

# World Rowing Key Performance Indicators 2019

(at 060220)

## Key Performance Indicators 2019

1. Govern and Administer Rowing
2. Develop Rowing
3. Showcase Rowing through Events
4. Promote Rowing
5. ~~Respect and Preserve the Environment through Rowing~~ - **Sustainability - To protect and enhance the well-being of communities and ecosystems through rowing**

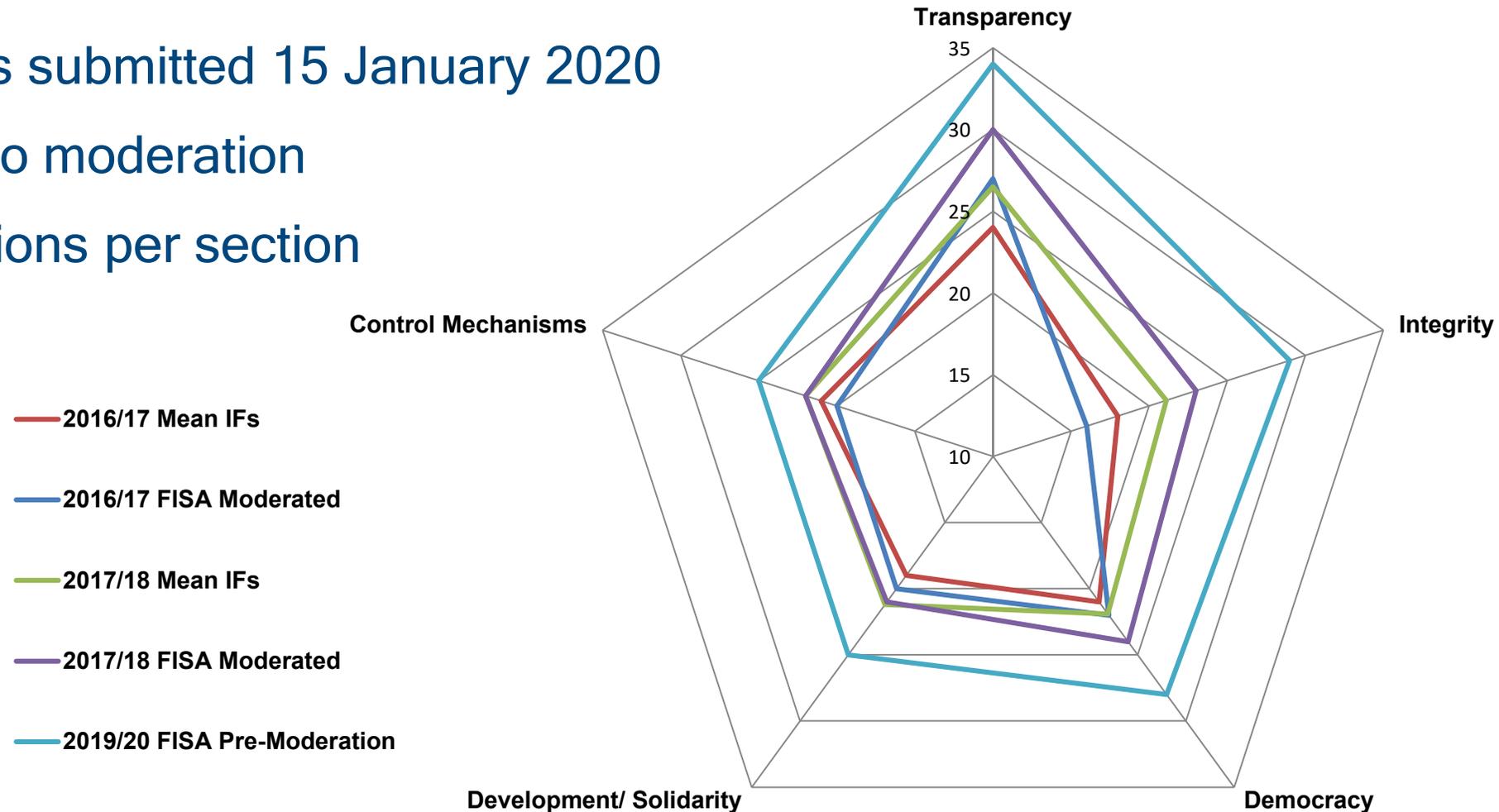
## Key Performance Indicators 2019

### 1. Govern and Administer Rowing

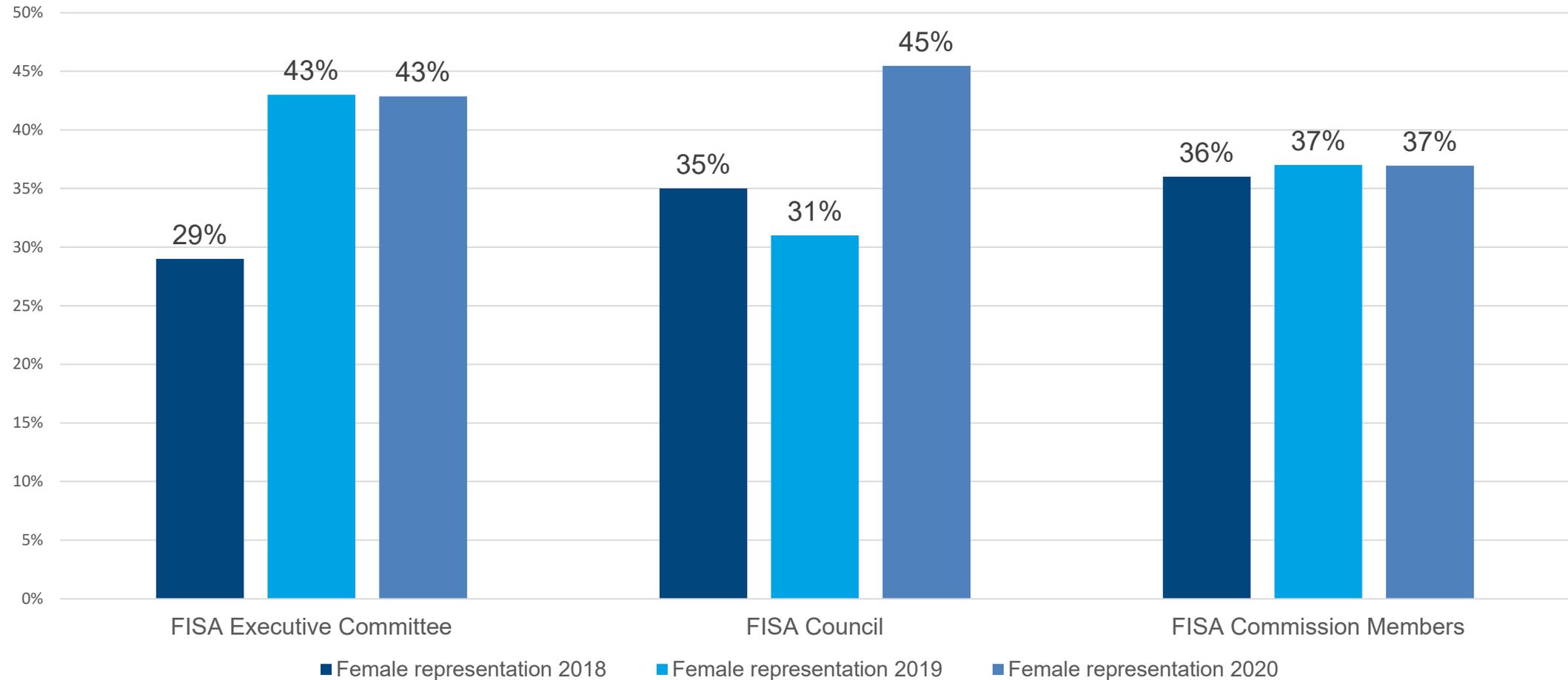
# ASOIF GOVERNANCE QUESTIONNAIRE - UPDATE



- 2019/20 questionnaire - 3<sup>rd</sup> edition; evolution of total points: 105, 120, 141 (pre-moderation)
- 3<sup>rd</sup> edition responses submitted 15 January 2020
- Responses subject to moderation
- 5 sections, 10 questions per section



## Representation of women on FISA Executive Committee, Council & Commissions



# Key Performance Indicators 2019

## 2. Develop Rowing

# A1 - Development - Training Camps - Part 1



## Athletes Training Camps (2013-18) 43% female participation 855 athletes in total

Year	Country	Men	Women	Total	% Women	Nr NFs	Purpose
2013	UZBEKISTAN	13	3	16	19%	10	for YOG qualification
	TUNISIA	14	11	25	44%	16	for YOG qualification
	EL SALVADOR	9	5	14	36%	7	for YOG qualification
	PERU	9	7	16	44%	9	for YOG qualification
	SEVILLE	16	15	31	48%	12	for OG preparation
2014	PIEDILUCO	16	6	22	27%	7	Dev Teams
	URUGUAY	16	14	30	47%	18	for YOG qualification
	HAMBURG	12	9	21	43%	7	Dev Teams
	ROTTERDAM	22	3	25	12%	10	Dev Teams
	CHINESE TAIPEI	27	21	48	44%	15	for YOG/OG preparation
	ALGERIA	22	14	36	39%	19	for YOG/OG preparation
	SEVILLE	15	11	26	42%	8	For YOG preparation
2015	PIEDILUCO	7	2	9	22%	6	Dev Teams
	BLED	0	14	14	100%	8	Women's Camp
	EL SALVADOR	14	14	28	50%	13	for OG Qualification
	PAN AM CANADA	18	8	26	31%	6	Dev Teams
	VOIRON	5	2	7	29%	3	Dev Teams
	TUNIS	29	19	48	40%	23	for OG Qualification

2016	SEVILLE	1	15	16	94%	8	Women's Camp
	PIEDILUCO	17	7	24	29%	8	Dev Teams
	CHILE	28	27	55	49%	21	for OG Qualification
	CHUNGJU	17	13	30	43%	18	for OG Qualification
2018	VANUATU	4	4	8	50%	5	for YOG Qualification
	SEVILLE	5	4	9	56%	3	Dev Teams
	JAMAICA	18	7	25	72%	1	Dev Teams
	CHILE	20	13	33	61%	18	for YOG Qualification
	BOLIVIA	15	11	26	58%	1	for ODESUR prep
	GHENT	9	6	15	60%	2	Dev Teams
	FRANCE	11	9	20	55%	7	for YOG Qualification
	BLED	11	15	26	42%	4	Dev Teams
	GREECE	15	9	24	63%	4	Mediterranean Games prep
	ZIMBAWE	14	9	23	61%	4	Dev Teams
	RACICE	25	12	37	68%	16	Dev Teams
	SCOTLAND	1	3	4	25%	2	for Commonwealth Coastal
	KASTORIA	5	3	8	63%	9	for WCH prep
	IVORY COAST	8	8	16	50%	5	for West Africa Regatta
BRAZIL	9	16	25	36%	17	for West Africa Regatta	
TOTALS		497	369	855	43%		

Impact: Higher level athletes and coaches - Universality: more NF's at events - Gender equality: guideline  
 Minimum guidelines: National champs - Raced competitively - Selection document

# A1 - Development - Training Camps - Part 2



## Athletes Training Camps (2019)

2019	SUDAN	12	4	16	25%	3	for East Africa Reg (TCC)
	PUERTO RICO	7	5	12	42%	6	for Central America Dev (TCC&TC&UMP)
	ITALY (Piediluco)	33	15	48	31%	12	Dev Teams
	MALAWI	10	3	13	23%	4	for SouthEast Africa Dev (TC&TCC)
	EL SALVADOR	14	7	21	33%	8	for Central America Reg
	CAPE VERD	6	5	11	45%	6	For Coastal Dev+Africa Beach Games prep (TCC&TC)
	SLOVENIA (BLED)	21	9	30	30%	4	Dev Teams
	JAPAN	14	10	24	42%	12	Dev Teams
	GREECE	3	2	5	40%	1	Coastal Dev Med Games prep
	AUSTRIA (LINZ)	5	5	10	50%	7	Dev Teams
	THAILAND	9	2	11	18%	5	For Asia Coastal Dev
	AMERICAN SAMOA	7	4	11	36%	2	For Oceania Coastal Dev (TCC)
	TUNISIA	26	17	43	40%	19	for OG Qual
	HONG KONG	7	3	10	30%	3	for WRCC prep

# A1 - Development - Training Camps - Part 3



## Athletes Training Camps (2013 - 2019)

2013	4	45	26	71	37%														
2014	7	131	82	213	38%														
2015	7	88	70	158	44%														
2016	4	63	62	125	50%														
2017	no data																		
2018*	15	170	129	299	43%														*including regional, continental, world TCs for both Olympic and Coastal
2019*	14	185	93	278	33%														*including regional, continental, world TCs for both Olympic and Coastal

# A1 - Development - Training Camps - Part 4



## Para Training Camps (2019)

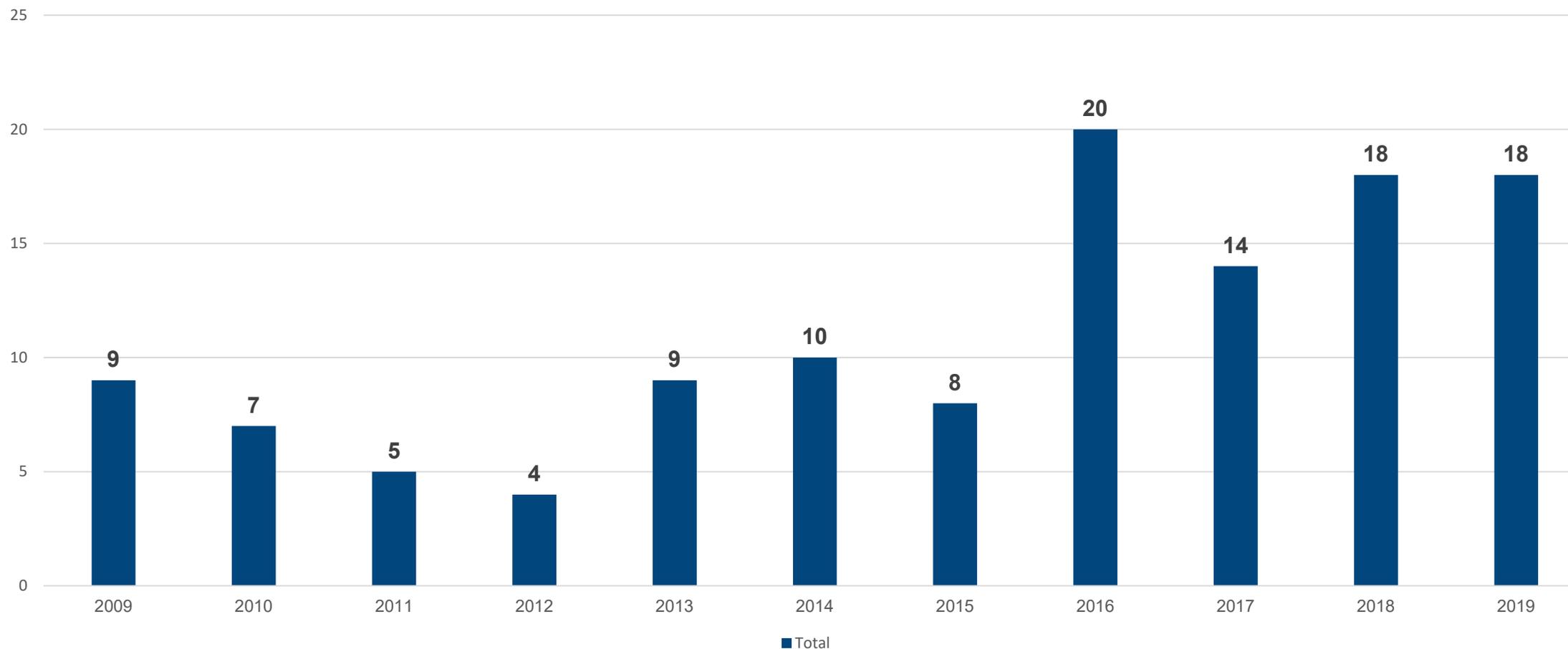
2019	TUNISIA	3	3	6	50%	5	Prep PG Qual Africa
	ITALY (GAV)	10	5	15	33%	8	Para Dev Teams
	KOREA	17	10	27	37%	10	for Para Dev & Asia CH prep
	BRAZIL	6	3	9	33%	6	for PG Qual prep
	TUNISIA	9	6	15	40%	10	for PG Qual
Totals		45	27	72	38%		

# A1 - Development - Coaching Courses

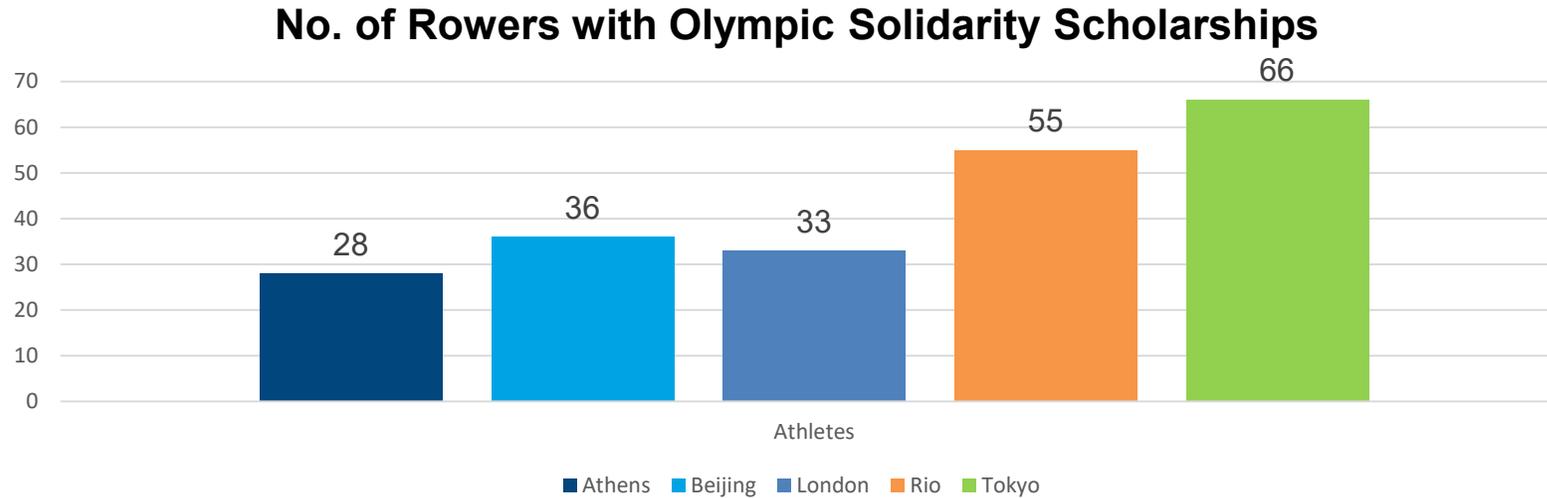


Year	NF/NOC TCC	DNSS	Total	OS Support
2009	CHI, IND, INA, LBA, MEX, MAR, MYA, QAT, UGA		9	USD 73,592
2010	ARG, BLR, HKG, KEN, MAD, TUN	CUB	7	USD 59,006
2011	CRC*, GUA*, CMR, EGY, MDA		5	USD 57,216
2012	ALG, ESA, GUA, KEN		4	USD 50,072
2013	BEN, CYP, LTU, MAD, POL, SUD, UGA, UZB	SRI	9	USD 116,299
2014	ALG, BLR, TPE, CUB, ESA, LTU, MAR, NGR, SIN	BRA	10	USD 77,477
2015	GEO, GRE, LAT, LTU, NAM, NCA, PAR, SVG		8	USD 86,778
2016	ANG, ARG, BAH, BEN, BER, CHI, ESA, LAT, MAL, MRI, MYA, NGR, PAK, SVG, URU*, ZIM*	SUD, MDV, BOL, LTU	20	USD 200'000
2017	BAR, CHI, COL, DOM, DJI, GRE, NCA, TOG	GEO, GUA, MAW, MKD, SLO, UGA	14	USD 240'000
2018	ALG, SRB, BRA, GBR, COL, CIV, LIB, MDA, MAR,	ANG, ECU, MKD, GEO*, IRI, LTU, MAW*, SLO*, UGA* (*Continued from 2017)	18	USD 260'000
2019	ALG, ASA, BIH, CAM, CPV (2), GBR, IND, MAW, MDA, PUR, SLO, THA, URU	ANG**, EGY, SEN, UGA** (**continued from 2018)	18	USD 207'392

