

STRATEGIC EVENT & CALENDAR REVIEW



A top strategic priority for World Rowing



One overarching objective

*Adapting to a fast-changing global environment:
ensuring classic rowing events stay relevant,
attractive, sustainable and commercially viable.*

Which will require...



- Carrying out an **extensive review** of the World Rowing 'classic' rowing calendar;
- **Ambition, determination** in front of a complex project and expected challenges;
- **Re-shaping existing events or creating new ones** to form the future 'classic' calendar;
- **Consensus and compromise** in the context of a global stakeholder engagement process.



Taking into account, amongst (many) others...



- Events size, duration, numbers
- Formats, categories, distance
- Sports presentation, victory ceremonies
- Qualification, participation, eligibility
- Locations, venues
- Operating model
- Staging cost
- Sustainable Event Management
- Media rights / broadcast evolutions
- Innovation
- Commercial potential
- Economic Impact for Host Cities
- 'Festivalization' elements

Three main deliverables:

An attractive sporting incentive scheme for the 2025-2026 (and future) World Cups;

1

A revised programme for all World Championships;

2

A reshaped World Rowing Event Calendar, including a new World Cup Series.

3



An attractive sporting incentive scheme for the 2025-2026 (and future) World Cups

- Work to be completed by end of 2023
- Events to be attributed by WR Council in Q1 2024
- Implementation from 2025 onwards





A revised programme for all World Championships

- Work to be fully completed by end of 2024
- Validation at the 2025 Quadrennial Congress (Q1 2025)
- Effective for 2029-2032 cycle



A reshaped World Rowing Event Calendar, including a new World Cup Series

- Work to be fully completed by end of 2024
- Approval at the 2025 Quadrennial Congress (Q1 2025)
- Effective for 2029-2032 cycle

Global consultation & stakeholder engagement:



- Core Project Group
- Key Stakeholder Group
- Selected internal & external experts, including media, commercial, industry
- Confederations and Continental Representatives
- World Rowing Executive Committee & Council
- Relevant World Rowing Commissions
- Member Federations, Congress

Immediate Next Steps

Inclusion of MFs
input collected via
recent Survey
(Thanks!)



