



# Main Strategic Areas



Universality



Gender Equity / Equality



Environment / Sustainability



# Universality

**americas  
rowing**

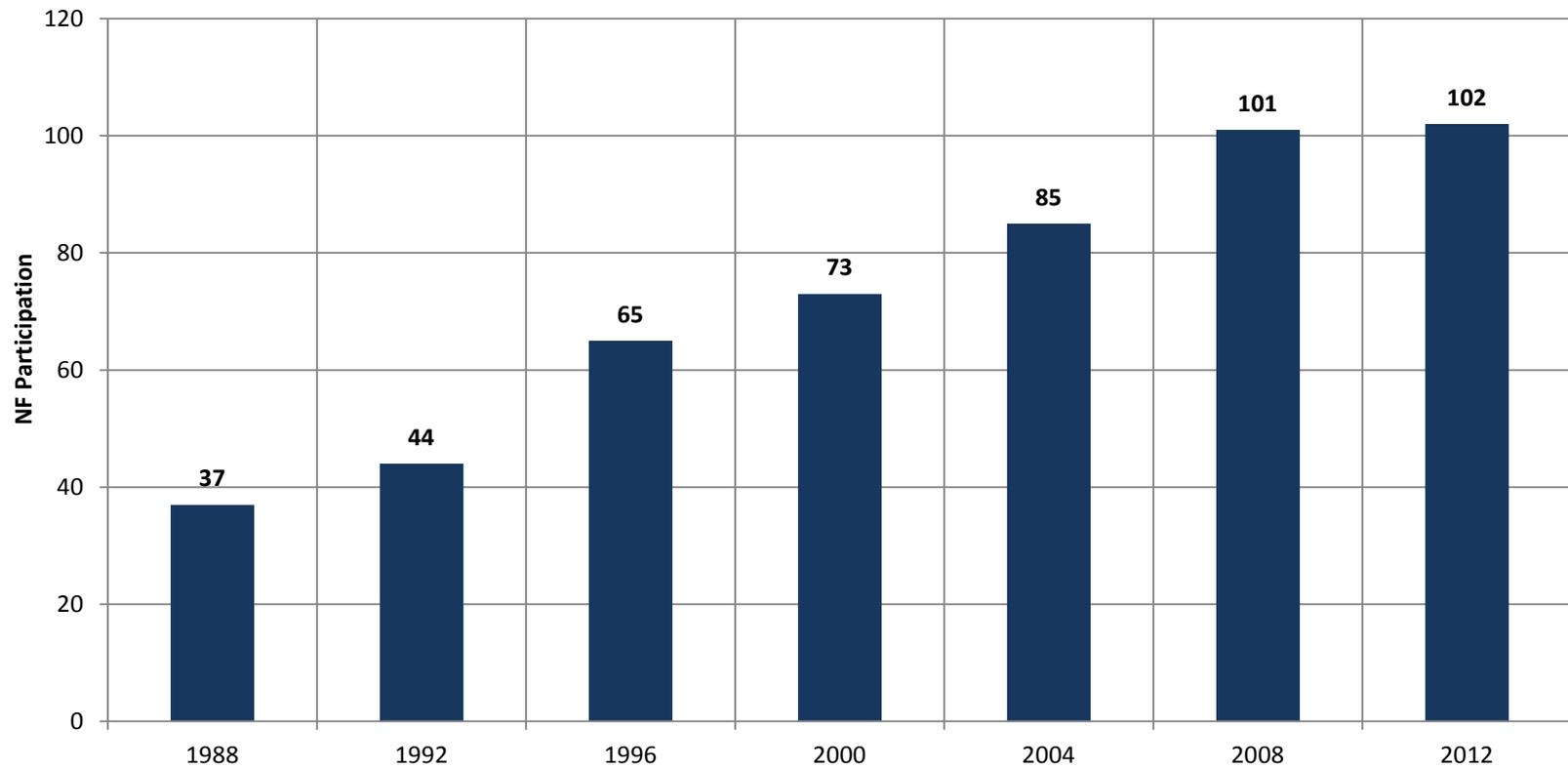
**african  
rowing**

**asian  
rowing**

**european  
rowing**

**oceanian  
rowing**

## "Olympic" Participation Olympic Games and Qualification Regattas



Olympic Games (1996, 2000, 2004 and 2008 with Qualification Regattas)



**1. Lake/River Rowing**



**2. Sea /Coastal Rowing**



**3. Land / Indoor Rowing**



# Universality – Main Projects

-  Continental Development Camps each year
-  Continental Confederation Development
-  Coastal Rowing / Islands Project
-  Indoor Rowing / World Games 2017



**2015 FISA**  
**National Federations' Conference**  
8 March, London, Great Britain

# FISA Development Programme



**UPDATE FROM DEVELOPMENT**

LONDON, MARCH 2015

## •Goal I – Develop the Sport

- Objective 1: Universality - Increase the number of rowing countries
- Objective 2: Equality - Ensure equality is integrated in all development activities
- Objective 3: Participation - Increase the sustainable participation of member national federations in leading events
- Objective 3: Quality - Improve the quality of rowing and coaching worldwide
- Objective 4: Opportunities - Increase the number of rowing opportunities through clubs, schools, universities and other entities and other entities
- Objective 5: Integration - Integrate and expand all forms of rowing

- 1) Emphasize annual championships either on water or indoor for all NFs**
- 2) New training camp initiatives in Europe for women**
- 3) Agitos Training Camp for Para Rowers to increase Para Rowing Participation**
- 4) Existing Seville Training Camp in February, Piediluco in April and then focus on season**
- 5) Qualification Training Camps and Regattas**

**GOAL of 120 Nations – very difficult with limited resources**

**African Training Camp and Qualification**

**Tunis, Tunisia**

**1-11 October 2015**

**Americas Training Camp and Qualification**

**Valparaiso, Chile**

**19 to 30 November 2015**

**Asia – still to be confirmed.**

## Most activities ever with Olympic Solidarity:

- 1. Over 50 Rio Scholarships confirmed with more than 40% being for women.**
- 2. More coaching course 10-12 a year**
- 3. Additional activities through OS with support for women's activities**
- 4. Better dialogue with more NOC's**
- 5. Highly functional coaching teams and continental groups.**



# Strategic Continental Development Plan

**americas  
rowing**

**african  
rowing**

**asian  
rowing**

**european  
rowing**

**oceanian  
rowing**

## Americas - 13 Possible out of 41 American NOCs

Code	Country Name	Comments / Prospects for Membership
<b>Potential Members</b>		
ANT	Antigua and Barbuda	
ARU	Aruba	
BIZ	Belize	
GRN	Grenada	
GUY	Guyana	
HAI	Haiti	
ISV	U.S. Virgin Islands	
IVB	Virgin Islands, British	
LCA	Saint Lucia	
NCA	Nicaragua	
SKN	Saint Kitts and Nevis	
SUR	Suriname	
TRI	Trinidad and Tobago	

## Asia - 35 FISA Members out of 44 Asian NOCs

Code	Country Name	NF Name	Comments / how to activate them?
<b>Inactive Members</b>			
AFG	Afghanistan	Afghanistan Rowing Federation	
BAN	Bangladesh	Bangladesh Rowing Federation	
BRN	Bahrain	Bahrain Rowing Association	
JOR	Jordan	Jordan Rowing Federation	
KGZ	Kyrgyzstan	Kyrgyzstan Rowing Federation	
KSA	Saudi Arabia	Saudi Arabian Maritime Sports Federation	
MGL	Mongolia	Mongolian Rowing Federation	
SYR	Syrian Arab Republic	Syrian Rowing Federation	
TKM	Turkmenistan	Turkmenistan Rowing Federation	

