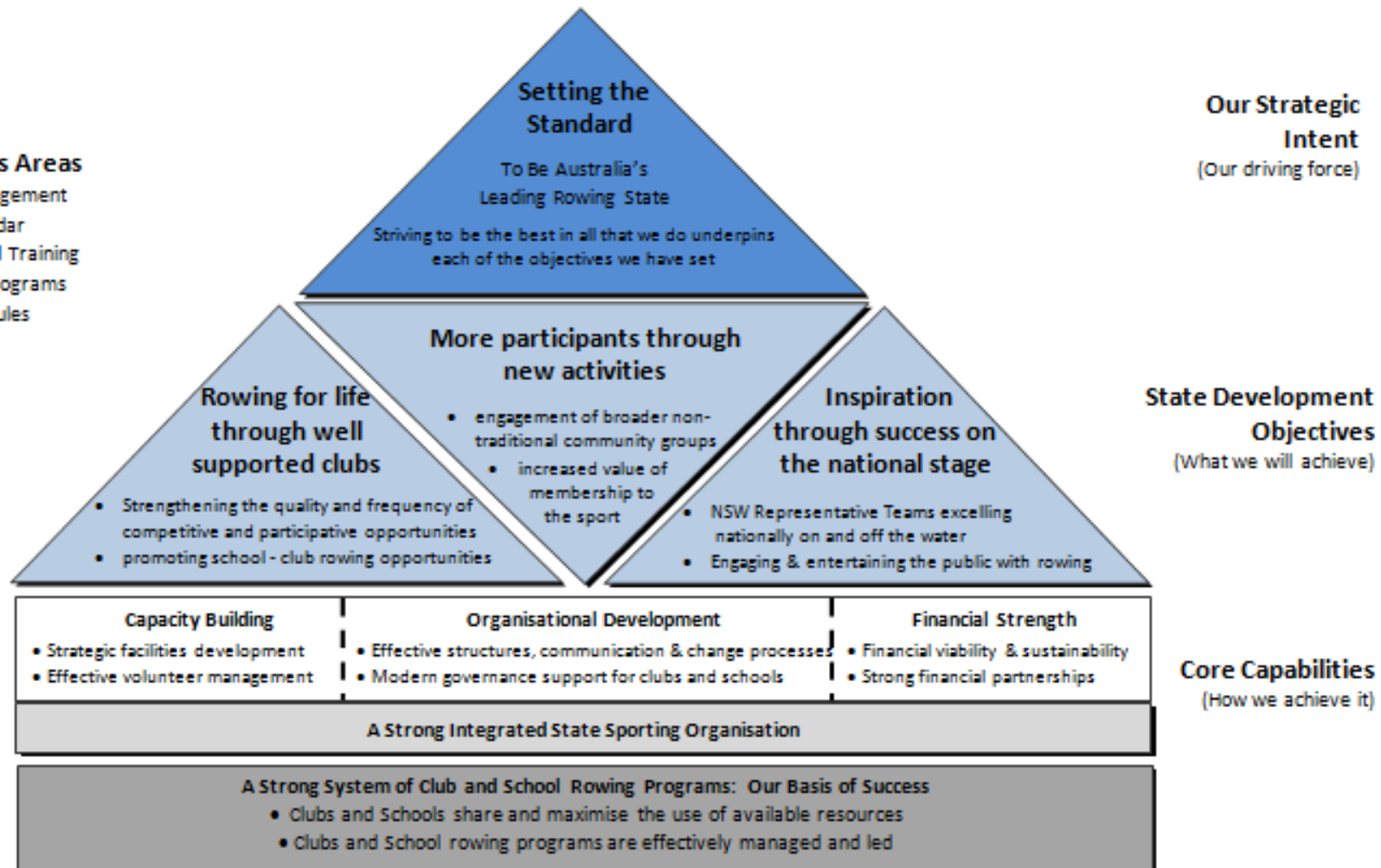


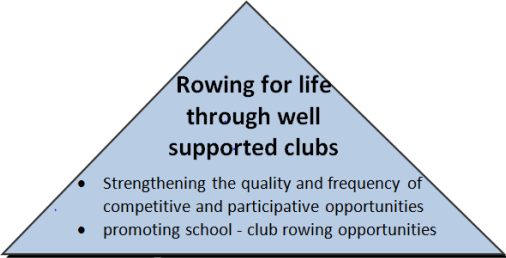
Strategic Objectives 2010 – 2013

Core Business Areas

- Regatta Management
- Regatta Calendar
- Education and Training
- State Team Programs
- Policies and Rules




Strategic Objectives and Performance Targets for 2010-13




Rowing for life through well supported clubs

- Strengthening the quality and frequency of competitive and participative opportunities
- promoting school - club rowing opportunities



More participants through new activities

- engagement of broader non-traditional community groups
- increased value of membership to the sport



Inspiration through success on the national stage

- NSW Representative Teams excelling nationally on and off the water
- Engaging & entertaining the public with rowing

- 1 Meet individually with clubs and schools not entering into the **Edward Trickett Regatta**, to promote the regatta's value to the organisations strategic objectives. Regatta program to incorporate school representative eights, an Interstate Challenge, as well as encouraging clubs entry into the B Grade 8+. Develop a distinct NSW regatta style and format.
- 2 Increase rowing's capacity for growth, by supporting the establishment of **new rowing facilities** in metropolitan and regional areas for community groups who historically have not been involved in rowing:
 - Burroway Road, Homebush Bay: multi bay shed for existing and new rowing programs incorporating the administrative head quarters of Rowing New South Wales.
 - Ben Chifley Dam, Bathurst: new facility, fostering participation in non-traditional rowing regions.
 - Lake Illawarra, Warrarong: establishment of dual club and coaching structure. .
- 3 Increase the interaction between indoor rowing and on-water rowing to promote the reach of the sport. The design and implementation of an ergometer-based **Rowing Instructor training program** endorsed by Fitness Australia. Targeted to fitness professionals, use sport intellectual property to generate revenue from new and emerging market.
- 4 Rowing New South Wales needs to gain an accurate measure of all levels of involvement in the sport of rowing – individuals competitive and more social or part-time involvement in our sport. The implementation of a **new category of membership** to Rowing New South Wales for the recreational rower to cater for the growing increased focus on participation outcomes. Promotion of club based corporate regattas, learn to row, and social rowing programs via an online data base.
- 5 Underpinning the Competition Commission, the implementation of a **High Performance Committee** will support existing club and elite development pathways in NSW, incorporating the NSWIS Rowing Program. The design and promotion of a comprehensive State Team Plan incorporating the Youth Cup, Youth Olympics and Interstate Regatta NSW representative teams will continue a whole of sport approach to development and high performance rowing in NSW.
- 6 Identify, market and leverage Rowing New South Wales' **key sponsorable properties** to return consistent and sustainable economic benefits to the sport through sponsorship, licensing and other revenue streams; the State Team, major events, our members, facilities and clubs, and intellectual property. Attainment of new corporate sponsors.