

Trends and Ideas for Clubs – Danish Rowing Federation

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Intro to danish rowing

Some statistics on how danes do sport

Burning platform for rowing

Ideas



This is danish rowing.....

148 clubs – app 15000 members

App 1/3 of clubs more than 100 members

App 55% of clubs 20-100 members

Economy of federation

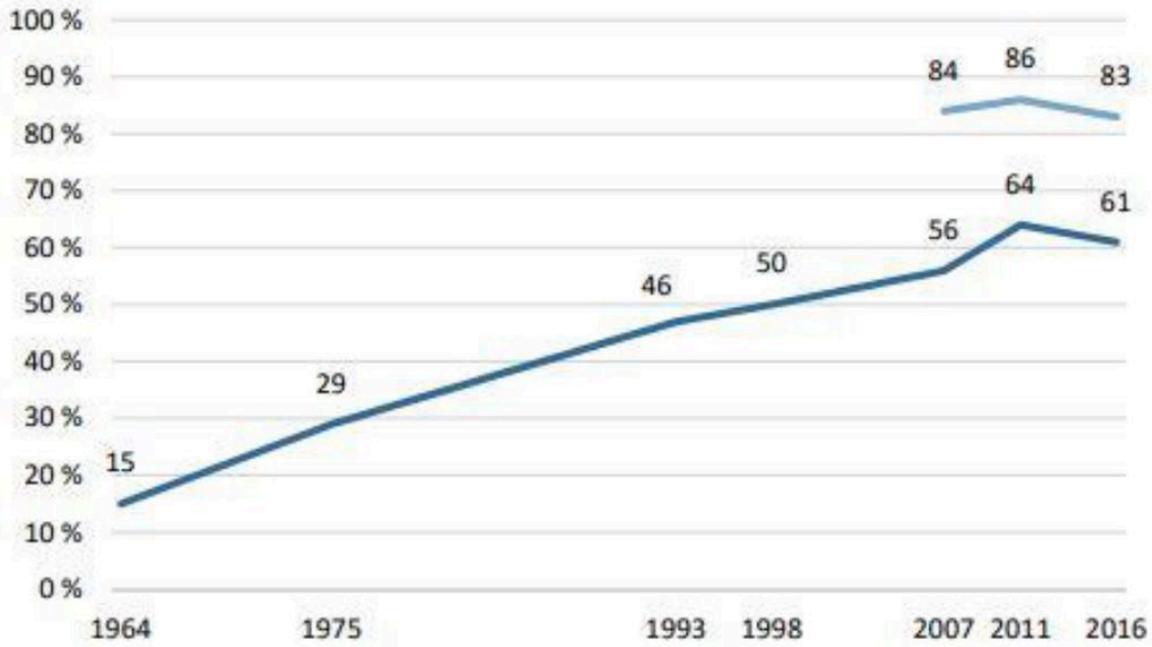
25% is membership fee from clubs

75% strategic funding from Sports Confederation of Denmark

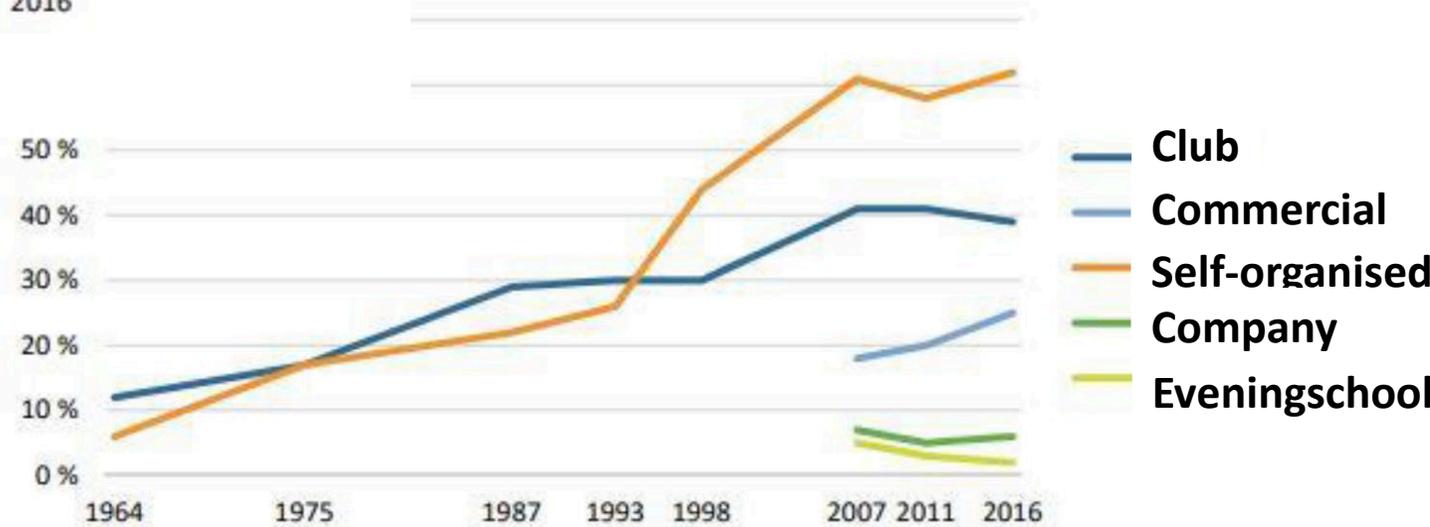
Separate funding for elite based on olympic results



