

2023



Annual Report



الاتحاد السعودي للرياضة للجميع
SAUDI SPORTS FOR ALL FEDERATION

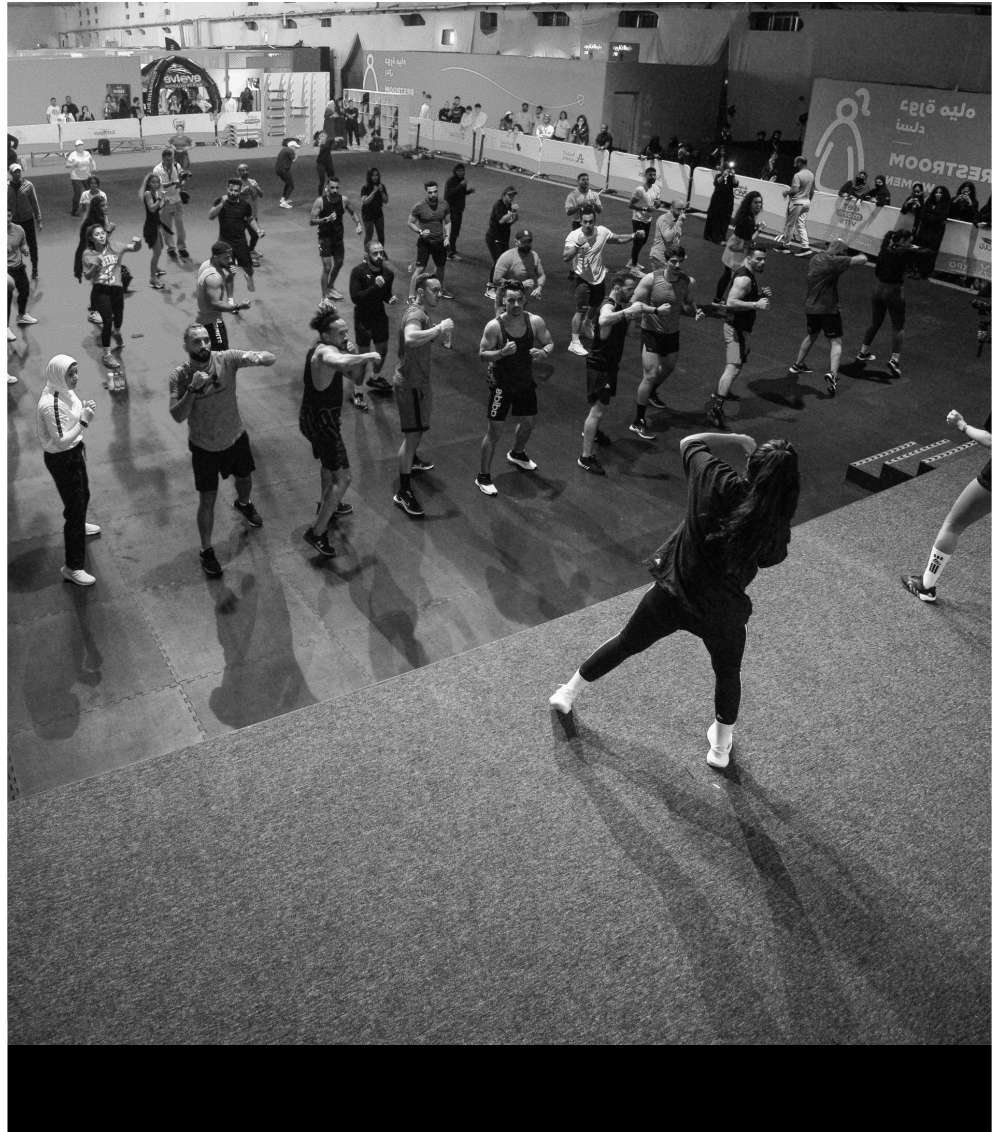


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During 2023, we refreshed the Sports for All strategy in alignment with the aspirations and goals of Saudi Arabia's Vision 2030 towards adopting a healthy and active lifestyle and improving quality of life.

