



## Australian 16ft Skiff Association Board Meeting

Tuesday November 8, 2016 via Skype

<b>Meeting Commenced:</b>	8.10 pm
<b>In Attendance:</b>	Rob Wasson, Clint Bowen, Lloyd Mullholland, Patrick Hanlon, Michael McMahon, Jenny Tutt, Martin Mason (BANG Marketing)
<b>Apologies:</b>	Mark Graham, James Bury
<b>Minutes taken by:</b>	Jenny Tutt

Martin Mason, from BANG Marketing, addressed the ASSA to discuss BANG's marketing proposal.

### Meeting Notes

- BANG has been in business for 15 years. Their main business is in IT and Not for Profit.
- Most business's focus on the complexity of their business and the key features of their product rather than promoting the end user benefits.
- The 16ft Skiff website is informative and focuses on the key features of the of the boat. Rather than focusing on the experience of sailing a 16ft Skiff, this is what would entice sponsorship and encourage young people to want to sail.
- BANG would research 16ft Skiff sailing to identify what archetype we are. Therefore, identifying our audience and providing a consistent voice and tone to speak to our audience about our brand value proposition. Surveys will be sent to members in each club. It is important for each club to feel included.
- The ASSA needs to identify what we want as an association:
  - Sponsorship money target (possibly a return on investment matrix eg. Spend \$12,000 with BANG and receive \$250,000 in sponsorship money)
  - How many new skiffs on the water?
  - Are we marketing to people outside the sport?
- MM – recognises that the ASSA needs to market and move forward in the hope to attract young people to the sport. Although \$12,000 is a large sum of money. There is also a concern that if new people are interested in 16ft skiff sailing that not all clubs will be in a position to accommodate them.
- PH – suggested a “think tank” with younger crew members to see what they want.

- Sponsorship – What does the ASSA want? TV / online / print. We need to make 16ft sailing compelling and exciting.
- The ASSA has the potential to contact large groups of people – this includes sailors and members of the skiff clubs Belmont have 24,000 club members.
- Possible parameters for BANG:
  - \$250,000 in sponsorship
  - Double the amount of 16ft Skiff registrations
  - Double the amount of 13ft Skiff registrations.
- The ASSA will not see a return on investment for the initial outlay. This is the research and planning phase. The second phase will be focused on sponsorship and then new recruits.

Meeting concluded at 9.45 pm.

**Next ASSA Board Meeting:** November 15, 2016 at 8.00 pm. Clint to host via Skype