

## **Yachting Victoria Report to GLYC – May 2010**

As the GLYC representative on the Yachting Victoria (YV) board I thought I would take the initiative to provide a follow-up report on my second year on the YV Board, allowing GLYC club members to understand what the peak governing body has been actively doing over the past 12 months, and what your YV / YA subscriptions (silver / gold card) contribute...I guess the first place the commence is your voice and if a presence of GLYC was made in August at the **Annual Club Conference** whereby around 50 club officials taking advantage of the opportunity to say what YV as your peak body should be doing for you. The morning sessions clearly identified the top six priorities for YV to be working on. The top two were Junior / Youth Participation and Facilities Development / Tenancy. The afternoon included four constructive working group discussions on the Marine Act Review, Club Leasing, Teams Racing and the Pathways to Performance.

### **New Marine Safety Act**

YV mailed all clubs a summary of the recreational boating discussion paper (one of four papers overall), then had a final submission prepared by the Risk and Safety Management Committee based on input from the Members and other Committees. There will be an ongoing process of consultation with the MSV team who are required to have a new Act by mid 2010. To read the comments and draft papers visit the Yachting Victoria website.

### **DSE – Review of Community Use / Leasing of Crown Land**

As mentioned in last year's report Department of Sustainability and Environment (DSE) formally announced a review and YV were represented on the working party, with the first meeting held in February 2009. YV met with DSE and subsequently sent an email update of details to all the clubs who showed interest. If GLYC was missed, then perhaps the committee needs to contact YV CEO Ross Kilburn to participate with your land lease.

### **Yachting Australia membership**

Every club member in Australia is entitled to a membership card, commonly referred to as the 'Silver Card' as recognition of their membership of a club affiliated with their State Association and therefore Yachting Australia – at no extra cost to the club. Of course the silver card is required for all sailors under RRS rules 46 and 55. The card also offers a personal accident insurance benefit and shopping discounts. For the 2009-10 season the YA introduced 'Gold Cards' which carry the same benefits and issued in the same way to YA Qualified Instructors, Coaches and Race Officials and to all valued Club Officials and Committee members. The basis of issue is of course the data in MyClub which hopefully is accurate and up-to-date at GLYC. Just out of interest there were over 700 Gold Cards issued in Victoria more than any other state, so that goes to show how well Victoria use their volunteer base and the support of volunteers and club officials in our sport.

### **'Go Sailing' Program wins the YA National Sports Promotion Award for 2009**

At the YA Awards in October, Yachting Victoria's 'Go Sailing Program' won the Award for Sports Promotion. Naturally YV crew were pleased with this recognition, of some success, in helping our member clubs attract new members. But we know with Committee changes over the years, there are some members who are not be familiar with the program, and how it has developed over the last three years. So an explanation...

### ***Origins in the 'Go Sailing and Boat Plan' – funded by the Victorian State Government***

The 'Go Sailing' program, was the fourth component of the overall plan that YV started three years ago to help member clubs attract and retain new members. The components were

1. Help clubs develop their own club plans to run their clubs and attract and retain members and implement policies that fulfilled the community expectations such as membership protection, risk management and inclusion of people of all abilities. This is ongoing.
2. Increase the amount of training of Club Officials – Instructors, Coaches and Race Officers to increase clubs capacity to manage membership growth, help clubs fulfil their duty of care, and recognise their volunteers' contribution. This is ongoing.
3. Develop and support targeted Participation Programs such as Tackers, Sailability, Schools Teams Racing and Women in Sailing. We are really only in the early days of these initiatives.
4. The 'Go Sailing' Program is explained in detail below and offers significant scope for future development.

### ***The 'Go Sailing' Program itself has several components***

A strong brand – clearly there is more power in a strong overall brand and campaign, within which each club can promote its own uniqueness. YV has used the 'Go Sailing' brand for many years. In 2006 we had the logo redesigned, tested with a small audience, and relaunched for use by all member clubs with useful promotional material available for clubs and members. YV's promotional strategy is all about what an inexpensive sport it can be and the lifetime recreational opportunity it presents – rather than just the expensive maxi yacht or high performance aspects that other organisations within the sport promote so well. Go Sailing Days – the Go Sailing day – the second Sunday in November each year is one day where we concentrate the message of how open, accessible and affordable clubs are, by encouraging all clubs to open their doors and promote themselves as part of the state wide 'Go Sailing' day. Thirty clubs participated again this year, with the State Government supporting the day's promotion, and Leader newspapers back on board as a media partner.

### **Improved boating infrastructure firmly on the agenda**

Both Yachting Victoria and the Boating Industry Association are continuing to work together and with government on the improvement of our boating infrastructure. Both recently attended the VECCI Victoria Summit at Parliament House to support a number of current projects.

### **Working with Children Checks (WWCC)**

As of 1 July 2009, WWCC apply to all sailing and boating clubs. YV's Risk and Safety Committee produced an excellent guide for clubs and their officials involved with children. It's in the Club Officials Manual available on the YV website. It has also been included in the Yachting Australia Membership Protection Policy to assist our sport and clubs avoid and manage issues associated with harassment, discrimination and working with minorities. Besides this simple guideline YV also issued the Victorian State Government Guidelines which now appear in section 7 of the Club Manual. Check them out on the YV website.

