

# International Optimist Dinghy Association of South Australia


## STRATEGIC PLAN 2015-2019





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<i>Table of Abbreviations</i>	
	Fleet Association logo indicating – Optimist International
AIODA	Australian International Optimist Dinghy Association
ASC	Australian Sports Commission
EOI	Expression of interest
IODASA	International Optimist Dinghy Association of South Australia
YA	Yachting Australia
YSA	Yachting South Australia



## SUMMARY

- The Australian International Optimist Dinghy Association (AIODA) is the body that promotes competition and training in Optimist dinghy sailing within Australia. Each State has its own local Association that promotes the sport in their region.
- The International Optimist Dinghy Association of South Australia (IODASA) is incorporated as an association under the *Associations Incorporations Act 1985* (South Australia), it was formed in 2006 and operates in accordance with the Act under a written Constitution.
- The broad objectives under the Association's Constitution are to foster, promote, govern and regulate the sport of junior sailing in the International Optimist Dinghy class yacht, or 'Optimist', within South Australia.
- IODASA is run by a Committee, a group of volunteers that work with peak bodies in the sailing community to assist children to commence along the pathway toward a life-long participation in the sport.
- The Association to date has largely relied on the contributions of its members (junior sailors and their parents), including contributions made in-kind.
- IODASA's Strategic Plan 2015-2019 outlines the Committee's priorities in developing youth sailing over the next 5 years. This plan has been developed in consultation with the various sailing stakeholders and incorporates the needs and aspirations communicated to us. Our goals include specific targets and an Operational plan that illustrates how to implement and achieve the strategic goals.



## The “Optimist” dinghy



The “Optimist” is a single handed sailing boat specifically designed for the use of children aged between 8-15 years of age. It is currently sailed by over 150,000 children in 120 countries and is the only single handed boat approved by the International Sailing Federation exclusively for sailors under 16. At the Beijing Olympics, 85% of medal winning skippers were former Optimist dinghy sailors.

- Optimist dinghy sailing launched in South Australia in 2007 with just 5 junior sailors. By 2014 that figure had increased to over 120 boats being sailed state-wide. That same year 5 South Australian under 15yr old sailors qualified in National competitions to take a place on the 25 person Australian Optimist Sailing team - 20% of the Australian team were from S.A. These children represented Australia at Internationals events in Asia, Europe and Argentina.
- As at March 2015 there are nationally approximately 1600 registered “Opti’s” in Australia and the growth is measured at average of 16% pa over the last 5 yrs.
- The Optimist sailing calendar around Australia invites young sailors and their families to interact at Regattas throughout the year, offers social interaction and challenges the developing skills of Opti sailors to compete in 3 levels of fleets at State and National competitions - inviting the aspiring sailor to set their goals to compete at worldwide events.
- Sailing Optimist dinghy’s offers children an opportunity to learn skills that will stay with them for life :
  - Self-confidence
  - spatial awareness
  - respect for the elements/environment,
  - teamwork
  - awareness
  - organisation skills
  - perseverance
  - integrity
  - self-discipline
  - trustworthiness
  - sportsmanship
  - following rules and water safety ....and its fun.



## **Our Vision**

To complement the objectives of peak sailing bodies and provide strong leadership and support for children to realise their sailing goals in the Optimist dinghy class of yacht.

## **Our Mission: 2015-2019**

- To promote the sport of sailing to encourage a healthy and active lifestyle choice for children and their families.
- To support children develop their sailing interests, skills and abilities and continue on a pathway towards achievement and a life-long participation in the sport.
- Grow the sport of Optimist dinghy sailing by providing regattas and social events whilst promoting safety, self-reliance, good sportsmanship and having fun.





