



## Item 9.2 Secretary General's Report

By Tom Dielen - 1 May 2015

Dear World Archery President, Executive Board Members, Secretary General, Congress delegates and friends in Archery,

World Archery has had a very successful period since the Belek Congress. We have, again, done our best to enhance the impact of Archery in the Archery and Olympic/Paralympic Family. We continue to be a federation that is often used as an example of how things should be done.

We were very proud to welcome Dr Thomas BACH, IOC President at 3 of our events since his election. No other sports has had so many visits since his election in 2013. In an interview he gave during his first visit in Belek Antalya he stated:

"International Federations are guardians of their sport and key players in the Olympic Movement - without them there would be no Olympic Games. World Archery is a very dynamic federation which has modernised its sport without cutting into its soul. You have done a lot in regard to the competition system, the globalisation of the sport, and the introduction of new technologies, including the new laser measuring system.

This is very important. I can only congratulate World Archery for what has been done in the past years. Such measures are crucial. The world is changing faster than ever before and if sport does not adjust and progress at the same time, it will lose attraction and relevance. It is about keeping up with the times and anticipating future trends. "

To begin with, I want to list the key events since the last Congress. The idea of this list is not to be complete as this would be impossible and we have already referenced in the 2013 and 2014 annual reports on all of our activities. Therefore, the purpose is not to fall into repetition of what has already been stated in these reports.

### 1. KEY EVENTS of 2013

- World Archery Congress in Belek Antalya (TUR) in September
- World Archery Championships in Belek Antalya (TUR) in September, October
- World Archery 3D Championships in Sassari (ITA) in September
- World Archery Youth Championships in Wuxi (CHN) in October
- Executive Board Meeting in Bangkok (THA) in November
- World Archery Para Championships in Bangkok (THA) in November
- Archery Indoor World Cup stage in Marrakesh (MAR) in November
- Archery Indoor World Cup stage in Singapore (SIN) in December

## 2. KEY EVENTS of 2014

- Archery Indoor World Cup stage in Telford (GBR) in January
- Archery Indoor World Cup Final in Las Vegas, Nevada (USA) in February
- World Archery Indoor Championships Nimes (FRA) in March
- Archery World Cup stage 1 in Shanghai (CHN) in April
- Archery World Cup stage 2 in Antalya (TUR) in May
- Archery World Cup stage 3 in Medellin (COL) in June
- Archery World Cup stage 4 in Wroclaw (POL) in August
- World Archery Field Championships in Zagreb (CRO) in August
- Youth Olympic Games in Nanjing (CHN) in August
- Executive Committee Meeting in Lausanne (SUI) in September
- Archery World Cup Final in Lausanne (SUI) in September
- Asian Games and Asian Para Games in Incheon (KOR) in September, October
- Archery Indoor World Cup stage in Marrakesh (MAR) in November
- Archery Indoor World Cup stage in Bangkok (THA) in December
- Executive Board Meeting in Nottingham (GBR) in December

## 3. KEY EVENTS of 2015:

- Archery Indoor World Cup stage in Nimes (FRA) in January
- Archery Indoor World Cup Final in Las Vegas, Nevada (USA) in February
- 1<sup>st</sup> World Archery Gala in Las Vegas, Nevada (USA)
- Archery World Cup stage 1 in Shanghai (CHN) in May
- Archery World Cup stage 2 in Antalya (TUR) in May
- World Archery Youth Championships in Yankton, South Dakota (USA)
- European Games in Baku (AZE) in June
- Universiads Daegu (KOR) in July
- World Archery Congress Copenhagen (DEN) in July

## I. WORLD ARCHERY OFFICE

The World Archery Office underwent some temporary changes due to Jenny BRUGGER's and Severine DERIAZ's maternity leaves. Four more staff joined World Archery in 2013 and 2014. Chris WELLS, Chris MARSH, Matteo PISANI and Laurent HADORN.

Chris MARSH joined us from LOCOG and this forms part of the legacy of our sport from London. Chris WELLS, who worked as part of the communications team during two of the last events in 2013 is also a former LOCOG employee.



Chris WELLS re-organised the Communication Department. He introduced many more additional contractual staff during the events and a list of punctual editors.

In 2014 we had Matteo PISANI joining us as the IT Manager and as of 2015 manages all IT matters and the results team. For the development of the new website we have a team led by a former MSL employee, Miquel Angel PABLO.

Laurent HADORN is working on FILA and the Event Toolbox and is the last one to join us in 2014 as staff member.

We also currently have an intern JK Lee from Korea.

After the end of the 2014 season Didier MIEVILLE left for a new challenge and his departure resulted in a restructuring of the office. Some of the work done by Didier is now outsourced to GPS Performance and you will get more information on this during the Congress. As a result of the restructuring Thomas AUBERT is now working in a different role and on top of rule related matters is now also working for marketing delivery during events.

