

SheSails | Festival of #SheSails

Robert Crofts | Royal Perth Yacht Club Grant Alderson | WA Para Sailing Squad





PRESENTED BY
HAMILTON ISLAND

WA Para Sailing Squad @ RPYC

Festival of #SheSails

March 2021







WA Para Sailing Squad - Captain Genevieve Wickham..







SheSails Ambassador..





Genevieve Wickham

- Silver Medalist - Para World Sailing Championships, Sheboygan USA (2018)
Gold Medalist - WA Para Sailing Championships, RPYC (2021)
Australian Sailing - Para Sailor of the Year, WA (2013 / 2019)
Member Australian Para Sailing Squad (2018 – 2019)



Month-long Celebration..

- #ChooseToChallenge beyond International Women's Women's Day (IWD) | March 8 2021
- Festival of #SheSails Celebrating Women and Girls in Sailing with #SheSails Opening Ceremony | March 9 2021
- Racing Schedule Hyatt Regency Wednesday
 Summer Series @ RPYC
 - Genevieve Wickham
 - Natalie Alexander
 - Jodie Nikolic
- Come & Try Day
 - Kylie Forth
 - Hillary Arthure
 - Jen Sisson
 - Heather Hinton





Applaud equality for women in sport..







Welcome to the #SheSails – VIP Lounge..









Co-host and AUS Para Sailing Coach..







WA Para Sailing
Squad - #SheSails
Support Crew..







RPYC Boating
Office - #SheSails
Safety Audit..







RPYC Start Box #SheSails Volunteers..







RPYC #SheSails Members..









PCHT CLUS

Festival of #SheSails - 2021

Our beloved SKUD 18 AUS 047..







A CHT CLUB

Festival of #SheSails - 2021

RIO 2016: Liesl Tesch & Daniel Fitzgibbon..







PCHT CLUS

Festival of #SheSails - 2021

Gold, Gold, Gold..







Beauty makeover..







New name..







#SheSails – Christening ceremony..







#SheSails -Ready to race..









#SheSails - First to Foam Buoy..







Race 1: Fastest (Div C) #SheSails Genevieve Wickham

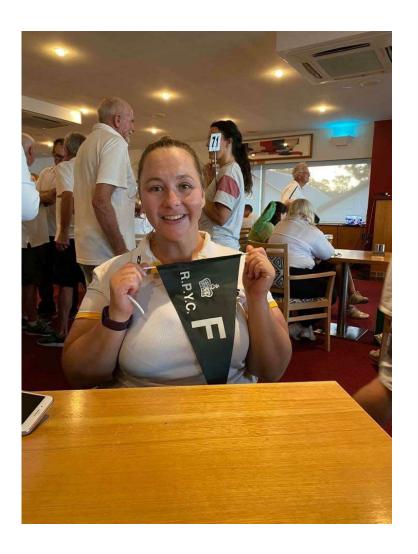








Race 2: Fastest (Div C) #SheSails Natalie Alexander









Race 3: Fastest (Div C) #SheSails Jodie Nikolic









Social Media Tips: #1 - Set the scene..



Robert Crofts is with Elliott Coe and 8 others at Royal Perth Yacht Club.

11 March · Perth, WA · 🚱

WA Para Sailing Squad - Festival of #SheSails 2021

Genevieve Wickham and AUS Para Sailing Coach Grant Alderson hosted the opening ceremony for the inaugural WA Para Sailing Squad - Festival of #SheSails at Royal Perth Yacht Club yesterday afternoon, before the start of the Hyatt Regency Wednesday Summer Series after... See more









#2 - Capture the special moments..



Robert Crofts is with Natalie Alexander and 2 others at Royal Perth Yacht Club.

18 March · Perth, WA · 🚱

WA Para Sailing Squad - Festival of #SheSails 2021

This week we celebrate Natalie Alexander our #SuperStar new Royal Perth Yacht Club member and nominated skipper of #SheSails for week two of the Festival of #SheSails.

Natalie started her day yesterday morning bright... See more

















#3 - Take time to create interesting content..



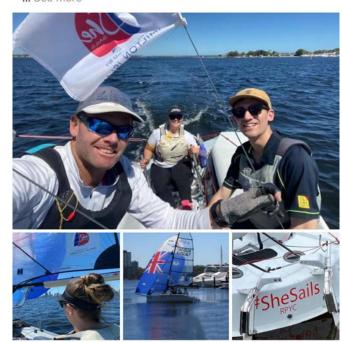
Robert Crofts is with Natalie Alexander and 2 others at Royal Perth Yacht Club.

22 March · Perth, WA · @

WA Para Sailing Squad - Festival of #SheSails 2021

INVITATION: The Festival of #SheSails juggernaut steps up a gear this week and extends an open invitation to the Women of Royal Perth Yacht Club to come and try the magnificent SKUD 18 AUS 047 - #SheSails.

... See more









#4 - Share your story online..



Robert Crofts is with Natalie Alexander and 2 others at Royal Perth Yacht Club.

8 April - Perth, WA - 🚱

WA Para Sailing Squad - Festival of #SheSails 2021

Final Race: Genevieve Wickham (Captain of the WA Para Sailing Squad) and AUS Para Sailing Coach Grant Alderson teamed-up again yesterday for the final race in the Festival of #SheSails for 2021. Genevieve as always brilliant at the helm of #SheSails and Grant tireless in his effort... See more

















#5 - Share your story in print..













Summary..

- The Festival of #SheSails promotion has resulted in 2 new RPYC Centreboard memberships.. to date!
- WA Para Sailing Squad recruitment and promotion activities over the past 12 months has resulted in 7 new RPYC Centreboard memberships!
- WA Para Sailing Squad membership has increased from 3 – 10 over the past 12 months!
- 40% of WA Para Sailing Squad members are women!!
- 50% of WA Para Sailing Squad support workers are women!!
- RPYC proudly hosted the inaugural WA Para Sailing State Championships – 2021 attracting a fleet of 17 boats.. with 35% helmed by women!!





Action plan: SheSails.org.au • III Telstra #StaySafe 4G 55% 7:23 am a shesails.org.au

Marketing Toolkit

Marketing Toolkit

SheSails generic artwork:

SheSails Brand **DOWNLOAD** quidelines

SheSails Primary **DOWNLOAD**

Logo

SheSails / Australian DOWNLOAD

Sailing lock up logo

She Sails Email

DOWNLOAD Signature

Email tile 400 × 400 DOWNLOAD

Web banner 650 x

200

Editable Poster A4 DOWNLOAD

Facebook Event

Cover image DOWNLOAD

(editable) 1920 x

1080

Facebook post

image 1200 × 630

Instagram post

image 1080 × 1080

DOWNLOAD

DOWNLOAD

DOWNLOAD









Key references & contact details..



- Australian Sailing | SheSails <u>www.SheSails.org.au</u>
- Robert Crofts | WA Para Sailing Squad
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Thankyou!



