



Sail Training International Annual Review 2017





CONTENT

03 FOREWORD

04 SAIL TRAINING

06 SAIL ON BOARD

08 HELPING YOUNG PEOPLE

09 TALL SHIPS RACES AND REGATTAS



10 SPONSORSHIP

11 FUTURE EVENTS

12 THE PUBLIC BENEFIT OF SAIL TRAINING

13 INTERNATIONAL CONFERENCES AND SEMINARS

14 FINANCIAL REVIEW

15 OUR MEMBERS

FOREWORD

Doug Prothero
Chairman, Sail Training International



Last year we produced our first Annual Review to sit alongside our financial report. It allowed us to describe in more detail what we have achieved in the past year and what we hope to achieve in the future. It was well received by the target audience. We hope that you find this one equally informative.

Much of what we achieve is only possible because of the partners that we work with. Between them, our member National Sail Training Organisations, the global fleet of sail training ships, our host port partners, volunteers and sponsors enable us to deliver our international charitable mission.

A large part of our mission is delivered through the Tall Ships Races and Regattas that we organise through our subsidiary companies. In 2016 we ran successful Tall Ships Races and Regattas involving ten ports in eight countries with 73 ships from 21 countries and 5,500 trainees and crew taking part, of whom nearly 50% were aged between 15 and 25. Once again through the participation of young host port trainees and the millions of visitors the events demonstrated the benefit of Sail training to host cities. We value the ongoing support of our port partners and are always open to discussing opportunities to deliver a world class Tall Ships event to other port cities.



Just under 200 young people benefited from our bursary schemes in 2016 including 96 from the support of our long term partner the Sultanate of Oman. These young people came from 24 countries. Additionally we inspired and supported the creation of a transatlantic sail training project for Canadian aboriginal youth as part of our Rendezvous 2017 Tall Ships Regatta.

The benefit to young people of taking part in a sail training adventure is well known to those within the industry and we plan to fund research to quantify this benefit in order to reach a wider audience both in terms of participants and potential funding streams. In 2016 we were once again pleased to continue our relationship with Sovcomflot as the title sponsor for the SCF Black Sea Tall Ships Regatta and we continue to work with them to develop sail training in new areas for Sail Training International.

Post our financial year end we have been focussed on the Rendez-Vous 2017 Tall Ships Regatta, which we organised with port partners around the Atlantic and for Canada with Rendez-Vous Naval de Quebec. At the same time we have also concluded a successful series of The Tall Ships Races in the Baltic Sea. This means that in 2017 we have not only managed the biggest and most complicated event that we have ever organised, but simultaneously an event in the Baltic Sea with over 100 ships taking part, which will make it one of the largest fleets of Tall ships ever assembled. This is only possible due to the commitment of our cadre of volunteers and professional staff.

A handwritten signature in black ink, appearing to be 'DP', written in a stylized, cursive manner.

SAIL TRAINING

**“MY MOST FAVOURITE
MOMENT, WAS PACKING THE
ABSOLUTE UPPER SAIL, WHILST
SAILING IN 8 KNOTS WINDS AND
WAVES. THAT WAS AN AMAZING
EXPERIENCE!”**



WHAT IS SAIL TRAINING?

Sail training is an exciting and rewarding outdoor adventure activity. It involves experiencing hands on sail and being at sea. People who take part will learn to sail...but that's just the beginning. The experience of being at sea helps individuals to learn about themselves, discover and embrace their own strengths and talents. A sail training vessel is its own community so everything is done as a crew, which develops the understanding and value of team work.

The average duration of a sail training voyage is six days, but voyages can last from one day to over three weeks. Typical activities on board include taking part in a watch system, hoisting sails, climbing the mast, navigating and steering, cleaning and cooking.

Sail training has a record of considerable success in developing people's confidence, character and ability... and it provides great transferable skills that can be used in everyday life.



WHO CAN TAKE PART?

Anyone... but particularly young people aged 15 - 25 years old. It doesn't matter who you are, where you're from, what religion you are or if you have a disability. Plus, zero experience is necessary - the full-time crew explain everything. With so many ships to choose from there is a vessel suitable for anyone and everyone. Some ships have an upper age limit; some take young people from the age of 12 years old and some specialise in taking people with physical disabilities.

WHERE DOES SAIL TRAINING TAKE PLACE?

