



# OKDIA

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2023 Secretaries Survey  
June 2023

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# Summary of the survey results

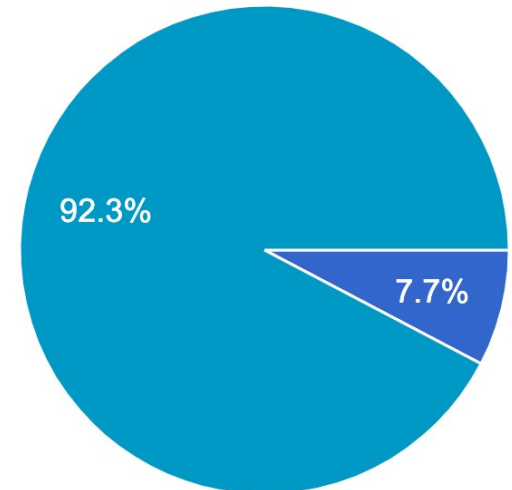
- 72% response rate
- The National Class Associations (Countries) offer ample opportunities to race nationally
- The OKDIA is generally doing a good job and providing good services
- The class rules are viewed as complete
- The magazine and media coverage is supporting the class growth
- There are a number potential improvement to make the OK class even stronger



We received results  
from 13 secretaries

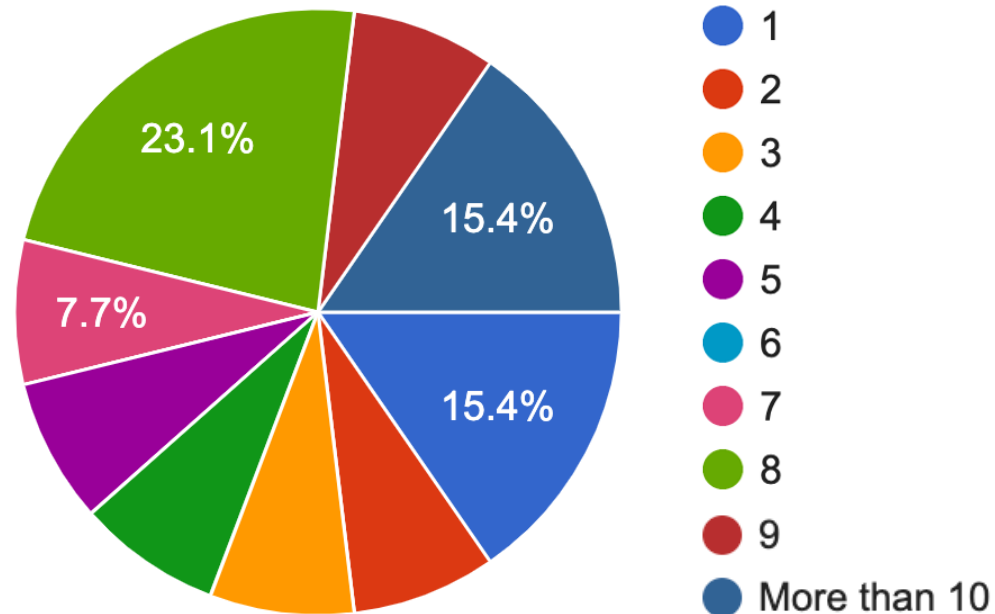
- NZL
- USA
- SWE
- FRA
- POL
- AUS
- USA
- NOR
- BEL
- GER
- NED
- ESP
- ESP
- GBR
- DEN

