

# M32 ACADEMY

SPRING 2017

## DEVELOP YOUR SKILLS IN YOUR OWN PACE

# THE M32 ACADEMY IS MADE OF DIFFERENT MODULES

The M32 Academy is a place for sailors who wish to improve their high performance sailing. It is a platform for sailors who wish to improve their level in the M32 catamaran or aim for a career on the World Match Racing Tour. At the M32 Academy you will find training and programs which fits all abilities, it doesn't matter if you are in your first steps of your sailing or if you are at the peak of your career. The Academy provides knowledge in High Performance Sailing.

The modules create a clear path for your M32 sailing. Enter at a level, which fits your skills and continue to evolve within the academy. For new M32 sailors we can offer M32 Safety and M32 Essential, giving you the fundamentals of M32 sailing. This also gives you the right to lease a boat from Aston Harald Sports. From this you can proceed with the M32 Starting & Tactics, bringing you up to an M32 Match Racing License level. This gives you the right to compete on a World Match Racing Tour event with M32 catamarans. In the advanced modules with M32 Boat Handling, M32 Trim & Speed and M32 Race & Rules

teams can reach the next step of racing in the M32. With professional coaches and programs close to regattas we can help sailors and teams be better prepared to fight their way to the top. Or maybe you are an owner of a new boat? Then choose the module M32 Set Up & Tune and learn how to assemble and tune the M32.

Choose your modules along our pathway and you will as a sailor reach new levels of M32 sailing, or just pick the module where you want to improve. With the M32 Academy you will be able to achieve your best and get the most fun out of your sailing.







## COMBINE YOUR OWN PROGRAM WITH THE ACADEMY MODULES

# M32 MATCH RACING LICENSE PROGRAM

The license will ensure a minimum level of skill and knowledge of safety and boat handling as well as a testament of your ability to take care of a M32 catamaran as expected during events. This is needed for both insurance purposes and out of event safety aspects. A M32 Match Racing License

is valid for two (2) years and is pro-longed annually as long as you sail a minimum of two (2) WMRT events over a two year period.

The M32 Academy organize M32 licensing programs world wide, often in direct link to the World Match Racing Tour events.

### M32 MATCH RACING LICENSE PROGRAM

- **M32 SAFETY** - Theoretical and practical exercises
- **M32 ESSENTIAL** - The fundamentals of M32 Sailing
- **M32 MATCH RACING** - Match racing the M32
- **Duration** - 3 days
- **Cost** - 1000 USD ex VAT



# M32 FLEET RACING PROGRAM

The combination of the M32 Essential and M32 Safety modules creates the M32 Fleet Racing Program. This program gives you as a sailor the essentials for M32 sailing. If you want to compete on an M32 Series event or just get more time

in the M32, this program is customized for you. Do you also want to add more starting practice to your training schedule? Then just add the M32 Racing module and you are ready to go!

## M32 FUNDAMENTAL PROGRAM

- **M32 SAFETY** - Theoretical and practical exercises
- **M32 ESSENTIAL** - The essentials of M32 Sailing
- **Duration** - 2 days
- **Cost** - 750 USD

# M32 NEW OWNER PROGRAM

The combination of the M32 Essential and M32 Safety and the M32 Set Up and Tune modules creates the M32 New Owner Program. This program gives you as a sailor all the knowledge needed to tune, launch and sail your new M32

in a safe and sustainable way. We do everything to make your new boat go as fast as possible, including everything from tuning the mast to how we do the perfect tack.

## M32 NEW OWNER PROGRAM

- **M32 SET UP & TUNE** - How to assemble & tune the M32 Catamaran
- **M32 SAFETY** - Theoretical and practical exercises
- **M32 ESSENTIAL** - The essentials of M32 Sailing
- **Duration** - 2 days
- **Cost** - 1000 USD

# THE MODULE COLLECTION

The M32 Academy is created with different modules. The modules creates different programs, like the M32 Match Racing License Program or the Fleet Racing Program. There are also modules created for yacht clubs running a M32 Academy at their club. For the clubs we have the modules M32 Corporate

Sailing, M32 Safety RIB Driver and the M32 Safety Guest.

Bellow you find all the modules in the M32 Academy and we create new modules all the time, to fit new requests from teams, sailors and yacht clubs.

## M32 SAFETY

### THEORETICAL AND PRACTICAL EXERCISES

The purpose of the M32 Safety module is to ensure that all sailors competing on the M32 have the same knowledge of how to handle a capsized boat and other situations that may occur while sailing and will know how to act in a safety situation.

