



# MSCA Annual Survey 2019

International MUSTO Skiff Class Association



# About this survey

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The 2019 MSCA Annual Survey is created by the MSCA Committee members and made available to all MUSTO Skiff sailors and MSCA members. This is the 16<sup>th</sup> annual survey issued by the MSCA.

The wider sailing community (i.e. Non-MUSTO Skiff sailors) were also invited to participate in the survey, which included a set of questions specific to this group of respondents. Branched questions guided the non-MUSTO Skiff sailors through the relevant sections.

Whilst the survey is aimed at MUSTO Skiff sailors and the wider sailing community, the MSCA committee accepts that the survey is posted publically and open for anyone to respond. Results are, therefore, always considered alongside other information resources, historical trends, and information already known about the class, its members, and MSCA activities.

Regardless of accepted limitations with this type of survey, the MSCA Annual Survey continues to be a valuable resource to guide future decisions and considerations around class events, marketing, committee activities, and the boat experience.

# Survey Response Statistics

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- **19** countries participated in the survey
- **88%** of respondents own a MUSTO Skiff
- **12%** of respondents represented the wider sailing community (and don't own a MUSTO Skiff)
- **68%** of respondents are MSCA members and sail a MUSTO Skiff
- **20%** of respondents are not MSCA members but sail a MUSTO Skiff
- **519** viewed the survey
- **169** started the survey
- **116** completed the survey
- **69%** completion rate at the close of the survey
- **16** minutes was the average completion time
- The majority of respondents were male

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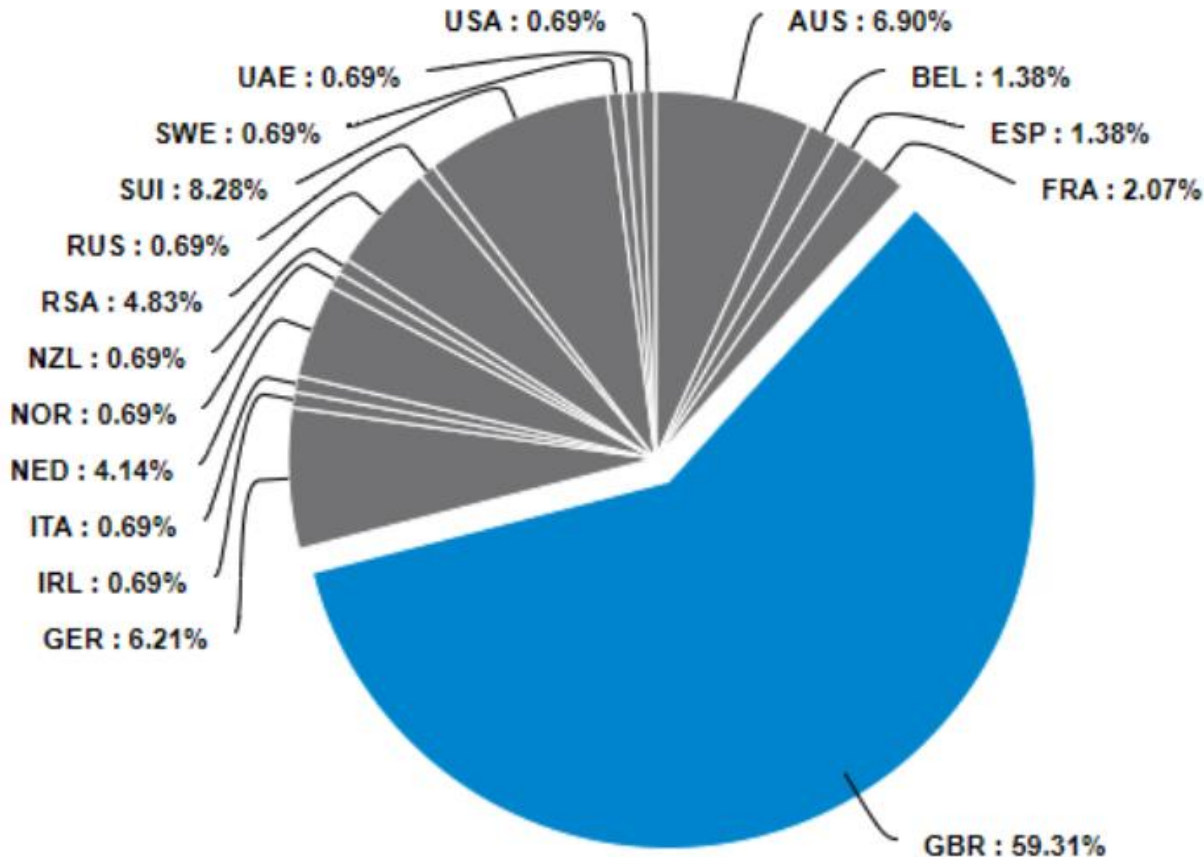
# CLASS STATISTICS & SAILOR INFORMATION