92% of the members  
own an OK Dinghy



# Regatta organisation

Regattas organised per year



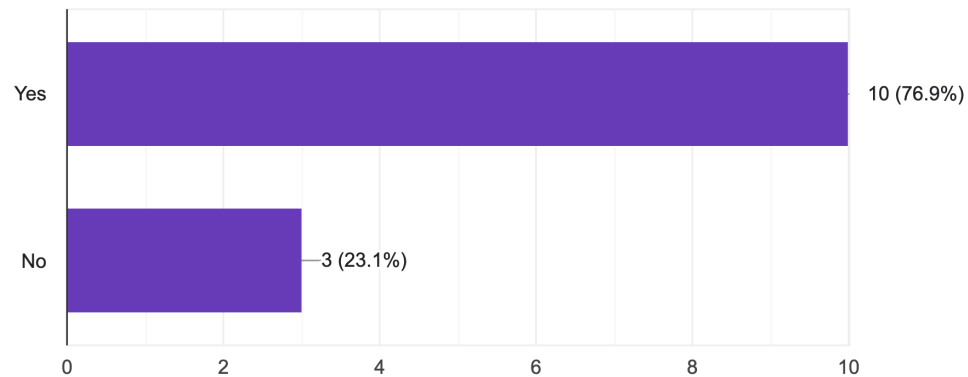
The countries organise an average of 5.5 regattas per year

- 3 countries organise 8
- 1 country organise 9
- 2 countries organise more than 10



# Regatta organisation

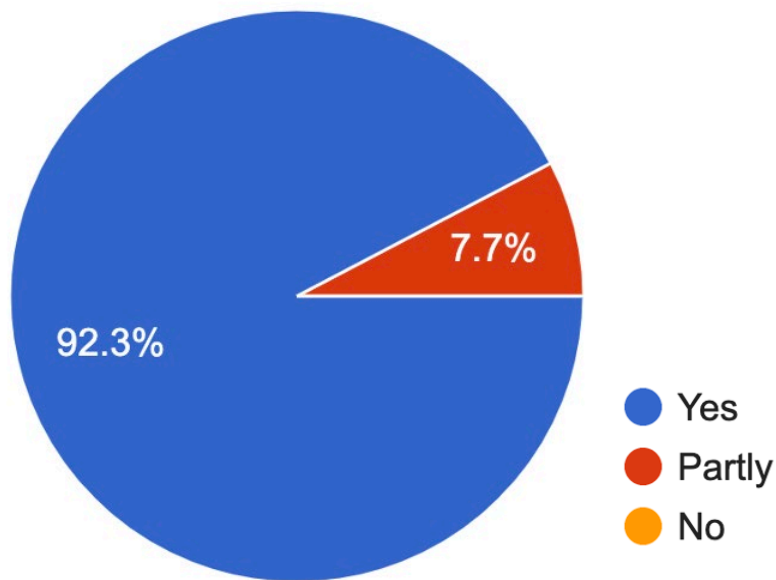
10 of 13 countries organise a national championship every year



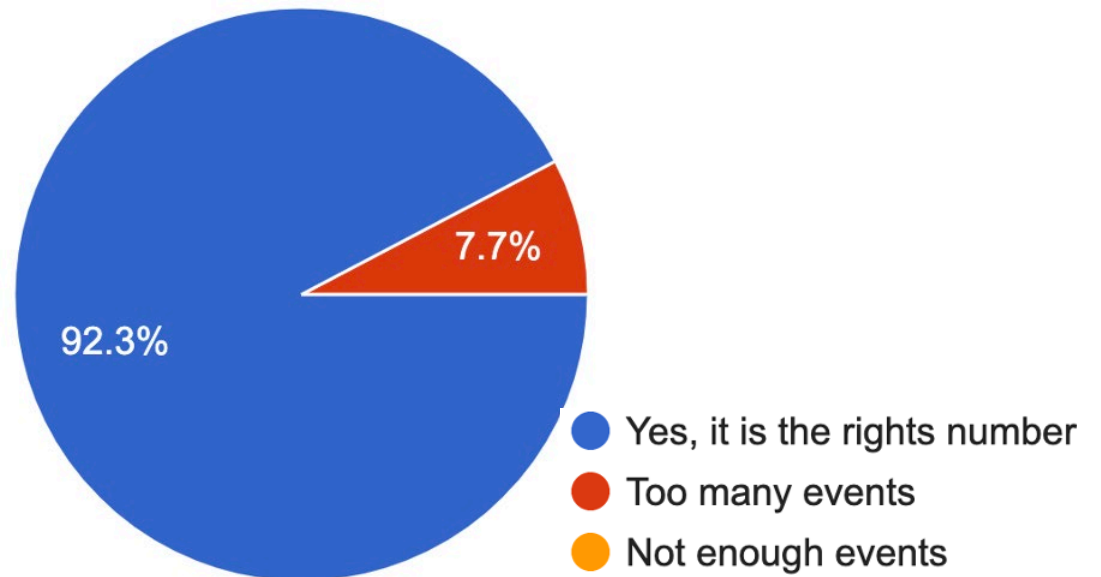
The median number of participants at a national championship is 40 boats. Germany attract the biggest crowd with up to 120 participants.

