

## Outcomes of the International St Ayles Skiff Regatta, Feb 2015, Franklin

1. **Increased awareness of community rowing – Australian Wooden Boat Festival** – 110 people joined the sprints on Sunday, Feb 6 at Princes Wharf, Hobart. Vice-Regal involvement through medal presentation by Governor of Tasmania. **Royal Hobart Regatta** – hundreds of spectators and participants. **St Ayles Skiff Regatta, Franklin** - Increase from 60 rowers in the Focus on Franklin Regatta, March 2014, to 160 rowers in Feb, 2015. Promotion was via road signs, flyers, posters, sponsors, word of mouth, social media such as website and facebook. There was widespread encouragement to be involved through local communities – Cygnet, Taroona, Castle Forbes Bay etc
2. **Increased number of people regularly rowing with an aim to compete in the Regatta** – the creation of new teams to be specifically involved in the Regatta introduced more than 50 new rowers to the sport. The Community and Corporate Challenge involved 30 teams with up to 150 people participating.
3. **Increase in other related activities such as social activities** – fundraising through the creation of community events, long rowing adventures, interactions with other communities and their events.
4. **Increase in International visitors & interaction**– Scotland and New Zealand participated. New Zealand have offered to host the next Regatta in 2016
5. **Increase in “Mainland Australia” awareness and interaction** – South Australia, Victoria participated and an expansion into Western Australia is likely as a result of the 2015 events.
6. **Multi-cultural Component** – Iranian refugee contingency that highlights the accessibility of community rowing and the possibilities for boat-building for a broad range of groups
7. **Health** – community networks established, direct physical benefits such as improved blood pressure, fitness etc. Involvement of a local health group, availability to a large age range – rowers in their seventies and twenties
8. **Community Pride** – Franklin Quilt evolved as a related project involving community members as a forerunner to the Regatta – a shared artwork and legacy.
9. **Association** – plans have developed to create a Community Rowing Association. This will provide information that will open up opportunities for wider participation within and outside of Tasmania.
10. **Local Identity** – A small town initiated a new festival that highlighted “things to see and do in Franklin” – the Franklin identity that is based on the waterfront was re-inforced with local merchandise, a map and walk tour – Franklin as a destination.
11. **Fundraising opportunities** – were created for Friends of St Johns, a community initiative to save the local church for community benefit. Franklin Primary School, Huon Valley Rowing Club and the Cartela Restoration (via donation after the Gadd’s music) - also raised funds.
12. **Increased Business Activity** – there is strong anecdotal and other evidence of increased business turnover as a result of the regatta. This is not only for Franklin businesses but also for other businesses in the Huon Valley.
13. **Sponsorship Opportunities** – more than fifty sponsors were involved in the Regatta. For businesses it proved a highly successful way to improve and increase ‘Brand’ recognition by being associated with a healthy community-based activity.
14. **Future tourism potential** – future regattas in conjunction with the Australian Wooden Boat Festival that encourages over 250,000 people to be involved.
15. **Involvement of local groups** – this included Franklin Primary School through a creative rock art activity and cheering on the Principal. Huonville Primary participated in the river-based Opening Ceremony.
16. **Fostering a sense of community** – through involvement of volunteers, young and old – marshalling, directing, etc
17. **General** – involvement of family groups as the sport is spectator-friendly and crosses generations. One example is of parents in their nineties who visited to support children in their fifties! The event was not restricted by socio-economics and is novice friendly. Many people were able to get into a boat at the Regatta and row for the first time. Other offshoots included the new friendships formed, team creation and participation and the general positive feelings towards “Amazing Franklin” – a comment from the New Zealand contingency.
18. **Sense of Achievement** – small communities able to deliver an enjoyable International event