

OKDIA

2023 Membership Survey

June 2023



A photograph of a man with grey hair and a beard, wearing a black and grey sailing suit, leaning over the side of a blue OK Dinghy. The boat has the number 72 and a logo on its side. The background shows other sailboats and a bright sky.

The typical OK Dinghy sailor is

- 41 to 65 year old male
- Weighing 80-100 kg
- Active nationally with high ambitions to compete internationally
- Have sailed the OK Dinghy for more than 20 years or less than 5 years
- If new to the class, coming from another dinghy class
- High willingness to travel internationally



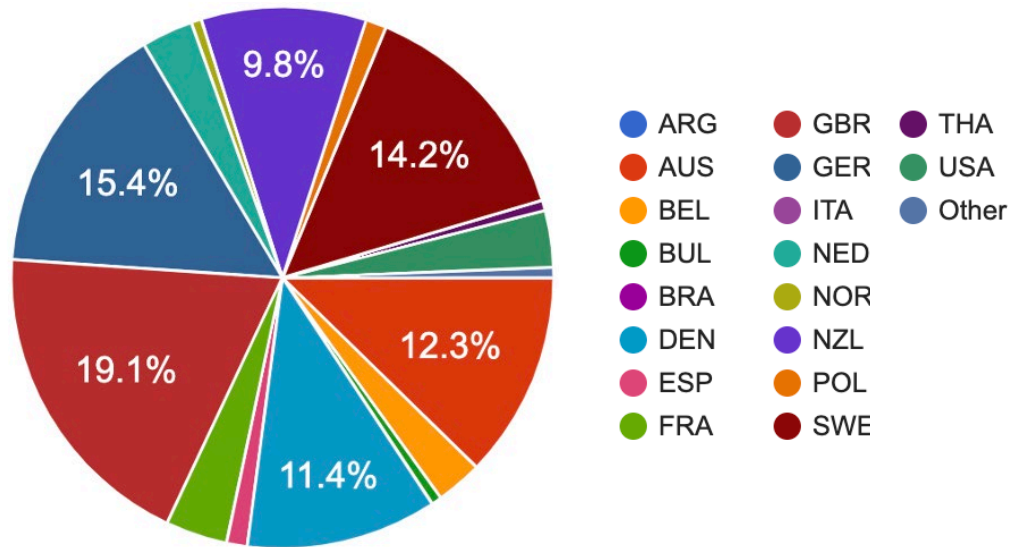
Summary of the Survey

This is a summary of member input

- OKDIA is good at promoting and developing the class
- There are potential improvements in the media coverage
- Keeping equipment cost on a reasonable level is ranked high
- Finding venues and organisers that can offer good competitive racing at a reasonable cost
- Attracting more new sailors from diverse backgrounds is important
- The class rules are good, and offer few possible improvements

Membership countries and survey responses

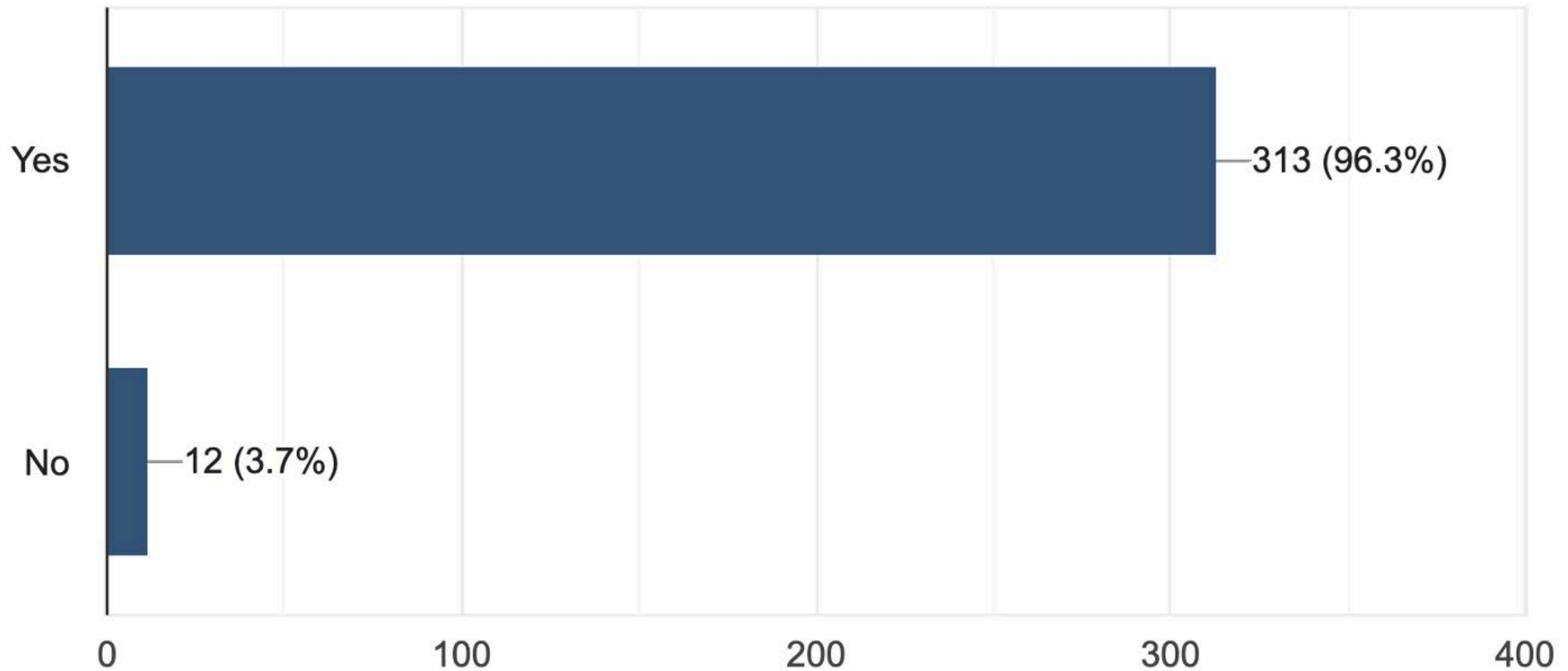
325 replies on the survey, a 40% response rate



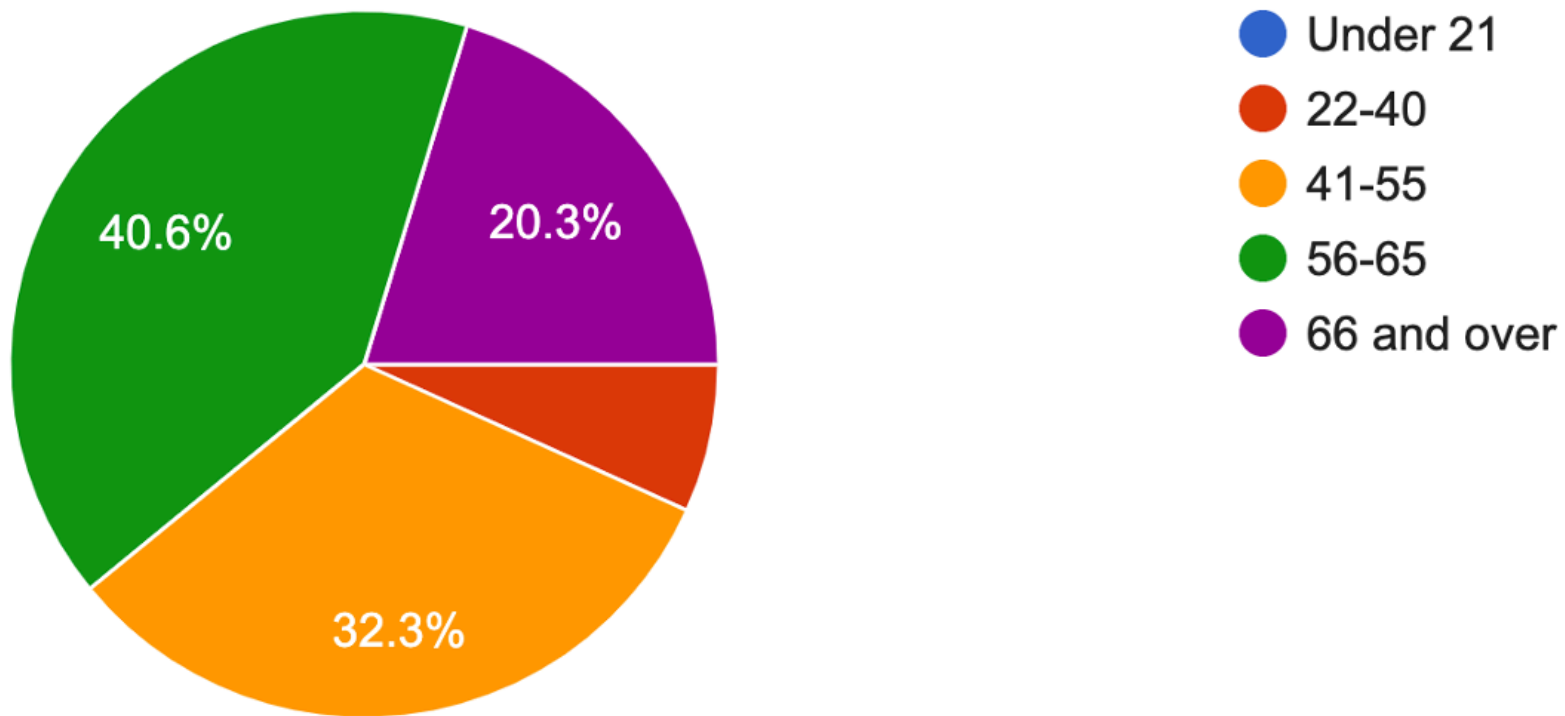
Top 5 countries

- GBR (62)
- GER (50)
- SWE (46)
- AUS (40)
- DEN (37)