At the end of April we also saw the departure of Raheleh AHADPOUR who is now working for FIVB.

The Office is split into four departments:

- Member Services
- Events
- Marketing, Television & Communication
- Development & Education

We also have several consultants working for us in development: Ivan YOTOV and Sergio FONT in the Americas, Paul ZINZOU in West Africa and CHONG Yap Lee in the Thailand Development centre. We currently employ people from Great-Britain, Spain, France, Switzerland, Somalia, Korea, Benin, Malaysia, Italy and Belgium making it a true global office.

With the WAEC starting to be built we will undergo further changes and I will present during the Congress the new structure of the World Archery office as it will evolve during 2015 and beyond.

## **II. IOC Relations & World Archery as part of the Olympic Movement**

World Archery's relationships with the International Olympic Committee and the Olympic Family continue to be excellent. The highlight of 2013 was the upgrading of our sport



from group D to group C in the revenues, making it clear that our sport is important, and part of the Olympic Core. The Core sports program was confirmed at the IOC Session in Buenos Aires.

The importance of our sport was on display with the visit of the newly-elected IOC President, Thomas BACH, to our World Championships in Belek. Archery was the only sport the IOC President visited before the Sochi Winter Olympic Games. He was accompanied by 10 IOC members including several Executive Board members.

I continue to serve on the ASOIF working Group on Olympic and Multisport Games – which works on the relationships between ASOIF, its members and the OCOGs – and Events Director Juan Carlos HOLGADO on the ASOIF Workgroup on Sport Development and Education.

In 2014 these relationships were further enhanced with the election of our President in the IOC Executive Board. Later in the year he also joined the ASOIF Council making him one of the highest profile International Federation Presidents.

In 2014, I was also re-elected on the board of the International World Games Association. The importance of the World Games have been seriously reinforced as a result of Agenda 2020.

The importance of our sport was on display with the 2nd visit of the IOC President, Thomas BACH, to our World Cup Final in Lausanne.

The working group on Multisport Games has been asked to work on the implementation of Agenda 2020 and the role of the IFs in the Olympic Games. Four meetings took place and the implementation will be for Tokyo and beyond. I was also appointed to the new WADA Committee on Compliance Review as the only Sport Representative.

In April 2015, we had the 1<sup>st</sup> Stone ceremony of the World Archery Excellence Centre and we were very proud to welcome the IOC President, Dr Thomas BACH accompanied by most of the IOC Directors, as well as the Olympic Broadcasting Services Director.

During the SportAccord Convention a major incident took place and World Archery has suspended its relations with Sportaccord. We have clearly shown our support to the IOC and the Agenda 2020 which is a great move forward for the Olympic IFs. In particular many positive items will come out of this reform and some of the Congress motions are related to this.



Although we are one of the oldest members of Sportaccord, unless there is a serious change of politics by this organisation, we might be forced to convert the suspension into a resignation. I will give a further update at the Congress.

In conclusion we can say that the relations within the Olympic Movement have never been better.

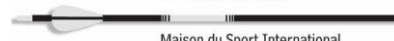
### III. Development

At the start of 2015, it is estimated there are more than 160 on-going projects in development.

We can also clearly state that with the new World Archery Plan and the establishment of the World Archery Excellence Centre the development programs will undergo drastic changes. This will result in even more projects and activities.

