



Yachting New Zealand

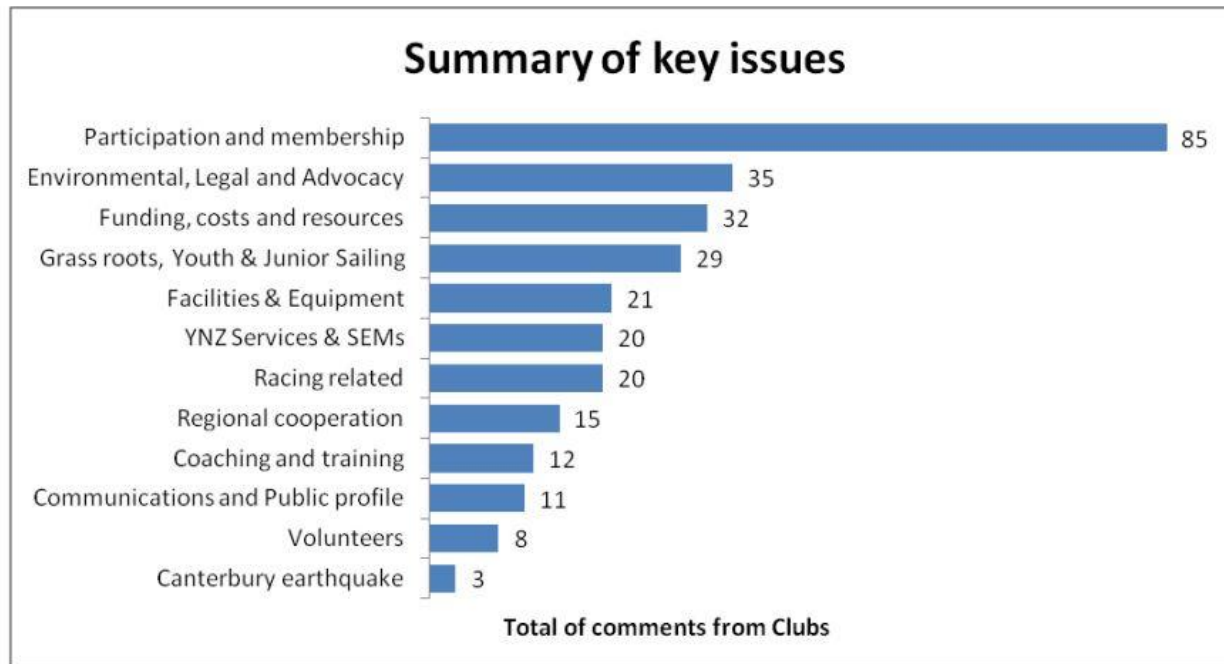
Training Development in New Zealand



yachtingnz.org.nz

Developing an understanding

Question 1: What are the three KEY ISSUES you feel your Club, Region and/or Yachting New Zealand will need to address in the next few years?



Note: Appendix 1 includes a full account of original comments



Two pronged approach

Generate the interest

Support clubs and
organisations to deliver to
their 'customers'



Opening doors




**NATIONAL
SAILING & BOATING
DAY**

1ST FEB 2015

Getting the public's attention




NATIONAL SAILING & BOATING DAY



1ST FEB 2015

*Get down to your local club
to find out more about how you can
get into sailing and boating!*


MORE INFORMATION AT
yachtingnz.org.nz/1feb



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Where:
Time:
Details:

MORE INFORMATION AT yachtingnz.org.nz/1Feb



Yachting New Zealand



Getting the public's attention

Get Sailing!

Cruising, racing, dinghies, keelboats...

Sailing is for all ages and abilities
It's a sport for life!

Get Sailing!

All ages, all abilities.... It's a sport for life and anyone can do it!
Whether it be family cruising or the thrills and spills of competitive sailing,
on dinghies, multihulls, keelboats, trailer yachts and windsurfers...
sailing really is a sport for all.

Sailing and Boating Clubs around New Zealand offer a range of Learn to Sail courses and other ways to get out on the water in a fun, friendly and safe environment.