Furthermore, we took into consideration the key success factors that contributed to achieving national physical activity targets during the previous years, and incorporating best practices from both local and international sources to encourage physical activity across various segments of society.

We've referenced several inputs while developing the strategic framework, such as the World Health Organization's global action plan for physical activity, including impact measuring and evaluation methodologies in both segments, children and adults.

The Saudi Sports for All Federation aims to increase the community's participation levels in physical activity on a continuous and regular basis, while focusing on weekly and daily measures across the population of Saudi Arabia.

The Saudi Sports for All Federation focuses on organizing various events and programs in multiple regions and provinces within the Kingdom of Saudi Arabia, through raising awareness of the importance of embodying a healthier lifestyle, taking into account several aspects, including technical, cultural, and social.

The year 2023 was a year full of achievements and success for the Saudi Sports for All Federation, we've been able to accomplish goals and targets outlined in the national implementation plan of Quality of Life program, represented by the "Active People" initiative and the "Active Places" initiative, which included milestones and performance indicators that were periodically monitored and measured.

The "Active People" initiative captures objectives associated with providing opportunities to participate regularly in sports, races, events, and challenges, targeting categorized age segments as, children and teenagers (under 18), young adults (18-25), adults (26-50), and older adults (over 51).

On the same note the "Active Places" initiative captures objectives associated with providing a diverse set of accessible locations to practice or participate in physical activity programs, in a manner that encourages group participation with friends and families, participation through workplace activations, school and educational institute activations, as well as activating multi-purpose sport domes and facilities.

Vision

Mission

"A GLOBAL LEADER IN SPORTS FOR ALL"

PIONEER IN COMMUNITY SPORTS

Enable community sports groups growth and capacity to become a delivery arm

ACCELERATE PHYSICAL & MENTAL WELLBEING

Expand our focus on physical activity, by including mental wellbeing

GLOBAL REPUTATION & RECOGNITION

Intensify our global footprint through leading state-of-the-art national achievements

OPERATIONAL STABILITY

Elevate functional efficacy levels and operative aspects of community sports offerings

LEADER IN SUSTAINABILITY & INCLUSION

Incorporate environmental and inclusivity parameters across programs and activations



More than

295K

Participants in Sports for All Event

More than

50K

Participants in "Sports for All" Application

More than

49K

Members of Community Sports Groups

Launching the Sports for All EXPO

A health and fitness exhibition, considered to be the first of its kind in the Kingdom of Saudi Arabia, encouraging individuals and families to adopt best practices for a healthy and active lifestyle.

12K Participants



Hosting the National Cricket Championship Final

Crowning the champions in the second edition of the championship in collaboration with our partners at the Saudi Cricket Federation.

25K Participants



More than **120** Nationalities



Launching #MoveYourWorld Campaign

Encouraging all community members, including athletes, beginners and professionals, to embrace a healthier and more active lifestyle.

590M Steps





Statistical Results of Physical Activity Participation Survey

The Saudi Sports for All Federation conducts a monthly survey to assess and monitor the level of physical activity participation and engagement in different regions across the Kingdom, to assist in understanding behavioral preferences and requirements of each age segment. The 2023 survey results indicate that walking was the most preferred sport (41%), followed by running, football, and weightlifting.

Analyzing statistical results of the survey contributes significantly to redesigning events and programs to meet the demand of each targeted audience. For instance, survey results detail the differences of preferences of physical activity participation, as an individual or participating in group settings. Findings show that competitiveness (38%) and motivation (32%) are considered to be among the key triggers of joining a group for sport practice or physical activity participation.

Source: Q4, 2023 Research Report

Key Triggers that Motivate Individuals to Participate in Physical Activity

Triggers for individuals to engage in physical activity vary based on several factors and dimensions, such as demographics, age segments, physical abilities, regions, lifestyles, or responsibilities. Survey results indicate that improving an individual's health status is a primary motivator to participate in physical activity, accounting for (33%), the desire to enhance overall appearance or physical fitness, accounting for 31%, followed by enjoyment and recreational goals

Source: Q4, 2023 Research Report

Key Barriers Hindering Individuals from Physical Activity Participation

Lack of time (35%) is considered to be one of the top barriers preventing individuals from participating in physical or sport activities, in which is has been captured on multiple occurrences during our monthly survey rounds. Next would be the fear of physical injuries (14%), followed by family and social commitments or obligations (14%).

