



Prepared for:



Australian Sailing

Day Pass Market Research – Final Report

Strictly Commercial-in-Confidence | October 2017

Prepared by:



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In May 2017, Australian Sailing (AS) commissioned SBP to undertake research into the Day Pass Flexible Membership offer. The overall aim of the research was to gain a deeper insight into the Day Pass market, and determine whether there is a place for a flexible membership offer in the current membership pathway. The specific objectives of the project were to:

- **Clarify** the position of the Day Pass in the current **Club membership pathway**
- **Determine** the **effectiveness** of the Day Pass in **converting** current users to full Club members
- **Explore** the potential for **National expansion** of the Day Pass

As part of this research SBP conducted **7 interviews with key stakeholders** from a number of clubs, an **online survey (n=41 responses)** and **6 face-to-face and phone interviews with current and past users of the Day Pass**.

Following the research phase of the project, SBP developed a **Go to Market Strategy** for Australian Sailing. This involved facilitating a workshop with key Australian Sailing and VicHealth staff to **refine the Value Proposition for each customer segment** (clubs; friends, family members and work colleagues of current sailors; and the

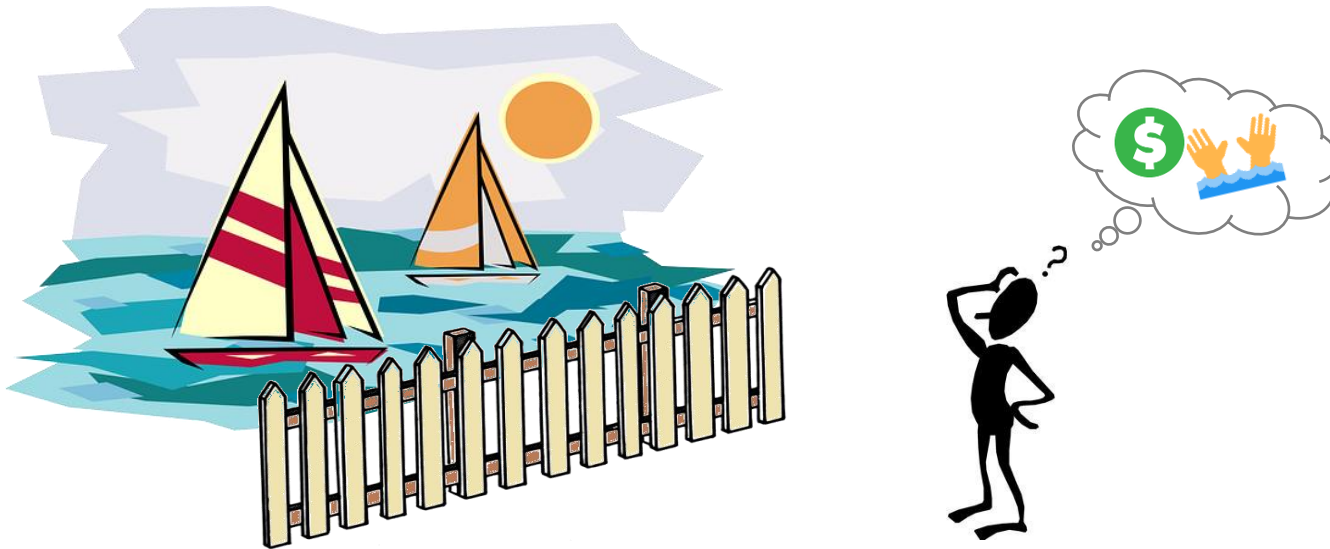
general public). From this, the **channels and messages for each target market** were developed, as well as a list of key activities for Australian Sailing to implement. At a high-level, these include:

- Develop a comprehensive **'how-to' kit** for clubs to use
- Create **marketing collateral** for promotion of the Day Pass both within and outside of Club networks
- Leverage initial successes to create a **suite of club case studies** that can be used to promote the program
- **Set up an internal process for tracking conversion rates**, to enable evidence-based promotion
- Introduce a series of **necessary improvements to the online platform**
- **Streamline the online registration process**

This report documents the key findings of the project and includes a series of key observations, themes and recommendations to Australian Sailing.

Sailing is traditionally a Club-based sport, with **structured membership categories**. Often perceived as difficult, dangerous and expensive to access, it can sometimes be **challenging for Clubs to attract new members**.

In the past, the main opportunities for new participants to get involved in the sport have been through word of mouth, Learn to Sail courses and Discover Sailing Days (Club Open Days).



More recently, **a number of Clubs have introduced a flexible membership category called the Day Pass.** The Day Pass allows people to sail at a Club up to 12 times before committing to ongoing membership.

The Day Pass has a similar philosophy to other social sports offers, which allow participants to 'turn up and play'. **At a low-cost fee,** participants are able to go out on a boat as a crew member and **get the full sailing experience.**



In some Clubs, the **Day Pass** is primarily used by friends and family of Club **members**, as it provides personal accident insurance, which all crew members must have to sail. However, the real **opportunity** for the Day Pass lies in providing **members of the local community** the opportunity to **try sailing when they otherwise may not have**.



Since its inception, the **Day Pass** has been successful at a number of large keel **boat clubs**, while other Club's are yet to fully engage in the scheme.

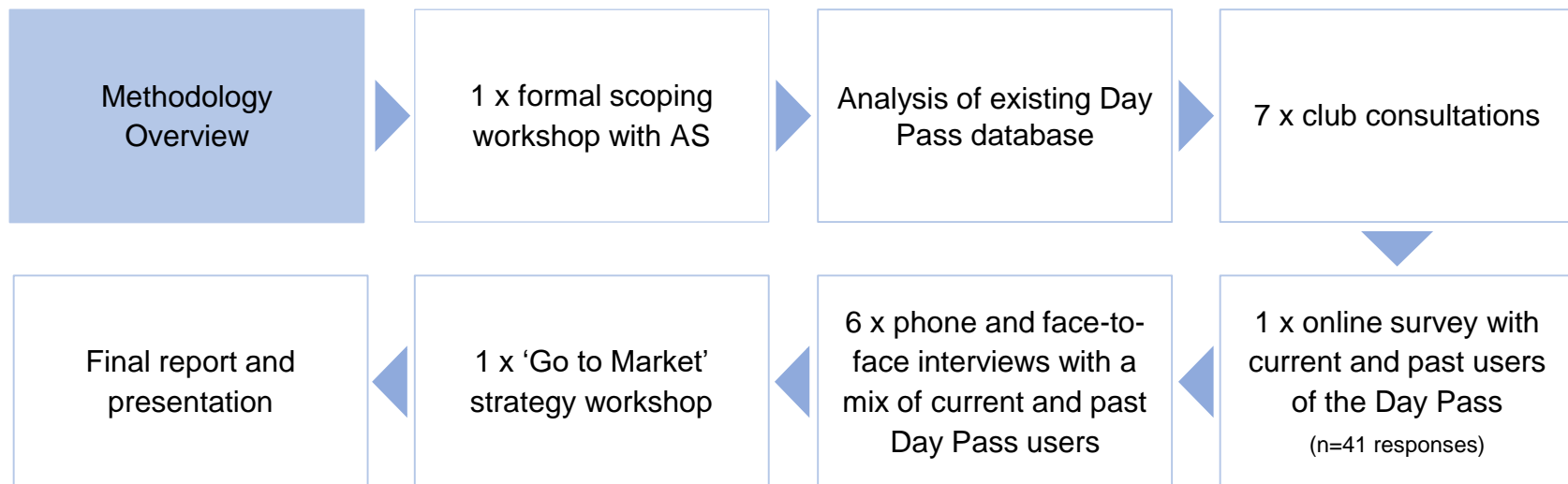
In May 2017, **Australian Sailing** appointed **SBP** to conduct further research into the **Day Pass Membership offer**, in order to gain a deeper insight into the Day Pass market, and understand how the Day Pass can be used to **grow Club membership and participation in the sport**.



