



# Australian Sailing Retaining New Participants

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Northern Territory Clubs Conference

1 February 2021



# Top 10 Tips for Keeping New Participants Involved in your Sailing Club

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1. Communicate
2. Expression of Interest
3. Invite
4. Feedback
5. Personalise
6. Resources
7. Pictures / Videos
8. Online Games
9. Get Social
10. Learn online



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*Let's take sailing to the customer, not make the customer come to us!*

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# Remember

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## **3 biggest barriers to continuing after a “Learn to sail course” are:**

1. Lack of information on what to do next.
2. Lack of assistance in moving from learn to sail to “participant” (or the next course).
3. Lack of information about access to boats.

Do you provide information on who to call to find out more information?

Do you have someone well versed in customer service to respond to the enquiries and encourage further connection with the club?

# 1. Communicate

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Communication is key.

Let new participants know how the club is going with regular updates.

Provide information on:

- a. options for club membership
- b. how to participate in club activities
- c. future social events/opportunities, as well as courses and programs
- d. how to become a club volunteer
- e. discounts for returning customers and for referring and signing up a friend

## Communication Workshop:

- Consider other topics you could / should communicate.
- What is one thing you could improve with regards to communication to your new participants?



# Past Participant Action Plan (example)

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- On completion - Add participants to your Club Newsletter Distribution List and send a warm fuzzy email with Socials links.
- Week 1 – Letter asking them to come for a sail with SailPass
- Week 4 – Offer them a discount for the next course
- Week 12 – Ask them to come and volunteer for a day
- Week 24 – Invite them to a social function
- Week 36 – Come to our Discover Sailing Day and have some fun
- Week 52 – Fill in our survey (why didn't you come back) to go into the draw to win the next course.



## 2. Expression of Interest

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Distribute an “Expression of Interest” form to capture information of customers that are interested in hearing information on your next round of courses/programs/events/membership as soon as it is available.

Contact them:

- Thank them for registering their interest, provide them with a personal contact.

### Expression of Interest Workshop:

- Consider other topics you could / should set up an Expression of Interest for?
- How could you manage an Expression of Interest register? (HINT: RevSport)
- What is one thing you could improve with regards to Expression of Interest for new participants?



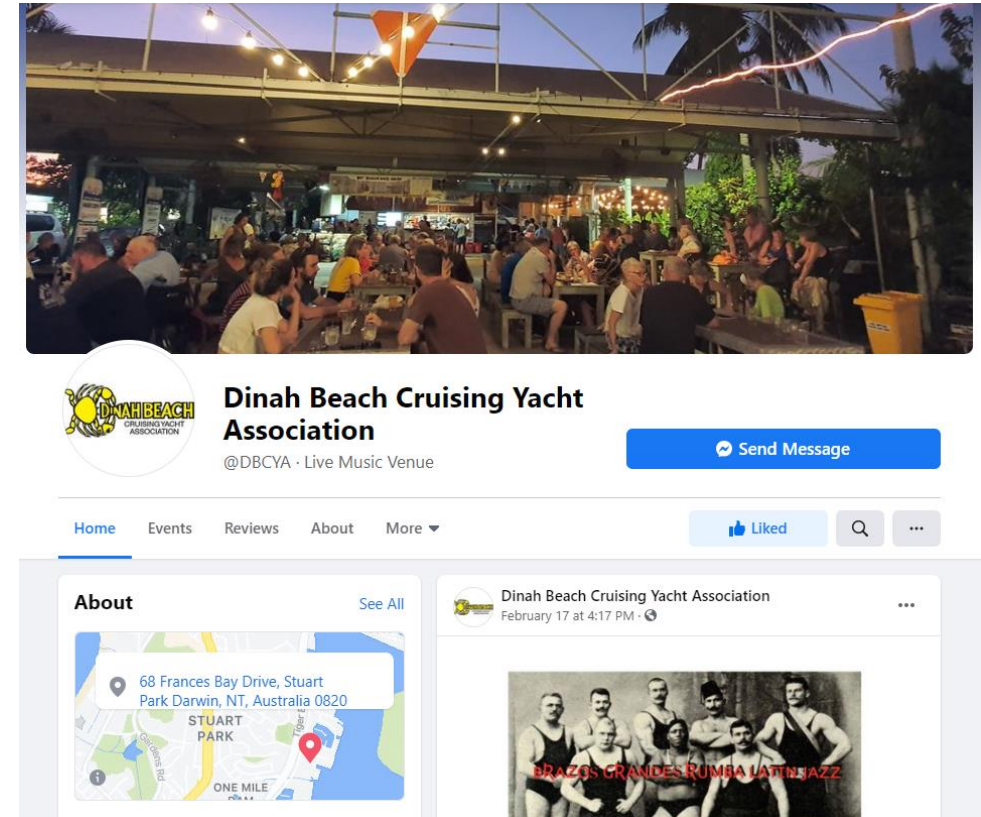
# 3. Invite

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- Encourage them to join the club's social media platforms so they stay informed and contribute to your sailing club's online community.
- Invite new participants to a particular social event / information night / to participate in xyz.

## Invite's Workshop:

- Consider other topics you could / should invite new participants to?
- How could you manage your invites? (HINT: EOI & RevSport)
- What is one thing you could improve with regards to invitations for new participants?



