

## APPENDIX D

### GLOBAL OUTCOMES

#### Navman 5th International Sailing Summit

Wednesday, 22nd & Thursday, 23rd January 2003  
Geelong, Victoria, Australia

#### INTRODUCTION

The outcomes herein summarise the Summit delegates' on-site feedback regarding the three key statements/questions below.

#### WHAT ARE THE KEY MESSAGES FROM THE SUMMIT?

- A. Problem:**
- Sailing is in decline
- B. Strengths:**
- Enthusiasm and extensive ideas
  - Money is available
  - Massive infrastructure
  - Sport's attributes (sport, education, environment, health)
  - Unsatisfied demand for the sport
  - Untapped opportunity for pay as you go
  - Great programs exist to learn from – little need to reinvent
- C. Weaknesses:**
- Corporate structure is inefficient
  - Poor data, statistics and research including need to use consistent indicators
  - Lack of a global brand (image, club access, media & public relations)
  - Image – elitist, dangerous, poor use of heroes
  - Lack of relevance and poor structure of governing bodies – must become management-led not committee-led
  - Poor first experience can lead to non-participation / take-up; first experience must be very positive
  - Clubs uninviting
- D. Opportunities:**
- Combine stakeholder resources to harness ideas for an international blueprint
    - Encourage, attract and retain people coming into the sport
    - Harness enthusiasm
    - Take initiative
    - Less elitist and more inclusive; break down barriers
- E. Threat:**
- Complacency and lack of action to tackle 'real' issues

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#### HOW DO WE ALL, AS PARTICIPANTS, WORK TOGETHER IN THE FUTURE?

- Clarify roles and responsibilities among the peak bodies and mutually agree strategies with each of the National Governing Bodies to achieve common aims.
  - NGBs and industry to work closer together.
  - Reduce fragmentation within each country.
  - Develop a desire for change; communicate issues and key strategies.
- Regular, disciplined meetings with all stakeholders and relevant bodies.
- Communication – email, newsletters, conferences (improve structure and frequency).
- Develop a database of national experiences; share ideas; create centralised information (database) internationally
- Joint presentation from industry & NGBs to government – "sell" participation & employment
- Structure and leadership thoughts:
  - McKinsey & Company models – NGB management-led process
  - Separate global organisation to lead industry and the sport
  - Professionally managed, combined industry and sport organization

#### SUGGESTIONS FOR FUTURE SUMMITS? WHAT WOULD LEAD TO YOU ATTENDING AGAIN? HOW DO WE BROADEN ATTENDANCE (QUALITY)?

- A. Event Specifics**
- Broaden representation across key sectors of the industry and sport
  - Focus on quality not quantity of attendees
  - Consider 18 or 24 month cycle
  - Two days (large agenda with more time for discussion and debate)
  - Coincide with another event of relevance
  - Negotiate travel deals for delegates
  - Target market – presenters, audience, subjects, participants – what market sectors should be represented
  - International representation should be reflected in the speaking program
  - Future direction – long term strategy of topics to cover, not just immediate
- B. Communication**
- Communicate and promote mission (utilising previous agendas and a summary of previous outcomes)
  - Communicate updates on progress
  - Early communication of location, timing, content, duration
  - Outcome of positive, tangible information communicated to the masses through the participation-base networks
  - Attention to media, particularly in terms of collateral promoting the Summit

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## SAILING PARTICIPATION IN DECLINING

**February 3, 2003, Geelong, Australia**

The 5<sup>th</sup> International Sailing Summit (ISS), held January 22-23, 2003 in Geelong, Australia, hosted by the Boating Industry Association of Victoria, had strong attendance with 100 sailing leaders from both the sport and industry on hand to discuss the issues facing sailing and to develop strategies for increasing participation in sailing worldwide. In addition, 200 guests attended the Yanmar Legends of Sailing Dinner held during the Summit.