Source: Q4, 2023 Research Report

#MoveYourWorld Campaign

The Saudi Sports for All Federation launched the "Move Your World" campaign to inspire individuals to engage in regular physical activity. The campaign promotes physical activity participation everywhere, indoors and outdoors, taking into account motivators or barriers such as weather conditions or seasonality. With more than 14K individuals participated in the campaign, and more than 330.6M interactions.

Winter is Your Time to Move

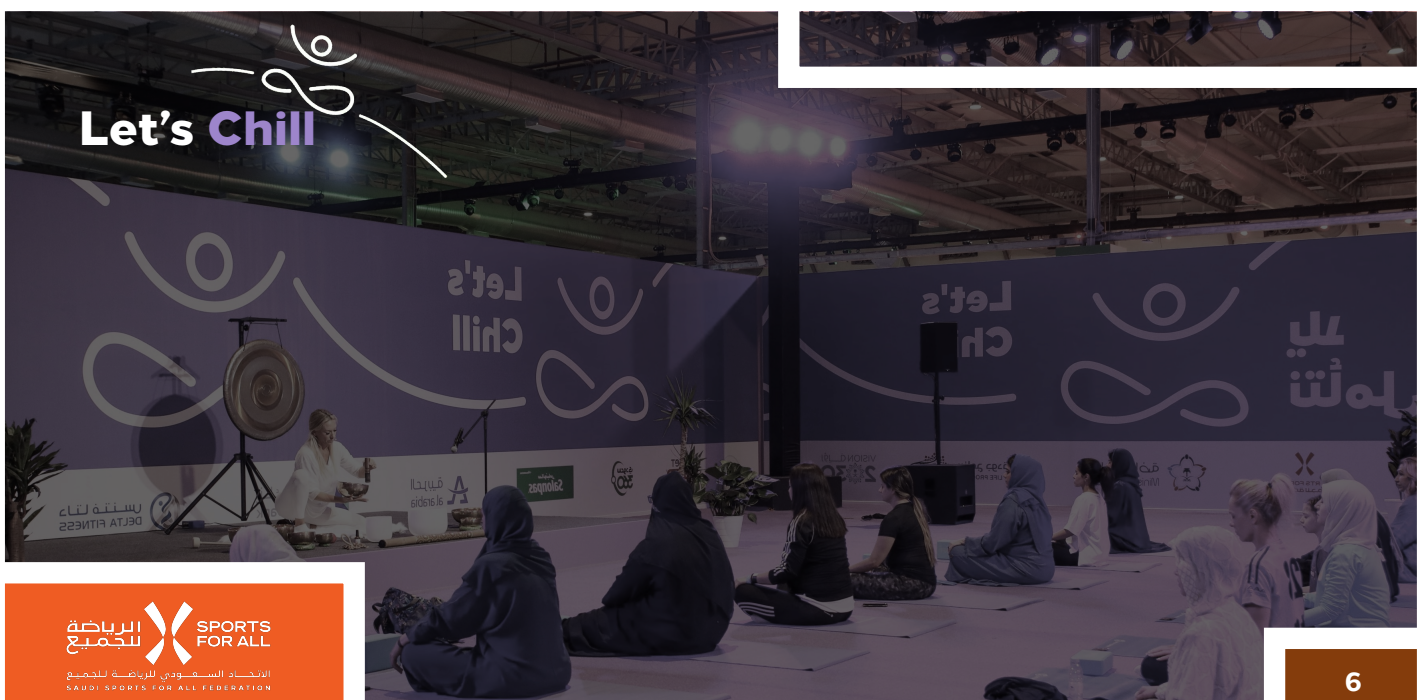
As part of our efforts to raise awareness about the importance of physical activity and adopting a more active lifestyle, we launched a campaign during winter season to connect the beauty of the weather with movement and create an atmosphere filled with passion and activity.

The campaign resulted in 37M+ interactions within captured at a short period of time since its launch.

