



MASTERS' ROWING NEW ZEALAND

5 Year Strategic Roadmap 2025



Contents

| | |
|---|----|
| Executive Summary | 3 |
| Context and Current State | 5 |
| The Current State of Play | 5 |
| Research Findings | 7 |
| The Top Priorities Identified | 8 |
| What Works Globally (And What Doesn't) | 9 |
| The New Zealand Picture | 10 |
| Mission and Vision Statements | 12 |
| Implementation Plan | 13 |
| The Current Setup (And What's Missing) | 13 |
| The Future Setup | 14 |
| Risks and Mitigations | 16 |
| Conclusion and Call to Action | 18 |
| Appendix One: Five Year Strategic Pathway | 19 |
| The Masters Strategy Working Group | 24 |

Executive Summary

Masters rowing is the backbone of New Zealand’s club rowing system—the second-largest participation group and the most stable, long-term contributor to rowing communities. Masters’ athletes are not only rowers; they are volunteers, coaches, fundraisers, and administrators who sustain the sport at the grassroots. Yet despite their value, they remain under-supported and under-represented within the national structure.

Current Strengths

Masters enjoy the camaraderie of the sport and competition. There are a range of rowing options in New Zealand, from competing in regattas, participating in long distance races, regular racing at open regattas (in the South Island) and participating in coastal rowing tours and events. As a group, masters are generally well-resourced to travel and participate in these opportunities. Over the past forty years, Masters rowing has grown and now about half of masters start rowing as adults. This group of rowers have a broad understanding of rowing, whether they started at school or club level or joined the sport as parents of school rowing. This is a skilled, passionate group that has the potential to contribute much to rowing in New Zealand.

Current Challenges

Masters face significant barriers: limited access to coaching tailored to adult physiology, poor communication from governing bodies, and fragmented opportunities between regions. Competition calendars clash between the North and South Island masters and equipment access is impacted during School and Club training. While participation grows, structured development pathways and national coordination would strengthen and enhance the masters rowing community.

Research Findings

Rowing Clubs and masters groups across New Zealand completed two questionnaires which provided clear guidance on the strengths and the opportunities for masters rowing; this has informed this strategic plan. International models such as the USA, Netherlands and Belgium show what’s possible when national and regional rowing entities invest strategically in masters. Successful systems offer fit-for-purpose coaching, broad race formats, year-round engagement, and pathways from novice to competitive racing.

Strategic Direction

By 2030, masters rowing should be a visible, valued, and vibrant part of New Zealand’s rowing ecosystem. This vision requires:

- **A national coordinating structure** to align events, coaching, and communication.
- **Diverse regattas and training formats** to reflect the range of masters’ goals—from health, age and social participation to serious competition.
- **A development framework** for coaches and rowers.
- **Increased visibility, equity, and recognition** of masters’ contributions at all levels.

Six strategic priorities support this vision:

1. **Regattas and Events:** Streamlined calendar, varied formats, national coordination, and support for officials and volunteers.
2. **Value and Voice:** Respected voice with RNZ and Associations, improved communication, and cultural attitude change on masters' place in the sport.
3. **Coaching:** Coach development, peer-led learning, and best practice sharing.
- 4= **Resourcing:** Establish a national masters committee to coordinate and collaborate, Masters directory for visiting Clubs and sharing resources including boats at regattas
- 4= **Promotion and Visibility:** National storytelling, the use of digital communication tools, and programmes to attract new and returning rowers.
- 4= **Future Opportunities:** Expand social and coastal rowing, international tours, and innovative race formats.

Implementation and Governance

It is proposed to form a **National Masters Committee**, made up of six representatives (three from the North Island and three from the South Island), to lead implementation. The Masters working group will support RNZ in the initial formation of the committee. The long-term responsibility will transition to this representative body by the beginning of 2026. Success will be tracked via membership data, participation trends, satisfaction surveys, and governance engagement metrics.

Risks and Mitigation

Risks include lack of visibility, financial fragility, poor club buy-in, and volunteer burnout. Mitigation strategies include dedicated funding, strategic national and regional engagement, formalised representation, and intelligent calendar planning.

