



WORLD  
**LACROSSE**<sup>TM</sup>

**2023 STATE OF SPORT**

# OLYMPIC INCLUSION

# THE OLYMPIC JOURNEY



**1904 ST. LOUIS**

First Olympic inclusion, featuring Canada, USA and a Mohawk nation team



**1928**

Demonstration sport at the Olympics in Amsterdam

**1948**

Demonstration sport at the Olympics in London



**2017**



The World Games inclusion



**1908 LONDON**

Second Olympic inclusion, featuring Canada and Great Britain



**1932**

Demonstration sport at the Olympics in Los Angeles



**2008** ♀♂

Merging of men's and women's international federations in order to advance the Olympic vision

**2021**

**FULL RECOGNITION**  
by the IOC



**2022**  
**SHORTLISTED**  
for inclusion in LA28

**2023**  
**RECOMMENDED**  
for Olympic inclusion by LA28

**2022-23**  
**EVALUATED**  
for potential Olympic inclusion



**APPROVED**  
**OCTOBER 2023**  
for LA28 inclusion by the IOC

World Lacrosse's journey to returning to  
the world's biggest stage — the Olympic Games





welcome to  
**A NEW ERA**



# OLYMPIC FORMAT

Over the next 12-16 months, WL will work with LA28, the IOC and WL membership to determine:



**NUMBER OF  
TEAMS**



**ROSTER + TEAM  
STAFF SIZES**



**CONTINENTAL  
DISTRIBUTIONS**



**QUALIFICATION  
PROCESS**



**TOURNAMENT  
FORMAT**



**ATHLETE  
ELIGIBILITY**

# NEXT STEPS: NGBs

1. Gain NOC recognition and Ministry of Sport support (if applicable)
2. Train athletes in sixes; assemble and prepare men's and women's sixes teams
3. Increase exposure to lacrosse and foster its following
4. Leverage added interest and legitimacy to build resources

# YEAR IN REVIEW



# WLMC: BY THE NUMBERS



**11 DAYS**



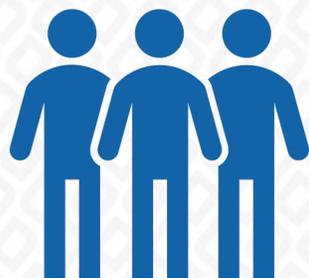
**30 TEAMS**



**107 GAMES**



**6 FIELDS**



**682 ATHLETES**



**261 TEAM STAFF**



**49 OFFICIALS**



**227 MEDIA**

# WLMC: ON-FIELD HIGHLIGHTS

- First USA title defense in over two decades
- 21-year-old Brennan O'Neill's five goals in the gold medal game, leading to MVP honors
- Jamaica's eighth-place finish, the highest ever for a Jamaican men's team at any world championship
- The first all-female officiating crew in the men's championship (HAU vs HKG)
- >10 placement improvements from 2018 for five teams: MEX (38 → 16), PER (39 → 22), FRA (33 → 18), HKG (27 → 13), POL (32 → 20)
- Italy joining the top 10 for the first time since 2006 with its best-ever finish (9<sup>th</sup>)
- Japan's remarkable pool play performance (outscored opponents 70-6) and fifth-place finish

# WLMC: RECORD VIEWERSHIP



OVERALL  
ATTENDANCE

**82K**



GOLD MEDAL  
ATTENDANCE

**15K**



SOCIAL  
IMPRESSIONS

**17M**

↑441%



WEBSITE  
PAGE VIEWS

**1.1M**

↑461%



BROADCAST  
DISTRIBUTION

**190+**

COUNTRIES



GOLD MEDAL  
VIEWERSHIP

**196K**

↑47%



GLOBAL PR  
REACH

**1.1B**

# RECORD GROWTH: MEMBERSHIP



# RECORD GROWTH: MEMBERSHIP

*11 new members in 2023 – including nine in Africa – with more on the way.*



Benin



Botswana



Burkina Faso



Côte d'Ivoire



Mozambique



Sierra Leone



Togo



Zambia



Zimbabwe



Brazil



Malta



# RECORD GROWTH: SOCIAL (YTD)



CHANNEL  
GROWTH

**37%**



IMPRESSIONS

**34M**

↑100%



ENGAGEMENTS

**1.8M**

↑105%



VIDEO  
VIEWS

**7.4M**

↑131%

# RECORD GROWTH: WEB (YTD)

LAUNCH OF NEW  
WEBSITE IN JUNE



USERS

**666K**

↑139%



PAGE VIEWS

**2M**

↑201%



SEARCH  
IMPRESSIONS

**7.2M**

↑124%



SEARCH  
CLICKS

**590K**

↑271%

# WLBC

- Historically awarded the first-ever joint box championships to Utica, New York
- First World Lacrosse Women's Box Championship
- Event planned to include 38 total teams



WORLD **LACROSSE**  
**BOX**  
**CHAMPIONSHIPS**  
**UTICA, NEW YORK 2024**

# STRATEGIC PLAN

# 2022-24 STRATEGIC PLAN

## VALUES

Teamwork  
Passion  
Respect  
Integrity  
Friendship  
Inclusiveness

### VISION

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

### MISSION

World Lacrosse provides governance and integrity for all forms of lacrosse, along with responsive and effective leadership to support the sport's development throughout the world.

