

FISA Women's Rowing Development Strategy – Overview (DRAFT at 110814)

Goals, Objectives & Projects

Goal I – Develop Rowing

Objective 1 – Increase the number of rowing countries with women's rowing

- 1.1 FISA USB (Understand Rowing, Start to Row, Become a rower) project - Build a grassroots development toolkit to address new and existing NFs
- 1.2 FISA Development Programme target countries - Increase the number of Member NFs (starting them from the beginning with women's rowing - IOC 3.1/7.6)
- 1.3 FISA Development Programme target new clubs, universities and schools on women's rowing - Guidance for new clubs, universities and schools on women's rowing projects (IOC 7.4)

Objective 2 - More Participation of member NFs with women's rowing (3.2/7.6)

- 2.1 Target nations with men's rowing but that have less active or inactive women's rowing
- 2.2 FISA NF Strategic Alignment Development Programme - Encourage member NF's strategic alignment with FISA on women's development
- 2.3 FISA Grassroots Women's Development Programme - Guidance for clubs, universities and schools on women's rowing projects (IOC 7.4)
- 2.4 FISA National Competition Development Programme - Encourage all member NFs to stage national championships for women (IOC 3.2/7.6)
- 2.5 FISA World Championships, YOG/OG qualification and Continental events Development Programme - Encourage all member NFs to participate in FISA World Championships, YOG/OG qualification and Continental events with women's and Men's crews (IOC 3.6 / 7.6.)
- 2.6 FISA Women's Sweep Participation Programme - Encourage member NFs to promote Women's Sweep Participation
- 2.7 FISA Women's Development Conference - Promote a Women's development Conference with the aim of sharing best practices and building a network that may have a positive influence on women's rowing development across all Continents

Objective 3 - Better Rowing - Improve the quality of rowing and coaching for women (Institutionalize equity requirements in FISA's funding criteria)

- 3.1 FISA New Opportunity Programme for Female Athletes/Coaches - Increase number of training camps for women rowers and coaches (IOC 7.4/7.5/7.6)
- 3.2 FISA Women's Coaches Development Programmeⁱ - Increase number and gender equity in courses for coaches (IOC 7.4 and 7.6)
- 3.3 FISA Women's Athletes/Coaches Event Participation Programme - Increase number of programmes for female athletes/coaches to participate at World Championships (IOC 3.7/3.8)
- 3.4 FISA Support Programme for Women Umpiresⁱⁱ - Increase FISA support programme for female umpires regarding training and participation in international events
- 3.5 FISA Support Programme for Elite Women Rowersⁱⁱⁱ - Increase FISA support Programmes for female elite rowers
- 3.6 FISA Women Leaders Programme - Supporting women managers/board members from member NFs to experience events, training camps and IOC courses for Olympic Education to foster their future involvement with the NOC. To inspire member NFs to increase gender equity in boards and reduce the current gap between FISA and its member NFs (IOC 5.4)

Goal II – Promote Rowing**Objective 1 – Promote the participation of more former female rowers in national and international rowing at all roles and levels**

- 1.1 FISA Whatsnext2rowing - Develop a network of ambitious former women athletes who aspire to a career in the world of rowing (in all roles and levels at national/international level)

Objective 2 - Equal Visibility within FISA

- 2.1 FISA Equal Visibility Project (IOC 7.6) - Create new visibility opportunities for men and women at all roles and levels.
- 2.2 FISA Equal Photography Coverage Project (IOC 7.6) - Equal Photography Coverage Project for FISA Events and Olympic Games
- 2.3 FISA Equal TV Coverage Project for FISA Events and Olympic Games (IOC 7.6)
- 2.4 FISA Equal Photo Initiative (IOC 7.6) - Promote and share images/videos/news articles of women in Rowing

Goal III – Present Rowing**Objective 1 - Equal Events**

- 1.1 Gender Balanced FISA Events Project (IOC 7.6) - Plan future FISA World Championships for equal Event participation

Objective 2 – FISA’s Events equality legacy (IOC 7.6)

- 2.1 Gender Balanced FISA Legacy for Host Countries (IOC 7.6) - Implement FISA Event legacy in host NFs to promote Rowing Festivals for girls, coaching and umpiring courses for women alongside the FISA events (World Championships, World Cups, Olympic Games Qualification Regattas and Youth Olympic Games Qualification Regattas)

Goal IV – Govern & Financing Rowing**Objective 1 - Promote Good Governance**

- 1.1 FISA’s Assistance Programme - Define Pathways to help targeted NFs to apply and benefit from FISA help
- 1.2 FISA Annual Survey to collect data and evaluate progress
- 1.3 FISA Fundraising Plan – Develop a Fundraising Plan and FISA Mini-Projects
- 1.4 FISA Equal Congress Participation Project – Move towards 2 delegates (1 man/ 1 woman) at FISA Congresses

Objective 2 – FISA Knowledge Transfer – United Rowing

- 2.1 United World Rowing Project - Share best practice case studies on women’s rowing within World Rowing
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