Conclusion

Masters rowing in New Zealand is at a turning point. With deliberate action, it can become a respected model of lifelong participation and leadership in sport. Without it, a critical part of the rowing community will continue to drift, undervalued and under-sustained. Action is required now!

Context and Current State

The Current State of Play

Masters rowing is the second-largest and fastest growing participation group and essential to how clubs' function. These are not casual weekend warriors. They are running committees, coaching beginners, fixing equipment, providing administration at Club, region and national levels and keeping clubs financially afloat.

Many masters stay with their clubs for decades. They provide the institutional memory and continuity. While juniors come and go through school cycles, masters are the constant.

The community itself works well. Strong friendships, flexible training schedules, genuine passion for the sport. Rowing gives fitness, social connection, mental health benefits, and a lifelong community that most other activities cannot deliver.

Competition

Masters' participation keeps growing, driven by the sport's health and social benefits. The regatta scene offers decent variety—races from 250 metres to 6 kilometres with different competitive levels. Masters are a disparate group with some having rowed at top competitive levels while many start rowing as adults. This means the quality of the rowing and competition varies significantly at regattas. Novel categories such as 'New Masters' have recently been added to regatta schedules in an effort to cater for this.

Development (Or Lack Thereof)

There is no coherent national pathway or development structure. Coaching support beyond basic learn-to-row programmes is patchy at best. Some regions get decent support, others get nothing.

North vs South (And Other Frustrations)

The North Island and South Island might as well be different countries when it comes to masters' opportunities. Everything feels fragmented as there is no coordinated national approach.

Masters get minimal representation in national planning discussions. Communication from governing bodies (Rowing New Zealand and Associations) in general is poor or non-existent.

Equipment and Coaching

While some Clubs are supportive of masters and their access to equipment, not all provide access to plant. Many masters struggle for water time during peak seasons where clubs prioritise school and competitive programmes.

Specialised masters coaching is rare. Most clubs rely on volunteers from within the masters' ranks to run programmes and handle administration. The same people keep stepping up which can risk volunteer burnout.

The current Masters license fee is applied when entering a sanctioned Rowing New Zealand event. For North Islander masters this is one event and for South Island it covers a range of events. The perception is that the price is high for the one event.

Research Findings

Input research was carried out to learn more about the masters community, and learn what is working and what needs to be improved.

In their feedback masters identified eight areas of focus, these are...

1. Culture and Community

Positive: Strong camaraderie, inclusivity, and support among masters rowers; significant contributions to club sustainability and financial position; flexibility accommodating work-life balance.

Areas to Improve: masters often feel undervalued in clubs compared to younger rowers; limited integration across clubs; challenges in accessing resources like boats and facilities.

2. Coaching

Positive: High-quality coaching when available; new initiatives with younger coaches.

Areas to Improve: Lack of specialised coaching for masters' unique needs (age, flexibility, race distances); reliance on self-coaching leading to bad habits; inadequate resources for coaching development.

3. Regattas and Competition

Positive: Well-run masters-specific regattas with diverse formats; flexibility in composite crews; introduction of 500m and long-distance races.

Areas to Improve: Poor scheduling, especially training during winter for September events; limited regional and summer regattas; unclear racing classifications and handicapping.

4. Novice Rowers and Recruitment

Positive: Programs like Learn to Row (LTR) support pipeline growth; masters seen as a pathway for school parents.

Areas to Improve: High drop-off rates among new masters; unclear novice classifications; lack of race opportunities for novices.

5. Para Rowing

Positive: Para-Rowers have developed a plan with Rowing New Zealand to support their engagement in rowing.

Areas to Improve: Masters activities/regattas will work towards ensuring Para-Rowers are welcomed and supported as full participants, ensuring equitable opportunities to train and compete at all levels wherever possible.

6. Pathways and Retention

Positive: Opportunities to start at any age; masters contribute significantly to club governance and volunteering.

Areas to Improve: There is a perception that masters is primarily for ex-competitive rowers with limited pathways from novice to intermediate levels;

7. Publicity and Communication

Positive: Some effective communication materials (e.g., newsletters from the Legion of Rowers).

Areas to Improve: Lack of promotion and visibility for masters rowing; minimal media coverage.

8. National Organisation and Support

Positive: Effective events like New Zealand Masters Nationals, North and South Island championships.