**Objective 1**

**GOVERNANCE**

Develop a progressive Association accountable to Members, AIODA, sponsors and the community

**Strategy 1.1 Management of the Association**

***Initiatives:***

- As per Constitution, appoint a progressive Committee, of broad skills, focused on developing the sport of sailing in SA.
- Develop and implement detailed operation plans in consultation with member and stakeholders to facilitate the achievement of this strategic plan.
- Formalise Committee key roles and responsibilities in operational plans for the benefit of Members and stakeholders.
- Determine affordable and sustainable fee structures for membership, coaching and sailing events to achieve best outcome for IODASA Members.
- Maintain budgets, annual reports and financial statements of the Association to be made available on request/audited.
- Appropriately action correspondence of the Association.
- Schedule regular committee meetings, agendas and minutes.
- Review and maintain current Association insurances and levies.
- Establish and maintain IODASA Asset register.
- Identify, document and plan for infrastructure and technology requirements.
- Record and report financial and member statistics and utilise data for business planning.
- Periodically evaluate Strategic Plan including success measures and timeframes and modify where necessary to ensure objectives are being achieved.
- Address succession planning for key/event personnel and identify skills gaps.

**Strategy 1.2 Work with Stakeholders to develop sport in SA**

***Initiatives:***

- Maintain relationships with AIODA, YSA and State Club Committees to secure best outcomes for SA Optimist sailors.
- Develop relationships with local and state government to draw attention to benefits of youth sailing.
- Develop relationships with State Event authorities and sailing stakeholders in lead up to Nationals event in SA 2017.
- Seek feedback from Members and Stakeholders on performance of IODASA and implement required changes.
- Encourage regular input from Clubs/members and communicate vision, mission and objectives of IODASA to gain input and support.



**Objective 1**

**GOVERNANCE**

**Develop a progressive Association accountable to Members, AIODA, sponsors and the community**

**Strategy 1.3    Manage the rules and regulations of peak bodies relating to the Optimist class of dinghy.**

***Initiatives:***

- Implement rules, policies, risk management and safety practices to protect the interests of the members – in line with YSA and AIODA directives.
- Oversee measurement of all equipment to conform to AIODA regulations.
- Ensure Race events are operated in compliance with the YSA Racing Rules of Sailing.
- Document current Operating Procedures for competitions/events and communicate through Committee/Clubs.
- Review EOI's for hosting State Optimist Championships and enter into a formal agreement with successful club on terms.
- Oversee National Championships in 2017 and support the hosting club to conduct the event.
- Officiate at IODASA competitions, commission trophies and manage prize giving formalities.
- Liaise and support local clubs to plan and conduct sailing events.
- Maintain a points based Ranking system, publish on IODASA website.
- Produce coaching materials to comply with AIODA guidelines
- Maintain a risk register for IODASA events consistent with YA guidelines.





**Objective 2**

**MEMBERSHIP**

**Manage and develop membership base of youth sailing in SA**

**Strategy 2.1 Provide an enjoyable environment that children and their families want to be part of.**

***Initiatives:***

- Encourage support and input from Membership base to develop an open supporting sailing community.
- Encourage continued participation in the sport by recognising age group leaders to identify and develop events for social interest and involvement.
- Liaise with Clubs to provide opportunities for sailing families to socialise after training/racing.
- Develop and maintain an active and effective website to better communicate social events, current issues, Rankings, up-to-date sailing event news and membership information.
- Periodically review and apply current trends on best means of communicating with Members.

**Strategy 2.2 Grow membership and improve the awareness and perception of the sport in the wider community.**

***Initiatives:***

- Develop strategies to grow membership base whilst maintaining retention in class until aging out.
- Develop strategies to facilitate all sailors joining as members of IODASA.
- Promote availability and cost of facilities, equipment and coaching to overcome perception that the sport of sailing is unaffordable.
- Promote the safety precautions taken by the Clubs and Association to overcome safety concerns for parents and children.
- Support Clubs to better promote sailing social and healthy positives with Community groups in their regions.
- Identify sailing Clubs that can adopt the Optimist class and provide support to introduce the fleet.
- Pro-active use of local media.
- Monitor exiting sailors and address attrition issues.
- Identify promotional opportunities to expand the reach of youth sailing as a sport.
- Investigate methods to engage non-competitive sailors with emphasis on fun and social interaction.
- Develop strategies to encourage parents to participate in the organisation of sailing and social activities, particularly those that do not come from a sailing background.





