

INSPIRING MORE KIDS

Expanding Your Junior Program With New Alternatives



US Sailing Leadership Forum Invitation:

“All sailors have something in common – a desire to keep sailing vibrant and strong for future generations.”



Overview

- Why it's important to **expand** sailing programs **beyond racing**
- Learning from other sports
- Nuts and bolts for bringing new alternatives, “adventure sailing” to your program to inspire more kids

Sailing Participation In Decline

- Statistician Nick Hayes (Saving Sailing) reported 12.5M sailors in 1980 dropping to 2.6M in 2009.
- Google searches that had anything to do with sailing declined 40% from 2004 to 2012
- Meanwhile snow sports, surfing, skateboarding participation numbers remain strong



VHYC Mission Statement:

The primary objective of the Club shall be yachting, in the best traditions, with emphasis on sailing, seamanship, good sportsmanship, and the training of these skills through a strong junior sailing program.

Participation at Ages 7-9 going ok

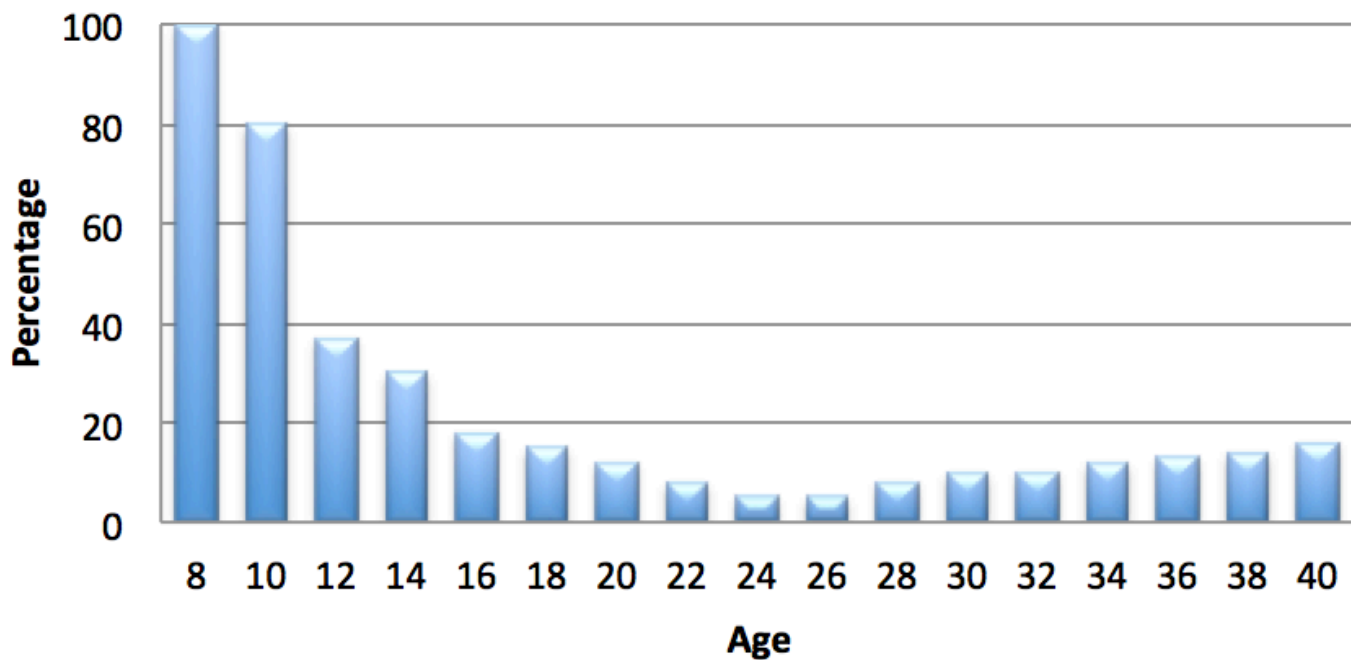
Mom and Dad sign up Junior for sailing class



At age 11+ kids start to exert choice.



Sailing Participation by Age





BARNEGAT BAY YACHT RACING ASSOCIATION

Established 1914

- Why are so many of our junior sailors dropping out prior to completing Opti or entering 420?
- Why is there a growing divide between sailing being fun and racing?

Primarily we offer kids one path:



Primarily we offer kids one path:

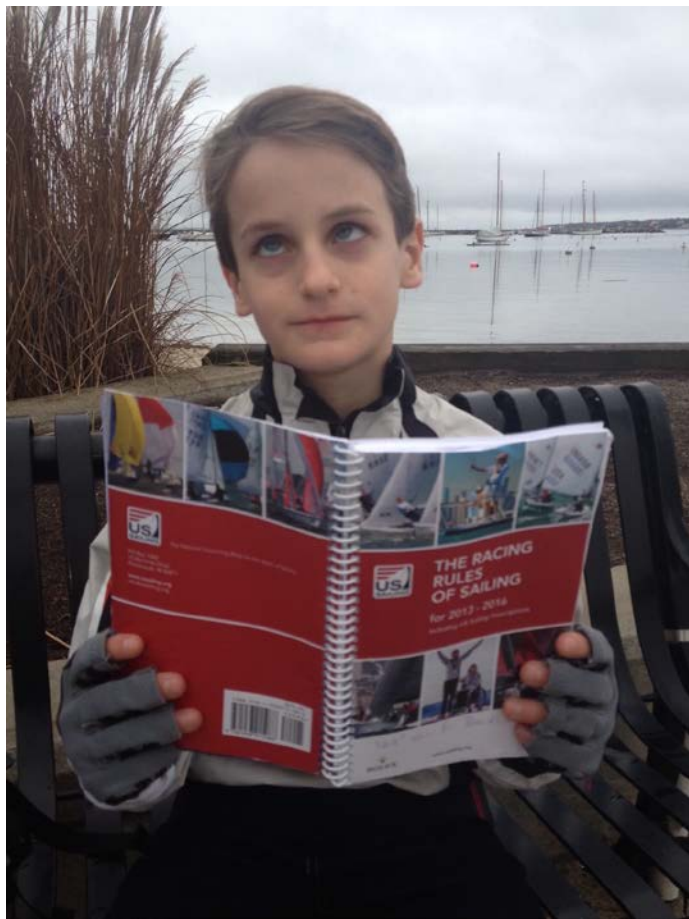


Race! Race! Race!

