



Sail **PASS**

An exciting new initiative for sailing

Alistair Murray
Australian Sailing Director

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what is it & why is it necessary?

- A Sail Pass is a means by which a non-member can go sailing at your Club – it's a form of introductory or short term membership (for a day)
- It offers safe, quick, easy and affordable access to sailing
- It's a massive safety improvement
- It's compliance friendly
- It has potential to target new markets
- It's increasingly popular and successful in some clubs
- Mostly – it is a simple way to get more people, having fun in boats at your club
- And it breaks down lots of barriers to sailing

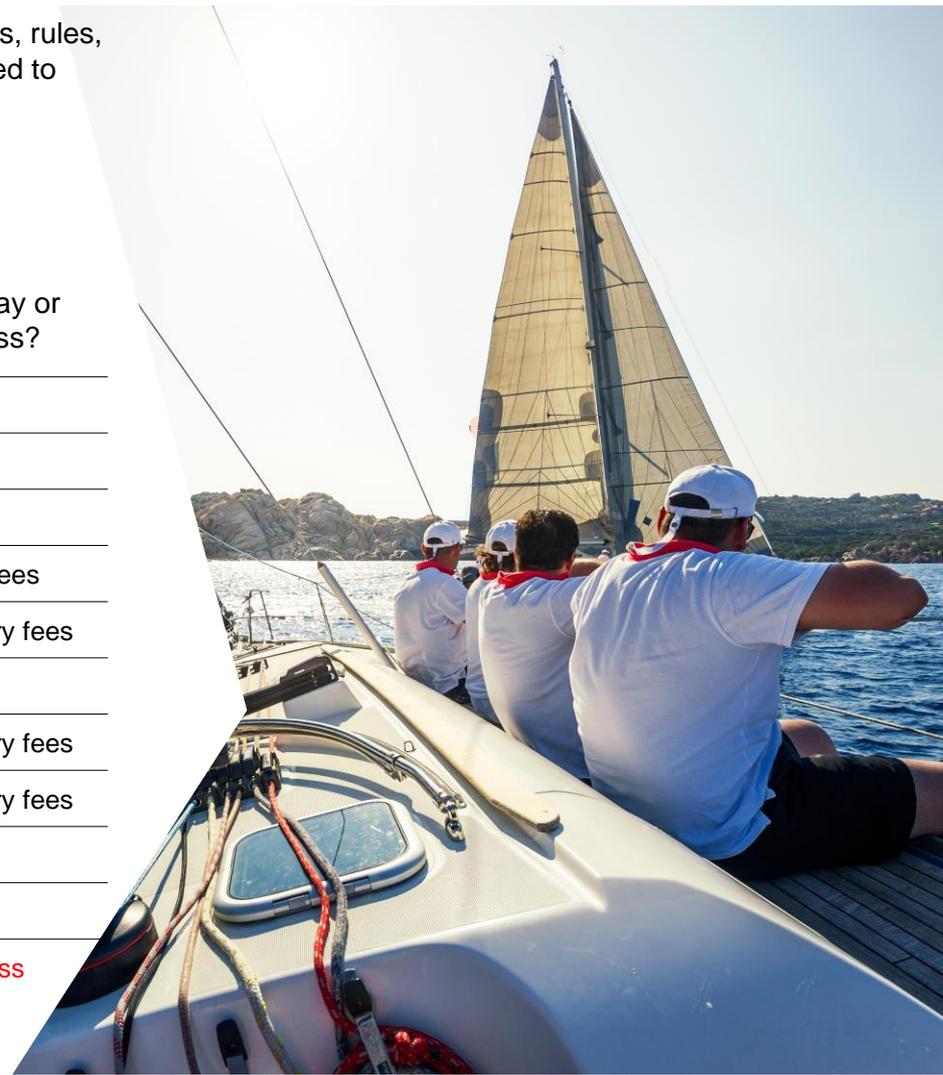


what's going on in other sports?

To play organised sport in Australia, where facilities, officials, scores, rules, insurances, maintenance and administrators are required – you need to register and pay a fee to participate.

Increasingly sports also allow single play or day pass access....

| Sport | Membership required | Non registered players allowed? | Single Play or Day Pass? |
|----------------|---------------------|---------------------------------|--------------------------|
| AFL | √ | × | × |
| Cricket | √ | × | × |
| Soccer | √ | × | × |
| Golf | √ | × | Green Fees |
| Swimming | √ | × | Casual entry fees |
| NRL | √ | × | × |
| Gym | √ | × | Casual entry fees |
| Lawn Bowls | √ | × | Casual entry fees |
| Basketball | √ | × | × |
| Netball | √ | × | × |
| Sailing | × | √ | Sail Pass |



The Sail Pass will register all competitors / participants, which will bring us into line with other sports - it's normal to do so.

The challenges

- The non-member culture in sailing clubs
- Lack of buy-in & understanding from club stakeholders
 - boat owners & skippers who argue they can't find crew
 - key decision makers at your club who don't want to "rock the boat"
 - existing non-member crew won't be happy about the Sail Pass
- Lack of community awareness & the current perception of sailing
- Resistance to any form of change and technology



the major benefits & why you should consider it?

- It's an attractive proposition
 - flexible intro to sailing at clubs
 - it's accessible, welcoming, quick, easy & affordable
- It gets a big safety tick
 - you know who is on the water
 - improves your risk management
 - you have info including 'next of kin' details
- It ticks compliance boxes
 - use of your clubs by non-members
 - Australian Sailing racing rules & personal insurance
- Communicate - creation of a marketing database
- Technology – it's mobile friendly & integrated
- Breaks down perceived barriers
 - sailing is expensive, inaccessible, unsafe
- Mostly – it is a simple way to get more people, having fun in boats at your club
 - why not give it a go!



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

 Elwood
Sailing
Club
Established 1924

- The Sail Pass 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 give Sail Passes to family & friends and proudly showcase ESC





What is Australian Sailing doing about it?

- Creation of a Working Group
 - To package up the Sail Pass & get Clubs on board
 - As a first step, we have surveyed 360 clubs re the Sail Pass and 240 responded – very positively!
 - Communicate the Sail Pass concept and its benefits to all Clubs
- Development of a “How to Kit”
 - Creation of marketing collateral for Clubs to present it to their stakeholders.
 - Develop a communications campaign
 - Pilot the Sail Pass with a cross section of Clubs
- Develop supporting technology
- Make the Sail Pass accessible for clubs to adapt and use as appropriate



Sail **PASS**

Register your Club today
sailingresources.org.au/sailpass