



Annual Report 2022

Tom Dielen / 26 May 2023

Introduction

This Annual Report was authored by Tom Dielen and published on 26 May 2023.

It is my pleasure to present this annual report on behalf of World Archery covering the period from January 2022 until December 2022. This report provides an overview of the key activities and events that have taken place during this time, including the financial, human resources, meetings information, and other relevant information. This report aims to report on facts and is not in replacement of other reports such as financial reports, the report of the President or Secretary General but highlighting facts and figures during this period and highlights the achievements, challenges, and future plans.

This report is the first post pandemic report. The financial implications of the pandemic are still very real and affect many of our member associations in their membership. It is also clear that competitions at national level suffer from this reduction in membership and that it will take some time to recover.

1. Key events in 2022

Indoor Archery World Series Stage 1 - Nimes – France

Indoor Archery World Series Stage 2 + Final – Las Vegas – USA

World Para-Archery Championships - Dubai - UAE

Hyundai Archery World Cup Stage 1 – Antalya – Turkiye

Hyundai Archery World Cup Stage 2 – Gwangju – Korea

Hyundai Archery World Cup Stage 3 – Paris – France

Executive Board meeting – Postal vote

World Games Birmingham – Alabama – USA

Hyundai Archery World Cup Stage 4 – Medellin – Colombia

World Archery 3D Championships – Terni – Italy

World Archery Field Championships – Yankton SD- USA

Hyundai Archery World Cup Final Tlaxcala – Mexico

Indoor Archery World Series Stage 1 – Strassen – Luxembourg

Indoor Archery World Series Stage 2 – Taipei – Chinese Taipei

Joined Committees's meeting October – December

World Archery Coaching Conference at World Archery Excellence Centre

World Archery Executive Board Meeting – Antalya – Turkiye

On top of these events many continental Championships and World Ranking Events took place more and more with World Archery Staff involvement.

1. World Archery Office

Since the 2021 Congress the office underwent the following changes. Gwennael MASSOT left the communication department and was replaced by Ollie SMITH. Karim SIDAUI who was working for us through an external company GPS was hired as employee following his departure with GPS.

Following the request of World Archery Africa who did no longer wanted to have a regional development officer, the agreement with Khaled LAMANDE was stopped. We have currently two staff that is shared between the centre and the office who are assisting in member services and communication.

We currently employ people in the office and the centre from Great-Britain, Estonia, France, Switzerland, Korea, Italy, Bolivia, Senegal, Germany, and Belgium making ours a truly global organisation with staff from four continents.

2. Development

2.1 General

We started to renew with development programs although in development there was a slower start than in events due to the restrictions still in place to travel as well as the high travel costs. During 2022 the equipment donation program was renewed and a new procedure put in place.

The World Archery Excellence Centre continues to contribute to the development and there will be further changes that will bring a new direction to the development of the different programs.

2.2 Member Associations

World Archery has continued to work closely with its active members to ensure good governance and transparency. The organisation is committed to promoting the principles of good governance and has established a number of guidelines and policies to support its members.

Federations that we will report on are grouped as following:

1. Temporary membership
2. Became member in two preceeding Congresses
3. Final warning received in previous two Congresses
4. Significantly late with their 2023 membership fee payment (3+ months)
5. Other

2.2.1. Temporary membership – full membership to be put on vote in Congress

- **AFG - Afghanistan Archery Federation.** Temporary membership in 2022.
- **CUW - Curacao Archery Federation.** Temporary membership in 2022.
- **PLE - Palestine Archery Federation.** Temporary membership in 2022.
- **TLS - Timor Leste Archery Federation.** Temporary membership in 2022.

2.2.2. Other Member Association matters

- **MEX – Mexico**

The Executive Board had to derecognise the Mexican Archery Association due to legal issues that could not be resolved. An operation and transition committee was established which protected the athletes and has enabled them to participate in all major events.

2.3 Continental Associations

A governance questionnaire was held for the 2nd time for all 5 continents in May 2022