Rankings

Sail	Skipper	Yacht Club	1	2	3	4	5	6	7	8	Total	Pos
20497	Alex Gonzalez [Blue]	Stage Harbor Yacht Club	2	2	[8]	2	4	1	1	2	14	1
17105	Chloe Aust [Blue]	Beverly	1	1	7	4	3	3	[12]	1	20	2
7799	Francis Selldorff [Red]	Cotuit Mosquito Yacht Club	4	10	2	1	6	[14]	11	8	42	3
1000	Drew Kelly [Red]	Stone Horse	11	4	[23]	3	12	2	2	10	44	4
15580	Wade Etienne Aust [Blue]	Beverly	7	7	5	9	[19]	11	7	7	53	5
16328	Augustinius Vratatos [Red]	Beverly	[51]	3	1	6	1	8	4	35	58	6
7794	sam reilly [Blue]	wianno Yacht Club	5	6	3	7	[42]	13	22	16	72	7
16234	Casey Pope [Red]	New Bedford Yacht Club	3	8	13	15	[34]	29	3	13	84	8
2002	Thibault Antonietti [Blue]	Nantucket Yacht Club	8	31	16	14	[48]	4	9	4	86	9
11985	George Coyle [Red]	EYC	13	11	18	27	9	6	[28]	5	89	10
15239	Isaac Goldman [Blue]	Wild Harbor	19	15	[68]	12	8	7	14	20	95	11
02240	Tommy Styron [Blue]	vhyc	12	33	28	[37]	17	5	13	3	111	12
8480	Matthew Lopes [Blue]	Wild Harbor Yacht Club	27	19	27	16	5	19	10	[51]	123	13
19448	Milo Walshe [Red]	EYC	9	18	9	26	21	[40]	25	28	136	14
12875	Colman Schofield [Blue]	Wianno	16	9	31	29	18	17	[41]	17	137	15
12543	Stephen Pellegrino [Red]	Wianno	17	40	20	8	7	15	32	[44]	139T	16
14956	Brian Coppola [Red]	Falmouth Yacht Club	28	12	[38]	23	13	31	8	24	139T	17
11554	Benjamin O'Toole [Blue]	Hyannis YC	32	22	4	5	29	[56]	21	33	146	18
19210	James McCullough [Blue]	Hyannis Yacht Club	15	5	12	18	[45]	41	37	23	151	19
20795	Abigail Tindall [Blue]	EYC	26	23	19	31	20	[53]	29	11	159	20
14073	Julie Coffman [Red]	Hyannis Yacht Club	14	21	14	38	[55]	27	19	31	164	21
19268	Mallory Stafford [Red]	Alysa Stafford	35	16	15	28	28	24	20	[47]	166	22
2005	Scott Yenor [Blue]	Nantucket Yacht Club	23	20	22	[64]	16	33	15	41	170	23

Kids already get plenty of measurement in school.



Really???

In many cases kids stay in training boats too long



10 years?



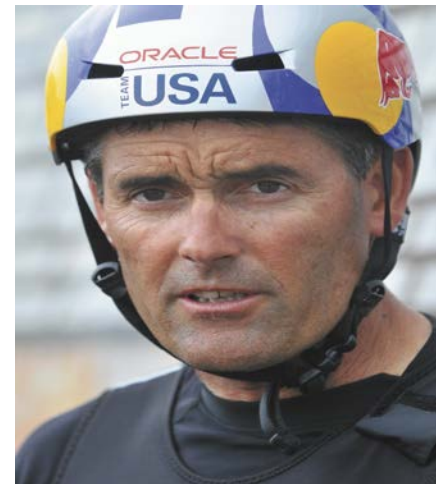
Not every kid fits that one mold

- Some kids just aren't into the competition
- Some kids aren't physically the right size to be competitive in the narrow offering for kids boats (especially as average kid size gets larger)
- Some kids just want more thrill

