



Boat Race Official Strategy

August 2018

Purpose

Rowing ACT's Mission is "to foster, promote and develop rowing in the ACT".

The conduct of regattas is critical to achieving the objectives of Rowing ACT with the Boat Race Officials (BROs) are a vital part. They volunteer their time to ensure that every regatta is fun, safe and run to a high standard.

The Rowing ACT Boat Race Official Strategy has been developed to support the current group of BROs, provide strategies to increase numbers and ensure the longevity of the Rowing ACT regatta program.

In the past two years the regatta system has evolved to a more competitive and structured model with the implementation of the grade system and the provision of heats and finals for some events at standards regattas. The number and skill level of BROs is key to the success of the enhanced regatta system.

This Strategy has been developed from the discussion paper delivered to all Members Clubs for comment in 2017.

SWOT Analysis

<u>Strengths</u>	<u>Opportunities</u>
A significant number and BROs who have many years experience Enthusiasm in current BROs 2 international licensed BROs and 3 Australian licensed BROs Young rowers show interest in some aspects of BROing There are varied tasks to do as BRO	Increase in numbers and skill allows for more events, more regattas and innovative regattas Able to host interstate regattas Professional development at national and international levels
<u>Weaknesses</u>	<u>Threats</u>
Low number of new entrants into the BRO group and retention Management of BRO assets Licensing not transparent BROs do long hours often in difficult weather Shifts are long with limited breaks	Regattas not able to be held or are poorly run resulting in loss of rowers from our competition Regattas go over time Lose possible volunteers to other sports/activities Significant amount of admin to be effective.

Objectives

1: Attract – what can RACT do to bring new BROs into the organisation

Driver	Strategies	KPI	Responsibility
Market the positive aspects of BROing	Develop a campaign that is appealing to distribute through FB, email and direct contact. Posters and information sheets distributed to Sheds for circulation around their members. Utilise Rowing Manager mass-email system to distribute info to members	Have campaign ready to roll out by 15 Sept each year	EO.
Pre-season recruitment	Contact clubs and schools for volunteers as a new intake of BROs pre-season. Develop a Rookie Rowers Information Pack - A pre-season information session pack for all new rowers (including seniors) and their parents. Content includes what to expect at a regatta, safety protocols, what RACT does, and becoming a BRO. Could be a face to face info session. BRO-n-Row Initiative - Rowers are offered the opportunity to be a BRO for half of the day and row for the other half. Seat fees are waived as an incentive for any rower who does BRO-n-Row. Clubmates work in pairs to ensure the BRO position is always covered.	Recruit new volunteers each intake.	EO
External entry points for recruitment	Target specific groups of people who might be interested in being BRO that is external to RACT member clubs, including mens shed, Volunteers ACT, school communities.	Advertising campaign commences September each year	EO

2: Develop – Initiatives to ensure our BROS are well skilled and confident in their ability

Driver	Strategies	KPI	Responsibility
Training Courses/Licencing	<p>Provide training sessions to instruct on basic skills for new BROS after each intake.</p> <p>Integrate Rowing ACT into the new National Rowing Official Accreditation Scheme (NROAS)</p> <p>Use the Rowing Manager BRO Rostering system to record BROS accreditation with NROAS.</p>	<p>Have information sessions in October and January each season.</p> <p>Develop the formal training program that leads to licencing by 2020-21 season.</p>	<p>Chief BRO, nominated BROS to assist with training</p> <p>EO to assist with RM admin</p>
Mentoring and Pairing	<p>For new and developing BROS provide pairings with skilled and experienced BROS at regattas. Allow new and developing BROS to experience all aspects of BROing both on the water and off the water at the finish and the tent at Weston Park.</p>	<p>Umpires report to include section on success/otherwise of new intake pairings and mentoring</p> <p>After each regatta obtain feedback from at least one new volunteer</p>	<p>Chief BRO & appointed Regatta Referee</p>
Advancement/variety	<p>Keep BROS well informed of Rowing ACT and NROAS development opportunities.</p> <p>Develop a succession plan for key roles to make sure they can be covered in absences.</p> <p>Provide opportunity to BRO at different types of regattas such as time trials, head races, selection trials</p> <p>Identify BRO roles that require specific skill development</p> <p>Seek interest from BRO group for those who want training in these roles</p> <p>Ensure BROS have all opportunities to advance into further BRO roles at high level events.</p>	<p>Have BROS registered on Rowing Manager by 1 Jan 2019 which will enable use of email for Rowing ACT newsletter and therefore BROS will be included in Rowing ACT general communications</p> <p>Have succession plans in place by September 2019 which includes keys positions, and different regattas</p>	<p>Development officer with Chief BRO plus one other BRO to assist.</p>