Sports for All EXPO

The Saudi Sports for All Federation launched the Sports for All Expo, a platform to discover influential figures in the fields of sports, physical and mental health. More than 12K individuals participated in the 6 different zones: Let's Explore, Let's Talk, Let's Move, Let's Chill, Let's Play and Let's Eat Healthy.

3 days of interactive activities, including football, basketball, dodgeball and tennis, as well as offering the opportunity to engage in high-intensity workouts, fitness exercises, meditation and yoga sessions, plus, introducing panel discussions covering topics such as health awareness, sports injuries, and time management.



Tennis for All Program

The Saudi Sports for All Federation, in collaboration with the Saudi Tennis Federation, has launched the "Tennis for All" program in 90 schools in Riyadh, Jeddah, and Dammam. The program consists of three stages designed to prepare and train students in primary, middle, and high schools. Approximately 24K male and female students, aged between 6 and 18, have participated in the program.

The program introduces and promotes "School Tennis" as a comprehensive educational model. It focuses on the age groups considered to be ready to gain foundational and basic skills, to assist in perusing an interest in a future career in tennis.

Neighborhood Clubs

The activation program for Neighborhood Clubs is a youth-focused initiative organized by the Saudi Sports for All Federation, with support from the Ministry of Sport, Ministry of Education, and Quality of Life Program.

The program includes more than 45K memberships, with 55% male and 45% female participation percentages, across 45 clubs in the Kingdom of Saudi Arabia. It offers 10+ different activities and events, including tennis, basketball, football, and yoga, as well as seasonal events like "Summer Camps", conducted in over 20+ cities.

The program's geographical coverage activates multiple cities, including Al Jubail, Al Khobar, Dhahran, Hafer Al-Batin, Al Hofuf, Dammam, Buraidah, Onayzah, Riyadh, Al-Kharj, Hail, Tabuk, Medina, Yanbu, Jeddah, Makkah, Taif, Al Bahah, Khamis Mushait, Qunfudhah, Sabia, and Jazan.

Tough Mudder

Tough Mudder as a competition was conducted in Jeddah, designed to include 4 tracks as follows: "Mini" for children, 5K, 10K, and the toughest track, "Tougher Mudder".

The event requires participants to engage and face several challenges like running, climbing, and crawling, which contributes to building collaborative teamwork skills. The event attracted more than 2,030 participants, including both genders, and 500 spectators, resulting in around 3.5M interactions on social media platforms.

Malls Activation Program

The Saudi Sports for All Federation utilizes public facilities in partnerships with the private sector to design motivational challenges and introduce physical activity competitions in "Sports for All" App. These challenges focus on walking in malls across various regions.

In 2023, collaborative challenges were introduced in Hira Mall in Jeddah, involving 330 participants who recorded over 293K steps. Another challenge included 350 participants who recorded 340K steps, and a third challenge involved 680 participants with a total of 250K steps at Hira Mall. Additionally, there were challenges in partnership with Cenomi, with approximately 320 participants in Al Hamra Mall in Riyadh and 440 participants in The View Mall.

Sports for All Dome

SFA Dome is a multi-purpose sports facility for year-round participation and activation in various sports, reducing the impact of seasonal weather conditions. Activities at the Dome include football (7As) and (5As), paddle, basketball, volleyball, handball, tennis, badminton, and other sports and activities.

With over 71K participants throughout the year, October marked the highest, with approximately 14K participants. Several tournaments have been held at the Dome including the Holy Month of Ramadan tournament with over 2,200 participants and 40 teams for 18 days.

Other events and collaborations included International Women's Day, a partnership with Johns Hopkins Aramco Healthcare, Saudi Aramco, Al Majdouie tournament, Saudia Airlines, and DHL, for two weeks and involved the participation of 500 individuals.

SandClash Tournament

A tournament considered to be one of Saudi Arabia's largest fitness challenges, with the participation of 800+ athletes from 40 countries around the world, represented as 68% male and 32% female, with over 2,500 visitors attending the tournament.





