

Junior Sailing: Beyond Regattas

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Overview

- Overview of why it's important to expand programs beyond racing
- Ideas for bringing “adventure sailing” to your program
- Activities to engage sailors and families in more than just sailing camp



Who is here in the room?

- Did you participate in Jr. sailing as a kid?
- Do you have kids?
- Do you teach sailing?
- Do you run a Jr. Program?
- Are you on a Jr. Committee or Board?
- Who's gone cruising on a boat?
- Who Fishes? Windsurfs?
- Running a race program?
- Running an adventure sailing program?

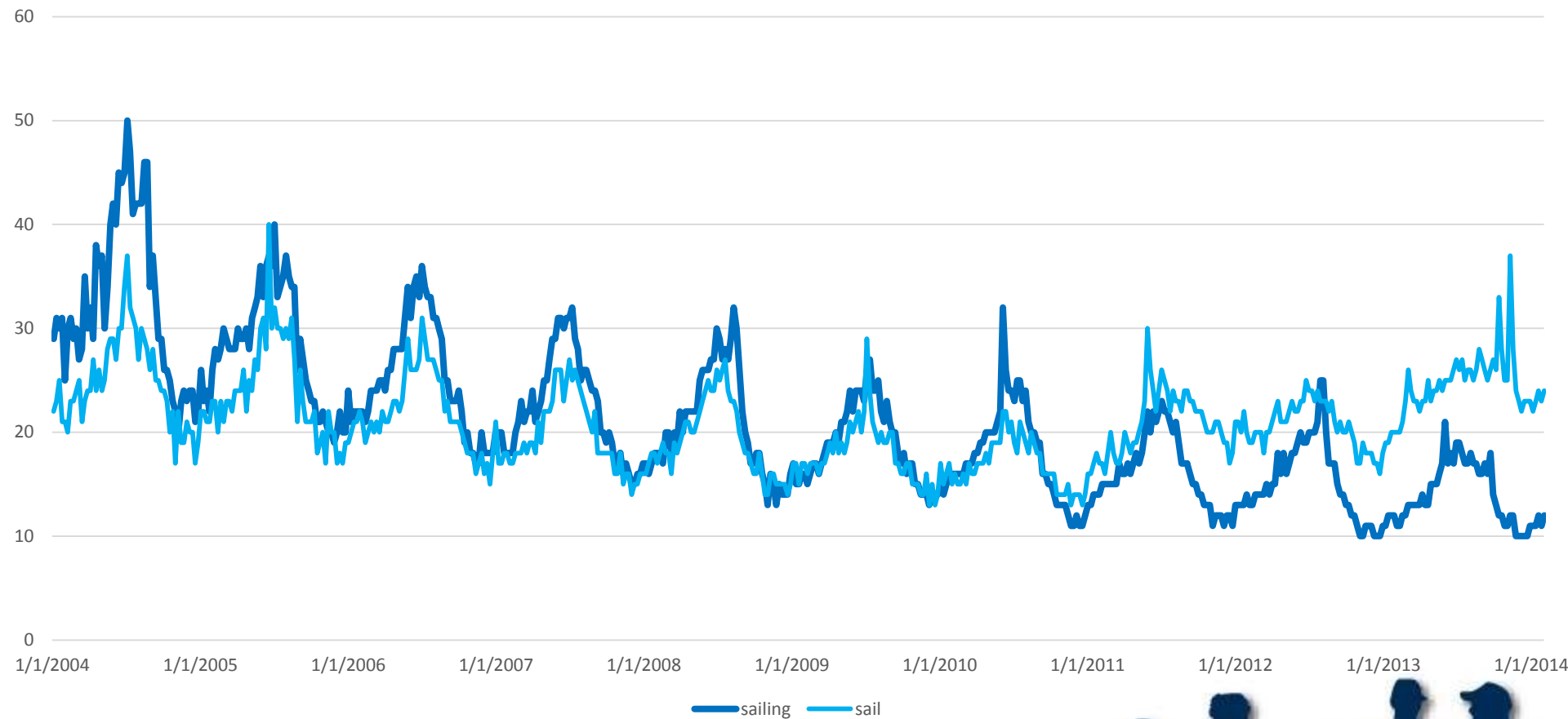


Sailing Participation Dropping

- 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 numbers are way up



Google Search Interest



<http://www.google.com/trends/explore#q=sailing%2C%20sail&geo=US&cmpt=q>



Case study French Sailing Federation

“In 2006, 9-14 year olds represented by far the biggest proportion of participants in our Sailing Schools (more than 70% of participants had less than 14 years). However, their commitment to sailing is a major problem for both the Federation and its clubs (15-20 year olds represent only 13% of participants.. The quality and attractiveness of children’s participation in our Sailing Schools determines their participation later.”



