



YACHTING
VICTORIA

[Home](#) / [About Us](#) / One Sailing

One Sailing

Yachting Australia, with the unanimous support of State and Territory Associations, are a step closer to securing a stronger national governance, management and organisational structure creating closer relationships with Clubs and Classes and delivering **increased participation in sailing.**

Yachting Australia President Matt Allen and CEO Matt Carroll led a **national consultation** process during July 2015, presenting **The Case for Change** for 'One Sailing' to representatives of Clubs and the Boards of State and Territory Associations. Through this consultation, all Boards have endorsed the move to the **next Phase** which was formally approved at the Federal Assembly on Saturday, 1st August 2015, in Sydney.

The next Phase involves **detailed planning and scoping of functional transition plans** and timings for each State and Territory Association to be integrated into a single management structure. The new organisation and service delivery model will be documented in an **Implementation Agreement** completed by Yachting Australia and each State and Territory Association on the services to be delivered, responsibilities and financial arrangements, as well as the finalisation of staff secondment and transition agreements. This will also include the operational aspects of **quality assurance** reporting from Yachting Australia with each State and Territory Association Board.

During the consultation process with the State and Territory Associations, specific **safeguards**



YACHTING AUSTRALIA SPONSORS



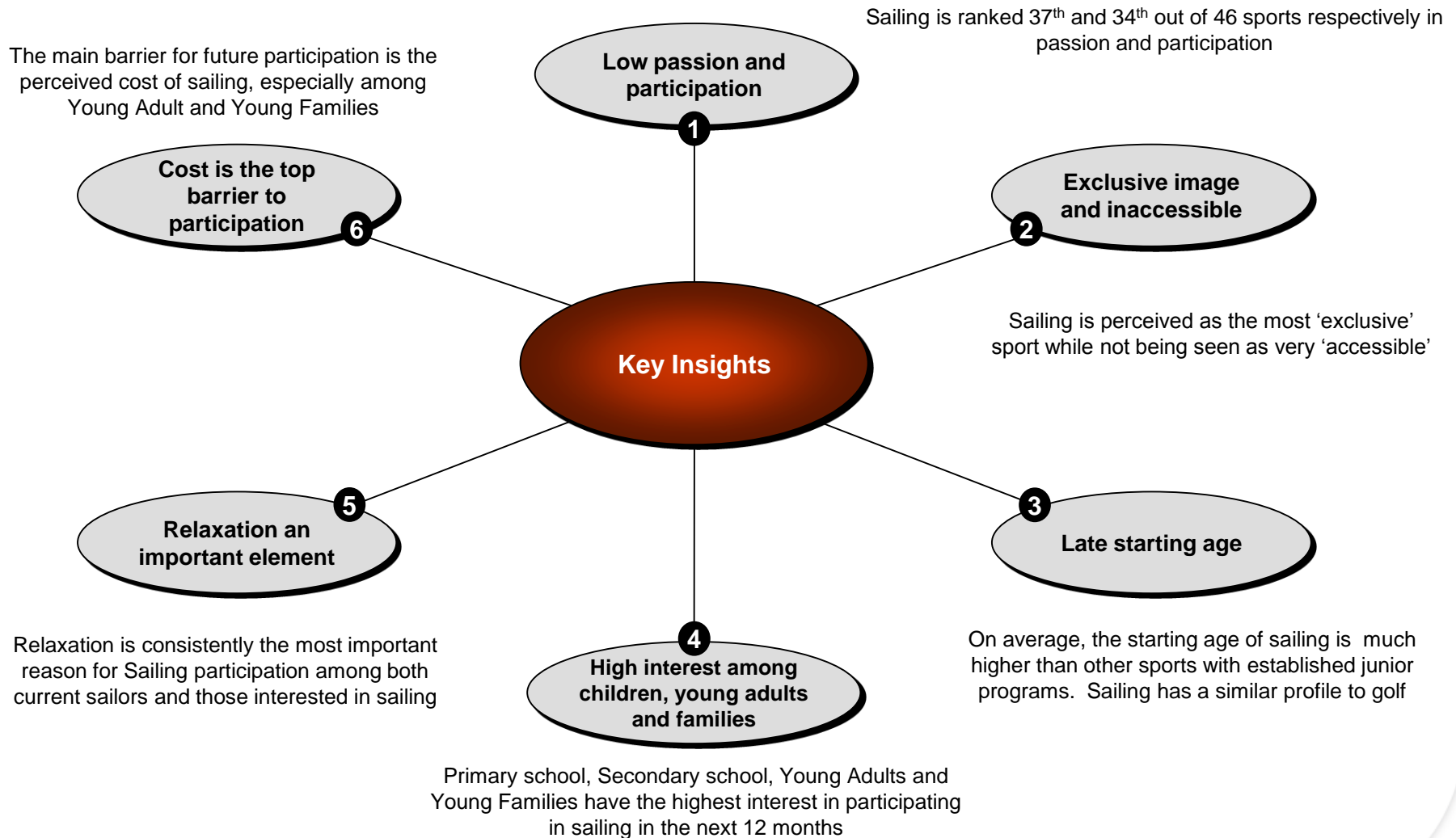
Australian Government

Australian Sports Commission



GEMBA UPDATE

Key Insights – Interested Consumers



We have analysed all insights from a segment perspective to reflect the impact of a person's lifestage on decision-making

<u>Segment</u>	<u>Segment Definitions</u>
Primary School	<ul style="list-style-type: none"> • 5 - 12 years (in primary school)
Secondary School	<ul style="list-style-type: none"> • 13 - 19 years (in secondary school)
Young Adults	<ul style="list-style-type: none"> • 16 – 34 years • University or Full time working professional (no kids)
Young Families	<ul style="list-style-type: none"> • < 49 years • Family with youngest child under 10 years
Older Families	<ul style="list-style-type: none"> • > 34 years • Family with youngest child over 10 years <i>at home</i>
Professional w/o kids	<ul style="list-style-type: none"> • > 34 years • Full time working professional without kids
Empty Nesters	<ul style="list-style-type: none"> • > 34 years • Working parent – children living away from home
Retirees	<ul style="list-style-type: none"> • > 50 years • Retirees

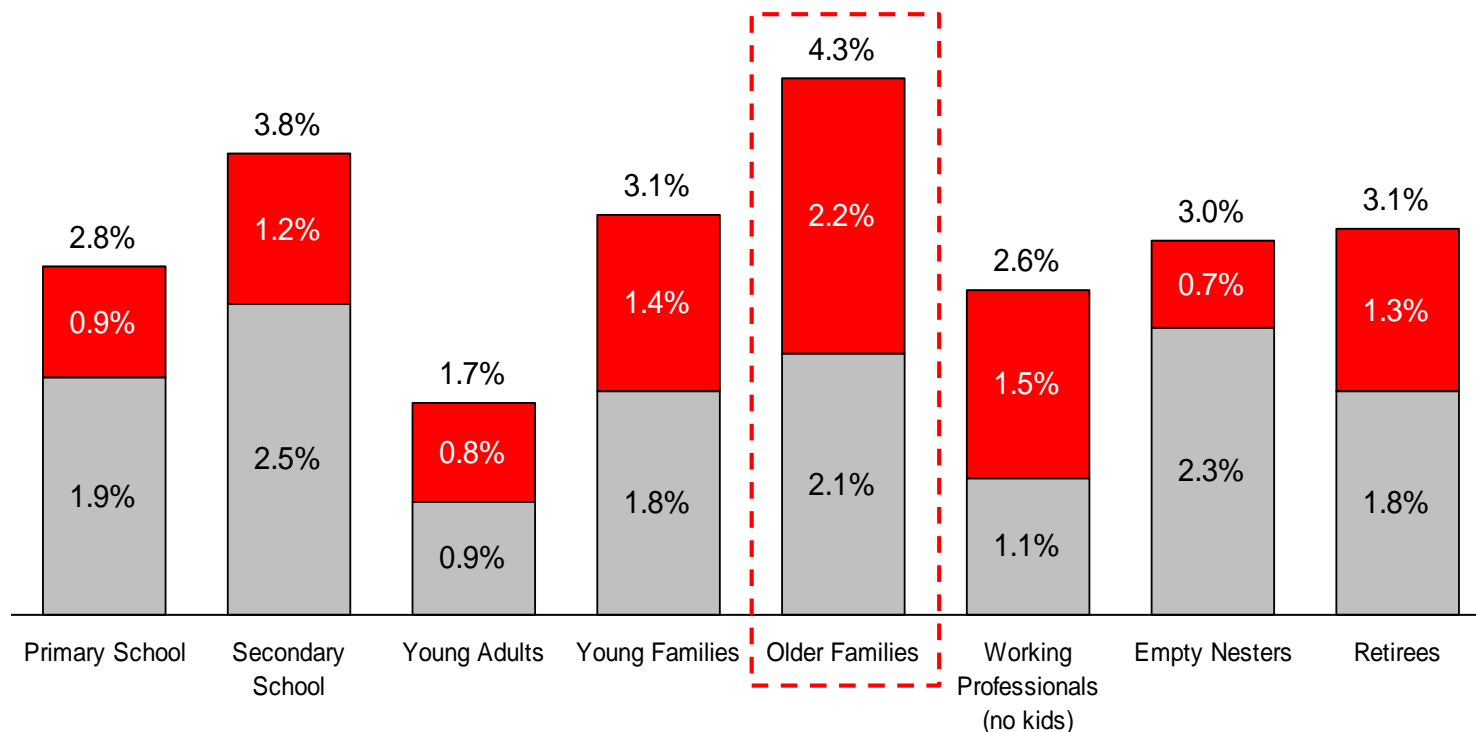
Older Families is also the segment where females outnumber males in terms of participation

