



# Women on the Water – (Adult's Recreational Rowing)

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# Introduction



- One of Rowing Ireland's strategic pillars is '**Rowing for All**'. There is a steady drop off in the sport - post university age groups. 70% membership are junior athletes.
- Rowing Ireland would like to support a growth in adult's rowing, with an emphasis on female participation. Focusing on recreational rowing and introducing adult beginners to rowing.
- Rowing Ireland's Women in Sport programme is launching Women on the Water, an initiative to increase female adult participation in recreational rowing, in a way that benefits clubs and participants.

# Why?

## 1. Great demand and interest

- Clubs across the country have waiting lists for adult beginners.
- Parents of juniors have expressed interest in trying the sport their children enjoy.
- Opportunity to tap into the 'gym goers' market and provide an outdoor sport with greater social and health benefits.

## 2. Rowing is an ideal sport for adults

- Low impact
- Cardiovascular fitness benefits
- Strength benefits
- Fun and social sport
- Mental health benefits
- Want our junior members to see it as a lifelong sport.

## 3. Revenue and resource opportunity

- Potential revenue stream
- Increase in life-experienced members with different skill sets.
- Can maximise use of club equipment with out of hours use. eg weekday office hours.
- Pathway for younger members to move into coaching.

# The WoW Model

**The Women on the Water (WoW) Programme** is a new Rowing Ireland campaign targeted towards women who have never tried rowing before, and would like to give it a go.



**HER Outdoors** Week (8th-15th of August) will be used to have taster sessions in clubs across the country for women to try the sport.

**WoW Programme** will begin in September with clubs interested in taking part. Weekly training times (outside of busy club hours) will be devoted to the women's recreational rowing groups in these clubs.

# WoW Programme

- The programme will run in clubs across the country from September
- One or two sessions per week for a female adults
- The sessions are run outside of busy club times - eg. 10am - 12pm on weekdays or 3-5pm at weekends
- The programme will run in blocks of 8 weeks
- A paid coach is provided for the two hours to cox/coach the session.
- The participants pays a fee for the 8 week block and that contribution goes to the coach and club.



# How to sign up...and what then?



1. Complete the expression of interest form on the RI website.
2. Consider whether a club would like to appoint club member as a paid coach to run the sessions, or gain support from Rowing Ireland to recruit a coach.
3. Rowing Ireland will provide training for assigned coach to run the programme.
4. Rowing Ireland will provide promotional materials for the programme.
5. The club can opt into a participant sign up portal through Rowing Ireland, that will manage sign ups and payment.



- Complete the club's expression of interest form on the Rowing Ireland website.
- Contact [claire.lambe@rowingireland.ie](mailto:claire.lambe@rowingireland.ie) for more information.