# OKDIA services provided

12 of 13 countries are happy with the services they receive from OKDIA

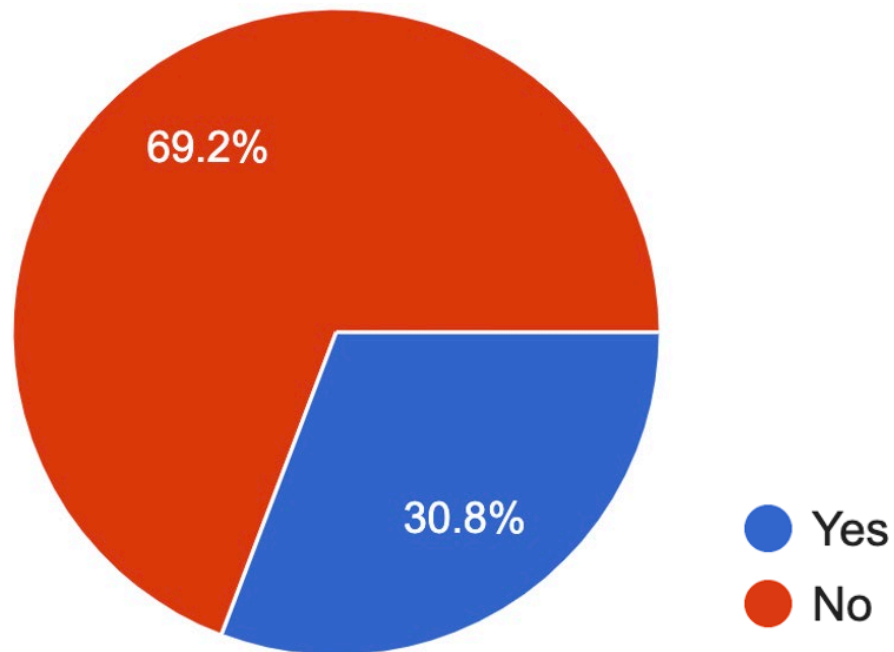


12 of 13 countries are happy with the number of events organised by OKDIA every year

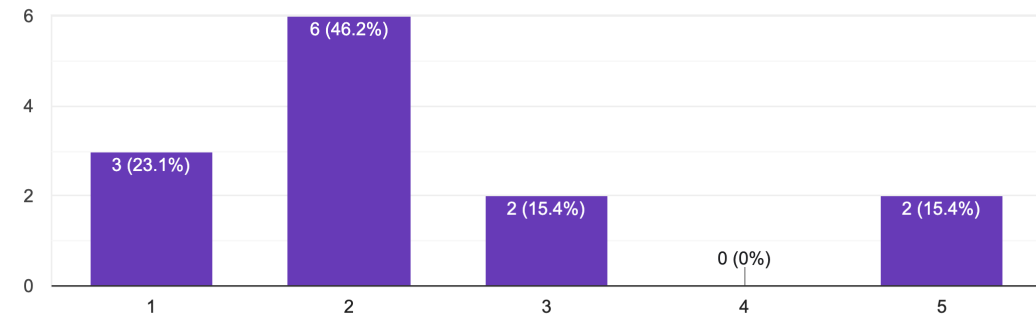


# Racing venues and media

Most of the countries do not wish to see more exotic venues



The satisfaction with media coverage varies among the countries



*1 = Very satisfied ... 5 = Not satisfied*

# OKDIA services

Is there any other services or products that OKDIA should offer? What can be improved or done differently?