Areas to Improve: Perception of inadequate support from Rowing New Zealand (RNZ) and Provincial Rowing Associations for masters; dissatisfaction with the licensing system; limited national strategy for masters.

9. Aspirations for Masters Rowing

Competitive Focus: More summer regattas, fair handicaps, regional challenges, and international opportunities.

Recreational Focus: Emphasis on touring, long-distance, and social rowing events.

Organisational Goals: Improved leadership, coaching, and integration of Coastal Rowing; dedicated masters strategy; enhanced collaboration across clubs.

The Top Priorities Identified

The masters survey identified the areas where primary focus would benefit masters rowers, these are:-

Event Structure and Scheduling

- Redesign the NZ masters race schedule, including exploring options for shifting Nationals to warmer months (May or November) and considering the length of each regatta.
- Introduce more varied regattas, including coastal and summer events, spread throughout the year and across different venues.
- The competitor categories should be inclusive encouraging people to engage in regattas, this includes Novice, New (first 3 to 5 years of rowing) and para-rowing at regattas as well as potentially other categories.
- Simplify age group races by combining smaller divisions into single categories for heats and finals.
- Consideration of the timing of the rowing season for better training and weather conditions e.g. to October-May.

Inclusivity and Club Support

- Improve acceptance and respect for masters within clubs, addressing equipment access and resource prioritisation conflicts.

- Promote masters' contributions to clubs as essential to their operations, financially and administratively.

Coaching and Training

- Establish novice coaching pathways, including regional training camps and online resources.
- Provide coaching clinics at clubs, with support for developing masters-specific training strategies.

Community Growth and Retention

- Develop strategies to re-engage former rowers and welcome new participants with accessible entry points and long-term pathways.
- Emphasise the retention of adult rowers for sustained community growth.

Communication and Promotion

- Enhance masters rowing visibility through improved social media promotion, showcasing more than just ex-Olympians, and sharing information among clubs.
- Advocate for financial support through Legion and other stakeholders to promote inter-club master's events.

What Works Globally (And What Doesn't)

Looking overseas, the countries that nail masters rowing share some obvious traits. They provide coaching that fits older athletes, create clear improvement pathways, and run co-ordinated competition structures. Most importantly, they give clubs real guidance on running masters' programmes instead of leaving them to wing it.

The fundamentals are straightforward enough. Good clubs have decent boats, reasonable fees, and coaches who understand that a 55-year-old's body works differently than a teenager. Masters can train when they want, hop between groups based on fitness, external life commitments or goals, and find their level without bureaucratic hassles.

The best federations create pathways from beginner through to competitive racing, with easy entry and exit points as life gets complicated. Regular learn-to-row courses keep the pipeline flowing. Year-round events—races, social rows, camps, tours—maintain engagement beyond the formal season.

And plenty of countries get it wrong. Overwhelmed clubs shut their doors to new members. Equipment does not fit—older women particularly struggle with shoes, boats and oars sized for hefty schoolboys. Cliquey Members can freeze out newcomers. Club committees usually prioritise School and Club rowers over everyone else.

The representation problem crops up everywhere. Masters rarely get a proper voice in national decision-making, so policies get made without considering their needs.

Each country handles masters differently, with mixed results. The Netherlands runs the most sophisticated setup with five different committees handling international competition, mid-week rowing, marathons, recreational activities, and touring. Their federation chair puts it perfectly: *"The ambitions are of the clubs and rowers, not the Federation—we stimulate their ambitions."* They facilitate rather than dictate, which seems to work brilliantly.

Belgium shows what deliberate federation support can achieve. They added masters to nationals three years ago, nursed participation carefully, and saw entries explode by 2023. Smart move splitting championships into small boats (April) and big boats (September)—turns out people have preferences about racing seasons and boat types.

Germany combines regatta racing with touring boats across a structured annual calendar. With 650 masters racing at nationals from 85,000 total rowers, they've got solid participation. They're innovating with Adult Novice and Young Masters categories to bridge the gap between university and traditional masters ages.

The US offers masters camps, a conference, coaching certification, and over-90 age categories for indoor rowing, but it is rather scattered compared to European models.

