

MINUTES OF THE 2021 WORLD LACROSSE GENERAL ASSEMBLY

Session One: Saturday, October 9, 2021, 3pm MT

1. Roll Call and Logistics

Eric Parthen (EP), World Lacrosse (WL) Chief Operating Officer welcomed the attendees to Session One of the 2021 World Lacrosse General Assembly. EP took the roll call of the Delegate members and confirmed the meeting was quorate with 38 Delegates present and four (4) missing at the start of the meeting. Uganda's Delegate arrived later in the meeting. A list of Delegate attendees is attached as Appendix A.

EP announced that the General Assembly (GA) was being live streamed on the World Lacrosse YouTube page for public viewing. He reminded attendees of the following:

- the designated Delegates are the official representatives for their organizations and the only individuals to speak on legislative and/or official business:
- the voting Delegate may request the opportunity for their designated observer to speak (using the chat function):
- the elections will be held using Election Buddy which will generate an email to the registered voting Delegate only and, different from last year, will allow an abstention vote, in addition to the standard yes or no: and
- voting will remain open for five minutes and where possible, the GA will continue their discussion and results will be announced when the voting is complete.

2. President's Opening Remarks

President Sue Redfern (SR) officially welcomed members to the 2021 World Lacrosse GA on behalf of the Board of Directors and Management, noting this is the second Assembly held virtually. SR will look for feedback during day two as to the best move forward for future meetings. Despite the unknown and uncertainties due to the global pandemic, WL has continued to meet any challenges with historic strides. WL had achieved two of the most important milestones on our journey to Olympic inclusion. In May, WL Sixes was officially released which will play a major role in further development of our sport. Secondly, in July, WL collectively made international sport history as the IOC offered WL Full Recognition. Our success is a testament to the passion and commitment of our many volunteers and Member federations. WL is deeply grateful to the IOC for its recognition of WL's efforts and is committed to serving as an active and engaged member.

WL is currently at 70 Members with a goal to reach 85 by the end of 2022, thus doubling the membership base in the last 10 years. SR acknowledged new professional staff member, Cristina Velez, Sport Development Manager. Cristina resides in Madrid, Spain

and is responsible for the effective development, management and reporting of the WL grant programs and is first point of contact for existing and new members in Europe. SR commended the Board of Directors and staff under CEO Jim Scherr's leadership during a trying time.

WL established three new commissions in 2021, with a wide range of representation from around the world. These are Women in Sport, Diversity and Opportunity, and the Ethics Commission which are all in their first year of operation. Each Commission will be reporting on their work at future Stakeholder Engagement Webinars. A copy of SR's full speech is attached as Appendix B.

3. Membership Changes Since 2020 General Assembly

SR recognized and welcomed the National Governing Bodies that have become Associate and Full Members since the 2020 GA. These are:

Associate Members: Saudi Lacrosse Federation, South African Lacrosse Association, US Virgin Islands Lacrosse Association.

Full Members: Costa Rica Lacrosse Sporting Federation, Croatian Lacrosse Association, Greece Lacrosse Association, Kenya Lacrosse Association, Mexico Lacrosse and Philippines Lacrosse Association.

SR further stated that as we move into multi-sport events where England, Scotland and Wales will compete as Great Britain, WL has accepted British Lacrosse, formerly known as Home Country Lacrosse, as an Allied Member. British Lacrosse does not count as an additional member of WL as the three constituent countries are already members.

4. Approval of Agenda

WL Finance and Governance Director, Sallie Barker (SB), requested a change to the agenda to allow Don Blacklock an opportunity to present later due to a personal time conflict. SB proposed that agenda item '2.3 Recommendations from the Playing Rules Process Subgroup' be moved to after agenda item 2.5.

SR confirmed by visual raise of hands a **unanimous approval** of the revised agenda.

5. Approval of 2020 General Assembly Minutes

SB introduced the 2020 General Assembly minutes which had been distributed on December 25, 2020, in accordance with the WL Constitution. A proposed amendment had been submitted by Steph Migchelsen (SM), European Lacrosse Federation (ELF), regarding the WL Sixes rules (page 17 under agenda item 18).

In the minutes it stated 'The ELF requested that women's officials are not referred to as referees in Appendix A'. SM proposed this was changed to 'The ELF requested the use of the term of officials for both referees and umpires which would match with the idea of harmonizing rules'.

The motion made by SB and seconded by Fiona Clark (FC) was voted upon:

“to accept the minutes of the 2020 General Assembly as a true and accurate record (simple majority).”

Motion carried unanimously (30 yes, 0 no).

6. Matters Arising

SB stated that all actions from the 2020 GA have been completed apart from item 17 (page 15 of the minutes). The Athletes' Commission election process had not been sent out as WL preferred to wait until the completion of the WL Athletes' Commission Policy, which will be addressed later today. Depending on the outcome of the discussion, the Athletes' Commission will update the recruitment pack and then distribute it to Members.

7. CEO's Annual Report / State of the Sport

WL Chief Executive Officer, Jim Scherr (JS), thanked the WL Board of Directors under SR's leadership for their support throughout a difficult year due to the global pandemic. He also thanked staff, the Continental Federations, National Governing Bodies and volunteers for their efforts on behalf of the sport.

JS reviewed the pathway to the Olympic Games (with the first opportunity being the 2028 Los Angeles Olympic Games) noting the biggest organizational achievement toward that goal was the IOC Full Recognition earlier this year. JS highlighted key developments of the organization to include: Growth; New Members' Governance; Member Engagement; World Lacrosse Sixes launch; Social Media Growth; and WL Sixes events. WL is working with various NGBs and organizing committees to elevate the World Championship events. In 2020, WL granted over \$100,000 in Development Grants and nearly \$200,000 in 2021, noting more than 95% of grants were awarded outside of North America.

JS also reviewed the new commissions, working groups and committees, thanking SB for the incredible amount of time and effort to organize the legislation being presented at this year's GA. He went on to state that member engagement had increased throughout the pandemic. The collaborative effort between members, CFs, Board, management, member nations, athletes, coaches, officials and volunteers has been incredibly beneficial to the organizational growth and future of WL.

WL formally launched the Sixes brand and discipline on May 18 to grow the game globally and ultimately best position the sport for Olympic inclusion. The social media seven-day launch gained almost 3,000 new members with 225K impressions on the press release, 10,300 Instagram video views and 1.2M views across all social channels.

One of the key goals as WL continues to develop the asset base for the organization, and develop opportunities for athletes, is to continue to support and embrace the development of WL events under FC's leadership. WL looks forward to the Women's World Championship in Towson, MD, USA next summer, the Men's U20 World Championship in Limerick, Ireland and The World Games in Birmingham, AL, USA. The Men's 2023 World Championship will be held in San Diego in July. This is currently an internal announcement with plans to publicly share soon. The full report is included in Appendix C.

8. 2022 – 2024 Strategic Plan Update

The updated Strategic Plan is attached as part of Appendix D.

JS stated that WL currently has adopted a strategic plan for 2018 – 2024. The revised plan addresses the fourth quarter of 2021 as well as 2022 through to 2024 and is an update of the existing WL strategic plan. This plan is designed to create a set of actions and activities that will lead to the fulfillment of the Vision and Mission of WL to grow the sport, achieve Olympic inclusion and develop a sustainable, model International Federation. WL will continue to adjust and update the plan as needed. Primary changes will be made to the 2023 – 2024 portion of the plan, pending lacrosse's inclusion in the 2028 Olympic Games.

JS went onto state that WL will continue to build on accomplishments through to the end of the year and a full annual report will be delivered after the year-end. He emphasized that WL would become a recognized leader in gender equity, diversity and inclusion and sustainability.

The motion made by JS and seconded by Bob DeMarco (BD) was voted upon:

“to accept the updated Strategic Plan for 2022-24 (simple majority).”

Motion carried (25 yes and 1 no).

Mason Robbins (MR, Scotland) stated that he believed the strategic plan is heavily focused on men's, Sixes and the North American market and, from a European standpoint, feels Europe and possibly Asia are left out of the equation. JS addressed MR, noting that 95% of Development Grants will be funded outside of North America. He stated that the plan is to utilize the assets that exist in North America to help monetize and sustain the game but, most importantly, to develop the game around the world. Ninety percent or more of the lacrosse audience (in terms of followers and participants) exist in North America. The events which were bid for 2022/2023, other than the Limerick event, are in North America. That said, WL is reviewing several events outside of North America for 2024 but will need to decide whether the focus is on monetization or growing the game. Specifically addressing the concern that the plan is

more male focused, JS responded that he was unsure as to why MR thought the plan is male focused versus female focused – other than there is a 2023 World Championship for Men in the US. JS commented that there are both men and women in the World Games, the Women’s World Championship is being held in 2022 and all events will be promoted and broadcast equally. In addition, equal resources are spent on development. He went onto state that as we develop box lacrosse for women and continue our efforts to grow the number of countries that sponsor national team programs for women, it was possible to say there is bigger emphasis on the women’s discipline in 2022. The 2028 Olympic Games will be held in the United States and after those Games, and in preparation for the 2032 Brisbane Olympic Games, there will likely be an Asia Pacific focus on development. The Board is looking at Pan Am, European, Asian, Commonwealth and Caribbean Games among other multisport events around the world.

EP addressed the chat room discussion in which MR requested a rerun of the election as some countries did not vote as they believed we were still in discussion. EP stated there was a call for vote at 4:10 pm and he then went onto share the results of the previous vote, after which time the discussion started. However, MR stated he had his hand up.

FC stated that, as per Roberts Rules, the speaker has the final right of response. MR and others were given the opportunity to address concerns and then the vote was called, therefore the vote should stand. FC offered the opportunity for members to correct her interpretation of Roberts Rules. MR commented that it was unlikely the outcome would change in the event of a re-vote and retracted his request for a rerun of the vote.

9. Recommendations from the Membership Working Group

Shelley Maher (SM) thanked the Membership Working Group (MWG) members for their great contribution. She had held a meeting with each committee member individually and there had been five MWG Zoom calls. The Working Group did a great job building consensus throughout as the opinions were varied at the beginning.

Five (5) motions made by BD and seconded by SB as a single ballot on the changes proposed by the Membership Working Group (MWG) were voted upon:

2.2.1.1 “to accept the proposed new WL Membership Categories and Definitions of ‘Full, Provisional, Continental Federation and Affiliate’ as laid out in MWG recommendation #1 and update all WL documents with appropriate terminology and descriptions (2/3 majority).”