#### THE CLINIC COVERS

- Theoretical - What to do when capsized and how to upright the boat
- Practical - Personal safety equipment required when sailing the M32
- Theoretical - Other situations that may occur while sailing the M32
- Duration - 3 hours
- Cost - 250 USD ex VAT

## M32 ESSENTIAL

### THE FUNDAMENTALS OF M32 SAILING

The M32 Essential module covers how to sail the M32 catamaran in a safe and seamanlike way, without causing damage to, or capsizing, the boat. The module gives new teams and sailors the knowledge required in order to take care of an M32 both on and off the water. The module is divided up in to three stages. We start with focusing on boat handling, then trim & speed with ending the module with racing techniques. This creates the possibility for all different teams to join the program. If you are new in to the class, we focusing on the boat handling. Have you been racing the M32 for a while? Then we focus on the speed and racing techniques. We tailor the module for each team!

#### THE CLINIC COVERS

- How the boat is prepared for sailing
- How the M32 is maneuvered safely on all points of sail
- Things not to do with M32
- Duration - 1,5 days
- Cost - 400 USD ex VAT

## M32 MATCH RACING

### MATCH RACING THE M32

This one day clinic focuses on the tactics behind the match race start and delivers the tips and tricks to win the race every time, along with starting exercises and discussions on how to sail fast around the course.

#### THE CLINIC COVERS

- Starting exercises
- Slow speed maneuvering
- Acceleration and deceleration
- Pre-start tactics, entry and being first at the reach mark
- Duration - 1 day
- Cost - 350 USD ex VAT

## M32 RACING

### FLEET RACING THE M32

This one day clinic focuses on the tactics behind the fleet race start and delivers the tips and tricks to win the race every time.

#### THE CLINIC COVERS

- Starting exercises
- Slow speed maneuvering
- Acceleration and deceleration
- Pre-start tactics, finding the favored end and getting off the line cleanly
- Duration - 1 day
- Cost - 350 USD ex VAT

## M32 SET UP & TUNE

### ASSEMBLE, RIG, TUNE AND LAUNCH

The M32 Set up & Tune module is aimed at new boat owners. During one day an M32 is assembled and taken apart. Focus on boat and rig tuning, and how it affects the reactions of the boat. Also covered are the different ways to launch the M32.

#### THE CLINIC COVERS

- Learning how to assemble and take apart the M32
- Learn how to rig and tune the boat
- Learn how to launch and retrieve the M32
- Duration - 1 day
- Cost - 300 USD ex VAT

## M32 BOAT HANDLING

### BOTH THEORY AND PRACTICAL PRACTICE

Within the module the focus is on controlling the M32 at high and low speeds, using the crew weight and trimming the sails. A well executed tack or jibe can be the difference between winning and losing a race. During one day this module seeks to perfect a team's boat handling.

#### THE CLINIC COVERS

- How to take the M32 around the course efficiently
- How to accelerate and stop the M32
- How to control the M32 at low speed
- Duration - 1 day
- Cost - 300 USD ex VAT

## M32 TRIM & SPEED

### GAIN THE SPEED FOR WINNING

M32 Trim & Speed is a 1 day clinic for sailors that want to improve their speed in the M32. The aim of the module is to improve confidence in order to sail the boat fast around the course, in different conditions with the correct trim and crew positioning.

#### THE CLINIC COVERS

- Upwind and downwind trim
- High and low mode sailing
- Acceleration
- Heel angle and crew positioning
- Duration - 1 day
- Cost - 300 USD ex VAT

## M32 RACE & RULES

### RACE MANAGEMENT ON FOCUS

With videos and umpire calls from recent events, this is a half day workshop including discussion on how the rules are applied and how this affects the racing. In the M32 Race & Rules module the focus is on race management and the rules applied when M32 racing.

#### THE CLINIC COVERS

- Course layout and boundaries
- Entry, pre-start and Start procedure
- Racing rules around the course
- Standard Tour Rules Attachment C - Handling Boats
- Duration - 1 day
- Cost - 300 USD ex VAT



## M32 SAFETY RIB DRIVER

### SAFETY MANAGEMENT ON FOCUS

When running a Academy Delivery for a Yacht Club, we also have to make sure we have the right knowledge on all levels in the organization. Every RIB driver that's participating in a M32 Academy delivery have done the M32 Safety RIB Driver module. This module covers everything from how to position the RIB on the course and how we can tow the M32, to how we handle different safety situations that can occur.