The National Cricket Championship

The Saudi Sports for All Federation, in collaboration with the Saudi Arabian Cricket Federation, hosted the final National Cricket Championship in its second edition. The championship captured the participation of approximately 25K individuals throughout its duration, aimed to encourage cricket enthusiasts, improve fitness levels within the community, and attract new players to the sport.

The championship resulted in a notable increase of interest in participating in cricket as a sport across the Kingdom of Saudi Arabia, as this edition included 8K players in 400+ teams across 11 regions.

This year's final, was held at the NOFA Resorts in Riyadh on November 17th, was a celebration of cricketing excellence, with Team Pakhtunkhwa emerging victorious with 181 runs, defeating Team Patriots by 5 runs in a closely contested match.



Older Adults Program and Newcastle United Foundation Partnership

The Saudi Sports for All Federation, in collaboration with the United Newcastle Foundation, introduced a comprehensive program targeting individuals aged from 35 to 50. The football project was introduced as part of an integrated program implemented in three stages, including the training of coaches at the Foundation's headquarters in the United Kingdom. It also included coaching local trainers across the Kingdom of Saudi Arabia.

The first tournament focused on football for males aged 35 and above, while the second tournament catered to individuals aged 50 and above, featuring the unique format of "Walking Football" tailored to their specific needs. This five-month-long tournament took place in Riyadh, Jeddah, Saihat, and Qassim, engaging over 200 coaches and attracting more than 1,900 participants.

Additionally, a virtual program called "Burn" was launched for both males and females in the 35 and above age group. The two-month program offered weekly virtual workshops and group activities, including pilates, yoga, and fitness sessions.



Riyadh International Marathon 2023

The marathon took place in Riyadh, the capital of the Kingdom of Saudi Arabia, in February 2023, focusing on increasing the participation of community members in physical activity, with over 15K participants. This number represents an increase of over 50% compared to the Riyadh International Marathon held during 2022.

Visitors and participants were welcomed at the Marathon Village, which included sports and entertainment activities, race kit collection points, and various dining options. The event provided an opportunity to learn about the goals of the marathon. Moreover, the 2023 Riyadh International Marathon campaign generated over 207 million interactions on social media channels and had over 76 million views.

More than 120 nationalities participated in the event in 2023, marking an increase of over 20% compared to 2022. The highest participation rates was from Saudi Arabia, accounting for 61%, followed by India, the Philippines, Egypt, Jordan, Pakistan, the United Kingdom, and other countries, represented in 66% males and 34% females.

The Riyadh International Marathon 2023 had 4 routes as follows: a 4-kilometer track with over 5,980 participants representing 39% of overall participation percentages, a 10-kilometer track with a similar participation percentage, a 21-kilometer route with approximately 16% of participants, and a 42-kilometer route with accounted for ~4%.

“Active” Series

Inclusion is a critical dimension best represented in “Active” Series, where The Saudi Sports for All Federation offers opportunities to engage youth aged 6-18 years across different cities and beaches. In the second edition, Jazan had 6K+ participants in several tournaments, including football, basketball, tennis, and other sports, Hail had 2,060+, and Dammam had 4,530+.

The activation continued throughout 2023 in Abha, with the 4K+ participants from 12+ different nationalities in 10+ sports, including running, yoga, and chess. The target number of participants for each event within the series was approximately 2K, yet the activation in Buraidah exceeded our expectations with over 8,900 participants, including 39% females, over a period of 10 days. On the same note, Riyadh included of 8,880+ participants, with a 36% of females, 50 teams and 45+ nationalities.

In addition to city activations, “Active” Series introduces events in beaches, as Jubail witnessed the participation of 4K individuals, with 41% females, and included sports such as beach tennis and sailing. This was followed by Al Qunfudah with over 3,200 participants in 4 days, and finally Yanbu with the participation of more than 3,500 individuals in 23 sports, including rugby, archery, tennis, football, basketball, volleyball, and more, over a four-day period. These events were organized in collaboration with various sports-related entities, such as the Saudi Arabian Mannequin Football Federation, Sailing Federation, and Saudi Yoga Committee.



