



**OUT THERE
SAILING**
YOUTH PROGRAM

World Sailing Development Webinar 2025

An Initiative Funded by:



Engaging Teenagers in Sailing

Why We Needed OutThere Sailing

- High drop out rate of teenager's involvement in sailing after Tackers (7 –12-year-old program).
- Low Youth membership across clubs.
- Challenges attracting and keeping young instructors.
- Traditional “Learn to Sail” models were too rigid.
- Lack of a dedicated teenage “Learn to Sail” program.



What the research was telling us



"We need to rethink how we embed physical activity in young people's daily routines so it becomes a sustainable way of life, rather than rely solely on physical activity at school."

— Jerril Rechter, CEO, VicHealth

Youth (12–17) Physical activity insights



Youth is a period of massive changes, encompassing the transition from primary school to secondary school and then childhood to adulthood. These include physical, mental, social and intellectual changes, at the same time as becoming increasingly independent.

Under 18s spend their time across a range of activities including studying, playing sport, part-time work, learning how to drive and other pastimes outside school including volunteering.

Self-esteem and confidence are key in this life stage, as these help young people accept challenges. Peer influence is paramount and most seek support from their close friends.

Socialising both face-to-face and online are normal. The ease of online communications means their interactions extend beyond the people in their physical vicinities. This can have a positive or

This life stage snapshot is part of a set looking at levels of physical activity among Victorians. It has been developed from research commissioned by VicHealth and explores what influences Victorians to be less or more active, and what would motivate them to change their existing behaviours.

To view the other snapshots, and for more information, visit www.vichealth.vic.gov.au/lifestages

negative effect on their confidence. For example, the way they perceive themselves could change quickly based on an online comment about personal appearance.

Only one in five 5–17 years olds is getting the recommended one hour of physical activity each day. Between the ages of 12 and 17, physical activity levels decrease as age increases. Studies have also shown that participation in community sport drops significantly from the age of 15.

OTHER INFLUENCES



Parents

ns are more likely than others ve parents, and motivation is linked. Encouragement is not enough – children with o actively set a good example activity levels.

'youths report that their them walk or ride to places on



School

- While three-quarters report that their school encourages them to play sport (78%) and be 'really active' (74%), only 60% feel their school encourages active transport (non-motorised transport between destinations such as walking, cycling or scooting).



Friends

- Being part of their group is a reason f being active for almost half of this lif stage (58% of boys and 38% of girls).
- Active youths are more likely to be surrounded by active friends.

is on girls

Wish they had more time

girls wish they had more e to do more exercise.

Easier to exercise with someone else

74% of girls think it is easier to exercise with someone else.

Need more activities in the area

Nearly half of girls (44%) also claim they would be more active if there were more sports and activities available in their area.

vels of girls



Teens and sport What the research shows

Fewer than one in three Australians today are getting enough physical activity to benefit their health. Long-term habits are often formed in childhood and adolescence. By focusing on young people we can capitalise on the opportunities for intervention before unhealthy behaviours are established.

Young people (12–17 years): a period of massive change

Young people aged 12 to 17 years go through major transitions— from primary school to secondary school, and from childhood to adulthood. They experience significant physical, mental, social and intellectual changes, in addition to becoming increasingly independent.¹

During this period, young people spend their time across a range of activities including attending school, studying, part-time work, socialising, and other pursuits such as learning to drive. Some are physically active outside school, in gyms and sporting clubs, and in non-organised activities and places such as in parks and open spaces.

Not all 12–17 year olds are the same in their levels of physical activity and sport participation. As many adolescents become older, their lives become more complicated, with competing demands. Sport often becomes more stressful and as result a lot of young people become less active. Less active adolescents are typically far less confident that they have the skills required to play a sport. Some of these young people feel positively towards sport, but drop out or don't participate as regularly as they would like, either because of a lack of opportunity or because sport does not meet their needs and expectations.

The state of play

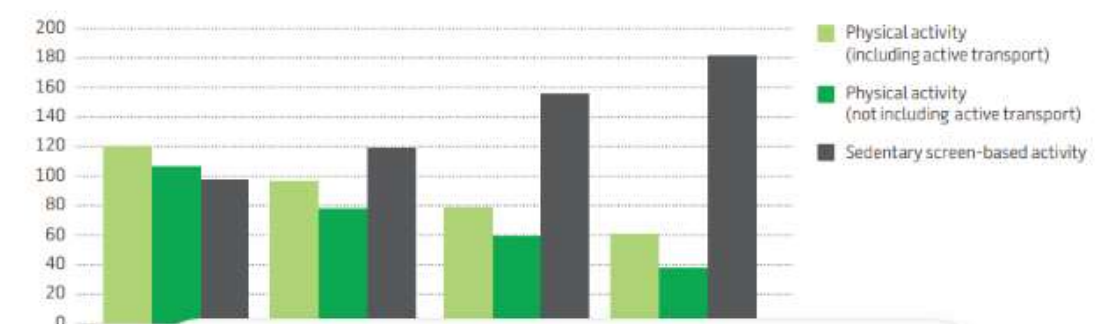


Nine out of ten (92%) Australian 12–17 year-olds DO NOT meet the Australian Physical Activity guidelines of 60 minutes of physical activity every day.² As children age, they tend to engage in less physical activity and more sedentary screen-based activity.³

Figure 1 from *The Australian Health Survey (2011–2012)* shows:

- For 5–8 year olds the ratio of physical activity to screen-based activity was almost 1:1, with more than 100 minutes per day of moderate to vigorous physical activity (not including active transport) and less than 100 minutes of screen-based activity.
- For 15–17 year olds, the ratio was almost 1:5, with fewer than 40 minutes of physical activity per day and more than 180 minutes of screen-based activity.

