

# OKDIA Strategic Roadmap 2015 to 2024

## Update

The AGM in Warnemunde in July 2018 provides an opportunity to review and reflect on progress of implementing the Strategic Roadmap after the first three years.

## Background

The Strategic Roadmap was formally ratified at the AGM in Melbourne in late December 2014 with implementation commencing January 2015

An important statement released by OKDIA in the lead up to the adoption of the Strategic Roadmap is now an important starting point for reflection 4 years later;

*the executive of the class cannot continue on the current basis and provide services and put on events that will achieve any growth beyond current borders. The funding of OKDIA is very small and the demands for an active OKDIA are rising. The Strategic Roadmap serves to give a list of ideas for a future Committee to pursue; it provides a variety of proposals for the benefit of the class. It is not a document carved in stone for any future Committee to follow, however it is needed as a mandate to support further initiatives.*

The newly elected Committee and Executive has reviewed the Roadmap and continue to explore opportunities to discuss and implement its objectives and intent. This report provides a snap shot of progress and a report back to members of the work of the Executive in these big and complex issues for the class.

## Objectives

- To increase membership and increase participation
- To build a strong class that has a foundation to sustain it for the next 10 years.
- To establish a more efficient operational structure incorporating the appointment of paid class officials.
- To become the natural choice for non-Olympic single-handed sailors
- To become a leading class for media, marketing, communication and administration
- To stage attractive global events that are well attended and competitive

## Progress against the overarching Objectives

Objective	Progress
Increase membership and participation (2,000 by 2017, 4,000 by 2024)	<ul style="list-style-type: none"><li>• Overall membership is up about 5% on 2014 numbers</li><li>• Worlds entries generally increasing</li><li>• Other major events ie huge Europeans in 2017 and balance of new and traditional venues</li><li>• Revival of countries like Sweden, Holland, Belgium and France. Unfortunately USA and Canada have dropped off. New sailors in Spain and Italy.</li></ul>
Improve event management and introduce new venues	<ul style="list-style-type: none"><li>• Worlds return to France</li><li>• Europeans Southern France</li><li>• Worlds Lake Garda</li></ul>

	<ul style="list-style-type: none"> <li>• <i>Worlds Barbados</i></li> </ul>
Create new events (i.e. Southern Hemisphere Championship)	<ul style="list-style-type: none"> <li>• <i>Continuing Interdominions – back on track</i></li> </ul>
Encourage new countries to join OKDIA.	<ul style="list-style-type: none"> <li>• <i>France, Holland, Belgium.</i></li> <li>• <i>New boats in Italy and Spain</i></li> </ul>
Better, and more timely, communication internally, and with NCAs	<ul style="list-style-type: none"> <li>• <i>Newsletters – increased in 2016 and 2017, however need to address drop off in 2018?</i></li> <li>• <i>Communication with MNA's</i></li> <li>• <i>Facebook and Social Media</i></li> </ul>
Improve technical issues awareness and implementation	<ul style="list-style-type: none"> <li>• <i>Significant increase in technical discussion and information with builders and members</i></li> </ul>
Achieve ERS compliant Class Rules	<ul style="list-style-type: none"> <li>• <i>Complete</i></li> </ul>
Improve financial flexibility	<ul style="list-style-type: none"> <li>• <i>Improved financial position</i></li> </ul>
Seek and find major sponsors	<ul style="list-style-type: none"> <li>• <i>Sponsors on website</i></li> </ul>

## Principal Goals

The Strategic Roadmap included the following principal goals;

- Restructure committee and redefine roles with specific, and achievable, goals, including Paid Class Manager by 2016
- Rewrite constitution and Class Rules
- Class magazine, online and/or print
- Increase revenue generation (memberships, event fees, advertising, sponsorship)
- Use revenue for other tasks: website development, promotional materials and video, media etc

Progress against principal goals;

Principal Goal	Progress
Restructure committee and redefine roles with specific, and achievable, goals, including Paid Class Manager by 2016	<ul style="list-style-type: none"> <li>• <i>Part time class secretary approx. 1 day per week</i></li> <li>• <i>Third Vice President added.</i></li> <li>• <i>Further review required with redrafted class rules and constitution</i></li> </ul>
Rewrite constitution and Class Rules	<ul style="list-style-type: none"> <li>• <i>Committee has commenced review of constitution. Options and issues in matters to be considered below</i></li> </ul>
Class magazine, online and/or print	<ul style="list-style-type: none"> <li>• <i>Complete</i></li> </ul>
Increase revenue generation (memberships, event fees, advertising, sponsorship)	<ul style="list-style-type: none"> <li>• <i>Turnover 2013 £3897 and balance at bank £10,000</i></li> <li>• <i>Introduced mast labels, sail labels, increased OKDIA subscription, increased Worlds, Europeans and Interdominions fees.</i></li> <li>• <i>2017 - Turnover was about £15,000, Bank balance year end 2017 was £23,800</i></li> </ul>

