



World Archery



Annual Report 2012

World Archery
Annual Report
2012





Message from the President of World Archery

Dear Friends of Archery,

I believe that we can all look back upon 2012 as one of the most successful years in the history of World Archery. From many points of view, 2012 will be remembered for the great successes we achieved as an organisation.

First among these successes has to be the spectacular achievements realised at London 2012. I think our venue at Lord's Cricket Grounds provided archery with one of the most interesting and historic venues for all the competitions at London 2012. The backdrop for archery was the iconic cricket grounds known around the world.

Beyond the merely physical environment that Lord's Cricket Grounds provided, our archers raised their own individual and team performances to allow World Archery to showcase the high performance levels of the competitors and at the same time to extend the excitement of our sport with many matches that had to go to tie-breakers to determine the outcome. The excitement level of our spectators, both at Lord's and on television, was one of great anticipation followed by great satisfaction with the quality of the competitions that they witnessed.

One of the many results of World Archery's great success at London 2012 was that archery was raised in its IOC evaluation among the Olympic Sports. The primary goal of World Archery's World Plan was for archery to become an important Olympic Sport. Our sport achieved an increased importance as recognised by the IOC and also as was shown by the IOC Spectator Satisfaction surveys.

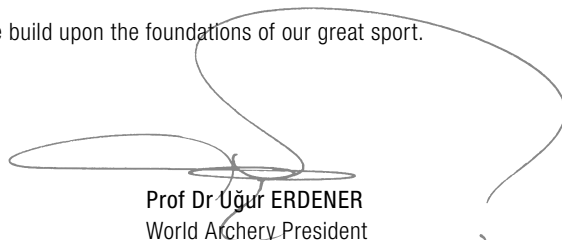
All of us in World Archery, that is our Members Associations, Sponsors, and participants, contributed greatly and selflessly to the achievement of our programs, growth, and international recognition. I thank all of you for your great contributions. However, let me point out that we should not rest on our achievements and think that we have "arrived." We must continuously strive to become a better and more far-reaching organisation. And that will be the function of our new World Archery Plan. And again, let me state that many of you will be participating in our new projects as they move forward.

2012 also saw the conclusion of another series of World Cup events culminating in a spectacular World Cup Final in Tokyo, Japan. Our World Cup events are becoming more and more of a quality competition that rival the best of our other outstanding world, regional, and Olympic events. Our World Cup events are spread around the globe to allow for a great distribution and participation by our athletes. We must continue to work on and refine our competitions to meet the needs of our athletes and our spectators. We have extremely exciting competitions, and we must make sure that we bring this excitement to the world and to our spectators, both on the field and on television.

I look back upon 2012 with great satisfaction, and I am truly inspired by our athletes' performances. Their inspiration to those of us in World Archery encourages us to do all that we can to ensure the continuing presence of archery on the Olympic Programme and to make sure that we continue to make archery a world-wide sport in terms of participation and excellence.

I look forward to working with all of you in the future as together we build upon the foundations of our great sport.

Best regards,



Prof Dr Uğur ERDENER
World Archery President

Foreword by the Secretary General

Tom DIELEN
World Archery
Secretary General

Welcome you to read our annual report, which gives an overview of the most important activities of 2012. Upon reviewing last years archery activities, we can see that the sport had the best year ever with the Olympic Games as the highlight. The World Cup continued to evolve and we further improved the quality of the event and introduced some new technology. The highlights of 2012 were of course the Olympic Games, the Paralympic Games, the World Archery Field Championships and World Archery Indoor Championships. We continue to implement the World Archery Plan and have started the preparation of the next World Archery Plan for 2013-2016.

I. Key Events of 2012

- ▲ World Archery Indoor Championships, Las Vegas, Nevada (USA) in February
- ▲ Archery World Cup stage 1, Shanghai (CHN) in April
- ▲ Archery World Cup stage 2, Antalya (TUR) in May
- ▲ Executive Committee Meeting, Antalya (TUR) in May
- ▲ Archery World Cup stage 3, Ogden (USA) in June
- ▲ Olympic Games, London (GBR) in July/August
- ▲ Executive Board Meeting, London (GBR)
- ▲ World Archery Field Championships, Val d'Isère (FRA) in August
- ▲ Paralympic Games, London (GBR) in September
- ▲ Archery World Cup Final, Tokyo (JPN) in September
- ▲ World Archery Executive Board Meeting, Lausanne (SUI) in November



IOC President Count Jacques ROGGE, World Archery President Prof Dr Uğur ERDENER and World Archery Secretary General Tom DIELEN at Lord's in 2012



Lord's Cricket Ground in Archery Format

II. World Archery Events

Main conclusions drawn from these events are:

- ▲ We are very pleased with the spectator attendances at London, Ogden, Tokyo and Shanghai.
- ▲ Broadcasters were very positive about the production from our World Cup and World Championship events. We must, however, explain the events more thoroughly. We have improved our relationships with the TV channels, especially in Japan.
- ▲ We can confirm that the level of the spectators in London was the highest ever, even the 1st round elimination matches were very balanced. This created drama for every match, which achieved a high spectator satisfaction. All four Olympic finals were exciting. We were delighted to see three different continents winning medals and the other continents being very much in contention. We also noticed new countries win medals in the events during the year. We achieved our goal to have more than 50 countries participating in London. In the end, it was 55 but it could have been 56 had Israel not refused their quota place.

III. World Archery Office

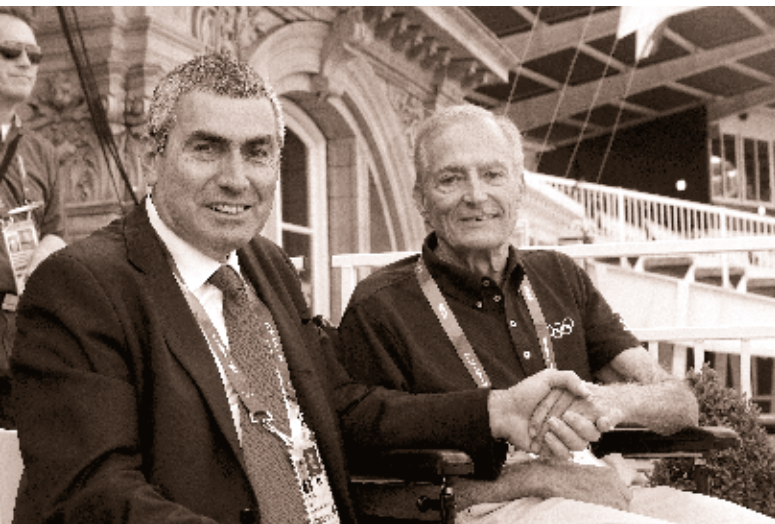
The World Archery Office underwent some temporary changes due to Ludivine MAITRE-WICKY's maternity leave. Raheleh AHADPOUR and Jenny BRUGGER are now part of the permanent staff. Vanahé ANTILLE, replaces Ludivine during her maternity leave and will attend some of our events. Thomas AUBERT, joined as an assistant to the Secretary General. Two more staff will join World Archery in 2013. Sandrine BLATTER, has unfortunately decided to leave us due to family commitments. We thank her for her great efforts and wish her the best of luck in the future.



Team USA



Jeff FABRY (USA) v Norbert MURPHY (CAN)



World Archery President Prof Dr Uğur ERDENER and World Archery Honorary President James EASTON, both IOC Members



Britain's first ever Paralympic champion Margaret MAUGHAN with Mel CLARKE and Danielle BROWN

The structure of the Office is split into four departments:

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

The structure of the World Archery Congress, Executive Board and Office can be found at the end of this report.

IV. IOC Relations and World Archery as Part of the Olympic Movement

World Archery's relationships with the IOC and the Olympic Family continues to be strong. At the end of the year, the main focus was on finalising the Olympic Programme Report and a request to add the Mixed Team event to the Rio 2016 Programme. Our President is now the Vice-Chair of the IOC Medical Committee. He is also on the IOC Women and Sport Commission. The President has been appointed as Executive Committee and Foundation Board Member of the World Anti-Doping Agency (WADA). Even with his many commitments, the WA President is very present and valuable in negotiations with our commercial partners. The Secretary General was appointed in the ASOIF working Group on Olympic and Multisport Games, which for instances, works on the relationships between ASOIF, its members and the OCOGs. In addition, Juan Carlos HOLGADO, has been appointed in the ASOIF Workgroup on Sport Development and Education.

V. World Archery and the Future

Work on the World Archery Plan is progressing, especially in the establishment of the plan for 2013-2016. We need to continue to work on the development of our sport, and the trainers' concept is a very important part of this plan. Europe has finalised its first group and a new project is foreseen for Asia in March 2013.

I would like to finish this introduction by thanking the World Archery President, the Executive Committee and Executive Board Members for their excellent cooperation with the Office. The President's dedication and tremendous commitment to the development of our sport is very much appreciated and necessary. My thanks also go to our entire Event and Development Team. I would like to conclude by thanking Caroline, Deqa, Didier, Jenny, Juan Carlos, Ludivine, Pascal, Raheleh, Sandrine, Séverine, Thomas and Vanahé for their great effort and contribution to the work and success of the World Archery Office.



IOC Member HRH Prince Albert with World Archery Honorary President Francesco GNECCHI RUSCONE



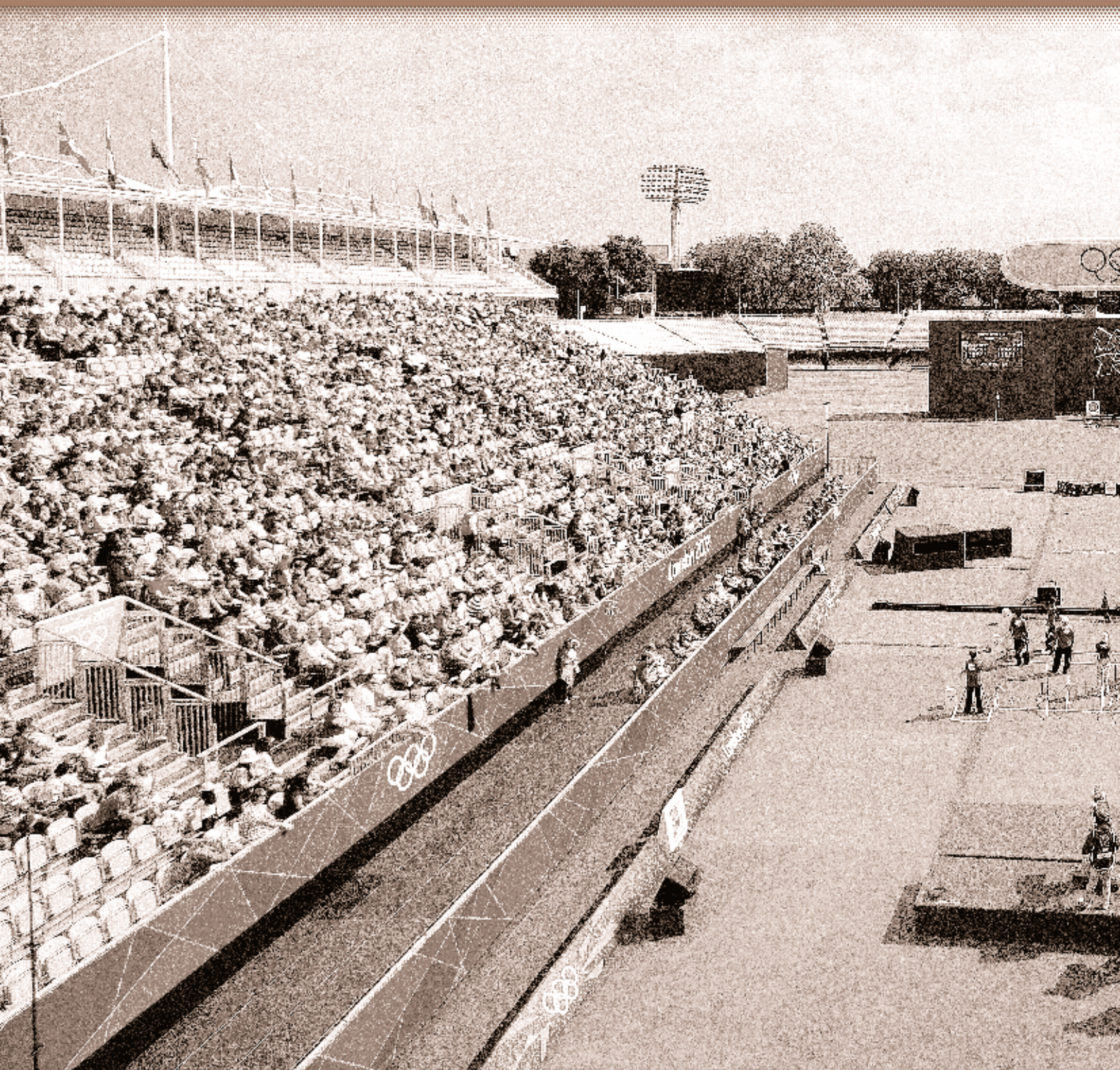
The President of Finland Sauli NIINISTÖ (right) led his delegation



World Archery Secretary General Tom DIELEN and China's basketball star YAO Ming



World Archery First Vice-President Mario SCARZELLA and Vice-President Sanguan KOSAVINTA at the Shanghai World Cup stage



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Events

Juan Carlos HOLGADO
World Archery Events Director

1. Introduction

2012 has been a very long season... AGAIN! It started beginning of March and ended in September with the World Cup Final in Tokyo. In addition to those events (directly organized by World Archery with the Local Organizing Committees-LOCs), we have also been involved in assisting in other competitions with interest for WA and achieving set goals. This was the case this season with the Indoor World Cups in Nimes, Las Vegas and Singapore.

This report will first focus on the main aspects of the events organised in 2012 and will follow with the goals and plans for our events in 2013.

2. Evaluation per Event

As done in previous Event Department reports, we will utilise the online feedback (available in our Website for all participants) to evaluate our events of this season. In events where the online feedback was not available, we will use the "point of view" of the LOC, the WA Event Team and WA Event Director. A scale from 1 to 5 (1 = weak to 5 = excellent) was used to rate the areas of each event.

World Cup Stage 1 – Shanghai CHN

	Scores
Facilities at Competition Venues	3.64
Food	3.20
General Organisation	3.77
Hotels	3.66
Level of Judging	3.69
Medal Ceremonies	3.92
Result System	4.00
Transportation	3.84
Average	3.72



Juan Carlos HOLGADO and the Event Team in full operation in the technical tent at the Shanghai World Cup



DOS in action during the finals in Tokyo. ITOs and DOS are more and more part of the event team. We are happy and lucky to have them!

A) Comments from World Archery Events Department:

- ▲ The set-up of the archery venues, both the stadium and the venue for finals was very good. Nice venue in an iconic place and a very good branding-look.
- ▲ Good participation in numbers and quality of athletes/countries. 299 athletes and 51 countries.
- ▲ Hotels and transport has improved compared to last year. Better standards and good food.
- ▲ The LOC hired an event company to coordinate accommodation, transport and marketing. In those areas the standards were raised compared to previous years.
- ▲ Good technology and visibility of our Sport in China.
- ▲ Excellent collaboration with the LOC.
- ▲ The event is getting better each year. We will be in Shanghai again for 2013.

