

### **Sarah Kenny – Candidate for Vice President World Sailing**

As a World Sailing Vice President I will contribute the diversity of my experience and knowledge from both within and outside sailing to help ensure the growth and success of our sport in the future. As a Group L World Sailing Council Member I have represented 2 strong sailing nations and many more smaller and emerging sailing nations in Oceania. I have first-hand experience dealing with the issues facing MNA's, Clubs, Classes and sailors from my long service on the Board and as Vice-President of Australian Sailing.

I am a sailor and I am connected to sailing and sailors, particularly the youth sailors that are so key to the future of our sport. In the last few years in particular, I have attended multiple youth Class World Championships and Olympic Class events. I have taken an active interest at events questioning and listening to sailors, coaches, team leaders, officials, Class representatives and event organisers. I have engaged actively in the youth pathways for the last 10 years as a parent supporting my sons from learn to sail and Club racing through to national and world championships. My eldest son transitioned last year from the youth pathway to an Olympic Class. I understand the importance of the youth pathway and the challenge of attracting and retaining the youth in our sport.

I have sailed competitively at the highest level in my youth and I competed at the Windsurfer demonstration event at the Los Angeles Olympic Games. Growing up as a young female sailor at a time when there were no Olympic sailing events for women, I understand the importance of inclusivity and diversity. I continue to enjoy local windsurfer racing and recreational keelboat sailing.

There are 3 areas of focus critical to the long term stability and success of Sailing:

1. Growth and development of Sailing worldwide
2. Best practice governance and financial management
3. Strong and successful Olympic and elite sailing

#### **1. Growth and Development of Sailing is the Priority**

To grow and develop Sailing worldwide, key priorities include:

- Identify meaningful ways to grow sailing particularly in new and emerging nations recognising that a different solution may be needed in different parts of the world.
- Adopt a rigorous process to ensure maximum value will be received from every dollar and hour of time invested in growth and development initiatives and be accountable to regularly test this.
- Prioritise sharing of information, tools and best practice solutions to the challenges that are the same all around the world.
- Balance the need to respect sailing traditions whilst growing interest and participation in the sport at all levels including youth, non-sailing audiences, Olympic and non-Olympic classes.
- Grow female participation and retention across the sport - always ask how we can make sailing roles and opportunities equal and accessible?
- Retention and engagement strategy for 16 to 25 age group sailors.
- Reinstate sailing as a Paralympic sport.

#### **2. Governance and Financial Reform is Needed**

Best practice governance and financial management is particularly important for Sailing because it is a complex sport with limited resources and sources of funding. I will bring to the World Sailing Board relevant experience in these matters from my roles as a public company director and corporate lawyer.

With the ongoing support of many expert volunteers, we need to ensure the organisational and technical governance of the sport reflects best practice, is efficient and user-friendly. Governance changes are needed to facilitate better discussion and decision making and the more efficient use of resources, including the people that so many MNA's volunteer to World Sailing. The vast

majority of MNA's acknowledge that governance reform is needed. The longer this reform is delayed the more difficult it will be to achieve the key goals for our sport.

Improved financial management requires the regular provision of a consistent set of appropriate financial information to give transparency to Council, MNA's and other stakeholders on the true financial position and performance of World Sailing.

These governance and financial management reforms are critical for World Sailing to be the strong, efficient and agile global organisation that an International Federation must be today.

### **3. Olympic and Elite sailing**

Sailing must remain a strong Olympic and elite sport. We must have sailing heroes and role models to ensure growth and value. The event calendar must work for the sailors and we must constantly review how to cut cost and increase sustainability at the top end of the sport. As a member of the Events Committee of World Sailing for the last 8 years and as the Chair for the last 4 years, I will bring an in depth knowledge of critical Olympic sailing matters to the World Sailing Board. I have reviewed extensively what is required to be a strong Olympic sport and I understand the many challenges we face in the way we determine Olympic events, equipment, quotas, qualification and formats to ensure the best decisions are made for both current and future generations of sailors.

Universality in Olympic sailing and increasing nation participation in elite sailing events should be a priority. We must find innovative ways to:

1. support new countries to compete in Olympic qualification
2. help countries regularly participating in Olympic qualification to succeed in qualifying for an event at the Olympic Games
3. target appropriate growth opportunities for countries competing in only one or two Olympic events
4. grow the number of countries competing in other elite sailing events

World Sailing and its key stakeholders must work together better to achieve the long term stability and success of Sailing. We must identify clearly what is and is not appropriate for World Sailing to invest in, prioritise World Sailing's limited resources to the most appropriate projects and better utilise the experience and capacity of MNA's, Continental Associations, Classes and Clubs.

I know from the life skills, confidence and enjoyment that I gained from sailing, that our sport has the potential to offer so much to so many all around the world. That is why I am a dedicated and committed volunteer in the sport. I care about Sailing's future and ensuring as many people as possible can share in the opportunities the sport offers.

I hope I can be part of a strong team who together bring the right mix of skills and experience to the World Sailing Board to provide the very best leadership for our sport.

For further information, please contact me:

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