Core + Key
Stakeholder
Groups Workshop,
Sept 11-12,
Belgrade



Planning of required
meetings for
remainder of 2023
and 2024

**THANK YOU
FOR YOUR
PARTICIPATION!**

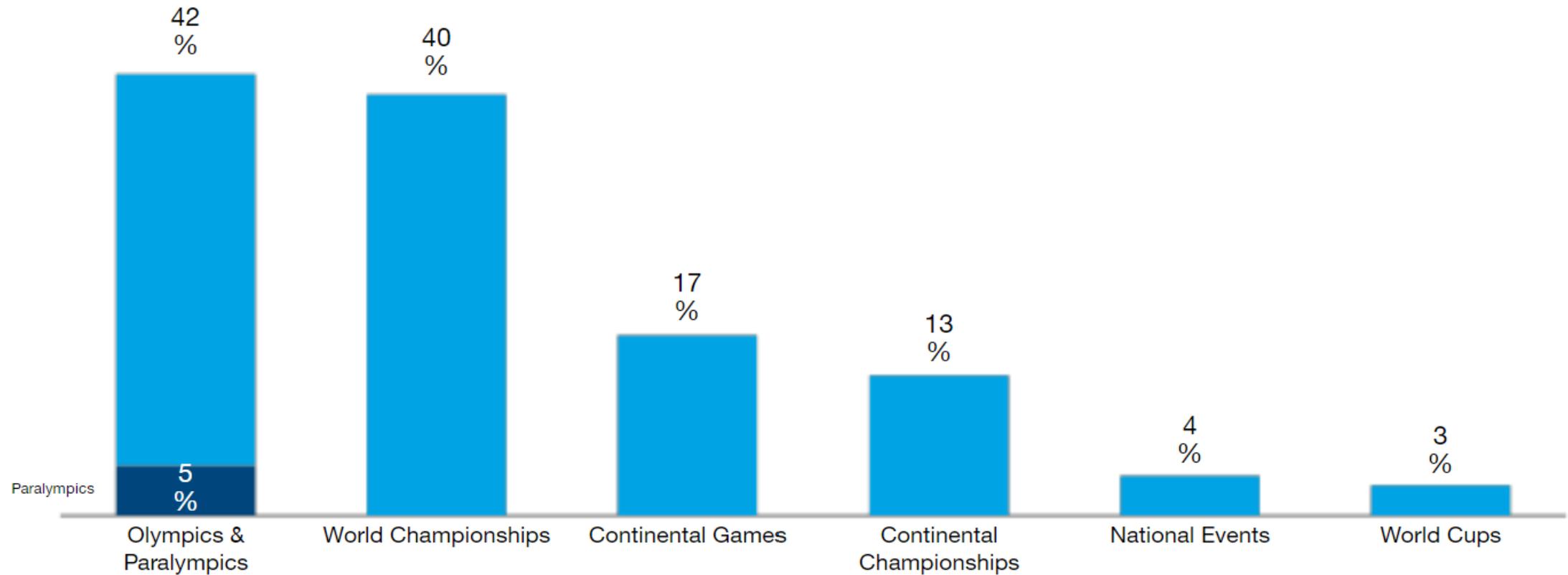
111 respondents

83 countries



EVENTS IMPORTANCE

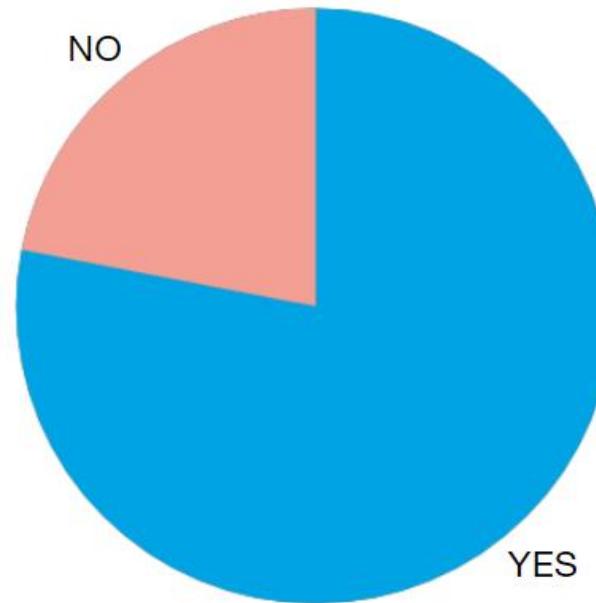
What is the most important rowing event for your national team?



Q2. What is the most important rowing event for your national team?
Type: Open-ended
Sample: N=104

EVENTS OPPORTUNITIES

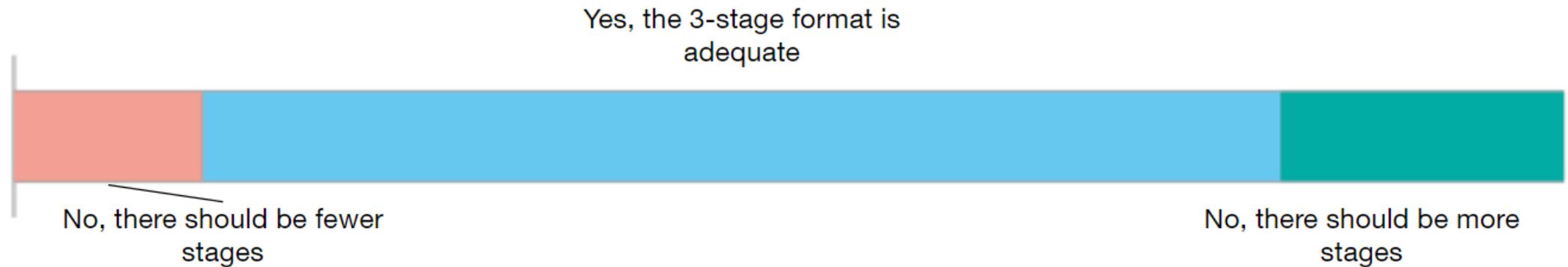
Do you think World Rowing offers enough competition opportunities?



