



# Australian Sailing



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## Who we are

Australian Sailing is the governing body for the sport of sailing in Australia. Our Purpose is to grow sailing by leading, inspiring and supporting sailors and their communities.

We are a member-based organisation that represents the interests and provides services & support to over 350 clubs across Australia; as well as more than 150 accredited Discover Sailing Centres (clubs which also offer accredited training programs).

# Our Role



**Promote sailing to the broader community**



**Governance - best practice structures to underpin the sport**



**Participation programs to drive club membership**



**Safety and risk management; Personal accident insurance cover**



**Strong online platforms to support club volunteers**



**Advocacy - to Federal & State Government agencies and peak sporting bodies**



**Training & accreditation for volunteer officials; instructors and coaches**



**Oversight of Racing Rules & Special Regulations**

# Our sport

**350+**

Affiliated Clubs

**100,000+**

Club members

**250,000+**

Participants

**70+**

Affiliated Class Associations

**150+**

Discover Sailing Centres

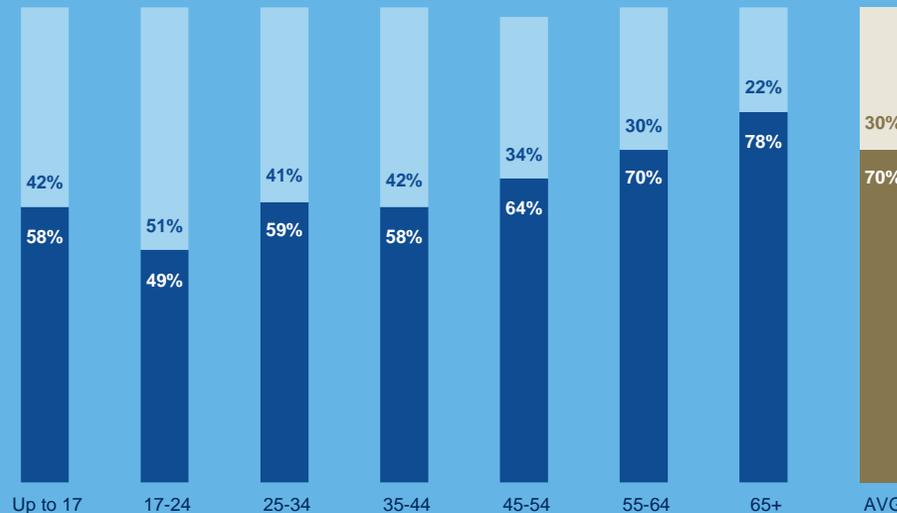
**20,000+**

Course Participants

# Our Challenge

## GENDER PROFILE:

MALE FEMALE



BY 2032, TOGETHER WITH CLUBS  
WE ARE AIMING FOR:

**350,000**  
participants

**50% Females**  
(Currently 30%)

**150,000**  
club members

**25,000**  
course participants per annum

# How we get there



# Three Strategic Pillars



## SUPPORT

An enhanced Sailing delivery system providing positive and rewarding Sailing experiences.



## GROW

More people on the water, in more ways, more often.



## WIN

#1 Olympic Sailing nation in the world, uniting and inspiring Australia.

# Six Strategic Foundations



## FUTURE FOCUS

Our cultural, governance & integrity, operating and financial frameworks are best practice and perfectly placed to support our organisation and Sailing into the future.



## ENVIRONMENTAL SUSTAINABILITY

With the ocean, lakes and rivers as our playground, Sailing and the environment are intrinsically connected. We play an active role in ensuring all Australians have clean and safe waterways on which to sail.



## DIVERSITY & INCLUSION

Sailing is a great way to show how diverse and inclusive we can be as a nation. We want to see Sailing reflecting our communities. Inclusive sport = inclusive communities; and Sailing is part of this.



## INNOVATION

We are open to new ideas and will continually challenge our assumptions to improve the way we operate.



## SAFETY

We promote a Sailing safety culture.



## PARTNERSHIPS

We positively partner with all elements of the Australian Sailing community for the benefit of Sailing.



# Support





# Support

An enhanced sailing delivery system delivering positive and rewarding Sailing experiences.



## OUR GOAL

All clubs and Discover Sailing Centres access Australian Sailing programs and support to help them deliver sailing to their communities and achieve their goals.

## WHAT WE DO



Help clubs connect with new members through SailPass



Contribute to the development of the Racing Rules and Special Regulations



Ratings & handicapping systems, yardsticks and certification



Provide Personal Accident insurance coverage for Club members



Host Club Conferences and Instructor Conferences



Provide the Sailing Resources website with tools, templates and information



# Support

An enhanced sailing delivery system delivering positive and rewarding Sailing experiences.



## WHAT WE DO (continued)



**Support volunteer committees and provide access to leadership programs**



**Advocate for maintaining access to waterways and minimisation of red tape**



**Source Government funding and grants to support sailing**



**Represent Australia at World Sailing**



**Maintain self-regulation of safety**



**Provide access to tax deductible fundraising through the Australian Sports Foundation**



Grow





## Grow

More people on the water, in more ways, more often.



