



2026 Club Survey Results

National Results

30th July 2026



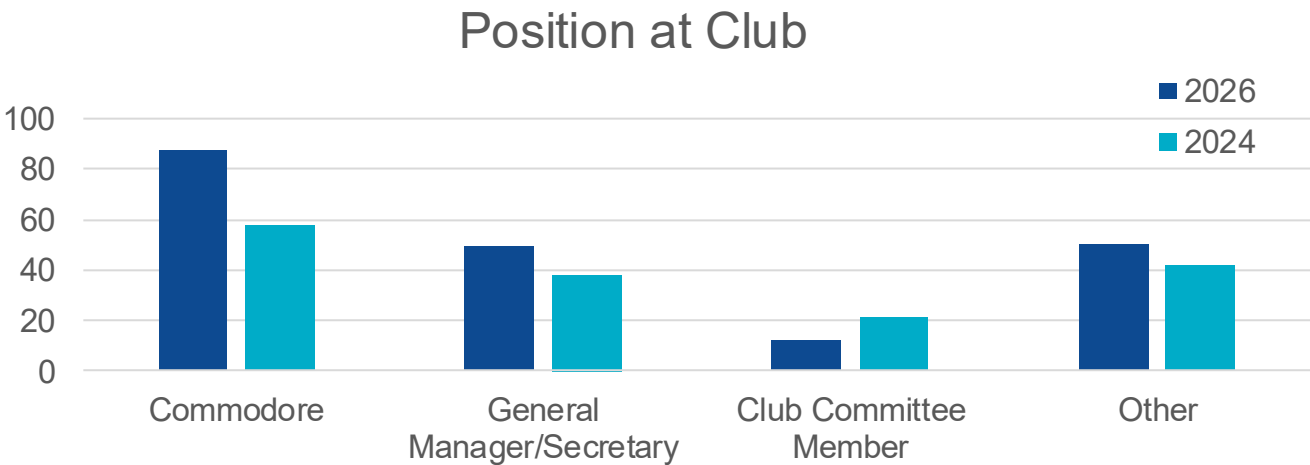
State Breakdown

Answer Choices	2026 Responses		2024 Responses	
ACT	1.5%	3	0	0
NSW	30.4%	60	20.1%	30
NT	0.5%	1	2%	3
QLD	15.2%	30	22.8%	34
SA	10.1%	20	12%	18
TAS	9.1%	18	10.7%	16
VIC	24.8%	49	21.4%	32
WA	8.1%	16	10.7%	16
	Total	197		149



Position at Club Breakdown

Answer Choices	2026 Responses		2024 Responses	
Commodore	43.7%	87	38.9%	58
General Manager/ Secretary	24.9%	49	25.5%	38
Club Committee Member	6.1%	12	14.0%	21
Other (please specify)	25.4%	50	28.1%	42

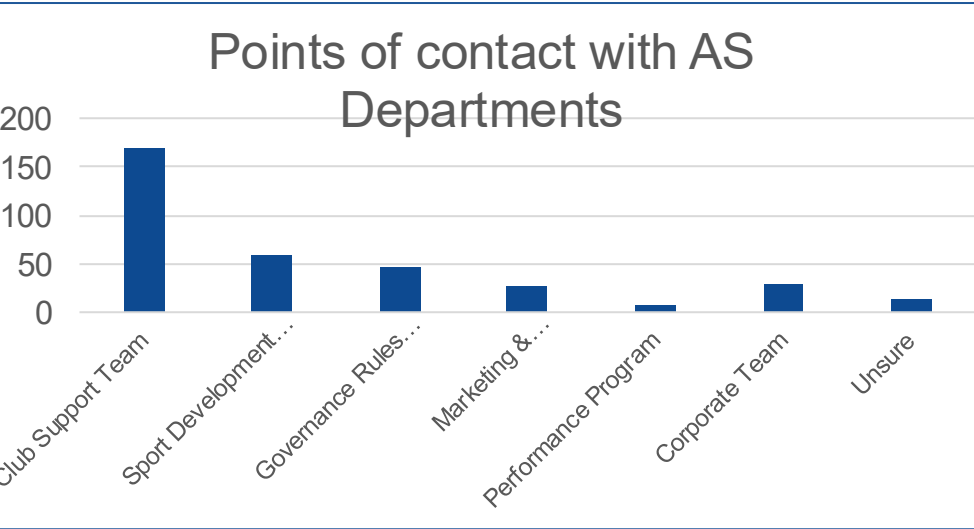


Other roles:

- Discover Sailing Centre Principal
- Rear Commodore
- Vice Commodore
- Sailing Operations Manager
- Licensee
- CEO
- Race Director
- Delegate
- Treasurer
- President
- Senior Instructor
- Sports Admin
- On water Coordinator
- Training Coordinator
- Training and Development
- Yachting Manager

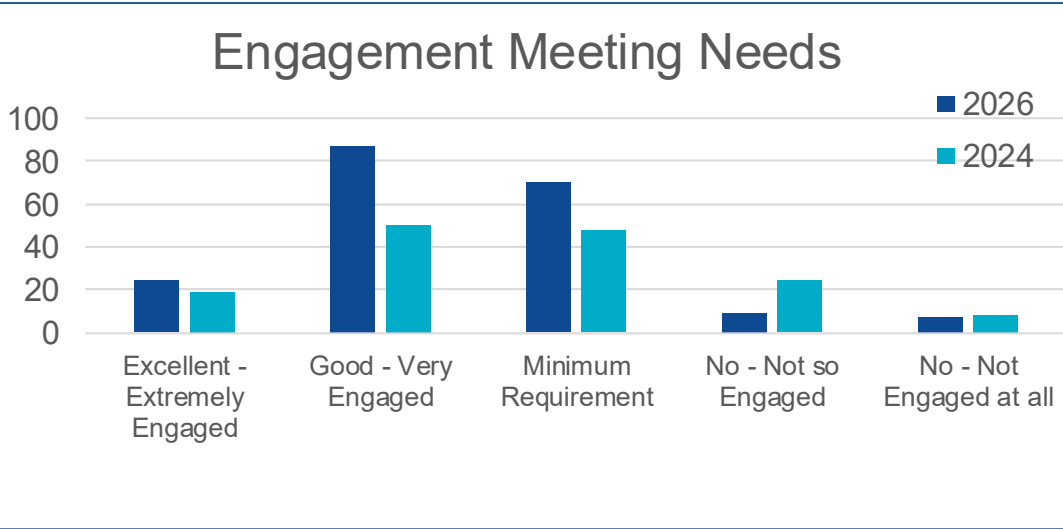
How Many Points of Contact with AS?

Answer Choices	Responses	
0	3.0%	6
1-5	21.3%	42
5-10	16.2%	32
10-15	31.5%	62
15+	27.9%	55



Does that meet your needs & Expectations?

Answer Choices	2026 Responses		2024 Responses	
No – Not engaged at all	3.6%	7	5.3%	8
No – Not so engaged	4.6%	9	16.1%	24
Minimum Requirement	35.5%	70	32.2%	48
Good, Very Engaged	44.2%	87	33.5%	50
Excellent – Extremely Engaged	12.2%	24	12.7%	19



Please provide any feedback on how Australian Sailing can improve the engagement with your club?

Common positive feedback included:

- *"Overall, there is much better engagement over the past few years."*
- *"Australian Sailing do an amazing job with our club and I can't fault it."*
- *"We have had an excellent level of engagement with Australian Sailing Tas."*
- *"The engagement has been great."*

