



# Australian Sailing Marketing Tools

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Northern Territory Clubs Conference

1 February 2021



# Marketing support for clubs

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- Australian Sailing has developed a range of resources to support clubs in your promotion of activities, events and membership options.
- Tips and tricks as well as editable templates for clubs to use.
- **The logos of all Australian Sailing programs are available for use by clubs** to assist in promoting a consistent brand, image, look and feel to the public.
- It is our belief that if the sailing community is consistent with the internal and external marketing that we will gain greater traction with our messages and as a result reach a broader audience.
- Australian Sailing is happy to share your content across our social media platforms and news sites (news letters).
- RevSport is a great tool to use to support your communication to new and existing participants and members.

# Discover Sailing – Marketing Resources

- Australian Sailing has recently released a new campaign – **Welcome to our Playground**. This campaign focuses on our major point of difference: our amazing on water locations and natural field of play. The goal is to amplify a simple message:

**Sailing is a safe, friendly sport which takes place on the most beautiful playground on earth.**



- Australian Sailing have developed the following resources for your club:
  - Poster templates
  - Digital assets (templates for webpages and social media sites)
- Australian Sailing has recently undertaken two major PR activities to amplify this campaign by putting sailing in the spotlight with exposure via FOX FM in Victoria and Channel 7 Sunrise Nationally.

<https://www.sailingresources.org.au/clubresources/discover-sailing-marketing/>



## Marketing Toolkit

A4 / A3 Campaign Generic Posters (add your club logo) option #1	<a href="#">DOWNLOAD</a>
A4 / A3 Campaign Generic Posters (add your club logo) option #2	<a href="#">DOWNLOAD</a>
A4 / A3 Campaign Generic Posters (add your club logo) option #3	<a href="#">DOWNLOAD</a>
A4 editable word doc poster template (insert own image and club logo)	<a href="#">DOWNLOAD</a>
Social media post template (insert own image and club logo)	<a href="#">DOWNLOAD</a>
A4 / A3 Poster (add your own club image and logo)	<a href="#">DOWNLOAD</a>
Social post image generic 1080 x 1080	<a href="#">DOWNLOAD</a>
Hero image for Facebook pages	<a href="#">DOWNLOAD</a>
Hero image for webpages, EDM's or socials	<a href="#">DOWNLOAD</a>

- **Poster templates** for clubs to insert in their logo and own 'Welcome to our Playground' hero image or use the generic posters designed for display within / around clubs.



- **Digital assets** that include graphics for clubs to use on their website and social channels (for Instagram, Facebook & Twitter) and template to use own club image and be sure to use the hashtag #WelcomeToOurPlayground & #DiscoverSailing



# Discover Sailing Day Resources

- **Discover Sailing is a brand all clubs can use.**
- Its purpose is to be a branding vehicle to promote the opportunities to the public on how to get involved in sailing and ultimately, how to join a sailing club.
- It is usually used in the lead up to a “Discover Sailing Day” hosted by your club as an open invitation for members of the public to come down and experience sailing but also, and very importantly, life at your sailing club.
- It’s an opportunity to sell the **amazing benefits your club provides** to members. ***Don’t just think sailing, think friendships, social, mental and physical health and wellbeing.***
- Australian Sailing have developed the following resources for your club:
  - Poster templates
  - Digital assets (templates for webpages and social media sites)
  - Discover Sailing Day guides.



<https://www.sailingresources.org.au/clubresources/discover-sailing-days/>

Digital Assets (website / social media tiles)



Editable Poster template



If you would like to request additional artwork or need assistance please [email us here](#).

For assistance in setting up a Discover Sailing Day for your club see the video below.



#### RELATED LINKS

More material will be uploaded as it is created. For club's who have registered they will be receiving an email with all the updates as they occur.

[Find a participating club](#)

[Setting up Discover Sailing Day guide](#)

[Discover Sailing Brand Guidelines](#)

# SailPASS

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- SailPASS is a means by which a non-member can go sailing at your club. It's a form of introductory or short term membership (for a day); a simple way to get more people having fun in boats at your club and breaks down lots of barriers to sailing.
- Australian Sailing have developed the following resources for your club:
  - Poster templates
  - Digital assets (templates for webpages and social media sites)
  - Case studies as examples
  - Setup guides
  - Videos for promotion and/or explanation
- **Bring a friend days are a great way to start using SailPASS**



<https://www.sailingresources.org.au/sailpass-home/>

**What is SailPass:** SailPass is a means by which a non-member can go sailing at your Club – it's a form of introductory or short term membership (for a day); a simple way to get more people having fun in boats at your club and breaks down lots of barriers to sailing.

**GET STARTED:** Follow the steps to get your club set-up with SailPASS

Take a look at how SailPASS is benefiting clubs via the video below:



### Further information about SailPass implementation

- Ensure your club's constitution or rules allow you to have a temporary membership category
- There is no fee charged by Australian Sailing for the implementation and delivery of the SailPass functionality in the revSPORT system
- Australian Sailing does not dictate the pricing structure charged to participants by affiliated clubs for a SailPass
- People who register for a SailPass will not impact the affiliation fees paid by a club
- To view SailPass case studies see the links below.

