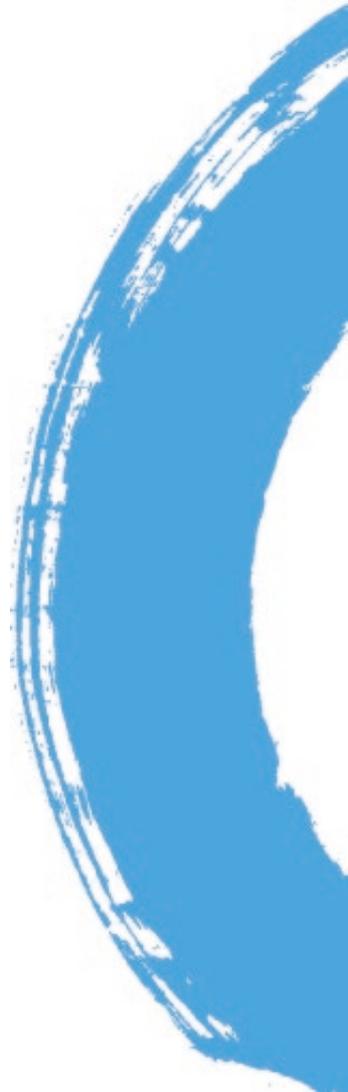


Indoor Rowing Commission

**Proposals for the World Rowing Council
22 September 2021**

- 1. Proposed Duty Statement for Work**
- 2. Proposed Strategic Plan 2021**
- 3. Proposed Work Plan 2022**

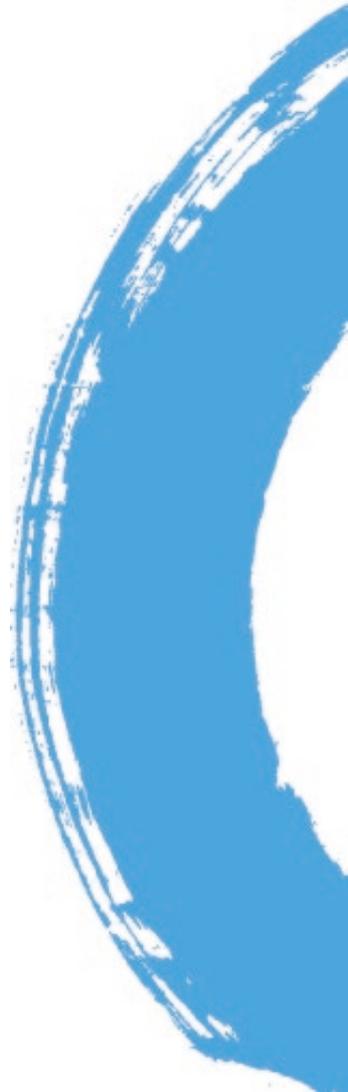


Indoor Rowing Commission

1. Proposed Duty Statement – 1 of 2

1. Purpose

To promote indoor rowing and support the delivery of the Indoor Rowing Strategy in an expert and advisory capacity on a national and international basis.



Indoor Rowing Commission

1. Proposed Duty Statement – 2 of 2

2. Activities

2.1 To develop indoor rowing through collaboration and knowledge transfer between member federations and other indoor rowing communities, and the creation of relevant frameworks to support local and national indoor rowing growth.

2.2 To periodically review the World Rowing indoor rowing strategy to ensure alignment with the World Rowing strategic plan.

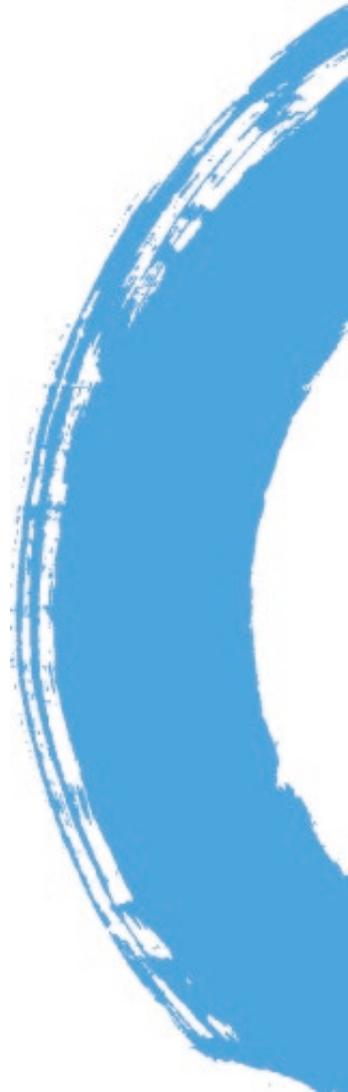
2.3 To engage key technology and manufacturer stakeholders of indoor rowing to strengthen the discipline's ecosystem.

