



# 2025 Quadrennial Congress

Lausanne, Musée Olympique

14-15 March 2025

## **II.4. Strategic Projects and various operational and administrative matters**

# **II. 4.c. Strategic Events Calendar Review SECR**

## II.4.c. Strategic Events Calendar Review SECR

# Strategic Event and Calendar Review

STRATEGY

# One overarching objective

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



Changing global environment

World Rowing needs to adapt

**SECR**

# “The Why and How”

- Economic environment
- Political context
- Growing number of sport events
- New sports
- Changing media & broadcast landscape
- New generations
- Changing consumer attitudes in sport & entertainment business

# Olympic Games context

Continue to offer an exciting Classic Rowing programme

- Core values
- Fundamentals of Classic Rowing confirmed:

Distance: 2000 m

Race format: side by side



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



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

# Three main deliverables:

A revised programme  
for all World  
Championships  
Rule 26

1

An attractive sporting  
incentive scheme for  
the World Cups in this  
Olympic cycle and  
beyond

2

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

3



# Where are we

- World Rowing Championship programme
- Progression system
- World Cup to World Rowing Championships qualification pathway and World Ranking
- Future calendar and event structure
- Bonus: structure of event for presentation



# What has been done

- 2023 – Launch of SECR
- MF Surveys
- IFs Benchmark study
- Global consultation & stakeholder engagement
  - Series of workshops, consultations
  - Core group (online)
  - Key Stakeholders group (Core group + Continental reps + World Rowing Staff + MF representatives AUS, GBR, GER, IRL, NED, NZL, SUI USA) online + 2023 Sept, 2024 Lucerne & Poznan
  - Organising Committees, 2024 Varese
  - Boat builders, service providers, 2024 Lucerne
  - Confederations & Continental representatives - ongoing
  - MFs
  - World Rowing Executive Committee & Council

# Started to implement changes in the areas of

- Events size, duration, numbers
- Formats, categories, distance
- Sports presentation, victory ceremonies
- Qualification, participation, eligibility
- Global spread of the events
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- Operating model
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# How to make World Rowing events more attractive

# Event Experience

- Subtle changes to the Racing schedules – adding more time for sport presentation activities during the sessions.
- Refreshed big screen graphics and music during the events.
- Enhanced fan engagement: New approach to sport presentation
- Changes to Victory Ceremonies
- Increased focus with OCs on developing the spectator experience during the events – layout of the spectator area(s) and focus on side events.



# World Rowing Cups to World Rowing Championships qualification pathway & World Ranking

# World Rowing Championships Pathway

- To create a pathway towards the WRCH participation
- To enhance participation in the World Cup regattas
- Include the continental events in the system
- Review approach to continental / regional participation
- Introduce a fair and easy system point system with elevation of continental events.

# World Ranking

Objective:

Maximise the interest throughout the Olympic Cycle by creating a connection between World Rowing Cups, World Rowing Championships and Olympic Games.

# World Ranking

## Elements being considered

- how to develop the best algorithm with all aspects considered (crew boats vs single sculls; differentiation of various regattas; selecting the regattas (sanctioned events), where ranking points can be collected, etc.)
- whether it might be used as a qualification system for WRCH and Olympic Games,
- how it could create content and raise the public interest,
- whether it might be used for seeding

RFP is being developed

MoU with potential technology partner

# World Rowing Calendar & Event structure

# Calendar and event structure

## Reshape the calendar

- to offer good racing opportunities
- events with good participation
- make it sustainable
- attractive package for broadcasters
- create pathway to the WRCH
- recognise continental events

# Calendar and event structure 2

Keep fundamentals of Classic Rowing (2.000m, side-by-side rowing)

Number of events on offer / World Cups

Duration and frequency of events (length of WRCH, WRCup; interval between World Cups)

Organisers

Attractiveness, Fan engagement

Logistics, boat logistics

Creating new events?

Adding new formats? – different distances (Sprints, Head Races, Team events, invitational etc.)

WR sanctioned events (World Ranking)

# Timeline

Goal: Present the plan to the Congress in Shanghai

