



Steve West

Consultant to the UK Retail, Educational and SUP Community

Kanu Culture | Batini Books Est 1994 | Niche Ocean Sports Publications

Mobile UK 07859294188 | Mobile Int +447859294188 | SKYPE kanusteve001

7 Wittering Rd, Sandy Point, Hayling Island, Hants PO11 9SP

www.kanuculture.com - www.islanderpaddler.com

STAND UP PADDLE BOARDING CONSULTANCY UK
"Learn to become a knowledge based SUP
provider and reap the benefits of greater sales
as a consequence of your contribution
to this enervating and varied sport!"

Whether you're a retailer of SUP equipment, a provider of SUP taster sessions or SUP instruction, imagine the benefits of a personalised consultancy on the issues and questions you may have of this enervating new sport. With improved knowledge and awareness of the many different facets of the sport, you and your staff will be better able to:

- answer your customers general and technical inquiries with greater confidence
- understand the various nomenclatures (names given to the sport) and their implications
- learn why it's fundamental to promote SUP as a paddle sport first and foremost
- improve you and your staffs confidence levels when selling and promoting the sport
- improve your level of contribution to the sports growth via accuracy of information
- recommend and sell the correct boards
- recommend and sell the correct paddles
- understand the importance of the paddle, not as an accessory; but as essential
- understand how to select the correct paddle length for your customer and the science behind it
- better understand how a paddle actually works
- learn the latest information on paddling technique and how to teach and demonstrate
- learn facts with sound reasons behind them to pass on to your customers
- build good-will on account of reliable information not guess work and bluff
- learn to sell what your customers need; not what they want
- build a solid reputation for being a knowledge based company, business or individual
- help validate SUP as a technical sport not just 'easy'
- understand the huge diversity which the sport offers
- learn how to promote SUP for everyone
- promote the specific SUP disciplines relevant to your geographical proximity
- nurture repeat business on account of the accuracy of your recommendations
- better understand the global growth and expansion of the sport
- understand issues surrounding the establishment of a SUP school or hire centre
- learn how to establish SUP communities in your area
- understand issue of good practice in regards to taster sessions or instruction
- have greater clarity on the issues surrounding coaching qualifications
- learn the value of sponsorship of local individuals for your shop to create a win-win relation
- learn how SUP cross-platforms between other paddle sports
- discover some of the myths surrounding the sport to avoid promoting
- learn to promote the facts not the hype!



Any number of these improvements and understandings will help contribute to your selling more product or services on account of you increased knowledge, which in turn will help nurture the growth and spread of the sport.

**For all enquiries and to arrange a booking contact steve@kanuculture.com
07859294188 or visit the website www.islanderpaddler.com**

Learn the importance of promoting SUP as 'SKILLED' not necessarily 'easy' a 'LIFESTYLE' not a 'workout' thereby ensuring the growth of this enervating new sport which has all of the potential which windsurfing presented and more besides!



Currently Working With:

Blue Chip London

Royal Canoe Club London

Starboard UK

BCU

AALA

Penryn Sports Partnership



Why this Service

In the absence of authoritative information, offset by overwhelming demand for information and prompting directly from the likes of the *Adventure Activities Licensing Authority (AALA)*, the *British Canoe Union (BCU)*, retailers and individuals, an independent service such as this has manifested.

How We Operate

We assume it's easier for us to visit you than the other way around. *We have a one-off flat fee of £200 for an entire day, which covers everything, regardless of how many staff members (or customers) you would like us to work with.* We try to work within your time needs and depending on your proximity we may need overnight accommodation which we can discuss at the time of booking. You may also come to us, in which case our fee is £150 for the day. *(Our disclaimer is that our advice and guidance is independent of any importer or brand as we are not retailers. Regardless, our advice is given independently).*

Guided Session

Where I will present to you from start to finish an overview of the sport, from origins to the present day, cover equipment fundamentals (boards, fins and their importance to performance), paddle dynamics and their importance to the paddler and how it relates to good technique. Paddling techniques; uncovering some of the myths, revealing the bio-mechanical secrets to sound, injury free paddling technique, theory and facts allowing you to more fully appreciate and understand the sport from the perspective of a paddle sport and its relationship to surfing, racing, adventuring, down-winding and much more. Risk management and duty of care issues, can also be covered *(Steve was commissioned by AALA to produce the UK's first SUP Good Practice Guide)*

Free-Flow Session

Where you list the questions and where open discussion leads to greater clarity or I can work with a group of your paddlers.

Steve West

Steve's knowledge of ocean paddle sports, has seen him work with the University of Hawaii and the University of the South Pacific in Fiji for over a decade and in October he addresses the National Geographic Society (Hong Kong) on the subject of Outrigger Canoeing. He is a two time World Outrigger Champion (Molokai to Oahu) and winner of many major events in both team and solo outrigger canoes. He was National Coaching Director for Outrigger Canoeing in Australia and National Coaching Consultant to the South Pacific Games Fijian Squad for a period of over 12 years collectively and commissioned to produce the worlds first Outrigger Canoeing Coaching Course accredited by the Australian Sports Commission, Australian Canoeing and the NGB, AOCRA. He has written 10 books on the subject and considered a world authority. Paddling SUBs since 2006, beginning in Australia, Steve now resides on Hayling Island on the South Coast of the UK and is using his knowledge to help promote SUP, drawing parallels between this melding of two traditional Hawaiian sports, Outrigger Canoeing and Surfing. As a UK pioneering Windsurfer beginning in 1979, Steve helped found the famous 'Round Hayling Race' and was a well respected professional sailor contributing to magazines worldwide. He was Team Leader for the Peter Stuyvesant Windsurfing Display Team for 2 years, performing at the London, Brighton and Southampton Boat Shows and was a member of the British Windsurfing Display Team.