



World Sailing

Strategy

2020 – 2023

Para World Sailing





Introduction

Sailing has an almost unique capacity to include people of all ages and abilities. It is one of very few sports in which people with and without a disability can participate on equal terms.

World Sailing is committed to growing Para sailing in collaboration with its Member National Authorities (MNAs), major events and within the committee structure of the world governing body to achieve its goals.

While continuing to encourage MNAs to make Para sailing a more inclusive and welcoming sport for both competition

and recreation at a local and national level, World Sailing aims to foster ongoing development and provide an exciting international program of inclusive competitions.

Over the past five years, the number of nations with Para sailors participating in International Para sailing competitions has increased by 30%. The Para World Sailing Strategy 2020-2023, outlined on the following pages, builds on this success, setting out an ambitious plan for further growth and development over the next few years.

Goal 1

Increase worldwide participation to 45 nations on 6 continents by the end of 2023



Strategic Priorities

Support World Sailing MNAs

Educate MNA personnel and encourage the creation and expansion of inclusive and para sailing programs within MNAs.

Increase Diversity

Broaden the range of physical, sensory and intellectual disability types that participate in sailing and encourage greater female participation. Recognizing and embracing disabilities outside the Paralympic sphere is not only important to growth and participation worldwide but also acceptance into mainstream sailing.

Grow Youth Participation

With a goal of 20% of total athletes below the age of 30 in World Sailing Sanctioned events.

Grow Participation of Women

With a goal of 30% of total athletes in World Sailing Sanctioned events, with an ultimate goal of 50% female participation.

Equipment Availability

Identify equipment that is available, affordable, transportable and well-suited to inclusive and para sailing programs.

Tactics

Participation Targets

- Reach the target of 45 nations on 6 continents participating by 2023
- Maintain a minimum participation level of 32 countries per year in total, compiled from participation in all levels of para sailing and inclusive events.
- Nation participation in World Sailing Sanctioned events:
2020 - 40 nations on 5 continents
2021 - 42 nations on 5 continents
2022 - 44 nations on 6 continents
2023 - 45 nations on 6 continents

Development hotspots

- Identify key locations (and personnel) in each World Sailing region from where Para Sailing Development Programs and Seminars can be conducted and progress monitored, and where neighbouring nations can be mentored and supported.
- Publish a directory of identified centres of excellence and key contacts in various regions.
- Nurture existing and develop new partnerships with other organizations including Veterans groups (Invictus Games and similar national events), Blind Sailing International, INAS, Special Olympics, Deaf Sailing organizations, etc.

- Articulate the pathways for youth and new participants to transition to para sailing equipment used in World Championships and international competitions.
- Develop a project for the World Sailing Trust, to provide a set of global Para Sailing equipment in order to facilitate clinics, gift Para Sailing equipment to at least one hotspot location per year, and train up to 400 sailors and coaches, who in turn will train many more sailors in years to come.
- Paralympic Sailing Development Program (PDP):
 - PDP program to be more integrated into overall World Sailing Training & Development Program and managed by the Para World Sailing Manager.
 - Work to coordinate emerging nations within the various regions, to maximize use of limited funds.
- Between 2020 and 2024 – hold a minimum of 3 PDP Seminars and/or Clinics on each continent during the quadrennial. These may be run by either World Sailing coaches or by regional coaches under WS guidance.
- Education Resources: Review the Para World Sailing Development Guidelines (Sailing Manual) by November 2020.
- Create Development Guidelines and resources for PDP Seminars and Clinics to support the creation and expansion of inclusive and para sailing programs and pathways; 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.
- Include a module on para sailing awareness into all World Sailing Training & Development initiatives and educational material.
- Publish a list of suitable equipment and recommended para sailing Classes by November 2020. This will also list recommended event formats. Equipment should be of universal design, enabling the same boat to be used for mainstream and para sailing activities.

Goal 2

Expand Competition

Strategic Priorities

Increase Participation

Grow the number of nations participating in para sailing and inclusive regattas at all levels.

Increase Competition

Grow the number and quality of Para Sailing and inclusive events at a international, regional and national level.

Inclusion

Expand the competition program at all levels to provide for all types and severity of disability (physical, sensory and intellectual), encourage greater youth and female participation, and promote para sailing disciplines or inclusive classes as part of pinnacle mainstream competitions.

Affordability

Identify ways to reduce the cost of competing in para sailing events, at all levels: international, regional and local.

