



**ROWING
IRELAND**

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

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- 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.

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.

- 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 for more information.