



WELCOME

Commodores Conference 2018



Sail for Life



DAVID ABERCROMBIE

CEO



Sail for Life



Our Strategic Direction

*Helping New Zealanders **access,**
enjoy and succeed on the water
for life*



*Introducing the Yachting New
Zealand staff and Board of
Directors*



Funding

How can clubs be more successful in increasing revenue through grants and sponsorship; understanding the funding landscape.

Speakers from:

- *Active Auckland Sport and Recreation*
- *Lawson's Dry Hills*
- *Aon New Zealand*
- *Sport New Zealand*
- *Yachting New Zealand*



NZCT Regional Support Officer Programme

A discussion with clubs on the recent review of the programme, the regional realignment and how clubs can best work with the RSO's.

Managers Meeting

A informal forum for club managers to discuss successes and the challenges they face



Yachting New Zealand update

- *YNZ Strategic Direction*
- *YNZ Environmental Sustainability Strategy*
- *Update on Website and CRM*
- *Member Card update*
- *Club Survey*
- *Volvo Sailing... Have a Go! Update*
- *Advocacy*
- *Affiliation Fee*



Making the most out of the day

- *Engage in the discussion*
- *Meet other club leaders – share experiences*
- *Take the messages back home*



zhik®



Funding Session One



Sail for Life



Funding

How can clubs be more successful in increasing revenue through grants and sponsorship; understanding the funding landscape.

Speakers from:

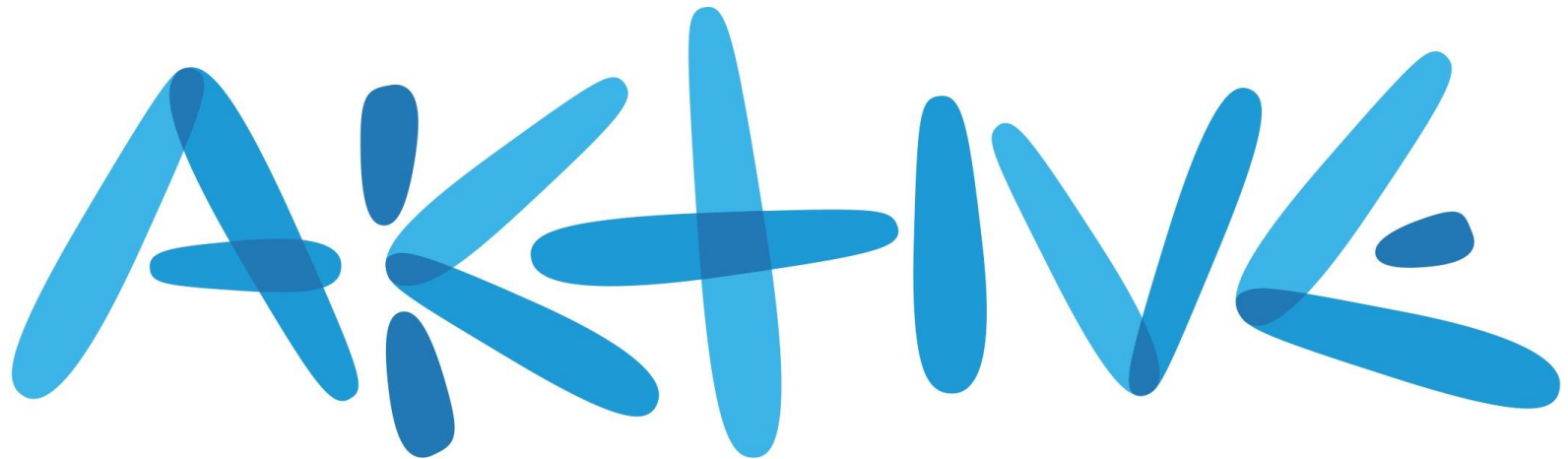
- *Active Auckland Sport and Recreation*
- *Lawson's Dry Hills*
- *Aon New Zealand*
- *Sport New Zealand*
- *Yachting New Zealand*

Followed by panel 'Q & A' session



Outcomes of this session:

- *Greater understanding within clubs around trust funding, sponsorship and opportunities (including value in kind)*
- *Importance of sponsorships / partnerships*



Auckland Sport & Recreation

- See additional slides



Lion Foundation



THE LION FOUNDATION

Here for good

Understanding & Accessing Community Funding



The Gaming Sector



- \$262m distributed through grants last year
- This represents approx. 35% of all philanthropic spending in NZ each year
- A minimum of 40% must be returned to the community through grants
 - Lotto = 20%
 - TAB = 20%
 - Skycity = 2.5%
- Major benefactors of the industry:
 - Sport = 48%
 - Community Groups = 18%
 - Education = 9%
 - Emergency Services = 6%
 - Arts & Culture = 5%



Challenges



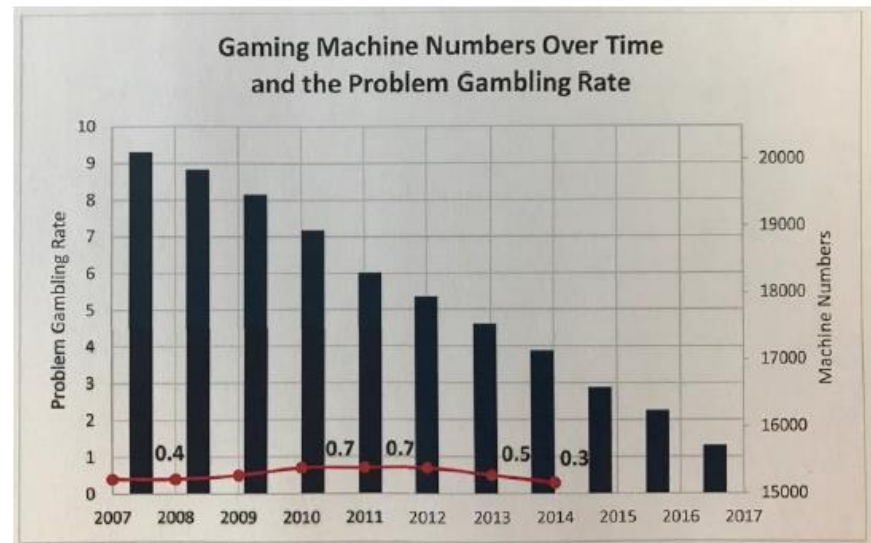
- Perception
 - Very loud problem gambling message
- Council “Sinking Lid” Policies
- Ineffective regulation of the sector
- Limited collaboration between Gaming Societies
- Hospitality is a tough industry
 - No venues means no funding
- Community reliance on trust funding
 - E.g. Gaming Societies put more money into sport than the NZ Government
- 38 Gaming Societies
 - Cost \$69m to run
 - Duplication, Inefficiency & Self-Interest



