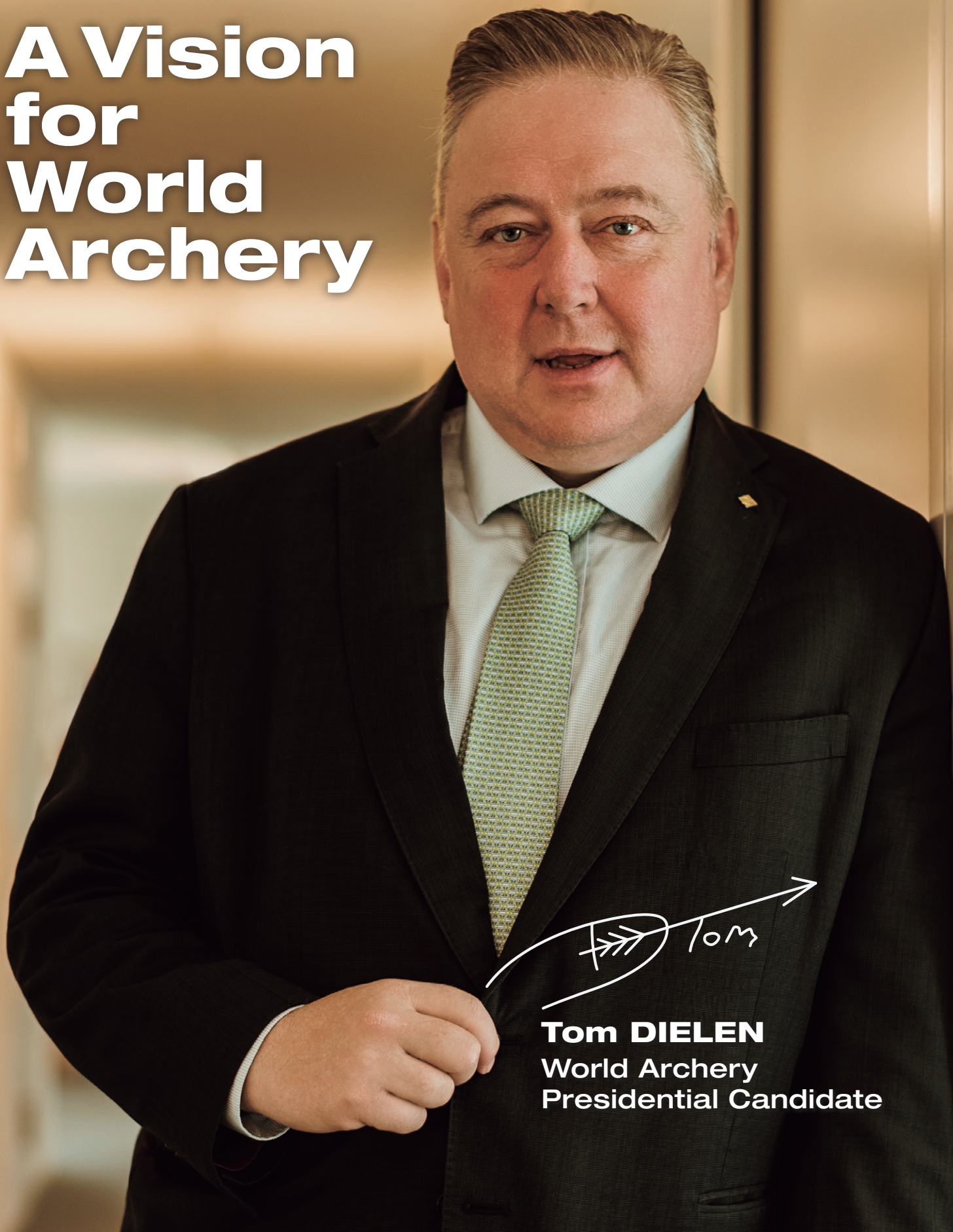




A Vision for World Archery



Tom DIELEN
World Archery
Presidential Candidate



Dear Archery Friends,

As you prepare to gather in Gwangju to shape the future of our sport, I address you with deep respect and unwavering commitment to our global archery community, athletes, coaches, judges, officials, and member federations.

