

Yachting New Zealand Club Conference 2020



Abbreviations



- NSO – national sports organisation
- RSO – regional support officer
- RST – regional sports trust
- SNZ – Sport New Zealand
- VOP – voice of the participant

Welcome from CEO David Abercrombie





Yachting Insights

August 2020



Using Insights for decision making

Why and how we gather data

Bringing information together from different sources

Measure and understand your impact

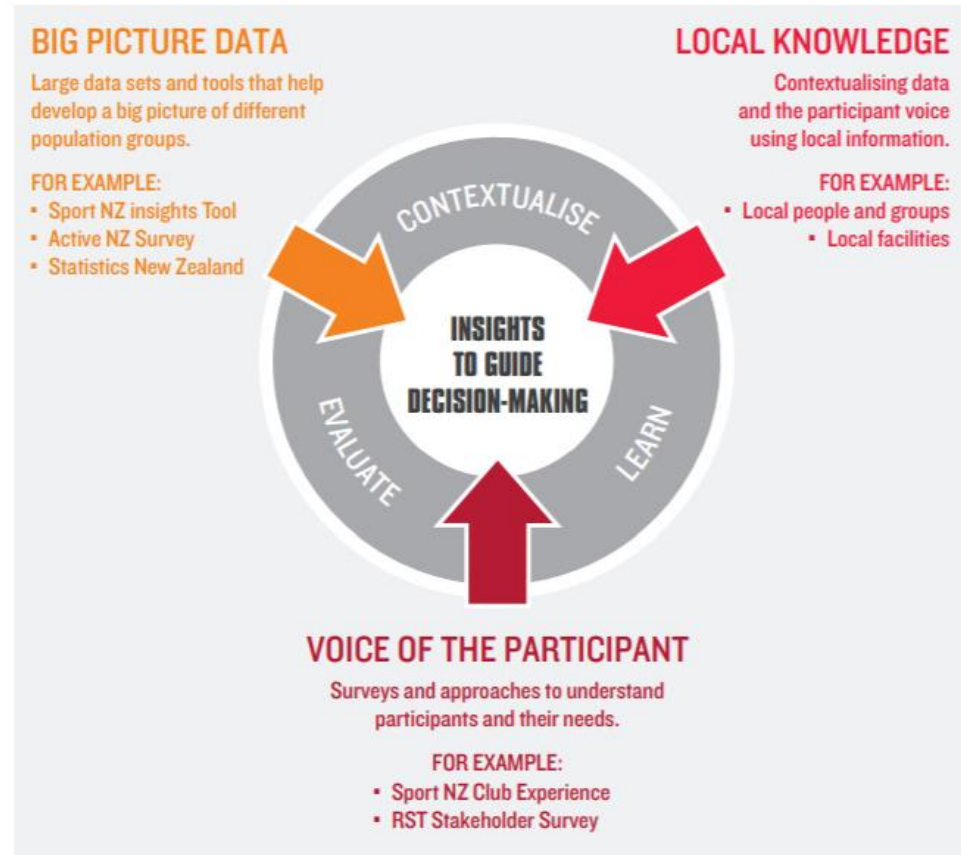
and

Improve and refine what you do

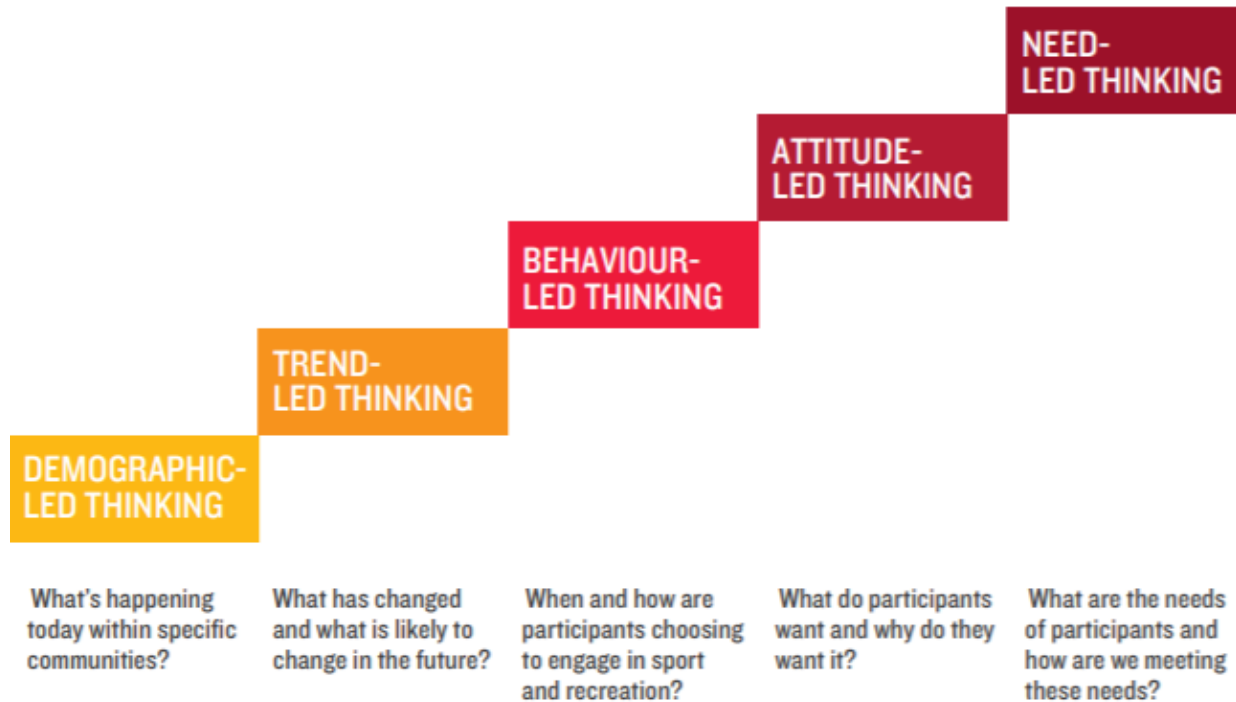
to

Deliver quality opportunities and experiences that are centred around what the sailor wants

The Insights Approach uses multiple sources of information within the context you're working in, to help you understand the needs of participants and to improve decision-making.



Developing insights to understand sailor needs



Voice of the Participant (VoP) results 2019

What is VoP?

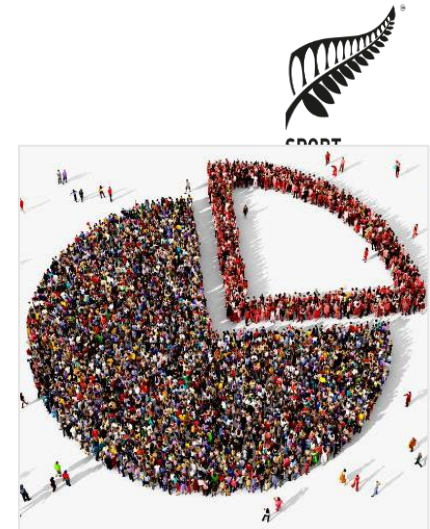
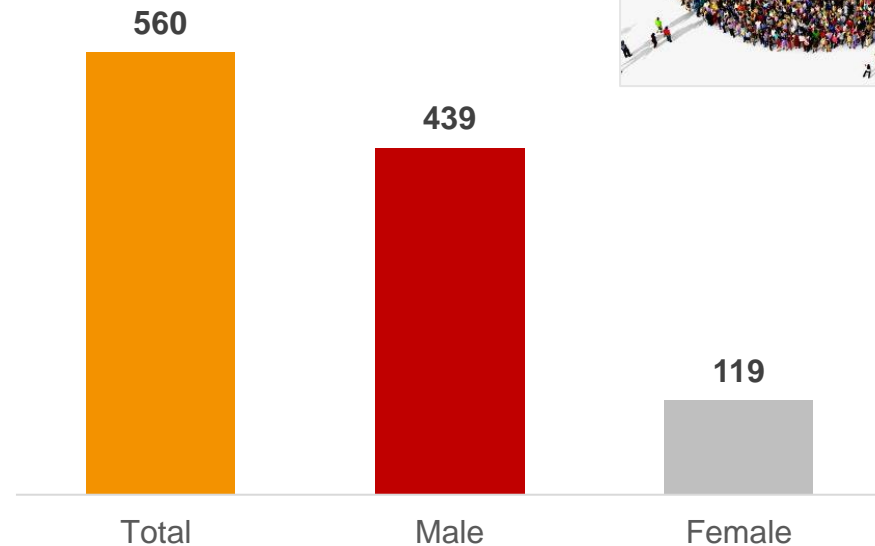
VoP is a club member experience survey which seeks to understand behaviors, attitudes and needs of sport and recreation club members.

The objectives of the VOP programme are to:

- ▶ Empower the sport system to respond to the wants and needs of customers.
- ▶ Embed processes that continually put the participant at the centre of decision making.
- ▶ Improve the development and delivery of products and services that meet the needs of participants.
- ▶ Complement and systematize existing participant information and the processes by which participant information is gathered and analysed.
- ▶ ‘Bring’ the voice-of-participant to the centre of the sport system (including Sport NZ).