Sail training voyages take place all over the world and all year round - on many different types and sizes of vessel. On board smaller vessels, people can benefit from becoming part of an intimate team. On the huge and glamorous Tall Ships the challenges are different. For example, people can expect lots of demanding work aloft and on deck.

The Tall Ships Races and Regattas are organised annually to provide thousands of sail training opportunities and many countries have their own sail training vessels for in-country sail training experiences outside of our events.

Sail training vessels are frequently owned and operated by charities, foundations, schools, universities, governments, or other institutions.

These organisations actively welcome crew members from all walks of life. Many are able to provide funding, and some offer dedicated programmes for people with physical, emotional or social difficulties.

WHY DO IT? HERE IS WHAT THE TRAINEES TOLD US...

- to sail a ship across an ocean
- to see the world and new places
- to make new friends
- to see night skies, sunrises and sunsets
- to face challenges
- to learn more about people
- to take personal responsibility
- to learn new languages
- to climb the masts and rigging
- to learn about sailing
- to have an adventure



Saleem, 21, Syria

"Whenever I had a question about the ship, or sailing, I could ask any of the crew. I liked all the work we needed to do and really learnt the importance of teamwork. There were so many tasks nobody could do them alone. I highly recommend taking part in The Tall Ships Races as you learn a lot of things in a very short time."

Tilde, 18, Sweden

"I met people from all over the world, different ages and different in many other ways. But we all became friends and had lots of fun together."

Julia, 19, Canada

"I wanted to try something new and step outside of my comfort zone. My favourite part of the adventure was being on watch in the middle of the night and just seeing the ocean and stars. It was super scary and really cool to climb the mast and I learnt to manage without my phone. I definitely tested my boundaries."

Marta, 18, Portugal

"I applied to test myself and have new experiences. I learnt that working as a team and co-operating with others is the key to attaining success and learning humility means you can take advice and learn more... my short time on board has changed my views on life."



SAIL ON BOARD

SAIL ON BOARD IS THE CUSTOMER-FOCUSED BRAND OF SAIL TRAINING TO SUPPORT SAIL TRAINING INTERNATIONAL'S OUTREACH TO NEW, INTERNATIONAL, YOUTH MARKETS.

AS WELL AS A WEBSITE AND IN PORT EDUCATION CENTRE, SAIL ON BOARD IS SUPPORTED BY A MARKETING CAMPAIGN AND STRONG DESIGN LOOK AND FEEL WHICH IS GEARED TO ATTRACT 15-25 YEAR OLDS.

LAUNCHED IN 2016, SAIL ON BOARD'S YOUTH FOCUSED MISSION IS DESIGNED TO INSPIRE, MOTIVATE AND HELP YOUNG PEOPLE (AND THOSE YOUNG AT HEART) TO TAKE PART IN A SAIL TRAINING ADVENTURE.



[WWW.SAILONBOARD.COM](http://www.sailonboard.com)

Launched in 2016 the website has two main objectives. Firstly, it tells people everything they need to know about taking part in a Tall Ship Race or Regatta, or other type of sail training adventure. Secondly, it supports anyone interested to take the next step in booking a voyage by directing them to a suitable vessel to book their voyage directly with the ship.

On the website you can find:

- core information about what to expect about life on board - from what to pack, sailing terminology and what you might eat, to information about the types of things you will be doing on board and what happens at a Race or Regatta port festival.
- an ever growing A-Z of vessel operators with photos, videos, statistics, links, background and contact information; with over 20,000 visits to these pages since 1 January 2017.
- a detailed event section, with interactive maps and interesting port information about the places trainees visit on their chosen adventure as well as information about the race they could be sailing in.
- a "Find Your Adventure" search function which guides people through the range of different sail training adventures available.
- a section dedicated to bursaries and fundraising, plus information about organisations and individuals who offer sail training in their local area.
- continually updated blogs and photo galleries with fresh, engaging content including news from crews during racing and life on board, profile stories about trainee experiences and stunning photography. Updates are daily during an event and every week, as a minimum, out of season.