## Number of Olympic Solidarity Rowing Coaches Courses Per Year



# A1 - Development - Olympic Solidarity Scholarships

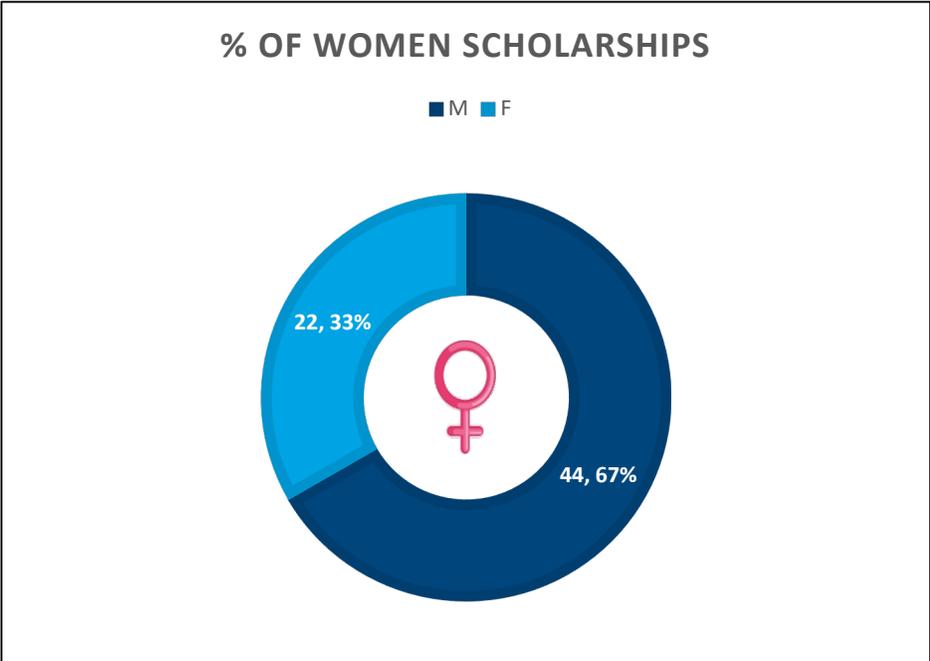
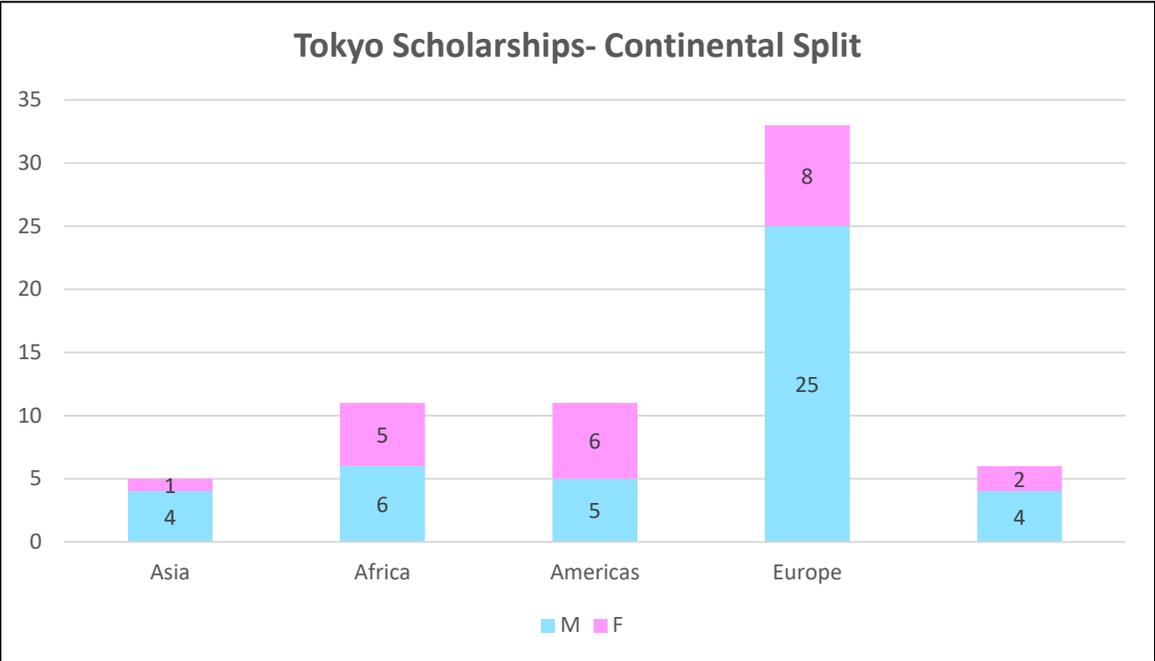


Period	Total OS Scholarship Subsidy PER YEAR in USD	Scholarship holders participating at the Olympic Games of that cycle	Number of countries represented by scholarship holders
2004 - 2008	432,000	12 of 36 (33%)	20
2009 - 2012	396,000	12 of 33 (36%)	17
2013 - 2016	612,000	38 of 55 (69%)	29
2017-2020	684,000	TBC	38

# A1 - Development - Olympic Solidarity Scholarships



# of scholarship holders Per continent	Africa	Americas	Asia	Europe	Oceania
2008	2	9	6	19	0
2012	1	9	3	20	0
2016	10	5	5	31	4
2020	11	11	5	33	6



## Governance

NF Survey (2013 ⇒ 2015 ⇒ **2018**)

% women - positive trend

Rowers 40% ⇒ 43% ⇒ **45%** ↑

Coaches 2013 – 26% ⇒ 2015 - 27% ⇒ 2018 **23%** ↓

National Team Coaches 13% ⇒ ↑ 17% ⇒ **17%** =

National Umpires 29% ⇒ 30% ⇒ ↑ **31%**

International Umpires 23% ⇒ 26% ⇒ ↑ **27%**

NF Board Members 17% ⇒ 18% ⇒ ↑ **22%**

FISA Council 2008 (14%) ⇒ ↑2012 (30%) ⇒ ↑2016 (35%) ⇒ ↑ **2018 (45%)** ↑

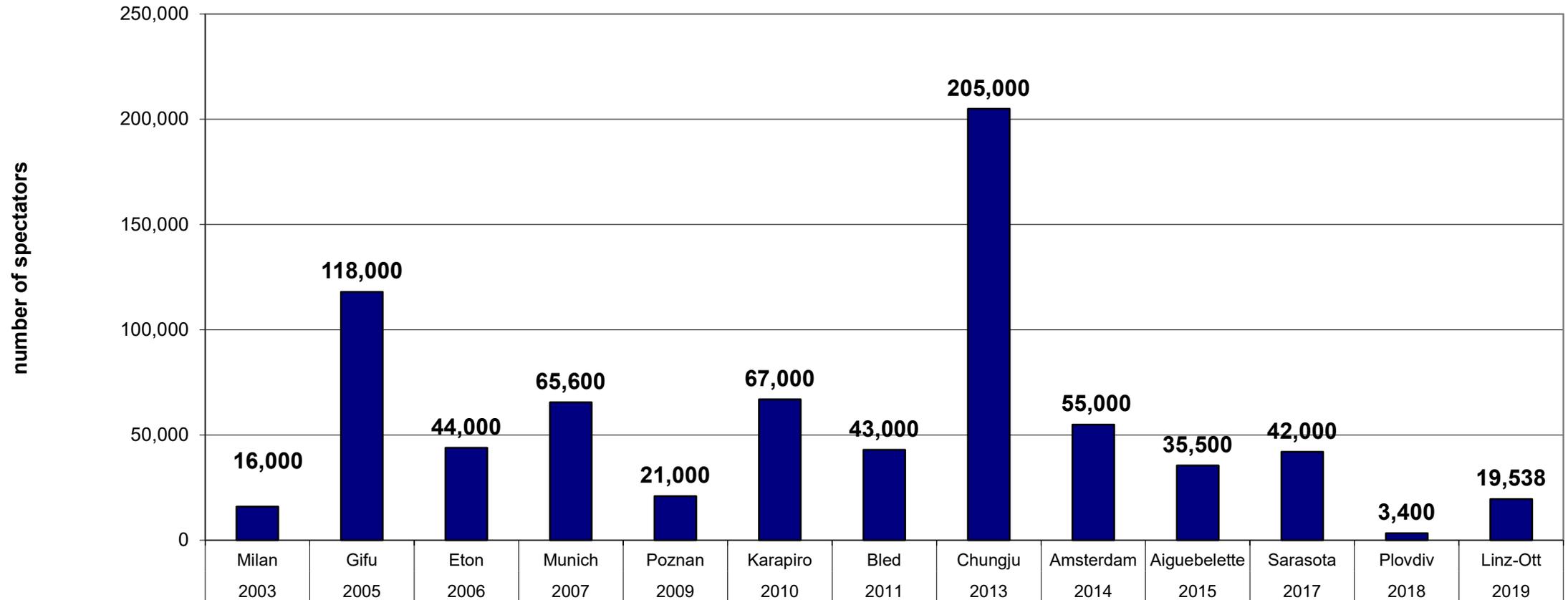
## Key Performance Indicators 2019

### 3. Showcase Rowing through Events

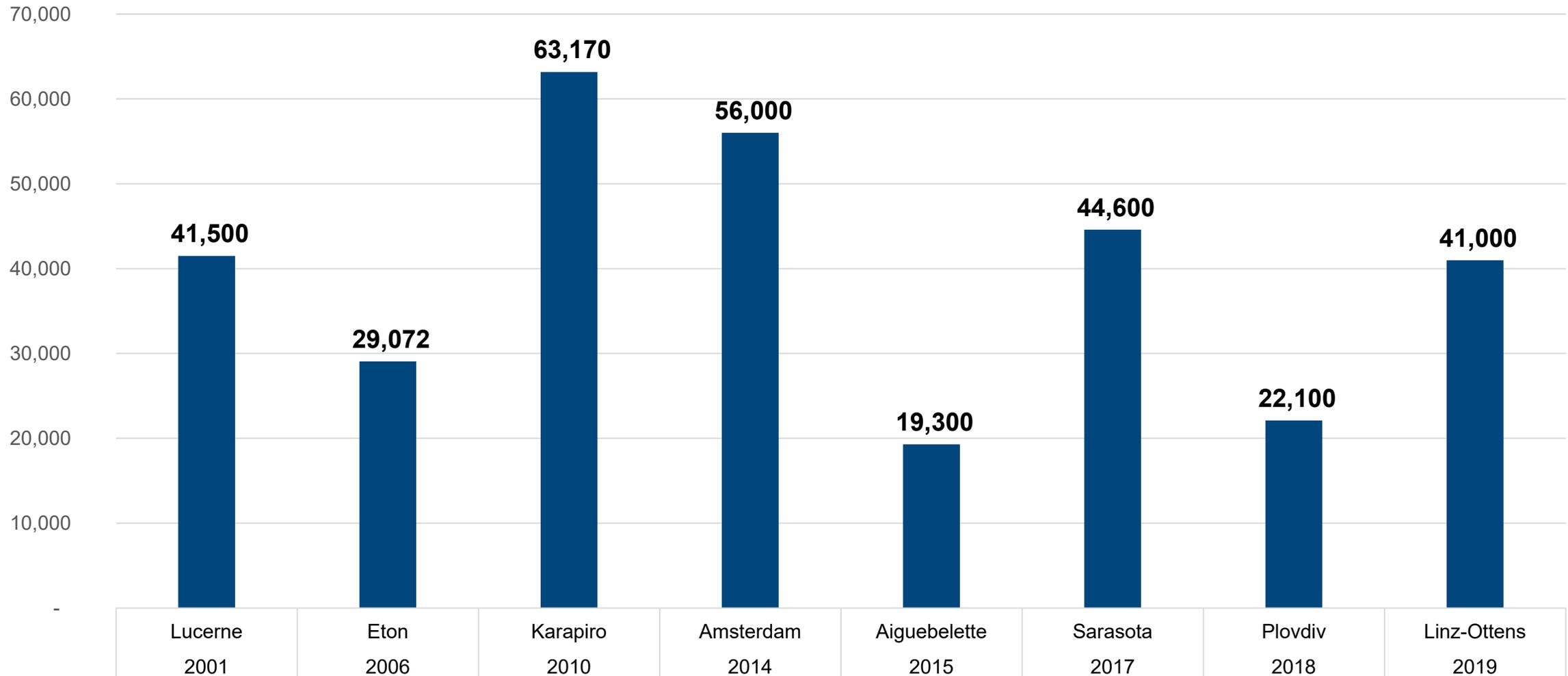
# Events - Spectator Attendance



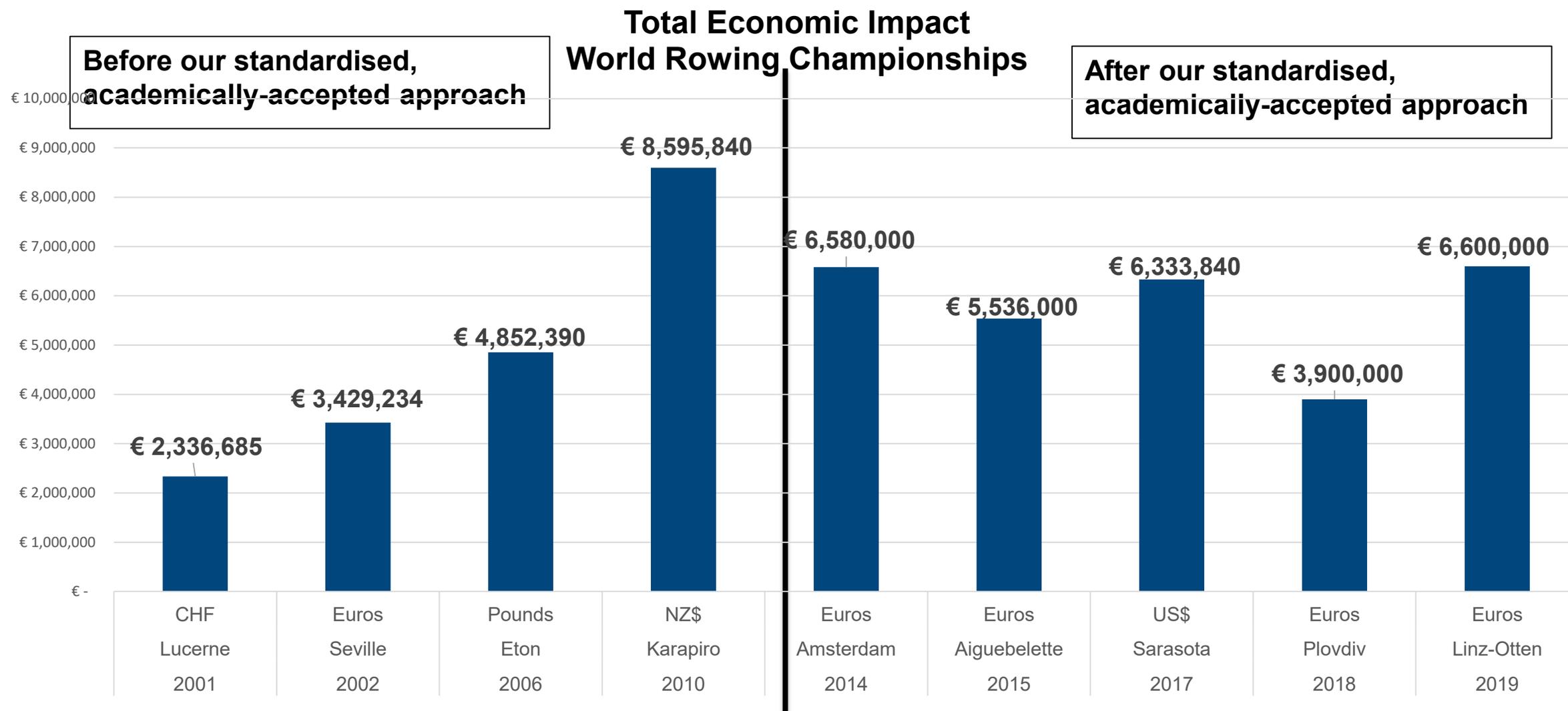
**World Rowing Championships  
Spectator attendance 2003-2019**



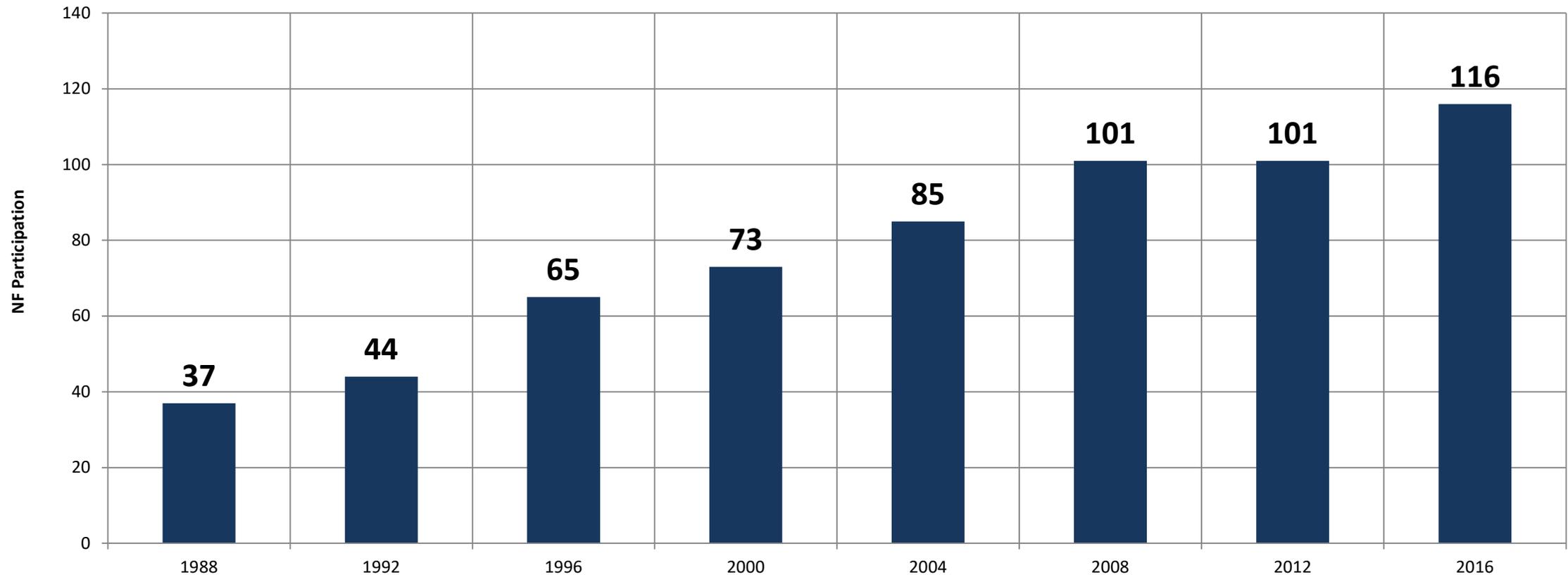
## Overnight Hotel Stays World Rowing Championships 2001 to 2019



# Events - Total Economic Impact

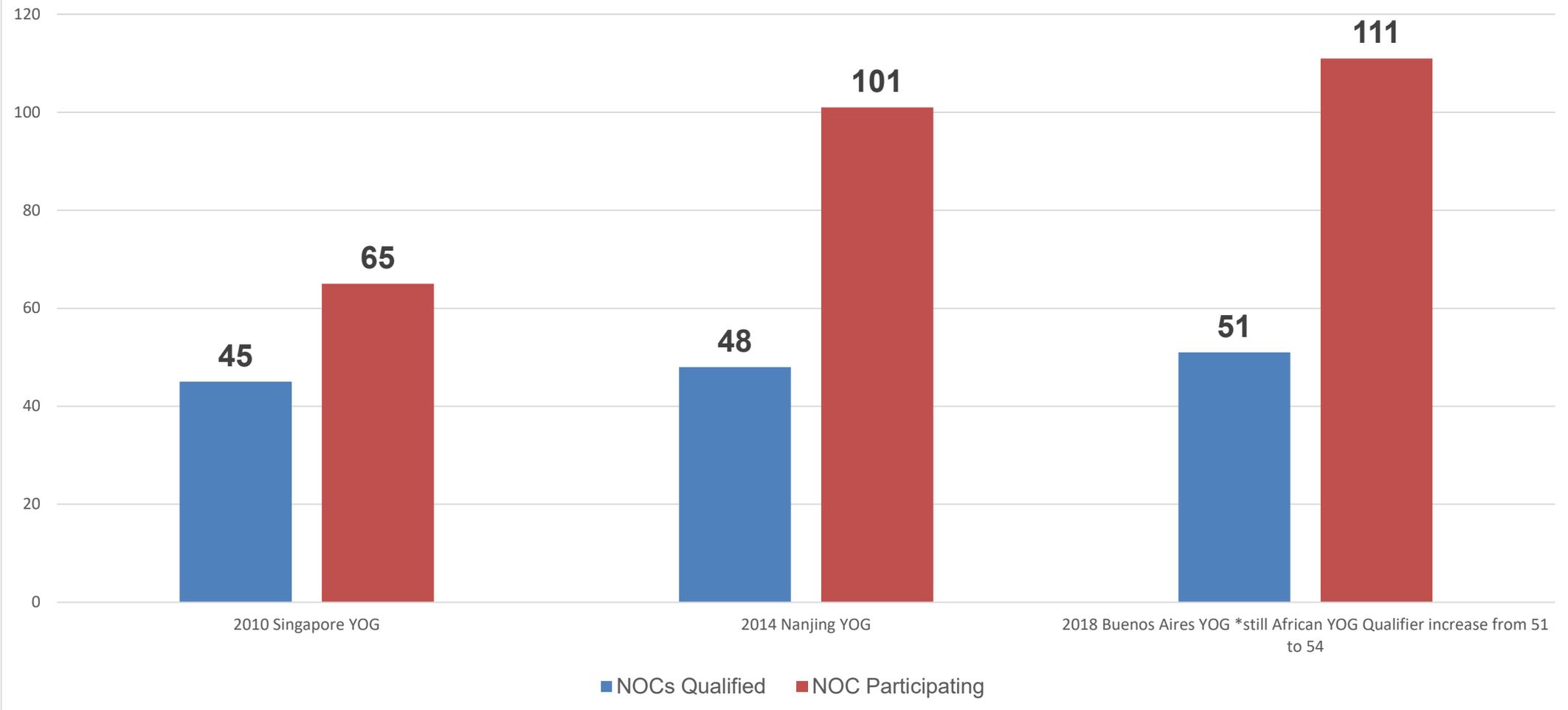


## "Olympic" Participation Olympic Qualification Regattas

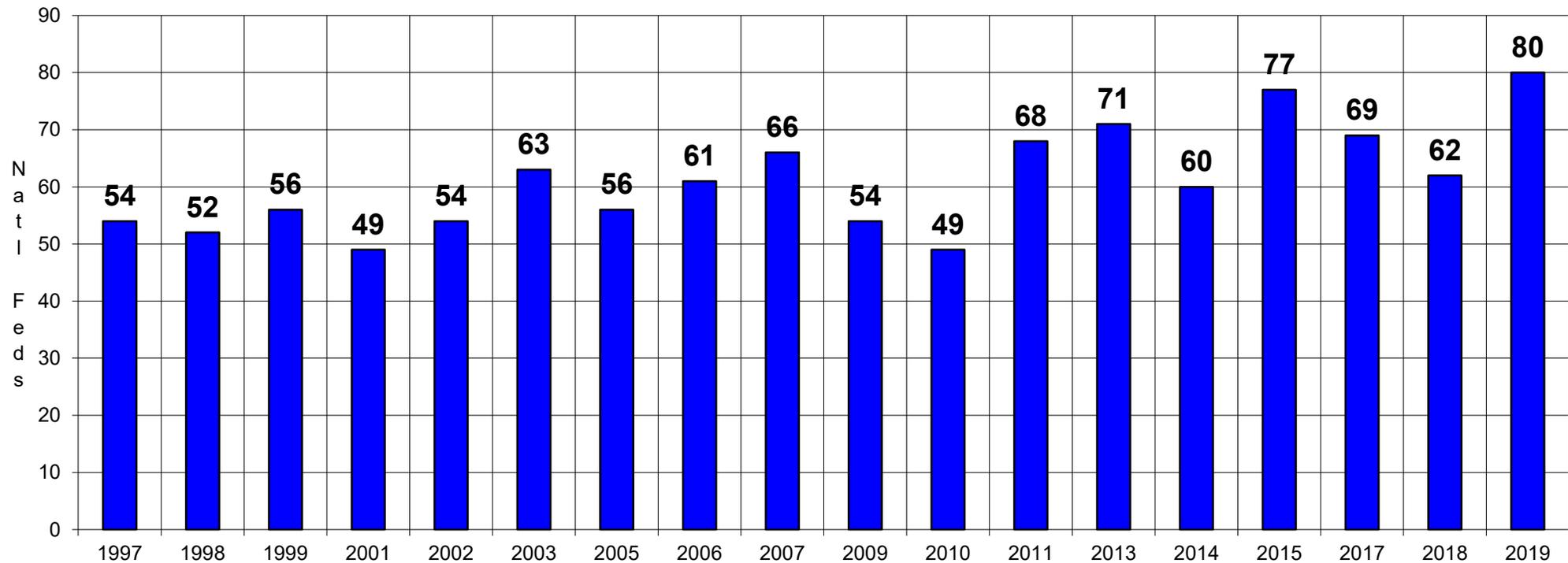


Olympic Games (1996 to 2016 with Qualification Regattas)