## Africa - 31 FISA Members out of 53 African NOCs

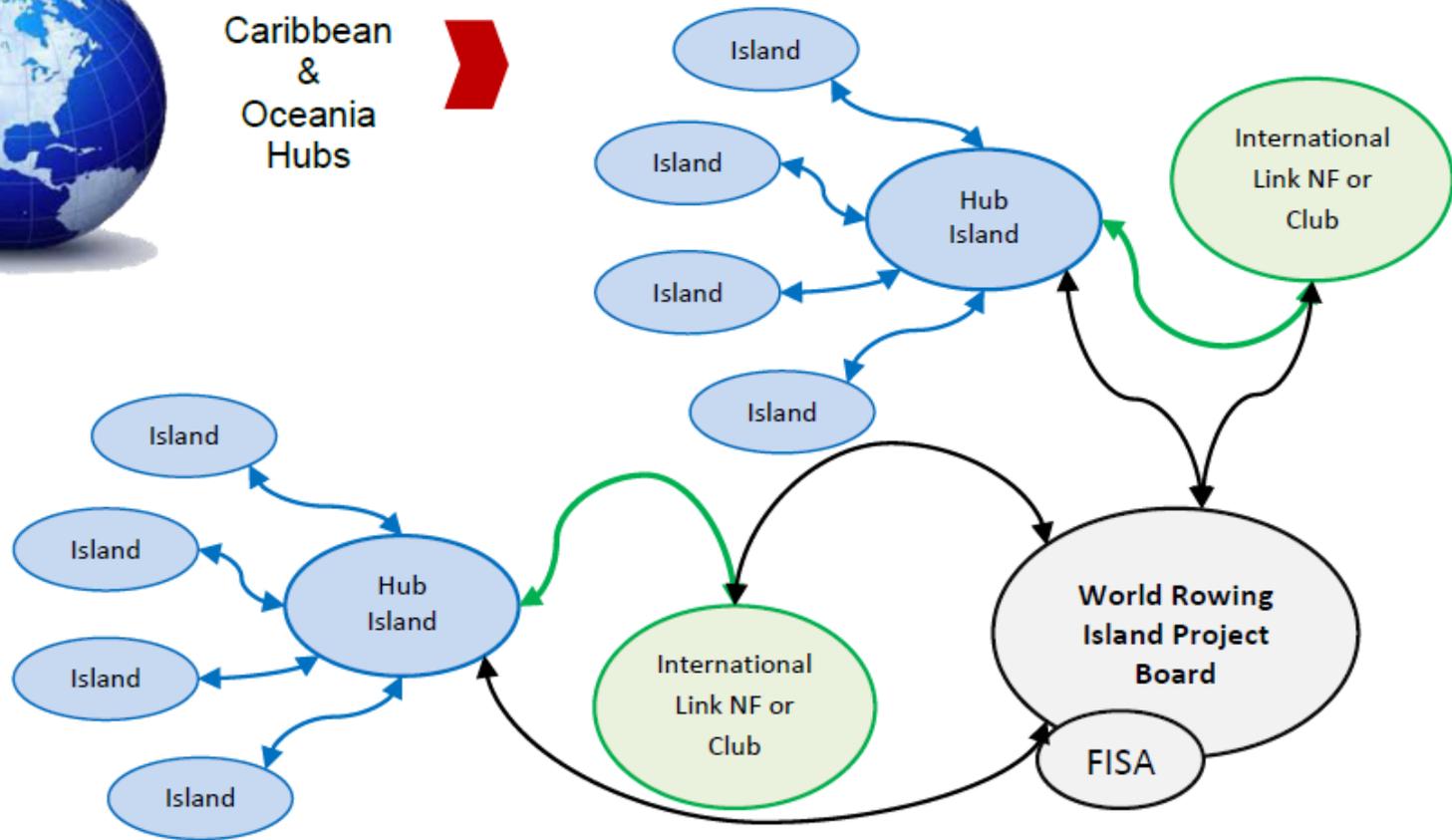
Code	Country Name	NF Name	Comments / how to activate them?
<b>Irregular Participants</b>			
CAM	Cameroon	Cameroun Rowing Federation	
CIV	Côte d'Ivoire	Côte d'Ivoire Rowing Federation	
LBA	Libya	Libyan Rowing Federation	
MAD	Madagascar	Madagascar Rowing Association	
MAR	Morocco	Morocco Rowing Federation	
NAM	Namibia	Namibia Rowing Federation	
NIG	Niger	Niger Rowing Federation	
SEN	Senegal	Senegal Rowing Federation	
SUD	Sudan	Sudan Rowing Federation	
TOG	Togo	Togo Rowing Federation	
ZAM	Zambia	Zambia Rowing Federation	

# FISA's Coastal Rowing Strategy – The World Rowing Island Project





Caribbean  
&  
Oceania  
Hubs



**Project Leader:** Guin Batten, Council member

**Governance:** WRIP Working Group

Member Federations CAN, USA + ORCON  
(AUS&NZ) signing up to support

**Fundraising:** A critical phase

- Intern recruited
- Target \$1'000'000 for 10 islands
- Initial approaches are being made

**Request:** member federations that might have funding / sponsorship leads, please share them with Matt Smith, Lee Spear, Trisha Smith or Guin Batten





## We need your support

- Long term partners NF to link with the islands
- Fundraising partners

# Gender Equity / Equality



**2015 FISA  
National Federations' Conference**  
8 March, London, Great Britain

# **FISA Women's Development**

## **2015 National Federations' Conference Update**

***Jacomine Ravensbergen***

% of Women's events at WRC, OG:  
no substantial change since 1976

% of Women's participation at WRC, OG:  
1976 – 2014 **30-35%**

first step: Rio 40% slots

Gender equality = IOC Agenda **2020**

- Olympic rowing programme 2020 / 2024
- Comprehensive set of activities, grassroots and elite rowing:
  1. New NFs with women rowing
  2. Increase women's rowing within NFs
  3. Improve coaching of female crews
  4. Improve athlete careers
  5. Equal visibility for women's rowing

1. Toolkit for new and developing NFs on learning to row and to set up and organise clubs, events, etc
2. Women's sweep initiative (W4-)
3. Women's participation at training camps
4. Research project on what makes a successful coach for women
5. Athlete career programme; FISA scholarship programme, "Whats next" to rowing
6. Visibility project



# Environment / Sustainability



Partners for

**CLEAN WATER**





In 2011, WWF International and the World Rowing Federation formed a Strategic Alliance to communicate, educate and support WWF's priority Clean Water projects and engage the Rowing Community to take actions that will protect water.



WWF has long worked to protect freshwater ecosystems, and since rowing is a sport that needs clean water, rowers have a number of very good reasons to be part of the “clean water” movement, making a partnership with WWF a perfect fit.





## CLEAN WATER Business & Diplomatic Regatta

Series of fun regatta's for business teams in Central Europe with serious discussions and speakers on sustainability



Main speakers:

**Tony F. Buono**

Professor, Management Professor, Sociology Coordinator, Bentley Alliance for Ethics and Social Responsibility



**Nadya Zhexembayeva, Ph.D.**

is the Coca-Cola Chair of Sustainable Development at IEDC-Bled School of Management, Slovenia, where she teaches courses in leadership, organizational behavior, design thinking, and sustainability.



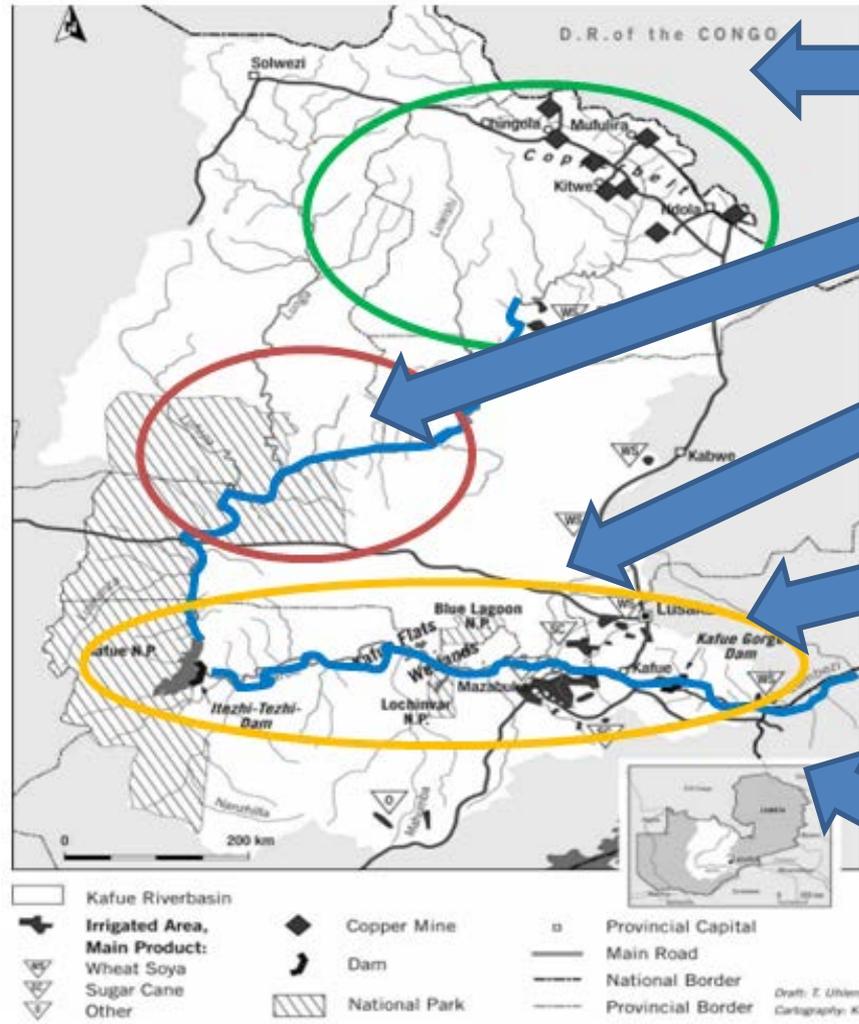


# Kafue River and Rowing Centre, Zambia

A SPORT-CONSERVATION partnership to create a regional hub for sustainable water stewardship in Africa and a rowing legacy in the Zambezi River Basin

**A WWF - World Rowing Clean Water project**

# Kafue River Stakeholders



Mining – Heavy need for water

Agriculture – Sugar Crops

Kafue and Lusaka Industrial Water

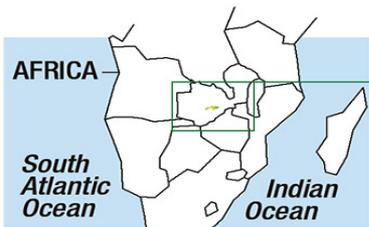
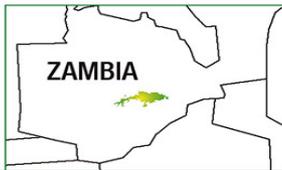
Lusaka Domestic Water – 50%