Participation at Ages 7-10 going ok

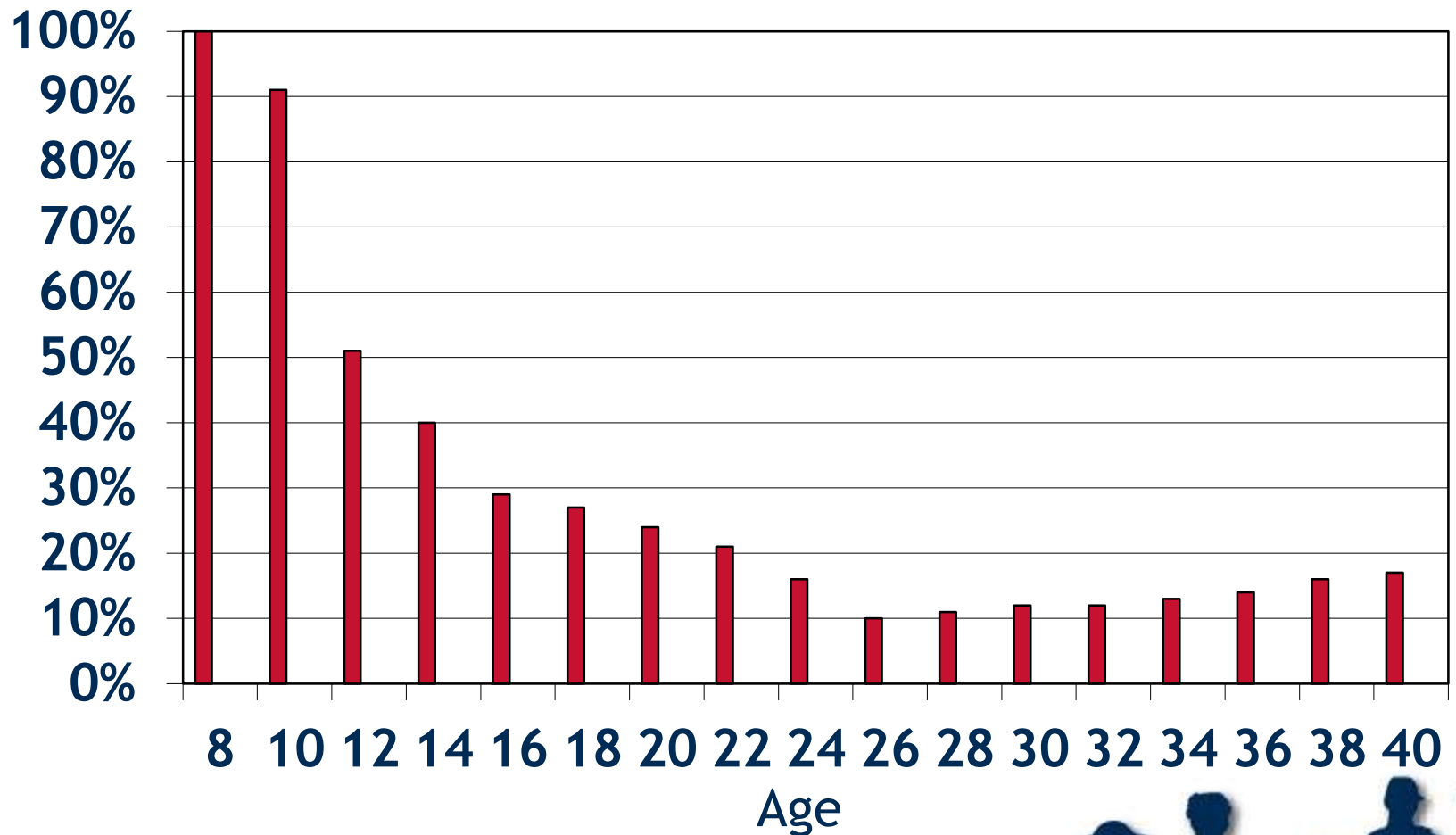
Mom and Dad sign up Junior for sailing class



At age 11+
kids start to exert choice.



Sailing Participation Curve



Primarily we offer kids one path:



Primarily we offer kids one path:



Race! Race! Race!