Harm Prevention



- The Lion Foundation work extremely hard with Venue Operators and staff on harm prevention
 - Inductions for new staff
 - Quarterly trainings
 - Annual operator forums
- In terms of Statistics:
 - Gaming venues have halved since 2004
 - Gaming machines have halved since 2004
 - Problem gambling has remained the same

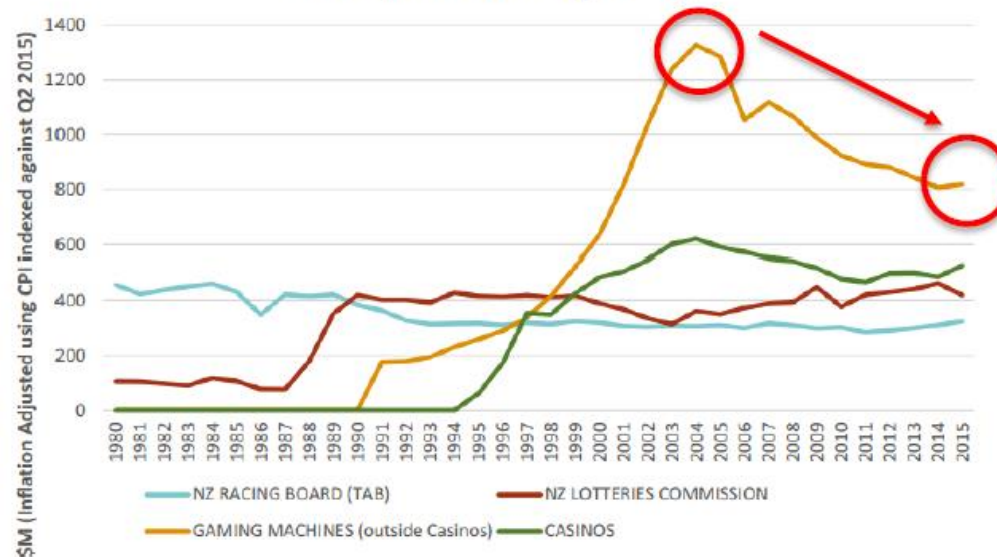


Trends



- In 2004 Gaming Societies returned \$384m in grants
- In 2015 this was \$262m, a decrease of 33%

Gambling Expenditure in New Zealand 1980 - 2015 (Inflation Adjusted)



The Lion Foundation



- Returned over \$820m since 1987
- Last year:
 - \$100m requested & \$36m Granted
 - 3500+ applications
- 4 Regional Grants Committees
- 1 National Board
- An inclusive Grants Strategy
 - Community, Health, Education & Sport
- Two Fundamental principles:
 1. The money belongs to the community
 2. Our role is to simply return the funds to their source in the most effective and efficient way possible



Our Funding Model



- Money is returned to the community where it's generated
- 90% of grants are returned within the TLA of generation
- 10% supports national causes that can demonstrate impact at a local level
- We prioritise local applications
- 'Local' is defined as being located or delivering programmes within 5km of a Lion Foundation venue
 - The 5km policy varies region by region



FAQ's



- Who can apply for funding? Schools, Reg'd Charities and Incorp. Soc's with a letter of IRD tax Exemption
- Can I apply to multiple Trusts for the same project? Yes as long as you don't double dip
- Is there a maximum or minimum amount? No we fund the full spectrum, but be realistic
- Can venue operators influence grants? Absolutely not
- How many applications can I make? 1 successful application every 12 months
- How many things can I ask for funding towards? Multiple within the one application
- What if we sit outside the 5km? Your application will need to demonstrate impact within the 'Local' area
- How many quotes do I need? Two, the only exception is specialists items
- How long do applications take? We meet monthly but always allow for up to 8 weeks
- Is funding guaranteed? No, it will always depend on the availability of funds- Amounts often vary year on year
- What do I do if there is money left over? Return it or contact us to discuss options
- What happens if you fail your audit? Refund + your organisation and the individuals are red flagged
- How do we say thank you? Recognition & media is appreciated but venue's do all the work, thank them



Items We Can Consider



- Fixed & Measurable Operating Expenses
 - E.g. Rent and insurance
- Vehicle Leases
- Capital Projects (Within Reason)
- Domestic Travel
 - Van hire or flights
- Accommodation in NZ
- Gear and Equipment
- Playing Uniforms
 - As long as they remain the property of the organisation
- Umpire/referee fee's



Items We Can Consider



- Venue Hirage
- Fixed Event Costs
 - E.g. Stage Hire, Security, Lighting, Sound
- Salaries That we Have Funded in the Past
- Coaching – contracted only and on a case by case basis
- Computers, IT Upgrades and Website Development
- App's
- Affiliation Fees – Up to 75%



Items We Don't Fund



- Anything You've Already Paid For
- Variable Costs Like Petrol or Toll Calls
- Third Party Payments
- Fundraising Events
- Signage, Branding & Marketing
- International Travel
- First Aid Kits or Physio's
- Socks, Jackets, Tracksuits & Formal Wear
- Items That Involve the Funds Being Spent Overseas
- Professional Sport
- Tourism
- The Racing Industry
- Anything That Another Trust Has Already Granted the Full Amount For
- Salaries we Haven't Supported in the Past



Helpful Tips



- We look at:
 1. Impact at a local level
 2. Wider community benefit
 3. Your organisations track record (both financial and delivery of services)
 4. Quality of leadership
 5. Availability of funds
- Use the cover letter to promote the merits of your application
 - What are the barriers/opportunities
 - Who will this grant help & how
- We like to see your organisation contributing something as well
- Be realistic
- Take your time & Include everything
- If you're not sure, ask





Lawson's Dry Hills



LAWSON'S DRY HILLS

———— MARLBOROUGH ————

Sail for Life



Brent Mullan – Aon New Zealand





- See additional slides



David Abercrombie – Yachting New Zealand



Yachting New Zealand



David Abercrombie – Yachting New Zealand

What are sponsors looking for?