**Objective 3**

**PARTICIPATION & DEVELOPMENT**

**Offer a sailing and social environment that supports and encourages all members to sail an Optimist dinghy**

**Strategy 3.1 Offer a sailing programme that appeals to sailors at all levels.**

***Initiatives:***

- Liaise with local clubs to produce a vibrant seasonal sailing training, regatta, coaching and competition calendar, publish on IODASA website.
- Support Clubs to manage transition of Tackers graduates to promote sailing pathway.
- Partner with Clubs to develop programmes that will encourage and assist new sailors to continue through the sailing pathway.
- Partner with Clubs to develop a parent sailing/dinghy education programme to provide support to families new to the sport.
- Support Clubs to identify/train and develop a strong volunteer base to support the delivery of events and activities.
- Work with sailing clubs to develop an enjoyable, social and safe environment for learning and participating in sailing.

**Strategy 3.2 Develop a training/coaching programme to develop skills.**

***Initiatives:***

- Develop and implement a structured coaching program each year.
- Maintain points based Ranking system to identify training and coaching requirements by level. Publish on website.
- Negotiate and secure contract staff to provide a professional coaching programme. Monitor and review coaching results.
- Recruit from senior Optimist sailors' coaches and mentors to assist train junior members providing an enduring process and maintain this recruitment through ageing out into other fleets.
- Monitor sailor progress and achievement; provide support, to enable sailors to ultimately exit the class as the best sailors they can be.
- Develop, in consultation with ASC, a structured exercise programme to support sailor physical conditioning and benefit their sailing performance.
- Assist top ranking sailors to improve performance by attending regional competitions.
- Promote a sailing pathway from Optimist dinghies into appropriate higher level fleets, consistent with recommendations of peak sailing bodies.



### Objective 3

## PARTICIPATION & DEVELOPMENT

Offer a sailing and social environment that supports and encourages all members to sail an Optimist dinghy

**Strategy 3.3** Build attendance to local, regional, interstate and international competitions and events.

***Initiatives:***

- Collect and communicate information on regional, interstate and international events available for IODASA members to compete.
- Aim to keep event fees affordable to all.
- Promote the availability of lease equipment at regional/Interstate events.
- Aim to reduce shipping costs to assist attendance to interstate competitions.
- Manage IODASA website page for sale/purchase of new and recycled equipment.
- Aim to financially assist IODASA members selected to attend International/World Competitions.
- Maintain IODASA assets to ensure proper maintenance eg; multi-boat transport trailer/race equipment.





## Objective 4

### SKILLS AND COMPETENCY

#### Building and managing our resources effectively to achieve our objectives

<b>Strategy 4.1</b>	<b>Working with stakeholders to use skills and resources effectively for the benefit of members.</b>
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***Initiatives:***

- Club Delegates to provide close liaison with IODASA members.
- Appoint IODASA Volunteer co-ordinator to liaise with Clubs at Events.
- Contract coaching staff to perform Targeted training and coaching.
- Issue Press Releases to local media outlets to promote events and sailor achievements.
- Links with other sporting clubs, Scouts, Guides and similar groups.
- Partner with YSA and YA to secure resources available that will benefit the Associations members.
- IODASA website to be used to enhance the profile and image of Optimist events in S.A.
- Connect with Council and Government networks to promote events.
- Review member feedback surveys and strategic planning evaluations to monitor progress of Association.

<b>Strategy 4.2</b>	<b>Sustaining funding for Optimist sailing in SA.</b>
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***Initiatives:***

- Seek financial support for the Association's objectives by preparing proposals and presentations to potential funding partners.
- Research and identify applicable grants programs and apply for funding assistance in a timely manner.
- Research, identify, prepare and submit proposals for corporate sponsorships and donations available to sporting associations.
- Maintain liaison with financial supporters to report on progress of their investment and secure continued support.
- Partner with YSA and AIODA to seek financial guidance and support.
- Build on existing sponsorships by identifying potential supporters in regional areas.
- Research with Members a range of well-liked "Optimist" merchandise that the Association can use to fundraise at sailing events and competitions.



## **IODASA**

### **PERFORMANCE TARGETS: 2014-2019**

- Continuing trend growth in membership 10% p.a. and 60% retention.
- Subscription to the Association by 80% of Optimist dinghy class sailors in South Australia
- Increasing representation and involvement with IODASA by members, stakeholders and particularly SA clubs, YSA and AIODA.
- Continuing representation of IODASA members on podium in national and international events
- Maintenance of the Association as a going concern through robust and sustainable financial management and regulatory compliance.
- 50% of sailors continue on with sailing in other classes when they age out at 15yrs.