

THE TALL SHIPS' RACES BALTIC 2009




Meeting the Needs of Trainees

STI Istanbul Conference 2009



Sail Training International



TURKU
23-26 JULY 2009

SAIL FOR THE SEA

THE TALL SHIPS' RACES BALTIC 2009

Part One – Introducing The Event




The Tall Ships' Races in Turku, Finland

1996 Biggest event in Finland, 450 000
 2003 Biggest event in Finland, 500 000
 2009 Biggest event in Finland, 530 000

KESKO **CucunSanomat** **LAPIN KULTA** **EASTWAY** **TURKU**
 www.eastway.fi 23-26 JULY 2009

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Part One - Introducing The Event

The Benefactor of the Turku Stopover



Tarja Halonen,
The President of the
Republic of Finland



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Part One - Introducing The Event

Organisers



Sail Training International



City of Turku



Sail Training Association Finland (STAF)
STI representative in Finland



Host Ports (Gdynia, St Petersburg, Klaipeda)

Port of Turku



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Part One - Introducing The Event

TSR 2009 City of Turku Personnel 2006 -2009



- **PORT COMMITTEE**
Chairman Jouko K. Lehmusto
 - **Project manager**
Kimmo Hyypä
 - **Project secretary**
Sari Haavisto
 - **Sea and safety sub committee**
Deputy harbour master Antti Pöyhönen
 - **Land, traffic, delivery sub committee**
Chief of construction Kimmo Lauli
 - **Programme and guests sub committee**
City secretary Eva-Liisa Makkonen
 - **Marketing and communication sub committee**
Press manager Hannu Waher
- Corporate contacts and the event area selling:
Infront Finland Oy (Helsinki and Turku)



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Part One - Introducing The Event

110 vessels!



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Part One - Introducing The Event

The FIGURES



City Central Administration budget for Turku 2009 stopover

2007	50 000,00e
2008	85 000,00e
2009	600 000,00e

= 735 000,00e

Sponsors = 711 867,00e

(Money 230 500,00 Barter 311 367,42 Event area rents 170 000,00)

ALL TOGETHER

1 446 867,00 euro



Part One - Introducing The Event

The Main Partners



Kesko, K-Citymarket, K-Supermarket, Kespro
Daily products, shipping agent



Printing, web-design, tv-commercials, outdoor prints,
signs etc.



Hartwall Oyj, beer, cider, soft drinks
Hartwatrade Oyj, vines, spirits



Sound & Light - Arena Concerts



THE TALL SHIPS' RACES BALTIIC 2009

Part One - Introducing The Event

The Partners



Aamuset - local newspaper
Alfors Håkans - towing
Altia- wines
Auran Aallot - local radio station
BAT Finland- cigarettes in restaurants
City-Opas free event area map
Destia - the ferry
Dna - telecommunications
Eastway - sound & light
Eccu Finland - visitor survey
Viking Line - owner of the concert area

Hansaprint - print house
Hartwall - beer, cider and soft drinks
Kesko - provisioning
Konica Minolta - copying machines etc.
L&T - waste managements, disposals
Luovia - web design
Metroradiot - national commercial radio station
Nelonen Media/ Four Partners
National commercial tv-station
Teline Kataja - tents, stalls
Forex - money exchange

Peiser - licence products
Ramirent - fence and other constructors
Rosten - bread
STX Europe - crew ship yard tours
Sony - flat screens, lap tops, marketing campaign
Turku Energia - electricity
Turun Sanomat - commercial space, poster etc.
Turun vesilaitos - water supply
European Capital of Culture Turku 2011 foundation - cultural programme

+ restaurants, catering, stands, stalls etc. for 170 000,00 euro sponsorship.

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Part One - Introducing The Event

2009 Event Area




TURKU
 > 23 - 26 JULY

A Mosaic of Islets

From the water to the land, the event area is a mosaic of islets, each with its own character and function. The islets are connected by a network of paths and bridges, creating a unique and exciting environment for the event.