Figure 1: Average minutes per day spent in physical activity and sedentary screen-based activity, 2011–2012



Co-design



THE PURPOSE IS TO:

- Attract new teenagers to sailing and windsurfing

THE POINT OF DIFFERENCE IS:

- A unique non-traditional/ non-competitive sport that is seen as a bit cool

AUDIENCE, DRIVERS, FEATURES AND BENEFITS

AUDIENCE	Drivers	Feature	Benefit
Teenagers/ participants	Motivators • Socialising with other friends/teenagers • Something new / completely different • Low commitment not have to sign up to a whole season Barriers • Perception expensive- need boat or equipment • Perception sport for 'oldies' • Fear of water /sharks • Lack of skills/ technical ability • Scared to try something new on their own – not have friends participating	Flexibility of program – try 3 new different sports	Try new activities at minimum cost or commitment
		Program allows those with different ability to stay with their friends	Meet new people as well as activity with friends who can sail.
		Experiences only 2/3 hours are not big time commitment . Try the experience before signing up or a longer 3 /4 day course	Taste of the activity to see if they enjoy the activity first. Fits in with other commitments/ work/school/other sports
		Being out in nature on the water away from a screen/ homework	Mental and physical health benefits
		Non- competitive nature of experience aimed at having fun as practical as possible whilst still learning a skill (not theory based)	Can get on a board or boat almost straight away doing physical activity without any knowledge of sailing or windsurfing/SUP
		Mix of ages/ mix of genders/ young engaging instructors	Siblings can stay together/ boys and girls can do the activity together on an equal footing.

OUTTHERE SAILING – Pilot Program



- Launched in 2018–19 as a pilot with 9 clubs, OutThere Sailing for teenagers aged 12–17 quickly expanded to 20 clubs.
- Funded by VicHealth for marketing, delivery, and equipment
- Included windsurfing, SUP, winging, powerboats, and keelboats
- Open to beginners – no experience needed
- Fun, social, non-competitive environment
- Flexible delivery model to suit each club's resources and setting



OUTTHERE SAILING PROGRAM

- Fun and varied
- Flexibility sessions on weekends or during holidays
- OutThere Sailing Experiences 2 – 4 hours (Taster sessions)
- OutThere Sailing has three skill levels 1, 2 and 3
- OutThere Sailing Combined course



Program	Overview	
OutThere Sailing Experience	This course is all about having fun and getting a taste for on water activities. Centre's may offer one or all of the following – small and big boat sailing, windsurfing, stand up paddle boarding and powerboating.	FIND A PROGRAM
OutThere Sailing 1	This course introduces participants to sailing and its introductory skills with a focus on having fun with friends.	FIND A PROGRAM
OutThere Sailing 2	This course leverages the same social philosophy and further develops sailing skills acquired from the lower level course.	FIND A PROGRAM
OutThere Sailing 3	This course enables participants to build their confidence and refine their skills to sail autonomously or with friends.	FIND A PROGRAM
OutThere Sailing Combined	This course splits participants by age groups (12-14 & 15-17) so close aged friends can share the same instructor and learn to sail together.	FIND A PROGRAM



OUTTHERE PROMOTIONAL VIDEO – CHELSEA YACHT CLUB



.
<https://youtu.be/wcZN62K03Nc>

KEY BENEFITS FOR CLUBS

- Attracts the next generation of sailors and builds
- Strengthens club culture and family involvement
- \$2,500 seed funding available for equipment a or delivery
- Boosts family memberships
- Grows pool of youth instructors and volunteers
- Adds variety to club offerings for existing members
- Windsurfing, winging and SUP bring in new audiences and offer more activity options

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HOW OUTTHERE SAILING CAN WORK

Case Study: RYE YACHT CLUB

Used Dinghies and Power Boat adventures,
as well as purchasing 5 Wind SUPs with
the available seed funding

R
RYE
C

Ran 3 day
experiences and 6
week courses over
summer

109
participants in the
first year
of the program

**70% OUTTHERE
SAILING CONVERSION
TO CLUB MEMBERSHIP**

Traditional conversion to membership
using Start Sailing was 10%

HOW OUTTHERE SAILING CAN WORK

Case Study: **SANDRINGHAM** **YACHT CLUB**

Used their Keelboats, alongside dinghies, powerboats and wind SUPs to provide a variety of activities for OutThere Sailing courses and experiences.

347 participants

2024



Keelboats allowed
larger friendship
groups to sail
together

Strong word of mouth
and the success of
keelboats saw
sessions regularly
selling out





INSTRUCTOR PREREQUISITE QUALIFICATIONS

- Australian Sailing accredited Dinghy or Keelboat Instructor
- OutThere Sailing online induction module now integrated into all instructor training.
- OutThere Sailing online endorsements
 - Stand Up Paddle board online endorsement
 - Windsurfing online endorsement

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SUP Instructor Endorsement

This course enables accredited Dinghy, Keelboat or Windsurfing Instructors to learn about Stand-Up Paddle (SUP) Boarding and then be able to conduct SUP Experiences as part of the OutThere Sailing program.

The course will build upon your existing skills, knowledge and experience gained from your other Australian Sailing qualifications. The online learning will provide you an insight into the SUP fundamental skills, equipment and session planning you need to conduct an effective SUP Experience.



