



# ANNUAL REVIEW 2019



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A handwritten signature in black ink, appearing to read 'Jonathan Cheshire'.

Jonathan Cheshire OBE  
Chairman, Sail Training International





## **OUR VISION STATEMENT:**

**Fostering understanding across nations and cultures through providing sail training to young people around the world, inspiring them to live a fulfilling life.**

## **MISSION STATEMENT:**

*We are a not-for-profit international organisation which promotes sail training to young people.*

*We enable and fund young people from different backgrounds - especially those with fewer opportunities - to have challenging experiences and opportunities to develop life skills through living, working and interacting together.*

*We work with ports and ships to provide experiences and contribute to host communities through our events (the best known are Tall Ships Races).*

*We offer an inspirational international cultural experience that is a powerful symbol of a better society.*

# OUR OBJECTIVES



# SAIL TRAINING







## SAIL TRAINING - WHAT, WHERE and WHO?

### WHAT?

- An exciting, rewarding and fun outdoor sailing adventure.
- Experiencing hands-on sailing and being at sea, learning about every role on board.
- Working as part of an inclusive and enthusiastic team, made up from people of all ages, nationalities and abilities.
- Having a unique experience depending on the type of vessel and part of the world you choose. For example, sailing on board a large Class A vessel can be like stepping back in time... and you'll quickly get over your fear of heights. While joining the crew of a smaller Class C or D vessel is often more intimate and exhilarating.
- Sailing on board a vessel that could be run by a charity, school, university, or private individual or company.
- Ultimately, sail training is a life-changing adventure.

### WHERE?

Sail Training voyages take place all over the world and all year round, both in term time and during vacation periods. Many are within one country while others involve international voyages. The most famous of these international voyages are those that take place during our Tall Ships Races held every summer.

### WHO?

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 and some specialise in taking people with physical disabilities.



# RESEARCH

**SAIL TRAINING, AS AN ADVENTUROUS LEARNING, OUTDOOR EDUCATION BASED OR PROFESSIONAL SKILLS BASED EXPERIENCE IS WELL ESTABLISHED THROUGHOUT THE WORLD.**

Over recent years there has been a shift towards youth participation as a way of exploring and promoting personal growth and development through real-world stimuli and challenges.

Whether it be for personal development, education or developing professional sea-faring skills, sail training has an undeniable impact upon its participants. It is that impact that is still being explored with the body of research delving into program outcomes, short term and long term benefits to participants and their communities and even how the programs themselves work.

The international sail training community sought more research in efforts to improve programs, quantify and clarify aims, objectives and outcomes and use evidence based approaches to secure support and funding to allow more participants to experience the world of sail training.







In an effort to support this international community, and to promote further research, Sail Training international launched the STI Research Grant Fund (£20,000) with the first successful applicants announced in 2018. Three studies were funded in part or in whole and two of those studies will present their findings at the annual conference 2019.

Drawing on the success of the first round, applications for the STI Research Grant Fund have increase three-fold in 2019 demonstrating the growing interest in sail training as an exciting field of study. Successful applicants will be announced shortly and will go onto present their findings at the annual STI conference in 2020.

This developing library of research will be made available for use by the Sail Training International community providing evidence-based information that can be used to improve programs, generate community support and help sail training overall continue to grow and develop throughout the world.

Examples of areas now being explored by research include:

- self-confidence
- social capital - networking
- collaboration
- critical thinking
- leadership
- engagement with learning
- impact on community
- responsibility
- trust
- communication skills
- intercultural understanding
- impact of electronic device removal
- impact on mental health and wellbeing
- development of self-identify and the development of social communities.

Reports from researchers are available on the Sail Taaining International website:

<https://sailtraininginternational.org/sailtraining/research>









# SAIL ON BOARD





## KEITHS CREW

Keith's Crew is a bursary fund set up in memory of Keith Robinson, Sail Training International company secretary, long-time friend and sail training advocate. Keith's Crew gave 16 young people from around the world the opportunity to take part in the first leg of the Tall Ships Races 2019, from Aalborg to Fredrikstad sailing on the Class A Tall Ship Gulden Leeuw (Netherlands).