B) To be improved in future:

- ▲ Spectators during the finals could be improved. Being in China, we should have more spectators and local promotion of the event.

In general it was a very good event for WA, LOC and all participants.



WA TV graphics operators: Nataile PORTMAN and Jano MOSCARDI



WA show director Rocky BESTER and TV-flow manager Marion DAGBERT in action during the World Cup in Ogden



TFORS, our technology "timing & scoring" team making sure all is working accurately during the finals in Shanghai



WA commentator Carl ARKY and Brady ELLISON during live commentary in our TV broadcasting for live TV



W&W Archery Fan Reporters in Ogden. Many of our YouTube videos were produced by our W&W AFR volunteers



WA sport commentator George TEKMITCHOV “enjoying” a day of work during the rainy finals in Tokyo. “Bad day = good smile”

World Cup Stage 2 – Antalya TUR

Score

Facilities at Competition Venues	3.91
Food	3.65
General Organisation	3.92
Hotels	4.21
Level of Judging	3.80
Medal Ceremonies	3.96
Result System	3.71
Transportation	3.82
Average	3.87

A) Comments from World Archery Events Department:

- ▲ Antalya Beach was again a good venue for the finals.
- ▲ Good participation in numbers and quality of athletes/countries. 388 athletes and 52 countries.
- ▲ Good hotels and food.
- ▲ As last year, the LOC hired an event company to deliver the venue for finals.
- ▲ The look of the event was excellent (banners, sponsors visibility, etc.).
- ▲ Transportation was very good, as it is in Antalya year after year.
- ▲ Excellent collaboration with the LOC.

B) To be improved in future:

- ▲ Disappointingly, local promotion and visibility in the city of this event did not exist. As previous editions, World Archery would like to see more local promotion happening in the city (or areas close to the event) to encourage more spectators to the finals.

In general it was a very good event for WA, LOC and the participants.



WA show director Rachel ROSENGARTEN preparing the music and scripts for our finals



Cedric ROGER, TV Director of our WA TV team in "action" during the London 2012 Olympic Games to produce the technical film of our sport in London

World Cup Stage 3 – Ogden USA

	Scores
Facilities at Competition Venues	4.15
Food	3.21
General Organisation	4.05
Hotels	4.12
Level of Judging	4.05
Medal Ceremonies	3.95
Result System	3.93
Transportation	3.90
Average	3.92



DONG Wenjing (Chinese Archery Federation) and GUO Bei (Sport Department, City of Shanghai) with a new archery fan. Both are part of the LOC for the Shanghai World Cup. The good mood and excellent collaboration with our LOC in all events is part of the key success in our events.

A) Comments from World Archery Events Department:

- ▲ Participants appreciated the “easy going” atmosphere to this event.
- ▲ There was a new venue selected for the qualification and elimination stages. The “Golden Spike” which was very positive for the event in the operational and logistical aspects. Good and large spaces for the event and participants.
- ▲ The involvement of the city and local people was very good. A great number of spectators showed up during the finals and it is something that World Archery and the participants appreciated/valued a lot.
- ▲ Excellent and well prepared-trained volunteers.
- ▲ Good participation in number and quality of athletes/countries. 395 athletes and 66 countries. Having the final qualification event for the London 2012 Olympic Games in Ogden helped the high number of participants).
- ▲ The food increased a lot (quantity and quality) since the first event in Ogden.
- ▲ Excellent collaboration with the LOC.



Field for finals in Ogden, the “classic” archery-baseball stadium ready for action

B) To be improved in future:

- Financially the event is not self-sustained. "Incomes" does not match the "spending-cost" of the event. To be able to organise an event like this, in the USA, in future requires a strong "sponsor" or an event with the venue at walking distance from the official hotels (or within the hotel).

Overall, it was again an excellent event for WA, LOC and the participants. The Olympic Qualifier Event section gained a bit more international media coverage compared to any other regular World Cup events of this season.

World Cup Final – Tokyo JPN

There was no online questionnaire prepared for this event. Therefore, this evaluation is prepared by the Event Department.

A) Comments from the World Archery Events Department:

- A very good event from an organisational point of view.
- Excellent working atmosphere and collaboration with all parties involved in the Organisation (the Japanese Archery Federation and the events companies involved)
- The LOC delivered the event to high standards. Good event for participants and World Archery.
- Tokyo is an "expensive" city to organise events.
- Good technology provided (video screens, internet, etc.).
- Good visibility in Japan as the National TV aired the finals live.

B) What could have been improved:

- The venue location was nice and comfortable, but it was difficult to see we were in Tokyo.
- More local and international promotion would have been nice to have.
- Transportation could have been improved.

It was a very good and exciting event for WA, the Japanese Archery Federation and the participants. We all appreciated Japanese culture and their way of welcoming and respecting visitors was demonstrated on many occasions. As an example, having our spectators watching the competition under a "rainy day" staying on site under "a shower" even during the award ceremony until it was all over is something we won't easily forget.

World Archery INDOOR Championships – Las Vegas USA

There was no online questionnaire prepared for this event. Therefore, the evaluation is prepared by the Events Department.

A) Comments from World Archery Events Department:

- Good venue for the finals, good FoP set-up.



Shanghai's finals venue, in the heart of the modern city, Pudong area

- ▲ Good number of spectators during the finals.
- ▲ Participants appreciated the “easy going” atmosphere at this event. The fact that the competition venue was located within the same hotel, walking distance, was appreciated by the participants.
- ▲ Good ratio quality/price of accommodation.
- ▲ Good collaboration with the venue event team (Casino South Point event team) and LOC.
- ▲ Good spaces available for an indoor World Championships. Large venue and spaces.

B) What could have been improved:

- ▲ Having 3 events at the same location and time (one after the other) didn't help to give a clear identity to the World Championships. It was quite confusing for media, spectators and for promoting the event.
- ▲ More visibility of World Archery and World Championships logos was needed. Lack of “look” and logos.
- ▲ Number of participants was lower than in previous indoor W.Ch. 269 archers (338 in Rzeszow-POL 2009) but the number of countries was similar to that in 2009 (36 in Las Vegas and 37 in Rzeszow).

It was a good and “easy going” event for WA and the participants.

World Archery FIELD Championships. – Val d'Isère FRA Scores

There was no online questionnaire prepared for this event. Therefore, the evaluation is prepared by the Events Department.

A) Comments from World Archery Events Department:

- ▲ Courses for qualifications and elimination were excellent. Good design in difficulty and good balance in technical-Field adapted-physical courses.
- ▲ The venue for finals was very good in concept and set-up. Good design, good location and easy for spectators to follow the competition.
- ▲ Good participation. 247 athletes and 24 countries.
- ▲ Good transportation and good ratio quality/cost of the accommodation in official hotels.
- ▲ Well trained and motivated volunteers.

B) What could have been improved:

- ▲ Preparation of the event (more in WA side) and collaboration with the LOC was not as good/efficient as desired.
- ▲ Distribution of the information and results was not as efficient as expected.
- ▲ Internal-external communication with the LOC was not ideal.

It was a very good Field World Championships. Participants appreciated it as a “Real Field W.Ch. with difficulties and many challenges with no flat areas”. Val d'Isère is a great village to host this type of event.

London 2012–Olympic Games

We had a very successful Archery event at the London 2012 Olympic Games. In many areas we could say that this “was the best Olympic Games for Archery” ever. We had many positive comments from inside and outside the Archery community.



WA TD for London 2012 Eva THESEN with LOCOG IF Services team leader Lindsay MOLYNEUX. Good work done by both of them... so happy after the archery event was over and ended successfully



LOCOG IF Services team leader Lindsay MOLYNEUX, WA TD for the London 2012 Paralympic Games Sheri RHODES, LOCOG Athlete Services team leader Mix HAXHOLM during the finals of the para-archery event in London 2012. Good event, happy faces!

Our sport achieved a 98.4 customer satisfaction rating and a coveted 5 out of 5 star rating from The Guardian newspaper, the highest amongst all the Olympic Sports. Archery is now recognised as an exciting; very interesting; spectator friendly; amazing and/or a very competitive sport by spectators, media and Olympic Family members who watched our competition at the venue, Lord's Cricket Ground or on TV. This outstanding feedback received by many different parties during and after the Games was excellent and very positive. The changes introduced in our competition after Beijing 2008 have proven to be very successful. The sets system worked very well to gain interest from everybody.

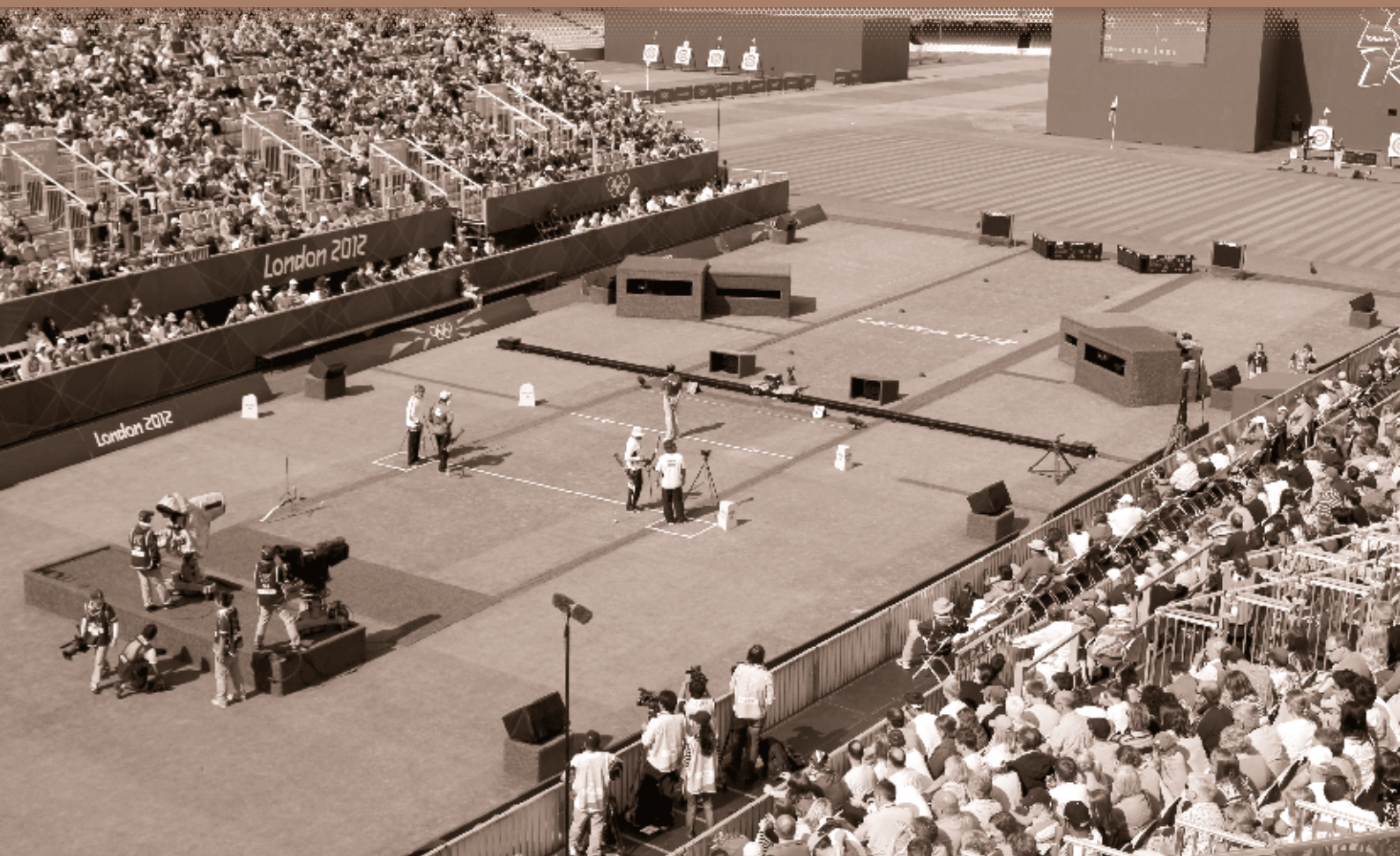
LOCOG's Sport Team did, again, excellent work in delivering the event (as it was the case during the test event "The London Archery Classic" in 2011). The Venues Team also contributed to this success and improved their work, compared to the test event after becoming more familiar with our sports requirements. LOCOC staff were very motivated and enthusiastic in delivering our event to contribute to making a great Games.

The preparation and planning work with LOCOC was too often hard and painful, but we could say that the "delivering" part was very efficient and well done. LOCOC's "style and way" of work became a challenge at times for the TDs, WA and its staff.

More details of the archery event in the London 2012 OG can be found in our post event Secretary General report and in the WA report to the IOC. However, let's highlight some of the main points and the areas that could have been improved.

A) Positives:

- ▲ Collaboration and support from the Lord's staff and board members was very good. We felt like at "home" and welcomed by the venue owners.
- ▲ Look of the venue. Impressive on TV, for spectators, media, athletes and Olympic Family. Clean and nice!
- ▲ The 3 FoPs were very well prepared and designed (Nursery, warm up area and Field for finals).
- ▲ Very good sport info operation and efficient distribution of information and results.
- ▲ Spectators and the atmosphere in the stands. Venue and stands were more or less full for all sessions.
- ▲ Sport Presentation and systems were very good (commentators, video clips, animation, PA system, video board, music).
- ▲ Olympic Family lounge, classy and to a high standard.
- ▲ Excellent TV images and high level of audiences in many territories.
- ▲ Great media interest. Very positive media comments-articles-stories about our sport and the athletes. Big attendance of media during the entire competition.
- ▲ Great success with the "Try Archery" activity organised by LOCOC for spectators in the "common spectator areas".
- ▲ Good office spaces/lounges for WA, ITOs, NTOs, athletes and coaches.
- ▲ Good process of re-printing and re-selling spectator tickets on the same day/same session in order to fill any seats not occupied in each session.
- ▲ Medal Ceremonies were fast and very well organised.
- ▲ Excellent LOCOC photograph manager and the entire photographers operation.
- ▲ Very good sport material.



The impressive archery final field of play at Lord's Cricket Ground, temporarily the "Home of Archery" at the London 2012 Olympic Games. Stands full, no matter what weather

- ▲ Good work done by the ITO's and NTO's.
- ▲ Good number of IOC members and VIP attendance.

B) Could have been better:

- ▲ Annoying and problematic LOCOG "Olympic Family Manager". Not easy to work with this person. He had no understanding of his role and how to work with and in cooperation/collaboration with WA.
- ▲ Coordination with LOCOG's Anti-Doping-test team during Medal Ceremony preparations.
- ▲ Olympic Family seating was not as good as expected in terms of quality and quantity.
- ▲ A GB medal was disappointingly missing to be considered as one of "the top sports" by the population of GB and national TV. Archery sadly missed a lot of visibility and TV coverage in GBR because no local medal-hero/heroine in archery compared to the other sports that GBR achieved medals.