Races & Rankings

						R1	R2	R3	R4	R5	R6	R7
1	184454	*	KALIN, MICHAEL	05	16	5	1	2	5	2	36.00	20.00
2	185371	*	WRIGHT, DAVID	11	7	1	2	9	1	1	32.00	23.00
3	176918	*	JUNIOR, JOSH	08	2	2	6	11	26	6	61.00	35.00
4	181830	*	HIGGINS, CONNOR	16	4	3	7	12	2	3	47.00	35.00
5	179494	*	WEBER, ROYCE	17	27	4	3	1	10	8	70.00	43.00
6	185462	*	ROGACHENKO, KYL	11	3	7	11	6	8	16	62.00	46.00
7	182394		BOUEILH, ANTHON	18	17	27	4	4	11	7	88.00	61.00
8	179194		AGUAYO, RAUL	11	12	14	9	29	17	4	96.00	67.00
9	185454		GOETTING, MATTH	34	28	10	12	16	7	5	112.00	84.00
10	183811		WILTON, BRENDAN	20	36	11	5	OCS	3	11	130.00	86.00
11	182070		CULLMAN, CAM	29	13	8	22	24	4	17	117.00	93.00
12	181841		LEWIS, EVAN	23	14	17	8	22	16	15	115.00	93.00

Kids already getting plenty of measurement in school.



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



Where are the kids in your program?



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



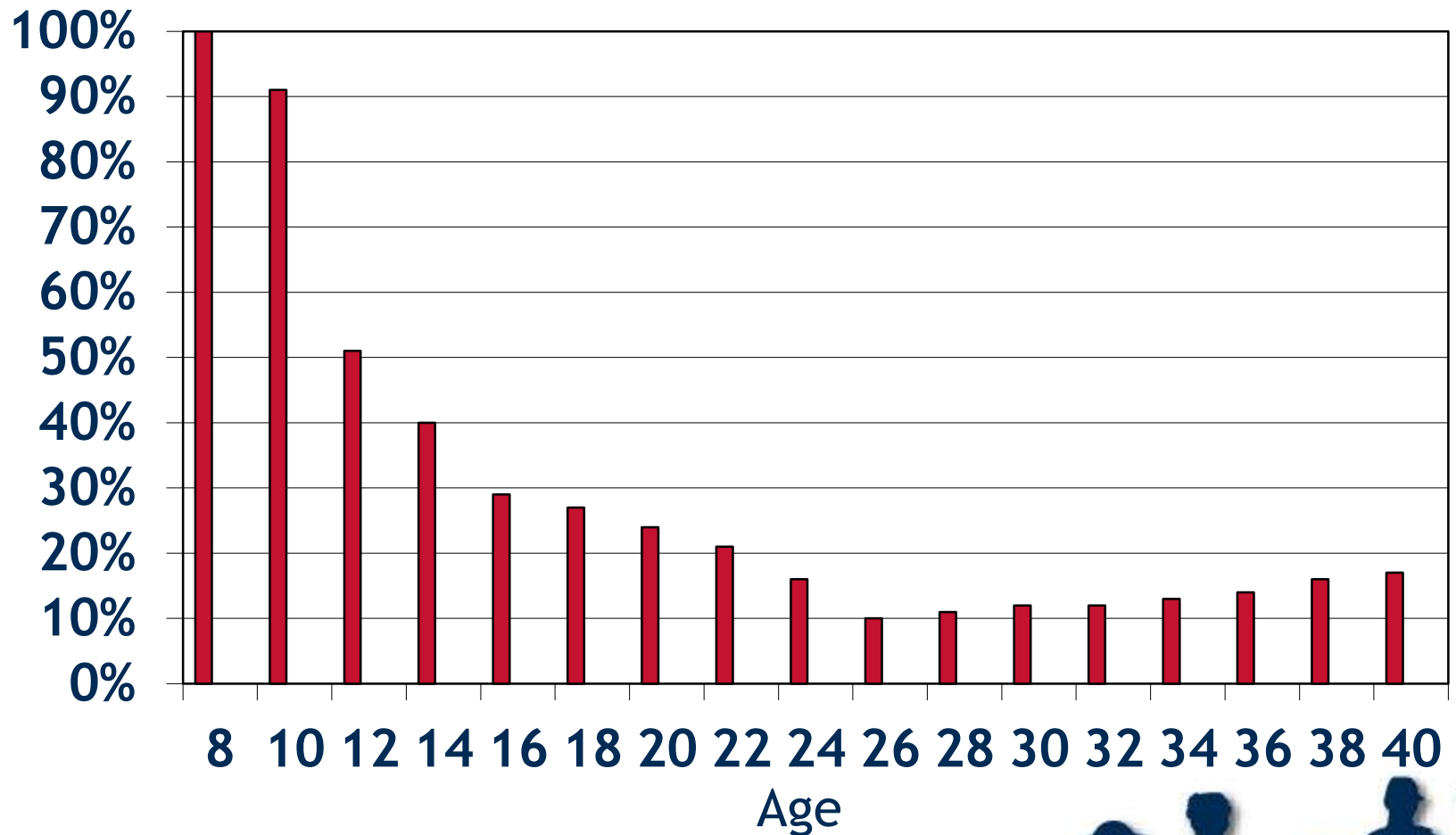
65% spent on new
boats, travel, elite
coaches