**MUSTO**  
**SKIFF**

# Survey Representation by Country

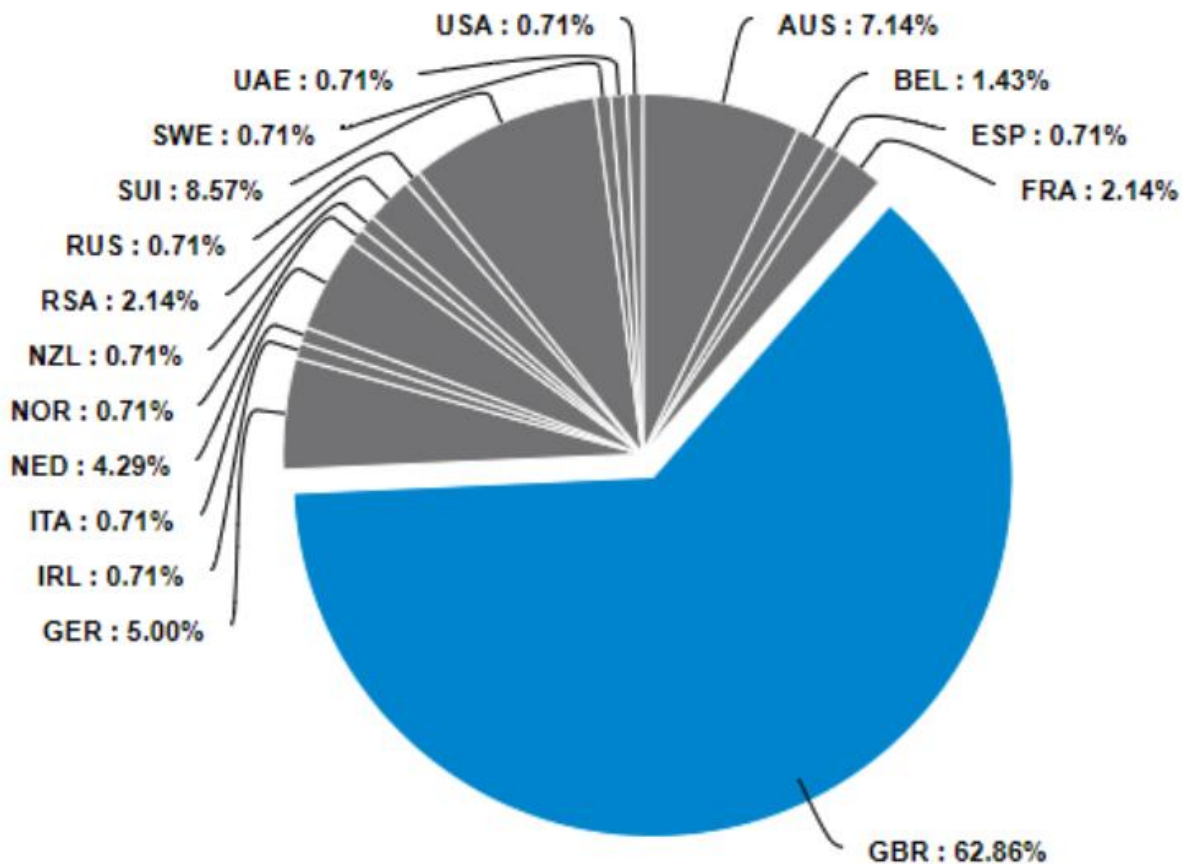
Q: What country do you represent?



- The UK had the greatest representation at 59% of all respondents.
- The remaining top 5 most represented countries included Switzerland (8%), Australia (7%), Germany (6%), and the South Africa (5%).

# World Sailing Regions

Q: In which World Sailing (previously ISAF) region do you currently sail?

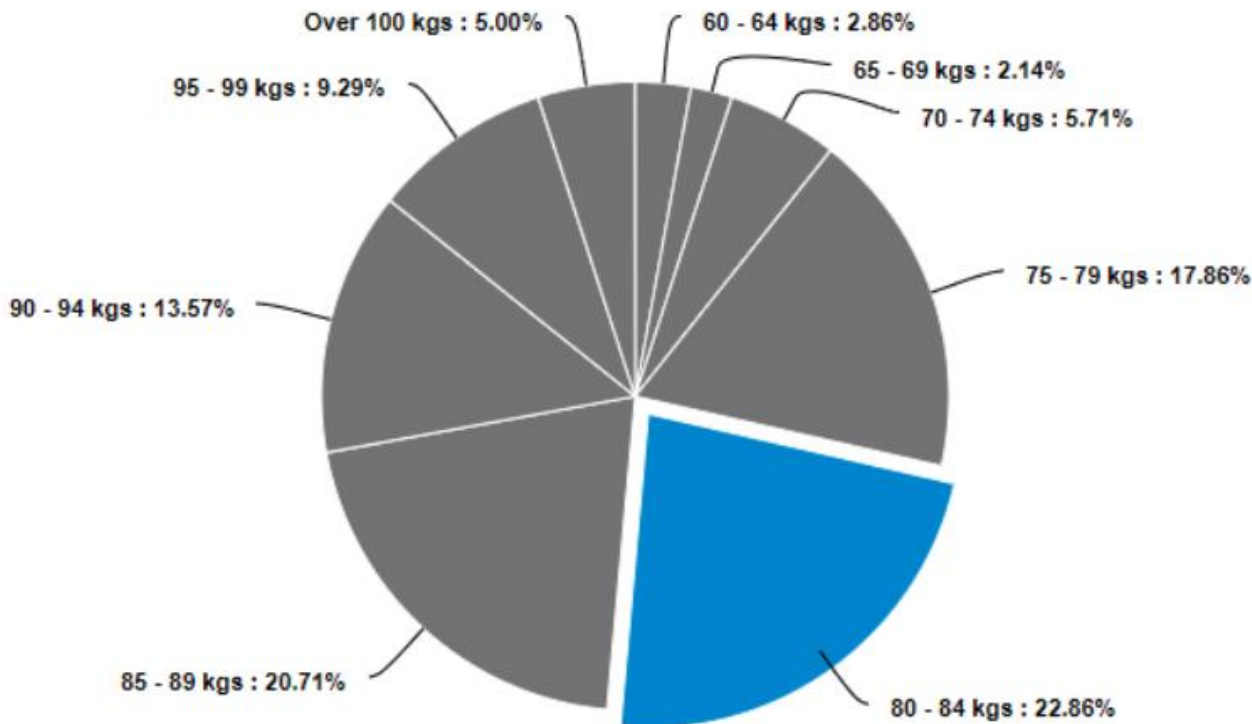


- Of all respondents, 63% represented the UK region
- The regions that followed included 8.5% representing Switzerland, 7% representing Australia, 5% and 4% representing Germany and The Netherlands, respectively.