Motion carried (29 yes, 1 no, 2 abstentions)

2.2.1.2 *"to accept the proposed 'Member Requirements' of the new membership categories as outlined in MWG recommendation #2 and update all WL documents with appropriate terminology and descriptions (2/3 majority)."*
Motion carried (25 yes, 3 no, 4 abstentions)

2.2.1.3 *"to accept the proposed 'Member Rights' of the new membership categories as outlined in MWG recommendation #3 and update all WL documents with appropriate terminology and descriptions (2/3 majority)."*
Motion carried unanimously (30 yes, 0 no, 2 abstentions)

2.2.1.4 *"to accept the proposed 'Member Obligations' of the new membership categories as outlined in MWG recommendation #4 and update all WL documents with appropriate terminology and descriptions (2/3 majority)."*
Motion carried (29 yes, 1 no, 2 abstentions)

2.2.1.5 *"to accept the proposed 'Membership Process' of the new membership categories as outlined in MWG recommendation #5 and update all WL documents with appropriate terminology and descriptions (2/3 majority)."*
Motion carried unanimously (30 yes, 0 no, 2 abstentions)

10. Adoption of WL's Diversity, Equality and Inclusion Statement including Protected Classes, Glossary of Terms and Use of Pronouns]

Six (6) motions made by SR and seconded by SB as a single ballot on the recommendations proposed by the DOC were voted upon:

3.2.2.1 *"to accept the proposed recommendation of the DOC in 'Document 1' of the 'DEI Recommendations' paper that includes the 'DEI Statement and Implementation Process' (2/3 majority)."*
Motion carried unanimously (38 yes, 0 no)

3.2.2.2 *"to accept the proposed recommendation of the DOC in 'Document 2' of the 'DEI Recommendations' paper that includes the 'World Lacrosse Protected Class List' (2/3 majority)."*
Motion carried unanimously (38 yes, 0 no)

3.2.2.3 *"to accept the proposed recommendation of the DOC in 'Document 3' of the 'DEI Recommendations' paper that includes the 'Glossary of Terms' to be used (2/3 majority)."*
Motion carried unanimously (38 yes, 0 no)

3.2.2.4 *"to accept the proposed recommendation of the DOC in 'Document 4' of the 'DEI Recommendations' paper that the pronouns be adopted (2/3 majority)."*

Motion carried unanimously (36 yes, 0 no, 2 abstentions)

3.2.2.5 *"to authorize WL to subsequently amend all documentation in the WL Handbook and on the WL website, with an aim to complete this during 2022 to ensure that it implements the recommendations in (1), (2) and (3) above (2/3 majority)."*

Motion carried unanimously (38 yes, 0 no)

3.2.2.6 *"to authorize the WL Board to agree to future recommendations from the DOC on updates to these three (3) documents (2/3 majority)."*

Motion carried unanimously (37 yes, 0 no, 1 abstention)

11. World Lacrosse Athletes' Commission Policy

One (1) motion made by SB and seconded by Sean Gibson (SGi) as a single ballot on the new WL Athletes' Commission Policy was voted upon:

5.2.4.1 *"to accept the proposed 'WL Athletes' Commission Policy' in full as submitted to the General Assembly and as detailed in the corresponding paper (2/3 majority)."*

Motion carried (31 yes, 2 no, 1 abstention)

SGi explained that any Member country can nominate an athlete to the Athletes' Commission. Three positions will become available next year for the three female roles on the Commission. These will be voted on by the athletes participating in the Women's World Championship in 2022. Beyond that, the following year there will be two seats vacated for the Men's game and the following year for the men's Box position. Each of these openings will be filled through an election process. As WL continues to develop, the Commission will make provisions to include representation of the other recognized disciplines as needed.

12. Other Board Proposed Changes to WL Constitution & Bylaws

SB introduced agenda item 2.5. WL had offered the opportunity for Members to request the separation of legislation included in the Constitution and Bylaw "block" votes. SB explained that, in total, we had received a request to separate 10 different pieces of legislation from the Constitution block vote into separate discussions and votes. The separated legislation was submitted by Latvia and seconded by Hungary and the Iroquois Nationals. Consistent with past practice, like legislation will be joined on a single ballot (e.g., policy making changes). Most legislation changes that had been requested to be separated will be discussed today but a few pieces will be tabled until the 31 October session. The separated legislation will be discussed and voted on first

and then the remainder of the Constitutional changes will be voted on in single block vote.

One (1) motion made by SB and seconded by DB with respect to policy making that had been requested to be pulled from the Constitution block vote was voted upon:

6a.2.5.1 “to accept the changes proposed in 5.2.2 to include ‘Vote on Constitution and Bylaw changes’ (2/3 majority).”

Motion carried (28 yes, 4 no, 3 abstentions)

Four (4) motions made by SB and seconded by FC on a single ballot to vote on four (4) pieces of legislation with respect to finance requested to be pulled from the Constitution block vote were voted upon:

6b.2.5.1 “to accept the changes proposed in 5.2.13 to include ‘Review quarterly financials and receive a copy of the annual audited financial statements when the reports are issued’ (2/3 majority).”

Motion carried (35 yes, 1 no, 1 abstention)

6b.2.5.2 “to accept the changes proposed in 5.2.14 to include ‘Approve the Auditors when proposed by the Board of Directors. The Federation will review the auditors at least every five (5) years’ (2/3 majority).”

Discussion ensued and a friendly amendment to vote on 6b.2.5.2 was proposed by Latvia and seconded by Hungary as follows:

6b.2.5.2 “to accept the changes proposed in 5.2.14 to include ‘Approve auditors. The board will present Auditors for review and approval on a periodic basis, but not less than every third year’ (2/3 majority).”

Motion carried (35 yes, 2 no)

The voting continued as follows:

6b.2.5.3 “to accept the changes proposed in 6.2.2(c) to include ‘Provide the fiduciary responsibility of oversight of a forward budget’ (2/3 majority).”

Motion carried (33 yes, 4 no)

6b.2.5.4 “to accept the changes proposed in 7.6 to include ‘An annual examination of the accounts of the Federation shall be undertaken by qualified and independent auditors who shall publish their findings annually for the members. The auditors will be recommended by the Board to the membership for approval at least every three (3) years.’ (2/3 majority).”

Motion carried unanimously (37 yes, 0 no)

Two (2) motions made by SB and seconded by FC on a single ballot to vote on two (2) pieces of legislation with respect to governance as requested to be pulled from the Constitution block vote were voted upon:

6c.2.5.1 “to accept the changes proposed in 6.1.1 to include ‘The Board of the Federation shall be comprised of positions as determined by the Board of Directors. The Board structure will be such that the number of elected voting members will be greater than that of the appointed / otherwise selected voting members.’ (2/3 majority).”

Motion carried (20 yes, 10 no, 3 abstentions)

6c.2.5.2 “to accept the changes proposed in 14.2 to include ‘an appointed Board Member is requested to resign by a majority of the other Board members; the General Assembly votes, by a two-thirds majority, to remove an elected Board member. Where the Board wishes to recommend termination of an elected Board member, a rationale for that recommendation will be made by the Board to the General Assembly.’ (2/3 majority).”

A friendly amendment to 6c.2.5.2 was proposed by Germany and seconded by Hungary as follows:

6c.2.5.2 “to accept the changes proposed in 14.2 to include ‘an appointed Board Member is requested to resign by a majority of the other Board members; the General Assembly votes, by a two-thirds majority, to remove an elected Board member. Where the Board wishes to recommend termination of a General Assembly elected Board member, a rationale for that recommendation will be made by the Board to the General Assembly.’ (2/3 majority).”

Motion carried (27 yes, 3 no, 3 abstentions)

Two (2) motions made by SB and seconded by DB on a single ballot to vote on all remaining Constitution and Bylaw changes to realign responsibilities between the GA and Board were voted upon:

6d.2.5.1 “to accept the Board of Directors proposed Constitutional changes as highlighted in the previously submitted redline Constitution excluding the motions detailed above (2/3 majority).”

Motion carried unanimously (28 yes, 0 no, 2 abstentions)

6d.2.5.2 “to accept the Board of Directors proposed Bylaw changes as highlighted in the previously submitted redline Bylaws (2/3 majority).”

Motion carried unanimously (27 yes, 0 no, 3 abstentions)

13. Recommendations from the Playing Rules Process Subgroup

SR introduced the work undertaken by the Playing Rules Process Subgroup.

Three (3) motions made by SR and seconded by DB on a single ballot to vote on the changes proposed by the Playing Rules Process Subgroup (PRPSG) were voted upon:

4.2.3.1 "to accept the proposed recommendations contained in the PRPSG final report and the WL Rules Process 101 (2/3 majority)."

Motion carried unanimously (35 yes, 0 no)

4.2.3.2 "to vote on the recommended rules change process occurring on either a two (2) or four (4) year cycle. Membership will choose one of the two above options on a ballot (2/3 majority)."

Membership confirmed a two (2) year cycle (24 votes for a 2-year cycle, 11 votes for 4-year cycle).

4.2.3.3 "to accept all other legislation changes in a block vote (2/3 majority)"

Motion carried (33 yes, 1 no, 1 abstention)

SR closed Session One of the WL 2021 GA closed at 7:20pm MT.

Session 2: Sunday, October 31, 2021, 4am MT

14. Roll Call and Logistics

EP welcomed the attendees to the second day of the 2021 World Lacrosse General Assembly. EP took the roll call of the Delegate members and confirmed the meeting was quorate with 43 registered members for Session Two (2) of the General Assembly. Slovakia and Turkey were not present at the start of the meeting, so the meeting began with 41 voting members which includes all Full Members present plus a single Board of Directors vote. A list of Delegate attendees is attached as Appendix A. EP stated that the same administrative announcements would be followed as per Session One (1).

15. Welcome

SR officially welcomed the Delegates and Observers to Session Two (2) of the 2021 General Assembly. She went on to state that there had been an error in the way the vote on 6b.2.5.2 had been handled and that the Board and Management believed there should have been a vote to accept the amendment (simple majority) and then a separate vote to approve the amended motion (2/3 majority). A vote was ultimately held to approve the new motion however, there appears to be some confusion about whether the vote was to accept the amendment or approve the amended motion. WL apologizes for its error and the subsequent confusion. Given that no point of order was issued at the time, WL's understanding of rules of procedure is that the passed amended motion should stand.

16. Confirmation of Agenda

SB requested to move item 5.3 to before the discussion on the WL Handbook. In addition, agenda items 3.2, 3.3, 3.4 will be addressed in one motion but Members will be given the opportunity to have separate discussions on each item.

The GA unanimously agreed to the recommended changes to the agenda by show of hands.

17. Future of World Lacrosse General Assembly Meetings

SR introduced this agenda item by giving the background on the future of WL GAs and introduced the following motions.

Two (2) motions on two (2) separate ballots were made by SR and seconded by SB were voted upon.

7a.5.3. "to accept that the WL GA should be held virtually in the future" (2/3 majority)."

There was considerable discussion on the above motion and a friendly amendment was proposed by Latvia and seconded by Hungary as follows:

7a.5.3. "to accept that the WL GA should be held virtually in the future with the exception of every third year which will be held in person at a World Lacrosse Championship starting in 2022. (2/3 majority)."

The motion to accept the friendly amendment and to take this forward for a vote was passed by a show of hands.

The amended motion was then voted on as follows:

7a.5.3.1 "to accept that the WL GA should be held virtually in the future with the exception of every third year which will be held in person at a World Lacrosse Championship starting in 2022. (2/3 majority)."

Motion carried (35 yes, 3 no, 1 abstention)

SR then proposed the second motion:

7b.5.3.1 "to determine whether the virtual GA should be held in either Oct/Nov or Jan/Feb (vote on which is preferred – 2/3 majority)."

Following considerable discussion on the above motion, a friendly amendment was proposed by Latvia and seconded by Hungary:

7b.5.3.1 "the GA shall meet annually or as determined by the membership and the meetings should preferably be aligned to an international event, but not later than July 31 (2/3 majority)."

The alternative submitted motion 7b.5.3.1 went to a ballot vote for or against moving the amendment forward for a vote (simple majority).

The motion to take the amended motion forward for a vote was passed (18 yes, 14 no, 6 abstentions).

The amended motion for 7b.5.3.1 was then voted on as follows:

7b.5.3.1 "the GA shall meet annually or as determined by the membership and the meetings should preferably be aligned to an international event, but not later than July 31 (2/3 majority)."