Now in its fifth year, the International Sailing Summit has already made tangible progress toward its goal of increasing participation in sailing on a worldwide basis, some outcomes include the development of the United Kingdom Sailing Association, dialogue with the International Sailing Federation (ISAF) which has helped to encourage the ISAF to reevaluate its previous racing-only focus to include recreational sailing, and the raising of AUD\$35,000 for the not-for-profit organization Sailability to fund development of a facility in Greece to allow access to disabled sailors.

Themed 'What Ever Happened to Simply Messing About in Boats', this year's Summit program included presentations by some of sailing's legends including Sir James Hardy, an America's Cup Hall of Fame member; Harold Cudmore, coach of the winning 1992 America's Cup team 'America3'; Victor Kovalenko, head coach of two Australian Olympic gold medal teams in 1999/2000; Tom King, winner of Olympic gold at the Sydney 2000 games in the 470 class; and Simon McKeon, the world's fastest sailor. Presenters from the industry included Andy Howard, sales & marketing director, SunSail; Randy Repass, chairman and founder of West Marine; Scot West, executive director, Sail America; Sally Helme, publisher *Cruising World & Sailing World* magazines; David Green, director of the UK Sailing Academy; Rod Carr, chief executive of the Royal Yachting Association (UK); and Susan Daly, vice president of marketing, Vanguard sailboats among others.

*"The Summit was once again a fantastic forum for sharing ideas, best practices, networking and strategizing methods for increasing participation in sailing"* said the founder and chairman of the International Sailing Summit, Alistair Murray, also managing director of Ronstan International. *"Much has already been accomplished and still much more needs to be done to reverse the decline in sailing and make it more accessible to new sailing prospects. This year's Summit helped more clearly define the hurdles sailing has to overcome if it is to successfully compete with an ever increasing plethora of leisure-time activities. The role of the Summit and what it can do to help increase awareness of sailing events and programs, boost participation and introduce more people to sailing has also become clearer as a result of all the terrific collaboration and input at this year's meeting,"* he said.

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To better communicate the ISS message to the industry, sport and end users alike, a clear and concise mission statement has been developed: *"The International Sailing Summit invites all sailing leaders and stakeholders from around the world to participate in an annual meeting to discuss the challenges facing sailing and develop strategies for increasing sailing participation worldwide."*

In addition to the new mission statement, a three-year program has been developed for the next Summit locations and timing with the goal of encouraging potential attendees to plan ahead to be sure and attend this important conference.

2004 Summit           **4 & 5 October 2004** – prior to **2004 Annapolis Sailboat Show**  
2005 Summit           Europe in 2005 (specific dates TBD)  
2006 Summit           Australia in 2006 / 2007

More information on 2004, along with an abbreviated transcript of 2003, copies of presentations & outcomes will be on [www.sailingsummit.com](http://www.sailingsummit.com) from 24 Feb. 2003

### WHAT ARE THE KEY MESSAGES FROM 2003 SUMMIT?

Summit delegates felt sailing faces challenges worldwide - summarised as follows:

#### A. Problem:

- Sailing is in decline

#### B. Strengths:

- Sport's attributes (sport, education, environment, health)
- Unsatisfied demand for the sport
- Untapped opportunity for pay as you go
- Massive infrastructure
- Money is available
- Enthusiasm & great programs exist - little need to reinvent programs

#### C. Weaknesses:

- Inefficient corporate structure - lack of relevance & poor structure of governing bodies (needs to be management-not committee-led)
- Lack of a global brand (image, club access, media & public relations)
- Image – elitist, dangerous, poor use of heroes
- Poor data, statistics and research including need to use consistent indicators
- Poor first experience can lead to non-participation / take-up
- Many clubs perceived to be uninviting

#### D. Opportunities:

- Combine stakeholder resources to harness ideas for an international blueprint
  - Encourage, attract and retain people coming into the sport
  - Harness enthusiasm & take initiative
  - Project a less elitist & more inclusive image; break down barriers

#### E. Threat:

- Complacency and lack of action to tackle 'real' issues

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