# Sailor Stats – Weight Range

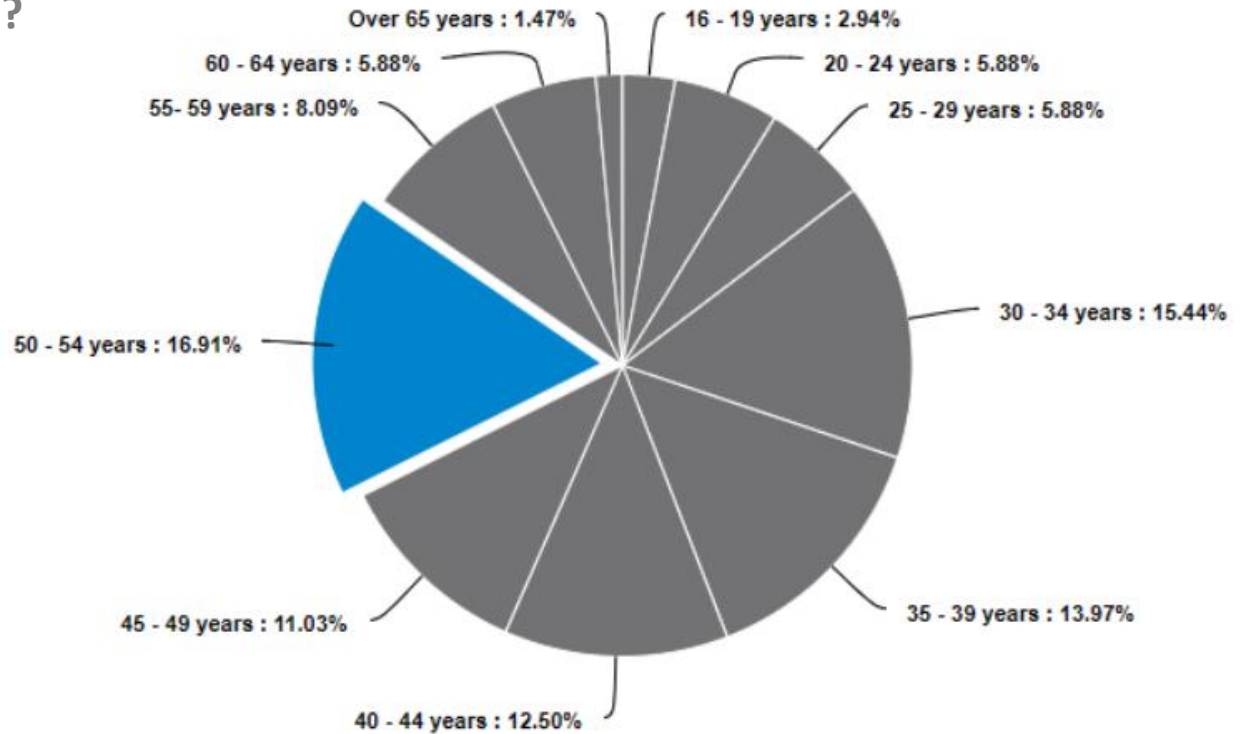
Q: How much do you weigh?



- Most sailors were in the **80 – 84 kgs** weight range.
- 28% were in the over 90 kgs weight range
- Just 11% were in the under 75 kgs weight range.

# Sailor Stats – Age Range

Q: What is your age?



- Across the 3 core age groups for sailors, all groups had a relatively even split for age.
- The first largest age group is 35 – 49 years (37.5%), followed by 50 - 64 years (30.8%). The smallest age group is 20 – 34 years at 27.2%, although this younger age group remains well represented, rising to 30.1% when the youngest age band of sailors is included from the 16- 19 years age group.



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# FEEDBACK: NON-MUSTO SKIFF SAILORS INTERESTED IN THE CLASS



**MUSTO**  
**SKIFF**

# Survey Response Stats

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At the time of the survey, 12% of respondents did not sail or own a MUSTO Skiff, but took part in the survey to represent the wider sailing community.

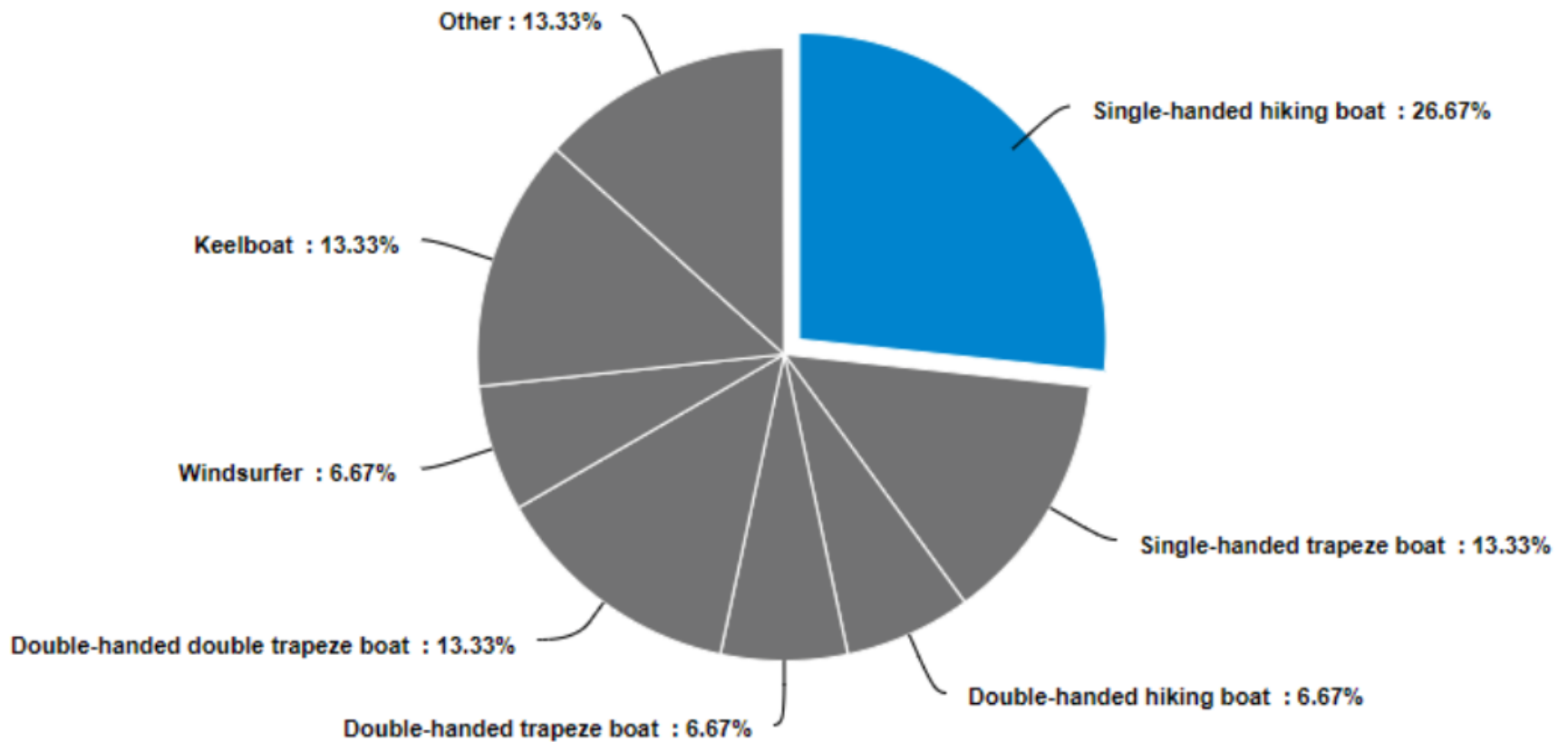
This group of respondents sailed a range of boat types with single-handed hiking boats being the most popular (27%), followed by single-handed trapeze boats, double-handed double trapeze boats, and keelboats, which were all equally popular at 13% each.