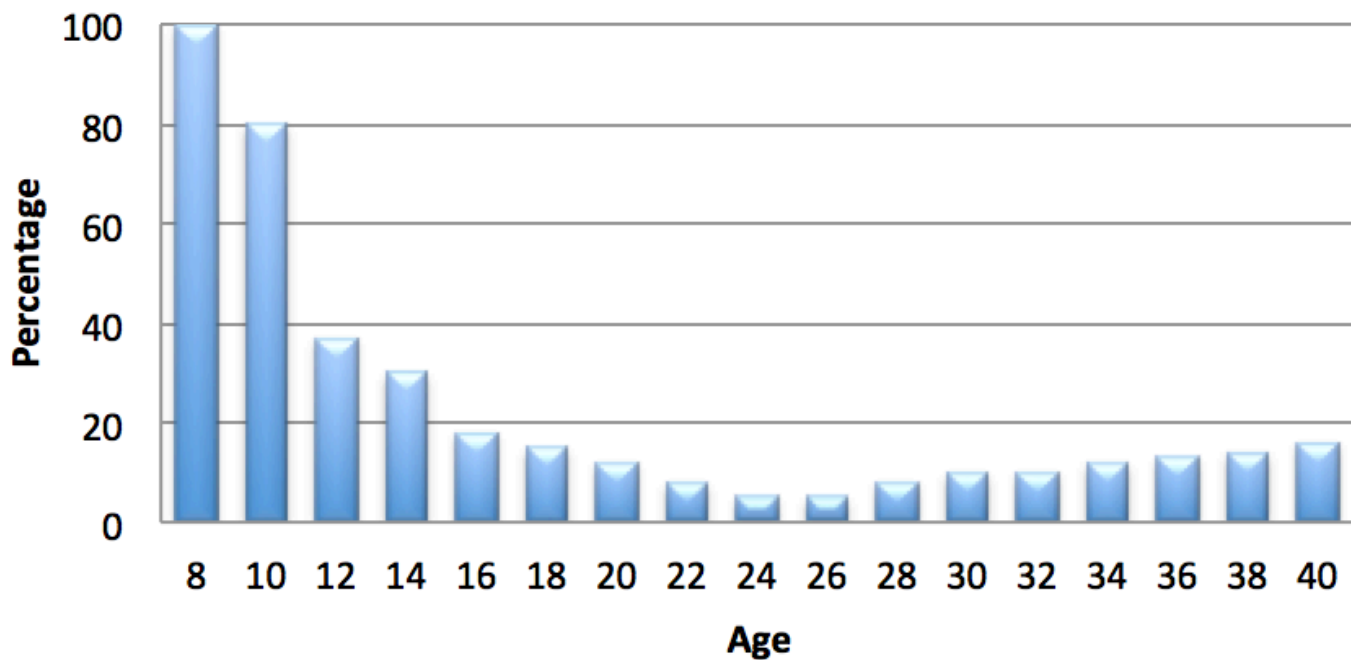
Russell Coutts:

"I think we have gotten carried away over the years..... People wonder why the kids are leaving the sport. It's so frigg'n intense. I don't blame them to look for something more fun. Having all the training, getting pushed by coaches, spending all the time racing..... there comes a point when it is just too much."

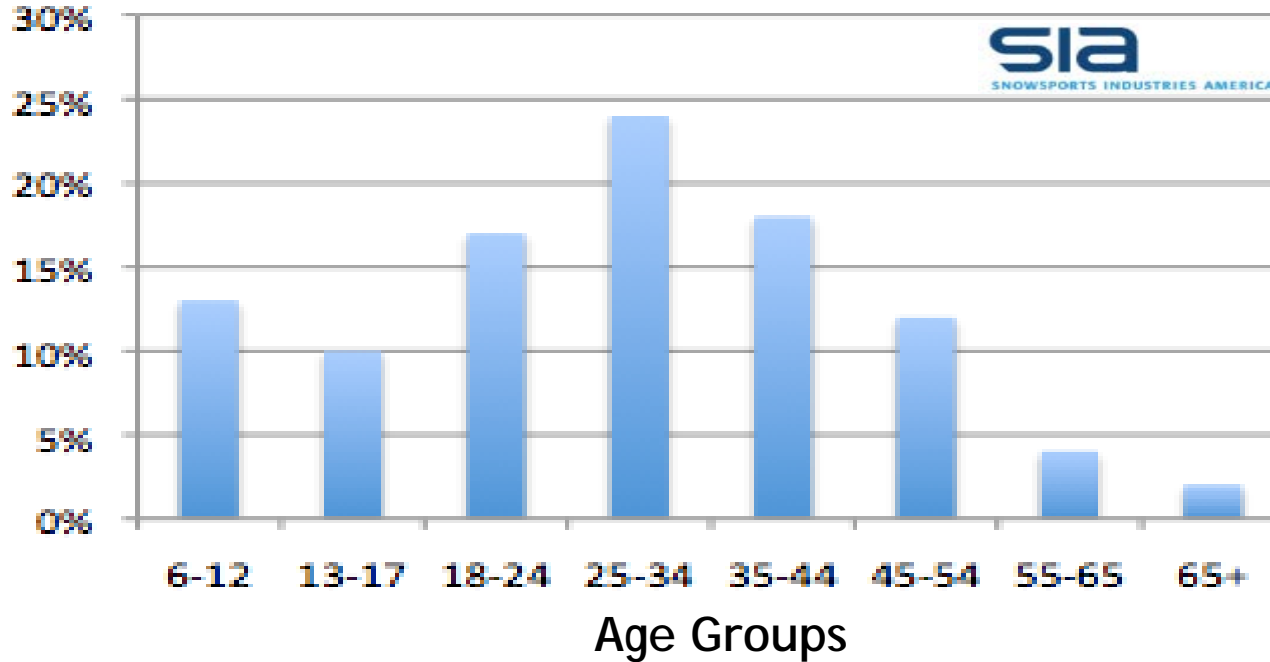
- Scuttlebutt, June 3, 2014



Sailing Participation by Age



Snow Sports Participation by Age





Ski school = fun!





Social Equipment Fashion





FAST IS FUN
Freestyle
ADVENTURE !!!

Only about 1% of all snow sports enthusiasts ever compete!!!!



According to the US Snow Sports Association, there were 185,521 entries into all competitions (all disciplines) out of total combined ski and snowboard population of 17.5 Million.

What percentage in these sports compete???



And the new craze???



What elements are common to all these sports?