Tourism

Hydropower – Kafue Gorge Dam

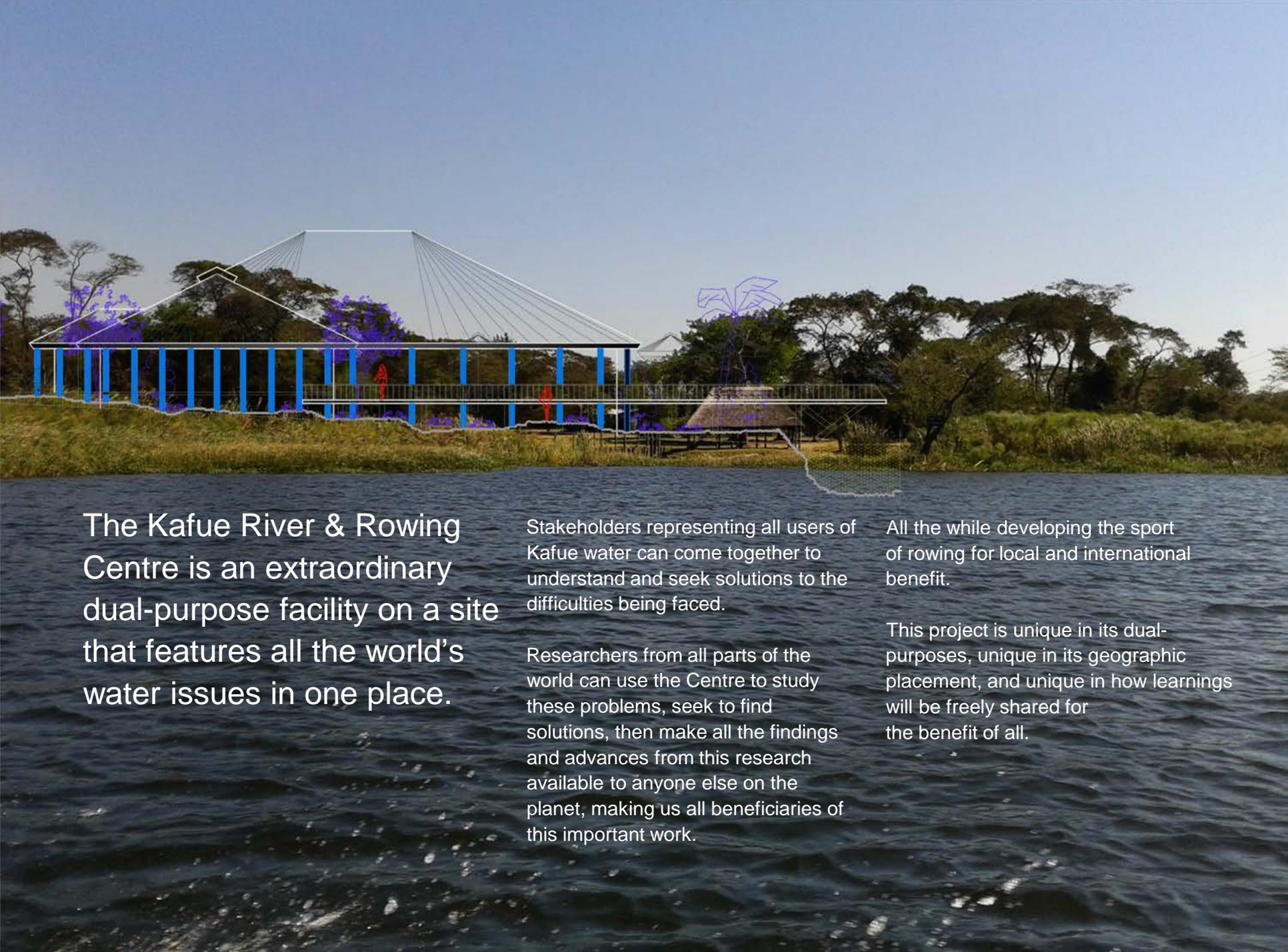


The Kafue Flats is a complex, with hydropower, agriculture, mining, tourism, and both domestic and industrial water needs all playing significant roles.



# Building and Operations

- Combined water resource stewardship centre and boat house in one building
- 1,100m<sup>2</sup> footprint enabling space for four Eights, plus racking
- Rowing facility including changing rooms and gym
- Water resource learning centre including field centre classroom/laboratory and lecture hall
- Two full time staff (at least one residential)



The Kafue River & Rowing Centre is an extraordinary dual-purpose facility on a site that features all the world's water issues in one place.

Stakeholders representing all users of Kafue water can come together to understand and seek solutions to the difficulties being faced.

Researchers from all parts of the world can use the Centre to study these problems, seek to find solutions, then make all the findings and advances from this research available to anyone else on the planet, making us all beneficiaries of this important work.

All the while developing the sport of rowing for local and international benefit.

This project is unique in its dual-purposes, unique in its geographic placement, and unique in how learnings will be freely shared for the benefit of all.

# Why this location?

- Kafue River is part of the Zambezi River Basin and integral to WWF's work
- The Centre location is adjacent to the Kafue Flats WWF project site
- The Kafue is a majestic river which is already dammed and under intense pressure from further hydropower, industry and agriculture abstraction from Kafue
- The alteration of seasonal flooding patterns by dams harms local livelihoods and impacts rare species such as the Kafue Lechwe antelope
- The Kafue provides drinking water for 40% of Zambia and nearly all of Lusaka's population
- The Kafue river is the nearest row-able water body to Lusaka, with road connections, a local population with schools and a history of rowing