The overall objectives of the project were to:

- **Clarify** the position of the Day Pass in the current **Club membership pathway**
- **Determine** the **effectiveness** of the Day Pass in **converting** current users to full Club members
- **Explore** the potential for **National expansion** of the Day Pass

As part of this research SBP conducted:





Key Observations

The following pages document the key observations from:

- 7 x club consultations
- 6 x depth interviews with Day Pass participants
- Online survey with current and past users of the Day Pass (41 responses)

Observation

There is a place
in the
membership
pathway for the
Day Pass

- The Day Pass provides an **entry point** for the wider community to try a typically exclusive sport
- Skippers at large keel boat clubs are supported, as the Day Pass provides them with **crew members**
- At smaller, off-the-beach clubs, the Day Pass enables **more people to come through the Club**, who could eventually become members

The Day Pass is a
valuable
marketing tool for
Clubs

- While conversion of Day Pass participants to Club members is not formally tracked, it is anecdotally reported that approximately **25% - 40% of Day Pass members convert to ongoing membership**
- The necessity of providing contact details (for insurance purposes) when signing up for the Day Pass, provides Club's with a **database of potential members that can be targeted in promotional and marketing material**

Evidence

- *"The Yacht Club is perceived as a much more exclusive institution than your local Bowls Club."*
- *"The day pass has really improved my sailing and made me feel much more relaxed and confident amongst strangers in a club environment I think it is a marvellous tool to encourage newcomers to the sport!"*
- *"The Day Pass is a very worthwhile starting point that should be offered by every Club."*
- *"I want to open up the Club, and say to the local community this is yours, come down and use it, have a look around."* – Club General Manager

Australian Sailing Insurance Policy

*"This Insurance program provides benefits to **registered members of Australian Sailing Affiliated Clubs** who, through injury or accident, incur financial loss and who otherwise have not received assistance."*

<http://www.networksteadfast.com.au/industries-and-associations/sailing/personal-injury-australian-sailing-members-insurance/>

Observation

There is appetite for the online system in Club's not actively using the Day Pass

- Club's who are yet to actively promote the Day Pass are looking for the online system to **ease the administrative process**

The convenience of online registration is in place but...

- The My Club system is **slow and clunky to navigate**, making an already time-consuming process seem even more arduous
- Minor **inconsistencies in data** (such as a different email addresses) cause multiple AS numbers to be assigned to a single individual
- Hard to access information such as **detailed financial data is a barrier** for some clubs when introducing the online system – club volunteers and sailing administrators are often not privy to this information
- The My Club system is **not compatible with existing Club membership databases**

Evidence

- *"The member registration process is clunky at the moment and doesn't put members through our system. Everything has to be in one place... the spreadsheet with the Club database and My Club"* – Club General Manager
- *"It's incredibly hard to look someone up in a system, when there's multiple systems... and multiple AS numbers for the same person across all systems."* – Club Sailing Administrator
- *"The broader picture is that Australian Sailing somehow integrate the [Club] membership system into their system."* – Club General Manager

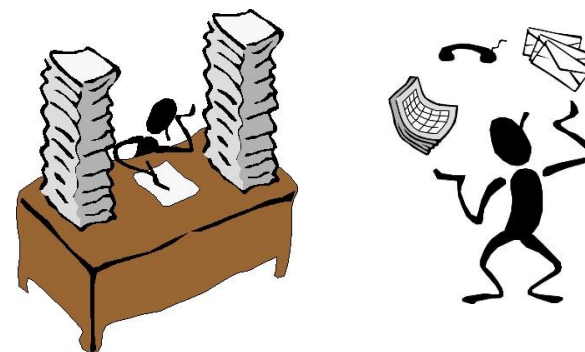
Observation

Club's are committed to the Day Pass but administration is onerous

- **Double handling of data is occurring** – inputting participant information into the Club membership database, as well as the My Club database to receive an AS number for insurance purposes is time-consuming
- There are large **differences in how the Day Pass is administered from Club-to-Club**. Paper forms, stamp cards and online registration are being used across various Clubs - some are even using multiple!
- **Data tracking and monitoring of participants is challenging** for Australian Sailing due to the variances in administration
- The administrative burden that is associated with the Day Pass has jaded perceptions of the Day Pass within some Clubs
- Club's are doing little to promote the Day Pass or follow-up participants to convert them to ongoing membership

Evidence

- *"The Day Pass as a scheme is really, really successful. Apart from the administration of it, it works really well."* – Club General Manager
- *"It would take about three quarters of a day to input [all of the participant details] into our database"* – Club Sailing Administrator
- *"We don't actively promote the Day Pass because its hard to facilitate. I think if it was just a better system it would work better."* – Club Sailing Administrator
- *"We're so busy doing paperwork, follow-up emails come last."* – Club Sailing Administrator



Observation

Consumers are looking to try something new

- **Social activities, friends and learning new skills** are the main motivations for trying a new sport
- Sailing may be at the top or bottom of the list of potential activities to get involved in, and Clubs need to be aware of **treating each individual differently**

Club engagement is the missing piece for consumers

- Little to **no background information is distributed** to Day Pass participants prior to their first sail
- Understanding what the next steps are for each participant e.g. courses, social membership, crew membership, boat ownership etc. and providing each individual with a **tailored solution** may assist in **retention of Day Pass users**
- It is equally important for Clubs to **engage with new members** as much as they were when the person was still a prospect