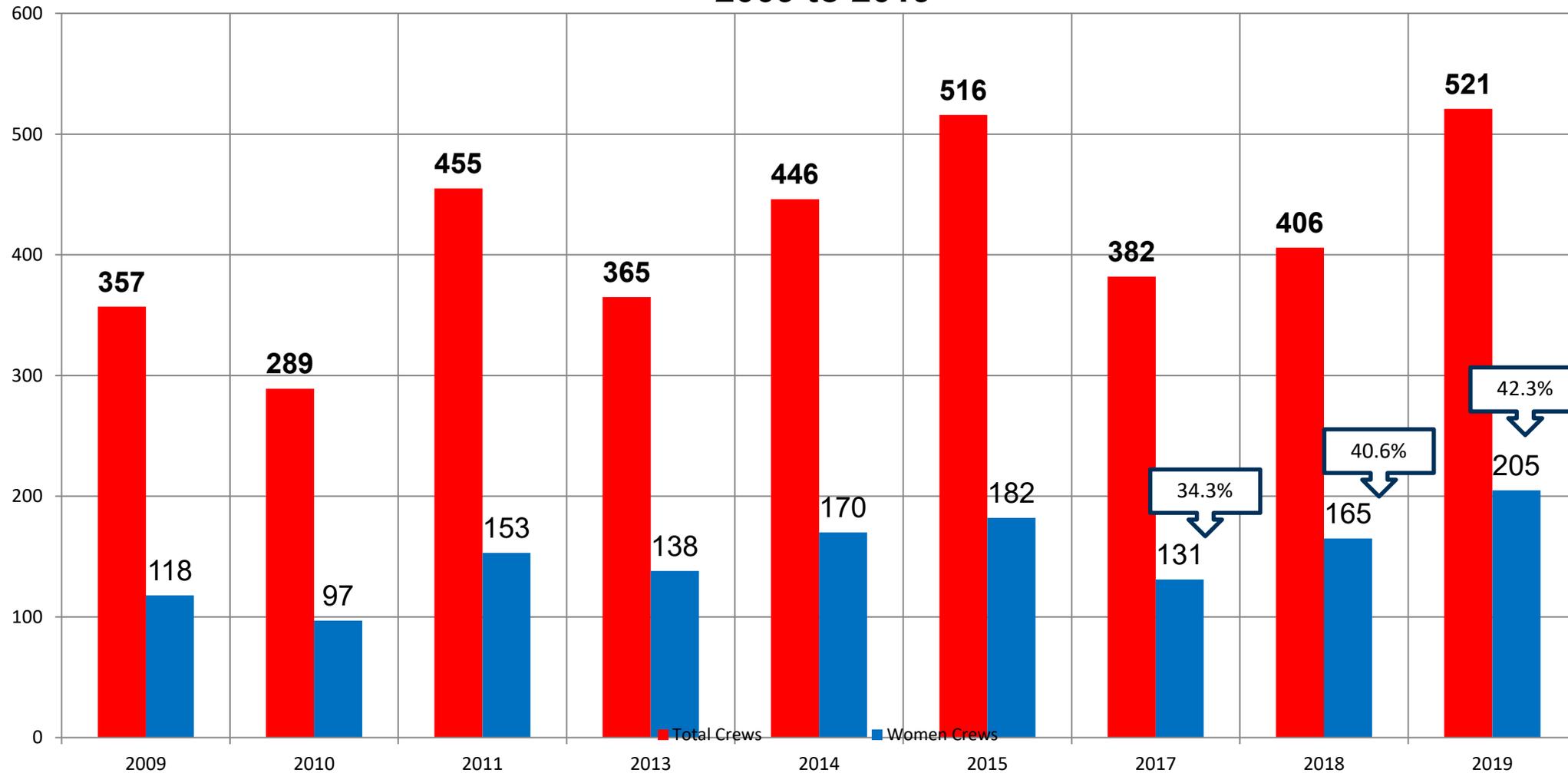
## Youth Olympic Games Participation in Qualification Regattas and the YOG Regatta



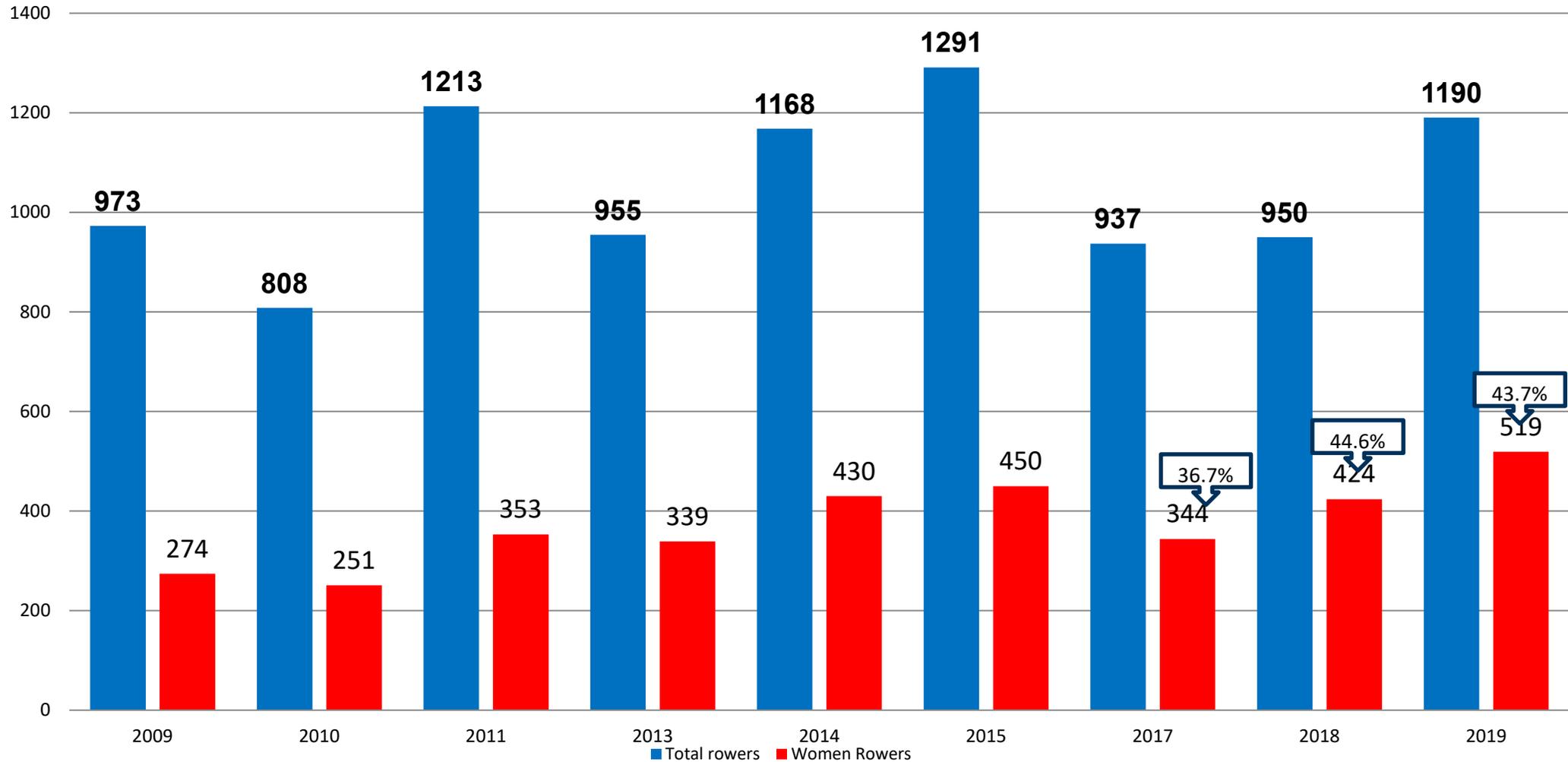
**National Federation Participation at  
World Rowing Championships  
1997 to 2019**



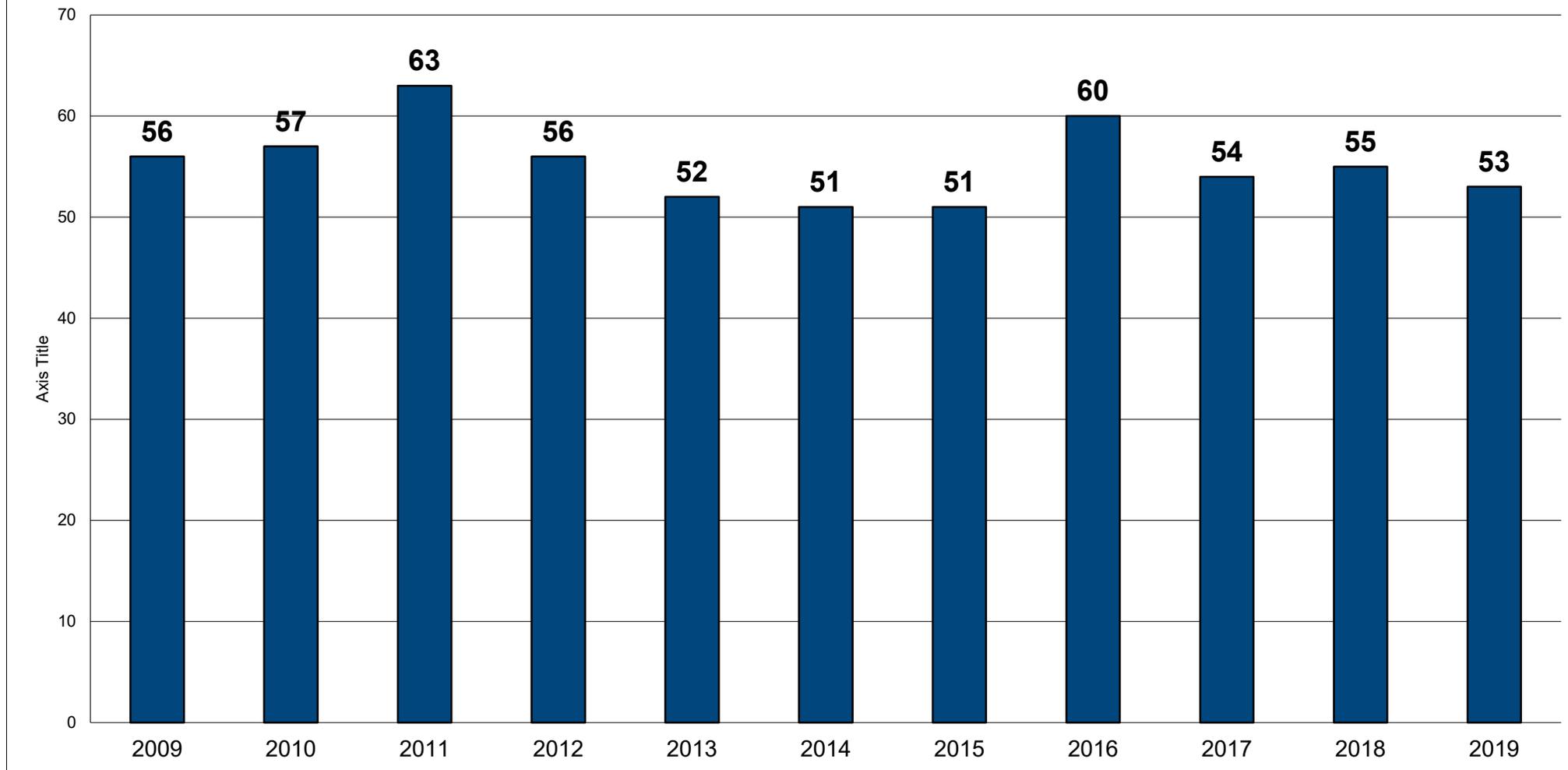
## Total Crews at the World Rowing Championships 2009 to 2019