THE GOAL OF WWW.SAILONBOARD.COM IS TO SUPPORT AS MANY YOUNG PEOPLE INVOLVED IN SAIL TRAINING AS POSSIBLE, WHILE PROMOTING INTERNATIONAL FRIENDSHIP AND UNDERSTANDING.
WEB SITE STATISTICS FROM 1 JULY 2016 TO 31 JULY 2017 SHOW:

AVERAGE GOOGLE RANKING
PAGE ONE:
13.5

TOTAL WEBSITE VISITS:
283,490
TOTAL WEBSITE PAGE VIEWS:
960,000

TOTAL DIRECT REFERRALS
TO VESSEL WEBSITES:
23,384

SAIL ON BOARD IN PORT

An information centre is run in Race and Regatta ports, with responsibility for its success shared by the local National Sail Training Organisation (NSTO) and Sail Training International.

Its objectives are to let the visiting public know that there are opportunities to sail on the vessels in port and in other sail training adventures by leveraging the presence of the event and the millions of visitors demonstrating how the charity delivers its mission through the events organised by its trading subsidiaries.

The STI Youth Council, ship crews and other sail training volunteers help with managing the centre. The host port promotes the location of the centre on their visitor maps and on local social, print and broadcast media.

The centre:

- collects and promotes information and prices about available berths
- gives out information about how to sail in the ships in port
- provides information about future Races and Regattas
- has interactive activities including knot tying, competitions and give-aways



SUPPORT MARKETING

The sailonboard.com url is promoted across all available mediums, in all Race and Regatta ports, including Sail on Board branded T-shirts and other items. The logo and messaging is also included in the host port marketing including the event site banners and official programmes.

A digital marketing campaign has been driving traffic to the sailonboard.com website using the most internationally used social media channels Facebook, Twitter and Instagram.

A telephone and email 'help desk' have been established, managed by an external agency, to answer customer queries and assist with vessel bookings.



HELPING YOUNG PEOPLE THROUGH BURSARIES

STI BURSARY SCHEMES

The Tall Ships Races and Regattas also give us the opportunity to maintain bursary schemes. These give young people from all backgrounds the chance to take part – particularly those who wouldn't otherwise be able to participate.



***"AS I FOUND OUT, THE TALL SHIPS RACES IS NOT ONLY ABOUT SAILING BUT MORE ABOUT THE PEOPLE YOU MEET!"
EMMA BERSKOW, 20, SWEDEN***

HOST PORT BURSARY SCHEME

Our agreement with host ports commits them to provide funding for young people in their area to sail on board Tall Ships participating in our races. This encourages a high number of local young trainees to take part. Usually, a trainee will join a race leg that sails into, or out of, the host port.

In 2016, the ten host ports provided funding for 548 young people to get involved. We estimate that in 2016 the scheme as a whole has an equivalent value in excess of €430,000.

OMAN BURSARY SCHEME

Young people continue to benefit from the generous support provided by the Sultanate of Oman Bursary Scheme. Its focus is on disadvantaged young people who would not otherwise be able to enjoy the benefits of a sail training experience. The scheme started in 2012 and to date has helped over 400 young people from 30+ countries.

HOST COUNTRY BURSARY SCHEME

This scheme aims to help disadvantaged young people from an event's host country. The charity invites applications from individuals, supported by the relevant member organisation. In 2016, 74 young people from the host countries benefited from this targeted support, and approximately €37,000 was awarded under the scheme.

In the future, the charity plans to extend the scope and nature of its bursary funding. For example, we'll be responsible for the administration of a legacy fund created following the Rendez-Vous 2017 Tall Ships Regatta.

If you want to make a difference for young people we are open to discuss other sources of bursary funding, whether it be part of a corporate social responsibility programme or individual legacy funding. Similarly individual legacies can enable us to help fund voyages for young people and carry out research to the benefit of sail training globally.

Please contact us if you are interested in supporting a young person's adventure.

TALL SHIPS RACES AND REGATTAS

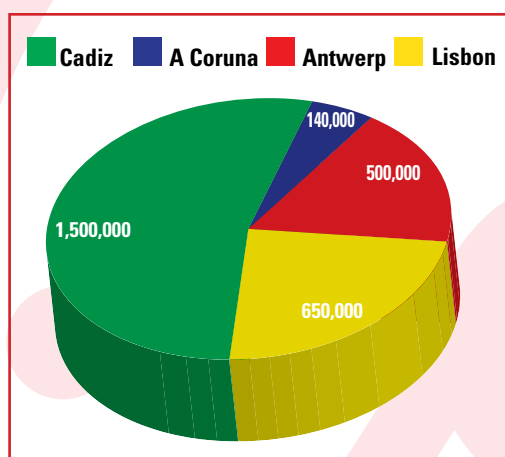
The main focus of our trading subsidiaries is to organise Tall Ships Races and Regattas. Every year, Tall Ships from around the world participate in our events and our goal is to encourage young people from all nationalities and backgrounds to take part.