Canada basically punts the whole thing to provinces and points masters toward World Rowing resources instead of creating their own content. Their coaching education focuses on elite pathways, leaving masters and recreational rowers to figure things out themselves.

Ireland has 18% masters' participation and a draft strategy sitting on someone's desk waiting for adoption. Classic rowing politics.

Britain ditched novice racing for a points-based system, though they admit "British Rowing does not have a masters' strategy or pathway."

Australia's website has broken links about masters and patchy state coordination—a masterclass in how not to handle things.

The New Zealand Picture

Back home, the research paints a clear picture. Masters represent nearly 1,200 active rowers split roughly evenly between men and women. Half started rowing as adults—women are more likely to be complete beginners, men often returning after school careers.

The age bands tell an interesting story. Young Masters (27-42) are 27% of the group and predominantly female. Mid Masters (43-58) make up 52% with a balanced gender split. Grand Masters (59+) represent 21% and skew male. Peak participation hit in the 50s and 60s.

Access to equipment remains a challenge —while 1,800 boat seats exist, the access to these varies in clubs across the country. Coastal boats remain scarce despite growing demand from recreational rowers.

Three priorities emerge clearly.

- Fix event scheduling by moving nationals to warmer months and adding regattas of varying formats throughout the year.
- Build dedicated masters coaching capacity and improve club-level equity.
- Raise masters' visibility, simplify regatta processes, and enable community and social connections.

The international examples show it is possible to do much better. Some federations treat masters as an afterthought or administrative burden. Others recognise them as a vital, growing demographic that deserves proper support and strategic attention. New Zealand gets to choose which approach it takes.

Mission and Vision Statements

Where Masters Rowing is Headed by 2030

An effective national structure driving a thriving, healthy community with camaraderie on both social and competitive fronts. A clear development pathway covering coaching and competition. Events and regattas running nationwide through both central and local organisation. Masters are seen as a valued, visible part of the rowing community—not an afterthought.

The Vision Thing

Rowing New Zealand's strategy talks about "a lifelong love of and involvement in rowing—from Junior to Master." Their vision: "The best Rowing nation in the world; Meeting the needs of athletes from all ages and stages."

Fair enough. But the lived reality for masters does not match this Vision.

Mission Statement

"To create a positive Masters Rowing environment for current and future generations through connection, growth and inspiration."

- **Masters' connection** means an effective national coordinating structure giving RNZ a single point of focus for supporting and understanding masters.
- **Masters' growth** happens through club-level initiatives that inspire new athletes, retain existing members, and recapture lapsed rowers from schools, clubs, or overseas.
- **Masters' inspiration** recognises individual and club achievements, tells masters' stories properly, and gives participants the tools to achieve their goals.

The Challenge

The tagline cuts to the chase: ***"More masters more satisfied and participating more across the entire sport of Rowing."***

This is not really a statement—it is a challenge thrown down to both the new masters' committee and Rowing New Zealand.

Implementation Plan

How We'll Know If This Works

Success isn't complicated to measure. Track masters' membership by gender, age, and total numbers—sustainable means stable or growing, not declining. Monitor regatta entries across different categories to see if the development pathway functions. Run annual satisfaction surveys and watch the trend lines.

Count how many masters feel they are getting decent coaching. Check whether associations have masters' representation on their committees. Track social media engagement patterns to gauge community health.

The Current Setup (And What's Missing)

Rowing New Zealand and Associations

Rowing New Zealand hosts the Masters National Championship alternating between the North and South Island, with support from South Island Rowing or KRI.

Rowing New Zealand also offers the Masters Facebook page and a representative on the community rowing committee that theoretically gives masters a voice with associations. But associations themselves show limited engagement with masters' activities.

There are limited masters representatives on regional Association committees. So limited input or consultation on masters-related issues.

North Island Masters Organisation

The Legion of Rowers runs two regattas per year including the North Island Championship, the funds raised (through memberships and profit from regattas) is used to support North Island Junior rowers financially. A monthly newsletter is produced which reaches over 700 current and past rowers and the Legion maintains a website. Waikato and Whanganui host long-distance races which include masters entries.