- Webinars on tuning, design, tactics, rules, events
- Co-ordination and maybe also frame agreement for overseas shipping of containers.
- More YouTube films - regattas, trainings, techniques, tuning guides
- OKDIA merchandise e.g., hats, coffee mugs
- Stickers, banners, flags?
- Advertise the OK dinghy class by selling sportswear and souvenirs
- Printed mag 50 for promotion, for members on-line issue, it cost me £277 to post
- Videos (YouTube ) for dinghy shows



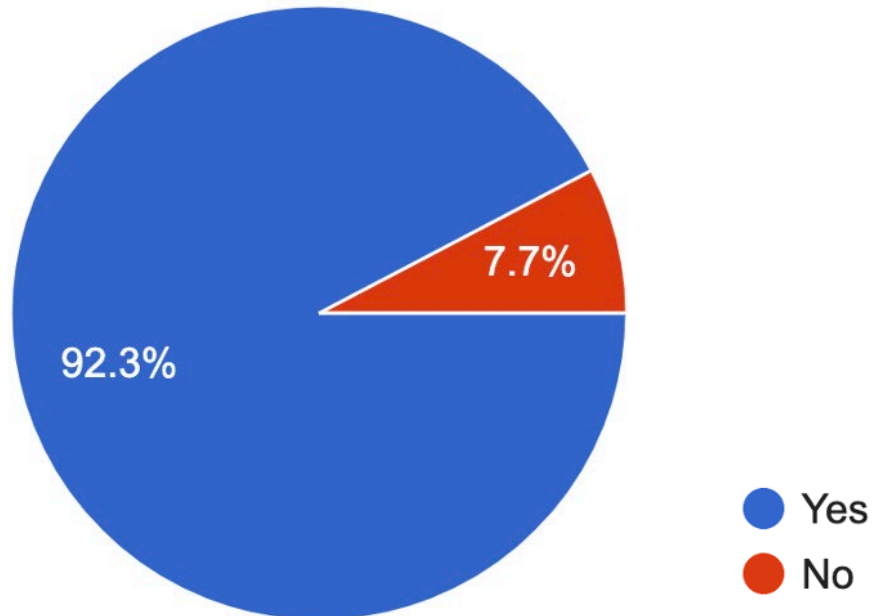
# Building a bigger OK dinghy class

## How can we attract new sailors to the OK class?

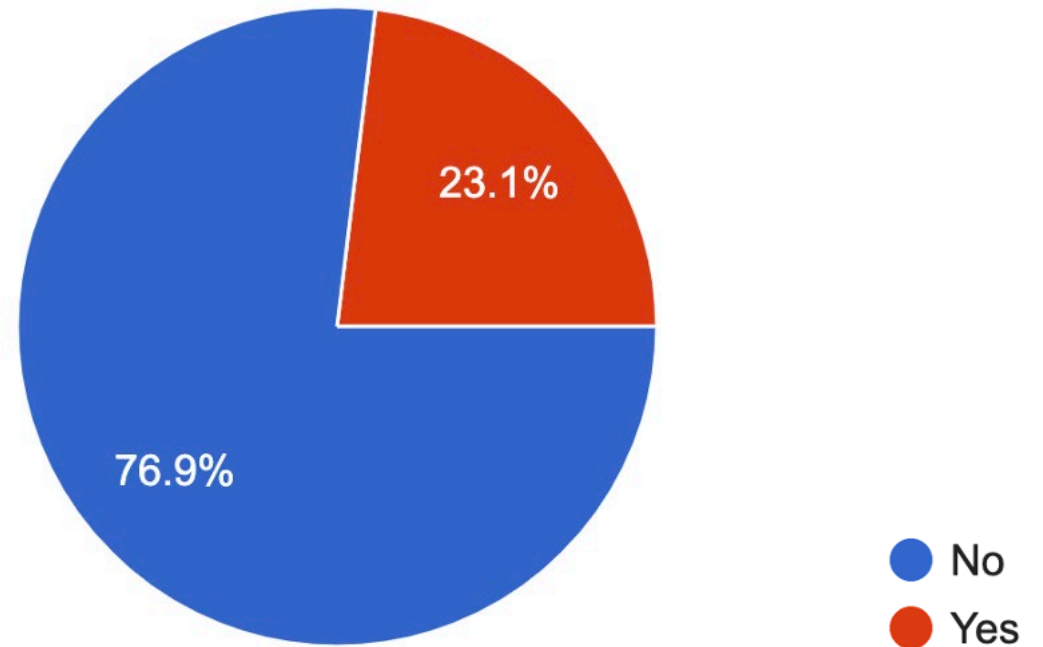
- Promote the caliber of current sailors, the sexy venues and the good camaraderie
- The biggest problem USA has is interest is hard to satisfy because we have few if any used boats and new boats are seen as expensive and expensive to import. Geography is an issue. USA will need to be regional before we are again truly national. Building wooden OKs is a viable path, but that also limits growth to only motivated and skilled sailors. The import of boats and materials is a strong negative to growth.
- Arrange demo sessions in conjunction with regattas in other classes.
- Through cost sharing (e.g., petrol)
- For OKDIA this is mainly event coverage to generate interest/excitement
- That's the golden question. In the Netherlands we don't succeed. You have to show up at regattas, but you need sailors to do so
- Creating a targeted training calendar to help new members and improve the rest
- Keep up the media coverage
- Club owned boats , that can also be borrowed for events (that's a national assignment)