## Rowers at the World Rowing Championships 2009 to 2019

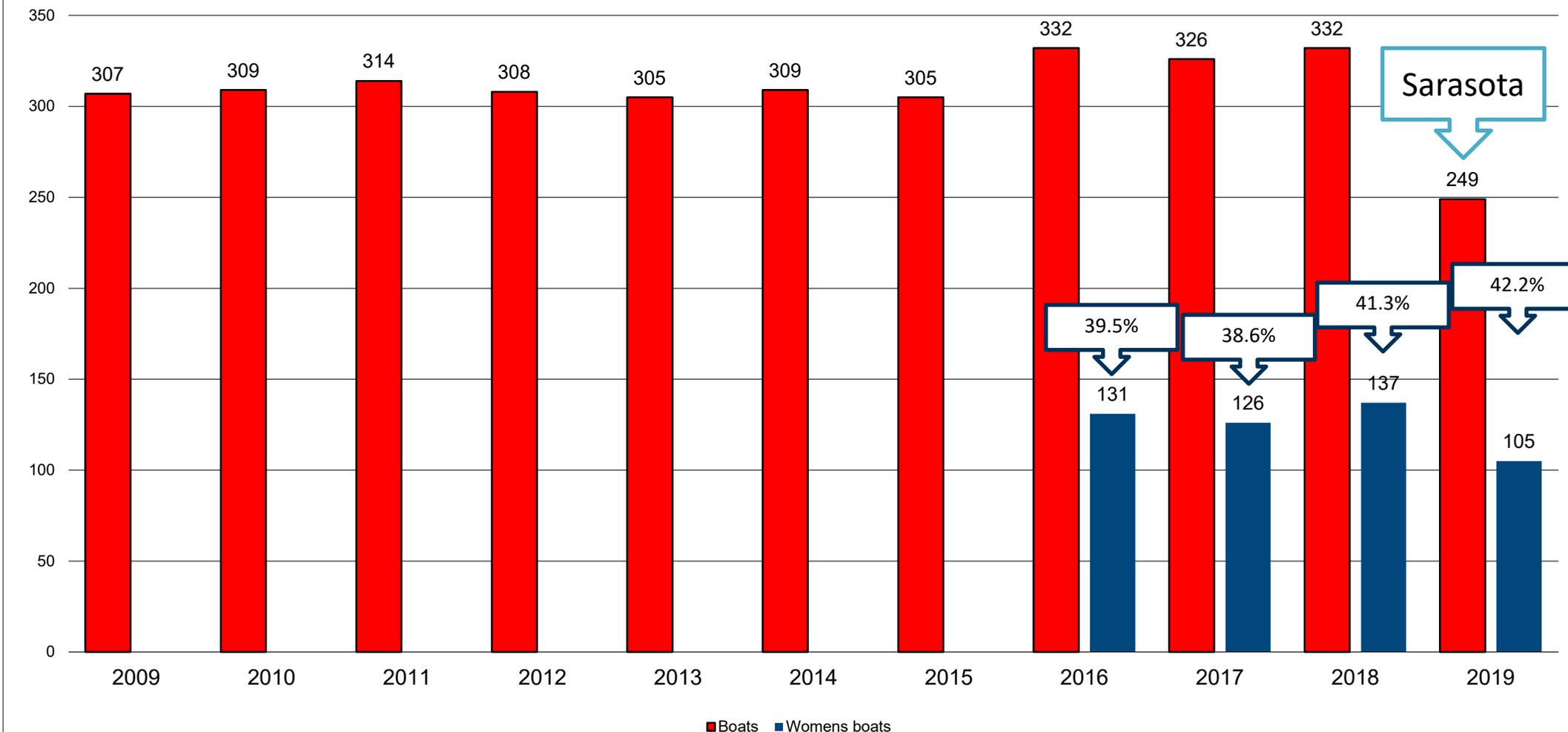


## National Federations Participating at the World Rowing Under 23 Championships 2009 to 2019

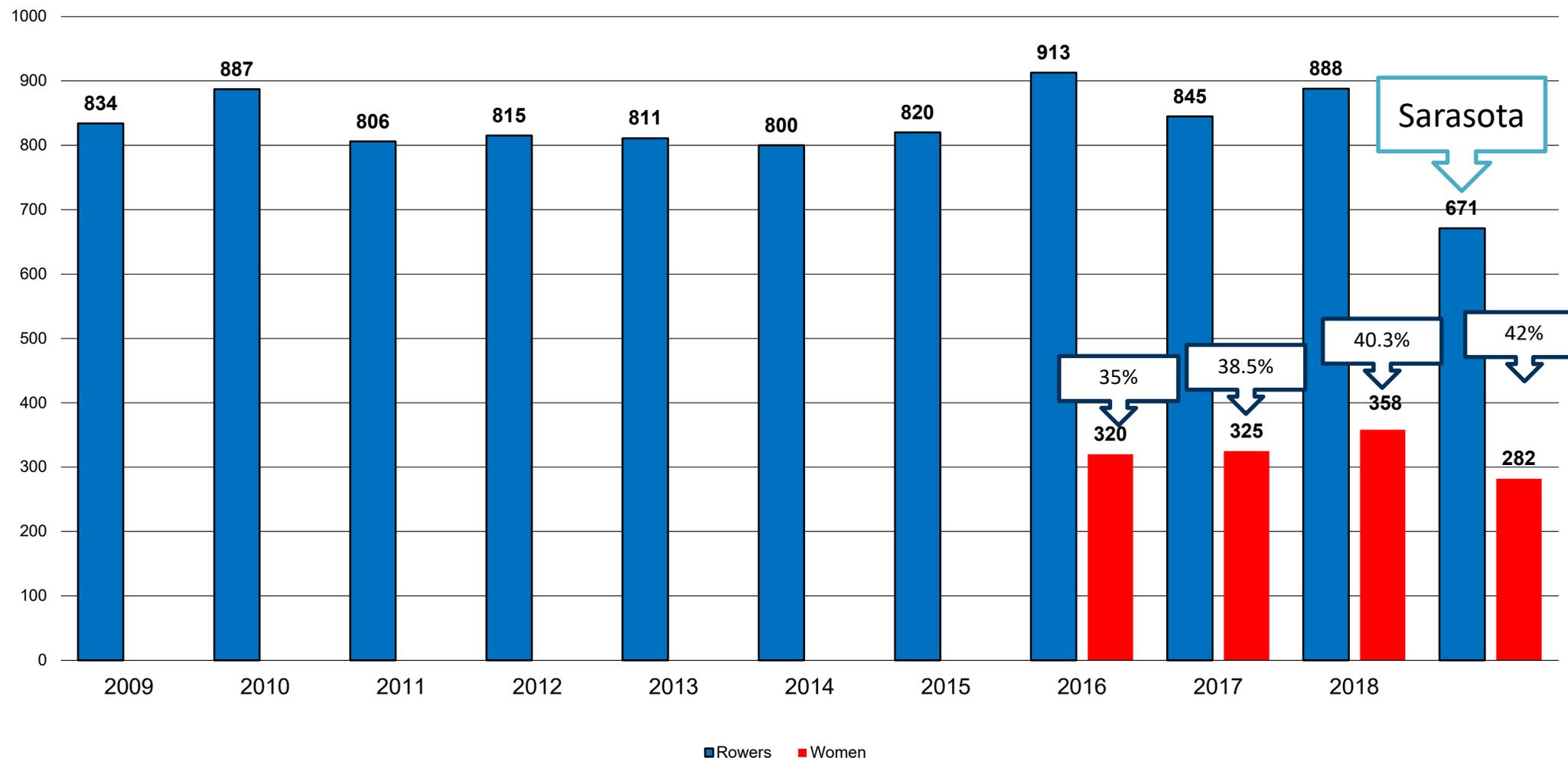


# Events - Participation

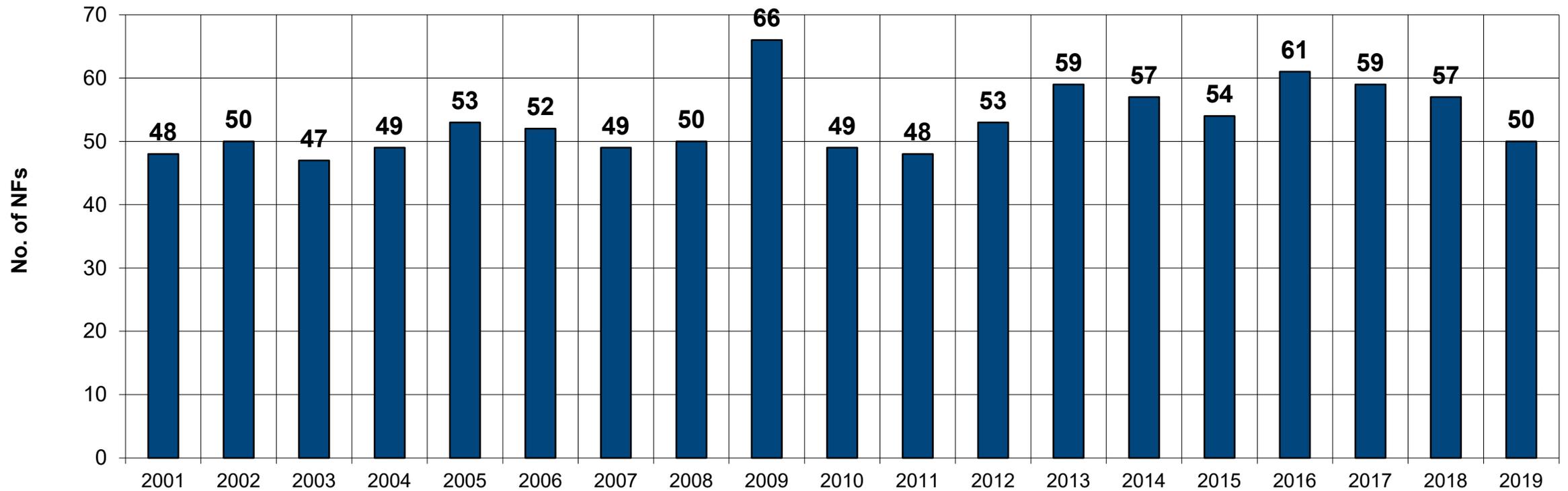
## Boats Competing at the World Under 23 Championships 2009 to 2019



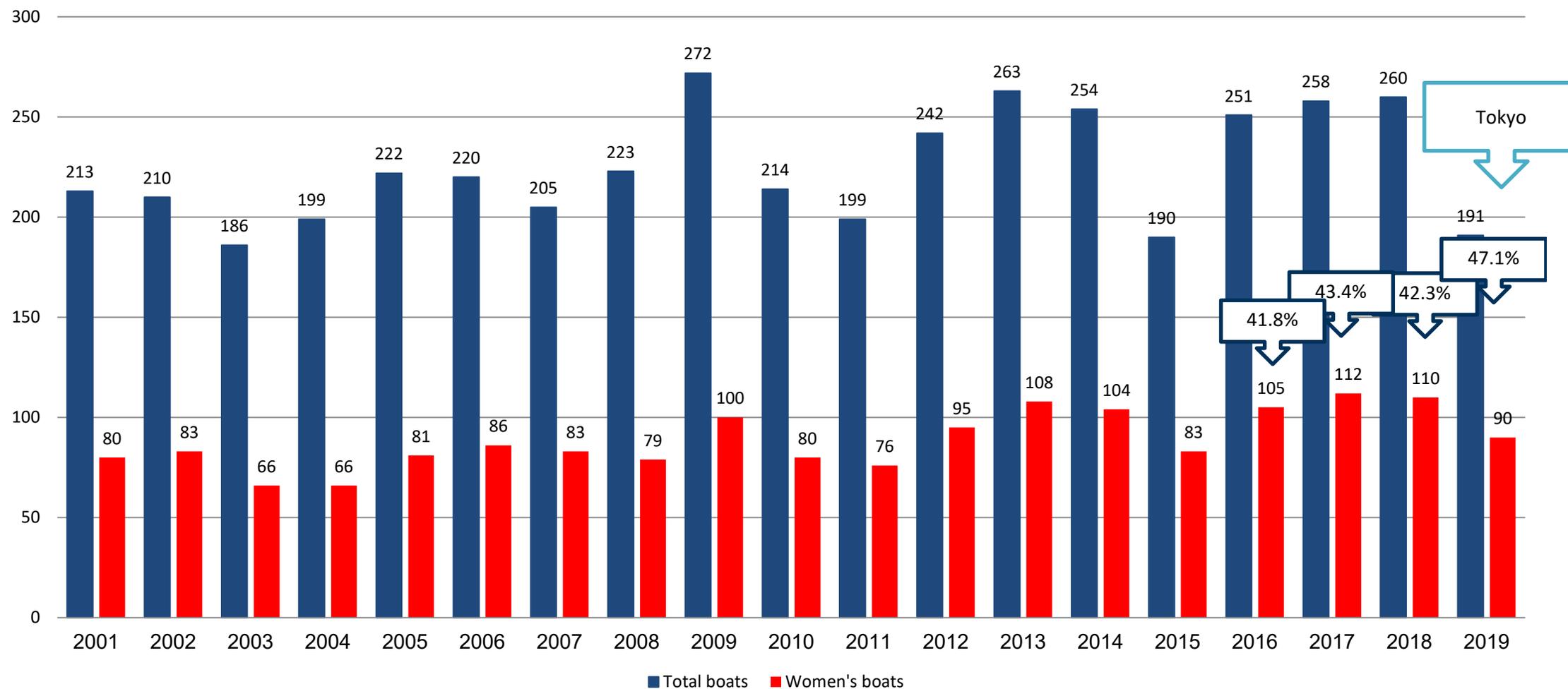
## Rowers Competing at the World Under 23 Championships 2009 to 2019



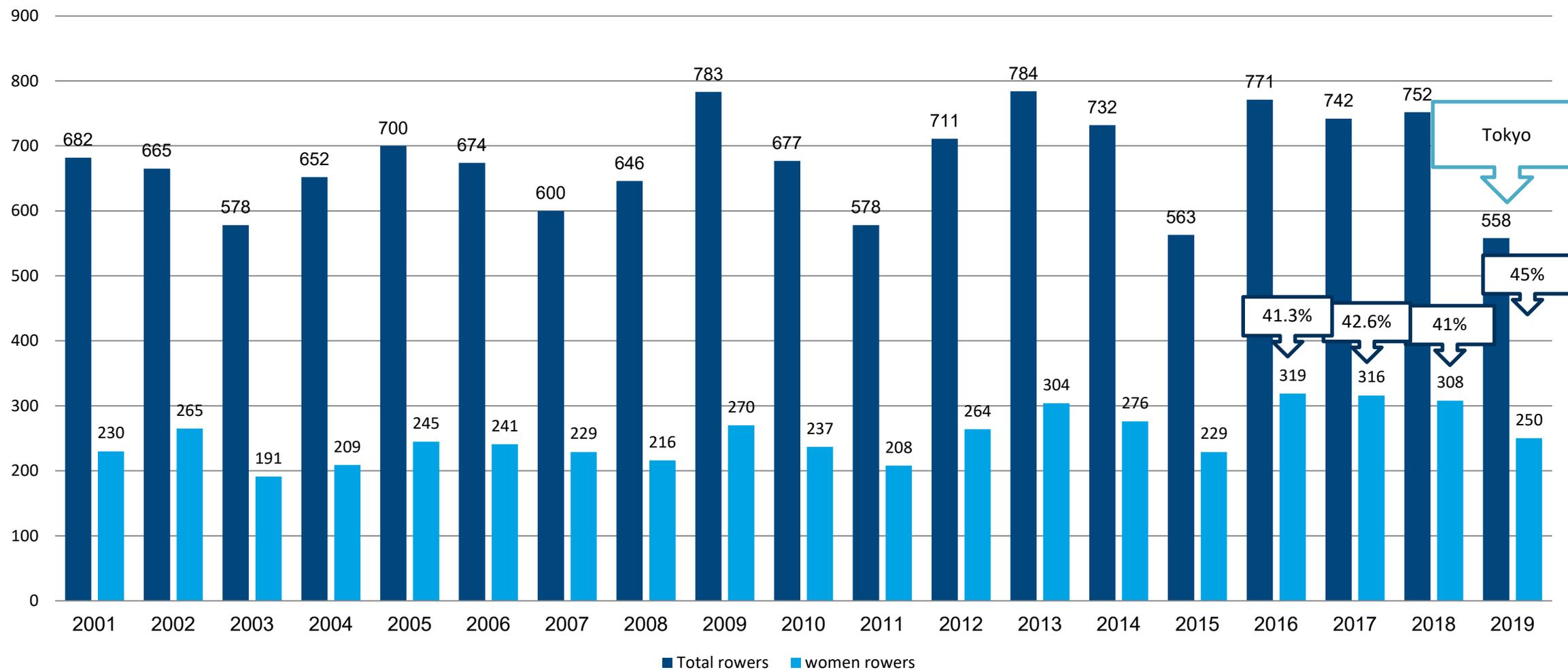
### National Federations at World Rowing Junior Championships 2001 to 2019



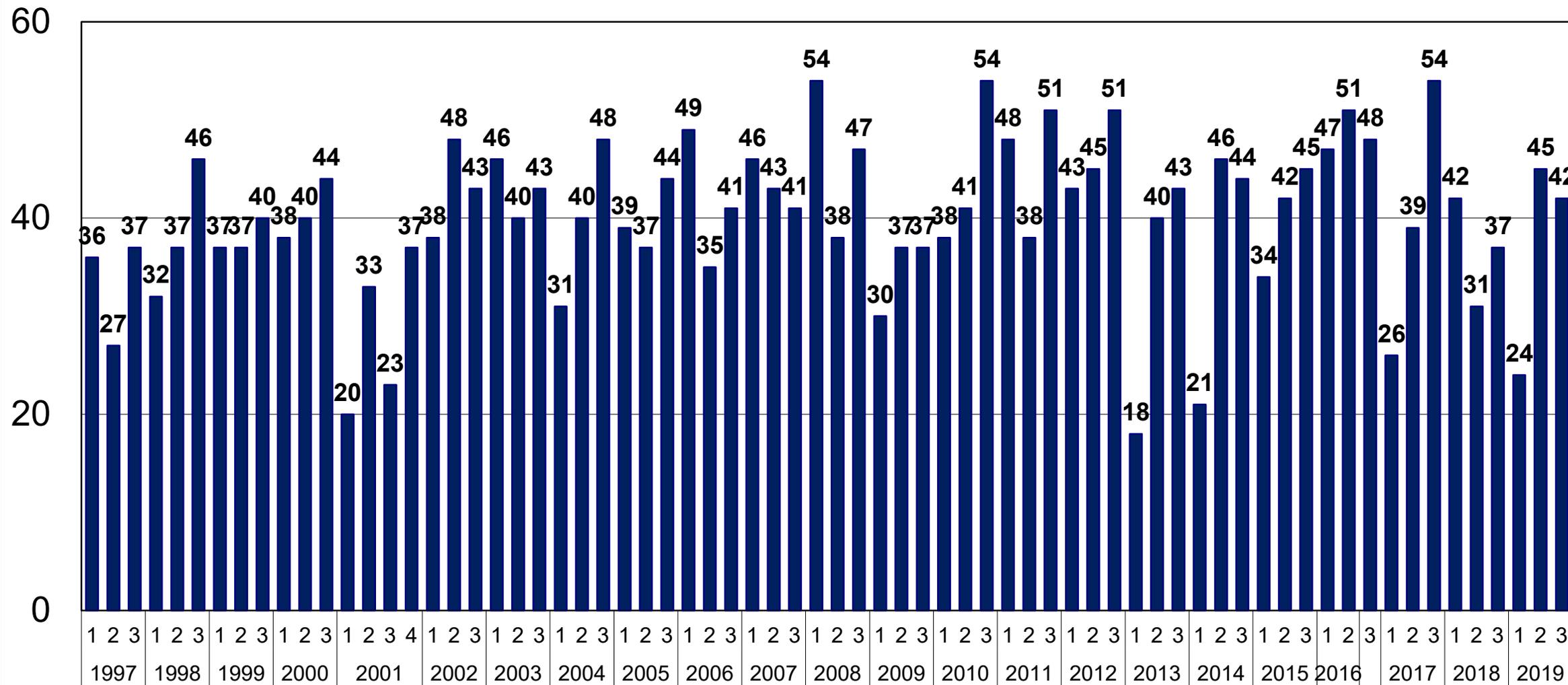
## Boats Participating at the World Rowing Junior Championships 2001 to 2019



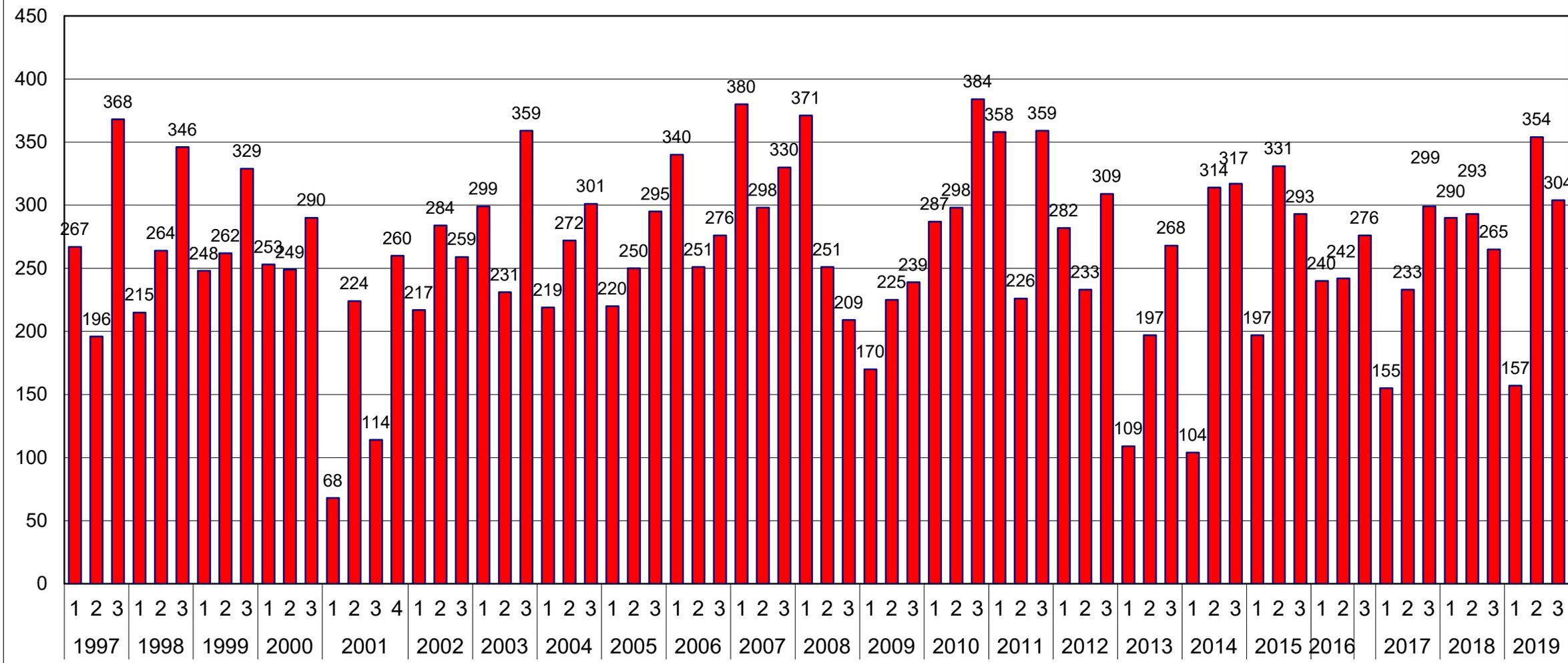
## Rowers Participating at the World Rowing Junior Championships 2001 to 2019



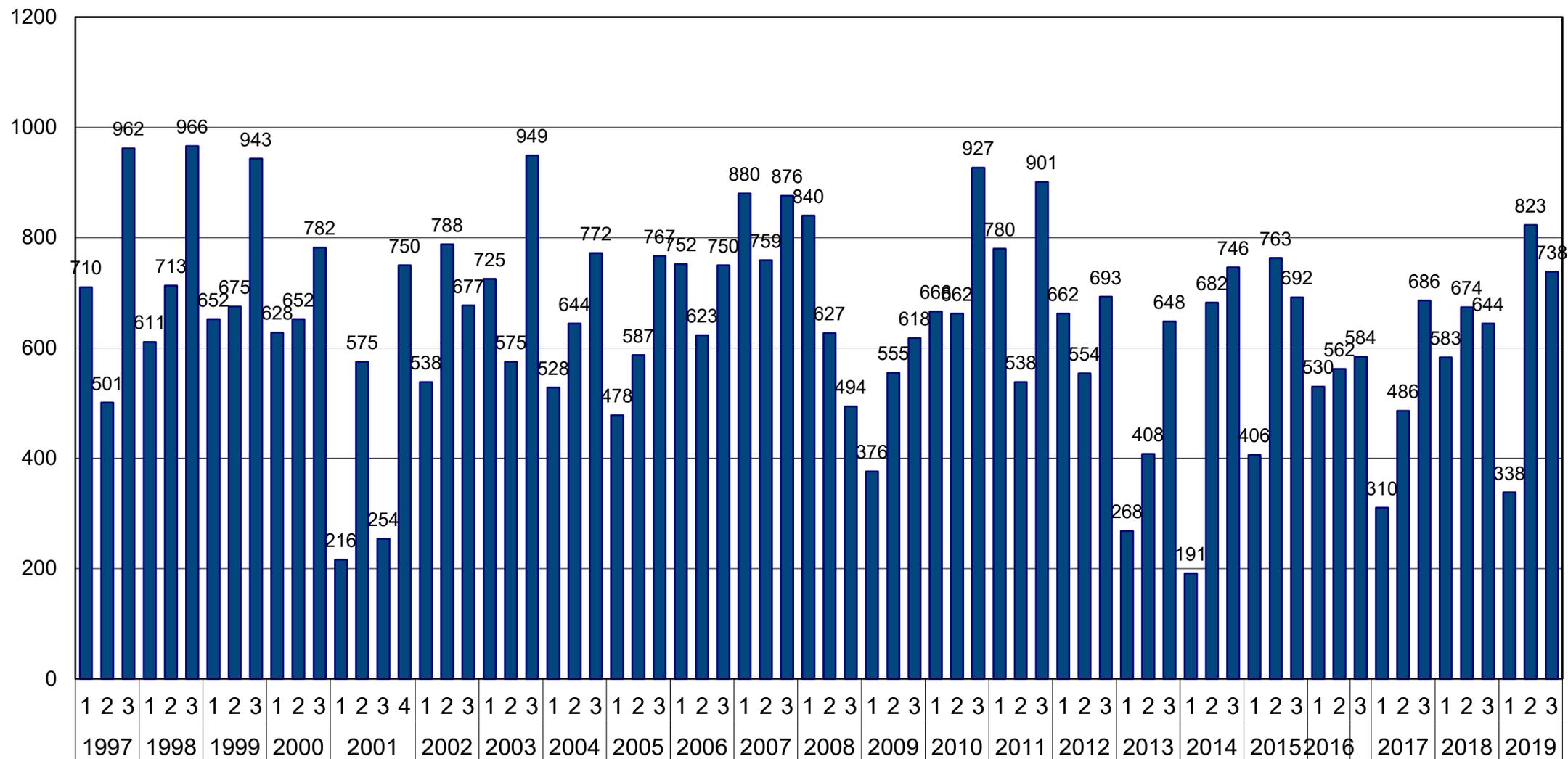
NF Participation at World Rowing Cup Regattas from 1997 to 2019