Under the visionary leadership of Prof.Dr. Uğur Erdener, World Archery has seen remarkable growth, stability, and global recognition over the past decades. I've been honoured to contribute to this journey. Now, as we approach a pivotal transition, we must seize this moment to secure and elevate our sport's future.

The evolving international sports landscape calls for a leader who is experienced, globally **connected**, and fully dedicated to empowering member associations, ensuring athletes remain central to every decision. I offer myself as a candidate who embodies these qualities, ready to lead with integrity, strategy and purpose.

The role of an International Federation President has evolved. Today, it demands **committed** executive leadership to navigate Olympic governance, financial sustainability, and institutional partnerships. My first task after the election will be a constructive dialogue with IOC President Kirsty Coventry. I am committed to maintaining strong, regular engagement with the IOC and all key stakeholders, whether from large nations or small islands.

Our mission is clear: to grow archery with our member associations through transparency, professionalism, and unity. Financial strength is essential, not a luxury. It fuels development programs, event organization, judge training, and global visibility. We must uphold the values that define us: fairness, respect, and a deep-rooted passion for our sport.

The inclusion of the compound mixed team in the LA2028 Olympic program marks a milestone born of perseverance. It reflects what we can achieve together, and reminds us our work continues.

With decades of experience in sport governance, including leadership roles in the World Games (IWGA), the Associations of Olympic (ASOIF) and Paralympic Sports (APSO) and World Anti Doping (WADA). I am **competent** and bring a proven record of service, collaboration and results. I've learned from the best and will lead with humility and resolve.

Let's explore this vision together.

Tom DIELEN

World Archery Presidential Candidate

COMPETENT



For over two decades, Tom has been at the heart of international Archery's extraordinary growth with a dramatic rise in the sport's global revenues, visibility, and reach - progress that has been driven in no small part by Tom's expertise, and strategic vision. With his deep experience and proven track record, Tom is exceptionally well positioned to continue guiding World Archery into an even more successful future. The success of international Archery over recent years is the result of relentless hard work, a continuous commitment to improvement, and remarkable resilience in the face of challenges.

Prof.Dr. Uğur ERDENER - TUR
World Archery President



*Endorsing Tom Dielen as President is not just a vote for continuity and progress; it is a commitment to furthering the sport of archery on a global scale. We anticipate he will be the **right leader** for this critical period, honouring the strides made and driving new advancements.*

Jean-Michel SAIVE OLY - BEL
President Belgian Olympic Committee



1976 OG bronze medallist and TJK Secretary General Ms. RUSTAMOVA Nuriniso



Hans-Heinrich Von SCHÖNFELS, President German Archery and Shooting Federation



*As newly elected Continental President, it is important for World Archery to have a strong and **competent** leader to assist our Continent and our Member Associations. As athlete I was able to work with Tom Dielen and now we need him to continue the road to Brisbane 2032 as our President, where we, as the Oceania region, have a chance to make a difference and build a true legacy.*

Arne JENSEN OLY - TGA
President World Archery Oceania



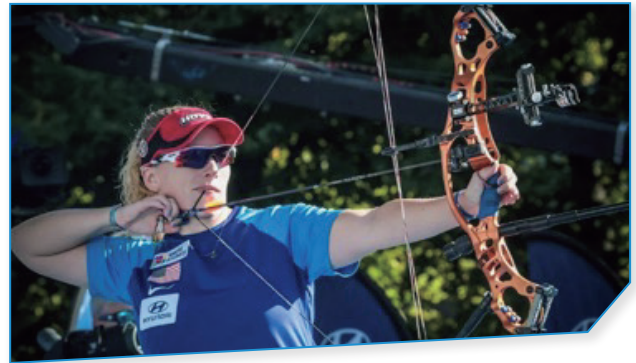
COMMITTED

“

*Tom has always put the **athletes first** and established a clear policy of equal prize money for men and women, recurve and compound. We need him in the future as President to continue this journey and to have more opportunities for athletes.*

Crystal GAUVIN - USA

Chair Athletes Committee and Executive Board Member



“

Swiss Archery will support you in your candidacy, regardless of any discussion about nationalities, as we consider you a very valued friend and comrade-in-arms who has done much for our sport.