Evidence

- *As a new resident in Mornington, Day Pass has allowed me to meet, compete and socialise with other locals in a friendly and inclusive club environment.* – Day Pass participant
- *“The idea of the Day Pass I think is good. A lot of people that came on [the boat] were just going out for a bit of fun, and for people who just want a bit of a taste it’s good. But for me, when I knew I wanted to buy my own boat, it just didn’t work.”* – Day Pass participant
- *“The pass should come with either a briefing session or at the least written information about sailing, what to expect on the boat, safety and importantly what your options are to get involved in sailing.”* – Day Pass participant
- *“Once I got into the Club I sort of got lost... there was no more involvement or contact.”* – Day Pass participant

Observation

The vision for the Day Pass needs to be reinforced

- The Day Pass can be a valuable tool for attracting new club members and participants to the sport
- The Day Pass membership offer has the potential to change the culture of the sport, which is often seen as “members only”

Evidence

- *“It’s the future. If we want to put people on boats, we’ve got to take down the members only sign and put up a welcome sign. We should be welcoming people into the Club and the sport.”* – Club General Manager



Go to Market Strategy

As part of the development of the Go To Market Strategy, SBP facilitated a value proposition workshop with key Australian Sailing and VicHealth Staff. The outcome of the workshop was tied in with the research to develop the Go to Market Strategy for the Day Pass.

The workshop involved a high-level overview of the project findings to date, after which SBP's 6-step process was used to develop a value proposition for each customer segment. The key activities for the 'Go to Market' Strategy were then identified, which provided a platform for SBP to finalise the Go to Market Strategy.

The overall process is summarised below:

1

Developing a **value proposition for each market segment** – Clubs, friends and family of sailing club members, and the general public

2

Identifying the **marketing channels** for each segment, and the key messages to be used in promotional and marketing material

3

Establishing a list of **key activities** to be undertaken by Australian Sailing

Australian Sailing – Day Pass Flexible Membership**THE PURPOSE IS TO:**

- Provide Clubs with a tool to attract new members
- Give consumers an opportunity to try sailing for the first time without a substantial monetary commitment
- Expand the reach of sailing outside of traditional markets

THE POINT OF DIFFERENCE IS:

- The opportunity to try an experience you never thought you would be able to, in one of the most relaxing and invigorating environments

TARGET MARKET, DRIVERS, FEATURES AND BENEFITS

Target Market	Drivers	Feature	Benefit
<ul style="list-style-type: none"> • Clubs • Keel boat clubs • Off the beach clubs 	Motivators <ul style="list-style-type: none"> • Provides an AS number for insurance purposes • Acknowledges the cost to the Club of facility use • Database to attract new members • Addresses the Blue Book of racing Barriers <ul style="list-style-type: none"> • Availability of boats and need for crew • Administration • Lack of training • Time poor 	Fun, social interaction	Enhanced club atmosphere and engagement
		Opportunity to expand club	Attract new members Provides more crew for boat owners
		A new market segment	Whole of community connection
		Australian Sailing supported	Adds to the credibility of the scheme and its development
		Insurance coverage	Crew register - knowledge of who is on each boat

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TARGET MARKET, DRIVERS, FEATURES AND BENEFITS

Target Market	Drivers	Feature	Benefit
<ul style="list-style-type: none"> • Friends, family members and work colleagues of current sailors 	Motivators <ul style="list-style-type: none"> • New sport/skill • Social/friendship • Fun • Health and fitness • Potential incentive for members who bring a friend down that becomes a member 	Social, fun	Have a great time
		No equipment required	No additional costs
		Low cost solution (\$10-20 per use)	Cost saving compared to other membership options and other sports
		Online sign-up	Ease of access
	Barriers <ul style="list-style-type: none"> • Convenience/ location • Time • Cost 	Practical experience	Learning new skills
		Australian Sailing supported	Adds to the credibility of the scheme and its development

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TARGET MARKET, DRIVERS, FEATURES AND BENEFITS

Target Market	Drivers	Feature	Benefit
<ul style="list-style-type: none"> • General public 	Motivators <ul style="list-style-type: none"> • New sport/skill • Social/friendship • Fun • Health and fitness 	Social, fun	Have a great time
		No equipment required	No additional costs
	Barriers <ul style="list-style-type: none"> • Convenience/ location • Time • Cost • Lack of knowledge 	Low cost solution (\$10-20 per use)	Cost saving compared to other membership options and other sports
		Online sign-up	Ease of access
		Practical experience	Learning new skills
		Australian Sailing supported	Adds to the credibility of the scheme and its development

Target Market	Channels	Messages
Keel Boat Clubs	<ul style="list-style-type: none"> • Face to face • Phone and email • Roadshows • Case studies 	<ul style="list-style-type: none"> • Provides crew members for boat owners • Opportunity for conversion from the Day Pass to ongoing membership and boat ownership • Provides a database to attract new members • Broader community engagement through functions and events – e.g. Festival of Sails • Helps ensure the future of the sport • Provides crew registration • Covers insurance and the blue book of racing
Off the Beach Clubs	<ul style="list-style-type: none"> • Face to face • Phone and email • Roadshows • Case studies 	<ul style="list-style-type: none"> • A good marketing tool to attract new people to the Club • Provides a database to attract new members • Provides access to a range of activities as well as sailing, including stand up paddle boarding and kite-surfing • Broader community engagement through whole of Club come and try days • Covers insurance and the blue book of racing

Target Market	Channels	Messages
<p>General Public (30-60 year olds)</p> <ul style="list-style-type: none"> 78% of Day Pass participants are aged between 26 and 64 	<ul style="list-style-type: none"> Social media Club website Local clubhouse and signage Local newspaper Flyers 	<ul style="list-style-type: none"> Try an experience you never thought you would be able to, for an affordable cost You don't need any existing knowledge about sailing, or your own boat Get involved in a new community Experience a unique sport and lifestyle Learn a new skill Invite your family and friends, it's a safe and welcoming environment
<p>Friends and family of club members</p>	<ul style="list-style-type: none"> Word of mouth Club website Local clubhouse and signage Flyers 	<ul style="list-style-type: none"> Get involved in a new community Experience a unique sport and lifestyle Learn a new skill Invite your family and friends, it's a safe and welcoming environment

Case Study – Summer 7's Leaflets and flyers

SBP have developed the following 5 simple rules to increase consumer engagement with marketing material. Over the following pages are some examples of marketing collateral from other sports that have implemented these well.