25% spent on
up and coming
racers

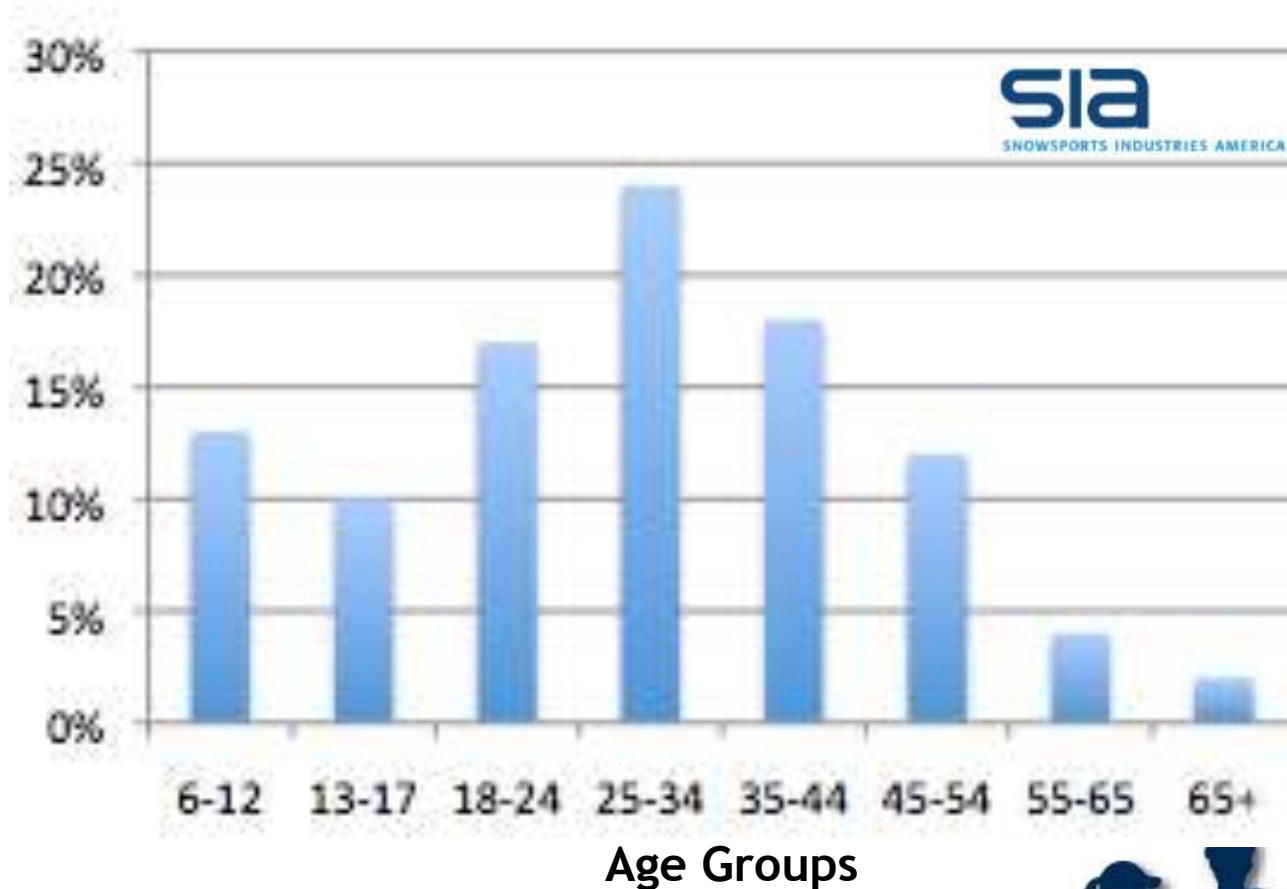
10% spent
on new
sailors



Sailing Participation Curve



Snow Sports Participation by Age





Ski school
= fun!





Less than 1% of all snow sports enthusiasts ever compete!!!!