Interstate/Nationals Opportunities	<p>RACT BROs can gain development by assisting as State Technical Officials (STOs) at Interstate and National regattas. BROs will interact with others and learn from more experienced BROs from around Australia. They can experience how it is to officiate at a higher level or larger regattas than those in the ACT and bring their new experience back.</p>	<p>Liaise with Umpires Commission under Rowing Australia for opportunities to obtain experience at key regattas such as NSW Championships, Nationals and Interstate regattas</p>	<p>Chief BRO and FISA qualified BRO</p>
Junior BRO	<p>In other sports it is common to see people aged around 15-16 onwards involved in coaching and officiating their sport. It is recognised in rowing that there are more complex roles and licensing requirements. A Junior BROs program focuses on schools and boutique regattas where the experience is more positive and within their cohort. Identify roles that a Junior BRO could carry-out during regattas such as Tuggers and CLRC sprints. Create a season program for Junior BROs activity. Develop marketing collateral for distribution to clubs</p>	<p>Junior BRO program to developed by September 2019</p>	<p>Chief BRO or delegated BRO to work with school parent committees</p>
BRO Development Fund & Scholarship	<p>RACT can show we have a vested interest in the future of local BROs by making funds available for their development. Create criteria and application form for use of the funds for BRO development. Publicise amongst the community and BRO group</p> <p>BROs may wish to have a pathway to higher level officiating, wish to develop certain skills valuable at the local level or undertake a research project. BROs can have the opportunity to apply for learning programs</p>	<p>Development Fund in place by January 2019</p> <p>Develop scholarship criteria by end of 2018-19 season and call for nominations in Winter 2019 for the 2020-21 season & Sch</p>	<p>RACT Board</p>
Feedback & Communication	<p>When there are new developments in the regatta system, communication of changes and feedback on the success of the application of the changes is critical. This can be improved using Rowing manager email/newsletter.</p> <p>Regular constructive feedback to BROs will help them feel valued, keep them up to date on developments. and like RACT is investing time and resources into them. It will keep them motivated to improve and continue</p>	<p>As stated above implement BRO registration on Rowing Manager to improve communication flow between RACT Board policy changes and BRO community.</p>	<p>Rowing ACT Board/ Regatta Secretary Head BRO Comms sub committee</p>

	<p>officiating and ensure they feel as though they are in a nurturing environment.</p>	<p>Using the post regatta jury process provide feedback to new and developing BROs.</p> <p>Packing up duties will be added to host club duty list.</p>	
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3: Retain – Initiatives to contribute to the creation of a positive BRO culture that sees volunteers returning each season

Driver	Strategies	KPI	Responsibility
Kit	We can make our BROs stand out and feel valued by providing high quality uniforms. Annually items should subject to stocktake, purchasing and review of suitability	Order and present new kit at season opening event in October 2019 (Stocktake done end of 2017-18 season and stores are satisfactory in most areas so review at end of 2018-19 season)	Chief BRO and EO
Appreciation Events	The current end of season BRO Appreciation Dinner is well received and is a great opportunity for BROs and the rest of the Rowing ACT community to interact, share thoughts and ideas for the next season.	End of year dinner to be held in May each year as soon as possible after last regatta.	Chief BRO and EO
Recognition	<p>Create a system where BROs are recognised for officiating at a significant number of regattas e.g 25-50-100 regattas, a full season etc. Rowing ACT retains a copy of the service records as back up to Chief BRO</p> <p>In addition to recognising time that BROs have committed to running regattas recognise outstanding achievement/contribution by an individual BRO each year with the BRO of the Year trophy that is awarded at the end of season Rowing ACT Presentation.</p>	Have the recognition system in place for the end of 2018 -19 season	<p>Chief BRO plus one other BRO to assist and EO</p> <p>BRO of the Year recommended by Chief BRO to president RACT</p>

Administration	The BRO rostering system in Rowing Manager has been significantly upgraded to cater for the NROAS. Refer above to different sections where RM will improve the BRO communications and inclusion to the greater Rowing ACT community..	Look to activate BRO scheduling on RM, educate Bros and implement use for 2018-19 season	Chief BRO, EO, Regatta Secretary
Regatta Day Services	<p>Rolls from the Yarralumla Play Station have worked well in the past. They are easy to distribute to BROs on the water and keep well during the regatta. Fruit, muffins and muesli bars have also been good options as snack foods during the day.</p> <p>Coffee orders have been difficult to manage depending on the circumstances of the regatta.</p> <p>Regattas are often a long day's work and BROs usually go home without the opportunity for Rowing ACT to show immediate appreciation for their efforts during the day.</p>	<p>Find a suitable volunteer to refresh the BROs during the regatta by adding it to host club's responsibilities.</p> <p>Rowing ACT Board members to roster on to stay at regattas to thank BROs</p>	Add to Host club list of duties