



A priority for Yachting Australia is to help clubs build participation and membership. Clubs that want to achieve this require Vision, a plan, an understanding of the drivers and barriers to participation, and the tools to work with.

Yachting Australia has developed the Discover Sailing Program to deliver the understanding and tools that make it easier for clubs. State Associations are there to help clubs appreciate and implement them.

The Diagram (above) aims to explain the various aspects of the Discover Sailing Program and the Implementation resources that are available on the Yachting Australia website (under Participation).

In this diagram and in the Discover Sailing Implementation Plan these components are:

- gemba** - **gemba Report** – is the foundation for Discover Sailing, and the market intelligence for your club, about the drivers of, and barriers to, participation in sailing.
- R & S** - **Risk & safety management** – is also an important foundation to ensure that the club is ready to safely provide opportunities for all participants.
- Club** - **Club Prioritisation & Planning** – is about the importance of having a Vision and plan to grow membership, and prioritising what the club wants to achieve.
- branding** - **Discover Sailing branding and messages** – to present the public a recognisable attractive brand, image, and appealing messages - a fun, safe, and affordable sport and welcoming clubs.
- Club** - **Club local marketing** – the responsibility of the club in planning & delivering targeted and relevant promotion throughout the local community using the resources supplied by Yachting Australia, either from the on line shop or website.
- inclusion** - **Inclusion** – recognising sailings’ ability to accommodate and welcome people of all-abilities to achieve even greater membership growth.
- hosts** - **Discover Sailing Hosts** – the people who make the difference. The club volunteers who are properly trained and supported to be the face of the club and Discover Sailing, welcoming & mentoring new participants.

pathway - **‘The Sailing Pathway’** In the centre of the diagram represents the clear framework for clubs and participants to engage with Discover Sailing. With all major sports using pathway concepts this is an essential aspect of Discover Sailing. For clubs, The Sailing Pathway provides a way to structure and organise how they attract and develop new participants. For participants, the sequential progression and mapping of participation opportunities provide a clear and easy way to understand how they can enter the sport, determine their interest and build skills, confidence, and enjoyment.

products - The **“products”** of the Discover Sailing that are delivered to the public sit above the Pathway. They include Discover Sailing Days, Experiences, Tackers, Courses, and Crewing. They channel their participation, and provide us with the evidence that everything else completed in the planning and preparation have successfully engaged the target audience.

website - **The Discover Sailing website** which provides an information centre for people new to sailing, helping them understand how to enter the sport, and direct them to Clubs websites.

studies - **Case studies** – for clubs to share with each other the successes they have had in growing membership and the challenges they overcame to achieve this.

participation - The outcomes of the Discover Sailing program in the right hand box - **‘ongoing participation’**. It outlines the gold standard measures that show a progression in club participation – strong, sustainable clubs and engaged volunteers.



Australian Government
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