

Green Fleet Survey ALODA Nationals 2014

77%
Of participants had one or more parents who were sailors

// FINDINGS: At the age group that green fleet target (10-13 years old), most kids are participating in other sports at least twice a week therefore a club based sailing program would ideally not be more than two sessions per week to allow them to continue in a broad range of sports.

// FINDINGS: Preferred way to receive communications: 1 Club e-news. 2 club website

// FINDINGS: Green fleet offers a first step to participating at a national event

// FINDINGS: Raising the quality of instructor delivery is a key detriment of ongoing participants and reinforces the need to have a good instructors delivering green fleet at clubs

// FINDINGS: Local communications from the club via electronics means is most effective for kids and parents

// FINDINGS: KIDS MIGHT CHOOSE TO PARTICIPATE IN GREEN FLEET FOR A COUPLE OF SEASONS ON AVERAGE.

// FINDINGS: Nationals are events that predominately attract families where the parents sail and older siblings are participating in regattas run at the same time

100%
REPORTED THE GUIDELINES AND USE OF INTRODUCTORY RULES WAS CLEAR IN THE INFO SENT OUT PRIOR

84%
Of parents were involved in volunteering at their club

// FINDINGS: Club based Green Fleet is an important offering especially for kids who don't have sailing parents and are therefore less likely to be involved in a national regatta

3 Most important things for selecting a sport from a child perspective:
1 Having fun.
2 being with a friend.
3 Quality of the instructors.

// FINDINGS: Sending out clear information about how Green Fleet differs from the intermediate and open fleets helps parents and kids know what to expect

