

Resources



Resource types



Resources are split into four categories:

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



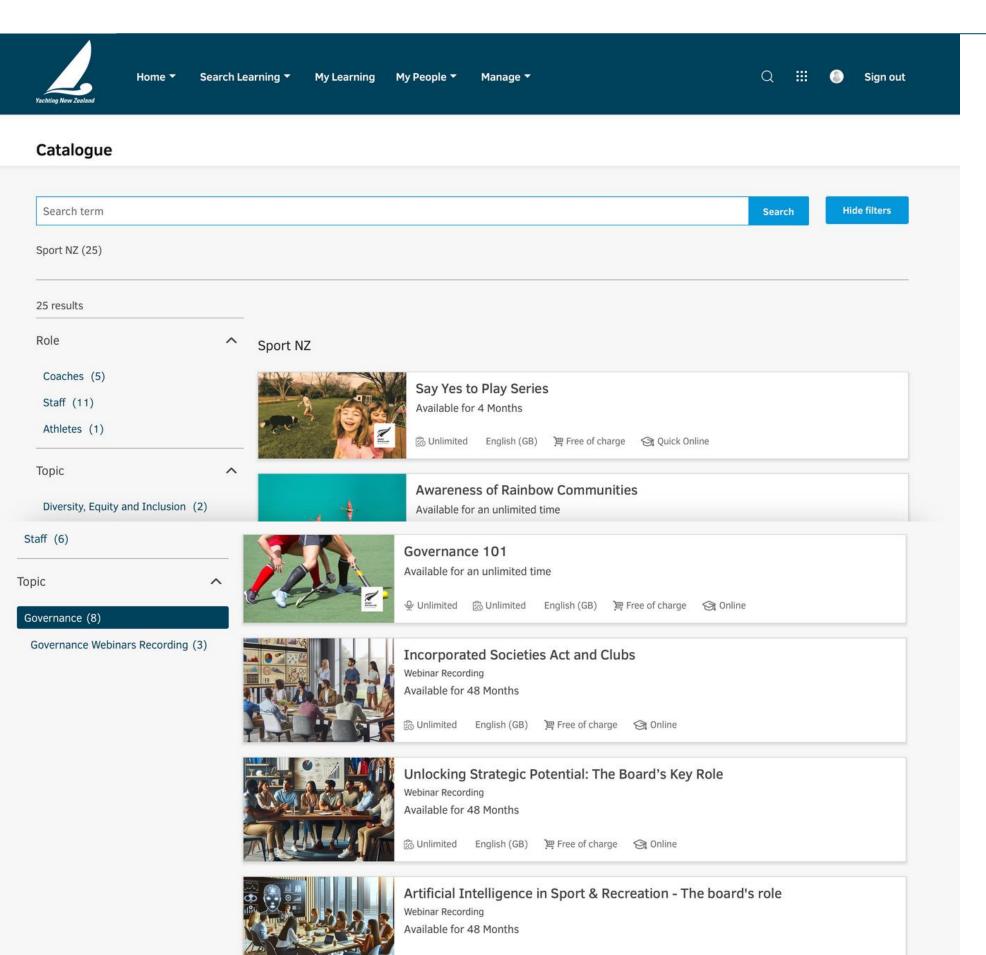
Booklets / hard copy



- 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



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 browers.
- 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 Al 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.

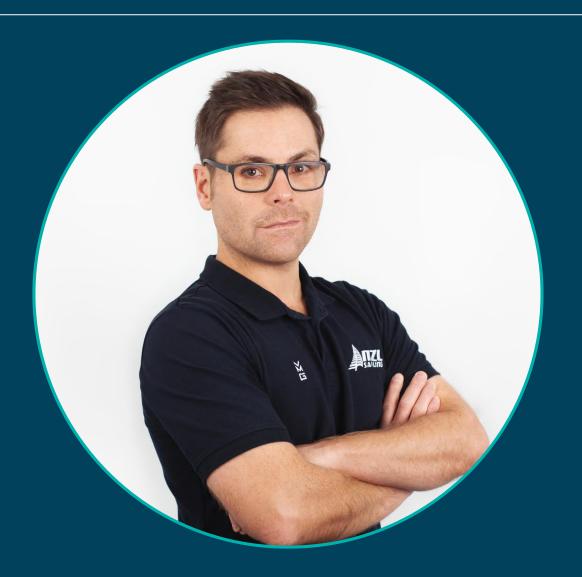
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