



**STRATEGIC
PLAN
2023-2026**

ROW FOR HEALTH, ROW FOR
LIFE



VISION :

**INSPIRING AND
EMPOWERING
TASMANIANS TO
ENJOY ROWING FOR
LIFE**



MISSION :

**TO BUILD A
WELCOMING AND
THRIVING ROWING
COMMUNITY, THAT
PROVIDES
OPPORTUNITIES FOR
PARTICIPATION AND
ENJOYMENT FOR ALL**





Our context

Rowing Tasmania is the governing body for rowing in Tasmania. It has 13 member clubs and supports approximately 24 registered school rowing programs. With over 1650 active members, with ages ranging from 12 – 80 years.

We provide opportunities for these rowers and for potential rowers to take part and achieve within the sport.

- We enable the delivery of competitive club regattas and provide support for club-based activities.
- We facilitate the delivery of a very competitive schools rowing regatta program.
- We support progressing athlete development through pathways programs and selections for state teams.
- We play a key role at the national level supporting consistency and alignment of rules and rower requirements ensuring good governance within the sport rowing
- We promote and support the development and accreditation of Coaches and Boat Race Officials (BROs)
- We actively seek and provide support to grow and develop our volunteer network
- We manage and maintain the Lake Barrington International Rowing Course and the Lake Barrington Lodge Facilities, as a commercial concern
- We aim to grow and development the disciplines of coastal rowing and indoor rowing within the state.

This three-year strategic plan sets out our four strategic pillars and this will guide us in how we propose to introduce the benefits of rowing to more people's lives. It seeks to demonstrate the contribution rowing can make in assisting more people to become active, whether that is through rowing for the first time, becoming a club member, being an athlete with aspirations to perform on the world stage or giving their time as a volunteer.



Some Statistics

1654 – Active Members

50.5% Male and 49.5% Female

232 Volunteers and Officials (mainly within Clubs)

800+ Junior / School Rowers

230 Senior Rowers

116 Masters Rowers





OUR VALUES & BEHAVIORS

KNOW AND DO WHAT'S RIGHT

Encourage each other to create an inclusive, safe and supportive environment

CELEBRATE AND SUPPORT

Reward, recognise and celebrate individual and team stories and success. We build and promote our people and our knowledge.

ENGAGE WITH CHANGE

Seek out new ideas and embrace change. We take informed risks and learn from experiences so we can do better.

WORK AS A TEAM

We encourage teamwork and collaboration to deliver our strategic goals. We listen, engage and work with others to strive for success.

HAVE FUN

We believe rowing should be fun and engaging. We actively look for ways we can increase participation and enjoyment



1. Growth, Engagement & Advocacy

We will build value in our brand, grow our profile and inspire passion for Rowing by creating experiences that inspire and celebrate our sport

Our enduring strategic priorities

- Increase and improve consultation and communication with members especially with regard to decisions that impact their club or the sport.
- Enable clubs, by providing guidance and support in regards to governance, communications and leadership development.
- Facilitate leadership opportunities for emerging rowing leaders and coaches.
- Implement a media strategy to increase awareness, participation and engagement.
- Build brand value to better reflect the our sport and maximise commercial opportunities.

Measures of Success 2023 – 2024

- Growth in participants across all levels and in all forms of rowing
- Website upgrade complete
- Deliver and publish the communications strategy
- Increase in sponsorship from within Tasmania
- Basic Officials training sessions to be run in North, Northwest and South
- Promote the basic coach training Level 1 and 2.

Measures of Success 2025 - 2026

- 2 competitive coastal rowing events to be held in Tasmania.
- 10 % increase in engagement in community surveys.
- Increase in registered Officials with level 1 training.
- Increase the number of coaches with basic coach training Level 1 and 2 delivered through increased promotion of the courses.



2. Governance

We will operate to high standards of governance frameworks and maintain a robust and sustainable organisation with skills and resources to deliver world-class facilities and opportunities.