Participation in Sailing

(Last 12 months, by segment & gender, 5-75yrs)

■ Male

■ Female



Source: gemba Active Sports Participation (gASP)

Q. Which of the following sports or forms of exercise have you participated in during the last 12 months?

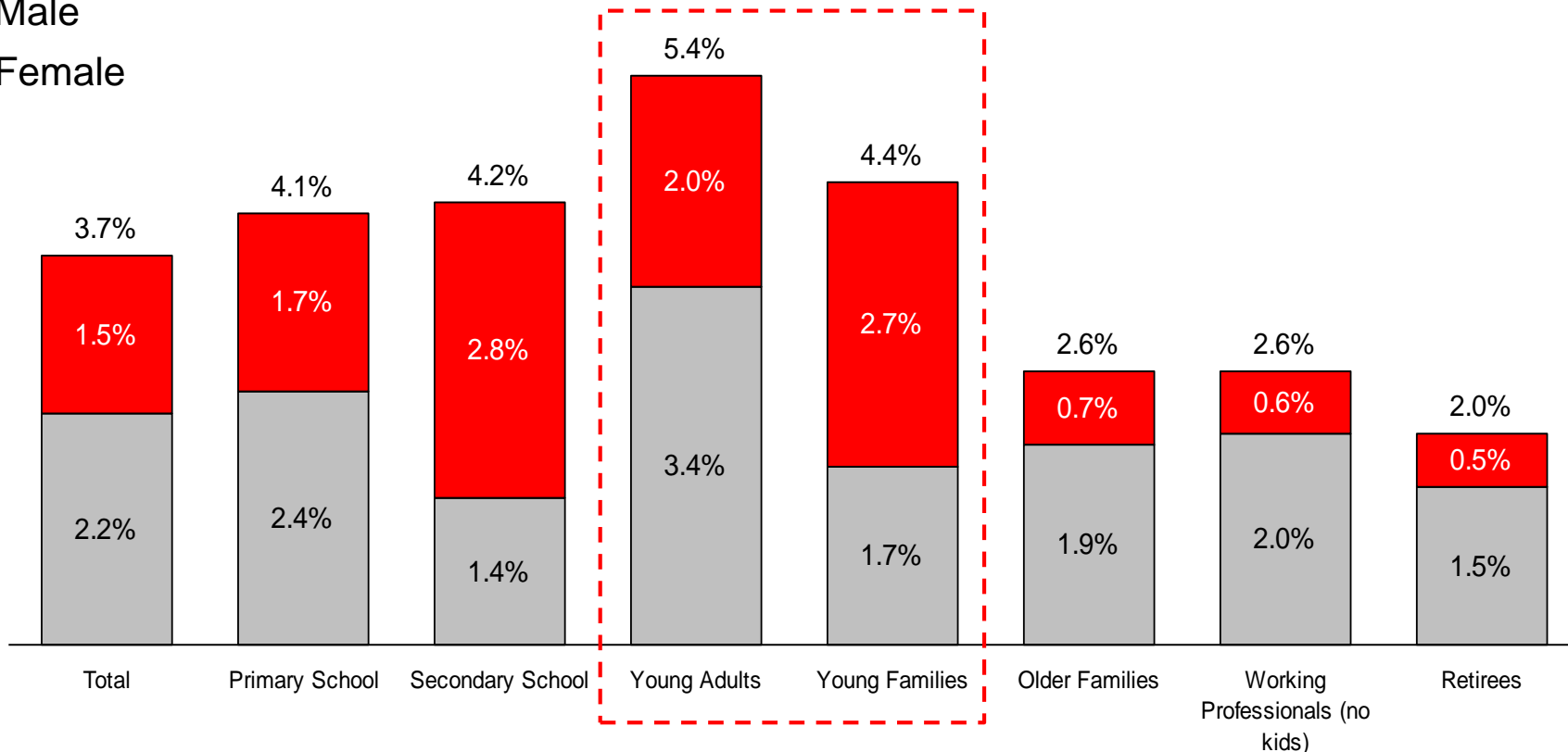
Base: Total Sample n=5,220

The Young Adult and Young Families segments appear the most fertile ground for growth in sailing/yachting participation

