



NS14 ASSOCIATION

2009-2012 STRATEGIC PLAN

1. Vision

To be the pre-eminent development class of sailing dinghy in Australia providing competitive racing and a relaxed, friendly atmosphere.

2. Mission

To control and promote a development class dinghy which will yield close racing with acceptably high performance, without demanding athletic or acrobatic ability and be safe, reasonably comfortable, inexpensive and durable.

3. Current Position

Strengths

- Well established class (40+ years)
 - Still has one of the higher regatta turnouts
 - (although less than previously)
 - Has or has had a presence in a lot of clubs
- Appeals to a range of people
 - Older in an aging population
 - Younger (cooler than the alternatives)
 - Female (ease of handling)
- Light, easy to manhandle on land
- Easy to handle on the water in all breezes
- Not reliant on strong steady breezes for performance – unlike spinnaker boats
- Development foundations allow adaption over time – ability to keep being relevant
- Hulls last a long time

Weaknesses

- Not as robust as modern one-designs
- Design not adapted to changing physiology (people are getting bigger)
- Limited manufacturers
- All youth not necessarily stimulated by lower powered rig
- Not completely national
- No international structure

Opportunities

- Establish the class as the development leader of two handed dinghies
- Establish the class as a leading youth class
- Target clubs that have challenging wind situations
- Continue to build a truly national class across all states
- Establish the class overseas properly
 - Build on the interest in UK
 - Possibly become an ISAF recognised class
- Closer cooperation with MGs (admin, design, construction, regattas etc)

Threats

- Polarisation around funded international designs
- Best sailors leave to international designs
- One-design classes updating to NS level (eg Tasar)

- Small manufacturing base for hulls
- Competition from multitude of other sports and leisure activities
 - Decline in sailing generally – though this could be stabilising
- Government/YA rules and regulations
- Too many classes in Australia
 - Direct competition from other classes

Statistics

	87/88	94/95	95/96	96/97	97/98	98/99	99/00	00/01	01/02	02/03	03/04	04/05	05/06	06/07	07/08
Members - NSW					147	136	141	120	104	97	90	70	86	80	78
- National													135	106	120
Boats Reg					21	29	18	18	9	4	3	6	4	4	8
Nationals	90 <i>NSW</i>	66 <i>NSW</i>	38 <i>TAS</i>	58 <i>SA</i>	61 <i>QLD</i>	51 <i>ACT</i>	57 <i>NSW</i>	<i>TAS</i>	<i>VIC</i>	31 <i>SA</i>	41 <i>QLD</i>	40 <i>ACT</i>	47 <i>NSW</i>	43 <i>TAS</i>	27 <i>VIC</i>
NSW States	70	71		93	75	78	60	60	58	49	52	48	35	57	56
MTs		43		30	45	53				24			24	38	33
TTs		39		53		35	29			27		23	20	13	

4. Environment

Internal

- Class has been split and damaged during the ‘bump’ debate
 - Nearly recovered
- This debate has also had the effect of reducing the number of boats built which has impacted on suppliers
 - But this is now improving
- State structure is still NSW centric but this is changing
- There has been a limited amount of new blood and thinking in the class.
 - Outdated ideas can still prevail.
- There would seem to be a limited number of young adults involved in driving the class forward – this needs to be the engine room of enthusiasm
- Declining numbers at MTs and TTs could be a reflection of interest in the class or could be as a result of modern time-poor lifestyles

External

- Sailing is in competition for participants and funding with many other sporting and leisure activities
- Material lifestyles mean that people don’t have time for lengthy sports. They desire quick in and out instant gratification
- Children’s school commitments, both study and sport, eat into available time for sailing
- Youth are more fickle, have more freedom, make their own decisions and are more tribal
 - They need a ‘scene’ to get involved
 - They get distracted by the boy/girl thing
- There is a significant support through the YA and other sporting organisations being put behind Olympic and International classes
- Other classes have been revitalising themselves to renew interest in an environment where overall sailing numbers are declining (eg Cherubs, MGs, Lasers, Tasars)

