

# A letter from the 2.4mR Executive Committee Marketing Subcommittee

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Here are the results from the Marketing Subcommittee Survey, our comments and suggestions. The sum of numbers is not always the same as some NCA didn't respond to all items.

We wish you an informative lecture. If you discover any error or omission please let us know asap.

## CONTACT DETAILS:

It wasn't easy to find the contact details of all supposed active NCA. We couldn't get e-mail address from DEN, GRE, JPN, POR and ESP. We didn't receive any reaction from IRL, ITA and POL. Response from NZL is still pending.

As we couldn't collect information from all +/- know NCA we can't consider this survey as

totally accurate, but we reached a fleet of 754 boats



## FLEET:

There is a great diversity in fleet size, not always correlated to the size of the country, probably more correlated to water access and facilities. Difficult to assess in detail. Most boats are privately owned. The number of active racers in relation to the total number of estimated boats is interesting. The ratio racers/boats goes from 100% to 3.5%. For sure a huge opportunity to encourage racing.

From the estimated 754 boats only 284 are member of a NCA. The correlation between members and paid ICA member fee is moderate, in one case even poor (only 44% paid the member fee).

## REGULAR LETTER / MEMBER FEE

Letter from the president: yes 8, no 5.

Letter from the secretary: yes 4, no 9

ICA newsletter: yes 11, no 1.

Slight increase of member fee: yes 8, no 5

Fee club owner: yes 1, no 9

Fee association owner: yes 1-3, no 9

Fee sponsor: yes 8, no 4

A overwhelming majority (11/1) wish a regular ICA newsletter, to a lesser extent (8/5) also a presidential letter.

Increase in member fee is always a very sensitive subject: 8 agree, 5 disagree. The same for sponsor fee.

## OBSTACLES PREVENTING EXPANSION

Financial constrains: yes 7, no 5


Storage space: yes 1, no 11  
Launching facilities: yes 4, no 9  
Cost of a new boat: yes 10, no 2  
Limited access to used boats: yes 11, no 2  
Branding, reputation: 1 lack of notoriety  
8 regarded as a boat for disable  
1 expensive boat

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## WEBSITE

Happy with website: yes 2, no 6, partly 2  
Which strength: class rules/technical/OD certificates, minutes EC  
Weakness: outdated layout/info, missing links/info races, static, poor photography  
What is paramount: links, up-to-date info contact/races-calendar-results/technical, class rules, minutes, attractive-bright-colorful-appealing pictures, good information for new 2.4 sailor  
Template to NCA: only 4 wish a template, mainly due to missing national website  
Pictures available: overwhelming yes (12/1)  
Contribute to website: again overwhelming yes (11/1) on a regular or periodical basis

## Conclusions and Suggestions

1. A standard e-mail address for NCA President and Secretary can facilitate the contacts, especially after presidential change.
2. 284 of 754 estimated boats are member of their NCA, 265 are regular racers. An opportunity for the NCA to increase the number of members (members fee ) and racers.
3. A regular ICA newsletter is welcome.
4. A small majority agree with increase in ICA member fee
5. Financial constrains, expensive new boat, limited access to used boats and branding as “boat for disable sailor” is by most perceived as major obstacle to fleet expansion.
6. 80% of the NCA is not (6) or partly (2) unhappy with the existing website.

New website should be

- appealing: attractive, good pictures, modern layout, up-to-date info
- dynamic introduction for the newcomer
- ICA information
  - Constitution
  - Class rules, certificates
  - Officers
  - EC + minutes
  - TC + minutes

- Race information      AGM minutes  
World Championship calendar + result, also previous years  
Continental Championship calendar + results  
National Championship calendar per continent + results
- Link to NCA              at least e-mail president  
If available link to national website
- Link to Facebook?
- Technical info          trim, ....
- Business info          paid?
- boats, equipment for sale? automatically removed after 3 months?

Pleasant ascertainment: an overwhelming majority is willing to contribute regularly or periodically to the website.