Corporate Social
Responsibility /
Community
Goodwill

Location / Venue

B2B / Networking

Connection to
target market



Sales Opportunity

Corporate Entertainment

Visibility

Brand Fit

Exclusivity /
Competitive Advantage



David Abercrombie – Yachting New Zealand

What can clubs offer?

Branding opportunities
(Venues, Boats, Events, Sails)

Unique locations

Meetings and
conferences

Membership base



Social memberships /
full memberships

Community Connections /
Local PR

Events / Entertainment

Networking events

Offer a sponsorship “package” that demonstrates value and return on investment



How to target and approach sponsors?

Companies with something to offer in 'value in kind'

Brand fit / similar target markets

Companies investing in Corporate Social Responsibility

Personal contacts

Sponsors involved in sailing



Prominent local companies/ employers

Networking events

- Map it out and draw up a top 10 target list
- Prepare a professional sponsorship presentation clearly outlining the package benefits
- Allocate sales role to specific individuals and make the calls!



Approaching sponsors - Data is king

Data is the single most important factor to attract corporate partners.

Yachting has a valuable demographic, but partners need to be able to reach them.

A good database will help secure sponsorship, which includes good information such as:

- Number and details of members
- Demographics (age, gender, etc)
- Geographic information
- Contact details (phone, email)



David Abercrombie – Yachting New Zealand

It is important to build a good relationship with sponsors and demonstrate a return on their investment



Long term sponsorship relationships are the goal



David Abercrombie – Yachting New Zealand

- Valuing your membership
 - Understand what you offer and who your customers are
 - Put a value on what you offer
 - Understand what other clubs in your region offer (not just sailing and boating clubs)
 - When setting your subscription levels, understand what other clubs are charging
 - Average \$193 (Median \$175) for a Senior Sub
 - We will share the information



Panel 'Q&A'

AON



LAWSON'S DRY HILLS
— MARLBOROUGH —





Morning Tea Break





'Post it' Session #1 – Growing Participation

Growing participation within clubs is key to keeping a club alive.

Write down one way your club could make use of Kiwisport funding to support a programme or work with another club to generate greater participation at your club.



NZCT Regional Support Officer Programme

Session Two



Sail for Life



NZCT Regional Support Officer Programme

- 2017 review of the programme
 - Why
 - Results
 - Outcome (What clubs need)
 - New Regional Boundaries
 - Adjusting the way we work, better planning





Wayne Holdt

Regional Support Officer (Central Region)

Working with Waitara Boating Club; helping develop a club health and safety management plan, including a system for running and managing rescue boats.





NZCT Regional Support Officer Programme



Ian Gardiner

Regional Support Officer
(Southern Region)

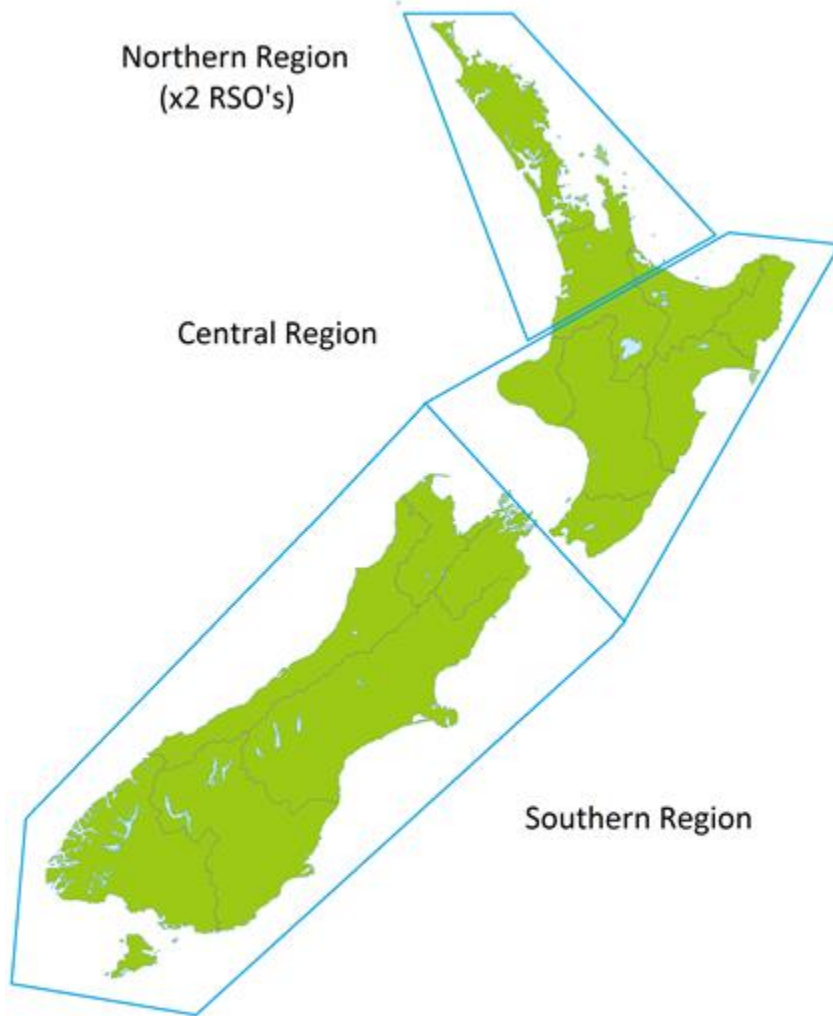
*A Regional Support Officer's
perspective:*