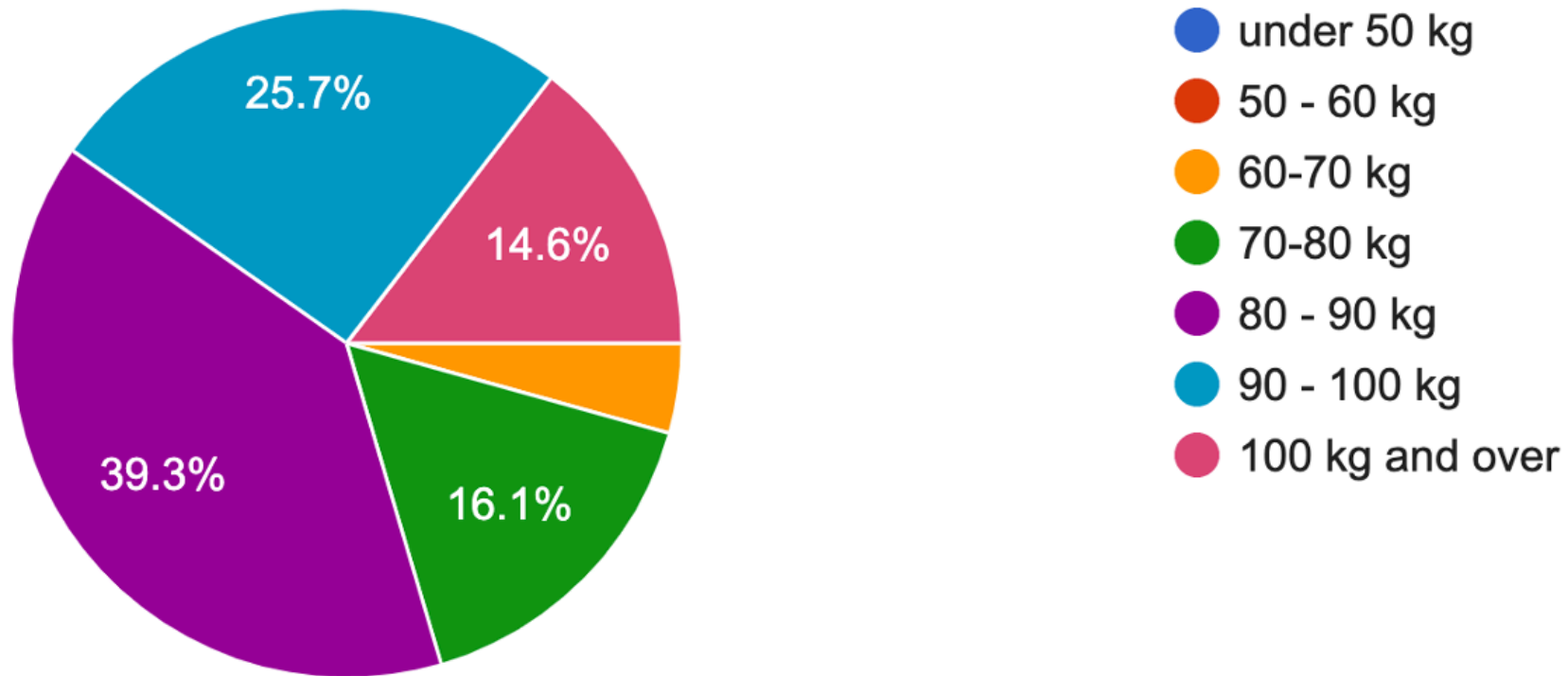
Respondents boat ownership



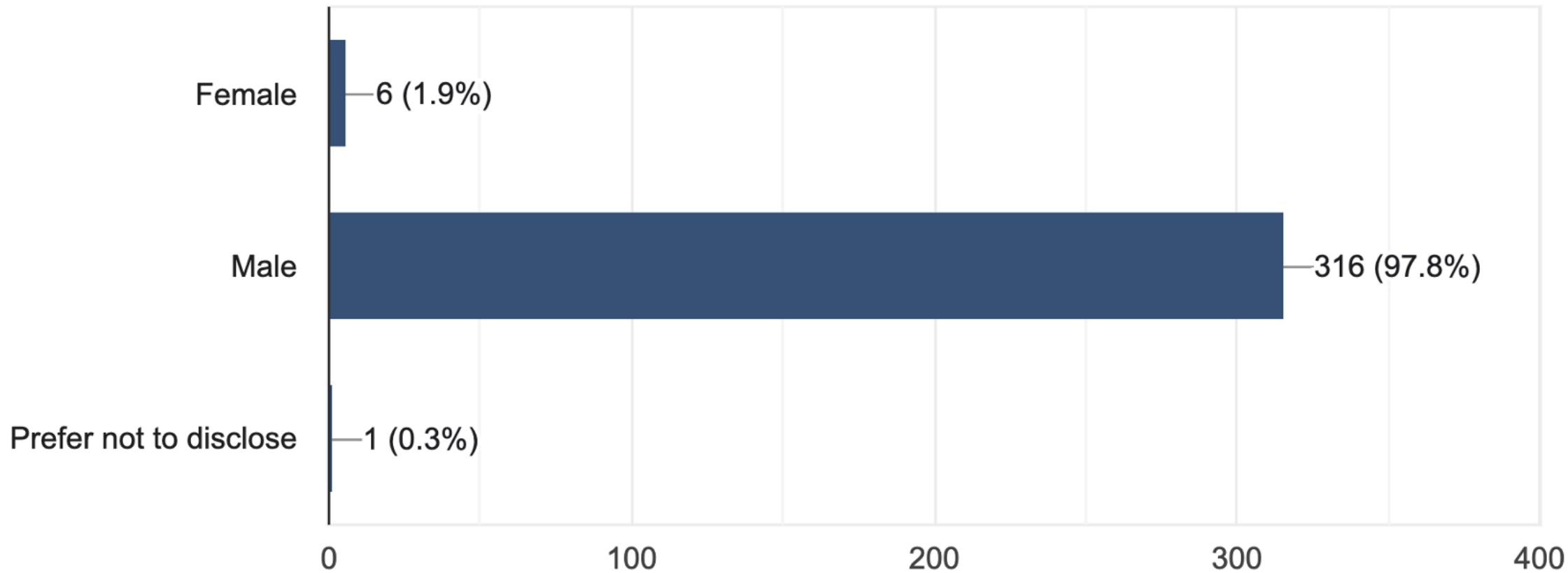
Respondents age distribution



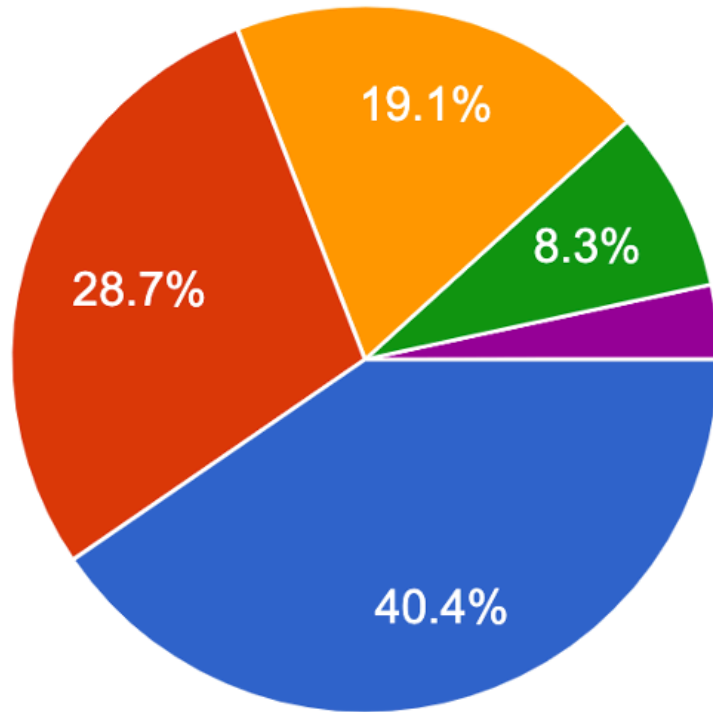
Respondents weight distribution



Respondents gender distribution

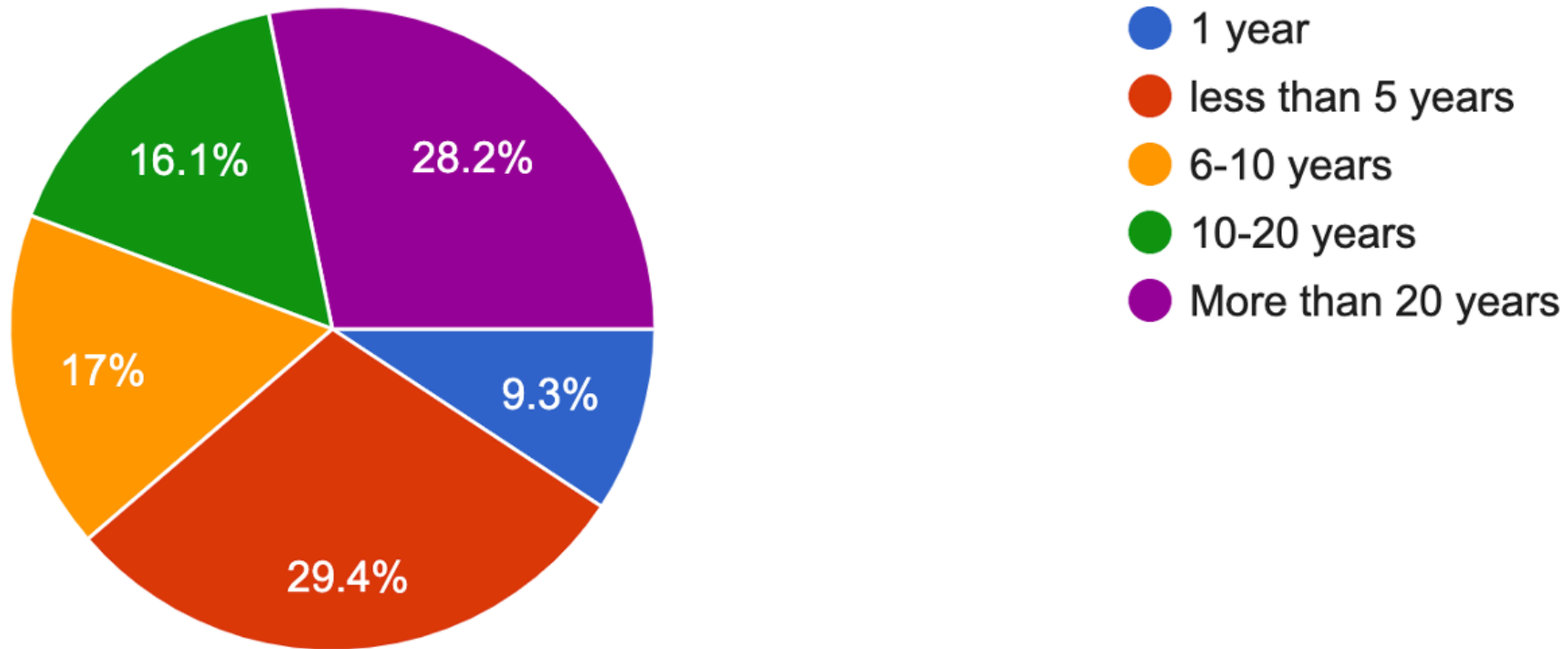


Respondents level of sailing activity

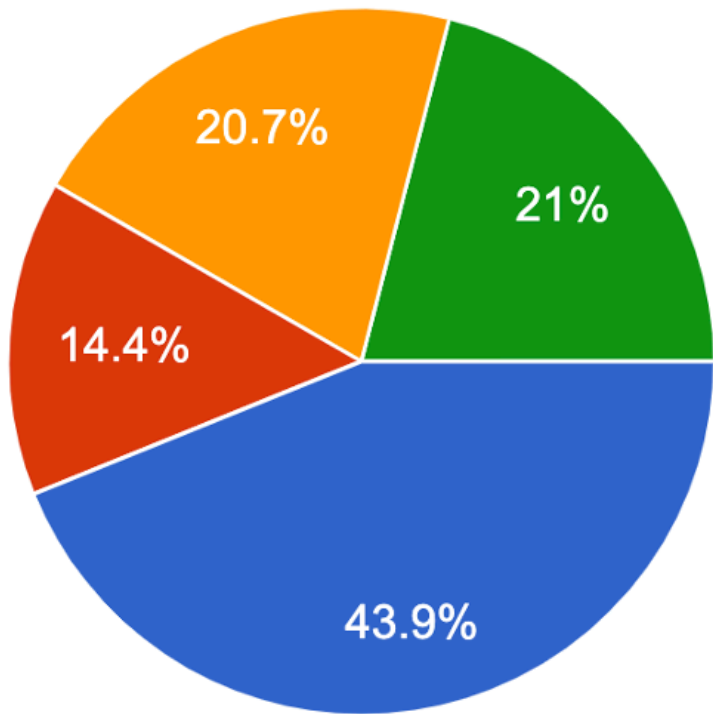