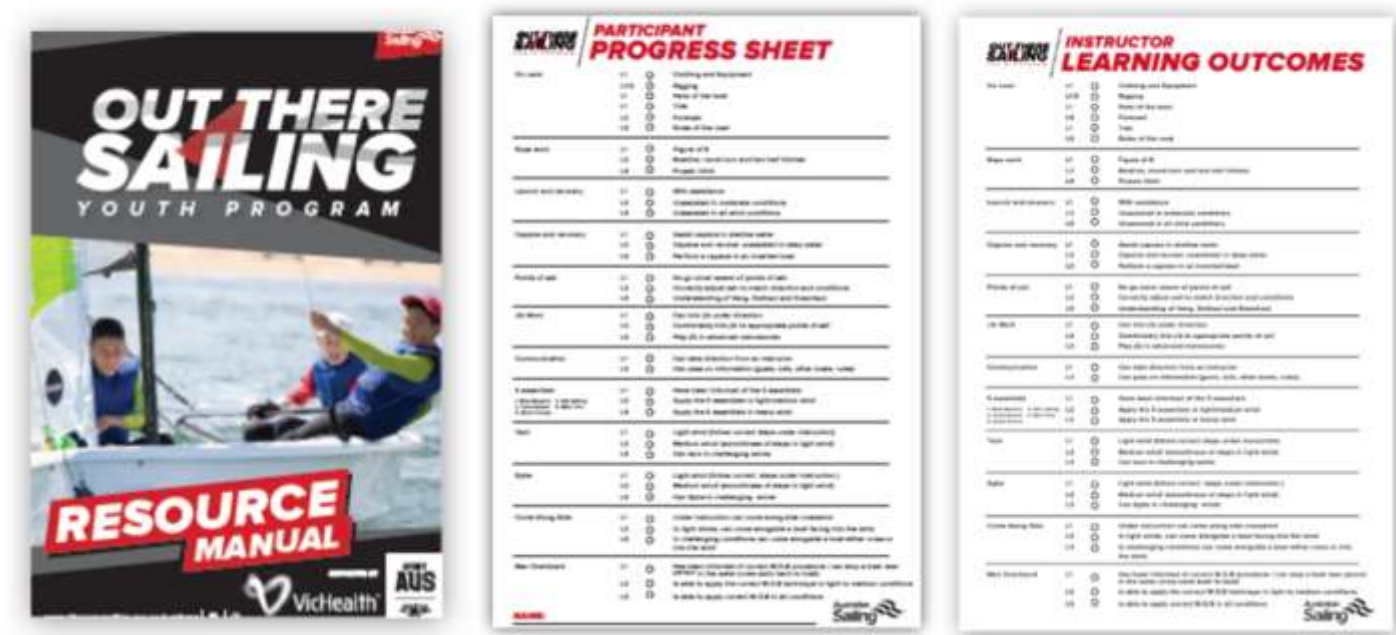
Windsurf Instructor Endorsement

This course will provide you with the necessary tools and knowledge to deliver the Windsurf Program at an accredited Discover Sailing Centre. The course will give insights into program alignment, safety, equipment, skill development, and instructor resources for effective delivery and should be completed prior to attending the practical face to face component of the accreditation.



Resources for Instructors

Delivery Resources



<https://www.sailingresources.org.au/outtheresailing/>



OUT THERE SAILING SESSION OUTLINE

Learning method(s)/ Activities/Key instructions	Time	Notes
Introduction - Welcome group and enquire about past experience on the water - Outline today each participant will be SUP, Sailing and have Power boat experience - It is important to follow the direct instructions - Let participants know if they want more information on any subject to ask	5 Minutes	- Confident and welcoming body language - Gauge groups comfort levels and who should be paired onto which boats
Safety - Life jackets at all times - Leash on SUP always on - Stay upwind/tide on SUP - Be aware of boom and stay with boat in event of a capsize - Hold onto something on powerboat - Limbs inside powerboat at all times	2 Minutes	- Short sharp information session at each area - Use demonstrations
Location - Training Centre- Welcome Talk - Beach/water- SUP Intro - Beach- Sailing boat Demo - Rhila By dock – Rib Safety Chat	5 Minutes each	
Demo - SUP- paddle technique/board position/turning - Sail boat positions/tacking/capsize - Power boat position	Minutes 2 10-15 2	Briefing lengths are directly connected to - wind strength - comfort levels - type of learners
Activity Sup experience - Demo and keep group around a small course /area - Little cruise/destination paddle - Fun game SUP ball/relay race Sailing experience - Demos - Follow the leader around a crosswind course - Destination cruise - Capsize demo/fun game Powerboat experience - Safety briefing - Fun trip out to channel marks and the local ship wreck	Minutes 10-15 20 10 10-15 10-15 20-25 10-15 2 20	- Keep group contained - Go up tide/upwind - Gauge what game the group likes - Judge latter exercises to their interests - Point out the local navigation - Do research on local sites
Debrief Focus on what actives we have done with key learning points - SUP- Paddle technique and turning - Sailing- Tacking/boat position - Powerboat- how much faster 20 km feels on the water If possible, ask the group for their favorite or if the group is shy	Minutes 10	if parents are listening, show off the value of the program

LEARNING OUTCOMES

- Participants receive **progress sheets** to track development
- **Certificates** awarded at course completion.
- Helped **visualise learning** and build achievement.
- Skills gained were **equivalent to completing a Start Sailing course** – delivered flexibly



OUT THERE SAILING YOUTH PROGRAM PARTICIPANT PROGRESS SHEET			
On Land	L1	☐	Clothing and Equipment
	L1/2	☐	Rigging
	L1	☐	Parts of the boat
	L1	☐	Tide
	L2	☐	Forecast
	L3	☐	Rules of the road
Rope work	L1	☐	Figure of 8
	L2	☐	Bowline, round turn and two half hitches
	L3	☐	Prussic hitch
Launch and recovery	L1	☐	With assistance
	L2	☐	Unassisted in moderate conditions
	L3	☐	Unassisted in all wind conditions
Capsize and recovery	L1	☐	Assist capsize in shallow water
	L2	☐	Capsize and recover unassisted in deep water
	L3	☐	Perform a capsize in an inverted boat
Points of sail	L1	☐	No go zone/ aware of points of sail
	L2	☐	Correctly adjust sail to match direction and conditions
	L3	☐	Understanding of Vang, Outhaul and Downhaul
Jib Work	L1	☐	Can trim jib under direction
	L2	☐	Comfortably trim jib to appropriate points of sail
	L3	☐	Play jib in advanced manoeuvres
Communication	L1	☐	Can take direction from an instructor
	L2	☐	Can pass on information (gusts, lulls, other boats, rules)
5 essentials 1. Boat Balance 4. Sail setting 2. Centreboard 5. Boat Trim 3. Good Course	L1	☐	Have been informed of the 5 essentials
	L2	☐	Apply the 5 essentials in light/medium wind
	L3	☐	Apply the 5 essentials in heavy wind
Tack	L1	☐	Light wind (follow correct steps under instruction)
	L2	☐	Medium wind/ (smoothness of steps in light wind)
	L3	☐	Can tack in challenging winds

Marketing



Mornington Peninsula Summer Sailing

Victorian teens now have the opportunity to give some new water sports a go and get active at the same time as part of the new Australian Sailing program **OutThere Sailing** – the VicHealth funded program for 12 to 17-year-olds aimed at increasing participation in non-competitive sport.

This summer, twenty clubs around Victoria – including eight on the Mornington Peninsula, are offering the program through their Discover Sailing Centres. In addition to dinghy and keelboat sailing, **OutThere Sailing** offers teens the opportunity to try a variety of water sports including windsurfing, stand up paddle boarding and power boat rides, with no previous experience needed.

Now in its second year, Frankston Yacht Club were one of the first clubs to offer the program and their Discover Sailing Principal, Tom Jackson, said that OutThere Sailing has been a complete success. "The participants demanded we add more sessions after the first OutThere Sailing course," Jackson said. "A lot of teenagers simply want to have fun and enjoy time with their friends and that's what this program provides".