- 1 **Capture the moment** - Understand your products point of difference, and build your campaigns around it
- 2 **Familiarity** - Your target audience should identify with, and see themselves in the material
- 3 **Authenticity** - The material needs to reflect the actual product or experience
- 4 **Utility** – Promoting the products ability to add value to the life of the consumer, by being useful, helpful and interactive is a much stronger story than its actual features
- 5 **Keep it simple** - Less is more at first. Direct them to the website for more details

The imagery should meet the following criteria:

- Bright & bold visuals
- Summer colours and lighting
- The environment, the water, the scenery
- Diversity in participant pictures
- Fun & friendly – and include the after-race social elements
- Clear, easy to read writing
- Good balance between images and text

The following pages outline the Key Activities for Australian Sailing as part of the Go to Market Strategy.

- 1 Develop a comprehensive **'how-to' kit** for clubs to use
- 2 Create **marketing collateral** for promotion of the Day Pass both within and outside of Club networks
- 3 Leverage initial successes to create a **suite of club case studies** that can be used to promote the program
- 4 Set up an **internal process for tracking conversion rates**, to enable evidence-based promotion
- 5 Introduce a series of necessary **improvements to the online platform**
- 6 Streamline the **online registration** process

1. Develop a comprehensive 'how-to' kit for clubs to use

- ☐ Develop templates for Clubs to use in introductory emails, which could be tailored for specific customer segments. This could potentially include:
 - ☐ Experienced sailors – date, time, place
 - ☐ Beginners – date, time, place, basic sailing terms, background of the Club, safety information, what to wear
- ☐ Develop automated message templates for following up participants after they have sailed
 - ☐ Experienced sailors – membership information
 - ☐ Beginners – training courses, membership information
- ☐ Hold training sessions for Club's to assist in the set-up of the online registration platform
- ☐ Set up how-to videos to support Club's using the online platform

2. Create marketing collateral for promotion of the Day Pass both within and outside of Club networks

- ☐ Develop templates for promotion of the Day Pass across multiple platforms
 - ☐ Instagram
 - ☐ Facebook
 - ☐ Flyers
 - ☐ Local newspaper

- ☐ Create digital content
 - ☐ Provide Clubs with a description of the Day Pass membership offer that they can customise and insert on to their website
 - ☐ Develop content for a dedicated Day Pass web page on the Australian Sailing website

3. Leverage initial successes to create a suite of club case studies that can be used to promote the program

- ☐ Identify specific aspects that Clubs are doing well
 - Website (online registration) – Royal Brighton
 - First time information sheet – Sandringham
 - Promotion (Instagram and club brochure) - Royal Melbourne
- ☐ Create a platform for sharing these successes with other Clubs – this may be through forums or online

4. Set up an internal process for tracking conversion rates, to enable evidence-based promotion

- ☐ Introduce functionality to track conversion from Day Pass to Club membership within the online system

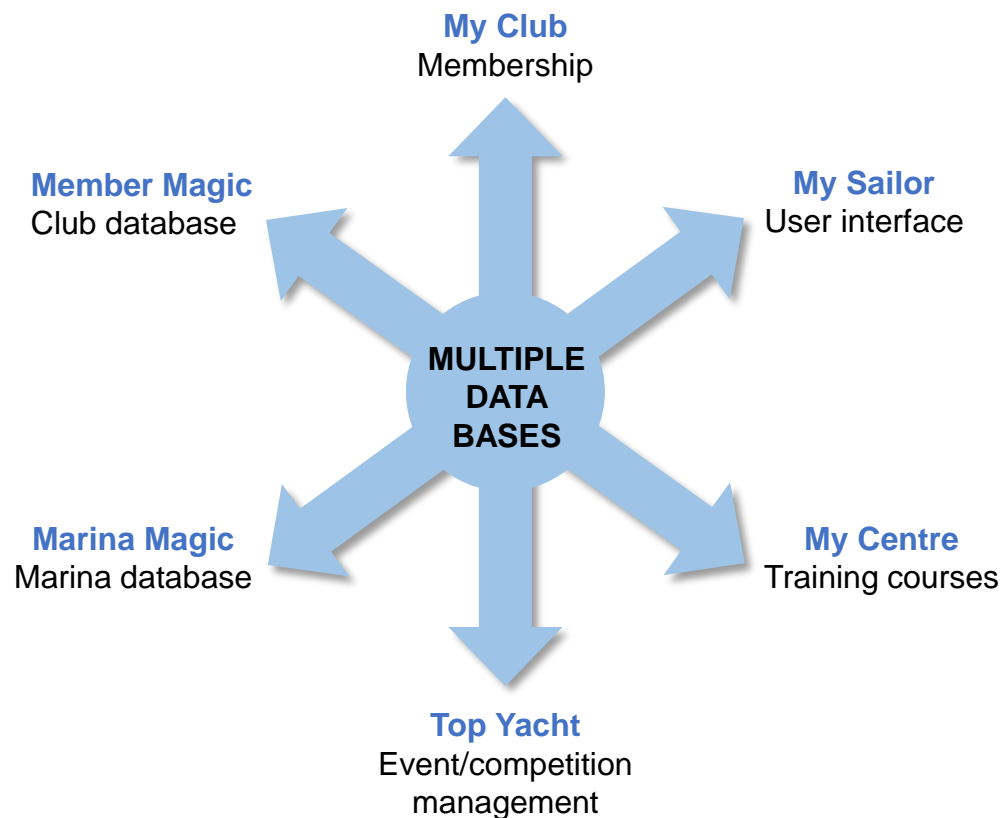
5. Introduce a series of necessary improvements to the online platform

- ☐ Review data export capacity with existing club membership systems
- ☐ Ensure that only essential, easily accessible club information is required to set-up the online system – with an option to add more detailed and financial information later
- ☐ Improve functionality to track day pass usage across multiple clubs

6. Streamline the online registration process

- ☐ Display the Australian Sailing number in confirmation message
- ☐ Add the option for consumers to opt-in to orientation, safety, training, club buddy when they register – able to be customised by each Club
- ☐ Add the option to select an attendance date during the registration process
- ☐ Introduce two segmenting questions that asks whether the person has sailed before, and whether they need to be allocated to a boat
- ☐ Send a confirmation/reminder email to Clubs informing them of the number of people that will be attending a specific session (may be sent the day before)

A single software solution for Australian Sailing that enables the integration of individual Club databases.