South Island's Informal Network

Each Association in the South Island runs a regatta that includes School, Club and Masters (Marlborough Champs, Otago Champs, Canterbury Champs, Southland Champs) In addition to this South Island Rowing host Aoraki, R2K/Interprovincial and South Island Champs. All these regattas except for South Island Champs include a masters' component.

South Island Associations, e.g. Canterbury Rowing Association provides support for Junior rowers in their region.

The Future Setup

The Working Group's Role

The Masters Strategy Working Group exists to establish the masters strategy for RNZ and potentially to shepherd its implementation. The current strategy working group sees itself as the interim custodians until the National Committee gets established.

The Missing Link: A National Masters Committee

A national masters committee that represents North and South Island masters could create the "The Glue" for masters coordination and communication across New Zealand. It is recommended to keep it small—three North Island and three South Island representatives. This could also be the advisory body to Rowing New Zealand and Associations.

The job: leadership, coordination, and collaboration of masters activities nationwide.

- To coordinate the implementation of the strategic plan starting with the top priorities identified. The implementation will occur through collaboration with existing entities that provide services to masters.
- To improve information flow, boost activities, and fix communication gaps.
- To Initiate new activities and rowing opportunities for masters
- Share knowledge and tools.

Rowing New Zealand should facilitate calling for and selecting committee members, with input from the transitional Masters Strategy working group.

Selection of the National Masters Committee

Rowing New Zealand will draft the Terms of Reference and work with the Masters Working Group to agree the terms and the selection process. Masters across New Zealand will be notified and invited to submit Expressions of Interest to join the National Committee. The selection process will occur ideally by the end of 2025.

The Committee's first meeting should be face-to-face to establish the focus for the coming year and to build working relationships, ideally enabled by RNZ. Meetings thereafter will be online with periodic face to face meetings, if required and where funding is available.

National Masters Committee

The role will be voluntary and members will be required to actively engage in owning and implementing the Action Plan with coordination support from Rowing New Zealand.

What They'll Need to Succeed

The resources already exist in pieces. Current masters' entities deliver regattas and coaching camps. RNZ can advocate for masters rowing and support face-to-face committee meetings once or twice yearly. RNZ can also facilitate committee recruitment, formation and sustainability.

Additional funding needs to come from philanthropic and other sources—another task for the committee.

Getting Rowing New Zealand Buy-In at Board and operational level

The working group requires an opportunity to present an overview to the RNZ Board to seek support 'in principle.' Then a deeper presentation and discussion will need to occur with the operational team including the CEO and community rowing group.

See Appendix One for the Five-Year Strategic Pathway.

Risks and Mitigations

Masters rowing in New Zealand will not succeed by accident. It needs deliberate planning and strong leadership to dodge the obvious pitfalls. Here is what could go wrong and how to avoid these pitfalls.

Invisible at the Top

Masters rowing sits in the shadows of New Zealand's rowing hierarchy. Without a voice at the table, the community gets forgotten when decisions matter. Put masters on every RNZ meeting agenda, where appropriate, and get solid representation at regional and national levels. This will bring a voice and wisdom to the table.

Money Problems

The masters community runs on limited resources. Dependency on volunteers and limited support means a fragmented masters infrastructure and the sustainability of the masters events and activities are at risk. Create a representative, dedicated national masters body that establishes a budget, seeks funding and manages its own protected funding to provide the infrastructure for coordination, projects and communication. This will keep the masters together.

Talk Without Action

Strategies fail when implementation falls flat. The engagement and backing by the RNZ Board, CEO and operational team will create the environment for the National Masters committee to thrive. They will need to be representative of the masters community, have clear authority and with people who know what they are doing. Without top-down support, you are pushing water uphill.

Regatta Devaluation

Existing masters regattas risk getting pushed aside by shiny new events. Identify the key competitions and protect them in the national calendar. These are not just races, they are the heartbeat of the masters' community.

Rowing New Zealand Buy-In

The RNZ holds the keys. Appoint a dedicated "Masters Champion" within RNZ. Mixed messages kill momentum.

Planned Calendar

An annual rowing season sounds great until everyone is exhausted. Summer competitions can drain athletes, coaches, and club resources. An annual rowing calendar that ensures key masters' events occur throughout the year will be the key.

