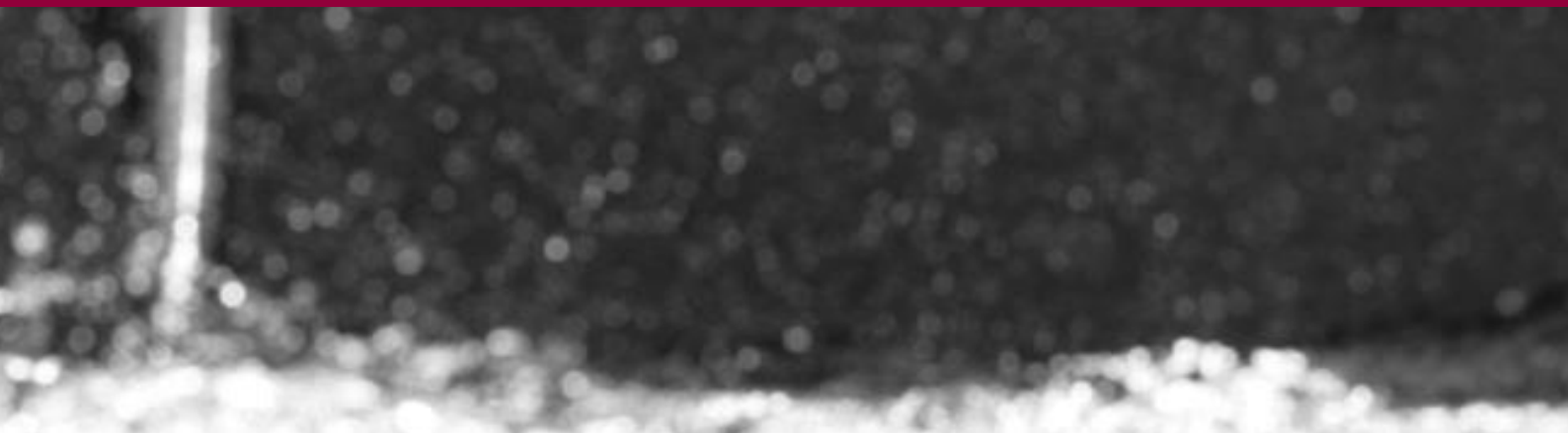




Rowing Queensland Strategic Plan

2017 - 2020



OUR VISION

Lead, enable and inspire our member clubs and schools to get more Queenslanders involved in rowing...for longer...at different levels...in many locations.

OUR GUIDING PRINCIPLES

The following principles underpin how we operate as an organisation:

- We aim high – both on and off the water
- We respect the past but look to the future
- We view rowing as a sport for all Queenslanders and a sport for life
- We value and promote integrity in all aspects of our organisation – governance, coaching, volunteers and competition
- We support the key national strategic initiatives articulated in the Rowing Australia 'Whole of Sport' plan.

OUR OBJECTIVES

Objective 1: Activate and engage the Queensland rowing community

Objective 2: Enhance the 'regatta experience' for both participants and spectators

Objective 3: Improve the quantity and quality of Queensland athletes, coaches and officials

Objective 4: Grow awareness, participation and new opportunities for the sport in Queensland

Objective 5: Develop and foster a number of strategic partnerships and alliances that will significantly increase our revenue base

Objective 6: Work closely with Rowing Australia to implement a range of national programs

Objective 1: Activate and engage the Queensland rowing community

Strategic Intent: To interact directly and regularly with all key stakeholders in growing our sport in Queensland.

Strategies:

- Educate schools and parents on what RQ does to develop the sport in this State and ensure that everyone involved in rowing is formally registered on the database.
- Continue to improve whole of sport communication and better engage with our volunteers, staff and coaches.
- Act as the guardian of safe, fair fun on the water.
- Develop a professional 'Social Media Strategy' in conjunction with our clubs and schools.
- Conduct an annual 'Engine Room' forum for invited stakeholders to generate new ideas and initiatives.

Objective 2: Enhance the 'regatta experience' for both participants and spectators

Strategic Intent: To increase the number of people participating, enjoying and attending regattas.

Strategies:

- Develop rowing products and innovative event formats (e.g. shorter regattas) that will appeal to a broader range of participants based upon consumer insight research.
- In conjunction with Rowing Australia, investigate and pilot alternative commercial models for member servicing and the conduct of events e.g. Community Rowing Inc.
- Support our clubs to host events that provide an enhanced spectator experience – and are more fun for everyone!

Objective 3: Improve the quantity and quality of Queensland athletes, coaches and officials

Strategic Intent: To support our athletes, coaches and officials by offering well defined pathways and opportunities, with a specific focus on delivering athletes to National Underage Teams.

Strategies:

- Work with Rowing Australia to implement the National Pathways Program and develop a Queensland Pathways Plan.
- Provide sustainable development opportunities and clear pathways for everyone in the sport.
- Invest in the recruitment and training of club coaches.
- Conduct an annual coaches, administrators and officials forum.
- Conduct an annual 'Athletes Think Tank' with a focus on the retention of school leavers.

Objective 4: Grow awareness, participation and new opportunities for the sport in Queensland

Strategic Intent: To promote the benefits of rowing as a 'sport for life'.

Strategies:

- Utilise the National Participation Framework to create new opportunities for involvement in alternative forms of rowing (coastal, indoor, para-rowing etc).
- Work closely with the clubs to develop a distinctive and recognisable Rowing Queensland brand.
- Create and implement a Queensland Participation Strategy.
- Initiate an annual state-wide 'Try Rowing' day to commence in 4th Term 2017.

Objective 5: Develop and foster a number of strategic partnerships and alliances that will significantly increase our revenue base

Strategic Intent: To grow Rowing Queensland's financial strength and decrease reliance on Government funding assistance.

Strategies:

- Maximise the usage of all our facilities around the State.
- Work towards staging a National event at Wyaralong by 2020 and an international event at the facility within 10 years.
- Identify and then develop new markets and opportunities.
- Enhance existing partnerships and develop new ones.
- Leverage better with schools and work closely with their alumni.
- Re-engage Masters Rowers to utilise their expertise and experience in developing new opportunities to grow the sport.

Objective 6: Work closely with Rowing Australia to implement a range of national programs

Strategic Intent: To play an active role in developing a united 'Whole of Sport' strategic direction for the sport of rowing in Queensland and Australia.

Strategies:

- Ensure alignment and involvement with Rowing Australia on such projects as:
 - Membership database and digital strategy
 - Participation framework
 - Membership services
 - Pathways model
 - Commercial strategies