



THE TALL SHIPS RACES

HALMSTAD 5-8 AUG 2011

Lillian Westerberg

Recruiting trainees

How to increase the numbers and not the costs

STI annual meeting in Toulon,

November 2011



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Halmstad and The Tall Ships Races 2011

- The city of Halmstad is located in the south of Sweden on the west coast, between Gothenburg and Malmö.
- About 90.000 inhabitants.
- 2011 was the first time The Tall Ships Races visited Halmstad.
- Halmstad Maritime festival (Baltic Sail) is a local event that has been arranged 6 times (2005-2010).
- Halmstad celebrated its 700 years anniversary in 2007



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Halmstad and The Tall Ships Races 2011

- 2008 Halmstad accepted the offer from STI to be one of the host ports 2011
- TSR the biggest event ever in Halmstad and in the Region



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Halmstad TSR Priorities

- Youth
- Accessibility
- Environment
- Local culture
- An event for everybody to remember



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Organisation

- A steering committee with representatives from the city and region chaired by the City executive officer
- Event responsible the City owned company Halmstad & Co
- A TSR project office of 10 persons



Budget

- From the City 1.3 Meuro
- From Partners 0.5 Meuro
- Total 1.8 Meuro

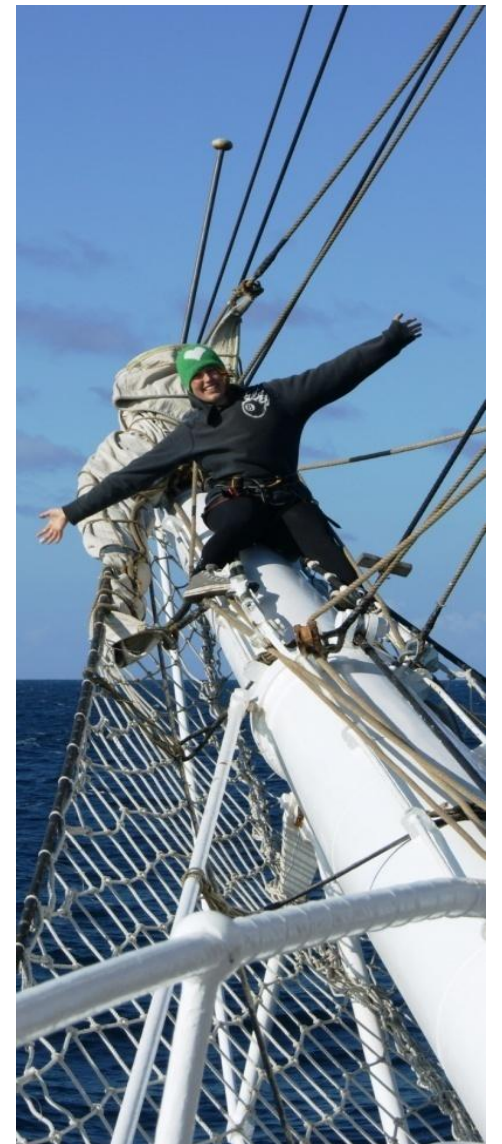


Traineeprogram of Halmstad

Aim: To recruit 100 youngsters who will sail as trainees with scholarship.

Fact: We recruited **184 youngsters** who sailed as trainees with scholarship.

About 75% of the youngsters came from the region of Halmstad/Halland



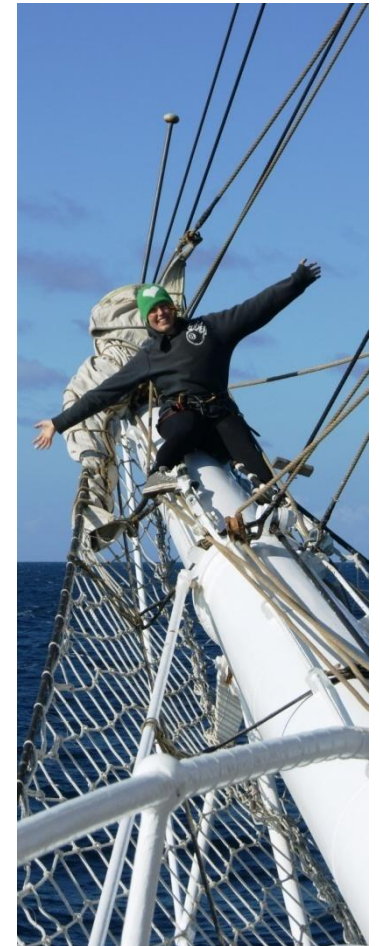
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Finding Scholarship donators

”*Begging letters*” to foundations and organisations who promote youngsters

The letters described how The Tall Ships Races strengthened the youngsters self confidence and gave them a huge experience of working together with youngsters from other countries and other cultures, traditions and way of working.