Club Apathy

Clubs deliver the goods at ground level. A clear strategy for masters with backing from the national and regional associations communicated to all Clubs will engage the clubs in creating the environment where masters can thrive.

Calendar Chaos

Masters events clash with school and club programmes constantly. Everyone fights over the same boats, coaches, and water time. Stagger the calendar intelligently and push clubs to plan for all their athlete groups including masters.

Volunteer Fatigue

A handful of people carry the entire master's load. Spread the leadership around, plan for succession, and make masters representation official at club, association and national level.

Conclusion and Call to Action

The evidence is clear: masters are an important cohort for rowing in New Zealand. The strategy presented here outlines a clear pathway to change: a future where masters are not only acknowledged but actively supported through national coordination, coaching investment, competition reform, and community promotion. International models show this is achievable—and that when done well, masters rowing thrives.

Fixing the resource disparities, coaching gaps, communication failures, and representation problems is essential.

The opportunities include diversified events, training camps and tailored coaching programmes to support development and retention. Greater regatta coordination across New Zealand supported by participation in the rowing decision making structures would significantly enhance the value of masters rowing.

These changes will strengthen master's rowing's identity as a lifelong, inclusive pursuit rather than something people do when they are too old for "real" competition.

The proposed actions are realistic, the timelines achievable, and the benefits widespread. This is a moment of opportunity. With strong leadership, aligned effort, and visible commitment, masters rowing in New Zealand can be transformed from an afterthought into a global benchmark for lifelong participation and engagement in sport.

The question is not whether the strategy is needed. The question is whether the sector has the courage and conviction to act. Masters rowing deserves nothing less.

Appendix One: Five Year Strategic Pathway

| PRIORITY | STRATEGIC PATHWAY | 0 to 1 Year | 2 Years | 3 Years | 4 years | 5 years |
|----------|---------------------|--|---|---|---|---------|
| 1 | Regattas and Events | Gain an understanding of masters desired competitions (Location, format) | Set standard process/format for 250/500 1000 metre racing | | | |
| | | High level shared calendar | Explore inputs, process and constraints to create and run a regatta=create a playbook | Aligned shared National Calendar (rowers, development, competition, coastal | Comprehensive local, National, International calendar | |
| | | Varied racing format at National level, trial in 2025-250/500/1000/6km | strengthen admin. support via robust volunteer program | | | |
| | | Standardize and communicate rules around handicapping, medals, age,? | Invest in training for officials and volunteers to support regatta management | | | |
| | | Set up and trial a Master's Facebook page | | | | |
| | | | | | | |

| PRIORITY | STRATEGIC PATHWAY | 0 to 1 Year | 2 Years | 3 Years | 4 years | 5 years |
|-----------------|--------------------------|--|---|--|----------------|----------------|
| 2 | Value of Masters | Rowhub spotlight on Masters-National Masters Champs 2025 | Master elected onto Domestic Committee and each Association | Communication strengthened at Provincial Association level | | |
| | | RNZ website | | Masters appears on agenda for every Monthly meeting across the country | | |
| | | Governance Understanding | Publish minutes for accountability/transparency-Domestic Committee and Associations | | | |
| | | Compare structures of Associations (Constitutions) | | | | |
| | | Club of the Year question added to criteria | | | | |

| PRIORITY | STRATEGIC PATHWAY | 0 to 1 Year | 2 Years | 3 Years | 4 years | 5 years |
|-----------------|--------------------------|-----------------------------|--|--|---|---------------------------------|
| 3 | Coaching | Identify existing resources | Identify and celebrate good masters coaches | Formalise coach development programs | Coach best practice sharing | Skilled masters coach community |
| | | Coaches' resources reviewed | Set up social media space- coaching for sharing | Coaching camps for experience appropriate levels | Articles and coaching ideas on a platform | |
| | | | Coaching camp for rowers (include coaches learning conference) | Identify coach mentors | | |
| | | | Coaching rowers to coach each other (Peer to Peer coaching) Programmes rolled out | Rower skill level specific programme (L2R, New Rower, Exp Rower) | | |