- Active internationally
- Active nationally
- Active locally / club level
- Lightly active
- Passive member

Respondents OK Dinghy history

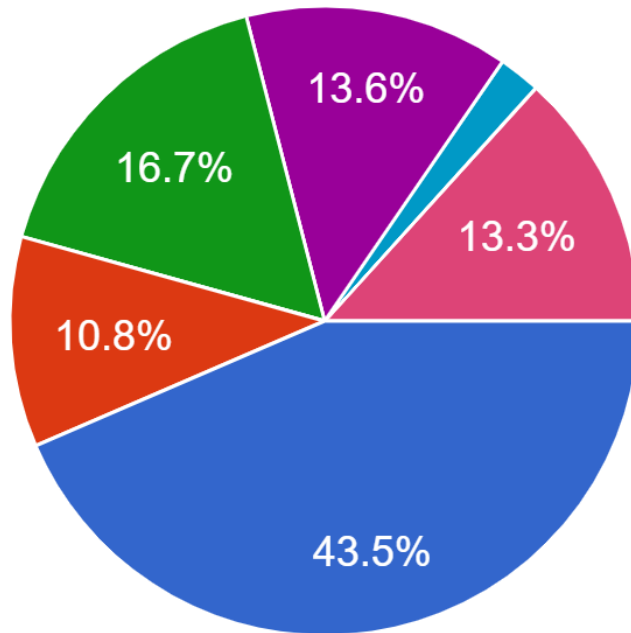


Respondents sailing background



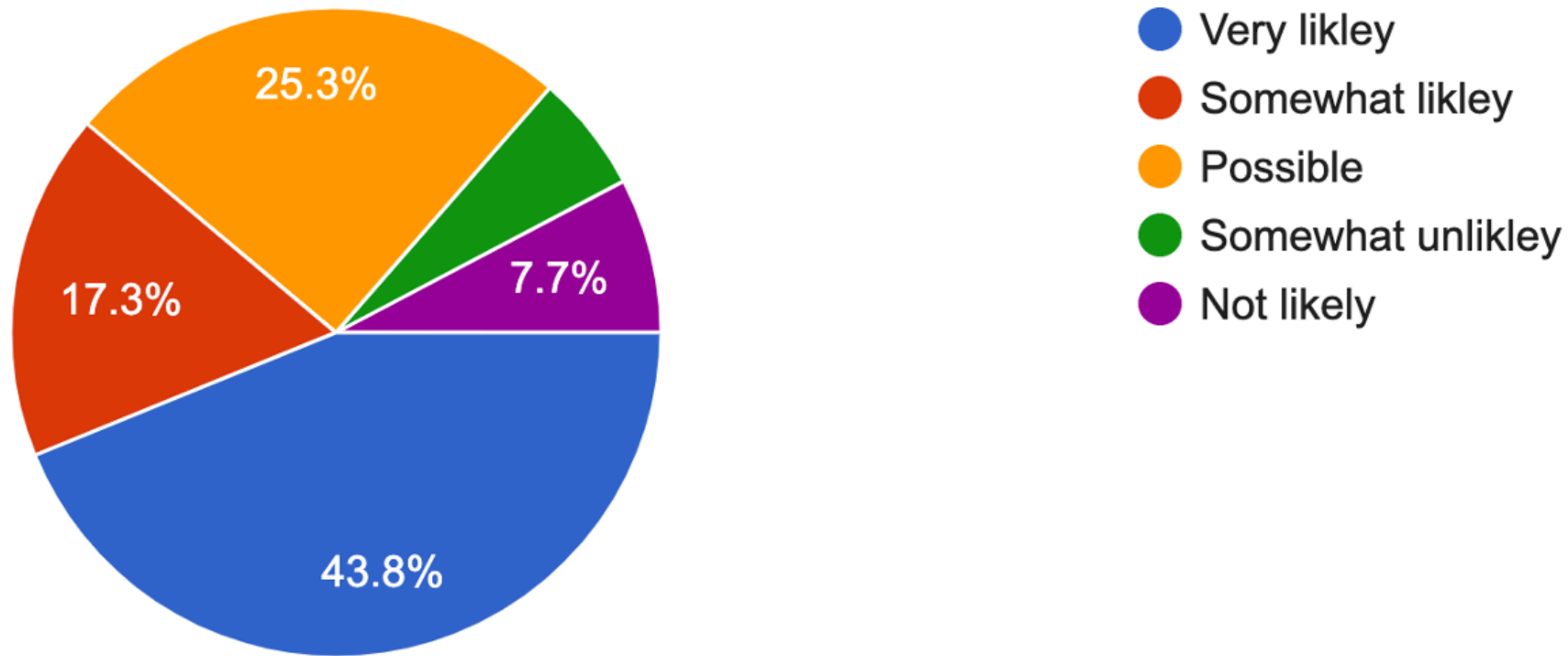
- Another dinghy class
- Keel boats
- Returning to sailing after a period of absence
- I'm still active in other classes