### Files available for download

Name	Type	Size
<a href="#">Australian Sailing Day Pass Research - SBP Final Report</a>	PDF	2MB
<a href="#">Australian Sailing Sail Pass Presentation</a>	PDF	2MB
<a href="#">SailPass survey summary responses</a>	PDF	71KB
<a href="#">SailPass Case Studies</a>	PDF	929KB



# SheSails

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- SheSails is designed to recognise all of the amazing female contributors to our sport, and to encourage women of all ages to enjoy sailing through organised activities at your local sailing club.
- Australian Sailing have developed the following resources for your club:
  - Poster templates
  - Digital assets (templates for webpages and social media sites)
  - Case studies as examples
  - Setup guides
  - Videos for promotion and/or explanation
  - SheSails representative forums and networks
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- **SheSails is a brand for your club to use to assist in attracting and retaining more female members.**



<https://www.shesails.org.au/resources/>



## Club Resources

SheSails is designed to recognise all of the amazing female contributors to our sport, and to encourage women of all ages to get involved in the sport of sailing through organised activities at their local sailing club.

These resources are here to help your club build a thriving community that includes women and girls across all areas of our sport. This starts with encouraging them to be involved via SheSails programs and events.

There are many ideas here to get you started and we look forward to hearing about how your club is going.



CLUB REPRESENTATION



CASE STUDIES



MARKETING TOOLKIT



INFOGRAPHICS



HOW TO GUIDES



ACTIVITY IDEAS

## Marketing Toolkit

### International Women's Day 2021 artwork:

Social media post artwork (editable)

[DOWNLOAD](#)

Poster artwork (editable)

[DOWNLOAD](#)

### SheSails generic artwork:

SheSails logo

[DOWNLOAD](#)

Editable Poster A4

[DOWNLOAD](#)

Email/web banner 650 x 200

[DOWNLOAD](#)

Email tile 400 x 400

[DOWNLOAD](#)

Email Signature

[DOWNLOAD](#)

Email Signature - Get started

[DOWNLOAD](#)

How She Sails Email Signature

[DOWNLOAD](#)

Facebook Event Cover image (editable) 1920 x 1080

[DOWNLOAD](#)

Facebook post image 1200 x 630

[DOWNLOAD](#)

Instagram post image 1080 x 1080

[DOWNLOAD](#)

Instagram Story images 1080 x 1920

[REQUEST](#)

Twitter post image 506 x 253

[DOWNLOAD](#)

# Media Guide

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- To increase the reach of these messages' clubs are encouraged to engage with their local community by utilising the reach of the media. Media is not only the mainstream print, television and radio, but also the social and online.
- Australian Sailing have developed the following resources for your club:
  - Media guide with tips and useful information.
- We recommend using these resources to assist in the development of a club media or communications plan. Provide these resources to whomever in your club is currently or in the future responsible for these topics.



<https://www.sailingresources.org.au/clubresources/media-guide/>

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## Sailing:

**Fun** – sailing is great fun for the whole family or with friends

**Social** – sailing is suitable for all ages, your club has programs aimed at children as young as 7 to adults enjoying retirement

**Affordable** – you don't have to be wealthy to sail. A lot of people who enjoy sailing don't even own a boat

**Safe** – safety is a priority in the sailing community

**Adventurous** – sailing offers the outdoors and an exhilarating experience

**Diversity** – sailing is more than just racing and is for people of all ages and experience

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## Sailing clubs:

- Are not just for members. They welcome people wanting to become involved, or people just wanting to have a look at what they have to offer

- Offer a great social network

- Have all the necessary facilities to help you experience or start sailing

Are the ideal places to find crewing opportunities:

- Are there to help you reach your desired goals

- Have a dedicated person trained to welcome and assist visitors

- Offer great facilities to enable you to enjoy the natural surroundings

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**Tip.** Does your local chamber of commerce put out a newsletter, are there local businesses that may wish to become involved with your club?

- Does your club have a website and well-designed logo?
  - Lots of cheap options online
  - Does your club have a facebook page?
  - Easy to set up for the savvy younger generation
  - A good way of connecting with local businesses, and local government organisations
  - Do you know who the editor is of your local newspaper?
  - Could well be a parent who lives locally
  - If your local newspaper is a free one, do you distribute at your club?
  - Give them a call
  - What is your local community radio station?
  - There are more community stations in Australia than commercial ones
  - Does your club have an e-newsletter and is it distributed to local businesses and media?
  - Local noticeboards
  - A quick poster is very easy to do
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**Tip.** Have a club open day. Invite all the local media and local businesses. They would love to be involved.

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# Research

- Australian Sailing keeps an archive of previous research done by external organisations on participation in sailing, and includes:

**We recommend you have a read and keep in the back of your mind when developing and promoting new events, activities and membership options.**

- In a recent survey of Learn to Sail participants the reasons for them not continuing with sailing at a club was:
  - Lack of information on what to do next.
  - Lack of information on the next course.
  - Lack of information about access to boats.

**Does your club provide this information to course participants?**



<https://www.sailingresources.org.au/clubresources/research/>

Files available for download		
Name	Type	Size
Gemba Report	PDF	4MB
National Sailing Participation Census 2015	PDF	2MB
National Sailing Participation Census 2017	PDF	963KB
Sailing participation (VIC) 2017	PDF	512KB

# Summary

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- Many clubs also get the advantage of local media outlets such as local papers, radio and TV news that are able to provide resources for community interest events and activities. We recommend you use the below resources to assist your club in taking advantage of these.
- The logos of all Australian Sailing programs are available for use by clubs.
- Bring a friend days are a great way of marketing your club to potential new participants.
- What information does your club provide new participants and members?
- We recommend using these resources to attract new participants for courses and Discover Sailing Days and to ultimately attract new club members.
- Utilise Australian Sailing social media sites and news sections.
  - Share your articles and share ours for easy content.



Thank you. Any questions?

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Australian  
**Sailing** 