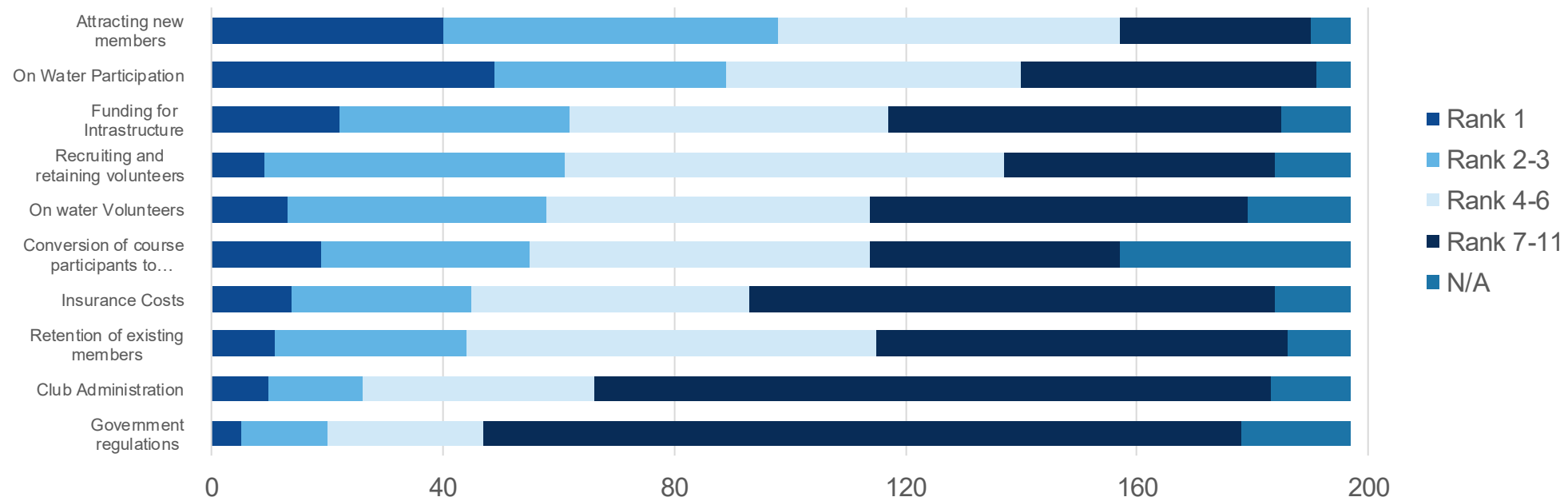
The strongest opportunities for improvement are:

1. More proactive face-to-face engagement.
2. Better communication of available services, practical operational support.
3. Better focus on helping clubs grow participation while reducing administrative burden.

Key CHALLENGES, based on how important they are to your club over the next 12 months.

Top 5 Challenges (Ranked 1-3):

1. Attracting New Members
2. On Water Participation
3. Funding for Infrastructure and maintenance
4. Recruiting & Retaining Volunteers
5. On water Volunteers



Please provide comments on challenges facing your club and any further challenges not listed?

The survey responses reveal that clubs are facing **systemic rather than isolated challenges**. Three broad issues dominate almost every response:

1. Sustainable Clubs

- Clubs are under significant financial pressure from rising insurance, infrastructure costs, lease uncertainty and increasing compliance obligations.

2. Sustainable People

- Volunteer recruitment, committee succession, instructor shortages and ageing memberships are placing increasing strain on club operations.

3. Sustainable Participation

- Attracting, converting and retaining participants—particularly juniors, young adults and new sailors—remains the greatest long-term challenge for the sport.

Collectively, these responses suggest Australian Sailing's future support strategy should continue to focus on **club sustainability**, with priority initiatives around **membership growth, volunteer capability, advocacy, infrastructure funding, insurance affordability, and reducing the administrative burden on volunteer-led clubs**.

Additional Emerging Themes – Club Challenges

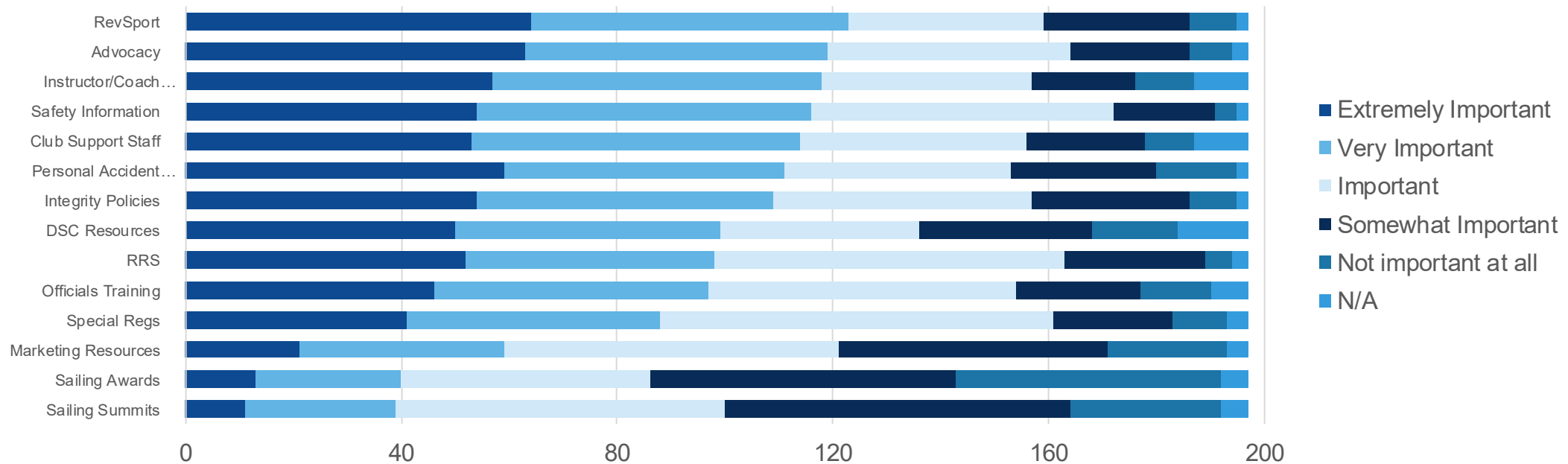
Several secondary themes also appeared throughout the responses:

- **Insurance affordability** has become one of the most significant financial risks facing clubs.
- **Boat storage and waterfront access** are becoming increasingly difficult, particularly in metropolitan areas.
- **Women and girls participation** continues to be a challenge for some clubs.
- **Environmental and waterway issues** (erosion, ferry traffic, commercial vessel wash, mud, planning restrictions) are impacting sailing operations.
- **Club culture and member behaviour**, including managing difficult or toxic members, was raised by a small number of clubs.

Key Support Offerings from AS – What's Important.

Top 5 important support services rated by clubs:

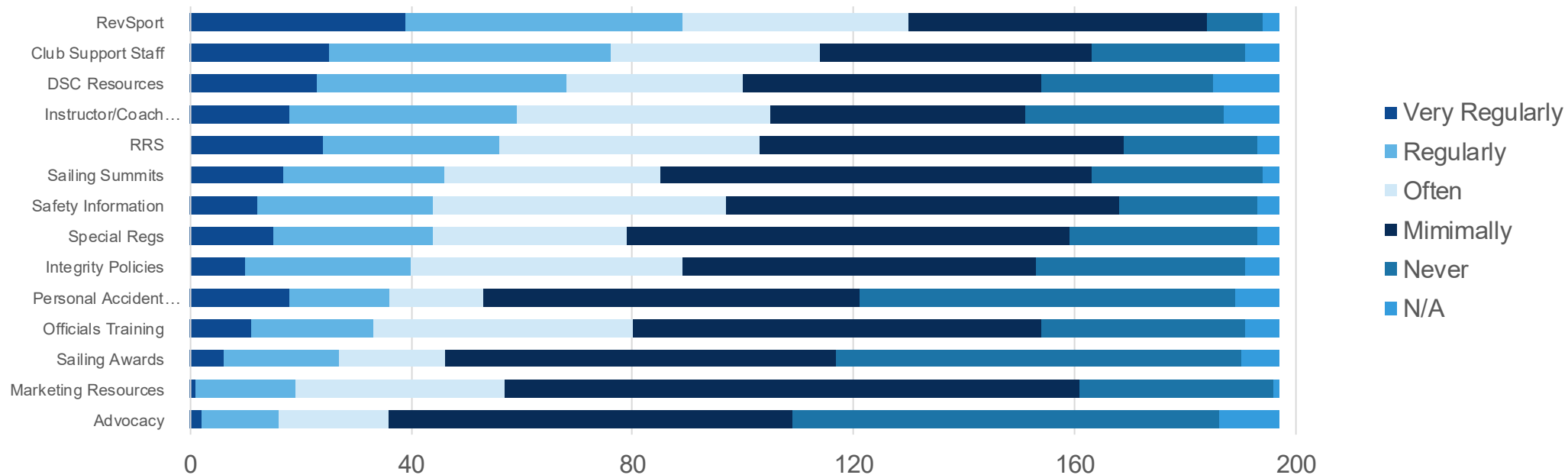
1. Online Support (RevSport) assistance and support
2. Advocacy to Government (Local, State and Federal)
3. Instructor and Coach training and development
4. Safety Information
5. Club Support Staff



Key Support Offerings from AS – What do you use?

