



# Para World Sailing Strategic Plan 2017-2020

Sport / Nature / Technology





Sailing is one of very few sports in which athletes with and without a disability can participate on equal terms. Almost any boat can be sailed by people with disabilities although it is clear that some are more suitable than others.

In 1996, sailing was included on the programme of the Paralympic Games as a demonstration event and it has been a full medal sport from Sydney 2000 through to the Rio 2016 Paralympic Games. It is one of the only sports in the Paralympic Games in which athletes with a wide range of disability types compete together and against each other.

World Sailing is responsible for Para Sailing worldwide. It is administered through the World Sailing Executive Office in Southampton, UK and its Para World Sailing Committee.



The Para World Sailing Committee is responsible for the Para Sailing Events Program including equipment selection. It promotes, assesses and supports programs for sailors with a disability run by World Sailing Member National Authorities (MNAs). World Sailing promotes a variety of sailing opportunities for people with all types and degrees of disability through the World Sailing's Training and Development department.

The values of the Para World Sailing Committee are:

- Equity
- Inclusion
- Diversity
- Opportunity to excel, and
- Empowerment for sailors with disabilities.



In January 2015 the IPC announced the omission of sailing from the Tokyo 2020 Paralympic Games Sports Programme. This was a great loss for Paralympic sport as a whole since sailing provides unique opportunities for athletes with a disability to get involved with and participate in high performance sport through mainstream sport structures and to compete on a world-class and Paralympic level.

The IPC decision was deeply disappointing news for the sport of sailing worldwide. The decision was taken principally because the sport did not meet the IPC Handbook's minimum criteria for worldwide reach.

The strategic goals outlined within this plan have been developed to ensure that sailing has the greatest opportunity to present our bid to International Paralympic Committee in spring 2018 for re-introduction into the Paralympic Sports Programme from 2024 and into the future.


**IPC Handbook, November 2013, Paralympic Games, Organization Principles, Section 1, Chapter 3: 4.2.2 Sport's (discipline's) worldwide reach eligibility**

*Further to the eligibility of the respective IF, a sport or discipline must fulfil the following criteria in terms of worldwide reach in order to be eligible for inclusion in the Paralympic Sport Programme:*

*For Paralympic Games Only individual sports and disciplines widely and regularly practiced in a minimum of thirty-two (32) countries and three (3) IPC regions may be considered for inclusion in the Paralympic Games. Only team sports widely and regularly practiced in a minimum of 24 countries and three (3) IPC regions will be considered for inclusion in the Paralympic Games. Only team sports disciplines widely and regularly practiced in a minimum of 18 countries and three (3) IPC regions will be considered for inclusion in the Paralympic Games. A country shall be considered as widely and regularly practicing a sport or discipline if:*

- It has been holding recognized/ sanctioned National Championships within the last four (4) years OR:*
- It has been competing with a national delegation in internationally recognized/ sanctioned competitions on a regular basis within the last four (4) years.*

*Applying sports and disciplines must provide evidence that they have a regular quadrennial competition programme, including a minimum of two (2) world championships hosted within the last eight (8) years. The application must include proof in the form of official results lists that the "widely and regularly practiced criteria" is fulfilled.*



# Goal #1

## Increase Worldwide Participation to 40 nations on 4 continents by the end of 2020

### Strategic Priorities

- Support World Sailing MNAs - Educate MNA personnel and encourage the creation and expansion of inclusive and para sailing programs within MNAs
- Paralympic Family Cooperation - Work in synergy with the IPC and NPCs to promote sailing opportunities to people with a disability
- Attract Youth - Focus on attracting younger people with disabilities through the Para Sailing Development Program and the education of MNAs with a target of 25% sailor participants below the age of 30 years
- Increase Diversity - Broaden the range of physical, sensory and intellectual disability types that participate in sailing and encourage greater female participation
- Equipment Availability - Identify equipment that is available, affordable, transportable and well suited to inclusive and para sailing programs

### Tactics

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|---|---|
| Para Sailing "Development Hotspots":          | Identify key locations and personnel in each World Sailing region from where Para Sailing Development Programs and Seminars can be conducted and where neighbouring nations can be mentored and supported<br><br>3 Regional "hotspots" established by March 2017 together with leading nations identified on each continent who will support the development of smaller countries<br><br>Target: 2017 - 32 nations on 3 continents, 2018 - 34 nations on 3 continents, 2019 - 36 nations on 4 continents, 2020 - 40 nations on 4 continents |
| Paralympic Sailing Development Program (PDP): | PDP program integrated into overall World Sailing Training & Development Program and managed regionally by Regional Development Coordinators (RDCs) in conjunction with the Emerging Nations Program<br><br>Between 2017 - 2020 - minimum of 2 PDP Seminars and Clinics held on each continent  |
| Education Resources:                          | Para World Sailing Development Guidelines (Sailing Manual) reviewed by March 2017<br><br>Development Guidelines and resources for PDP Seminars and Clinics support the creation and expansion of inclusive and para sailing programs; education of coaches; broadening the range of physical, sensory and intellectual disability types encouraged to participate in sailing; and promoting greater participation by females and youth  |
| Equipment:                                    | Classes for Para World Sailing World Championships identified by March 2017<br><br>Para World Sailing Development Classes identified by August 2017. These should be of universal design, enabling the same boat to be used for mainstream and para sailing activities. Intent is to develop pathway for youth and new participants to move to Para Sailing equipment used in World Championships and elite competitions.<br>- Work closely with boat manufacturers to ensure developing nations have access to affordable equipment        |
| Communication                                 | Develop a communication and media plan together with a toolkit that can be used by MNAs to increase awareness of Para World Sailing, with an emphasis on increasing youth and female participation, and broadening the range of physical, sensory and intellectual disability types   |