Stephane BASSLER - SUI

President Swiss Archery



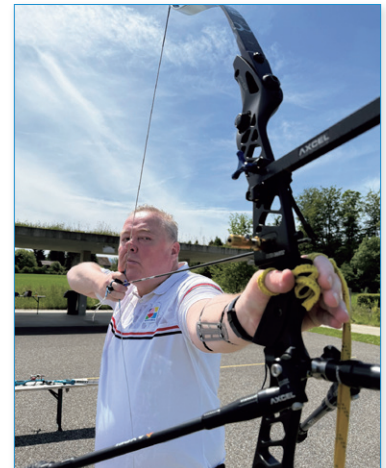
“

*For 28 years now, Tom Dielen has been **a leading figure** in a collective of international sports federations, with whom political authorities and other leaders alike ask him for support and expertise.*

Having witnessed all these years of collaboration with Tom Dielen and World Archery, we have full confidence in Tom's ability to lead the organisation into a promising future, furthermore with World Archery remaining integrally connected with key international sport bodies and initiatives In Lausanne.

Sebastien GRIESMANN - SUI

Director Lausanne Capitale Olympique



Deepika KUMARI OLY and Kaveh MEHRABI, IOC Athletes Director at Olympic Wall signing



Abdullah TOPALOĞLU, Türkiye at 13. Conquest Cup

CONNECTED



IOC President and IOC Honorary President



Jose PERURENA - The World Games (IWGA) President



IPC President Andrew PARSONS discussing the future of Para-Archery and Jean Michel CLEROY EB Member



President and the World Archery Asia Secretary General



World Archery Europe President and World Archery Americas President

Vision for the future

A stronger, more connected World Archery – with more athletes, more fans and more opportunities to enjoy and grow our Olympic & Paralympic sport globally

Olympic recognition

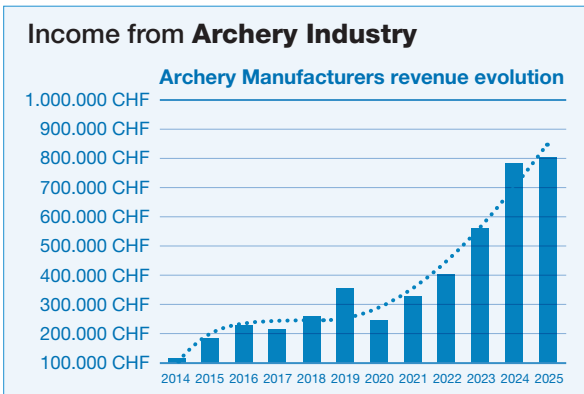
From a sport in 2005 in serious danger of getting removed from the Olympic Games to a sport that has been able to add **two medals** to the programme. Going forward, I will work with my team on making the **next Games** a tremendous success, enabling us to further enhance the program both for recurve and compound.



[Click on image](#)

Commercial partnerships & TV Broadcasting

World Archery has grown its sponsorship income from just 50,000 CHF to 860,000 CHF from archery manufacturers alone - an increase of over 1,600% - with an additional 1 million now coming from non-endemic sponsors. Building on this remarkable growth, the organisation will continue to **expand our sponsorship** program by attracting new partners, innovating our sport presentation, and strengthening our global broadcast partnerships.



Sport for all and inclusion

Archery has always been in a very privileged position since it is one of the sole sports where an Olympic Champion can compete on the same target with a wheelchair athlete, a beginner and a recreational master archer. This is something we have **to promote** as much as we can since it is a strength and it also allows to build the necessary volunteer base for our sport. It is therefore important that we share between national federations on how they successfully have a sport for all program. Success in para-sport has also clearly shown that the most successful countries in Para Archery is where there are a combined approach. Programs like the Project Rimaya of Archery GB are a perfect example **of inclusion**.