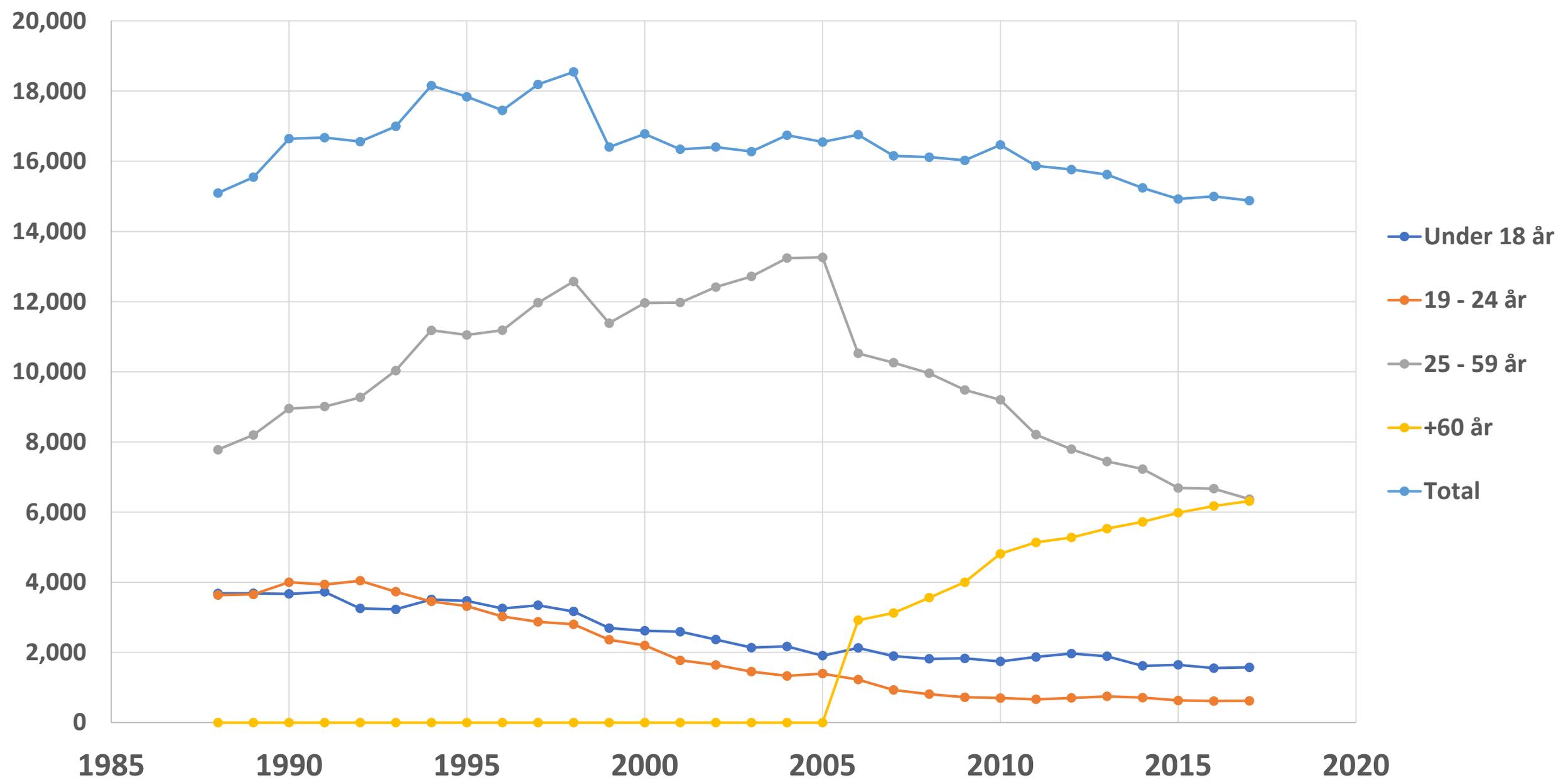
Statistics for danes active in sport



How is sport organised?