| PRIORITY | STRATEGIC PATHWAY | 0 to 1 Year | 2 Years | 3 Years | 4 years | 5 years |
|-----------------|--|--|--|--|---|---|
| 4= | Increase Visibility/ Better Promotion | | Increase visibility of masters rowing on Row Hub and other Social Media channels | Bring back X rowers to the sport | Create strategic partnerships to promote and fund masters programmes | |
| | | | Showcase Masters rowing as fun, lifelong activity for all | | | |
| | | | | | | |
| 4= | Future Opportunities | RNZ tells Associations to include more masters events in regattas (v under 15, +masters) | Competition calendar review at all levels (Race/Island/?) rationalized by Associations, led by Community Rowing Group | Long distance tours domestically and internationally | | |
| | | Promote visiting other clubs nationally | Interprovincial Regatta developed further to involve more associations per island, Festival of Rowing to occur where Association winners from each island compete against each other | Overseas International Regatta Opportunities promoted and coordinated. | Yearly such opportunities to be explored with the RNZ being assistance with organising plant. | Advocate for masters events at the Under 19, Under 23 Juniors |

| PRIORITY | STRATEGIC PATHWAY | 0 to 1 Year | 2 Years | 3 Years | 4 years | 5 years |
|-----------------|-----------------------------|---|---|----------------|----------------|--|
| 4= contd | Future Opportunities | Promote Coastal Rowing as an opportunity for masters | | | | |
| 4= | Resourcing | Establish organising body | Buddy -Like to Like Clubs for plant sharing between islands | | | Norm is collaboration of masters group sharing resources |
| | | Identify key Masters/Clubs/Associations who will share resources on behalf of clubs | | | | |

The Masters Strategy Working Group

The members of this group were appointed by Rowing New Zealand in July 2024. They are (in alphabetical order):

Rebecca Caroe - is both a rower, a coach and runs a rowing podcast for masters. She advised the World Rowing, US Rowing and Spanish Rowing Federations on their master's strategy.

Sean Horgan - based in Cambridge and a member of the Waikato RC 'BluBlokes' Masters squad. Returned to rowing after 20-something years having rowed from high school novice crews through to premier and New Zealand U23.

Deb Hymers Ross - took up rowing aged 30 in Canada, competed for Argonaut Rowing Club before moving to NZ and competing for BOP Coast and Avon. Retired from competitive rowing at 39 after winning the 4 and 8 at Nationals with some talented young women. Joined Union and Masters Rowing in 2008 to row and compete; am Club Captain, a committee member of CRA and CRA masters committee.

Andrew Jolly - Life member of Whakatipu Rowing Club and an active member of Dunstan Arm Rowing Club both a rower and a coach. I have rowed actively in masters since 2012 attending the Head of the Charles in 2022 and Australian Masters 2023

Lesley Milne - is a pioneer for women in rowing. She has given nearly sixty years of her life working with groups across all sectors of rowing to improve the sport. A life member of Rowing New Zealand, Auckland Rowing Association, Auckland Rowing Club and the Legion of Rowers. She led the establishment of the Rowing Race Officials Association. Lesley is currently active as past president on the Legion of Rowers committee.

Martin Sawbridge - Martin hails from Henley-on-Thames, UK, where he grew up around rowing. Martin is an active Master's rower and currently rows at West End Rowing Club in Auckland, where he has been a member for over 10 years. His professional background is in design innovation and strategy.

Tim Rogers - Rowing since 1975 in the UK and more recently NZ. As a member of Nelson RC has been involved in the organisation of a number of events and activities. Now retired but professionally held senior roles in finance and investment including strategic development and implementation.

Lou Turnbull - At 53, I'm a returning master rower after 35 years, as a member of Otago rowing I also coach fellow masters Hopping in the boat to inspire newcomers with just how fun and rewarding masters rowing can be.

Nina Welanyk Brown - Wellington Rowing Club life member. Previously Wellington Rowing Club President, Wellington Rowing Club Club Captain, Wellington Rowing Association Board member, Rowing New Zealand Domestic Committee member.

Sue Wright - St Georges Rowing Club life member, Previously St Georges Rowing Club Captain, Legion of Rowers committee member since 2015 and currently the President of the Legion of Rowers.

Representing Rowing New Zealand

Mark Weatherall followed by Jared Cummings - General Manager - Sport Development

Rebecca Milicich - Community and Schools Rowing Co-Ordinator