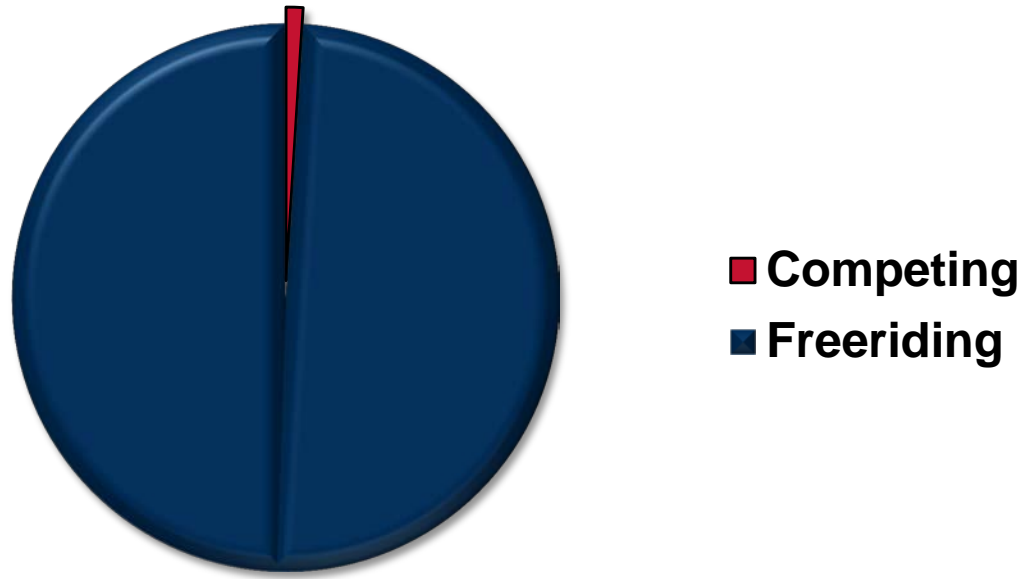
Kids Love
BOARD SPORTS



What can sailing learn from these sports that kids love?

1. The adventure and freedom is what's attractive
2. Social: it's all about hanging with your buds
3. Fashion & image are important
4. Variety of terrain is important
5. Fast is Fun!
6. Equipment is modern, cool, & flat out fun to ride
7. Competition???

Less than one percent ever compete in snowboarding,
surfing, skateboarding, wakeboarding, SUP, and.....
Windsurfing and kiteboarding







But in junior sailing the default is to push toward racing

- Most invested parents are racers
- Instructors are usually college racers
- Easier to do windward/leewards
- Self perpetuating industry of equipment suppliers and coaches
- Regional Teams?

Where are the kids in your program?





Ironically, we spend 90% of our resources on 10%-35% of our kids in Junior Programs



65% spent on new boats,
travel, elite coaches

The diagram is an inverted triangle divided into three horizontal sections. The top section is red and contains the text '65% spent on new boats, travel, elite coaches'. The middle section is light green and contains the text '25% spent on up and coming racers'. The bottom section is purple and contains the text '10% spent on new sailors'. The sections decrease in width from top to bottom, visually representing the concentration of resources on a small portion of the participants.

25% spent on up
and coming racers

10% spent on
new sailors

"I worry that Yacht Club Sailing programs only ever glorify the 3%- 5% of kids that "pop" out with a trophy and we completely ignore the 95% who could be lifetime boaters. I believe we should expose kids to sailing on all sorts of craft- not "wash" them out if they don't compete."

- John Holmberg, former America's Cup helmsman

Is this the best measurement?



True measurement of success:

What is the drop-out rate at your program?

How many life long sailors does your program turn out?

So in most Junior Sailing programs we do two things:

#1 we push them toward racing

#2 we teach them in gear designed over 50 years ago!!

(let's talk about that)



Ken Read, Leadership Forum 2014:

“I find it amazing that the biggest sail trainer in this country was designed in 1947..... Are we breaking into the modern age? Are we keeping kids involved because we’re showing them the best and the coolest and the latest?”



Sailing Leadership Conference: Ken Read, President of North S...



Adults have all
this cool sailing
stuff.



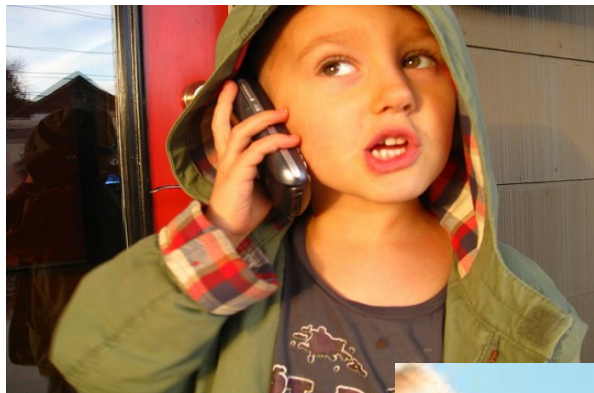


But what do we offer kids????



Kids have all this cool modern Technology:





Do your kids use a typewriter?





Do they “free sail”?



Get Modern

*We have to get American kids
into higher performance boats
early on in their development.*

-Ken Read

America's Cup announcer
and North Sails President



Adventure Programs!

- Kids need more “messing around in boats”
- Kids need more adventure
- Kids need more variety
- Kids need more fun! in sailing



Modern Junior Sailing Program Era



Race Track



Adventure Track



More Sailors!!!



American Yacht Club





“I look at Adventure Sailing as providing us an opportunity to help kids find their niche in sailing. We also put top coaches there and they know that they are on the front lines with kids that haven't always loved everything about sailing. Many kids find their way in Adventure Sailing. Plus it's just flat out fun!” – Kevin Broome, AYC Program Director

“27 kids signed up for windsurfing this year. That’s a 30% increase. The kids LOVE it!”

- Kevin Broome AYC Program Director



Equipment

- What's available at your program??
- What's available at your venue?