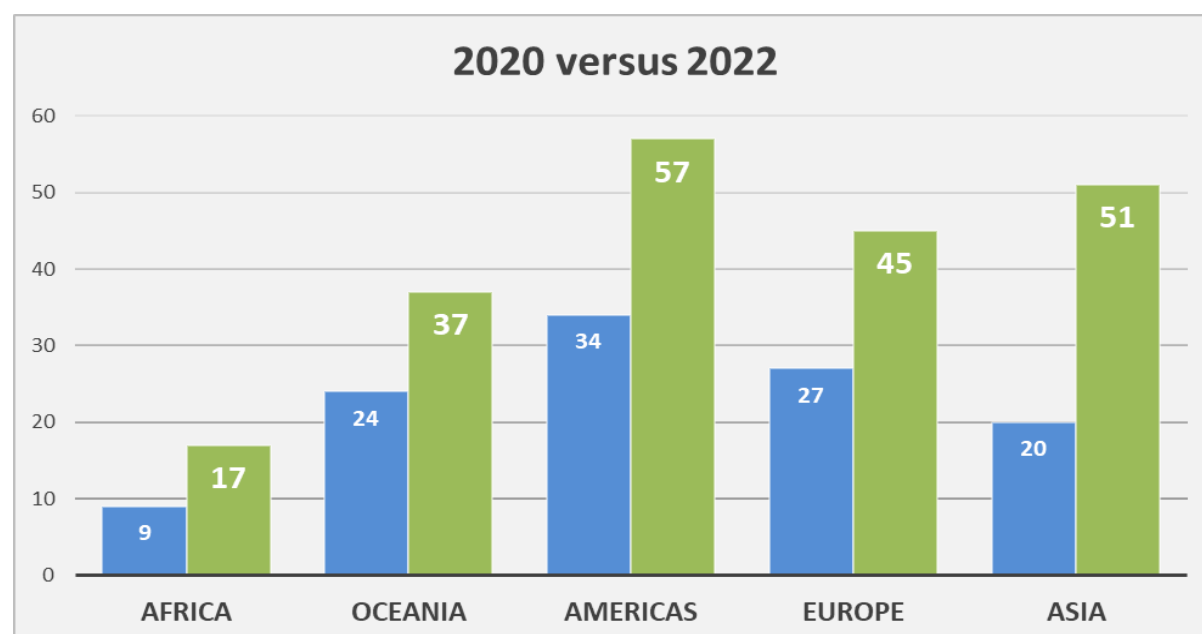
In total there were 20 questions with maximum 4 points each. Total max. of 80 points.

Results in 2022:

All CAs improve their score

80% of CAs have more than 34 points!!!!

The score of Africa is still low but mainly because their website is still under construction.



Transparency:

- Most documents and decisions with extra details published – Americas and Asia

Integrity and democracy:

- Athlete in executive board - Americas
- Quota for EB to encourage gender balance – Africa
- Term limits partially introduced – Europe

Development:

- Taking advantage of covid time with online tools – Americas and Asia

3. World Archery Excellence Centre and FIDTA

Shortly after the last Congress, I had to take over the role as acting director of the centre. This was the case until we were able to hire Frederic MICHEL who came with the experience of running a similar centre at UCI (Cycling). He started in February 2022.

It is clear that he has been able to rationalise many of the processes and the centre is now managed in a professional way. He also reorganised the centre operations in two departments. One linked to sport and one linked to commercial/admin activities. Several staff changes have happened and some further changes are planned especially with the arrival of the new head coach, Marc DELLENBACH. We also were pleased to hire Howard CATHERINE. This in replacement of Kyeoung Su YEOUNG and Raymond PARROZ who both left in 2022.

Due to the impact of COVID and the financial impact on the financing of the centre a renegotiation of the mortgage of the centre had to be done and this was finalised in 2022.

The funding received from the IOC for international federation development programs continues to be fully transferred to the World Archery Excellence Centre.

Centre activities

Coaching Courses

- | | |
|--------------------------------|-----------------------------|
| • WA Coaches Course LV 1 (ENG) | <u>Date:</u> October 03-08 |
| • WA Coaches Course LV 2 | <u>Date:</u> Oct 27 – Nov 2 |
| • WA Coaching Seminar | <u>Date:</u> November 04-06 |
| • WA Coaching Course LV 3 | <u>Date:</u> November 08-14 |

Competitions

- | | |
|---|--------------------------|
| • Hyundai WAEC Indoor Spring Challenge 2022 | <u>Date:</u> March 12-13 |
| • Swiss Indoor Championships (CS/SM Indoor 2022) | <u>Date:</u> March 25-27 |
| • Swiss Indoor Championships (CS/SM Indoor 2022 Youth) | <u>Date:</u> April 02 |
| • Hyundai WA 720 Indoor Challenge | <u>Date:</u> April 03 |
| • ACUBE - The IX Hours of Apples competition | <u>Date:</u> April 10 |
| • Hyundai WAEC Outdoor Spring Challenge | <u>Date:</u> May 21-22 |
| • Hyundai WA 1440 Outdoor Challenge | <u>Date:</u> June 11-12 |
| • Hyundai WAEC Outdoor Summer Challenge | <u>Date:</u> Sep 17-08 |
| • 24 th Indoor de Lausanne
(Organiser: Compagnie des Archers de Lausanne) | <u>Date:</u> Nov 19-20 |
| • AVTA Indoor Jeunes (Youth / Adults competition) | <u>Date:</u> Dec 03-04 |

National Teams visiting the centre:

- India with both recurve and compound youth team
- Saudia Arabia
- 16 athletes from 14 countries were at the centre for a substantial time
- 2 OS Athletes

Archery Programs

- 24 "**Discover Archery**" sessions were organised
- The "**Start**" and "**Improve Archery**" and "**Advanced Archery**" programmes organised in periods.
 - 9 groups of Start Archery were done.
 - 4 groups of Improve Archery were done.
 - 1 group of Advanced Archery was done.

Kids Camps (more than 60 kids participated)

- | | |
|------------------------------------|----------------------------|
| • CLUB Youth Archers Camp – Spring | <u>Date:</u> April 18-22 |
| • KIDS' Camp – Spring | <u>Date:</u> April 18-22 |
| • KIDS' Camp – Summer 1 | <u>Date:</u> July 04-08 |
| • KIDS' Camp – Summer 2 | <u>Date:</u> August 15-19 |
| • CLUB Youth Archers Camp – Autumn | <u>Date:</u> October 24-28 |
| • KIDS' Camp – Autumn | <u>Date:</u> October 24-28 |

School Programs

In 2022, the WAEC provided archery classes to 19 different schools (private and public). More than 700 school students experienced archery initiations in 2022 at the WAEC.

