



Senior Championships Project (as part of the Event Review)

Summary of Consultation & Community Engagement

September 2023

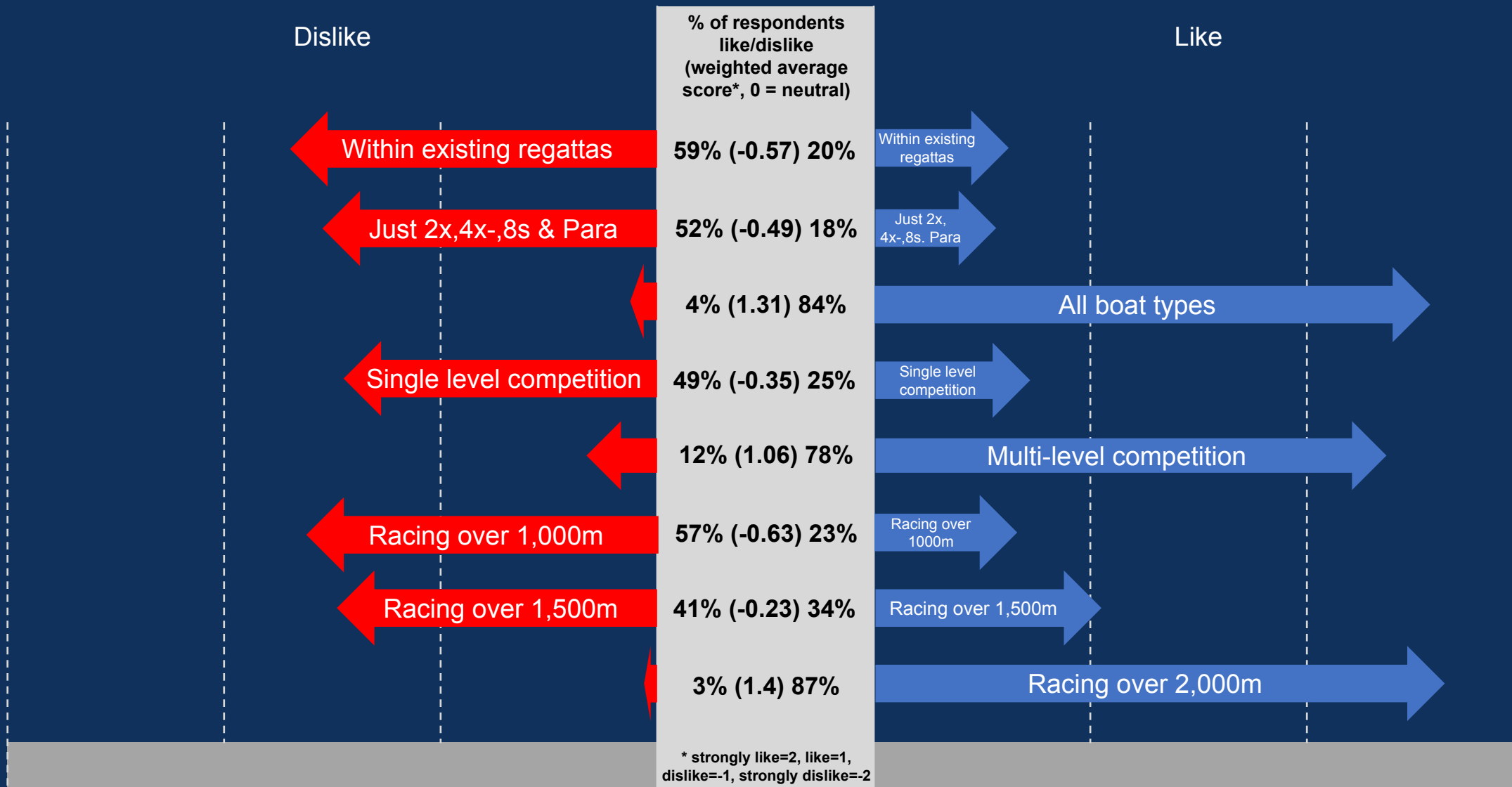
TEAMWORK | OPEN TO ALL | COMMITMENT

Online Survey and Feedback Outcomes

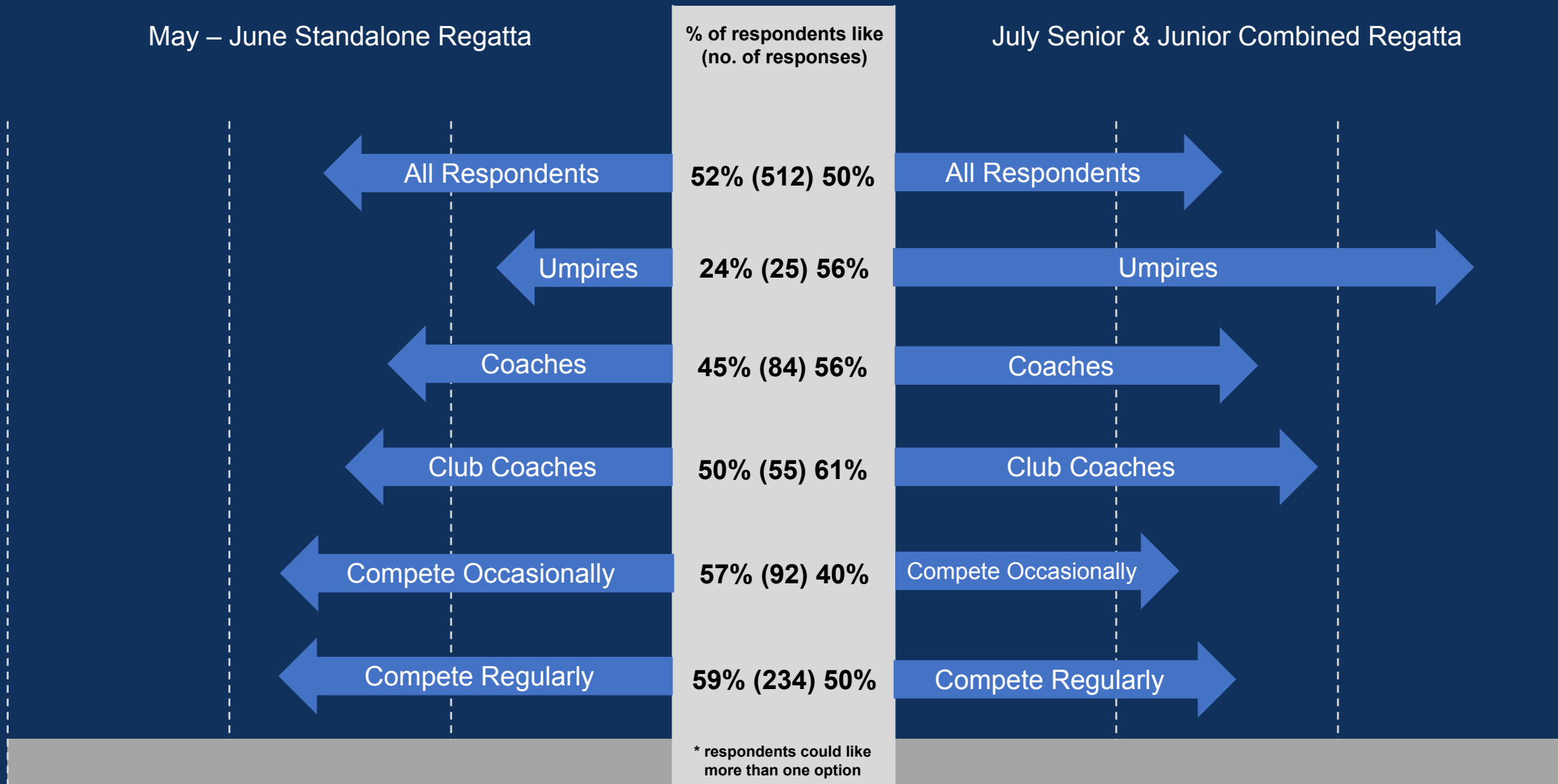
SUMMARY

- Does the survey represent the members? – **YES (512 responses)**
- Is there an appetite for a Senior Championships? – **YES**
- When should it be? – **EITHER MAY/JUNE OR JULY**
- Should it have multiple levels of competition – **STRONGLY YES**
- Should it have GBRT athletes racing - **NO**
- What distance should it be raced over? – **2000m**
- Other strong sentiment? – **A 'Club' Championships**

