

## ISAF CONNECT TO SAILING PROGRAMME

What is Connect to Sailing?

The ISAF have recently put their sizeable influence and resources behind a big initiative called Connect to Sailing. The goal is to 'develop sailing across the world' by specifically 'engaging youth and facilitating participation' ie. to get more young people sailing. This represents a departure for the ISAF who have previously focused more on the promotion of elite racing classes.

The initiative is especially relevant to our range which focuses more on teaching and development sailing than racing. Therefore, the Topaz range is ideally placed to take advantage of this new market opportunity above and beyond our competitors whose ranges are less targeted at the new to sailing market.

Topper International: Official Connect to Sailing Partner We are delighted to announce to you that Topper International has been invited to be an Official Connect to Sailing Partner. Topper International will be one of the key brands to be affiliated with the ISAF as they roll out the programs around the world. This opens the door for Topper International and all our dealers to begin to take advantage of some new and potentially profitable opportunities.

ISAF Sales Referrals

The ISAF have appointed a new Training and Development Manager as part of the Connect to Sailing initiative. He will be working closely with National Sailing Authorities around the world and he has pledged to provide sales referrals and leads from the Sailing Authorities, Schools and Clubs that he feels would benefit from using Topper International sailboats.

ISAF Learn to Sail Recommended Boats Status In time, we will be able to apply to have all of our Classes Recognized under the ISAF Learn to Sail Recommended Boats Classification.

The ISAF has realized that most of it's Recognized Classes are not necessarily the best boats in which to introduce the sport of sailing to newcomers or in which to teach and develop sailing skills. They also have acknowledged that in the past a number of classes have been incorrectly favored by National Sailing Authorities, and in turn clubs and schools around the world on the back of this ISAF Status.

Therefore, a new category of Status will be brought in under the Connect to Sailing Initiative called the ISAF Learn to Sail Recommended Boats Status. As a Connect to Sailing Partner we will be able to apply ahead of other classes and we are looking to gain Learn to Sail Status for the TOPAZ System, Topaz TAZ, Topaz VIBE, Topaz XENON, Topaz OMEGA, Topaz 14 and Topaz 16.

Once the Application is approved each boat will feature a plaque similar to the blue Recognized Status plaques displayed on the Optimist, Topper, 29er, 49er, RS Feva, RS Tera, Enterprise, Laser, Laser II, Laser Radial, Open Bic, etc. The Topaz range will be Recognized by the ISAF, they will also be 'Recommended'

Specifically for Learning to sail which opens up a massive market.

Once each Class has been granted Learn To Sail Status it can feature an ISAF plaque.