2.4 To advise on the long term strategy of international competition opportunities and the corresponding rules for indoor rowing and explore the potential of alternative competition formats and methods.

2.5 To support World Rowing staff in the organisation of the World Rowing Indoor Championships and other indoor rowing events owned and/or delivered by World Rowing.

2.6 To guide the Coaching Cross Commission in the development of coaching materials, publications and workshops for indoor rowing.

2.7 To provide guidance and support to federations and athletes that are new to the sport of indoor rowing , and create resources for them where they do not already exist.



Indoor Rowing Commission

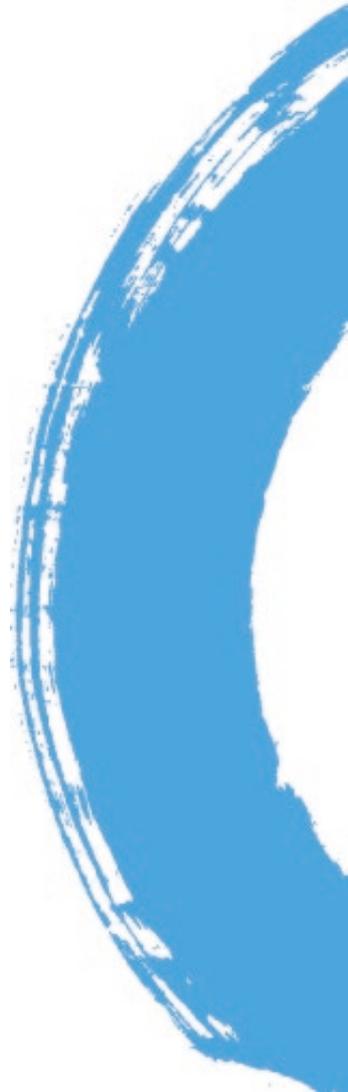
2. Proposed Strategic Plan 2021

Goal I - Govern and Administer Indoor Rowing (2021)

Goal II - Develop Indoor Rowing (2021)

Goal III - Showcase Indoor Rowing through Events (2021)

Goal IV - Promote Indoor Rowing (2021)



Goal I - Govern and Administer Indoor Rowing (2021)

Objective 1

Governance - Establish effective governance structures for indoor rowing as a core discipline of the sport of rowing with unique needs.

- Current commission structure is the same as others (Members are nominated/supported by National Federations). This leaves out many 'industry experts' who are not connected with their National Federation. How can these voices be included? Is there an opportunity to include these experts in the commission, or in a different way?
- Manufacturers (and other tech, fitness, etc., companies) have driven the indoor discipline to where it is now. How can these commercially biased voices be included in WR's decision making processes?

Objective 2

Rules - Establish standardised event rules that can be adopted and adapted by National Federations and other event organisers.

- Can we develop principled rules to allow for a variety of event formats? Should there be multiple sets of rules to reflect different levels of events?
- Should the standard of equipment be reflected in these rules, and how would this be monitored?

Objective 3

Equipment - Acknowledge manufacturer of equipment which allow for an accurate off-water/mechanised recreation of the rowing stroke.

- Shifting the focus from a certification of accurate measurement towards an accurate representation the rowing stroke
- Are there other elements to consider in aligning with an equipment manufacturer (i.e sustainability / GEDI)? WR will need to also consider the impact on the WR supplier programme.

Goal II - Develop Indoor Rowing (2021)

Objective 1

Integration - Create a development plan for indoor rowing as a standalone discipline, rather than a means to develop on-water rowing.

- Who should be the target of development activities? Federations, individuals, or both?
- Be the gold standard of embedding indoor rowing into our governance to inspire member federations.

Objective 2

Resources - Create and share information and resources relating to indoor rowing that can be used by all stakeholders.

- Which resources should WR be creating (versus compiling from existing sources)? For example, coaching education, technical instruction, event guidance, etc. Consider those we may be competing with inside of the indoor rowing ecosystem upon creation of new resources, and the impacts that may have.
- Can we provide framework examples for national federations to incorporate into their membership structures?

Objective 3

Outreach - Develop and grow participation at all levels within the discipline.

- How can WR connect with indoor rowers who are not focused on competition, but prefer to focus on health/fitness/rehab? What community building strategies can we implement?



Goal III - Showcase Indoor Rowing through Events (2021)

Objective 1

Championship - Create a pinnacle event for indoor rowing.

- Define 'pinnacle' event. For the top athletes? For the mass participants? For spectators?
- Currently, we cannot say that being the 'World Champion' is a true reflection of being the best. How can we change this?