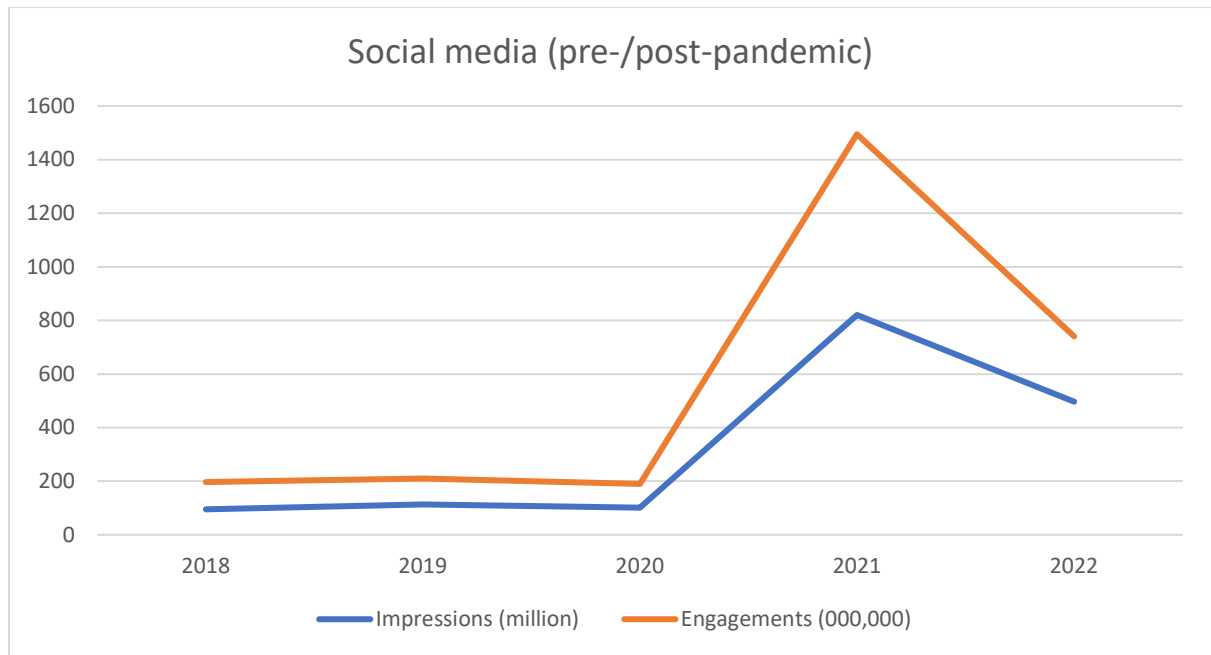
Other events

- The Centre organised over 150 different events, with more than 2836 participants in total. These include all activities delivered for commercial entities such as companies, corporations, foundations, clubs, federations, associations, etc...). The size of the events varied from 2 to 60 participants. Archery initiation sessions were part of the event in most of them.
- 16 Birthday-Day parties with archery initiations were hosted at the WAEC with more than 150 kids having tried archery at the WAEC.

4. Communications

– World Archery made a decisive change to its strategy during the pandemic to extend its vision to include people consuming archery content rather than just those participating in the sport. This is fully in line with the Vision that is part of the Strategy we approved in last Congress.

– World Archery social media has accrued 1.3 billion contacts over the last two years (2021-2022), compared to 210 million in the previous two years.



Social Media Report from our Member Associations based on a report by Red Torch

3

executive summary

53.6k

new fans

across all
National
Federation
social media
channels taking
the total to
899.7k

1.8m

engagements

and **4.9m**
video views
generated from
17.8k posts

929.8k

**total engagements
on Instagram**

And an average
of **237.4**
engagements
per post from
3.9k posts

403.1k

**total fans in the
Americas**









Generated
2.5m video
views and
548.3k
engagements
across **3.8k**
posts

170.3k

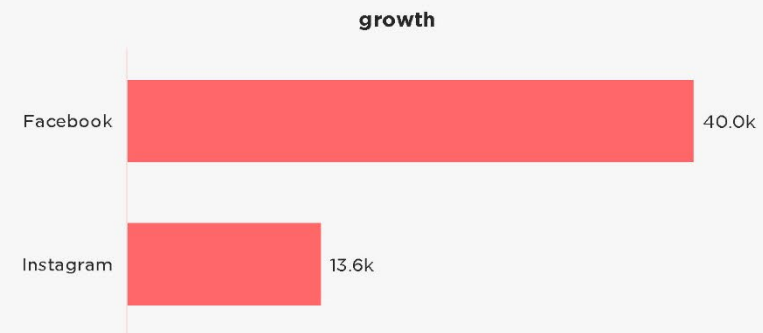
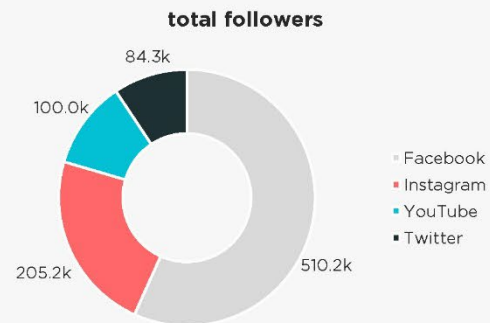
engagements