The following pages provide some insights from the key sections included for the wider sailing community to enable them to engage with the survey and provide feedback to the MSCA.

# Non-MUSTO Skiff Sailors – Boat Types

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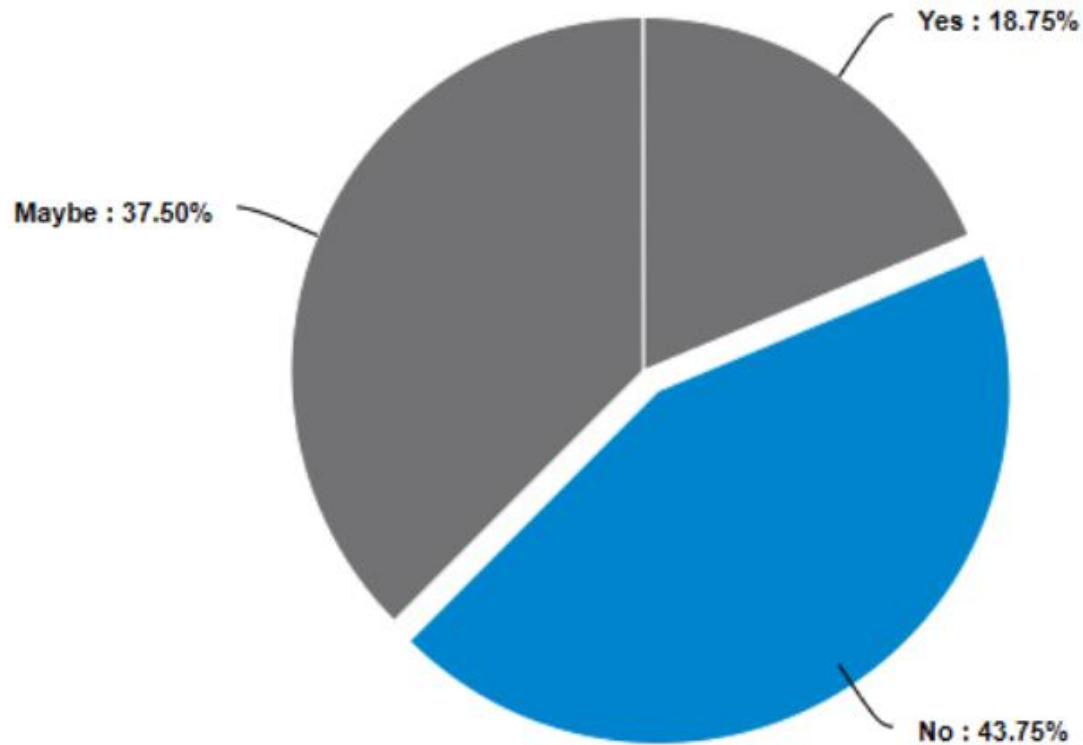
Q: What is the main boat type that you currently sail?



# Non-MUSTO Skiff Sailors – Interest in joining the MSCA fleet

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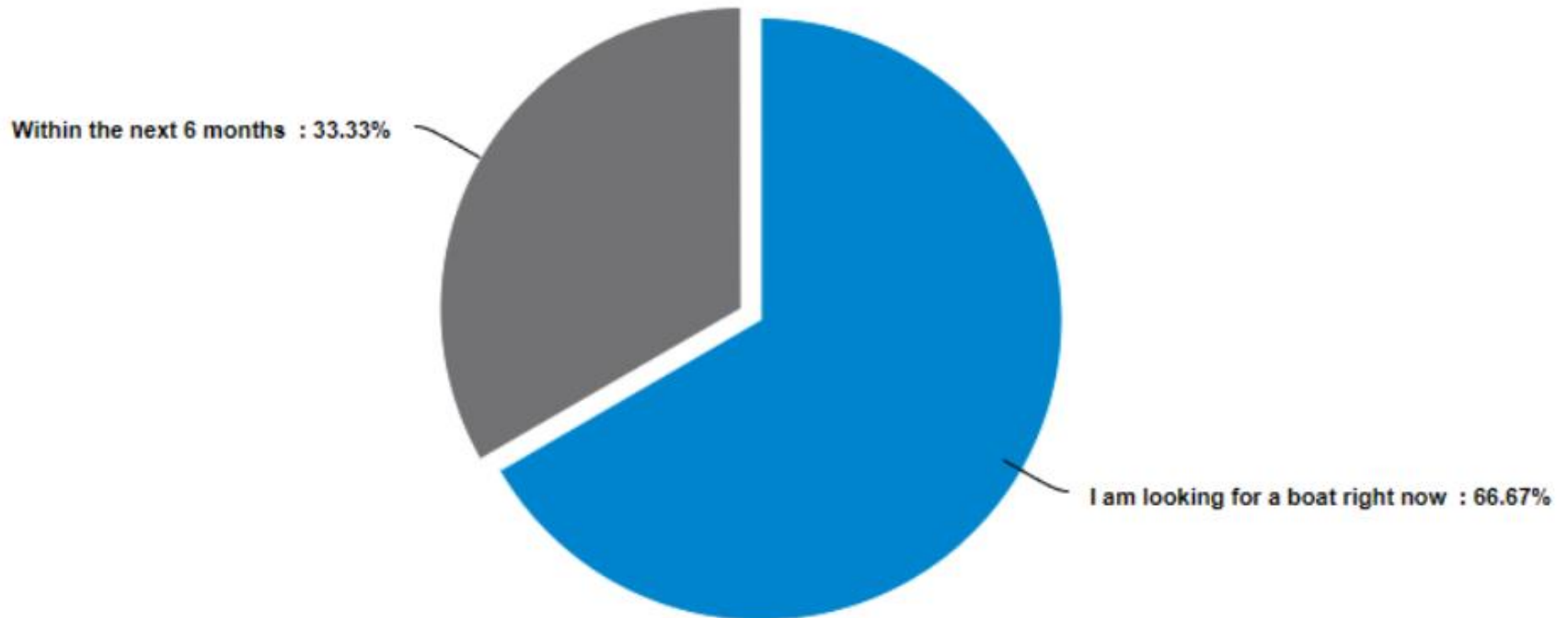
Q: Are you planning to join the MUSTO Skiff class?