- There is competition for good sailors to sail in the highest profile classes. This helps their name and gives that class a boost
- Good sailors often sail in a number of classes – hard for one class to get the kudos
- Direct class competition comes from
 - Non spinnaker: Heron, Tasar, Moth
 - Spinnaker: MG, 29er, Cherub, 125, 12' 13' 14' skiffs
- As medium density housing becomes more prevalent in major cities, it becomes harder for people to store boats at home. Boats that can be stored at clubs could be more in demand

5. Progress against 2005-08 Plan

[1] Objectives; a) Strategy; i) action achieved]

- 1) *To make the class one of the highest profile classes*
 - a) Implement themed publicity
 - i) Created new logo and website
 - ii) Used logo and website across all media used
 - iii) Created new banners, brochures, boom and car stickers, business cards
 - iv) Regular update of website; forum created
 - b) Create a physical presence
 - i) Took POS to clubs
 - ii) Targeted weaker clubs to re-establish – eg with MTs
 - iii) Critical mass at regattas including CHS
 - c) Obtain influence
 - i) Attendance at some YA working groups
 - ii) Communication with YA over YA events and youth development
 - iii) Invited by YA to attend Sydney Boat Show
- 2) *To increase the number of members by 15% pa to over 100 by 2008*
 - Achieved 78 (NSW); 120 (National)
 - a) Define and publicise the benefits of membership
 - i) POS distributed and Bulletin now on website
 - b) Find whereabouts of all NSs
 - i) Register on website
 - ii) Active boats-for-sale section on website
 - c) Create a social fabric around the class
 - i) Youth scene expanded
 - ii) Regatta functions well attended
 - d) Create a development path
 - i) Progress on path from FA and F11
 - ii) Working with YA to become a youth class
 - e) Give support to club class captains
 - i) POS sent to clubs
- 3) *To increase participation in regattas to achieve at least 65 at NSW States*
 - Achieved 56 at 2007 and 2008 NSW States
 - a) Incentivise
 - i) Clubs and members contacted directly by email
 - ii) Website used to communicate events
 - iii) Obtained major sponsorship for major events
 - b) Perfect race management
 - i) Calendar organised in advance
 - ii) States and Nationals creating good atmosphere; mostly well run
 - iii) Changed formats for TTs trialled

- 4) *To foster additional suppliers of boats and spars*
 - a) Encourage more boats to be built
 - i) Promotion of Tigers and creation of Moondance
 - ii) Active boat trading created opportunities to upgrade
 - b) Investigate other sources of spars
 - i) CST and C-Tech now suppliers
 - c) Work with MGs to support suppliers
 - i) Working group with MGs created
- 5) *To establish a truly national presence*
 - a) National association to give value for capitation fee
 - i) Fee reduced; POS paid by National Assoc
 - ii) National constitution rewritten and Assoc incorporated
 - b) Support fledgling states
 - i) Victorian Assoc revitalised
 - c) Bind states together
 - i) Website incorporates state sections
 - ii) Two states have direct access
 - d) Encourage participation in interstate nationals
 - i) 2008 Queensland States supported
- 6) *To encourage development of the class*
 - a) Encourage experimentation by members
 - i) Oversize roach; Moondance hull
 - b) Encourage manufacturers/sailmakers to put forward ideas
 - i) Carbon in spars approved and new spars created
 - c) Keep class contemporary
 - i) Carbon approved; age rule dropped; paddle dropped

6. Objectives

- 1) To make the class one of the highest profile classes
- 2) To increase the number of members nationally by 8% pa to over 150 by 2012
- 3) To increase participation in regattas to achieve at least 80 at NSW States and 50 at Nationals
- 4) To foster additional suppliers of boats and spars
- 5) To establish a truly national presence
- 6) To encourage development of the class

7. Strategies

To make the class one of the highest profile classes

- Implement themed publicity
 - Use the new logo and url in all communications
 - Build on new POS to supply all clubs that sail NSs and other target clubs
 - Seek out 'free' media opportunities
 - Advertorial, class news, local papers
 - Target sailing magazines
 - Take website to next level of engagement and professionalism
 - Ensure there is something current on the website
 - Every week in season
 - Every two weeks out of season