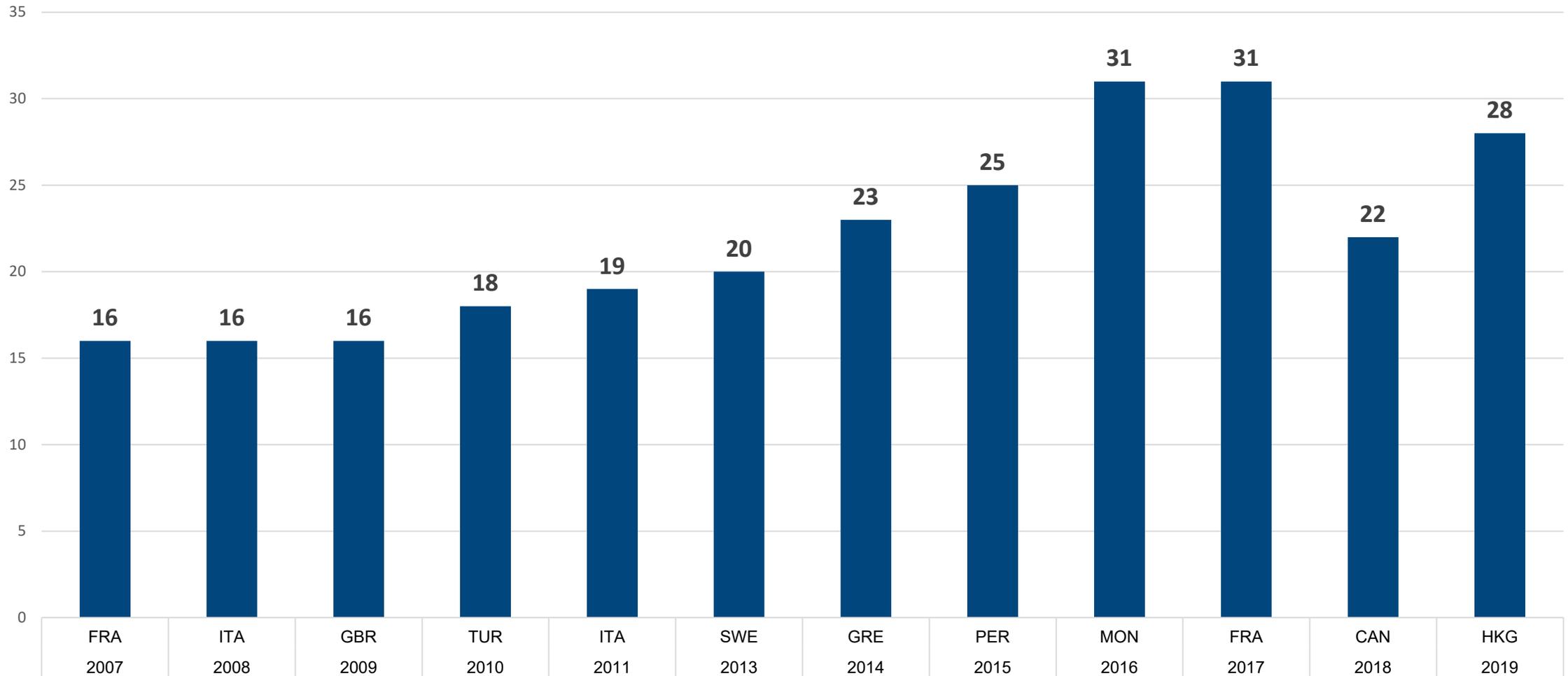
## World Rowing Cup Regattas 1997 to 2019 - Participation by Boats Entered



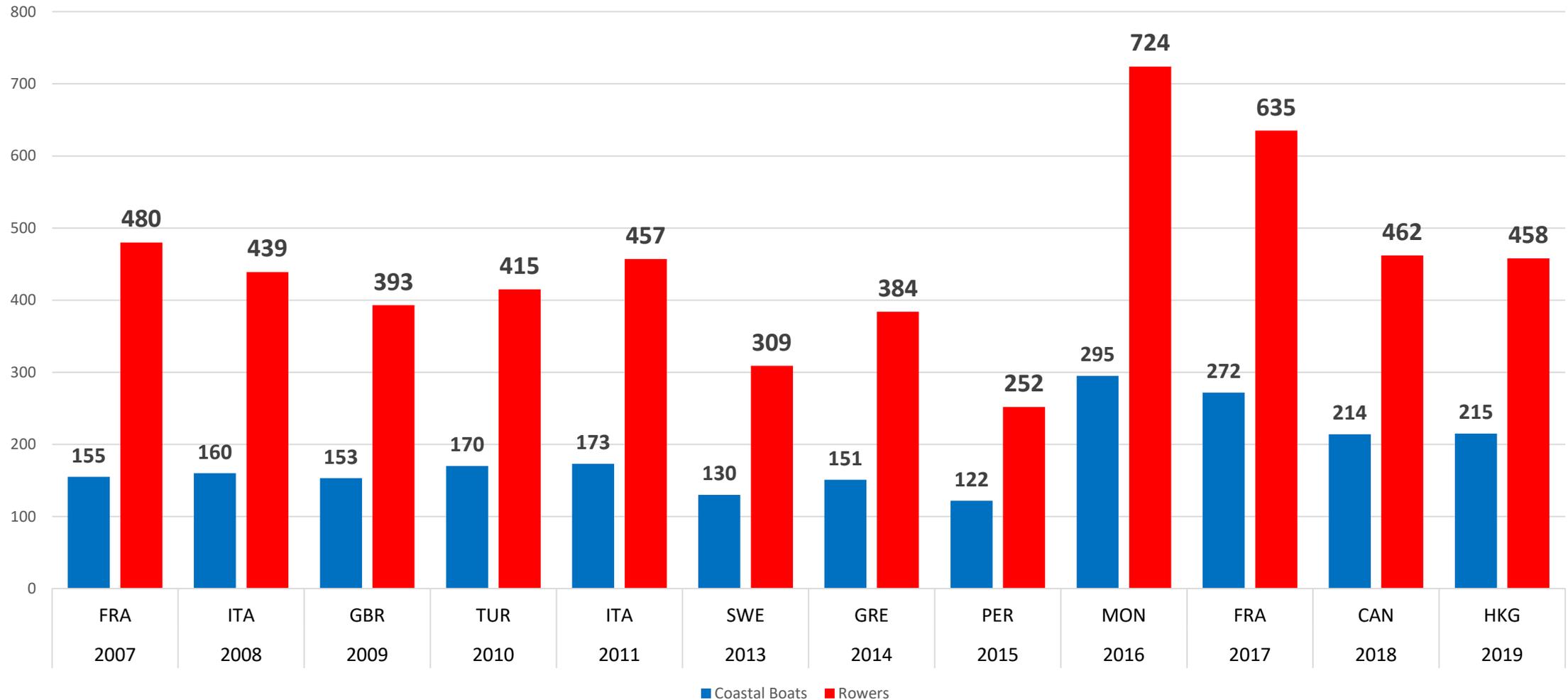
## World Rowing Cup Regattas 1997 to 2019 - Participation by Rowers



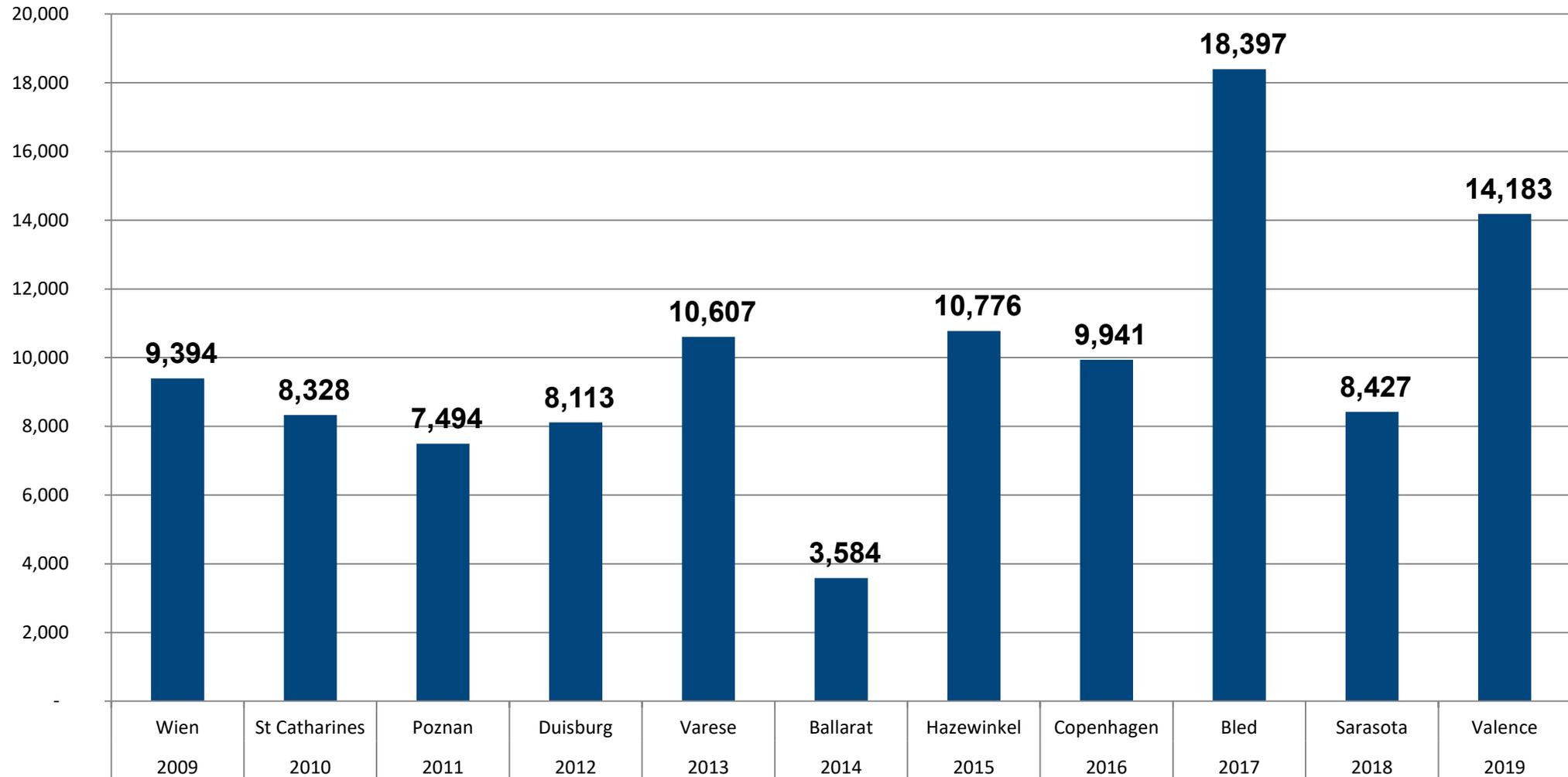
## NFs Competing at Coastal Champs 2007 to 2019



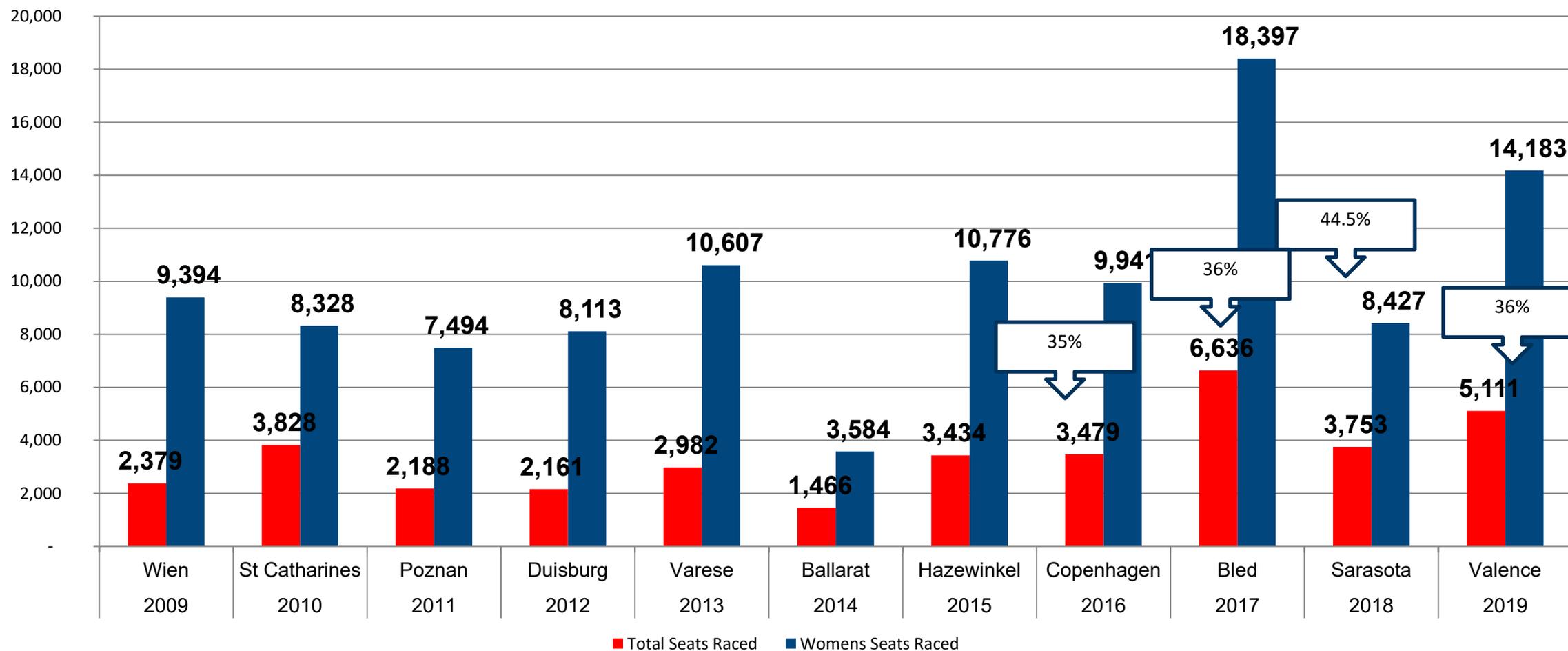
## Coastal Champs: Boats and Rowers from 2007 to 2019



Participation in Masters Regattas -  
Seats Raced - 2009 to 2019



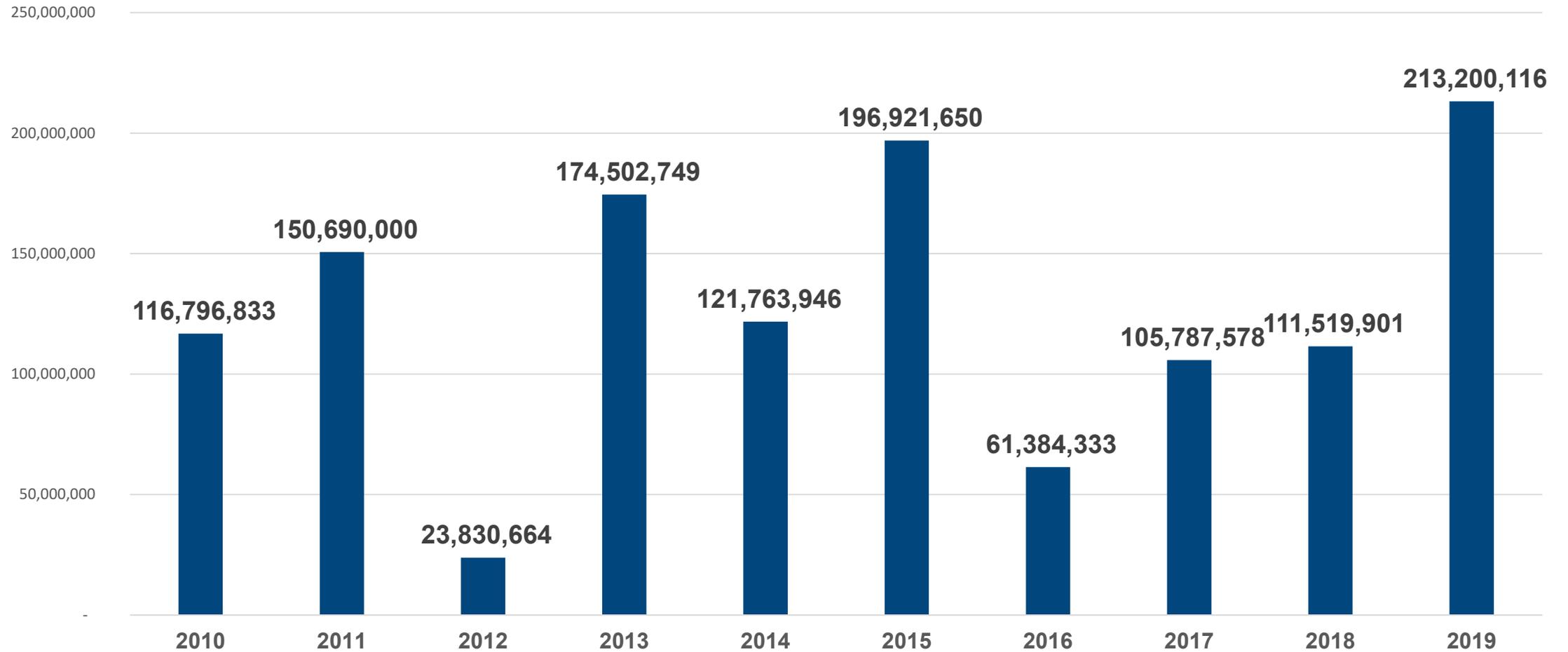
## Total Seats / Womens Seats Raced at Masters Regattas 2009 to 2019



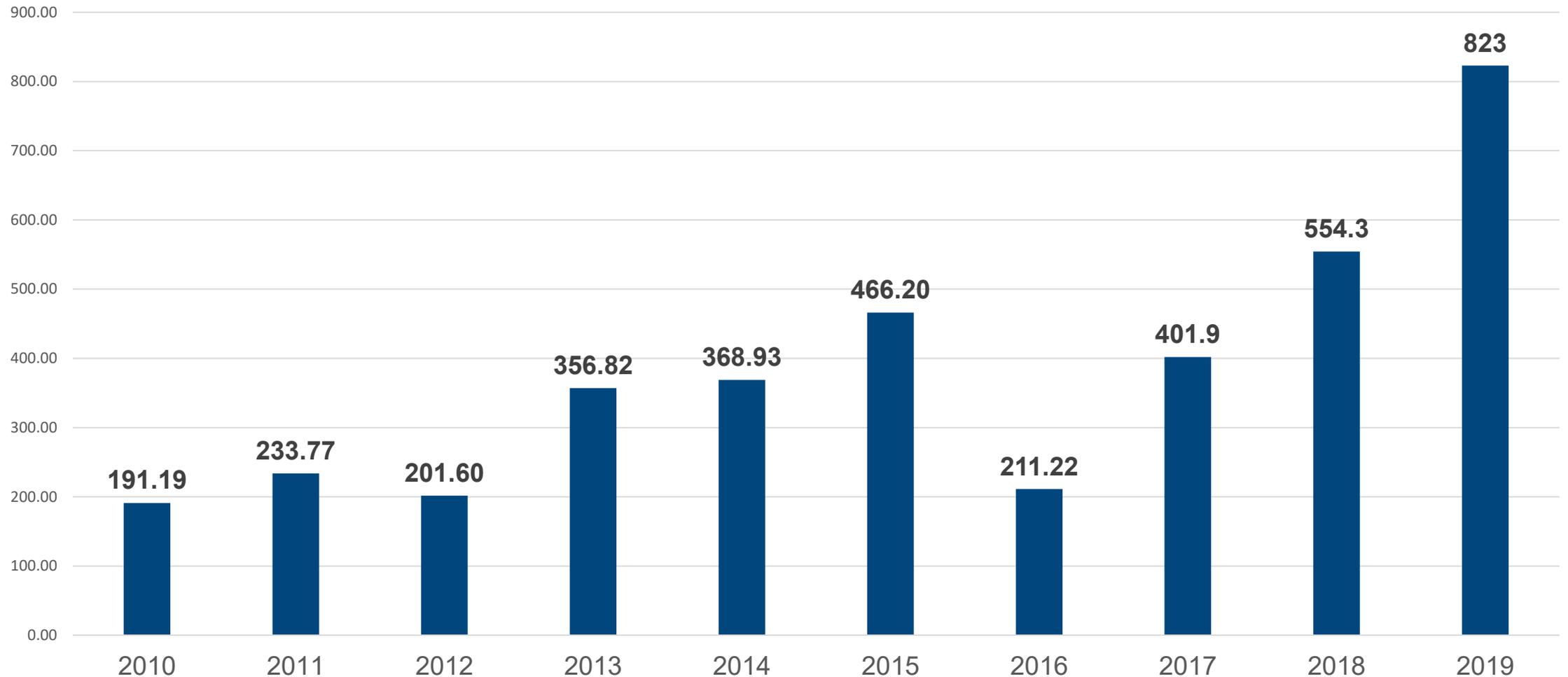
## Key Performance Indicators 2019

### 4. Promote Rowing

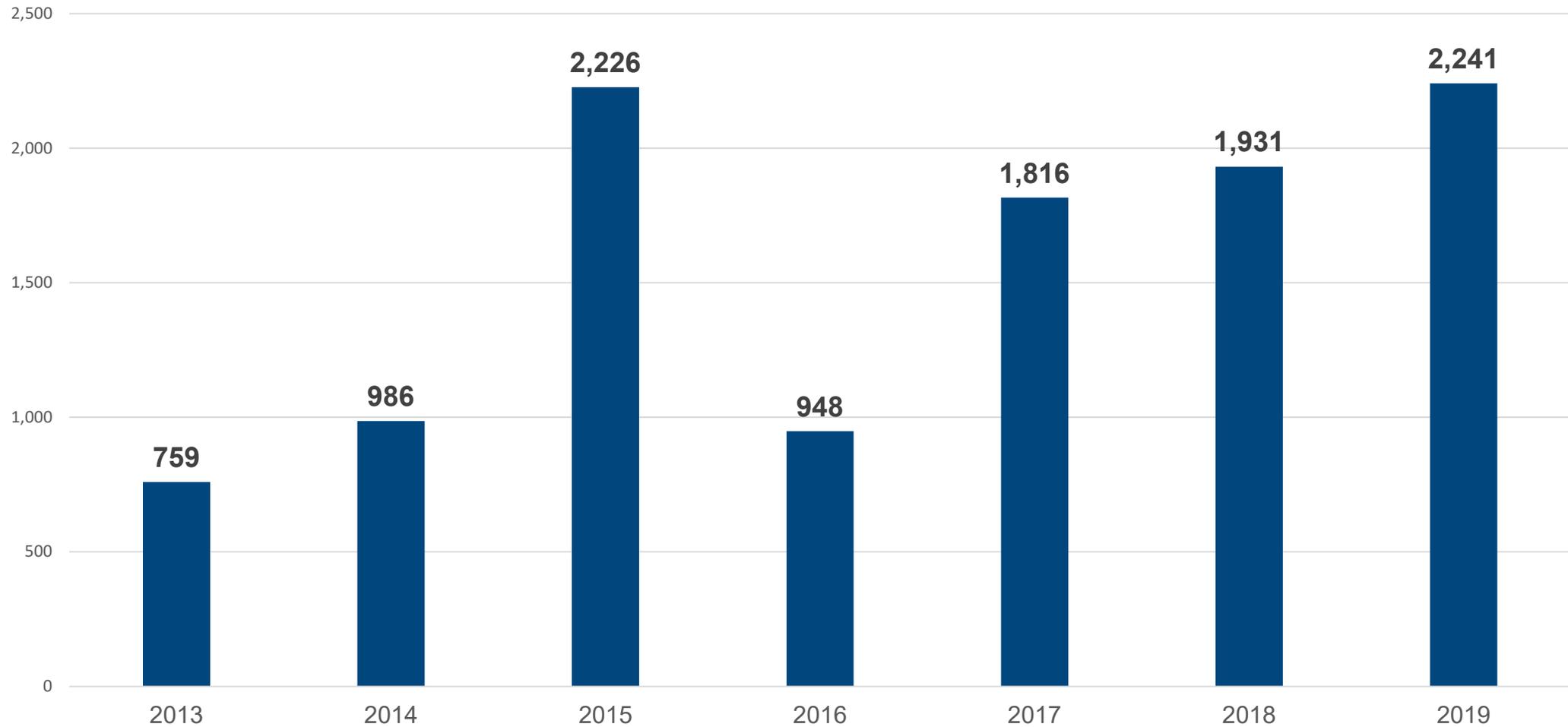
## Total Max TV Audiences (all televised events) 2010-2019