13 letters, **11 positive answers.**



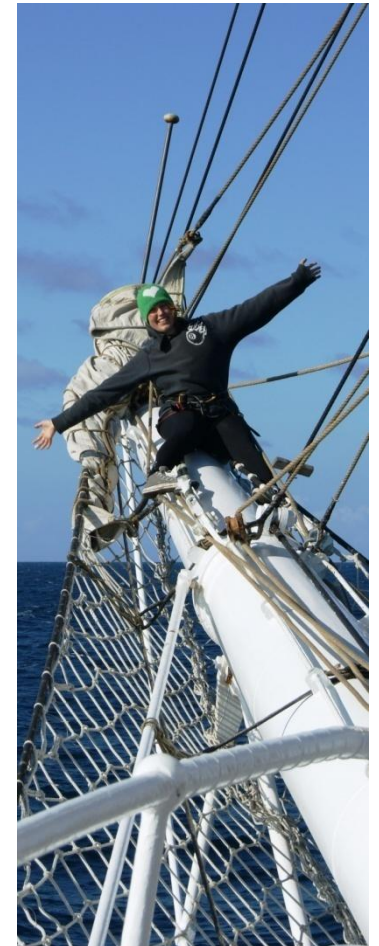
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Our sponsorer & partners

All our sponsors and partners got an opportunity to pay for at least one trainee

Use it for their own marketing.

We got **12 sponsors and partners**



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Almost €150 000 in scholarship

23 scholarship donators (€1 050 – €37 250 each)

184 trainees 15-25 years old

All to pay €25 each (bookingfee to At Sea Sail Training)

The fee to the vessel and transfer to Stavanger covered by scholarship

Finding trainees

Advertise in local media, Information on posters in the city, on the web, visits to schools, Information meetings in Halmstad Arena and Halmstad Library.

Social media, facebook, twitter

Selection by lottery and according to rules stipulated by donators



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TRAINEE KICK-OFF 20/5 2011

All trainees were invited to a great kick-off 2 month before the adventure. At stage: **Lillian Westerberg** (Project Manager, Halmstad), **Micke Glans** (Trainee Coordinator, Halmstad) **Christer Samuelsson** (STI), **Janine Schele** (At Sea Sail Training) and a lot of happenings as live music and dance shows.

”Get to know your crew-mates”

The first time where all the ”crewlists” were presented.

Pizza, shows and contests

Captain Jack Sparrow and the moderator did their best to entertain the trainees and their parents.

It was a great evening with information and entertainment



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Cooperation with At Sea Sail Training

84% of all our trainees were booked via At Sea Sail Training

Oslo – Waterford

Number of vessels: 1
Number of trainees: 2

Waterford – Greenock

Number of vessels: 4
Number of trainees: 12

Greenock - Lerwick

Number of vessels: 1
Number of trainees: 1

Lerwick - Stavanger

Number of vessels: 1
Number of trainees: 6

Stavanger - Halmstad

Number of vessels: 28
Numbers of trainees: 167

Halmstad - Harlingen

Number of vessels: 1
Number of trainees: 5



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How did Halmstad succeed ?

- Tourist economic turnover 19 Meuro
- Close cooperation between the city administrations, the business community, the region and sports and other associations
- Proud inhabitants in Halmstad
- An event accessible for everybody
- An environment friendly event
- An event for young people



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How did Halmstad succeed?

- 400 000 visitors
- 64 vessels
- 3 000 crew members
- 184 trainees paid by scholarship
- A budget in balance
- Satisfaction of 4.4 out of 5.0 (a survey by a research institute)



*Halmstad and Stavanger recruited about
400 trainees
who sailed between the both cities!*



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