“

*As IPC President together with Tom Dielen we have **improved Para Archery** which had a great impact during the Paralympic Games in Paris and I look forward continuing this great cooperation for LA28 and Brisbane32*

Andrew PARSONS - BRA
International Paralympic President



Events



*Tom Dielen has always been there for organisers like Nîmes and played an essential role in the promotion and growth of our tournament. We are sure that he will **continue** to assist us even more as President of World Archery*

Olivier GRILLAT - FRA

Organiser Nîmes Archery Tournament

From hosting a single World Championship without a cohesive strategy to delivering global archery excitement multiple times a year, our events have become one of our greatest successes, though important work remains. Thanks to unprecedented collaboration between World Archery, member associations and event hosts, we've established a successful World Cup circuit and begun building a true **competitive pathway** for athletes, marking a transformative shift in our sport's global presence. Looking ahead, my vision is to continue innovation, reimagining how events are organised and financed to ensure **long-term sustainability** and growth with events adapted to the member associations and their athlete pathways.

Education and development

From a sport that lacked a defined strategy for education and development in 2005 to a globally coordinated approach aligned with Olympic Solidarity and the Continental Associations, World Archery has made major strides in building the foundation for long-term success. Moving forward, my team will focus on implementing the **education framework** developed in partnership with the World Academy of Sport and the World Archery Excellence Centre -



and innovating further to support athlete, coach and sport development worldwide. These programs will be further enhanced with **targeted** initiatives to improve **gender balance** across all levels of the sport, ensuring that education and development remain inclusive, forward-thinking and impactful.