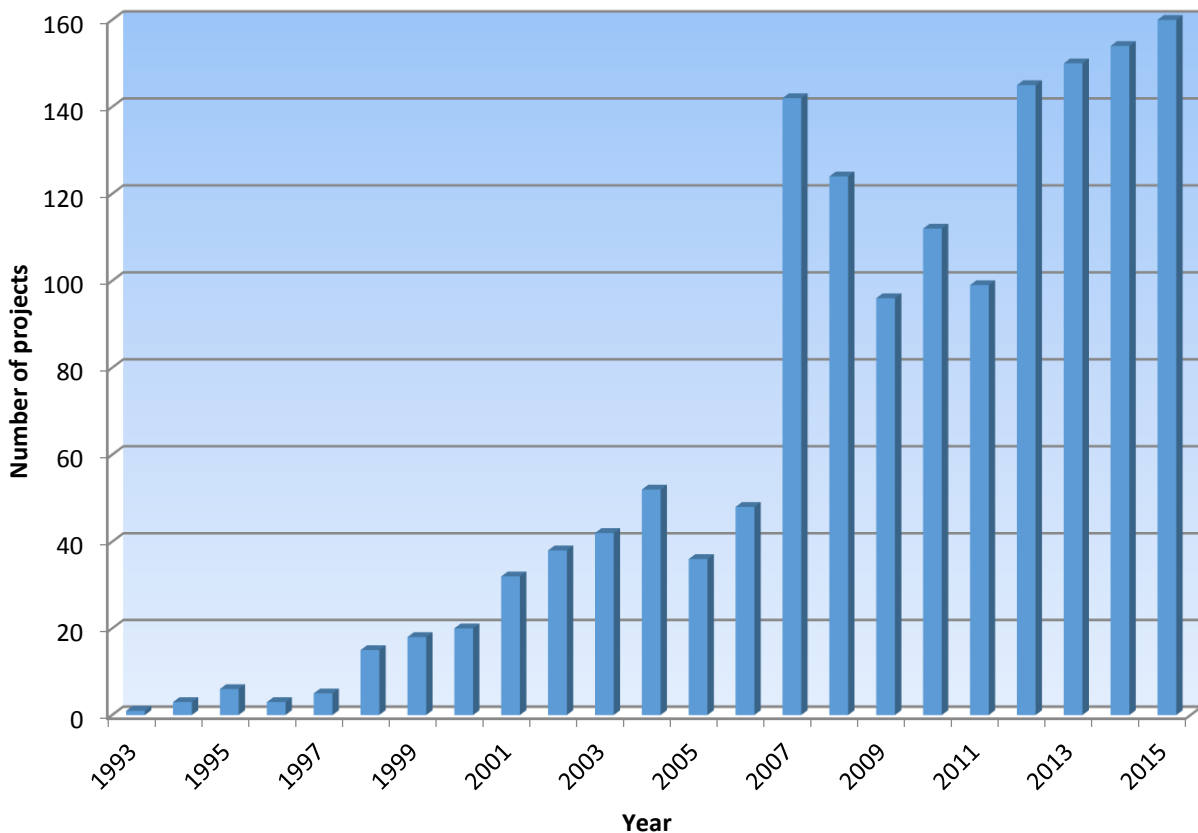
Since there are way too many projects that took place in the period since the last Congress let me concentrate on the most important ones:

- Youth Development Program in the Americas which is co-financed by the Global Sport Development Foundation. This Program was aimed in increasing the number and level of young athletes in the Americas. The clear result was a better participation of athletes from the Americas in the Youth Olympic Games in Nanjing
- World Archery Training Centre in Bangkok. Several activities took place in the Centre and the change of the coach as well as a new strategy with coach CHONG Yap Lee has given a strong impulse to the centre. Some major activities were the Nanjing Preparation camp with athletes from several continents. The coach trainers program that was held for the first time in Asia. Several coaching courses ranging from entry level to expert level.
- Assistance to the Brazilian Master Plan. World Archery is once more seen as a leader in preparing the Brazilian team for the Rio Games. We thank especially Peter Nieuwenhuis for his expertise in consulting the Brazilian NOC and Member Association. The results are coming with an excellent quarter final place in Belek and a silver medal in Nanjing. However the work is not finished and we count on the Brazilian Federation to continue the excellent work.
- Coach Trainers Certification is an essential Program for World Archery and we are working with the different continents on this important Program. Several more are foreseen in the coming years.



- Strategic Planning for our member associations. The focus of our development programs is more and more shifting to providing services to our member associations and we assist them in establishing a strategic plan. Our development department assists member associations with this essential part of our new World Archery Plan.
- Growing cooperation with the Olympic Solidarity: On top of traditional programmes like coaching courses and DNSS, World Archery received 400,000USD for athlete scholarships in 2014. 99 young archers benefitted with preparation for the Nanjing 2014 Youth Olympic Games. 37 athletes will be assisted ahead of Rio 2016.

### 1993-2015 Development Activities





All five continents were well represented at the Youth Olympic Games with a record 44 NOCs participating.

The number of member associations has been growing and has stayed above the 150 member association level. However the policy approved by the Executive Board several years ago makes it clear that all of our members should have a minimal level of activity. As part of the new World Archery Plan, a motion is on the agenda to make it clear that we only want Active Member Associations. These will definitely include the obligation to have at least a national championship both for men and women in the Olympic discipline and have doping rules in compliance with the World Archery Clean Sport Rules.

We are very pleased to see the progress in Africa and the feedback we are getting on the programme on Youth Development in the Americas.

#### **IV. World Archery Excellence Centre and FIDTA**

During the Congress I will give a full report on the status of the construction of the World Archery Excellence Centre. The Project Management has been outsourced to a well-established company in Lausanne that is also involved in the renewal of the IOC headquarters. The project is advancing on schedule and we should be in a position to open the Centre towards the end of 2016. The WAEC is a project of the FIDTA which was established in 2006. The funding is coming from several sources such as the Easton Foundations, the Foundation of the Canton de Vaud and World Archery is investing a substantial amount to it from the Olympic revenues. Juan Carlos HOLGADO is the person in charge of the WAEC and he will start the dialogue with all of the Member Associations on how best use this fantastic development tool in the future.

