**ONE SAILING**
Quantifying the benefits 2016-2019

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:

1. A strong national governance mechanism
2. Enabling efficient management of resources, with the removal of duplicated services and the integration of common activities;
3. 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.

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**OUTCOMES ACROSS AUSTRALIA**

**Revenue Growth**
- 6% growth per annum

**Course Numbers**
- 10% increase in course participants
  - Achieved through improved service delivery capacity

**Memberships**
- 20% membership increase achieved through implementation of a more nimble, agile and responsive sport to meet the needs of members

**Government Funding**
- 25% increase in State Government funding for programs aligned to key strategic priorities

**Operational Efficiency**
- 5% 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**

1. More efficient uses of resources
2. High quality programs
3. Reduced administrative burden

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**ENABLERS**

1. **Enhanced Connectivity**
   - Integrated suite of sport communication platforms

2. **Elevated Value Proposition**
   - Through a connected membership base and larger community reach, resulting in increased awareness to commercial partners for marketing and brand building purposes

3. **IT Integration**
   - Increased system capability to deliver on the sport value proposition and exceed customer expectations, to meet the needs of members and consumers

4. **Human Resources**
   - Improved collaboration, a strengthened whole of sport culture and growth opportunities for staff