## Total Hours broadcasted on TV (all televised events) 2010 - 2019



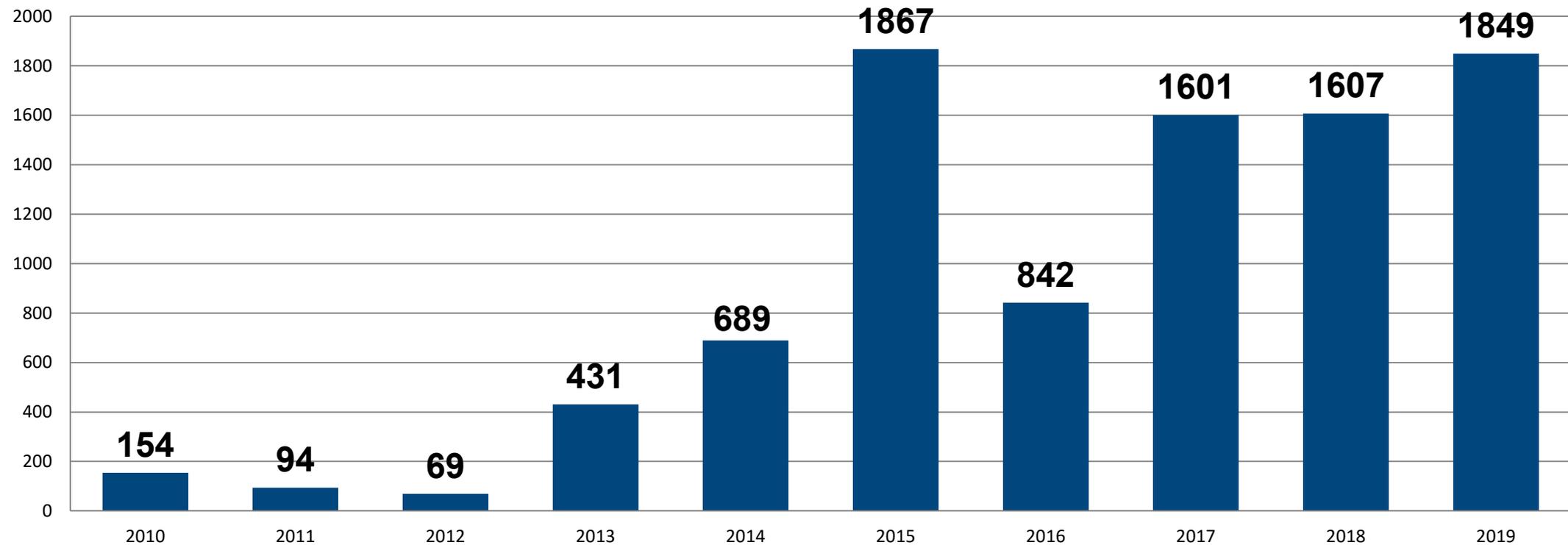
## Total No. of TV Broadcasts 2013 - 2019



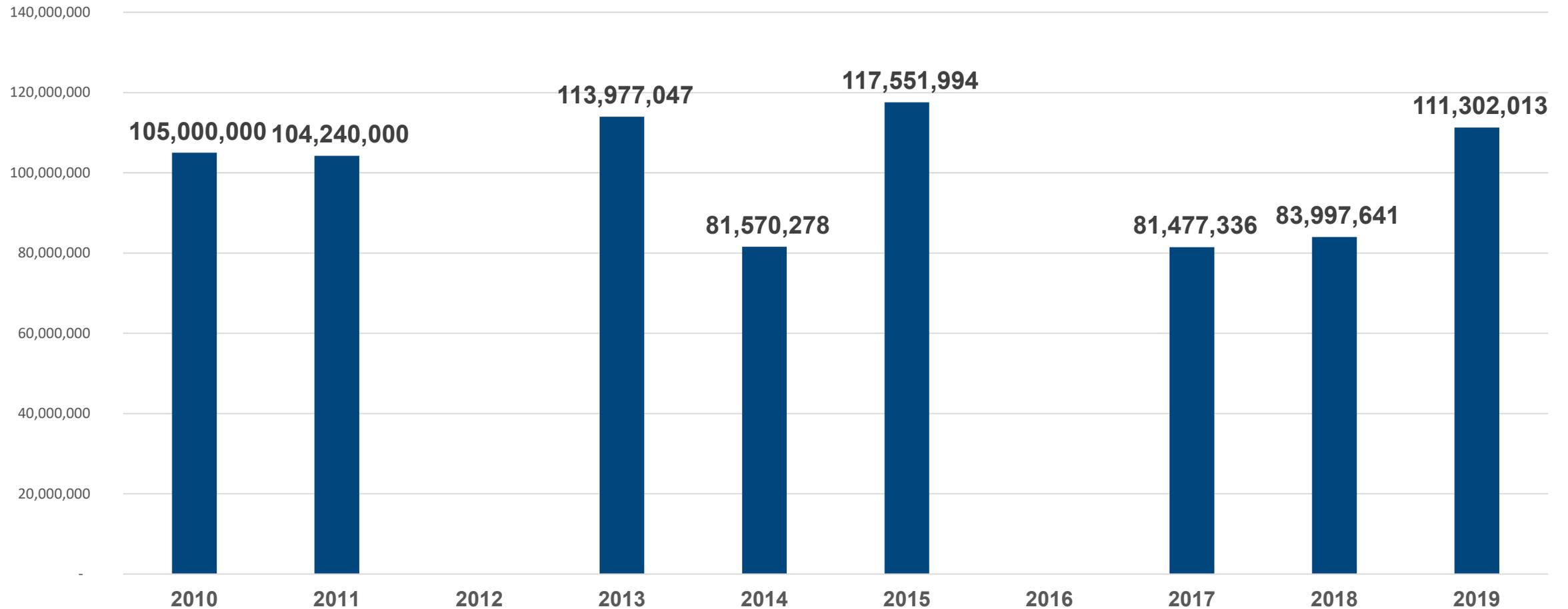
## World and European Rowing Regattas 2010 - 2019

### Total of news airings

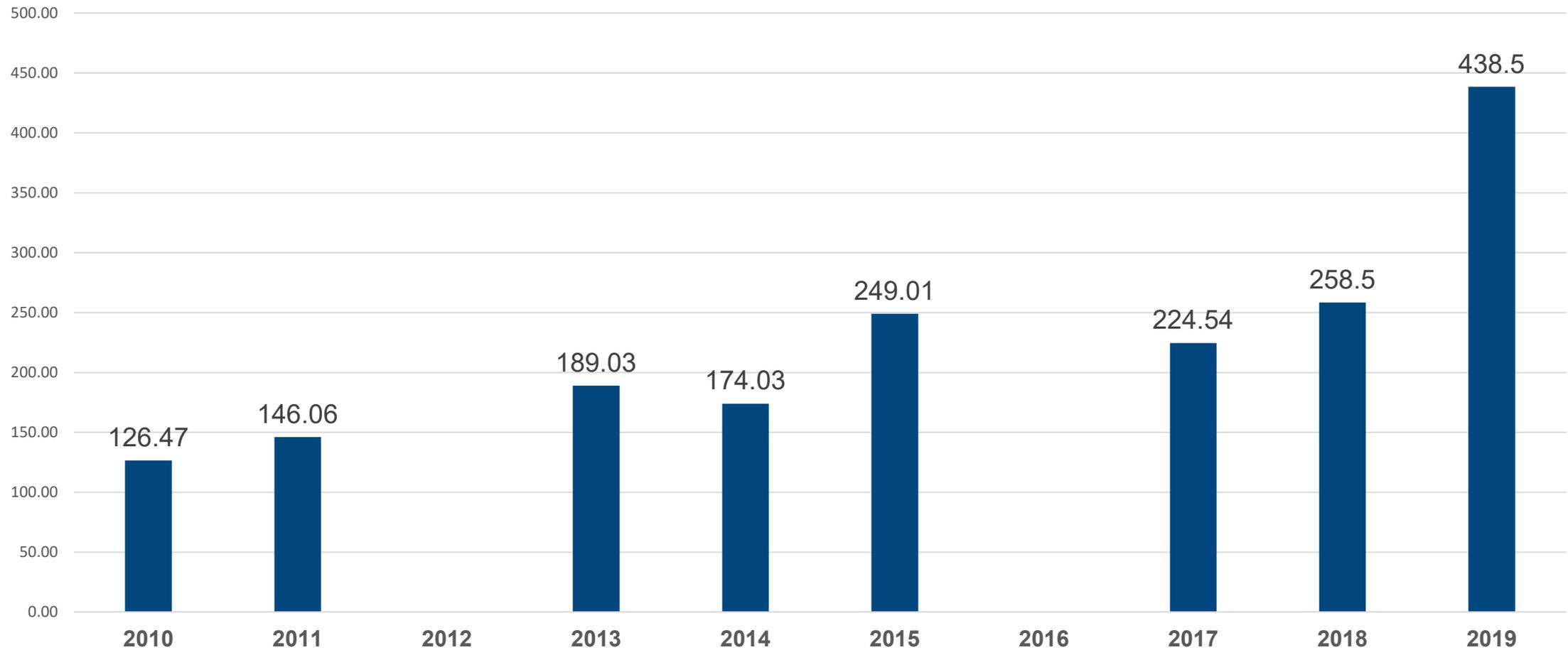
(World Cup I-III | European Championships | World Championships)



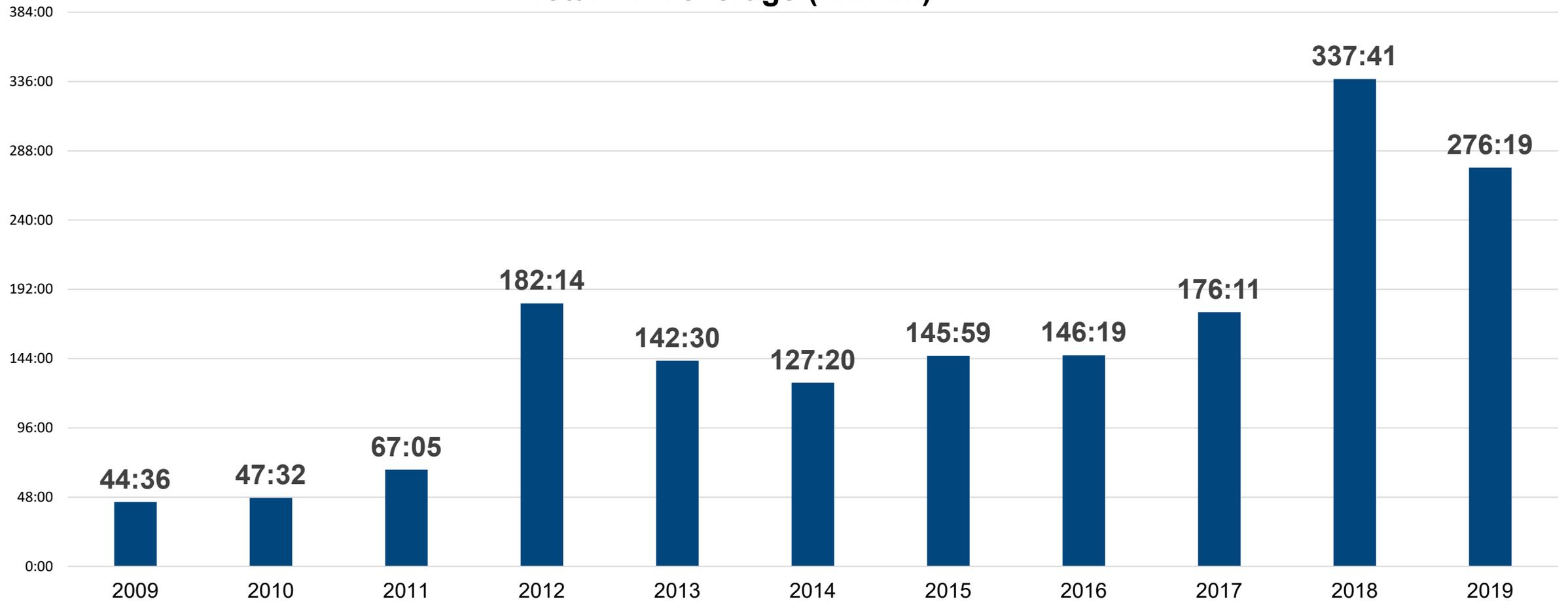
## World Rowing Championships Total TV Audiences 2010 - 2019



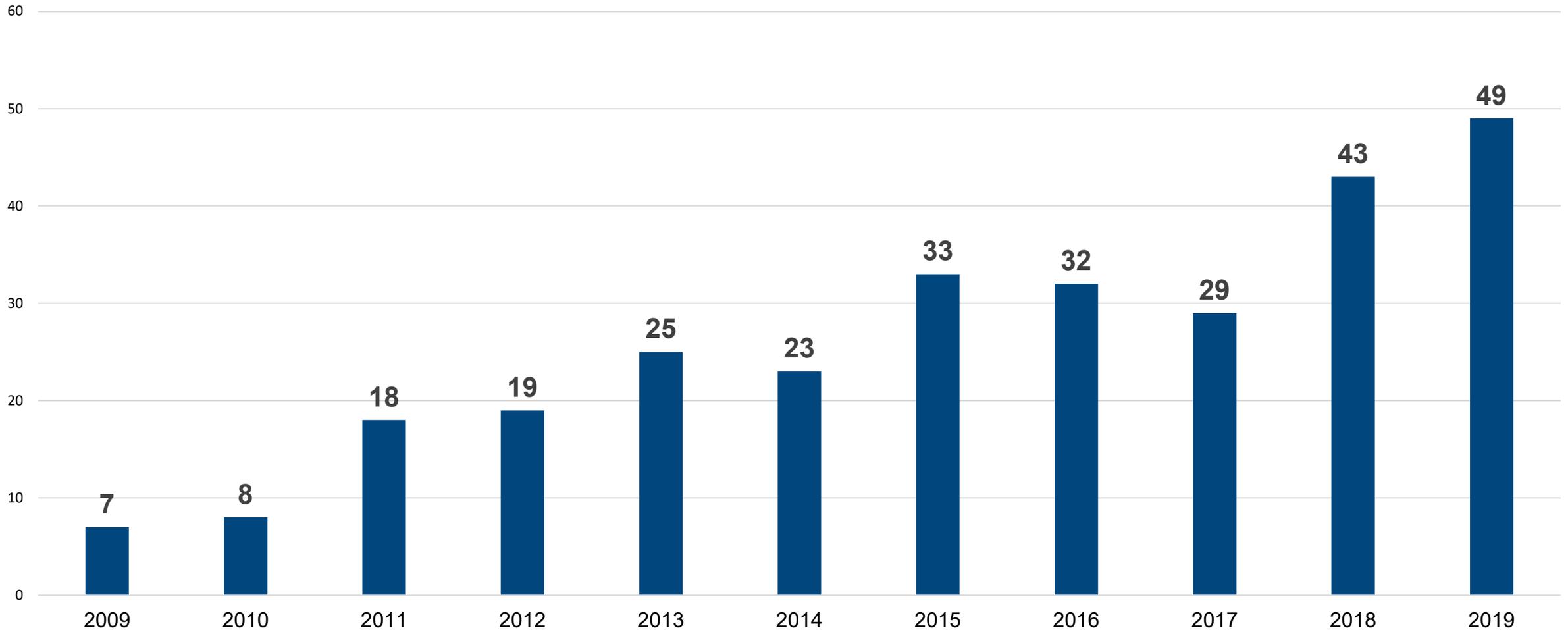
## World Rowing Championships Total TV Broadcasting time (hours) 2010 - 2019



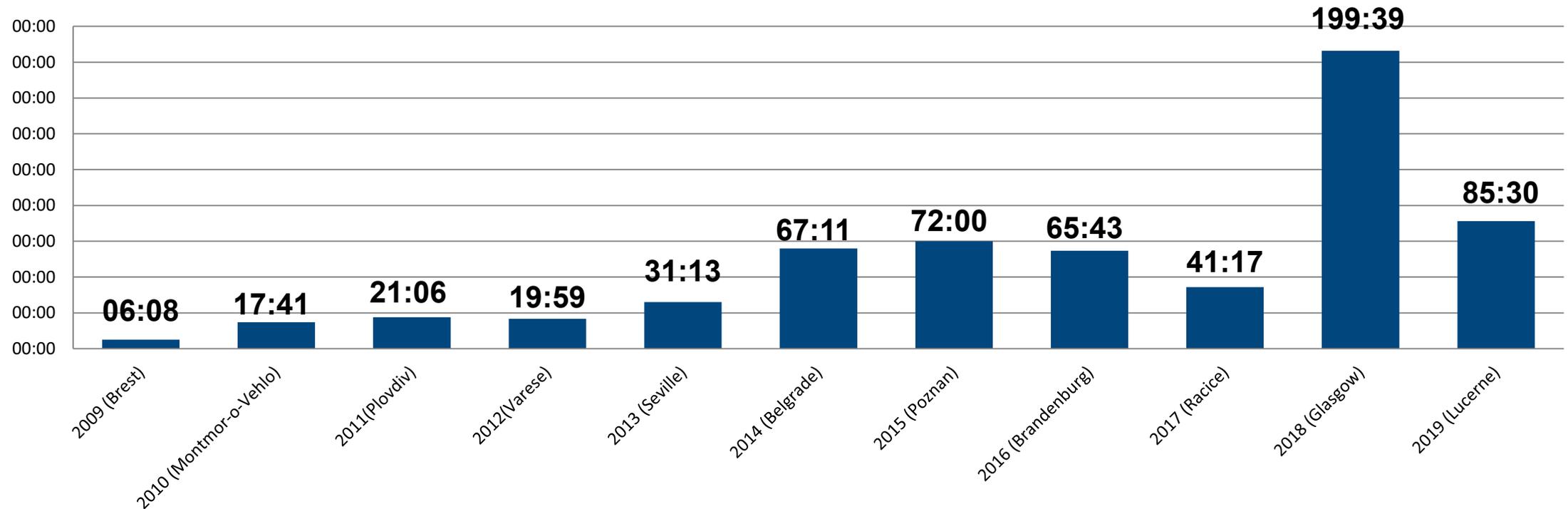
## World Rowing Cup 2009 -2019 Total TV Coverage (hh:mm)