To get sailing, find more information and your nearest Club on yachtingnz.org.nz/clubs

yachtingnz.org.nz

2014 Numbers

- 48 Clubs registered, with 44 running open days (42%)
- Pre-event:
 - Breakfast Television coverage (with a reach of over 22,000 viewers)
 - Coverage in 15 local and national papers and magazines
- Activities on the day included try sail, Learn to Sail courses, international and regional regattas, Club racing, harbour cruises and BBQs.
- One club ran sailing trips on a TP52!



Have a go at sailing

Kapiti people can get a free taste of sailing on February 16 as part of the national sailing and boating day.

The Kapiti Boating Club will be offering sailing trips for visitors, on Sunburst, 420 and Starling class boats.

Club member Finlay Georgeson, who was heading out for a sail with the club yesterday, said he had been sailing for about four years and started in Dubai, where he had lived with his family.

The Te Ra School student said he continued sailing when they shifted back to Kapiti about a year ago – the conditions here offering more challenges with higher winds, stronger currents and rougher seas

He likes the speed and enjoys big waves on windy days.

– National Sailing and Boating Day, sailing trips from 10am till 3pm, February 16, Kapiti Boating Club at the Marine Pde/Kapiti Rd roundabout, Paraparaumu Beach.



Water bound: Kapiti's Finlay Georgeson, 12, left, and Charlie Budd, 13, about to head onto the water.



Leveraging off major events

- Opportunities for clubs to engage with the public
- Raise awareness amongst an audience that may already have an interest in the water
- Data capture for follow up

- There needs to be a plan around engaging people and directing them in to the sport.

What major events do you have in your country that you can use to capture new participants?



Sailing... Have a Go! Auckland Stopover



SAILING...HAVE A GO!



Sailing... Have a Go! Auckland Stopover





Sailing... Have a Go! Auckland Stopover

- 400,000 Race Village visitors expected
- Boats and Lifejackets provided
- Hands on experience sailing within Auckland's Viaduct Harbour
- Activation site within the Race Village to engage with the public and provide information
- A non-threatening way to try sailing
- An opportunity to create a legacy

What can you do to compliment a major event to help connect people to sailing in your country?

Expanding Sailing... Have a Go!