#### **V. Information Technology and the Internet**

Since 2013, World Archery has continued the development of new Internet and social media features for its website [www.worldarchery.org](http://www.worldarchery.org).

During the Congress we will show you the new World Archery Website which not only is using the newest technology but will be the first truly database driven and social media integrated website. Also it will be mobile reactive since 60% of all users of the internet use mobile phones or tablets rather than computers with a big screen.

We will also demonstrate our new extranet which will make it easier to register new world records, update data of your federation and register for events.

##### **I. Website: WorldArchery.org**





Google Analytic software was used to begin recording activity in 2014. Data is incomparable to previous statistics.

- a. Content: over 620 news pieces published
- b. Unique users: 444,668
- c. Sessions: 1.1 million
- d. Page views: 3.5 million
- e. Geography: USA – 14%, France – 10%, United Kingdom – 7%, Germany – 5%, Italy – 5%.
- f. Language: English – 40%, French 11%, German – 6%, Spanish – 6%.
- g. Devices: Desktop – 66%, mobile – 22%, tablet – 12%.

## II. Social media

Extensive presence was maintained on Facebook, Twitter and YouTube. Accounts with Pinterest, Google+, Flickr and Instagram were also retained in 2014, as well as pages on China-specific social media platforms.

### i. Facebook (World Archery)

1. Likes: 109,309, up from 75,120 at 2013 year end (46% increase)
2. Page impressions: 43.4 million
3. Demographic: 64% male, 36% female. Majority of users between 18 and 34 years of age.
4. Geography (by country, '000s fans): USA – 18, India – 10, Mexico – 9, United Kingdom – 5, France – 4.5, Brazil – 4.
5. Geography (by city, '000s fans): Mexico City (MEX) – 1.8, Cairo (EGY) – 1.2, Monterrey (MEX) – 0.7, London (GBR) – 0.65, Buenos Aires (ARG) – 0.6.
6. Language ('000s fans): English – 55, Spanish – 20, French – 6, Italian – 4, Portuguese – 4.
7. Value: 86,870 CHF/month, using Tempero Social ROI Calculator

### ii. Twitter (@worldarchery)

1. Followers: 17,243, up from 8,439 at 2013 year end (105% increase)





2. Interaction: 115,000 link clicks, 6,000 mentions and 16,500 retweets during 2014
3. Demographic: 73% male, 27% female. Majority of users between 25 and 44 years of age. (Few below 18.)

iii. YouTube (World Archery, [www.archery.tv](http://www.archery.tv))

Managed by TV production company Hit the Roof.

1. Videos: 2,126
2. Views: 24,885,187 views, up from 17 million at 2013 year end (31% increase)
3. Subscribers: 55,503, up from 30,081 at 2013 year end (62% increase by end of 2014)
4. Minutes watched: 97 million
5. Traffic sources: YouTube suggested video – 41%, direct link – 13%, YouTube search – 13%, YouTube subscription – 10%, YouTube Channel page – 8%.
6. Demographic: 89% male, 11% female. Majority of users between 18 and 34 years of age. (Few below 18.)
7. Geography: USA – 1.4 million views, Germany – 320,000, United Kingdom – 290,000, France – 285,000, Japan – 240,000.

iv. Social media in China

1. TuDou: through October 2014, the channel recorded 66,174 viewers with a high of 14,696 in August (during the Nanjing 2014 Youth Olympic Games). Videos include feature content from the Archery Fan Reporter and matches.
2. Presence maintained on WeChat and Weibo.

## VI. Communications

On top of its actions on the Internet, World Archery has continued to provide quality (printed) communication such as:

- **2** annual reports
- **3** media guides



- **5** issues of the Target Magazine
- **22** World Archery Info Newsletter

All these efforts would not have been possible without the help of Mr Bob SMITH, Mr Ugur KORKMAZ and Mr Hakan BALCI

## VII. TV Production and Distribution, Web TV

The Agreement with Eurosport was renewed up until 2016 and we have a rights deal with SBS Korea and agreements with Setanta, Fox Sports and NBC Universal.

World Archery continued its effort in TV production to ensure the widest possible coverage of the Archery World Cup stages, the World Cup Final and the World Archery Championships.

All these events were produced and distributed live! World Archery also delivered a high number of interviews of medallists of key competitors.

Video was produced in High Definition, 16/9 format, with 3D TV graphics and an English audio commentary from a professional TV journalist and an expert consultant in archery.