Respondents racing ambitions

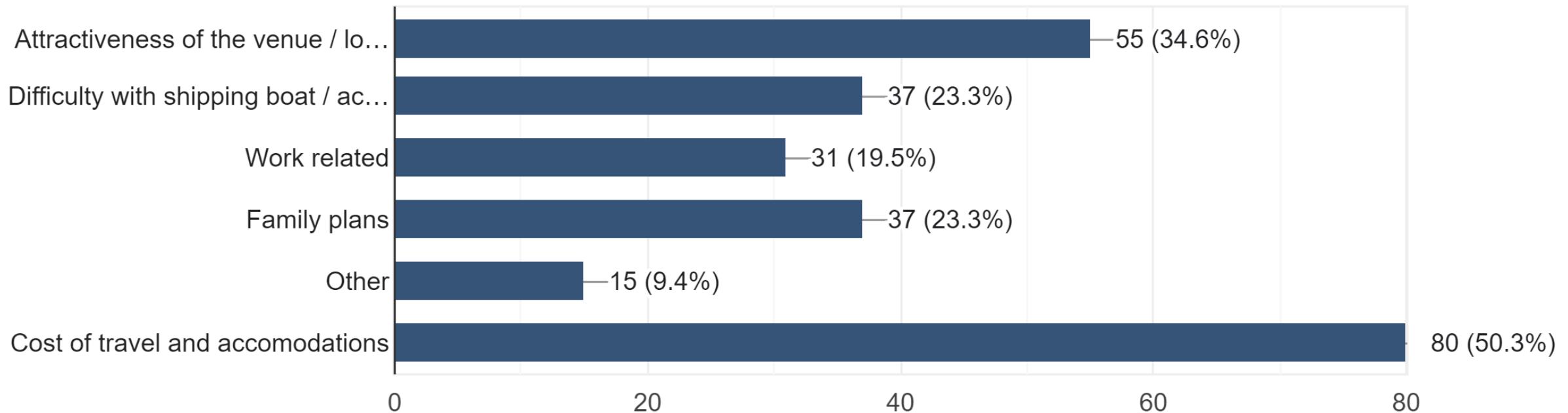


- Worlds
- Europeans
- Regional event (Interdominions, Kiel, Spring / Autumn Cup)
- Nationals
- Club sailing
- None of the above
- Regional event (Interdoinions, Kiel, Spring / Autumn Cup)

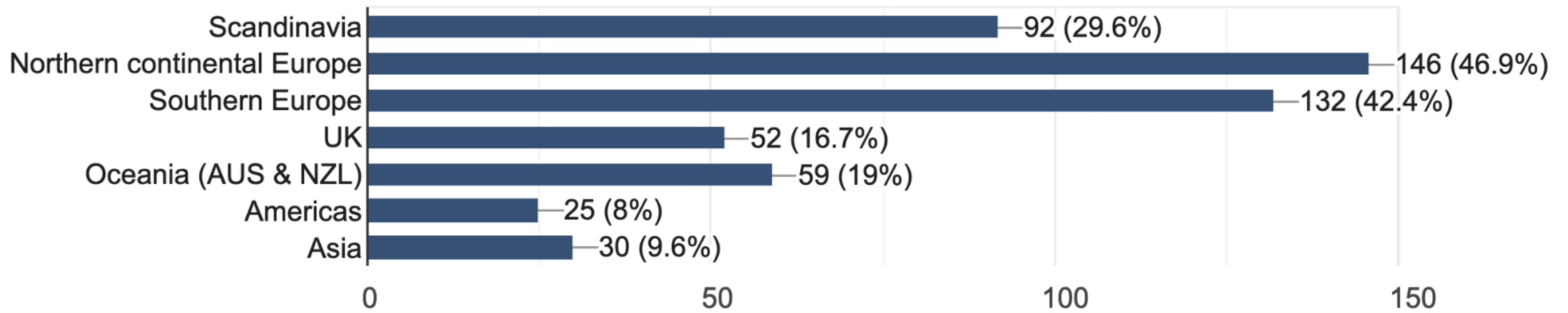
Respondents' willingness to travel abroad to race