### OUR GOAL

Is for sailing to be more visible, accessible, relevant and rewarding for all.

### WHAT WE DO



Keep sailors in the sport with the Sailing Participant Pathway



Promote female participation through SheSails



Support over 150 Discover Sailing Centres with Learn To Sail programs



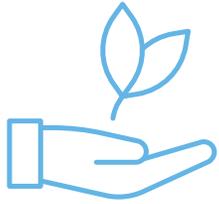
Train and accredit over 2,200 instructors and coaches and 2,000 officials each year



Support programs for school aged children (Tackers, OutThere Sailing & Sporting Schools)



Powerboat training courses and licencing



## Grow

More people on the water, in more ways, more often.



### WHAT WE DO (continued)



Conduct state and national Australian Sailing awards



Partner with clubs to deliver major events



Deliver the Australian Sailing Hall of Fame in partnership with the Australian Maritime Museum



Promote Sailing through initiatives including Discover Sailing Day and Welcome to Our Playground



Promote the achievements of sailors in the media



Help clubs and classes bring major events to Australia



Win





# Win

**No.1 Olympic sailing country in the world, uniting and inspiring our community and nation**



## OUR GOALS

- Consistently winning multiple medals (prioritising gold) at Olympics and World Championships.
- Embedded High Performance processes, producing and retaining a pipeline of athlete and coach talent at a scale to deliver on our performance objectives.
- Our athletes and team have a positive influence on retaining and growing our sailing community.

## WHAT WE DO



**Have a comprehensive High Performance strategy for long term success, on the world stage**



**Deliver the Barranjoey Pin, which celebrates the legacy of Olympic and Paralympic sailing**



**Work closely with the Australian Institute of Sport and the Australian Olympic Committee**



**Australia's fifth most successful Olympic sport with 13 gold, 8 silver and 8 bronze medals; as well as 4 gold, 2 silver and 1 bronze Paralympic medals**



**Work with State Sport Institutes and Academies to develop athletes**

# What will we do



# Our Strategic Projects

To bring **SAILING 2032** to life, work needs to be done on each project, which align with a specific strategic priority area and are measured by our Success Indicators. In doing so, the successful delivery of these projects will help us achieve our purpose –

*“To grow sailing by leading, inspiring, and supporting sailors and their communities.”*



## SUPPORT

- » **Club Support Program** – will be designed to assist Clubs to identify how they are operating in key areas and provide them with support resources to enhance their capability and capacity to grow the sport locally.
- » **Club Surveys** – Annual club surveys will be disseminated across the network and key improvements implemented, as required.
- » **Digital Strategy** – We will provide digital platforms, systems and tools to help all elements of the Australian Sailing community to operate more effectively and efficiently.



## GROW

- » **Participation and Membership Growth Strategy** – We will implement initiatives to increase the number of people engaging in Sailing at all levels, in all roles and in all environments.
- » **Sailing Participant Pathway Framework** – We will make it easy for participants of all forms of Sailing (competitive, recreational and Para Sailing) and those who support them, to know how and where they can engage with Sailing in positive, safe and meaningful ways, for a lifetime.
- » **Coach, Instructor and Official Development Strategy** – We will develop and implement national programs to more effectively attract, train, support and retain the coach, instructor and officiating workforce needed for Sailing to achieve its delivery and retention targets.



## WIN

- » **Australian Sailing High Performance 11-Point Plan** – We will implement, monitor and review the Australian Sailing High Performance Strategy - #nextlevel.
- » We will implement world class campaign plans; and coaching and performance support teams for all AST/ASS Paris 2024 Olympic Games targeted athletes.
- » **Event Hosting Strategy** – We will secure important events in Australia in the lead up to the Brisbane 2032 Olympic Games.
- » **Paralympic Inclusion Strategy** – will be designed to advocate for the inclusion of Sailing in the Brisbane 2032 Paralympic Games.

# Foundation Projects

- » **One Sailing Strategy** – We will continue to implement the One Sailing initiative, so that Australian Sailing’s governance and operating structures are considered best practice and enable Sailing to act with both speed and precision.
- » **Culture Crew** – An internal working group, made up of cross-functional employees will focus on activating the Values & Behaviours of Australian Sailing and ensuring there are mechanisms in place to reward and recognise success.
- » **National Safety and Integrity Framework** – We will implement a comprehensive response to emerging safety and integrity risks facing Sailing in Australia (i.e. on water safety at events, coaching or program activities, child safeguarding, anti-doping, illicit drugs, betting, corruption, member protection, whistleblowing, etc)
- » **People Plan** – We will ensure the Australian Sailing staffing structure and associated support systems are fit for purpose to drive the successful delivery of our Strategic Plan.
- » **Stakeholder Engagement Strategy** – We will connect with and collect insights from key elements of the Sailing community to better understand what they want and how and where Sailing can best support this.
- » **Diversity, Inclusion and Accessibility Strategy** – We will provide the Australian Sailing community with guidance, resources and support to continue building on our strengths in the areas of diversity and inclusion, while tackling the barriers that may hinder true inclusion.
- » **Funding Strategy** – We will review our sources and uses of funding and implement a strategy to sustainably fund our activities, with a balance of commercial revenue and government funding that leverages affiliation fee income.
- » **Environmental Action Plan** – Develop an environmental action plan for Australian Sailing, Clubs and the sailing community.

