She Sails – Queensland

July 2019
Today – She Sails

- The She Sails initiative and brand
- What tools we have to help
- Update on Queensland activities
- How can your Club make a difference
- Opportunities for Qualifications
- Opportunities for Sponsorship for New Events
Australian Sailing Objectives for Female Sailing

- Growth in participation programs and initiatives
- Development of club contacts for women new to the sport and women currently in the sport
- Promotion of club events; both social and racing
- Promotion of female leadership opportunities & training for female ROs, Instructors & Coaches
- Sharing ‘best practice’ across clubs, classes and those that deliver the sport
She Sails aims to:

- Promote and celebrate female participation in the sport of sailing
- Unify all female participation activities run across the country under one SheSails brand
- Provide clubs with visual materials and case studies to help grow female participation in recreational and competitive sailing
- Provide new and existing female sailors with the opportunity to enjoy activities at their local sailing club with like-minded people
- Develop an online platform to feature female-focused events and programs across the country
- Provide female leadership opportunities
She Sails - Launched on International Women’s Day

Set sail today. Find out more about how you can get involved with sailing at your local club through SheSails.

LATEST NEWS

Sophie Cluzel to talk at inaugural She Sails Networking Event at Derwent Sailing Squadron - 18 Mar 2019

The extremely talented offshore racer Sophie Cluzel is to talk at the inaugural She Sails Tasmania Networking Event on Thursday 28th March 6.00pm - 7.30pm at Derwent Sailing Squadron. read more

Australian Sailing launches SheSails - 08 Mar 2019

On International Women’s Day 2019, Australian Sailing is pleased to announce the launch of our national female participation brand, SheSails. read more

Serious Yahos and Le Cascadeur take spoils in Port Phillip Women’s Championship Series - 04 Mar 2019

Races 3 and 4 of the Port Phillip Women’s Championship Series, hosted by the Royal Yacht Club of Victoria were held on Port Phillip today and the women sailed two very competitive races. read more
She Sails
Marketing toolkit

www.shesails.org.au/resources/marketing-toolkit/
Add your event to the SheSails Calendar

For Clubs to upload an event to the SheSails website they must meet the following criteria:

- The event must be organised and sanctioned by Australian Sailing member club
- There must be a club representative present for the duration of the SheSails event
- The event must comply with relevant Australian Sailing safety regulations
- Events can be any sailing-related activity run by the club, this includes (but not limited to):
  - Regattas
  - Fitness classes
  - Australian Sailing courses
  - Social sailing events
  - Workshops
  - Club run courses and events
- The events should be run in a friendly, inclusive and safe environment
Resources to help

Planning & Promoting SheSails Activities

- Ask your current female members what they want when planning activities or designing programs.
- Introduce a low-commitment way to join or try your activity.
- Introduce a welcome offer/promotion for new members.
- Make smaller groups with more personal support and advice from the instructor.
- Offer variety of times and dates to make it more available.
- Make sure you have communicated details of the event to staff and your current members. Let them know that new women will be visiting the club via newsletters, posters and social media. They will be invaluable in welcoming newcomers and promoting the club as welcoming, with a friendly atmosphere.

**Promoting SheSails activities:**

- Selecting the right message is very important. This message needs to motivate women to engage with your club and reflect what they want and need for their leisure time. Tailor your messages to be encouraging and positive, here are a few examples you may want to consider:

  “Come along to our sailing club to meet like-minded women and learn to sail and open up a new vibrant social life”

  “Sailing is great for people of all ages, backgrounds and abilities. It’s got lots of health benefits and is an excellent way to make new friends”

  “Do you fancy learning a new skill and challenge whilst being in a social club environment. Have you thought about sailing?”

  “Sailing is a great way to make new friends.”

  “Sailing is great way to unwind and de-stress from the pressures of a busy lifestyle.”

  - Use photos and video that show everyday women of all shapes, sizes, backgrounds and abilities getting involved.
  - Put the details on your club website. Make sure it’s clear that all equipment and boats will be provided and give guidance about appropriate clothing.