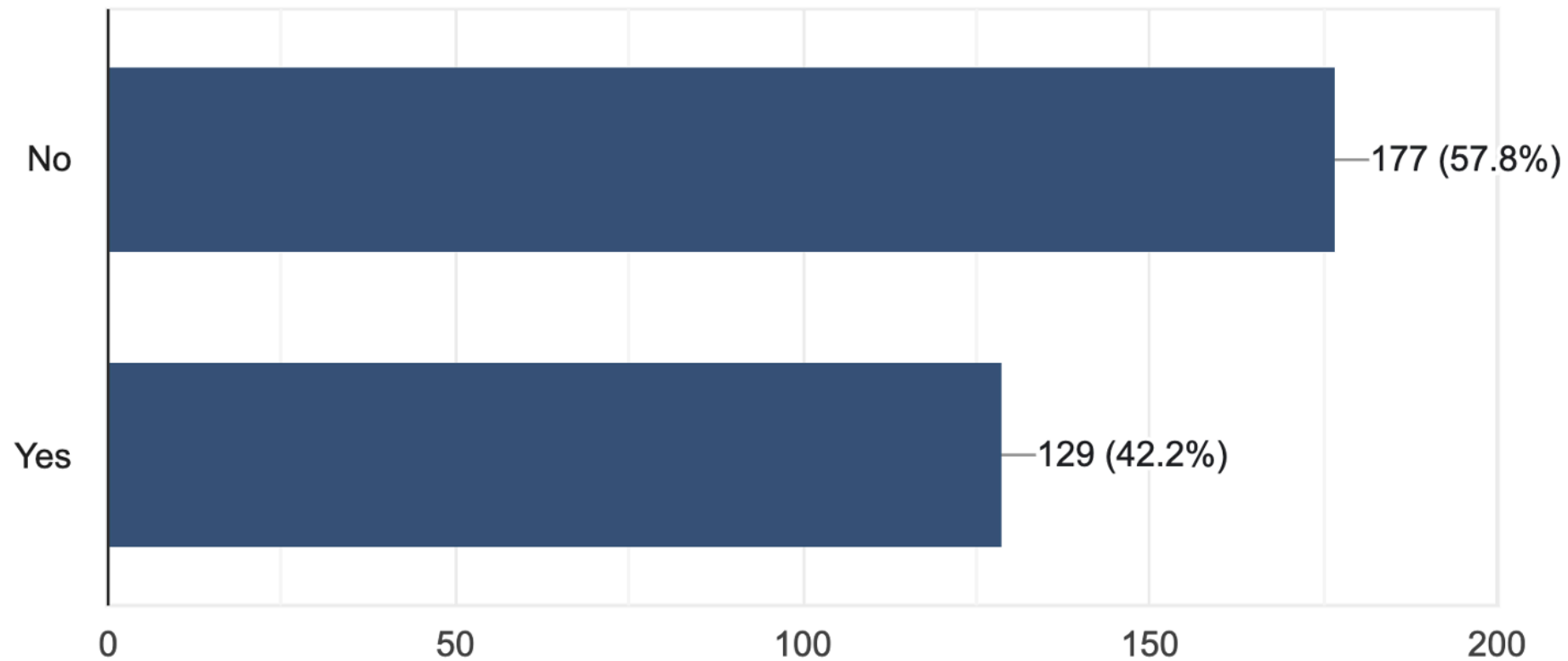
Main hurdles for not travelling abroad



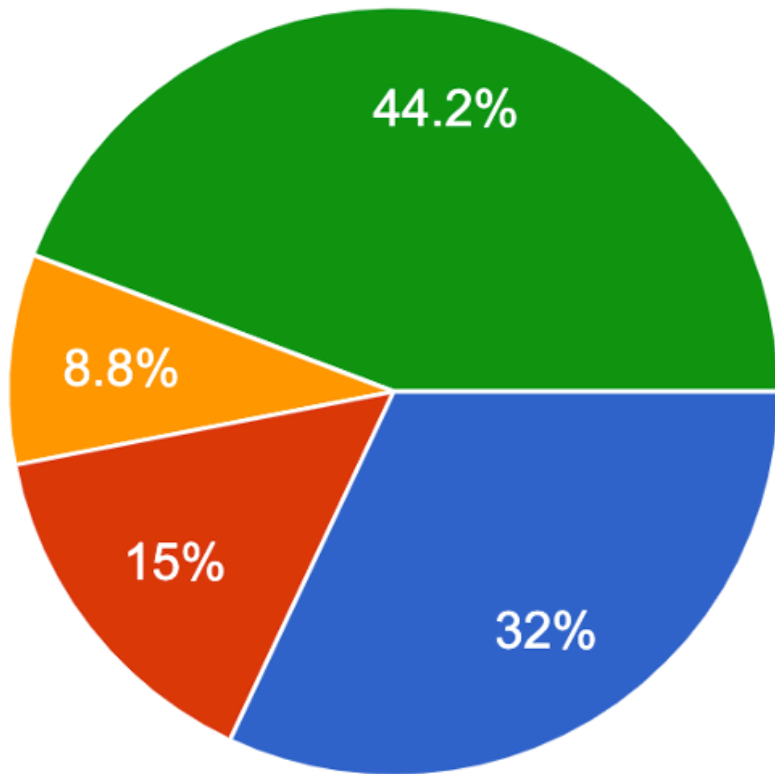
Preferred racing venue geography



Do respondents want more exotic venues?

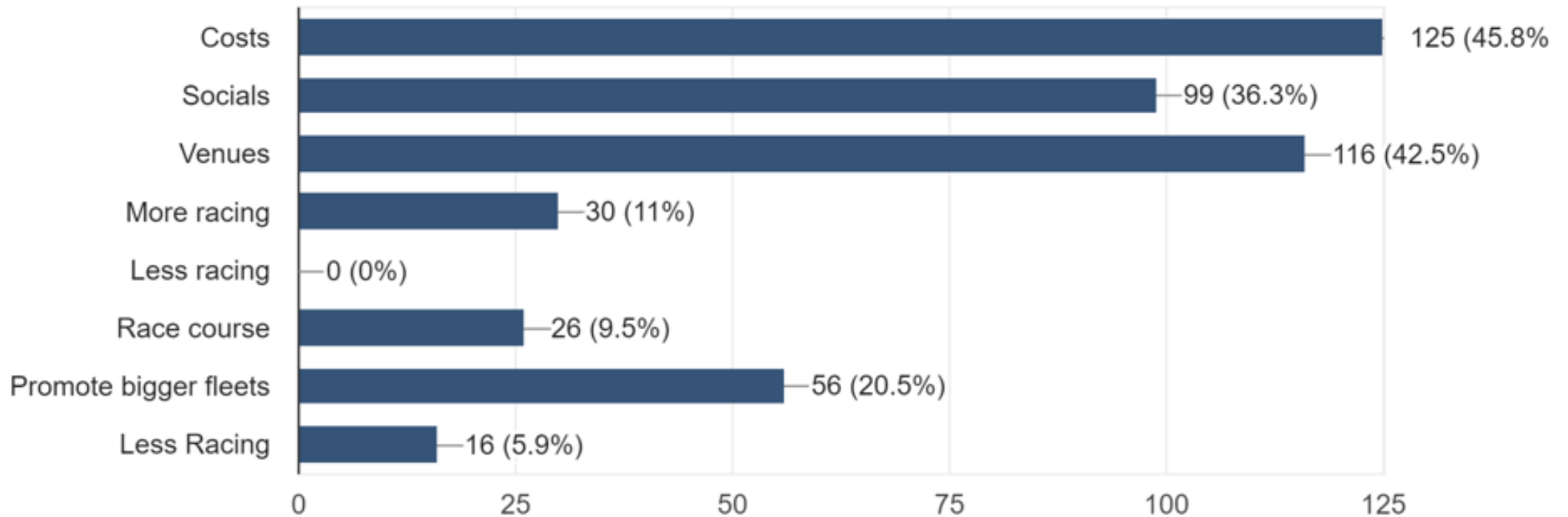


When two venues are back-to-back, what is important?

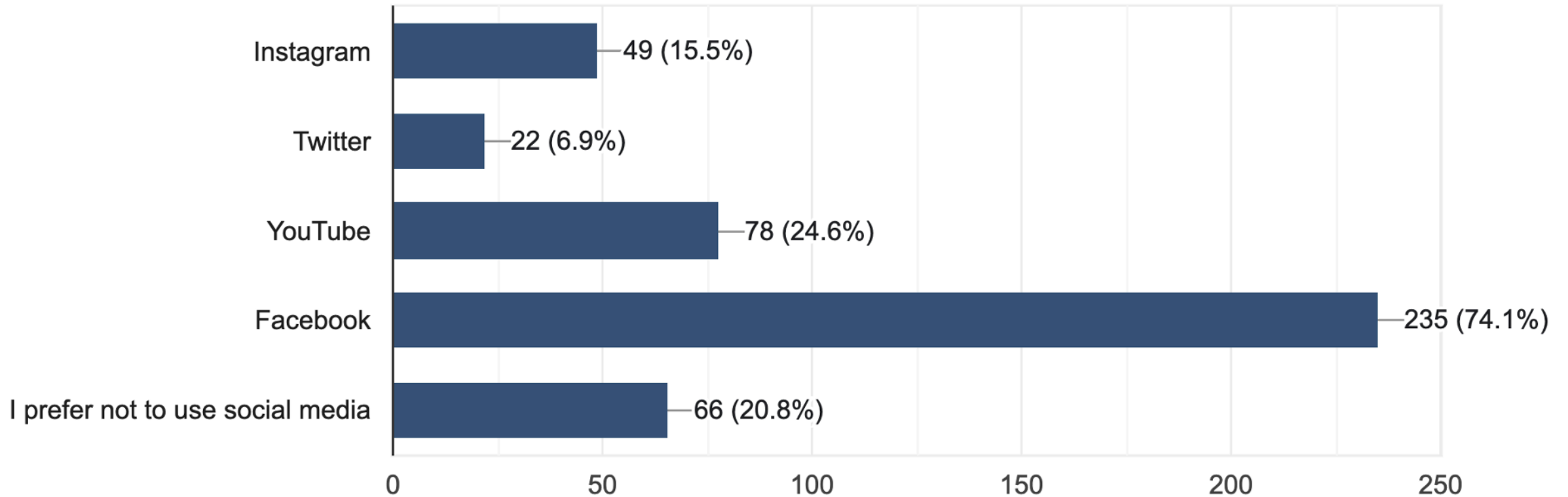


- As few days as possible in between to limit time away from home/work
- A longer gap of 4-7 days
- A much longer gap of 2-3 weeks
- One event at a time is enough