- **Give a Man a Fish, and You Feed Him for a Day**
- **Teach a Man To Fish, and You Feed Him for a Lifetime**



NZCT Regional Support Officer Programme



- 4 RSO's Nationally
- 28 weekends in the traditional sailing season
- Large geographical area to cover

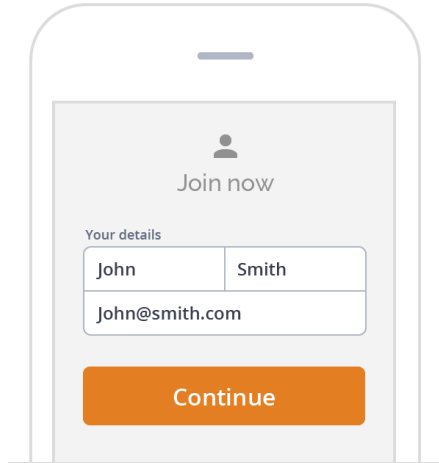


NZCT Regional Support Officer Programme

- Approaching each customer (club) with the concept of:
 - Helping to solve problems / challenges
 - Achieving a Goal
 - Developing, growing, managing their club in the direction the members desire
 - Not of selling a product or service



NZCT Regional Support Officer Programme



Example ONE

- Implementation of an on line member management system

Outcomes

- Big reduction in club administration
- Easy to follow for members
- Up to date clubs database
- Enhancing clubs communication
- Different areas of clubs activity can have up to date and correct information
- Big reduction in administration and allows better volunteer time utilisation
- Smother event entry, confirmation, receipting and uploading to Sailwave



NZCT Regional Support Officer Programme



Member
Management



Example TWO

- Accounting & Book keeping systems

Outcomes

- Major reduction in administration
- Easy to follow for members and succession planning
- Benefits of using the cloud for changing clubs management
- Interlinking with the Bank, Accounting Package and Member Management Software
- Better format to reduce costs at annual accounts and audit time
- Free software packages are available



NZCT Regional Support Officer Programme



Example THREE

- Providing an outside view to club structure with school team sailing

Outcomes

- Schools sailing organisation integration into clubs
- Advice on how different areas achieve integration
- Outside the box thinking on organisational structures
- More member numbers for clubs
- Preserving funding structures and streams



What are we here for?





Workshop

1. What do you expect from your RSO?



Workshop

2. How can the support of the RSO's add **long term** value to the club?



Workshop

3. Being realistic (1 RSO to 28 Clubs), how would you best work with your RSO?



2018 Commodores Conference





Lunch Break





2018 Commodores Conference



LAWSON'S DRY HILLS

— MARLBOROUGH —



'Post it' Session #2 – Getting a deal

The Yachting New Zealand Member Card is now being used by 76 clubs.

- 1. If your club is not using the card, write down why not*
- 2. Let us know a product, service or company you think would be a valuable nationwide offering or discount*

If you have a relationship with someone who might be interested in being a supplier on the card, please let us know.



Dave's Desk • Live!

Session Three



Sail for Life



- Yachting New Zealand Strategic Direction
- Yachting New Zealand Environmental Sustainability Strategy
- Update on website, database and Embark
- Yachting New Zealand Member Card update
- Club Survey
- Volvo Sailing... Have a Go! update
- Advocacy
- Yachting New Zealand Affiliation Fee



2018 - 2021 Strategic Direction Yachting New Zealand

Commodores Conference 2018



Sail for Life



Where we have come from

- The previous Yachting New Zealand strategic direction document has been in place since 2012
- The key pillars of access, enjoyment and success have resonated well with our members
- These pillars underpinned Yachting New Zealand's business plan since 2012
- That plan ran its course in 2016 and we now have a refreshed plan for 2018-2021 and beyond

