



## “Our Priorities”

### World Archery internal strategy update for 2016

#### Success of World Archery World Plan to date

World Archery is currently well into Phase II of its World Plan. Phase I of the World Plan mapped out the strategy for the future of the sport of Archery on a global level and was a resounding success. Phase II focuses on replicating this success on a national level and places more responsibility with the national member associations to achieve this.

#### Continuous improvement for the Federation

Alongside the improvements taking place at the national level, it is important that World Archery itself continues to consider its own internal environment and the need for its own continuous improvement. It must continue to consider its own internal strategic direction in order to carry on making gains and driving success for Archery around the world.

#### Priorities to generate continued success

Until now, the World Plan has focused on the three pillars of Products, Partnerships and Promotion.

For the internal strategic direction of World Archery over the next four years, an additional P needs to be added at the organisational level.

This P is processes. Improving the management processes in place at World Archery is critical if an overall improvement in the other areas of Products, Promotion and Partnerships is to be sustained and expanded upon.

However, within each of these 4 areas, to continue to make meaningful breakthroughs, solid focus and emphasis needs to be placed on certain activities. In other words, **Priorities** need to be set. No specific deadlines have been included yet but the end goal is 2020 and a set of milestones will be created to measure the success of the plan.

Each of the existing Ps needs to be continuously revisited by World Archery and prioritisation within each needs to be undertaken. Strategic focus needs to be centred on the priorities across each of Products, Promotion, Partnerships and Processes in order to provide a direction towards success.

The structure below summarises the key priorities for World Archery over the short-to-medium term. They set out in practical terms where a renewed and intensified focus needs to be placed within the Federation to continue to generate success.



Our Priorities:		
Products	Promotion	Partnerships
<ul style="list-style-type: none"> <li>Establish a clear strategy on determining core vs non-core event, incl. 1) determine a set strategy for each classification of core events i.e. circuit, world championships, mixed and 2) determine how to deal with non-core events including whether to discontinue or delegate such events.</li> <li>Use the World Archery Excellence Centre as a central tool for the development and innovation of our sport, incl. coach certification programme, youth (&lt; 10 years old) archery discovery program and modernise the training and recertification all of all types of ITOs</li> <li>Increase the overall quality of World Archery and World Archery Members' events, specifically the spectator appeal for all World Archery events</li> <li>Move 2nd and 3rd tier events from competitions to events</li> <li>Formalise a goal of 45% of female participation in world and continental championships as well as attain at least 33% of female membership in bodies of the Archery Family (EB, committees, MAs) by 2020 without the use of quotas.</li> <li>Attain 50% gender equity in the ITO's appointed at events</li> </ul>	<ul style="list-style-type: none"> <li>Increase TV audiences for Archery events and establish long term relationships with major broadcasters on all platforms and across all continents.</li> <li>Establish World Archery as a federation that is a role model and innovator in all domains, incl. in cooperation with the Olympic Channel.</li> <li>Increase the exploitation of digital media and social networking, positioning Archery in the top 10 sports across all major social media platforms.</li> <li>Design and implement an ambassadors and role model programme.</li> <li>Continue to promote archery as an elite sport and sport for all ages and abilities which is a clean and great promoter of Olympic values.</li> <li>Develop a strategy for how to create clear links between competitive archery and archery activities in movies, commercials, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Implement a strategy to secure more medal events at all major Games including mixed team events for both recurve and compound.</li> <li>Design and implement a cooperation project with the Archery industry and the continental associations, with a specific focus on increasing the number of medal events.</li> <li>Secure inclusion in all major Continental Games.</li> <li>Develop a more streamlined cooperation and coordination with continental associations and assist in the professionalization of their structures and offices.</li> <li>Develop and implement a career development path for World Archery officers and staff to guarantee the continued supply of capable persons in the sport of archery</li> <li>Improve the attractiveness of the bidding process of all of events and secure bids for all events 4 years in advance</li> </ul>
<i>Processes</i>		
<p>Implement Agenda 2020 in all aspects.</p> <p>Uphold sustainable and financial stability.</p> <p>Establish a service-oriented culture throughout all components of the Archery Family.</p> <p>Promote gender equity across all domains</p>		