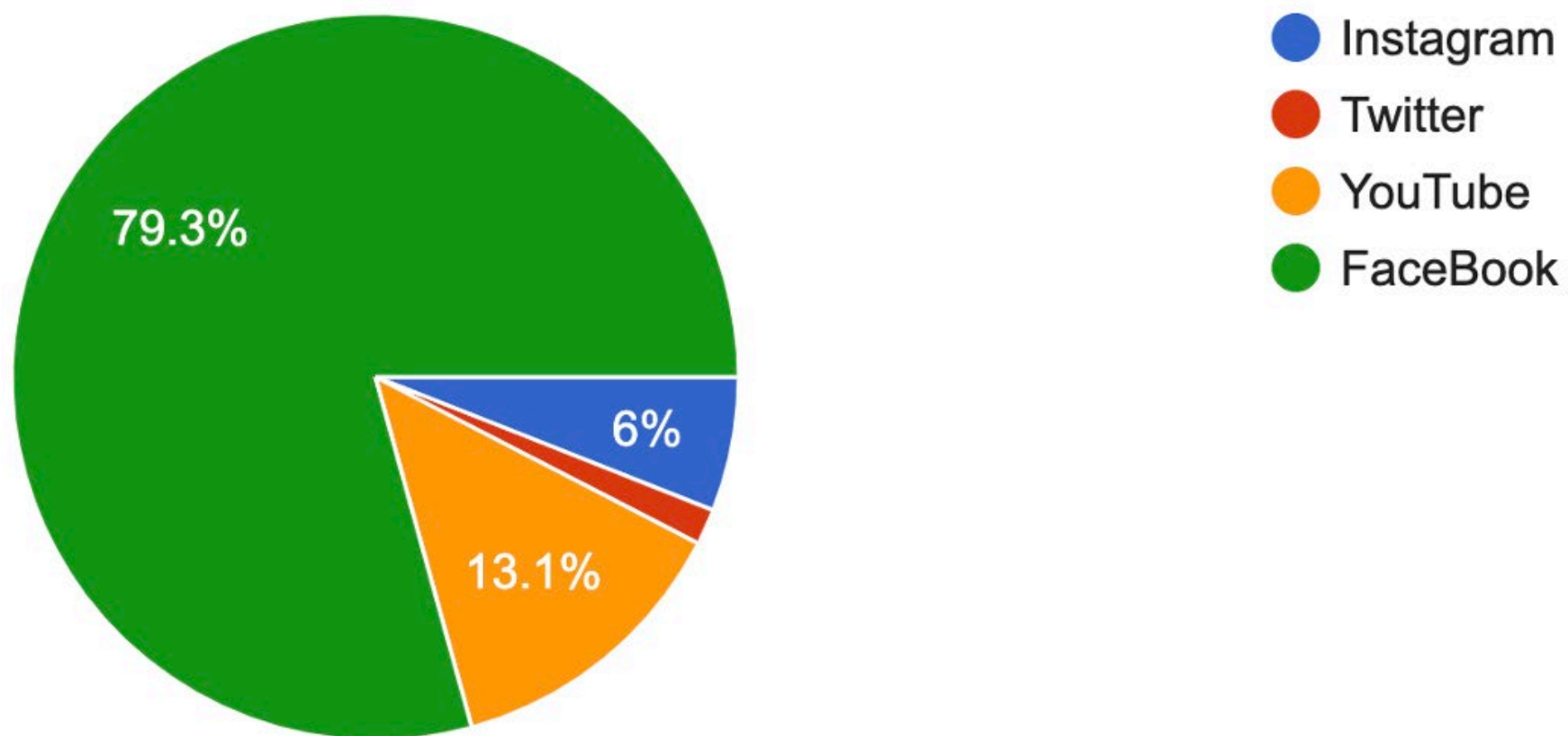
OKDIA can improve the events, by addressing



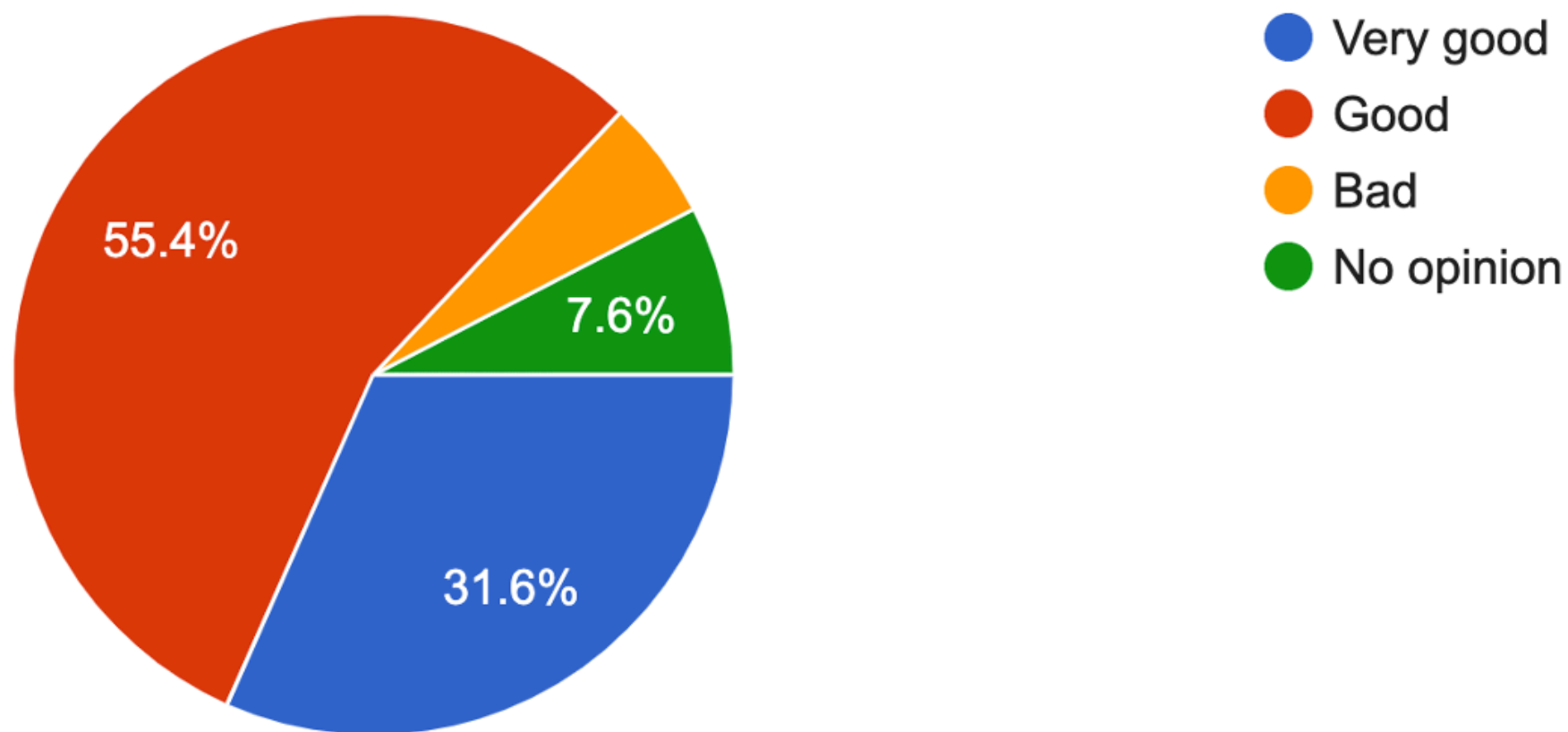
Members use social media



This social media provides the most content



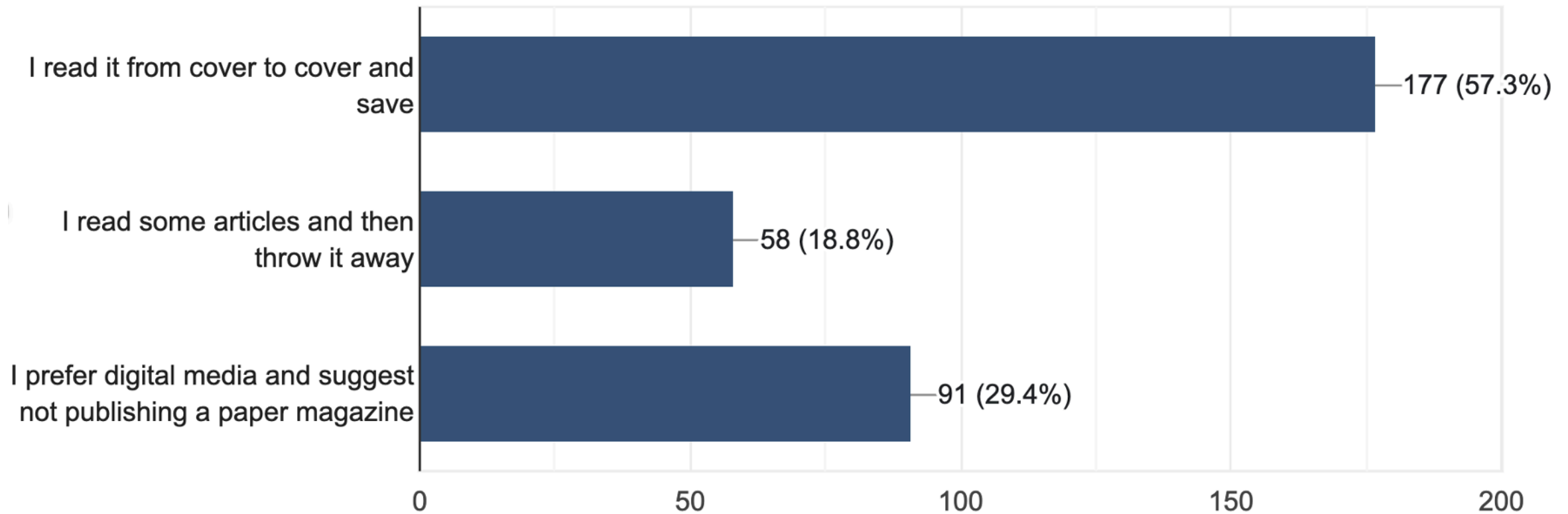
The OKDIA media coverage is



Proposals how to improve media coverage

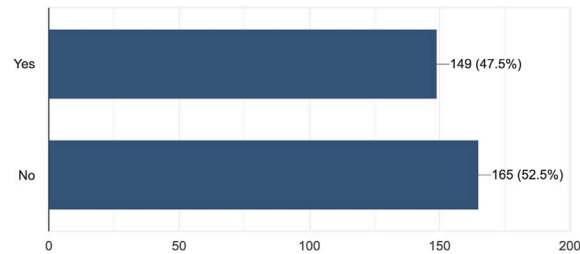
- Improve race coverage: More race pictures, live tracking of races, and on-water live commentary and streaming
- Enhance communication: More emails and push notes to sailors, and getting messages to non-OK sailors
- Consolidate online presence: Merge multiple Facebook sites into one, use other social media platforms like Twitter and Signal, and improve the website
- Diversify content: Include more awesome videos, interviews, and stories from across the fleet, with less focus on the top 5
- Increase international coverage: Distribute local level event coverage to an international audience, promote media coverage to national sailing magazines/websites, and involve more countries through coordinated media coverage
- Technical and educational content: Provide technique videos, hints and tips from top sailors, and training videos
- Broaden coverage: Cover national events, small countries, and more regional/local coverage, including stories from other classes.

