



INTERNATIONAL SAIL TRAINING AND TALL SHIPS CONFERENCE
2018

SESSION 1D
HOST PORT SUPPORT FOR NSTOs





STAF

SUOMEN PURJELAIVASÄITIÖ
Sail Training Association Finland

Supported By

Danfoss



HOST PORT NSTO SUPPORT AND CO-OP

1. HOST PORT SUPPORT AND NSTO CO-OP TODAY
2. CO-OP DEVELOPMENT PROGRAM FOR FUTURE MARITIME EVENTS (TSR)
3. OTHER FORMS OF CO-OP

STAF working group;
Stefan Abrahamsson CEO / STAF
Kimmo Hyyppä Event Manager / City of Turku
Jari-Pekka Jouppi Account Director / I2



STAF

SUOMEN PURJELAIVASÄÄTIÖ
Sail Training Association Finland

Supported By

Danfoss

STAF AND THE CITIES

STATUS QUO



CO-OP AND SUPPORT BASED ON DIFFERENT CATEGORIES, "TAILOR MADE"

1.TURKU

1. MEMBER OF STAF CO-OP PROGRAM
2. YEARLY SUPPORT /PLACE TRAINEES
3. BEEN A STAF PARTNER OVER TEN YEARS
4. STAF HAVE PORT COM MEMBERSHIP + ADVISORY ROLE

2.KOTKA

1. MEMBER OF STAF CO-OP PROGRAM
2. YEARLY SUPPORT / SEND TRAINEES
3. BEEN A STAF PARTNER OVER TEN YEARS
4. ADVISORY ROLE

3.RAUMA

1. MEMBER OF STAF CO-OP PROGRAM (SUB GRADE)
2. BOOKS ONE VESSEL(HELENA) FOR A WEEK EVERY YEAR
3. WITH US SINCE 2013

4.PARGAS

1. TSR / CIC ACTIVE
2. WITH US SINCE 2009
3. STAF GIVE TECHNICAL SUPPORT + ADVISORY ROLE



STAF

SUOMEN PURJELAIVASÄÄTIÖ
Sail Training Association Finland

Supported By

Danfoss



CO-OP DEVELOPMENT PROGRAM FOR FUTURE MARITIME EVENTS (TSR) STAF PRE -INITIATIVE

1. SHARED HOST RESPONSIBILITIES

1. NSTO TO ARRANGE

1. LIAISON SYSTEM
2. CORPORATE HOSPITALITY
3. TRAINEE RECRUITMENT

2. SHARED INCOME AND COSTS

1. INCOME FOR NSTO

1. 25 % OF ALL SPACE RESERVED FOR ADVERTISMENT TO BE SECURED FOR NSTO USE
2. 25 % OF ALL "MARKET SPACE" RESERVED FOR NSTO USE
3. ...OR JUST ALLOCATE 25 OF SPONSOR NET INCOME TO NSTO

2. NSTO RESPONSIBLE FOR COSTS RELATED TO.

1. LIAISON SYSTEM, CH AND TRAINEE REC



STAF

SUOMEN PURJELAIVASÄÄTIÖ
Sail Training Association Finland

Supported By

Danfoss



WHY.....

1. INCREASED INTEREST FOR NSTO'S IN RECRUITING NEW HOST PORTS
2. WOULD RAISE THE NSTO PROFILE
3. CREATE INCOME FOR NSTO->
 1. MORE TRAINEES AT SEA ->
 2. STRONGER AND MORE OPERATORS->
 3. BIGGER TSR EVENTS



STAF

SUOMEN PURJELAIVASÄÄTIÖ
Sail Training Association Finland

Supported By

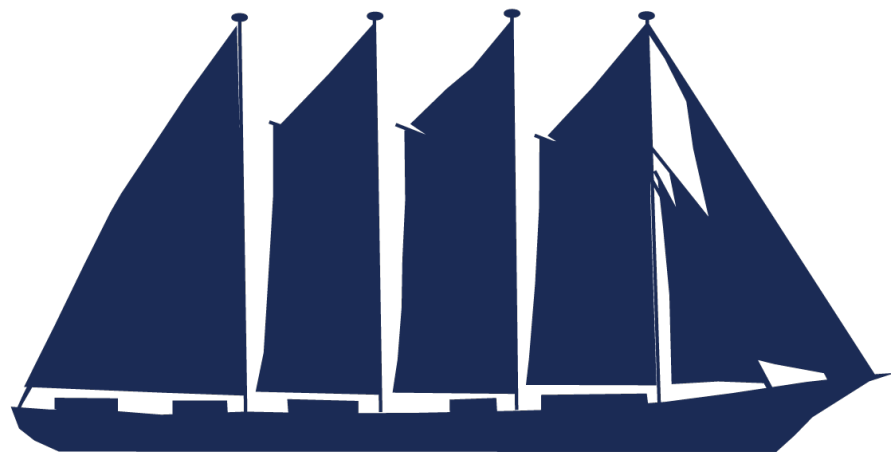
Danfoss



HOST PORT / STI / NSTO CO-OP

SEMINARS

1. JOINT EVENT
2. **GOLE>**
 - CREATE INTEREST FOR POSSIBLE FUTURE SPONSORSHIP AND TRAINEE RECRUITMENT
 - RAISE THE NSTO'S PROFILE
 - CREATE INTEREST FOR NEW VESSEL OPERATORS
 - CREATE INTEREST TO BECOME A HOST PORT





