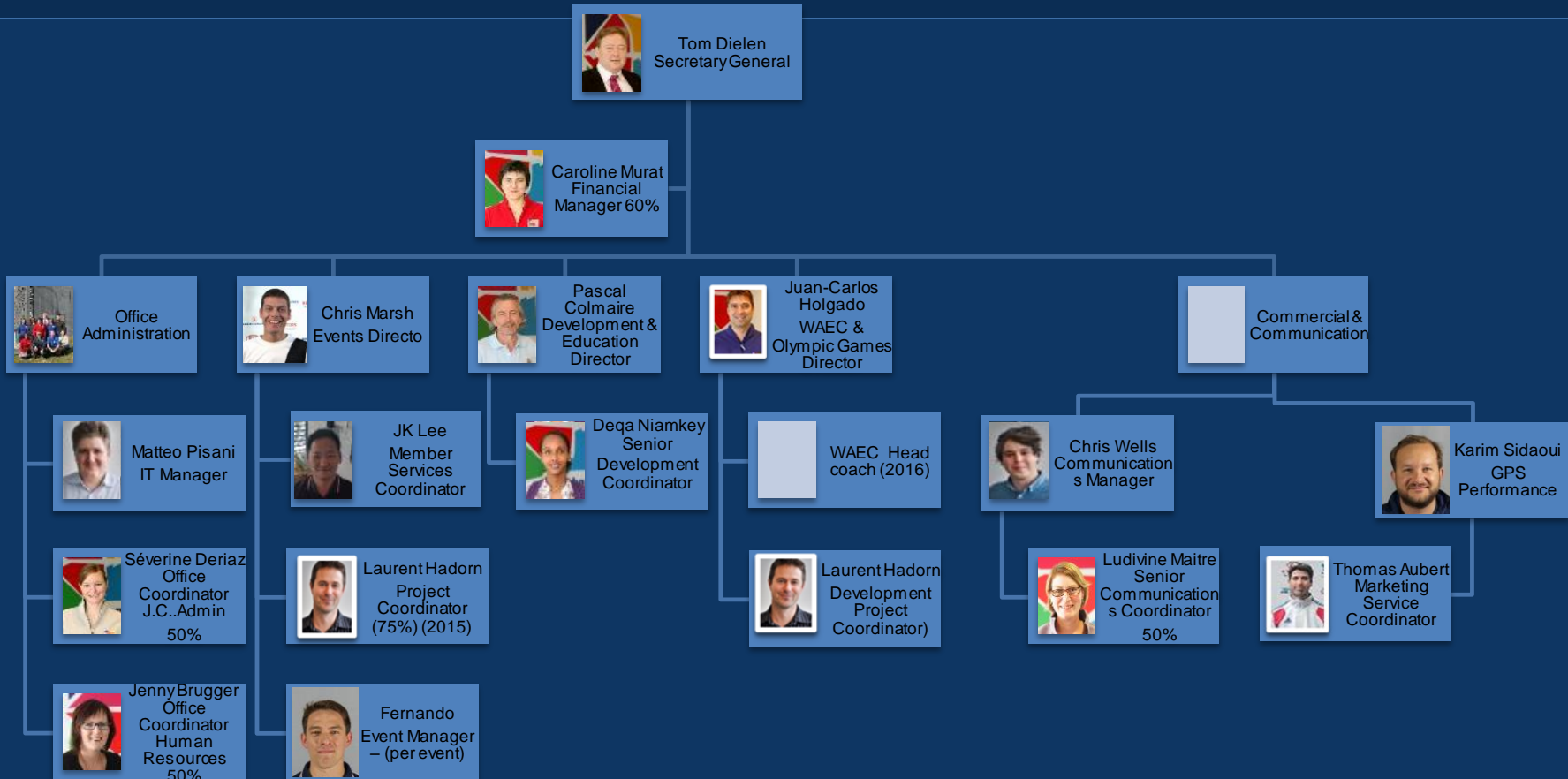
Men Women



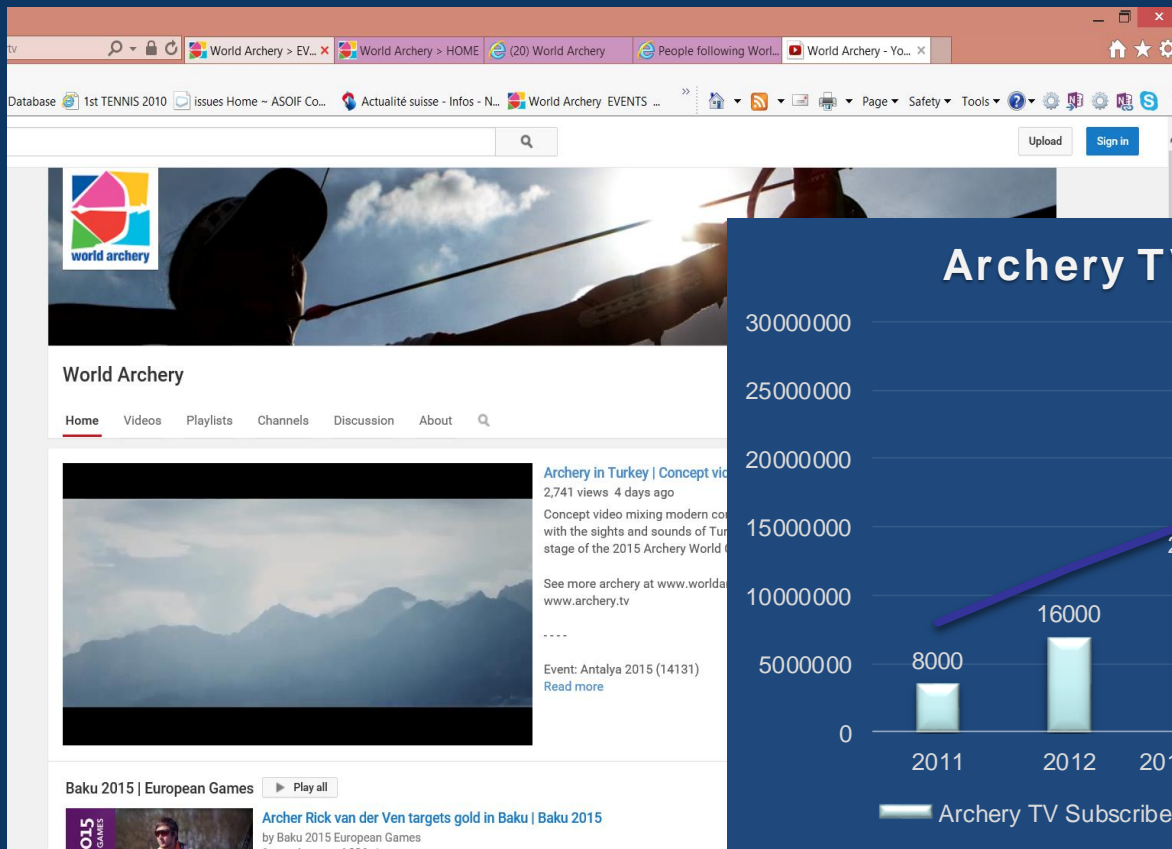
Compound Evolution



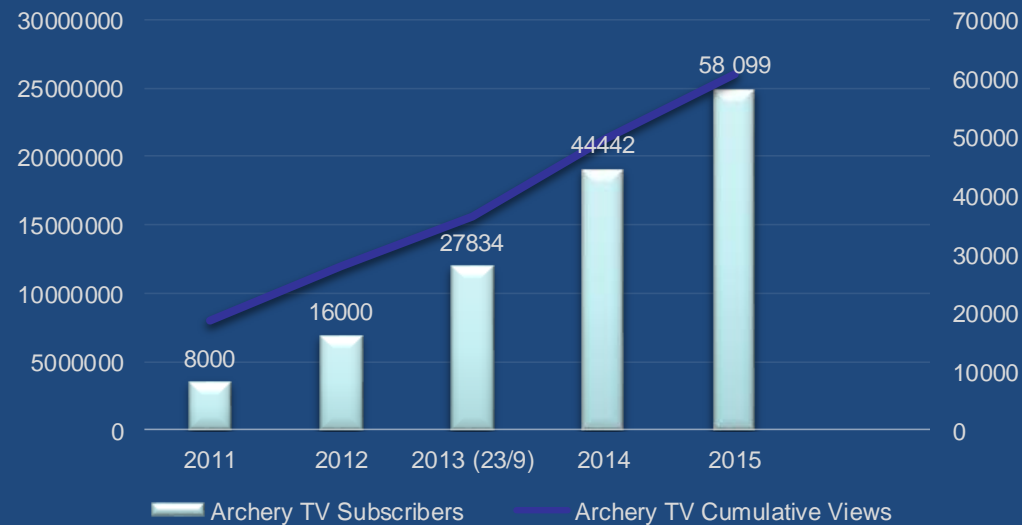
Office Structure



Archery TV



Archery TV 2011-2015 (Q2)





114k likes +1,028 this week
Dion Buhagiar and 666 other friends



329,796 post reach this week



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Not yet confirmed
MASSIVE 716 c...
#worldrecord...
Ivia Elzinga Arc

Vision – World Archery

“A world where everyone has the opportunity to make the important Olympic sport of archery their elite or recreational activity of choice”

Mission – World Archery

“To empower member associations to make archery a leading sport in nations around the world”

Proposition – World Archery

“The International governing body for archery, promoting the sport in iconic destinations worldwide through our active member associations, our innovative international competitions and our attractive development programmes.”

World Archery Positioning

- ✓ Archery is a sport connecting past and future through elegance, precision and innovative technology, with the versatility to be staged in iconic and surprising locations.
- ✓ World Archery delivers consistently outstanding sports presentation, whilst minimising the footprint and maximising the reach of elite competitions.

