



# Marketing & Communications Initiative Bulletin

# 7/ 2003

## In this Bulletin:

### Sail training, promotion & development:

Invitation to regional members interested and active in sail training at club level to attend an informal discussion and planning meeting, topics under consideration to include:

1. Discussion and planning for Cape Boat & Watersport Show
2. Introduction to the Foundation for a Brighter Future, its role, and how it plans to promote the development of sailing.
3. Evolution of professional trainers at club level
4. Discussion on information required by the Department of Sport & Recreation (SRSA)
5. The recent circular on the South African Sports Commission (SASC) and the formation of a Western Cape College of Trainers (WCCT)

A meeting is scheduled to take place on Monday August 18<sup>th</sup> 2003 at Zeekoe Vlei Yacht Club at 18:00, which, it is hoped, that all those active and interested in sailing development in the western cape will be able to attend.

We apologise for the shorter than usual notice.

Specific invitations have been sent to the following persons:

### Invitees:

Anthony Steward	RCYC	083 212 7395	<a href="mailto:antsail@iafrica.com">antsail@iafrica.com</a>
Gordon Knight	ZVYC	082 416 9385	<a href="mailto:maynardb@iafrica.com">maynardb@iafrica.com</a>
Malcolm McGregor	SBYC	022 714 1432	<a href="mailto:malcolmm@mweb.co.za">malcolmm@mweb.co.za</a>
		082 350 0884	
Dave Hudson	RCYC	021 509 9111	<a href="mailto:dhudson@oldmutual.com">dhudson@oldmutual.com</a>
Dale Hudson	RCYC/UCT	021 650 4569	<a href="mailto:dhudson@sports.uct.ac.za">dhudson@sports.uct.ac.za</a>
Alastair Peden	HBYC	021 790 1186	<a href="mailto:alastair@wam.co.za">alastair@wam.co.za</a>
John Galbraith	GBYC	072 262 8582	<a href="mailto:gbyc@iafric.com">gbyc@iafric.com</a>
Ian Ainslie	Isivunguvungu	083 225 8420	<a href="mailto:ianainslie@icon.co.za">ianainslie@icon.co.za</a>
Dave Booth	TSC	082 460 6251	<a href="mailto:sailopti@telkomsa.net">sailopti@telkomsa.net</a>
Marion Cole	POYC	021 511 2154	<a href="mailto:nssact@iafrica.com">nssact@iafrica.com</a>
John Martin	DYC	083 310 1440	<a href="mailto:jvrim@mweb.co.za">jvrim@mweb.co.za</a>
Allan Eggeling	F4BF	083 255 9059	<a href="mailto:ian@thebrighterfuture.co.za">ian@thebrighterfuture.co.za</a>
Pete Shaw	ZVYC	021 555 3470	<a href="mailto:pete@sparcraft.net">pete@sparcraft.net</a>
Len Davies	ZVYC	021 705 3908	<a href="mailto:len.davis@hollister.co.za">len.davis@hollister.co.za</a>
Zane Pritchards	RCYC	021 421 1354	<a href="mailto:info@rcyc.co.za">info@rcyc.co.za</a>
Steve Meek	RCYC	021 511 2154	<a href="mailto:nssact@iafrica.com">nssact@iafrica.com</a>
Drew Jarvis	Junior Rep SAS WC		<a href="mailto:drewjarvis@telkomsa.net">drewjarvis@telkomsa.net</a>

Before tackling the topics we will ask that each person attending give a short statement of their training related activities

This will be followed by an introduction by SAS Councillor & Marketing & Communications Chairman, Peter Vowles.

Elaboration of topics to be discussed:

1. **Western Cape Boat & Watersport Show:** Clubs have been asked to submit proposals on how they will associate themselves with the October annual Boat

Show, by August 15<sup>th</sup>, and have been asked in particular to showcase their development training projects. The meeting will therefore have a good idea of who will be participating and be in a position to decide on the optimum use of time and effort in running the training exhibition. It is proposed that a task team be established to co-ordinate activities required leading up to opening day on October 24<sup>th</sup>.

**Open Day:** In tandem with showcasing training it has been proposed that Clubs publicise an open invitation to interested members of the public to visit a club to experience sailing the sport and recreation. While this is not specifically the forum of training officers, co-ordination with Clubs wishing to use this promotional opportunity needs to be established; those attending will be asked to liaise with their respective clubs in this regard..

2. **The Foundation for a Brighter Future:** Training initiatives have been running at clubs around the western cape for some time with considerable success; recently the focus has been on 'Development Sailing'. However the question of relevance, outcome and sustainability of the involvement of those introduced to the sport has been ever present.

Work has been done with the Foundation for a Brighter Future, a section 21 company, who have recognised sailing as an excellent 'Rite of Passage' and made a policy decision to use sail training as a developmental aid to selected children passing through their system. They initiated their entry into the sailing world by associating with the Isivunguvungu Academy, (you will probably be aware of the fact that they sponsored a Lipton Challenge entry) with commendable results. The involvement of the Foundation will be explained and its objectives outlined to the meeting for future action.

3. **Evolution of Professional Trainers at Club level:** Flowing from the introduction of the Foundation it is proposed to discuss the concept of evolving professional trainers to operate at club premises. Many clubs have facilities that lend themselves to provide suitable premises for housing an academy. Introducing professional trainers will offer a number of advantages:

- a. Make fuller use of club premises by offering courses during weekdays
- b. Expand the times on which sail training is available in line with demand that has been built up with schools. This greater accessibility would serve to enhance enrolment
- c. Create employment opportunities for graduates of the academies
- d. Develop interschool sailing contests
- e. Make it possible for dinghy clubs to also offer keelboat training courses

4. **DSR ... Development sailing:** There seems to be a general acceptance of the need to drop the name development sailing in favour of **something more allied to what we are doing**. Behind this is the acknowledgement that training and the development of the sport needs to take place amongst all communities without undue emphasis on enrolling those drawn from previously disadvantaged groups. Government sports departments, while in no way abandoning the mandate to integrate sporting activities, are reflecting this view.

SAS has called for input from Clubs to support application to the DSR. This requires a four-year plan. Aspects of this need to be discussed; the view here is that each club does not have to wrestle with a full four year plan on its own. The suggestion is that a task group be selected to gather all WC club requirements and submit a consolidated document.

5. **Accreditation of Sail Training curricula:** A recent circular from the Recreation & Community Standing Committee notified that the SASC require submission of training curricula for accreditation. It is proposed that WC form a College of Trainers to compile a unified set of standards for training from current practice at the different

clubs, with particular reference to the new regulations promulgated in respect of coastal waters and pending in respect of inland waters. It has been suggested that training be divided into smaller 'mini courses' to cope with breaks in attendance, and give the ability to log stages reached by trainees, as they progress.

Please gather at Zeekoe Vlei Yacht Club at 18:00 on Monday evening August 18<sup>th</sup>. Please be kind enough to notify the SAS office of your intention to attend, for catering purposes.

Many thanks,  
Doug Harrowsmith  
021 715 2531