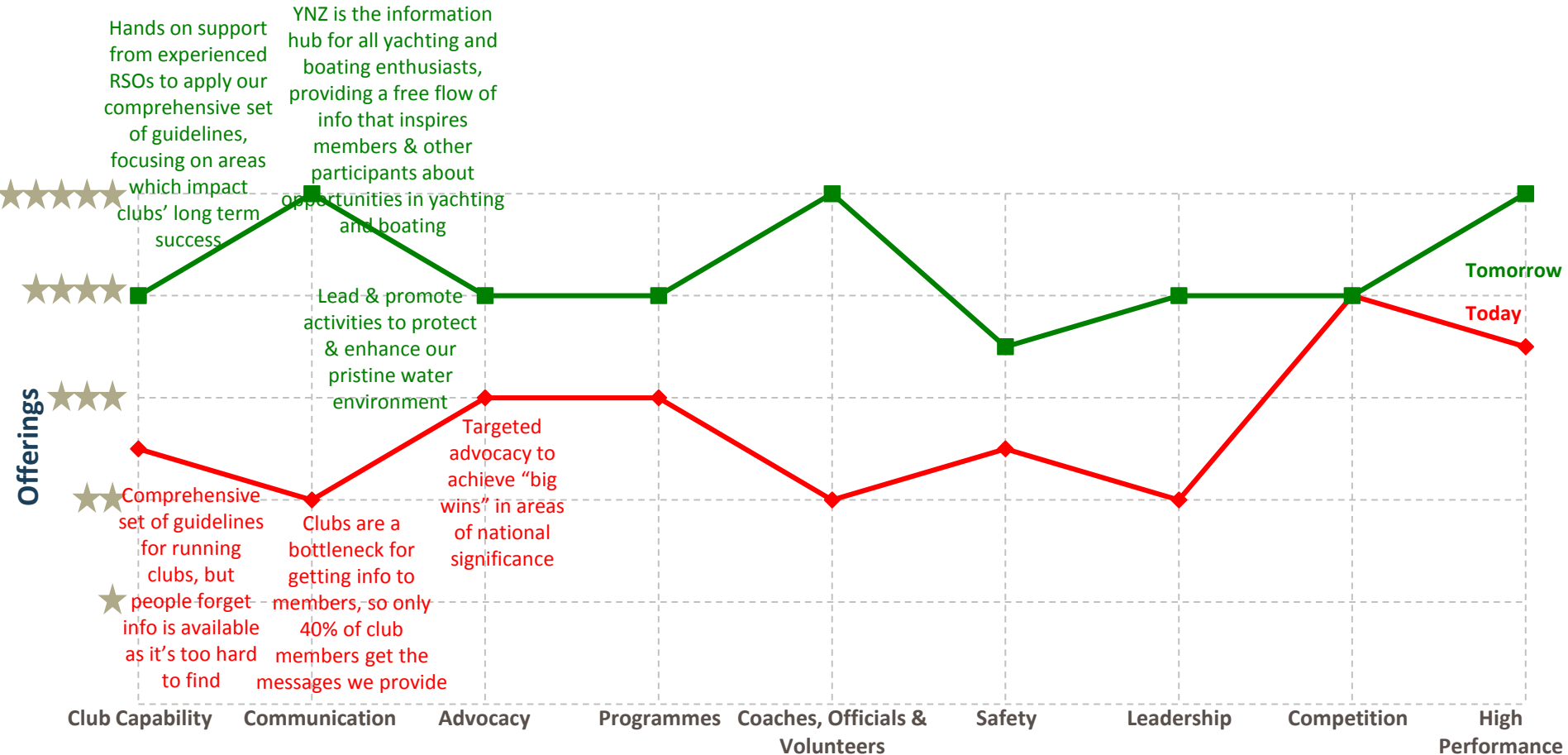


Our clubs and members are our primary customers

- In developing a strategy canvas, it was important to choose a single “primary” customer so the strategy remains focused on serving the needs of that customer
- This doesn’t mean that there aren’t multiple different customers for an organisation
- Trying to serve multiple customers means there is a lack of focus, and resources are spread thinly across many areas. As a result, no customer is served well
- As part of the strategy workshops, the team considered a range of different customers and determined that the primary customer for Yachting New Zealand are the clubs
- It was agreed that having strong relationships with our member clubs is critical to the overall success of Yachting New Zealand
- Therefore, unsurprisingly, clubs remain the focus of the refreshed strategy

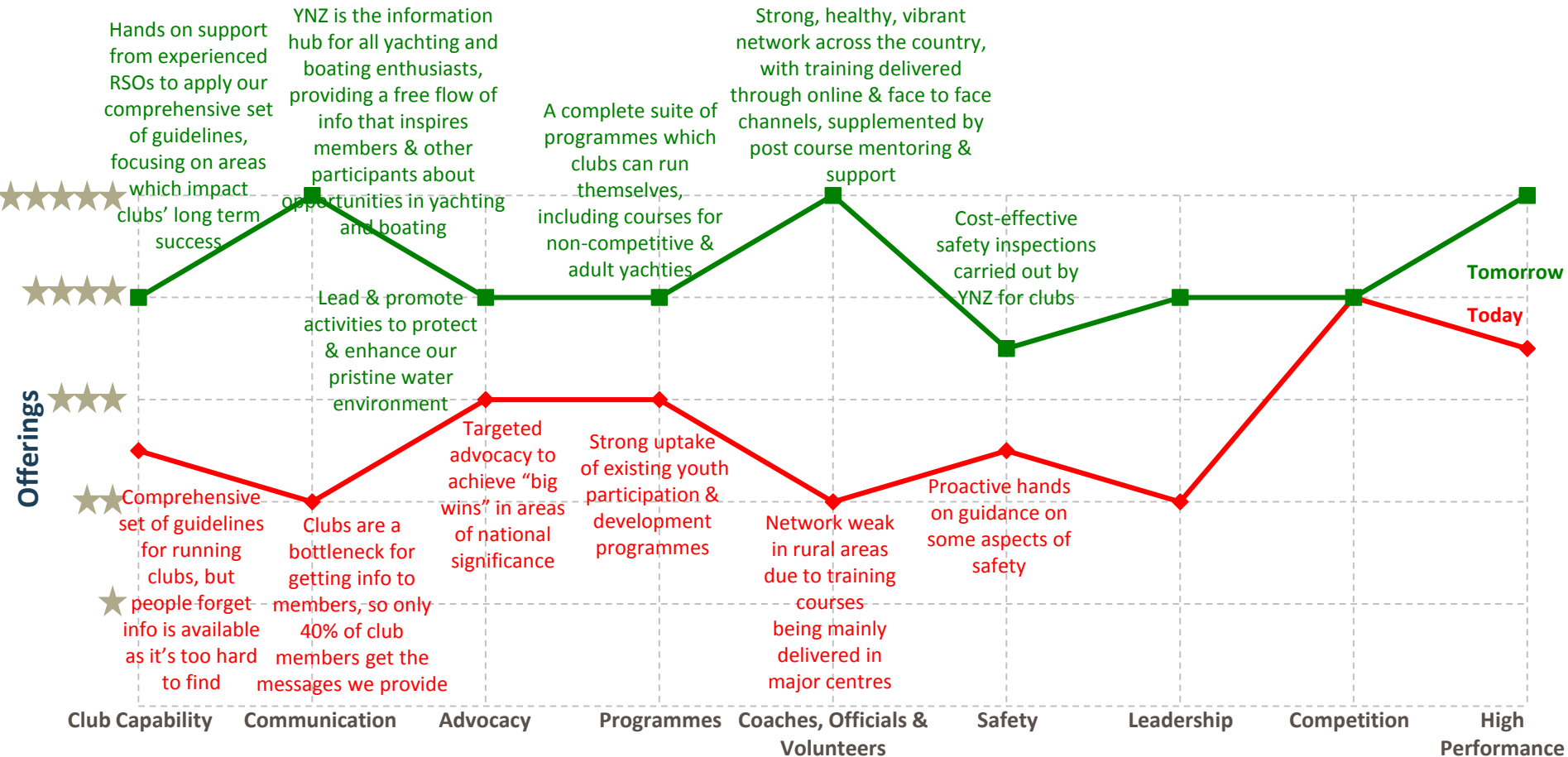


Best in the World – “Embracing modern, world leading training systems to inspire New Zealanders to take up the sport for life”



