

## Discover Sailing – Club Ten Point Implementation Plan – for Club Committees

### 1. Have a Plan

- a. Can we prioritise participation amongst our other priorities ?
- b. What do you want to achieve ? By when ?
- c. What target groups ? (young people, crew, families etc ? )
- d. Who will work on this ? Who is responsible ?

### 2. Consider the gemba Recommendations

- a. Six key recommendations for clubs can be viewed [here](#).
- b. Work out which ones could benefit your club & action them

### 3. Adopt the Sailing Pathway

- a. Review that sailing pathway. It appears at [www.yachting.org.au](http://www.yachting.org.au) under Participation
- b. Which steps do we want to be really good at ?
- c. What do we need to do to achieve that ?

### 4. Communicate the Club's interest in new members

- a. Update your Club Profile in MyClub – this is what the Discover Sailing website takes people to
- b. Make sure the front page of your website has a prominent entry point for non members
- c. Consider adopting the Discover Sailing logo
- d. Consider external signage – is it welcoming and helpful ?
- e. Consider the facilities – are they welcoming, and inclusive ?

### 5. Appoint Discover Sailing Hosts

- a. Read the Guidelines for Hosts at [www.yachting.org.au](http://www.yachting.org.au) under Participation
- b. Identify and invite appropriately skilled people
- c. Engage all club members in promoting Discover Sailing and welcoming visitors

### 6. Consider Discover Sailing days

- a. Do we want to run our own Discover Sailing Days ?
- b. Do we want to be part of the State / National Discover Sailing Days ?
- c. Guidelines for running Discover Sailing Days are at [www.yachting.org.au](http://www.yachting.org.au) under Participation

### 7. Consider the Learn to Sail Courses and Experience

- a. Do we want to run Learn to Sail courses in Dinghies or Keelboats or for Juniors ?  
Consider the value of Tackers and Sailability
- b. Details to become a Discover Sailing Centre are at [www.yachting.org.au](http://www.yachting.org.au) under Education and Training

### 8. Promote Crewing opportunities

- a. Link your clubs website to the Crew Matching Service on [www.discoversailing.org.au](http://www.discoversailing.org.au)
- b. Promote crewing opportunities on your own website and noticeboard

### 9. Promote the Club externally

- a. What Discover Sailing Promotional Materials would be useful for us
- b. Purchase available materials at [www.yachting.org.au/onlineshop](http://www.yachting.org.au/onlineshop)

### 10. Establish a method of measuring your results

- a. How do we know if this is all working ?
- b. Measure number of participants , number of new members
- c. Do we want to survey participants as to their satisfaction ?

More Information – on [www.yachting.org.au](http://www.yachting.org.au) under Participation