### STRATEGIES

#### GROW

*Grow the game, popularity and appeal of lacrosse globally*

#### BUILD

*Build the brand of lacrosse and the resources available to WL and its members*

#### LEAD

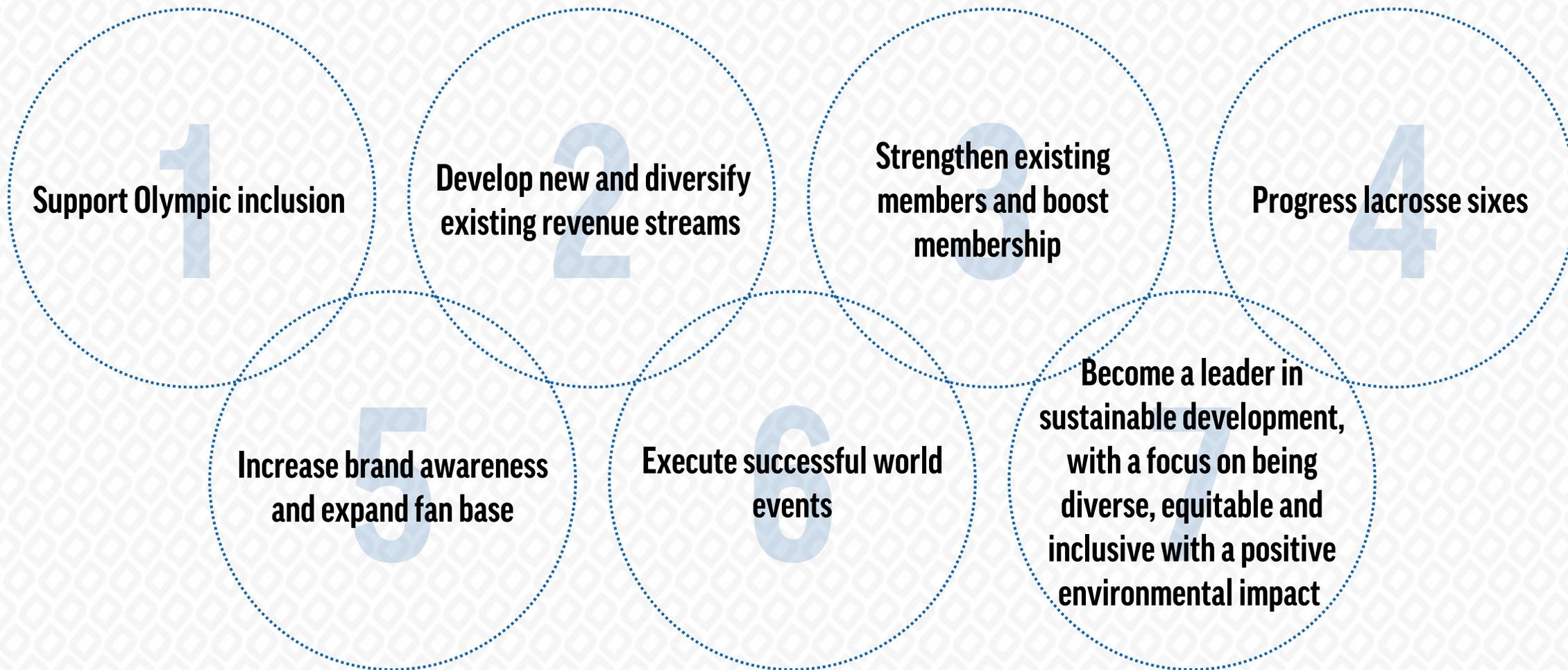
*Lead the sport by improving the core competencies of WL, its members and management*

#### STRENGTHEN

*Strengthen relationships with the IOC, and Olympic family and host cities by effectively building on existing and initiating new relationships to successfully present lacrosse's case for Olympic inclusion*



# 2024 KEY INITIATIVES (updated following the conclusion of the Olympic process)



# #1 SUPPORT OLYMPIC INCLUSION

- Showcase lacrosse as an Olympic sport
- Initiate the process for inclusion in Brisbane 2032
- Advocate for the inclusion of the Haudenosaunee in LA28
- Support members in gaining recognition and support from governmental bodies and National Olympic Committees

## #2 DEVELOP NEW + DIVERSIFY EXISTING REVENUE STREAMS

- Secure new revenue via donors, sponsors, event hosts, broadcast partners and merchandise
- Adjust championship events to be consumer friendly and commercially viable
- Build commercial asset base

# #3 STRENGTHEN EXISTING MEMBERS + BOOST MEMBERSHIP

- Support members in increasing business and operational capabilities
- Increase grants for National Governing Body development
- Invigorate development programming for introduction to the game
- Become a leader in the development, education and certification of coaches and officials

## #4 PROGRESS LACROSSE SIXES

- Foster acceptance and advancement of the discipline
- Increase elite-level competitive opportunities
- Reduce elite-level competitive gap

# #5 INCREASE BRAND AWARENESS + EXPAND FAN BASE

- Build WL's digital following and fan database
- Increase international recognition, with particular emphasis on Australia
- Generate amplified and diversified media coverage

# #6 EXECUTE SUCCESSFUL WORLD EVENTS

- Increase satisfaction from participating NGBs and athletes
- Support amplification of fan experience
- Deliver high-quality broadcast production
- Provide regular operational and marketing support
- Enhance coverage of events
- Reduce operational losses

# #7 BECOME A LEADER IN SUSTAINABLE DEVELOPMENT

- Launch the sustainable development strategy
- Build strong sustainable foundations and frameworks to embed core values throughout WL
- Grow the sport and WL events through a sustainable development lens
- Influence sustainable development among WL members



**WORLD  
LACROSSE** <sup>TM</sup>