

FISA

Women's Rowing Development Strategy

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FISA Women's Cross Commission Chair

created to address how to:

- increase the number of women rowers
- raise the standard of women's crews around the world
- increase the overall presence of women in all aspects of the sport of rowing.

An in-depth research of FISA's own structure and operations, of its Member National Federations (NF) and of other International Federations (IF)

leading to...

An unanimous decision to guarantee that in the qualification system for Rio 2016 the number of females participating would increase from 36% to 40%.

and...

FISA WOMEN'S STRATEGIC PLAN BEGAN

Vision

To encourage the development of the sport of rowing and strengthen the bonds that unite those who practice it

Rowers are:

*Balanced
Dedicated
Determined
Focused*

Rowing instills:

*Team work
Fairness
Inclusiveness
Nature*

Mission

*To make rowing a universally practised and globally relevant sport
"Spread the sport in all its forms"*

FISA's Overall Goals

Goal I - Develop Rowing

Goal II - Promote Rowing

Goal III - Present Rowing

Goal IV - Govern & Administer Rowing

Goal V - Protect Where we Row



Goal I Develop Rowing

[G1O1P1 - FISA WLTR Programme](#)

[G1O1P2 - FISA Universality](#)

[G1O1P3 - FISA WLTR Programme for new NFs](#)

Total Objective 1 (More Countries around the world with Women's Rowing)

[G1O2P1 - FISA NF strategic alignment Development Programme](#)

[G1O2P2 - FISA WLTR Programme for Member NFs \(IOC Proposal\)](#)

[G1O2P3 - FISA National Competition Development Programme \(Ongoing\)](#)

[G1O2P4 - FISA World Championships, YOG/OG qualification and Continental events Development Programme](#)

[G1O2P5 - FISA Women's Sweep Participation \(Concluded 2014\)](#)

Total Objective 2 (More participation of Member NFs with women's rowing)

[G1O3P1 - FISA / Amsterdam University of Applied Sciences Research programme "what makes a successful"](#)

[G1O3P2 - FISA new opportunity programme for female athletes/coaches](#)

[G1O3P3 - FISA Female Coach Clinic/Seminar](#)

[G1O3P4 - FISA women's athletes/coaches event participation programme](#)

[G1O3P5 - FISA support programme for women umpires \(review with Umpire's commission\)](#)

[G1O3P6 - FISA Female Athlete Mentorship \(Coordinated with IOC /FISA Athlete Commission\)](#)

[G1O3P7 - FISA Online Education Framework](#)

[G1O3P8 - FISA What's Next to Rowing Programme](#)

[G1O3P9 - FISA Whats Next 2 Rowing Conference](#)

Total Objective 3 (Better Rowing - Improve standard of men/women rowers, umpires, managers and board)

Total Goal I

Goal II - Promote Rowing

[G2O1P1 - FISA Equal Visibility Project](#)

[G2O1P2 - FISA Equal Photography Coverage Project](#)

[G2O1P3 FISA Equal TV Coverage Project](#)

[G2O1P4 - World Rowing Celebrates International Women's day](#)

[G2O1P5 - FISA Events Guidelines](#)

Total Objective 1

Total Goal II

Goal III - Present Rowing

[G3O1P1 - Gender balanced FISA Events](#)

Total Objective 1

[G3O2P1 - Gender balanced FISA legacy for host countries](#)

Total Objective 2

Total Goal III

Goal IV - Govern & Financing Rowing

[G4O1P1 - FISA Annual Survey](#)

[G4O1P2 - FISA National Federations Conference](#)

Total Objective 1

Total Goal IV

A set of comprehensive data of worldwide national participation, with continental and country gender breakdown participation at all roles and levels from which to compare future participation trends

Detailed data on WCH participation on all age groups with gender breakdown based on which specific actions were already developed to address identified challenges (e.g. FISA /OS Bled Women's Training Camp)

Increase of overall participation of women's crews and NFs at the 2014 WCH

2013 – 138 crews, 38 NFs

2014 – 170 crews, 45 NFs

2015 – 182 crews, 54 NFs

- Higher participation of female athletes on FISA/OS Continental Training Camps – 34% in 2012, 37% in 2013, 43% in 2014.
- 2015 El Salvador FISA / Olympic Solidarity Training Camp – 50% female athletes



- 2015 FISA / Olympic Solidarity Bled women's training camp

Based on the diagnosis targeted

- European Nations with lower % female participation in previous WCH.



FISA/Amsterdam University of Applied Sciences

Launch of preliminary scientific research results on what makes a successful women's coach

- Increase in the number and % of female athletes Olympic Solidarity scholarships
 - 24% for London 2012 against 44% so far for Rio 2016



- Successful applications of women rowing leaders from 3 continents for the Women's Sport Leadership Academy 2015
- Start of collaboration with IOC Athlete Career Programme and FISA



PHOTO CONTEST

World Rowing Celebrates International Women's Day

- increased awareness and response from rowing communities
- “We row, we sweat, we strive”
- over 500 photos sent from all continents,
- 301,208 people reached and 27,789 people engaged through Facebook (clicked, liked, commented, or shared)
- 5,555 views on website article,
- 5,537 YouTube views in 4 days.



Gender equality best practices identified in FISA's

- **CONTENT PLANNING GUIDELINES**
 - Prioritising features “Is there a good mix of boat classes represented? Male/female, “
 - “Biographies Top 10 Male Rowers 2012”
 - “Biographies Top 10 Female Rowers 2012”
- **EVENT's PHOTOGRAPHY COVERAGE GUIDELINES**
 - “Imagery should focus on Inclusivity, Teamwork”

Implementation of regular annual surveys (2014, 2015)

to collect data and evaluate NF's progress and alignment
with FISA's strategy

- The women's development survey report Publication at the 2014 Joint Commissions Meeting (JCM)
- 4 FISA National Federation Conferences to
 - create awareness on gender equality and universality
 - prepare FISA WCH and OG with equal event participation
- Work sessions developed by the JCM in 2015 to help FISA reach Equality

1. To start a network
2. To support former athletes in a new career path within international rowing
3. To discuss what National Federations can do for women's rowing
4. What NFs need from FISA and the IOC to facilitate women's development

