



Session 5E



Port Advisory Group Open Session





THE TALL SHIPS RACES AND REGATTAS

PORT ADVISORY GROUP «PAG»

A MISSION FOR A BETTER FUTURE.

PURPOSE

« To provide practical ideas and suggestions to Sail Training International on ways in which the Tall Ships Races and Regattas can be improved for the benefit of stakeholders»

WHO ARE WE?

- Nathalie Beloso – Antwerp, Belgium
- Gerry Copeland – Belfast, Northern Ireland
- Villy Gron – Esbjerg, Denmark
- David Choate/ Caroline Strouss – Boston, USA
- Marianne Tronstad – Kristiansand, Norway
- Roger Waggott – Cadiz , Spain
- Lillian Westerberg – Trustee STI
- Vanessa Mori – Comercial Director



AN ADVISORY GROUP

WHO FOR?



**THE
STAKEHOLDERS**

WHO ARE THEY?

- Sail Training International
- Host Ports
- Tall Ship operators
- Sponsors
- Trainees
- NSTOs
- The visiting public at events.

IMPROVE THE PRODUCT

Outline clear methodologies

Review Existing Manuals and Guidelines

Explore New Ideas

Investigate New Issues

Updating outdated Practises

Publish Recommendations

WORKING METHOD



In person meetings at the Conference, Host Port seminar and in the STI spring meeting.



Telephone conferences every two months.



Delegation of tasks



Joint Results



Port Advisory Group Session

I. Introduction



Caroline Strouss, Director
of Marine Operations, Sail
Boston, Inc. &
Conventures, Inc.



Port Advisory Group Session

II. The PAG's first project: 3 year timeline for contracted ports



This document has now been approved by the TSRIL board and it is a standard document which is sent to Contracted ports along with the Host Port Contract and the Host Port Manual



Port Advisory Group Session

III. The PAG's second project: Guidelines for ports on how to help ships with income generation while in port

- Deck Rental Timeline



Port Advisory Group Session

III. The PAG's second project: Guidelines for ports on how to help ships generate income while in port

It is extremely important to understand each ships requirements while in port

- Early Communication – 3 years ahead (or more)
- Face to Face Contact with ships
- Military vs. Privately ships owned requirements



Port Advisory Group Session

III. The PAG's second project: Guidelines for ports on how to help ships generate income while in port

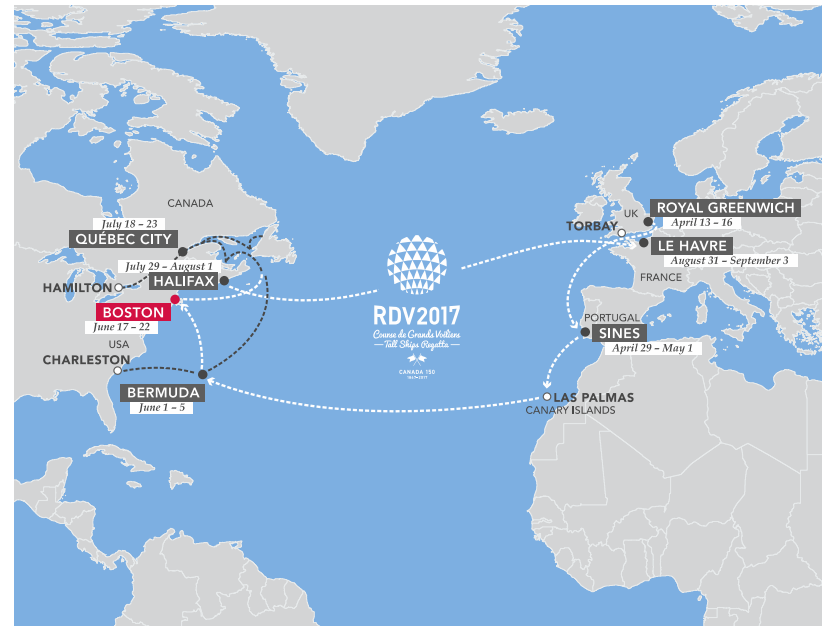
- Appearance Fees
- Deck Rentals
- Trainee packages
- Budget reduction opportunities



Port Advisory Group Session

III. The PAG's second project: Guidelines for ports on how to help ships generate income while in port

It's important to: Work with other ports to offer joint packages



Port Advisory Group Session

III. The PAG's second project: Guidelines for ports on how to help ships generate income while in port

The Challenges:

- Tall Ship Event dates during holidays
- No dedicated team to deck rentals
- Selling Alcohol while in port
- Unable to meet ships request
- Need not to lose sight of the trainees on board even while a deck event is going on



Port Advisory Group Session

III. The PAG's second project: Guidelines for ports on how to help ships generate income while in port



In order to avoid those challenges:

- Take advantage of the opportunities provided to meet with ships!
 - STI Conference
 - Host Port Seminars
 - Other Tall ships Events
- If you can't meet face to face – communicate **often** via phone calls and email





Sail Training International

Trainee Recruitment
Budget Prioritizing
Public Safety and Security in Port.
Social Programmes for Trainees
Interaction with NSTO's
Review Host Port Manual
Recomendations Liaison officers
and Chief LO