Consumers

Interest in Sailing
(Next 12 months, by segment & gender, 5-75yrs)

■ Male
■ Female



Source: gemba Active Sports Participation (gASP)

Q. Which of the following sports or forms of exercise have you participated in during the last 12 months?

Base: Total Sample n=5,220

Segment Sizes

Segment	Segment Population (Victoria)	% Interested	Interested in Yachting / Sailing
Primary School	507,511	4.1%	20,808
Secondary School	386,150	4.2%	16,218
Young Adult	919,246	5.4%	49,639
Young Families	930,014	4.4%	40,921
Older Families	1,428,374	2.6%	37,138
Working Professionals	510,483	2.6%	13,273
Retirees	633,498	2.0%	12,670
			190,666

Among the high interest segments the cost of participating is a common barrier to participation

Barriers to Participate 1/2

Primary School

Having to become a member 34%

Not having the equipment required to participate 33%

Lack of available/appropriate facilities 32%

Not knowing where to participate 30%

Cost of participating 29%

Secondary School

Cost of participating 37%

Not having the equipment required to participate 37%

Not knowing where to participate 24%

Lack of available/appropriate facilities 20%

Not having anyone to participate with 19%

Young Adults

Not knowing where to participate 63%

Cost of participating 55%

Lack of available/appropriate facilities 47%

Not having anyone to participate with 42%

Not having the equipment required to participate 33%

Young Families

Cost of participating 63%

Lack of available/appropriate facilities 44%

Not knowing where to participate 34%

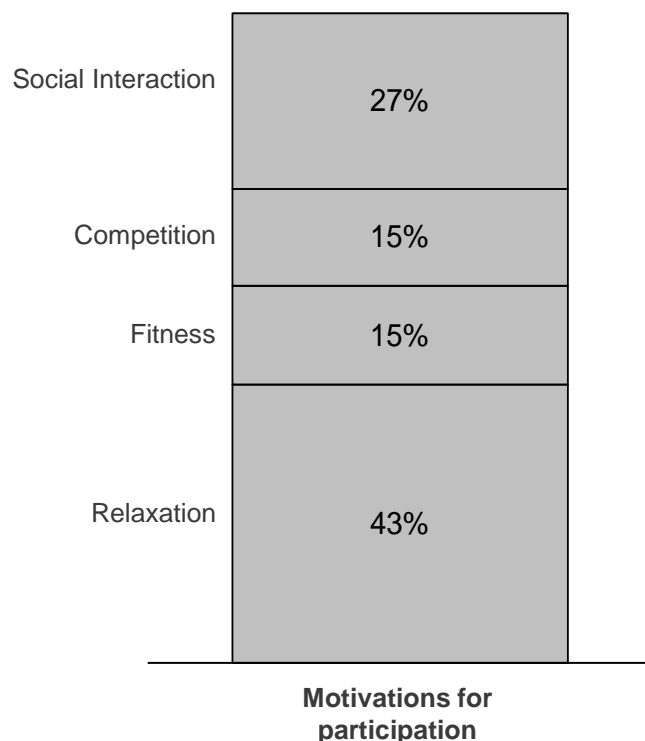
Not having the equipment required to participate 33%

Not having anyone to participate with 24%

Q. For the following sports that you are interested in participating in, if any, which of the following create barriers to you starting to participate? Note: Small sample size

In relative terms, families place higher emphasis on sailing to relax while Young Adults and Empty Nesters are more keen on social aspect

Motivations for Participation in Sailing (Interested in Sailing)



	Primary School	Secondary School	Young Adults	Young Families	Older Families	Professional w/o kids	Empty Nesters	Retirees
Social Interaction	22	25	32	29	22	26	32	20
Competition	28	11	13	8	9	16	8	17
Fitness	22	19	12	8	16	13	14	19
Relaxation	28	45	42	55	53	45	46	44