- Ensure all events are publicised on YA/YANSW sites
- Build in sponsorship advertising where appropriate
- Create a physical presence
 - Develop a list of clubs to target to either expand or establish
 - Create T shirts/other clothes for wearing all the time – not just regattas
 - Sell at cost only
 - Link in ‘Try Sailing’ day
 - Coordinate with club open days
 - Have members with POS go to key target class events – eg F11/FA nationals/states
 - Target youth activities for promotion – get young members along
 - Create a presence at CHS and NSW Youth Championships
 - stand, POS etc as well as sailors
 - Develop open/promo days
 - Utilise training days
- Obtain influence
 - Try to get someone from the class onto a YA committee
 - Build on position as a recognised youth boat
 - Get a presence at YA events (eg NSW Youth Champs)

To increase the number of members by 15% pa to over 150 by 2012

- Define and publicise the benefits of membership
 - Build into POS
 - Bulletin and Northie Notes via website to all
- Get existing NSs on the water
 - Take register on website to next level to track all NSs
 - Target a membership drive on all boats
 - Encourage boat trading if owners are not sailing
- Create a development path for youth
 - From: MJs, NJs, Sabots; To: FA, F11, crew on NS; To: skipper NS; To: skipper NS or MG, 29er, Cherub etc; then to skiffs if wanted
- Market to females
 - Develop POS to show benefits of class to women
 - Use existing female members to promote the class
- Create a social fabric around the class
 - Create a social committee
 - Create a youth committee
 - Build on training days/regattas
 - Class Xmas party
 - Develop youth parties/scenes at regattas and in between
 - Encourage girls and boys will stay around as well
- Give support to club class captains
 - Promo material
 - Visits by members
 - Members sailing at target clubs (ad hoc outside MT/TT)

To increase participation in regattas

- Incentivise
 - Communicate to class captains to encourage them to encourage participation
 - Communicate directly to all members via email

- Utilise website to publicise events
- Use prizes as incentives
 - Sponsorship
 - Dip into funds
- Encourage whole families to participate in the event – even if not sailing
 - Social/youth events
 - Spectator boats
- Build sponsorship programme
 - Over more than one event
 - Build into class advertising
 - Give value for sponsorship
- Subsidise regattas
 - Use funds rather than attempt to make money in short term
- Perfect race management
 - Calendar organised well in advance
 - Keep state and nationals as a special occasion to warrant effort of going
 - An event/place to go to
 - Make it a fun time/adventure
 - Pick venues carefully
 - Trial formats to get right combination
 - Make sure states and nationals are well run
 - Put an association member on the race committee
- Create critical mass
 - Combine single handers as another division
 - Jointly target regattas with MGs
 - Join with other classes at one major venue

To foster additional suppliers of boats and spars

- Encourage more boats to be built
 - Incentives (eg 1 year free subscription to association)
 - Foster boat trading to create ‘gap’ at the top
 - Encourage top-of-fleeters to build new boats
 - Work to get other states to build new boats
 - Perhaps use local spar/sail makers
- Build on recent development in carbon rigs
- Encourage different materials or configurations
- Work with MGs to support suppliers
 - Build on initial joint class meetings

To establish a truly national presence

- Capitalise on renewed enthusiasm in Victoria and Queensland
 - Support state titles
 - Encourage critical mass in clubs, events
 - Northern NSW to be part of Queensland
- Don’t let ACT and SA fall behind
 - Support ACT Titles and SA Nationals
 - Find a differentiating point for these states

Encourage development of the class

- Encourage experimentation by members
 - Allow non-complying boats to sail at TTs/MTs, club races
 - Showcase only at states/nationals
- Encourage manufacturers/sailmakers to put forward ideas
 - Different designs
 - Different materials
 - Build on recent development in carbon rigs
 - Build on recent development in Moondance methodology
- Keep class contemporary
 - Address changes in lifestyles, physiology, leisure demands etc so as to be in front of sailors' needs
 - Allow changes to rules over time
 - Take the initiative ahead of other classes

8. Strategic Options

- Create an international association
 - Already have boats in UK, NZ and US
 - Build on interest in UK
- Put NSs, MGs and Single-Handers under one umbrella organisation
 - Lifetime sailing experience with one boat
 - Develop initial meetings with both groups