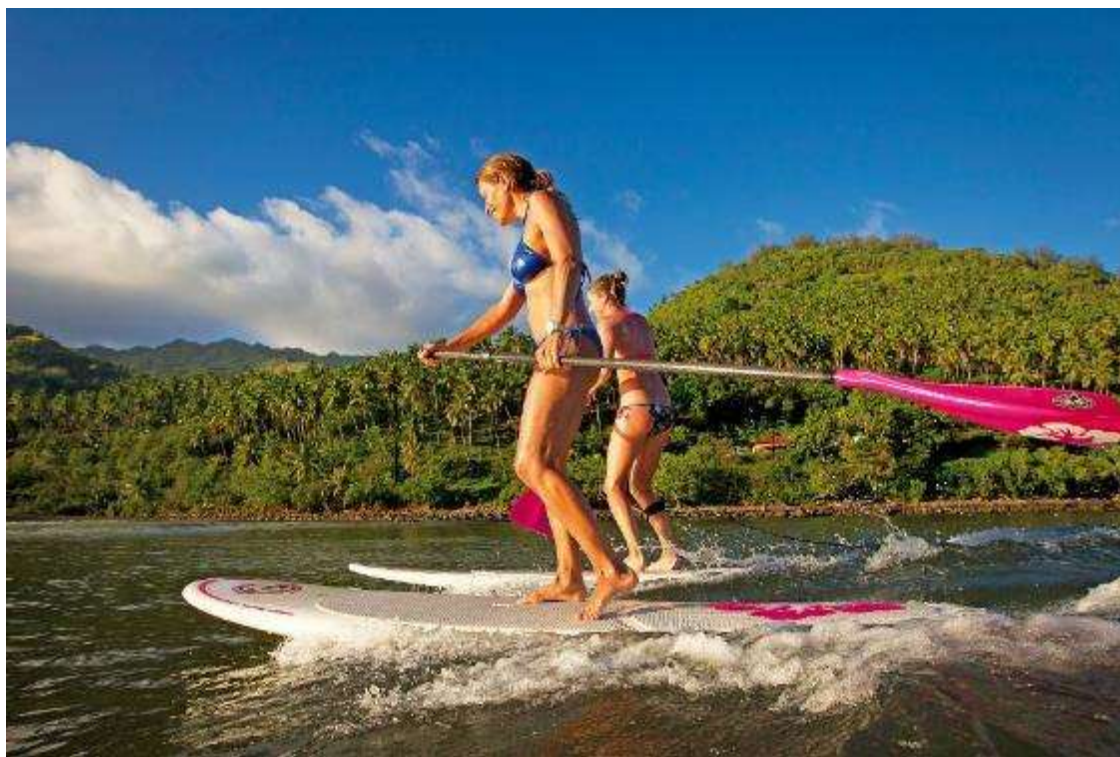
According to the US Snow Sports Association, in 2012 there were 185,521 entries into all competitions (all disciplines). That's out of total combined ski and snowboard population of 17.5 Million.



What percentage in these sports compete???



And the new craze???



What elements are common to all these sports?