Motion failed (14 yes, 20 no, 5 abstentions)

Given that the accepted amended motion was not approved, the original proposed motion was moved forward for vote:

7b.5.3.1 "to determine whether the virtual GA should be held in either Oct/Nov or Jan/Feb (vote on which is preferred – 2/3 majority)"

October/November 20 votes, January/February 12 votes.

However, October/November did not achieve a 2/3 majority, so January/February was removed from the motion.

A revised motion was voted upon as follows:

7b.5.3.1 "to approve the virtual GA should be held in October/November (2/3 majority)."

Motion carried (34 yes, 4 no, 1 abstention)

As a result of the previous votes, the following motion was **withdrawn**:

7c.5.3.1 "The GA will vote on the following three options:

Proposal 1 - Not to have an in-person GA in 2022

Proposal 2 - To move to a virtual GA in the period Oct 2022 – Feb 2023

Proposal 3 - From 2024 onwards to have virtual GA in Jan/Feb annually (2/3 majority)"

Finally, the motion that had been removed from the Constitution block vote during GA Day 1 and deferred to the 31 October GA session was presented and, as a result of the previous votes, withdrawn:

6e.2.5.1 "to accept the changes proposed in 5.3.1 to include 'The General Assembly (GA) shall meet annually or as determined by the membership and the meetings should preferably be aligned to an international event' (2/3 majority)."

Withdrawn

18. Governance Working Group Report including approval of the WL Governance Handbook and the establishment of the WL Governance Committee

Michael Kennedy (MK) gave an overview of the work conducted by the Governance Working Group (GWG) and asked if there were any pieces of the legislation that needed to be separated. No requests were made.

One (1) motion made by Michael Kennedy and seconded by Mason Robbins on a single ballot to vote on the proposed editorial and structural changes to the WL Handbook was voted upon:

8.3.1.1 "to approve the WL Handbook (2/3 majority)."

Motion carried unanimously (39 yes, 0 no, 1 abstention).

SB stated that she will contact the Continental Federations and Athletes' Commission to seek their nomination(s) for the WL Governance Committee and once these were selected, she will continue the process of fulfilling the remaining seats. It was requested that there is consideration of allowing a substitute to attend a meeting, on the occasion that the designated CF representative is unable to attend. SB agreed to consider this.

19. WL Finances – 2020 Audited Accounts, 2021 Actuals, 2021 Balance Sheet

SB stated WL had re-organized the accounting and record keeping of the financials by transferring the financials (line by line) into a new chart of accounts, to better manage the income/expenditure. As a result, WL is using a more detailed chart of accounts, but this has meant that it has proven difficult to present an accurate comparison between last year and the current year's accounts. In future, WL will provide a year end to year end comparison. SB concluded by stating that WL will provide quarterly financial summaries to the Membership.

20. Approval of the 2022/2023 Budget and Approval of the Auditors

Two (2) motions were made by SB and seconded by BD on a single ballot to vote on the proposed 2022/2023 budget and to extend Waugh and Goodwin as WL's auditors was voted upon.

9.3.5.1 "to approve the proposed 2022/2023 annual budget (simple majority)."

Motion carried unanimously (40 yes, 0 no)

9.3.5.2 "to approve extending Waugh & Goodwin, LLP (WG) until such time the Board of Directors recommend a change. At minimum, WG will be re-evaluated following the completion of the 2022 audit and a new recommendation will be submitted for approval at the 2023 General Assembly (simple majority)."

Motion carried (39 yes, 0 no, 1 abstention)

21. Report from the Blue Skies Working Group

WL Vice President, Steve Stenersen (SS), thanked the Blue Skies Working Group (BSWG) members, WL Membership and the CF leadership for their involvement in the process of addressing the World Event recommendations. There have been several webinars, recommendations, individual conversations and additional communication to provide clarity based on those conversations. These are strategic recommendations that will be clarified and evolved in the years to come and the BSWG hopes that the Membership recognizes the involvement needed moving forward. The working group submitted the motions according to the deadline but did receive additional feedback and so it is proposed that we consider beginning the qualification process in 2024, in anticipation of the 2026 Women's World Championships, rather than waiting for 2025

for the Men's 2027 World Championships. Modeling had been provided (as part of the proposal) but this was not intended to project what the process will look like yet, as there is not yet complete data relative as to who will qualify. Concern was voiced that the proposal is focused on medals but not on the development of the sport. SS stated that the proposal aims to bring greater integrity and consistency around World Championships.

Three (3) motions on a single ballot on various proposals from the BSWG were presented and voted upon as follows:

Motion made by Kat Loh (Peru) and seconded by SS.

10.4.1 "to accept the BSWG strategic recommendations pertaining to the World Championship calendar (2/3 majority)."

Motion carried unanimously (36 yes, 0 no, 2 abstentions).

Motion made by Glenn Morley (Australia) and seconded by SS.

10.4.2 "to accept the BSWG strategic recommendations pertaining to the World Championship Team allocation and qualification (2/3 majority)."

Motion carried (30 yes, 5 no, 3 abstentions).

Motion made by Jakob Grossehagenbrock (Germany) and seconded by SS.

10.4.3 "to accept the BSWG strategic recommendations pertaining to the World Championship format and structure (2/3 majority)."

Motion carried (27 yes, 6 no, 5 abstentions).

22. Election of Diversity & Inclusion Director

SS introduced the election of the new Diversity & Inclusion Director and explained there had been one nomination for the role.

The motion, made by SS, Nominations Committee Chair, and seconded by BD was voted upon:

11.5. "to approve Sabah S. Cambrelen to a four-year term as the Diversity & Inclusion Director to the Board of Directors and Chair of the World Lacrosse Diversity & Opportunity Commission (simple majority)."

Motion carried unanimously (37 yes, 0 no, 2 abstentions).

23. President's Closing Remarks

SR announced, on behalf of the Awards Working Group led by FC, that several awards will be presented next year and that for the first time Members would be able to nominate potential recipients. The details, criteria and process for the lifetime, service, development and international honorary officiating awards are listed on the website and a reminder would be sent out by WL during December. There is consideration for an

athlete of the year award but, due to the lack of events, this will be discussed further. The working group is due to make recommendations to the Board soon.

SR also announced that the 2023 Men's World Championship is scheduled for June 22 to July 1, 2023 and the 2022 General Assembly is scheduled for June 27 – 28, 2022.

SR closed the 2021 World Lacrosse General Assembly at 7:55am MT.

ATTACHMENT A



2021 World Lacrosse General Assembly
Attendance
Day 1 - October 9, 2021

Role	Member	Name	Day 1 Attendance
Full Member - Delegate	Argentina	Nico Prandi	Present
Full Member - Delegate	Australia	Caroline Luckie	Present
Full Member - Delegate	Austria	Stefan Erber	Present
Full Member - Delegate	Belgium	Jan Van Cauwenberge	Present
Full Member - Delegate	Canada	Jason Donville	Present
Full Member - Delegate	China	Brendan Mullin	Present
Full Member - Delegate	Chinese Taipei (Taiwan)	Tim Kwan	Present
Full Member - Delegate	Costa Rica	Walter Alberto Rojas Supoy	Not Present
Full Member - Delegate	Croatia	Bartul Marunić	Present
Full Member - Delegate	Czech Republic	Pavel Semerak	Present
Full Member - Delegate	England	Mark Coups	Present
Full Member - Delegate	Finland	Caroline Sorensen	Present
Full Member - Delegate	France	Yohan Maillot	Present
Full Member - Delegate	Germany	Jakob Grossehagenbrock	Present
Full Member - Delegate	Greece	Anthony Katagas	Present
Full Member - Delegate	Haudenosaunee Confederation	Leo Nolan	Present
Full Member - Delegate	Hong Kong	Edwin Leung	Present
Full Member - Delegate	Hungary	László Bajnóczy	Present
Full Member - Delegate	Ireland	Michael Kennedy	Present
Full Member - Delegate	Israel	David Lasday	Present
Full Member - Delegate	Italy	Nelya Ostafiychuk	Present
Full Member - Delegate	Jamaica	Calbert Hutchinson	Present
Full Member - Delegate	Japan	Yusuke Sasaki	Present
Full Member - Delegate	Kenya	Pete Ginnegar	Present
Full Member - Delegate	Korea	Ryan Park	Present
Full Member - Delegate	Latvia	Pauls Dzintars Kalnins	Present
Full Member - Delegate	Netherlands	Jasper van der Horst	Present
Full Member - Delegate	New Zealand	Nicole Goode	Present
Full Member - Delegate	Norway	Tone Sparby	Present
Full Member - Delegate	Peru	Katherine Loh	Present
Full Member - Delegate	Philippines	Ron Garcia	Present
Full Member - Delegate	Puerto Rico	Jose Esquilin	Present
Full Member - Delegate	Scotland	Mason Robbins	Present
Full Member - Delegate	Slovakia	Tomáš Rydlo	Not Present
Full Member - Delegate	Spain	Cristina Grijalba-Benavente	Present
Full Member - Delegate	Sweden	Teckla Jackson	Present
Full Member - Delegate	Switzerland	Ian Schoch	Not Present
Full Member - Delegate	Thailand	Thomas Wong	Present
Full Member - Delegate	Turkey	Ömer Faruk Yetistirici	Present
Full Member - Delegate	Uganda	Makanda Jaffari Ibrahim	Not Present - Joined Late
Full Member - Delegate	United States	Ann Kitt Carpenetti	Present
Full Member - Delegate	Wales	Nicola John	Present
Allied Member	APLU	Mike Slattery	Present
Allied Member	ELF	Steph Migchelsen	Present
Allied Member	PALA	Diego Valdavia	Present
Board, President*	N/A	Sue Redfern	Present
Board, Vice President	N/A	Steve Stenersen	Present
Board, Finance and Governance Director**	N/A	Sallie Barker	Present
Board, Competition Director	N/A	Fiona Clark	Present
Board, Development Director	N/A	Bob DeMarco	Present
Board, Technical Director	N/A	Don Blacklock	Present
Board, Legal Counsel	N/A	Rob McCutchan	Present
Board, Athletes Commission Chair	N/A	Sean Gibson	Present
Board, Athletes Commission Vice Chair	N/A	Dana Dobbie	Present
Board, Independent Director	N/A	David Ryan	Present
Board, Independent Director	N/A	Steve Govett	Present
Staff, Chief Executive Officer	N/A	Jim Scherr	Present
Staff, Chief Operating Officer	N/A	Eric Parthen	Present
Staff, Director of Sport Development	N/A	TJ Buchanan	Present
Staff, Media Manager	N/A	Amanda Mastera	Present
Staff, Sport Development Manager	N/A	Evan Mok-Lamme	Present
Staff, Director of Events	N/A	Kim Rogers	Present
Staff, Sport Development Manager	N/A	Cristina Velez	Present

* Only casts a vote in the event of a tie.