Who?

- **93% sailors**, 7% parents.
- **86% 35+ years age**, most of whom were over 55 (56%).
- **93% European/Pakeha**, 3% Maori, 5% Other.
- Sample mostly based in **Auckland (27%)**, Northland (15%) and Wellington Wairarapa (13%).



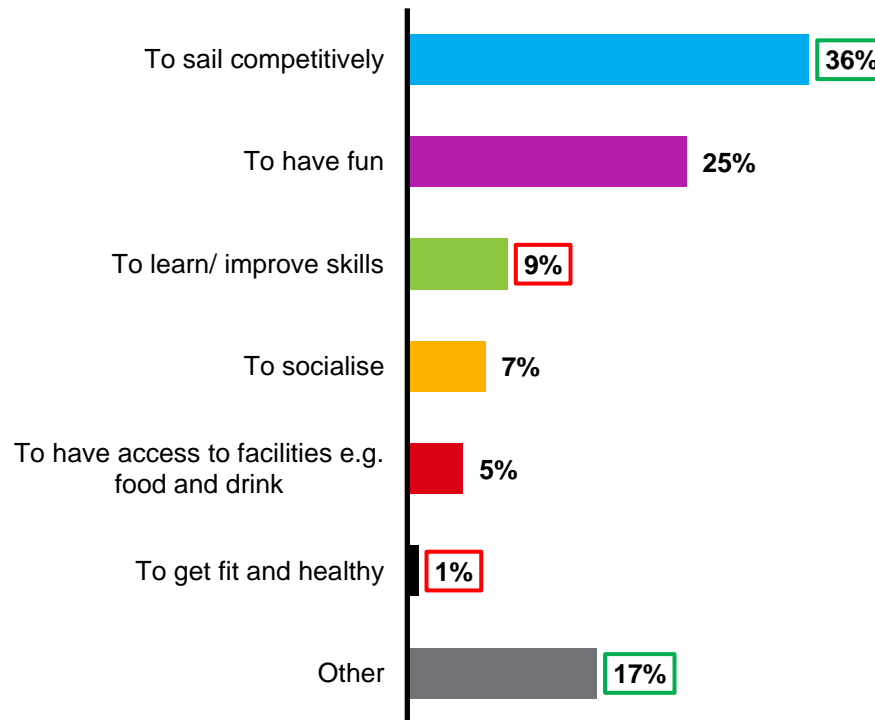
Using Insights for decision making

Key Results

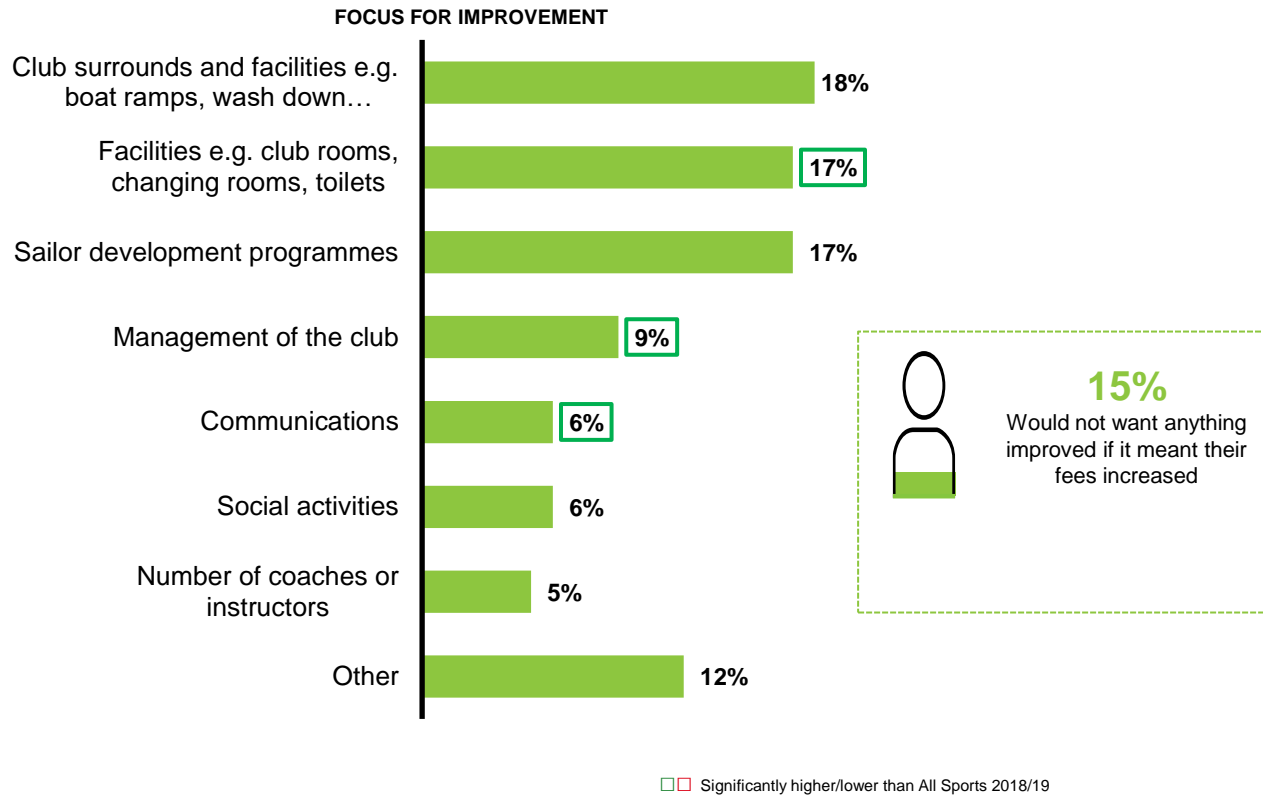
How are yachting performing, overall?

SATISFACTION	NPS	VALUE FOR MONEY	LIKELIHOOD TO REJOIN	JOINING PROCESS [^]
64%	+53	82%	90%	50%
All Sports 2018/19	All Sports 2018/19	All Sports 2018/19	All Sports 2018/19	All Sports 2018/19
64%	+41	74%	85%	57%

Why do sailors belong to a club?

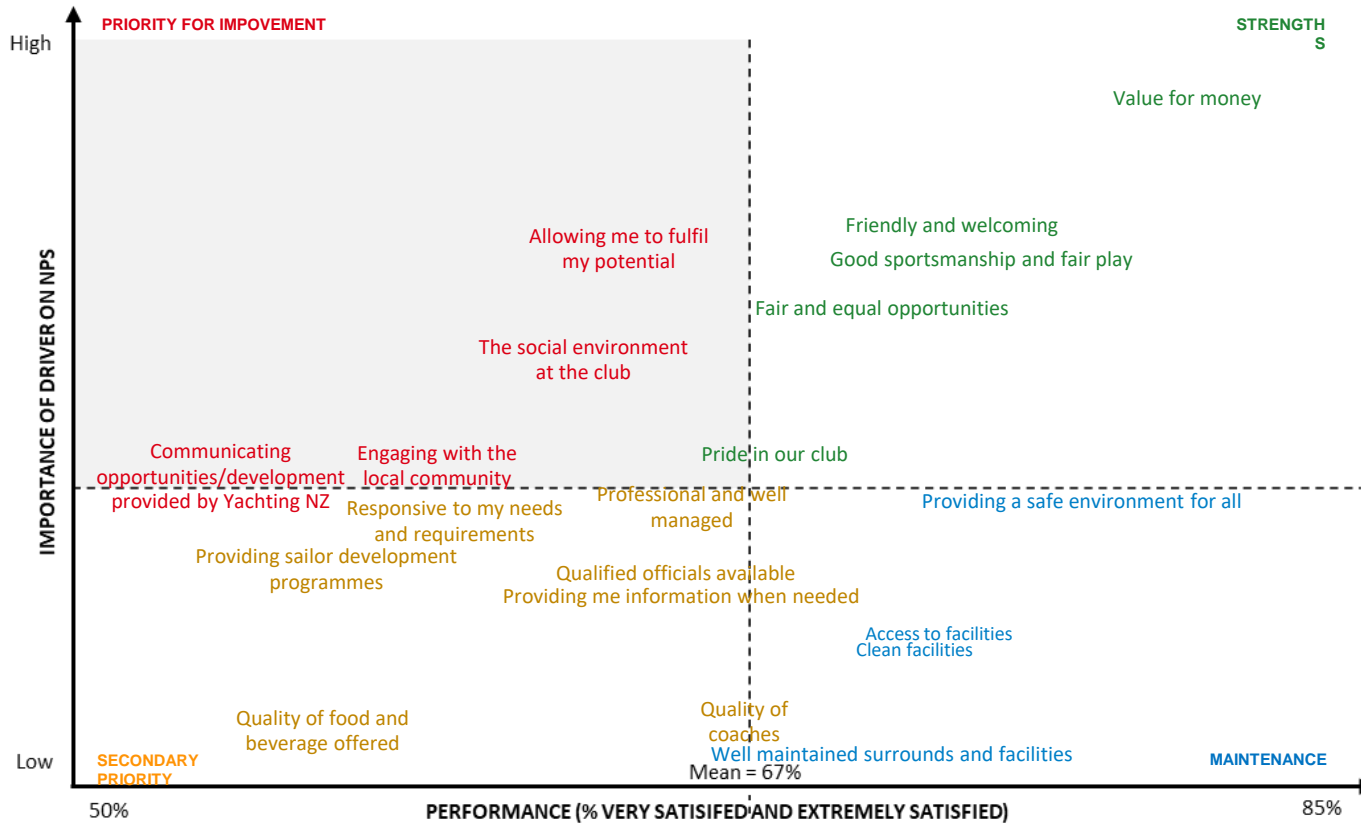


What would club members most like to improve if fees increased?