VHYC Reachers Program



“Messing around
in boats”



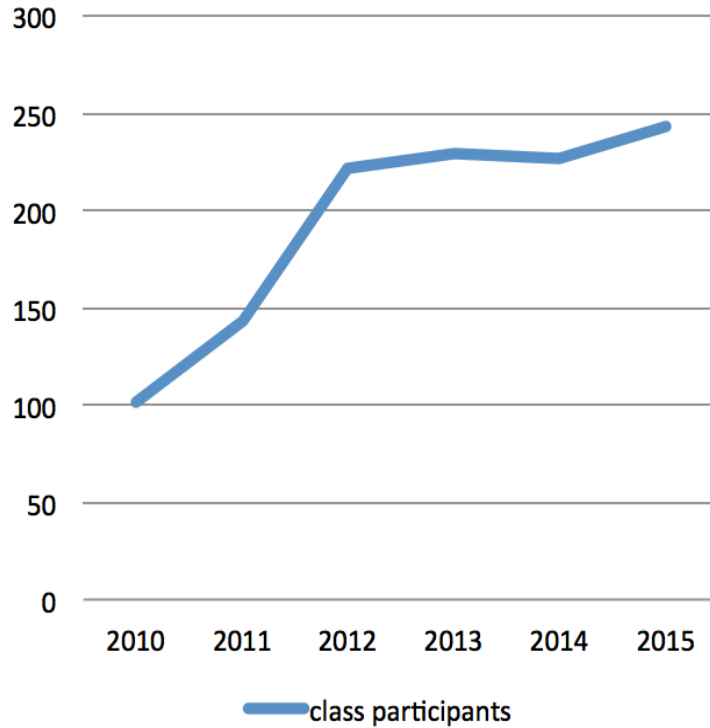
Variety is the Spice of Life



Board Sports



Class Participants by Year



VHYC

101 in 2010 to 243 in 2015

241% increase !!!



TADPOLES- For children ages 6-7 years old with no prior experience. This program exposes children to all aspects of the water-side of the club with sailing as the primary focus. Children will sail in Optimists (Optis), O'Pen Bics and Sonars. Other activities include swimming, knot tying and various beach games to get familiar with boat parts and sailing terms.

OPTI NOVICE - For children ages 8-11 with little or no experience. Classes are taught in club-owned Optis, often with two sailors in each boat. They learn the basic parts of a boat, how to sail straight, turn, land on the beach, and capsize and right their boats safely.

OPTI INTERMEDIATE - For children ages 9-11 who are able to sail in an Opti by themselves. Sailors will learn proper weight placement, practice tacks, jibes, and safety position. They will also learn the basics of going around a racecourse and how to tie various knots.

REACHERS - For children ages 10-18 who have mastered beginner skills, but who have outgrown the Opti either physically or mentally and/or who do not want to focus on racing. This class explores O'Pen Bics, lasers, 420s, Windsurfers and Sonars. Sailors will develop their boat handling and overall sailing skills in the context of freestyle sailing, adventure sailing and "un-regatta" style racing while having fun on the water. This is an inspired alternative to the conventional racetrack route that will prepare sailors for 420 and/or Windsurfing classes in coming years, and build a foundation for lifelong sailing.

OPTI GREEN TEAM - For children ages 10-13 who have mastered beginner and intermediate skills in Optis and are ready to start racing in regattas. This fleet generally competes in 3-4 regattas throughout the summer, and is the training ground for becoming members of the Opti Race Team.

OPTI RACE TEAM - An opportunity limited to qualified and selected individuals ages 11-14 to participate in single-handed fleet racing. Sailors will continue to develop their racing skills in classes and compete in 4-6 regattas on and off island throughout the summer.

ELEMENTARY 420 - For children ages 12 to 18 who have completed beginner classes, and for size or age reasons should move into 420s. This class introduces sailors to the skipper / crew dynamic as well as new boat-handling skills including spinnakers and trapezes. This class is a step toward the Advanced 420 class.

ADVANCED 420 - For children ages 12 to 18 who have mastered basic 420 boat-handling skills and basic racing skills. The class focuses on improving boat-handling skills in the context of racing to prepare sailors for the 420 Race Team while at the same time building a foundation for lifelong sailing.

420 RACE TEAM - An opportunity limited to older qualified and selected junior sailors ages 13-18 to hone racing skills during practice and compete regularly in both fleet and team racing. Sailors will compete in a maximum of 6 regattas on and off island throughout the summer.

WINDSURFING - Open to all children ages 8-18 to learn windsurfing in group and/or private lessons. Sailors are welcome to do both windsurfing and one of the other sailing classes for a full day on the water two days per week.

VHYC Course Descriptions

REACHERS - For children ages 10-18 who have mastered beginner skills, but who have outgrown the Opti either physically or mentally and/or who do not want to focus on racing. This class explores O'Pen Bics, lasers, 420s, Windsurfers and Sonars. Sailors will develop their boat handling and overall sailing skills in the context of freestyle sailing, adventure sailing and "un-regatta" style racing while having fun on the water. This is an inspired alternative to the conventional racetrack route that will prepare sailors for 420 and/or Windsurfing classes in coming years, and build a foundation for lifelong sailing.