Generated by
athletes in
Group E, of
which Iran
amassed **20%** -
a top 10 ranked
National
Federation

topline numbers

	 total fans	 growth	 growth rate	 posts	 video views	 engagements	 engagements (per post)
National Federations	899.7k	53.6k	8.1%	17.8k	4.9m	1.8m	103.1
	1.9m	184.7k	10.8%	2.7k	2.8m	83.7m	1,030.9

platform breakdown

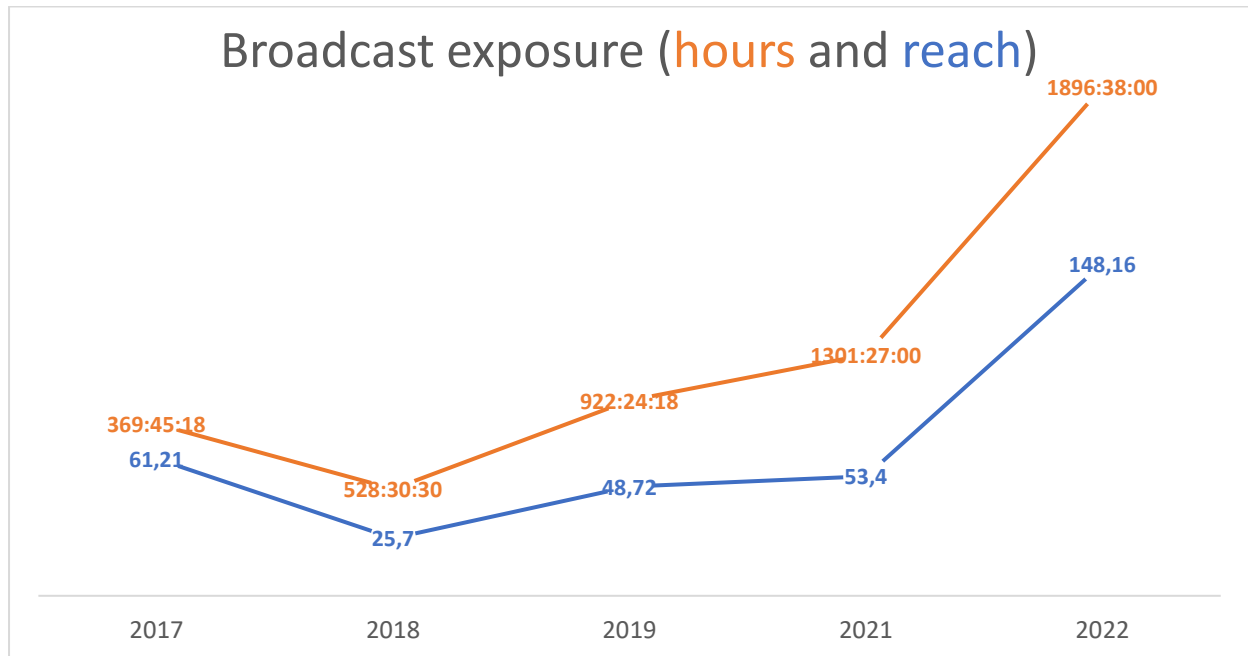


	 total fans	 growth	 growth rate	 posts	 video views	 engagements	 engagements (per post)
Facebook	510,242	39,955	8.5%	9,309	2,946,939	841,764	90.4
Instagram	205,199	13,643	7.1%	3,916	317,717	929,820	237.4
Twitter	84,268	-	-	3,920	-	31,491	8.0
YouTube	100,017	-	-	670	1,680,832	33,315	49.7

Twitter and YouTube growth unavailable retroactively

5. Television Production and Distribution

– Since 2017, the annual number of hours of international archery events broadcast in key markets has risen by more than 500%.



– Much of the growth in digital and linear consumption has come in high-population markets like India, China and Mexico.

– World Archery currently has annual broadcast agreements with:

- CCTV (China)
- SPOTV (Korea and Southeast Asia)
- TRT (Türkiye)
- Eleven (Chinese Taipei)
- Claro Sports (Mexico and Latin America)
- SonyTEN (India)
- Rai (Italy)
- Eurosport (Pan Europe)
- the Asian Broadcasting Union
- the Olympic Channel.

The other reason for the growth is the fact that through the remote production and a standard production brief, we can ensure the quality and the consistency of the production, the commentary, and the graphics. By telling the right story and being dynamic rather than showing the static target we achieve a much bigger fan buy-in.

The combination of remote production combined with local OB-Van crews also achieves a higher commitment from local tv crews while maintaining a consistent image and reducing in our Carbon footprint.

6. Sponsorship and Marketing

6.1 Sponsors

6.1.1 Main sponsors

6.1.1.1 Hyundai

2022 was the last year of an initial 3-year agreement 2019-2021 but because the COVID pandemic impacted all 2020 events, an amendment to the contract was signed to include 2022.