OutThere Sailing offers multi-day programs and one day experiences, all delivered by qualified Australian Sailing instructors. The focus is on fun and social engagement and the program is structured to allow friends to learn together, even if their skill levels are different. Participants can bring friends and meet new



ones, whilst also learning some valuable life skills such as problem solving, resilience and team working skills. If you have teenagers, or have friends or family who have teenagers, and want to get them active or out on the water trying something new, **OutThere Sailing** could be for them. It is also a great way for previous participants to return to the sport in a social and relaxed setting. Programs will be running throughout the summer so make sure you keep an eye on the Australian Sailing

website at discoversailing.org.au/course/outthere/ and make sure you follow our socials! [instagram.com/outthere_sailing](https://www.instagram.com/outthere_sailing) and [facebook.com/OutThereSailing](https://www.facebook.com/OutThereSailing) Program dates at Peninsula clubs for the remainder of the year are listed but check the website of the club closest to you for additional programs, as Rye Yacht Club and Safety Beach Sailing Club will also be offering **OutThere Sailing** throughout the summer school holidays.



Dates & Locations:

- **Frankston Yacht Club** – Thursdays after school at 4.30pm-7.30pm on 31/10, 07/11, 14/11, 21/11, 28/11, 05/12, 19/12. www.fyc.com.au
- **Mornington Yacht Club** – Fridays after school at 5pm-7pm on 08/11, 15/11, 22/11, 29/11. One-off windsurfing experience Tuesday 10/12 at 1pm-4pm. www.morningtonyc.net.au/outthere-sailing--fun-in-the-sun.html
- **Somers Yacht Club** – Sundays 24/11 and 08/12 at 12.30pm-3.30pm www.somersyachtclub.com.au/discover-sailing-centre/
- **Mount Martha Yacht Club** – 12/12-14/12 at 8.30am-12.30pm daily www.mmyc.org.au/learn-to-sail/
- **Blairgowrie Yacht Squadron** – One-day summer experiences at



A screenshot of the OutThere Sailing website. The header is blue with a navigation menu: ABOUT, ON WATER, REGATTAS, MARINA + BOAT YARD, LEARN TO SAIL, MEMBERSHIP, SOCIAL, EVENTS. The main banner features a photo of a person sailing a boat and the text "OUTTHERE SAILING YOUTH PROGRAM". Below the banner, the text "OUTTHERE SAILING" is repeated. At the bottom, there is a section titled "OUTTHERE SAILING" with a description: "OutThere Sailing is the ideal way to have fun and get active on the water and is all about: > Having fun while experiencing sailing. > Socialising with friends and making new ones". On the right side, there are links: "SEND THIS PAGE TO A FRIEND", "SESSION TIMES AND DATES", and "WHERE WE ARE".

A graphic for Australian Sailing. It features a red background with a white dotted pattern. The text "Australian Sailing" is at the top in white. Below it, "TRY SOMETHING" is in white. The word "NEW!" is in large, bold, white letters with a red outline. At the bottom, a red banner contains the text "OutThere Sailing is open to all 12-17 yr olds... you don't have to have sailed before!" in white. The background of the graphic shows a sailboat and people on a boat.

Logos



Logos

Below are the OutThere Sailing logo files, before downloading please refer to the OutThere Sailing [Brand Guidelines](#).



OutThere Sailing Logo - Black



OutThere Sailing Logo - White



OutThere Sailing Logo - Mono



OUTTHERE PROMOTIONAL VIDEO



Club logos can be added to the last frame. URL: <https://youtu.be/wcZN62K03Nc>

Marketing of the Program

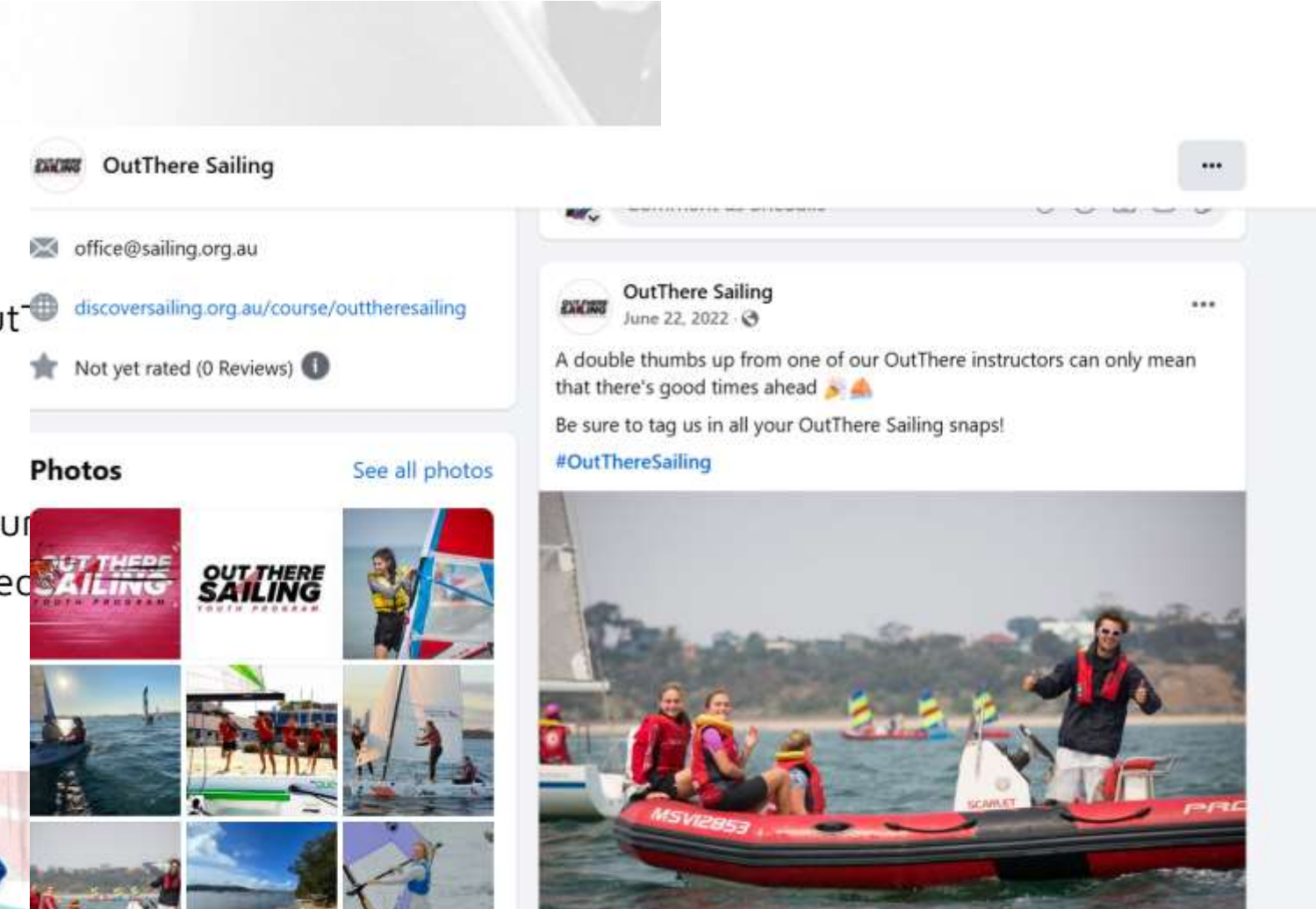
Marketing Toolkit

OutThere Sailing Marketing Toolkit

Australian Sailing has developed a number of resources to assist your club in promoting the Out