In Port Programmes,As and
Cs – differences
Volunteer inclusion in
events in port.
TSR Visualisation and
promotion in port.
Host Port Media Project
Plan

FUTURE TOPICS

TRAINEE RECRUITMENT



Create a Timeline



Marketing models



Funding



Bursaries



Media



BUDGET
PRIORITIZATION

- CONSIDER THE FOLLOWING
- Outline the fundamentals
- Contract
- Sponsorship
- Sponsorship in kind
- Infrastructure
- Security
- Contingency Plans

PUBLIC SAFETY AND SECURITY



New Threats



New impositions



Different Countries



Emergency Plans



SOCIAL PROGRAMME TRAINEES

- Crew Party
- Crew Parade
- Prizegiving
- Sports/Cultural Activities
- Crew Centre to cater for all crews.
- Which theme is best, which are the common lines of success.
- Interaction Local Community

INTERACTION WITH N.S.T.O.S

- Sail Training Promotion
- Trainee Recruitment
- Event Marketing
- Funding
- Event Participation
- Sail on Board Stand Management during the event.

REVIEW
HOST
PORT
MANUAL

- A Bible for new Host Ports
- Review details of the document
- Add new material.
- Ensure that the Manual is always relevant and up to date

RECOMENDATIONS
FOR “LO’S” AND
“CHIEF LO’S”

- What are the most important aspects
- Languages
- Local Knowledge
- Enthusiasm
- Communication
- Understanding of Sail training and its broader values.

DIFFERENCES IN «IN PORT» PROGRAMMES FOR CLASSES A'S AND CS



Infrastructure



Event Structure



LO's



What happens to trainees on Class A vessels when there are deck events going on.

VOLUNTEER INCLUSION IN EVENT



Where are your Volunteers



Volunteer Wellness



LO's smaller vessels



Sports activities.



Crew party



Crew parade.

OTHER
IDEAS

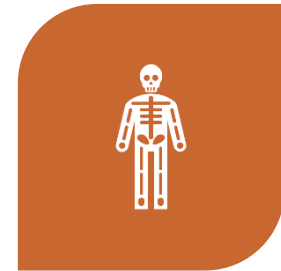
TSR Visualisation and
promotion in Port

Host Port work with
media project plan.

WHAT DO
YOU THINK?



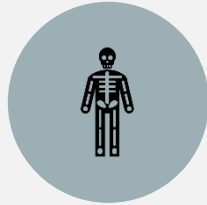
MOST IMPORTANT
TOPICS



HOW COULD THE
PAG WORK FOR
YOU.



JOIN US!!



**WE ARE LOOKING
FOR TWO NEW
HARDWORKING
MEMBERS OF THE
“PAG”**



**IF YOU WANT TO BE
CONSIDERED SEND AN
EMAIL EXPLAINING WHY
YOU WOULD LIKE TO
PARTICIPATE.**





Fredrikstad 2019



CREATIVE EUROPE

Culture Sub-programme

**SUPPORT FOR EUROPEAN
COOPERATION PROJECTS**

Total budget EUR 48 MILL
(Large and small projects)



CREATIVE EUROPE

Culture Sub-programme

SUPPORT FOR EUROPEAN
COOPERATION PROJECTS

- Purpose
- Challenge to overcome
- Cultural activities as tool
- European added value

Duration maximum 48 months

Basic

To strengthen the capacity of the European cultural and creative sectors to **operate transnationally** and internationally;

- To promote the **transnational circulation** of cultural and creative works, and cultural and creative players, in particular artists;

SMALL PROJECT:

3 countries.

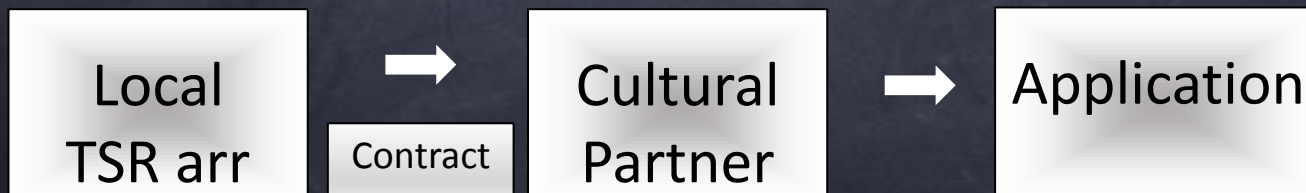
200.000 Euro – max 60 %

LARGE PROJECT:

6 countries.

2 mill Euro – max 50 %

The project leader and the minimum number of partners, must be **cultural operators** active in the cultural and creative sectors





Creative
Europe

Award criteria

1. (30p) Relevance (to program)
2. (30p) Quality(content/activities)
3. (20p) Communication (share)
4. (20p) Quality of partnership

Min 75 P of 100



CREATIVE EUROPE

Culture Sub-programme

SUPPORT FOR EUROPEAN
COOPERATION PROJECTS

Effects

Local community

STI/TSR

Participants



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