SAIL TRAINING IRELAND

Patron: Michael D. Higgins
PRESIDENT OF IRELAND

Sail Training Ireland's Journey as a NSTO

Daragh Sheridan
CEO

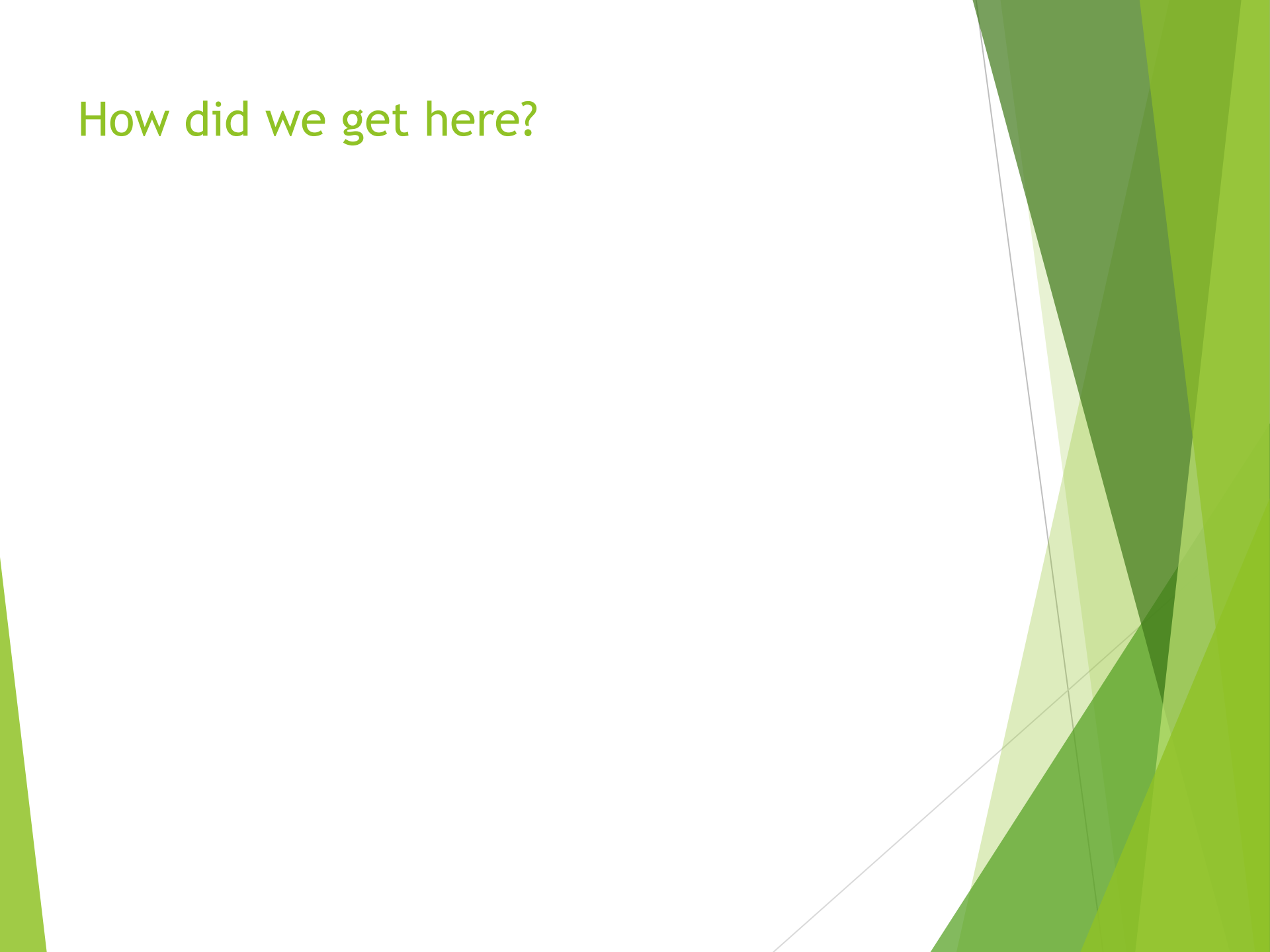
Sail Training Ireland is Generously supported by:



Dublin City Council
Comhairle Cathrach Bhaile Átha Cliath



How did we get here?