Top 5 used support services rated by clubs:

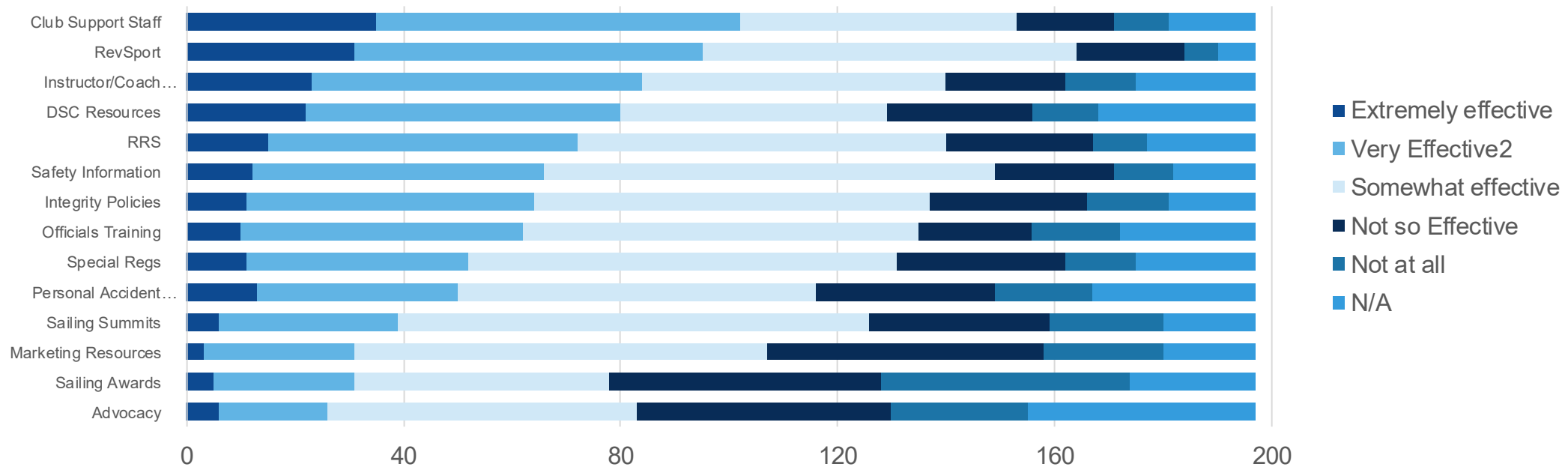
1. Online Support (RevSport) assistance and support
2. Club Support Staff
3. Discover Sailing Resources
4. Instructor/Coach/Officials Resources
5. Racing Rules of Sailing



Key Support Offerings from AS – How effective are they?

Top 5 effective support services rated by club:

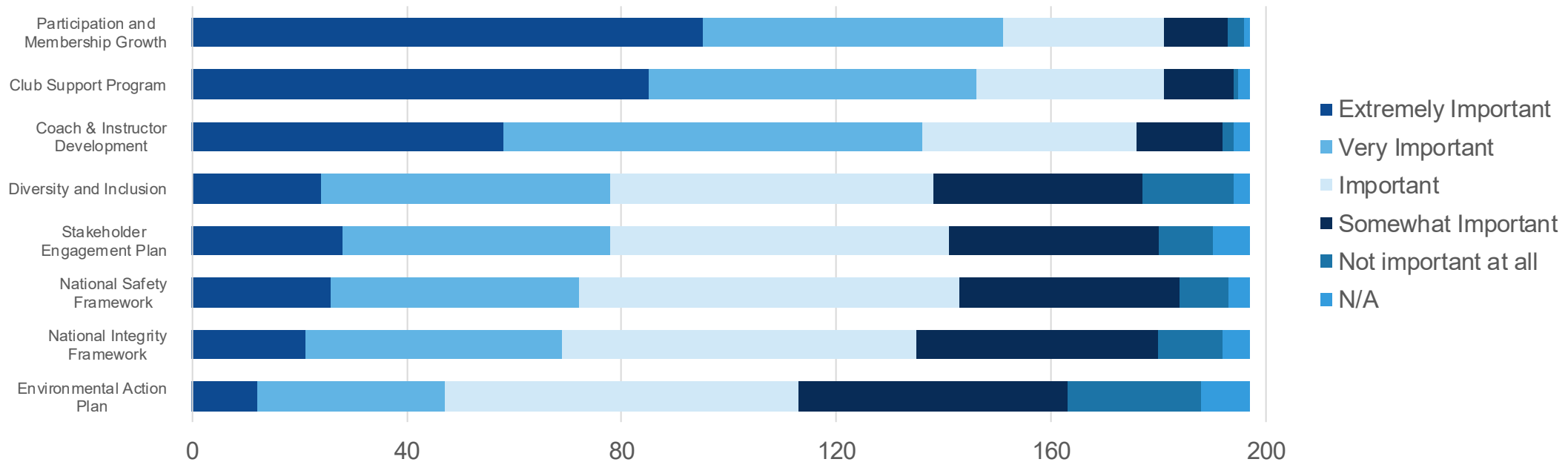
1. Club Support Staff
2. RevSport Support
3. Instructor and Coach Resources
4. Discover Sailing Centre Resources
5. Racing Rules of Sailing



