



The key finding from the research conducted with Non Sailing Females and how Yachting Victoria is addressing these findings



Entry points to sailing for females including learn to sail courses

Key findings from research

In terms of the “attractiveness of sailing”, the top rated responses were:

- 64% The outdoors (particularly young people)
- 41% Social possibilities – the opportunity to meet people,
- 35% Health/ exercise,
- 35% Living close to water and
- 31% Skills development.

Whilst less attractive in comparison, the sense of freedom, being an activity for the whole family and the idea of midweek twilight social sailing each appealed to 1 in 5 non sailors.

54% are interested in Discovering sailing whilst 58% would consider doing a Learn to Sail course
42% expressed a preference for a female only courses with this being more appealing (46%) to older non sailors (40 years and over

Barriers to participating in sailing

Key findings from research

In terms of **Sailing barriers** the top rated responses were:

- 43% time commitments
- 34% lack of skill (particularly respondents over 40)
- 25% believe you feel out of place
- 25% not knowing how to get started
- 22% cost of buying the right sailing gear

How Yachting Victoria is addressing this finding

Yachting Victoria are planning to develop a guide which clubs can use to promote sailing within their local community.

Yachting Victoria currently are promoting learn to sail keelboat courses in the Bayside Leader newspaper and the Hobsons Bay Leader newspaper. Yachting plan to soon promote in the Port Phillip leader newspaper.

How Yachting Victoria is addressing this finding

Yachting Victoria is to create a section on a new Women and Girls in Sailing website dedicated to females new to sailing

- Promoting shorter formats of sailing such as twilight
- Promote learn to sail courses
- Have a Q&A section
- List club contacts

21% not having someone to go with
20% cost of membership

Yachting Victoria are looking at getting some editorials in local community newspapers written by females who have sailed for the first time

Non sailors interested in volunteering at your yacht club

Key findings from research

56% expressed interest in club roles with the most popular roles being:

30% Helping to organise social events (particularly young people)

21% Being on the rescue boat

20% Greeting new members and

19% Administration

How Yachting Victoria is addressing this finding

Yachting Victoria have constructed a document through the work by the Participation Committee which aims to help yacht club attract and retain volunteers.