Our events give young people the opportunity to experience sailing on board a Tall Ship. In doing so they also help deliver the mission of the charity and provide a number of other benefits.

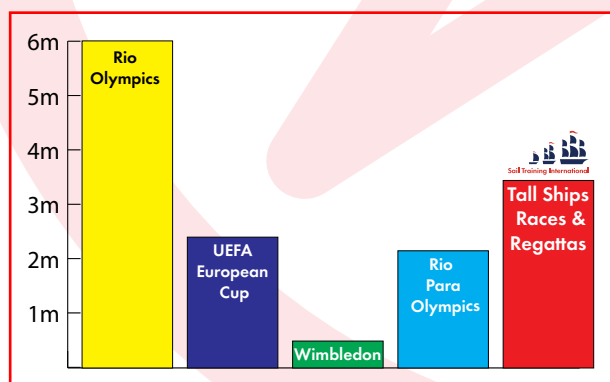
These include:

- Promoting sail training generally, by giving members of the public the chance to visit the fleet at host ports.
- Generating funds for the charity, which uses any surplus for bursaries or research.
- Helping the charity to encourage best practice for sail trainers.
- Generating funds for participating ships.
- Encouraging international friendship and understanding between young people on the ships and the millions of visitors in port.

**THE TALL SHIPS RACES 2016
VISITOR NUMBERS**



**2016 WORLD EVENTS
VISITOR NUMBERS**



MEDIA COVERAGE

The Tall Ships Races and Regattas offer content for every type of media outlet – print, digital and broadcast. From ship news and race coverage, to international human interest features and colourful action spectacles.

Our events attract huge media interest. In 2016 more than 300 accredited media representatives attended and generated content. They produced spectacular video and photography, sailed on ships to uncover unusual interview and story opportunities and followed race progress online via our onboard satellite tracking system 'Yellow Brick' and online daily media reports.

We utilise this high level of media coverage by working closely with all our host ports to include our own messaging and ensure a range of sail training related stories are covered. By doing this we are able to promote the excitement and benefits of sail training through high engaging content, and so encourage more young people to take part.

MEDIA CENTRE

Each host port establishes a media centre for the duration of their event and manages a media accreditation system. The media centre is the place to obtain more information about the ships, event, sail training in general and to arrange to speak to our team, the Race Chairman, Race Director, captains and trainees.

ONLINE PHOTO LIBRARY

Our online photo library has been continually updated with event images, as well as pictures of the ships that attend and the young trainees who sailed on them. The media can register for a free account and browse our collection and download anything they need in high resolution, free of charge and all year round.



SPONSORSHIP

When a Sail Training International event visits a host port it is invariably the major visitor attraction in the city that year. The Tall Ships Races & Regattas bring together not just millions of visitors but also thousands of young participants, from all backgrounds and nationalities.

Each event produces passionate, powerful responses from all those who experience their unique spirit and spectacle. Such world class events offer outstanding partnership opportunities to companies, destination marketing organisations and brands.

Sponsorship of a Sail Training International event offers an opportunity for alignment with a powerful set of values, while also connecting with millions of potential customers and benefiting from huge international media interest. In addition to sponsorship of planned future events, Sail Training International is uniquely placed to organise bespoke events for sponsors wishing to benefit from The Tall Ships Races and Regattas in key markets.

The successful partnership with Russia's largest shipping company - SCF Sovcomflot - continues into 2018, with the announcement of the SCF Far East Tall Ships Regatta, timed to coincide with the Eastern Economic Forum which is visited by Heads of State and other prominent leaders.

This new event will provide a focal point for the activity of sail training in the Asia Pacific region, with stopovers in the South Korean city of Yeosu and the Russian city of Vladivostok.

For SCF Sovcomflot, the sponsorship fits perfectly with the maritime nature of its business while also strengthening international ties and providing a platform for a range of relationship marketing activities with key stakeholders.