Here is the summary of the production per event:

- Live coverage of finals matches (two days, for a total of around 8 hours)
- Two 26-minute highlights, one each for the Olympic recurve bow and the compound competition
- A 3-minute international newscasts which is part of 15-minute newsfeed – partly or fully available on EVS, Reuters, SNTV
- Interviews of all medallists, made available for TV stations
- Dedicated TV interviews upon request
- Dedicated ENG match footage upon request
- Three- to four-minute feature stories and interviews each day of the competition under the Archery Fan Reporter programme (primarily done for webcasting on [www.archery.tv](http://www.archery.tv) but also available to TV stations and on other platform such as SendtoNews)

World Archery continued to use, in principle, an in-house strategy for the TV distribution of events. The focus is still to maximise the distribution of television and to bring in rights fees in the key markets, achieving:



- Increased numbers live or slight delayed broadcast
- Increased numbers of takers of highlights
- Increased news coverage, particularly in host countries of events
- Increased viewers on web platform for live streaming and features

Thanks to all these efforts, we believe we have increased our audience and the media value to our sponsors in 2014 and continue to do so in 2015.

- **A truly global reach with SBS Sport Korea, Eurosport, Fox Sport Asia, Setanta Africa and NBC Universal**

Archery increased its presence on major sports broadcasting channels in 2014, reaching a big three in pan-regional broadcasters: Eurosport, Fox Sports Asia and Setanta Middle East Africa. It marks a first in history for archery.

An extension of the agreement with Eurosport for 3 years included live coverage, highlights and TV and web advertising campaigns. Fox Sports Asia and Setanta Middle East Africa added an impressive list of nations taking archery highlights.

On a country specific basis, World Archery strengthened its collaboration with SBS Sport in Korea – a key market for archery – an increased its foothold in the USA with NBC Universal. Archery also received strong coverage in other important countries such as China, India, Mexico, France, Turkey, among others.

Overall, World Archery can guarantee through our direct reports that broadcast from events featured on 86 TV channels covering around 125 territories in 2014.

For the 2015 World Archery Championships in Copenhagen we expect an unprecedented interest from broadcasters.

### **Web TV**

Our web TV [www.archery.tv](http://www.archery.tv) in partnership with Google/YouTube has continued to be a success! We still put all the final matches of an event and the official highlights, i.e. between 8-12 hours per event, on YouTube.

**Since late 2007, [www.archery.tv](http://www.archery.tv) has had 24,885,187 video views (14,327,000 in 2013); 55051 subscribers (22,284 in 2013 and 5,300 in 2011); and counting!**

## **VIII. World Archery Sponsorships - Marketing**



Since the beginning of the World Cup, World Archery has launched a successful program for sponsorships. In 2015, the current World Archery sponsors and partners are:

- KIA Motors
- FILA
- SporToto
- Turkish Airlines
- Longines
- DHL
- Easton, Hoyt and Axcel as Equipment Sponsors
- Win&Win Fan Reporter sponsor
- All the Development Fund Partners and Associate Members

Other sponsors may be added from the time of writing until the Congress. Turkish Airlines is also offering to every national team archers an extra 12 kilos of luggage for their archery equipment. We thank the World Archery President for his tremendous efforts in obtaining many of the above sponsorships and we wish the best of luck to GPS Performance to find new sponsors.

WA has improved the E-shop its partnership with SPG- SA—a company located in Lausanne, Switzerland. We are happy to report that our new E-shop has reached the 2013 and 2014 objectives.

The Target Face license programmes have been stable in 2014 with seven licensees. This licensing programme gives World Archery quality certification and a business practice framework to the manufacturers, benefiting the entire industry.