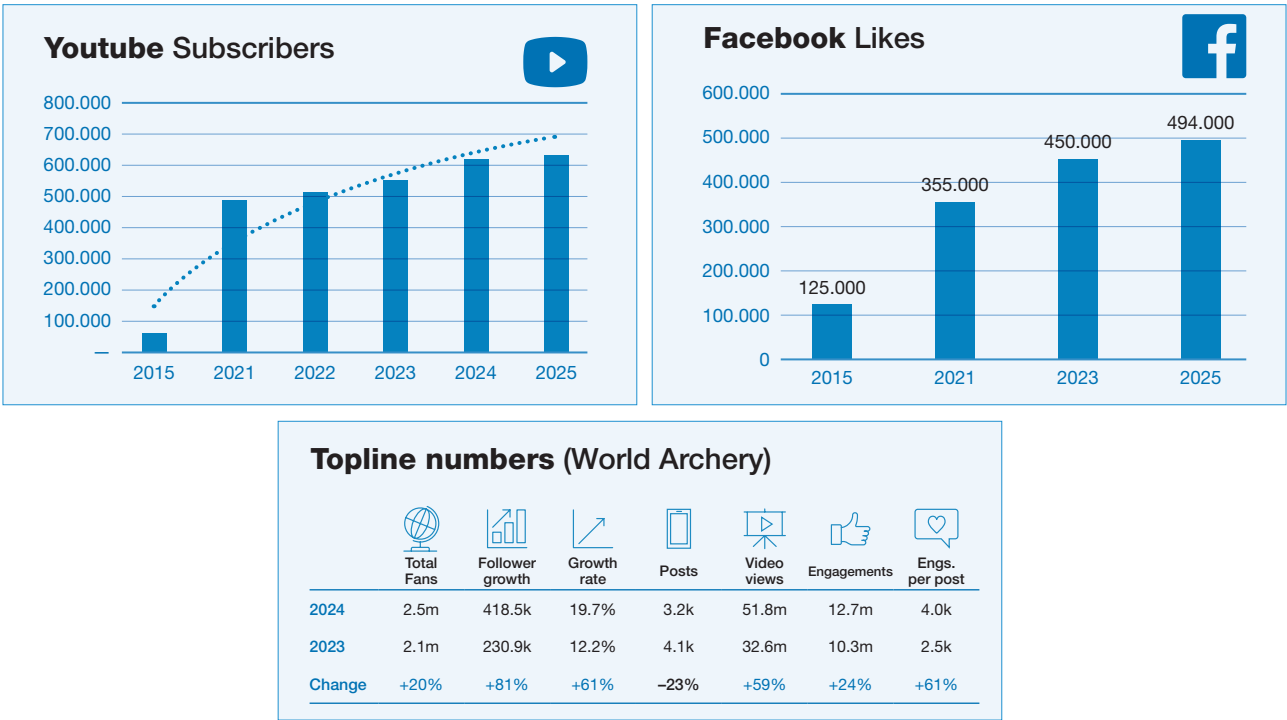
Financial stability and governance

From a sport only reliant as good as solely on IOC revenues to a sport that is becoming more and more independent from IOC revenues and building the necessary reserves as required by the IOC. This is only possible by managing the existing resources in the most efficient way possible while always keeping in mind that the **financial resources belong to the membership**, not to any individual. The **governance** of World Archery continues to improve as clearly shown by the ASOIF Governance questionnaire. Initiatives like the membership calls, questionnaire and the distribution of policies has been a good step forward but we need to go further. This will include the creation of an **Archery Forum**. to gather member associations, stakeholders, coaches, athletes, manufacturers, and administrators in non-congress years. Use this platform to foster dialogue, share best

practices, and unify goals. This forum will address critical matters such as **gender representation**, para-archery as well as how to attract athletes of all ages in both recreational and elite programmes.

Athletes engagement

While we have made great progress in terms of digital interaction we need to continue to leverage social media and digital platforms to create interactive experiences for fans engaging content, and virtual fan challenges. Furthermore World Archery needs to share knowledge and implement community-based archery programmes to bring the sport closer to people, emphasising **inclusivity** and **grassroots** involvement. The experience of the World Archery Excellence Centre could be shared to improve such programmes at world level as well as learn from the member associations where it works. In terms of fan engagement I want my team to continue deliver quality content that results in great progress in social media.



Sustainability

Confronted with the challenges of extreme weather at our outdoor events we need to include environmental sustainability in bid procedures and event operations.

Sustainability must be a cornerstone of World Archery’s future - environmentally, economically and socially. We will integrate green practices into event planning by encouraging renewable energy use, minimizing waste and promoting sustainable transport options. Shorter, more **cost-effective events** will reduce both financial and environmental strain while maintaining athlete experience.

Economically, we aim to support local suppliers, streamline operations and explore new revenue streams linked to sustainability. Socially, we will promote inclusivity, fair labor practices and community engagement to ensure archery remains a sport for all.

By embedding these principles, we ensure archery continues to grow responsibly and remains resilient in a changing world.



My first actions as World Archery President

As any newly elected President it is critical that I take the dynamics of the election to act on items as soon as possible. It is my intention to propose to the Executive Board following the Congress on 4th September the following immediate actions:

1. Appoint a new Secretary General and work with him/her to evaluate the structure of the office.
2. Meet with IOC President and top executives.
3. Install an office for the President in the World Archery Excellence Centre.
4. Have a personal conversation with all World Archery member federations presidents present at the World Championships and plan to meet with most others before the end of the year.
5. Make a personal visit to all key World Archery sponsors.
6. Secure one new major sponsor for World Archery.
7. Invite all member federations and archery partners to a new World Archery Forum in 2026 and launch a call for proposals.
8. Invite the continental associations and other relevant stakeholders to the World Archery Summit just prior to the Executive Board meeting in December in Lausanne.
9. Appoint the new committee chairs and deputy chairs with a full gender balance.
10. Present a 100 day action plan to be implemented within the 100 first days of the Presidency.

The 100 day action plan will include the following points for adoption by the executive board.