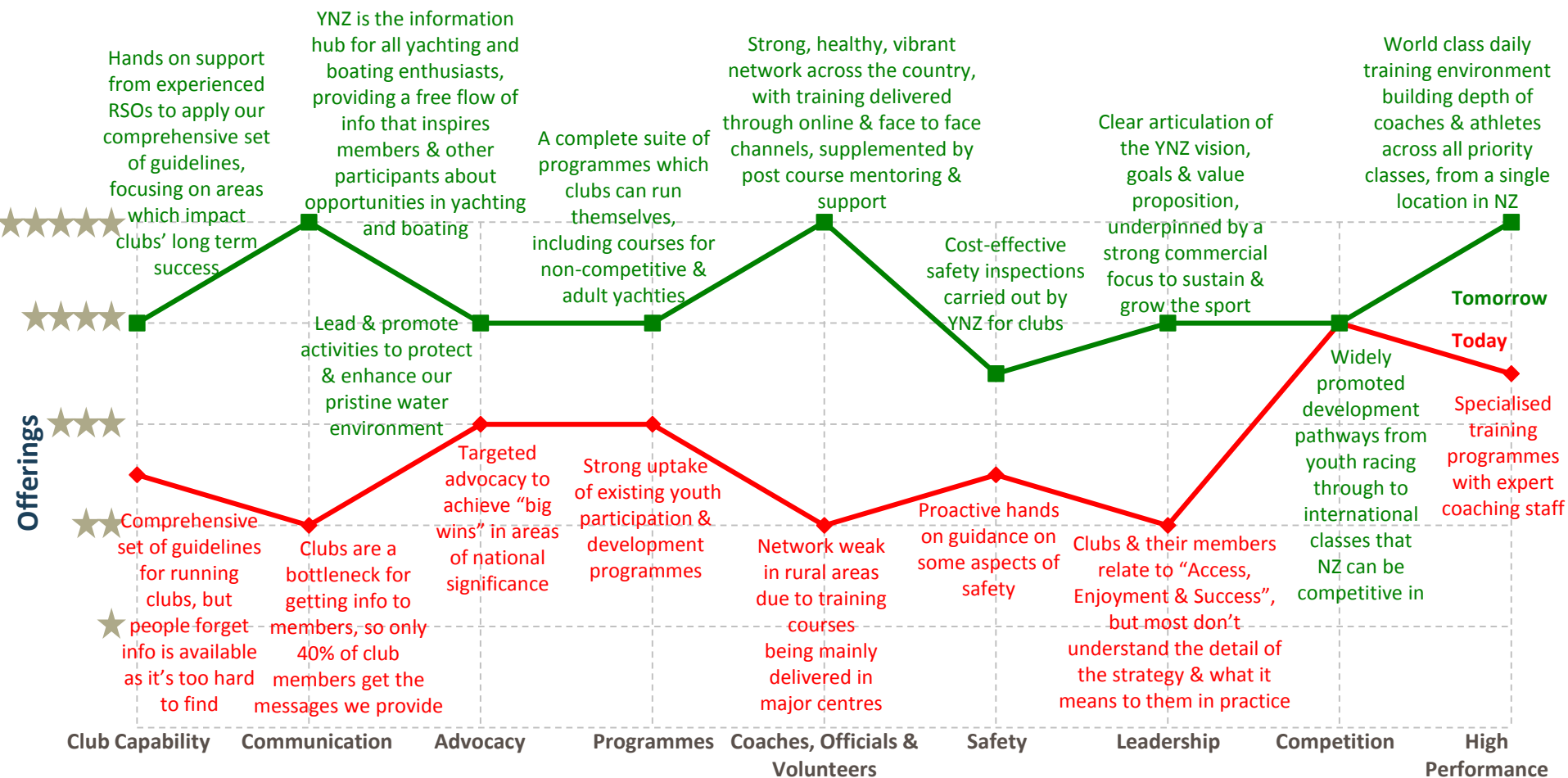


Best in the World – “Embracing modern, world leading training systems to inspire New Zealanders to take up the sport for life”





Best in the World – “Embracing modern, world leading training systems to inspire New Zealanders to take up the sport for life”



HELPING NEW ZEALANDERS ACCESS, ENJOY AND SUCCEED ON THE WATER FOR LIFE



ACCESS

Ensuring *New* Zealanders can participate in sailing and boating in our pristine water environment.

YACHTING NEW ZEALAND WILL CONTINUE TO:

- Support clubs and class associations to grow their capabilities
- Promote Yachting New Zealand to raise the profile of sailing and boating as a sport and recreation
- Protect access to the water and enhance the environment for all boaties to enjoy

NEW INITIATIVES:

- Simplify online guidance material so it's easy for clubs to navigate and apply
- Refocus the regional support officer roles so they address common issues which have long-term impacts on clubs and Yachting New Zealand
- Develop communication platforms that support the free flow of information to clubs, members and other participants
- Develop environmental sustainability initiatives that Yachting New Zealand and clubs will deliver



ENJOYMENT

Empowering clubs to provide safe and enjoyable experiences, keeping members passionate about the sport for life.

YACHTING NEW ZEALAND WILL CONTINUE TO:

- Enable clubs to provide a range of learning opportunities and programmes
- Develop coaches, race officials and the volunteer networks of clubs
- Maintain, promote and ensure compliance with safety regulations

NEW INITIATIVES:

- Develop national courses for recreational and adult yachties
- Supplement face-to-face training courses with online channels and post-course mentoring and support
- Build capability to carry out cost-effective safety inspections for clubs



SUCCESS

Providing solid foundations for New Zealanders to compete and excel on the national and world stage.

