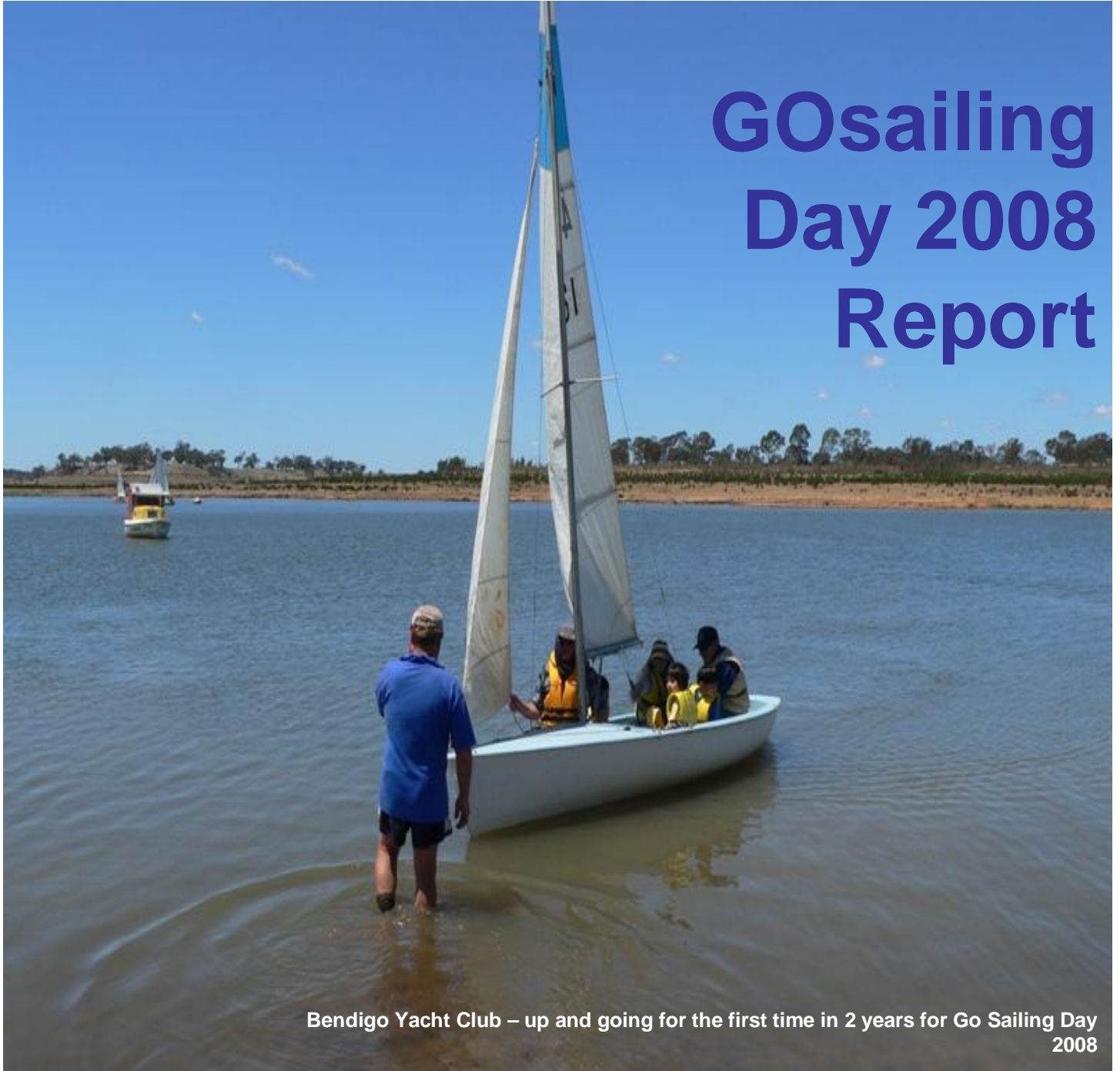




# GOsailing Day 2008 Report



Bendigo Yacht Club – up and going for the first time in 2 years for Go Sailing Day 2008



## How did the public feel about GSD 2008?

Yachting Victoria surveyed a number of Go Sailing Day 2008 participants to garner feedback about the day – respondents replied with overwhelming enthusiasm for the day – the format, the organisation, their expectations and their future involvement in the sport.