London 2012 Paralympic Games

We had a successful archery event at the London 2012 Paralympic Games. We used the Olympic Shooting venue at the Royal Artillery Barracks in Woolwich. This presented some challenges and more issues than expected initially. The transition from Olympic Games Shot Gun / Shooting to Paralympic Games / Para Archery was challenging and at times needed attention and action from WA and the IPC.

Preparation of the archery competition was not easy and solving the different issues took a lot of energy and WA's involvement. Issues with the venue were raised and reported to LOCOG's Venue Team but a lack of time, funding and resources were the reasons given resulting in a less than ideal venue condition for the sports requirements. IPC and WA provided some last minute suggestions and compromises in an effort to address the venue issues.

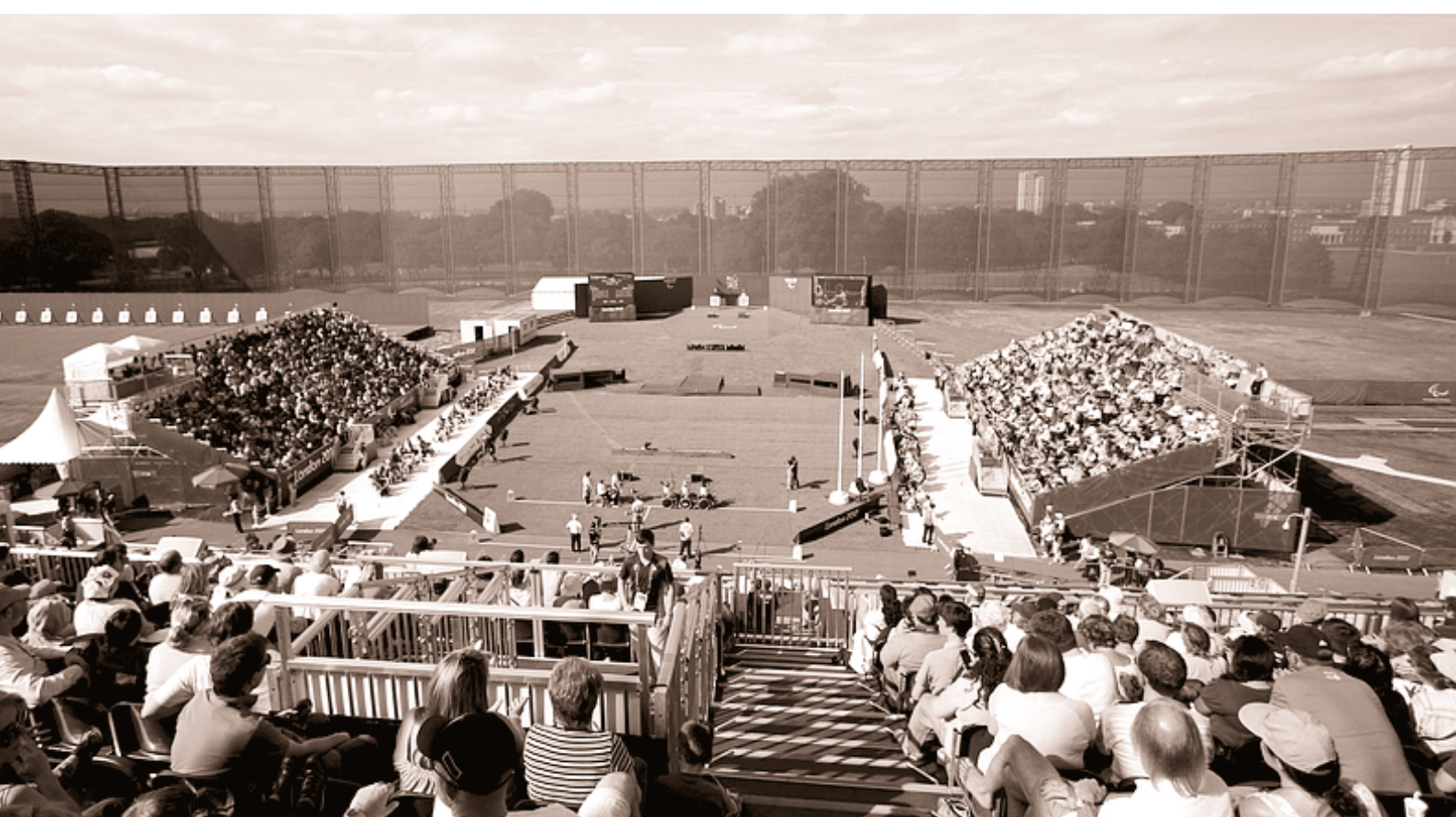
Despite this difficulty a good lesson was learnt. Trying to use the same venue for two different sports from Olympic and Paralympic disciplines does not appear to satisfy the needs of the sport occupying the venue last. This has proven the case for Para Archery in two separate scenarios (London 2012 and Athens 2004) that both presented the same challenges for Para Archery.

The highlights and areas for improvement are listed below:

A) Positives:

- ▲ Look of the venue for the final was good on site and on TV.
- ▲ Good sport info operation and efficient distribution of the information.
- ▲ Good Sport Presentation operation and systems used (commentators, video clips, animation, own camera for the Video wall, PA system, video board, music).
- ▲ Good media interest.
- ▲ Good success of the "Try Archery" activity organised for spectators in the "common domain" spectator areas.
- ▲ Good office spaces, lounges for WA, ITOs, NTOs, athletes and coaches.
- ▲ Medal Ceremonies were well organised.
- ▲ Very good sport material.
- ▲ Very good LOCOG Sport Team, its staff and volunteers.

The para-archery finals field of play at the London 2012 Paralympic Games.
Nice and pretty! Great Paralympic Games for archery ... again!





Russell MILLER (LOCOG Archery Venue Manager) and Chris MARSH (LOCOG Archery Competition Manager), two of the key persons in the success of our competition in London 2012 OG.



WA TV team member Cécile DAGBERT... always there to solve issues, but never "in camera"

B) Could have been better

- ▲ The Ranking Round field was not up to the standards needed for this event. Ground was not of good quality presenting challenges for wheelchair athletes as it was not levelled/flat enough for wheelchairs or those athletes using assisted walking apparatus.
- ▲ TV image operation-production. WA had to propose and put in place a solution (and cover some of the cost) to have images of the matches shown in the venue via the large video screen for spectators. WA would like to thank IPC for their kind financial contribution to finance the production of images for the video board and their understanding in ensuring that a better solution will be found for Rio 2016.
- ▲ Poor OBS-TV distribution. ENG TV camera positions were established and ended in poor images of our sport and the competition. Images distributed in some medal matches were extremely poor, making them appear of less quality than that of Sport Presentation's TV production on site.
- ▲ The Paralympic Family Lounge, space and services were not up to the standards needed for Games.
- ▲ The entire spectator ticket operation was not good. The tickets were for the venue rather than for the individual sports (Para Archery and Para Shooting) resulting in empty seats when the spectators went to view the other sport. In contrast, there were not enough seats and overcrowdedness when spectators left Para Shooting to view Para Archery during finals.

3. FISU events

In 2012, we had the World University Archery Championships being hosted in Spain, by the University of Cordoba.

The positive news for WA is that FISU has included our sport in the compulsory programme for the Summer Universiades. This will for sure help our sport to get more support in Universities around the World and will provide more visibility in media to Archery. This was one of WA goals for many years and it is very rewarding this has now been accomplished.

a) World University Archery Championships – Cordoba ESP

This was an FISU event and World Archery participated with an IF Delegate. For this event the IF Delegate was Ms KIM Soo-Nyung. She did a good job in Cordoba and helped the LOC to deliver a better event.

The competition was well organised looking to FISU W.Ch standards. However, this event has some way to go to match our World Cup standards or the FISU Summer Universiades standards. In any case, it was good enough for our University Archers and participants were satisfied based on their feedback.

The next WUAC will be organised in Belgium, 2014 and then in Mongolia, 2016. After that there will not be any more WUAC organised as archery will then officially be part of the Summer Universiades programme (following FISU regulations, sports in the compulsory programme do not then have a World Universiad World Championships).

4. Future WA Events in 2013

4.1. World Cups

In 2012 we will be staging the following World Cups:

- ▲ World Cup stage 1, Shanghai CHN
- ▲ World Cup stage 2, Antalya TUR
- ▲ World Cup stage 3, Medellin COL (NEW organiser)
- ▲ World Cup stage 4, Wroclaw POL (NEW organiser)
- ▲ World Cup Final, Paris FRA



Juan Carlos HOLGADO, Andre AGASSI (LONGINES ambassador) and Greg EASTON (organiser Ogden World Cup and President JAS D. Easton) during the Indoor World Championships finals. VIPs in our events are more common year after year!

WA has established the following goals for these World Cups:

1. Increase spectator attendance for the finals.
2. Increase the marketing and communication (media side) of the events.
3. Ensure the high level organisation of those events.
4. Ensure that the two new organisers, for stages 3 and 4, have all the support needed to meet the World Cup standards right from the beginning.

Shanghai and Antalya World Cups are in good progress. As well as experienced organisers, we can expect more success for both their events in 2013.

The two new LOCs, Medellin and Wroclaw, will require closer attention from WA, as well as more support to ensure a good event/experience in their first edition. Medellin has a lot of experience in organising different archery competitions (at national, regional and international level). Several inspections and working visits have been arranged and the LOC is in constant contact with WA Event Department.

As for Wroclaw, it is important to mention that the LOC for the World Cup stage 4 is the same LOC we had for the Youth World Championships in Legnica, 2011. The event has been moved one week later to its initial dates due to the fact WA had not the sufficient time to send the necessary event equipment from Cali, Colombia to Wroclaw in time. An additional week was required for our logistics and to be sure we will have our equipment in Poland on time.

The preparation for the World Cup Final, in Paris is progressing at good speed. The venue chosen for our finals is the "Trocadero Fountains", just in front of the Eiffel Tower, one of the world's most recognised constructions worldwide. The LOC is expecting this to be "the Archery" competition of the year, with a plan to have around 3000 spectators per session. Preparation of this event is in coordination with the FFTA and the LOC and proving a successful collaboration at the moment.



Tom DIELEN and Juan Carlos HOLGADO making sure all is on time and as expected. It is an easy task with the help they have from each LOC, its staff-volunteers and the WA event team!

4.2. Indoor World Cups in 2013

The Indoor World Cup circuit is growing slowly and WA is assisting the different LOCs in its strategy, planning and operational part of the event.

For 2013, we have included one more organiser to our three existing organisers. Marrakech (Morocco) is joining as stage 1 to the circuit of Singapore, Nimes and Las Vegas. Another alternation with the Indoor World Cup circuit is because Nimes will be hosting the 2014 World Indoor Championships, they will be unable to stage both the World Indoor Championships and the Indoor World Cup stage 3. Therefore, Telford (GBR) will host the European Indoor Archery Festival (Indoor World Cup Stage 3) for 1 year allowing Nimes to concentrate on their preparations for the World Indoor Championships. After the World Indoor Championships, Nimes will host the Indoor World Cup stage 3 as usual for 2015.

The Indoor World Cup events season for 2013/2014 will be:

- ▲ Stage 1, Nov 2013, Marrakech MAR
- ▲ Stage 2, Dec 2013, Singapore SIN
- ▲ Stage 3, Jan 2014, Telford GBR
- ▲ Stage 4 and Finals, Feb 2014, Las Vegas USA

4.3. World Championships in 2013

In 2013 we will have the following World Championships:

4.3.1. World Archery Championships – Belek, Antalya TUR

The LOC-TAF is very experienced in organising our major World Archery events. We can expect that both the bi-annual Congress and the championships will be organised successfully.

Goals established for this event are:

- ▲ Achieve a high number of participants.
- ▲ Accomplish a successful TV coverage and increase the TV distribution and visibility around the world.
- ▲ Ensure a smooth operation of the event for all participants.

Tokyo World Cup Final



4.3.2. World Archery YOUTH Championships – Wuxi CHN

The LOC is not experienced at international Archery events but have organised many other international competitions in other sports with higher number of participants than our Youth World Championships. The Chinese Archery Association is strongly supporting the LOC and we can expect a good event for our Junior and Cadets. The LOC asked WA to change the dates of the event as the dates initially agreed were too close to the Chinese National Games, which was creating an issue for the Chinese Archery Association to support the event in Wuxi. WA agreed with this change and the new dates were accepted and published to inform our Member Associations.

Goal established for this event are:

- ▲ Deliver a high standard archery event for our youth and archery in China.

4.3.3. Para-Archery World Championships – Bangkok THA

Dates for this event have been confirmed recently. The TD for this event visited Bangkok end of 2012 and reports received afterwards indicate that the preparation of this Para-Archery event is progressing well. Weak areas in the planning of the event have been identified and the TD-WA are working together with the LOC to develop solutions and provide the support needed to ensure a well-organised event.

Goals established for this event are:

- ▲ Deliver a high standard archery event for our para-athletes.
- ▲ Ensure a high number and level of the participants.

4.3.4. World Archery 3D Championships – Sassari ITA

Our 3D archery community will be able to compete in Italy to find the more skillful 3D archers in the World. LOC has experience in organising this kind of event and WA has chosen a TD to help the LOC to plan and deliver this event.

WA is expecting a slight increase of the number of participants.

5. Other multi sports events that include archery

5.1. World Games – Cali (COL)

World Archery has been working with the Colombian Archery Federation, the IWGA and the Cali Organising Committee (COC) to ensure that the archery competition will be organised to the level expected. Our Secretary General visited Cali several times and met the COC and IWGA to solve some initial issues. It is clear that this event is not the Olympic Games, but the fact that in this edition we will have a Field and a Target event to be organised in 3 different venues and the “political” issues the COC is having internally, is not making this work easier.

World Archery decided to have more staff involved in this event in order to ensure a good organisation and good image for our sport.

5.2. Mediterranean Games – Mersin (TUR)

This event was going to be organised in Volos, Greece. However, in light of the current economic crisis Greece is suffering, the organisation of these Games was moved to Mersin (TUR).

World Archery started to communicate and work with the LOC and the Turkish Archery Federation as soon as this decision was taken. A WA and LOC meeting was arranged during the World Cup in Antalya, 2012 and a WA TD has been chosen.

The TAF has involved key persons in this event. WA feels confident that we can end in a well-organised archery competition. However, our main challenge is not in the “organisational” part of these Games, but in the archery participation. After the issues we had in the Mediterranean Games in Almeria 2005, archery as a sport was damaged and our position in these Games became weak. This is not ideal for WA as the IOC is taking these Games as part of their evaluation of our sport. Therefore, WA decided to work in a “Med Games project” to ensure a good level of participation in the archery competition in Mersin, both in quantity and quality.

WA through its Development Department contacted all Mediterranean countries with archery federations to find out how to encourage them to participate in Mersin and perform well.

The Event Department helped on this project as in order to be successful this project needs different approaches in different areas. WA expects to have a higher number of participants in the archery competition in Mersin, and have all events with a good number of participants.

6. Other projects

6.1. Automatic Scoring – “Falco-Eye”

The Event Department worked with the creators of an automatic scoring system developed in Hungary. In 2010, we met them during the Field World Championships in Visegrad and a project plan was established to adapt this system to our target archery events. All this resulted by having a real device ready to use in our events. After several meetings and lab-tests carried out during 2012, we could see the first prototype working in our World Cup Final, in Tokyo.