# 4. Feedback

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- Ask for feedback on what courses new participants would like to participate in, or how could the club do more to encourage and welcome new participants and potential new members.
- Could be set up automatically for course completion emails, Expression of Interest registrations, new member registration, SailPass registrations.
- Make sure you respond and use the feedback (where appropriate).

## Feedback Workshop:

- Consider other topics you could / should invite new participants to provide Feedback on?
- How could you manage your feedback? (HINT: EOI & RevSport)
- What is one thing you could improve with regards to feedback from new participants?





# 5. Personalise

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- Add a personal touch by calling your past customers and ask how they are going or if there is any information they need to assist in continuing their sailing journey.
- Organise for your new participants to meet someone “specific” at the entrance to the club.
  - Make sure this person is easily identifiable, experienced, equipped, engaging

## **Personalise Workshop:**

- Consider other topics you could / should Personalise for new participants?
- How could you manage this? (HINT: RevSport)
- What is one thing you could improve with regards to “Personalisation” for new participants?

# 6. Resources

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- Email participants with resources for activities to learn or to entertain the children. Colouring sheets, cross words etc. that they can print at home. The Tackers resources are great.
  - What could you use for adults?
  - Consider using social media to share content (not everyone responds to emails)
  
- Does the club have resources to assist in the retention of new participants?
  - Information sheets?
  - Email templates for a volunteer to use to communicate with new participants?

## **Resources Workshop:**

- Consider other Resources you could / should share with new participants?
- How could you manage this? (HINT: RevSport)
- What is one thing you could improve with regards to “Resources” for new participants?

# 7. Pictures / Videos

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***They say a picture is worth a thousand words. So how many is a video worth?***

- Send participants pictures or videos of themselves or their children with a short note – “Can’t wait to see Billy back on the water soon”.
- What else could you send a picture / video of?
- A club member with a camera is a huge asset to collecting images for sharing across the club's various platforms. Give the photographer credit for their volunteer work in taking the photos and give them the tools to share those images easily to the club or on the club's social media channels.

## **Pictures / Videos Workshop:**

- Consider how you might facilitate capturing / sending pictures of new participants?
- Are their Pictures / Videos the club could use for new participants?
- What is one thing you could improve with regards to “Pictures / Videos” for new participants?

# 8. Online Games

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- Send details on how to join and play an online sailing game. Even better, set up an online event where they can race their friends or classmates. See [LINK](#)
  - eSailing via Virtual Regatta
  - It may break the ice.
  - Keep's them engaged in sailing.

## Online Games Workshop:

- Consider how you might facilitate sending details of online games to new participants?
- Are you able to create an online club sailing game for new participants? Mix new with experienced participants?
- What is one thing you could improve with regards to “Online Games” for new participants?



# 9. Get Social

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- Encourage them to share a picture or short video on the clubs Instagram or other social media platforms.
- Encourage them to join the clubs social media platforms.
- Conduct new participant social activities.

## Get Social Workshop:

- Consider how you might facilitate Social experiences (online or in person) for new participants?
- Are you able to create a positive online social experience for new participants?
- Mix new with experienced participants?
- What is one thing you could improve with regards to “Social experiences” for new participants?



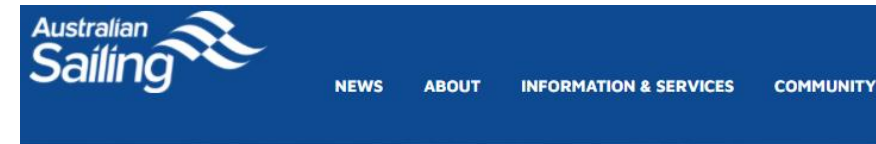
# 10. Learn Online

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- Share online learning opportunities – Online mark Laying course for example – you may just create a volunteer for when your club’s racing calendar returns.

## Learn Online Workshop:

- Consider how you might facilitate online learning for new participants?
- Are you able to offer online learning for new participants?
- Local Sport and Rec might have options? Play by the rules?
- What is one thing you could improve with regards to “learn Online” for new participants?



### eSailing via Virtual Regatta

**Perfect time to start eSailing on Virtual Regatta - free to play**

With many sailing clubs and regattas around the country closed, sailors have been getting their fix by competing against friends and foes on Virtual Regatta. Virtual Regatta is World Sailing's eSailing platform and it is a fantastic way to stay in touch whilst practicing your racing tactics from your own home.

#### For individuals

You don't need to pay to use Virtual Regatta. It's as simple as visiting their **website** from a laptop or PC or downloading the app on a smartphone or iPad and clicking 'play now' on either the inshore or offshore game. You can then enter the game and learn how to use it and compete against others all around the world. If you want to compete and keep your score, you'll need to create a login and a user profile.

#### For clubs, classes, training centres and other groups

# Summary

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**These ideas will get you started, but if you have success with any new ideas, please let our team know so we can share with others.**



**Is new member/participant retention an item on your club committee meeting agendas?**



**Do you talk about new member/participant retention or do you act on it?**



**Keep the experience fun!**



**Article - <https://www.sailing.org.au/news/top-10-tips-for-keeping-participants-involved-in-your-dsc/>**





Thank you. Any questions?

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Australian  
**Sailing** 