#### THE CLINIC COVERS

- Boat Driving and positioning on the race course.
- Boat Driving and positioning when towing.
- The procedures of different safety situations that can occur.
- The Safety of the M32 and regulations to follow for teams and power boats.
- Cost - On Demand

## M32 CORPORATE SAILING

### DIFFERENT WAYS OF RUNNING A CORPORATE EVENT

The corporate sailing is a big revenue source for Yacht Clubs and organizations running a M32 Academy. This module covers how we can arrange a corporate sailing event in the M32, that is safe and sustainable.

#### THE CLINIC COVERS

- The procedure of running a corporate event.
- Different set ups depending on the size of group.
- How we keep the corporate event in a safe environment.
- Cost - On Demand

## M32 SAFETY GUEST

### A THEORY MODULE

The M32 Guest Safety module is an 10 min introductory course on M32 Safety. The purpose of the M32 Guest Safety is to ensure that all guests sailing on the M32 are aware of the safety regulations and procedures that are used on-board the M32.

#### THE CLINIC COVERS

- Where to be on the M32 during a race
- How we transfer people on and off the M32 while sailing
- What to do in the event of a capsize
- Duration - 10 minutes
- Cost - Free

\* A start up fee of 150 USD is applied to every booking that includes 2 modules or less. The start up fee covers a minimum service of administration.

## BRINGING M32 ACADEMIES TO THE WORLD

# M32 ACADEMY @ YOUR CLUB

The first M32 Academy was opened at Cape Crow Yacht Club on the island Hönö outside of Sweden. It now offers clinics, development programs for teams and corporate sailing events. The vision is to open new academies all around the world with full programs together with Yacht clubs and sailing organizations.

Having a M32 Academy at your club includes several benefits. The M32 Academy is not just a place for improving your skills in the M32 Catamaran. The academy is a place for transfer of knowledge in high speed performance sailing. We have seen from our partners how the knowledge in the academy filters down to the club level and into the youth squads and of beach fleets.

With the M32 Academy at your club you get a source of knowledge, for improving and evolving apparent wind sailing. This means that the products and modules is applicable on all types of high speed sailing and not only the M32 catamaran.

### KEYWORDS TO BE APART OF

- |                                |                       |
|--------------------------------|-----------------------|
| ▪ <b>Retention</b>             | ▪ <b>Fun</b>          |
| ▪ <b>Athletism</b>             | ▪ <b>Improvement</b>  |
| ▪ <b>Education</b>             | ▪ <b>Excitement</b>   |
| ▪ <b>Anticipation</b>          | ▪ <b>Contribution</b> |
| ▪ <b>Apparent Wind Sailing</b> | ▪ <b>Respect</b>      |
| ▪ <b>Professionalism</b>       | ▪ <b>Filtration</b>   |