The system has been named “Falco-Eye” and it is fully integrated with our TV graphics and with the Swiss Timing and TFORS equipment. The first “real competition test” done Tokyo was a success, despite the many challenges the Falco-Eye team had with the heavy rain and with several power issues. We could say that 50% of the arrows values in Tokyo were given by the Falco-Eye system without intervention of our spotter. After Tokyo we believe we are progressing in the right direction on this project and could get a very accurate and good device for our sport in short time.

The plan for 2013 is to keep working with the Falco-Eye team to make the system more effective and robust for its integration with our events equipment.

This Falco-Eye system brings new situations to our sport, as for example, the possibility to resolve “in live” a shoot-off without the intervention of a judge, or the accuracy and consistency needed in our target faces on its dimensions (under any weather conditions). Some current rules will need to be adapted when the system will be fully developed and working consistently.

6.2. Heart Beat Monitoring – “Tabrasco”

Another project we have been working on last season was the “Heart Beat” project. The intention was to monitor in live the heartbeat rate of an athlete while shooting. The goal is to have a measurement of the heartbeat to show it live on TV (with a TV graphic) and allow commentators and spectators understand better what is happening “inside” the athlete while shooting.

For this project we are working with a Swiss company, Tabrasco, which is responsible of the development and implementation of this project and the software and hardware. We met several times with the engineers and scientists from Tabrasco and tested the devices and system in Lausanne (with local athletes) and during the Field World Championships in France and the World Cup Final in Tokyo.

The system is still not as accurate and reliable as expected, and therefore, we will still need to work in 2013 with Tabrasco to solve these issues before using them officially in our events.



Carl ARKY and Andrea GALES doing the live commentary for TV



Matteo PISANI, the WA spotter for the finals. He does not miss one arrow... nor one point! “Liners” are his speciality!



"Just a second I have to reply to this email" Juan Carlos HOLGADO



George TEKMITCHOV

7. Conclusion

It has been again a very busy and interesting year for events in archery and therefore, for us. This department and the members of the WA Event Team have been quite busy. However, we are very happy to be able to look back on 2012 as another excellent year for our events, for our organisers, for the athletes, for our LOCs and Member Associations and overall for Archery in general.

Despite the fact to see “success” and “good events” when looking back to 2012 season, we are fully aware that there is room for improvement on our side. We have to focus in finding ways to be able to do “things better and easier”. We have taken note on the feedback received from different parties and partners involved in our events and we are currently working to find feasible solutions and plan for improving our operations and events for 2013.

I would like to thank all our LOCs, their staff and volunteers we have been working with this season for their constant support to our projects, events and new ideas. Without them we could not have grown and achieved our goals as we have done again this season. We enjoyed working with them and we are looking forward to keep on working with them to ensure our sport will keep growing as we did in 2012.

Special thanks also goes to the World Archery Team. All of them are outstanding. Our success in delivering events is 50% their merit (the other 50% is on the LOC side). We are lucky to work with such motivated and professional people... competition after competition.

Some are leaving us time to time and we have been lucky so far to find the right replacements for each one who is leaving us. New faces are coming but the events team still delivers pretty well its work.

I cannot forget to thank all the judges involved in our events, of which more and more are part of the World Archery Events Team, helping in an “invisible” way our athletes, organisers and the event team. Thanks to all of them too!

Field Marshalls Andreas LORENZ and Natalie DIELEN



Marketing

I. Sponsorship

For 2012, World Archery would like to thank its family of sponsors:

Official Sponsors:

- ▲ KIA Motors
- ▲ Spor Toto
- ▲ Turkish Airlines
- ▲ TFORS
- ▲ Longines

Official Partners:

- ▲ DHL
- ▲ Easton
- ▲ Hoyt
- ▲ WIN&WIN

These companies and their support in cash and/or value-in-kind services have played a key role in the staging of the World Archery Championships, Archery World Cup and other events.

Didier MIEVILLE
World Archery Marketing &
Communication Director

Shanghai World Cup Stage





KIA Motors, proud sponsor of World Archery since the start of the World Cup in 2006



The No. 1 and 2 in the world in the recurve women division, KI Bo Bae (KOR) and Deepika KUMARI (IND) met in the final in Tokyo



Longines, proud sponsor of World Archery



Tokyo World Cup Final

World Archery sponsors provide key services that are needed for the successful organisation of our events. KIA Motors provided car services. Turkish Airlines served as the official airline for the travel of WA executives, staff, events collaborators, judges and the world's most talented athletes. Furthermore, Turkish Airlines generously transported the archery equipment for some of the national teams free of charge. Longines awarded watches to the individual winners of World Cup and World Archery Championships in addition to running the Prize for Precision. Longines also supplied all of the scoring and timing equipment. TFORS ran the IT event services for results, accreditations, TV graphics and all web-related applications.

The prestigious Longines brand awards the "Longines Prize for Precision" in archery since 2010. The two most precise athletes of the World Cup season are awarded the trophy—a watch and 5,000 Swiss Francs in prize-money. Recurve athletes compete for the Longines Prize in even years, while compound athletes shoot for the trophy in odd years. The athletes who score the most 10s during all of the individual qualifications and matches of the World Cups win the Longines Prize for Precision. In 2012, recurve athletes Brady ELLISON (USA), who won the prize for the second time, and KI Bo Bae (KOR), who also became Olympic Champion and won the World Cup Final, earned the Prize.

World Archery is also delighted to announce that we will add another Official Sponsor for 2013. One of the leading sportswear companies in the world, FILA, will join our family and will dress the World Archery officials, judges and staff.

Regarding the official partners, our logistic partner DHL provided one more time in 2012 its perfect delivery services to ensure that all the event equipment (including sponsors' materials) travel on time from one event to another.



Sport Toto – proud sponsor of World Archery



Turkish Airlines and KIA Motors appear on the jersey of all the athletes at the World Cup Final



Arch entrance at the World Cup



Turkish Airlines, proud sponsor and official airlines of World Archery

Archery companies Easton and Hoyt are the Official Arrow Partner and Official Bow Partner, respectively, of the Archery World Cup and World Archery Championships. These sponsors also support many of the top athletes worldwide.

In 2012, archery manufacturer WIN&WIN continued to be the official presenter of the Archery Fan Reporter programme. This programme allows two young reporters to edit and publish a daily feature story of our events on www.archery.tv. World Archery TV provides the reporters with professional advice. The Archery Fan Reporter programme is a great way for fans to catch a glimpse of our events from the inside! Look out for more evolution of the programme in 2013.

In 2012, World Archery continued to thrive through a strong sponsorship platform during events, in the traditional and new media as well as with our services all year long. We continuously push forward its unique World Cup concept of great sport in special places: spectacular venues included the beaches of Antalya, the Pudong Riverside in downtown Shanghai or the centre of modern Tokyo. Fittingly, at the pinnacle competition of the four-year cycle, the Olympic Games, archery took place at one of the birth-places of modern sports: at Lord's Cricket Ground. The venue lived to its expectations as one of the most prestigious arenas in the world. It became the "Home of Archery" for the Olympic Games and our competitions truly rocked the place to the enjoyment of all the fans and our guests!

II. World Archery Brand

Since our federation became officially known as the World Archery Federation on 1 April 2012, the World Archery brand and logo have been used to their full extent this year. This included recognition at the Olympic Games, but also at all our events and activities.



Ogden World Cup Stage

The World Archery brand aims to unify all activities, events, and members of WA under one clear, exciting, and powerful brand name. World Archery is a forward-focused brand representing the sport of archery to both sports enthusiasts and the worldwide market beyond the archery family. WA wants the sport of archery to be in the forefront—a global consumer brand that promotes archery at every level with enthusiasm, passion, precision and intensity.

The World Archery Federation is delighted that this year more Continental and National Associations have chosen to embrace the World Archery logo and use it as their own logo aside their continental or country name and as part of their communication strategy. Together we can make archery stronger in each country!

Number 1 in the world in the compound men division, Reo WILDE (USA)



Longines ambassador Andre AGASSI awarded the winners' Longines watches at the World Archery Indoor Championships in Las Vegas





World Archery sponsors finance the prize-money of the Archery World Cup

III. Development Fund Partners, Associate Members, Licensees, Merchandising, E-platforms

We have been delighted that some companies joined the Development Fund Partners and the Associate Members programmes this year.

Shibuya joined Danage, FIVICS, Rosa Inc., Easton, Hoyt and WIN&WIN as Development Fund Partners. MK Archery and JP Archery joined as Associate Members. Their support—through money and equipment donations—for key projects has helped the development of archery worldwide.

The Licensees programme has been stable and so did our E-shop, <http://worldarchery.officialshop.ch>. Look-out for many novelties on our E-shop in 2013!

World Archery would like to deeply thank all our sponsors and partners!

Arch entrance at the World Cup



World Archery wishes to thank particularly its sponsors

	Kia Motors
	Spor Toto
	Turkish Airlines
	Longines
	TFORS Events

Partners

	DHL Global Forwarding		Archery Fan Reporter
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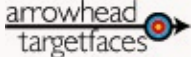
Equipment Sponsors: Official Arrow and Bow Partners

	Easton Technical Products Inc. USA
	Hoyt USA

Development Fund Partners

	Danage of Scandinavia Denmark / Danemark		Rosa Inc. Japan / Japon
	Easton Technical Products Inc. USA		Samick Sports Co. Ltd Korea / Corée
	Hoyt USA		Win & Win Archery Co. Korea / Corée
	Shibuya Archery (a division of Yasui & Co.) Japan		FIVICS Archery* (formerly "Soma Archery") Korea

Associate Members

	Archery Life Co. Korea / Corée		Bagar & Pilar Sweden / Suède
	Asahi Archery Inc. Japan / Japon		Danage of Scandinavia Denmark / Danemark
	Bjorn Bengtson Sweden AB* Sweden / Suède		Hoyt USA
	Easton Technical Products Inc. USA		Lancaster Archery Supply USA
	Geologic* France / France		JP Archery Co. Japan
	Ishii Archery Co. Ltd. Japan / Japon		J.V.D. Distribution* Netherlands / Pays-Bas
	Krueger Targets* Germany / Allemagne		Maple Leaf Press Inc.* USA / USA
	LAS Distribution France / France		M.K Korea Korea
	Petron United Kingdom		Samick Sports Co. Ltd Korea
	FIVICS Archery* (formerly "Soma Archery") Korea		Win & Win Archery Co. Korea
	Arrowhead* Great Britain / Grande-Bretagne		Shibuya Archery (a division of Yasui & Co.) Japan

Arrow Wraps

  The best way to dress your arrows WWW.CUSTOMMADEWRAPS.COM	Socx Arrow Wraps Netherlands
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* These are the Licensed Manufacturers of World Archery Target Faces and only these can be used at World Archery Events. / Ce sont les fournisseurs officiels des blasons World Archery et seuls ceux-ci peuvent être utilisés pour les compétitions de World Archery.

TV Report

Didier MIEVILLE
World Archery Marketing &
Communication Director

A. Overview

In 2012, World Archery continued to use, in principle, an in-house strategy for the TV distribution of our events. The focus is still to maximise the distribution of television and to bring in rights fees in the key markets.

The challenging fact is that the average audience of most TV channels in the world is going down. Reasons for this is, there are more TV channels than ever before and just as many alternatives (web, tablet, mobile, electronic games, etc.). Therefore, a federation must still find ways to get a valuable audience by:

- doing TV broadcasts with bigger impact/value (live/tape delayed, long programming) pushing even more news broadcasts (sometimes in primetime), which still have big audiences re-using/placing archery broadcasts in other programming (to get more runs) being more present on the web and others platforms

World Archery did just this in 2012:

- we did more live/tape delayed programmes than ever before, provided more interviews, news footage and archive footage to TV channels than ever before, consistently placed archery images in programmes such as Sports Unlimited and Road to London
- our web TV channel www.archery.tv has been more successful than ever with more videos and more viewers.

Thanks to all these efforts, we believe we have increased our audience and the media value to our sponsors in 2012.

B. More than ever TV production

We continued our efforts in TV production to ensure the coverage of the Archery World Cup Stages, the World Cup Final, the World Archery Indoor Championships and the World Archery Field Championships (6 events). As in 2011, all the World Cup events have been produced and distributed live! For the first time, we also provided in principle interviews of all the medallists per events (not only the winners).

World Archery produces, in high definition, 16/9 format, 3D TV graphics and with an English audio commentary from a professional TV journalist and an expert consultant in archery.

Here is the summary of the production per event:

- All the final matches with live coverage (2 days, for a total of around 8 hours)
- A 26-minute highlights programme
- A 3-minute international newscast (two newscasts in Ogden because of final Olympic qualifier)
- Interviews of all the medallists per event
- Dedicated TV interviews upon request



ENG crews coming to the archery competition during the Paralympic Games

- ▲ Dedicated ENG match footage upon request
- ▲ A 4-minute feature story each day of the competition – called the Archery Fan Reporter Programmes (primarily done for webcasting on www.archery.tv).

C. TV distribution : from news to live through highlights and feature programmes

On the news side, we were happy to welcome on every event, national TV crews that came to do extended feature stories. We also had global news platforms, such as SNTV, that came to do feature stories / athletes profile at the Shanghai World Cup Stage. These profiles were distributed ahead of the Olympic Games to TV stations worldwide.

World Archery has also provided archive footage to many TV stations, especially for feature stories preparing the Olympic Games. We had a great, friendly rivalry between the “cool American from Arizona” Brady ELLISON and IM Dong Hyun (KOR) “the blind archer” – this attracted a lot of attention worldwide. Such features have appeared on ESPN (USA), Foxsport (USA), Universal Sport (USA), France Television, State TV in Norway and ESPN Start Sport (Pan Asia).

Regarding our official 26-minute highlights programme, they have been distributed to more than 30 TV stations worldwide covering around 75 territories. They also have been included in international sports magazine, for example, the Road to London from IEC in Sports and Sports Unlimited.

Our 2012 DVD has been produced with all our highlights.

Our live broadcasts of the Archery World Cup have been taken by 10 TV channels in 2012, including SBS in Korea, NHK in Japan, TRT in Turkey and ESPN 3 in the USA.