“Move with Us” Series

The “Move with Us” series, led by, the Saudi Sports for All Federation focuses on encouraging people from all segments of society to adopt healthier and more active lifestyles, by dedicating designated routes for walking, running, and cycling, including 1 km for children, 1 km for people with disabilities, 5 km for adults, and 12 km for cycling races, and much more.

The series has achieved remarkable success in activating various regions in the Kingdom of Saudi Arabia in 2023, with the participation of over 13,500 individuals, more than 490 community sports groups (CSGs) and clubs, and over 280 participants with disabilities. The geographical activation covered 10 different cities, including Al-Ula, Jazan, Medina, Hail, Riyadh, Al Khobar, Jeddah, Al-Ahsa, Al Bahah, and Abha. Moreover, certain events were aligned with international days in terms of physical activity types or themes, such as World Running Day, World Cancer Day, Founding Day, and the Holy month of Ramadan.

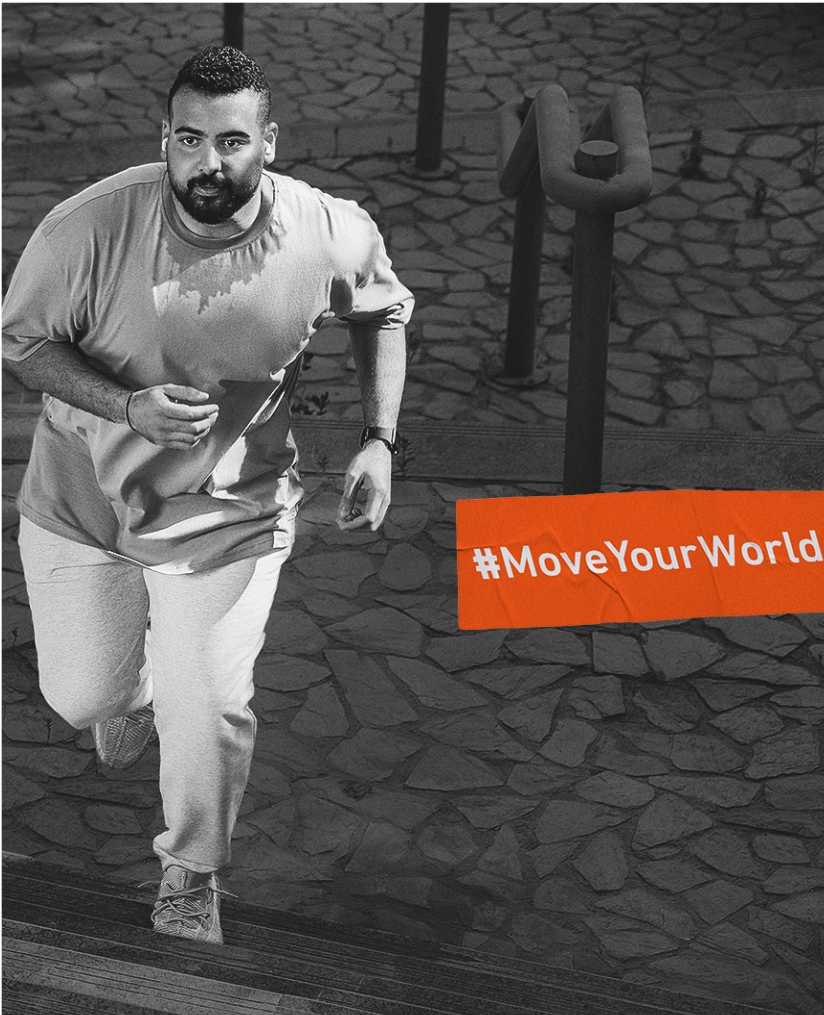
On another note, the series monitored unique statistical measures, such as the engagement of 15 community sports and hobbies in various regions, a consumption of approximately 26K liters of water, and the contribution of 4K+ volunteering hours.



Basketball Program

The Saudi Sports for All Federation, in collaboration with the Saudi Basketball Federation, concluded the Basketball Program Championship for Expatriates by honoring the winning teams in a final match held at the basketball court of Al-Hilal Club in Riyadh. The program lasted for six months and involved hosting weekly competitions for participating teams, with over 1,500 participants in five tournaments and 250 matches for individuals aged 24 to 60 years old.