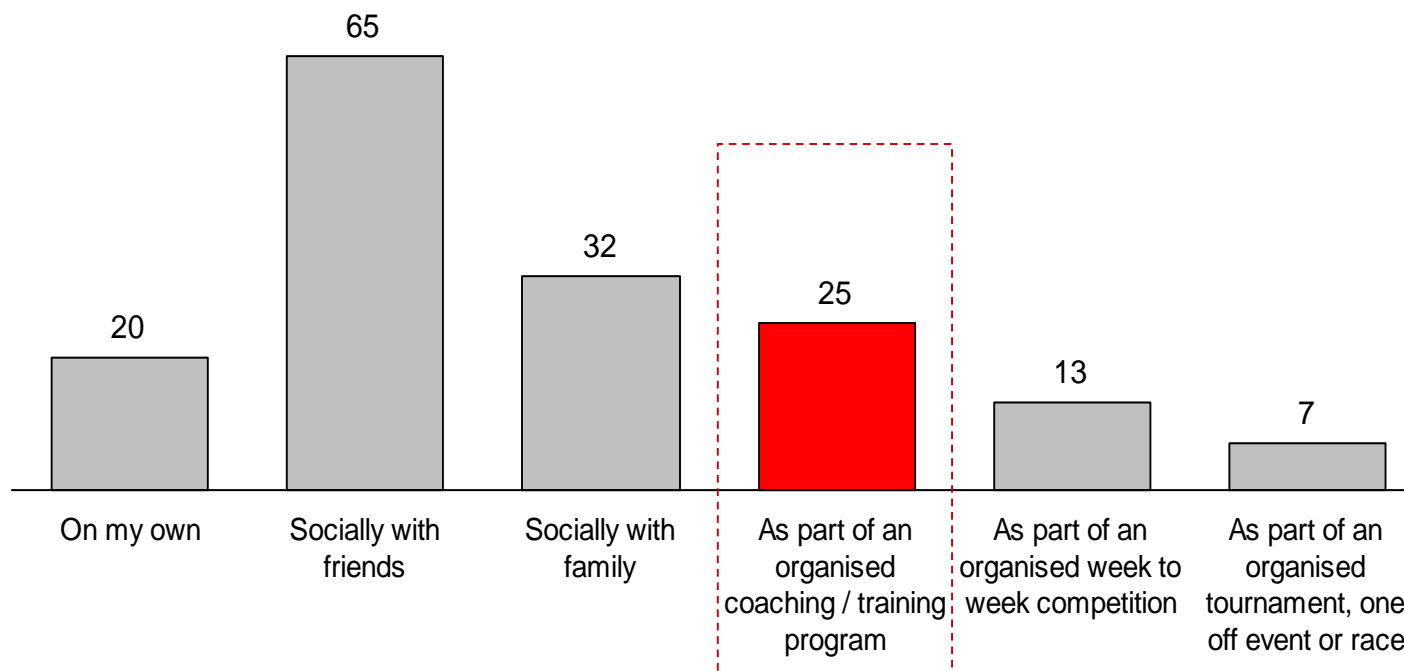
Source: gemba Active Sports Participation (gASP)

Q. How important are the following for your participation in that sport? Allocate 100 points across the 4 attributes to best reflect how important each is to your participation.

Base: Interested in Sailing, n=155

While the majority of people interested to sail in the next year want to sail socially, a quarter of them are interested in training programs

Nature of Participation
Interested in Sailing, all age groups (in %)



*Multi-choice question hence this figure is less than the sum of the individual scores