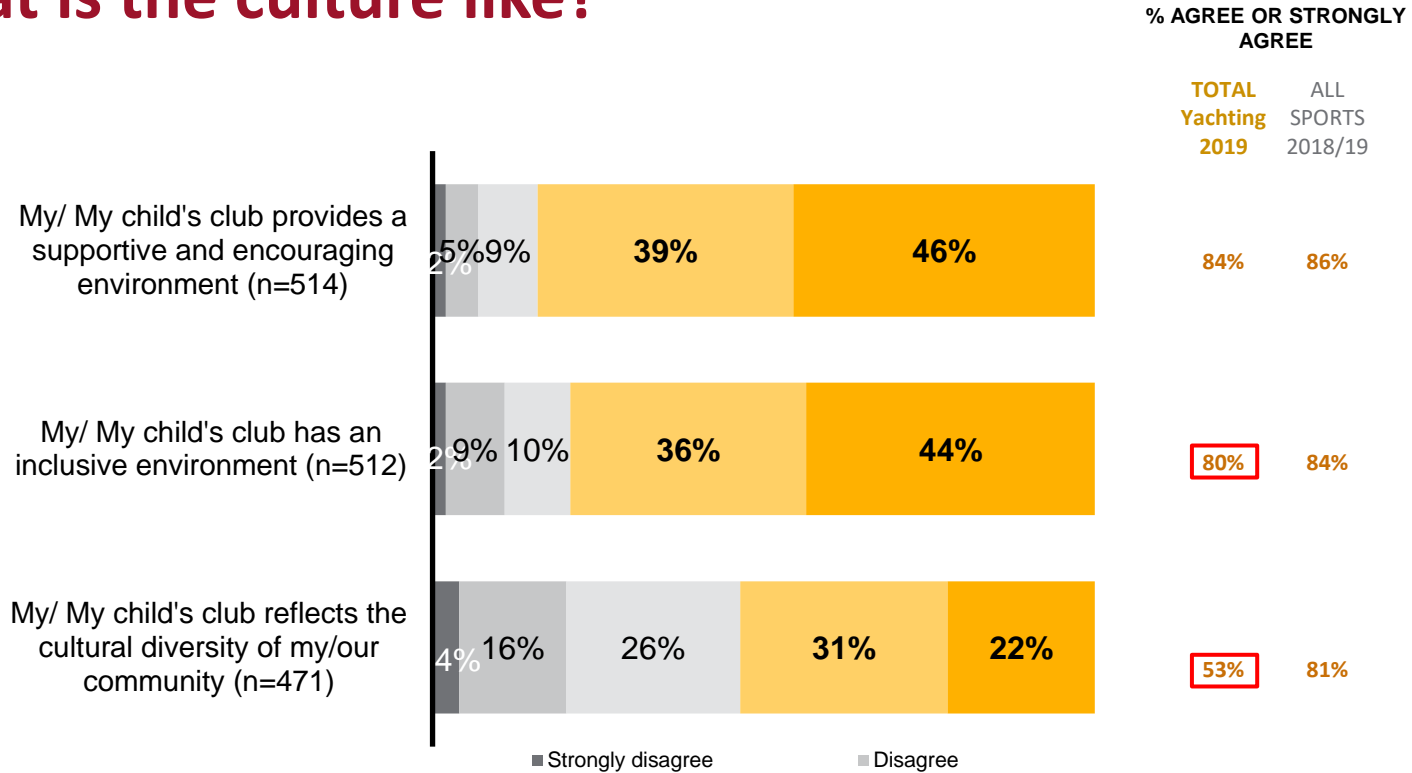


Using Insights for decision making

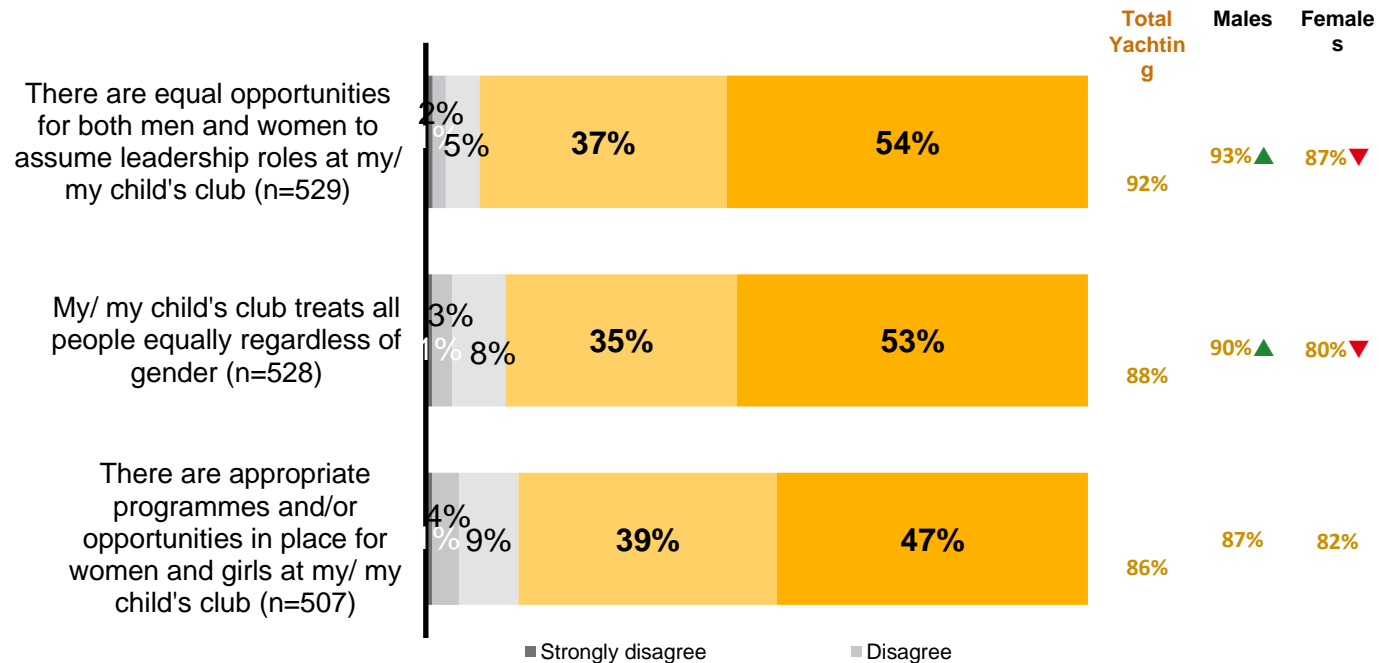
What are Yachting's strengths and weaknesses?



