

Future of Rowing in Australia

Colin J Smith

Deputy Chairman Rowing Australia

AGENDA



- Observations
- Strategic Priorities
- NRCE
- Crawford Review
- Commercial Outcomes
- Governance



OBSERVATIONS



- Restructuring of RA into two discrete areas of the NRCE and now Community Development will be very positive
- The management team of Andrew Matheson for the NRCE and Matt Draper for Community Development under the CEO will ensure that both areas are better resourced and the strategies / strategic priorities will be delivered
- Participation and interest in school and Masters rowing is very strong and growing however traditional club rowing is challenged – growth in participation in our sport will be critical both for our elite future and also suggested requirements under the Crawford Review
- We are facing major challenges for safe access to waterways – this is increasingly a national issue which has major ramifications for driving increased participation. It also has major risk issues for our sport.
- Outside of ASC / AIS funding we currently do not have a Commercial funding strategy
- We must address the opportunities and critically the challenges emanating from the Crawford Review



STRATEGIC PRIORITIES



- revitalisation of community rowing in Australia post school
 - National Championship's (4 new club events) review doubling up in school / U19 events, showcasing key events
 - revitalizing interclub competition ie Head races etc
 - focussing on school to club transitional programs especially outside elite
 - rebuilding women's heavyweight and men's lightweight rowing
 - protecting and maximising the return from NEDP especially for high performance clubs
 - coaching education
- waterways access and safety issues
- developing an external commercial model including ROMS
- responding to the Crawford Review

NB: RA and each of the SSO's are small organisations that have a scarcity of funds and resources hence, critical issues must be prioritised



- Structure of the NRCE is near finalisation
 - must fill the NSWIS HC position as an urgent priority
 - feedback from the athletes and coaches of the new structure under the HPD has been positive
 - NHC’s travelling to states and clubs has been positive
 - Selection Forum was positive and will result in further strengthening the policy and making it more transparent to all (it will also fit within AOC guidelines)
 - performance at Poznan was as expected and highlights the challenges
 - Men’s heavyweights and adaptives – OK (2 silver + 1 bronze) with some high potentials identified
 - Women’s lightweights – on expectation
 - Men’s lightweights – decimated from the previous quadrenium – a lot of work, totally dependant on returning athletes, must rebuild the base
 - Women’s heavyweights – a real weakness and now suffering from underperformance in Athens and Beijing – dependant on returning Olympians, again must rebuild the base

NRCE cont.



- Structure of the NRCE is near finalisation (cont.)
 - 3+1 Gold medals is a very tough goal in London but achievable
 - lack of athlete stipends with current NRCE budgets makes this even more challenging
 - all the planning and coaching (other than NSW) is in place they must now deliver
 - NRCE will be focussing on medal potential crews and will not be targeting, in London, qualification of crews

CRAWFORD REVIEW



- RA must carefully consider and respond to the ramifications of the Crawford Review

CJS views

- Whilst our current budgets to 2012 are possibly protected it has serious grant ramifications:
 - we could be affected earlier (less likely)
 - if we under perform in London we will be affected
 - notwithstanding London performance as a low participation sport we could be affected
- Notwithstanding the commentary there are some positives but many negatives or unanswered questions:
 - Australia must continue to focus on sports excellence which includes being a World Best in Olympic sports
 - NSO's such as RA owning sport is a big positive
 - the combining of the institutes is an excellent outcome but the how is unanswered and structurally quite challenging



CRAWFORD REVIEW cont.



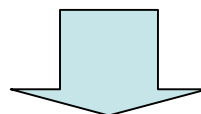
- Notwithstanding the commentary there are some positive but many negatives or unanswered questions (cont):
 - agree that the government must promote sports participation
 - agree that the mass participation sports will be the key catalyst here
 - enlarging and targeting the ASC after school program across primary and secondary schooling of sports participation will be critical
 - the adverse commentary on the ASC management and Board does not recognise the positive management changes and/or some of the board representatives
 - for all of the considerable investments by the sports (i.e. RA and CAOS) this appears to not have not been adequately considered by Crawford
 - external inputs into the Crawford review fails to understand the funding model of broadcast rights and flow of funds of leading events such as the FIFA World Cup, Olympic Games and IRB and ICC World Cups
 - notwithstanding the referral from the Senate Standing Committee on Digital Media the Crawford review has failed to understand the commercial ramifications of digital media



COMMERCIAL OUTCOMES



- RA cannot rely on or await corporate largesse for future sponsorship
- RA must build a commercially attractive model to develop a sustainable business
- **A digital broadcasting model is critical** to attract sponsorship and advertising and must incorporate:
 - video (local and overseas)
 - audio (interviews)
 - news
 - results (ROMS will be critical)
- static sites such as those of many sports (including RA) sites will over time become irrelevant
- RA and the SSO's must invest in a vibrant site that is the “must visit for rowing”
- site will be measured by unique browsers, page views and time spent on the site



Crawford Review fails to understand that there is a digital revolution occurring now. This must be embraced by all sports to build a sustainable base.



COMMERCIAL OUTCOMES cont.



This is a critical issue also for the IOC and has important messages for sports such as rowing.

