

Coastal Rowing Development Strategy – Overview (DRAFT at 110814) Goals and Objectives

Background: Coastal rowing is the opportunity to bring our sport to those who live near the sea. There are many nations that may only experience rowing through Coastal Rowing.

Goal 1: Develop Coastal Rowing

Objective 1: Development - Develop Coastal Rowing as a means to reach countries / communities that are near the sea or are not currently engaged in “Olympic-style” rowing.

Objective 2: Participation - Develop a regatta and games programme around Coastal Championships, Beach Games and other Games that will encourage and allow for more nations to participate in competitive rowing.

Objective 3: Quality – Continue to improve the number of training camps, coaching courses and instructional materials for Coastal Rowing

Objective 4: Institutions – Create projects to best suit the possible participants in Coastal Rowing.

Goal 2: Promote Coastal Rowing

Objective 1: Create a unique brand around Coastal Rowing that appeals to new alternative audiences combining the thrills and skills of rowing on the sea. (see below).

Objective 2: Increase media interest and coverage of coastal rowing through existing and non-used channels.

Objective 3: Use coastal rowing to attract non-traditional FISA sponsors and support national, regional and continental activities.

Objective 4: Communicate to the Coastal Rowing community using all media platforms with unique content.

Goal 3: Present Coastal Rowing

Objective 1: Create a scaled format of competition that will adapt to the local circumstances, the environment and culture.

Objective 2: Provide attractive facilities at Coastal events for spectators, media, TV and sponsors.

Objective 3: Create competition pathways via national, regional, continental and world championships and games that are linked with development and promotion strategies.

Goal 4: Govern & Administer Coastal Rowing

Objective 1: Use Coastal Rowing as a means to help address social challenges in communities near the sea, specifically island communities that are facing challenges.

Objective 2: Provide tools or a tool kit to facilitate the implementation of new coastal rowing federations and projects.

Objective 3: Manage a Coastal Rowing Strategy that is integral and enhances the growth of rowing worldwide.

Objective 4: Apply new rules and format that are easy to understand and that engage the teams.

Objective 5: Find new funding resources to create more grassroots rowing projects for coastal rowing.

Goal 5: Protect Where We Row through Coastal Rowing

Objective 1: Clean up water and beaches where coastal rowing is practiced as part of an overall programme for social integration and activation of local maritime/port/beach communities.

Objective 2: Distribute clean water message within coastal communities and associate the coastal rowing programme directly with environment protection.

Objective 3: Work with national bodies to design clean water campaigns that link to learn to row activities.