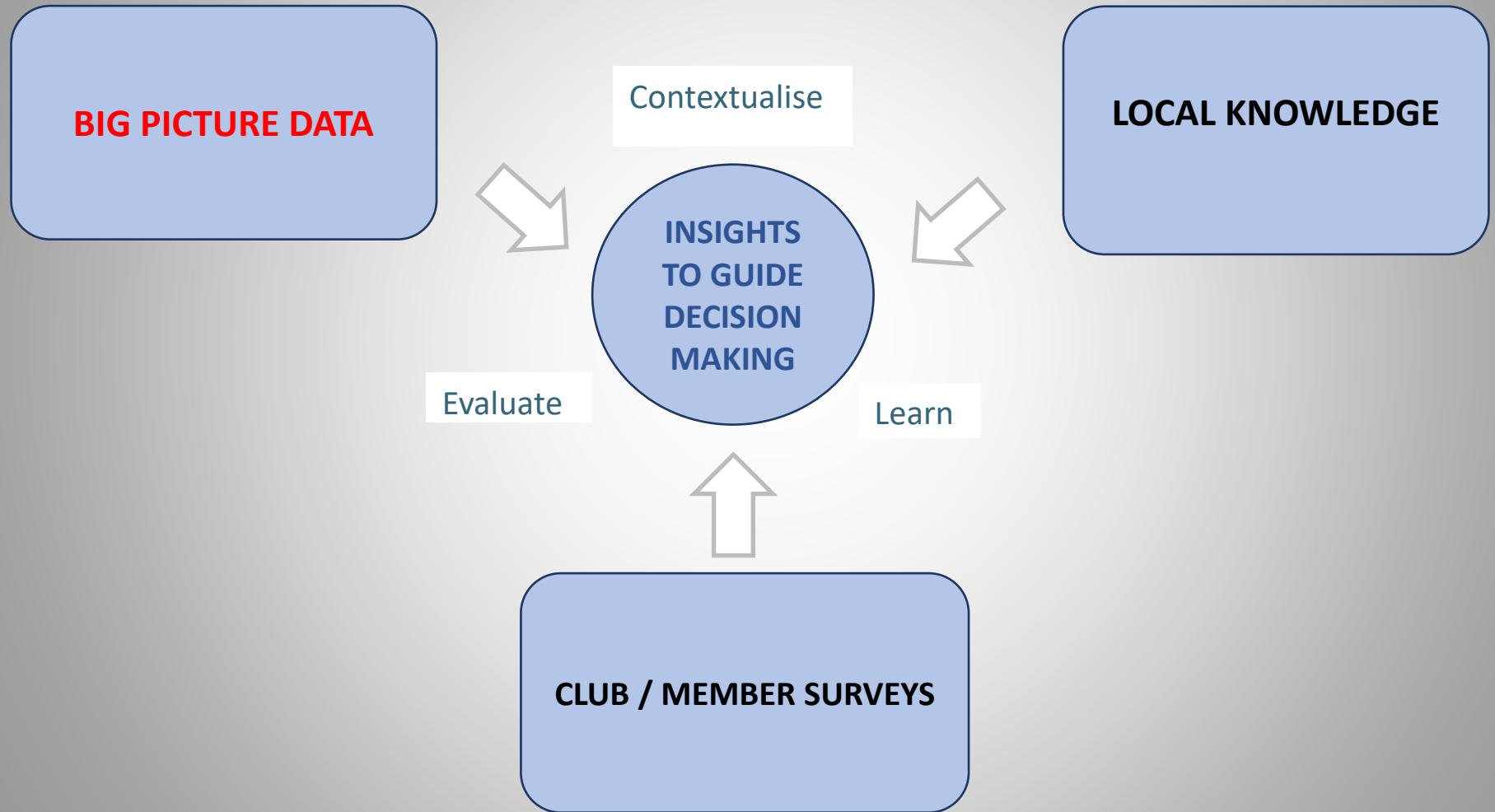
What is the culture like?



Gender: How inclusive and equal is the yachting experience?







Yachting New Zealand membership 2020



Club Name

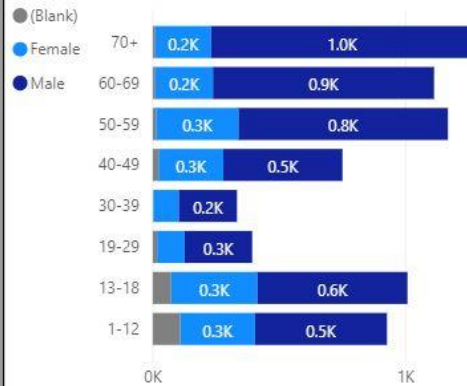
- Akaroa Yacht Club Inc.
- Bay of Islands Yacht Club
- Bluff Yacht Club
- BOP Trailer Yacht Squadron
- Broad Bay Boating Club
- Bucklands Beach Yacht Club
- Cambridge Yacht and Motorboat Club
- Charteris Bay Yacht Club
- Christchurch Yacht Club
- Clarks Beach Yacht Club
- Clearwater Cove Yacht Club
- Dargaville Yacht Club Inc
- Devonport Yacht Club
- Evans Bay Yacht & Motor Boat Club
- French Bay Yacht Club
- Gisborne Yacht Club
- Glendowie Boating Club
- Gulf Harbour Yacht Club
- Hamilton Yacht Club
- Heretaunga Boating Club
- Hobsonville Yacht Club

RSO

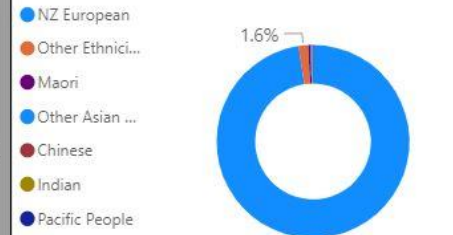
- Hayden Whitburn
- Ian Darby
- Ian Gardiner
- Wayne Holdt

Members
24K

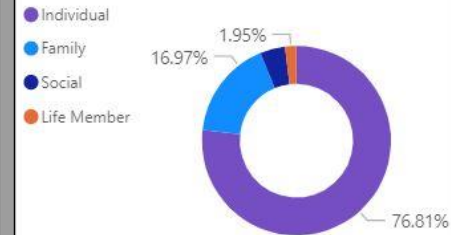
Age Group Breakdown



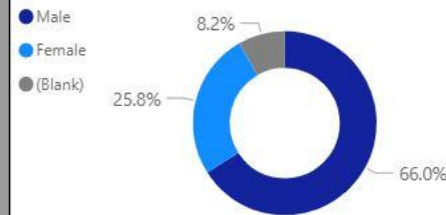
Ethnicity



Membership

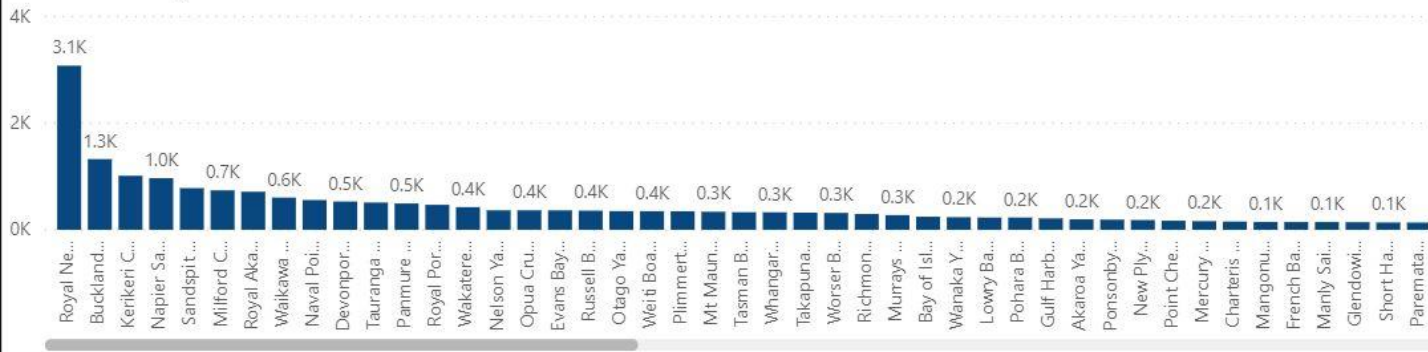


Gender Breakdown



Bing
© 2020 TomTom © 2020 HERE, © 2020 Microsoft Corporation

Clubs ranked by members



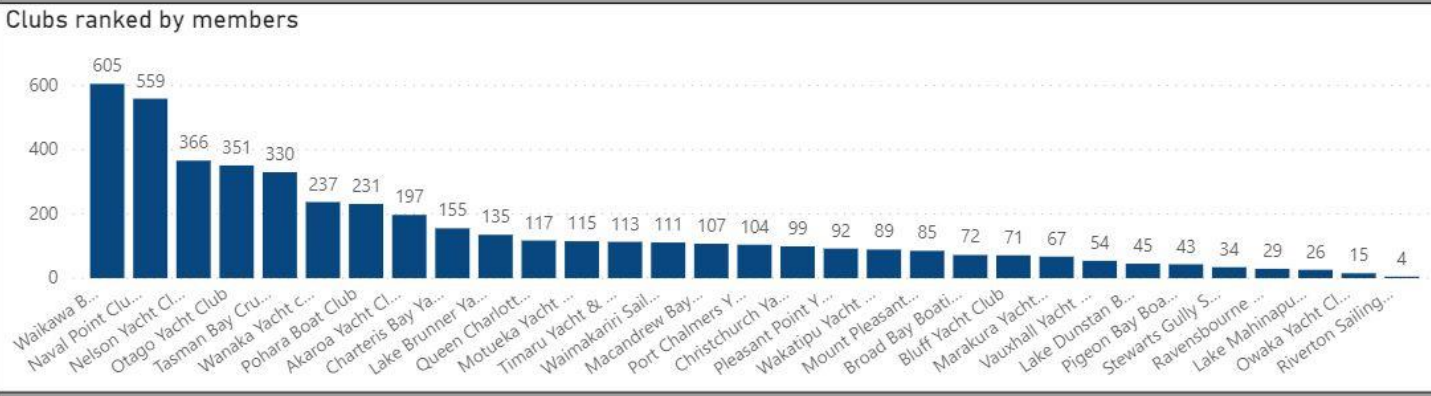
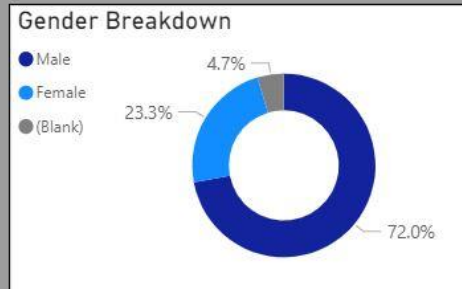
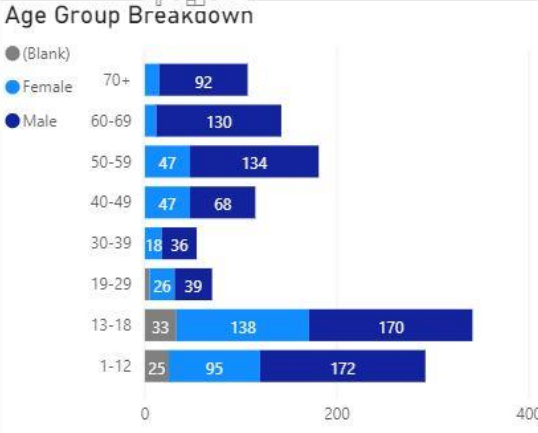
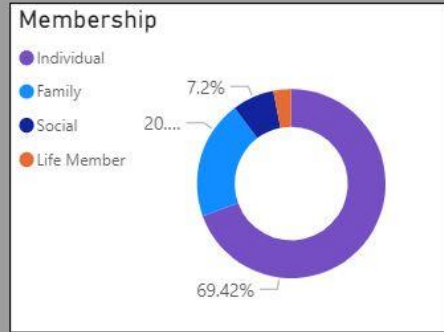
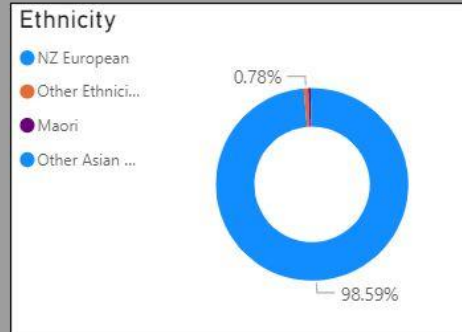
South Island 2020