The young trainees hailed from nine different countries; Australia, Canada, Finland, Ireland, Liechtenstein, Portugal, New Zealand, the Netherlands and the UK. Their experience levels ranged from never having stepped on a ship before to limited sail training experience.

The voyage leg saw trainees put through their paces when it came to working as a team, personal challenges, sea sickness and working with people from differing cultures. It was a life changing experience for all during the race – they laughed, they cried and they made friends for life.







## **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.**

### **THE OMAN BURSARY**

The Oman Bursary Scheme is open to applicants who have never taken part in a Tall Ships Race or Regatta (training). We welcome financially or physically disadvantaged people between 15 and 25 years old, regardless of nationality, background, physical ability, or previous sailing experience. The maximum amount awarded is €500 each.

We receive applications from a huge variety of young people from all walks of life and from all over the world. Trainees' support letters often reveal their dedication, motivation and sometimes the difficulties that they've faced, such as health and personal problems. Those who are awarded the Oman Bursary achieve something special – they become part of a team of people from different nationalities in a new and exciting environment, form friendships and make memories that last a lifetime.

The scheme started in 2012 and to date has helped over 500 young people from 35+ countries.

### **HOST PORT BURSARY**

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 2017 and 2018, the ten host ports provided funding for 548 young people to get involved. We estimate that the scheme as a whole has an equivalent value in excess of €430,000.

### **THE CANADA LEGACY FUND**

Following the success of the RDV 2017 Tall Ships Regatta, the Canada Legacy Fund has been set up with a generous donation from Rendez-Vous Naval de Quebec, with \$25,000CAN per year to be awarded in grants to successful applicants. The Canadian Legacy Fund is under the management of the Sail Training International Trustees, and is administered by the Legacy Fund Committee.

Sail Training International is proud to continue to support organisations (preferably non-profit) to help deliver youth sail training programmes. The Canada Legacy fund will seek to support organisations' sail training programmes that look to reach disadvantaged young Canadians aged between 14-25 years, to help with one or more of the following:

- Improve trainees' personal, social and/or educational development
- Enhance international friendship and understanding
- Demonstrate replicable models of innovation and good practice in sail training





## **IN 2019 OUR EVENTS CONTINUED TO CREATE TRULY FANTASTIC EXPERIENCES FOR SAIL TRAINING FOLLOWED BY THRILLING PORT PROGRAMMES CULMINATING IN T**

Sail Training International, organised The Liberty Tall Ships Regatta and the annual Tall Ships Races 2019. June saw us join forces with L'Armada Rouen, to celebrate its 30th anniversary and coincided with the 75th Anniversary of D-Day and the liberation of occupied territory in North Western Europe. The Liberty Tall Ships Regatta 2019 reiterated our values of international friendship and understanding with our impressive International fleet, then, go on to race towards Scheveningen (The Hague) to commemorate 75 years of liberation.

July saw the start of our regular summer event- The Tall Ships Races 2019, comprising of two exciting race legs ideal for young people who had never sailed and powerfully demonstrating that no experience is necessary to partake in a sail training adventure. There was a fleet of XXXXXXXX ships with over 3300 trainees. The race kicked off in Aalborg with trainees working together to race to Fredrikstad, Norway. Followed by a Cruise-in-Company off the coast of Norway which made its way to Bergen, Norway before the final race toward Aarhus, Denmark.

2020 sees us venture towards the Iberian sea for #TSR2020. We continue to create more opportunities for young people across the world to gain a valuable sail training experience.

Late summer will see us organise the SCF White Sails of Peace Tall Ships Regatta.

The TSR programme is contracted up to 2023, however we are open to Regatta opportunities and invite host ports to continue to work together with us to create as much opportunities for young people across the world