# OKDIA Magazine & Class rules

The printed magazine is useful to promote the OK class



The class rules are complete



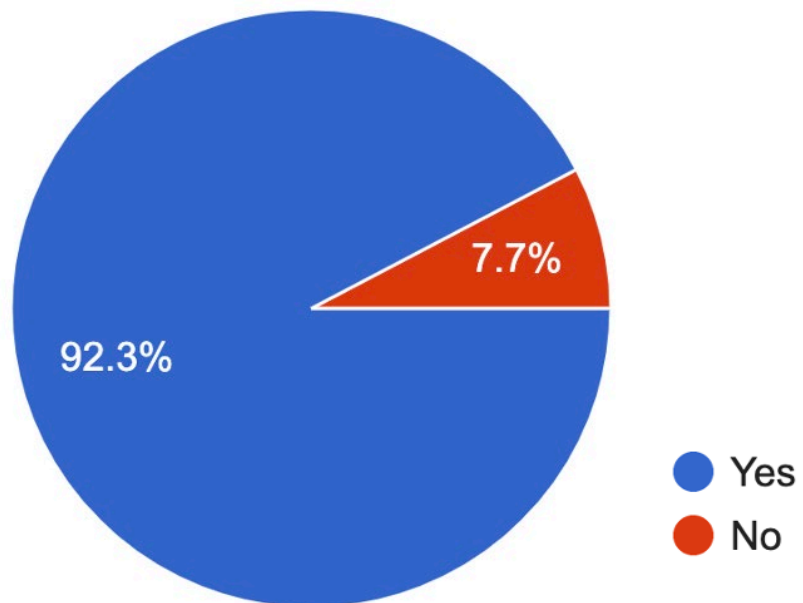
# Class rule improvements

Are there class rule changes that you would like see explored?