Sports for All App

The "Sports for All" application is a platform that promotes physical activity participation and sports engagement, utilizing artificial intelligence and applied research. It enables users to explore group-oriented and individual-oriented offerings and events.

Community sports groups (CSGs) benefit from the "Sports for All" app, where leaders can create and manage groups, launch activity challenges, communicate with members, and explore information associated with adopting a healthier lifestyle.

In 2023, the number of community sports groups (CSGs) reached over 1,800, with more than 49,160 members, male and female. Walking was marked as the highest activity practiced at 65%, followed by running at 33%, while cycling and football had similar percentages, accounting for approximately 11% each. On the same note, tennis accounted for 8% and climbing represented 5%, in addition to volleyball, weightlifting, yoga, and athletics.

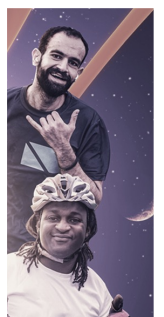
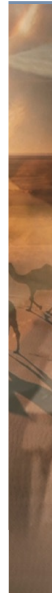
Movement is the Start Campaign

For thousands of years, movement has been intertwined with our culture and the nature of our lives. Our ancestors had extraordinary capabilities and adapted to the harsh realities of life, relying entirely on various activities such as walking, running, and riding camel sand horses. These activities played a significant role in maintaining their high fitness levels. Despite the scorching sun and the toughness of life in the Arabian Peninsula, our ancestors chose to make movement a healthy lifestyle pattern to build the future of the Kingdom of Saudi Arabia.

The campaign showcased inspiring stories of those who chose to make a difference, dedicating their efforts to building a sports-oriented and healthy community. Among them are those who utilized their expertise and time to educate children and instill a love for movement in them, and founded teams or challenged the community. The campaign captured more than 54M interactions and 16M views of Abdulwahid, Nadima, and Murad's documentary.

Ramadan Your Chance to Change

The month of Ramadan represents a new beginning and an opportunity for many individuals to set their goals and aspirations. This campaign focused on encouraging diverse segments of society to build and adopt a new healthy and active lifestyle. The campaign exceeded our expectations, resulting in more than 1.3B steps.



Sports For All Partnerships & Agreements



Technical and Vocational Training Corporation (TVTC) signed an agreement with the Saudi Sports for All Federation to promote physical activity and sports culture.

The agreement introduced several terms, to launch sports programs for Technical and Vocational Training Corporation (TVTC) employees, tailored towards all age group and both genders.

In addition to enhancing utilization of sport facilities, addressing physical, mental, and emotional dimensions, while referencing the Saudi Sports for All Federation's new and upcoming programs and activities.



The Kingdom of Saudi Arabia hosted a signing ceremony in Riyadh to announce that the city will be the host of the 2028 TAFISA World Games. This marks a significant milestone where World Games will be held in the Middle East and North Africa region for the first time. Organized by The Saudi Sports for All Federation and the TAFISA World Games, the largest global community sporting event.

The Kingdom of Saudi Arabia was elected to host the TAFISA Games, the "Olympics of community sports," after receiving 171 "yes" votes from the TAFISA General Assembly.



The Saudi Sports for All Federation has signed a Memorandum of Understanding with the Zakat, Tax and Customs Authority (ZATCA) to empower more people and communities across the Kingdom to lead more healthy and active lives.

Addressing the development of a diverse selection of health and sports programs, including initiatives to support the authority's employees. In addition to outlining and implementing a joint action plan utilizing the facilities and established infrastructure to host community-driven events and activities.



The Saudi Sports for All Federation has signed an agreement with Newcastle United Foundation to launch the first sports program designed for the 35 to 50 years age segment, supervised by the foundation in the Kingdom of Saudi Arabia.

The areas of collaboration included talent development streams, designing exchange programs for both employees, internal, and targeted age segment, external, and knowledge sharing through quarterly meetings and sessions. In addition to the Newcastle United Foundation's support as an expert of global trends and best practices to the Saudi Sports for All Federation.



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