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Part One - Introducing The Event

The Programme

- Captains Dinner - Turku Castle (incl. The price giving of the charity auction)
- Crew Party (capacity 2000 pers.)
- After Guard Party - Sigyn Hall
- Crew sport activities
- Opening Ceremonies
- Crew Parade —
- Free programme
- Parade of Sails - Airsto
- Race Start - Utö
- Sponsor and guest happenings
- Turku - St. Petersburg co-operation
- Vip-facilities



The Concert Arena





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Part One - Introducing The Event

- Sail for The Sea! -



Timo Sarpaneva: "Kayak" (1955)

Charity Auction

The most expensive glass object in the world (Guinness book of records)

The three checks will be delivered at the Captains Dinner:

- Sailing school for young and children
- Clean Baltic - John Nurminen foundation
- Archipelago Sea Protecting Foundation




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Part One – Introducing The Event

Tall Ships' Races Turku 2009 BALTICAT




25 cm height

No losing components

I am CE-certified

Unburnable material

Anchor tattoo

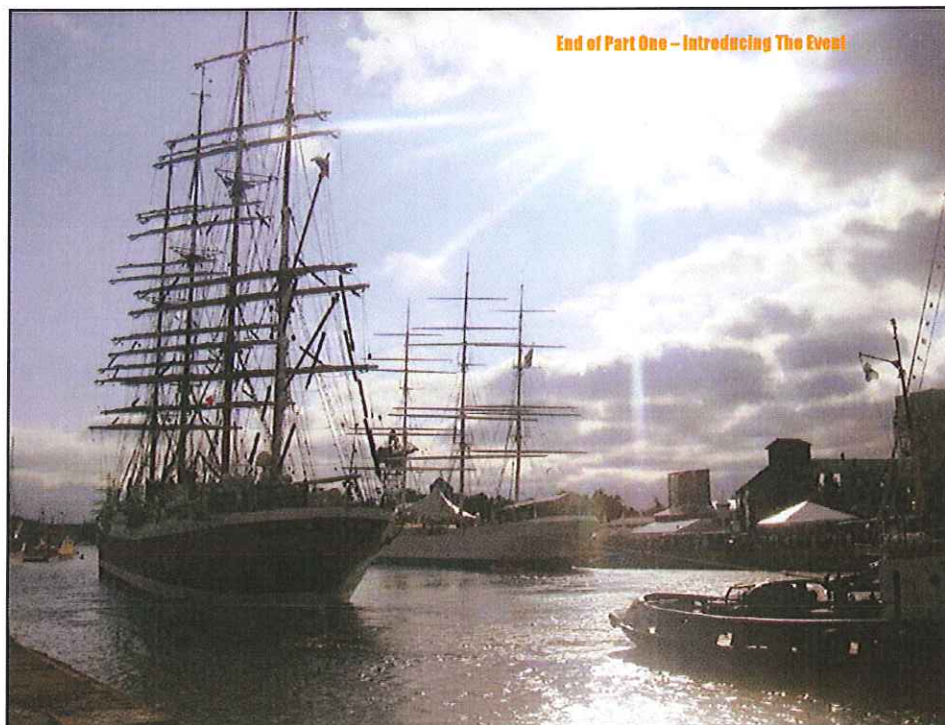
Holds sitting, weighted

For Baltic Sea protection

- public name competition
- port gift
- event mascot
- sale product (12 euro)
- a souvenir for every race vessel visiting in Turku

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THE TALL SHIPS' RACES BALTIC 2009

Part Two - Meeting the Needs of Trainees

Trainee services



- Advertising and Recruitment
- Liaison system
- Shower/Toilets/Laundry
- Postal Address
- Web, e-mail, telephones
- Crew Centre
- Cash machines
- Crew Party
- Tours, sport events, activities
- Parade, Prize giving
- Crew handbook, signs
- Event clothing (t-shirts)
- Visa procedures
- Ground transport
- First Aid, general practise




Internet room in the Crew Centre

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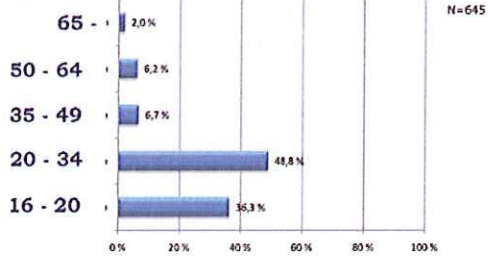
Part Two - Meeting the Needs of Trainees

The Poll (Crew Survey)