** Casts one vote on behalf of the Board of Directors.



2021 World Lacrosse General Assembly
Attendance
Day 2 - October 31, 2021

Role	Member	Name	Present
Full Member - Delegate	Argentina	Nico Prandi	Present
Full Member - Delegate	Australia	Glenn Morley	Present
Full Member - Delegate	Austria	Stefan Erber	Present
Full Member - Delegate	Belgium	Jan Van Cauwenberge	Present
Full Member - Delegate	Canada	Jason Donville	Present
Full Member - Delegate	China	Brendan Mullin	Present
Full Member - Delegate	Chinese Taipei (Taiwan)	Tim Kwan	Present
Full Member - Delegate	Costa Rica	Walter Alberto Rojas Supoy	Present
Full Member - Delegate	Croatia	Bartul Marunić	Present
Full Member - Delegate	Czech Republic	Pavel Semerak	Present
Full Member - Delegate	England	Mark Coups	Present
Full Member - Delegate	Finland	Caroline Sorensen	Present
Full Member - Delegate	France	Yohan Maillot	Present
Full Member - Delegate	Germany	Jakob Grossehagenbrock	Present
Full Member - Delegate	Greece	Anthony Katagas	Present
Full Member - Delegate	Haudenosaunee Confederacy	Leo Nolan	Present
Full Member - Delegate	Hong Kong	Edwin Leung	Present
Full Member - Delegate	Hungary	László Bajnóczy	Present
Full Member - Delegate	Ireland	Michael Kennedy	Present
Full Member - Delegate	Israel	David Lasday	Present
Full Member - Delegate	Italy	Nelya Ostafiychuk	Present
Full Member - Delegate	Jamaica	Calbert Hutchinson	Present
Full Member - Delegate	Japan	Yusuke Sasaki	Present
Full Member - Delegate	Kenya	Storm Trentham	Present
Full Member - Delegate	Korea	Ryan Park	Present
Full Member - Delegate	Latvia	Pauls Dzintars Kalnins	Present
Full Member - Delegate	Netherlands	Jasper van der Horst	Present
Full Member - Delegate	New Zealand	Nicole Goode	Present
Full Member - Delegate	Norway	Tone Sparby	Present
Full Member - Delegate	Peru	Katherine Loh	Present
Full Member - Delegate	Philippines	Ron Garcia	Present
Full Member - Delegate	Puerto Rico	Miguel Lozada	Present
Full Member - Delegate	Scotland	Mason Robbins	Not Present
Full Member - Delegate	Slovakia - joined late	Tomáš Rydlo	Not Present - Joined Late
Full Member - Delegate	Spain	Cristina Grijalba-Benavente	Present
Full Member - Delegate	Sweden	Teckla Jackson	Not Present
Full Member - Delegate	Switzerland	Ian Schoch	Present
Full Member - Delegate	Thailand	James Suriyodom	Present
Full Member - Delegate	Turkey	Ömer Faruk Yetistirici	Not Present
Full Member - Delegate	Uganda	Makanda Jaffari Ibrahim	Present
Full Member - Delegate	United States	Ann Kitt Carpenetti	Present
Full Member - Delegate	Wales	Nicola John	Present
Allied Member	APLU	Mike Slattery	Present
Allied Member	ELF	Steph Migchelsen	Present
Allied Member	PALA	Diego Valdavia	Present
Board, President*	N/A	Sue Redfern	Present
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Staff, Chief Operating Officer	N/A	Eric Parthen	Present
Staff, Director of Sport Development	N/A	TJ Buchanan	Present
Staff, Media Manager	N/A	Amanda Mastera	Present
Staff, Sport Development Manager	N/A	Evan Mok-Lamme	Present
Staff, Director of Events	N/A	Kim Rogers	Present
Staff, Sport Development Manager	N/A	Cristina Velez	Present

* Only casts a vote in the event of a tie.

** Casts one vote on behalf of the Board of Directors.



**2021 General Assembly
Sue Redfern – Opening Remarks**

Greetings, colleagues and friends. On behalf of the World Lacrosse board of directors and management, it is my pleasure to officially welcome you to the 2021 General Assembly.

This is the second time we have met as a virtual Assembly, which has proved to have both benefits and disbenefits, and on Day 2 of this Assembly we will be reviewing together how you wish to move forward with these important meetings of our global lacrosse family.

Since we last gathered a year ago, our sport has continued to meet challenges with historic strides. Of course, we had hoped that 2021 would look and feel a lot different than 2020...we desperately searched for the light at the end of the tunnel, but, in common with most sports, we continued to be faced with ongoing uncertainty and more unknowns.

Despite that, we not only continued to mature and develop as a federation while further growing this great sport, but we also achieved two of the most important milestones to-date on our journey to Olympic inclusion.

First – in May, our Sixes vision came to life. We now have an on-field product that fits within today's version of the Olympic Games and which will also play a major role in further developing the sport around the world.

By making this move now, we not only have a much stronger chance of bringing lacrosse to the world's largest stage and therefore exponentially expanding our audience, but we are also future-proofing our sport.

It has been heartening to see the positive feedback from all involved with the early Sixes events and for those able to be present at one of them, it is great to be back watching lacrosse together again.

As we broaden our horizons, preserving the rich history of lacrosse is – and will always remain – a priority. But as we look forward, we must also embrace progress. A failure to progress means getting left behind. A topic of much discussion at Leaders in Sport conference I have attended this week in London.

We all know the great potential in our sport – and now more than ever, it requires strong nurturing to take us to the next level. By going down this path, we are not forgetting our past, but rather honoring it by building and securing our future.

Secondly, in July, we collectively made international sport history when the IOC granted World Lacrosse full recognition...It was a momentous milestone for lacrosse enthusiasts around the world and the single most important step to-date as we seek to become an Olympic sport. Our success is truly a testament to the passion and commitment of our many volunteers and member federations and one I think we should collectively celebrate today as each and every one of you has played a role to this achievement.

We are deeply grateful to the IOC membership and the expression of confidence this full recognition represents. With full recognition also comes greater responsibility, and we are committed to serving as an active and engaged member of the international sport community and supporting our partners across sport.

We are currently at 70 members, with more pending, and have an aim to reach 85 members in 2022. That would represent a near doubling of our membership base in just the last 10 years and is solid proof of the burgeoning interest in lacrosse around the globe.

Our professional staff has also continued to grow, as we welcomed Cristina Velez in August to the new role of sport development manager. A citizen and resident of Madrid, Cristina is responsible for the effective development, management and reporting of the World Lacrosse grant programs, as well as a first point of contact for the development of existing and new members in Europe, with a gradual move into the Pan Americas region.

These past 19 months haven't been easy on any of us – and I want especially to commend our board and staff under CEO Jim Scherr's leadership for keeping the ship sailing. Though the pandemic isn't quite over, we've weathered the storm and positioned ourselves for what I anticipate will be some of our best years yet.

And thank you to our commissions, working groups and committees for the significant work done this year...it has been really great to see so many new NGB and CF representatives stepping forward on to WL groups. Your work is making us better and guiding us to a more sustainable and inclusive future.

In particular, we established three new commissions in 2021, with wide ranging representation from around the world. Women in Sport, Diversity and Opportunity, and Ethics Commissions are all in their first year of operation with big agendas for working across the world. Recognizing that each has short-, medium- and long-term objectives, they have prioritized work that can realistically be achieved by the participants. Each will be reporting on their work through future webinars and engaging all of you in their thinking.

As we emerge from the pandemic, we are now once again seeing the power of sport to unite and uplift, and as we begin to return to events where we can meet again, I look forward to seeing you once again in person somewhere in 2022.

Thank you for your continued commitment and collaboration, and welcome once again to the 2021 World Lacrosse General Assembly.

Moving on to the next agenda items...

It is now my pleasure to welcome and recognize the observers from the National Governing Bodies that have become Associate Members of World Lacrosse since our last General Assembly, bringing our worldwide membership to 70.

- Saudi Lacrosse Federation – n/a
- South African Lacrosse Association – n/a
- United States Virgin Islands Lacrosse Association – Tom Guthrie

We also have welcomed the following members into full membership, and we look forward to their continued contributions to the global lacrosse community as full delegates.

Costa Rica – Walter Alberto Rojas Supoy
Croatia – Bartul Marunić
Greece – Anthony Katagas
Kenya – Storm Trentham
Mexico – Not in attendance
Philippines – Ron Garcia

Finally, as we move into multisport events where England, Scotland and Wales have to compete as GB, we accepted British Lacrosse (formerly known as Home Countries Lacrosse) as an Allied Member and welcome observer Lorna Powell (formerly the delegate for Scotland). To note, they do not count as an additional member, as the three constituent countries are all already members.

STATE OF SPORT



ATTACHMENT C

**WORLD
LACROSSE**
TM





INTRODUCTION

Despite many challenges in 2021, we have continued to take meaningful steps forward.

RECEIVING FULL RECOGNITION FROM THE IOC IS A HISTORIC MILESTONE FOR OUR ORGANIZATION AND FOR OUR SPORT.

This achievement is the direct result of the unwavering support and tireless work of countless volunteers. This is a testament to the commitment of our member countries and Continental Federations.

Led by the World Lacrosse board of directors and working alongside members and volunteers, WL has pursued growth and development that led to this historic moment. We are confident that investing in our activities will continue to allow our game to prosper.

GROWTH

EFFECTIVE GOVERNANCE

SOCIAL AND DIGITAL MEDIA PRESENCE





PATHWAY TO THE OLYMPIC GAMES



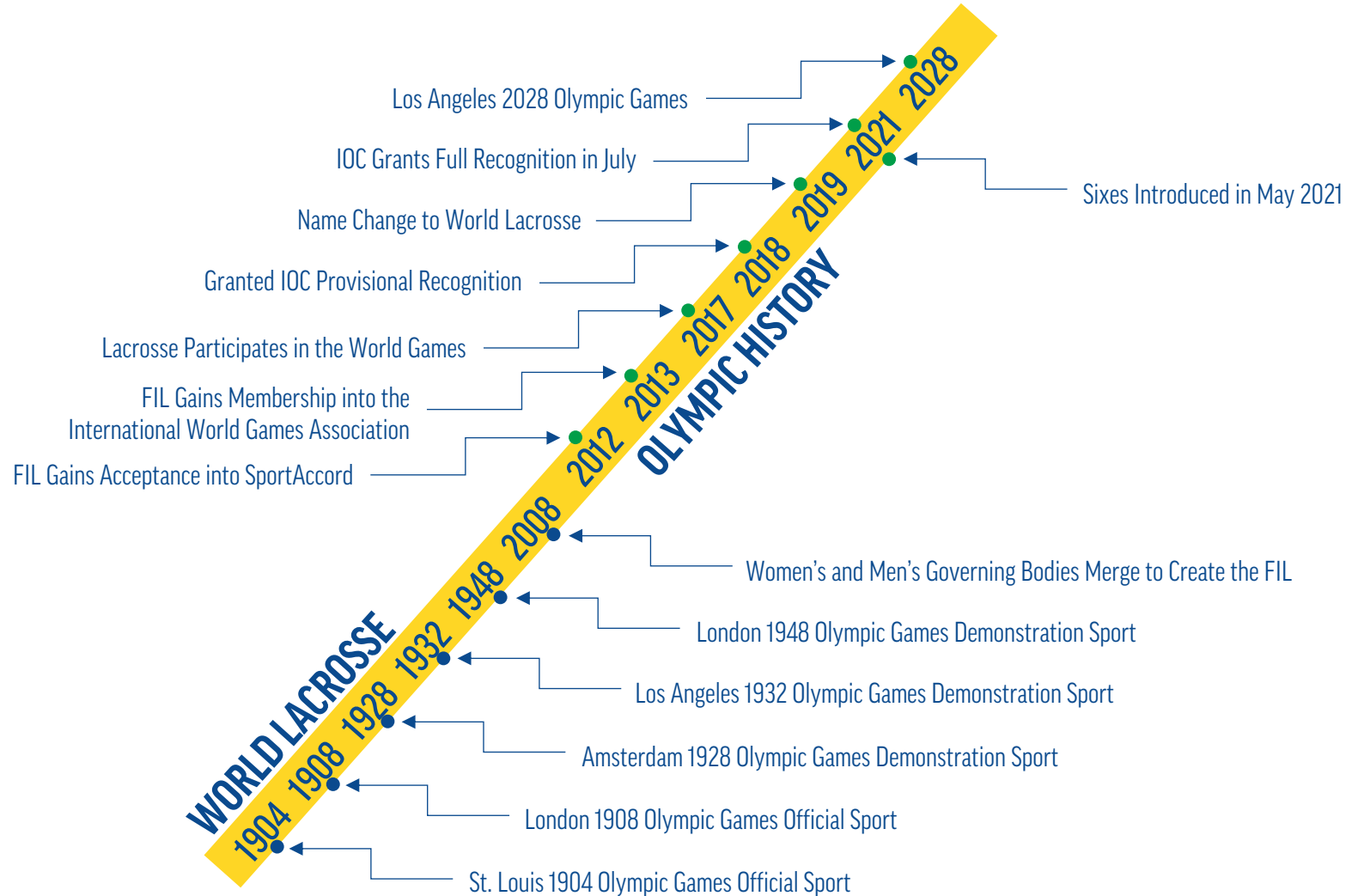
World Lacrosse continues to develop the sport globally with the vision of being added the Olympic program for Los Angeles 2028.