Overall, the Archery World Cup and the World Archery Field and Indoor Championships have been shown in at least 85 TV channels worldwide in 2012:

ESPN Star Sport (Pan Asia)	Ten Sport (Pan Asia, ME)	Edge (Pan Asia)	Al Jazeera (Pan Middle East)	Setanta Africa (Pan Africa)
MNET/Supersport (Pan Africa)	YouTube (web-worldwide)	Livearchery.tv (web-worldwide)	Intrepid (Australia)	Foxsports (Australia)
TV Zimbo (Anglola)	SportTime TV (Austria)	Rundfunk (Austria)	ABC (Australia)	Universal Sport (Australia)
EY Sport (Brazil)	ESPN Brazil	Globosat (Brazil)	Foxsports (Brazil)	SHAW (Canada)
CCTV 5 (China)	Shanghai TV (China)	StarTimes Century (China)	State TV (Czech Republic)	Lumière TV (Cyprus)
State TV (Croatia)	HOO TV (Croatia)	RTVC (Colombia)	State TV (Belarus)	Websport TV (France)
France 2 (France)	France 3 (France)	Sport+ (France)	MC SAS (France)	Kullk EHF (Iceland)
ERT (Greece)	Filmnet (Greece)	PLD (Greece)	Ananey (Israel)	State TV (Lithuania)
RAI (Italy)	Sky Sports (Italy)	SportTube (Italy)	State TV (Iran)	State TV (Luxembourg)
NHK (Japan)	Sky Perfect (Japan)	MBC (Korea)	SBS (Korea)	Televisa SA (Mexico)
PCTV (Mexico)	Measat (Malaysia)	State Television (Myanmar)	Sky C&C (Mongolia)	2M International (Morocco)
TVNZ (New Zealand)	State TV (Netherlands)	State TV (Panama)	Sport TV (Portugal)	SportKlub (Poland)
State TV RTR (Russia)	TV Novosti (Russia)	RDO (Russia)	Channel 1 (Russia)	State TV (Romania)
TVE (Spain)	TV Valencia (Spain)	ATM (Spain)	State TV (San Salvador)	State TV (Switzerland)
TRT (Turkey)	Dogan TV (Turkey)	Sports TV (Turkey)	24 Dimamik (Turkey)	Yusulinchik AS (Turkey)
Skysports (UK)	Red Bee Media (UK)	Sport Call (UK)	ITV Media (Thailand)	State TV (Sri Lanka)
ESPN 3 (USA)	Foxsports World (USA)	KNSD-TV (USA)	Poverkhnost (Ukraine)	

We have also been on the following news or agency platform (thus probably reaching more TVs):

EBU	Reuters	SNTV	Associated Press	Omnisport
IEC in Sports	Equerre (Spain)	Fonet News Agency (Serbia)	Sport Time (Austria, Germany)	



London 2012 – greatest Olympic archery competition and greatest TV ratings



Mohamad KHAIRUL ANUAR (MAS)



World Archery TV commentator Carl ARKY receiving the expert advice of Erika JONES (born ANSCHUTZ)



The two teams of WIN&WIN Archery Fan Reporters in Shanghai from the last three years united

D. Web distribution

We have been delighted that our YouTube channel, www.archery.tv, has considerably increased its viewership and fan base to reach 12 million video views and 16,000 subscribers in 2013!

We would like to thank our partner WIN&WIN, whose Archery Fan Reporters have featured daily stories on www.archery.tv during our events. This has contributed to the success of the channel. Our YouTube channel is also part of the SportAccord platform: the Sports Hub.

We streamed live the finals of the World Archery Indoor Championships in Las Vegas on YouTube and also finals of selected World Cup stages on the Perform platform: www.livesport.tv/worldarchery.

We are also developing our Tudou platform in China.

We wish to continue the success of each platform in 2013.

E. Archery: a major hit at the Olympic Games!

Archery was also a major TV hit at the London 2012 Olympic Games!

We received several positive feedback that archery has been very successful. For instance:

- “Emerged as the most popular sport over the first few days of the Games on NBC’s cable network, in the USA, with an average 1.5 millions viewers”. It was deemed as the new curling phenomenon for the Summer Games.



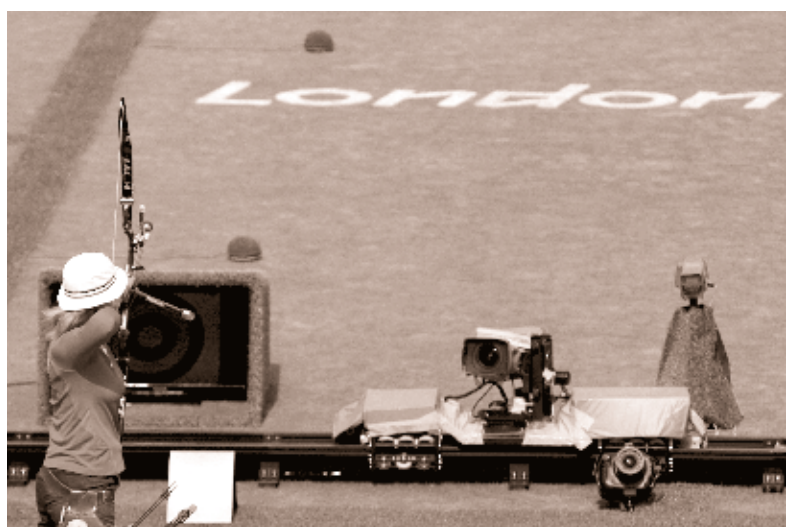
World Archery TV crew at the Shanghai World Cup



Gael PREVOST (FRA) on target and on Eurosport



www.archery.tv



Archery consultant for the movie Hunger Games, Khatuna LORIG (USA) was also in top form during the Olympic Games, where she finished 4th

- ▲ "A surprising sport with a strong audience" on Eurosport
- ▲ Audience had reportedly exceeded 2 millions in many cases on RAI Italy (peaking at more than 30% share), NHK, SBS Korea, TV Deportes Mexico, etc.
- ▲ Market share reached 51.8% in the Netherlands (during the men's final).
- ▲ Archery's maximum audience at one point during the Games: 71 millions!

This feedback has been confirmed by the facts in an official study conducted by the International Olympic Committee in more than 70 territories:

- ▲ From these territories there was a total of 484 hours of dedicated Archery coverage.
- ▲ 15.7% of all Archery coverage from London 2012 was aired during primetime.
- ▲ The territory to show the most Archery coverage was Malaysia with 76 hours of coverage, whilst Chinese Taipei showed the most coverage on Free to Air channels (23 hours).
- ▲ The average minute of Archery coverage (AMR 000's) was seen by 23.309 million viewers globally (31.883 million on Free to Air television).
- ▲ The total number of viewer hours of Archery was more than 161 million hours.
- ▲ In China the average minute of Archery coverage was seen by 4.458 million viewers, this was the highest anywhere globally.

- Some of the market shares during the Games for archery:

Korea 24.3, Japan 21.5, France 31.7, Germany 22.4, Italy 24.3, Poland 21.5, Denmark 27.60, Colombia 29.50, Switzerland 30.10, New Zealand 38.7, Australia 43.8 and Netherlands 51.8.

- To note, USA Cable television and the Turkey territory were not part of the survey.

The archery event at the London 2012 Olympic Games will be compiled on a special DVD.

F. TV plan for 2013

First of all, World Archery is delighted to announce that archery will be back on Eurosport on 2013, covering the World Cup and the World Championships.

Overall, we have truly exciting plans for 2013:

- We will continue to push for more live coverage.
- We will push the news. We will have a dedicated team for news since the beginning of competitions (instead of for finals only).



The bronze medal of the women's Japanese team set up some good audience on NHK – during the Games but also during the World Cup Final



World Archery TV always has a good eye



World Archery TV

- ▲ This team will also feed our web channel www.archery.tv with daily reports.
- ▲ We will work with news agencies and some new platform for news (both on TV and web). We will also work with our main TV channels to make the most of feature stories and keep a strong audience reach.
- ▲ We will double the 26-minute highlights. We will do two 26-minutes per events (one for the compound discipline and one for the recurve discipline). This will allow better “story-telling” and will also help sustaining our audience for highlights.
- ▲ We have an exciting year ahead of us with:
 - 4 World Cup stages, including two new locations in Colombia and Poland that will complement our usual stages in Shanghai and Antalya.
 - A beautiful World Cup Final in Paris – on the Trocadero Fountains at the feet of the Eiffel Tower.
 - 3 world championships – including the largest, at Belek Antalya!

What an exciting year 2012 has been for archery on television – and what an exciting year 2013 promises to be!

Mexico did not surprise the experts with top results, but Aida ROMAN (photo) and Mariana AVITIA were a buzz on Mexican TV.

Team gold for Korea



Communication Report

I. Introduction

Once again, the media activities of World Archery have reached record levels in 2012! The 7th edition of the Archery World Cup and the London 2012 Olympic Games allowed us to showcase archery in the media through our various means, such as the website, television, web TV, the media guide, magazines, direct contacts with journalists. We have also made extensive use of the new media such as Facebook, Twitter, YouTube, Tudou, Flickr, Pinterest, etc.

II. Website

Our website www.worldarchery.org has once again reached new heights:

- ▲ Again 450 news were published for the 2012 year!
- ▲ Hits: close to 1 billion
- ▲ Visits: 4,500,000 (from 3 million in 2011)
- ▲ Visits per day: 15,000 (from 10,000)

Didier MIEVILLE

World Archery Marketing & Communication Director



Arrow spotter and WA media IT expert
Matteo PISANI



Media room at the London 2012 Olympic Games

We also developed a special Internet platform for the Olympic Games. During the period of 25 July to 13 August, we welcomed:

- ▲ Hits: 95 million (avg per day 4.8 million)
- ▲ Pages views: 21 million (avg 1 million)
- ▲ Visits: 1,588,885 / Visits per day: 79,444
- ▲ Visits Record: 215,875
- ▲ Unique visitors: 942,511

Date	Visits
Wed 25.07.2012	30,144
Thu 26.07.2012	40,971
Fri 27.07.2012	105,931
Sat 28.07.2012	215,875
Sun 29.07.2012	92,820
Mon 30.07.2012	105,043
Tue 31.07.2012	97,931
Wed 01.08.2012	97,474
Thu 02.08.2012	102,583
Fri 03.08.2012	97,407
Sat 04.08.2012	71,414
Sun 05.08.2012	70,687

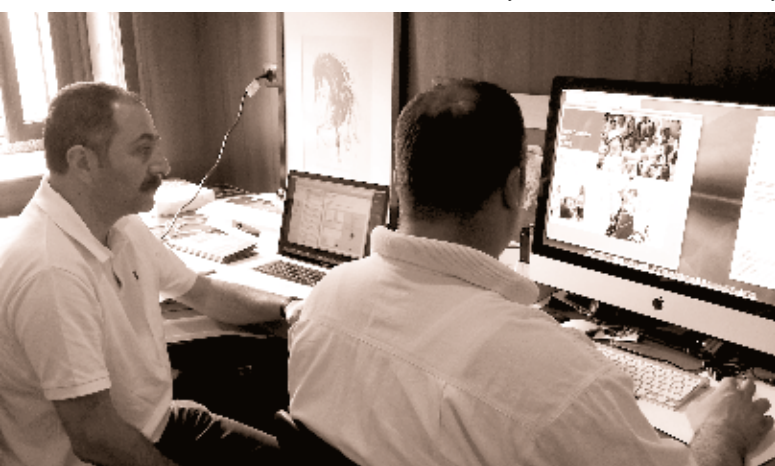


WA Communication Coordinator Ludivine MAITRE WICKI doing the web live commentaries with expert comments from French archer Thomas AUBERT



Media frenzy at the Shanghai World Cup stage

Mr KORKMAZ and Mr BALCI working on the Target Magazine. They produce the magazine and the annual report for World Archery in their office in Ankara, Turkey



Longines ambassador Andre AGASSI at the interview



Here is a spread of the top countries visits during the Olympic Games:

	Country	Hits	Visitors	% of Total Visitors
1	United Kingdom	5,355,325	421,247	26,51%
2	United States	7,996,937	312,960	19,70%
3	Unknown	15,398,225	243,265	15,31%
4	France	10,742,687	59,417	3,74%
5	Canada	1,715,750	50,103	3,15%
6	Australia	2,488,867	45,782	2,88%
7	Germany	5,774,540	38,434	2,42%
8	Korea, Republic of	5,112,095	30,844	1,94%
9	Singapore	425,021	28,737	1,81%
10	India	1,302,621	27,774	1,75%
11	Italy	6,003,128	22,972	1,45%
12	Spain	1,515,529	21,953	1,38%
13	Netherlands	2,037,254	16,895	1,06%
14	China	900,541	15,745	0,99%
15	New Zealand	184,934	13,983	0,88%
16	Japan	2,474,475	13,152	0,83%
17	Mexico	1,170,511	11,317	0,71%
18	Switzerland	984,585	10,976	0,69%
19	Ireland	205,681	10,586	0,67%
20	South Africa	338,019	10,302	0,65%

III. Social Media

World Archery has strongly increased its presence on social media thanks to intensive and dedicated work:

- ▲ Facebook: 60,000 fans (from 7,000 in 2011)
- ▲ Twitter: 6,000 followers (from 2,000)
- ▲ YouTube video views: 12,000,000 (from 6.8 mio)
- ▲ YouTube registered users: 16,000 (from 6,700)
- ▲ And counting...

World Archery has also developed its activities on Pinterest, Flickr and the Chinese web TV platform Tudou.

Korea's IM Dong-Hyun broke the individual and team world record during the Ranking Round of the Olympic Games

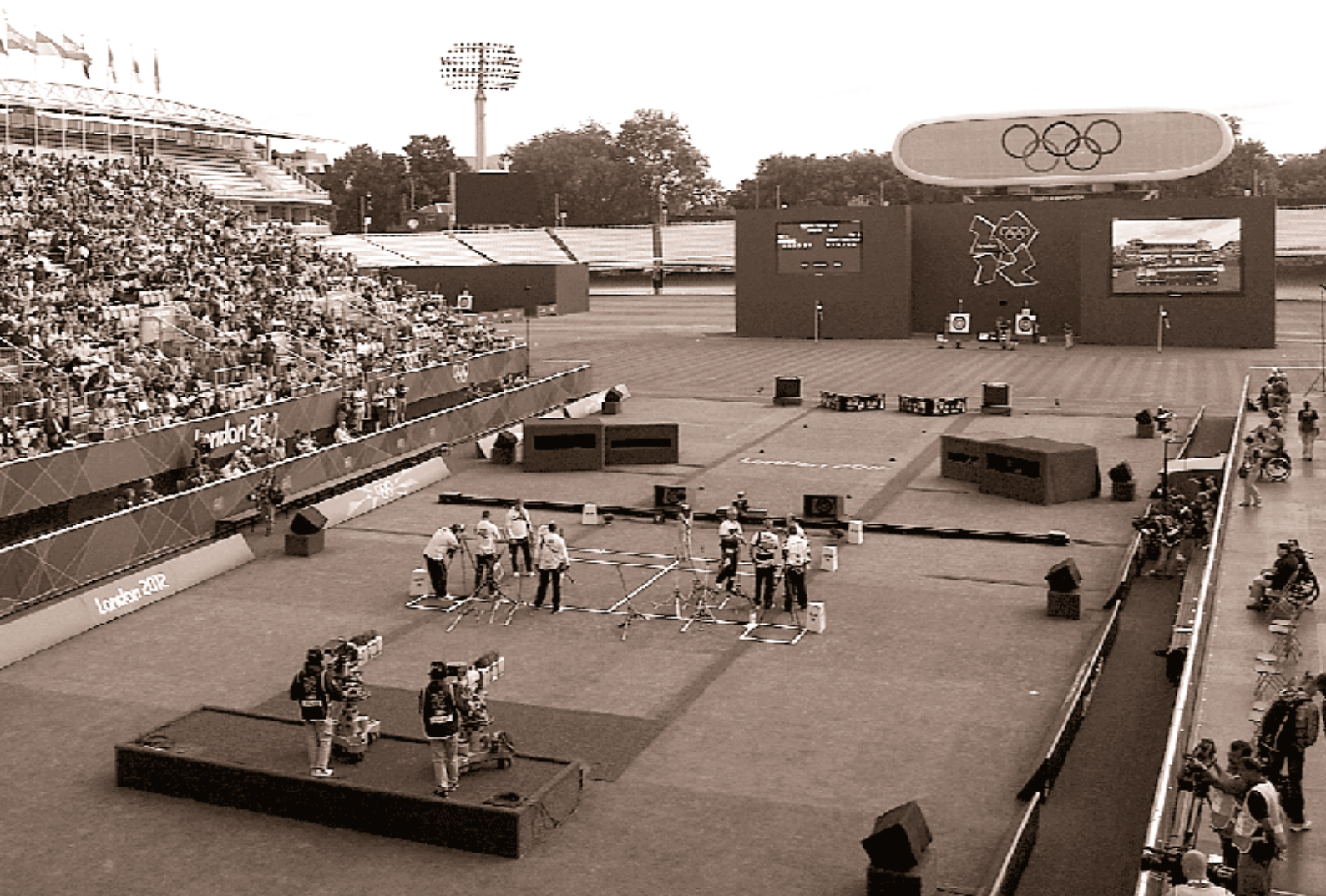


IV. Publications

In addition to extensive Internet activity in 2012, WA continued to provide quality printed communication. This included:

- ▲ World Archery Magazine (The Target) – 2x per year – 2000 copies
- ▲ World Archery Annual Report
- ▲ World Archery Media Guide
- ▲ World Archery monthly newsletter

View from the media grandstand at the Olympic Games



V. Media Impact

In 2012, WA continued to use platforms such as Relevant Tools and www.sportsfeature.com to spread out its major news and press releases. Although we switched our analysis provider to Memo News, the figures have been equally impressive as in the past.

