

VISION

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

VALUES

Teamwork **Integrity**
Passion **Friendship**
Respect **Inclusiveness**

MISSION

Positively impact the lives of participants and communities by leading, promoting and developing the sport of lacrosse globally.

CORE STRATEGIES + OBJECTIVES**GROW**

participation and popularity of lacrosse globally

- ✓ *Increase the number of WL members*
- ✓ *Assist members in increasing national participation + improving all programming*
- ✓ *Drive global brand awareness + expanded digital media reach for WL*
- ✓ *Continue the development + expansion of sixes*

LEAD

the sport and support WL members

- ✓ *Improve the core competencies of WL, its members + management*
- ✓ *Attain best-in-world standard for professional IF governance*
- ✓ *Strengthen standing within the Olympic Movement*
- ✓ *Reduce competitive gaps via development opportunities + funding*
- ✓ *Become a recognized leader in sustainable development*

SUSTAIN

the sport via increased resources

- ✓ *Develop current + new events to be commercially successful*
- ✓ *Build a commercial partnership program*
- ✓ *Attract supporters + raise funds through private donations, foundations + grants*
- ✓ *Launch an aggressive merchandise + licensing program*

MAXIMIZE

the opportunity of lacrosse's inclusion in LA28

- ✓ *Gain inclusion for Brisbane 2032*
- ✓ *Pursue and gain inclusion of sixes in additional multisport events*
- ✓ *Significantly increase global fanbase*