



Yachting New Zealand

Resources



Resource types



Resources are split into four categories:


- Booklets/ hard copy
- Online
- In person
- Publications

Booklets / hard copy



- Learn to Sail Level 1/2
- Learn to Sail Level 3
- Learn to Sail certificates
- Coaching resources
 - Wet notes
 - Magnet boats
 - Posters - Wall charts
- RŪNĀ kits
- Adult/keelboat Level 1
- Keelboat Level 2
- Keelboat Level 3
- Racing Rules of Sailing
- Safety Regulations

Online - Embark and website



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Catalogue

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Sport NZ (25)

25 results

Role

Sport NZ

Coaches (5)

Staff (11)

Athletes (1)

Topic


Diversity, Equity and Inclusion (2)

Staff (6)

Topic

Governance (8)


Governance Webinars Recording (3)



Say Yes to Play Series


Available for 4 Months

🔄 UnlimitedEnglish (GB)🛒 Free of charge🎓 Quick Online



Awareness of Rainbow Communities


Available for an unlimited time



Governance 101

Available for an unlimited time

🔄 Unlimited📺 UnlimitedEnglish (GB)🛒 Free of charge🎓 Online




Incorporated Societies Act and Clubs

Webinar Recording

Available for 48 Months

🔄 UnlimitedEnglish (GB)🛒 Free of charge🎓 Online




Unlocking Strategic Potential: The Board's Key Role

Webinar Recording

Available for 48 Months

🔄 UnlimitedEnglish (GB)🛒 Free of charge🎓 Online



Artificial Intelligence in Sport & Recreation - The board's role

Webinar Recording

Available for 48 Months

Coaching


- Coaching Yachting 101
- Coaching RŪNĀ
- Race Coach
- Coaching resources - YNZ webpage
- LTS booklet new website

Race Officiating

- Club Race Officer
- Vital Rules
- Club Teams Umpire

Governance

- Club Manual on website
- Sport Integrity
 - Child Safeguarding
- Sport NZ Governance modules



In person courses



Coaching

- Start...Coaching course
- Race Coach course
- Core Knowledge
- Club Coach Developer programme
- Regional coach forums

Race Management

- Club level and national level courses
 - Race Officials
 - Teams Umpires
 - Match Umpires
 - Judges
- RO annual conference

Media and communications



Our platforms

Briefings

- Long-running
- Steady audience < 20k
- High open rate
- Loyal audience

YBQ

- Relatively new to suite of comms products.
- Digital magazine, distributed to existing database.
- Also heavily promoted on social.
- Rapidly growing audience - 6 issues = 100k+ unique browsers.
- Average engagement time = 6+ minutes.

Social media

- Facebook/Instagram/LinkedIn.
- Total audience = 40k.

Also communicate via direct mail and media releases.



Our platforms

Socials/direct mail

Immediate/time-sensitive messaging.

Media releases:

Mostly used for high-performance/Olympic-related content.

Briefings

- Stronger club/participation focus, slightly more depth, but also recap of ongoings over the past month.
- Limited space.

YBQ

- Addresses lack of depth in storytelling/hitting themes and issues hard (nutrition, concussion, offshore safety) etc.
- Adds ability to integrate video (multimedia).
- Big focus on personalities/characters - resonates well (analytics).
- Adds value to existing and new partners/sponsors.



The challenge/opportunity

- Club survey highlighted a need for promoting club activities – especially when it comes to pitching for sponsorships.
- Happy to work with clubs using the scale of our audiences to help pitch.
- Also marketing events - in first instance through social.
- Challenge = know about things + receiving content in a shape that's resource-friendly.
- Use of AI - no reason clubs can't draft basic social post.
- Also there to communicate externally - to MSM if appropriate.



Tips

- **Be alert to people and stories that will have** wider appeal, strong human interest (**e.g. Taipa Sailing Club, Bay Belle, Karyn Drummond**).
- **Prioritise** social media (**even over newsletters or websites**). **Post often.**
- **A good story** transcends a **platform (repurposed)**.
- **Who, what, when, where, how and why - answer all these questions but pick the most** newsworthy (**not every story is about the conditions a regatta was sailed in 3 weeks ago**).
- Names make the news - **who won, who just missed out, who capsized, how far did the ROs travel.**
- **Assign** media/comms duties **to a dedicated person.**
- **Get in the habit of discuss** potential story ideas **at committee meetings. Write them down.**
- **Upskill in basic** AI use - **experiment with prompts.**
- **Take** pictures - **smart phones are more than good enough.**
- **Get phone on** committeeboats/finish boat + **always snap** prize-givings.
- **Get** quotes/comments **from sailors/officials. They often lead to the strongest story angles.**

Contact us



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