- Club Name**
- Akaroa Yacht Club Inc.
 - Bluff Yacht Club
 - Broad Bay Boating Club
 - Charteris Bay Yacht Club
 - Christchurch Yacht Club
 - Lake Brunner Yacht & Power Boat Cl...
 - Lake Dunstan Boat Club
 - Lake Mahinapua Aquatic Club
 - Macandrew Bay Boating Club
 - Marakura Yacht Club
 - Motueka Yacht and Cruising Club
 - Mount Pleasant Yacht Club
 - Naval Point Club Lyttelton
 - Nelson Yacht Club
 - Otago Yacht Club
 - Owaka Yacht Club
 - Pigeon Bay Boating Club
 - Pleasant Point Yacht Club
 - Pohara Boat Club
 - Port Chalmers Yacht Club
 - Queen Charlotte Yacht Club

- RSO**
- Hayden Whitburn
 - Ian Darby
 - Ian Gardiner
 - Wayne Holdt

Members
4658



Bay Of Islands Yacht Club 2020



Club Name

- Akaroa Yacht Club Inc.
- Bay of Islands Yacht Club
- Bluff Yacht Club
- BOP Trailer Yacht Squadron
- Broad Bay Boating Club
- Bucklands Beach Yacht Club
- Cambridge Yacht and Motorboat Club
- Charteris Bay Yacht Club
- Christchurch Yacht Club
- Clarks Beach Yacht Club
- Clearwater Cove Yacht Club
- Dargaville Yacht Club Inc
- Devonport Yacht Club
- Evans Bay Yacht & Motor Boat Club
- French Bay Yacht Club
- Gisborne Yacht Club
- Glendowie Boating Club
- Gulf Harbour Yacht Club
- Hamilton Yacht Club
- Heretaunga Boating Club
- Hobsonville Yacht Club

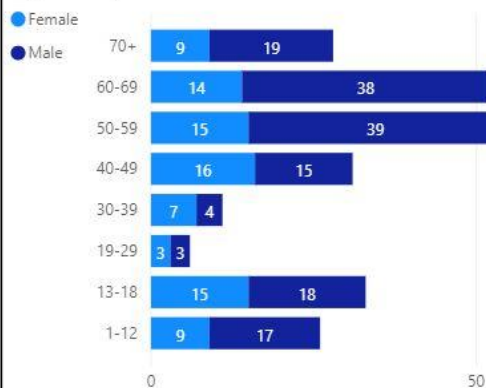
RSO

- Hayden Whitburn

Members

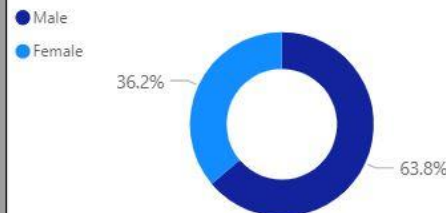
246

Age Group Breakdown

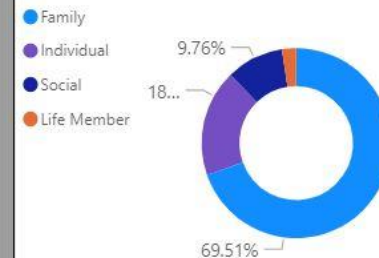


Ethnicity

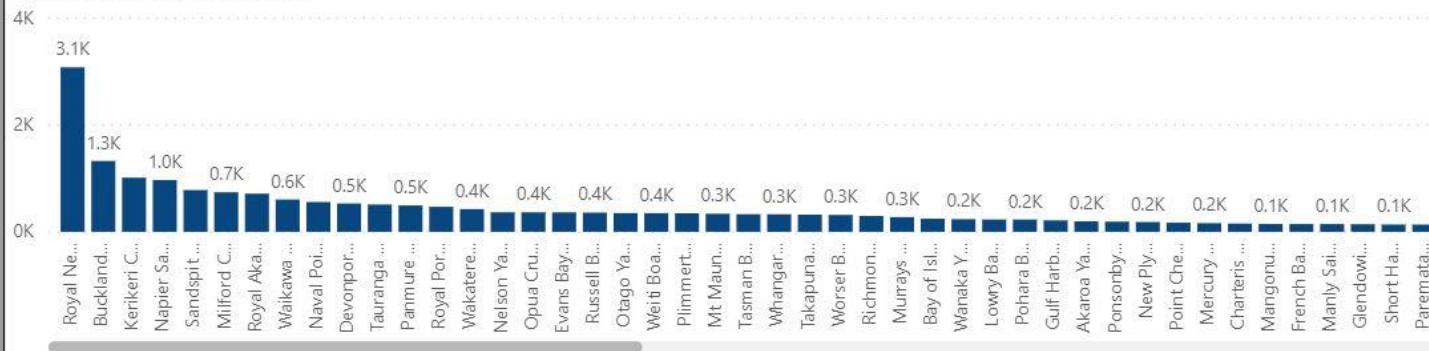
Gender Breakdown



Membership



Clubs ranked by members



Royal New Zealand Yacht Squadron 2020



Club Name

- Point Chevalier Sailing Club
- Ponsonby Cruising Club
- Port Chalmers Yacht Club
- Port Ohope Yacht Club
- Pupuke boating club
- Queen Charlotte Yacht Club
- Ravensbourne boating club
- Richmond Yacht Club
- Riverton Sailing Club
- RNZ Navy Sailing Club
- Rotorua Yacht Club
- Royal Akarana Yacht Club
- Royal New Zealand Yacht Squadron
- Royal Port Nicholson Yacht Club
- Russell Boating Club
- Sandspit Yacht Club
- Short Handed Sailing Association
- Stewarts Gully Sailing Club
- Taikata Sailing Club
- Taipa Sailing Club
- Takapuna Boating Club