A3 and A4 Posters

The OutThere Sailing generic PDF poster and an editable WORD DOC poster (for you to add your contact information) can both be downloaded below. Please note posters cannot be downloaded. Alternate poster artwork is available [via request](#).





Marketing Collateral

Bring a Friend campaign



Australian Sailing is at Sandringham Yacht Club.
Published by Stephen Collopy [?] · 24 November 2020 · Melbourne, VIC ·

Last weekend AFL Legend Brendan "Fev" Fevola hit the water with his daughter as a part of the **OutThere Sailing** 'Bring a Friend' campaign in Victoria. The radio host from the popular Melbourne Fox FM breakfast show 'Fifi, Fev & Byron' enjoyed a day out with his daughter Lulu sailing on a yacht, having fun on a powerboat and trying to master stand up paddle boarding. 🏄🏻‍♀️👏🎧
Full story 📖
<https://www.sailing.org.au/.../getting-back-outthere-this-su.../>
📷 Shaun McKenna photography, sha... See more



8,374 People Reached

61 Reactions, comments & shares ⓘ

49 Like	43 On post	6 On shares
9 Love	9 On post	0 On shares
2 Comments	2 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

743 Post Clicks

442 Photo views	12 Link clicks ⓘ	289 Other Clicks ⓘ
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NEGATIVE FEEDBACK

1 Hide post	1 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

What three words come to mind when thinking about the program?

Overall Results only

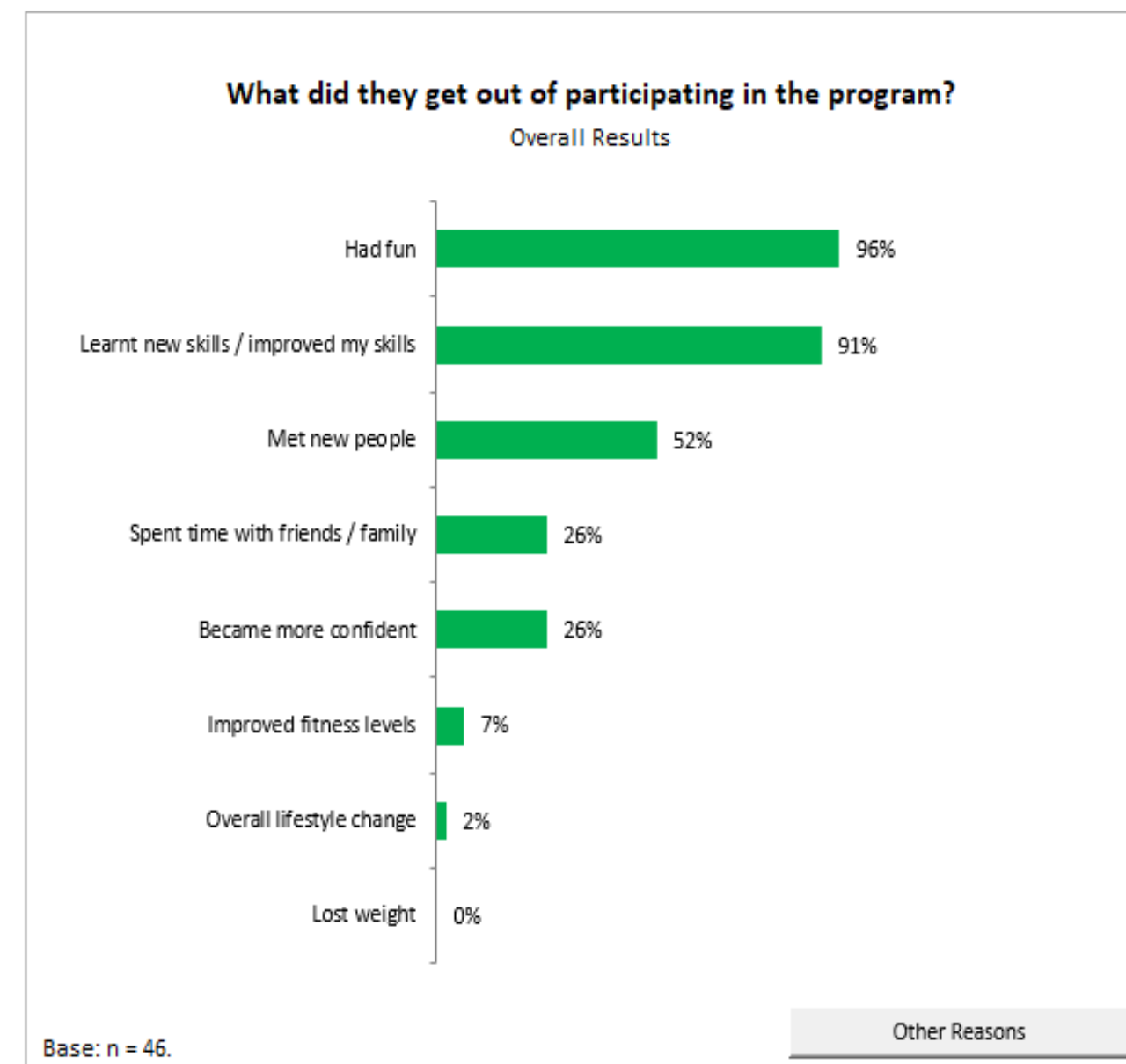
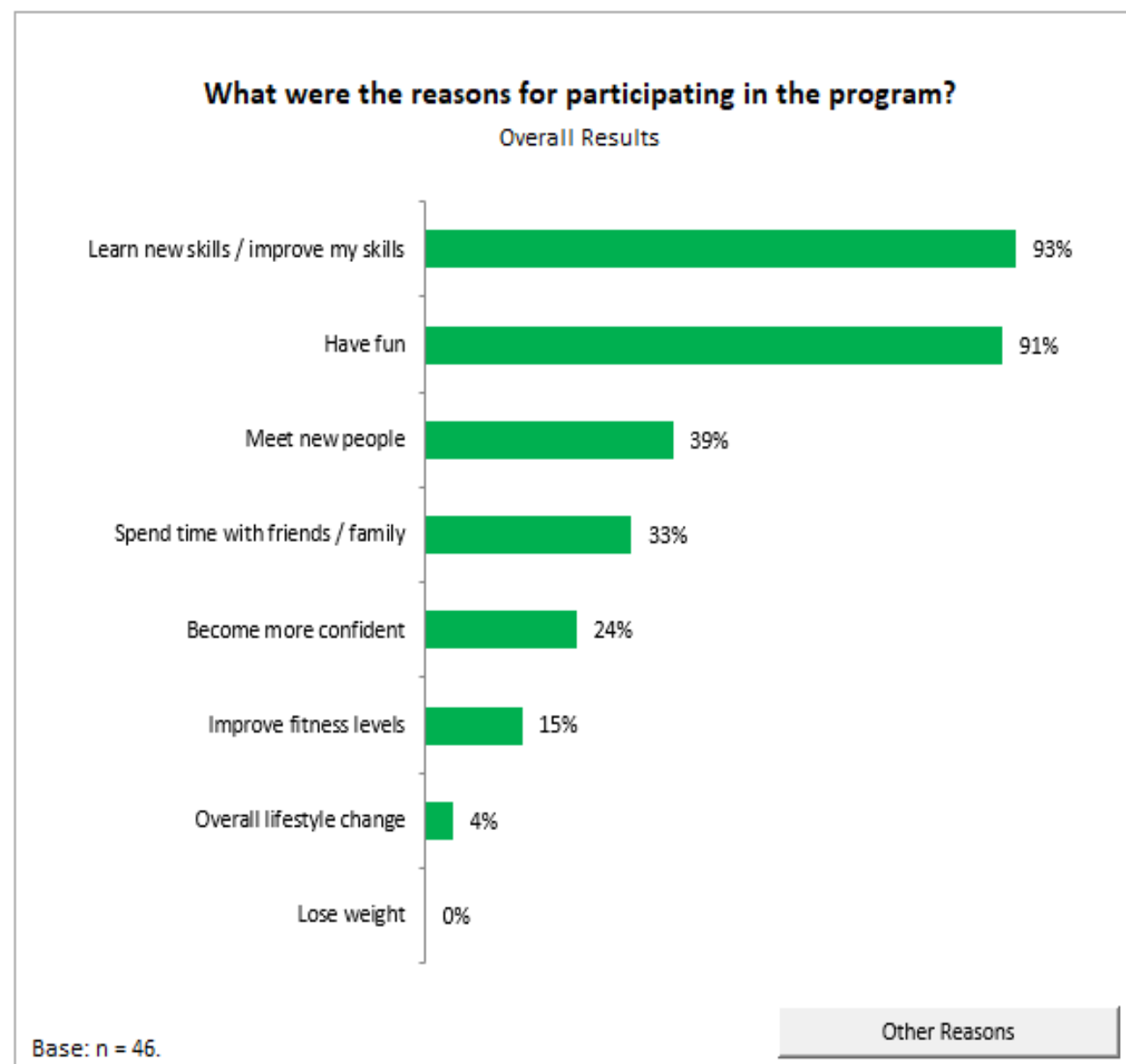