**2015 FISA**

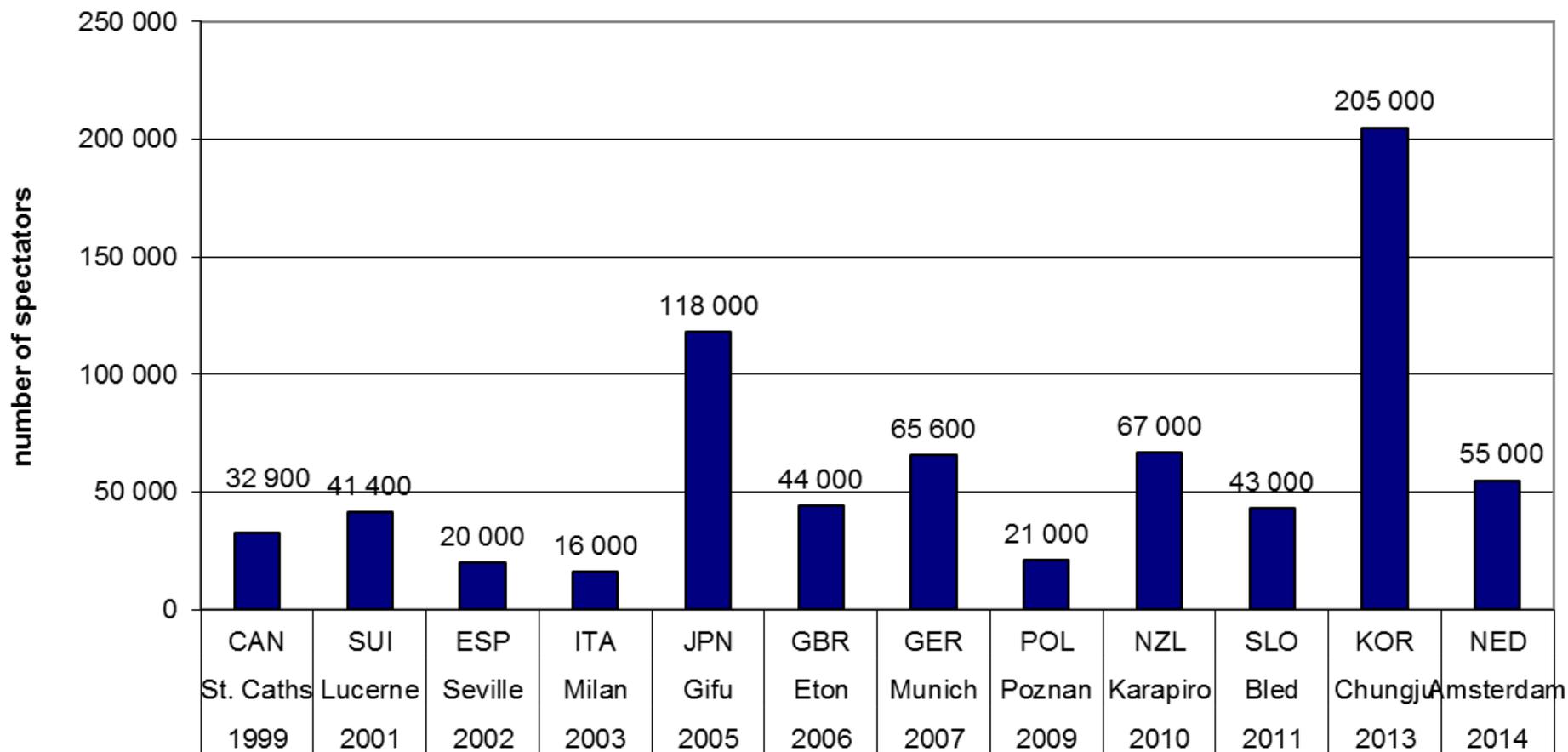
**National Federations' Conference**

8 March, London, Great Britain

# **FISA Update**

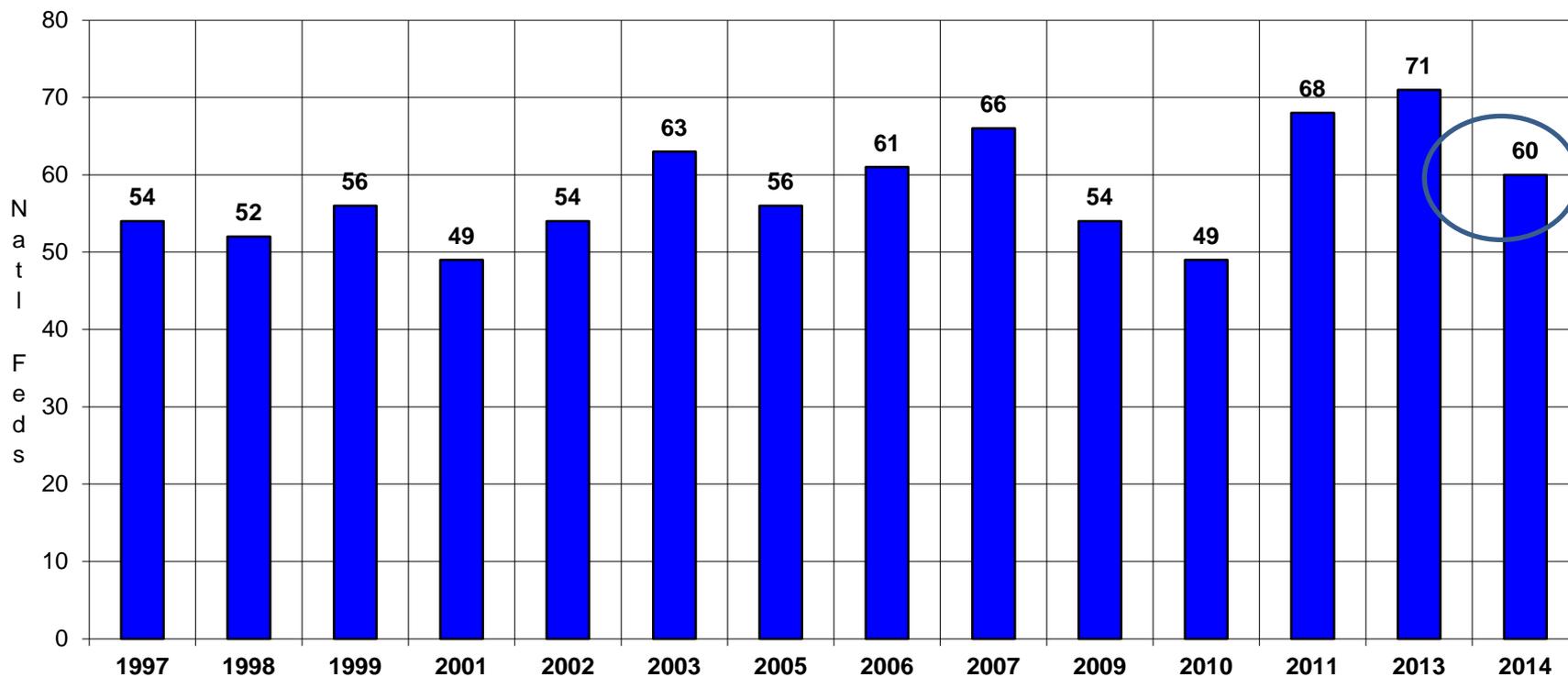
## **Key Performance Indicators**

## World Rowing Championships Spectator attendance 1999-2014



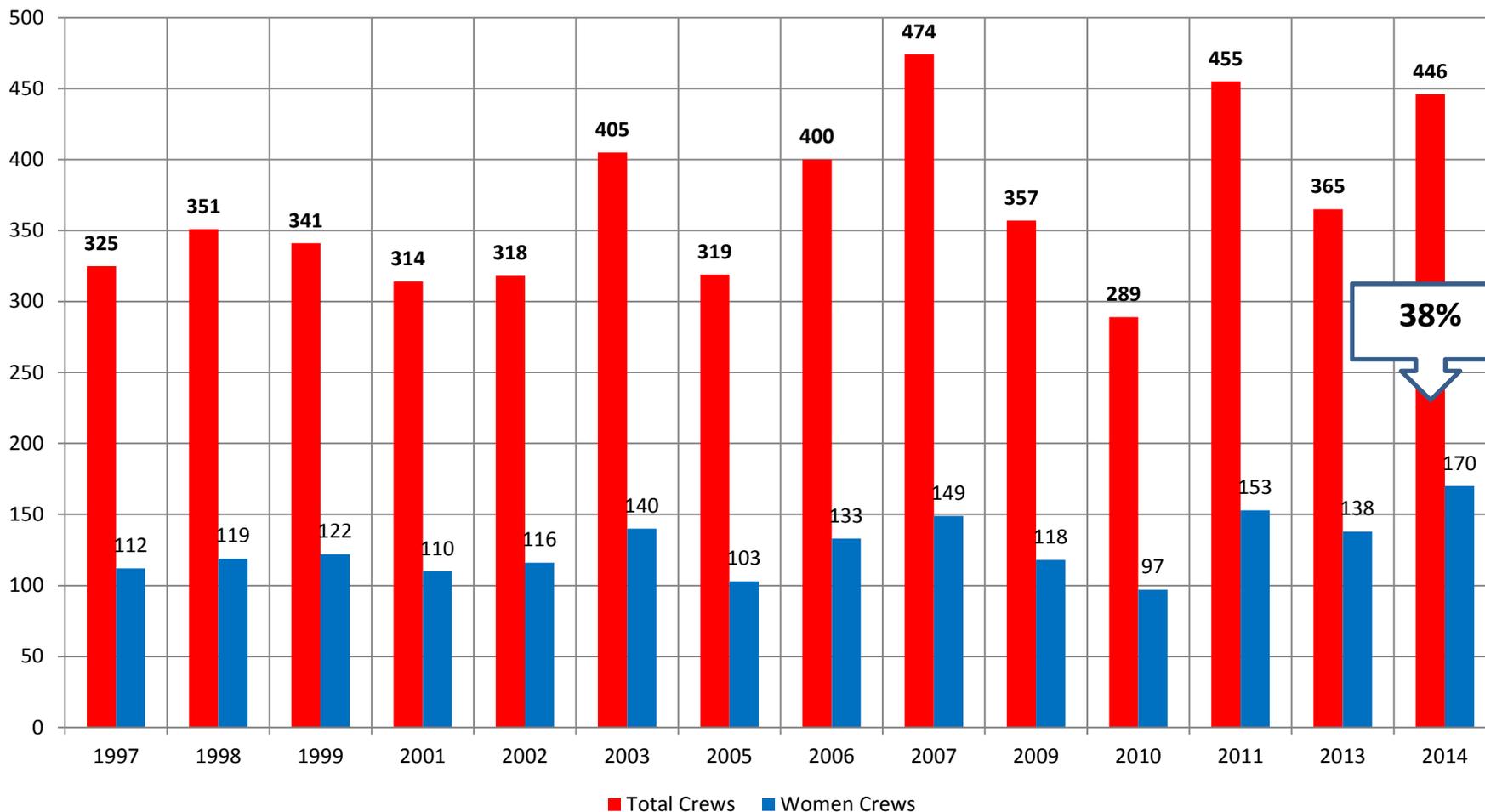
# Participation at World Rowing Championships – National Federations

**National Federation Participation at World Rowing Championships  
1997 to 2014**



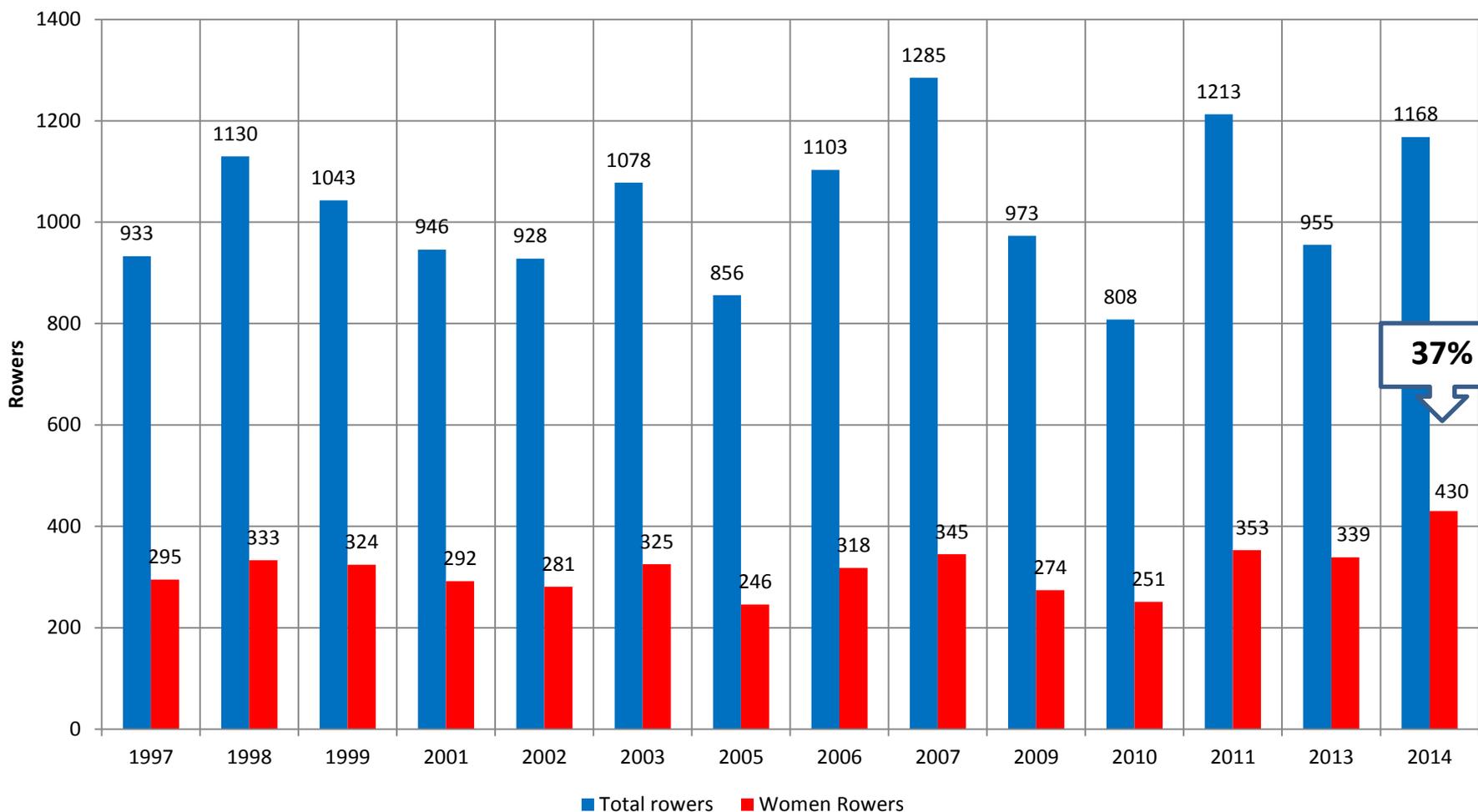
# Participation at World Rowing Championships - Crews