## Strategic Priorities

- Affordability – identify ways to reduce the cost of competing in Para Sailing Events
- Inclusion – establish a competition program that provides for all disability types (physical, sensory and intellectual), encourages greater female participation and promotes Para Sailing as part of pinnacle mainstream events
- Increased Competition – grow the number and quality of Para Sailing and inclusive championship events
- Increase Participation – grow the number of nations participating at Para World Sailing Championships and international regattas

## Tactics

- Reach the target of 32 nations participating requested by IPC for reinstatement at the 2017 World Championships.
- Reach the target number of 40 nations competing by 2020
- Reduce the cost of competition by selecting Para World Sailing equipment that:
  - Has a lower purchase price
  - Is distributed world-wide
  - Has a supply of used boats available
  - Is inexpensive to transport (more boats per container)
- Develop a proposal for a container of provided equipment that can be shipped to championship and coaching events (to enable competitions where charter boats are unavailable)
- Develop a proposal for continental qualification to enable developing nations with limited Para Sailing budgets to be able to qualify athletes for future Paralympic competition
- Para World Sailing Championships provide competition opportunities for a range of disability types and encourage female participation
- Work with World Sailing's list of 130 plus MNAs to establish new para sailing programs
- World Sailing:
  - supports an international competition program for Integrated Blind Fleet Racing and Autonomous Blind Match Racing
  - establishes an international competition program for sailors with intellectual disability
  - promotes and support the ongoing inclusion of the Para World Sailing Classes within the Sailing World Cup program with the aim of supporting the excellence of sailing in a full inclusive perspective
  - encourages MNAs to establish National Para Sailing Championships and support National Championships in identified development or inclusive classes
  - promotes the inclusion of sailing in Regional Para Games



**Goal #2**  
**Expand competition**



## Goal #3

### Effective marketing and communications

#### Strategic Priorities

- Grow Media Attraction – promote a focus on youth
- Increase Global Awareness – through mainstream, electronic and social media
- Improve Communication with Stakeholders – build relationships

#### Tactics

- Introduce new competition formats that are media and spectator friendly, providing modern and fast paced stadium style racing
- Event focus – develop a media schedule for the International program of Para Sailing events including media releases, website coverage, photography and video.
- Event reporting – ensure all para sailing events produce high quality daily reports and imagery
- Personality focus – highlight the stories of successful para sailors with a focus on young athletes and those from developing nations
- Television – identify suitable venues and work with event organisers to conduct fast paced racing close to shore with attractive backdrops
- Press & Web Media – circulate media releases with personality focus ahead of events
- Website – maintain strong para sailing presence on World Sailing website with a target minimum of 1 in 10 postings
- Social Media – in order to most effectively communicate with sailors, utilise para sailing social media channels to promulgate website articles and supplement with an equivalent quantity of additional posts
- E-Newsletter – publish Para World Sailing Bulletin monthly / bi-monthly
- Maintain regular person to person communication with the International Paralympic Committee and provide media releases for all international level events and significant initiatives
- Keep MNAs informed through the Para World Sailing Bulletin and quarterly / half-yearly communiques with information about establishing programs and developing competition pathways
- Establish regular communications with the group of relevant class associations to assure ongoing cooperation around events

## Strategic Priorities

- Sound Governance Framework – structure and representation
- Strategic Planning – outcome focused
- Strong Rules Basis – maintain key documents which supplement the World Sailing Rules and Regulations

## Tactics

- Maintain affiliation with and representation to the International Paralympic Committee
- Para World Sailing Committee members are familiar with the regulations and policies of World Sailing and the policies and procedures of the International Paralympic Committee
- People with a deep knowledge of paralympic sailing nominated in World Sailing Committees
- A paralympic sailor included in the World Sailing Athletes Commission
- Para World Sailing Committee meetings are conducted no less than 6 times per annum, with face to face meetings held at the World Sailing Annual Conference
- The focus of Para World Sailing Committee meetings is the priorities identified in the Strategic Plan
- The Para World Sailing Strategic Plan will be reviewed annually
- The Para World Sailing Committee will contribute to regular review of:
  - Racing Rules of Sailing
  - Appendix CBS (autonomous blind match racing)
- The Para World Sailing Race Management Manual will be reviewed every two years
- Maintain alignment of the Para World Sailing Functional Classification System with the IPC Classification Guide and review every two years
- Introduce the new equipment at the 2017 Para World Sailing Championships to test the new format
- All other key documents (Sailing Manual, Technical Delegates Guide etc) shall be reviewed every two years



**Goal #4**  
Governance and  
rules





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