Base: $n = 45$.



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Reason For Participating



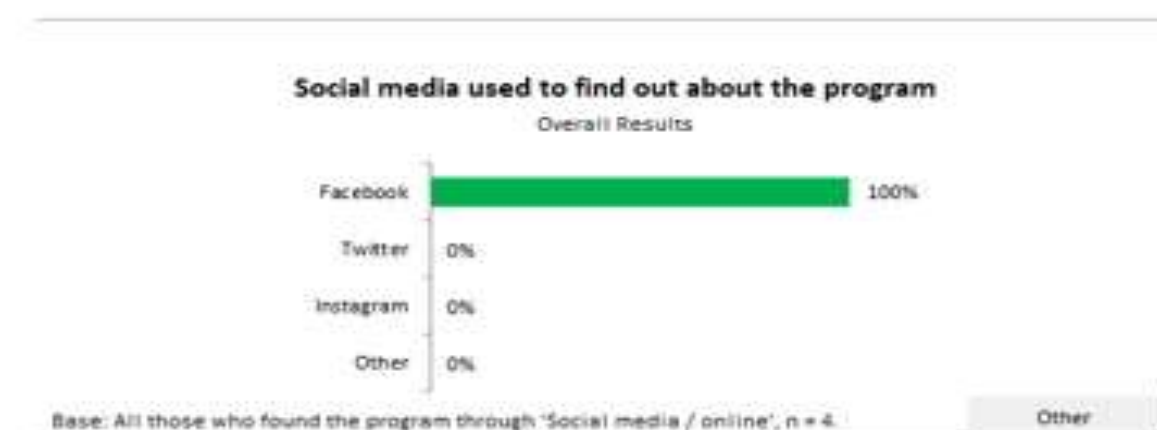
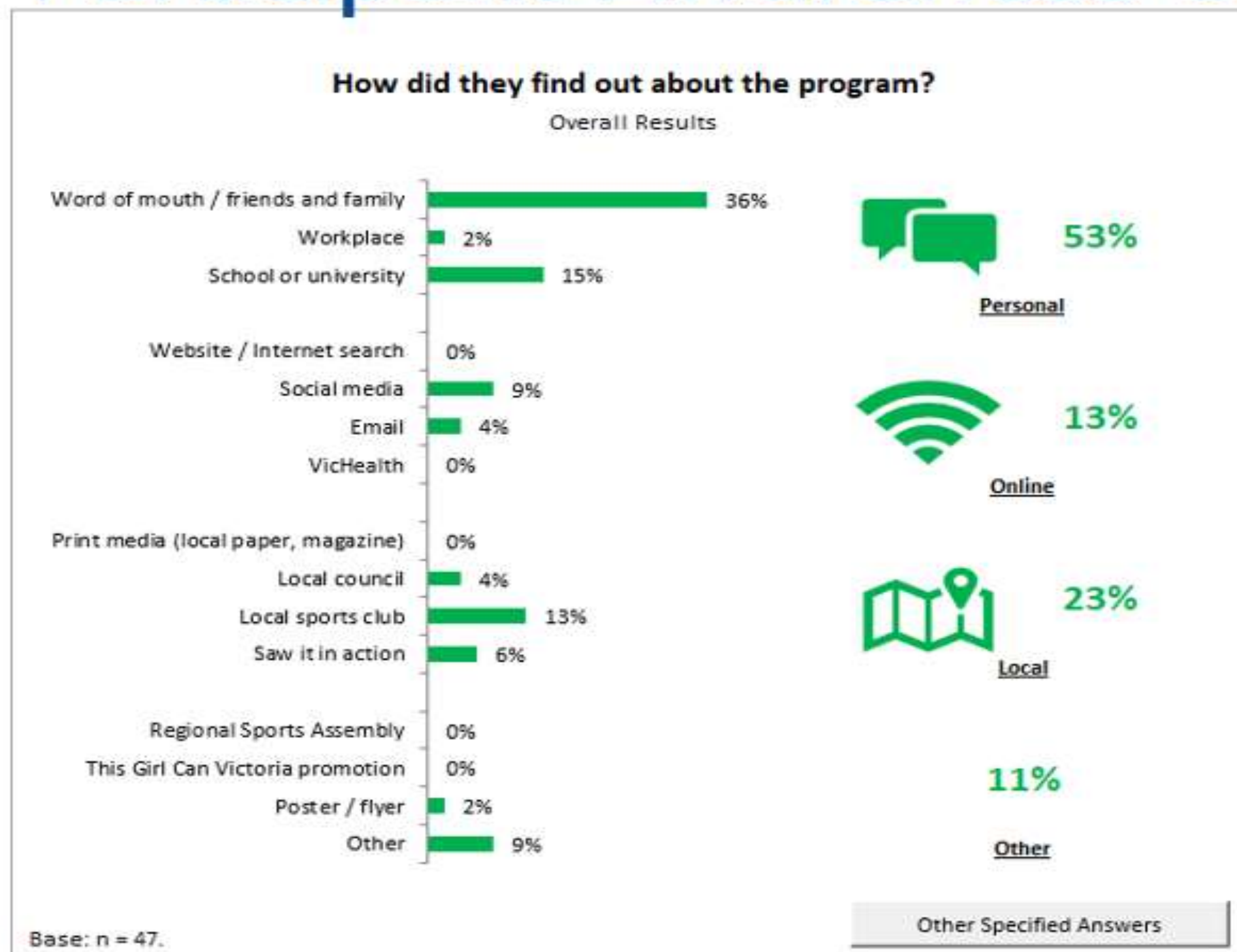
What did you like most about the program?



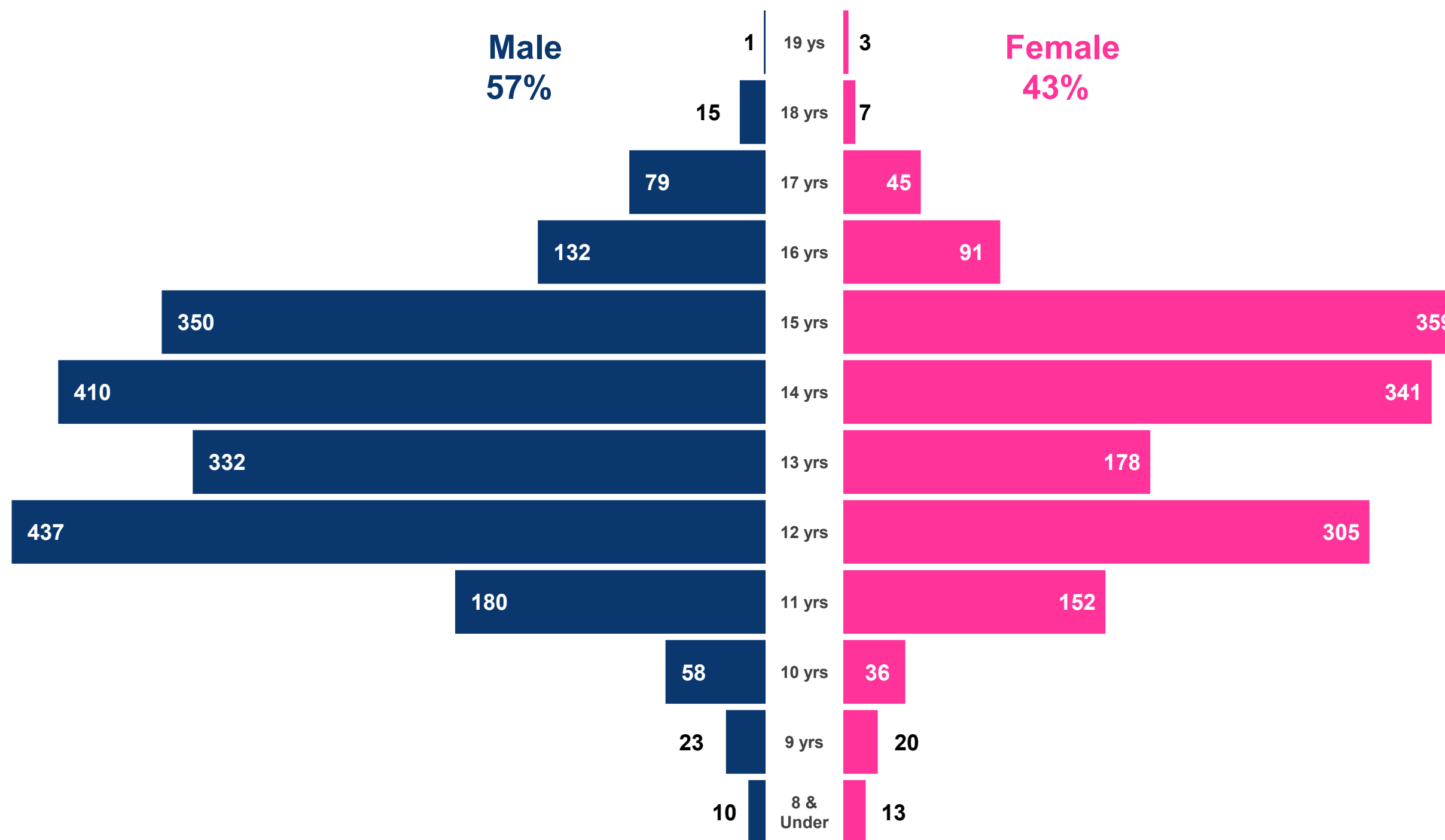
- *Hanging with friends with something to do (structure)*
- *The experience and being able to learn how to sail in such a short time*
- *Everything. I loved learning how to use the sups and wind surfing and fun games with sailing, and especially the motorboats, and going out to the seals, it was all very enjoyable.*
- *The program provided was fun and challenging for my son and I thought the cost was very reasonable compared with other sporting activities.*
- *The freedom to relax and sail a boat at leisure.*
- *The fact they can learn more and be outdoors*
- *Separated from the younger children and treated age appropriate*
- *Fun casual structured atmosphere*
- *Cost and opportunity to try something new.*