Total Crews at the World Rowing Championships  
1997 to 2014



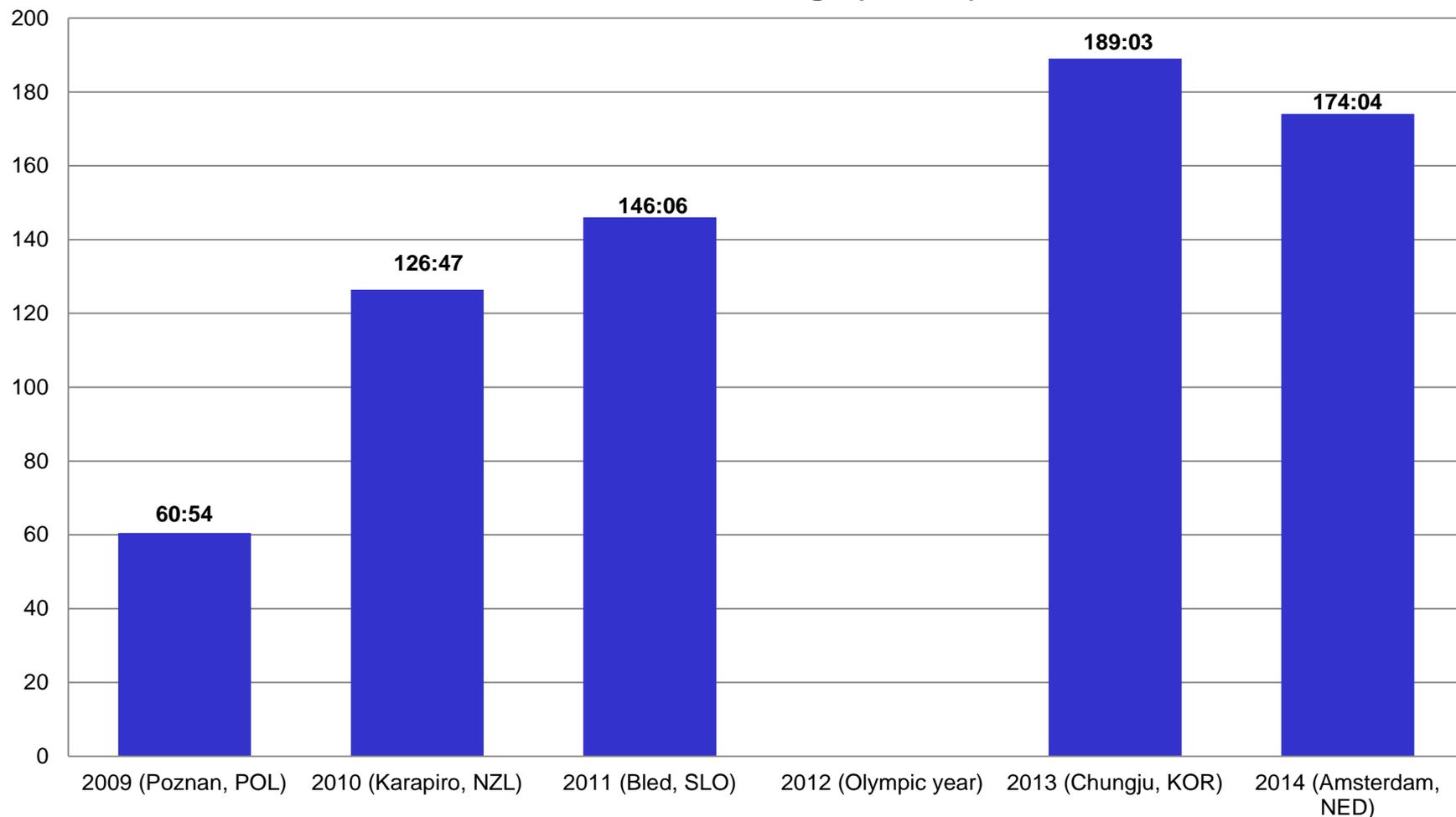
# Participation at World Rowing Championships - Rowers