2023 Survey Respondent Preferences

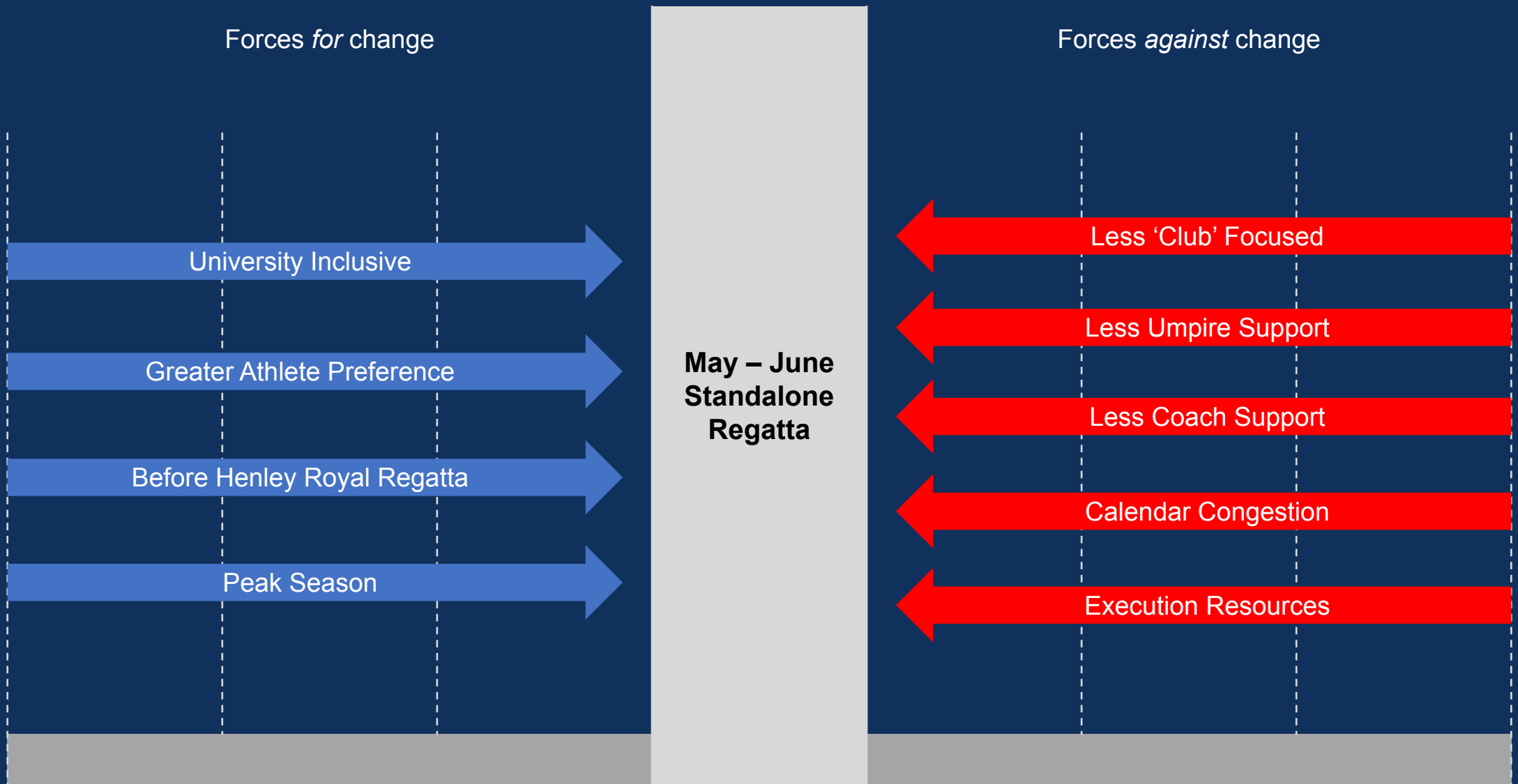


Respondents to 2023 survey by category in relation to the May/June or July options