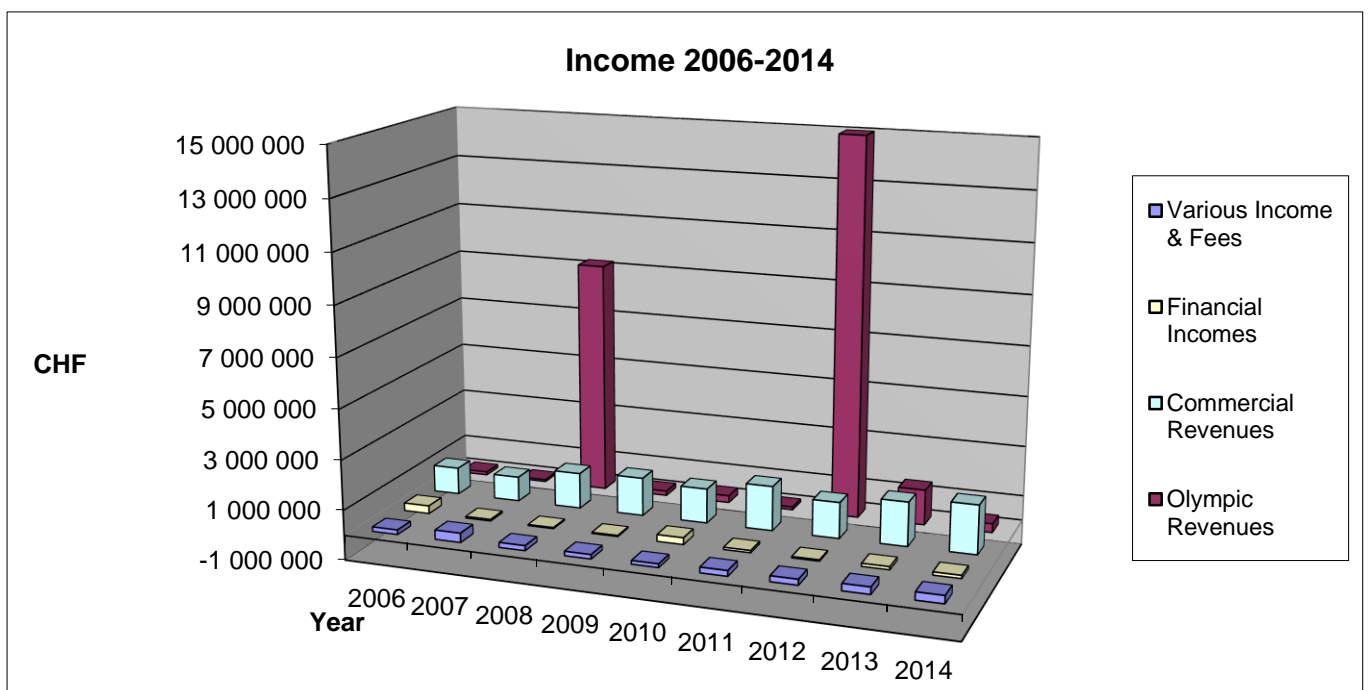
## **IX. Finances**

Based on our constitution, the Secretary General and the Finance & Audit Board report on the finances.

The details on the accounts will be given by the audited accounts but I wanted to give additional information in terms of the finances of World Archery.

The currency employed in this report is Swiss Francs (CHF) because World Archery uses CHF as the currency reference for all matters related to its finances.

## I. Income in CHF



As you can see in the *Income 2014* chart above, most of World Archery's income in 2014 was related to Commercial revenues. This is to be expected for a non Olympic Year. The commercial revenues combine cash income and value-in-kind revenue.

As was the case for the four preceding years, the exchange rates were not favourable to World Archery in 2014: most of its incomes are in USD and the value of the dollar decreased with respect to the Swiss Franc from 0.9153 to 0.8894.

The financial revenues remained quite flat in 2013 and 2014 due to the persistent economic crisis and the USD/CHF ratio.

In general, World Archery had a return of investments of 0.33% in 2013, although this is a net figure including some of the costs of buying bonds.



WORLD ARCHERY  
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DE TIR À L'ARC



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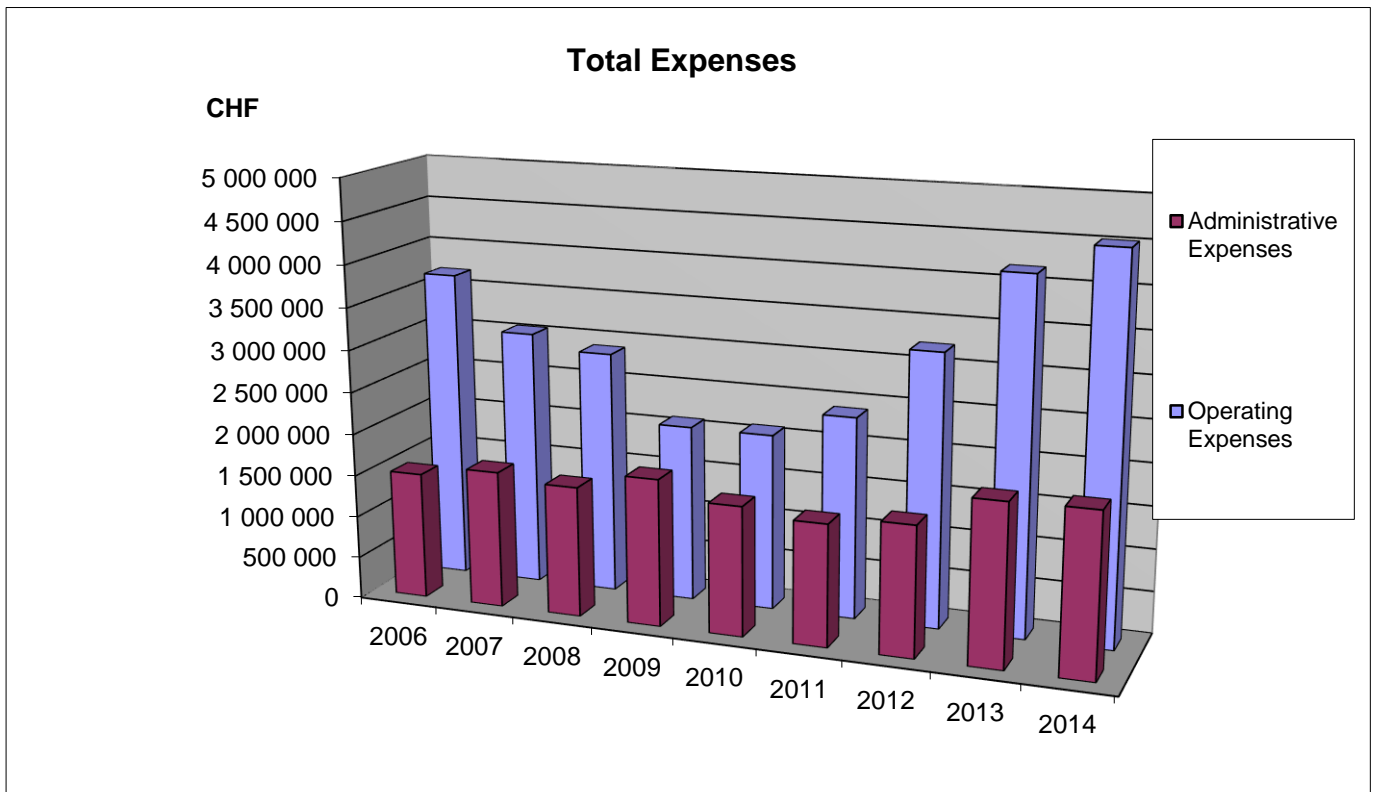
World Archery also received an exceptional third and final payment from the International Olympic Committee for the London Olympic Games in 2013.