**Rowers at the World Rowing Championships  
1997 to 2014**

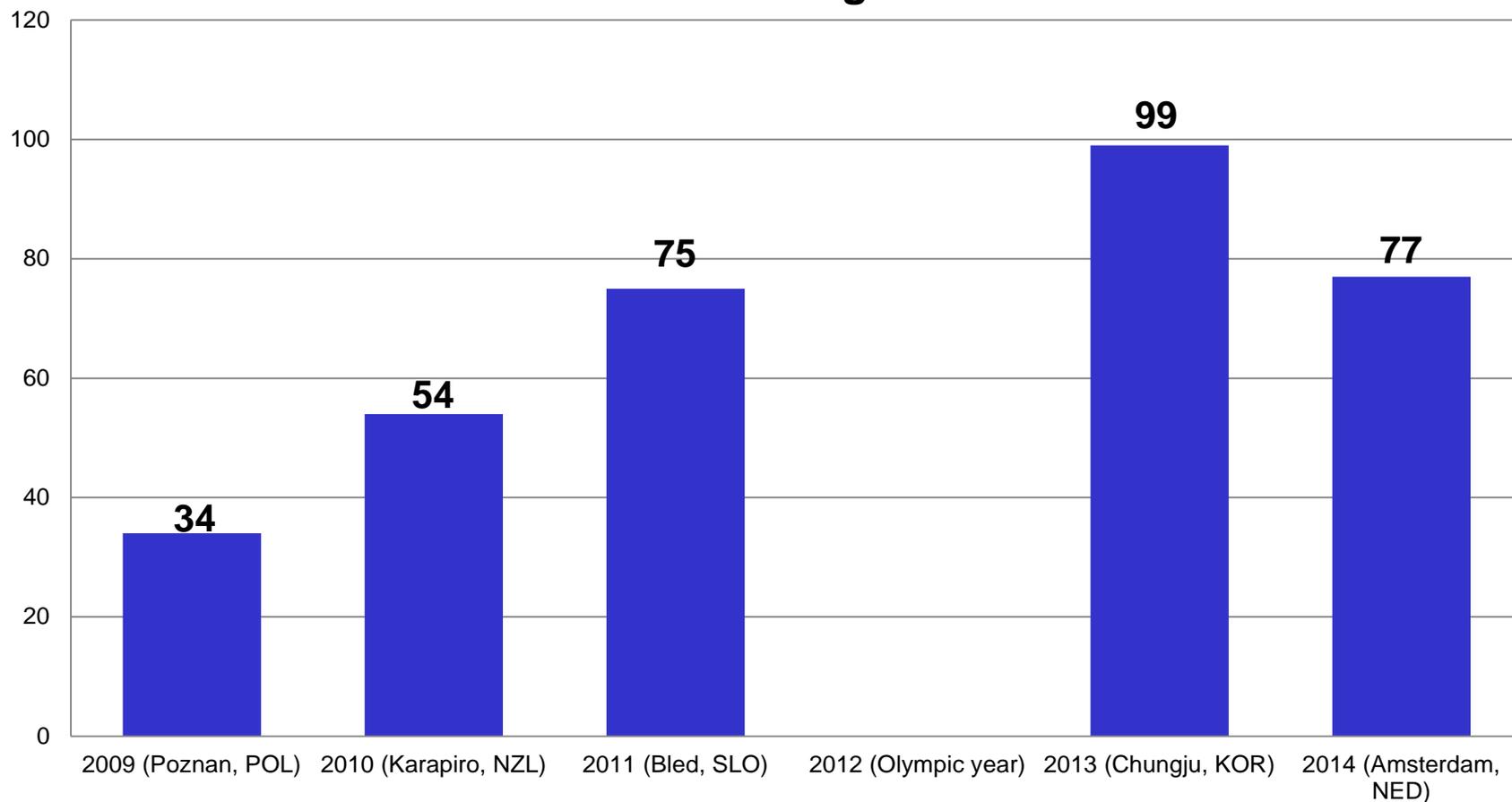


# Television Broadcast Time at World Rowing Championships

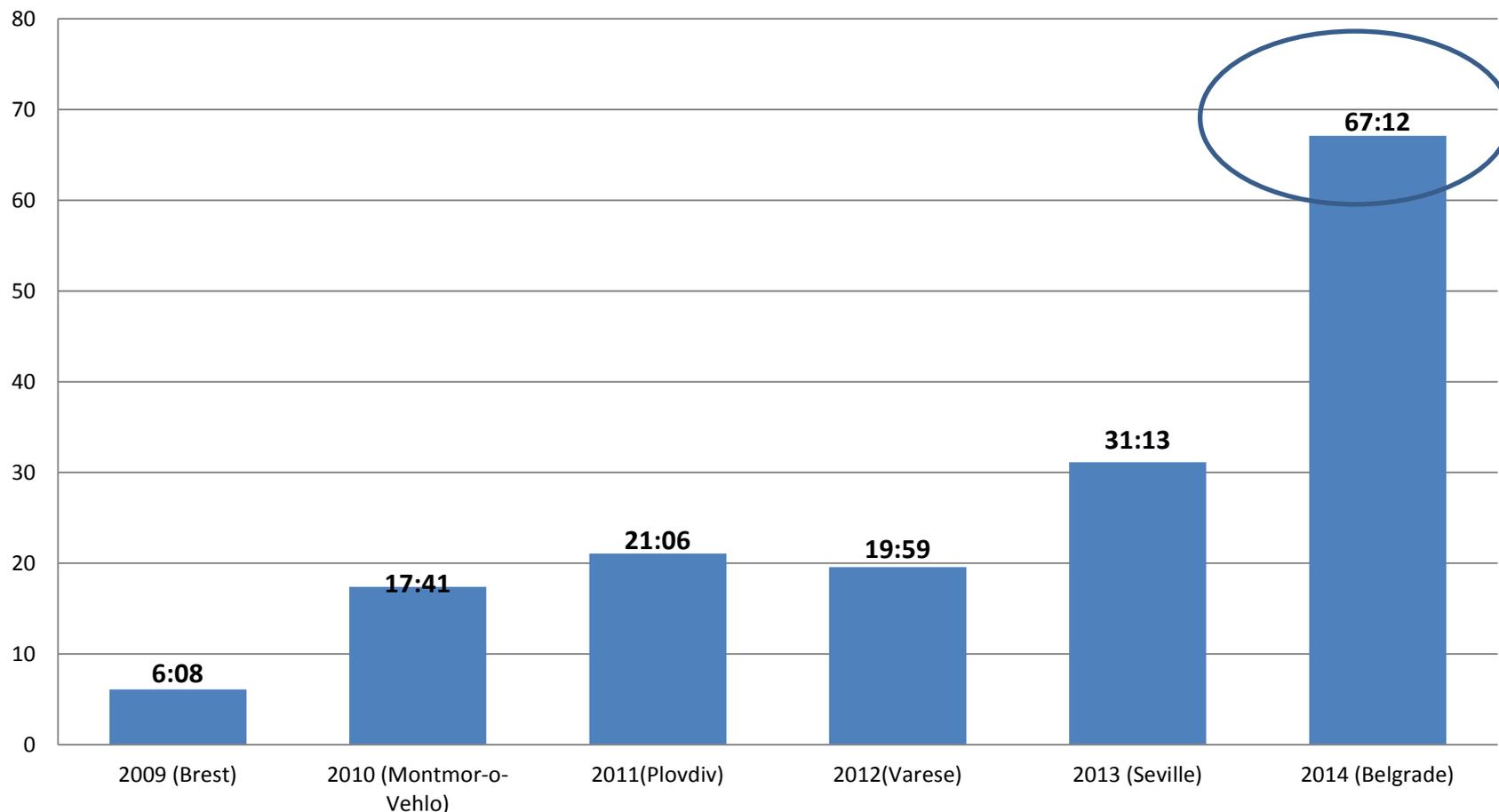
**World Rowing Championships  
2009 - 2014  
Total TV coverage (hh:mm)**



## World Rowing Championships 2009 - 2014 Number of broadcasting TV Channels

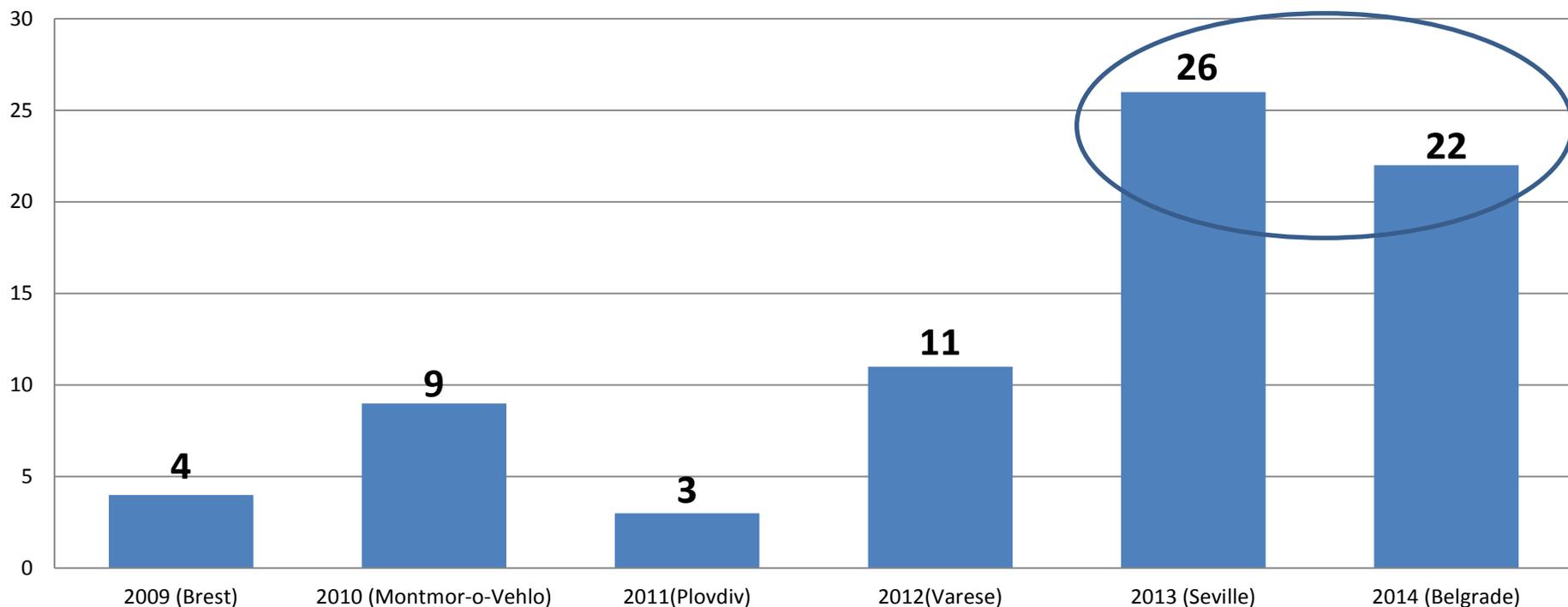


**European Rowing Championships  
2009 - 2014  
Total TV coverage (hh:mm)**



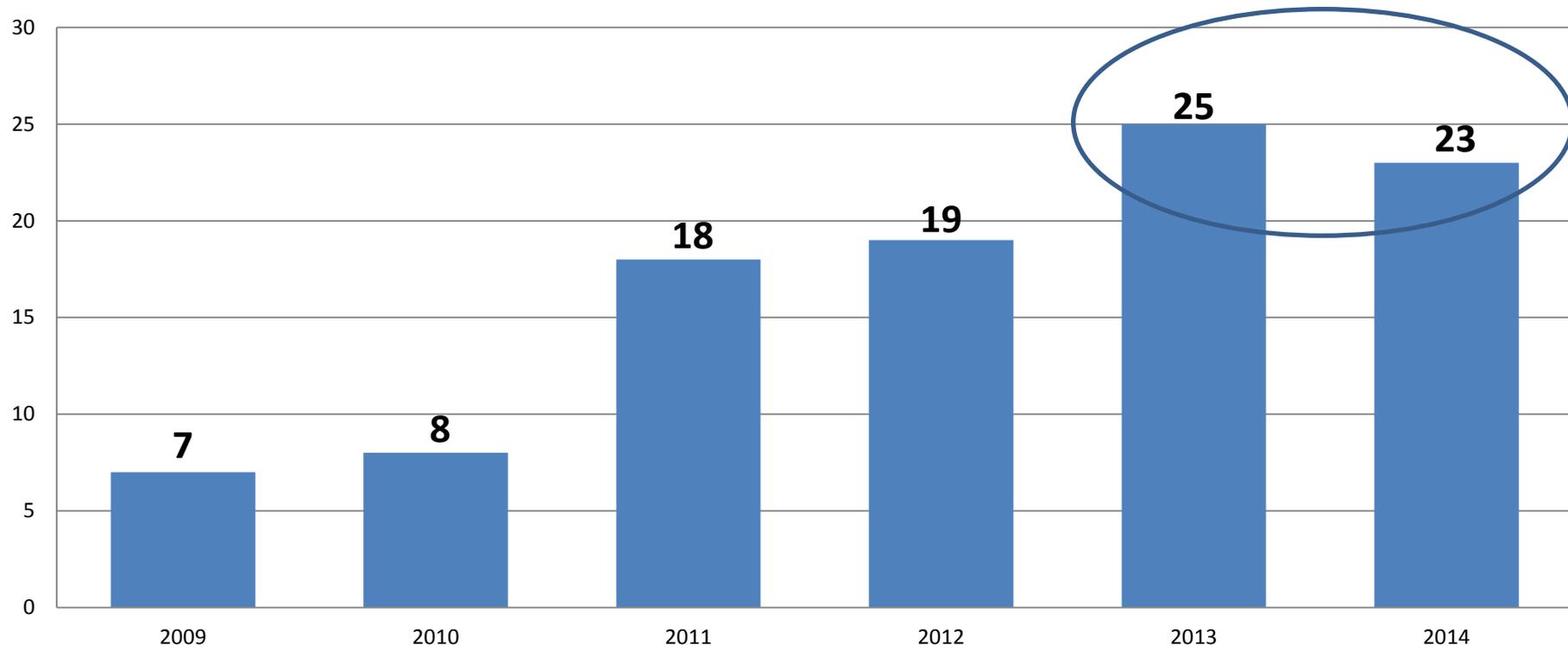
## European Rowing Championships 2009 - 2014