Objective 2

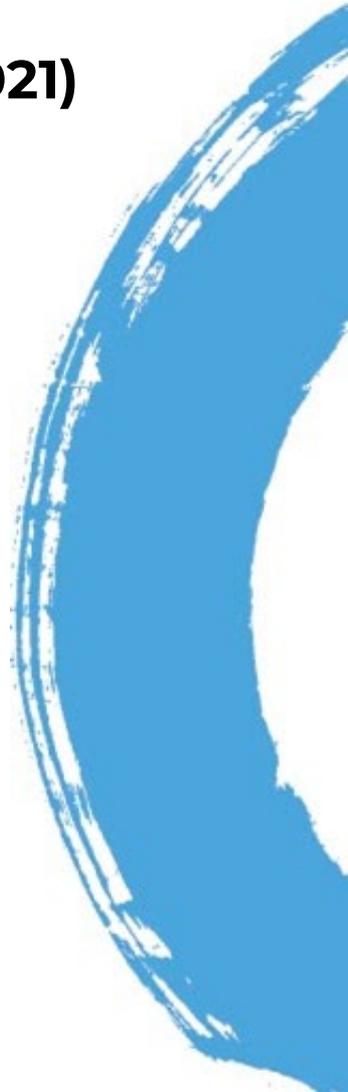
Diversity – Embrace competition formats in diverse settings to attract a range of participants and spectators

- How many events can/should WR organise, sanction, endorse, etc.?
- How can different formats, methods to participate, etc., be embedded into the World Championship event?

Objective 3

Mass Participation - Maintain and grow the mass participation aspect of our indoor rowing events, recognising that a strength of the discipline is the accessibility of elite level competition.

- Confirm that there should be a qualification process for the pinnacle event(s) which is open to all at the start.
- With each event or category, define the focus (whether it is mass participation, top athletes, or a ratio of one to the other)



Goal IV - Promote Indoor Rowing (2021)

Objective 1

Health Benefits - Promote the health, cross training, and rehabilitative benefits of rowing in order to broaden the base of indoor rowers.

- How do we do this? Many manufacturers use this as a sales tactic

Objective 2

Branding - Develop an identity for the discipline that is inclusive of the full spectrum of indoor rowers

- How do we name the discipline? Indoor / Home rowing?

Objective 3

Attractiveness of Competition - Enhance the sport presentation (in - and out-of-venue) to engage spectators and partners

Objective 4

Monetise the Discipline - Encourage indoor rowing as an opportunity to be self -sustaining and supporting of other World Rowing Operations

- We often are challenged when monetising rowing that this is not the 'World Rowing way' yet there is much potential for revenue from indoor rowing to grow the sport. Is this focus on monetisation a must have, or a nice to have?

Objective 5

Integration - Integrate the discipline into World Rowing messaging and communications.

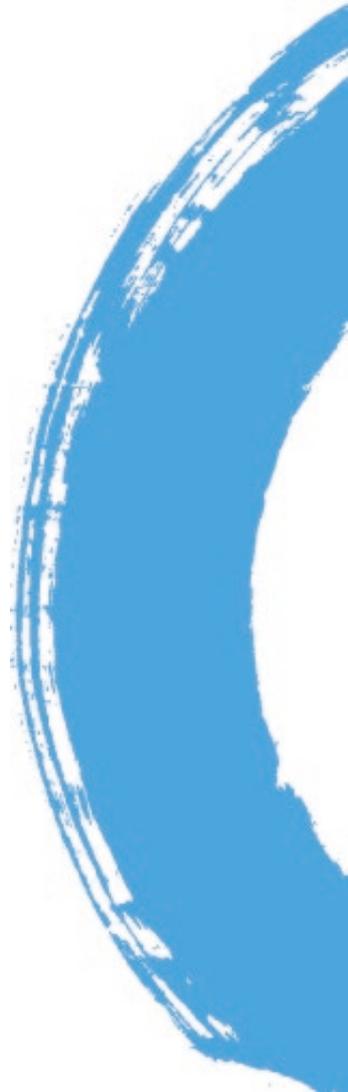


Indoor Rowing Commission

3. Proposed 2022 Work Plan

The Indoor Rowing Commission has met 10 times since it's formation in March, 2021. The Commission has also held a meeting with representatives from 5 indoor rowing machine manufacturers to gather feedback on the future of indoor rowing from their perspective.

The following proposed work plan has been developed as a result of the meetings and input from stakeholders.