Kids Love
BOARD SPORTS

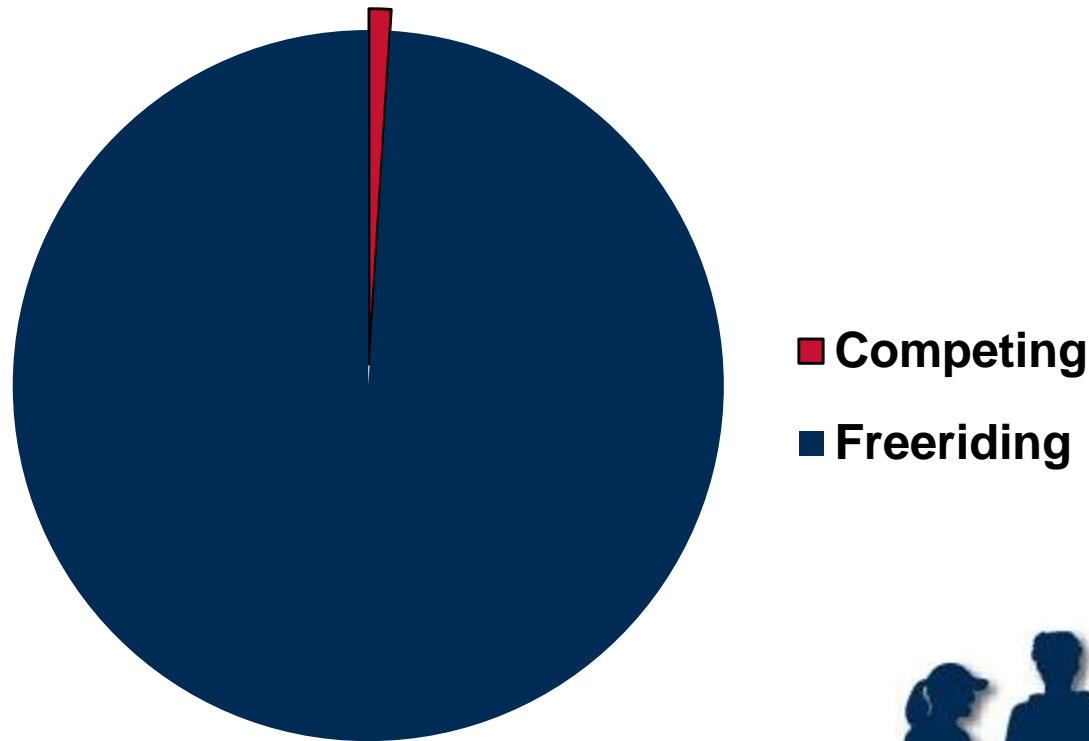


What can sailing learn from these sports that kids love?

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



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



“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 boating on all sorts of craft- not “wash” them out if they don't compete.”

- John Holmberg, former America's Cup helmsman



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)





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



Adventure Programs!

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



Sailing when you were a kid

- Always supervised?
- Do kids in your programs have time to mess around in boats?



Free Sail????

- J22 Family Cruising - parallel to family skiing
- Unsupervised kids?
- VHYC - kids can take out club owned boats and go sailing. Kids still out in boats when the club is locked up.
 - Windsurfer universal joints, Open Bic rudders are in office (self-rescuable boats)
 - ~20 kids regularly use the free sail option
 - Prevailing offshore breeze
 - Program thriving with free sail



AYC Adventure Boating

Uses a variety of boats: BICs, J/22s, Paddleboards, borrowed keelboats, powerboats



AYC owns
7 O'Pen BICs,
6 Paddleboards



Boat Parade & Theme Days



Also uses 420 fleet

Cruising J/22s



Cruising J/22s



Windsurfers and SUPs



Do your programs use
windsurfers, SUPs, kayaks,
canoes?



Paddleboards have been a better option at AYC with launching venue and breeze



Borrowed Boats



- Prior to a Wednesday night Race?
- Member representative on board with coach.
- AYC has had great member involvement.



You can fit a lot of children on a Farr 40!



Plenty of jobs to go around, and they see that their skills from small boats still apply.



Fishing and picnic trips



Full Day
classes take
trips to local
beaches – by
both power
and sailboat.



VHYC JSP Class Schedule 2014

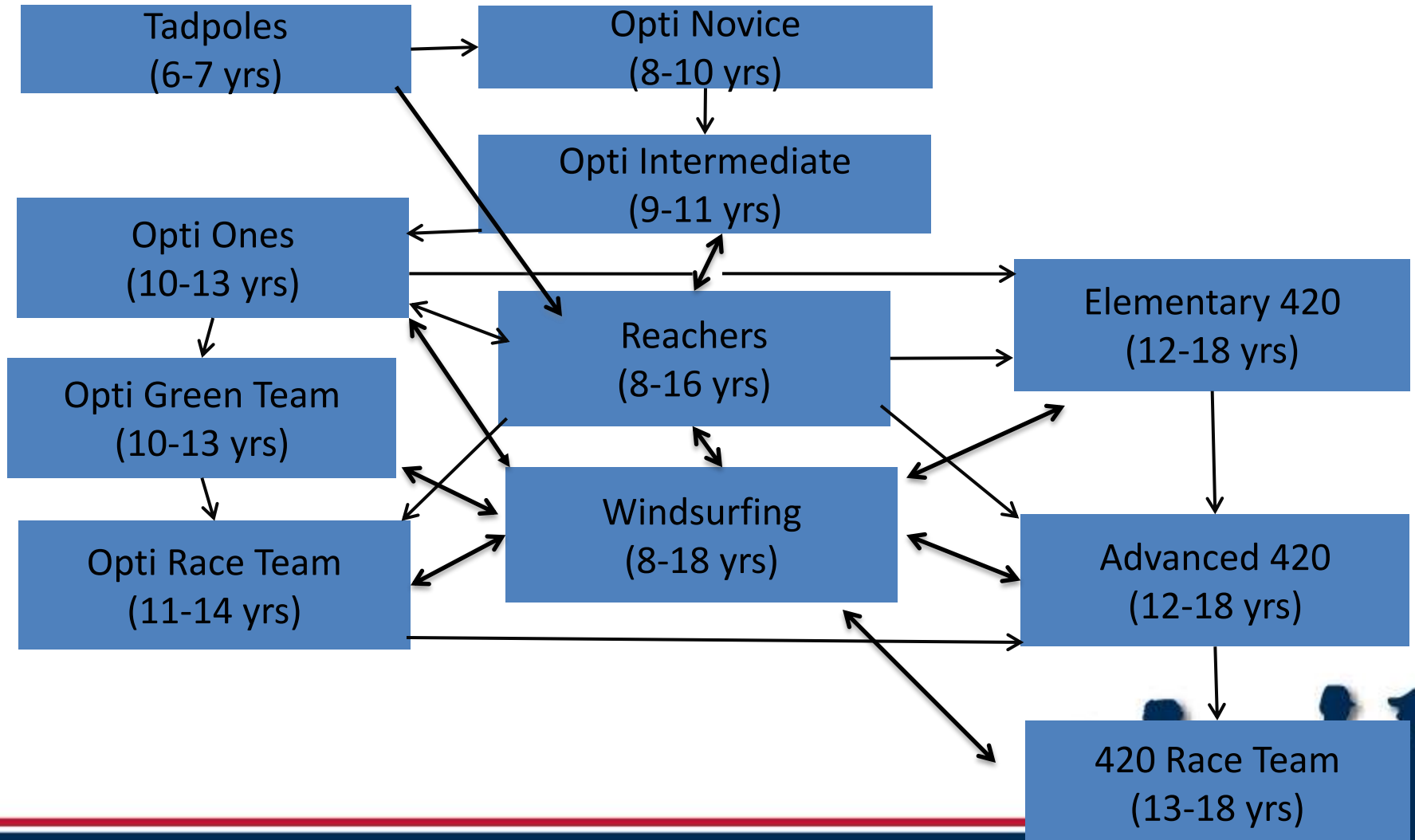
SAILING SCHEDULE:

Session I: June 23 -July 18 Session II: July 21 -August 15

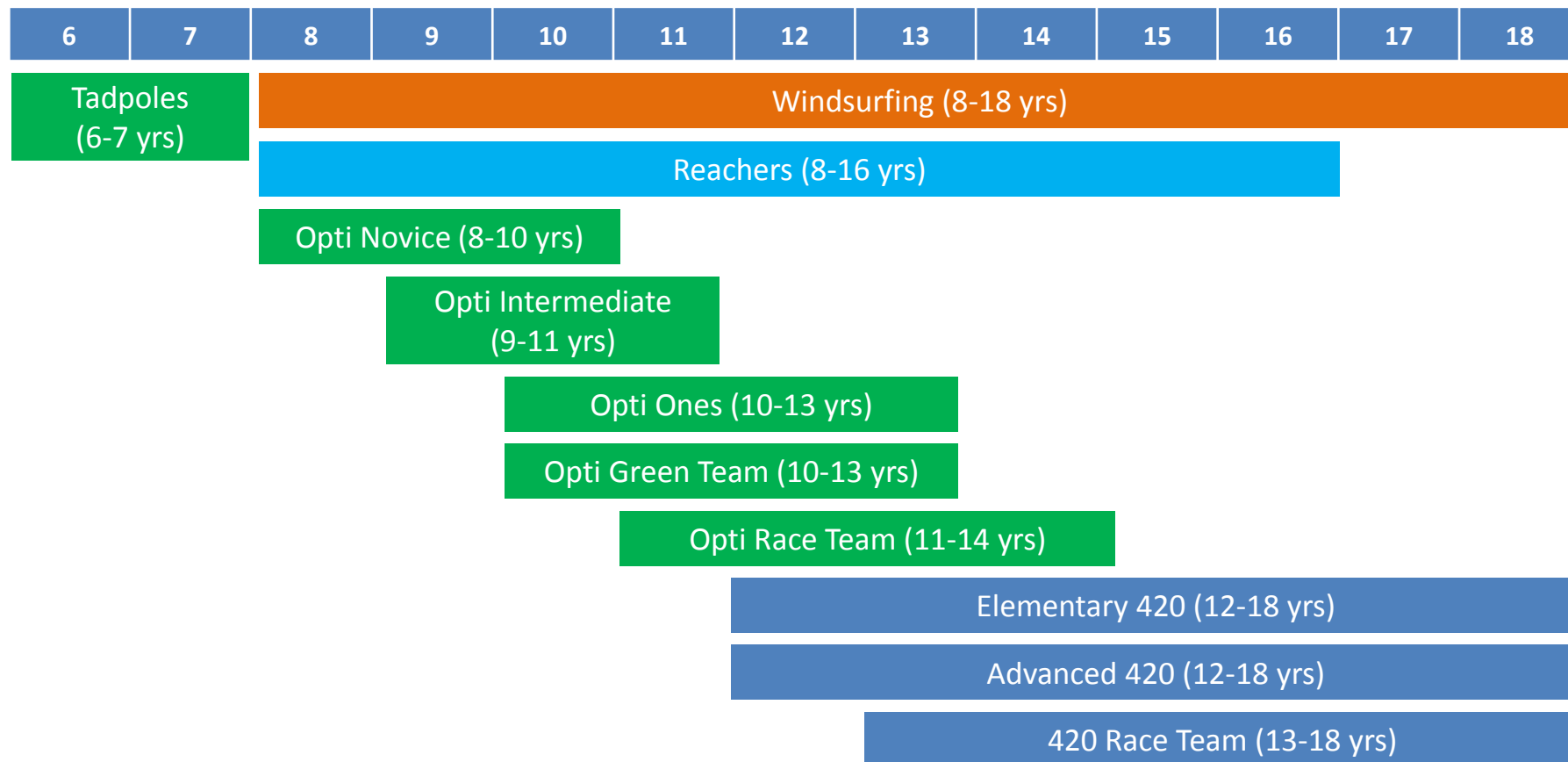
TIME	FLEET	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
AM						
9-12	OPTI	Novice	Tadpoles Novice	Tadpoles Novice	Tadpoles Novice	
9-12	O'PEN BICS	Reachers	Reachers	Reachers	Reachers	
9-12	WIND- SURFING	Beginner or Advanced	Beginner or Advanced	Beginner or Advanced	Beginner or Advanced	
9 -12	420	Elementary	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)