RSO

Ian Darby

Members
3079

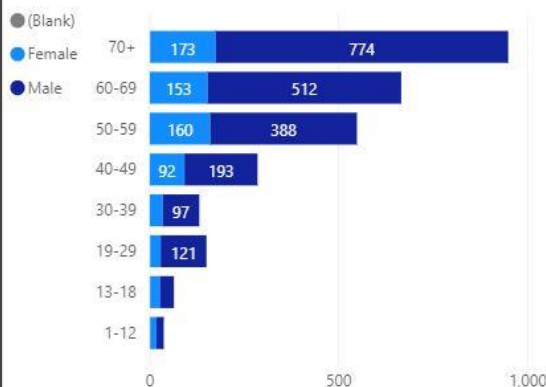
Ethnicity

Membership

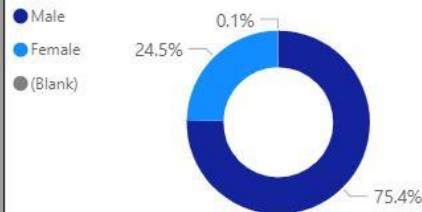
● Individual



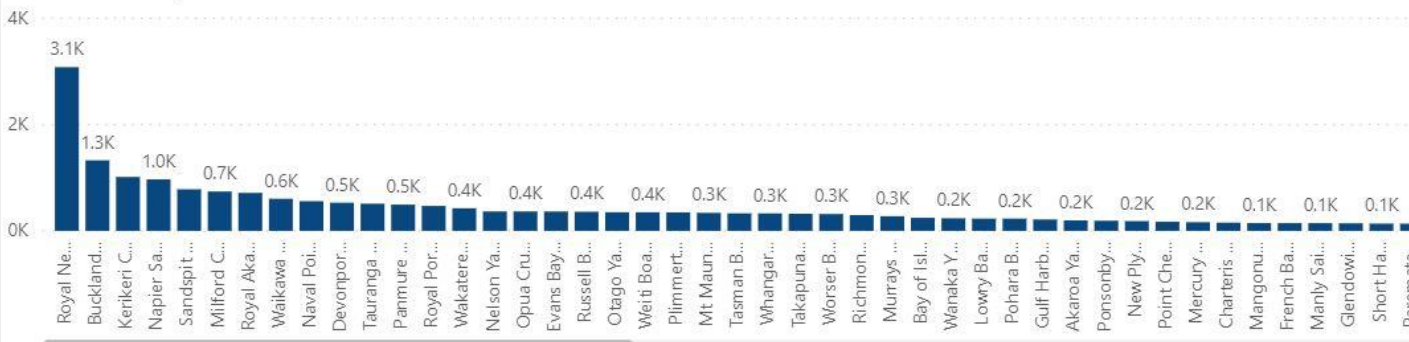
Age Group Breakdown



Gender Breakdown



Clubs ranked by members



New Plymouth Yacht Club 2020



Club Name

- Napier Sailing Club
- Naval Point Club Lyttelton
- Nelson Yacht Club
- New Plymouth Yacht Club
- Ngaroto Sailing Club
- Northcote Birkenhead Yacht Club
- Onerahi Yacht Club
- Opuia Cruising Club
- Otago Yacht Club
- Owaka Yacht Club
- Pakuranga Sailing Club
- Panmure Lagoon Sailing Club
- Panmure Yacht & Boating Club
- Paremata Boating Club
- Pigeon Bay Boating Club
- Pine Harbour Cruising Club
- Pleasant Point Yacht Club
- Plimmerton Boating Club
- Pohara Boat Club
- Point Chevalier Sailing Club
- Ponsonby Cruising Club

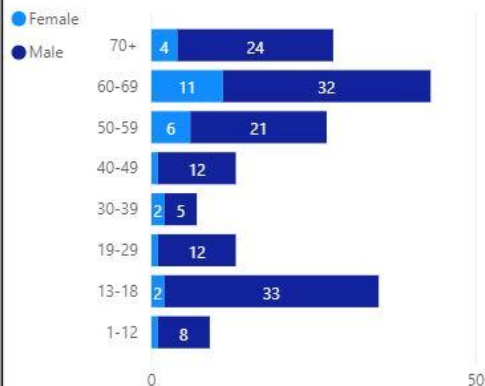
RSO

Wayne Holdt

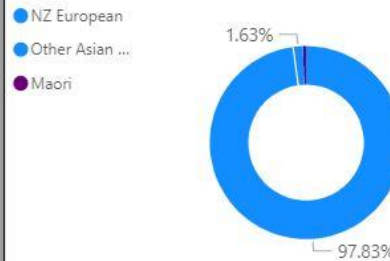
Members

184

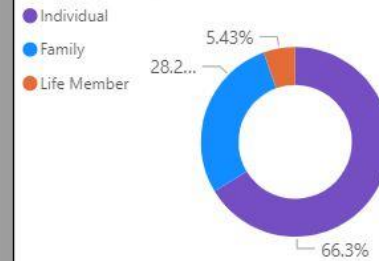
Age Group Breakdown



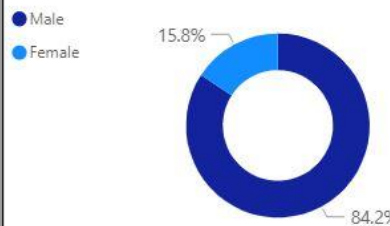
Ethnicity



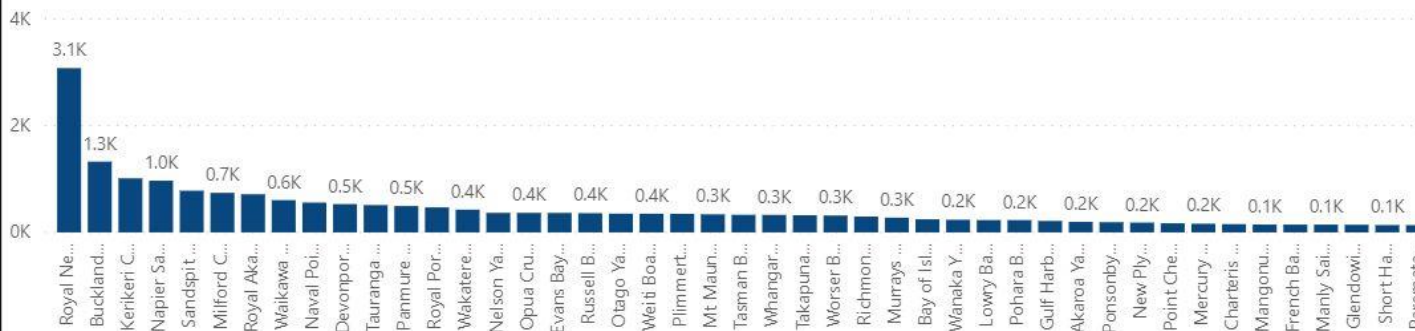
Membership



Gender Breakdown

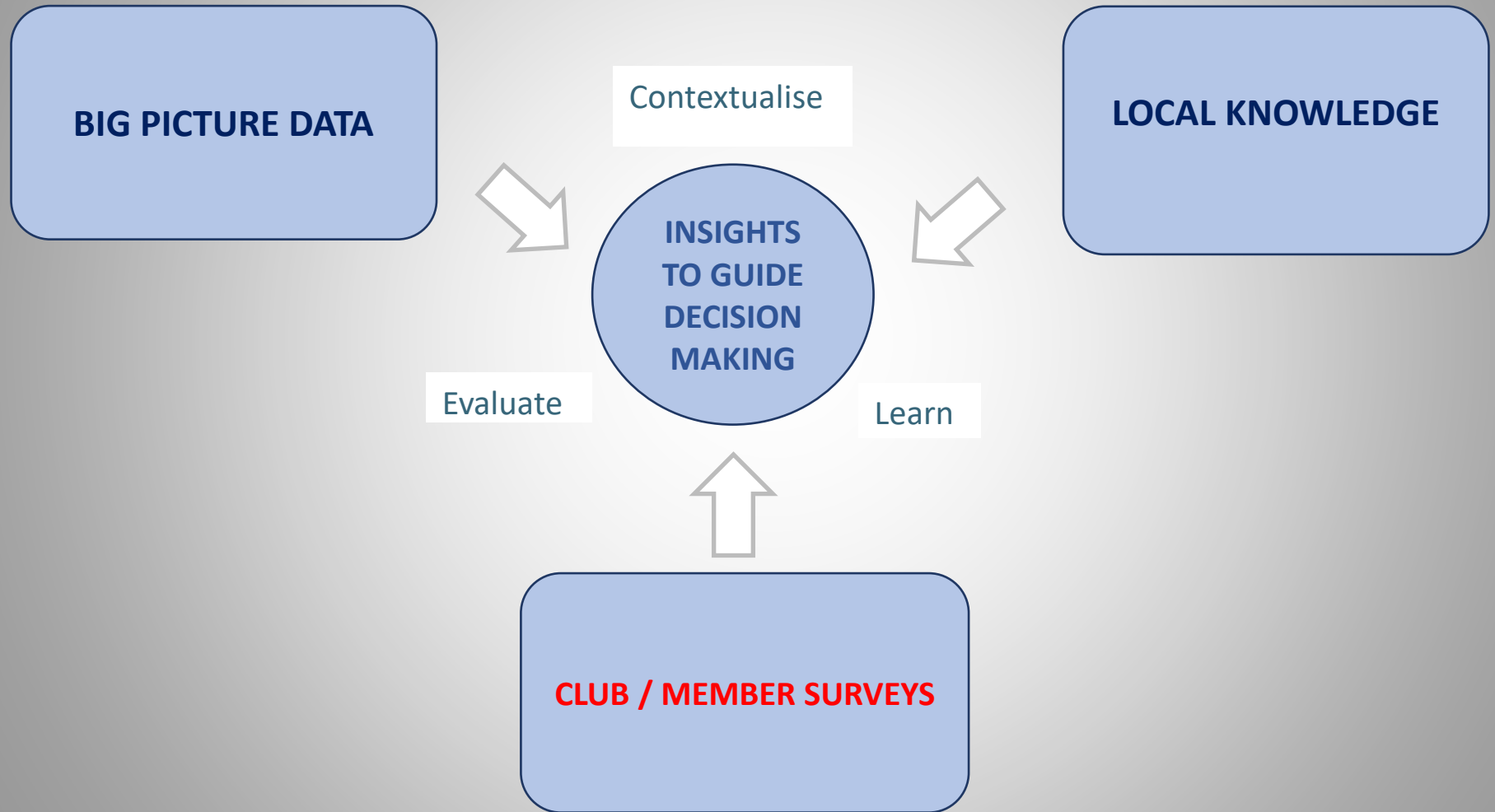


Clubs ranked by members



Yachting New Zealand privacy statement

- We are obliged to meet rules set out by Privacy Act 1993 (new Privacy Act December 2020)
- We are collecting personal information from you including your name, email address, date of birth, ethnicity and gender.
- We collect your personal information in support of the following:
 - The information helps us to uniquely identify individuals who contact us
 - Government and community funding agencies are becoming increasingly interested in where their funding is being directed
 - The information assists us with understanding and managing our sport and helping our members.
- The information is stored in commercial grade Microsoft cloud data centres. Access is limited to authorised Yachting New Zealand personnel and authorised support organisations.
- You have the right to ask for a copy of any of the personal information we hold about you and ask for it to be corrected if you think it is incorrect.
- We will not pass any of your personal information on to a third party (for example sponsors and Sport NZ).