VHYC JSP Class Schedule 2015

SAILING SCHEDULE:

Session I: June 29 -July 24 Session II: July 27-August 21

TIME	FLEET	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
AM						
9-12	OPTI	Novice	Tadpoles Novice	Tadpoles Novice	Tadpoles Novice	
9-12	O'PEN BICS	Reachers	Reachers	Reachers	Reachers	
9-12	WIND- SURFING	Beginner or Advanced	Beginner or Advanced	Beginner or Advanced	Beginner or Advanced	
9 -12	420	Elementary	Elementary	Elementary	Elementary	
12-1	—	L	U	N	C	H
PM						
1-4	OPTI	Intermediate Green Team Race Team	Intermediate Green Team Race Team	Intermediate Green Team Race Team	Intermediate Green Team Race Team	Green Team & Opti Race Team Series Races (First start at 1 PM)
1-4	O'PEN BICS	Reachers	Reachers	Reachers	Reachers	Reachers Un-Regatta Series Races
1-4	WIND- SURFING		Beginner or Advanced		Beginner or Advanced	
1-4	420	Advanced Race Team	Advanced Race Team	Advanced Race Team	Advanced Race Team	Open 420 Series Races (First start at 1 PM)

Half days vs full days???

1. Kids (and instructors) don't get bored doing the same thing all day
2. Kids get richer sailing experience in mixture of boats/settings - More variety!
3. Extends use of resources.
4. Program generates more revenue



VHYC 2010 vs 2015 JSP revenue

2010	classes	Revenue \$750/class s	Program Boats	6 year boat amortization	Sailboat maintenance	7 Powerboat \$44k cost	TEAM travel	Staff cost \$5.7k/instruct	Total cost	Net Revenue
Optis	64	\$48k	32 Optis	\$14k	\$5k	\$22k	\$5k	\$23k	\$69k	(\$21k)
420s	29	\$22k	14 420s	\$18k	\$7k	\$18k	\$7k	\$23k	\$73k	(\$51k)
Reachers & winsrf	8	\$6k	4 O'Pen BICs 6 x Tech293s	\$3k	\$0.5k	\$4k	\$0k	\$5.5k	\$13k	(\$7k)
	101	\$76k								(\$79k)

2015	classes	Revenue \$750/class	Program Boats	6 year boat amortizatio n	Sailboat maintenance	9 Powerboat \$66k cost	TEAM travel	Staff cost \$5.7k/instruct	Total cost	Net Revenue
Optis	135	\$101k	37 Optis	\$16k	\$5k	\$36k	\$5k	\$26k	\$88k	\$13k
420s	41	\$31k	14 420s	\$18k	\$7k	\$20k	\$7k	\$23k	\$75k	(\$44k)
Reachers & winsrf	67	\$50k	6 O'Pen BICs 8 x Tech293s	\$4k	\$0.5k	\$10k	\$0.5k	\$17k	\$32k	\$18k
	243	\$182k								(\$13k)

VHYC Cost Analysis per Class Type

2015	Classes	Net Revenue	Revenue/class
Optis	135	\$13k	\$96/class
420s	41	(\$45k)	(\$1,098)/class
Reachers/wsfig	67	\$18k	\$269/class

Modern, fun boats are cost effective

For approx. \$13,000 investment you can buy:

1 ½ x 420 Dinghies



4 x Optis



5 x O'Pen BICs



8 x Complete windsurfers



Reachers Curriculum

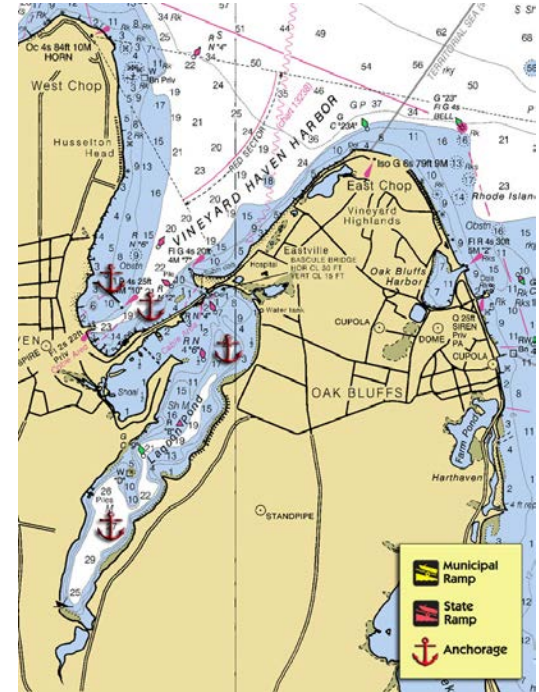
Basic sailing same- parts of boat, points of sail, steering, sheeting, etc.

Follow the leader- rudimentary drills that are the same

Adventure- use navigation with charts, etc and show on GPS

Try other boats

Fun activities: freestyle, Un-Regattas



“Expression Sessions”



Kids just
wanna
have
fun!!!



"Chowder Race"



Can you
Limbo?



Confidence in the water

Kids know that they can easily self rescue.



Capsizing is part of the fun!!!