# Non-MUSTO Skiff Sailors – Interest in joining the MSCA fleet

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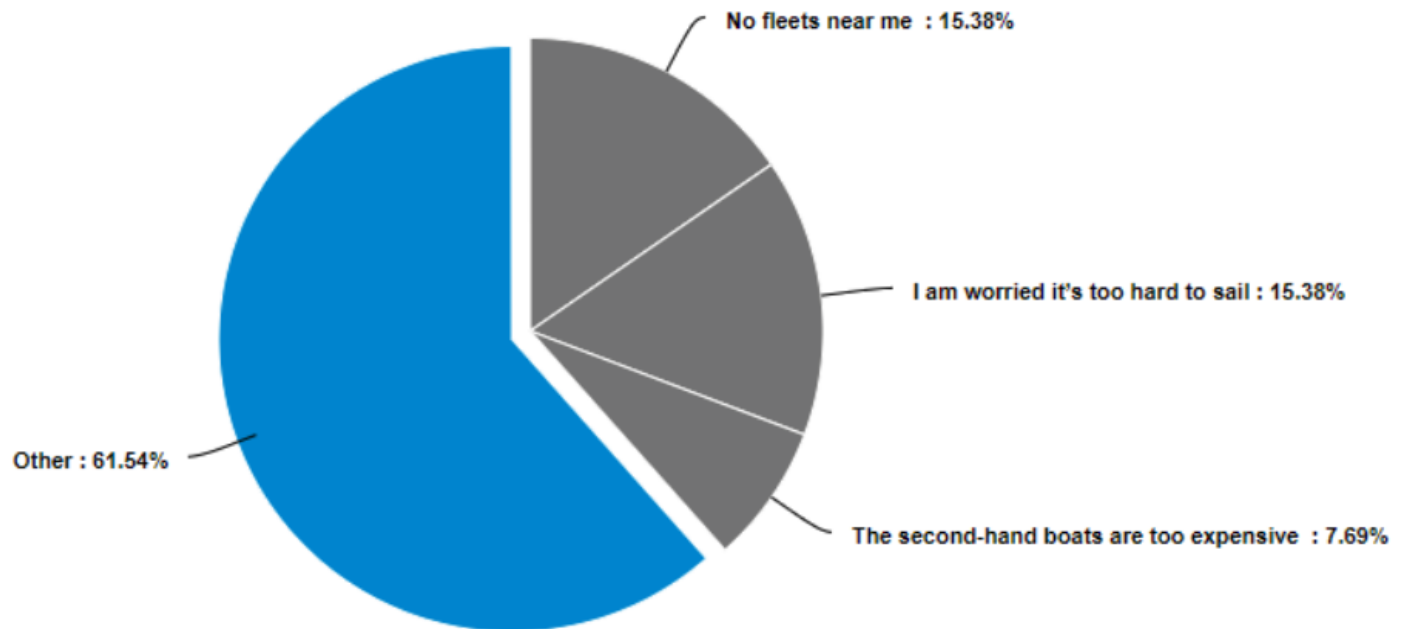
Q: What is your timescale for getting a MUSTO Skiff?



# Joining the MUSTO Skiff fleet - Considerations

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Q: What is stopping you from joining the MUSTO Skiff fleet?



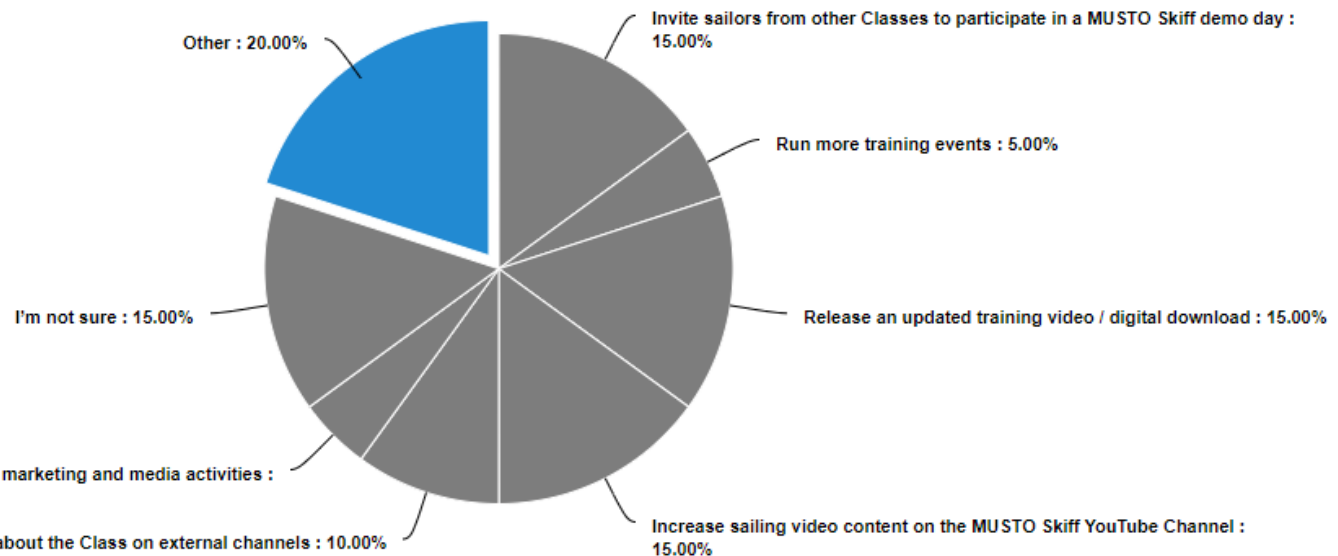
For respondents who are not yet part of the MUSTO Skiff class, the main reasons holding them back from joining the fleet include **lack of fleets nearby** and **concerns that the boat is too hard to sail**. For 'Other', the following reasons were provided:

- *"Decided to change classes for variety and international racing"*
- *"Lack of time"*
- *"No parking place and therefore no boat at the moment"*
- *"Not enough time to sail"*



# Joining the MUSTO Skiff fleet - Considerations

Q: What could the class or boat builder do to encourage you to join the MUSTO Skiff fleet?