From the questionnaires returned so far – the following results were collated:

When asked if they would recommend GSD to a friend next year **97.9%** said yes.

When asked to rate the day's experience from 1-10 (10 = Excellent), **42.1%** gave GSD the maximum rating of 10/10, with **95.1%** giving the day an above average rating.

An impressive **35.9%** of participants gave the organisational skills of the clubs a perfect 10 rating, with **90.4%** rating the clubs organisation of the day above average.

A fantastic **58.6%** of participants said they felt very welcome (highest rating) at the club they attended, while just **2.2%** gave the same question a rating of less than 5/10.

Prior to GSD **56.5%** of the public felt sailing was a difficult sport to get into, including **3.4%** who rated it as "impossible" to get into. Attitudes changed dramatically after GSD with a whopping **96.5%** of participants on the other side of the ledger – giving sailing a rating between 6-10 for accessibility – with the largest response (**28.3%**) giving it a rating of 8/10 for ease of entry into the sport.

When asked if they would be interested in learning to sail this summer, the overwhelming majority of **82.8%** said yes – something clubs will now have the opportunity to capitalize on.

The banners given out to clubs advertising GSD proved by the narrowest of margins to be the most successful way of advertising the day. When asked how they found out about GSD **36.6%** saw local signage, **33.8%** read it in the Leader Community Newspapers and **33.1%** found out from a friend or word of mouth.

Of the respondents surveyed, **33.8%** were aged between 40-49 years, with the next biggest group 30-39 years at **24.1%**, 50 + at **19.3%**, with just **22.7%** under 30 years of age.



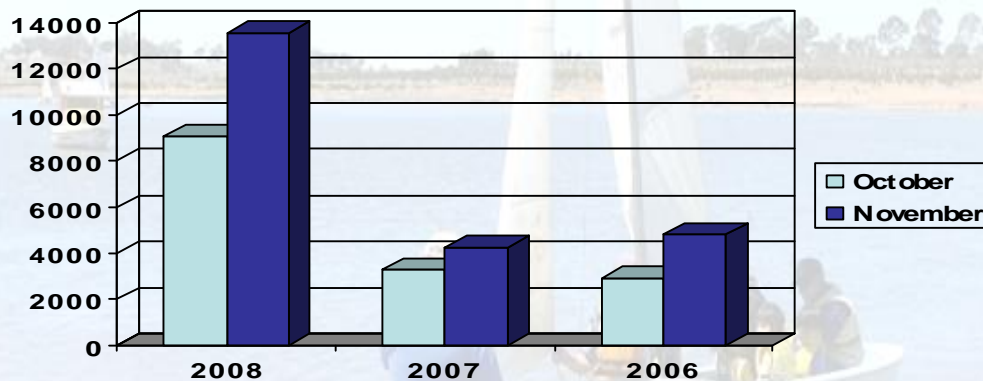
Altona Yacht Club (above) had a great day on the water with more than 60 new potential sailors at the club on GSD.

## [www.gosailing.com.au](http://www.gosailing.com.au)

Go Sailing's first impression – [www.gosailing.com.au](http://www.gosailing.com.au) - was the first thing to be redesigned by Emkay Events & PR in a bid for it to look more professional, user friendly and inviting.

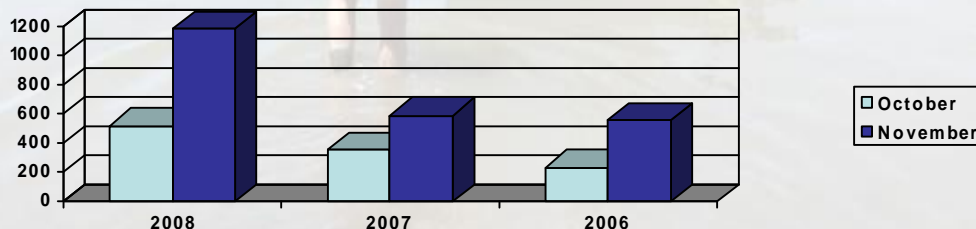
Comparative [www.gosailing.com.au](http://www.gosailing.com.au) website statistics following its redesign, relaunch on October 1, 2008 and pre-registration promotion for GSD activities 2008.