YACHTING NEW ZEALAND WILL CONTINUE TO:

- Provide exceptional leadership to operate a sustainable Yachting New Zealand
- Support competition and promote development pathways
- Operate a high-performance programme to win on the world stage

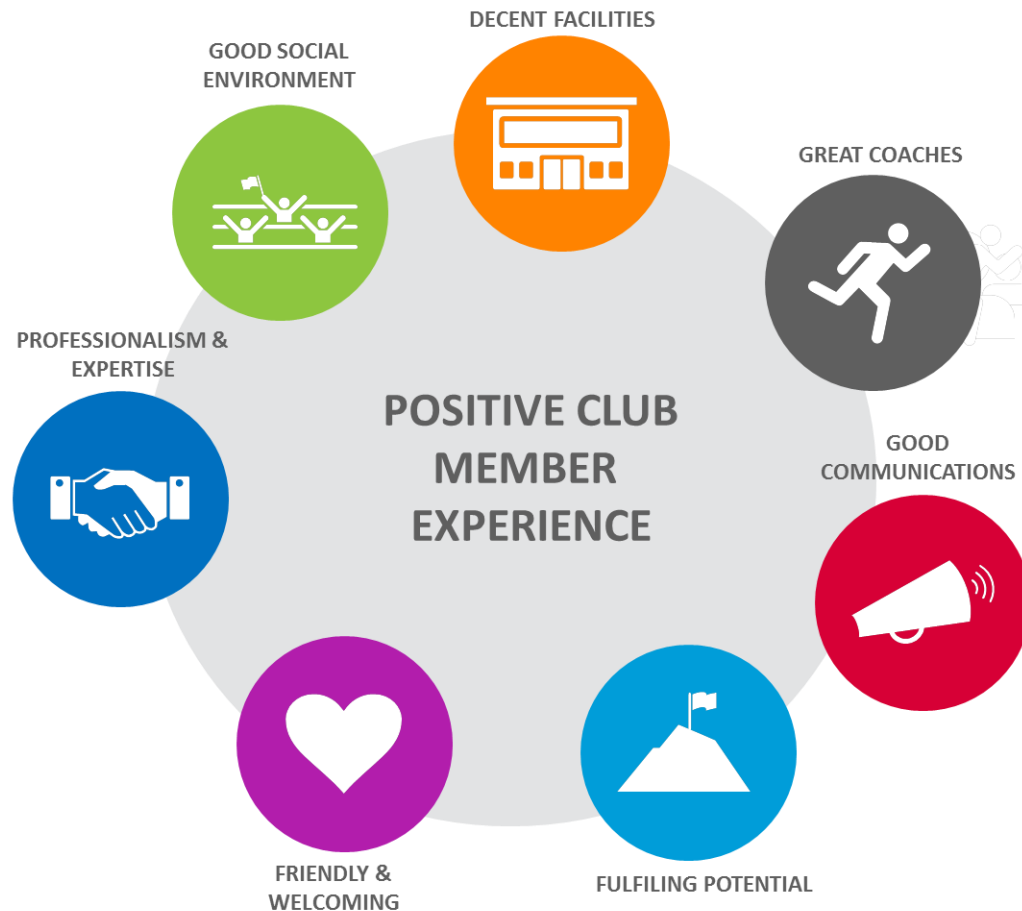
NEW INITIATIVES:

- Ensure thorough engagement with clubs on Yachting New Zealand's strategy
- Establish capability to attract and run international events and leverage legacy benefits
- Establish a world-class centre of excellence training and community facility in New Zealand





Seven drivers of club satisfaction





Yachting New Zealand Environmental Sustainability Strategy

- Globally important; World Sailing leading international sports federations
 - *Can't afford to continue to destroy the sea and inland waterways as we are today*
- Strategically important to Yachting New Zealand
- Boaties benefit directly from positive action
- We have the ability to impact a significant area of the coast and marine environment
- Yachting New Zealand and Clubs need to work on this together
- Realistic and aspirational



The Yachting New Zealand Environmental Sustainability Strategy will go to the June Board meeting for approval and will be shared with clubs following this.

*Any feedback from conference on the environmental strategy can be sent to Andrew Clouston
(andrew@yachtingnz.org.nz)*



Update on Yachting New Zealand's website and database

- Why we are upgrading (our current systems are at the end of their life)
- What platforms we are using (Web – Drupal 8, Database – Microsoft Dynamics 365)
- Better user experience
 - Online Club Manual
 - Event Calendar
 - News
 - Search Function
 - Navigation
- Go live dates (Web – July/August 2018, Database – October 2018)
- Embark – Online learning platform – link on YNZ website. Officials training free for members of YNZ clubs.



Update on Yachting New Zealand's Member Card

- Uptake and use of card – 76 Clubs
- Proof of membership – **at events**
- Use at events – **for sign on / sign off**
- Supplier Benefits
- Reciprocal rights
- The App
- Card and App provides a tangible for Yachting New Zealand to provide value back to sponsors



Club Survey

- What kind of information we are looking to collect – not doubling up, collecting information on communication, what clubs need, how YNZ is doing
- Why the information is important – helps YNZ ensure it is on track, helps us ensure we are doing things clubs need, helps us with reporting requirements to funders, Sport NZ, etc.
- How this can add value back to clubs – survey results will be shared with clubs
- Timing – Survey annually. In 2018, it will come out in July. Each year following 2018, it will come out in April.



Volvo Sailing... Have a Go!

- *Why the programme exists*
- 2017/2018 Season statistics
 - Over 3700 kids through the season
 - 97 schools
 - 48 Yachting New Zealand affiliated clubs
 - 67% of these kids had never been sailing before
 - 93% of these kids and/or parents said they want to continue sailing and request further information about the club's learn to sail





Volvo Sailing... Have a Go!

- Volvo Ocean Race Auckland Stopover
 - 3 weeks in the middle of Auckland (visibility)
 - Over 3400 people went sailing
 - Information on shore
 - 1400 names and contact details passed to clubs
 - Legacy





Volvo Sailing... Have a Go!