Appendix I: Consultations Summary

There is a place in the membership pathway for the Day Pass

The Day Pass increases the number of people sailing by allowing them to try the sport without the burden of a long-term monetary commitment

Approximately 25% - 40% of Day Pass members convert to ongoing membership

The Day Pass provides Clubs with an opportunity to attract more members if the offer is right

Note: These figures are anecdotally reported

The Day Pass has 3 key benefits for clubs

1. Ensures that everyone sailing has an AS number for insurance purposes
2. Acknowledges the cost to the Club of facility use
3. Provides a database to attract new members

Administration of the day pass is extremely time-consuming

The “double-handling” of data - upload of information into club database, followed by upload of information into AS database – is a burden for many clubs, which is exacerbated at larger clubs

The Day Pass is not being promoted outside of club networks

A lack of demand for crew members (at the clubs engaged through this process) has reduced the appetite to actively promote the Day Pass outside of club networks

Follow-up of participants is not a priority

With most time spent on the administration of the Day Pass, there is limited resources to track Day Pass usage and follow up those that have the potential to become club members

The user interface is challenging and inefficient to navigate

The navigation through the online system is time-consuming. Pages are slow to load, and when inputting a new member, the AS number is not displayed. Instead you then have to navigate back through the system, taking up unnecessary time

It is difficult to prevent people from using the Day Pass at multiple Clubs

With differences from club-to-club in the administration of the Day Pass, it is difficult to track whether a person is using the Day Pass at multiple clubs. This is heightened by minor inconsistencies in data (such as a different email address), causing multiple AS numbers to be assigned to a single individual

Set-up of the online system requires data that not all staff members have access to

Hard to access information such as detailed financial data is a barrier for some clubs to implement the online system – e.g. the sailing administrator is not privy to this information

- It is widely agreed that the Day Pass provides an opportunity to try sailing that people otherwise may not get

"The Day Pass allowed me to join a crew for a few races on a 45ft cruising yacht. This was my first sailing experience. Racing through a 40 knot storm, with waves lapping the rails, had the adrenaline seriously pumping! Bring on more sailing!"

"I always wanted to sail but I didn't have idea what this involved and how entertaining it is. I was more than happy to be on the boat and learn how to do the basic things for sailing. I would love to do it regularly and learn everything. The crew was also amazing and welcoming."

"The pass allowed me the opportunity to get out on the water with a crew on a Wednesday afternoon. I learnt so much and had a fantastic time, I will definitely return again and would love to learn more about sailing."

"I joined an evening social race crew. I had never been on a large sailing boat before and never been exposed to competitive sailing, and the experience was exhilarating. The members were welcoming, they seemed happy to share their experience, and we had the most incredible time."

- It appears that Clubs are doing little if nothing to promote the Day Pass externally
 - All the people spoken to had either heard about sailing from a friend at the Club, or did their own research
- The first point of contact at the Club is critical – major influencer of decision to return

"I wasn't just going to rely on a website. I wanted to speak to someone and find out about what they did, before I made the decision to get involved with the Club."

"Sailing is great but I feel more emphasis needs to be put on welcoming people who are totally new to sailing."

"First impressions count, and the staff were very friendly. The people that I had initial contact with were very helpful from the word go."

"I wouldn't have continued if my skipper hadn't been so welcoming and encouraging."

- It is apparent that there is a lack of information supplied to participants prior to involvement

"The pass should come with either a briefing session or at the least written information about sailing, what to expect on the boat, safety and importantly what your options are to get involved in sailing. I loved the experience but... I have left and do not know what my options are to be involved in sailing."

"I wasn't just going to purely rely on a website. I wanted to speak to someone and find out more about the Club and what they do."

"The only thing heads up I got was from my friend. He just told me to wear white sold shoes, because one's with a dark sole would mark the boat!"

- There is the suggestion that Clubs should look at each individual and what their needs are for membership

"The idea of the Day Pass I think is good. A lot of people that came on were just going out for a bit of fun, and for people who just want a bit of a taste it's good. But for me, who knew I wanted to buy my own boat, it just didn't work."

- It is difficult for Clubs to focus on marketing and follow-up of Day Pass participants when much of their time and resources is spent on administration and data input

"We have to upload everything into the database. We are so busy doing paperwork, follow-up emails come last".

"We haven't had any training, which would be very helpful. Once I am familiar with how it works, it is easy to help others."

"It wouldn't make sense for all of our members to go through an AS membership system. We've got swimming members, gym members, social members, senior members. They don't need an AS number."

"The broader picture is that somehow, Australian Sailing integrate the Club membership system into their own system."

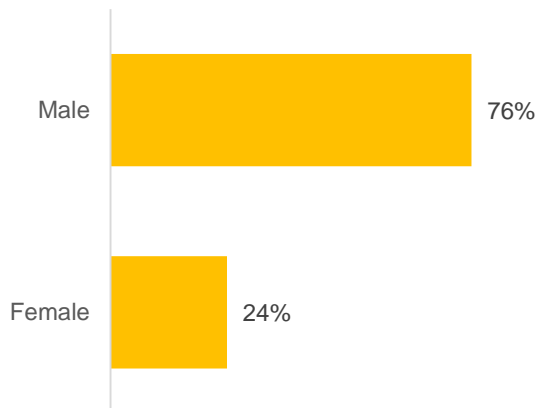
- Some Clubs are yet to realise the value the Day Pass can provide as a marketing tool to attract new members

"I think it is allowing people to come down on their friends' boat, who have no interest in sailing or becoming a member."



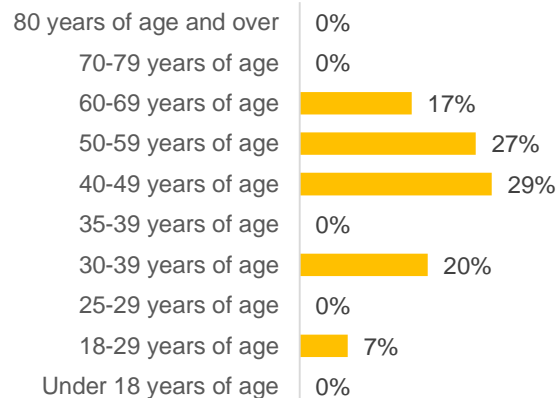
Appendix II: Survey Findings

Gender



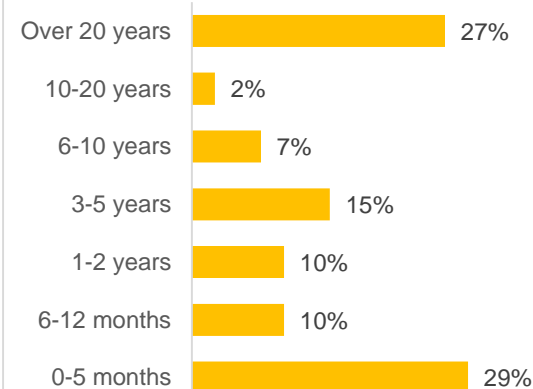
Q1. What is your gender?