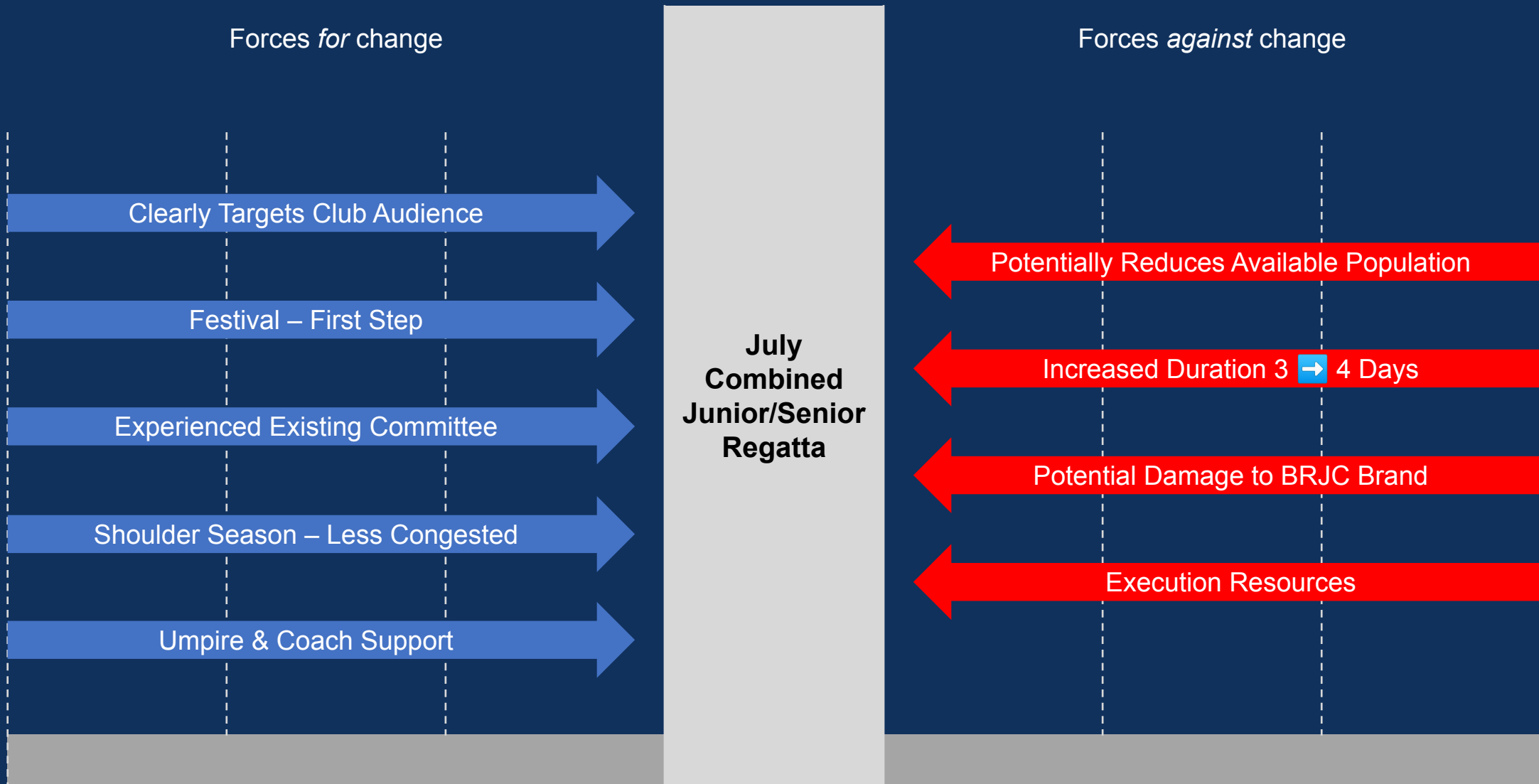


May – June Standalone Regatta

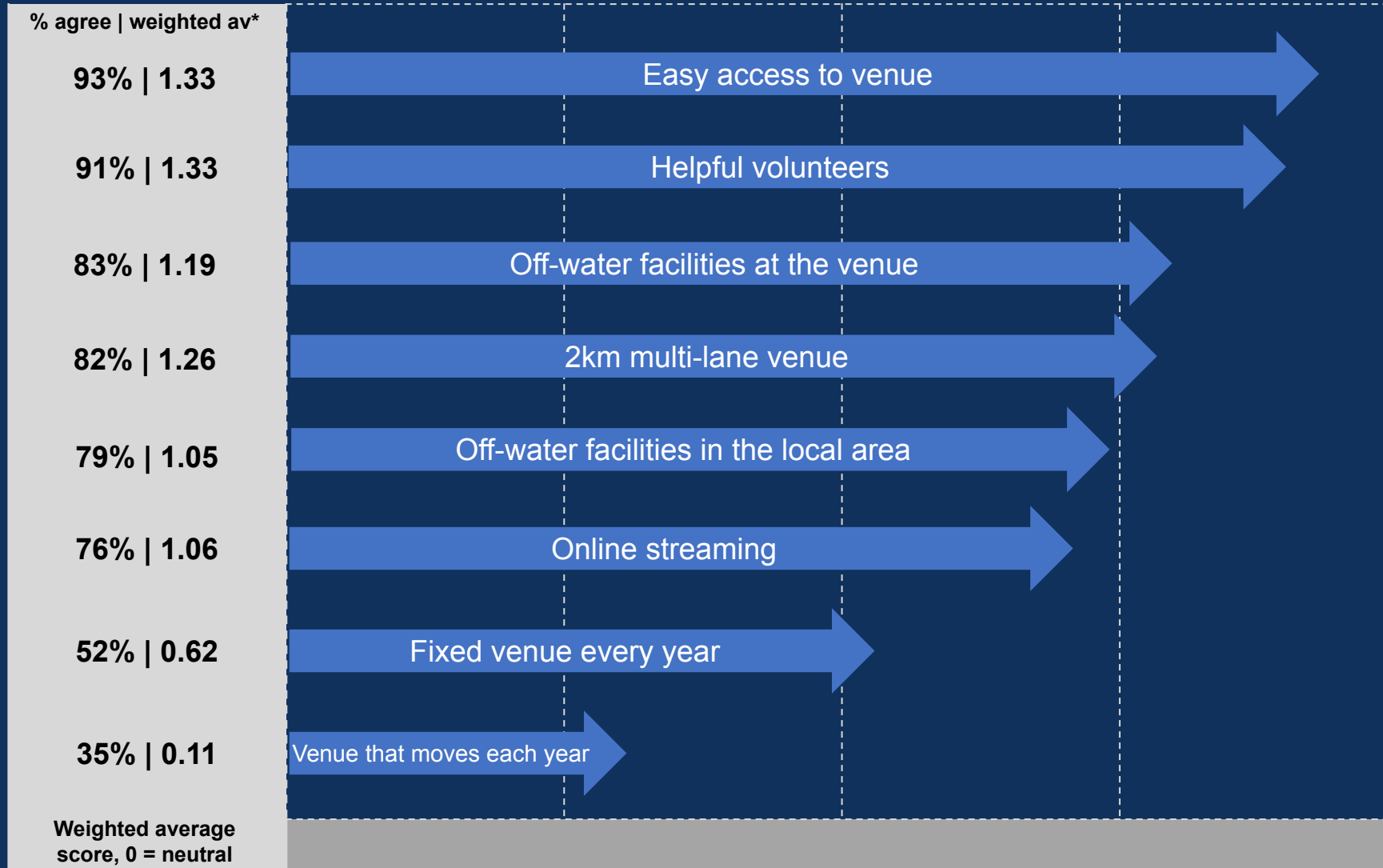
Force Field Analysis



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Important elements for a successful Championships



Core Principles for Senior Races (Based on Survey & Feedback)

AN INCLUSIVE EVENT

- Events for multiple-levels (“Elite”, “Club”, “Beginner”)
- Appropriate boat types at each level
- At least one lightweight, mixed & adaptive event (subject to minimum entry)
- Flexible entry – enter crew rather than athletes to reduce drop out
- Affordable entry fees

A HIGH QUALITY & REWARDING EXPERIENCE FOR ALL ATTENDEES

- Athletes - Ideal minimum of 2 races per crew; Gold, Silver, Bronze medals
- Volunteers – Engage & Activate both local and entry club volunteers
- Umpires – Incentivise attendance with expense support and regatta facilities
- Spectators – Live race information & commentary, online streaming, off water features

EXECUTIONAL EXCELLENCE

- Plan and progressively develop year on year
- Leverage professional staff to engage and activate membership community

2023 Survey - Origin of Respondents