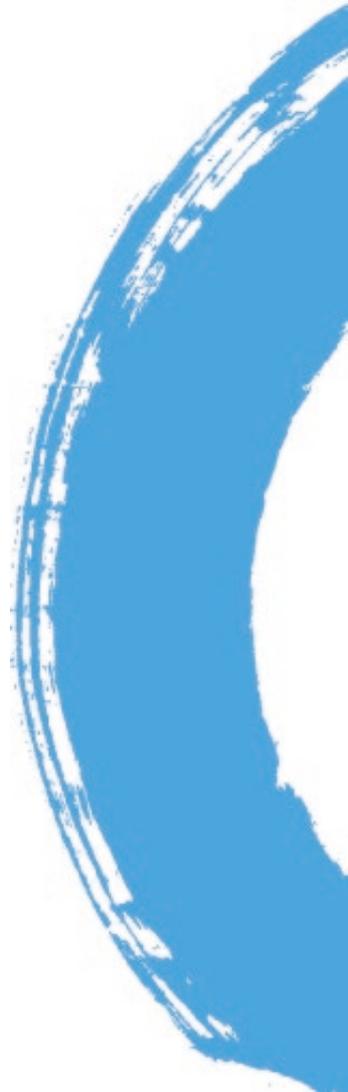


Indoor Rowing Commission

Proposed Work Plan 2022

Goal I - Govern and Administer Indoor Rowing (2021)

- 1. Continue to investigate ways and methods to engage the various stakeholders involved in indoor rowing. To date, we have met with manufacturers, and the Commission will look at ways to continue to engage with them along with other stakeholders.**
- 2. Address the use of various manufacturers equipment in events and the associated rules that may require**

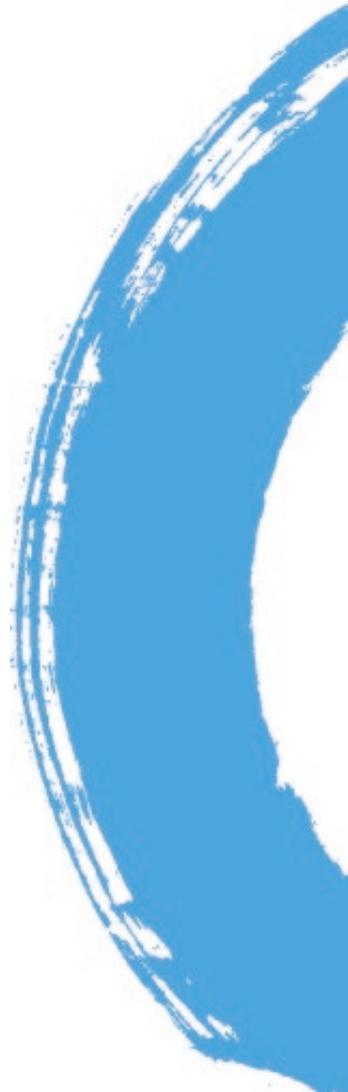


Indoor Rowing Commission

Proposed Work Plan 2022

Goal II - Develop Indoor Rowing (2021)

- 1. Work with manufacturers and WR to drive indoor rowing as a standalone discipline in developing rowing nations.**
- 2. Work with the Coaching Cross Commission to develop more Indoor Rowing coaching information.**
- 3. Find methods of utilizing existing coaching and training methods for indoor rowing so that it can be more easily accessed by all.**
- 4. Keep looking at ways to engage with the many fitness, health and rehabilitation communities who use indoor rowing machines as part of their program.**