A variety of suggestions were provided for how the MSCA or Boat Builder could encourage sailors from other classes to join the MUSTO Skiff fleet. There was a direct correlation with the key considerations to join the fleet (i.e. the perception that the MUSTO Skiff is difficult to sail). Most suggestions were based on showing how to sail the MUSTO Skiff and improve sailing skills.

Top suggestions included **doing more demo days, releasing an updated training video / digital download, and increasing MUSTO Skiff sailing content on YouTube.**

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# MSCA MARKETING & COMMUNICATIONS (NON-MUSTO SKIFF SAILORS)



**MUSTO**  
**SKIFF**

# Social Media Engagement: Non-MUSTO Skiff Sailors

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## **Non-MUSTO Skiff sailors: Engagement with MSCA social media channels in the wider sailing community**

Over 2019, the Class Committee provided a range of social media pages and groups for MUSTO Skiff Class sailors. Some National Associations also ran their own MUSTO Skiff community social media accounts for different regions. If respondents joined or followed any of these groups or pages, we asked them how often they used each channel for sourcing information about the class activities and events.

### **Key insights:**

- Of all MSCA managed channels (i.e. Class website, MSCA Forum, and the E-News), the website was the preferred communication channel for class updates and information, with 50% of the wider sailing community using it always or often.
- The MSCA e-News was the next preferred channel (36%), followed by the class forum (27%).
- Of the key external channels, print and online media remained important for the wider sailing community to source class updates and information on the MUSTO Skiff. Online media (e.g. sailing blogs, sailing news websites) were slightly more popular than print media, with 73% preferring to use online media always or sometimes and 27% using it often, compared to 64% using print media only always or sometimes.

# Social Media Engagement: Non-MUSTO Skiff Sailors

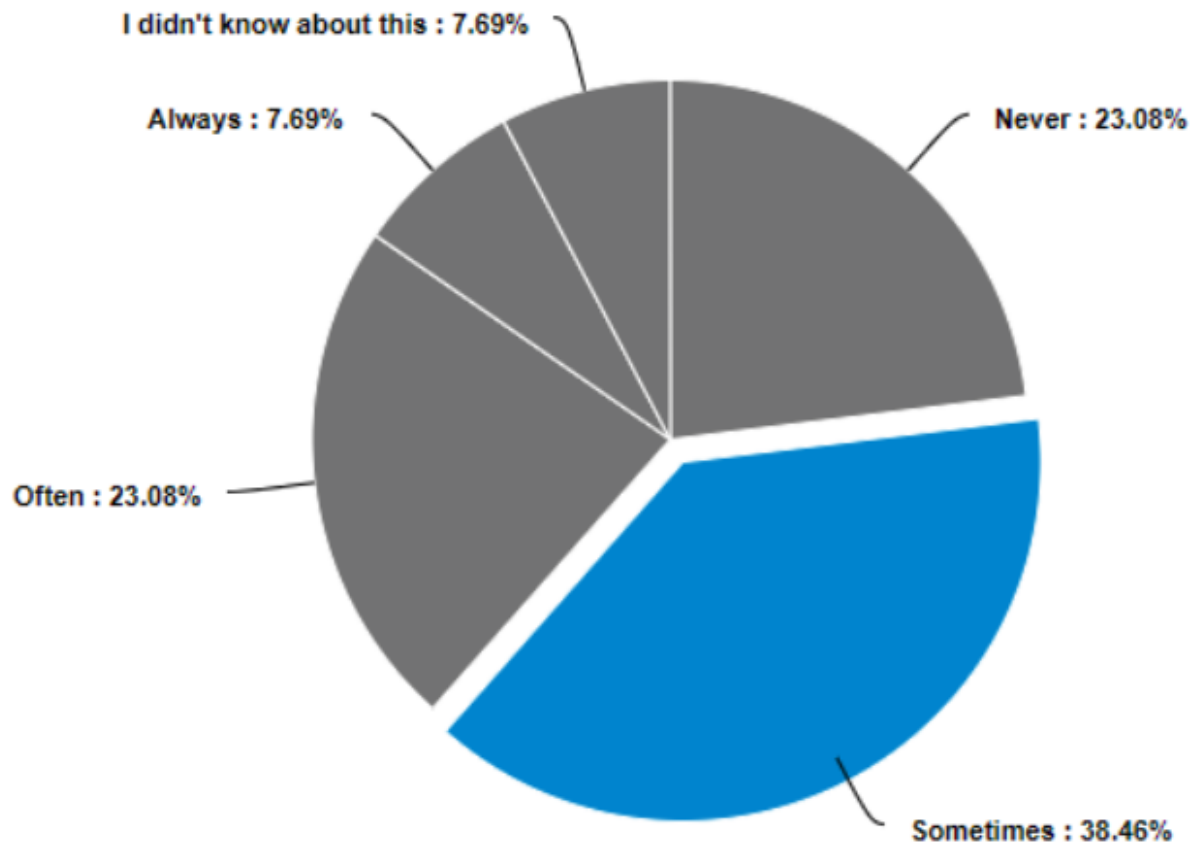
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- The most used MSCA social media channel with the wider sailing community was Facebook. Groups were used slightly more than pages for engaging with the class and obtaining class information and updates.
- The GBR Facebook group had the highest engagement with non-MUSTO Skiff sailors, with 45% using it either always or often (an outcome that will also be driven by the high number of GBR respondents).
- The international Facebook Page was the next most used channel with 31% using it always or often.
- For non-MUSTO Skiff sailors, Twitter was the least used social media channel, with 75% stating that they had never used this channel. Twitter even scored lower than the GBR Instagram page, which was only launched within the last 6 months, showing that the sailing community may be more responsive to visual content.