There were a total of around 125,000 archery stories in the web including:

- ▲ USA 39,000
- ▲ Germany 17,500
- ▲ Russia 13,000
- ▲ Italy 12,500
- ▲ France 7,200
- ▲ Great Britain 7,000

During the Games, around 21,000 archery stories were published including:

- ▲ USA 7,000
- ▲ Great Britain 3,200
- ▲ Korea 1,800
- ▲ Germany 1,500
- ▲ Canada 1,450
- ▲ France 1,420

The year 2012 was truly an exceptional year for World Archery communication and we would like deeply to thank everyone involved in this success!

A packed Mixed Zone at the Ranking Round of the London 2012 Olympic Games!



Development & Education Education Department

2012 REPORT as on 20 February 2013

Pascal COLMAIRE

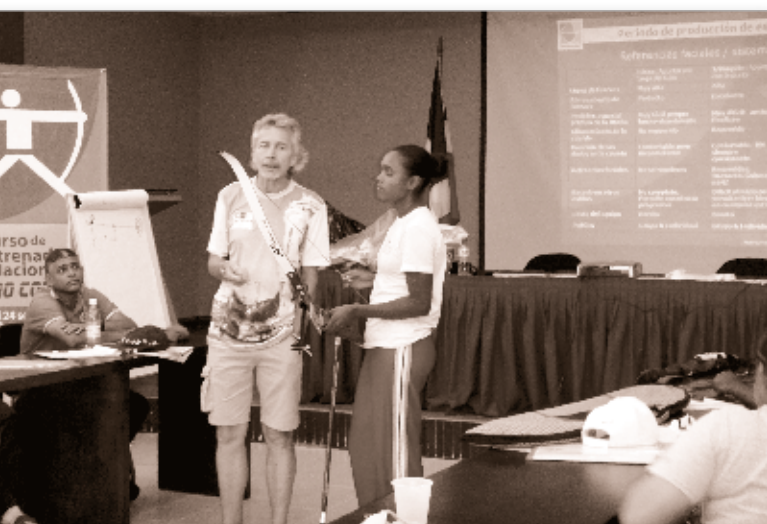
World Archery Development and
Education Director

The below report is about the 2012 activities implemented by World Archery Development Department, which is also responsible for the Coaching Education, Membership, Continental Associations and Fondation Internationale pour le Développement du Tir à l'Arc (FIDTA).

1. Staff

A. World Archery Development Coordinator

Mrs Deqa NIAMKEY, the World Archery Development Coordinator, is working part time (60%).



B. Internship—KIM Soo Nyung (KOR)

Under the sponsorship of Korean foundation Next Generation Sport Talent (NEST), the best ever Recurve female athlete started an internship at the World Archery Development Department on 3 November 2011. To improve her English level, World Archery arranged trips to the UK, USA to attend English courses.

C. World Archery Development Agent for West Africa

The activities of Paul ZINSOU certainly contributed to the obvious and continuous development of archery in Africa. Just to mention a couple of successes: the successful African Championship / CQT in Morocco and the great multiple archery events during the International Archery Tournament for the Central and West African Zones (TIZOCATA).

D. New Coach at the Bangkok Archery Centre

Mr KIM Sun Bin has been contracted as a full time resident archery coach at the centre. Even though he shows decent skills in coaching athletes, it has been necessary to set up a special education programme for training him as a Coaching Course Conductor. The implementation of this programme started in February 2013.

Conclusion on staff

Until a recent past, 5 to 6 staff persons were working in the WA Development Department. In 2012 the WA Development Team were only 3 members of staff (including a part-time intern).

Thank you to all the above persons for their contribution to another productive and successful year within the World Archery Development Department.



1. Operation

The graphic below illustrates the number of projects until 2011. The number of projects for 2012 has increased since 2011.

In fact, the total number of projects has increased to 145, with multiple sub-projects which required equal attention, energy and time to complete each project. For example, the 2012 African Championship which had a record participation. If this project is to be listed only as a single project, be aware that for each of the forty (40) sponsored participants, it was necessary to pass through a similar procedure as for any scholarship application with the respective National Olympic Committee and with the Olympic Solidarity. Without our multiple initiatives – *which were crowned with a total contribution of USD 72 048.70 from the Olympic Solidarity* – most of the countries would have been financially unable to participate in their continental championship that was also the Continental Qualifying Tournament for the London 2012 Olympic Games. Hence the event would have been poorly supported or even cancelled, but we're delighted 17 countries attended!



Arrow fabrication in Benin



Asian Coaching Seminar in Chinese Taipei

Conclusion on Development operation

Despite disappointingly low levels of activities at the Bangkok Archery Centre, and a reduction in staff, with 145 projects in 2012, this is the highest level of activity ever experimented in the World Archery Development Department. However, the positive outcome is that more than 1/3 of athletes (54) were funded by the Olympic Solidarity funding.

3. Olympic Solidarity–OS

Our continuous efforts to promote the Olympic Solidarity programmes are paying back. In 2011, we made a record number of OS projects at 21, but this year it reached 42!

It is highly possible that the management seminar held in November 2011 contributed to this increase.

Unfortunately, it is a shame that:

- ▲ World Archery is still sometimes not informed of some applications. By consequence, we cannot “speak in favour” of some projects from our Member Associations or Continental Associations to the OS headquarter.
- ▲ Only one (1) project has been funded by a Continental Olympic Association. It is up to our Member Associations and Continental Associations to be proactive in using this available and consequent funding.

4. Assistance in Archery Equipment

My 2011 report highlighted the challenges of this programme. Hence, I expected good support from our intern at the office, but sadly was not able to deliver tasks at hand due to a limited language ability.

Coaching exam in South Africa





Coach training course in Sri Lanka

This programme still requires some improvement and attention.

5. Bangkok Archery Centre (BAC)

After the closing of the Middle East Archery Centre, the activities were transferred to the World Archery Accredited Partner Centre located in Bangkok (BAC). We have not been able to run a satisfactory number of projects currently at the BAC. Mr KIM Sun Bin, the resident coach contracted by WA, still needs to improve his English skills, which is resulting in limited coaching education with satisfactory success, despite good skills in coaching archers.

With a yearly budget of USD 75,000, World Archery could generate a better archery development by investing on other project (s).

For 2013, WA will strive to increase the number of activities at the BAC. For the following years and until the opening of the World Archery Centre in Lausanne, we foresee to organise several coaching and training projects over several archery centres located at different places from around the World, including Bangkok, to host some of these projects.

The long term goal is World Archery will run most of the projects in the future at the World Archery Centre in Lausanne (probably from 2015).

6. Coaches

Coaching Education has remained an essential element in the Development Department, particularly in collaboration with the Olympic Solidarity funding/scheme.



Compound string making - Coaches Course Bangkok





Equipment making workshop in Benin



Field development in Colombia

In order to duplicate the number of coaching education opportunities, WA strives to promote the education of Coaching Course Conductors. A European session ended in April 2012. Asia organises a session 26 February – 6 March. Europe is working on a second session to be held in Turkey late 2013. World Archery America should start a session in 2013 or 2014.

From the first European session, two Course Conductors have already assisted Africa in coaching education: Mrs Urte PAULUS (AUT) in Malawi and Mr Carlos FREITAS (POR) in Chad.

Latin-American youth programme – Rio 2016

Double team Bronze medallist 1988-1992, Richard PRIESTMAN, a British coach contracted by World Archery, spends one month per country to work with youth squads and their coach (es). Six Latino-American countries are involved in this programme that targets the 2016 Olympic Games. If the foundation “Global Sport Development” is sponsoring this project, and some NOCs (not all) are assisting their respective National Archery Federation, the project is facing a growing budget issue. A funding by the Continental Olympic Solidarity programme could contribute in keeping the programme running, World Archery Americas is planning to apply for it.

7. Conclusion and perspectives

It is obvious that archery is a sport under good development. This is particularly noticeable through the following:

- ▲ A growth of professionalisation from several national teams.
- ▲ Archers from emerging countries (in archery terms) appearing on several of the international podiums, demonstrating the success of the above recent goals and indicator of our process.

“Body balance”





Kids with locally made equipment in Benin



Level 3 Coaching Course in Bangkok

- ▲ An improved exposure and international recognition of our sport; that sometimes open the door to some additional support/sponsoring opportunities.

In archery development, the new Olympic quadrennial will be operated by a transition system between budgetary choices made by the WA Office and projects submitted by the "base", in which:

- ▲ 52.5% of the available development budget* will be spent on projects with a geographical impact; 43.2% for the following projects: Mediterranean Games, Latin-American Youth and West Africa; 9.3% on projects submitted by the base, such as Mission to new countries, Equipment assistance for archery promotion....
- ▲ 10% to assist some archers upon application from the respective Member Association.
- ▲ 10% to assist some coaches upon application from the respective Member Association.
- ▲ 25% to conduct some training camp and coaching course at the Bangkok Archery Centre (and possibly through various archery centres).
- ▲ .5% in order to rapidly use some opportunities which can arise such as: collaboration with Peace and Sport, Archery introduction to the OlympAfrica programme...

* The 2013 archery development budget should be around CHF 270 000 including the share of all partners: Peace and Sport Foundation, IOC, Global Sport Development Foundation and World Archery.

OS Coaching Course in Dominican Republic



OS Coaching Course in Guatemala



Clean Sport

World Archery's anti-doping programme underwent several changes in 2012 as its administration was outsourced to SportAccord's Doping Free Sports Unit (DFSU).

I. Testing Programmes

A. Out-of-Competition

In 2012, 49 athletes were tested out-of-competition, and all were tested before the Olympic Games. Longitudinal follow up of athletes with atypical steroid profiles were also set up. The cooperation with National Anti-Doping Organisations (NADOs) increased greatly in terms of quality of test planning and information sharing, thanks notably to an increase in the Anti-Doping Administration and Management System (ADAMS) usage by the NADOs.

B. In-Competition

In 2012, a total of 93 tests were completed at World Cups and the World Championships:

© WADA



World Archery Indoor Championships (USA)	35
World Cup Stage 1 (CHN)	10
World Cup Stage 2 (TUR)	13
World Cup Stage 3 (USA)	24
World Archery Field Championships (FRA)	15
World Cup Final (JPN)	10

All tests were recorded into ADAMS.

Athletes selected for urine sample collection at the events listed above were also tested for alcohol through breath analysis.

In addition, 37 tests were conducted at Olympic qualifying events, 35 tests were conducted at continental events, 12 at the World University Championships, 4 at the Paralympic test event, 45 at the Olympic Games and 17 at the Paralympic Games.

© WADA





Targets for finals at the World Archery Indoor Championships

II. Registered Testing Pool

The World Anti-Doping Agency (WADA) recommended that all International Federations (IFs) run regular risk-assessment studies on each sport to measure the quality, effectiveness and intelligence of every RTP. World Archery went through this process and concluded that the RTP should be reduced in order to ensure a quality and sport-related out-of-competition programme.

At the end of the year 2012, the RTP had 47 archers listed, representing 14 Member Associations (MAs). Two para-archers were part of the World Archery RTP.

In 2013, the following athletes are included in the RTP:

- ▲ 3 team members from the gold medal winning Olympic team;
- ▲ 1 random athlete from each team ranked 2nd, 3rd, 4th at the Olympic Games;
- ▲ Paralympic champion from the category with the most participants;
- ▲ Top 3 compound individuals, after World Cup Final;
- ▲ Top 4 recurve individuals, after World Cup Final, if not in the above;
- ▲ Individual Olympic champion, if not in the above;
- ▲ Any athlete can be included at the discretion of the Medical and Sports Science Committee (MSSC) throughout the year.

III. Whereabouts Management

ADAMS saw some slight updates during the year, and athletes are still using the online system without trouble.



The WA campaign "Shoot Clean, Say No! to Doping" is also very visible during the events, for examples on the targets.

Training on ADAMS was given individually, by request, using email and phone by the DFSU.

The whereabouts request/submission procedure is as follows:

1. Although athletes are aware they need to provide their whereabouts every three months, a notification is sent to all RTP athletes and MAs to remind them that information on their whereabouts can be submitted for the next quarter onto ADAMS. This notification is made at least one month before the deadline (the deadlines for 2012 were 20 December 2011, 25 March 2012, 25 June 2012 and 25 September 2012).
2. One week before the deadline, reminders are sent to those athletes who had not provided their whereabouts, copying their respective MAs and the relevant National Anti-Doping Organizations (NADOs).
3. No additional reminder is sent after the deadline. As soon as the quarter begins, Filing Failures (FF) are filed against those athletes who did not comply with the whereabouts requirements. Athletes are given a chance to explain the reason for the failure to comply. After that, a decision is taken on whether or not the FF is justified. In any case, athletes have to provide their whereabouts; otherwise they may be filed with another immediate FF.
4. Any whereabouts received are automatically shared with WADA and the relevant NADO.

This procedure proved to be successful as WA reached 100% whereabouts submission rate every quarter and no filing failures.

The increased follow-up and help to athletes has reduced the Filing Failures from four in 2011 to zero in 2012.

Four missed tests were reported in 2012 (This concerns athletes that were not available for testing within their daily one-hour slot provided in their whereabouts).