Digital Revolution – A New Management of Sports Rights

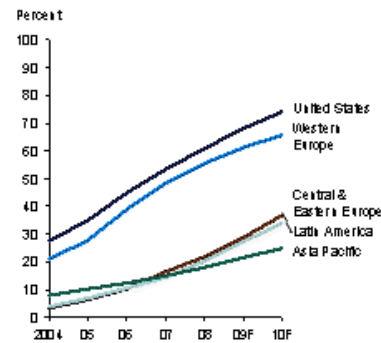
The digital revolution opens up many opportunities for the consumer and for sports



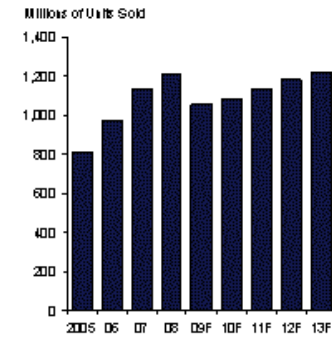
Digital Revolution – A New Management of Sports Rights

This is being driven by broadband, and mobiles growth

Broadband Internet Household Penetration (2004-10F)



Global Mobile Phone Device Sales (2005-13F)



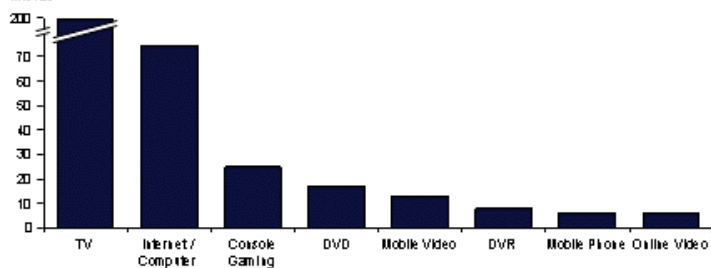
COMMERCIAL OUTCOMES cont.



Digital Revolution – A New Management of Sports Rights

Generation Y are now accessing up to 16 different platforms in one day

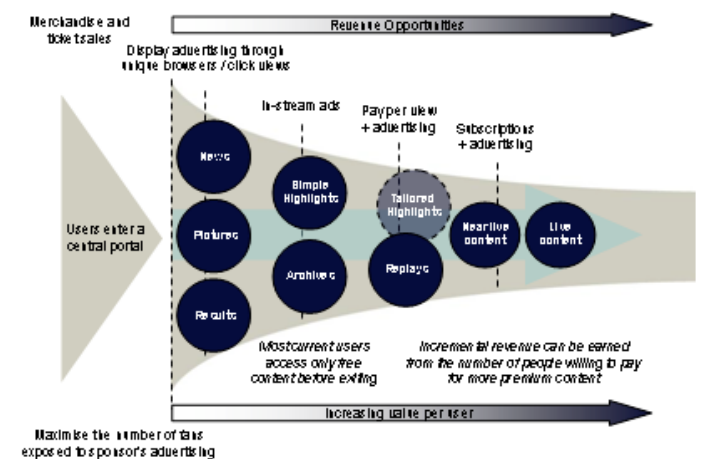
Typical Time Allocated to Each Platform Daily by a Teen (2009) Minutes



Approximately 25% of teens use more than one media platform simultaneously in "Dual Screening"

Digital Revolution – A New Management of Sports Rights

The digital revolution is now providing a range of different sports programs



COMMERCIAL OUTCOMES cont.



What Crawford does not recognise is that the digital revolution is here

'The committee urges the government to take into account the opportunities and challenges presented by digital media to sports organisations' current and future revenue prospects and options, and recommends that the current Crawford review of sports pay particular attention to the capacity of sports to invest in digital innovation'

'The Panel believes that at this time there is not a demonstrated need for government intervention; it is appropriate for sporting organisations to deal with the various media outlets to attain mutually beneficial arrangements.'

Digital Revolution - A New Management of Sports Rights

The Beijing Olympic Games TV and Online ratings highlight that the digital revolution complements TV viewership

NBC Universal TV and Online Ratings
2004 Athens Olympics vs 2008 Beijing Olympics

	2004 Athens	2008 Beijing
TV		
NBC primetime avg viewers	24.8m	27.7m (+12%)
NBC primetime ratings - % of US households	15.0%	16.2% (+8%)
Online		
Page views	0.2bn	1.2bn (+447%)
Unique users	11.1m	51.5m (+363%)
Video streams accessed	2.2m	75.9m (+3327%)

"...The numbers are astounding, and we're fairly certain that multipatform distribution throughout the day is essentially telling that interest and driving viewers over to share in the Olympics in prime time..."

"...The Internet hardly cannibalises it. If anything, it fuels interest..."

NBC Olympics president Gary Zetser, August 2008

Digital grows the overall Olympics audience globally



GOVERNANCE



- RA should continue to evolve its transparency and openness with the Australian rowing community by:
 - CEO reports
 - Action sheets / outcomes
 - RA to the community
- RA should consider further strengthening its governance model for the composition of the Board Committees and Task Forces
 - nomination committee (Board and Council)
 - identifying strategic task forces
 - Composition of task forces to address strategic priorities will embrace RA, SSO's, SIS/SAS and clubs
 - identifying external skills
 - ensuring broad representation (where possible)
- We must adopt a “whole of sport” model going forward
- RA to actively participate in the evolution of member organisations i.e. FISA and AOC