Our enduring strategic priorities

- Establish and maintain effective and efficient governance and risk management systems and processes at all levels of our sport.
- Establish a sustainable funding model, generated by diverse revenue streams, setting the sport up to be agile, solution focused and value driven.
- Embrace digital technology to connect with and deliver relevant products and services to all stakeholders.
- Build efficiency through partnership opportunities, sponsorship and community collaboration.
- Ensure safety both on and off the water

Measures of Success 2023 – 2024

- National Integrity Framework is adopted by all clubs and schools.
- Rowing Code of Conduct to be created, circulated and published.
- On and Off Water Safety Plan created, socialised and published
- Rowing Camps Safety Plan templates published
- Minimum standards of expected rowing competency created and published.

Measures of Success 2025 - 2026

- All Governance Practices meet national standards and requirements
- Improved internet capability at Lake Barrington International Rowing Course
- Social Media strategy introduced with regular cadence of posts – coaches, supporters, information etc.
- Increase in non traditional rowing income stream.



3. People and Culture

We will build value in our brand, grow our profile and inspire passion for Rowing by creating experiences that inspire and celebrate our sport

Our enduring strategic priorities

- Strive to become an employer of choice.
- Foster an inclusive and diverse workforce and volunteer base that is able to effectively meet and deliver our goals.
- Provide a positive and consistent experience for athletes and supporters at all levels.
- Communicate and engage regularly with our community to understand what is important to them.
- Create support material and documentation that is clear and easily understood so people feel that volunteering is achievable for them.

Measures of Success 2023 – 2024

- 10% increase in our regular volunteer base by 2024.
- By 2024 60% of parents / supporters will have volunteered in some format when at LIBRC
- Succession planning for RT employees, key volunteers and registered officials to be conducted and mapped.
- Volunteer roles / responsibilities documented
- Marketing materials created to engage the wider community

Measures of Success 2025 - 2026

- Increase in athlete diversity supported by RT's support of para and other rowing opportunities
- Increased rower retention by focusing on keeping students in the sport, creation of tools to help people know where to go next in the sport.
- Regular satisfaction surveys of members



4. Participation and Performance

We will improve retention in our sport by providing opportunities for people to progress in and enjoy rowing at whatever stage they are at within the sport

Our enduring strategic priorities

- Embrace opportunities for major events.
- Deliver and support local and domestic competitions that are valued by coaches and athletes, ensuring they are integral to athlete development.
- Deliver purposeful events, activations and communications that engage, entertain, and inspire stronger connections for rowers and supporters and generate revenue for the sport.
- Providing the structure, pathway and tools for all participants to row from grassroots to elite athlete.
- Providing opportunities to excel.

Measures of Success 2023 – 2024

- Deliver National Masters 2024 at Lake Barrington International Rowing Course
- Deliver a competitive season in 2024 with 6 club pennants and a championship event.
- Deliver a competitive and inclusive schools' season in 2024 with 3 school regattas and a championship event
- Collaborate with SATIS to run Head Of The River
- Collaborate with the Sandy Bay Regatta Association committee to launch first Tasmanian competitive event for Coastal Rowing.
- Deliver a competitive Tasmanian Indoor Rowing event.

Measures of Success 2025 - 2026

- Advocate for Nationals 2025 at Lake Barrington International Rowing Course
- Deliver a State Masters championship event in 2025.
- Advocate for additional Nationals competition within 5 years from 2025.
- Annual growth in the number of athletes and coaches moving into pathways programs and official training
- Annual growth in the number of athletes and coaches attending National competitions.



Our vision :

Inspiring and empowering Tasmanian's to enjoy rowing for life



Our Mission :

To build a welcoming and thriving rowing community that provides opportunities for participation and enjoyment for all.

Growth, Engagement & Advocacy

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Governance

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- Build efficiency through partnership opportunities, sponsorship and community collaboration.
- Ensure safety on and off the water.

People & Culture

We will build and develop a sustainable workforce and volunteer community, reflective of our diverse population to secure a successful, sustainable, inclusive sport for the future.

- Strive to become an employer of choice.
- Foster an inclusive and diverse workforce / volunteer base that is able to effectively meet and deliver our goals.
- Provide a positive and consistent experience for athletes and supporters at all levels.
- Communicate and engage regularly with our community to understand what is important to them.
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2023-2026

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