

2022-2025



Strategic Plan



Vision



Victorians enjoying rowing for life

Mission

Be a leading, sustainable rowing organisation for community and performance

- Enable member and community participation to grow, retain rowers and achieve success.
- Be a strong, trusted and cohesive voice for our members to grow the rowing community and represent our sport.
- Provide expertise, knowledge and resources sustainably to our members to promote a safe, diverse and inclusive environment, to support compliance and governance.

Strengthen and support our clubs, schools and the community

Objectives	Outcomes
Increase and improve consultation with members in key decisions impacting the rowing community.	<ul style="list-style-type: none">• An engaged community, advocating for the sport.
Implement a digital and social media strategy to increase community participation and engagement.	<ul style="list-style-type: none">• Improve communication with members and increase commercial attractiveness.• An informed and connected community.• Develop positive and sustained engagement and advocacy for and through passionate community.
Enable clubs to be 'Ready to Play' by providing governance, communication and leadership support.	<ul style="list-style-type: none">• More time and energy for clubs to focus on the needs of their members.• Better compliance with key obligations across the rowing community.• Reduced workload on volunteers.
Facilitate leadership opportunities for emerging rowing leaders.	<ul style="list-style-type: none">• A sustainable future for the sport.

Lead and influence better outcomes for rowing in Victoria



Objectives	Outcomes
Future proof access to quality regatta facilities and waterways by increasing engagement and consultation with LGAs and government stakeholders.	<ul style="list-style-type: none">• Relationships with key stakeholders improved.• Existing rowing facilities maintained and improved, and new rowing facilities identified.
Represent the position and interests of members across (and for) Victoria as a consistent and considered voice with LGAs, peak bodies, government authorities and other key stakeholders.	<ul style="list-style-type: none">• Rowing in Victoria is well coordinated and represented through the RV office.• Members receive relevant information from one source.• Opportunities for growth and financial viability are optimised.
Lead the establishment of a safe and welcoming environment, free from discrimination and harassment through best practice behaviours, systems and culture.	<ul style="list-style-type: none">• A safe, accessible, inclusive environment for all participants and supporters.• Growth in the sport through increased participation from diverse communities.• An improved culture for rowing in Victoria.
Showcase, communicate and celebrate achievements and success.	<ul style="list-style-type: none">• Members, volunteers and staff are recognised and proud of their achievements.• Increased stakeholder support and knowledge of the sport.
Leverage extended community: once a rower, always a rower.	<ul style="list-style-type: none">• An increased pool of talent, ideas, participation and advocacy to support the future of rowing.

Deliver highly regarded events, services and programs through effective and efficient operations

Objectives	Outcomes
High performing team working collaboratively together to deliver events, service and programs.	<ul style="list-style-type: none">• Consistent event operational experience and service delivery throughout the state.• Engaged, effective and happy volunteers and staff.
Develop new event strategy to encourage and support participation, e.g. indoor rowing, coastal rowing, learn to row.	<ul style="list-style-type: none">• Relevant participation opportunities for all.• New and increased participation and events, increased community engagement and new audiences, e.g. schools and universities.
Leverage the use of technology in event, service and program delivery.	<ul style="list-style-type: none">• A growth in new advocates and supporters.• Increased commercial opportunities and more efficient operations.
Simplify the way that people volunteer.	<ul style="list-style-type: none">• Knowledge transfer with younger, more engaged and connected volunteer community contributing meaningfully, enabling broader regatta options.• Easier pathways for volunteering. More volunteers. Enjoyable volunteering opportunities.
Maximise participation in competitive rowing through innovative and sustainable changes to regattas. Enhance spectator experience and develop more events for recreational rowers.	<ul style="list-style-type: none">• Better racing opportunities at all levels.• A clear pathway from beginner to elite.• Regattas that are easier to manage and attend.• Enhanced spectator experience.
Assess the environmental impact of the sport and develop strategy to reduce impacts.	<ul style="list-style-type: none">• Cleaner and greener regattas and operations.

Foster strategic partnerships to grow and diversify funding for the sport



Key Priorities	Outcomes
Create a Victorian rowing commercial value proposition.	<ul style="list-style-type: none">• Develop value for commercial partners and members.• Sustainable and diverse sources of funding.• Consolidated brand, value, event and program offering.• Targeted multiple diverse channels of support.
Develop toolkits for members to market towards growth opportunities, e.g. schools, universities, recreational, indoor and coastal rowing.	<ul style="list-style-type: none">• Increased participation, financial diversity, commercial attractiveness.
Develop innovative and relevant participation solutions.	<ul style="list-style-type: none">• Partnerships that support key strategic aims and improve the sport's commercial value.
Explore opportunities to expand RV membership for channel growth.	<ul style="list-style-type: none">• Product and audience defined for improved commercial outcomes.
Explore and promote philanthropic program to support community, sport and club.	<ul style="list-style-type: none">• Community citizenship.• Increase philanthropic support/donations.

Guiding Values

Respect

We treat each other with respect



Excellence

We learn, grow and improve



Diversity

We value difference and are inclusive on and off the water



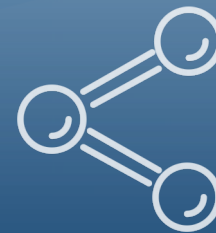
Teamwork

We work together as a community



Integrity

We do what is right



Victorians enjoying rowing for life