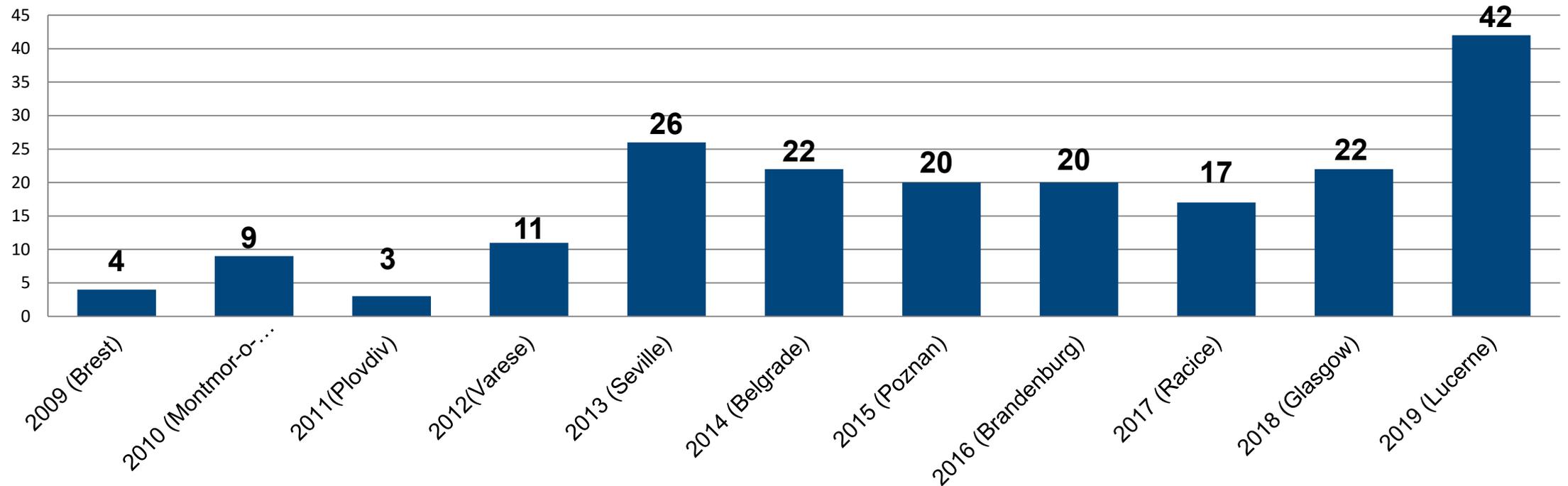
**World Rowing Cup 2009 -2019  
Number of broadcasting countries**



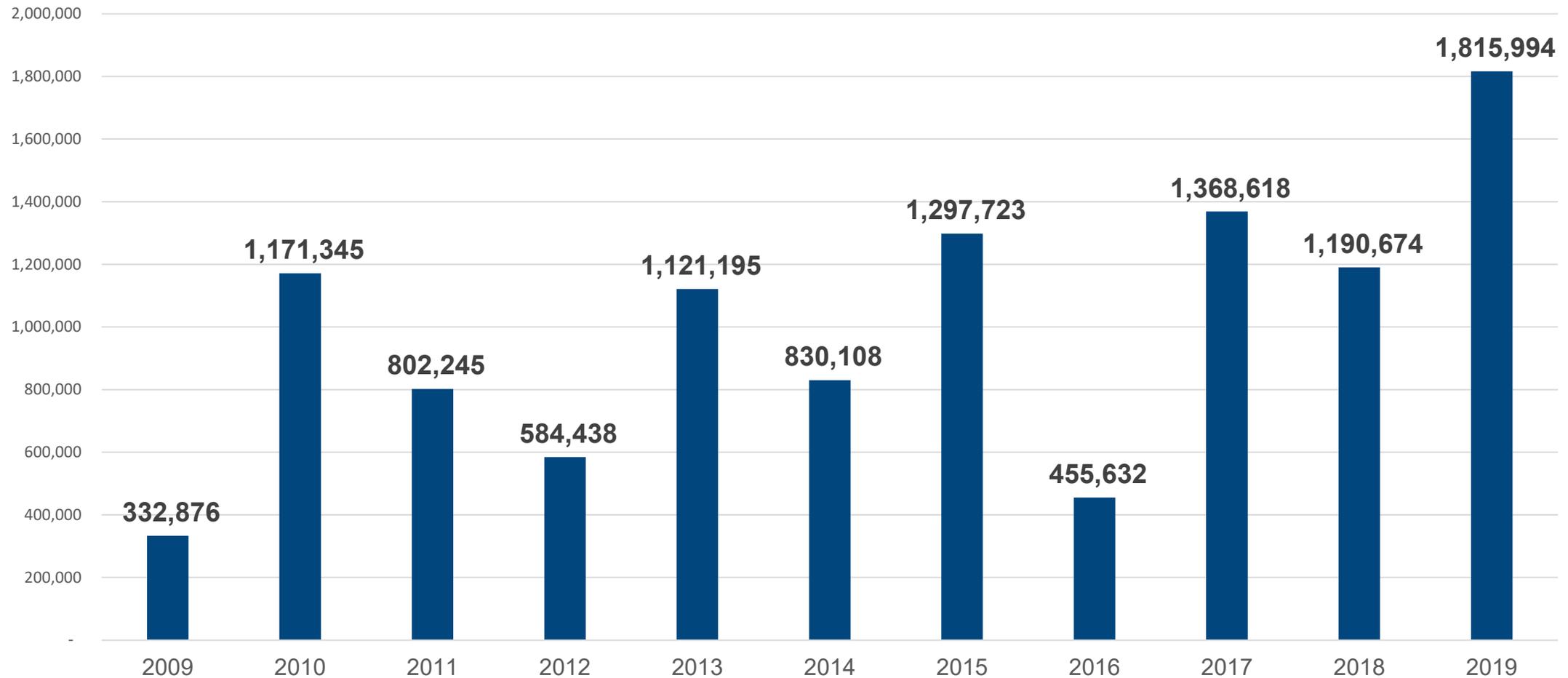
## European Rowing Championships 2009 - 2019 Total TV coverage (hh:mm)



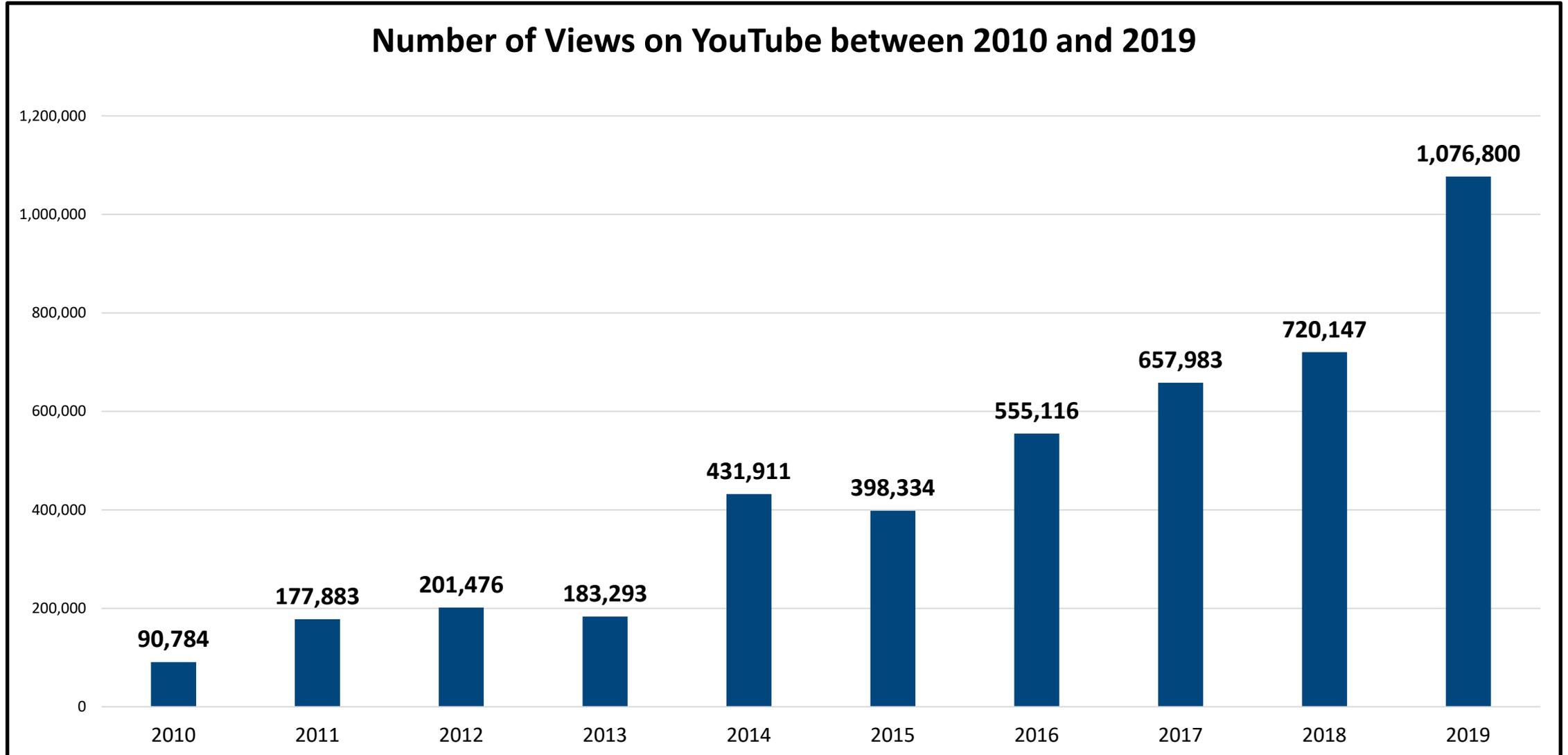
## European Rowing Championships 2009 - 2019 Number of broadcasting countries (without transnational channels such as Fox Sports Asia)



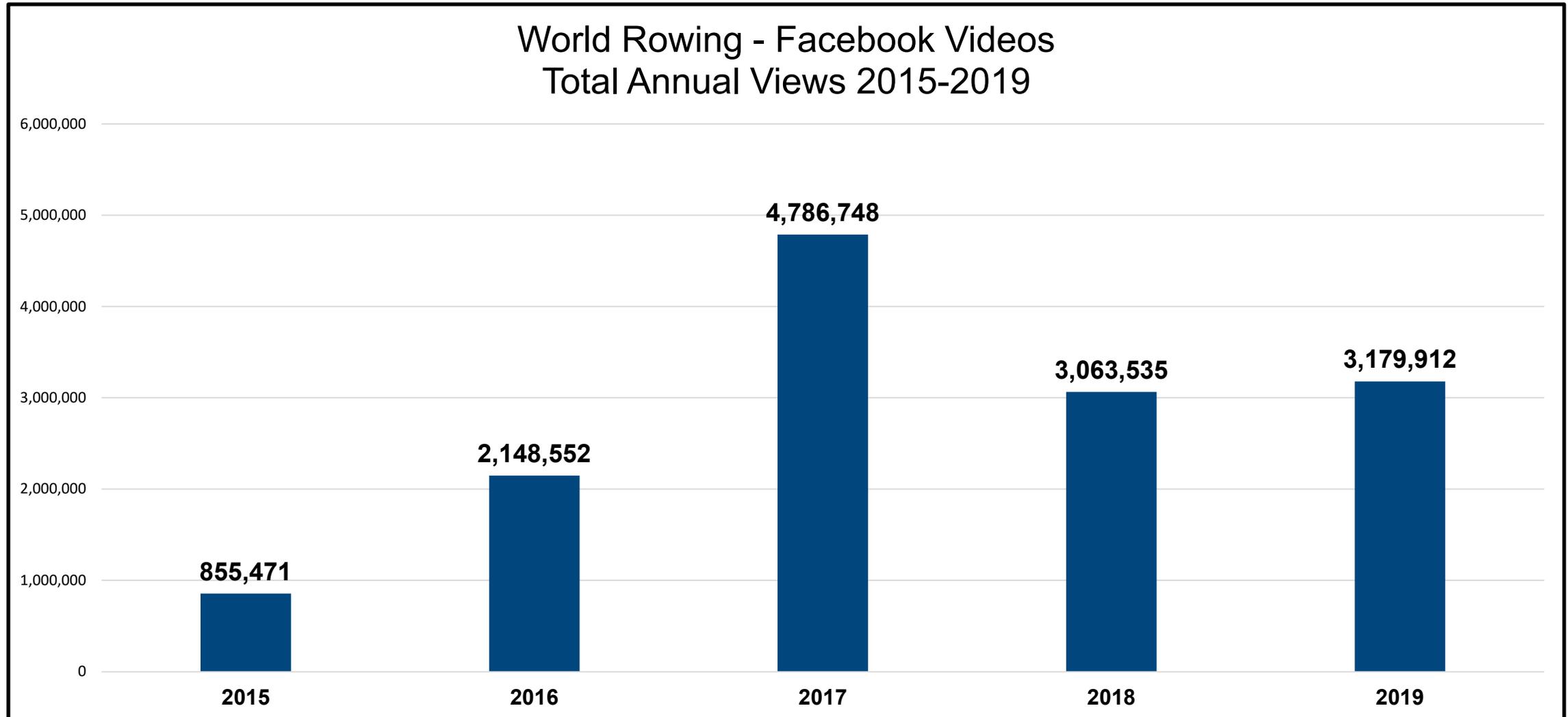
## Total Race Footage Streams 2009 to 2019