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### ARE YOU INTERESTED? PLEASE GIVE US A CALL OR SEND US A MAIL

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## M32 ACADEMY AT YOUR CLUB

# THE YACHT CLUB PATHWAY

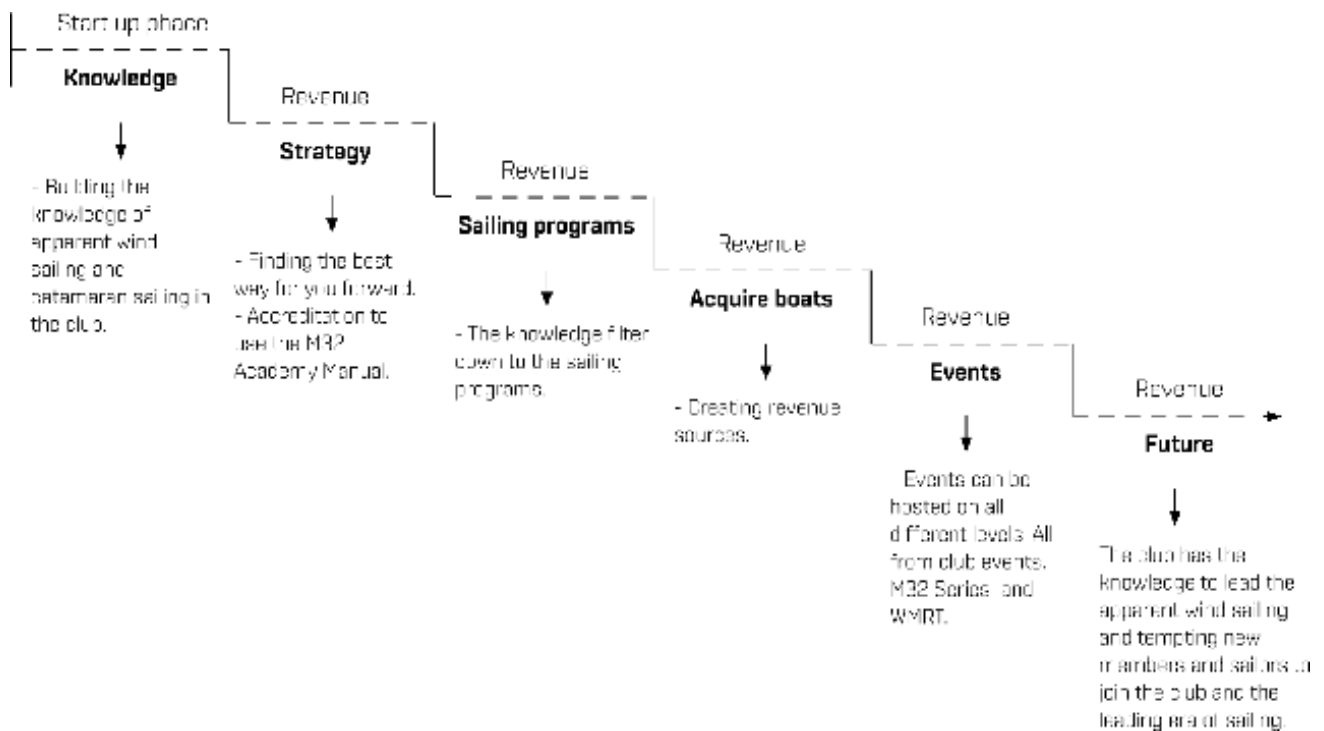
The M32 Academy isn't an academy for professional sailors in the M32 catamaran. The M32 Academy creates the pathway for youth sailors and yacht clubs to find the way that leads towards the new era of sailing; The Apparent Wind Sailing.

We are confident that whatever a yacht club is doing, it has to attract the youth sailors to continue growing as a yacht club. Attracting youth sailors doesn't only increase the number of members and value of a club, it also shows that it's a club that's there to stay.

Today's sailing scene isn't the same as it was 10 years ago. The classic dingy sailing has moved towards an environment that's

craving for speed and modern sailing yachts. We believe that with the M32 Academy we create a platform for all different sailors and ages. We create a place for the youth sailors, we attract new members and we see a revenue source in every step of the pathway.

Below you find the time line showing how the M32 Academy can effect a yacht club.



### THE PATHWAY STEP BY STEP

## THE STEPS

### 1. KNOWLEDGE

Within the M32 Academy we have a lot of knowledge in High Performance Sailing, and it's here all the value sits. We have seen how yacht clubs are taking on the knowledge in different ways. We have seen Yacht Clubs using small parts and updating safety documents and procedures in the yacht club. We also have seen organizations taking on the whole Academy Manual, with run sheets, programs and modules implemented in the club.

The essence is that we have programs and procedures for all different levels in the yacht club and the knowledge sits as a fundamental when finding the strategy for every specific yacht club.

### 2. STRATEGY

When the knowledge is in the club, we can find the pathway leading in to a high performance sailing arena. This means how we can transform the youth programs, the corporate programs, how we arrange events towards a more modern view of the sailing. In all these different areas we have designed the programs so they can fit all different ages and at the same time we have a revenue source in each stage and program.

In this stage we also continue and building the knowledge in the club and make you accredited running the different programs.

### 3. SAILING PROGRAMS

When the knowledge sits in the club, when we have decided the pathway and when the club and instructors are accredited - it's time to start running the programs. The programs is taken from the M32 Academy Manual, but they are also designed to fit your specific needs. We have a strong belief in the youth programs, but we have also programs for the adults and the corporates.

All the programs and modules are founded in the Academy manual.



## 4. ACQUIRE BOATS

When the programs are up and running, it's time to look into boats. We often hear that it's very expensive to buy M32 catamarans and use them for the programs in the club. For us it's easy, it isn't about the M32. Have we designed a pathway involving the M32? Then we should have a look into the different ways of financing boats. There are all different ways to finance a boat acquire, like leasing and through foundations.

But in many ways the M32 isn't important for the pathway. We see possibilities using the M32 Academy Manual and products, not using the M32 catamaran, for example can the Youth Programs be run with other High Performance Classes. The M32 Academy is about the pathway into the High Performance Sailing!

## 5. EVENTS

At this stage the yacht club has a High Performance Sailing program up and running. The Youth Program is growing and new sailors and members are interested in the club. You are leading the sailing evolution in your region!