Opinions on the OK Dinghy International Magazine

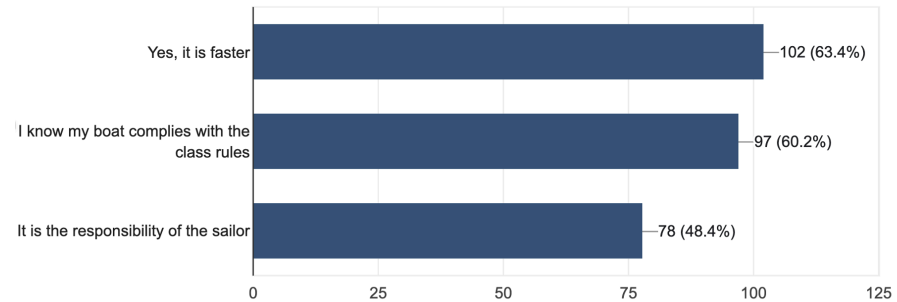


Equipment self check-in at regattas

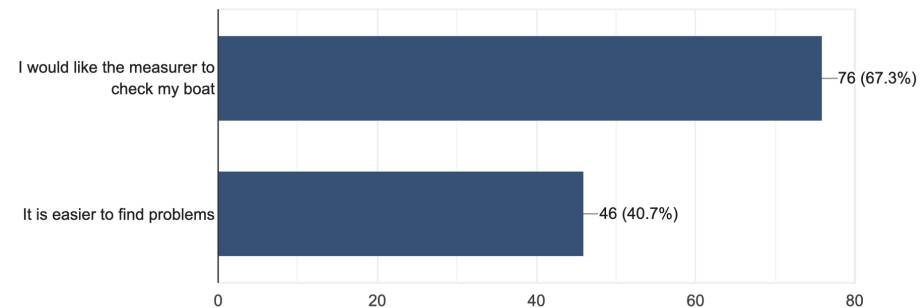
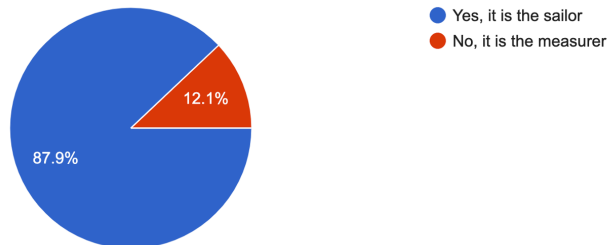
Sailor's experience with self check-in



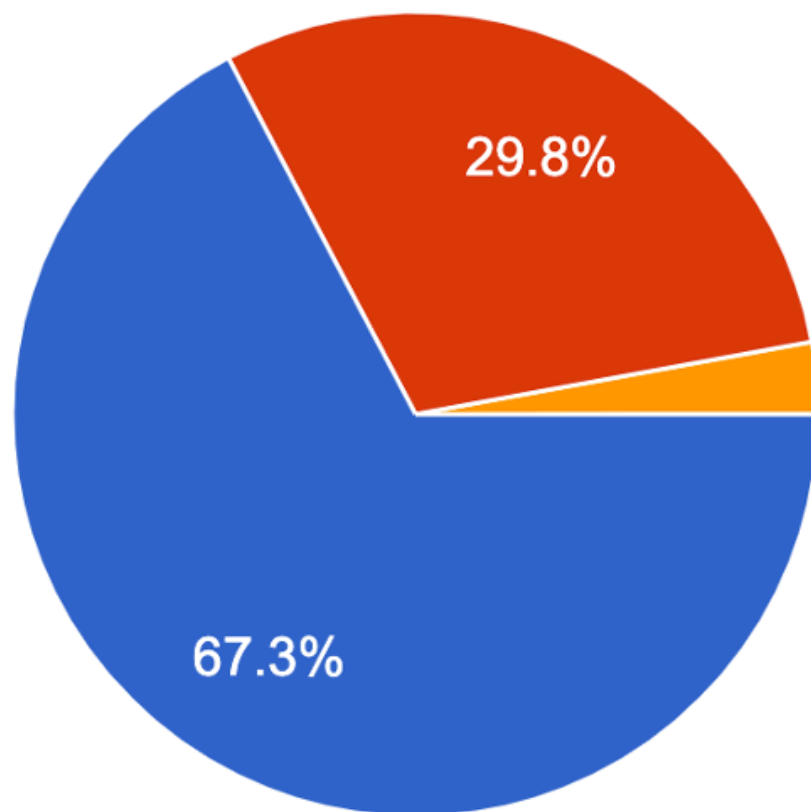
Sailor's view on self check-in



Who's responsibility is it that the boat comply with the class rules?