Age



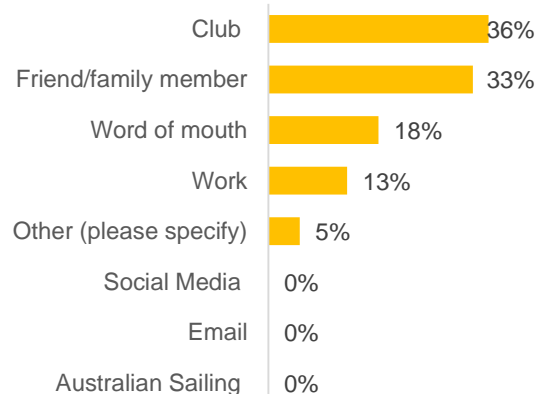
Q2. In which of the following age groups do you belong?

Sailing Experience



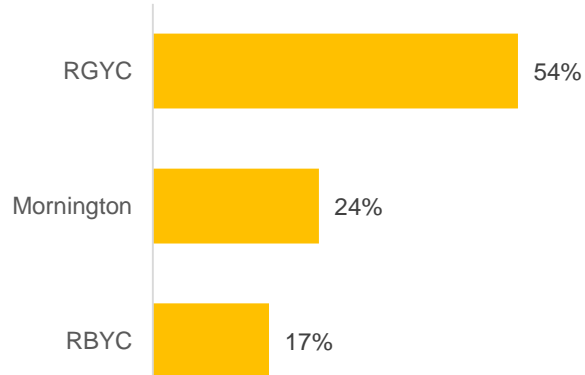
Q3. How long have you been sailing for?

Channels



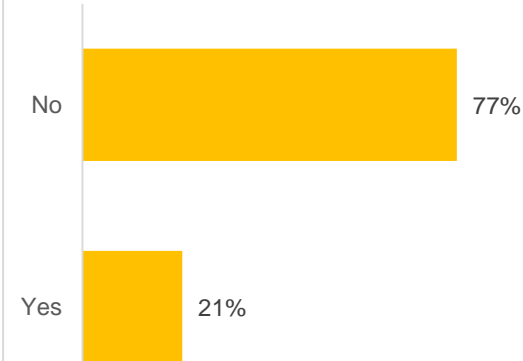
Q4. How did you hear about the Day Pass?

Club

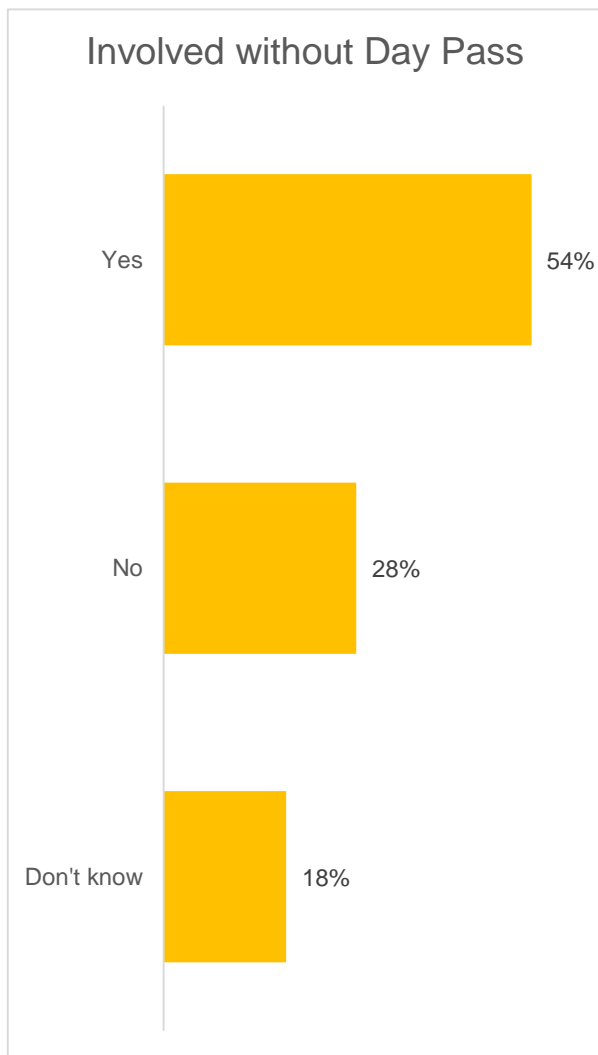


Q5. Which Club did you use the Day Pass with?