<p>Use revenue for other tasks: website development, promotional materials and video, media etc.</p>	<ul style="list-style-type: none"> <li>• <i>Media fees approx. 50% of fees paid to Secretary.</i></li> <li>• <i>OKDIA has a high worldwide sailing media profile</i></li> <li>• <i>Moving to engage external professional media in partnership with the organisers to share costs. This will be cost in the region of £3000 per event.</i></li> </ul>
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## **Structure and Operation of OKDIA**

### **Proposal 2.1 – Restructure OKDIA Executive**

- The aim is to create a new Executive Committee. A new Vice President was added to the constitution in France 2016. There is a need to define the roles of the Vice Presidents and the other Executive roles.
- The restructure of the Executive has not progressed as the Committee is investigating incorporation of the association in order to indemnify the Committee and members and protect the interests of all involved with OKDIA. The question of incorporation is linked to the national jurisdiction in which to incorporate and the ease of incorporation in that or another jurisdiction.

### **Proposal 2.2 - Appointment of Class Manager**

- The role of class Secretary should be transitioned to a Class Manager.
- “This is not urgent. There should be a period of consultancy and transition.”
- The goal is to consider a paid Class Manager position when revenue exceeds 20,000 pounds.

### **Proposal 2.3 - Removal of nationalities limitation on Executive.**

- No progress

### **Proposal 2.4 – Create Class database of all boats and masts.**

- In progress. Peter Scheuerl and Alistair Deaves are developing the database

### **Proposal 2.5 – Rewrite constitution**

- Changes made, however at this stage these have not been brought forward to the AGM while the constitution is being reviewed in light of incorporation consideration.

### **Proposal 2.6 – Establish Council of Elders**

- This proposal has not been progressed

## **Event Management**

### **Proposal 3.1 – Create Asia Pacific Championship**

- Interdominion Championship continues to be competitive and well attended by Australia and New Zealand.
- No plans to expand this further at this stage

### **Proposal 3.2 – Championship Rules**

- Guidelines and event manual complete.

### **Proposal 3.3 – More interesting events**

- Barbados 2017 Worlds
- Lake Garda 2021 Worlds
- Bandol 2018 - Europeans

### **Proposal 3.4 - Find global transport partner**

- Geest Barbados Worlds

### **Proposal 3.5 – Open entry, multiple fleet starts, inclusive events**

- Complete

## **4. Technical Overhaul**

### **Proposal 4.1 – Class Rules to be ERS compliant**

- Complete

### **Proposal 4.2 – recreate downloadable CAD files of plans**

- Significant discussion but no progress to date

### **Proposal 4.3 – Standardise gear. Interchangeable masts, foils etc**

- This is proving difficult and further commitment from all concerned is required.

### **Proposal 4.4 –Off the shelf pre measured equipment**

- In progress. Builders and suppliers are providing quality complete products with spares.
- Refer to proposed new measurement process.

### **Proposal 4.5 –Update measurement form**

- In progress. Details at AGM 2018.

### **Proposal 4.6 – Create database of all boats**

- In progress.

### **Proposal 4.7 – Streamline event measurement process**

- In progress. A great deal of work has gone into this headed by the Chair of the Technical Committee and the Chief Measurer, with assistant from the Technical Committee.

## **5. Media and Communications**

### **Proposal 5.1 – Publish international class magazine**

- Complete

### **Proposal 5.2 – Functioning Marketing Committee**

- Further work required on this.

### **Proposal 5.3 – Class literature, videos, downloads**

- Further work required on this.

### **Proposal 5.4 – Pay for media and communications services, as required**

- Complete.

### **Proposal 5.5 – Website development**

- Complete. Requirement to provide more formal support through the Committee.

### **Priorities, progress and next steps**

In just over three years a great deal of progress has made. This has been due in part to the efforts of the Class Secretary, Chairman of the Technical Committee and Webmaster in each of their areas of responsibility. However, we are one third of the way into a 10 year Strategic Plan and the Committee is committed to working towards achievement and delivery of the strategic goals for the improvement and strengthening of the class worldwide.

Of particular priority are;

- Restructure committee and improve governance structure.
- Review and rewrite the constitution. Consider smaller member (MNA's) or individual membership of OKDIA.
- Association incorporation and liability insurance
- Increase professionalism of key roles for Secretary/Manager, Technical, Online and Media/ Marketing and Publicity.
- Improve functioning and administration such as database of boats and members.

I look forward to discussing these matters and working with members over the next few years to strengthen the OK Dinghy Class and ensure it not only remains a great boat to sail but continues to grow into one of the great international classes.

**Mark Jackson**

President

June 2018