Voice of the Participant Survey

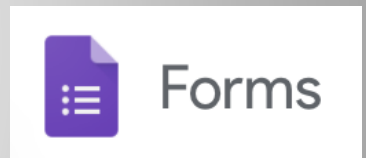
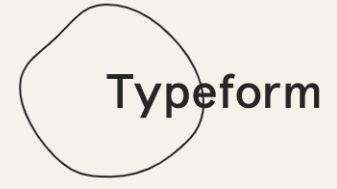
- Club members
- Feedback on the experience of our sport, club facilities, culture, programmes

Yachting New Zealand Club Survey

- Committee members
- Feedback to YNZ on strategy, communications, performance, programmes, communication, affiliation

- **Free survey tools**

- Typeform / Survey Monkey / Google Forms
- Annual renewal form or membership forms
- Entry forms
- Make the experience easy



- **Face to face** –ask people for feedback or opinions of programmes or offerings of clubs



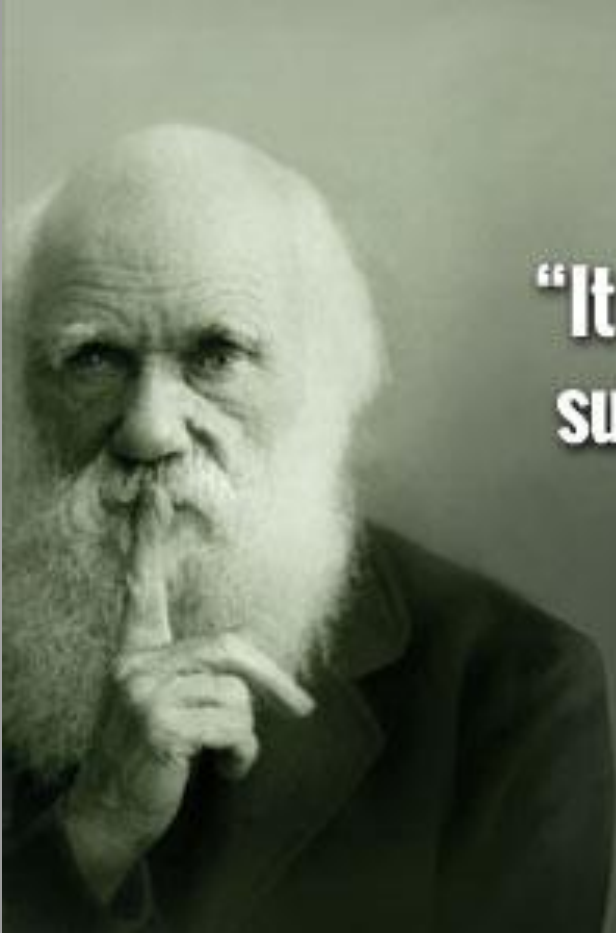
= *Being good at things that are **important to your members***

- Find out what is important to your members
- Importance will vary with age
- 78% of millennials prefer to spend on experiences rather than to buy something or own it
- Trending - multiple activities, new experiences, on-demand access
- Lifetime journey of membership



Challenges to consider

- Rise in lifestyle sports – surfing, wing foiling, paddle boarding, kite surfing
- Less commitment to doing one thing
- Members want to fit more into their lives
- Take up activities that are easy to start and accessible as well as quick and easy to do
- Extended families and growing ethnic groups
- Respond to feedback from members
- Review strategic plan



“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change”

- Charles Darwin

Media & communications





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[General](#)

[Membership](#)

[Sailing](#)

[Regattas](#)

[Club Hire](#)

[Results](#)



About

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██████████ is a youth yacht club dedicated to introducing young people to sailing, and training them to love and excel at the sport.

We have a fantastic clubhouse on the water at ██████████ and a boat shed at nearby ██████████. The boat shed houses our fleet of 18 inflatable patrol boats. In addition we have our outer course ██████████ moored at the ██████████.

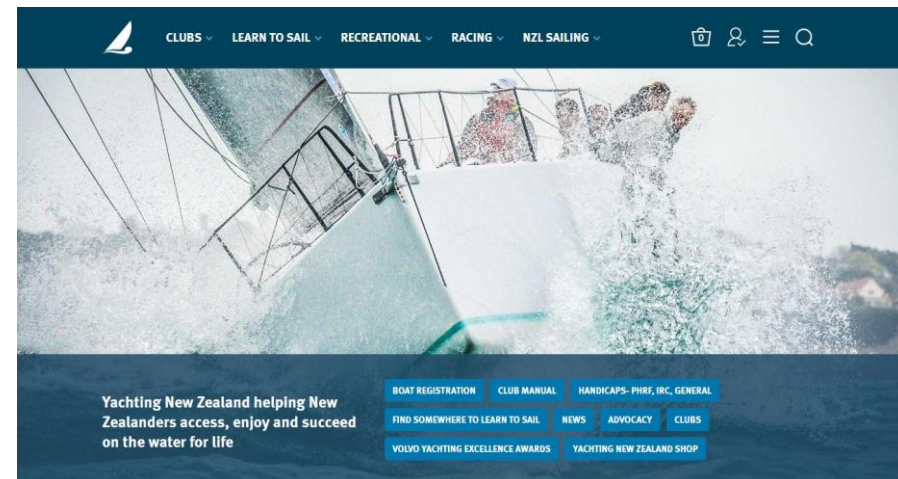
The club has approximately 100 member families with about 120 boats sailing on a full club day.

Like many clubs, we are a voluntary organisation run by generous people who willingly donate their time and effort.

If you have any questions or comments please email us on ██████████.

Thank you for your interest in the ██████████.

- User friendly
- What offer
- Where to join
- Key contact
- Use as club tool
 - NORs and sailing instructions, entry forms, MOSS docs, H&S docs, club manual
- News / regatta results
- Make it someone's job to regularly update site
- Newsletter



- Regular
- News
- Events
- Club offers

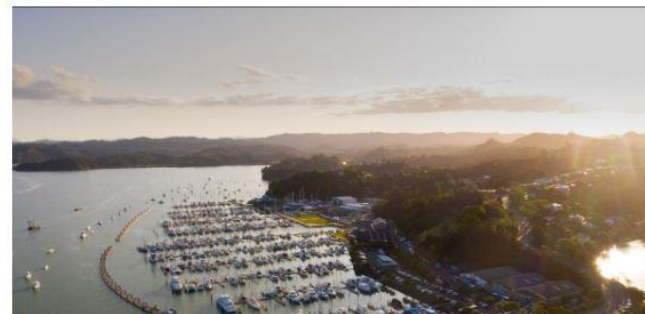


Briefings August 12, 2020

There's a greater sense of unease around the country today following Auckland's move into alert level 3 and the increase to level 2 for the rest of New Zealand. We can only hope that it is a brief measure and we can get back to 'normal' service sooner rather than later, especially with the summer sailing season just around the corner. Yachting New Zealand chief executive David Abercrombie leads this edition of Briefings with an update on what it all means for yachting and boating clubs.

We also take a look at what has been going on around the regions in our Regional Roundup, recognise the people who allow racing to take place - qualified race officials - and let you know about the fact demand has seen entries for the CRC Bay of Islands Sailing Week open early.

As always, if you've got a news tip or suggestion around what you'd like to see in Briefings, drop us a line at michaelb@yachtingnz.org.nz.



Regatta reports

- Get the facts right
- Find an angle
- Some notable features of the racing / day
- Results
- Quotes
- Headline
- Photo
- Check spelling / grammar



[Home](#) // [News](#) // [Demand sees Bay Week entries open early](#)

Demand sees Bay Week entries open early

[View](#) [Edit](#) [Delete](#) [Revisions](#) [Entityqueue](#)

Issue date 6 Aug 2020

Demand from both competitors and sponsors has seen entries open early for the 18th CRC Bay of Islands Sailing Week regatta on January 26-29, 2021.

This year's event was an overwhelming success, with a record-breaking 139 boats, and organisers have been inundated with requests to accept entries for the 2021 regatta. This prompted them to issue the notice of race and open entries earlier than usual.

