ONE SAILING





In 2016, Australian Sailing and the State and Territory Associations agreed to embark on a process to improve the national operating model of sailing for the long term benefit of the sport. Known as "One Sailing", Australian Sailing and the State and Territory Associations committed to provide a management framework that optimises the prospects of the success of sailing in Australia.

This shared commitment was based on three principles:

A strong national governance mechanism

Enabling efficient management of resources; with the removal of duplicated services and the integration of common activities;

Improving consistency, effectiveness and relevance of services provided to stakeholders.

Implementation of One Sailing has contributed to the long-term financial sustainability of the sport and allowed for reinvestment in strategically aligned activities that meet the needs of members and consumers.

OUTCOMES ACROSS AUSTRALIA

Quantified Benefit

Implementation of One Sailing has delivered benefits of circa

per annum to the sport via efficiency savings and revenue growth

Revenue Growth

growth per annum

Course Numbers

increase in course participants. Achieved through improved service delivery capacity

Memberships

membership increase achieved through implementation of a more nimble, agile and responsive sport to meet the needs of members

Government Funding

increase in State Government

funding for programs aligned to key strategic priorities

Operational Efficiency

expense saving

per annum by reducing duplication, improving decision-making and enhancing service delivery

Whole of Sport Club Services Network

Establishment of a national network of dedicated resources responsible for building effective 'one on one' relationships with Clubs and Classes to develop their capabilities

Product Development

Creation and roll out of whole of sport programs to promote and celebrate participation in the sport of sailing

BENEFITS TO MEMBERS AND VOLUNTEERS

More efficient uses of resources

High quality programs

Reduced administrative burden

ENABLERS

Enhanced Connectivity

> Integrated whole of sport communication platforms

Elevated Value **Proposition**

> Through a connected membership base and larger community reach, resulting in increased attractiveness to commercial partners for marketing and brand building purposes

IT Integration

Increased system capability to deliver on the sports value proposition, with products and services, to meet the needs of members and consumers

Human Resources

> Improved collaboration, a strengthened whole of sport culture and growth