Members in Danish Rowing (1988 – 2018)



Rowing compared to other sport Are we loosing a war?

Danish Rowing



Danish Canoeing



Burning platform for danish rowing

Demography is changing

- Alarming reduction in U23 since
- Booming number of master (recreational) rowers

Families have on average 1 hr available for exercise.

People demand quality. Rowing on-water timeconsuming



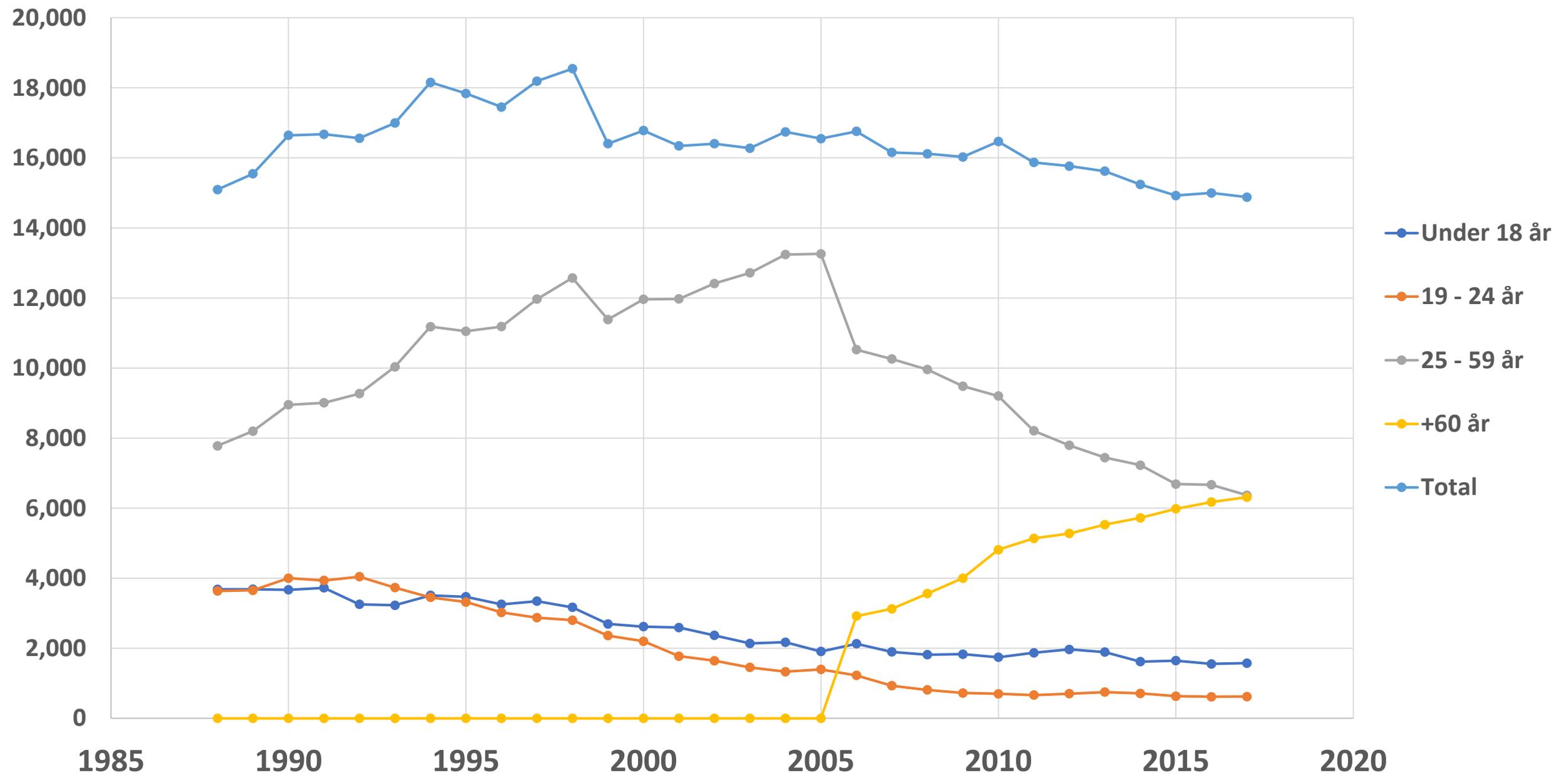
Burning platform for danish rowing

- Less clubs participate in competitions
52 clubs in 1998 – 30 clubs in 2018
- *Young men seem to prefer E-sport rather than club-life*