Participant Awareness of Program



Participant Demographics: Age and Gender



National Roll out

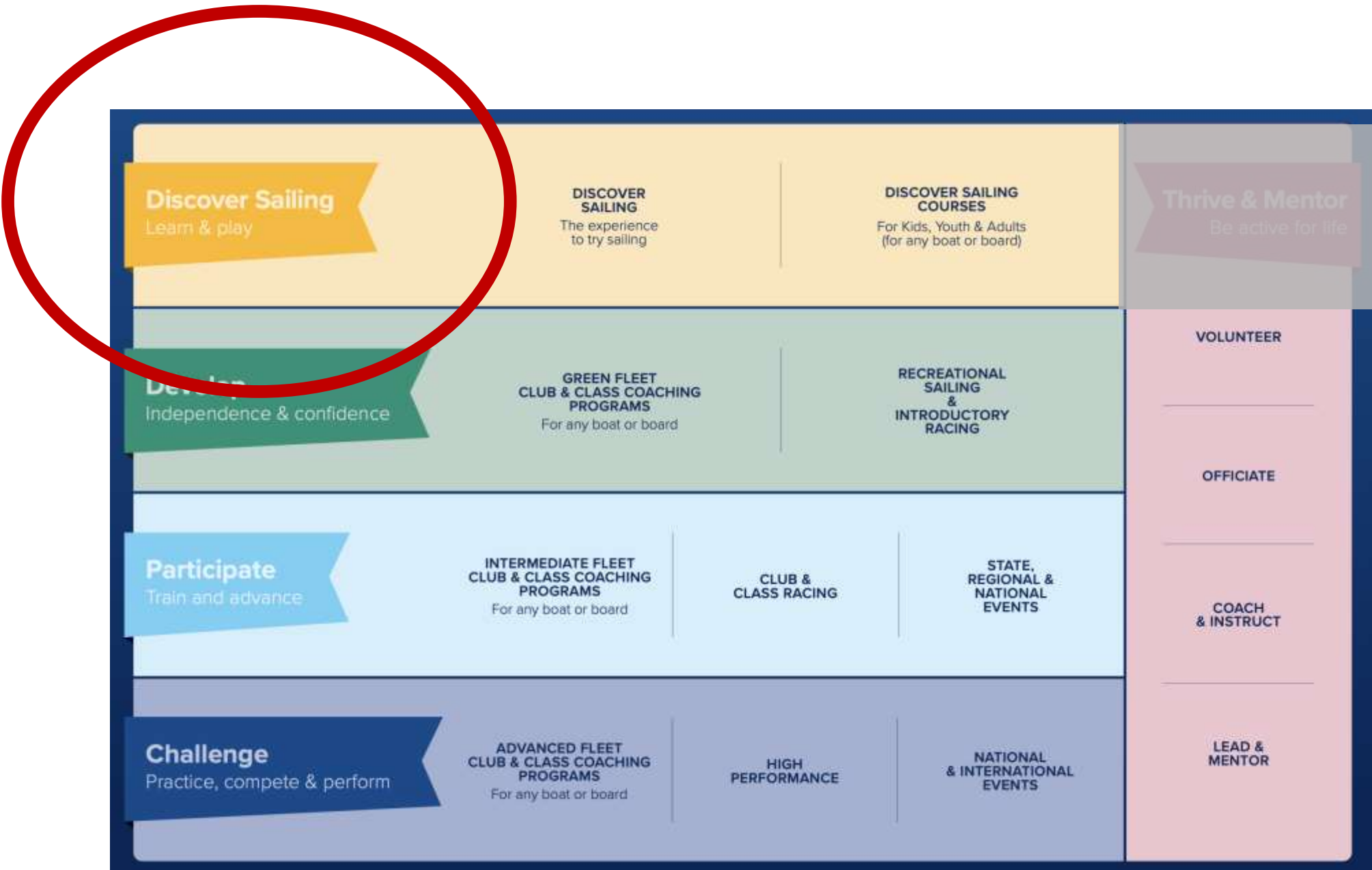
- Program expanded nationally with Sport Australia funding
- OutThere Sailing Project Officers supported club setup and delivery of the Program.
- 91 accredited clubs across Australia delivering OutThere Sailing
- 5,000 teenagers participated in the program.
- COVID impacted participation – responded with mental health videos and at-home activity ideas to keep teenagers connected with the program.
- Ongoing challenge: limited club instructors and volunteers



OUTTHERE
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Discover Sailing Programs

**Delivered by accredited Discover Sailing Centres (using qualified instructors)



What works at Club Level



Build relationships with partners who have a shared vision. i.e. Council Youth Groups/schools in the area or other winter sport teams

Updated website that is EASY TO NAVIGATE!

Limit theory time and learn by doing.

"Bring a Friend" days. 80% of participants found out about OutThere Sailing via word of mouth

Use community/school events to your advantage. One aimed at 12-17 year olds, or their parents, is a great opportunity for promotion of the

What We've Learned

- Instructor engagement is key, communicate and adapt
- Flexibility is attractive to teens, providing experiences and different activities
- Participants enjoy having some control and design of the session and day
- Keeping friends together using combined courses worked well
- High level of participant satisfaction, clubs were shown to be very welcoming
- Provide different levels of commitment, course options – 2-day, 4-day, 3 hr experience



Contacts

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<https://www.sailingresources.org.au/outtheresailing/>



OUT THERE SAILING

YOUTH PROGRAM



SUPPORTED BY

VicHealth®

www.discoversailing.org.au/outthere



SPORT
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PARTICIPATION
GRANT



Australian
Sailing