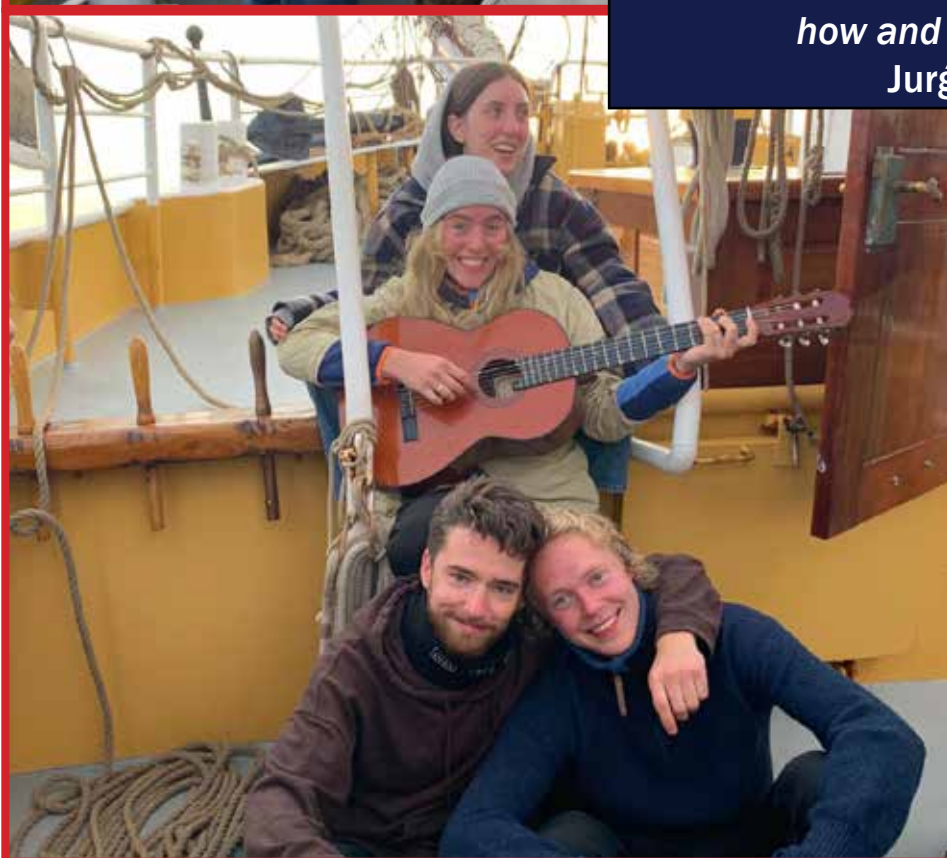


**YOUNG PEOPLE, HOST PORTS, TALL SHIPS AND SPECTATORS ALIKE. FEATURING INVIGORATING  
THE COMING TOGETHER OF PEOPLE FROM DIFFERENT BACKGROUNDS AND ALL WALKS OF LIFE.**





*I've learned to understand other people by how and why they do things*  
**Jurgis, 23, Latvia**



*Sailing is freedom. It gives you a chance to connect to nature and yourself as nothing else does* - **Annick, 22 , The Netherlands**

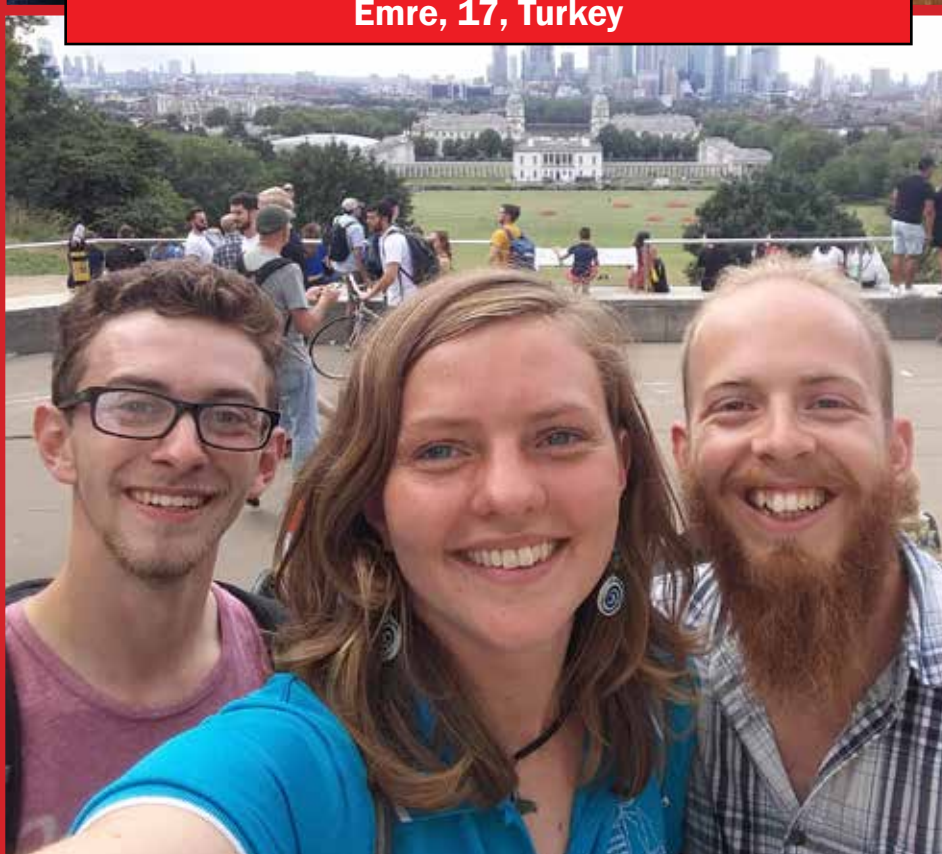
*I would say it is a once in a lifetime experience and I would definitely recommend it. It is an amazing atmosphere and I think everyone should participate because it gave me a different perspective on life. Life on board is so different, but amazing!!*  
**Jeremy, 23, Australia**



