STRATEGIC PLAN 2013 – 2017

The Strategic Framework for Rowing New South Wales

Revised September 2014

INTRODUCTION

Rowing New South Wales Strategic Plan (2013-17) outlines the path we will take to achieve our vision of positioning New South Wales as Australia's leading rowing state. We have identified five business areas that cover all aspects of the sport from the elite level to the grassroots. Achievement of excellence in these areas will, we believe, result in the best outcomes for the sport of rowing in New South Wales.

In working towards our goals, we will create opportunities for the New South Wales community to engage in rowing in a variety of ways that suit their lifestyles and aspirations. We will continue to monitor societal trends and respond positively to change while protecting and enhancing the values of our sport. We will provide clear pathways of excellence for talented young New South Wales oarsmen and women so that they are given every possible chance to achieve success in state team regattas, and individual recognition and success in the highest echelons of the sport.

Striving to be the best in all that we do underpins each of the objectives we have set and will again call upon the support of the rowing community to help us achieve our goals on and off the water. We recognise that the enormous contributions of our clubs, schools and volunteers are crucial to rowing's prosperity.

Vision is to be Australia's leading rowing state

Mission is striving to be the best in all that we do. The basis of our success underpins each of the objectives we have set will be measured by:

- Maximising the New South Wales community's participation and involvement in rowing
- Making New South Wales the most successful state in interstate competition and in developing State representatives
- Providing rowing opportunities for life through well supported clubs and schools

SCORECARD FOR 2013/14

PLATFORM	METRIC	TARGET	Monitor
PERFORMANCE 22.5%	1. State ranking at Interstate competition 2. % of NSW representatives in AUS team 3. Per Capita Performance at Australian Rowing Championships	1. Highest ranked state on the RA Cup point score. Maintain three gold medals at the Interstate Regatta. Highest rank Youth Cup 2. U19 (25% athletes & 40% coaches), U23 (25% athletes & 40% coaches), and Senior A (30% athletes &25% coaches) 3. 5% improvement in Point score analysis of NSW Club and school results at Aust Champs (5pts 1st; 3pts 2nd; 2pts 3rd; 1pt A finalists) % of NSW athletes for composite crews	1. Annually at the conclusion of Nationals 2. At the announcement of the Australian team 3. Annually at the conclusion of Nationals
PARTICIPATION 22.5%	1. Number of Competitive Members 2. Seats raced 3. Rowing NSW Membership mix 4. Gender equality in 19-30 year comp ?	1. 5,500 members of Rowing NSW 2. 72 Regatta conducted; 50,000 seats raced and 19,000 entries received 3. 500 Supporting, Recreational and Official members 4. Equal numbers men/women competing 19-30 years	1. Monthly CEO report 2. Monthly CEO report 3. Monthly CEO 4. Annually
REGATTA & COMPETITION 25%	1. Growth within existing competition classes at RNSW Regattas 2. Conduct of Marquee regattas 3. Add non elite U21 Comp – big boats 4. Increased number of accredited BRO & available Volunteers	1. 5% increase participation from U19-26 Year on Year for 4 years. 2. State Championships, Reindeer Regatta, Schoolboy and Schoolgirl Head of the River, Riverview Gold Cup 3. Introduce U21 Comp x 6 Regattas 2013-2014 season 4. 100 Accredited and active NSW BROs	1. Annually 2. Monthly CEO report 3. Monthly CEO report 4. Quarterly CEO Report
PROMOTION 15%	1. Mainstream media mentions & press relations 2. RNSW Comms outbound & effectiveness 3. Number of members receipt of comms 4. Number attendees at target social functions	1. 6 major news articles relating to NSW events. 20 local paper articles 2. 75% Member Satisfaction with communications from Surveys conducted 3. 2,500 enews and 2,500 facebook friends, 600 twitter followers 4. Presentation Awards (200) Support the Crew (350) KC&QC Luncheon (280), Media event	1. Monitoring monthly , report quarterly 2. Survey quarterly 3. Monitor monthly 4. Annually
BUSINESS OF ROWING NSW 15%	1. Gross turnover, surplus & reserves 2. Club development 3. Non-competition Revenue generated 4. Member Satisfaction rating	1. Inc:$1010,000. Exp:$985,000 ($25,000 surplus) 2. Four Camps Conducted (Schoolboy, Schoolgirl and 2xMasters) 3. $850,000 4. 75% Member Satisfaction from Surveys conducted	1. Annually 2. Monitor quarterly 3. Annually 4. Survey each regatta.