In general, World Archery had a return of investments of 0.73%, although this is a net figure including some of the costs of buying bonds.

World Archery also received a payment from the International Olympic Committee for the Nanjing Youth Olympic Games which covered most of the expenses.

The Executive Board – on proposal of the Finance & Audit Board – decided to use this money to reimburse the mortgage of the office, meaning the office floor is now fully owned by World Archery. Of course, this will lead to less expenditure on the office in 2014 since World Archery will no longer have to return capital and pay interest.

## II. Expenses in CHF



The additional Olympic Incomes of 2012 allowed an increase in the budget for some expenses in 2013 and beyond. The expenses also include some of the additional value-in-kind expenditure covered by the new sponsorship with FILA. The increase of 24% in administration expenses is mainly linked to the increase of staff (event and communication department) and the additional overhead costs that creates.

Some of these expenses should be seen as an investment in the future.

Operating expenses in 2013 increased by around 28% on the previous year. In 2013, World Archery hosted four World Championships, which of course generated significant expenditure. Strict budgetary control, especially pertaining to the World Cup, allowed World Archery to keep expenses to a minimum, despite the expansion of the number of major events held.

The areas of expense that saw a significant increase in 2013 were TV production and distribution, as well as the cost of transportation of equipment for events. This is an area in which optimisation was planned to be done in 2014 by a new partnership with DHL, and by buying certain equipment on site.





The administration costs were quite similar in 2013 and 2014 with a 0.68% increase on the year.

We had higher operational costs mainly linked to the events as well as investments in merchandising and communication. The development of the new internet also started in 2014.

Operating expenses in 2014 increased by around 8.24% on the previous year. In 2014, World Archery hosted two World Championships, which of course generated significant expenditure but for the first time the Outdoor World Cup was delivered within budget. Strict budgetary control allowed World Archery to keep expenses to a minimum, despite the expansion of the number of major events held.

The expected optimisation of costs with DHL as highlighted in previous report did not take place despite less shipping in volume. We will further analyse this matter for 2015 since we need to reduce the cost of shipping to events.

In other parts of the annual report, you can see the positive impact that the television production and distribution has had on World Archery's image. This increased television presence was necessary in order to deliver what was promised to the organisation's partners. Furthermore, World Archery generated income from the TV rights, especially in Korea, while continuing the excellent relations with Eurosport.

For 2015, strict budgetary control and financial procedures continue to be observed to ensure that World Archery will preserve and generate adequate financial reserves for the future.

It is critical that we monitor expenses and that the organisation generates more revenue for World Archery. The priority goals remain to make major events more sustainable by increasing the revenues.

I thank here the members of the Finance & Audit Board for their excellent cooperation and guidance.

## X. Events

The Event department in the last two years has been analysing the success of the different events and continued to see where improvements can be made. The online questionnaire for the participants is an important tool and allows us to see where such improvements can be implemented.