Age groups

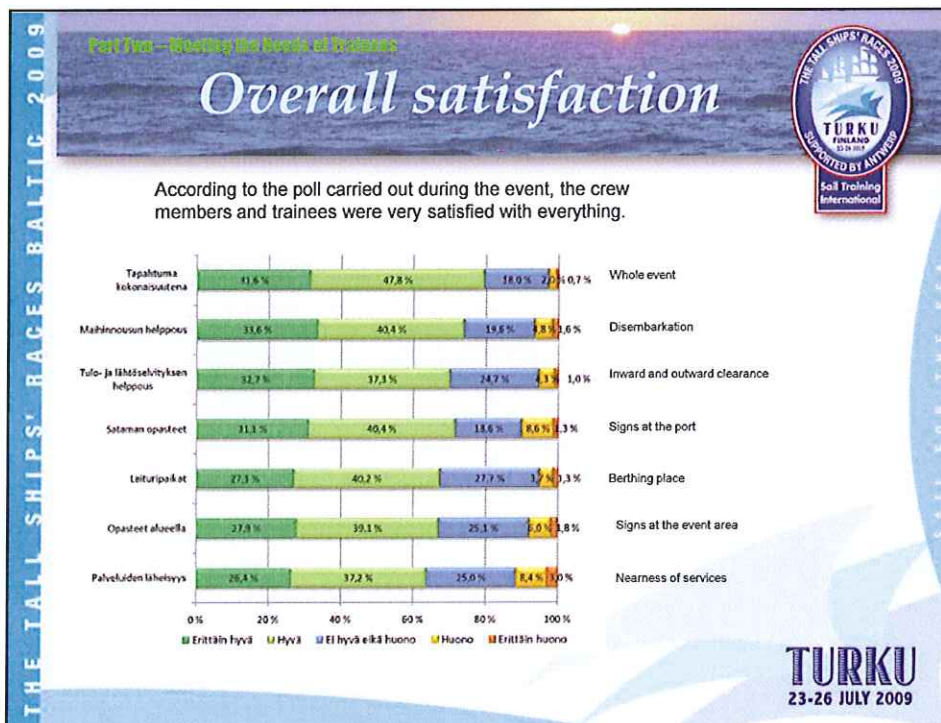
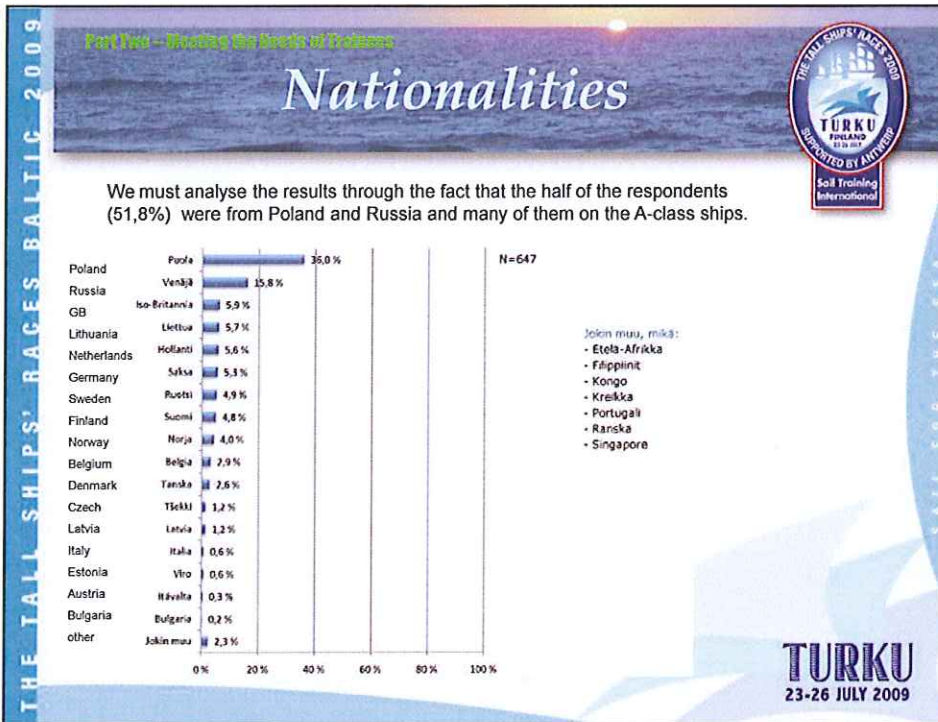
Age