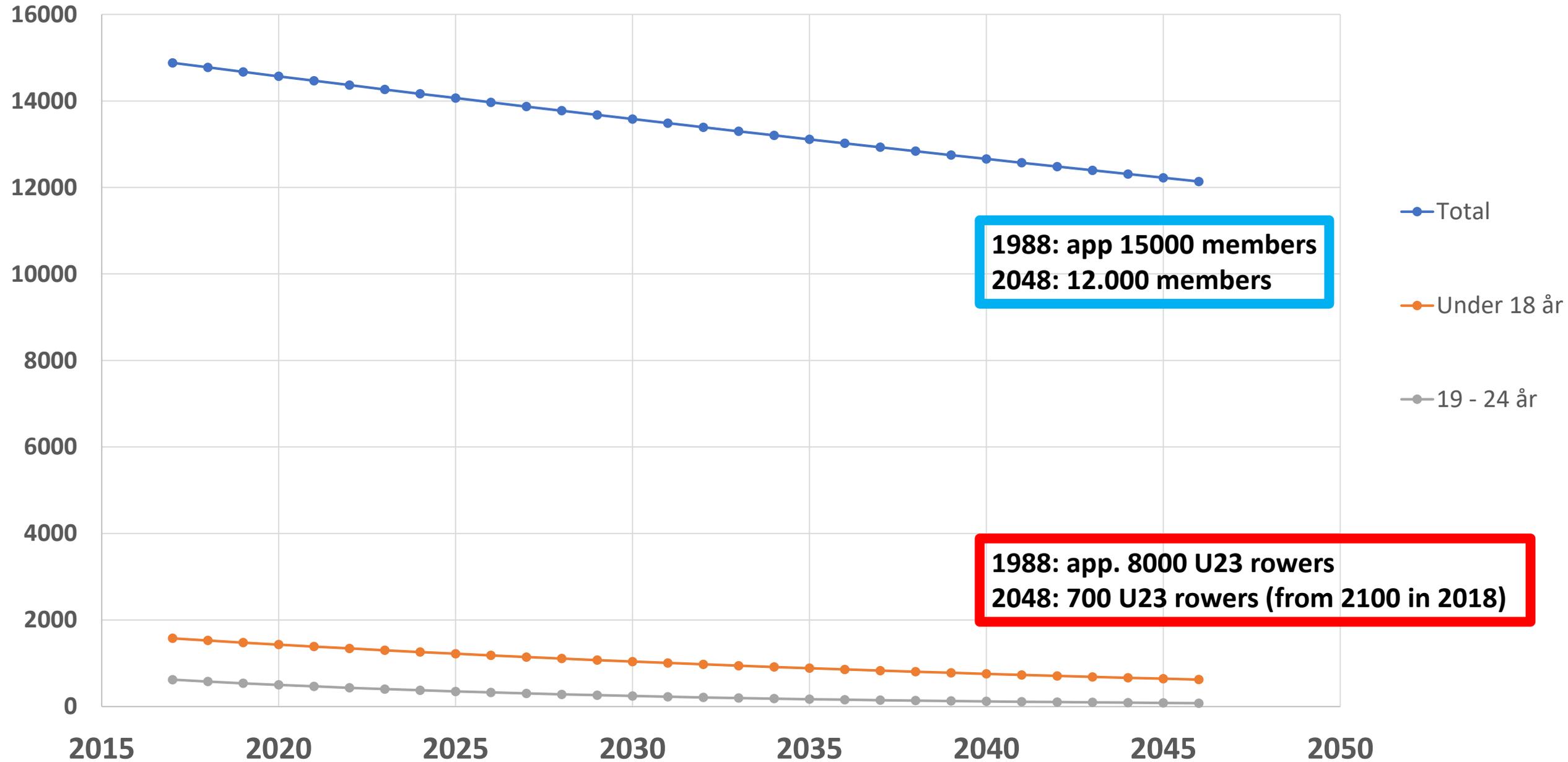
Sport in modern world needs to be flexible, accessible, easy, individualised, self-organised and may be a little dangerous.....



What will happen if we do nothing?