**No. of hits during key months leading into and immediately following GSD Activities:**

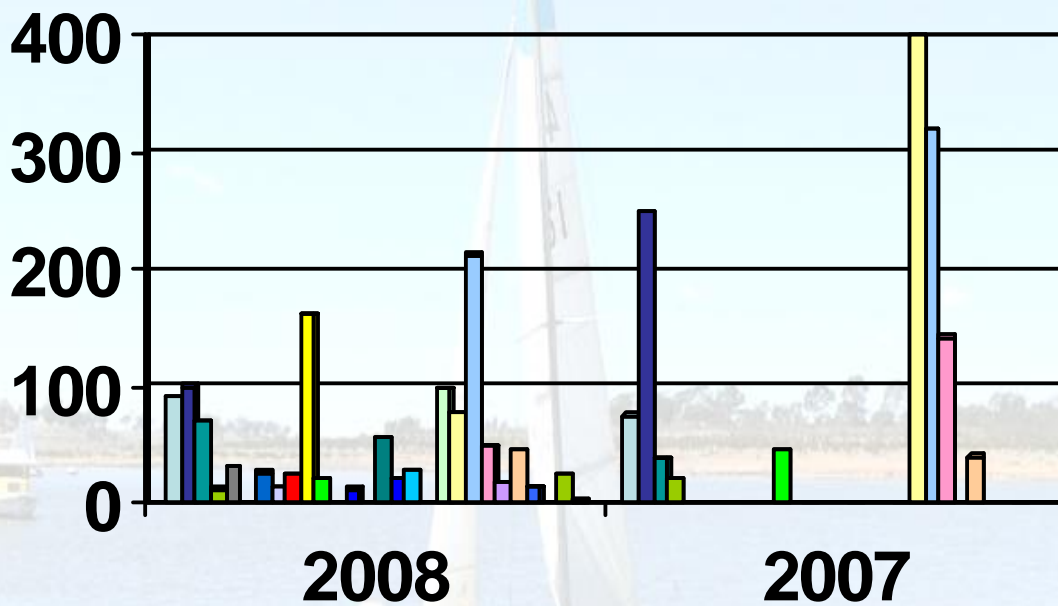


Note: Nov 08 figure does not represent entire month – figure accurate until 26/11/08

**Highest No. of hits on any one (1) day of the month leading into GSD activities:**



## Go Sailing Day Comparative Participation Numbers for 08 - 07



Albert Park	Albert	Altona	Beamaris
Bendigo*	Blairgowrie*	Docklands*	Gippsland Lakes
Hartley TS 18-21*	Hobsons Bay*	Indented Head	Loch Sport*
McCrae	Mordialloc Motor*	Mordialloc*	Mt Martha
Parkdale*	Port Albert*	Port Melbourne	Royal Brighton
Royal Melbourne	Royal Yacht Club	Safety Beach*	Sandringham
Sorrento*	Torquay*	Warneet	Yarrawonga

**Note: 13 clubs participated in 2007, 4 of those clubs recorded 0 visitors**

**\* Denotes participating for the first (1<sup>st</sup>) time in 2008**

## How did the clubs feel about Go Sailing Day 2008?

The surveys were received back anonymously, so it is difficult to pinpoint exact club statistics, however the majority of feedback has been overwhelmingly positive.

All but one (1) respondent considered GSD a success for their club.

Of the clubs involved, 10 have already signed up new members, 1 club boasting 20 new members, another up to 5 families, others just the 1, others hoping for up to 20 or more to sign on in the near future. Overall a great membership drive for both metropolitan and regional clubs alike.

Very pleasingly, **87.6%** of clubs rated YV's support of the event at least 7/10 or more – **18.8%** gave YV the perfect rating of 10/10.

With regard to the promotional material supplied by YV to clubs for GSD purposes (i.e.: banners, posters, GSD caps, Invisible Zinc Sunscreen) **56.3%** of clubs gave at least a 7 or better rating.

As for YV's promotion of GSD, **18.8%** gave it a rating of 9/10, with **81.4%** giving it an above average rating.