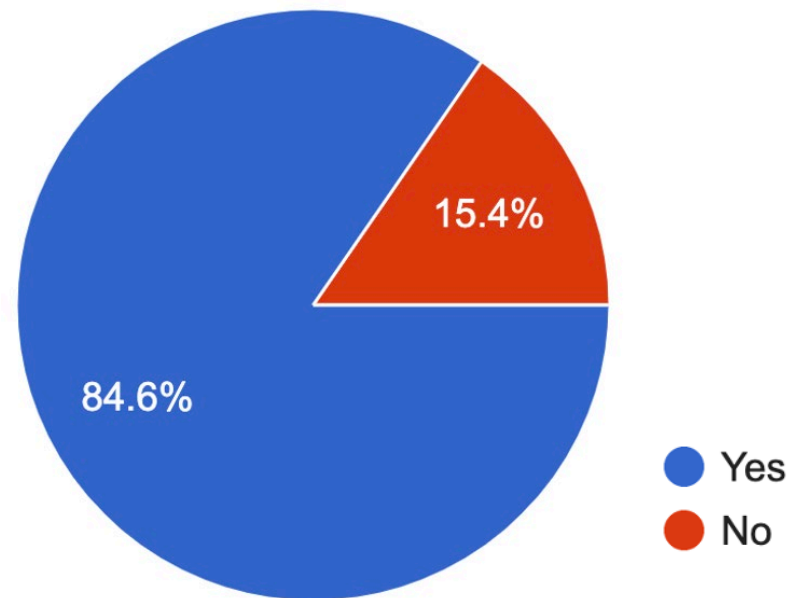
- Locking in NO carbon booms / exotic sail cloth
- I would like to see less discussion of changing class hull weight and other changes that would essentially change the OK dinghy to something else. Too many voices trying to make changes that don't matter to performance but somehow exploit some rule - it's tiresome and will make an already pricey boat even more expensive.
- Avoid major changes which would make present equipment obsolete.
- Get rid of requirement for foam in hull; and review minimum weight of masts
- Permission of watertight compartment below the hiking deck to reduce the volume of water filling the cockpit when capsizing
- Downside sail not attached in rail boom (like laser). Makes much cheaper booms
- Min weight on rudder and CB , free angel on rudder

# OKDIA royalty system

Do you consider the royalty system with plaques, sail and mast labels as fair and working?



Are the rules and routines for ordering and applying labels clear?



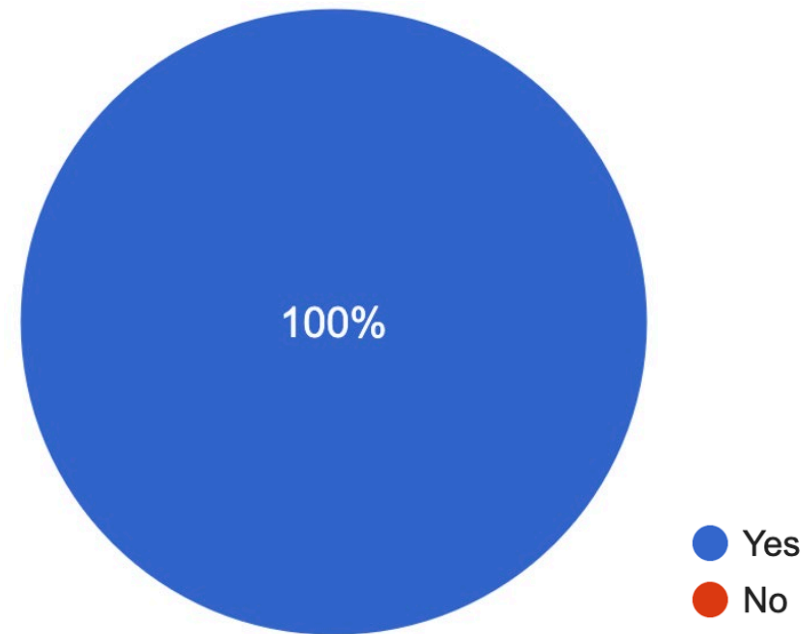


# OKDIA general

Can the royalty system be improved?

- Create possibility to obtain plaques for older boats
- Too little of what the sailor pays goes to OKDIA  
(Shipping, vat, and handling goes on top of the label cost)

Is OKDIA doing a good job, in general?



# OKDIA improvement potentials

If there was one thing OKDIA could do differently or better that would make a difference, what would that be?

- Update event manual to cover large entry numbers and ensure venues can cope with e.g., parking facilities, rigging areas, launching, distance to racecourse, cost of accommodation and closeness of shipping facilities
- Get local USA manufacturing. It will cost approximately \$30K to get a USA builder interested without any guarantee of production. Europe / AUS / NZL builders could provide promotion incentives to reduce the shipping penalty of equipment if their margins would permit it until a market can support local builds, or multi boat imports.
- Very pleased with the present set-up, a very devoted OKDIA team!
- Develop the class in Asia
- Explain why members must pay OKDIA two lots of levy if attending international events + national events; more detail needed in the accounts
- Make the Events where you don't necessarily have to spend money on a Hotel



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