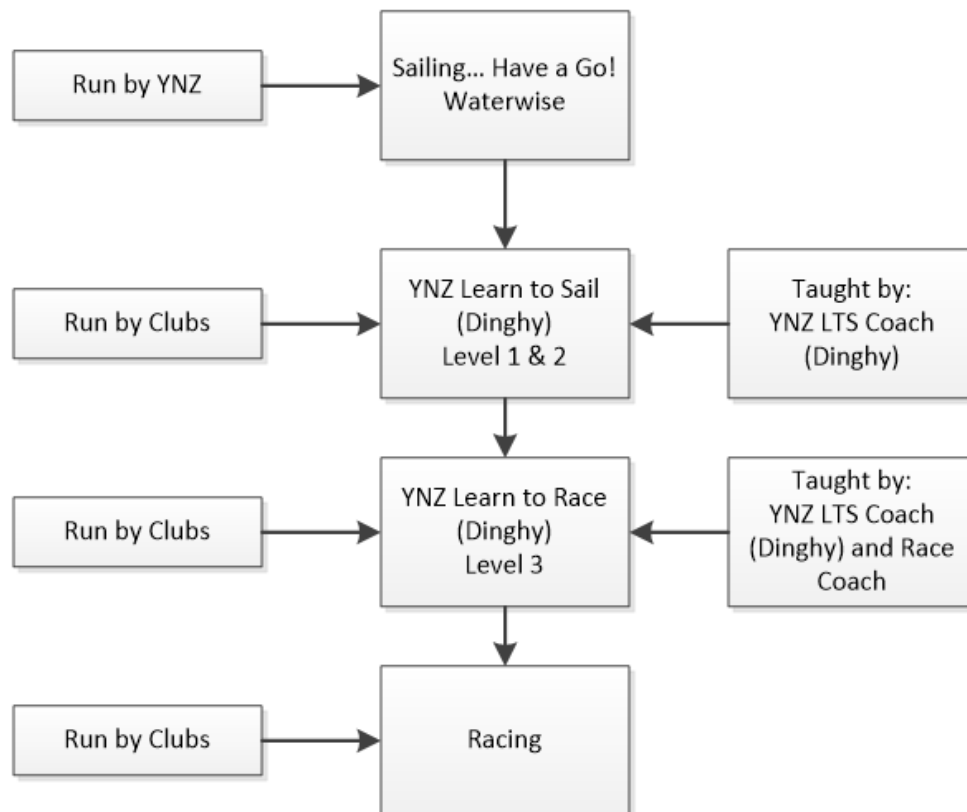


What this means

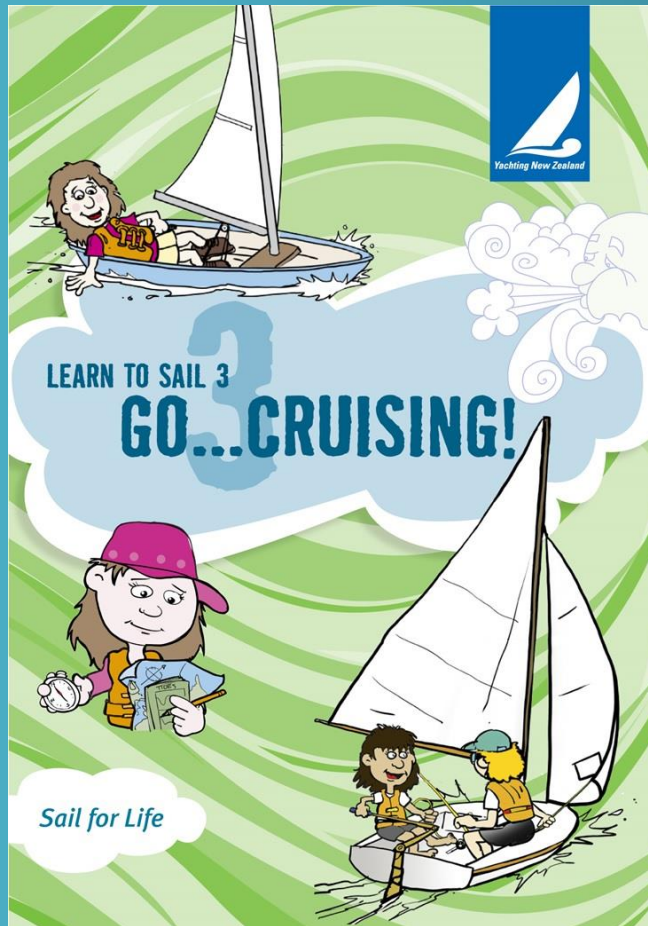
- Sailing... Have a Go! can be offered to a wider group of people
- The boats can be lent to clubs to help them introduce more people to the sport
- By using the boats they will be inspired them to create their own programmes and use 'non-traditional' classes
 - Expanded learn to sail activities, Teams Racing, Match Racing, Adventure Classes, Adult Learn to Sail



Overview of YNZ Dinghy Programmes



What if you don't want to race?



NEW PROGRAMME

- Weather & Wind
- Tides & Currents
- Safety at Sea (Personal, Your Boat, Powerboats)
- Anchoring
- Mooring
- Rules of the Sea
- Understanding Charts
- Buoys & Beacons
- Going Cruising
- Knots - Bends, Hitches & Splices:
- Basic Maintenance
- A Knowledge of Sea Terms
- Flags & Flag Signals



Hands on support

How do we support clubs to attract new participants and deliver better programmes?



Hands on support

Regional Support Officers

- Work with clubs to identify areas to build **capability**
- Support them to **upskill coaches** and **volunteers**
- Connect clubs to **schools** and other organisations
- Help **promote** the club and it's programmes
- Assist with **courses** and **events**
- Share **best practice**
- Provide **safety** and **risk management** advice
- Assist with quality control (part of our Accreditation)
- Help YNZ better **understand** our club's needs



Yachting New Zealand



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