Communication between YV and clubs for GSD purposes was generally accepted as above average with **81.2%** rating it at least 7/10 or above.

All but 1 club has committed to GSD 2009 activities with YV, that 1 club is still undecided for reasons unknown.



**Warneet Sailing Club**  
(pictured left) enjoyed a  
successful and fun GSD.

## Go Sailing Day Club Representative Comments

- “We actually had 31 people that we took out sailing and it looks like we may get about 6 memberships from the day including some families. Thanks for your work and help on this. You can put us down for next year.” – **Mick Floyd, Bendigo Yacht Club.**
- “We had a sensational day, it all ran smoothly and got a lot of interest from prospective new members both from novices and people keen to get back into sailing. Thanks to YV for helping promote the event for us,” **John Ornsby – Parkdale Yacht Club**
- “We did have a good day yesterday. Certainly those families that came gave us very positive feedback,” **Felicia Brown, Blairgowrie Yacht Club.**
- “We had an excellent day down at Safety Beach with about 16 people turning up. We have also had a number of these enquiring about membership and also our next sail training program scheduled for January,” **Dianne Jackson, Safety Beach Sailing Club.**
- “There was a fantastic response from people who went out for a sail – we had 200 odd people out sailing, 15 boats ranging from 30-40 footers on the go constantly from 10am to 4pm,” **Phil Battey – Royal Melbourne Yacht Squadron.**
- “It was great – we had people come from as far away as Narre Warren and Skye, so they weren’t necessarily local to us which was very interesting,” **Chris Seager – Mt Martha Yacht Club.**
- “Good weather, plenty of people, lots of fun,” **Walter Edgar – Port Melbourne Yacht Club.**
- “An enormously successful day,” **Anne Pastor – Hobsons Bay Yacht Club.**
- “We had a great day, 5-10 knots, blue skies too ... some possible memberships too,” **James Frecheville – Gippsland Lakes Yacht Club.**
- “Well what a success the Go Sailing Day and Marine Market was at Mordialloc - we took out 56 people for a sail ... this is the most we have ever taken out on a Go Sailing Day. We sent home some tired and satisfied customers with many signing up for sail training,” **Crawford Wintersgill – Mordialloc Sailing Club.**

## Promotional Material supplied by YV to GSD participating Clubs



**A3 Promo Posters supplied to all clubs**



**Ad appeared across 10 Leader publications the week prior to GSD 2008**



**GSD Banners supplied to all clubs who previously hadn't received one**



**GSD Caps provided to all clubs to help identify key club volunteers**

## Media Exposure for Go Sailing Day 2008

**Leader Community Newspapers – 2 year Partnership with YV for 08/09** **Circulation Figures 2007: Weekly – 1.576 million – Readership – 1.937 million**



Go Sailing Day 2008 received unprecedented media exposure, due largely to the 2 year partnership established with Leader Community Newspapers.

As a result of that partnership, GSD was featured in 10 publications on 4 separate occasions.

Leader Newspapers ran a generic 2-page preview piece on GSD 3 weeks out from the event – of the 10 publications involved, 7 ran either a front page sailing picture or a headline kicker to the inside spread.

Leader Newspapers then ran a GSD advertisement (pictured left) in the same 10 publications, the week prior to GSD – encouraging people to pre-register their interest at [www.gosailing.com.au](http://www.gosailing.com.au).



As a result, we had 497 pre-registered participants for GSD which then disseminated to individual clubs to help with logistics on the day.

The ad was also run with a small article reminding everyone that GSD day was on and what to bring.

Following GSD activities, Leader Newspapers then ran a wrap article with pictures – stating numbers of participants etc and featuring a family from Berwick who travelled to Mordialloc Sailing Club and have since joined as members.

GSD press release were also picked up by a number of our regular Sailing Website media.

Gippsland Lakes and Bendigo Yacht Clubs also had articles featured in local newspapers – The News and The Bendigo Advertiser respectively.

I have a CD from Leader Community Newspaper detailing all Media Coverage both pre and post GSD activities.

## Extracts from Leader Newspaper GSD Promotions



GSD 2008 Report compiled by  
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