FUTURE EVENTS



Liverpool, UK	25 to 28 May
Dublin, Ireland	1 to 4 June
Bordeaux, France	14 to 18 June



Sunderland, UK	11 to 14 July
Esbjerg, Denmark	18 to 21 July
Stavanger, Norway	26 to 29 July
Harlingen, Netherlands	3 to 6 August



Yeosu, South Korea	23 to 26 August
Vladivostok, Russia	1 to 7 September



Aalborg, Denmark	3 to 6 July
Fredrikstad, Norway	11 to 14 July
Bergen, Norway	21 to 24 July
Aarhus, Denmark	1 to 4 August



THE PUBLIC BENEFIT OF SAIL TRAINING

“WE ARE COMMITTED TO MAKING SURE THAT THE CHARITY FULFILS ITS OBJECTIVES AND CONTINUES TO BENEFIT THE PUBLIC.”



We believe that participating in sail training and racing on board Tall Ships can help young people develop many aspects of their lives. For example, the ability to stretch yourself and forge strong working relationships, even when things don’t go to plan, are just some of the transferable skills that you can build at sea.

For some time, Tall Ships operators have quoted anecdotal evidence about the benefits of sail training. However, we know that these ideas need to be validated by academic research before they can be widely accepted. So, we participate in, and provide some funding for, research projects. Through our members and participating Tall Ships, we’re well placed to assist in gathering data for such projects.

RESEARCH

Sail Training International continues to support research into sail training through the provision of a dedicated stream at each annual conference providing an avenue for researchers from around the world to disseminate and promote their outcomes, collaborate and connect across the globe.

STI also encourages growth in this field of research and is establishing a research grant scheme to financially support individual and group research into various aspects of sail training. Further literature reviews are being developed to provide stronger links between studies and associated outcomes thereby expanding the pool of available research that vessel operators can use to analyse their programs.



INTERNATIONAL CONFERENCES AND SEMINARS

**The Sail Training International
Annual Conference is a
'must attend' event, open to
everyone involved in Sail
Training for young people.**

**FOR MORE INFORMATION
PLEASE VISIT OUR WEBSITE**

WWW.SAILTRAININGINTERNATIONAL.ORG



HOST PORT SEMINAR

Each summer during The Tall Ships Races, Sail Training International organises a Host Port Seminar, for contracted cities and those interested in hosting an STI event in the future.

Delegates benefit from a series of relevant presentations together with the opportunity to experience a Tall Ships Races event at first hand. Equally valuable is the opportunity to network and share experiences with fellow delegates.

In July 2016, 75 delegates from 25 cities joined the Host Port Seminar held in the magnificent baroque surroundings of the Lisbon City Hall.

A deck reception was held on board the Norwegian Class A vessel Statsraad Lehmkuhl

The content included:

- The Lisbon Project review
- Engaging in a commercial marketplace
- Military ship recruitment
- Sail On Board

ANNUAL CONFERENCE

The annual international conference is an important part of our calendar. During this event, our members can interact with Tall Ships operators, sail trainers, port authorities, and other maritime organisations.

In November 2016, the International Sail Training and Tall Ships Conference was held at the Tylosand Hotel, Halmstad, Sweden. We were joined by 348 delegates from 31 countries:

- 131 Sail trainers and / or ship operators
- 112 Host port and city representatives
- 105 Sail Training International staff, volunteers and speakers

At the conference, we organised workshops and seminars on different aspects of sail training. The headline sessions covered subjects such as Crisis Management, the Welfare of Trainees, Making Sail Training accessible and Sail on Board.

Our aim is to encourage best practice and safety, as well as to share the benefits of different approaches and methods for the development of young people in a sail training environment.

In 2017 the conference is being held in Bordeaux, France. For a report on this and the future announcement on the venue for 2018 please visit our website www.sailtraininginternational.org



FINANCIAL REVIEW

FINANCIAL REVIEW

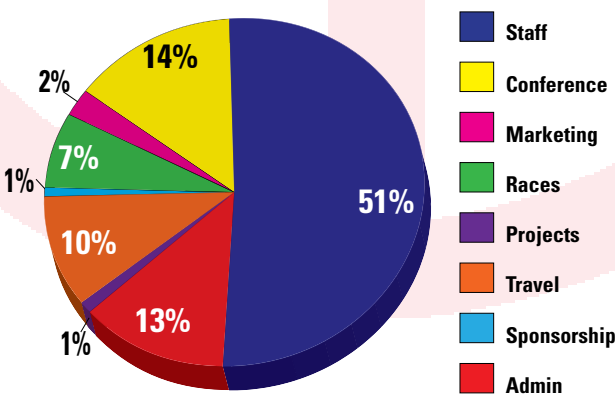
The year ended 31 March 2016 was a successful year financially with a surplus of £152,034 being generated. This has now been added to the reserves of the group which now stand at £1,147,689. Of these, Restricted Funds amount to £43,927. By far the largest element of income for the Charity was the Gift Aid received from the trading subsidiaries within the group.