BACKGROUND

Founded In 2011 to replace *Coiste An Asgard* following the sinking of the *Asgard II* in 2008

Mission: To change lives by creating access to sail training voyages for young people from all backgrounds and with all abilities on the island of Ireland.



Challenges:

- No Ships
- No Money
- No Organised Trainee Recruitment Scheme
- Lack of enthusiasm from Government - The Asgard List

Background

- ▶ Directors with a passion for Sail Training.
- ▶ 2012 Tall Ships Festival in Dublin
- ▶ Dublin City Council & Dublin Port Company - **A pivotal relationship**
- ▶ STIRL asked to recruit trainees

Focus

- ▶ Sail Training - Learn to Sail as a bonus.
- ▶ Trainees
- ▶ Ships
- ▶ Festivals

Today

- ▶ Dublin Port Company & Dublin City Council part of everything we do.- Key Funders.
- ▶ 341 trainees funded in 2018.
- ▶ Turnover of circa €280,000.
- ▶ President's Patronage - Michael D.Higgins.
- ▶ Bursary Schemes in Drogheda, Cork, Belfast, Waterford, Derry & Dublin.
- ▶ Several Erasmus+ projects being run each year.
- ▶ 1 small vessel - Brian Boru
- ▶ Strong relationships with foreign vessels such as Maybe, Pelican, Morgenster & Others.
- ▶ Excellent network of nominating organisations to assist trainee recruitment.
- ▶ No National ship
- ▶ No Government funding
- ▶ Small level of Corporate Sponsorship

Trainee Recruitment

- ▶ Not a case of “Build it and they will come”.
- ▶ Focus on 15-30 years
- ▶ Through youth and community organisations - “Nominating Organisations”
 - ▶ They act as referee (they know their youths)
 - ▶ They support fundraising and preparation
 - ▶ They liaise with parents/guardians
- ▶ This enables us to access those most in need of support
- ▶ We provide a briefing/orientation
- ▶ We coordinate travel
- ▶ HUGE IMPACT



Erasmus +

- ▶ EU funding via Leargas.
- ▶ Youth Exchange projects between young people from two or more EU Countries- Youth exchange and Mobility of Youth.
- ▶ Funding of €49 per day per trainee plus a travel allowance.
- ▶ Excellent education program run on board.
- ▶ A theme for each project i.e. Employability.
- ▶ Run by Youth Leaders / Mentors
- ▶ Onerous Reporting requirements
- ▶ Careful -- Change in Funding cashflow.

Bursary Schemes

- ▶ Local - trainees, vessels, sponsors, councils & ports
- ▶ Key relationship between Port company and Council who provide initial funding.
- ▶ Local Corporate sponsors
- ▶ Festivals / Events
- ▶ STIRL coordinating it all
- ▶ Key - to success is local person who gets what we are about and the impact it can have.
- ▶ Progression from local voyages to Erasmus plus offshore voyages & Tall Ships Races

Ships

- ▶ No National flagship.
- ▶ One vessel - Brian Boru.
- ▶ Hopefully another couple coming in the next year or two.
- ▶ Trainee Progression - Day - Sail Training Vessel - Tall Ship - Class A - Tall Ship Race.
- ▶ Ship Project



Festivals

- ▶ Key Partner in festivals with Dublin City Council & Dublin Port Company
- ▶ Expertise
- ▶ Ships
- ▶ Sail Training
- ▶ Three Cities

Funding

- ▶ Legacy funds from Dublin City Council & Dublin Port Company
- ▶ Bursary Funds - Combination of local government, port company and local corporate sponsors.
- ▶ Corporate Sponsors
- ▶ Erasmus + / Leargas
- ▶ Memberships
- ▶ Philanthropic sources
- ▶ Donations / smaller campaigns
- ▶ Other EU - AMIF

Future Strategy

- ▶ Great Team - Sindy Offer and our board.
- ▶ Our core objective is to create voyage opportunities for all.
- ▶ To fund those who are most in need of this opportunity.
- ▶ No aspiration to own or run our own ship.
- ▶ Seek Government Funding.
- ▶ Increase in Corporate sponsorship.
- ▶ Continue to and become more essential to Ports running Tall ship events and festivals.

Government Funding

- ▶ Asgard legacy
- ▶ Benefits to many Government Departments
- ▶ Proven Concept
- ▶ Increased funds will lead to more trainees
- ▶ Stability
- ▶ Make voyage planning and recruitment easier.

In Summary

- ▶ Trainees - the stars of the show
- ▶ Local Schemes with ports & cities
- ▶ Make yourself indispensable to cities & festivals
- ▶ Promote partnerships with ships
- ▶ Multiple sources of funding
- ▶ Multi year if possible
- ▶ Keep telling the stories

THANK YOU FOR YOUR TIME