Tactics

Competition Program

- Para World Sailing Classes are included in the quadrennial Sailing World Championships commencing in 2022.
- Para World Sailing Classes are included in the World Cup Series program with the aim of promoting the excellence of sailing in a fully inclusive event.
- World Sailing promotes the inclusion of sailing in Regional Para Games.
- Para World Sailing Championships can be held in conjunction with Open Class World Championships in years not coinciding with the Sailing World Championships.
- MNAs are encouraged to establish National Para Sailing Championships and support National Championships in identified development or inclusive classes.
- Develop a simple format/template for conducting local/national events, promoting inclusion as the key for participation.

Inclusion

- Maintain an international competition program for Integrated Blind Fleet Racing and Autonomous Blind Match Racing with Championships held in alternate years.

- Establish an international competition program for sailors with intellectual disability.
- Establish an international competition program for deaf and hearing-impaired sailors.
- Cooperate with World Sailing Youth Events Sub Committee to add an inclusive class to the Youth World Sailing Championships.

Qualification

- Develop a proposal for continental qualification to enable developing nations with limited para sailing budgets to be able to qualify athletes for future combined Para Sailing World Championships.

Rankings

- Maintain a program of Ranking Events and a World Ranking list for one-person and two-person keelboat disciplines.
- Enable the filtering of Match Race Rankings to include Blind Sailors.

Equipment

- Equipment for Para World Sailing Championships to be confirmed at least 2 years prior to the confirmed date of Championships. Equipment for 2022 combined World Championships shall be selected by November 2020.

- Permit “exhibition events” at World Sailing Championships to provide new or existing classes and disciplines an opportunity to be evaluated in larger events (i.e. seated kiteboarding, multihull, deaf sailing).

Affordability

- Reduce the cost of competition by selecting equipment for Para World Sailing and Regional Championships that:
 - Has a lower purchase price and/or affordable charter fee structure
 - Is distributed worldwide
 - Can be shared by multiple charterers for affordability
 - Has a supply of used boats available
 - Is inexpensive to transport (more boats per container)
- Requirements placed upon Blind Sailing event organizers to be reduced by World Sailing to reduce pressure on events budgets.
- Develop a proposal for a container of provided equipment that can be shipped to World and Regional Championships and coaching events (to enable competitions where charter boats are unavailable) – See World Sailing Trust Proposal in Goal 1.



Goal 3

Effective Marketing and Communications



Strategic Priorities

Grow Media Attraction

Highlight sailing's capacity for inclusion and promote a focus on youth

Increase Global Awareness

Through mainstream, electronic and social media.

Improve Communication with Stakeholders

Build and nurture effective relationships.

Guidance for MNAs

Create toolkit for MNAs to promote sailors and events on a more local level, to help with effectiveness and reach of para sailing strategy.

Create and celebrate heroes

Feature excellence by para sailors in all types of events to create and promote the heroes of the sport, across all disciplines including kiteboarding, offshore sailing, etc.

Tactics

Events

- Use 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.

Media

- Develop a series of key messages that can be reinforced in sequential media releases and used as media briefing material. Key messages could include:
 - Capital sailing's capacity to include people of all ages and abilities participating and competing together,
 - Capital sailing offers diverse opportunities as a competitive sport and recreation for a diverse community,
 - Capital sailing provides a physically and mentally therapeutic activity which connects us with the elements of nature.

- 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 organizers to conduct fast-paced racing close to shore with attractive backdrops.
- Press & Web Media – circulate media releases with athlete personality-focus ahead of events.
- Website – maintain strong para sailing presence on World Sailing website with a minimum target of 1 in 10 postings.
- Social Media – in order to most effectively communicate with sailors, utilise para sailing social media channels to promote website articles and supplement with an equivalent quantity of additional posts.
- E-Newsletter – publish Para World Sailing Bulletin on a quarterly basis.

Organizations

- Maintain regular communication with the International Paralympic Committee and key disability-specific sport organisations. Provide media releases for all international level events and significant initiatives.
- Establish regular communications with the group of relevant class associations to assure ongoing cooperation around events.
- Keep MNAs informed through the Para World Sailing Bulletin and quarterly/half-yearly communications with information about establishing programs and developing competition pathways.
- Develop a Communications and Media Plan together with a toolkit that can be used by World Sailing's 130+ MNAs to increase awareness of para sailing and encourage the establishment of new para sailing and inclusive sailing programs. Place an emphasis on increasing youth and female participation, and broadening the range of physical, sensory and intellectual disability types that are included in sailing programs.

Goal 4

Governance and rules

Strategic Priorities

Sound Governance Framework

Ensuring sound and effective structure and representation.

Strategic Planning

Providing effective, outcome-focused planning.

Strong Rules Basis

Maintain key documents which supplement the World Sailing Rules and Regulations.

Tactics

Strategic Plan

- The Para World Sailing Strategic Plan will be reviewed prior to World Sailing's Mid-year meeting in 2021 and 2023.