On July 21, the International Olympic Committee membership voted to grant Full Recognition to World Lacrosse, a critical step forward for WL as the International Federation of the sport.

International Federation recognised by the



INTERNATIONAL OLYMPIC COMMITTEE



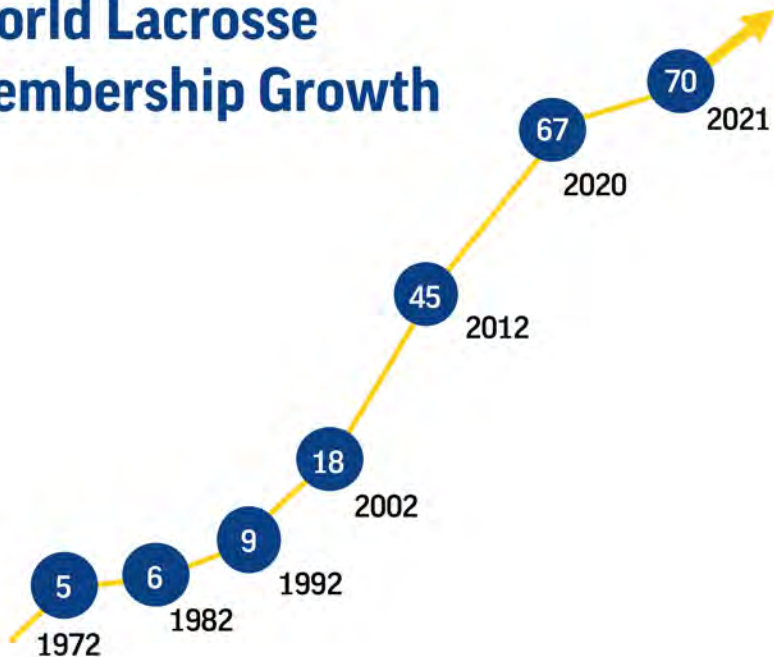


GROWING MEMBERSHIP

The growth of the sport has accelerated dramatically in the past 10 years based on three factors:

1. Organizational structure and governance
2. Appeal of the game
3. Vision of inclusion in the Los Angeles 2028 Olympic Games

World Lacrosse Membership Growth





GROWTH



To support the continued growth of lacrosse around the world, WL prioritizes the **strengthening of existing members** and the **development of emerging members**.

2020 (awarded early 2021) NGB/CF Development Grants Round 2	\$99,500.00
2021 NGB/CF Development Grants Round 1	\$200,019.50

Development Programs and Resources

- Added five new courses to the WL Virtual Training Center
- Trained 45 new WL Coach Developers
- Added Silver-Level Coaching Curriculum to NGB Toolkit





NEW MEMBERS



World Lacrosse has welcomed three new Associate Members to our ranks since our last GA, and two new members in 2021.

United States Virgin Islands Lacrosse Association	11/2020
South African Lacrosse Association	4/2021
Saudi Lacrosse Federation	6/2021

WL has also granted full membership to six Associate Members.

Costa Rica	3/2021
Philippines	4/2021
Kenya	4/2021
Croatia	4/2021
Greece	9/2021
Mexico	9/2021

In the coming months, the WL membership will receive the applications of three new member countries, submitted by the WL Development Committee and board of directors.

Indonesia Lacrosse Federation
Lacrosse Association of India
Vietnam Lacrosse Association





GOVERNANCE

Working alongside our committed volunteers, WL has created nine new committees and working groups. Reviewing and reforming how the IF makes decisions has been a priority in 2021.

New Commissions, Working Groups and Committees

- Governance Working Group
- Membership Working Group
- Ethics Commission
- Women's Box Working Group
- Sustainability Working Group
- Hall-of-Fame Working Group
- Diversity and Opportunity Commission
- Blue Skies Working Group 2
- Women in Sport Commission





MEMBER ENGAGEMENT



WL will have hosted 29 Stakeholder Engagement Webinars before the end of the year.

April Board Meeting Update	4/2021
WL Strategic Plan	4/2021
Lacrosse Sixes Launch	4/2021
NGB Toolkit/Resources Update	5/2021
Rule Changes	6/2021
WL World Championship Events Updates	6/2021
Governance Working Group	6/2021
Anti-Doping ITA	6/2021
Membership Working Group 1	7/2021
Membership Working Group 2	7/2021
BSWG Events	7/2021
BSWG Allocation 1	8/2021
BSWG Allocation 2	8/2021
Membership Working Group Legislation	8/2021

Throughout this year, member feedback has been robust.

Without the commitment of volunteers and members, our organization would be unable to progress in these areas.





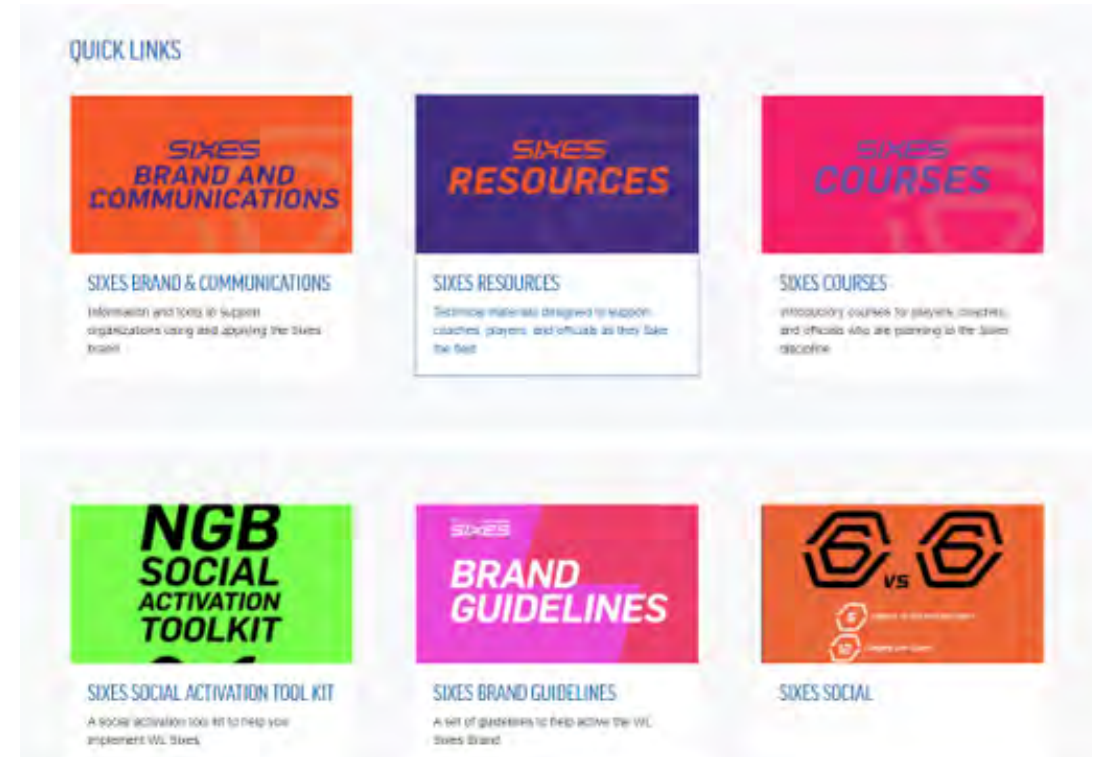
WORLD LACROSSE SIXES LAUNCH



On May 18, World Lacrosse formally launched the World Lacrosse Sixes discipline and brand.

The continued growth of WL Sixes will play a major role in developing the game around the world and will allow WL to best position the sport for Olympic inclusion. **WL is committed to providing Sixes development resources and facilitating competitive Sixes play worldwide.**

- Sixes Launch Materials and Resources
- Sixes Introduction Video
- Playing WL Sixes Course
- Introduction to Officiating WL Sixes
- WL Sixes Rulebook
- WL Sixes Officials Manual
- WL Sixes Major Rule Differences Comparison Graphics
- Complete Rule Change Documents
- Introduction to WL Sixes Infographic
- Sixes Events





SOCIAL MEDIA (Sixes launch 7-day period)



The World Lacrosse Sixes introductory video has amassed 1.2 million views across Instagram, Facebook, Twitter and website campaigns.





SOCIAL MEDIA (January 1-August 1, 2021)



World Lacrosse continues to build a strong following for lacrosse on digital and social media platforms, engaging a wider and younger fan base through the production and distribution of high-quality content.

Top Post: IOC Recognition Release - 1,013,544 impressions on Twitter alone



8,300+
Followers



10,600+
Followers
66% Increase



12,600+
Followers
108% Increase



1,751
Subscribers

24.2% INCREASE
AUDIENCE GROWTH

3,997,095
TOTAL IMPRESSIONS

5.4% INCREASE
IMPRESSIONS





WORLD LACROSSE SIXES EVENTS



The Fly (England)

- August 7-8
- Men & Women - 4 teams each
- Produced by 247.tv and distributed by LSN



Home Nations (Scotland)

- August 28-29
- Men & Women - Scotland, England, Wales
- Produced by 247.tv and distributed by LSN



PALA Sixes Cup (PALA)

- September 3-5
- Men: Colombia, Panama, Peru, Puerto Rico, USVI
- Women: Argentina, Colombia, Puerto Rico, Iroquois Nationals
- Event covered by Studio Now and distributed via YouTube



Super Sixes (USAL)

- October 23-24
- Men & Women: USA, Canada, Iroquois Nationals
- To be streamed by LSN

Torneo Centroamericano (Costa Rica)

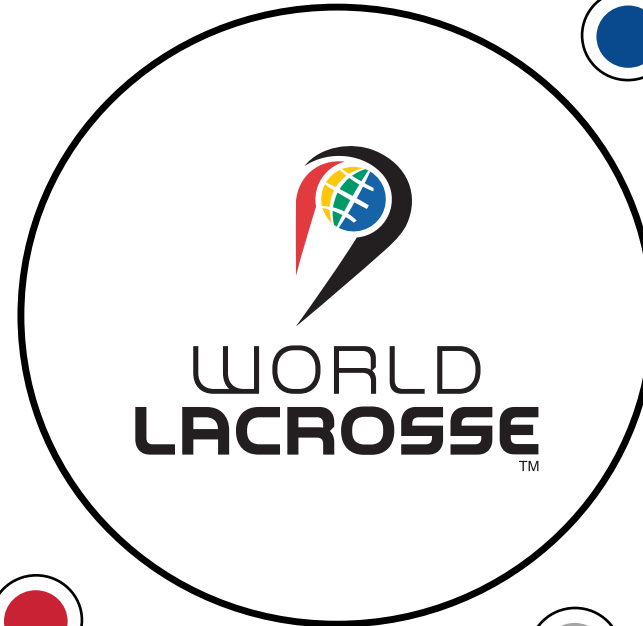
- December 2-5
- Men: Costa Rica, Guatemala, Nicaragua, Panama





EVENT PROPERTIES

World Lacrosse is working with various NGBs and organizing committees to elevate our World Championship events and to add new World Championship events in the future.