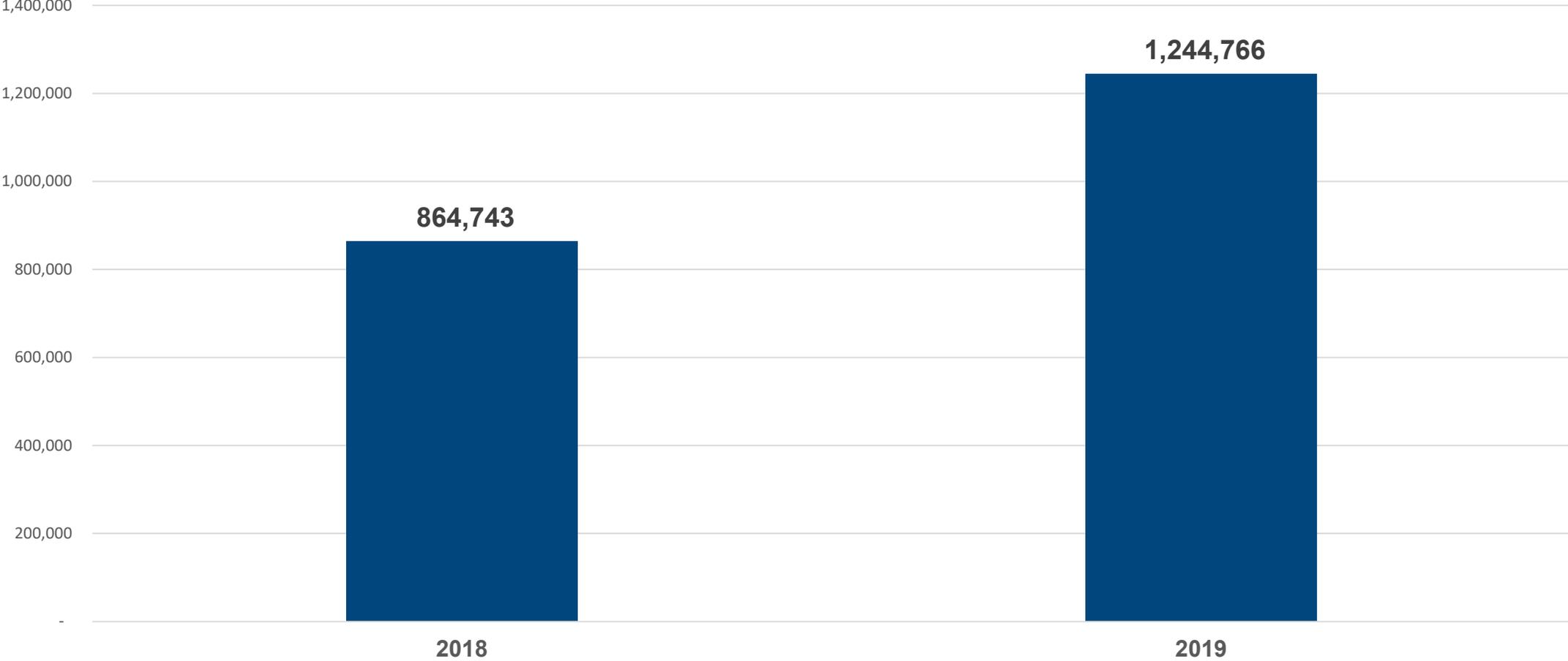
# Promotion - Streaming Video Stats



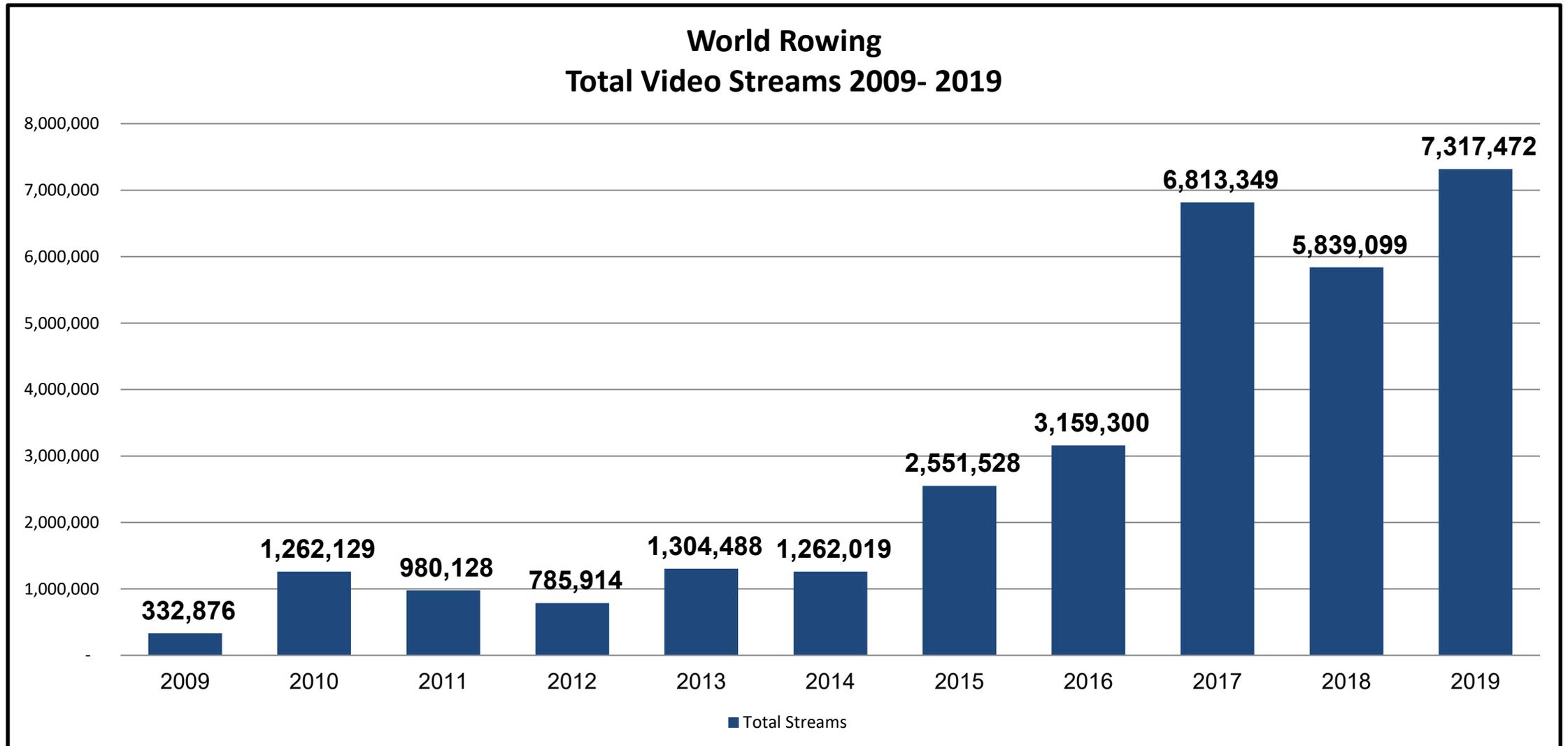
# Promotion - Streaming Video Stats



## Instagram Video Views 2018 - 2019



# Promotion - Streaming Video Stats



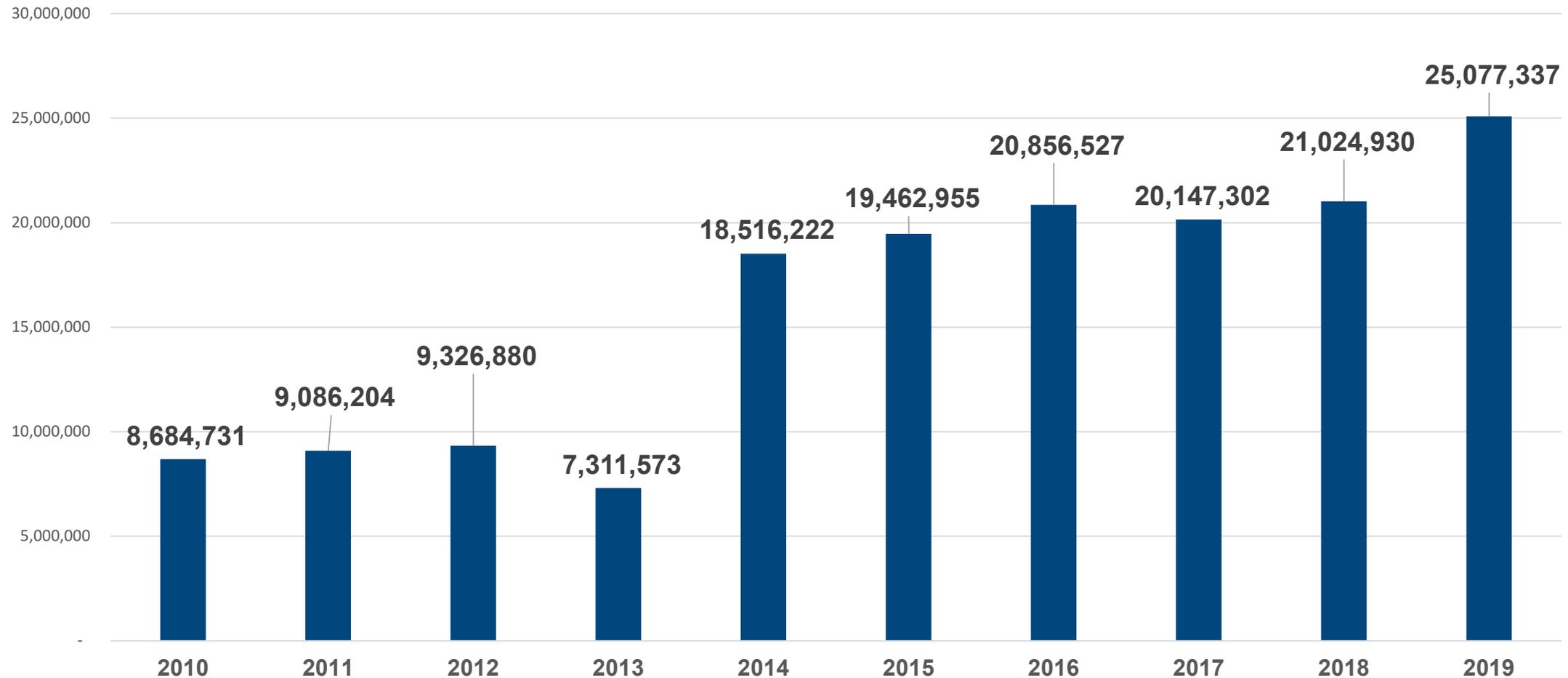
# Promotion - Digital Media Stats



## Website Page Views 2010 to 2019

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>January</b>	244,686	279,627	294,800	298,327	485,869	347,989	378,117	340,734	367,882	397,430
<b>February</b>	253,797	251,707	290,319	288,101	481,142	365,695	409,996	376,535	472,457	490,115
<b>March</b>	259,511	291,187	326,221	518,611	896,577	408,758	464,558	412,958	408,104	444,453
<b>April</b>	283,378	310,715	412,204	215,840	644,133	492,681	1,993,859	507,759	430,527	491,676
<b>May</b>	737,932	857,298	1,987,094	484,480	1,308,766	2,551,756	5,130,995	2,901,930	883,145	2,468,363
<b>June</b>	822,395	1,195,077	954,468	798,379	2,290,110	2,308,638	1,928,509	1,810,526	3,306,517	4,026,578
<b>July</b>	1,668,027	1,546,891	1,848,940	1,582,659	4,343,945	3,813,413	1,346,499	4,592,590	4,820,284	4,962,526
<b>August</b>	1,058,034	1,845,809	1,683,453	1,681,269	4,658,361	3,446,557	7,399,866	2,150,823	4,004,259	8,415,267
<b>September</b>	706,543	1,631,230	709,725	593,962	1,532,578	4,514,885	677,753	4,810,805	4,928,902	1,875,935
<b>October</b>	630,049	338,738	308,122	307,324	700,620	436,909	439,293	1,488,406	638,685	594,216
<b>November</b>	1,749,547	290,083	275,050	294,160	649,096	412,413	372,160	405,249	417,560	533,528
<b>December</b>	270,832	247,842	236,484	248,461	525,025	363,261	314,922	348,987	346,608	377,250
<b>Annual Total</b>	<b>8,684,731</b>	<b>9,086,204</b>	<b>9,326,880</b>	<b>7,211,573</b>	<b>18,516,222</b>	<b>19,462,955</b>	<b>20,856,527</b>	<b>20,147,202</b>	<b>21,024,920</b>	<b>25,077,227</b>

## World Rowing Website - Page Views 2010 to 2019



## Top Ten Videos of 2019

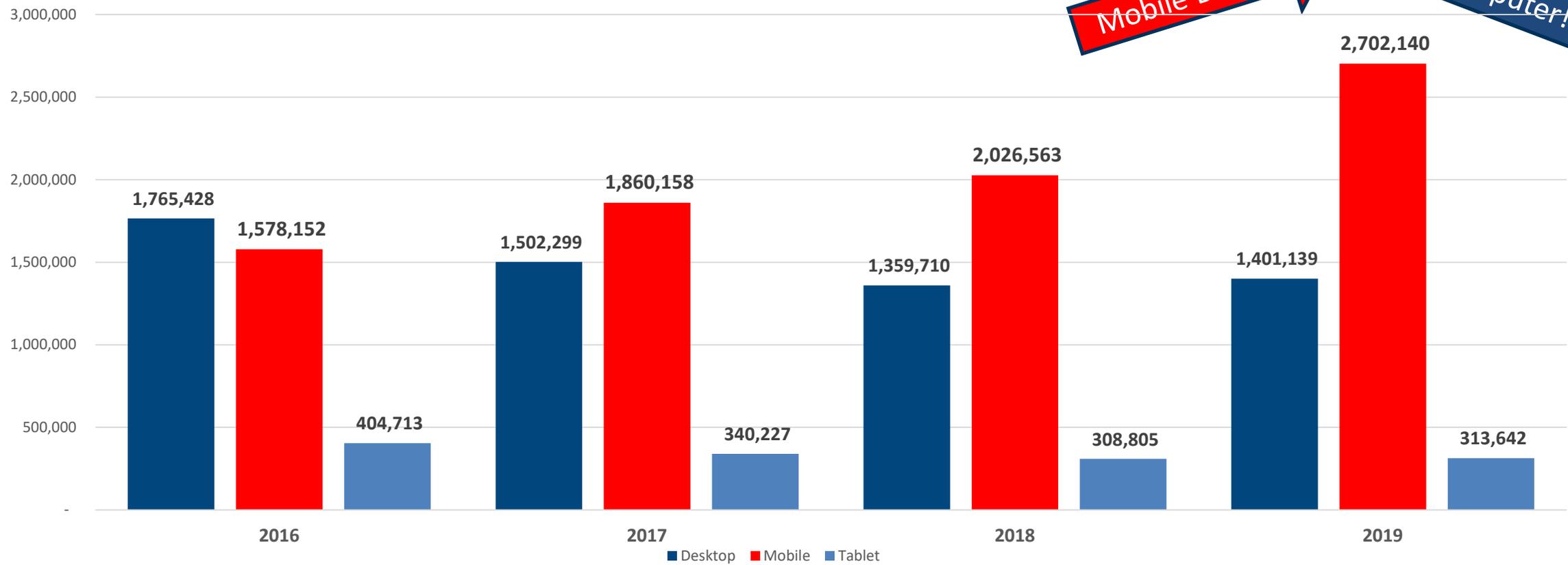
### Top 10 videos (by number of views) on Facebook (total video views):

1. Women's open weight 2018 World Rowing Indoor Championships – 162,357 (Quattro)
2. 2019 WRCH – LM2x A/B Semi-final – 146,012 (Quattro)
3. Essential sculling technique – 103,951 (Development team)
4. American Samoan athletes perform the Siva tau – 75,075 (Quattro)
5. 2019 World Rowing Virtual Indoor Sprints MCC Hann. Muden – 62,200 (iphone – external)
6. Why should you row? – 49,507 (Quattro)
7. 2019 WRCH – Men's Eight A-Final – 36,231 (Quattro)
8. Learn about some fun rowing facts – 33,194 (Quattro)
9. WRC Rotterdam M4x – A-Final – 32,100 (Quattro)
10. A quick rowing lesson in Polish at the 2019 WRC II – 30,299 (Quattro)

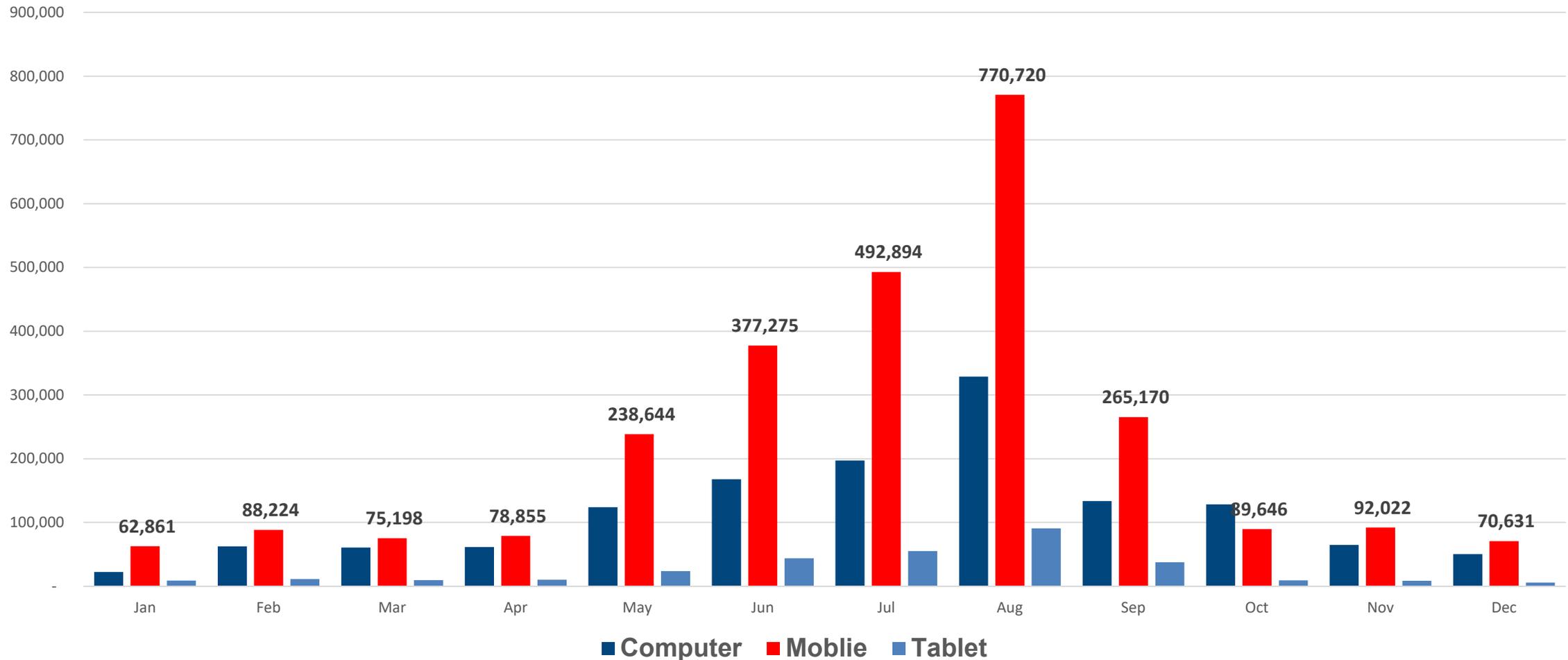
# Promotion - Digital Media Stats



### Device Usage of Website: Computer, Mobile, Tablet 2016 to 2019



## Device Use of the Website during the Year 2019



# Promotion - Digital Media Stats

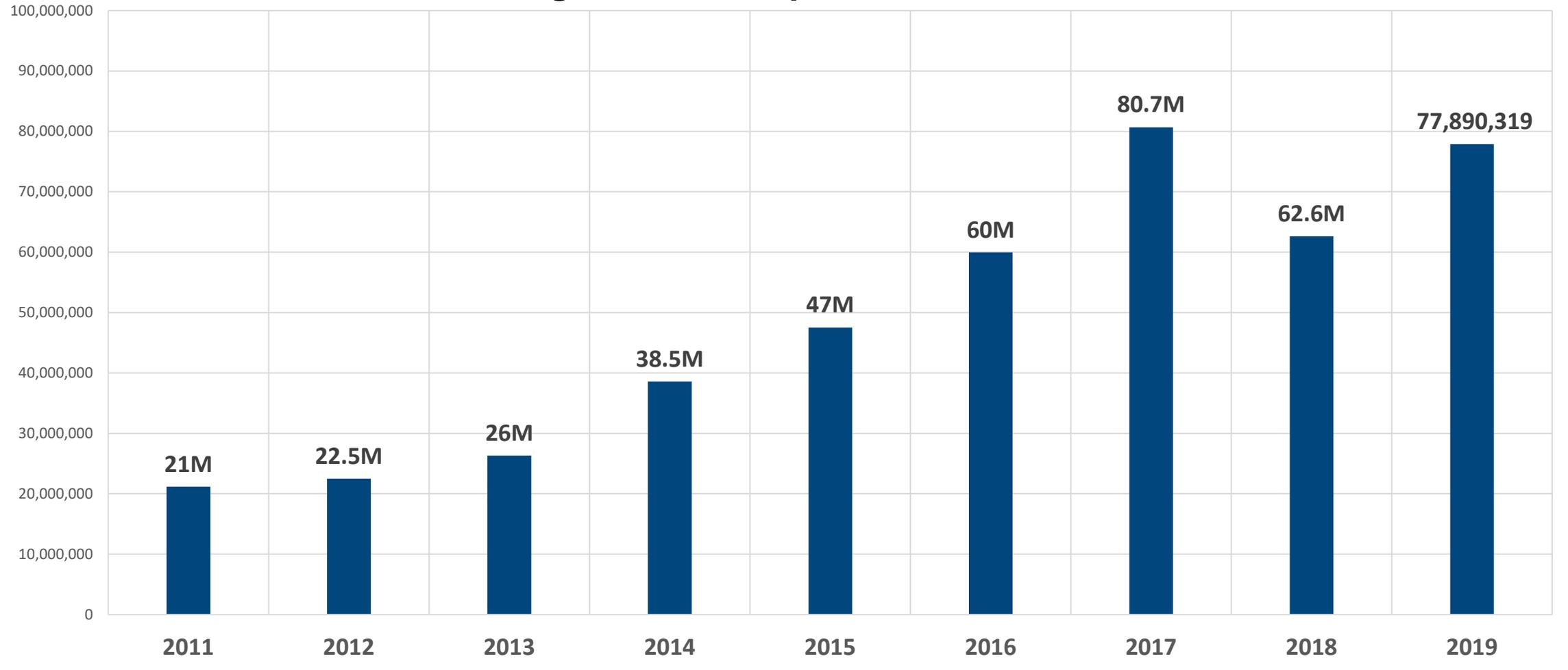


2019 Total Digital Media Impact								
	2019	2019	2019	2019	2019	2019	2019	2019
	Website	Facebook	Twitter	Instagram	YouTube	Facebook	World Rowing Live & VOD	Total
	Page Views	Page Impressions	Tweet Impressions	Instagram Impressions	Video Views	Video Views	Video Streams	
January	397,430	1,489,326	219,000	1,436,349	40,300	296,926	1,815,994	3,879,331
February	490,115	1,333,403	340,200	1,401,054	69,500	172,226		3,806,498
March	444,453	1,550,963	284,300	1,493,922	74,100	264,726		4,112,464
April	491,676	747,447	231,300	711,239	73,800	117,726		2,373,188
May	2,468,363	1,775,799	672,200	2,170,204	151,600	247,326		7,485,492
June	4,026,578	1,669,937	879,100	1,841,305	99,500	363,826		8,880,246
July	4,962,526	1,945,814	1,162,980	2,806,252	77,500	285,826		11,240,898
August	8,415,267	2,413,360	1,510,888	2,922,105	201,300	267,226		15,730,146
September	1,875,935	1,512,976	559,835	1,557,038	107,700	515,026		6,128,510
October	594,216	1,454,670	322,976	2,156,525	54,500	184,826		4,767,713
November	533,528	945,985	416,600	1,804,555	65,100	259,426		4,025,194
December	377,250	1,075,006	171,300	1,204,995	52,900	204,826		3,086,277
							WRICH + WRJCH + ERJCH on YouTube = 351,498	
TOTAL	25,077,337	17,913,686	6,770,679	21,505,543	1,076,800	3,179,912	2,167,492	<b>77'691'449</b>

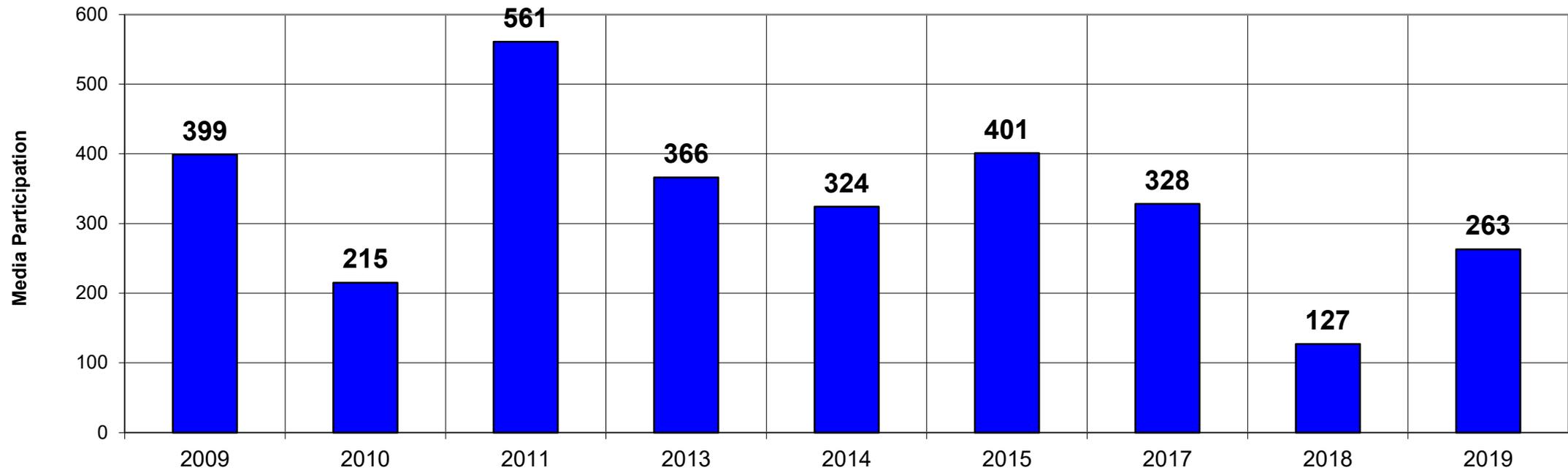
## Total Digital Impact 2011 to 2019

	2011	2012	2013	2014	2015	2016	2017	2018
	Total	Total	Total	Total	Total	Total	Total	Total
January	403,608	593,402	970,491	1,383,838	1,654,918	2,076,616	4,380,145	2,419,099
February	<b>TO BE UPDATED</b>					2,163,627	2,963,353	2,969,478
March						2,742,896	5,387,916	2,325,920
April	586,852	1,616,757	990,788	1,486,593	2,050,771	4,669,040	2,927,351	2,556,205
May	1,833,658	4,578,788	1,733,136	3,274,641	5,543,892	10,428,880	8,920,359	3,530,859
June	1,940,216	2,073,044	3,050,376	4,661,890	5,376,494	5,094,210	7,207,500	7,963,462
July	2,708,186	4,287,133	5,264,893	6,744,509	7,205,021	4,667,649	11,176,022	10,190,740
August	5,291,935	3,145,523	6,176,516	9,946,810	6,211,250	17,194,625	6,426,310	10,183,342
September	3,880,990	1,818,906	2,332,494	2,441,210	8,826,168	2,937,113	15,628,719	9,140,717
October	1,503,616	752,664	1,196,951	1,854,498	2,118,155	2,520,271	8,416,663	3,970,234
November	1,375,916	679,564	1,085,508	1,635,146	2,259,707	2,134,709	2,939,285	3,281,154
December	911,119	597,585	1,162,454	1,615,064	2,427,965	3,332,565	4,310,432	3,024,690
<b>ANNUAL TOTAL</b>	<b>21,165,363</b>	<b>22,487,158</b>	<b>26,299,940</b>	<b>38,593,105</b>	<b>47,526,272</b>	<b>59,962,201</b>	<b>80,684,055</b>	<b>62,628,590</b>

## Total Digital Media Impact 2011 to 2019



## Media Accreditations World Championships 2009 to 2019



Years World Championships

## Key Performance Indicators 2019

### ~~5. Respect and Preserve the Environment through Rowing -~~ **Sustainability - To protect and enhance the wellbeing of communities and ecosystems through rowing**

- 2<sup>nd</sup> year of the World Rowing Sustainability Award with good initial uptake
- Renewal of the WWF Agreement
- Updated bid documents with Water Quality Guidelines in effect.
- Dedicated Sustainability part-time staff (Colleen)
- **Joined the UN Sports for Climate Action framework**
- **Sustainability workshop at the Joint Commissions Meeting**

## Goal 5 - Sustainability - To protect and enhance the wellbeing of communities and ecosystems through rowing

**7** Entries in the World Rowing Sustainability Award – up from 3 in 2018 (two of which two were solicited...)

**9** Environment or sustainability-related stories published on our website

**2024** Extension period agreed for our WWF Clean Water Partnership

**3** WWF activations at World Rowing events

**80** Sports organisations signed up to the UN Sports for Climate Action framework, of which FISA is one (14 IFs have joined)

**2707,59** FISA's calculated carbon footprint for 2019 in tonnes