# TESTIMONIALS



*Sailing is beautiful. Just you and nature.  
The Tall Ships Races is a special world where the  
sea and people meet each other.*  
**Emre, 17, Turkey**



*Sometimes its tough and you're tired, but the overall feeling of  
cooperation and sailing an enormous ship is so awesome. The  
sea is huge and intimidating, you feel small but yet very free.*  
**Mikkel, 24, Denmark**

*Every day you can learn something new about the vessel, maps, knots,  
traditions, rules, safety, sea, wind, other people and yourself as well! -*  
**Daniels, 14, Latvia**



# SPONSORSHIP



Sail Training International and the Tall Ships Races and Regattas we organise, offers potential partners and sponsors a unique opportunity to align themselves with our core values of helping young people develop into confident, emphatic, skilled and successful adults and also that of promoting international friendship and understanding between all nations. In our current times these values are becoming more and more important and we believe that there are a great number of organisations and business which also strive to achieve the same objectives.

Wherever around the world a tall ship event takes place, it is invariably one of the biggest events, if not the biggest, to take place in any particular city or port. We find that each and every host port we work with excels itself in its efforts to create a magical event for the local communities, the ships, the trainees, local businesses, partners and sponsors. They do so by working with us and by embracing our core values to ensure that all those who take part in the event have the experience of a lifetime.

The unique spirit and spectacle of a tall ship event offers unique partnership opportunities to all manner of companies and organisations, destination marketing organisations and brands and we would welcome the opportunity to tailor our events to a partner's or sponsor's specific needs and requirements.





## THE TALL SHIP RACES

Our flagship Event, which takes place once a year during the summer holidays and which normally calls into between two and five different countries and can attract up to 80 tall ships from all over the world is a fantastic opportunity for anyone who has an interest in promoting and aligning their brand and values on the international arena.

The Races benefit from a very well tried and tested programme of events within each port and offer a number of different partnership opportunities such as: overall sponsorship of the race series, sponsoring of individual ports, naming rights, brand exposure during all the in-port events (Crew Parade, Crew Party, Captains' Dinner; Prize Giving; Captains' briefing, Parade of Sails, etc.)

## TALL SHIPS REGATTAS

These can take place anywhere in the world and can be tailored to suit different partners. They would usually involve 2 or more countries, but we can also run single country regattas involving several ports within the same country.

These, usually smaller, but more tailored events offer much more flexibility to sponsors and partners and the in-port programmes can be adjusted to suit any specific requirements.

## SPECIFIC TALL SHIP EVENTS AND PROJECTS

Provided that we remain true to our core values and objectives, we are able to organise tall ships events and projects which match the specific requirements of any particular partner and we would work with them to develop an event or project ideally matched to a special occasion, celebration of an historical event, etc.

## THE SAIL TRAINING INTERNATIONAL ANNUAL CONFERENCE

Partners are able to sponsor the Sail Training International annual conference, which takes place each time in a different country and attract delegates amongst sail trainers, port representatives, event organisers, youth council, national sail training organisations and researchers from all over the world.

