

ROWING WHOLE OF SPORT STRATEGIC PLAN



2020 VISION

To be the world's number one rowing nation & Australia's leading Olympic sport

2020 MISSION

- 1 Win more Olympic and Paralympic Gold Medals
- 2 Build rowing's public profile & financial strength
- 3 Attract, satisfy and retain more participants & partners

2017 OBJECTIVES & KEY DELIVERABLES

1 Align the whole of rowing

- Achieve National Implementation of a National Membership Database
- Implement an agreed National Administrative Efficiency (Common Finance System)
- Complete the Development of the Digital Strategy

2 Grow awareness, participation and new opportunities

- Deliver the identified priority actions from the National Events Strategy
- Review, improve and expand the Australian Indoor Rowing Championships
- Review, improve and expand the 'Riggers' Sporting Schools Program

3 Improve International Success

- Implement the Men's and Women's NTCs
- Implement bespoke State-based Talent Pathways Programs

4 Build Commercial Diversity

- Implement the National Commercial Framework Priorities (National Asset Audit and Rowing Market Research)
- Develop the National Fundraising Strategy
- Create a Business Plan for Sustainable Community Programs to grow reach and revenue opportunities

5 Infuse integrity in every aspect and level of rowing

- Agree & Communicate Whole of Rowing Values (including Australian Rowing Team Values)