# Social Media Engagement: Non-MUSTO Skiff Sailors

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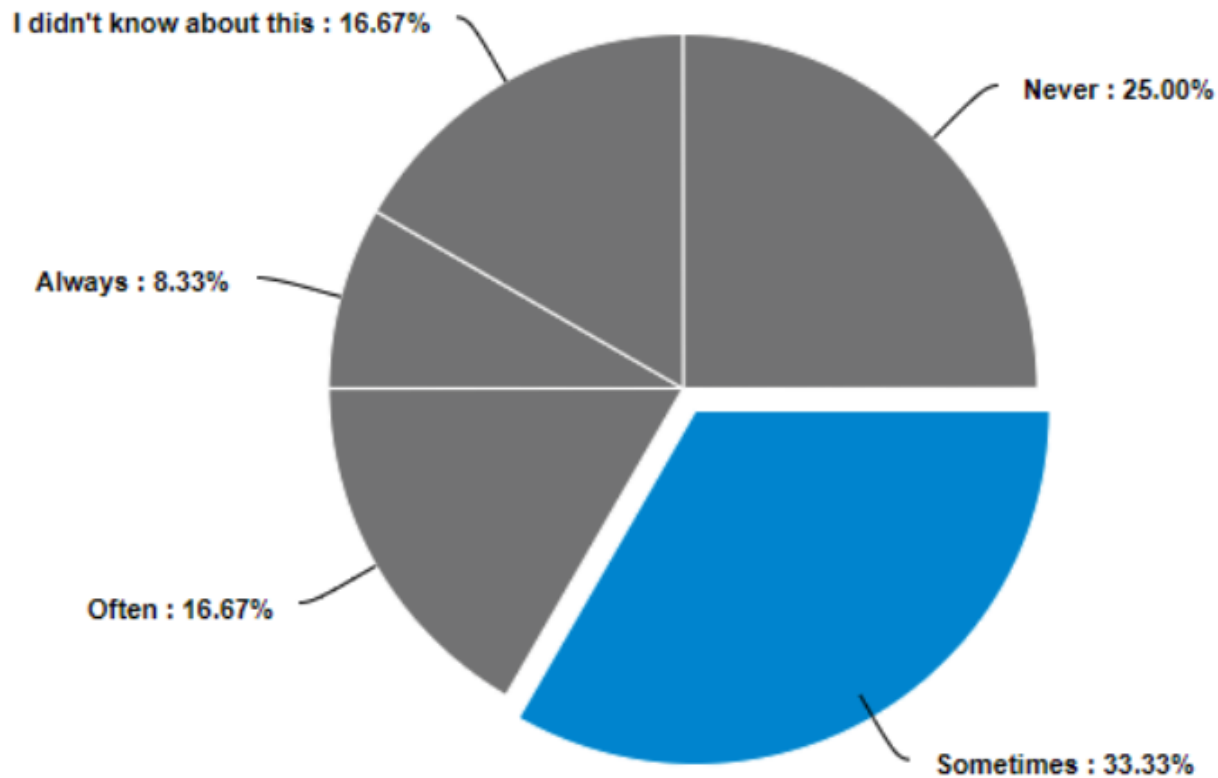
Q: International MUSTO Skiff Facebook PAGE



# Social Media Engagement: Non-MUSTO Skiff Sailors

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Q: International MUSTO Skiff Facebook GROUP

