

## Final Key messages to the 2009 Club & Coach Conference

**Clubs are increasingly putting greater resources into the coaching and development of their sailors, however if you fail to tell them (sailors and parents) why the club is running the training, what the next step is and how they can get involved with the club, they may fail to become integrated with the club's membership and ethos.**

**Training and Coaching can are** fundamental to many clubs

- Understand why
  - Is it to attract more members
  - Keep existing members
  - Up skill membership

**Planning** is key to successful club activities

- Plan the year's activities in detail
- Plan individual days
- Ensure the club have follow on activities to training sessions  
*Dinghy Level 2 > Start Racing > Club Novice racing*
- What is the Pathway for training and how will Sailors move towards club racing activities.

**Member pathway:** Consider producing a flow chart / booklet to show what the club can offer to its members and how they can get involved in the different activity that the club offers.

Look at giving new members roles within the club, so that they can meet and integrate with existing members.

**Communicate** this plan effectively

Set up an evening to explain

- What's available in the club for the year
- How to enrol,
- How get involved in both volunteering for the junior sailing and also adult involvement.
- Think of different media to help get the message across
  - Web Site
  - Letter/E-Mail mailings
  - Custom Leaflets
  - Member evenings
  - Word of mouth
    - Assign an existing member to welcome new members

It is easy to understand what's going on if you are an existing member. Ask the question how do new members or sailors find out what's going on.