Podium of the World Archery Indoor Championships in Las Vegas

The WA clean sport flag behind the podium at the World Cup Stage 1 in Shanghai



IV. Therapeutic Use Exemption (TUE) Management

In each case, the World Archery TUE Panel included two independent members and the World Archery MSSC Member, Dr Martin BAUER. The Panel also systematically included a Para-Archery sports medicine expert for TUEs involving athletes with disabilities.

The administration of the TUE applications through ADAMS was very well integrated by all parties.

World Archery has updated its procedure for international athletes to comply with the changes in the WADA International Standard for Therapeutic Use Exemptions, which came into effect as of 1 January 2012.

In 2012, 10 TUEs have been granted by the WA TUE Panel (4 directly granted and 6 recognised based on the principle of mutual recognition with NADOs).

V. Results Management

The table in Annex 1 demonstrates 10 Adverse Analytical Findings were recorded in 2012: one outcome of an international event (false positive).

Among the other 9 national-level cases, 4 were dismissed, due to a valid TUE, 4 led to a sanction (hydrochlorothiazide, cannabinoids), and 1 case is still currently open.

VI. Education and Information

In partnership with WADA, WA has continued to promote the campaign called “Shoot Clean! – Say No! to Doping”. The aim of this campaign is to show World Archery’s involvement in the fight for a clean sport through a visible, modern and eye-catching design. It aims at heightening the awareness of every athlete in the world, from beginners to top level, on the importance of shooting clean, with respect and through fair play.

World Archery delivers information and develops clean sport awareness among its stakeholders through the distribution of the World Archery newsletter, Clean Sport section of the website and promotes the existing WADA Education tools. For example, World Archery promotes the Coach True online tool and also started using Real Winner in 2012. These tools are used not only in coaching courses but are also directed at young RTP athletes and Olympic Solidarity athletes. To date, 59 persons have registered into the programme, and 15 have successfully completed it entirely. The registered persons include 4 administrators, 34 coaches, 18 athletes, 2 medical staff and 2 “others”.

ANNEX 1 – 2012 AAF

2012 Adverse Analytical Findings resulting in an Anti-Doping Rule Violation

Class and Substance	Sample Date	Country	Gender	Testing Authority	Conclusion /Status
S8 Cannabinoids (carboxy THC)	09.09.2012	CZE	M	National	6 months from 12 October 2012
S8 Cannabinoids (carboxy THC)	05.08.2012	FRA	M	National	12 months from 12 Nov 2012
S8 Cannabinoids (Carboxy THC)	12.05.2012	FRA	M	National	6 months from 23.07.2012
S5. Diuretics and Masking Agents (hydrochlorothiazide), S5. Diuretics and Masking Agents (triamterene), P2. Beta-blockers (labetalol)	12.03.2012	USA	M	National	reprimand

2012 Adverse Analytical Findings NOT resulting in an anti-doping rule violation

Class and Substance	Sample Date	Country	Gender	Testing Authority	Conclusion /Status
S9. Glucocorticosteroids (prednisolone)	22.07.2012	SWE	F	National	dismissed due to valid TUE
S4. Hormone and Metabolic Modulators (tamoxiphen and Terbutalin)	22.07.2012	SWE	F	National	dismissed due to valid TUE
S5. Diuretics and Masking Agents (hydrochlorothiazide), S5. Diuretics and Masking Agents (triamterene), P2. Beta-blockers (labetalol)	28.04.2012	USA	M	National	dismissed due to valid TUE
S5. Diuretics and Masking Agents (hydrochlorothiazide)	24.03.2012	ITA	M	National	dismissed due to valid TUE
DHEA-IRMS	18.02.2012	ESP	M	International	false positive

2012 Adverse Analytical Findings PENDING (update 11 February 2013)

Class and Substance	Sample Date	Country	Gender	Testing Authority	Conclusion /Status
S6. Stimulants (cocaine)	24.11.2012	SVK	M	National	Pending

Corporate & Constitutional Activities

I. Constitution and Rules (C&R)

Constitution and Rules administration includes: consultation; liaison work; translations; publications in liaison with the C&R Committee; the Secretary General; relevant Committees and their office liaisons; and the World Archery webmaster. In 2012 there were:

- 43 approved bylaws
- 16 official interpretations

After the restructuring and simplifying, a huge amount of revision of the Rule Book by all the Committees and the Secretary General, the PDF version of the new electronic Rule Book 2012 is valid as of 1 April 2013 and is to be published, in English, at the end of March 2013. Bylaws, not yet approved by Congress, but effective as of 1 April 2012 or earlier, have also been included.



World Archery staff at the Executive Board meeting in Lausanne

II. Official Meetings and Committee Liaisons

The Executive Committee met once, and the Executive Board met twice in 2012. In addition, the World Archery Office staff members have acted as ex-officio liaisons to the various World Archery Committees. In addition, World Archery staff members have provided administrative assistance, follow-up, meeting preparations, advice or active participation to committee meetings in accordance to their responsibilities (see Job Descriptions).

III. Official Meetings held in 2012:

Para-Archery Committee	8-9 March	Lausanne (SUI)
Finance and Audit Board	18-19 March	Lausanne (SUI)
Athlete Committee	3 May	Antalya (TUR)
Executive Committee	3 May	Antalya (TUR)
Executive Board (Council)	30 July	London (GBR)
Judges Committee	31 October	Wiesbaden (GER)
Finance and Audit Board	3-4 November	Lausanne (SUI)
Medical & Sport Sciences Committee	3-4 November	Wiesbaden (GER)
Executive Board (Council)	24-25 November	Lausanne (SUI)



World Archery President Prof Dr Uğur ERDENER



World Archery President Prof Dr Uğur ERDENER receiving a honorific medal from the hands of World Archery First Vice President Mario SCARZELLA



World Archery staff Raheleh AHADPOUR and Deqa NIAMKEY

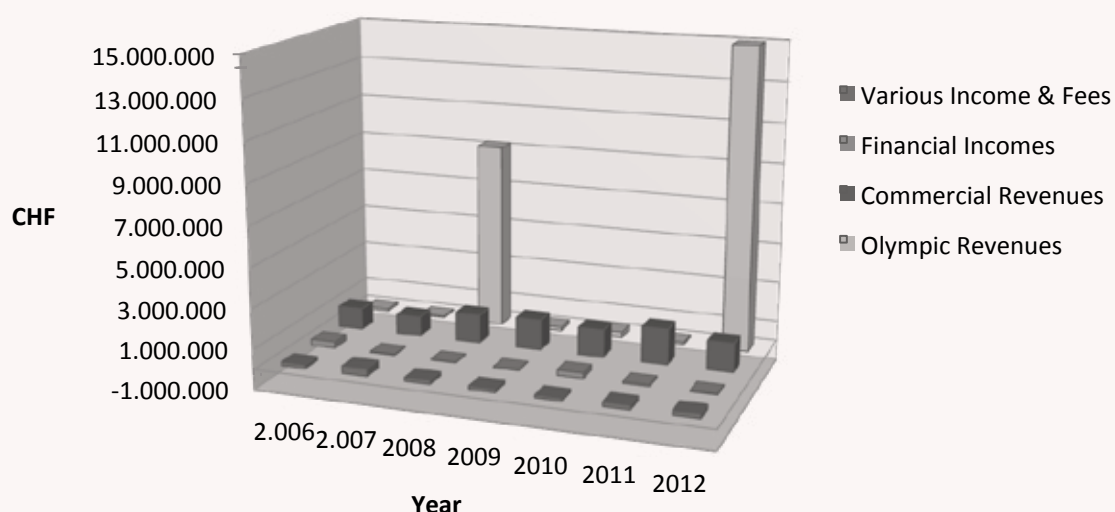


World Archery staff at the Executive Board meeting in Lausanne

Finances

All figures in this report are based on estimates that are current as of the end of March 2013. These numbers have yet to be approved by the 2013 World Archery Congress. This report is therefore included for informational purposes only: it should *not* be considered as a report approved by Congress or the Executive Board. 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.

Income 2012



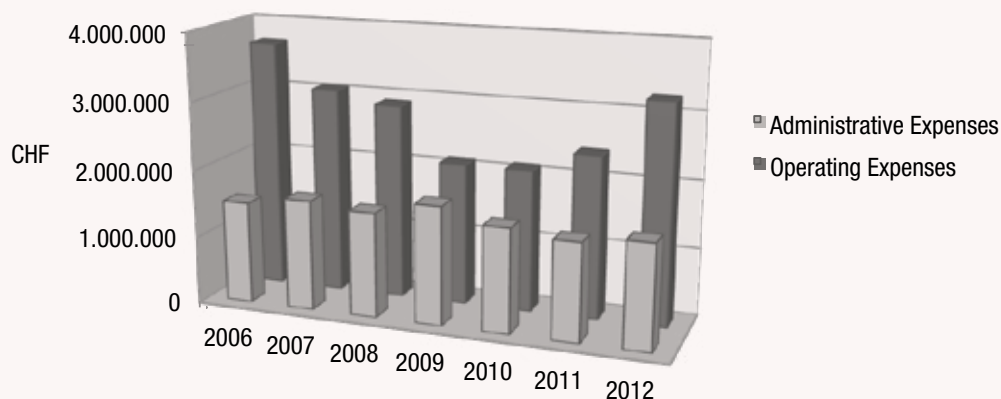
I. Income in CHF

As you can see in the *Income 2012* chart above, most of our income in 2012 was related to Olympic revenues. This is to be expected for an 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 once again not favourable to World Archery in 2012: most of our incomes are in USD and the USD decreased in value with respect to the Swiss Franc from 0.92 to 0.9153. However we have been able to convert most USD from the Olympics to CHF at rates averaging 0.93.

The financial revenues remained quite flat for 2012 due to the economic crisis and the USD/CHF ratio. Also since the capital decreased quite a lot at the start of the year the financial revenues were lower than in 2011. It is quite clear that the Olympic revenues have increased a lot and therefore our total revenues have never been so high.

II. Expenses in CHF

Total Expenses



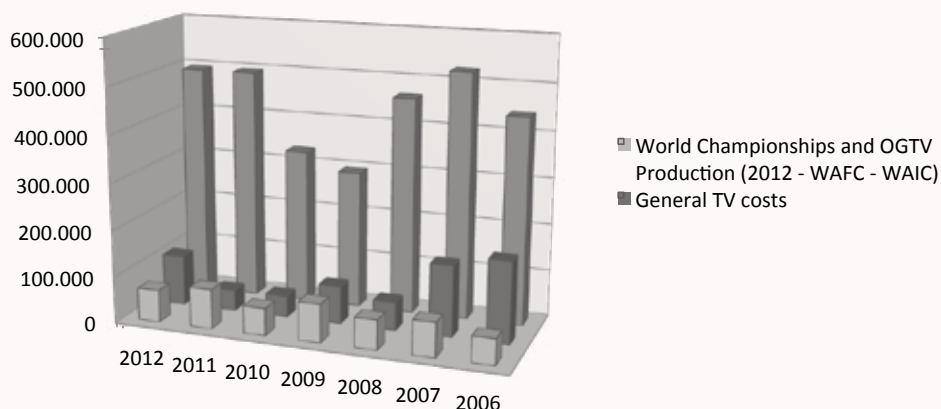
Although operating expenses increased in 2012 relatively to the two previous years, the total administrative expenses for 2012 were close to the same than the administrative expenses in 2010 which is a similar year in terms of the number of major events. In 2012, World Archery hosted two World Championships, Olympics and Paralympics which of course generates a certain amount of expenses. Strict budgetary control, especially pertaining to the World Cup, allowed us to keep our expenses to a minimum despite the expansion of our number of major events.

We successfully cut administrative costs to less than those of 2008, which were among the lowest in five consecutive years despite some challenges.

In other parts of the annual report, you can see the positive impact that additional television production and distribution has had on World Archery's image. This increased television presence was necessary in order to deliver what we had promised to our partners. Furthermore, we generated income from the TV rights, especially in Korea, Myanmar and Japan.

For 2013, 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 self-sufficient and to increase revenue.

TV Production & Distribution

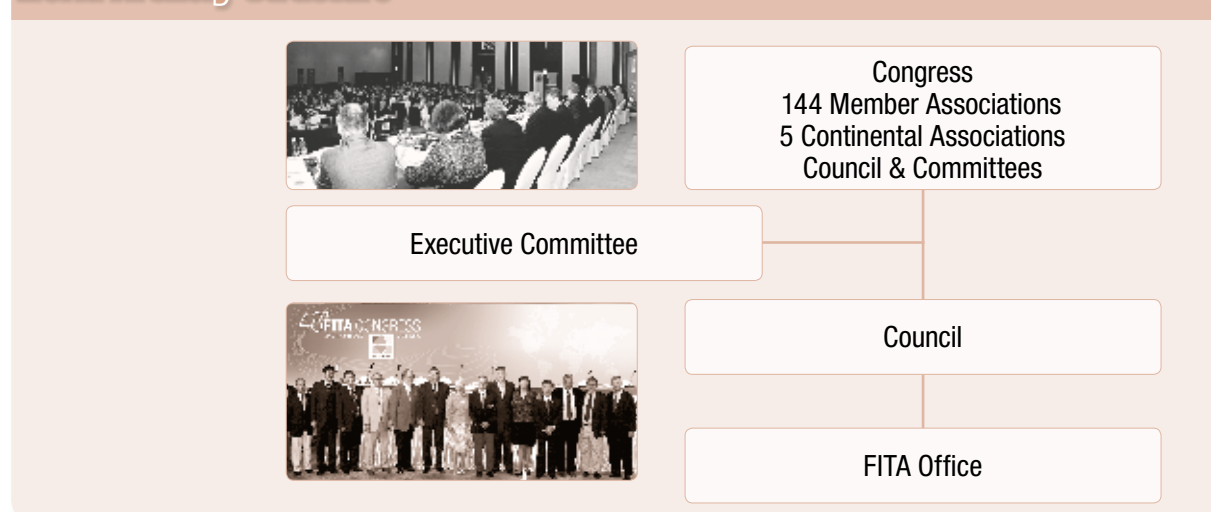




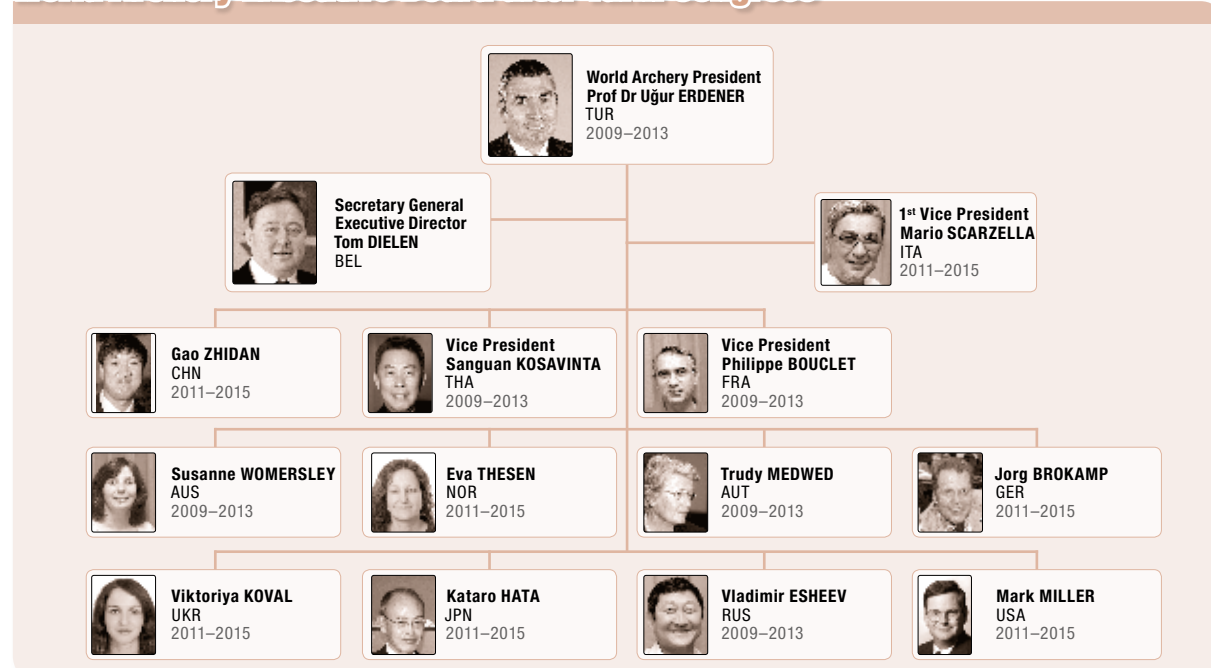
World Archery Executive Board after Turin Congress