It took only a matter of hours for the first entry to be received, even before any notification had

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Submit news

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We welcome submissions, whether it's regatta reports, news or preview stories.

The media landscape



- Very challenging times for media companies
- Local newspaper / radio / website
- Find out best contact, publishing frequency and deadlines
- Supply material / photos
- Share on social media / in newsletters
- Send to Yachting New Zealand

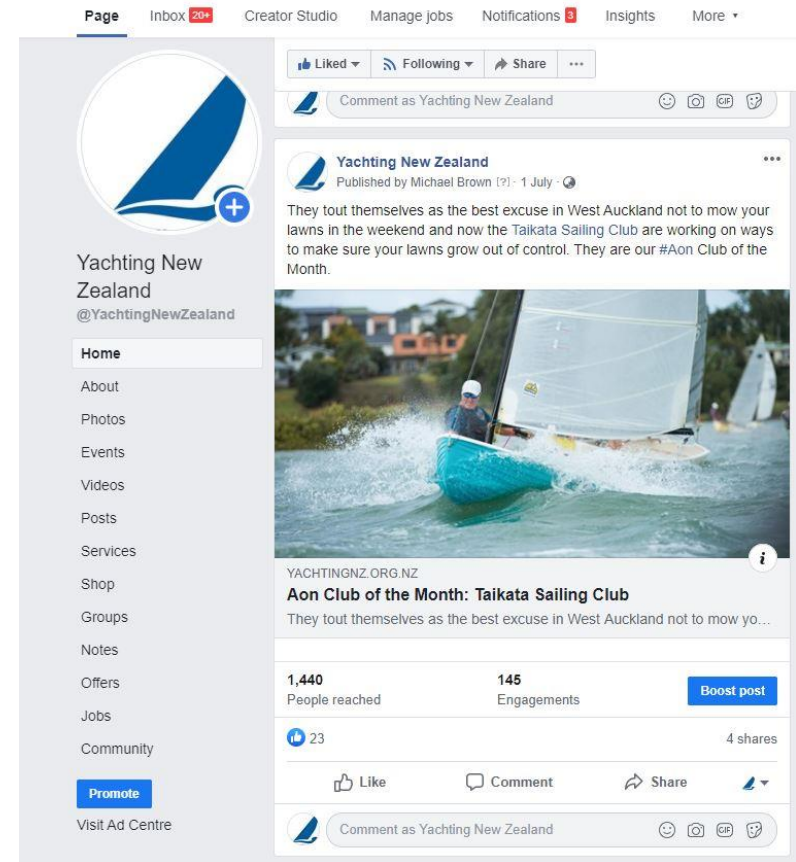


What platform?





- Still the biggest
- Keep description brief
- Tagging
- Visual
- Photos vs videos
- Frequency
- Timing
- Insights
- Events



The screenshot shows a Facebook page for 'Yachting New Zealand' (@YachtingNewZealand). The page header includes navigation links: Page, Inbox (20+), Creator Studio, Manage Jobs, Notifications (3), Insights, and More. The profile picture is a blue sailboat logo. The main content is a post published by Michael Brown on July 1st. The post features a photo of a person on a blue sailboat with a white sail, splashing water. The text of the post reads: 'They tout themselves as the best excuse in West Auckland not to mow your lawns in the weekend and now the Taikata Sailing Club are working on ways to make sure your lawns grow out of control. They are our #Aon Club of the Month.' Below the photo, the text 'YACHTINGNZ.ORG.NZ' and 'Aon Club of the Month: Taikata Sailing Club' is visible. The post has 1,440 people reached and 145 engagements. There are 23 likes and 4 shares. The bottom of the post shows interaction buttons for Like, Comment, and Share, and a 'Boost post' button.

Overview

Ads ↗

Followers

Likes

Reach

Page views

Page previews

Actions on Page

Posts

Branded content ↗

Events ↗

Videos

Stories

People

Messages

When your fans are online

Post types

Top posts from Pages you watch

Data shown for a recent one-week period. Insights for the time of day are shown in the Pacific time zone.

DAYS

4,950

4,964

4,981

4,958

4,967

4,958

4,923

Sun

Mon

Tues

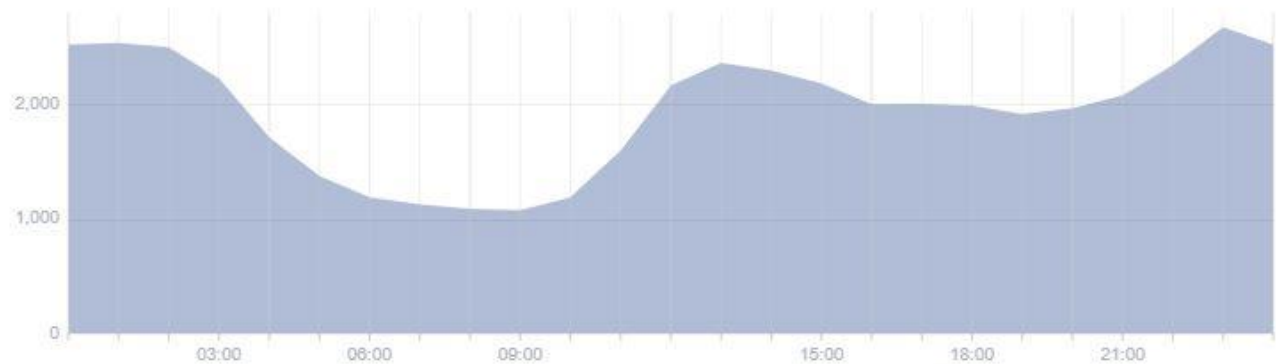
Wed

Thurs

Fri

Sat

TIMES



Overview

Ads ↗

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Reach

Page views

Page previews

Actions on Page

Posts

Branded content ↗

Events ↗

Videos

Stories

People

When your fans are online





Post types

Top posts from Pages you watch

The success of different post types based on average reach and engagement.

Show All Posts ▾

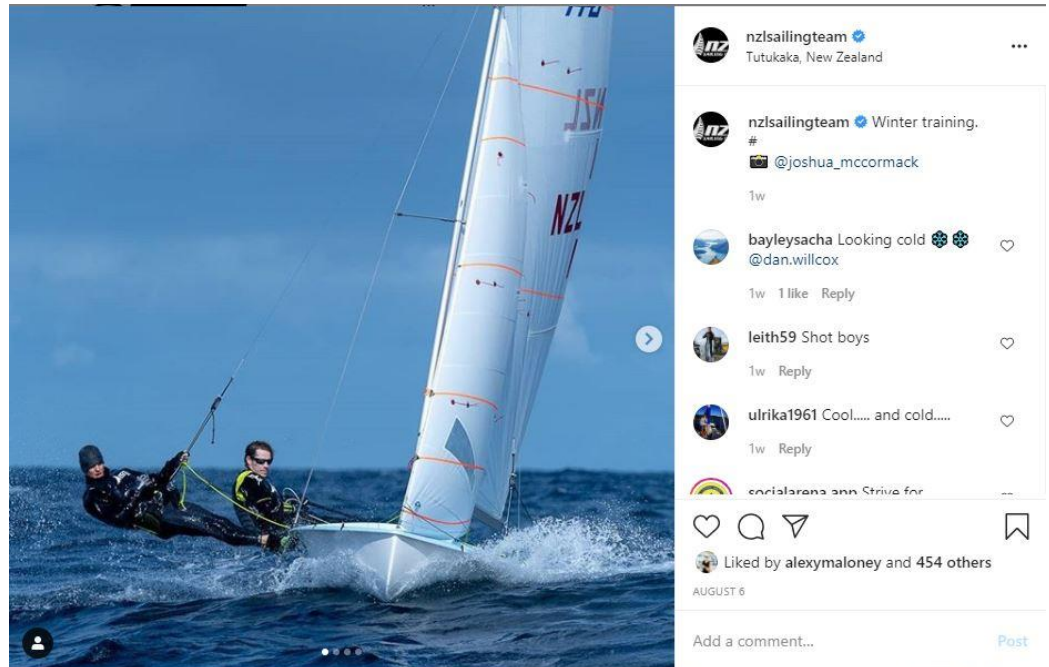
Reach Post clicks Reactions, comments & shares ⓘ

Type	Average Reach	Average Engagement
 Video	2,562	225 72
 Link	1,690	137 68
 Shared Video	1,449	117 25
 Photo	1,320	61 16



Instagram

- Feed
- Stories
- Videos
- Instagram TV
- Tagging
- Hashtags #
- Timing
- Location



Videos





Cotton Blossom II







OTB MARINE.NZ
YoungGunsSailing

Columbin Corp

DUK
SILVER

FB

OSCH





2499

Chance

e
24







AQUA
NATIONAL

GA
SAILS

GA
SAILS
8.8 LUFF 545 cm
BOOM 220 cm
MAST 520 cm

GA
SAILS

Questions



Thanks for joining us



Next Club Conference webinar Wednesday 26th August 7pm

Fiscal & environmental sustainability of your club

Fiscal - what funders are looking for, how to present to funders and what funding is available post-Covid

Environmental - making more sustainable behaviours and decision making the norm at your club