Strategic Priorities– What’s Important to growing the sport of sailing?

Top 5 Strategic Priorities rated by clubs:

1. Participation and Membership Growth
2. Club Support Program
3. Instructor and Coach training and development
4. Diversity and Inclusion
5. Stakeholder Engagement



What are your clubs top three (3) priorities for the next 12 to 24 months?

The responses demonstrate that clubs are overwhelmingly focused on **building stronger, more sustainable organisations** over the next two years.

The priorities can be grouped into three strategic pillars:

1. Grow the Sport

- Membership & participation growth
- Junior and youth pathways / Better conversion from introductory programs
- Promotion of sailing to new audiences

2. Build Club Capability

- Volunteer recruitment and succession
- Instructor, coach and official development
- Governance and strategic planning / Leadership capability

3. Strengthen Club Sustainability

- Financial resilience
- Infrastructure investment & Facility upgrades
- Grant funding
- Insurance affordability

These priorities align closely with the challenges and engagement feedback identified in the other survey questions, providing a clear and consistent direction for Australian Sailing's future support strategy.

Clubs are seeking practical assistance to:

- **grow participation,**
- **strengthen volunteer capacity**
- **ensure clubs remain financially and operationally sustainable.**

These three pillars represent the strongest themes across the entire survey and provide an evidence-based framework for shaping Australian Sailing's club support, advocacy, funding and participation initiatives over the next 12–24 months.

Additional Emerging Themes – Club Priorities

Several other themes appeared regularly throughout the responses:

- **Women's and Girls Participation** (SheSails, female facilities, women instructors)
- **Funding and Grant Success**
- **Boat Storage and Marina Capacity**
- **Race Participation and Fleet Growth**
- **Discover Sailing Centre expansion**
- **Training fleets and safety boat replacement**
- **Community partnerships and school engagement**
- **Lease negotiations and land security**

Are there any specific items of support your club would like assistance with?

The responses demonstrate that clubs are looking for Australian Sailing to move beyond a traditional advisory role and become a more active delivery partner.

Three clear support priorities emerged:

1. Advocate for Clubs

- Clubs are seeking stronger representation with governments, insurers and funding bodies to reduce costs, secure long-term leases and improve access to infrastructure funding.

2. Build Club Capability

- There is strong demand for practical assistance with volunteer development, instructor pathways, governance, operational systems (particularly RevSport), and sharing proven solutions across the club network.

3. Help Clubs Grow

- Clubs want Australian Sailing to provide practical support to increase participation, improve conversion from introductory programs, strengthen marketing and promote sailing more effectively to new audiences.

Additional Emerging Themes – Club Support

Several additional support requests appeared consistently throughout the survey:

- **Child Safe, Integrity and Compliance support**
- **Equipment purchasing support** (training boats, rescue boats, RIBs)
- **Legal advice** (leases, constitutions, governance)
- **Recognition of regional clubs**
- **Support for women's participation and female coach development**
- **Promotion of Masters Sailing**
- **SailPass education and communication**
- **Website improvements**

Perhaps the most telling response that captured the overall sentiment:

"Not more frameworks — more implementation support."

This comment reflects a consistent message throughout the survey. Clubs generally understand **what** they need to do, they are asking Australian Sailing to help them **do it** through practical resources, advocacy, training and hands-on support.

How likely is it that you would recommend the support of Australian Sailing to another club?

Australian Sailing Net Promoter Score

- Out of 197 responses, the average likelihood of the respondents recommending the support of Australian Sailing was 68%



Club success stories and initiatives?

