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INDOOR ROWING AND INDOOR ROWERS : MEMBERS OF NATIONAL FEDERATIONS

How to create an attractive sporting offer for existing indoor rowers and appeal to new ones ?

BY

FRENCH ROWING FEDERATION

FÉDÉRATION FRANÇAISE D'AVIRON

Observations - Issues



- We currently have 400 clubs
- And 43 000 license holders (65% of them are +27 years of age)
- A slight average growth of our licensees of about 2% / y
- A strong licensees turn over of about 50% / y
- Clubs...and the FFA, in search of new sources of finance
- A sporting and competitive offer in full expansion (Fitness rooms, CrossFit... Social networks !)
- Indoor rowing that EXISTS both in the federation AND outside the federation
- ...

French Fed project 2013/2016



- Official decision : The FFA will integrate indoor rowing :
 - The Ministry of Sports delegates the indoor rowing activities to the FFA:
 - ✓ Which gives us the right to issue titles such as “champion de France” and “champion de région”
 - In order to gather new structures the federation name has to change from: FFSA to FFA
 - Amendment of regulatory texts
 - Affiliation for exclusively indoor rowing clubs is now possible

Actions #1

➤ Structuring *

- ✓ Creation of a specific indoor rowing license issued:
 - ✓ By clubs :
 - ✓ Cost : 120€/y
 - ✓ Gives : Civil liability insurance + Approval of sport ministry (eligible to receive public subsidies)
 - ✓ Allows : Organizing and participating at all indoor events
 - ✓ Individual :
 - ✓ Yearly :
 - ✓ Cost : 19€/y
 - ✓ Gives : Civil liability individual insurance
 - ✓ Allows : participating at all indoor events (racing and challenges)
 - ✓ Access to specific contents (training, coaching, fitness, performance optimization, nutrition,...) on our dedicated web site
 - ✓ Deal (being discussed) with Concept2 importator that offer the price of the license for any buy ergometer.
 - ✓ Daily : Race licence valid for only one indoor event. Cost 8€.



Actions #1-2

➤ Structuring *

- ✓ Creation (in progress) of a dedicated website to gather the entire indoor rowing community and all its practices
- ✓ Validation of competitive indoor rowing events rules
- ✓ Recognition for indoor rowing French records

* All these devices aim to create an enabling environment and retain new practitioners while meeting the requirements of the French regulatory system.

Actions #2

➤ Continuing education

- ✓ Creation of a federal diploma of « Indoor Rowing coach »
 - ✓ 2,5 days course
 - ✓ More than 370 coaches certified since 2014
- ✓ Contents :
 - ✓ Concept2 material and maintenance
 - ✓ Software and app(lications)
 - ✓ Fitness and physical training
 - ✓ Organising and participating to indoor events and challenges
 - ✓ Performance optimization

Actions #3-1



➤ Physical competitions

- ✓ French Indoor Rowing Championships (early february)
 - ✓ Individual races over 2000m and 500m
 - ✓ Men, Women, HW, LW & Para (in 2017 : 1519 competitors; 1071 men; 448 women; 180 clubs)
 - ✓ From U15 up to 70 Yo and even more
 - ✓ Team relay 4 X 500 m
- ✓ Regional championships in December
- ✓ A national long distance criterium on half marathon, marathon & 100k
- ✓ ...

Actions #3-2



➤ Online competitions

- ✓ The seven capital sins challenge => c7dc.ffaviron.fr
 - ✓ Per year
 - ✓ Events from 100 m up to 24 h...and even more so
 - ✓ For all ages
- ✓ The marathon of the tour of mediteranean clubs
- ✓ Relay all worldwilde virtual events
 - ✓ World rowing virtual indoor sprints
 - ✓ Cross team challenge
 - ✓ Nonathlon
 - ✓ Virtual team challenge
 - ✓ World erg challenge
- ✓ Coming soon... : Coupe de France of Indoor rowing with a monthly event, with stages ranking and overall GC.

Actions #4 - 1

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➤ Creation of fitness and physical preparation products:

➤ **AviFit** => <https://www.dailymotion.com/video/x3fbd44>

Group fitness classes in music and choreographed. Sessions are produced every two months by the FFA.



✓ **RoWning** => <https://www.dailymotion.com/video/x6s58of>

Training circuits sessions both on and around the machine : 3x12 normalized exercises. Sessions are produced every two months by the FFA and sold to all applicant clubs.



Actions #4 - 2

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➤ Products sold to rowing clubs:

- In 2018, more than 90 clubs bought our programs

➤ Products sold to fitness rooms :

- First contracts to be signed in 2019

➤ FFA to attend international BodyFitness salon

- March 15 to 17 in Paris.

A first report

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- Increased participation in our competitive events
- Increase number of specific licenses
- Increase number of affiliated clubs
- New financial products related to AviFit and RoWning sales
- Potentially new partners interested

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THANKS FOR YOUR ATTENTION

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