

**Gerardo Seeliger**  
**Candidate for President of World Sailing**



**SAILORS FIRST - REBUILD TRUST – RE-IMAGINE SAILING**

**How: Action Plan, The Forces for Change 2020-2024**

World Sailing needs new leadership now. A modern, assertive, trusted, innovative, future looking leadership, determined to change.

We need to adjust WS to a new modern reality and apply what we are learning from this crisis. Together we can make WS the leading service organization,

**BY SAILORS FOR SAILORS, REBUILD TRUST AND RE-IMAGINE SAILING.**

But first, we need to confront multiple on-going ethical, financial irregularities and retool Operations efficiently. We need to regain trust in the Leadership, trust in the process!

So much information is still missing, but what is very clear so far is that the new President and Board must act immediately:

- Assess and confront the deteriorated financial situation.
- Restructure WS to get in step with times, lean and real,
- Find new sources of revenue and new sponsors.
- Create a culture of “Unity in Diversity”; new, inclusive leadership.
- Implement a new, strong constitution through consensus, in particular the decision making process.
- Create a “Re-imagine Sailing Committee” to look ahead and prepare WS for the Future of Sailing.
- Fortify a broader, multilayer Olympic partnership
- Focus on “Sailors First”, serve the needs of MNAs! bottom up, not top down.
- The Board of WS to promise, to commit, execute, deliver and be accountable, Consistently, no excuses.
- Promote and make sailing more accessible to youth and women worldwide.

Why me? I have a proven track record in promising and delivering in business and sports administration. I've been an Olympic sailor and was past President of two Olympic Classes. Actively involved in WS for over 35 years, including chairing several WS Committees. Over the years, I created:

- The Yachtsman of the Year Award in 1990,
- Match racing for the Olympic Games 1992,
- Emerging Nations Program for the WS 2014 Worlds supported by Olympic Solidarity,
- The Christmas Race in 1971.
- I was twice involved in the America's Cup including elected Chairman of the CORC in San Diego in 1995. I worked from 1984-2006 for and within the IOC.
- I know how to lead a new, diverse Board team to restore unity, transparency, integrity and efficiency at WS. I am passionately committed to creating a culture of open communication and to do a better job for MNAs, all Classes, Clubs and sailors.

My plan of action focuses on 3 main pillars:

### **Leadership and Values, Strategy, Operations**

#### I. Leadership and Values:

- **New Board Culture:** Cohesive collaboration. Commitment to deliver the promises with full accountability. New era of executive oversight. Diversity of opinions improve Board efficiency and are always encouraged. Annual Board Review. Rebuild trust, listen and dialogue with MNAs. Inspire and lead the Board in Unity, Diversity and Integrity.
- **Governance Reform:** Active listening to all MNAs. A determination to reopening a broad debate of all opinions on outstanding issues with MNAs, with the object of concluding a New Constitution, asap. Streamline the decision making and submission process for Speed, Simplicity and Efficiency.
- Share and act on the new **hard financial realities**. Cost control at all levels and for all decisions.
- **Real Transparency:** Create easy access for all members to documented and verifiable financial reporting. Board must enforce compliance, oversight and accountability and a new strict look at **Conflict of Interest**.
- Create modern standards of excellence for WS with new **Best Practices**
- Sustainability, conservation, and **protection of marine environments** must be a core value of WS.
- **Nominate competent Committees** with best qualified Chairperson. Encourage young generations to join WS Committees. Annual Performance Evaluation.

## II. Strategies:

- All WS decisions must begin with the questions: “How will this **benefit MNAs and sailors?**” and “How many young women and men **can start sailing** with the money we save?” Identify and focus on MNAs with fast growth potential.
- Commit to generate resources dedicated to **MNA Youth Programs**.
- Explore and expand the **Olympic Solidarity partnership** to help fund the fast-growing Emerging Nations programs, especially grassroots programs and women programs worldwide.
- Restore sailing as **Paralympics** sport.
- Integrate and align **all forms of sailing**. Build pathway from Optimist to AC. Seek new synergies between WS, ORC, International classes, and Continental Federations.
- Actively encourage and achieve a deeper involvement and commitment of all **stakeholders** involved.
- Rebuild over time the Isle of Man **WS Trust Fund** to a level of one year’s operating expenses.
- To support the initiative to **ensure free manufacturing** of Olympic sailing equipment. Measurers monopoly instead of manufacturers monopoly.
- Create an initiative to bring generous corporate and private donors together with **MNAs and talented young sailors who have limited resources**, to help them with the acquisition of equipment or participation in mayor regattas.

## III. Operations:

- The **New Board will work closely** with David Graham, the New CEO. I’ve already had several long initial conversations with him.
- Insist on internationally accepted standards for accounting. Present **Quarterly public, transparent reporting** of management financials
- **“Take three reefs”**. Cut vanity expenses and unnecessary outsourced services in favour of volunteer services for sailors. Reduce Operating expenses, in particular current **office costs**. Return to Southampton or nearby or one of 5 other free or low-cost options being offered today. **Implement teleworking and digital transformation**. Think lean. Set up a competent team to achieve this digital transformation and present the Project at the MYM 21. **Make electronic remote voting a part of WS Culture**.
- Respect the needs and budgets of MNAs when selecting WS meeting locations in the future to **maximise number of MNAs attending**.
- The Board will have an analytical look at and **evaluate all programs**, services offered by WS and WS events. We will need to operate responsibly within the limits of WS revenues.

Please join me in my campaign to become President of World Sailing. I am passionately committed to a better future of WS.

You will be electing as your President a deeply dedicated, honest, hardworking active sailor who, like you, wants only to modernise and grow Sailing for generations to come.

**SAILORS FIRST, REBUILD TRUST, RE-IMAGINE SAILING**