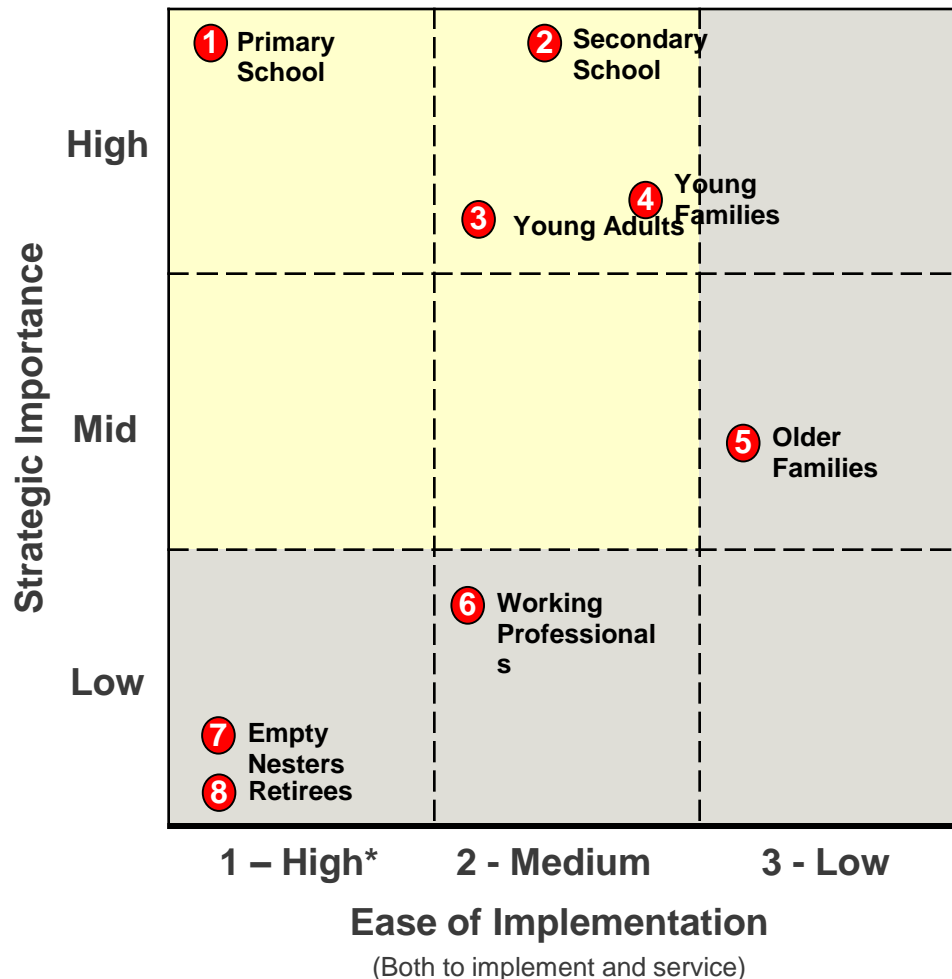
Source: gemba Active Sports Participation (gASP)

Q. what are all the ways in which you would want to participate in these sports?

Base: Interested in Sailing / Yachting n=164

The rating system highlights priority segments – Primary and Secondary School children, as well as Young & Older Families

Impact vs. Implementation Matrix



Strategic Importance

- Size of the segment potential (Future interest in sailing)
- Commercial Potential of segment (income & YA member spend)
- Attractiveness to funding partners (Govt & Private)
- Ability to influence other segments

Ease of Implementation

- Competing with other sports (market share available for sailing)
- Existing program can be rolled out or modified
- Access to infrastructure (=boats) is not a strong barrier

 Opportunities with strong potential
  Opportunities with less potential

*Note: High ease of implementation can be achieved quicker than low ease of implementation

YV CLUB CONFERENCE

ROADSHOW FEEDBACK

- **WHAT WE ARE DOING BEST?**
- **WHAT WILL MAKE US SUSTAINABLE?**
- **WHAT WILL MAKE US SUCCESSFUL?**



- **HOW DOES THIS ALIGN TO THE GEMBA FINDINGS AND THE RECENT UPDATE?**

- **CLUB RESPONSES FOLLOW**



- Tackers
- Family engagement
- Social engagement
- Flexible programs, sensitivity to member's needs
- Connection with local community
- Mentoring/training programs
- Offering club boats
- Social atmosphere/Vibe
- Parent engagement



- Volunteer planning
- Destination and social sailing
- Maintain good facilities
- Conducting significant events
- Becoming a DSC
- Increasing OTB junior fleet and family engagement
- Junior and family participation
- Tackers



- Commitment to social engagement of members
- Quality of sailing
- Club spirit
- Development of juniors with boats supplied
- Pathway transitioning juniors through classes
- Sharing of knowledge by experienced members to new members
- Family environment with Tackers and fun
- Listening to members and then addressing their needs



- Member and community engagement
- Social, cruising and new sailing offerings
- Juniors and families becoming more involved
- Tackers and young families
- Sound financial position
- Listening to our sailors needs
- Quality of People
- DSC and coaching programs
- DSC programs



- Club culture of inclusion and social engagement
- Life style choices provided
- Social network
- Facilities upgrade
- Community culture
- Successful Discover Sailing Days with good follow up
- Safe Harbour
- Sailability program
- Club culture and attraction of volunteers



- Club culture and attraction of volunteers
- Tackers
- Good racing calendar
- Quality facilities/location
- Social network
- Very welcoming and inclusive
- Good core of volunteers to drive growth



Title

- Body