Number of countries that broadcast (excluding Eurosport, which is available in 54 European countries)

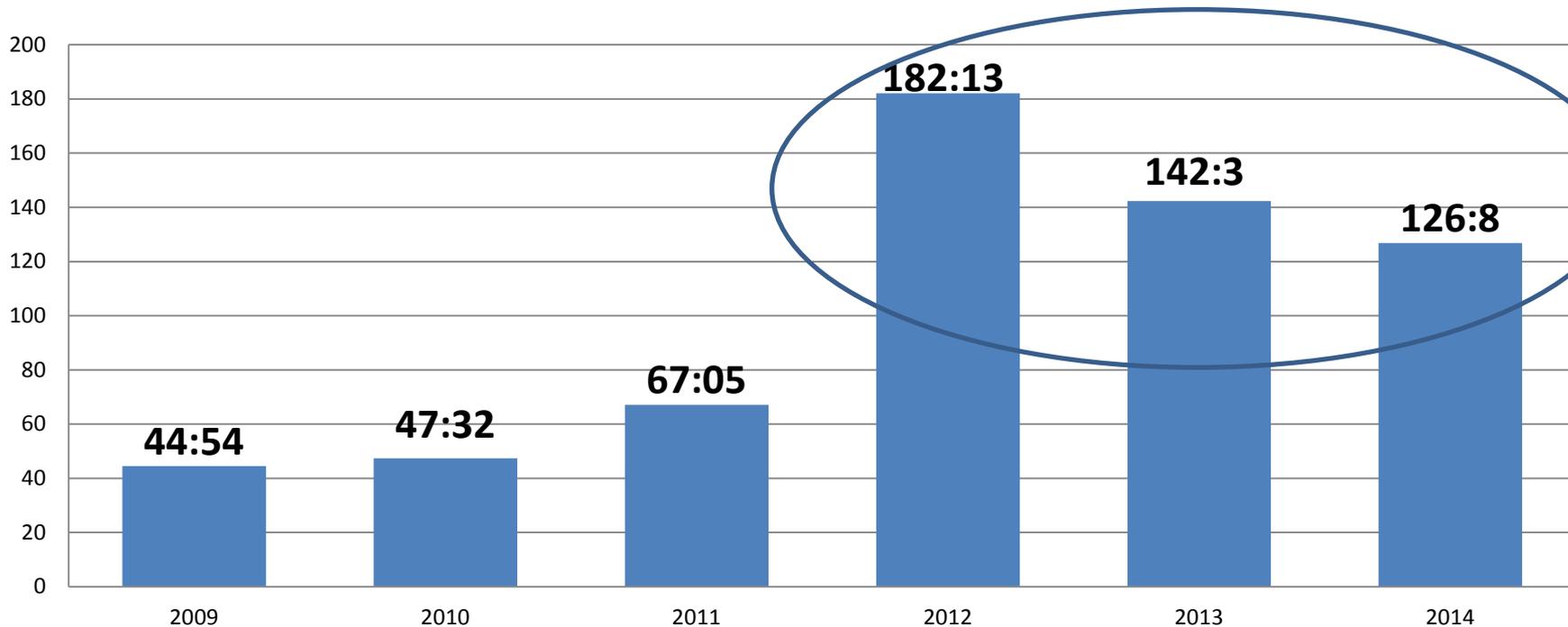


## World Rowing Cup 2009 - 2014

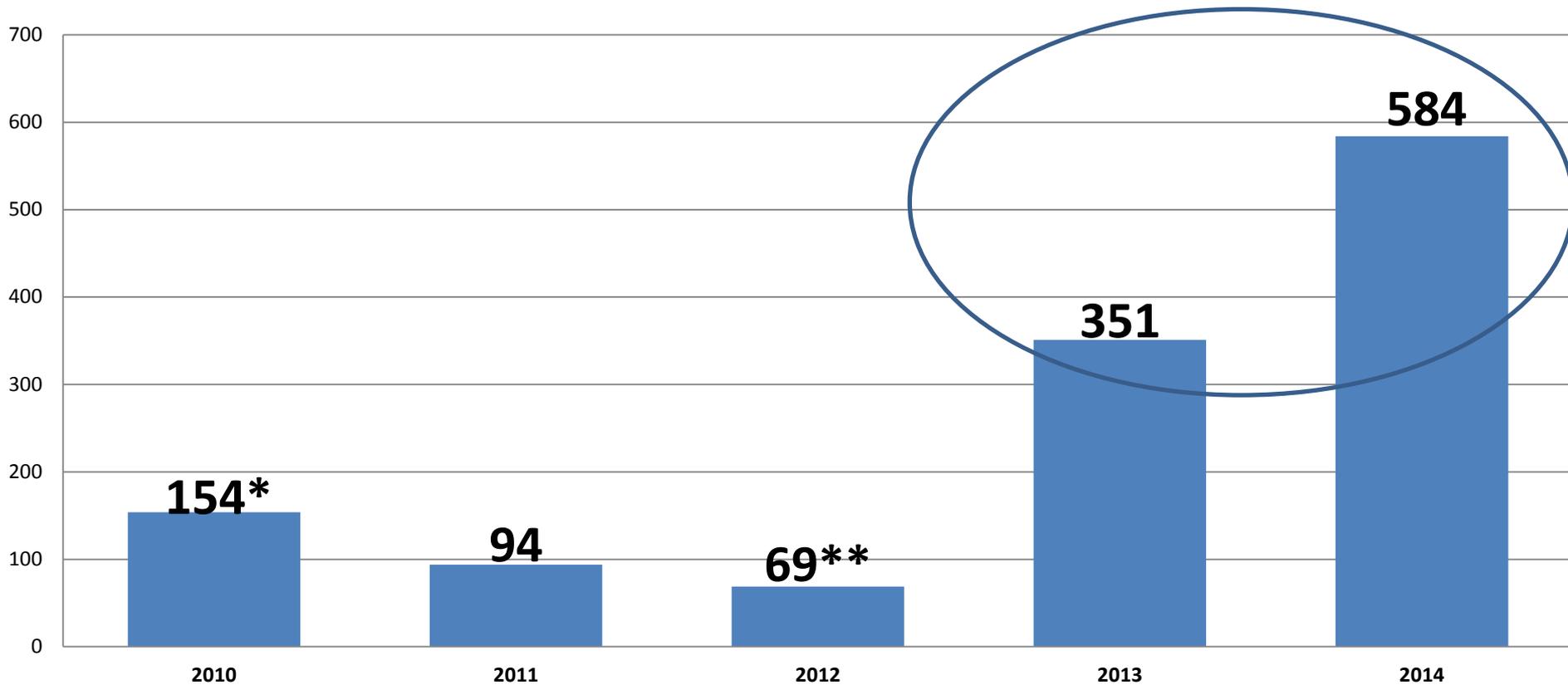
Number of broadcasting countries (excluding Eurosport, which is available in 54 European countries)