Q14. Do you think World Rowing offers enough competition opportunities?
Type: Single-answer
Sample: N=82

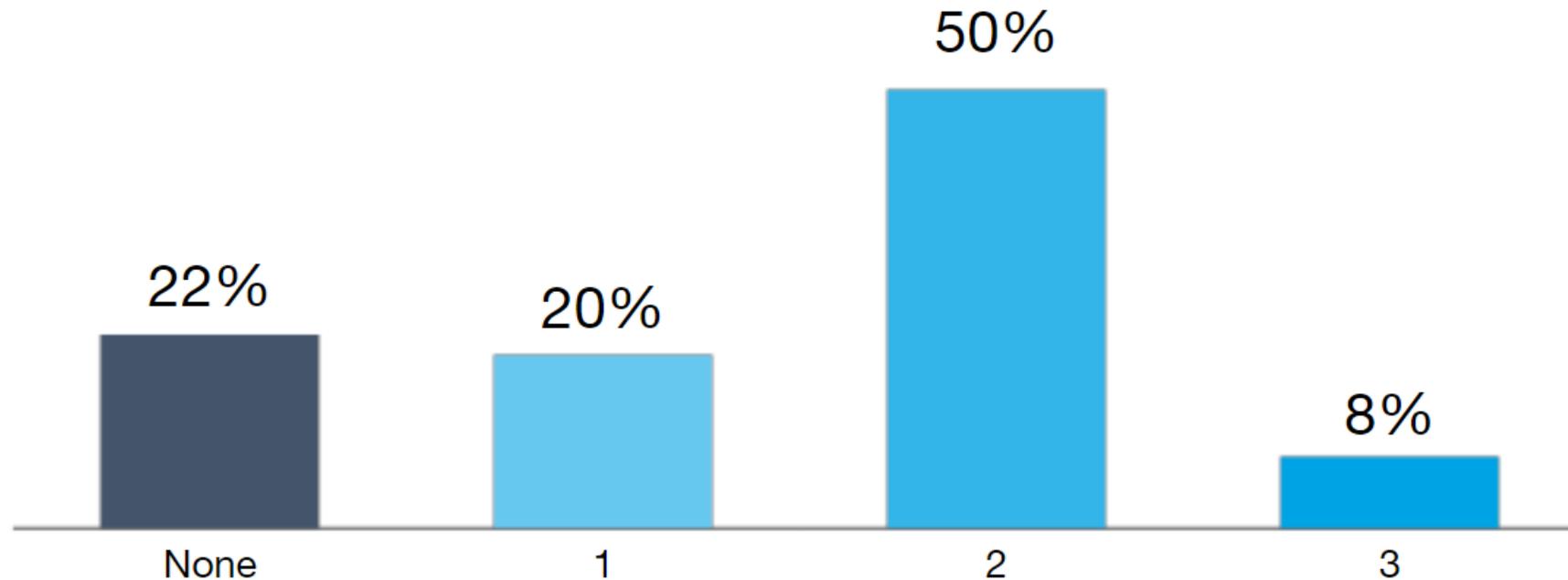
WORLD CUP FORMAT

Are you satisfied with the current 3-stage World Cup format?



WORLD CUP PARTICIPATION

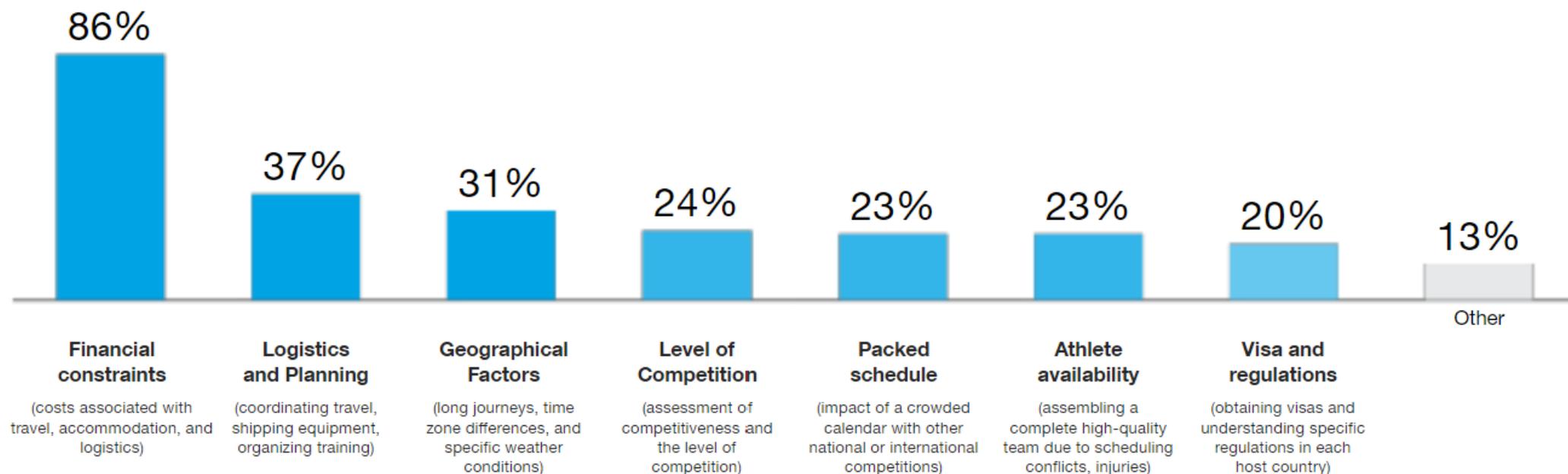
How many World Rowing Cups do you usually participate in per season?