6.1.1.2 Erreà

By the end of 2022, Erreà will have issued a new commercial to be aired on Eurosport. During 2022, continuous communication lead to both parties continuing to have very good relations and increasing business.

Thanks to our agreement, Erreà is gaining market share and has been able to equip the following teams:

- Great Britain
- France
- Italy
- The Netherlands
- Australia

6.1.1.3 Turkish Airlines

Thanks to the President's negotiations, Turkish Airlines agreed to reconduct the contract for 2022.

6.1.1.4 Sportoto

The challenge with Sportoto is the devaluation of the Turkish Lira vs other major currencies which despite the amount having been increased quite a lot, the actual value to World Archery is decreasing.

6.1.1.5 Other agreements

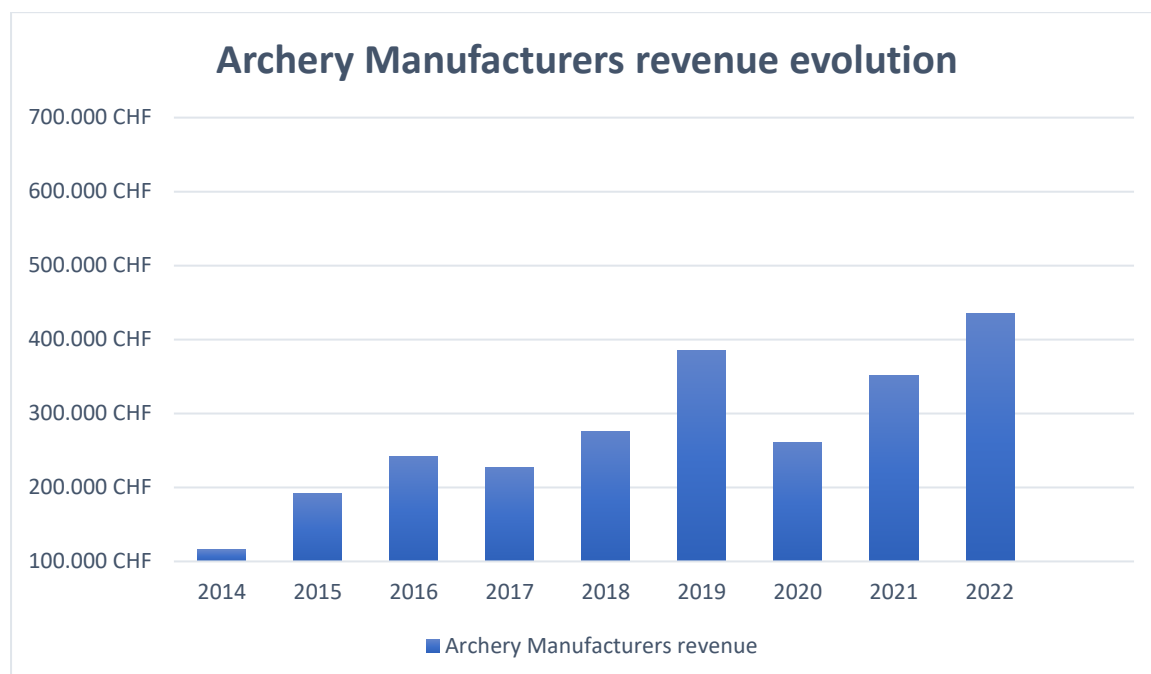
For the 2022 World Cup final we had Titoni as partner .

Swiss luxury watch brand TITONI was approached at the beginning of the year for a year long sponsorship that they turned down. A few weeks before the finals, we contacted them again and they agreed to provide us with 4 watches and become the official timekeeper the Hyundai Archery World Cup Final in Tlaxcala, Mexico.

NV Logistics: NV Logistics continues to be our reliable logistics partner making sure we have all of our equipment in our events. Due to the fact that for cost and sustainability reasons we ship a lot less this partnership has been reduced but only due to the fact that we ship less.

6.1.2 Archery Manufacturers

We can see in the graph below that the share of income from Archery manufacturers has grown a lot since the last 10 years. We should however be conscious that this has a limit since the manufacturers also spend a lot of money in free product to athletes. We also have to be careful who we work with



7. Finances

The currency employed in this report is Swiss francs (CHF) because World Archery uses the franc as the reference currency for all matters due to our requirement under Swiss Association law