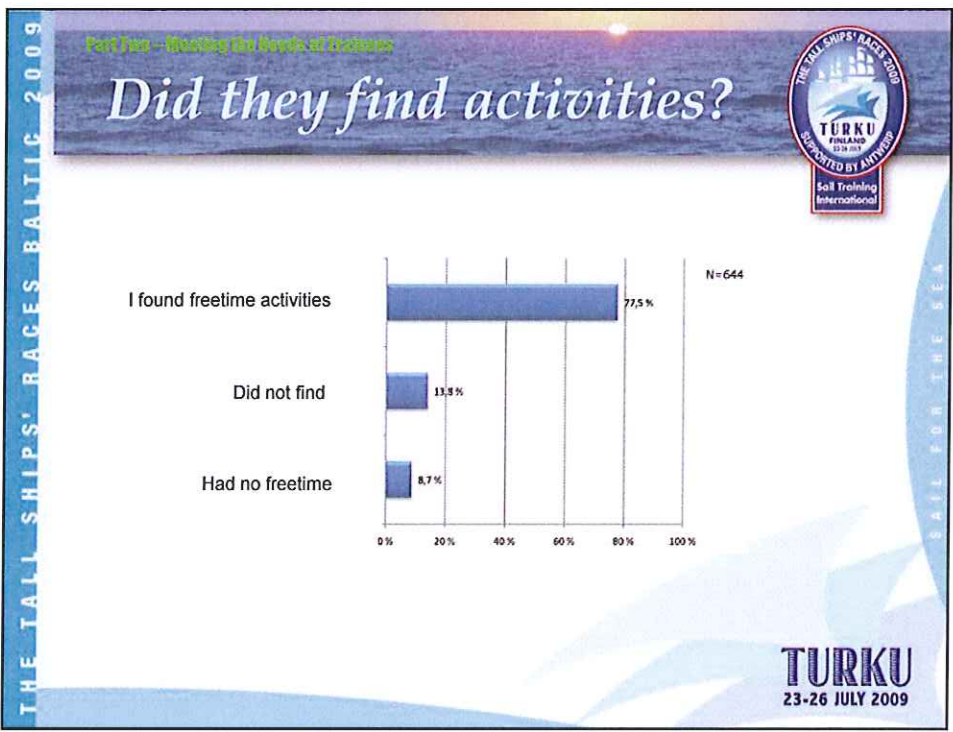
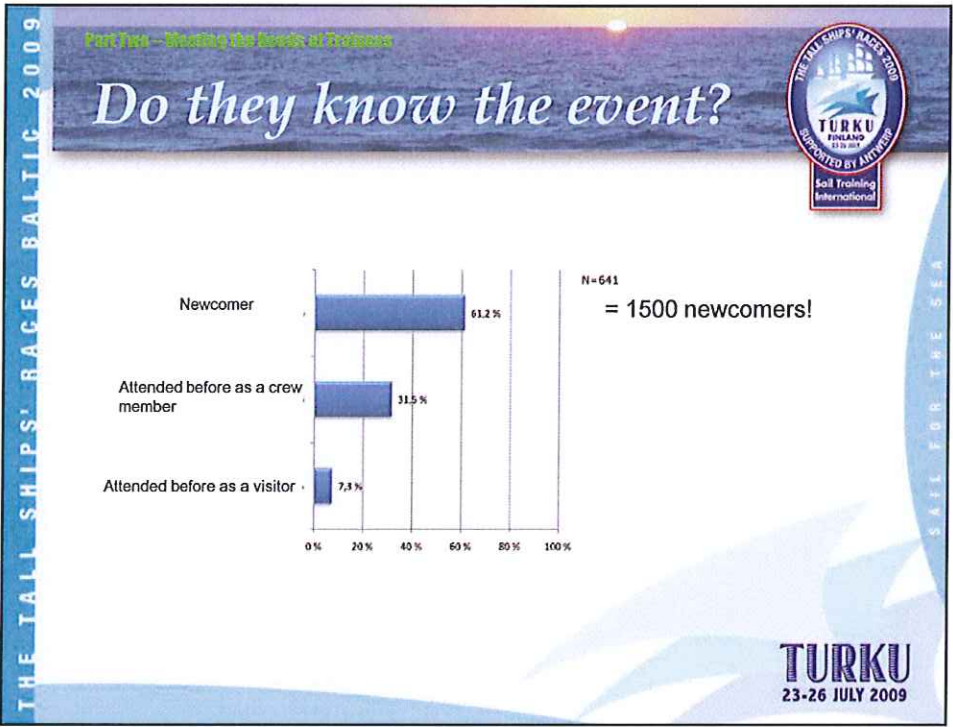