Q8. How many World Rowing Cups do you usually participate in per season?
Type: Single-answer
Sample: N=87

WORLD CUP MAIN CHALLENGES

What are the main challenges your federation is facing with respect to World Cup participation?



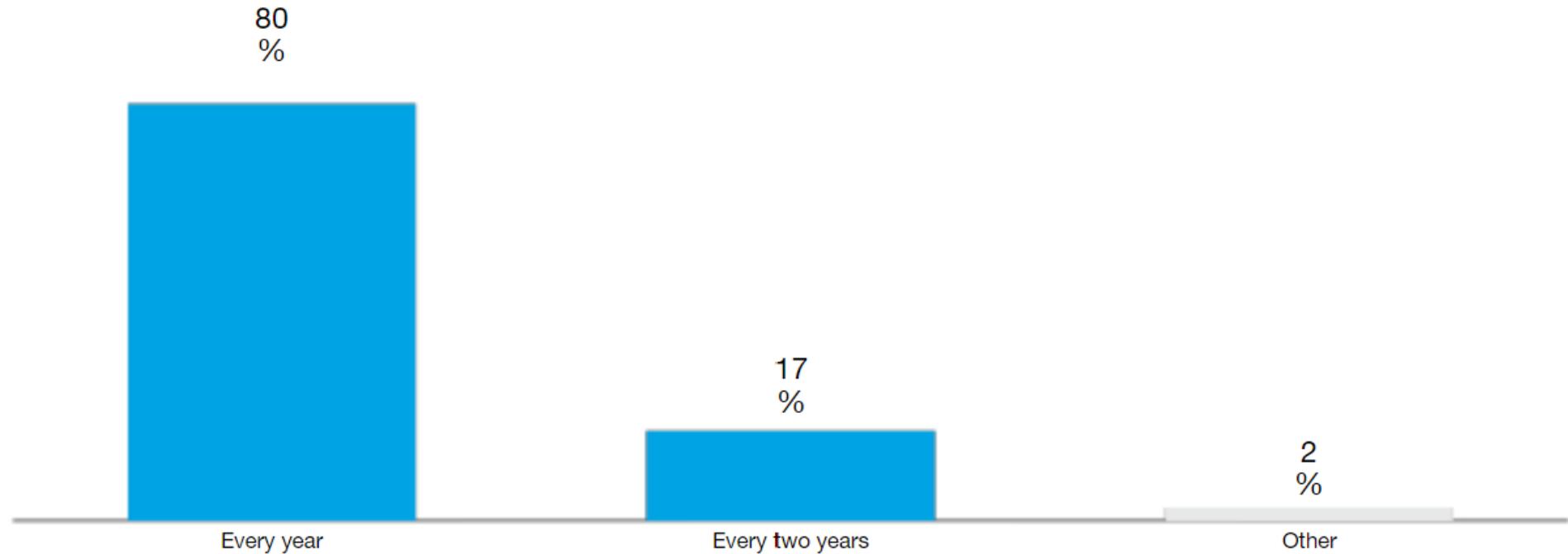
Q10. What are the main challenges your federation is facing with respect to World Cup participation? (3 answers max)

Type: Multiple choice

Sample: N=86

WORLD CHAMPIONSHIPS FORMAT

What would be the ideal frequency for staging World Championships?



Q18. What would be the ideal frequency for staging World Championships?
Type: Single-answer
Sample: N=81

QUESTIONS?

