



NT STRATEGIC MEETINGS

Based on the discussion as per themes from the
Australian Sailing Strategic Plan

CLAIRE HALL



Strategic Priorities - Themes

1. Growing Participation (18 March 2021)
2. Building Sailing's Profile (27 May 2021)
3. Sustainability of the Sport (16 September 2021) – replaced with YNT meeting
4. Enhancing our people, structure and culture (18 November 2021) – replaced with YNT meeting

Meetings were conducted with YNT members representing clubs and classes in the NT and were facilitated by an individual from NT Government.

GROWING PARTICIPATION

WHO IS OUR PRIORITY?

Re-engagement of people with sailing skills & experience at all levels

Retention of people in the off season

People that have stopped sailing

Families

Young adults (18-24yo)

GROWING PARTICIPATION

PRIORITY AREAS?

Affordable entry points to ownership – big & small boats

Introduce a variety of racing options

Skills sessions

Offer off-season activities

Create an easy transition between clubs

Feedback – what happened and how can we help

AFFORDABLE ENTRY POINTS

Area	Progress	Who	Comments
Introduce funky, low maintenance boats	Nil		Not a priority at this stage
Reintroduce trailer sailors as a low-cost boat that families can enjoy together	Some organic		Promoted by clubs. Clubs to contact Trailer sailor owners and ask intentions.
Club owned OTB for long term charter	Not yet progressed		Expensive.
Buy 4 x S80's and offer 50% investment for 2yrs then we buy back for next recruits	Not yet progressed.		Expensive.

A VARIETY OF RACING

Area	Progress	Who	Comments
Shorter more accessible options	New sprint series.		Shorter series. Better variety of options achieved. DBCYA Dry season shorter races.
School Teams Racing	Deleted.		
Match Racing	Looking at applying for 2023 events.		

OFF SEASON ACTIVITIES

Area	Progress	Who	Comments
Family friendly wet season activities to retain engagement	Nil, Covid. Halloween night		

SKILLS SESSIONS

Area	Progress	Who	Comments
On water coaching during races so they connect with regular sailors	Implemented.		Opportunity to grow participants.
Skill sessions to retain engagement & build confidence to become boat owners	Some progress.		Shesails sessions. Coaching for new boat owners.
Increase in qualified staff and instructors			Volunteer skill sessions.

COMMUNICATION

Area	Progress	Who	Comments
Phone everyone that participated in the last 5 years	Nil.		Club newsletters. Proactive Club Membership renewals – phone/emails
Raise the profile through media	Increase in activity		Radio, social media
Weekly what's on in sailing	Some implementation		Weekly text,

OTHER

Area	Progress	Who	Comments
Create an easy transition between clubs	Some progress		Down to communication – more required. More work to be done.
Phone everyone that participated in the last 5 years – why did they leave?			

Reciprocal club membership – nationally. Particularly for juniors/youth.

BUILD SAILINGS PROFILE

WHY?

More members means success

Increase participation on the water

More people makes a better atmosphere

Young people

Broaden peoples horizons

Give people ownership of the harbour

Want people to understand what it is (affordable, inclusive & accessible)

SELLING SAILING

POSITIVES	CHALLENGES
Grants	Hard to manage demand
Community is connected to the water	Club resources are limited
Open minded population	Perception of exclusivity
Anyone can do it	No try before you buy
No qualifications needed	Not a spectator sport
Weather is great	Lots of competing activities
Can be team or individual	Lack of free time
Recreational pursuit	Fear of being no good or unfamiliar
Most can already swim	Perceived risk
It can be magical	Not sure how to start
Most people already enjoy our waterways	Overwhelming – types of craft, pathways, need to do a course

OPTIONS

- All the options listed were rated on their impact and the ability to carry them out.
- The items marked in green had high impact for little effort and should be attempted as a starting point.
- Some are already being done by clubs.
- Commercial media – TV & Radio have already been addressed

HIGH PRIORITY

ITEM	IMPACT	DIFFICULTY	ACHIEVED
Community noticeboard advertising	H	L	
Regular communications (texts + social media)	H	L	Y
Council banners	H	L	
Shared events	H	L	Y
Sell the lifestyle & differentiate	H	L	
Become a prize for something else	H	L	Y
Regular radio spots	H	L	Y
Commercial media	H	H	Y

LOW PRIORITY

ITEM	IMPACT	DIFFICULTY	ACHIEVED
Endorsements	H	H	
Sail visibly	L	H	Y & N
Newspaper sports results	L	H	N
Shopping centre stalls – SIGN UPS	L	H	N
Markets	L	H	N
Schools	L	H	Y
Signage on trailers/cars	L	L	Y
Endorsements	H	H	N



Questions / Comments

NT Club Conference

2022