Extrapolation of curves up to year 2048

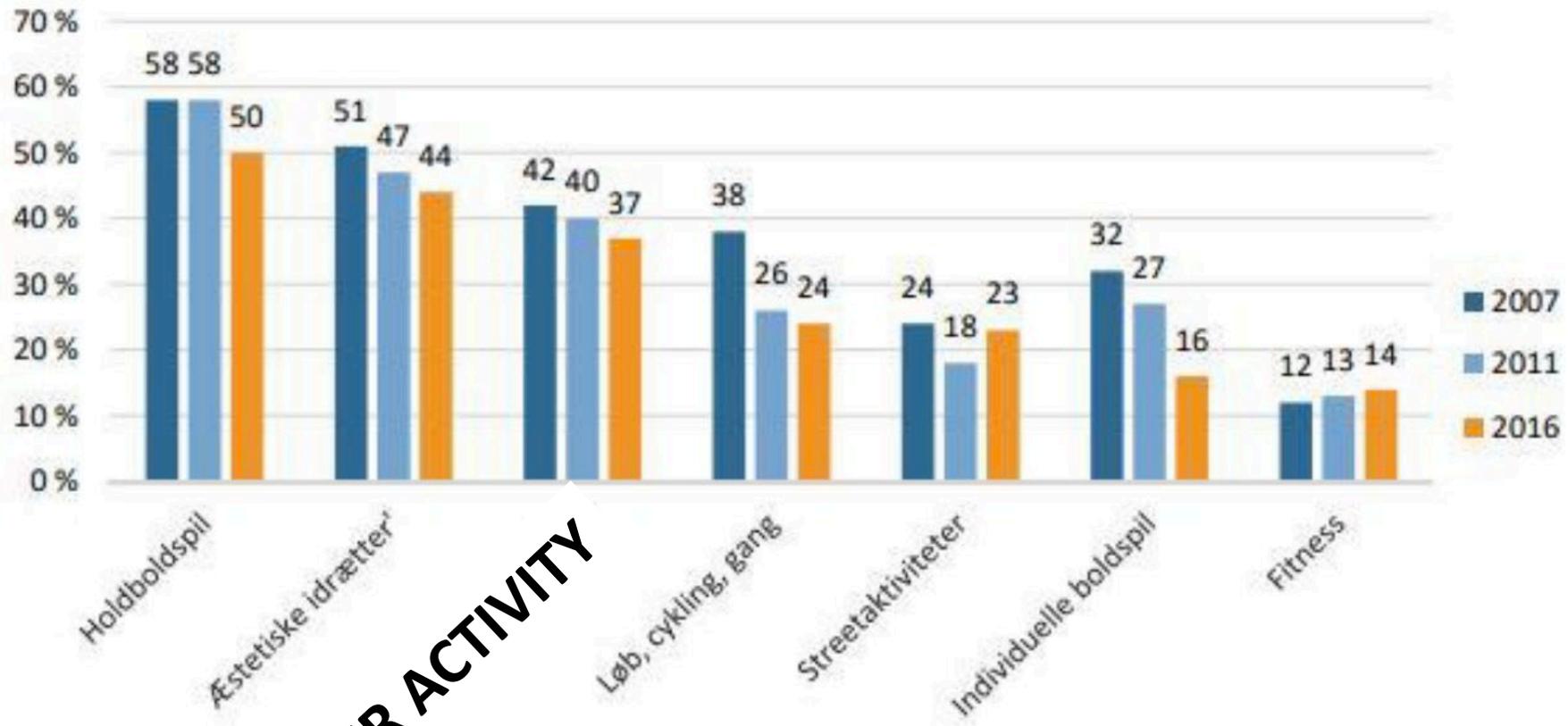


What is the problem with rowing?



Can't we See the Forest For the Trees?

Preferred sport activity for children



What to do

Interact with central sport politicians
Networking with local communities and clubs
Strategic projects that bring awareness to rowing

Motivate clubs to expose rowing to schools
Expand interest for coastal – coast2coast project
Inspire clubs to engage with juniors

Focus on retaining members – to keep those we have
Study successful federations.....



Ideas

Energize the clubs – motivate clubpeople

Intensify Club competitions

a world cup for clubs or regions

New membership formats

family oriented, reach out to families-we-do-sport-together

Feed need for adventures

Rowing holiday. A world wide rowing tour catalogue

Rowing most be a little dangerous but also safe for the elderly

coastal on the edge, wild competition formats, coastal on wheels



Ideas

Educate NF's on the power of social media

Virtual Rowing formats

Reach out to young people playing E-sport

Virtual rowing clubs

Memberships for ergs only affiliated to real rowing clubs

Better use of ergometer

Electronic universe for "basement" rowers, ergs on trailer

Improved business case for rowing

Better sense of rowing action, Live interview in boats, audio during racing, spectacular camera angles, more on-screen data