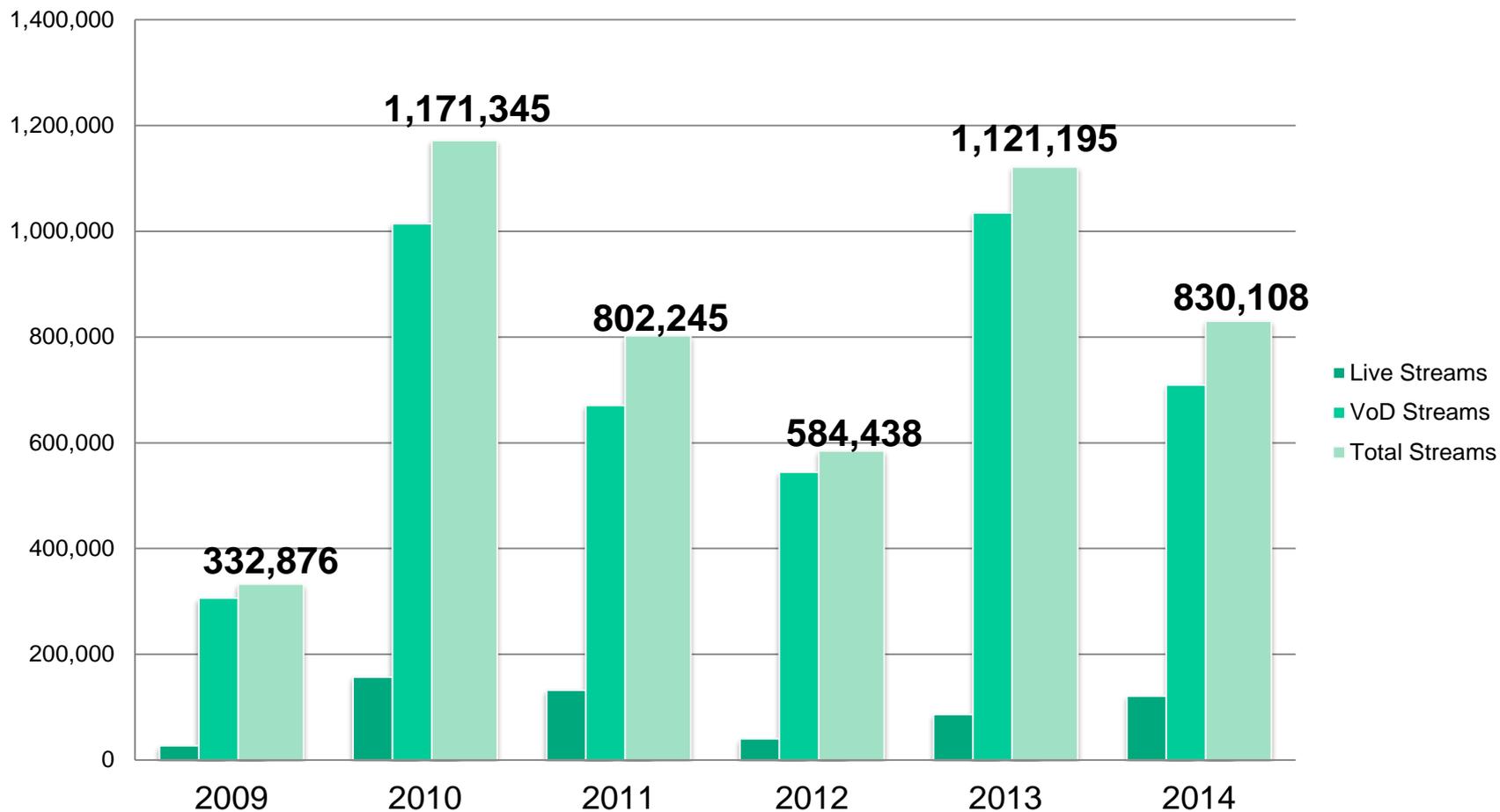
## World Rowing Cup 2009 - 2014 Total TV Coverage (hh:mm)



**Total of news airings  
World Cups 1,2,3 & World Championships  
2010-2014**



**www.worldrowing.com  
Total Streams  
2009 - 2014**



# 2014 Total Digital Impact

2014	2014 Website Page Impressions	2014 Facebook Page Impressions	2014 YouTube Streams	2014 Mobile Page Impressions	2014 World Rowing Live Streams	2014 Total Digital
January	630,648	570,479	9,763	6,085	37,563	1,254,538
February	576,204	482,265	7,950	3,673	28,636	1,098,728
March	998,287	742,145	24,020	1,332	56,794	1,822,578
April	782,340	508,353	15,238	3,915	52,547	1,362,393
May	1,678,775	970,988	23,260	2,742	42,276	2,718,041
June	2,036,407	1,205,652	53,735	4,764	161,332	3,461,890
July	3,394,468	1,580,831	45,588	7,684	115,938	5,144,509
August	5,783,833	1,519,659	50,670	13,310	179,338	7,546,810
September	915,430	953,453	75,562	n/a	80,565	2,025,010
October	466,981	1,034,813	43,315	n/a	25,389	1,570,498
November	343,477	1,050,245	47,597	n/a	23,227	1,464,546
December	316,118	1,116,031	35,212	n/a	26,503	1,493,864
<b>ANNUAL TOTAL</b>	<b>17,922,968</b>	<b>11,734,914</b>	<b>431,910</b>	<b>43,505</b>	<b>830,108</b>	<b>30,963,405</b>

2011 total	2012 total	2013 total	2014 total
21,165,363	22,487,158	26,299,940	30,963,404



**Lagoa Rodrigo de Freitas in Rio,  
very near Ipanema Beach.**



## Lagoa Rodrigo de Freitas

**Olympics:  
Spectator Viewing  
From 14'000  
To 10'000**

**Paralympics:  
No TV Host Broadcast**

**Both:  
Water Quality**



## TOKYO ● 2020

# Rowing

TECHNICAL PROPOSAL



TOKYO ● 2020  
CANDIDATE CITY



# Tokyo 2020: Iconic venue











**BUENOS  
AIRES  
2018**  
YOUTH OLYMPIC GAMES



**YOG  
DNA**



**BUENOS AIRES 2018**  
YOUTH OLYMPIC GAMES



**YOG DNA**

## VENUES, DISCIPLINES, OLYMPIC VILLAGE, DISTANCES AND TIME OF TRANSFER. CULTURAL AND HISTORIC SITES MAIN CITY

### BUENOS AIRES 2018 YOUTH OLYMPIC GAMES

REFERENCES / REFERENCIAS

**Metrobus** A - B - C - D - E - F  
**Time / distances**

**Buenos Aires 2018**  
YOUTH OLYMPIC GAMES



YOG  
DNA

VENUES, DISCIPLINES, OLYMPIC VILLAGE, DISTANCES AND TIME OF TRANSFER, CULTURAL AND HISTORICAL SITES MAIN CITY

## Buenos Aires 2018 Youth Olympic Games

### B WATER CLUSTER



COMPETITION VENUES /  
SITES DE COMPÉTITION

16 Sailing  
Voile



17 Rowing  
Aviron



18 Canoe - Kayak  
Canoë - Kayak





**Puerto Madero**



**BUENOS  
AIRES  
2018**  
YOUTH OLYMPIC GAMES



**YOG  
DNA**



2014  
world rowing  
championships



24-31 AUGUSTUS 2014

# WORLD ROWING CHAMPIONSHIPS

AMSTERDAM, NEDERLAND



Celebrate Rowing!



Entrée gratuite



# CHAMPIONNATS DU MONDE D'AVIRON

30 août - 6 septembre 2015

## Lac d'Aiguebelette



PUR CHALLENGE  
PURE EMOTION

[aiguebelette2015.com](http://aiguebelette2015.com)







# 2015 World Rowing Events

- **8 - 10 May:** World Rowing Cup I, Bled
- **23 – 24 May:** European Rowing Junior Championships, Račice
- **29 – 31 May:** European Rowing Championships, Poznan
- **19 – 21 June:** World Rowing Cup II, Varese
- **4 – 5 July:** World University Games in Gwangju (Chungju for rowing)
- **10 – 12 July:** World Rowing Cup III, Lucerne



Bled, Slovenia  
8-10 May, 2015



Varese, Italy  
19-21 June, 2015



Lucerne, Switzerland  
10-12 July, 2015

# 2015 World Rowing Events

- **22 – 26 July:** World Rowing Under 23 Championships, Plovdiv
- **5 – 9 August:** World Rowing Junior Championships, Rio de Janeiro
- **30 August – 6 September:** World Rowing Championships, Aiguebelette
- **10 – 13 Sept:** World Rowing Masters Regatta, Hazewinkel
- **12 – 20 Sept:** World Rowing Tour, Luino (ITA)
- **14 – 15 Nov:** World Rowing Coastal Championships, Lima



- **30 August – 6 September:** World Rowing Championships, Aiguebelette
- **9 - 11 October :** African Olympic Qualification Regatta, Tunis, TUN
- **27 - 30 November:** Latin American Olympic Qualification Regatta, Varpariaso, CHI
- **???:** Asian Olympic Qualification Regatta, ???
- **22 – 24 April 2016:** Final Paralympic Qualification Regatta, Gavirate
- **20 – 23 May 2016:** European Olympic Qualification Regatta (+USA, CAN, NZL & AUS), Lucerne  
Final Olympic Qualification Regatta, Lucerne





**Under 23 Also!**

**21 – 28 August 2016**

- Three Themes:
  - What can you do as a National Federation to help increase universality in international rowing?
  - What can you do as a National Federation to increase the number of women in international rowing?
  - How to encourage more bids for U23 & Junior championships?

- First Theme: What can you do as a National Federation to help increase universality in international rowing?
  - Actively participate in regional / continental confederation Give / create more competition opportunities
  - Exchange programs "Adopt a developing country"
  - Developing costal rowing to provide new opportunities for some countries
  - There is a need for country specific development plans; it is therefore important to understand

- Second Theme: What can you do as a National Federation to increase the number of women in international rowing?
  - Use role models to change the idea concept for some that it is a male sport; Prioritise women talent ID
  - Organise specific rowing camps
  - More female coaches; Give specific information to male coaches to better understand the needs
  - Opportunities for women in universities as a point of entry; Find ways to retain and develop athletes 19-21 (too many drop-outs)

- Third Theme: How to encourage more bids for U23 & Junior championships?
  - Reduce costs for bidding
  - Reduce costs at the event
  - Reduce FISA costs - transport / hotel, timing service
  - Allow teams to organise their own hotels, transport
  - Request entry fee for teams
  - Combine U23 and Jr. Championships
  - Package events by including in obligation to host World Championships or Masters Regatta
  - Provide more know how to organise
  - Increase the number of potential rowing courses

Theme 3 – Group Discussions “How can all of us work to attack these challenges ”

1. Reflections on and reactions to Agenda 2020?
2. How have NFs reacted to the need for international universality?
3. How have NFs reacted to the need to development of women’s rowing?

Reports from the groups



- Wifi – One device only!
- Lunch follows in the restaurant
- Small Groups after lunch – follow indications
- Airport Transfers:
  - Hotel Hoppa or
  - Taxis (book with concierge)



Photo Credit to: Sjoerd Hamburger! Thanks!