When more sailors are joining the program, an event can be the next stage to bring the sailing and club even further. With an event you can easier involve corporates and sponsors in to the club and the programs. The events can be everything from Club Racing up to Championship events on the World Match Racing Tour.

## 6. FUTURE

If the pathway is followed step by step, the club is now a high performance sailing club. It doesn't mean that the other sailing is dead, it means that you have covered all the different types of sailing.

You're attracting new sailors, youth sailors, olympic sailors and other persons and corporates interested in the modern way of sailing. The members are increasing and you have a club that's alive and ready for new possibilities.

The yacht club has taken on the High Performance Sailing and at the same time taking care of old members. The club has also created a new revenue source for the club. The club is leading into the future!

### M32 ACADEMY AT YOUR CLUB

## TESTIMONIALS

"Under my leadership and in cooperation with M32 we have managed to incorporate the M32 Academy ideas, philosophy and boats in the clubs strategy and operations.

Key focus in our delivery can be summed up in the following points:

- Learn how to safely operate the boats on shore, while launching and whilst afloat.
- Train to build knowledge in sailing high performance catamarans fast and high.
- Race the boats and manage event in a safe and sustainable way. Incorporating M32 safety process and procedures in our On Water Operational Plan.
- Giving all members access to go sailing on a M32 and to showcase the power and performance of the boat to club sailors.
- Transition a WMRT team from monohulls to the top of the M32 ladder and a 3rd place in the M32 Finals on Marstrand 2016.

All this while having a clear and constructive way of communication with M32 and creating a pathway for our young sailors who are keen for speed".

Mickael Lundh  
Sailing Development Officer  
South of Perth Yacht Club

"The M32 Match Racing License Program was a great way to be introduced to the M32, with really good instructors. A lot of areas covered such as racing tactics, rules and boat handling. We did a lot of sailing for 3 days and the racing on the last day helped us feel ready for the qualifier".

Gemma Jones  
Olympian in the Nacra and WMRT Skipper

## PARTNERS OF THE M32 ACADEMY

# OUR PARTNERS

With our partners we can deliver the M32 Academy products all around the world. The close relationship between the academy and the partners doesn't only give us an exchange of knowledge and experiences. It also gives us the possibility to filter down the high performance sailing knowledge down to the yacht clubs and evolve the youth programs, with support of the M32 Academy material.

### CAPE CROW YACHT CLUB

The first M32 Academy was opened at Cape Crow Yacht Club on the island Hönö outside of Sweden. It now offers clinics, development programs for teams and corporate sailing events. Cape Crow Yacht Club has since the start been the main deliver of the M32 Academy Products. Since 2015 the yacht club has delivered more than 20 M32 Match Racing License Programs.



### ARE YOU OUR NEXT PARTNER?

We are always looking for partners that has the same goals as us. We are looking for partners that supports the high performance sailing in every different way. Do you think we have something in common? Please don't hesitate to contact us!



# THE M32 ACADEMY INSTRUCTORS

The instructors of the M32 Academy is coming from all around the world with different knowledge. We have instructors sailed the olympics and the Volvo Ocean Race. We have instructors that's been Olympic coaches and running sailing programs in all different levels of sailing. With some of the most experienced coaches in the world, the M32 Academy can deliver a high end product on all different levels.

## **SALLY BARKOW**

### **M32 ACADEMY INSTRUCTOR NORTH AMERICA**

Sally has been competing in the Olympics, Volvo Ocean Race and winning several world championships in different classes. She is a tour card holder with her Team Magenta and she's doing everything to beet the other teams in the WMRT, but also to get more female sailors in the professional sailing circuit. Sally is one of the most renowned sailors in the world and we are happy she has joined the M32 Academy.

#### **SALLYS ACCOMPLISHMENTS**

- Olympics
- Volvo Ocean Race
- World Match Racing Champion
- US Sailing Rolex Yachtswomen of the year
- WMRT Tour Card Holder





**MIKAEL LUNDH****M32 ACADEMY INSTRUCTOR AUSTRALASIA**

Mikael is one of our most experienced coaches in the M32 Academy. His sailing background gives us Volvo Ocean Race, Americas Cup and different one design classes. As a coach we see different olympic campaigns and work as Sail Development Officer. Bringing Mikael's knowledge in to the academy lifts the products and helps our participants to reach new levels in their sailing.

**MICKAELS ACCOMPLISHMENTS**

- Whitbread Round The World Race
- Volvo Ocean Race
- Americas Cup
- Olympic Coach
- Sailing & Development Officer



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