

July 18th 2016

INTERIM REPORT ON THE IOD WORLD CLASS ASSOCIATION STRATEGIC PLANNING INITIATIVE

Since my preliminary report on March 25th 2016 I am pleased to write that some progress has been made in many areas and clarification of purpose and direction in others. First I would like to deal with communications between the WCA and the fleets of the class. A major development has been the introduction of the WCA Face book page. This has also been connected to our WCA Website and is visible on the landing page so there is an immediate accessibility. The Web page is a great place for accumulating historical documentation and information we want to be readily available to our members. However our web site is dated and needs a serious upgrade to be more attractive to showcase our brand but also to attract our members to use it along with the WCA Face book page. There are a couple of housekeeping items for our Face book page. Each fleet needs an editor to be authorized by the Communications Coordinator to post information to the WCA Face book page. Currently there are a number of individuals that have access but we need all our fleets to be able to post on the WCA Face book page.

Recommended Communications update:

Each fleet needs an editor to be able to post items of interest on the WCA face book page. That person should be authorized by the Communications Coordinator. At the moment only a few members of the Class are authorized to post information.

The WCA website contains a great amount of information however, the site needs a significant up grade so our members are enticed to visit the site. The upgrade should include a reconfiguration of the headings and contents of the site.

a. Fleet health and development

One of our major goals is Fleet health and development. Some of our fleets are good at it while others are not. There are many reasons for this but suffice to say the WCA should be actively assisting and provide guidance for those fleets that are struggling.

Recommendation:

Initiate a new category of officer at the WCA executive level. Appoint a person as "Vice President Fleet Health & Development". Their mandate would be to communicate with our various fleets and develop programs and initiatives that will encourage growth of our Class.

b. Marketing the Brand

I refer to my preliminary report on marketing the brand. Professional help in developing a strategy is recommended to identify target markets and provide the right information that will attract a new group of owners and members to a classic boat like the IOD. "The spirit of tradition, another way to sail"

c. Other Recommendations

The IOD AGM is traditionally held at the time of our World Championships. Unfortunately everyone is concentrating on the sailing and not the business of governance of the IOD Class. I believe that the IOD AGM should be moved to a different date in the calendar in order to get better and more informed participation.

Recommended:

I would recommend that the AGM be moved to the Spring each year. The most logical place would be Bermuda at the end of their Race Week which is the first week of May. Bermuda traditionally has both European and North American Participants so there will great representation. It is also located near the east coast and therefore interested members could fly to Bermuda to participate if they so choose.