- Implement a system for regularly assessing the impact of existing initiatives, identifying areas for **improvement**, while **reinforcing** successful aspects.
- Propose a system to **help member associations** with their financial commitments for events by having a system of prepayment of the 50% by World Archery to the LOC for the initial deposit.
- A redesign and simplification of the penalty system related to entries so that the system **protects the member associations** and the organising committees.



- A plan will be put for approval to change the entry fee, accommodation and other costs to participate in events to a “a la carte” system for implementation in 2027.
- I want to have World Archery study what we can learn from **other top matchplay sports such** as badminton, table tennis and judo and present the action points to the Executive Board.
- Analyse with the gender equity and inclusion committee how we can stimulate **more women coaches and team officials** and make a proposal to the Executive Board.
- Present an evaluation the current event pathway for athletes (World Championships, World Cups, World Ranking Tournaments, Indoor World Series) including the potential inclusion of the **Challenger series** like practiced in Tennis for tournaments. These tournaments will serve for many national teams in their talent development for the future at reasonable costs and are not necessarily new events.
- Evaluate the current approach for **Para Archery** and the development of the U21 programme.
- Establish a programme for the 1st **World Archery Forum** in 2026.
- Improve the **dialogue** between member associations and World Archery with the involvement of the Continental Associations.
- Conduct the third **governance review** of the continental associations which should result in a concrete action plan from each continental association.
- Evaluate with the electoral board and the gender equity committee how larger member associations can have a better gender balance in candidatures for Congress and propose actions.
- Finalise the curriculum of **level 2 and level 3 coaching course** and establish the educational calendar for 2027-2028.



- Appoint an ad hoc committee of **Archery and Research** experts to develop a research strategy.
- Develop with the World Archery Excellence Centre in cooperation with the archery industry a program to **attract children** to the sport in a safe and fun way. Virtual Archery, Arrovel and other options that can be used to introduce archery
- Produce **toolkits** to implement at national, club or school level entry programs to the sport.
- Organise a meeting with ISF and FISU to see how we can get **more school and university programs** established not only aimed at the high level but also the recreational level.
- Work with the **traditional archery** federations to make sure that **safety** standards are respected and implemented.
- I will ask the communication department to continue to work with social media experts to make sure we keep having the right strategy for fan engagement as has been shown in the ranking from Red Torch.
- Assist the new Secretary General to **reorganise the finance and administration** department.
- Before the end of the year all sponsorship agreements renew or enhance.



President of Bahamas Lisa ROLLE, her son Leron ROLLE, Maria Emma GAVIRIA World Archery Americas President

SportOnSocial League Table 2025

Ranking	International Federations	Change	Score
1	World Athletics	+1	94.1
2	World Aquatics (AQUA)	+3	89.5
3	International Cricket Council (ICC)	+8	89.5
4	Fédération Internationale de Football Association (FIFA)	+2	89.2
5	Fédération Internationale de Basketball (FIBA)	-2	88.5
6	World Rugby	-2	87.4
7	Volleyball World (FIVB)	-6	86.0
8	Badminton World Federation (BWF)	+2	83.4
9	Union Cycliste Internationale (UCI)	-1	78.5
10	United World Wrestling (UWW)	-3	77.0
11	World Archery (WA)	+4	76.4
12	Fédération Equestre Internationale (FEI)	+5	75.9
13	Fédération Internationale de Gymnastique (FIG)	-1	72.0
14	World Table Tennis (WTT)	-5	72.0
15	Fédération Internationale de Ski et de Snowboard (FIS)	-1	71.4

By the end of the year we need to have programs in place that work for all our member associations.

- Smaller or newer member associations:
 - Improved support, competition access at the appropriate level, capacity building
- Larger member associations:
 - Greater visibility, event revenue opportunities
- All member associations
 - Clearer event pathways, shared growth strategies



Pictures in this vision are copyright from
World Archery library, **Dean Alberga** • Moonlight – **Mag Simm** (cover photo)
Photo IOC President - ASOIF | **Yoan Jeudy**

hello@tomdielen.com

tomdielen.com