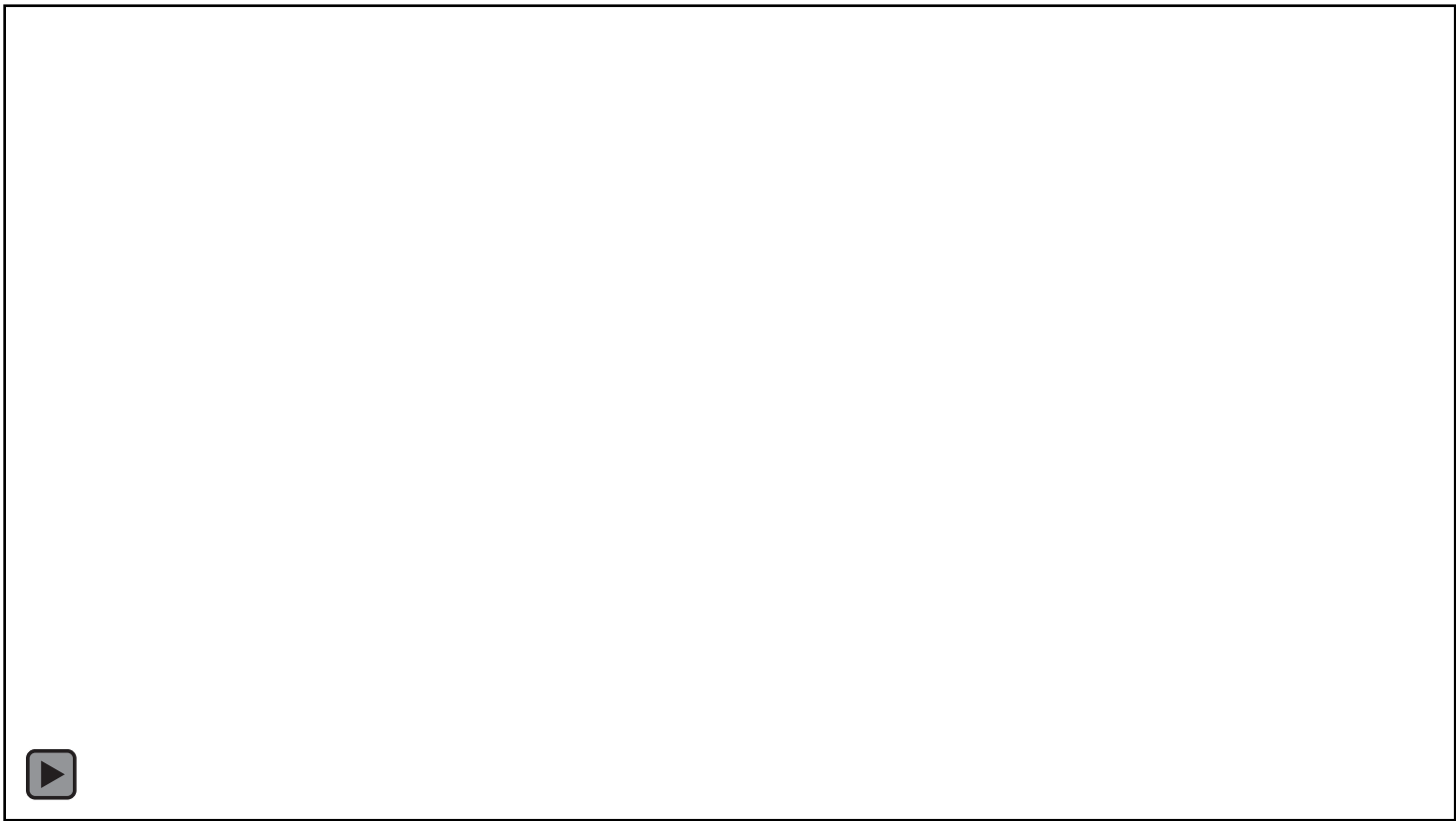
STEM



Special Events



Is Racing Forbidden ???



“Un-Regattas”

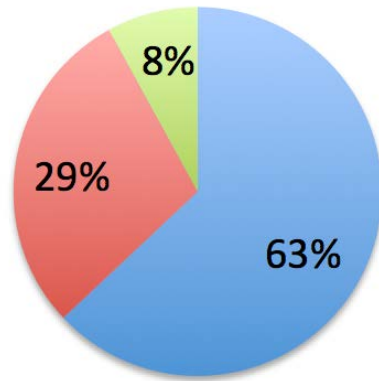
Three most important elements to successful Reachers Program

- A. the Pied Pipers & “sea hab”**
- B. fun exciting gear**
- C. strive for New experience every day**