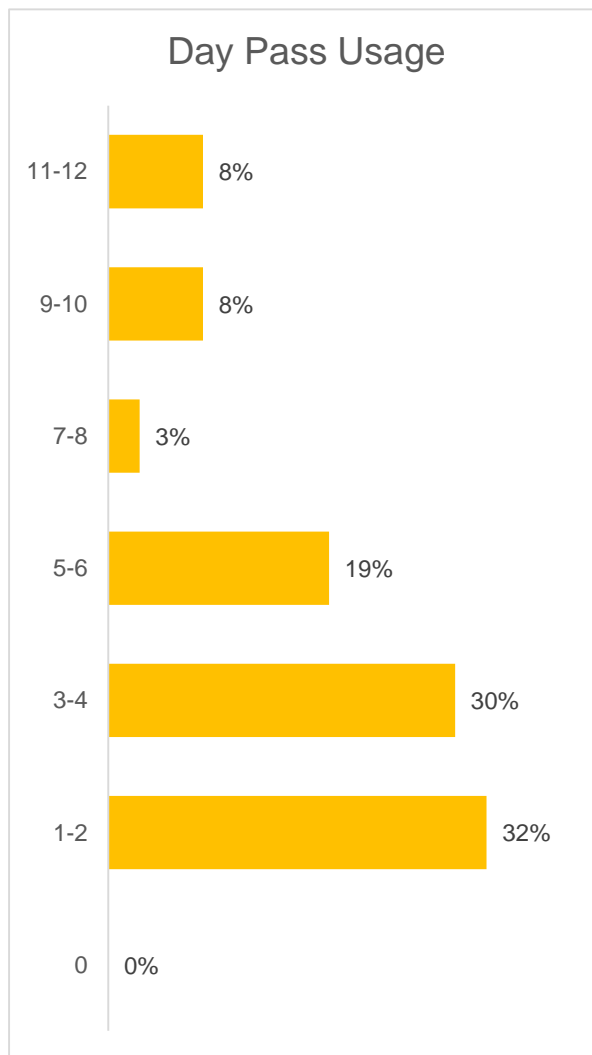
Online Registration



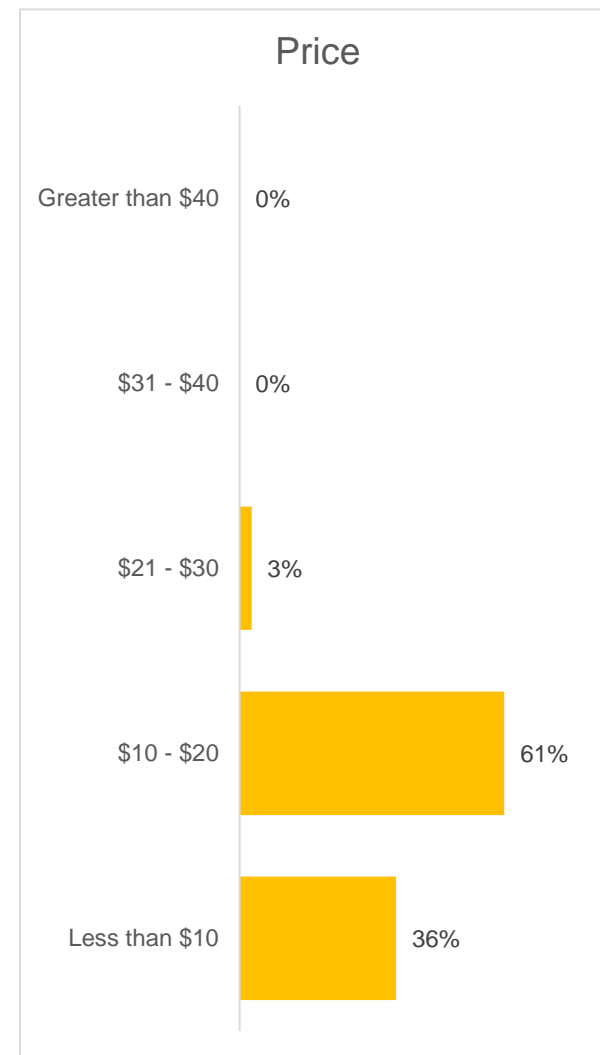
Q6. Did you register for the Day Pass online?



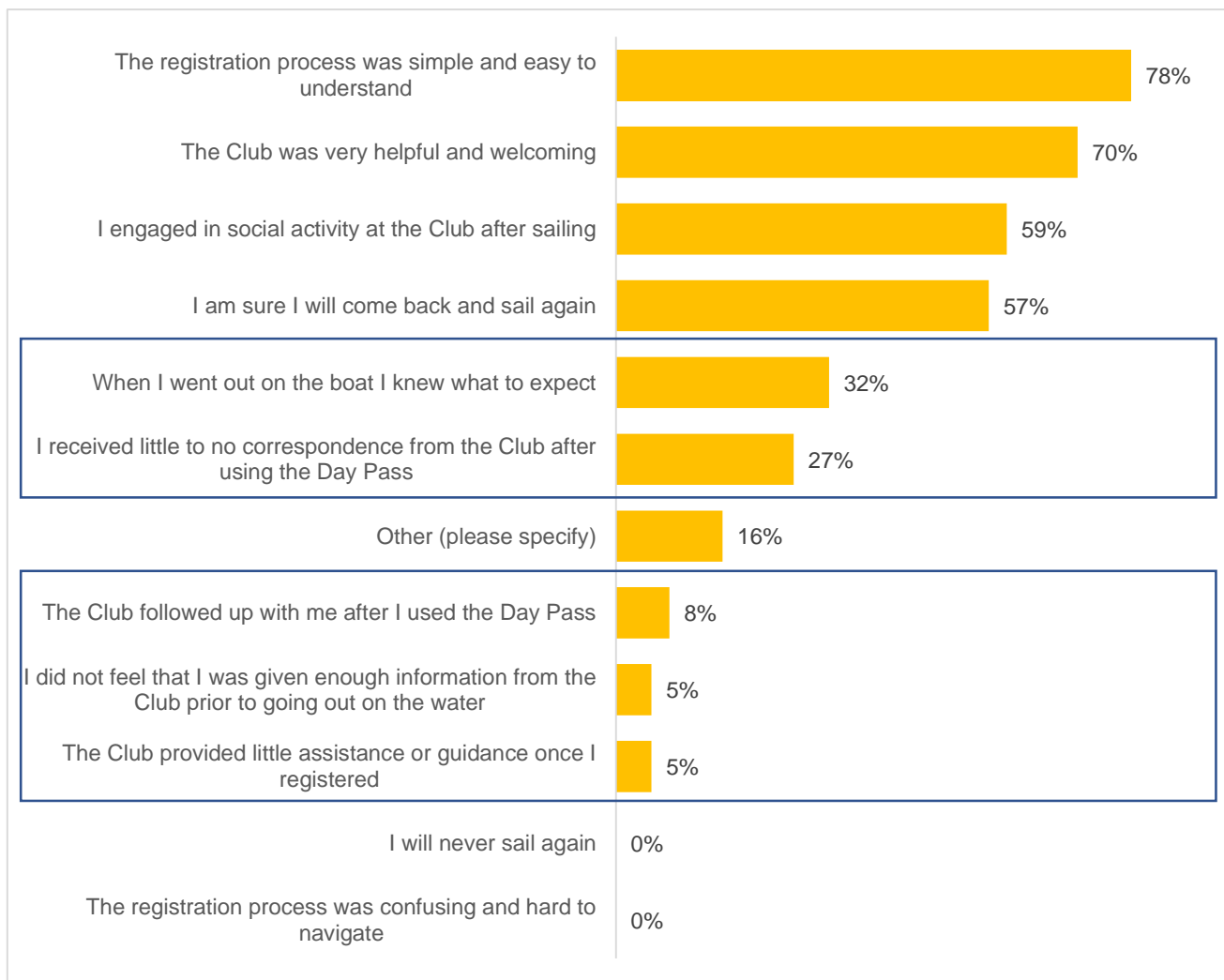
Q7. If the Day Pass membership option was not available, would you still have become involved in sailing?



Q9. Approximately how many times have you used the Day Pass?



Q15. In your opinion, what price do you think would be reasonable to pay for one Day Pass session?