The main conclusions drawn from these events:

- Broadcasters were very positive about the production of our World Cup and World Championships events. The new concepts of separate highlights for compound and recurve competition and a fixed TV schedule have been beneficial. The new camera positions were providing excellent images. We have built better relationships with television channels, especially Eurosport.
- The highlight of the 2013 season was the World Cup Final in Paris, which had great matches and a fantastic public. The event was sold out on Sunday and it was a shame we could not install bigger-capacity spectator stands. For 2014 it was the World Cup Final in Lausanne, which had great matches and a fantastic public. The event was close to be sold out on Sunday and the visit of the IOC President who presented some of the awards was a highlight.
- The windy conditions of the World Championships will be remembered by many, and we also have to mention the tragic passing of Coach Shin from Korea, some weeks after he was transported in an ambulance from the field of play at event. On behalf of World Archery, we once more offer our sincere condolences to his family. Coach Shin's memory lives on through the success of the Korean compound team and the recurve archers he trained.
- Medellin and Wroclaw both successfully organised their first-ever World Cup stages and improved substantially on the 2<sup>nd</sup> edition. Antalya and Shanghai hosted impressive finals as expected. The six worlds in Belek, Sassari, Wuxi, Bangkok, Nimes and Zagreb all crowned outstanding new world champions

In 2015, World Archery will be involved in 14 events, in either a support-service provider or coordinator and advisory role. That number has doubled compared to just a few years ago. With four World Championships plus Congress, a four-stage World Cup and its Final in Mexico, the Test Event for Rio 2016, the Universiads in Korea, four Indoor World Cup stages and its Final in Vegas (as well as Pan American Games and European Games), 2015 is going to be another challenging year for the event team.

As informed in the last report, the Event Tool Box (ETBox) is already a reality and the prototype-development phase has ended. It is already providing TV broadcasting and sport presentation services to organisers and member association clients all around the world.

As a result of this project and its goals, the workload in the department has increased again. The ETBox needs planning, logistic, communication and project management as it travels and operates at different events. At the moment, the ETBox is booked for 14 events in 2015 – and it still has not been officially promoted.

Back to 2013, when the World Archery Events Department was heavily involved in 13 events proving that, as an organisation, World Archery continues to move forward, grow and achieve the goals set for events in the World Archery Plan.

## Games

### I. Youth Olympic Games: Nanjing

This was a challenging event as communication and level of management from the organising committee was poor and sometimes confusing. For the Youth Olympic Games initial standards and the IOC concept for these Games, archery was delivered in Nanjing at a high level in terms of venue, TV production and other key areas. World Archery had to push hard to improve YOGOC's sport presentation plans

To remember as positive is the venue legacy for the sport. We had excellent and exciting matches and excellent image and visibility of the mixed team competition.

The next Youth Olympic Games will be organised in Buenos Aires, Argentina in 2018. The IOC is currently reviewing some of its concepts for the Games.

### II 2016 Olympic Games: Rio de Janeiro

The Rio 2016 Test Event will take place on 17-24 September 2015 in the Sambodromo. World Archery is discussing with Rio 2016 the level of the test event and areas to be tested. Rio 2016 is currently working in the invitation package for this test event.

World Archery technical delegates have visited the organising committee a number of times. Preparation of the archery competition is not going as smoothly as expected. The positive part is that archery has a venue confirmed, built and tested: the Sambodromo. However uncertainty remains on the actual overlay and the impact of the road going through the venue.

We look forward to the presentation of the LOC at the Congress. Luiz Eduardo Almeida is doing an excellent preparation job as Competition Manager.

### III 2020 Olympic Games: Tokyo

Following the allocation of the Olympic Games, TOCOG made an analysis of all the venues and the Archery venue remained as only sport on Dream Island. I made a visit in April to Tokyo to optimise the venue plans



and TOCOG will present at the Congress the final venue layout. I thank the All Japan Archery Federation for their excellent cooperation.

## XI. Future

Thanks to the World Archery Plan, which is the blueprint for all of our activities, we will continue to improve. World Archery doesn't aim to be the biggest but we want to be the first and the best to do things. The new focus for World Archery which we will continue to discuss in the workgroups during this Congress is how we can make our member associations stronger and more importantly on a national level.

I look forward to working with all of you to tackle new challenges, such as, the current economic climate in order to make Archery an **IMPORTANT OLYMPIC SPORT** at **NATIONAL LEVEL** WORLDWIDE.

## XII. Conclusion

In conclusion, I wish to thank our President, Prof Dr Ugur ERDENER, who despite being even busier than before still finds the time and energy to do a fantastic job for our sport. I also thank all Executive Board members, World Archery Committee members and Judges for their tireless efforts in enhancing our sport.

I also thank the entire event team composed of:

- The Sport Presentation group composed of Rocky, George, Steven, Crispin, Mark
- The Results team under the leadership of Matteo since this year and Murat the previous years
- The media team with Andrea, Carl and John
- The TV Production Team headed by Cedric and David
- The Marshals keeping our athletes under control: Andreas, Chris and Nathalie
- And everyone else that has assisted during the events

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Tom Dielen

Secretary General