WOMEN'S WORLD CHAMPIONSHIP



MEN'S U-21 WORLD CHAMPIONSHIP



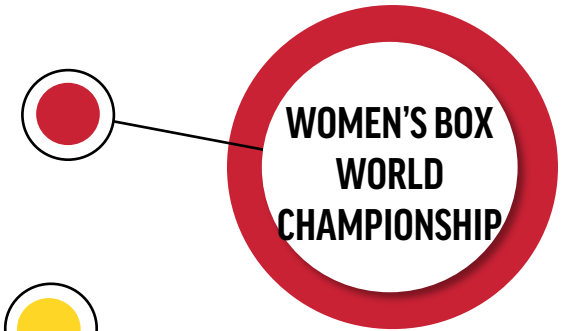
MEN'S WORLD CHAMPIONSHIP



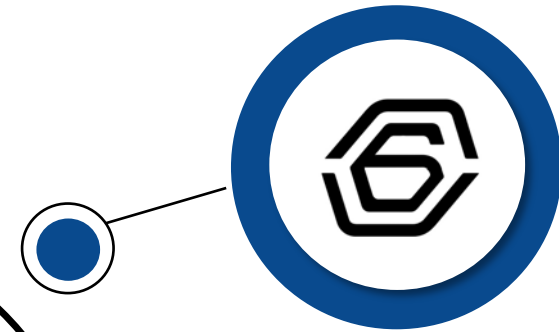
WOMEN'S U-20 WORLD CHAMPIONSHIP



MEN'S BOX WORLD CHAMPIONSHIP



WOMEN'S BOX WORLD CHAMPIONSHIP



MEN'S + WOMEN'S SIXES WORLD CHAMPIONSHIPS



MEN'S BOX WORLD CHAMPIONSHIP

STRATEGIC PLAN





VISION + MISSION



VISION

Lacrosse is recognized and played by all countries worldwide and is an Olympic sport.

MISSION

World Lacrosse will provide governance and integrity for all forms of lacrosse and will provide responsive and effective leadership to support the sport's development throughout the world.

Experience What's Next



SCOPE + KEY STRATEGIES



SCOPE

This plan addresses the fourth quarter of 2021, as well as 2022 through 2024. It is an update of the existing World Lacrosse Strategic Plan. This plan is designed to create a set of actions and activities that lead to the fulfillment of the vision and mission of World Lacrosse to grow the sport, achieve Olympic inclusion and develop a sustainable model International Federation.

KEY STRATEGIES/PILLARS

1. Grow the game, popularity and appeal of lacrosse globally.
2. Build the brand of lacrosse, including the new World Lacrosse Sixes discipline, and the resources available to World Lacrosse and its members.
3. Lead the sport by improving the core competencies of World Lacrosse, its Continental Federations, National Governing Bodies and Management to support the effort.
4. Strengthen relationships with the International Olympic Committee, Olympic Family and Host Cities for the Olympic Games by effectively building on existing relationships and initiating new relationships to successfully present the case of lacrosse to the IOC.



PLAN OBJECTIVES

1. GROW THE GAME

- 1.1 Increase the number of World Lacrosse member nations
- 1.2 Assist Continental Federations and Member National Governing Bodies in increasing the number of participants locally and improving all NGB programs
- 1.3 Provide resources that support the development of volunteers, coaches, officials and athletes

2. BUILD THE BRAND AND RESOURCES

- 2.1 Increase global brand awareness for World Lacrosse and international lacrosse
- 2.2 Maximize revenues and other resources through sponsor sales and engagement
- 2.3 Attract supporters and raise funds through private donations, foundations and grants with priority funds to support the Olympic vision effort
- 2.4 Expand the reach, visibility, awareness and revenue for World Lacrosse and lacrosse through an aggressive merchandise and licensing program
- 2.5 Provide a program of events that showcase and develop the sport and build the brand exposure and revenue





PLAN OBJECTIVES



3. LEAD THE EFFORT

- 3.1 Increase the core competencies of CFs and NGBs
- 3.2 Timely distribution of information to all members
- 3.3 Attain best-in-world standard and model for professional International Federation governance
- 3.4 Comply with relevant legislation, regulations, accountabilities and standards, including WADA
- 3.5 Best-in-world management and leadership effectiveness
- 3.6 Become a recognized leader in gender equity and female participation

4. STRENGTHEN RELATIONSHIPS AND PRESENT A WINNING CASE

- 4.1 Become known, liked and respected within the Olympic Family and International Sports Community
- 4.2 Present a winning case for lacrosse for Olympic inclusion
- 4.3 Pursue and gain inclusion of World Lacrosse Sixes in additional multisport events
- 4.4 Continue the development of the World Lacrosse Sixes discipline and explore urban lacrosse and other forms of lacrosse





2022 KEY INITIATIVES (Proposed)



1. USE 2022 WORLD EVENTS TO SHOWCASE THE BEST OF LACROSSE AND ELEVATE THE SPORT

- Support USA Lacrosse to successfully stage the Women's World Championship
- Support Ireland Lacrosse to successfully stage the Men's U21 World Championship
- Showcase the best of lacrosse and specifically the WL Sixes discipline, at The World Games as measured by attendance, interest, revenue, broadcast, digital media and competitive excellence
- Produce for broadcast and distribute the 2022 World Championship events
- Develop and execute an effective PR campaign across WL events and TWG
- Continue to promote the acceptance of Lacrosse Sixes through events and promotion

2. GROW THE NUMBER OF MEMBER COUNTRIES TO 85 WHILE CONTINUING TO STRENGTHEN EXISTING NGBS AND CFS

- Develop nine new member NGBs
- Implement new revised membership categories, process and criteria
- Provide \$250,000 in grant money to NGBs/CFs
- Assist Continental Federations and NGBs to increase the number of athletes, coaches and officials

3. DEVELOP NEW AND DIVERSIFY EXISTING REVENUE STREAMS

- Sign 4-6 WL primary sponsors comprising \$250,000 in annual revenue
- Launch major fundraising initiative and secure \$500,000 in commitments
- Execute media rights deal for 2022 and 2023 events providing broad distribution across multiple platforms



2022 KEY INITIATIVES (Proposed)



4. STRENGTHEN RELATIONSHIPS WITH THE OLYMPIC FAMILY AND PRESENT CASE FOR INCLUSION OF LACROSSE IN 2028

- Continue to develop positive relationships with key leaders of the Los Angeles 2028 Organizing Committee
- Provide strategy and gain support for the incorporation of the Iroquois Nationals within the Olympic inclusion strategy of World Lacrosse
- Missions to SportAccord and other major international events
- Identify and secure 'champions' for lacrosse
- Build support for lacrosse with USOPC and COC leadership and key IOC members

5. IMPROVE WORLD LACROSSE EFFECTIVENESS AND GOVERNANCE

- Become a recognized leader in gender equity, diversity and inclusion, and sustainability initiatives
- Support proposed Governance Committee in prioritizing focus for continued governance effectiveness
- Recruit and hire world-class staff for any open or newly developed positions
- Work with the board to develop the new schedule of meetings in 2022
- Continue to focus on providing timely information to the board in advance of meetings
- Work with the Finance, Audit and Risk Committee to ensure financials are prepared and shared monthly with the committee and the membership quarterly



2023 KEY INITIATIVES (Proposed)

1. SUPPORT THE DELIVERY OF THE 2023 MEN'S WORLD CHAMPIONSHIP IN SAN DIEGO

- International streaming distribution and national broadcast
- High-quality production and robust social media shoulder coverage
- International relations host program for USOPC, COC and select international leaders
- VIP donor and sponsor program developed in concert with LOC

2. PRESENT THE BEST POSSIBLE CASE COMPRISING THE OLYMPIC PROPOSAL TO LOS ANGELES 2028

- Value added to the Olympic movement and lacrosse, competition format, numbers of athletes, team officials and officials, cost and complexity of staging the event including venue costs and legacy, cost and complexity of broadcast, media and fan following, athlete pool

3. INCREASE THE NUMBER OF MEMBER COUNTRIES TO 93 WHILE STRENGTHENING EXISTING MEMBER NGBS AND CFS

- Continue efforts to provide development support for new NGBs
- Provide grant programming opportunities for existing NGBs and CFS

4. DEVELOP NEW AND DIVERSIFY EXISTING REVENUE STREAMS

- Secure at least \$1,000,000 in new revenue commitments from donors, sponsors, events, media rights, merchandise and other revenue opportunities
- Continue to build asset base by investing in events, properties and brands
- Enlarge donor base for WL



2023 KEY INITIATIVES (Proposed)



5. BECOME A RECOGNIZED LEADER IN GENDER EQUITY, DIVERSITY AND INCLUSION, AND SUSTAINABILITY INITIATIVES

- Become a recognized leader in gender equity, diversity and inclusion, and sustainability initiatives
- Working with the DEI, WIS, and Sustainability committees, develop and implement programming and targets to realize this priority
- Support the NGBs and CFs to adopt similar programming and initiatives

6. DEVELOP LACROSSE SIXES EVENT SERIES, “SUPER SIXES” WITH AT LEAST THREE EVENTS IN THREE CONTINENTS

- Secure LOCs and competing teams
- Develop support and promotional planning
- Maximize exposure and revenue generation for individual events and event series

7. CONTINUE SOCIAL MEDIA CONTENT DEVELOPMENT AND EXECUTE NEW PLATFORM UTILIZING ATHLETE AND COACH AMBASSADORS

- Build social media and digital following for the sport and World Lacrosse
- Develop and execute support campaign for Olympic inclusion on social media with key lacrosse entities and influencers

8. DEVELOP AND EXECUTE PR CAMPAIGN LEADING INTO THE 2023 MEN'S WORLD CHAMPIONSHIP FEATURING HIGH PROFILE ATHLETES AND CELEBRITIES TO PROMOTE THE WL BRAND, LACROSSE AND OLYMPIC INCLUSION

- Build on 2022 PR campaign and efforts
- Target Southern California to develop positive image of lacrosse and legacy of lacrosse in the LA Games

9. CONTINUE TO DEVELOP AND BUILD RELATIONSHIPS WITH LA 2028 LEADERSHIP, USOPC AND COC LEADERSHIP, IOC SPORTS DEPARTMENT, IOC PROGRAM COMMISSION, IOC EXECUTIVE BOARD, AND IOC LEADERSHIP



2022-2024 Strategic Plan

Vision

Lacrosse is recognized and played by all countries worldwide and is an Olympic sport.