- Making the most of the programme
 - Get to the parents
 - Something to take home
 - Get them back the club
 - Open day
 - Promote the club programmes
 - What are clubs doing with the contact information?
 - Contact them as soon as possible
- How Yachting New Zealand can better track success





Advocacy

- Maritime Operator Safety System (MOSS)
 - New system in place
 - Does your club need an exemption?
 - Flow chart available to clubs
 - The process (information sent to clubs earlier this year)



Applicable fees include GST and are payable to:

Maritime New Zealand Fee

MNZ Application \$150

Yachting New Zealand Inspection Fee

Up to 8 vessels \$350 - up to 8 vessels

Each vessel thereafter \$30

Reinspection \$60 per hour (plus mileage @ \$0.80 per km)

There is an annual audit fee of \$50



Advocacy

- Maritime Operator Safety System (MOSS)
 - Resources on the Club Manual – **YNZ Website**
 - Who to go to for help
 - **Your RSO**
 - **Angus Willison – YNZ Safety and Technical Officer**
(angus@yachtingnz.org.nz)
 - **Information available with the conference notes**



Advocacy

- Northland Regional Plan
 - Protecting Anchorages
 - Sewage disposal
 - Navigational routes
 - Marine Pests
- Marlborough Environment Plan
 - Sewage disposal
- **YNZ will report on progress and outcomes in Briefings and the advocacy section of the website**

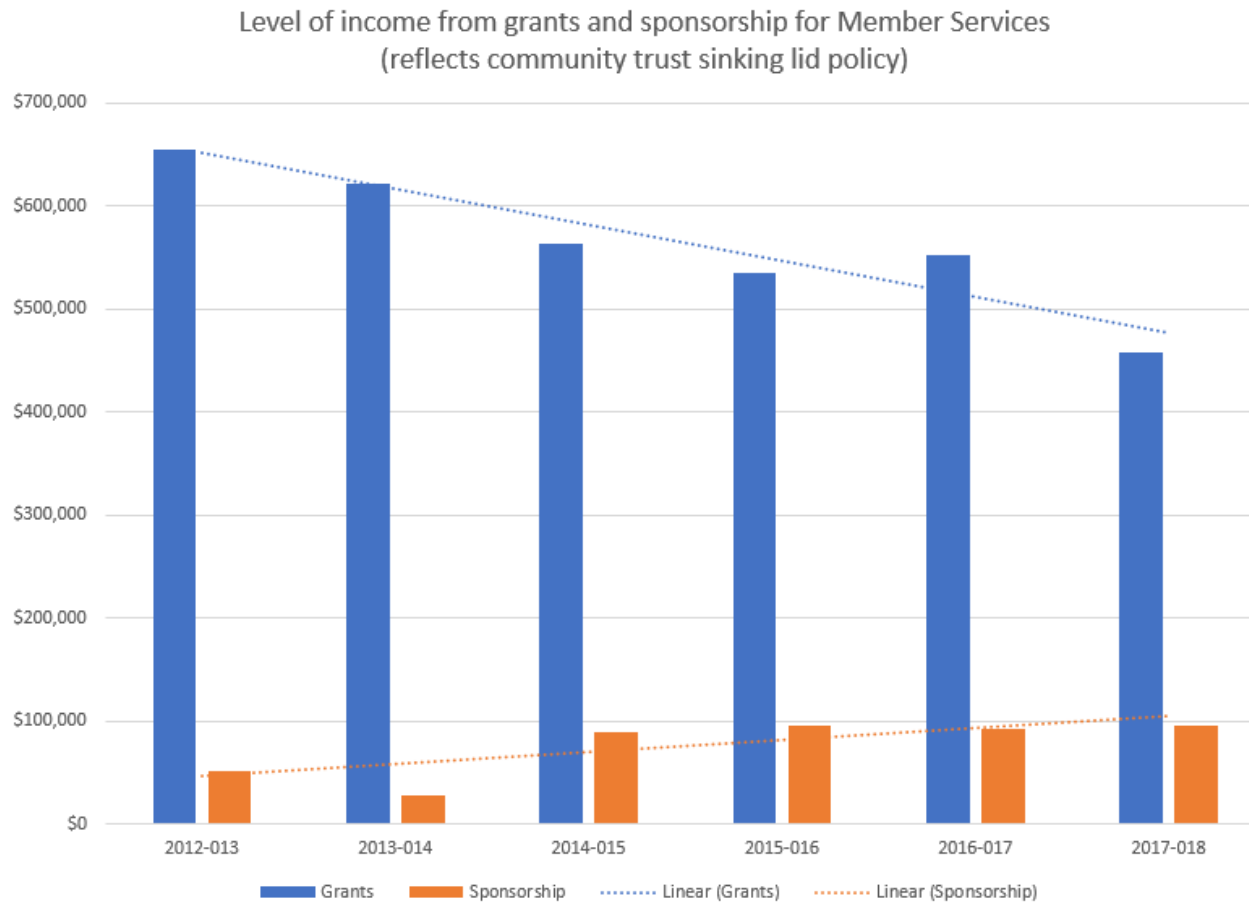


The Yachting New Zealand Affiliation Fee





The Yachting New Zealand Affiliation Fee



- Trust funding has reduced from \$654,000 in 2012 to \$457,000 in 2017
(Reduction of \$197,000)



The Yachting New Zealand Affiliation Fee

Key services provided to clubs

- Regional Support Officers
- Club Manual
- Support / Advice / Resources
- Board governance
- Race Officials Education
- Coach Education
- Yacht Inspections
- Programmes (Learn to Sail / Sailing... Have a Go!)
- Events (i.e. Youth Worlds)
- Advocacy (Environmental / MOSS / etc.)
- Pathway and performance support
- Racing Rules and National Event guidance
- PHRF
- Communication (e-newsletters)
- Support trust funding applications



The Yachting New Zealand Affiliation Fee

- Limitations as a result of resourcing
 - What we would like to do vs. what resources allow
 - Expand Embark
 - Expand RSO service
 - More coaches in the regions
 - Advocacy
- **Board proposal for the 2019/2020 Affiliation Fee**
 - The Board will recommended to the AGM in October that the affiliation fee increases to \$24.20+GST individual / \$60.50+GST family of three or more for the 2019/20 year.



THANK YOU!





Sail for Life

  yachtingnz.org.nz