2013 VHYC Class Chart



2013 VHYC Class Chart



Variety ... Skills ... Interest ...

- When's the last time an Opti sailor (or adult racer) anchored a boat?
- Where do kids learn to start a power boat (and maybe troubleshoot starting)?
- How do your kids learn to have fun messing around with boats, the water and more?



Equipment

- What's available at your club??



ACTIVITIES TO ENGAGE SAILORS AND FAMILIES IN MORE THAN JUST SAILING CAMP



Social & Sailing

- While racing boats around marks is fun, limiting sailing to that can:
 - Be boring
 - Limit family participation
 - Lead participants to choose other activities
- Offer social & volunteer activities as part of your program
- Participation = Growth



BBQ's - yum

- Free
- Potluck side dishes
- Provide opportunities for kids to show-off their sailing to peers and parents
- ~\$200/BBQ for 50-60 people
- Green fleet racing
- Awards table - sailors each choose an award



Community Events

SAIL-A-PALOOZA



Saturday, June 2nd
Jordanelle State Park
10am - 4pm

- FREE Sailboat rides
- BBQ at the Beach
- Learn about Park City Sailing programs – adult lessons & youth summer camps
- Meet Park City Stand Up Paddle Boarding
- Boating Safety Classes for Kids
- Laser Rigging & Racing Clinic

- 150+ participants
- Sinking the docks at times ...
- Kids & Adults sailing in 22' keel boats & dinghies



Park City 4th of July Parade



- Laser and 2 Optimists towed down Main Street as part of parade
- Marketing for racing series, Jr. Sailing BBQ's, Demo Days & Jr. Sailing Program



Different Competition Formats



- SkiGatta - Park City - April 5-6 - c'mon out!
- Bike Sail?
- Other events at your club?



Pre-Race Activities



- Pre-Racing Chalk Talks
 - Starting
 - Windward legs
 - Downwind tacticts
 - Mark Roundings
- Boat Tuning Clinic



Volunteer Race Committee

- Obligation for all racers to do a night of RC (scored with average points 😊)
- Opportunities for non-racers, kids to get involved
- Variety of activities leads to increased seamanship



After Racing Activities

- Don't just let participants go home
- Kangaroo Courts
- Drinks & Snacks
- BBQ's



Volunteer Projects

- Some clubs require volunteer hours per member per year
- Builds community
- Family activities
- Public relations boost



Activities beyond racing at your club or program?

- Special events
- Community engagement
- ?



VHYC Reachers Program



“Messing around
in boats”



Variety is the Spice of Life



Board Sports



VHYC Reachers



“Expression Sessions”



Confidence in the water

Kids know that they can easily self rescue.



Capsizing is part of the fun!!!



Waterfront Days



Waterfront Days



“Chowder Race”



SAILING LEADERSHIP
FORUM 2014



Let's give kids what they want!



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