Mission

World Lacrosse will provide governance and integrity for all forms of lacrosse and will provide responsive and effective leadership to support the sport's development throughout the world.

Values

Teamwork | Passion | Respect | Integrity | Friendship | Inclusiveness

Objectives

World Lacrosse seeks to achieve its vision by pursuing four primary objectives.

Grow

Grow participation and global appeal of lacrosse.

Increase the number of WL member nations.

Support CFs and NGBs.

Increase the number of global participants.

Provide resources that support the development of volunteers, coaches, officials, and athletes.

Build

Build the brand of World Lacrosse and WL Sixes.

Increase global brand awareness.

Maximize revenue through private donors, grants, sponsorships, and broadcasting.

Expand reach, visibility and awareness of WL.

Develop event program showcasing the sport and elevating the brand.

Lead

Improve core competencies of WL, CFs, and NGBs.

Timely distribution of information to members.

Attain best-in-world standard of governance.

Comply with all relevant legislation and regulations.

Best-in-world management and leadership.

Become a recognized leader in gender equity and female participation.

Strengthen

Strengthen relationships with Olympic Family.

Become respected within the Olympic Family.

Present a winning case for Olympic inclusion.

Gain Olympic inclusion of WL Sixes.

Seek inclusion of WL Sixes at multisport events.

Develop WL Sixes and explore urban lacrosse and other forms of lacrosse.

2022 Key Initiatives

World Lacrosse has prioritized five initiatives for 2022

1. Showcase and Elevate the Sport

2. Develop New Members and Support NGBs and CFs

3. Develop and Diversify Revenue Streams

4. Strengthen Olympic Relationships

5. Improve Effectiveness and Governance



World Lacrosse Strategic Plan update 2022-24

*Presented to the
World Lacrosse General Assembly
October 9, 2021*



World Lacrosse Vision

Lacrosse is recognized and played by all countries worldwide and is an Olympic sport.

World Lacrosse Mission

World Lacrosse will provide governance and integrity for all forms of lacrosse and will provide responsive and effective leadership to support the sport's development throughout the world.

World Lacrosse Values

Teamwork | Passion | Respect | Integrity | Friendship | Inclusiveness

Scope

This plan addresses the fourth quarter of 2021 and 2022 through 2024 and is an update of the existing World Lacrosse Strategic Plan. This plan is designed to create a set of actions and activities that lead to the fulfillment of the vision and mission of World Lacrosse (WL) to grow the sport, achieve Olympic inclusion, and develop a sustainable model International Federation.

The following are key strategies that will allow World Lacrosse to achieve its vision.

Key Strategies

1. ***Grow*** the game, popularity and appeal of lacrosse globally.
2. ***Build*** the brand of lacrosse, including the new World Lacrosse Sixes, and the resources available to World Lacrosse and its Members.
3. ***Lead*** the sport by improving the core competencies of World Lacrosse, its Continental Federations, National Governing Bodies, and Management to support the effort.
4. ***Strengthen*** relationships with the International Olympic Committee (IOC), Olympic Family and Host Cities for the Olympic Games by effectively building on existing relationships and initiating new relationships to successfully present the case of lacrosse to the IOC.

Objectives of the Plan

Grow the Game

- 1.1 Increase the number of World Lacrosse member nations
- 1.2 Assist Continental Federations and Member National Governing Bodies in increasing the number of participants locally and improving all NGB programs.

- 1.3 Provide resources for the development of volunteers, coaches, officials and athletes.

Build the Brand and Resources

- 2.1 Increase global brand awareness for World Lacrosse and international lacrosse
- 2.2 Maximize revenues and other resources through sponsor sales and engagement
- 2.3 Attract supporters and raise funds through private donations, foundations and grants with priority funds to support the Olympic Vision effort
- 2.4 Expand the reach, visibility, awareness and revenue for World Lacrosse and lacrosse through an aggressive merchandise and licensing program
- 2.5 Provide a program of events that showcase and develop the sport and builds the brand exposure and World Event revenue

Lead the Effort

- 3.1 Increase the core competencies of CFs and NGBs
- 3.2 Timely distribution of information to all Members
- 3.3 Attain best in world standard and model for professional International Federation (IF) governance
- 3.4 Comply with relevant legislation, regulations, accountabilities and standards including WADA
- 3.5 Best in world management and leadership effectiveness
- 3.6 Become a recognized leader in gender equity and female participation

Strength Relationships and Present a Winning Case

- 4.1 Become known, liked and respected within the Olympic Family and International Sports Community
- 4.2 Present a winning case for lacrosse for Olympic inclusion
- 4.3 Pursue and gain inclusion of World Lacrosse Sixes in additional multisport events
- 4.4 Continue the development of the World Lacrosse Sixes discipline and explore urban lacrosse and other forms of lacrosse

A brief review of progress against the approved key priorities for 2021 is listed here. The performance tracker for 2021 will be sent under separate cover.

- 1) Successfully Launch Lacrosse Sixes discipline. Staff lead – Jim Scherr
 - a. Launch new branding and promotional platform for World Lacrosse Sixes discipline
[World Lacrosse successfully launched the ‘Lacrosse Sixes’ brand on May 18th, 2021.](#)

- b. Hold minimum of three (3) quality invitational or showcase events in 2021 (Scherr, Kim Rogers)

World Lacrosse has encouraged and supported the development of a number of Lacrosse Sixes event including:

- The Fly (England)
 - August 7-8
 - Men & Women - 4 teams each
 - Produced by 247.tv and distributed by LSN
- Home Nations (Scotland)
 - August 28-29
 - Men & Women - Scotland, England, Wales
 - Produced by 247.tv and distributed by LSN
- PALA Sixes Cup (PALA)
 - September 3-5
 - Men: Colombia, Panama, Peru, Puerto Rico, USVI
 - Women: Argentina, Colombia, Puerto Rico, Iroquois Nationals
 - Event covered by Studio Now and distributed via Youtube
- Super Sixes (USAL)
 - October 23-24
 - Men & Women: USA, Canada, Iroquois Nationals
 - To be streamed by LSN
- Torneo Centroamericano (Costa Rica)
 - December 2-5
 - Men: Costa Rica, Guatemala, Nicaragua, Panama

- c. Achieve broad acceptance in worldwide lacrosse community of discipline (esp. North America) (Scherr, Buchanan)

Sport Development, in collaboration with the Technical and Development Committees, has developed a host of resources for athletes, coaches and officials to support the implementation of the discipline in domestic environments. The resources include an online course for coaches, an online course for officiating mechanics, officials' manuals, scoring sheets, and infographics. Readily available access to these types of materials will ease the implementation/adoption process for the noted constituent groups. Additionally, a video is currently in development phases to introduce the discipline. Clinics have been and will be given at all of the Sixes events listed.

Discussions and outreach by Jim Scherr to USAL, CLA, IN and HN, the IWLCA, the IMLCA, the PLL and NLL, and elite athletes and social media influencers is ongoing and will continue.

- 2) Develop New and Diversify existing revenue streams. (Staff lead: Jim Scherr)

- a. Develop WL Foundation/endowment and establish core group of financial donors (Scherr, Parthen)

Management produced a proposal for the development of a WL Foundation approved by the board earlier this year, which will provide the capacity-building support to increase and diversify WL's revenue generation model

and ensure a financially sustainable future. In conjunction with former members of the Capital Campaign Committee, Management is identifying additional volunteers to serve and support the Exploratory Fundraising Committee. The full proposal for the development of a WL Foundation was introduced and approved in the May board meeting. Based on external feedback, WL is currently exploring the development of an endowment fund or other fundraising mechanism to support Olympic inclusion and international growth.

Management reignited WL's cultivation strategy with increased prospect research and relationship mapping discussions to bolster its qualified prospect pipeline, which will increase the likelihood of a successful introduction. WL Management has experience working with several U.S. governing bodies in the creation of their own successful foundations and the list of realistic prospects WL has generated would be the envy of most, if not all, of those foundations.

- b. Initiate Sponsorship program and secure 4 – 6 WL sponsors (Seibel, Scherr)

World Championship activity in 2022 and 2023 represents the most valuable commercial inventory World Lacrosse has to offer (at present) to corporate partners. With dates for the two World Championships in 2022 now confirmed, and significant progress being made with respect to 2023, World Lacrosse will develop an initial Corporate Partner Asset Inventory in Q3 of 2021 and is prepared to go to Market beginning in Q4. This work has commenced and WL has developed an initial sponsorship sales deck and target prospect list. WL will coordinate the sponsor approach with the hosts for 2022 and 2023 World events.

World Lacrosse is working with event host US Lacrosse to finalize the commercial and broadcast inventory parameters for the 2022 Women's World Championship and 2023 Men's World Championship and we believe we are close to an agreement with ESPN for 2022 events. Once that is completed, the sales effort will commence.

- c. Execute 2nd phase of merchandise and licensing program driving revenue while serving the needs of Membership (Seibel)

The Second Phase of the merchandise and licensing program is a co-branded offering featuring NGB and World Lacrosse marks. Revenue will be shared between participating NGBs and World Lacrosse. Financial terms are being negotiated now between World Lacrosse and DMC Sport, with an emphasis on minimizing financial outlay and risk for WL and NGBs. This may be delayed.

- 3) Effectively influence decision makers and present the case for inclusion of lacrosse in LA 2028. (Staff lead: Jim Scherr)

- a. Provide strategy and gain support for inclusion of Iroquois Nationals within the Olympic inclusion strategy of World Lacrosse (Scherr)

WL continues to hold productive discussions with the IN/HN to advance the effort to include lacrosse and the Iroquois in the Olympic Games. The next

- stage in this process is to execute an agreement with the INL and WL to drive towards significant milestones.
- b. Successful missions to SportAccord, Tokyo, and other major international events (Scherr)
As anticipated, SportAccord 2021, which was originally scheduled for May in Yekaterinburg, Russia, is being postponed. This event has been postponed until May of 2022. WL will plan a full mission to that event. With respect to the Tokyo Olympic and Paralympic Games, non-essential personnel and foreign visitors were restricted from attending the Tokyo Olympic and Paralympic Games. World Lacrosse is currently preparing and will send a delegation to the Association of National Olympic Committees annual meeting in Athens, Greece October 22-23. This will be an important engagement to begin to develop relationships with National Olympic Committee leaders – one of the three pillars of the Olympic movement.
 - c. Identify and secure ‘champions’ for lacrosse (Scherr)
Ongoing. WL is working to cultivate and maintain support for lacrosse’s inclusion in the Olympic Games with an identified group of 10-12 IOC members and influencers.
 - d. LA and Southern California grassroots and influence team identified and engaged (Scherr)
This team will be secured later in 2021 or early 2022.
 - e. Build support for lacrosse with USOPC and COC leadership and IOC members (Scherr)
Ongoing. JS is leading this effort and WL is having a continued set of contacts and dialogue with key Board and Staff members of both organizations.
- 4) Grow the sport to 76 member nations while continuing to strengthen the existing NGBs. (Staff lead: TJ Buchanan)
- a. Support and lead MWG to develop revised membership categories, process, and criteria (Buchanan)
Led by Shelley Maher and supported by TJ Buchanan, the MWG has proposed these outcomes for the 2021 GA which have been presented to membership on a recent webinar. Management believes this proposal will pass at this year’s GA.
 - b. Develop eight (8) new member NGBs (Buchanan, Mok-Lamme)
 - i. World Lacrosse is now at 70 member Nations and management along with the Development committee will present 3 new member nations for approval at this September meeting. These additions will take us to 73 members of the projected 76 for end of year 2021.
 - c. Maintain and improve Grant programs and NGB toolkit and best practices effectiveness (Buchanan, Mok-Lamme)
 - i. NGB/CF Development Grants have been reviewed and awarded to members. In total, 37 grants were awarded, totaling more than \$200,000.

