



ROWING IRELAND STRATEGIC PLAN SUMMARY 2017 - 2021

Following discussion in April 2016 the Board of Rowing Ireland agreed that the vision, mission and strategic areas identified and agreed by the Board in 2014 remain relevant to the long term direction and development of Rowing Ireland. It was further agreed that the priority is to action key deliverables within each of the seven agreed strategic areas in the period 2017 to 2021. The main deliverables are set out below.

Vision

Rowing Ireland will be a world class rowing organisation based on active, progressive clubs providing development, competition and participation opportunities for all levels of rowers and with international crews achieving sustained podium-competitive performances.

Mission

Rowing Ireland will lead the development of Clubs, Coaches and Domestic Events in Ireland so that these can be the basis of increased competitive and recreational participation in the sport.

We will support a professionally directed High Performance programme leading to the achievement of podium-competitive international performances.

To enhance our capacity to deliver these outcomes we will strengthen our Finances, Structures and Systems.

Strategic Areas

1. Governance

Rowing Ireland will ensure that its governance and structures are robust enough to allow it to implement its strategy and so deliver on the development plans for the sport of rowing at all levels.

2. High Performance

The aim in high performance is simple and clear. It is to deliver podium competitive performances at ranking international championships in selected categories of boat.

Underpinning our HP programme is a system which supports a pipeline ensuring a continuous flow of athletes into the programme through a structured athlete identification and development pathway supported by clubs, coaches, sports scientists and HP staff.

3. Club Development

Club development will result in strong, healthy, well-structured clubs. These clubs will be diverse and will include recreational and competitive aspects to their activity and membership. Clubs will be strong and large centres will have particularly strong clubs. Clubs will understand the diversity of needs of rowers. They will be linked to the local community. They will be supported by local sponsorship. They will be networked and will communicate with their members and with other clubs and their local community. There will be strong involvement, including with the families of rowers. Governance standards will be high.



The strategy recognises the clubs in Rowing Ireland as the core structure in the sport. The main areas for development in the clubs are membership (particularly at senior level), financial resources, implementation of codes on ethics, safety, governance etc., and coaching development. Through clubs, the rowing interests of all ages and levels of capability will be catered for (though the full spectrum may not be catered for in every club).

4. Coach Development

The objective of coach development is to have a low ratio of highly qualified and capable coaches to rowers. Coaches need to feel valued and recognised for their contribution as appropriate. Innovations in coaching concepts and ideas and the insights and practices of sports science including nutrition and psychology should be integrated into coaching practice. Clubs should see the importance of, and prioritise, coaching high standards. Harnessing the existing cohort of World/European/Olympic medal coaches and growing this cadre is important. A proportion of clubs should have professional coaches.

5. Participation & Competition

The aim is to have more people rowing through increasing competitive and recreational numbers. We wish to position rowing strongly as a participation sport as well as a competitive sport. We aim to have 50% of open clubs (i.e. excluding universities and schools) offering recreational rowing programmes. We also aim to have strongly contested senior regatta finals through growth in the level and number of senior crews in every category. Event development, including a well-supported Grand League and an integrated competitive season, will provide the opportunity for this diversity.

6. Commercial

To achieve the outcomes desired, Rowing Ireland must raise additional resources and ensure its own stability through strengthening its finance base. This is an essential part of underpinning the sport's development. In addition, Rowing Ireland needs to strengthen its own operating efficiency so that it has the operating capacity to match its ambition and financial capacity.

7. Communications

Internally and externally, Rowing Ireland will be assisted in its Mission by a stronger capacity for communications and for presenting the image and achievements of rowing in a professional and powerful way. This will require expertise and the greater use of the most current methods, enabled or facilitated by recent technological developments, including social media.