



PROMOTION AND DEVELOPMENT COMMITTEE

Meeting

held from 14:00 – 16:00 UTC/GMT
on Monday, 31st October 2022 via Zoom

MINUTES

Present: Dobbs Davis (USA) – chairman, Thomas Nillson (NOR) – vice-chairman, Zoran Grubisa (CRO), Luke Scott (RSA), Piret Salmistu (EST), Thomas Blixt (SWE)

Apologies for absence: Fabrizio Pirina (ITA), Steve Benjamin (USA), Qu Chun (CHN), Stratis Andreadis (GRE), Jose Frers (ARG), Christos Theodosis (GRE)

Observers: Andrus Aarna (EST), Edward Cesare (USA), Johan Tuvstedt (SWE), Per Boymo (NOR), Sydney Hough (USA), Willem Ellemeet (NED), Bruno Finzi (ITA), Bruno Frank (SUI), Alberto Pindozi (ITA), Luc Gellusseau (FRA), Eiji Mizukoshi (JPN), Panayotis Papapostolou (GRE), Lopo Pizzaro (POR), Heikki Räisänen (FIN), Eckart Reinke (GER), Michael Quist (DEN), Matteo Zuppini (ESP), Edoardo Recchi (ITA), Johannes Christophers (GER), Robert Jacobsen (GER), Roy van Aller (NED), Karl-Hannes Tagu (EST), Masakazu Takagaki (JPN), Peter Tjalma (NED), Chris Tutmark (USA), Jay Tyson (USA), Roy van Aller (NED), Ecky von der Mosel (GER)

1. Approval of Minutes of 2021 meeting

Minutes of 2021 meeting were unanimously approved.

2. Submissions

EST 1 – Championship Prizes

The committee is supportive of the submission, with suggestions to amend the submission language slightly to say “...all ORC World and Continental Championships,” and “...event sponsor references...”

EST 6 – Post-event Survey

The committee supports the submission and suggests a Working Party be formed to devise questions that solicit feedback on ORC-related matters, with questions related to event-specific matters to be handled by the OA. The survey should be concise enough to get a high percentage of meaningful responses yet also help in shaping future improvements for ORC regattas and policies.

FIN 5 – Diversity and Youth participation

The submission is supported by the committee in principle but not in its exact proposal. First, while ORC has influence on shaping participation standards at World and Continental

Championship events through the Championship Rules, it does not have a similar role at National events. Similarly, while the committee supports the idea to promote youth and female participation, specific percentage standards for events should be devised by the events themselves rather than uniformly applied for all ORC events, except when following World Sailing standards where appropriate (such as the DH championships).

In discussion it was also noted that the 2022 ORC DH Worlds had a prize for the best all-female team, but none of the entries qualified. The 2023 ORC Worlds in Kiel will have recognition of teams with 50% or more female crew, and in some cultures (such as the USA) there are youth-specific offshore racing events that are designed to promote youth racing.

3. 2022 activities and reports

Reports were made on ORC promotional activities in 2022. Referring to the ORC report made to World Sailing, the Chairman indicated the growth of boats using ORC certificates has reached an all-time high of nearly 9000 as of the end of 30 Sept and over 12,300 certificates of all types issued by that date and growth in most all 46 nations using ORC. He also indicated the introduction of ORC multihull certificates this year and a re-growth of ORC Superyacht activities compared to 2021.

In new fleets, ORC staff reported supporting issuing new certificates and race re-scoring for a small but growing fleet in Hong Kong, continuing initiatives started there in the pre-pandemic era. New rating offices were established in Turkey, Romania and South Africa, and measurement seminars were held in Finland, Denmark and Latvia. Ongoing seminars and support for regattas in the USA have helped grow its fleets to include all coasts and the Great Lakes, with >1000 certificates expected in 2022.

Piret reported social media channels (Facebook and Instagram) have experienced tremendous growth in 2022, with 5600 Likes and almost 7000 followers on Facebook, with a reach of 148,000, and 12,600 followers on Instagram. The most users of both platforms were based in ITA, USA, GER and ESP. Piret feels originating our own content at events in addition to event partnerships has helped fuel this growth.

The Chairman reported the reach of the newsletters on the Constant Contact system was also greatly expanded to >1 million subscribers and contacts to date in 2022, with 350,000 opens of the newsletters and about 1.5% click-throughs to other links. For 2023 improvements are planned to the newsletter format to make it more mobile-friendly to improve the open and click rates.

Lastly, the new promotional partnership with Gaastra is reported to have been positive for 2022, with ORC achieving a more unified professional appearance at ORC championship events in their support roles. In contrast more effort is needed to maximize the potential benefits in the relationship with Seahorse, and this will be evaluated for improvement in 2023.