The responses provide a strong evidence base for what is driving success across Australian Sailing clubs. Three overarching themes emerge:

1. Participation Growth Requires Clear Pathways

- The most successful clubs are not simply attracting participants, they are deliberately converting them into long-term members through structured pathways, regular follow-up and opportunities to stay involved.

2. Club Culture is a Competitive Advantage

- Almost every high-performing club highlighted the importance of being welcoming, family-friendly and community-focused. Social connection was repeatedly identified as being just as important as on-water activity.

3. Local Delivery Drives Success

- While Australian Sailing programs such as **Discover Sailing**, **Tackers**, **Sail Our Way** and **SheSails** provide an effective framework, clubs consistently reported that success depended on **strong local leadership, partnerships and execution**.

Additional Emerging Themes - Success Factors

Several additional initiatives appeared regularly across the responses:

- **SheSails and women-specific programs** increasing female participation.
- **Youth leadership opportunities**, including youth sub-committees and assistant instructor pathways.
- **Paid junior instructor opportunities**, creating a "career pathway" for young sailors.
- **Consistent communication** with members through newsletters, online groups and social media.
- **Word-of-mouth recruitment**, particularly where clubs had strong cultures and welcoming environments.
- **Modernised branding and club rebranding** to attract new audiences.
- **Facility upgrades and improved amenities** supporting member retention.
- **Flexible racing formats** and mixed recreational offerings to appeal to a broader audience.

One response perhaps best encapsulates the findings:

"The key driver is local execution, not central messaging."

The survey responses suggests that the clubs experiencing the greatest growth are those that:

- **provide structured participation pathways,**
- **invest in welcoming club cultures,**
- **actively engage families and local communities,**
- **collaborate with neighbouring organisations,**
- **innovate their sailing offerings, and**
- **support participants beyond their first experience.**

These insights provide Australian Sailing with an evidence-based blueprint for promoting best practice across the national club network and **demonstrate that sustainable growth is being achieved through practical, locally led initiatives supported by national programs.**

Any other written feedback you would like to provide to Australian Sailing?

After reviewing the responses, the overall sentiment is **predominantly positive**, with many clubs acknowledging that Australian Sailing's engagement and support has improved significantly over the past 12–24 months. However, respondents also provided thoughtful feedback on where Australian Sailing should focus its efforts to better support clubs and grow the sport.

The final comments provide a valuable perspective on how clubs view Australian Sailing's role in the future. While clubs were overwhelmingly appreciative of the efforts of Australian Sailing staff, they consistently called for the organisation to evolve from being primarily an administrator and regulator to becoming a stronger **advocate, marketer and growth partner** for clubs.

Three strategic messages stand out:

1. Grow the Sport

- Clubs want Australian Sailing to lead a national effort to promote sailing, increase participation and raise the profile of grassroots sailing, not just elite competition.

2. Strengthen Club Sustainability

- There is a clear expectation that Australian Sailing should continue advocating on systemic issues such as insurance, leases, volunteer burden and financial sustainability while providing practical resources that help clubs operate more effectively.

3. Demonstrate Value

- Although many respondents praised the work of Australian Sailing staff, several indicated they either do not fully understand the breadth of services available or struggle to see the return on affiliation fees. Improving communication around available resources and continuing to demonstrate the value delivered to clubs will be critical.

Additional Emerging Themes – Final Feedback

Several other themes appeared across the responses:

- Simplifying **RevSport** while recognising its benefits for membership management.
- Increasing **inter-club collaboration** and knowledge sharing.
- Supporting **regional youth clinics** and participation pathways.
- Expanding partnerships beyond sailing to organisations such as Scouts, marinas and boating groups.
- Reviewing affiliation fee structures and membership banding.
- Simplifying surveys and consultation processes to encourage greater participation.

One response succinctly captured the opportunity ahead:

"Australian Sailing plays an important caretaker role for the sport. The risk is that it remains a caretaker, rather than a driver of growth."

Conversely, many clubs recognised the progress already being made:

"We've seen big improvements in communication from Australian Sailing in the past twelve months."

These responses suggest clubs are optimistic about Australian Sailing's direction and highly value the support they receive. Their feedback indicates the next stage of the organisation's evolution should focus on:

- **leading participation growth**
- **strengthening club capability**
- **advocating for sustainable operating environments**
- **clearly demonstrating the value of affiliation to every club in Australia**