Structure and Representation

- People with a deep knowledge of para sailing and inclusion are appointed to the Para World Sailing Committee.
- World Sailing Athletes' Commission includes at least one para sailor.
- 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 agenda of Para World Sailing Committee meetings are based upon the priorities identified in the Strategic Plan and minutes are circulated in a timely manner.
- 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 and key disability-specific sport organisations.

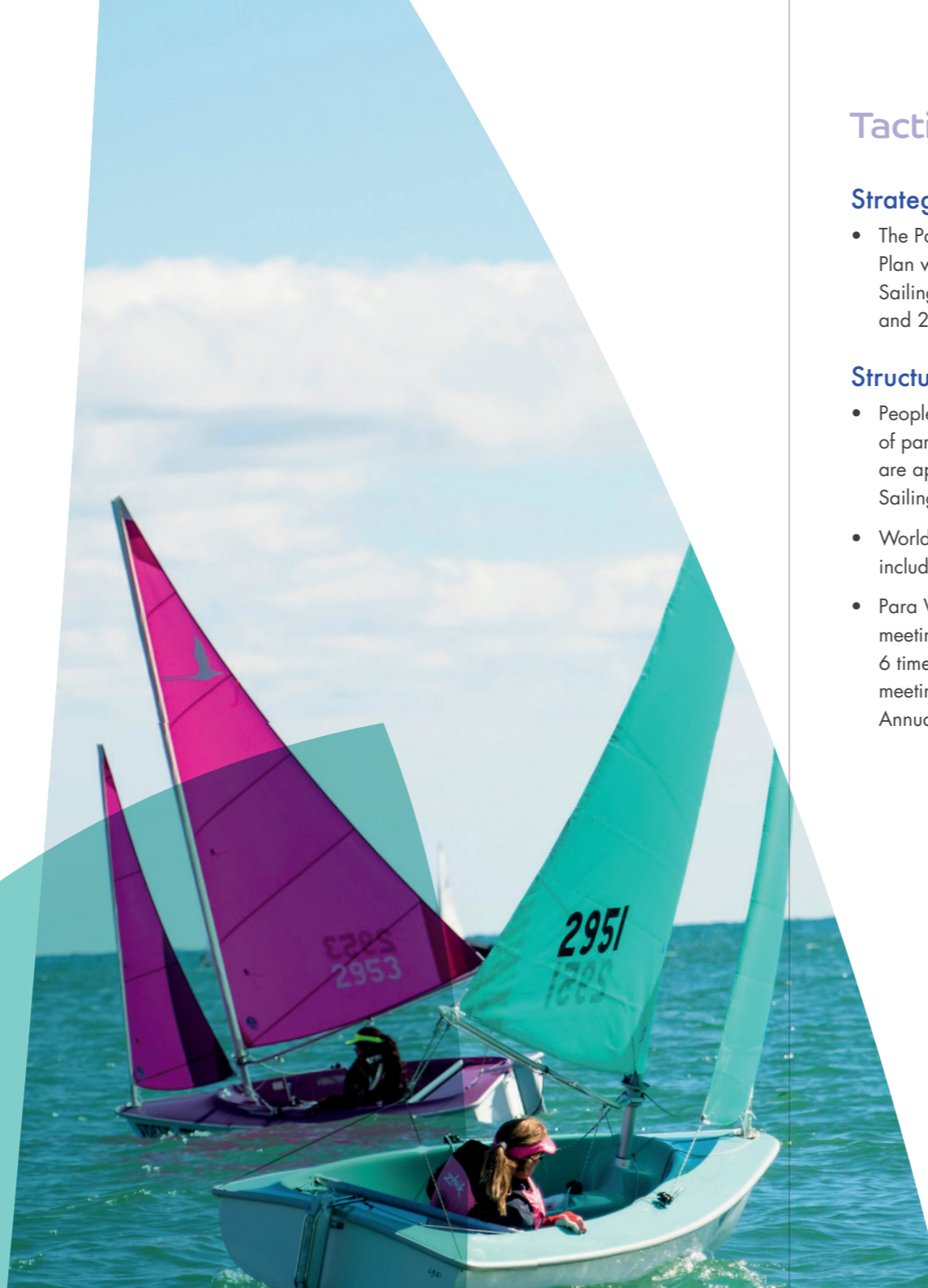
Documentation

- Populate resources on World Sailing webpages.
- The Para World Sailing Committee will contribute to the regular review of:
 - The 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 World Sailing Para Classification System with the International Paralympic Committee.
- The Classification Code will be reviewed every two years.
- All other key documents (Technical Delegates Guide etc.) will be reviewed every two years.

Organisations

- Maintain affiliation with and representation to the International Paralympic Committee.





World Sailing

Official Partners



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