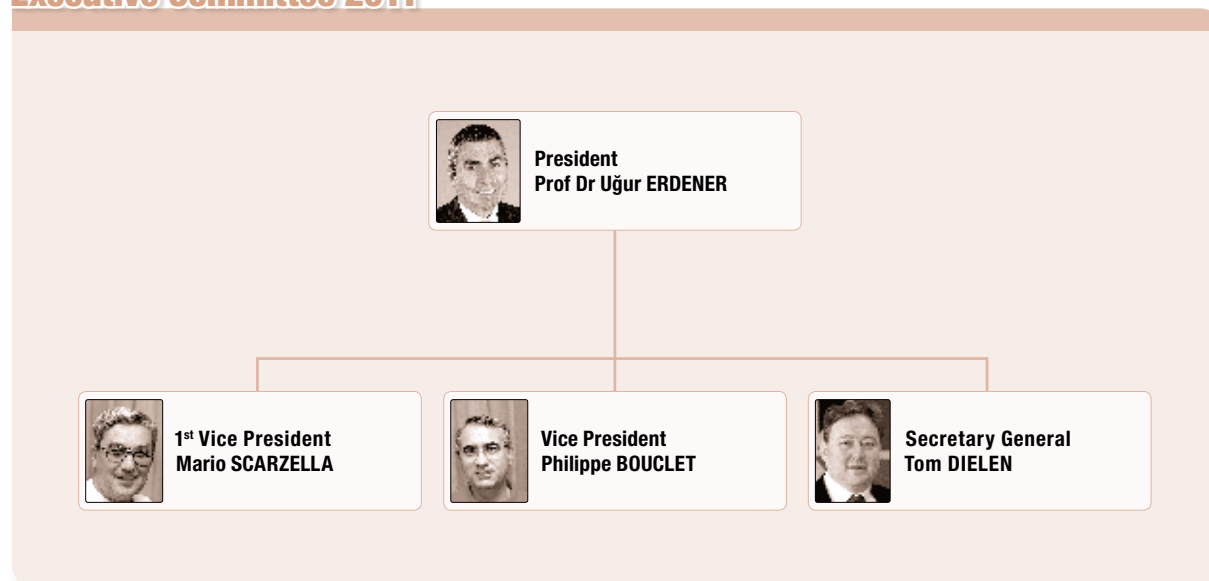
World Archery Structure



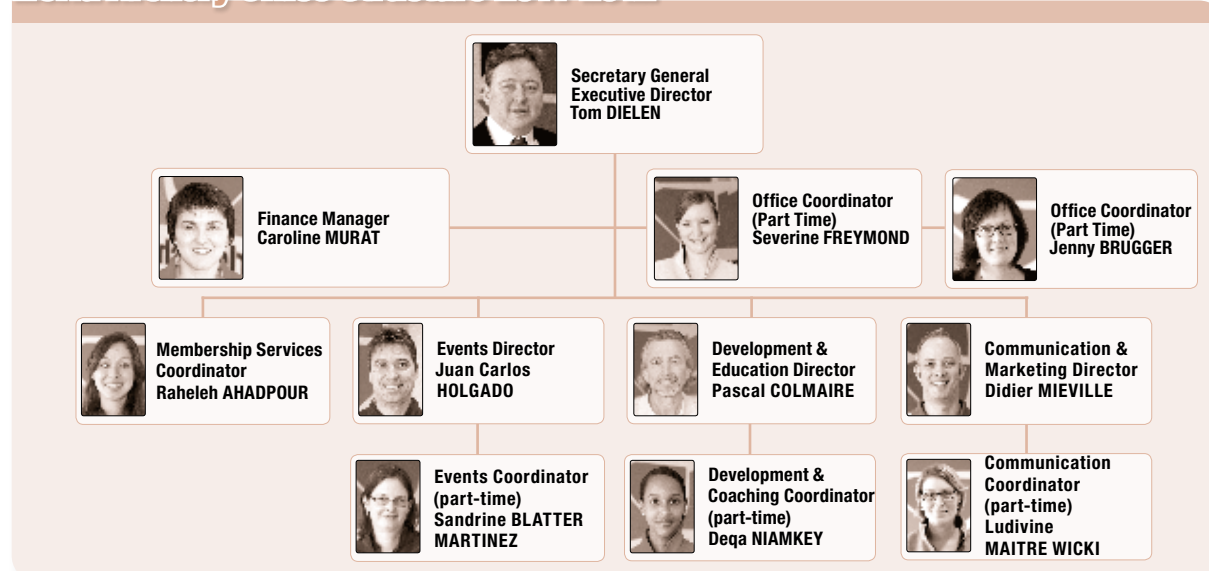
World Archery Executive Board after Turin Congress



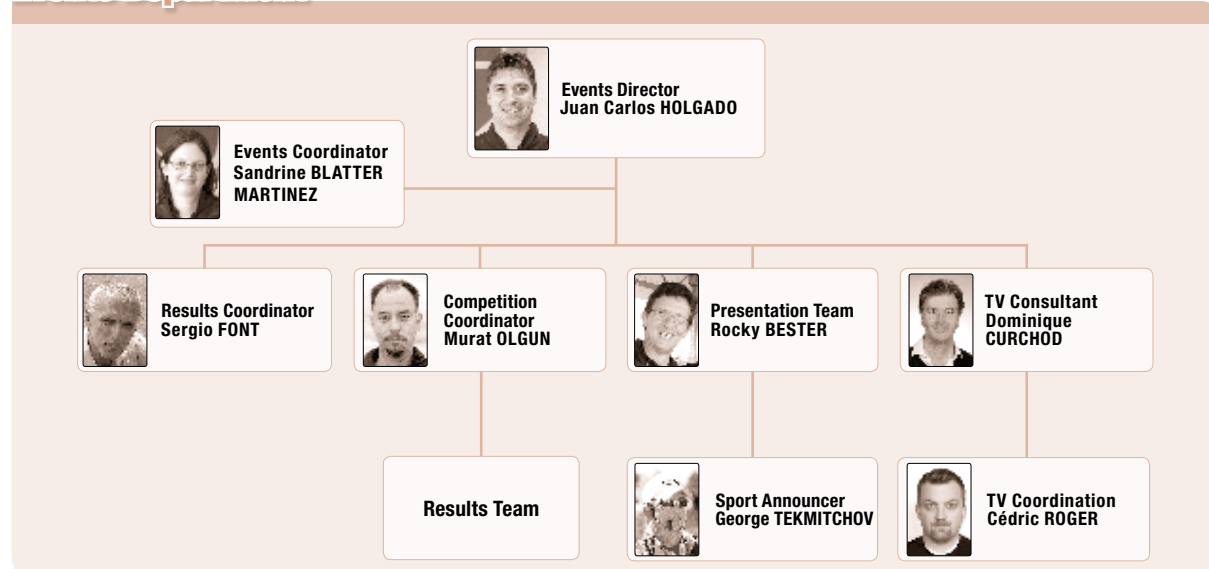
Executive Committee 2011



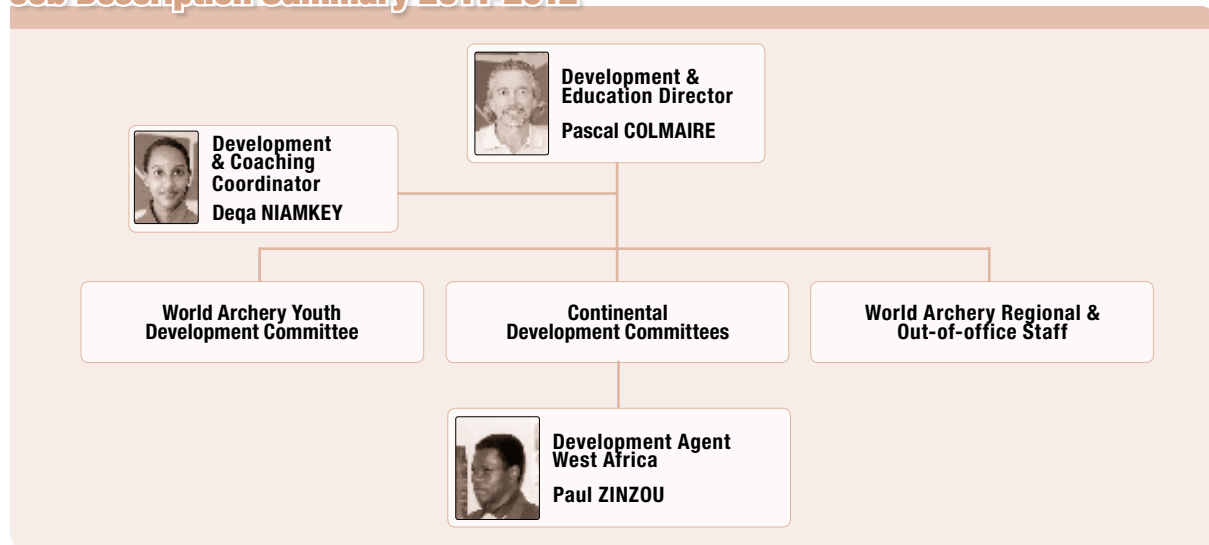
World Archery Office Structure 2011-2012



Events Department



Job Description Summary 2011-2012



Secretary General & Executive Director: Tom DIELEN tdielen@archery.org

Areas of responsibility	Committee Responsibility
General management of World Archery Assistance to President in representing World Archery in the Olympic Family Approving and distribution of Congress and Executive Board minutes Operation of World Archery Office Contractual arrangements TV and media productions (contract and budget) Interface with external associations Human resources (benefits) Strategic Plan Interpretation of rules World Archery Doping Free Sports Unit - Results Management	Executive Board Executive Committee Continental Associations Member Associations Constitution & Rules Committee Olympic Family Board of Justice & Ethics Commission

Member Services Coordinator: Raheleh AHADPOUR rahadpour@archery.org

Areas of responsibility	Committee Responsibility
Development Programme Sport for All Coaching and training Management of Regional Development officers Director FIDTA Equipment Assistance Archery centres Technical publications CAA's relationship International partnerships: OS, GCD, Peace & Sport, UN, IOC Sport Department... Invitations from IOC tripartite commissions / Athlete's preparation Technical logistic of OS projects	Medical and Sports Sciences Committee Para-Archery Committee Ad Hoc Classifiers Committee

Development and Education Director: Pascal COLMAIRE pcolmaire@archery.org

Areas of responsibility	Committee Responsibility
Development Programme	Technical Committee
Sport for All	Coaches' Committee
Coaching and training	Youth Development Committee (Ad Hoc)
Management of Regional Development officers	National Olympic Committees
Director FIDTA	Olympic Solidarity
Equipment Assistance	
Archery centres	
Technical publications	
CAA's relationship	
International partnerships: OS, GCD, Peace & Sport, UN, IOC	
Sport Department...	
Invitations from IOC tripartite commissions / Athlete's preparation	
Technical logistic of OS projects	

Events Director: Juan Carlos HOLGADO jcholgado@archery.org

Areas of responsibility	Committee Responsibility
Technical Delegate	Target Committee
Bid processes	Field Committee
Event Organisers Manual	3D Coordinator
Liaison between Member Associations and major event organisers	Flight Coordinator
Event image (FOP)	World Ranking Coordinator
TV production and media facility requirements (logistics)	
Technical assistance for events	
Timing, scoring and results systems	
Protocol and award ceremonies	
Entries and accreditation systems	
Archery Festival	
World Championships Bid Committees	

Marketing & Communication Director: Didier MIEVILLE dmieville@archery.org

Areas of responsibility	Committee Responsibility
Communications strategy (website, social network, print, etc.)	
Marketing strategy and operations	
Commercial strategy and operations	
TV distribution (and support to production)	
Coordination with event/LOC media (facility, operations)	
Coordination with event/LOC marketing and promotion	
Publications (editing and quality control)	
Public Relations, Media relations	

Office Coordinator (50%): Séverine DERIAZ sderiaz@archery.org
Office Coordinator (50%): Jenny BRUGER jbrugger@archery.org

Areas of responsibility	Committee Responsibility
Front desk operations	Athletes' Committee
Suppliers	Judges' Committee
WA performance awards and shop	
Travel and accommodation	
Coordination for the Secretary General Operations	
World Records	
Judge Committee administration	
Human Resources (excluding benefits- Jenny Brugger)	
Insurances (declaration of cases - Jenny Brugger)	

Communication Coordinator (60%): Ludvine MAITRE WICKI lmaitre@archery.org
Communication Coordinator (on call): Vanahé ANTILLE

Areas of responsibility	Committee Responsibility
Contact database management	
Publications – preparation and follow up	
Calendar	
Webmaster	
Press releases	

Development & Coaching Coordinator (60%): Deqa NIAMKEY dniamkey@archery.org

Areas of responsibility	Committee Responsibility
Management of development projects in coordination with Development & Education Director	Women in Archery Coordinator
Coordination of Olympic Solidarity activities	
Coordination of activities with Continental Association development committees	
Assistance to WA Coaching Committee	
Assistance to Development & Education Director in all Development & Education department activities	
Checking of Financial records of development coordinators and training centers	

Finance Manager (60%): Caroline MURAT cmurat@archery.org

Areas of responsibility	Committee Responsibility
Accounting	Finance & Audit Board
Financial records	
Insurances (financial)	
Budget preparation and presentation	

Finance Manager (60%): Sandrine BLATTER MARTINEZ sblatter@archery.org (until June 2012)

Areas of responsibility
Follow up with Events Departments activities (World Cup, World Championships bids, World Championships preparation and running, post events evaluation, manuals...)
Assistance to events team member logistics and coordination with local OC
Arranging and coordinating events & marketing equipment shipments
Assistance to Events Director in all Events Department activities