In turn the performance of the trading companies was enhanced by sponsorship income for the SCF Black Sea Tall Ships Regatta 2016, in addition to the continued income stream from host port fees.

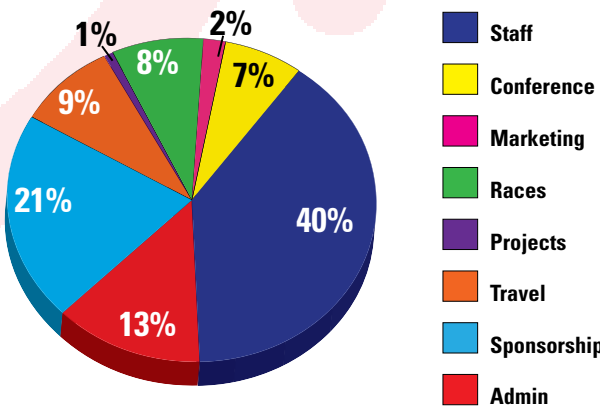
The income of the trading subsidiaries, including a management charge to the charity, during the year was £1,926,388 and expenditure was £1,507,346 leaving a surplus of £419,042 of which £385,996 was gift aided to the Charity. This compares to £217,606 for the previous period.

A copy of our most recent Financial Statements for the period ending 31 March 2017 are available to download from our website. www.sailtraininginternational.org