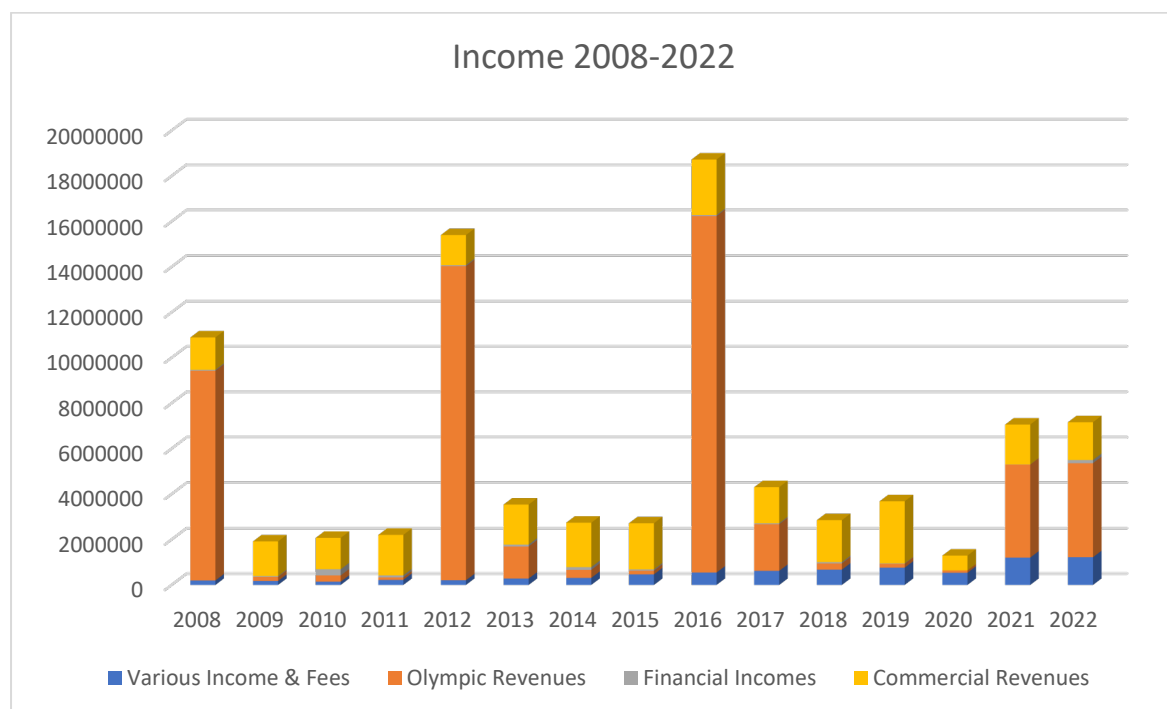
Income in CHF

Following a decision in the 2021 Congress the Olympic Revenues are now split over the four years which gives a more balanced view and allows us to better manage the income versus expenses. This has caused a shift in our balance sheet and combined with an advance of the centre of 2.2M for paying back the mortgage caused the lack of capital in 2021 and the remark in the Auditors report in 2021 which stated:

“30.Excess of liabilities over assets The financial statements disclose an excess of liabilities over assets of CHF 743,282. This is mainly due to the excess of expenses over income of CHF 1,827,609, as a consequence of the provision recorded on the loans receivable towards FIDTA, illustrated above. The Executive Board is putting in place the necessary measures to decrease the operating budget in 2022 by 5% and is confident about the Federation's ability to continue as a going concern.”

However when asked for further clarifications by our bank the Auditors stated:

“We can also see on the Financial Statements that WAF has a strong cash position of over 10mio on the asset side and 10.5mio deferred revenue on the liability side of the Balance Sheet which is a rather healthy situation.”



Because of the shift of spreading the Olympic revenues over the four years, we will no longer see that peak every four years as in the past and it is easier to compare the years. However, we can see despite the economic downturn, the commercial revenues being quite stable.

As was the case for the four preceding years, the exchange rates were monitored on a daily basis. Most incomes are in US dollar (USD) and the value of the dollar varied with respect to the Swiss Franc from 0.88 to 1.01. However, in 2022 and 2023 it has varied between 0.88 and 1.01.

During the Covid19 pandemic a special loan was put in place which have now has been reimbursed:

Expenses in CHF



In 2022, operating expenses decreased by around 25% on the previous year, very much linked to the fact that we were able to reduce costs linked to broadcast and distribution based on more remote production as well as less other event costs.

It is clear that the financial impact of COVID was huge and 2022 was a first step back in the right direction. We must continue to build up reserves for the future.

It is critical that we monitor expenses, and that the organisation generates more revenue which is not easy in the current economic climate with the increasing inflation although still low in Switzerland which is beneficial. This has however an impact on for instance the Sportoto revenue and the current strong Swiss Franc has an impact on the US based revenues. The priority goal remains to make major events more sustainable by increasing revenues.

The World Archery Excellence Centre will continue to be a major cost factor but with the renegotiation of the mortgage this has been addressed and the centre is doing a good job in reducing the annual contribution of World Archery to the centre.