Values – World Archery

✓ PRECISION

✓ INTENSITY

✓ INNOVATION

✓ HERITAGE

✓ FAIRPLAY

✓ SPORT FOR ALL

Personality – World Archery

✓ ELEGANT

✓ INTUITIVE

✓ ATTRACTIVE

✓ ICONIC

✓ SURPRISING

And...

Personality – World Archery

...

Cool



Slogan World Archery

LOVE PRECISION. LIVE
INNOVATION

INNOVATING OUR HERITAGE

THE POWER OF PRECISION

New Projects

- ✓ New Internet platform
 - Compatible with all platforms and devices
 - More adapted to needs of users
 - Fan focused
 - Extranet for official information
 - More information in the workshop

New Projects (2)

✓ Applications

- World Archery Live v2.0
 - Optimised for Android and I-Phone
 - New functionality (records, calendar, live)
- World Archery Head to Head
 - Shoot against the best as training tool

New Projects (3)

- ✓ International Athlete/Official License
 - Guarantee medical/accident coverage for all accredited people during events
 - Improve visibility of our sport and give recognition to the best athletes of each country
 - Integrate with new anti-doping code
 - Will become effective in 2017

Events

Please enjoy this short video on
the road from Belek – Antalya to
Copenhagen



Thank you

Ready to answer your questions