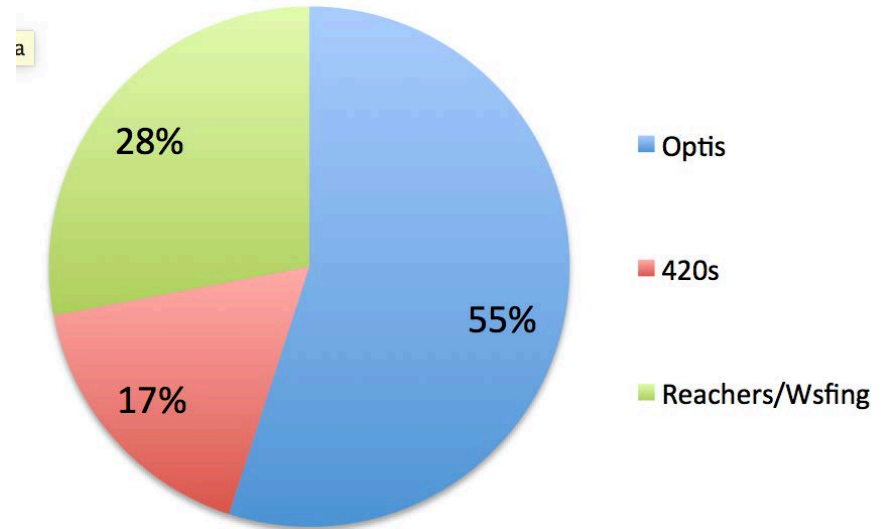
Participation by class 2010 vs 2015

2010



101 classes

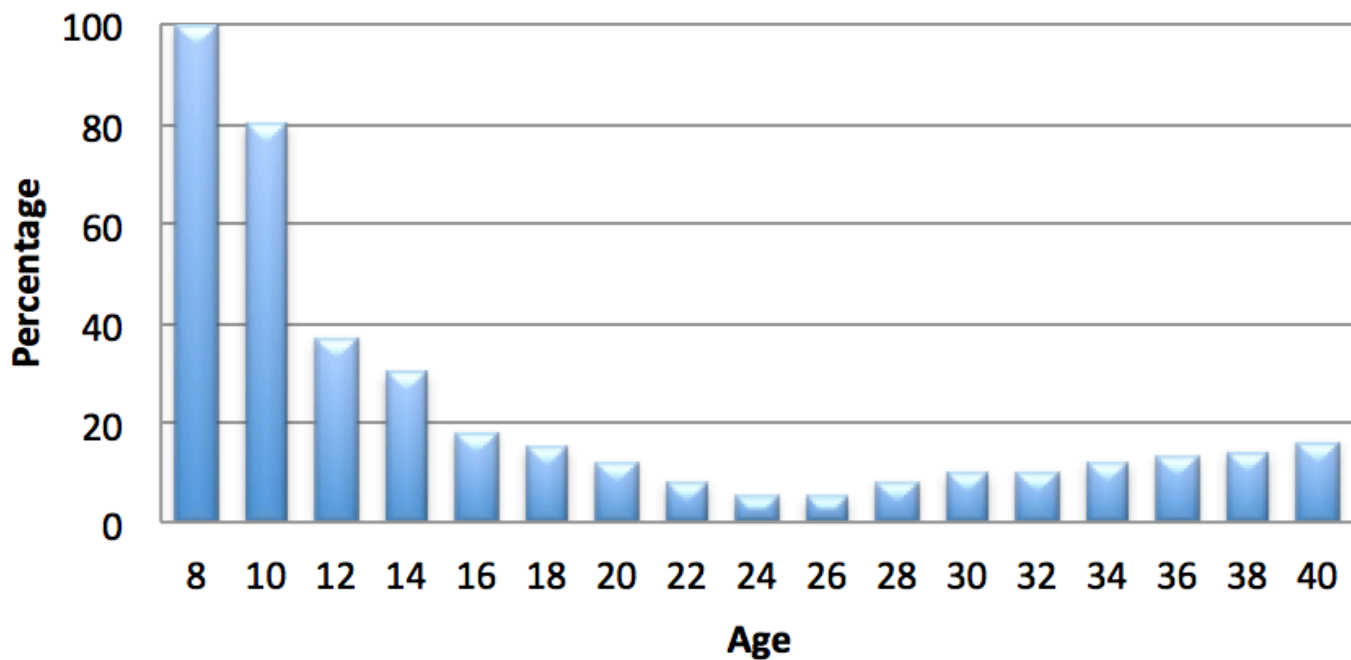
2015



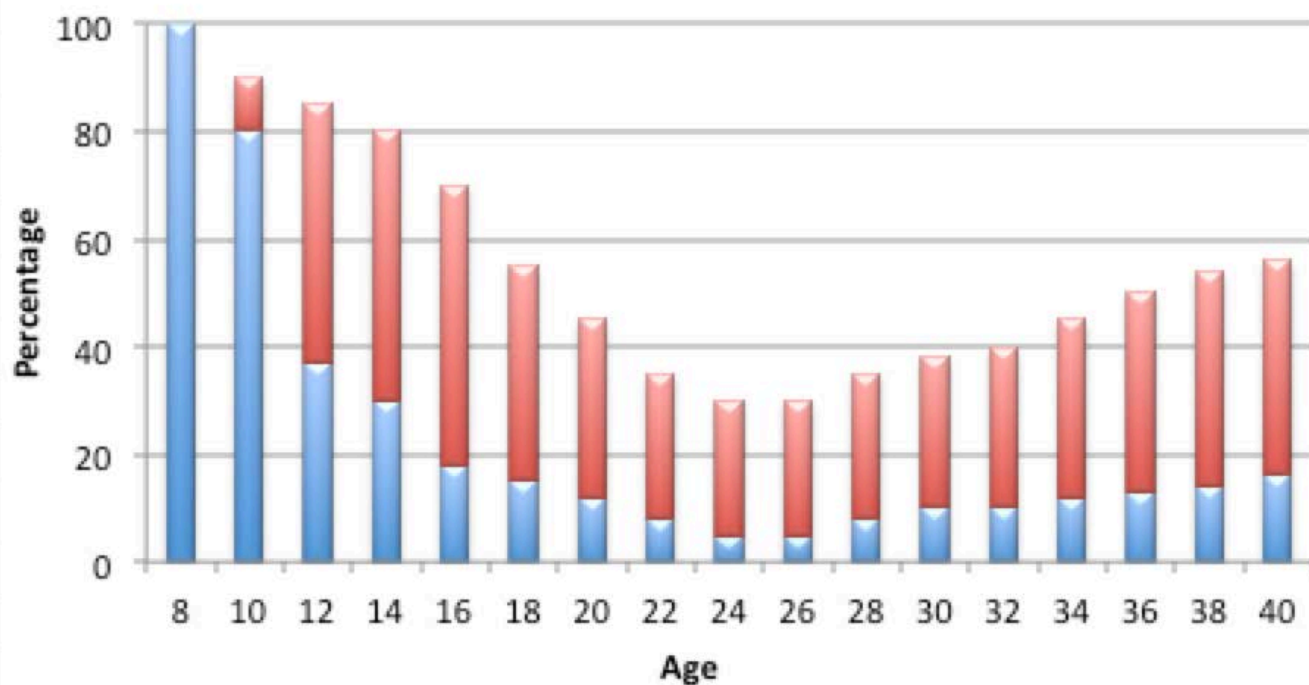
243 classes

The whole pie has increased by 241% !!
And now 80% of the kids are making it past Optis

Sailing Participation by Age



Sailing Participation with High Youth Retention





Messing around in boats = skills



Let's give kids what they want!



Adding Adventure Sailing to your Junior Program

Nevin Sayre NSayre@aol.com



Your Opinion Matters

Please open the **Sailing Leadership Forum app** and complete the **session survey** found in the **menu bar**.

Thank you for attending this session