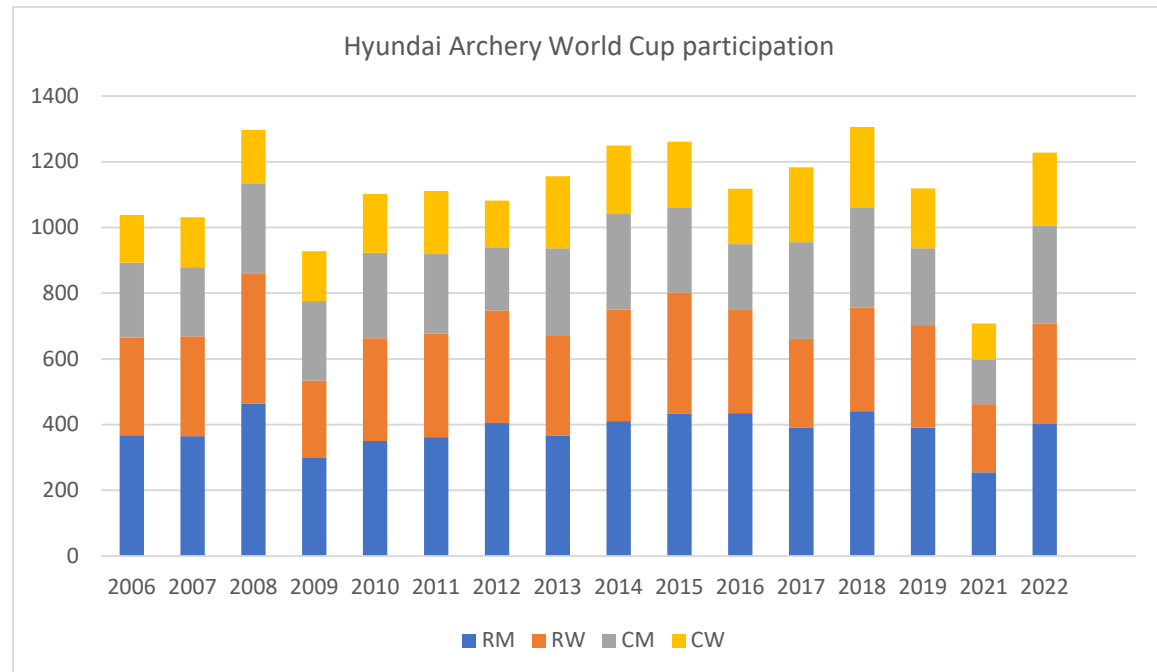
The full financial reports are on the server for further information and details.

8. Events

8.1 Outdoor Events

The participation in 2022 came back to a high level.

Those changes helped bring some more consistency across all stages but also reduce “down” time in competition in general.



8.2. Event Participation

Event	Athletes (% Women) <i>Last edition</i>	Officials <i>Last edition</i>	Countries <i>Last edition</i>
Hyundai Archery World Cup stage 1 2022	340 (42%)	123	47
Hyundai Archery World Cup stage 2 2022	263 (47%)	96	38

Hyundai Archery World Cup stage 3 2022	360 (41%)	125	51
Hyundai Archery World Cup stage 4 2022	265 (43%)	92	38
World Archery Championships	336 (43%) 587 (42%)	131 311	53 88
World Archery Para Championships	212 (33%) 291 (35%) ¹	159 214	40 51
World Archery 3D Championships	321 (38%) 265 (39%) ²	40 48	30 25
World Archery Field Championships	204 (41%) 271 (41%) ³	53 38	26 31

¹ 's-Hertogenbosch (NED) – 2019 – Olympic & Paralympic qualifier

² Lac la Biche (CAN) - 2019

³ Cortina d'Ampezzo (ITA) – 20

9. Clean sport

Since now several years World Archery has delegated the clean sport tasks to the International Testing Agency (ITA). Full details can be found on <https://ita.sport/partner/world-archery-wa/>.



10. Good Governance at international and national level

We have now undergone a fourth iteration of the ASOIF questionnaire and as expected, World Archery remains ranked in the middle of the pack and feedback has been given to us where we can improve.

Although we are pleased to have reached the minimal requirements and we have progressed since last time. We also draw the attention of the delegates to the fact that in order to increase on some points much more human and financial resources would be required which we don't necessarily have.

In the table below you can find the change between 2017, 2018, 2019 and 2022 in the assessment.

	2017		2018		2019		2022	
Section	Self-assessed score (SA)	Moderated score (MS)	SA	MS	SA	MS	SA	MS
Transparency	28	26	32	32	38	38	38	36
Integrity	15	15	21	19	25	24	24	23
Democracy	21	20	22	22	30	27	33	32
Development / Solidarity	16	14	21	20	24	21	25	24
Checks and Balances / Control Mechanisms	19	16	20	18	24	24	22	24
Total (sections 2-6)	99	91	116	111	141	134	142	139
Mean	1.98	1.82	2.32	2.22	2.82	2.68	2.84	2.78

The ASOIF report concluded our strengths were:

Overall

- World Archery is in Group B
- The difference between the self-assessed and moderated scores of 3 is lower than the average markdown for 2021-22 of 11 across all IFs.
- The increase in the moderated score of 5 since 2019-20 is less than the average gain of 14 across all IFs
- Note that the assessment is based on measures which were already in place by mid-February 2020. Credit has not been given for reforms or activity to be implemented or proposed at a later date. This is consistent with the approach adopted for other IFs and previous assessments

Positive

- Progress in important areas, including putting in place an Electoral Board for the 2021 elections and changes to both the Board of Justice and Ethics and the Finance and Audit Board
- World Archery achieved Top 10s in 4 out of 33 indicators assessed in this way

The Membership services department continues to monitor in parallel the governance of our member associations. This is following the previous congress decision that for a member to remain in World Archery they must be active – and one of the criteria of being active is having a good governance.