TRADING COMPANY EXPENDITURE 2016



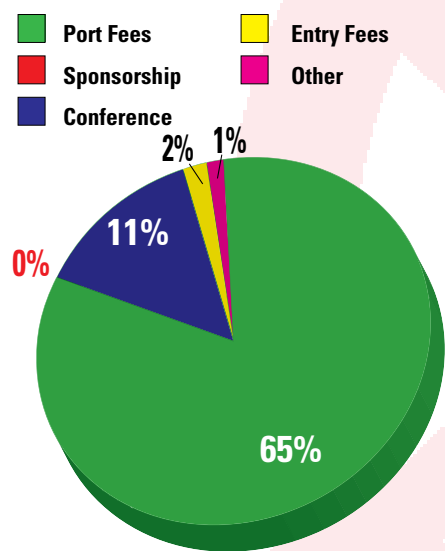
TRADING COMPANY EXPENDITURE 2017



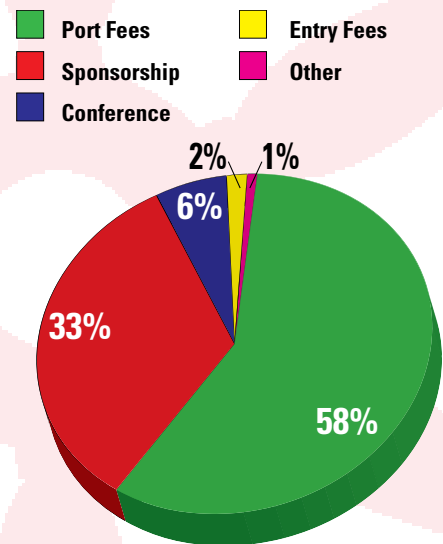
OUR MEMBERS THE MEMBERS OF SAIL TRAINING INTERNATIONAL AROUND THE WORLD



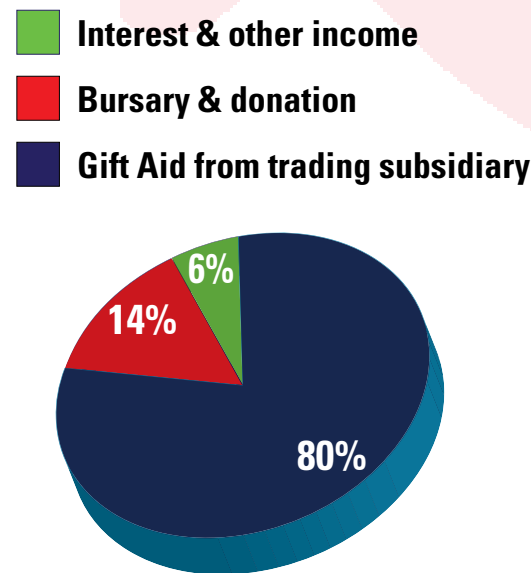
TRADING COMPANY INCOME 2016



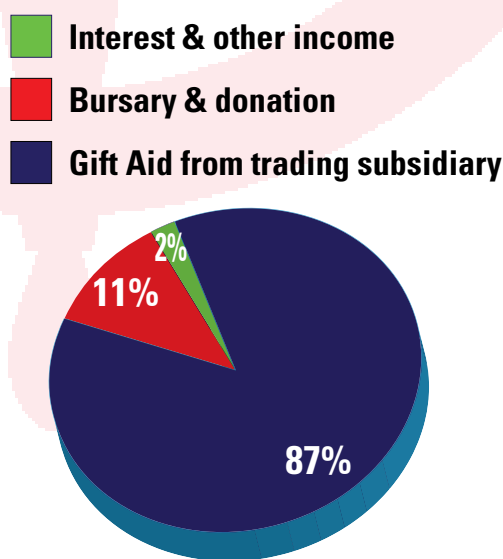
TRADING COMPANY INCOME 2017



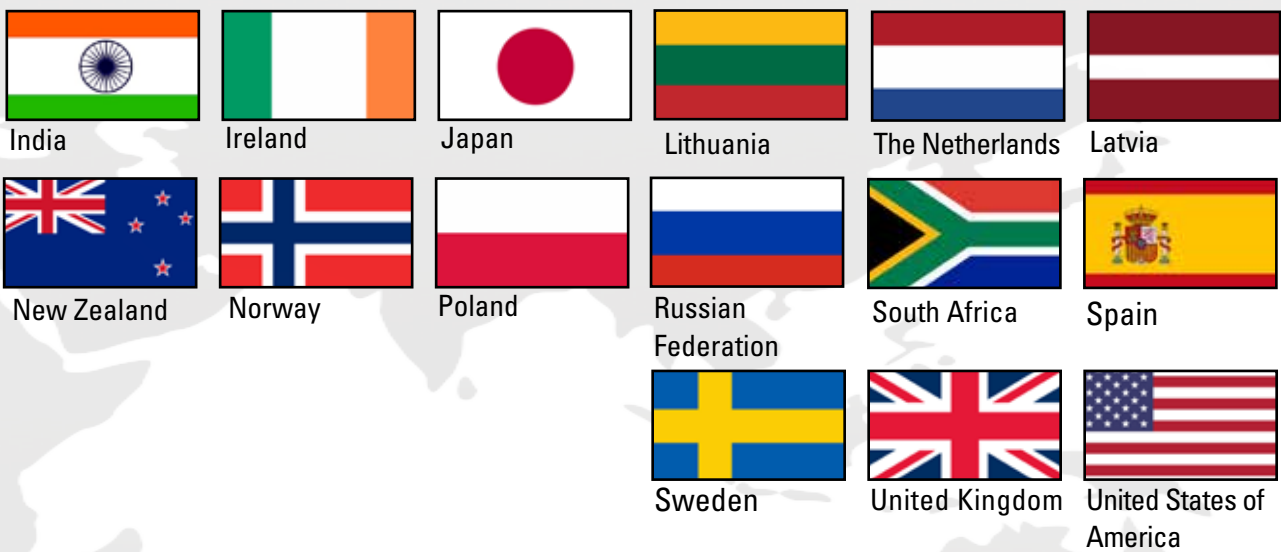
CHARITY INCOME 2015 / 2016



CHARITY INCOME 2017



NATIONAL ARE NATIONAL OR REPRESENTATIVE SAIL TRAINING ORGANISATIONS FROM



**ARE YOU INTERESTED IN SAIL TRAINING
AND WOULD YOU LIKE TO BE INVOLVED?**

WELL YOU CAN!

THERE ARE SEVERAL WAYS YOU CAN HELP:

VOLUNTEERING - PARTNERSHIPS

SPONSORSHIP - LEGACIES

DONATIONS

FOR FURTHER DETAILS PLEASE CONTACT:

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**Charity number:
1096846**