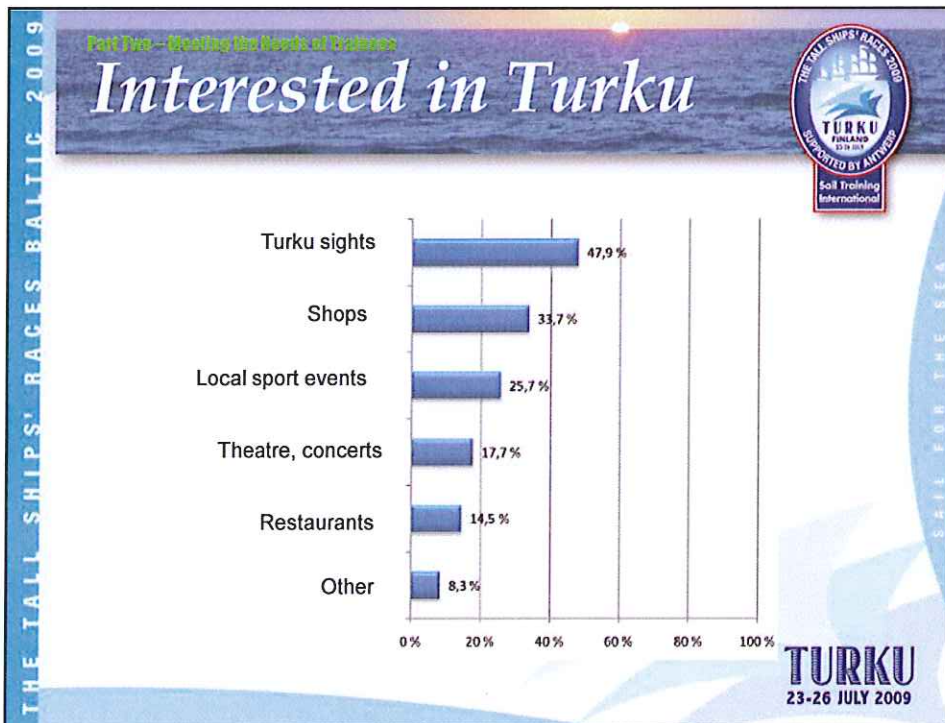
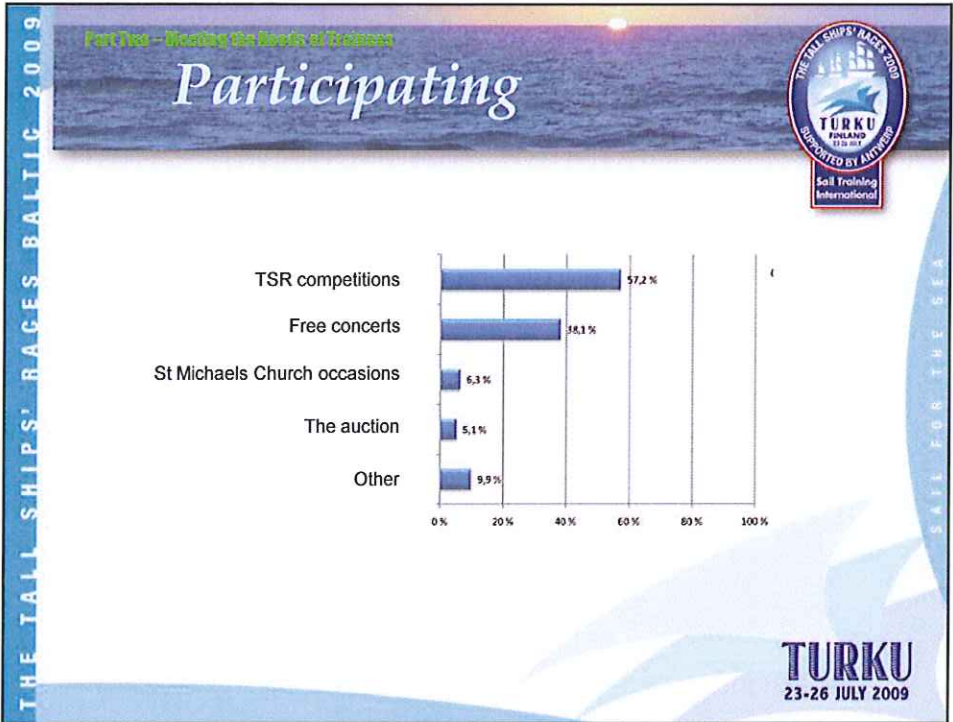
Age Group	Percentage
65 -	2.0%
50 - 64	6.2%
35 - 49	6.7%
20 - 34	48.8%
16 - 20	36.3%

N=645

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Part Two – Meeting the Needs of Trainees

Some open answers

"Allow nudity, free beer for naked people, mixed sex saunas, naked trampolines, naked crew party, naked crew parade"

"Bikini show"