11. Report on match fixing, justice and ethics, and safeguarding

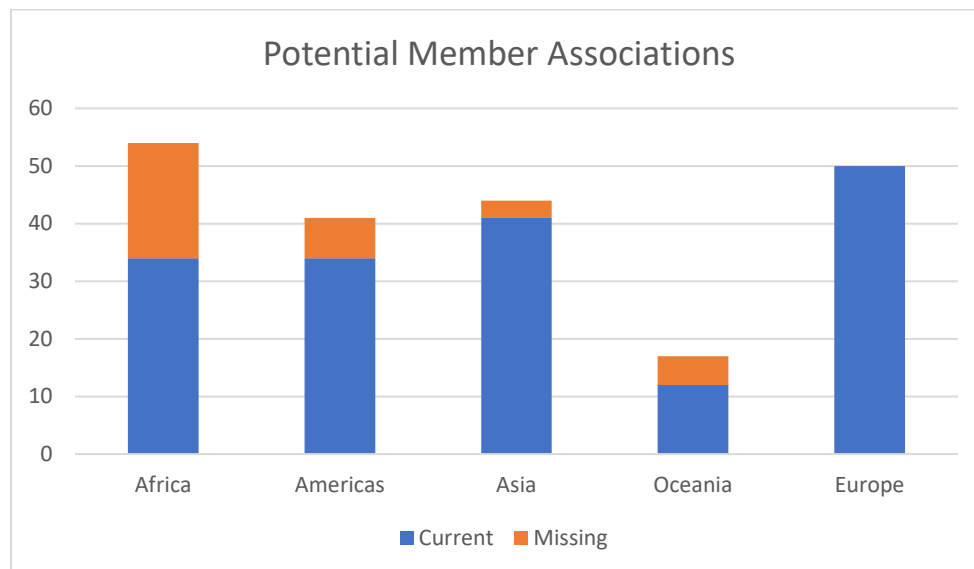
As a result of a possible cooperation with a betting company, a lot of work has been done on the data integrity as well as a new form for data protection and participation form has been developed by a specialist team of lawyers. We also will need to reinforce the education of our athletes and support staff in the future to make sure they do not make mistakes in this area.

In terms of the board of justice and ethics we have had many nearly cases which in the end were not brought to the board of justice and ethics. We however see that there is more and more contentious issues that could lead to cases.

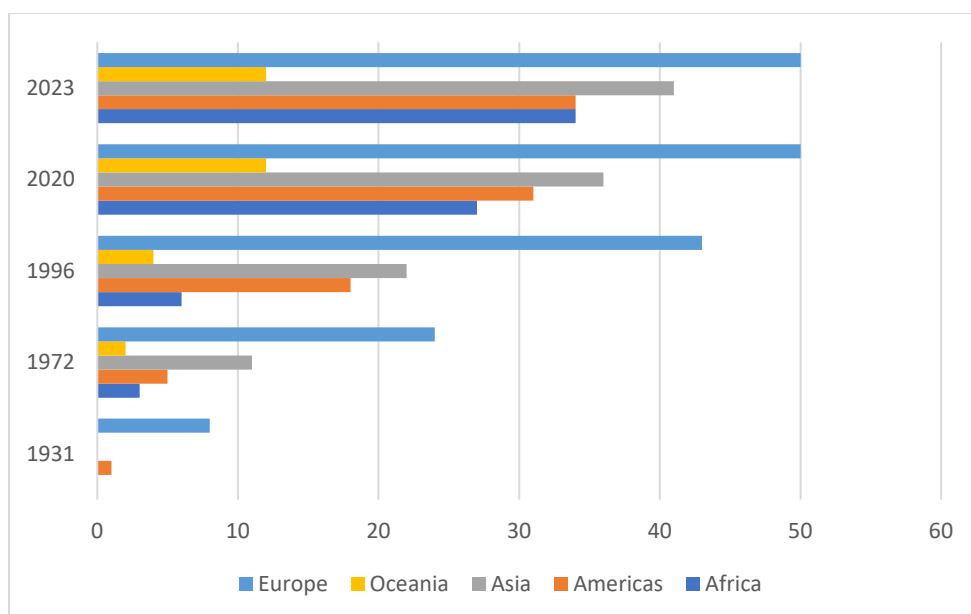
“All athletes have the right to Safe Sport; sport which is fair, equitable and free from harassment, abuse, neglect and exploitation.” IOC consensus statement: harassment and abuse (non-accidental violence) in sport 2016

12. Evolution of World Archery

In terms of member associations we see that we are growing but steadily in line with our strategy that privileges quality over quantity



Evolution of Member Associations over the years (pre congress decision and including the 20 currently not in good standing)



13. Ad-hoc commissions and working groups

Gender equity

Under the leadership of Yuko Okura several changes have taken place and awards will be presented at the next Congress. An active campaign to have more women candidates has started.

Remuneration

The remuneration committee for the staff has made some recommendations over the last years and will continue to do so. The main challenge is for the staff involved with the events to recuperate from the events and travel and not building up a number of days of holidays they cannot recuperate. This is not a sport specific issue but we will have to find solutions to keep our staff in a healthy environment.

14. Conclusion

I finish my report by thanking our President, the World Archery Executive Board as well as all the Committee Members. My thanks go also to the International Judges, the Classifiers, the Continental Associations, the Event Organisers, the experts we use. And of course, a special thanks to all of the staff in the office and the centre and all the persons we work with.

Tom Dielen

Secretary General