



**REQUEST FOR PROPOSAL (RFP)  
POWER BOATING FEASIBILITY STUDY**

**SAIL CANADA  
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**Nov 16, 2017**



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## **1. SUMMARY AND BACKGROUND**

Sail Canada is currently accepting proposals for a study to review and make recommendation on the design and delivery of the Sail Canada Power Boating program.

This program is one of the product lines that connects directly with the significant number of club members that are power boaters and indirectly connects to all the sailors who are club members that depend on engines as a form of propulsion. The Sail Canada powerboat training system has been operating for more than 20 years. Power courses are delivered in a number of provinces however power instructors are not certified in all provinces nor are student level courses offered consistently across the country and in many provinces market penetration is limited or non-existent. The system components (levels and content) were designed before the PCOC program was mandated at a national level. The entry point to the scheme (Basic Outboard) was in part intended to be a vehicle for ensuring structured training to dinghy instructors on safe operation of small outboard powered coach boats. This training now happens through approved Coach Boat Safety courses, which are owned by various organizations, not Sail Canada and at CANSail Technical clinics. The existing Sail Canada Power Boating Program was developed and launched in the 1980's. In an effort to improve the program and its delivery Sail Canada is looking for someone to review existing Power Boating programs in North America, including Sail Canada existing program and delivery mechanism and make recommendation for a new and improved Power Boating Program that will meet the needs of the Member Power Boating Schools and their clients, and takes into consideration the power boating requirements that exist within other Sail Canada program areas (dinghy instruction, officials, cruising & keel programs).

The purpose of this Request for Proposal (RFP) is to solicit proposals from various individuals and conduct a fair and extensive evaluation based on criteria listed herein.

### **About Sail Canada**

Established in 1931, Sail Canada (formerly known as the Canadian Yachting Association) is the national governing body for the sport of sailing. The Association promotes sailing in all its forms including yachting through collaboration with our partners, the Provincial Sailing Associations, member clubs, schools, and many individual stakeholders. We are a not-for profit organization with mission to make sailing a lifelong activity for Canadians through excellence in competition and training.

## **2. PROPOSAL GUIDELINES**

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 5pm EST December 8, 2017.

The cost of the consultant's fees shall not exceed \$5,000. All costs must be itemized to include an explanation of all fees and costs.



Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by Sail Canada and will include scope, budget, schedule, and other necessary items pertaining to the project.

### **3. PROJECT PURPOSE AND DESCRIPTION**

**The purpose of this project is as follows:**

The proposal is to look at a number of the key considerations in renewing the Learn to Power training program. The study would be conducted by one individual under the direction of a group of key stakeholders selected from schools, clubs and Sail Canada staff.

**Project Description:**

The Feasibility Study product would provide information to allow Sail Canada staff to make decisions on how to proceed with its Power Boat Program. The Study will include recommendations and advice on renewing the power training scheme including the areas of target market and positioning in the market, branding, potential structure of the scheme, financial viability, required marketing initiatives and the possibility of teaming with other organizations that are operating in the market. It would also look at the cost to revamp the program which would need board approval.

### **4. PROJECT SCOPE**

The scope of this project includes facilitating a work group of power boating stakeholders. The project outcome will be to make recommendations to the CEO of Sail Canada on how Sail Canada can offer the best Power Boating program in Canada including recommendations for the program content, delivery method and level progression.

The selected bidder will be responsible for planning and conducting a thorough market research and feasibility study with assistance from a Sail Canada working group composed of Power Boating Stakeholders.

The following criteria must be met to achieve a successful project:

- Detailed review of the competitive landscape for Power Boating Training in Canada
  - What is the competition doing to deliver Power Boating in Canada and what products are offered by key international organizations
    - Review of the structure and offerings of other organizations offering practical power training (either directly or through a branding surrogate), possibly including RYA, ASA, US Sailing, IYTWorld, CPS/USPS, ISPA.
- Overview of Sail Canada's current Power Boating Program offering
  - What is currently offered?
  - What are the number of Schools and Clients?



- What materials are available? What is missing?
- How are the courses taught?
- Current delivery system?
  - The input of the Provincial EDs will be sought to gain some insight into the current program delivery characteristics to gauge interest in support of a program in each of the provinces
  
- Overview of External market requirements/opportunities:
  - Consideration of the needs in the marketplace that could be met by this scheme;
  - Opportunities to collaborate with other Power Boat Programs
  
- Recommendations for Sail Canada internal requirements including:
  - Recognition and maintenance of current client and instructor base;
  - Provision of an integrated power training approach for CANSail and Cruising instructors as well as individuals involved in Race Management;
  - Structure and learning progression:
    - Recommended progression
  - How should courses be offered – on line, on water, in classroom?
  
- Organizational opportunities including
  - Branding
  - Teaming with competition (e.g. CPS, IYTWorld, ISPA, RYA),
  - Teaming with complimentary national partners (e.g. Canadian Tire), national organizations (NMMA), local partners (Boating BC, Boating Ontario)
  - Possibilities for regulatory / government support
  
- Promotional/Marketing Plan Requirements
  - The support of the Sail Canada Business Development Manager will be enlisted to explore a marketing plan
  
- What is the potential investment required by Sail Canada
  - The support of the Sail Canada Business Development Manager will be enlisted to explore
    - Cost of revamping materials
    - Cost of production
    - Cost of Translation
    - Cost of Promotion
  
- What is the Financial opportunity / risk for Sail Canada
  - Revenue potential/opportunity to return of investment
  - Ongoing requirements for maintenance and operation

## **5. REQUEST FOR PROPOSAL AND PROJECT TIMELINE**

### **Request for Proposal Timeline:**



All proposals in response to this RFP are due no later than 5pm EST December 8, 2017.

Evaluation of proposals will be conducted from December 8, 2017 until December 20, 2017. If additional information or discussions are needed with any bidders during this window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than December 20, 2017.

Upon notification, the contract negotiation with the winning bidder will begin immediately.

Notifications to bidders who were not selected will be completed by December 21, 2017.

**Project Timeline:**

The project must be completed by March 31, 2018.

**6. BUDGET**

The project cannot exceed a consultant fee of \$5,000

NOTE: Any additional costs and fees must be clearly described in the proposal.

**7. BIDDER QUALIFICATIONS**

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in conducting such a study
- Experience in the Power Boating industry if any
- Timeframe for completion of the project
- Proposed approach to completing the project

**8. PROPOSAL EVALUATION CRITERIA**

Sail Canada will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Bidders will be evaluated on examples of their work
- Technical expertise and experience: Bidders must provide descriptions and documentation of technical expertise and experience

Each bidder must submit their proposal by e-mail to Don Adams, CEO of Sail Canada at the following e-mail address < [don@sailing.ca](mailto:don@sailing.ca) > by December 8, 2017 at 5pm EST