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# Australian Sailing Team

## Patrons Program

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The Australian Sailing Team Patrons are a group of individuals with a passion and commitment to sailing and Olympic competition, who financially support and interact with the Australian Sailing Team athletes.

The Australian Sailing Team Patrons provide essential additional funding and services for the competing athletes. The program was introduced with the inception of the Australian Sailing Team in March 2006 and includes the support of a small group of generous people from within the sailing community.

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### CURRENT AUSTRALIAN SAILING TEAM PATRONS:

- John Bacon
- David Gotze
- Andrew (Sandy) Oatley
- Marcus Blackmore AM
- Dr Leslie Green
- Robert Salteri
- John Calvert-Jones AM
- Simon McKeon AO
- Lang Walker AO



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*Australian Sailing is interested in developing its Patrons Program further.  
If you have interest in becoming a Patron please contact Michael Martin at [Michael.martin@sailing.org.au](mailto:Michael.martin@sailing.org.au).*

# Australian Sailing

Funding: Sources & Uses



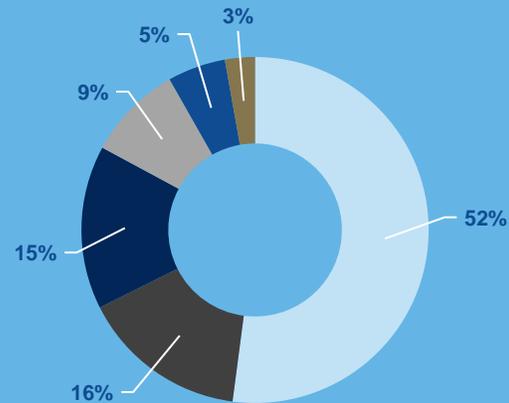
Is funded by a combination of affiliation fees, government grants, course fees, commercial partners and sponsors



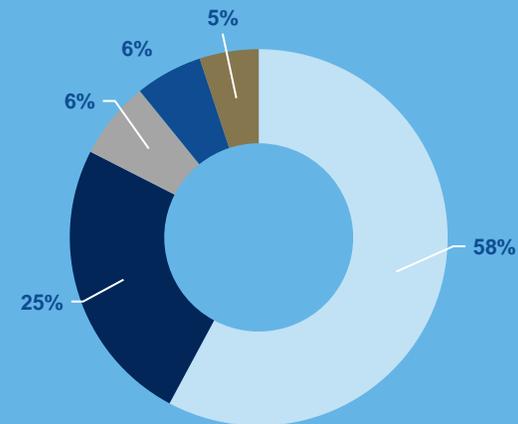
No Club affiliation fees are used to fund High Performance programs.  
100% of HP funding is derived from government grants, sponsors and patrons

## FUNDING SOURCES AND USES (2019-20 FY)

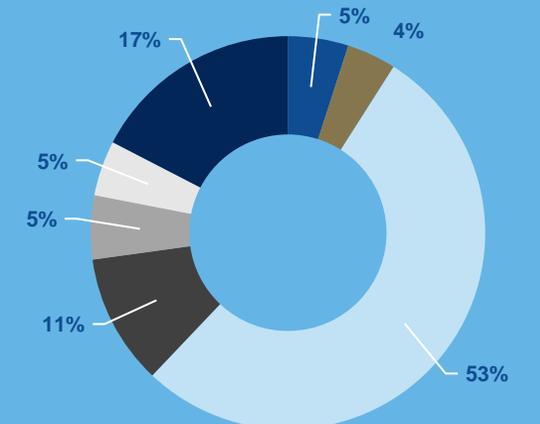
TOTAL REVENUE  
High Performance and Club Services



EXPENSES - Club Services  
(by Cost Centre)



EXPENSES - Club Services  
(by Function)



- High Performance
- Government Grants
- Training Revenue
- Membership Revenue
- Operating Revenue
- Sponsorship, Donations, other

- Employee Expenses
- Other General Expenses
- Office Expenses
- Operating Expenses
- Travel Expenses

- Safety
- Club support & advocacy
- Communications & Events
- Finance & Other
- Online services
- Participation & programs
- Insurances

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# Valued Supporters

## PROGRAM PARTNERS



## MAJOR PARTNERS



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## OFFICIAL PARTNERS AND SUPPLIERS



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## STATE GOVERNMENT PARTNERS



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# Contact us



[sailing.org.au/contact](https://sailing.org.au/contact)

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## GENERAL MANAGERS

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## SPECIALTY CONTACTS

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