- ii. NGB Toolkit – EML has created an ODA online module and added to toolkit. Currently receiving drafts from the University of Delaware for several NGB Toolkit resources that will be reviewed and eventually collated into an “NGB 101” guide, with the goal of it being the seminal document for new NGBs to use in structuring their operations, as well as for the betterment of existing NGB practices.
 - d. Implement development tools and certifications for officials and coaches (Buchanan, Mok-Lamme)
 - i. In collaboration with the Technical and Development Committees, we are developing resources for the training of officials and coaches.
 - To date, we have two levels of coaching curriculum developed (Bronze and Silver), a “plug-in” box lacrosse module for Silver, four online courses, and one online course in progress (Intro to Sixes Lacrosse).
 - Additionally, we have the DiscoverLax curriculum available for NGBs to use in the implementation of youth-targeted programs.
 - A “What it Takes to be an Official” course is now available in the virtual training center. This course is targeted to prospective officials, giving them an insight into what is required to be a lacrosse official. We are working with the Technical Committee on developing additional resources for the development of officials along the established pathway. Recent conversation with Lauren Charwat from the Officials group will lead to some video content for interpreting and understanding a some of the new Women’s Sixes rules.
 - ii. Successfully executed the 2021 Coach Developer Academy and provided training to more than 50 persons representing 40+ different member nations. These new coach developers are now equipped to work directly with their NGBs to provide standardized instruction to domestic coaches. We are now working with the countries represented to provide resources for the implementation of local coach development via the NGB grant program. In-person clinics were held in the US in May and September, utilizing 6 of the trainees, to provide them with additional practical experience.
 - iii. WL staff would like to replicate the Coach Developer Academy with an Officials Developer Academy to provide training to others, allowing them to develop domestic-level officials. As the pathway resources are finalized, this may come to fruition.
- 5) Expand the digital following for the sport. (Staff lead: Scherr, tbc)
 - a. Continue developing and distributing custom video content that drives audience growth, reinforces the World Lacrosse brand and generates greater awareness in the sport of lacrosse: Limerick 5 to Watch, Towson 5 to Watch, 3 Questions With, Origins of the Game docuseries, World Lacrosse Voices podcast (Seibel, Mastera)

- i. WL recently hit new audience milestones on the following platforms:

Twitter: 12.6K
Instagram: 10.6K

Social Media Report (Jan 1, 2021 - August 1 2021)
Audience increase: 24.2% (Instagram, Twitter and FB)
3,997,095 Impressions (Growth of 5.4%)

Top Post:
IOC Recognition Release - 1,013,544 Impressions on Twitter alone

- ii. With the dates for the Women's World Championship and Men's U21 World Championship now confirmed for 2022, World Lacrosse is pursuing broadcast production and distribution agreements in support of these events. WL staff believe we are close to agreement with ESPN for distribution.
 - iii. World Lacrosse has established an expanded video editing and production relationship with LSN, through which World Lacrosse will produce an average of five finished pieces of original content per month, including a new feature: World Lacrosse Now. In addition, World Lacrosse has reached an agreement with Quarry Island Films and Sleeping Warrior Productions to become the "Official Promotional Partner" of the documentary, Sleeping Warrior. World Lacrosse has worked with the producers to secure widespread, international distribution of the inspiring story of the Kenya Lacrosse Women's U19 National Team and its journey to the 2019 World Lacrosse Women's U19 World Championship in Peterborough, Ontario, Canada. In addition, World Lacrosse has secured access to up to 100 hours of unused content, which can be edited and distributed across WL web and social platforms, or other outlets. This entire catalogue of content could be extremely helpful in driving continued audience growth across WL web and social platforms, as well as in support of the Olympic ambition for lacrosse. Kenya's participation in the 2019 World Lacrosse Women's U19 World Championship has been cited by the International Olympic Committee as a positive step toward greater universality in lacrosse.
- b. Ensure global broadcast distribution (linear, streaming) for the 2021 Lacrosse Sixes or other international lacrosse events as available, tbc Discussions ongoing with several potential broadcast production and distribution partners. All events will be produced and aired in some format.
 - c. Develop and launch 'World Lacrosse' video channel for new and archived footage

Discussion ongoing related to the acquisition of content and the clearance of rights. This will be a Q4 project.

- 6) Improve WL Effectiveness and Governance. (Staff lead: Eric Parthen)
- a. Finalize financial transfer and periodic financial reporting (Parthen)
The financial transition has made significant progress in 2021 as Management has full control of the Bank of America account, has received full forgiveness of the \$92k Payroll Protection loan and is now beginning to sunset the account and transfer all assets to Wells Fargo. In addition, Management is working with the Delaware Community Foundation to transfer control of those assets as well. With respect to financial reporting, financial reports were shared and discussed with the Finance and Audit Committee during its meeting on March 25 and quarterly financial reports will be shared with Members.
 - b. Execute ITA agreement and implement WADA education and testing (Parthen)
Management has executed the agreement with ITA and is actively building its education and testing program for 2021 working with Technical Director Don Blacklock. WL partnered with ITA to deliver a comprehensive education webinar July which was very well attended by NGB leadership. Finally, WL has submitted its testing plan is working with ITA to schedule tests in a number of WL Sixes events.
 - c. Streamline governance (Parthen, Scherr)
Management is supporting all aspects of governance including working closely with the GWG throughout 2021 and working with the Board leadership team on the governance recommendations. A comprehensive package of GA documents were developed and sent to membership in preparation of the 2021 GA and Management continues to work with the GWG and the Board to plan for a successful 2021 GA.
 - d. Support second phase of the GWG processes (Parthen, Scherr)
See above.
 - e. Complete the CF agreement and relationship process (Parthen, Scherr, Buchanan)
Management supported the Membership Working Group to reimagine the WL/CF relationship and define a new WL membership process. MWG recommendations have been supported by the GWG and the Board and enthusiastic Membership support was recently received on a pair of August webinars.

In developing the 2022 Priorities, which are critical path objectives within the WL overall Operating Plan, WL Management is seeking:

1. Alignment with the WL Board and key stakeholders
2. Establishment of a set of priorities for the year that propels WL towards the achievement of its goals and without which the goals may not be realized
3. The creation of the right pace and sequencing for moving forward

4. To provide a core communication platform so that the priorities resonate with internal and external audiences
5. To provide a set of prioritized milestones by which WL can measure progress and hold itself accountable

2022 Proposed Key Initiatives

1. Use 2022 World Events to showcase the best of lacrosse and elevate the sport.
 - a. Support USA Lacrosse to successfully stage the Women's World Championship.
 - b. Support Ireland Lacrosse to successfully stage the Men's U20 World Championship.
 - c. Showcase the best of lacrosse and specifically the WL Sixes discipline, in The World Games (TWG), Birmingham, AL as measured by attendance, interest, revenue, broadcast viewership, digital media penetration, and competitive excellence.
 - d. Produce and distribute the 2022 World Championship events.
 - e. Develop and execute an effective PR campaign across WL World Events and TWG.
 - f. Continue to promote the acceptance of WL Sixes through events and promotion.
2. Grow the number of member countries to 85 while continuing to strengthen existing NGBs and CFs.
 - a. Develop 9 new member NGBs.
 - b. Implement new revised membership categories, process, and criteria.
 - c. Provide \$250,000 in grant money to NGBs/CFs.
 - d. Assist CFs and NGBs to increase the number of athlete participants.
3. Develop new and diversify existing revenue streams.
 - a. Sign 4-6 WL primary sponsors comprising \$100,000 in annual revenue.
 - b. Launch major fundraising initiative and secure \$500,000 in commitments.
 - c. Execute media rights deal for 2022 and 2023 providing broad distribution across multiple platforms.
4. Strengthen relationships with the Olympic Family and present the case for inclusion of Lacrosse in Los Angeles 2028
 - a. Continue to develop positive relationships with key leaders of the Los Angeles 2028 Organizing Committee
 - b. Provide strategy and gain support for inclusion of Iroquois Nationals within the Olympic inclusion strategy of World Lacrosse (Scherr)
 - c. Missions to SportAccord, Beijing Olympic Winter Games, and other major international events (Scherr)
 - d. Identify and secure 'champions' for lacrosse (Scherr)
 - e. Build support for lacrosse with USOPC and COC leadership and IOC members (Scherr)

5. Improve World Lacrosse Effectiveness and Governance (Parthen, Scherr)
 - a. Become a recognized leader in gender equity and female participation
 - b. Support the proposed Governance Committee helping prioritize focus for continued governance effectiveness.
 - c. Recruit and hire world-class staff for any open or newly developed positions.
 - d. Work with the Board to develop the new schedule of Board meetings in 2022.
 - e. Continue to focus on providing timely information to the Board in advance of Board meetings.
 - f. Work with the Finance, Audit and Risk Committee to ensure financials are prepared and shared monthly with the Committee and shared with Membership quarterly.

2023 Proposed Key Initiatives

1. Support the delivery of the 2023 Men's World Championship in San Diego
 - a. International streaming distribution and national broadcast
 - b. High quality production and robust social media shoulder coverage
 - c. Develop international relations host program for USOPC, COC and select international leaders
 - d. VIP donor and sponsor program developed in concert with LOC
2. Present the best possible case comprising the Olympic Proposal to the Los Angeles 2028
 - a. Value added to the Olympic movement and lacrosse
 - b. Competition format
 - c. Athlete, Team Officials, and Officials numbers
 - d. Cost and complexity of staging the event including venue
 - e. Broadcast production cost
 - f. Media and following of the sport and elite athletes
 - g. Athlete pool
3. Increase the number of member countries to 93 while strengthening existing member NGBs and CFs
 - a. Continue efforts to provide development support for new NGBs
 - b. Provide grant programming opportunities for existing NGBs and CFs
4. Develop new and diversify existing revenue streams
 - a. Secure at least \$1,000,000 in new revenue commitments from donors, sponsors, events, media rights, merchandise and other revenue opportunities
 - b. Continue to build asset base by investing in events, properties, and brands
 - c. Enlarge donor base for WL
5. Develop Lacrosse Sixes event series, "Super Sixes" with at least three events on three different continents
 - a. Secure LOCs and competing teams
 - b. Develop support and promotional planning
 - c. Maximize exposure and revenue generation for individual events and event series



6. Continue Social Media content development and execute new platform utilizing athlete and coach ambassadors
 - a. Build social media and digital following for the sport and World Lacrosse
 - b. Develop and execute support campaign for Olympic inclusion on social media with key lacrosse entities and influencers
7. Develop and execute PR campaign leading into the 2023 Men's World Championship featuring high profile athletes and celebrities to promote the WL brand, Lacrosse, the Olympic inclusion
 - a. Build on 2022 PR campaign and efforts
 - b. Target Southern California to develop positive image of lacrosse and legacy of lacrosse in the LA Games
8. Continue to develop and build relationships with LA 2028 leadership, USOPC and COC leadership, IOC sports department, IOC program commission, IOC executive board, and IOC leadership