



Sail **PASS**

An exciting new initiative for sailing

CASE STUDIES

October 2018



A case study- Sandringham YC



- SYC has on average 800 Sail Pass users annually
- 12 Sail Passes are offered to each non-member
 - 1st 6 cost \$15 each / 2nd 6 cost \$35 each = \$300
 - The \$300 is credited against crew joining fees
- Most existing members feel really good about it
- Most Sail Pass members love it – they view it as an ‘incredible opportunity’
- The Sail Pass offer has evolved over time
- It is now available via an app called ‘Member Point’ so it’s a mobile friendly offer
- Skippers use the same app and sign each crew member on before each race
- Membership status is mandatory if sailing & if non-members ignore the Sail Pass offer, non-compliance is now a boat / skipper / crew issue and there are penalty provisions for non-compliance.....
- SYC view the Sail Pass as super important (it accounts for 40% of their new members per annum) but its been a lot of hard work!



A case study- Elwood SC

- The SailPass has been a highly successful initiative at ESC
- It is used as an introductory tool to attract new members
- Participants get 4 free passes a year / then offered membership and/or learn to sail course at a reduced rate
- Membership has grown from 175 to 373 over the last two seasons
- Boats actively sailing have grown from 24 to 54 over the last two seasons
- Female membership has trebled (combined with a paddleboard membership category)
- Members gives SailPasses to family & friends and proudly showcase ESC





- Celebrating 72 Years -



A case study- Mornington YC

- The Club provides a Sail Pass Membership at a minimal cost that enables guests to sail at the club and then to use the clubhouse facilities after the race
- The first six (1-6) day passes \$15 for each day pass
- The second six day passes (6-12) \$30 for each day pass
- The online SailPass functionality through RevSport has reduced the administrative burden on the club
- SailPass users love the ability to sign up via their home/office computer and mobile phones
- It has provided a positive pathway for potential new members to try sailing and experience club life





Sail **PASS**

Register your Club today sailing.org.au/sailpass