

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.

OUTCOMES ACROSS AUSTRALIA



BENEFITS TO MEMBERS AND VOLUNTEERS

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

ENABLERS

- 1 Enhanced Connectivity**
Integrated whole of sport communication platforms
- 2 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
- 3 IT Integration**
Increased system capability to deliver on the sports value proposition, with products and services, to meet the needs of members and consumers
- 4 Human Resources**
Improved collaboration, a strengthened whole of sport culture and growth opportunities for staff

