



# SheSails | Festival of #SheSails

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Robert Crofts | Royal Perth Yacht Club

Grant Alderson | WA Para Sailing Squad





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**HAMILTON ISLAND**

WA Para Sailing Squad @ RPYC

# Festival of #SheSails

March 2021





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Festival of #SheSails - 2021

WA Para Sailing  
Squad - Captain  
Genevieve  
Wickham..





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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)





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Month-long  
Celebration..



- **#ChooseToChallenge** beyond International 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





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Applaud equality  
for women in  
sport..





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Welcome to the  
#SheSails – VIP  
Lounge..





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Co-host and  
AUS Para Sailing  
Coach..



Australian  
Sailing





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WA Para Sailing  
Squad - #SheSails  
Support Crew..





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RPYC Boating  
Office - #SheSails  
Safety Audit..





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RPYC Start Box  
#SheSails  
Volunteers..





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RPYC #SheSails  
Members..





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Our beloved  
SKUD 18  
AUS 047..





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RIO 2016:  
Liesl Tesch &  
Daniel Fitzgibbon..





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Gold, Gold,  
Gold..





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Beauty  
makeover..







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New name..





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#SheSails –  
Christening  
ceremony..





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#SheSails -  
Ready to race..





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#SheSails - First  
to Foam Buoy..





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





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





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





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## Festival of #SheSails - 2021

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



Australian  
Sailing





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Festival of #SheSails - 2021

#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



Australian Sailing



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## Festival of #SheSails - 2021

#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



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Sailing



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#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



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#5 - Share your  
story in print..



# IN THE WIND

ROYAL PERTH YACHT CLUB NEWSLETTER

APRIL 2021

JON SANDERS  
FINAL COVID-19  
LOCKDOWN

WA OLYMPIC  
SAILORS

TRACKING THE  
2020 MEDICANE

WA PARA  
SAILING  
SQUAD

THE BOOM  
LIFESTYLE  
PROJECT

57TH CAPE NATURALISTE AND RETURN

ALSO

• Life Cycle for Canteen • Mandurah Cruise in Company  
• Chinese New Year • Havana Nights



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## Festival of #SheSails - 2021

# 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!!





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Action plan:  
SheSails.org.au

Telstra #StaySafe 4G 7:23 am 55%  
shesails.org.au

## Marketing Toolkit

### Marketing Toolkit

SheSails generic artwork:

SheSails Brand guidelines	DOWNLOAD
SheSails Primary Logo	DOWNLOAD
SheSails / Australian Sailing lock up logo	DOWNLOAD
She Sails Email Signature	DOWNLOAD
Email tile 400 × 400	DOWNLOAD
Web banner 650 x 200	DOWNLOAD
Editable Poster A4	DOWNLOAD
Facebook Event Cover image (editable) 1920 x 1080	DOWNLOAD
Facebook post image 1200 × 630	DOWNLOAD
Instagram post image 1080 × 1080	DOWNLOAD





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Key references  
& contact  
details..

- International Women's Day  
[www.InternationalWomensDay.com](http://www.InternationalWomensDay.com)
- Australian Sailing | SheSails [www.SheSails.org.au](http://www.SheSails.org.au)
- Robert Crofts | WA Para Sailing Squad  
- 041 123 1659  
[robert-crofts@bigpond.com](mailto:robert-crofts@bigpond.com)
- Grant Alderson | AUS Para Sailing Coach - 041 294 4909  
[grant.alderson@gmail.com](mailto:grant.alderson@gmail.com)
- Genevieve Wickham | #SheSails Ambassador  
[genwickham@yahoo.com.au](mailto:genwickham@yahoo.com.au)



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Thankyou!



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# Set sail today



#SheSails