- Get the word out in your local community – word of mouth, newsletters and social media, remember to tag SheSails channels and #SheSails.
- Promote your activity on the she sails.org.au website and @SheSailsAus FB page.
- Create posters using SheSails template to display at your club and local businesses.
- Ask your current women members to help, sign them up as volunteers.
- Encourage your current members to bring friends.
- Partner with other organisations to reach new people.
- After the event, follow up with the participants, seek feedback, invite them to participate again and encourage new attendees to join your club and start sailing on a more permanent basis.

**On the following pages you will find Case studies from the clubs who already run female orientated events and programs that you can refer to when planning your SheSails activities**
Case Studies

NEW SOUTH WALES
Newcastle Cruising Yacht Club

READ MORE

QUEENSLAND
Mooloolaba Yacht Club

READ MORE

SOUTH AUSTRALIA
Goolwa Regatta Yacht Club

READ MORE

TASMANIA
Derwent Sailing Squadron

READ MORE

VICTORIA
Mount Martha Yacht Club

READ MORE

WESTERN AUSTRALIA
Royal Freshwater Bay Yacht Club

READ MORE
Gender breakdown in Queensland

Gender breakdown of club membership in QLD

Males 66%
Females 34%
Some She Sails Queensland Statistics

• 8 clubs have had sponsorship for new She Sails Initiatives

• 23 Qld Women from 12 different clubs have got new qualifications through She Sails Funding

• 23 Qld Clubs have She Sails Club Representatives

• 13 Women have taken advantage of the leadership weekends
She Sails Network Meetings

• Come in person or hook up via skype, video link, or phone

• Focus sessions

• Building a community that shares knowledge and support

• Pathways in Sailing
# Townsville Yacht Club GaLs Regatta

**Social Program**

| Friday, 6th September | Registration  
Welcome Drinks on the Foredeck - nibbles provided  
Briefing & Welcome  
Book a table & stay for dinner...
| --- | ---
| 5pm - 6pm |  
6pm - 7pm  
7pm |
| Saturday, 7th September | Day 1 Racing  
Yachtyes Hour on the Deck  
Awards for Day 1 Placings  
Buffet Dinner - all Competitors invited (inc in rego)  
Extra tickets for guests can be purchased from TYC  
 Lucky door prize... Be there to win!  
Live band - Stoney Bay  
7.30pm onwards |
| 10.30am |  
6pm - 7pm  
6.30pm  
7pm |
| Sunday, 8th September | Day 2 Racing  
Yachts Hour in the Mariner’s Room - nibbles provided  
Awards for Day 2 & Overall Placings  
Chill out on the deck for the GaLs Sunday Session  
with live music by Geoff Warner  
Book a table for dinner & continue the celebrations...
| 10.00am |  
3pm - 4pm  
3.30pm  
4pm onwards |

For all restaurant bookings & further information ph: 07 4772 1192
What you and your club can do!

• Nominate someone to be part of the She Sails-Qld Network Group

• Help promote and nominate someone for a She Sails Award at next year’s Queensland State Sailing Awards

• Share your events through your club social media channels, tag # SHESAILS @SheSailsAUS FB page

• Put your event on the She Sails event calendar www.shesails.org.au through RevSport

• Take the time to Inspect your facilities. Are they suitable/welcoming to new members, especially women and girls.

• Is your constitution preventing women taking on leadership roles at your club

• Involve your existing female club members in any new initiatives/programs they can bring a friend and also be your ambassadors
She Sails State/ National Awards

This award is to recognise an outstanding contribution to female participation in sailing and can be awarded to an individual, group, class or club. The Award criteria looks for achievements and contributions in the coordination, promotion and/or administration of female participation in the sport. The Positions and roles held, activities undertaken and time contributed. This year we have three fantastic finalists: Mooloolaba Yacht Club’s Womens Keelboat Program, Dianne Kelsey from Townsville Sailing Club and Terri Mitchell from Townsville Yacht Club.
Get Qualified through She Sails

Through generous funding from the Queensland Government we have Qualification vouchers for any Australian Sailing Course for any females in your club.