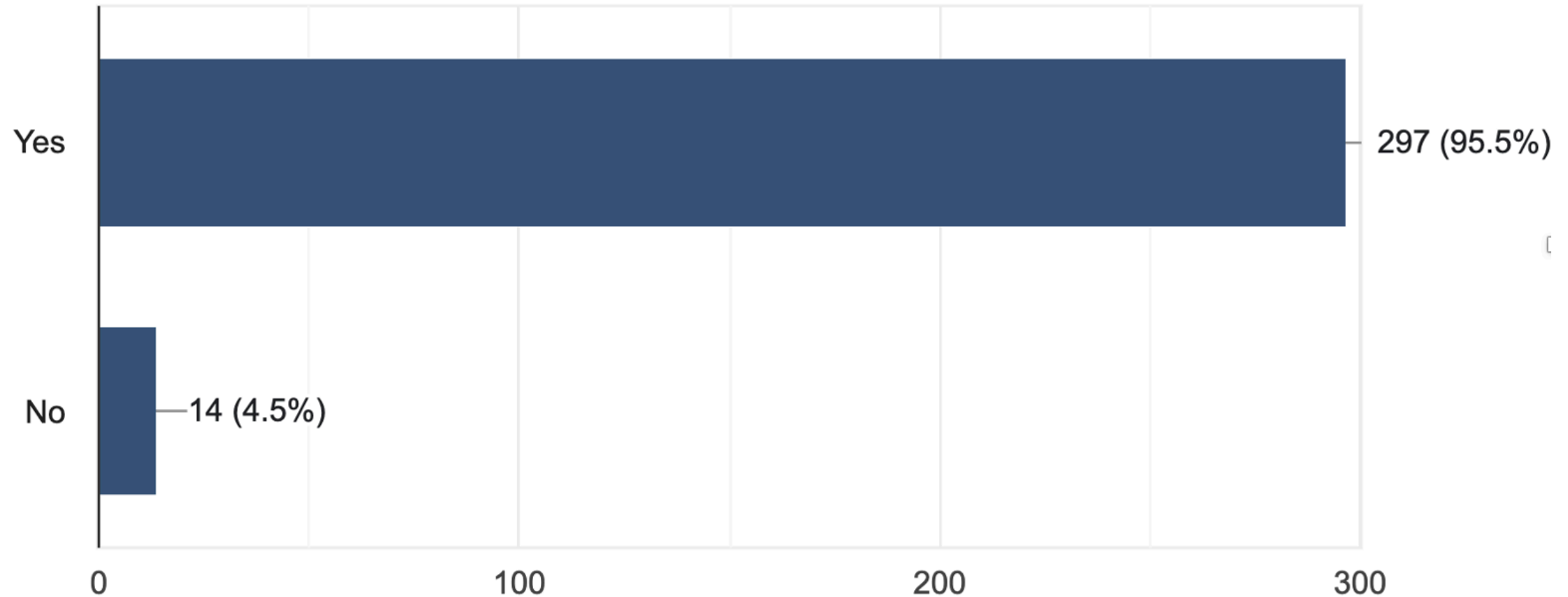


Awareness of the OKDIA responsibilities

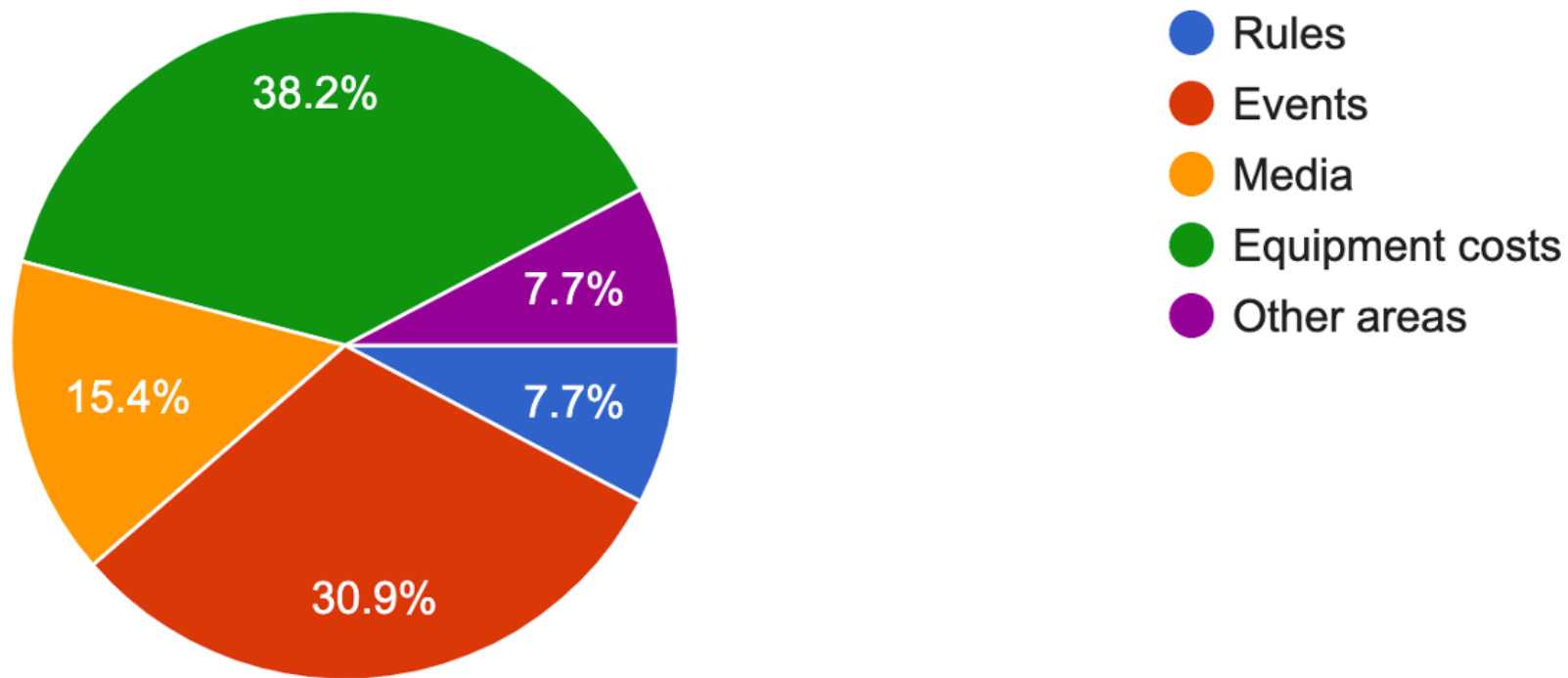


- I am well aware
- I am not sure
- It does not affect me

Respondents think that OKDIA is doing a good job



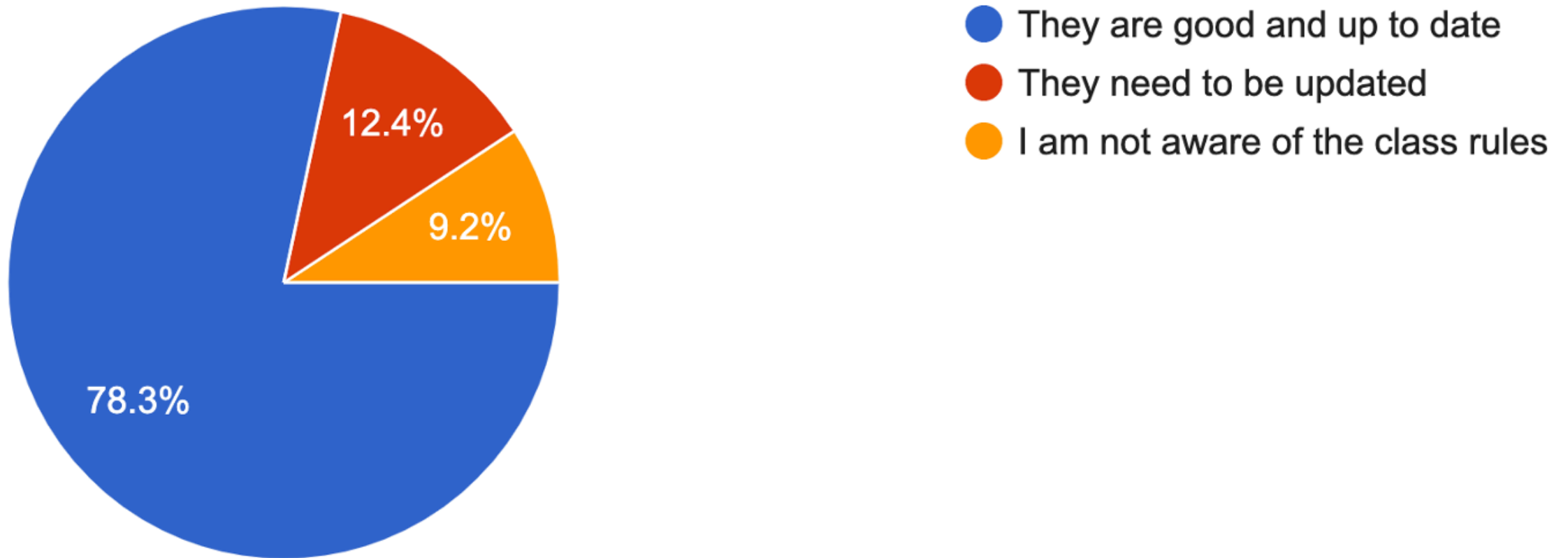
OKDIA improvement areas



OKDIA improvement areas (summary)

- Expand class presence: Spread the class to new bigger sailing nations like Italy, Spain. Agree an approach for US
- Enhance equipment accessibility: Stricter one design rules to facilitate buying second-hand equipment, limit boat and equipment costs, and provide charter boats for international events
- Improve racing format: Consider sprint racing and shorter races, make races longer, and have fewer international events with more focus
- Promote participation: Attract people to the class and events, promote grassroots club fleets, and support club-level training
- Support national associations: Funded junior programs, help evolve the class in "new" regions, and assist national classes in organizing Grade 1 events
- Modernize and promote sustainability: Modernize the technical manual on the website, consider new materials and controls, and promote sustainability in equipment buy and sell
- Enhance event experience: Provide free camping, low-cost venues, and transport deals, and prioritize cost-effective events.

Respondents rate the class rules



Class rule improvement possibilities (summary)

- Equipment standardization: Stricter rules, move to carbon booms, and standardize rudder angle and mast specifications
- Weight-related considerations: Review weight limits, weight distribution, and mast weights
- Rule clarity and consistency: Improve the description of trials on new equipment, address previous amendments and unintended consequences, and reduce confusion around laminated sails
- Performance enhancements: Allow holding the mainsheet before the block for better downwind performance
- Streamline rules and documentation: Simplify the organization and accessibility of rules, remove duplicated items, and standardize measurement procedures
- Cost-effectiveness: Reduce unnecessary expenses by reducing the contingent of international umpires and officials required at major events
- Safety considerations: Review buoyancy requirements and watertight compartments in the cockpit to ensure safety in case of flooding

Is there anything that OKDIA can do better? (Summary)

- Class promotion and affordability: Promote the OK Dinghy as class and maintain its affordability
- Equipment standardization: Standardize depth of mast, rudder fittings, and centreboards. Allow laminated sailcloth, carbon fibre booms, and 0-degree rudder angle
- Event organization and accessibility: Improve accommodations at venues, ensure good quality and cost-effective charter boats, and reduce event costs
- Communication and information: Enhance the OKDIA website, provide more informative content, improve distribution of OKDIA magazine, and establish a centralized online membership portal
- Sustainability and environmental considerations: Reduce single-use plastics, consider environmental impact, and promote cost-effective transportation to events
- Support and development: Support emerging fleets in new countries, assist with training and coaching events, and attract juniors and new sailors to the class
- Community and camaraderie: Foster class spirit, encourage club racing, promote regional regattas, and organize social activities for sailors



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