

Appendix D

The growth pathway

Marketing

Need people to hear about the class - that it is an exciting and modern boat for all ages and skills.

Welcome

The first contact with class members is important since it needs to reinforce to ideals of the class and the local club.

Boat Purchase

Newcomers need access to good boats, and help to set them up.

Training and Improvement

Formal training with coaches is only part of this - most of it is dinghy park chat, boat sharing, two boat tuning, and after race retrospectives.

Events

These have to be destinations for all competitors, not just the top few. The social and environmental aspects are equally, or more, important than the race management. They have to be known about well in advance so people can plan.