### **The Crawford Report**

Whilst there was plenty of media coverage on the importance of the high performance versus participation debate the report is an important document for the 90 recognised Australian sports and their peak bodies. It makes many recommendations that we believe your Committee would support including improving support for 'volunteerism', putting sport back on the school curriculum and better targeting demographic groups of potential participants. If you would like to read the key summaries they are available on YV website.

### **Sport and Recreation – a Statistical Overview**

In October 2009 the Australian Bureau of Statistics (ABS) released a report based on data collected in the 2005-6 Census. Precise of such report

- around two-third of Australians over the age of 15 participate in sport, at least once a year. About the same number of men and women participate overall. Of those who participate the majority participate in non-organised activity
- sailing ranks 31st of the top 55 sports in terms of participation. Waterskiing is slightly larger, tenpin bowling and table tennis slightly smaller. That means 0.6% of the population are sailors
- sailing's total participants nationally are around 95,000 with around 80% being male, and 20% female. This is consistent with YA numbers. Just under half the ABS participant numbers are club members
- there is less ABS information about the age and gender of sailing participation because we don't rank amongst the major sports. We use the YA data for this information
- the major reasons people don't participate in sport are lack of time and lack of interest. Lack of interest was especially true for 15-17 year olds
- the major reason for participating in sport were health, enjoyment, and social/family involvement. Interestingly less than 10% participated for competition. Enjoyment was more important with younger age groups. No surprises really... but good information on which we can base our plans and actions.

### **Play it Safe by the Water / Junior sailing**

YV's Mobile Whitworth's 'Tackers' program was part of the official launch of Water Safety Week on in December 2009, presenting sailing to schools and the media.

This year the 'Tackers' program is being piloted at seven locations across Victoria. The Mobile Whitworth's Tackers fleet will also operate at four clubs. Tackers is piloting what we believe are eight important principles to attract and retain juniors in sailing. At the end of the season we will be conducted an open review for access by all clubs as to what is working and what is not. Development of Tackers level 3 is currently underway, with the subsequent steps being the YA Get Into Racing courses followed by Club Racing at Step 5.

### **Pathways to Performance**

This performance pathway remains our 'chart' for the progressive steps new participants need to take to continue in sailing. To refresh your memory on the 10 steps on this pathway, the first six of which are important to all sailing clubs...refer to the YV website.

### **ISAF Sailing World Cup (ISAF SWC)**

The ISAF SWC was held in December and extremely successful...an overview of what, why, how?

#### ***What is the SWC?***

It was created in 2008 as Sailing's Grand Slam or Grand Prix Series. It comprises seven regattas including famous events such as Kiel Week. Sail Melbourne is the only round in the Southern Hemisphere and is the first round of the 2010 series

#### ***Why is the Sailing World Cup important?***

It's not widely known but the media rights from the Olympic Games provide the majority of the funding (estimated at half a billion dollars over four years) for the International Sailing Federation (ISAF), and it is the recognition of sailing as an Olympic sport that results in significant investment from Governments, National Olympic Committees and sponsors around the World. It's vital that sailing develops its Olympic profile. The Sailing World Cup, sailed in the 'Olympic' Classes has been created to build the sports profile in the media, and with the public, between the Games.

#### ***What is different about Sail Melbourne?***

To accommodate the international timetable Sail Melbourne was moved to December, and now provides the opportunity for overseas sailors to do both Sail Brisbane and Sail Sydney in the preceding month. The other change being Sail Melbourne is now based entirely at the new Sandringham Yacht Club for all participating classes. It provides a focus to the media and public.

#### ***Sailors – Participating Classes***

Sail Melbourne is now Australia and the Asia Pacific's truly International Regatta offering world class racing for the Olympic Classes, Paralympic Classes, the International Youth Classes, the International Junior Classes (Optimists and International Cadets) and Invited International Classes – this year the International Moths, OK Dinghys and Tasers.

#### ***The Sail Melbourne Carnival***

YV put an ambitious plan to the Victorian State Government to build the profile of both sailing and Sail Melbourne by creating an associated on shore Life Style Carnival over the next three years. With the support of the State Government, and the new world-class facility at Sandringham Yacht Club, held the following events

*Olympians – Welcome Dinner – Tuesday evening*

*Corporate Day – Thursday*

*Ladies Day –Friday lunch – in aid of Ovarian Cancer Research Foundation*

*Finals Day – Saturday*

### ***Media Coverage for sailing***

Whilst we may all like to watch sailing in the media the reality is that for our sport to raise its media profile we need to create a much greater human and social event. This event was a step towards our longer term plan to make a significant change to sailing's profile in this way.

### ***How does this help clubs like GLYC?***

Many clubs and their members participated with the world's best again, either as sailors or officials. Many clubs made their boats and equipment available. It presented a fantastic opportunity to be involved with one of the sports and Melbourne's major events. It exhibited the sailing pathway to young people. It helped raise the profile of the sport – and our Olympic participation.

### ***In the background***

YV used the event to host lots of government officials, corporate executives and media to raise the profile of sailing and the event for future years and all clubs.

### ***Communicating with GLYC members***

Whilst YV sends a monthly e-news directly to club members and officials, about items of general sailing and boating interest in Victoria, I would once again encourage a section of Wanderer be allocated for 'News from YV', which did not eventuate last year after previously mentioned...I am happy to assist the editor. YV knows many club members' email addresses are not registered in MyClub and accordingly they don't receive news from YV.



Lyn Wallace  
YV Board Member