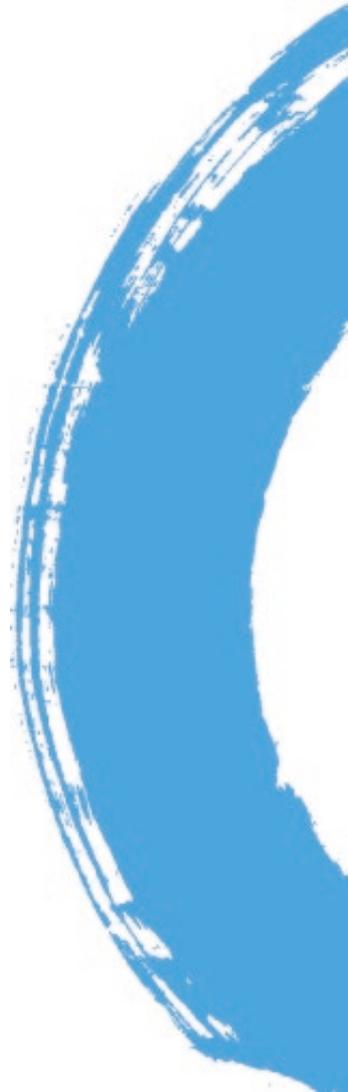


Indoor Rowing Commission

Proposed Work Plan 2022

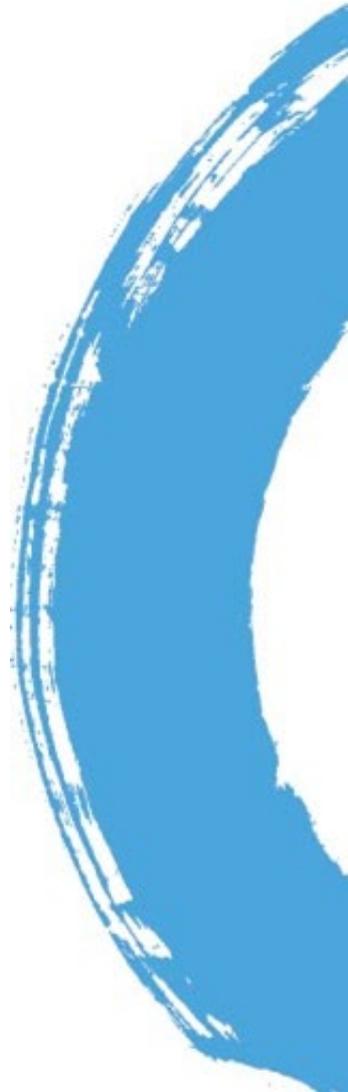
Goal III - Showcase Indoor Rowing through Events (2021)

- 1. Continue to work with WR staff to develop the “All Rounder” concept as presented at the May, 2021 Council meeting. Address how that would provide clarity on creating a ‘pinnacle’ event.**
- 2. Continue to look at ways to increase the breadth and depth of indoor rowing competitions, including virtual competitions.**



Indoor Rowing Commission

- Events principles considered :
 - Wide scope of participation
 - Showcase excellence
 - Consider indoor rowing as a standalone discipline of rowing
 - Stimulate an indoor rowing ‘season’ of events
 - Use technology to enhance spectator and athlete experience
 - Produce an attractive linear end product for audiences
 - Attractive to non traditional water rowing participants – “All-Rounder” concept



Indoor Rowing Commission

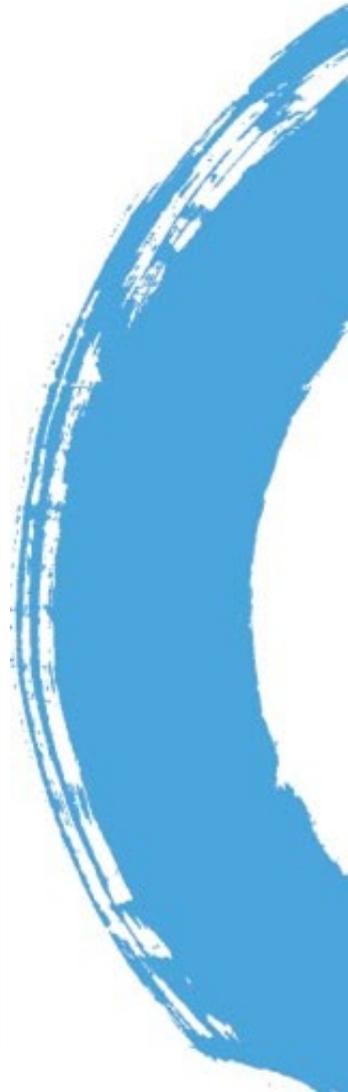
WRICH with two event tracks:

Age Category Races:

- Similar to the status quo
- Age categories from Juniors to Masters
- Static distance format (i.e 2000m, 500m)
- Will engage new rowers, existing and 'traditional' participants
- Generates OC revenue and provides spectators

'All-Rounder' Event:

- Open age category
- Qualification required through seasonal event participation
- Qualification open to all, narrowed to a small number of competitors at WRICH
- Athletes will compete in multiple events, and in multiple formats (tested at WUG)
- Test all skills and strengths of indoor rowing to crown all around Champion
- Attractive linear end-product with opportunity to utilise technology in new ways
- Look at potential team options



Indoor Rowing Commission

Proposed Work Plan 2022

Goal IV - Promote Indoor Rowing (2021)

- 1. Investigate the branding of the discipline. How can we make it more inclusive? Is Indoor rowing the most effective name for the discipline, etc?**
- 2. Look at ways to increase the “story telling” capacity of indoor rowing. Stories drive interest, and indoor rowing has wonderful opportunities to create stories of the participants.**
- 3. Look at potential ways to monetize indoor rowing. Is this in the best interest of the discipline? Is it the best strategy for WR?**