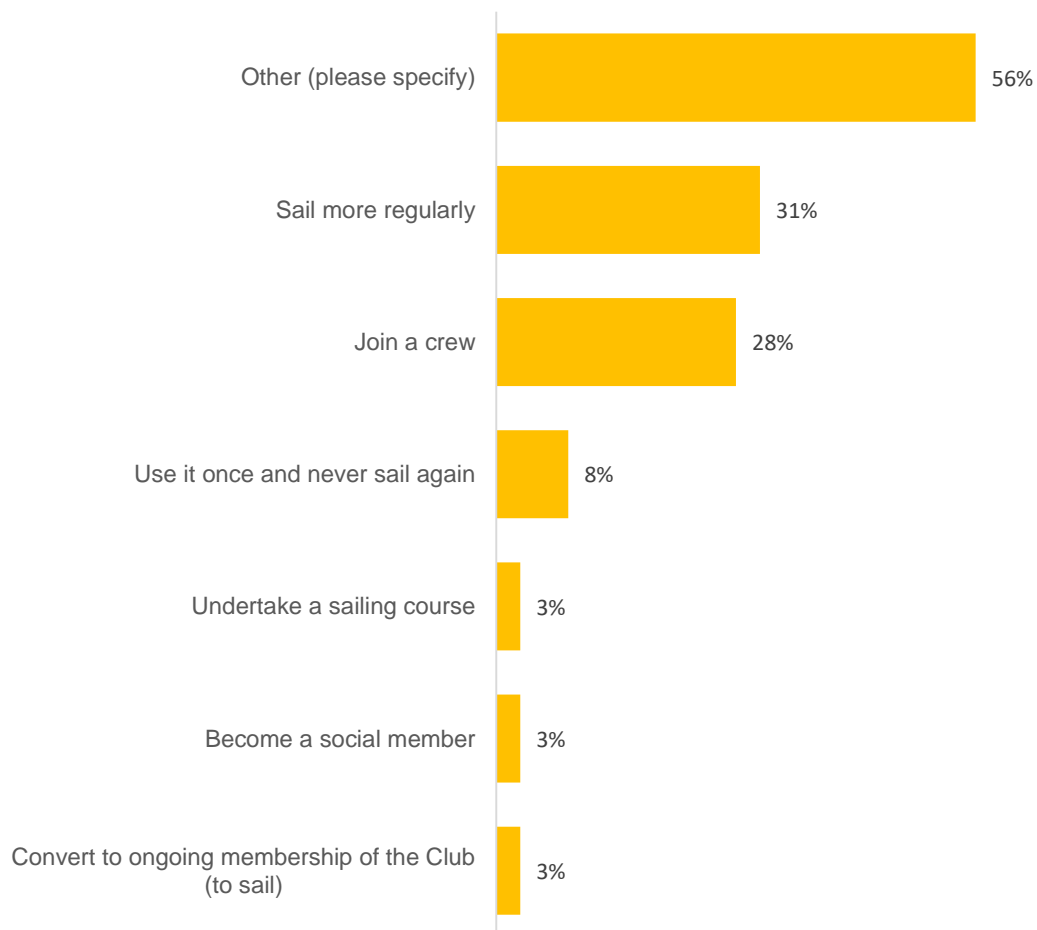
Reasons for not continuing

- I felt like newcomers weren't that welcome. There wasn't much encouragement to continue. I'm very interested in continuing sailing but I'm not that interested in the social side.
- Location issues as I am living in inland.
- It was enjoyable to do as a one off event and I would do it again given the opportunity.
- I have sailed on and off over the years and currently kitesurfer actively. It was enjoyable to do as a one off event and I would do it again given the opportunity.

Q10. The following comments demonstrate some of the experiences people may have with the Day Pass. Which of the following most relates to your experience? (Please tick all that apply)

Q12. Why didn't you participate in sailing more regularly, convert to ongoing membership or undertake a course?

Next Steps?



Other Responses

- I now own my own yacht at another club
- Sailed occasionally
- I may use it again in summer
- I am going to sign up for an annual membership before the start of the next summer series

Q11. After using the Day Pass, did you...? (Please select all that apply)

The primary reasons why respondents used the Day Pass were:

1. To try sailing without a substantial monetary commitment, and,
2. Because it was mandatory for participation/to sail as a guest

Reasons for using the Day Pass

- Wanted to **try sailing without paying an up-front membership**, to see if I enjoyed it.
- Having completed a couple of sailing courses and not having access to a boat, the day pass allowed me to meet some lovely people and **gave me access to a boat where I was able to hone my learnt sailing skills and knowledge**.
- The membership fees are too high in relation to the amount of times I was sailing. **Value for money** in other words.
- It allows me to continue sailing (at different clubs) **without the financial burden** of a membership at the particular club.
- I completed Dingy Training with Geelong Yacht Club and the teachers invited us to get a taste of competitive sailing and gave us the opportunity to join a team for a social race.
- Is a **good saving plan for becoming a member** and it is not as intimidating as just going and outlaying the money if you are unsure.
- The Day Pass allowed me to get a feel for the Club and vice versa without committing to a fairly significant financial outlay. As a result of a few Day Pass uses I love the Club and will definitely be joining (Crew membership) next season.

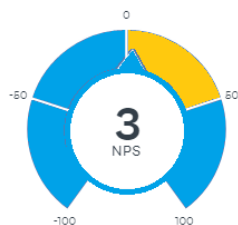
Q8. What attracted you to the Day Pass? Why did you start using it? (Please type in your answer)

Additional features or benefits that users of the Day Pass would like to see are mainly centred around receiving **more information and education** – specifically about sailing courses and membership options. Increased engagement from the Club was also a common theme.

Additional features and benefits

- Free **education sessions** or talks on different sailing topics - knot tying, navigation of the local area, etc.
- **Information from the club as to how I can sail more regularly** - perhaps through a newsletter or email would be beneficial to know what being a member entails.
- **More engagement from the club.** More information on the club's website.
- **I have received no information from the Club** regarding the different types of memberships, costs for these and benefits for each. It's difficult to make any decision based upon zero information.
- If there was a flexible and unlimited **add on to my current club membership that let me use other clubs easily** and supported them financially that would be great. Many people enjoy sailing at different clubs but it doesn't make sense to be a member of all of them. Due to the limited amount of uses, It means people will bypass the day pass system and sneak onto boats.
- Dramatically reduce membership fees and **offer 'crew only' membership.**

Q16. Are there any other additional benefits, features or incentives that would encourage you to participate in sailing more regularly or convert to ongoing membership?



Detractors (0-6)	33%
Passives (7-8)	31%
Promoters (9-10)	36%
Net Promoter Score	3

Promoters (9-10)

- It is a simple, inexpensive way to experience sailing and gauge if it is something that one would want to continue
- It was a perfect introduction to the sport whilst not being so intimidating
- It provided what it aimed to do...enabled me to re-engage with my previous crew when transitioning for work

Passives (7-8)

- Really enjoyed the sailing but was left at the end with no options to continue so score dropped a couple of marks.
- It wasn't explained the what the day pass was but was given on the event day. I'd recommend to any interested, if it came up

Detractors (0-6)

- The boat owners should not have to crew their boat with club members only or day pass holders, they should be able to invite whom ever they would like
- Sailing is great but I feel more emphasis needs to be put on welcoming people who are totally new to sailing.
- I only used the pass because I had completed training and the invitation was made to join a crew for an evening. I don't know enough people or believe that I have enough skills to offer to confidently approach a crew and I imagine my friends and colleagues would feel the same way.



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