"Liaison officer should speak Polish"

"More free beer"

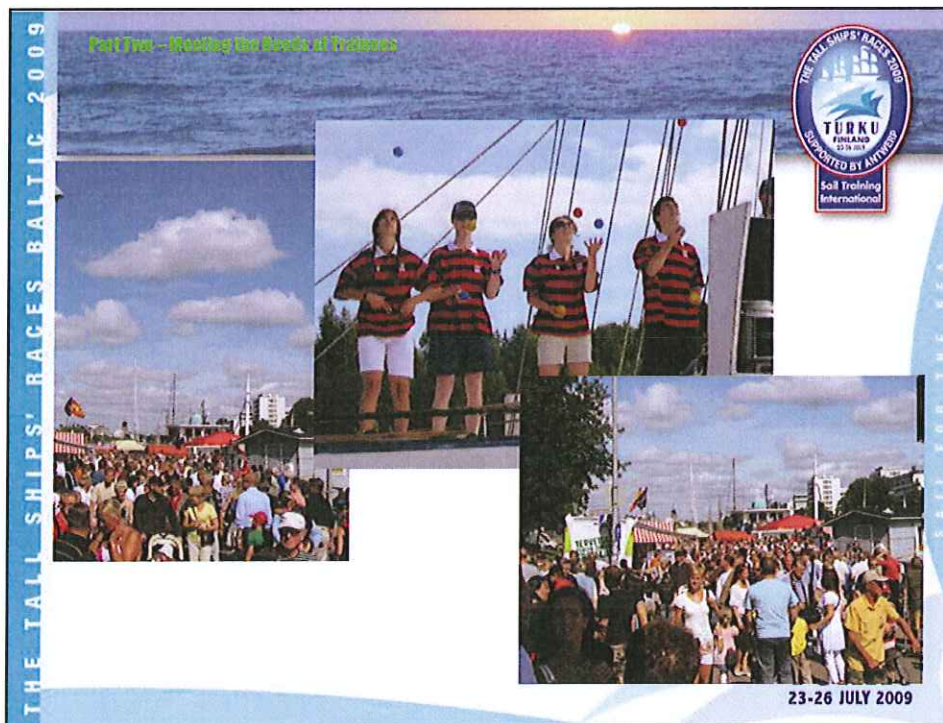
"More crew parties"

And so on...

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TURKU FINLAND 23-26 JULY
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Sail Training International

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Part Two - Meeting the Needs of Erasmus

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THE TALL SHIPS' RACES BALTIC 2009

Part Two - Meeting the Needs of Erasmus

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Part Two – Boarding the Books of Protest




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THE TALL SHIPS' RACES BALTIC 2009

Part Two – Boarding the Books of Protest

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THE TALL SHIPS' RACES BALTIC 2009

Part Two - Working the Decks of Violence

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Part Two - Working the Decks of Violence

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Part Two – Meeting the Needs of Trainees




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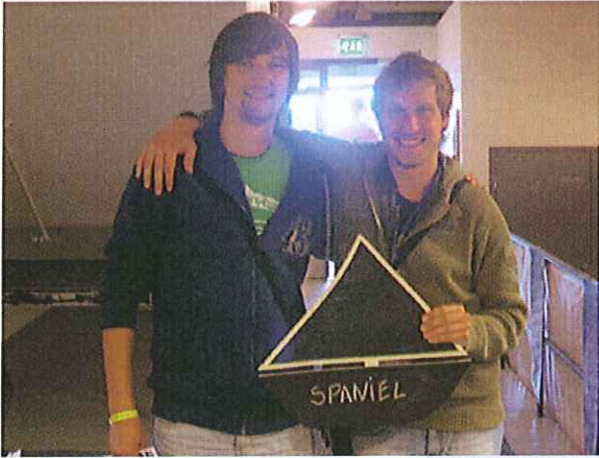
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THE TALL SHIPS' RACES BALTIC 2009

Part Two - Mounting the Boards of Brabant

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Part Two - Mounting the Boards of Brabant







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THE TALL SHIPS' RACES BALTIC 2009

Part Two - Meeting the Heads of Teams






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THE TALL SHIPS' RACES BALTIC 2009

Part Two - Meeting the Heads of Teams

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SAIL TRAINING INTERNATIONAL

Turku –European Capital of Culture 2011

Turku 2011 sends greetings to Istanbul,
European Capital of Culture 2010 and invites
everybody to Finland in 2011!

www.turku2011.fi

TURKU ● ÅBO 2011 

