

# Get Active Sailing



## What is Get Active Sailing?

Get Active Sailing is a program developed in conjunction with VicHealth to get inactive people active through the sport of sailing. Through the use of proven sailing programs (DS days, DS courses, Woman & Girls in Sailing, Sailability and clubs twilight social sailing) matched to targeted groups, we are looking to further grow sailing in Victoria.

Yachting Victoria has identified the following groups as the ideal demographic for our member clubs, due to the connection they will already have with our sport and your club:

- Family members of current club members
- Friends and colleagues of current club members.

## How will Get Active Sailing benefit your club?

Through further engagement with your members and their family, friends and colleagues Get Active Sailing, using proven programs, will increase activity around your club, ongoing participation and ultimately club membership.



**State sport program**





*Just some of the possibilities*

## What's involved for your club to be involved in the Get Active Sailing initiative?

Get Active Sailing is designed around the utilisation of your clubs current programs. As such it is easy to implement and does not require any further resources. Working with the Yachting Victoria team your club would identify one or both of the target groups and then match one or more of your clubs programs to that group/s.

Yachting Victoria will work with you to develop a range of promotion and follow-up strategies to ensure the success of the program. Data from the program/s, used to report back to Vic Health, would be collected using an agreed process and template.

## Friends and Work Colleagues

Friends and colleagues of current members can be sourced through their relationships at work, university, school communities, social and community networks. The Gemba report (2015) identifies that 5.4% of young adults are interested in sailing in the next 12 months.

It is envisaged that a recreational/social opportunity is most likely to activate this group, which can be achieved through crewing opportunities in club twilight series, Discover Sailing Experiences and Discover Sailing Days.

## Family Members

Immediate and extended family members of current sailors have long been considered 'low hanging fruit' and were identified by the gemba report as a priority for our sport. They are aware of the sport and more likely to become engaged if the offering meets their current needs.

Opportunities to engage with this demographic include, but are not limited to, bring your family day as part of the last day of a child/adults learn to sail program, targeted Discover Sailing days and family cruising days.