## RESEARCH

Sail Training International runs research programmes every year into various aspects of sail training and the impact it has on young people, sail training practices and much more and would welcome the opportunity of working on this aspect of its activities with interested partners

All of the above partnership opportunities would present a number of different sponsorship options including:

- **Naming Rights**
- **Customer Engagement**
- **Hospitality**
- **Brand Awareness**
- **Content**
- **Brand Ambassadors**



# THE INTERNATIONAL SAIL TRAINING AND TALL SHIPS CONFERENCE

The annual international conference is the optimum setting for our delegates to engage with Tall Ship Operators, port authorities, city representatives, sail trainers, members of the youth council and other maritime and related organisations and it is traditionally a major and anticipated event in our calendar.

Conference delegates are able to participate in and contribute to a number of different workshops and seminars on different aspects of sail training and hosting a tall ships event that affect us all. The aim is to offer advice, share experiences and lessons learnt and encourage best practice on all aspects of Sail Training and Hosting an Event in port, whilst at the same time working together to enhance the development of young people through a sail training environment.

Aspects such as safety and security, sustainability and taking care of the environment, sponsorship, trainee welfare and safeguarding and much more are at the heart of this year's conference programme.

In 2018 the International Sail Training Conference was held in the beautiful city of Seville, Spain and we were joined there by a total of 352 delegates from 45 countries.

Of our delegates in Seville:

XXx were sail trainers and ship operators

XX were Host Port and City representatives

XX were STI staff, volunteers and guest speakers

This year we are looking forward to welcoming in Antwerp - XXX delegates from XX countries and to feel confident that our strong and varied conference programme will include something which will be of interest to everyone.

In December 2019, the conference will be held in Antwerp, Belgium.

Please visit our website :

[www.sailtraininginternational.org](http://www.sailtraininginternational.org)

for further information on next year's conference

WOULD YOU LIKE US  
TO BRING  
**THE INTERNATIONAL  
SAIL TRAINING AND  
TALL SHIPS  
CONFERENCE**

TO YOUR CITY IN 2021  
AND BEYOND?

**PLEASE CONTACT**

**VANESSA MORI**

**COMMERICAL DIRECTOR**

SAIL TRAINING INTERNATIONAL

FOR MORE DETAILS

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## THE BENEFITS OF HOSTING AN INTERNATIONAL SAIL TRAINING AND TALL SHIPS CONFERENCE IN YOUR CITY

Every year we aim to hold our Annual conference in a different city around the world, and typically in a city which is contracted to host the Tall Ships Races the following year (however, this is not always the case).

There are significant advantages to hosting an International Sail Training and Tall Ships Conference in your city or port and they include:

- Attracting a high number of delegates from all over the world to your city
- Promoting your city and highlighting all it has to offer to Sail Trainers and ship operators, researchers, members of the youth council, representatives of national sail training organisation and all other delegates
- It is an excellent ship recruitment opportunity for the event coming to your port
- The name and logo of your city will be included in all our marketing activities and material for the conference
- You will have the opportunity to take part in and contribute to conference sessions which are of specific interest to you



## HOST PORT SEMINAR

The Sail Training International Host Port Seminar is another important event in our calendar. This is held during the Tall Ship Races each summer and is specifically for those cities already contracted to hold a future STI event, or those interested in doing so. The Host Port Seminar offers delegates the opportunity to both experience the unique atmosphere of Tall Ship Races event at first hand and also to benefit from a series of relevant presentations and the opportunity to network with fellow delegates and share experiences.

In July 2019, 48 delegates from 22 cities joined the Host Port Seminar which was held at The Create University Building, Aalborg, Denmark.

A deck reception was held on board the Class A vessel Bark Europa

The content included:

- Project reviews from Aalborg
- Developing an effective trainee programme
- Trainee recruitment - best practice
- Supporting local sail training



# FINANCIAL REVIEW

THE MEMBERS OF SAIL TRAINING INTERNATIONAL ARE NATIONAL O



Finland



Italy



Portugal



Belgium



Bermuda



Canada



Croatia



Czech Republic



Australia



Denmark



Estonia



Germany



Greece



France



Hungary

## REPRESENTATIVE SAIL TRAINING ORGANISATIONS FROM AROUND THE WORLD







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Charity number:  
1096846