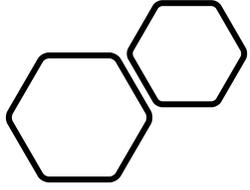




**Re-shaping  
The Rocket Foods  
NZ Rowing  
Championships**

*excite  
entice*



## AIM

To refresh the Rocket Foods NZ Rowing Championships in such a way that it will **excite** those already attending, but crucially also **entice** rowers to continue post school or return after an absence from rowing.

## CALL FOR CHANGE

For some time, the rowing community has called for changes to be made however, there is little agreement on how the Championships should be changed. What is agreed is that this regatta needs to **excite** and **entice** more and new rowers.

*excite*  
*entice*

# CONSIDERATIONS



## **TARGET COHORT**

Who and what are they wanting in 2020?

## **TIME COMMITMENT**

How much time and can we shape to better suit their lifestyles?

## **RACING SPECTACLE**

What makes a race exciting?

## **REWARDING CLUBS**

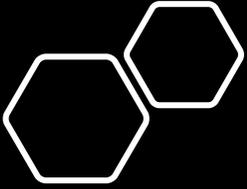
Club focused and keep special traditions

## **SOCIAL and ATMOSPHERE**

Fun and sense of rowing community, and just show up and get back in boat

## **CLUB/ELITE CONNECTION**

Enable Club connections while still supporting the showcasing of Elite racing



# Shape of the New Championships

## NEW DATES

Early February

No clash with University Orientation Week

10-week product of training

## BLOCK FORMAT

Assurance on heats schedule

No tight turn arounds

Compact block exciting for spectators

Friday		Saturday	
8:30-9:40	Block 1	8:30-9:26	Block 4
11:30-12:50	Block 2	11:30-12:56	Block 5
15:00-16:20	Block 3	14:30-15:53	Block 6

## SHOWCASE EVENTS

Different Offerings

Shorter lengths

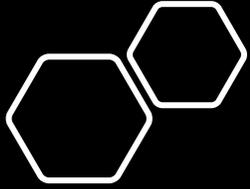
Excitement each year

Long list of events – winning club decides

## STRAIGHT FINALS

Optional Heats – HP level or all events

Incentive to race them – choose lane



# Shape of the New Championships

## REFINEMENT OF EVENTS

More focus on club racing

Some events to be removed – U22 4-/4x-, Lightweight, U19, U20 (on condition)

The list of events would include a total of 62 events:

Novice:	2x, 4x+, 4+, 8+ (8 events)	Under 22	1x, 2x, 2- (6 events)
Intermediate	1x, 2x, 4x+, 4+, 8+ (10 events)	Premier	1x, 2-, 2x, 4x, 4-, 8+ (12 events)
Club	1x, 2-, 2x, 4x, 4-, 8+ (12 events)		
Senior	1x, 2-, 2x, 4x, 4-, 8+ (12 events)	Open Para	1x, 2x (2 events)

## ELITES ATHLETES

TRADITION – CONNECTION - MATCH UP

Boss Rooster replicate with women's event

New way of selecting the Premier Eights & Quads – Draft/Draw

Ensures closer match up/even racing – exciting for spectators

## SOCIAL ASPECTS

Opportunity for interaction

Aim to replicate Henley atmosphere

Draught @ the Draft

# New Championships



Early February

Block Format Programme – racing club focused

Showcase events

Optional Heats for Straight Finals



Boss Rooster - both genders

Premier Big Boats Draft/Draw – ensure close racing

Social events – Draught @ the Draft

Clubs involved in next year offerings



Aspects can appear in 2021

Others require some rule changes

May require some refinement over next 3 years

Do something to EXCITE and ENTICE

*excite  
entice*