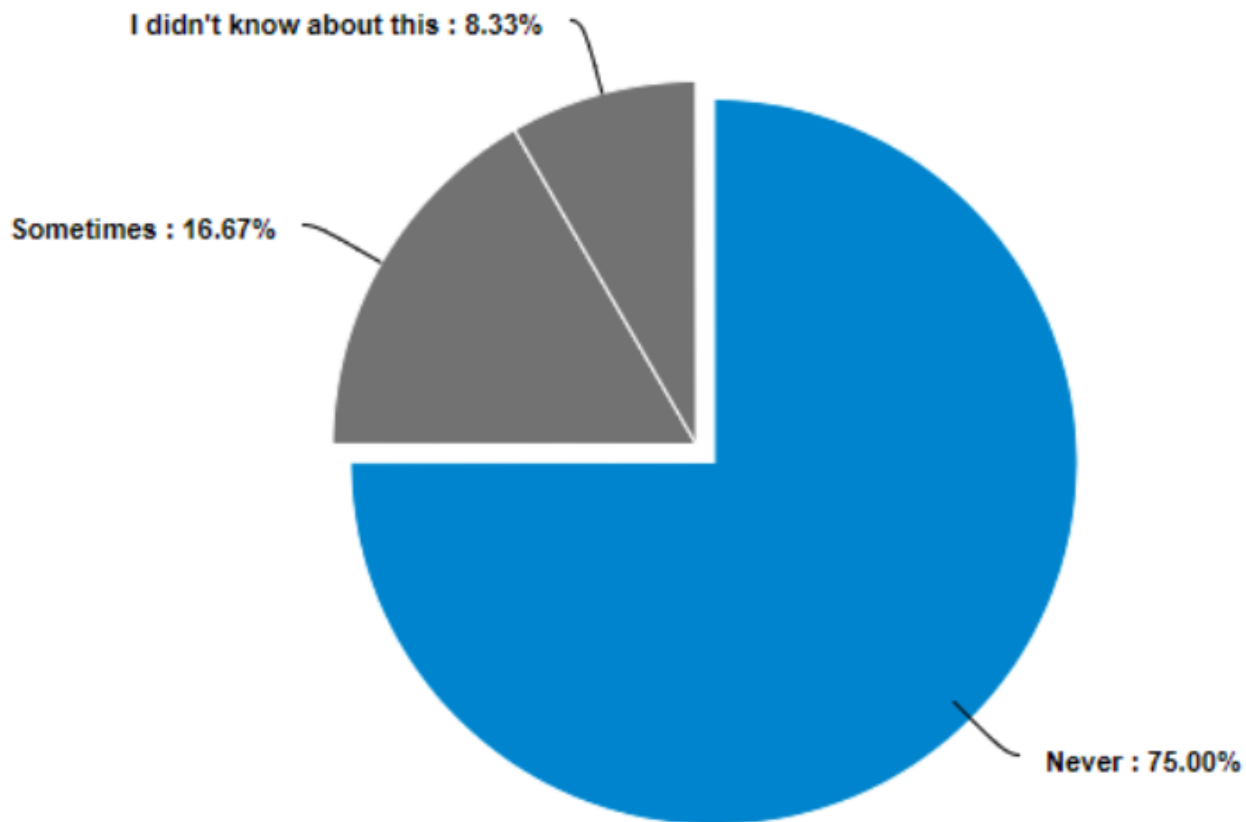




# Social Media Engagement: Non-MUSTO Skiff Sailors

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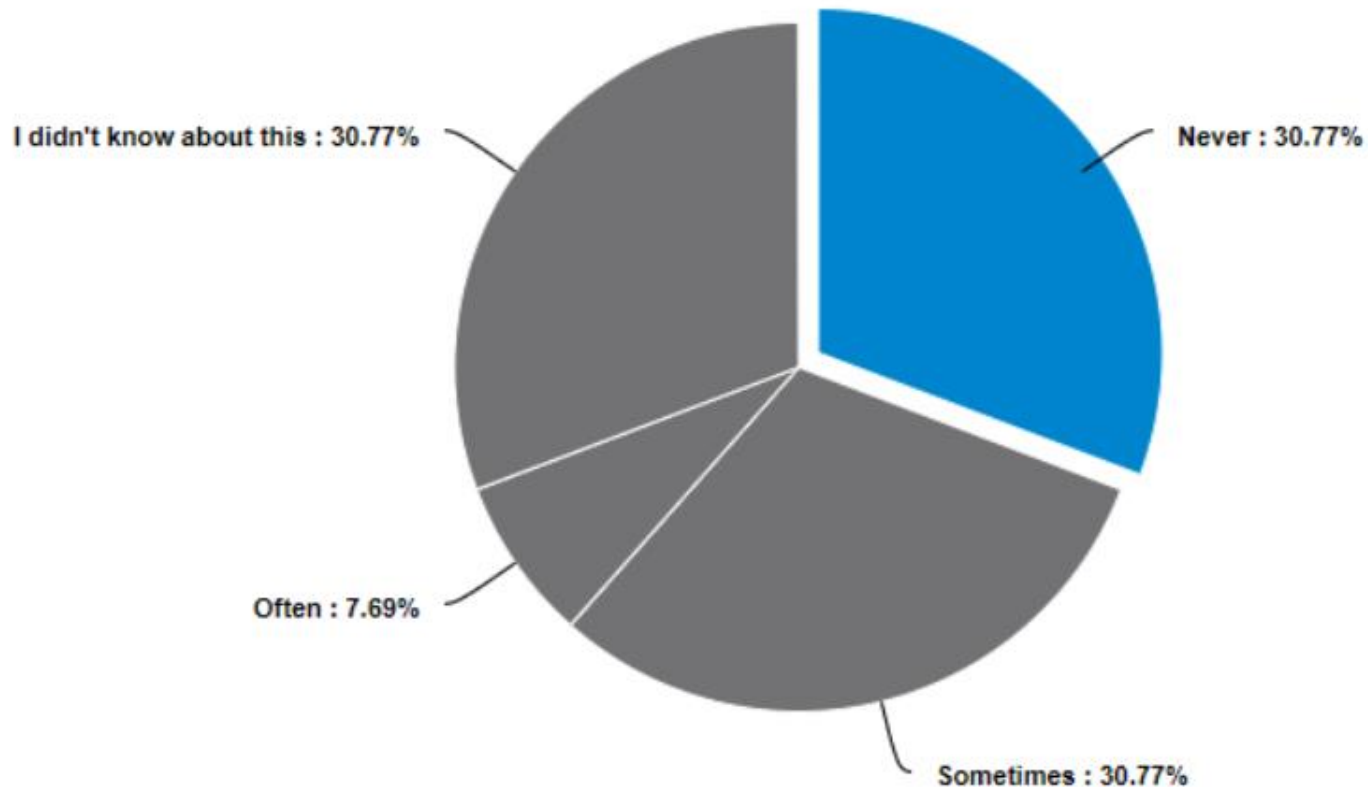
Q: International MUSTO Skiff Twitter PAGE



# Social Media Engagement: Non-MUSTO Skiff Sailors

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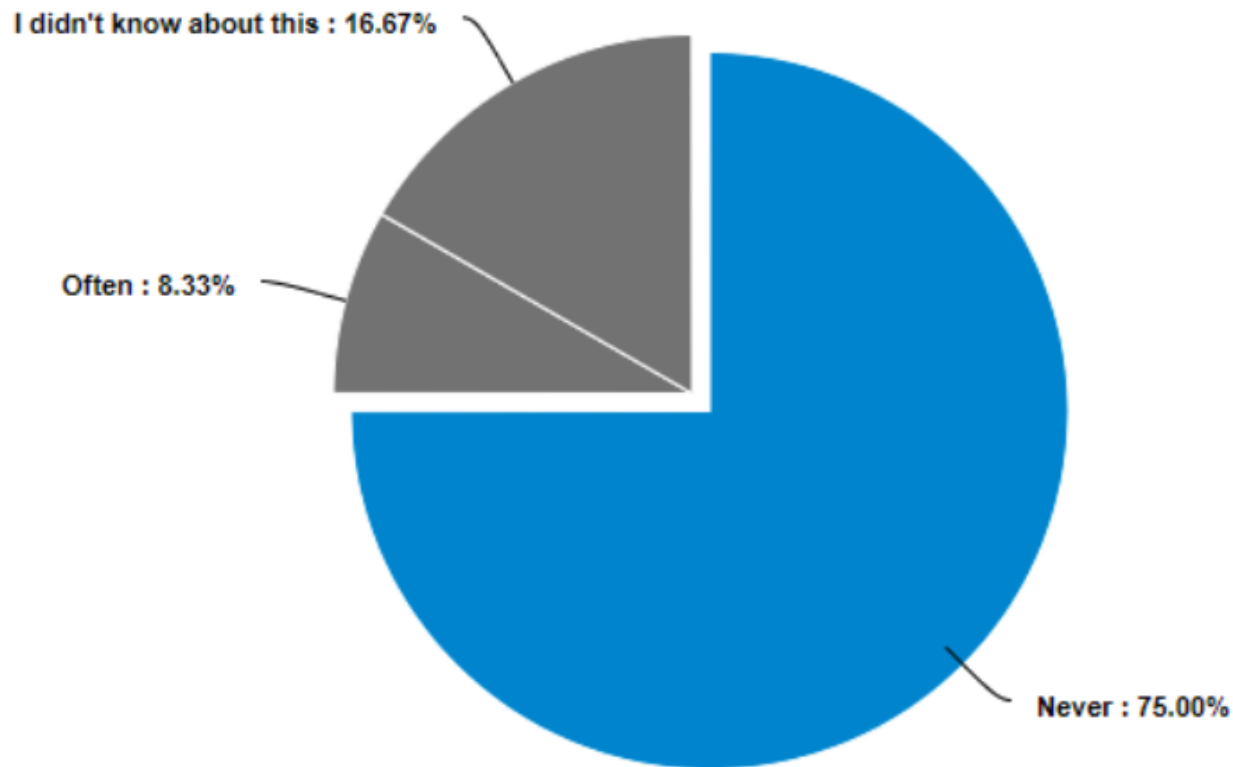
Q: International MUSTO Skiff YouTube Channel



# Social Media Engagement: Non-MUSTO Skiff Sailors

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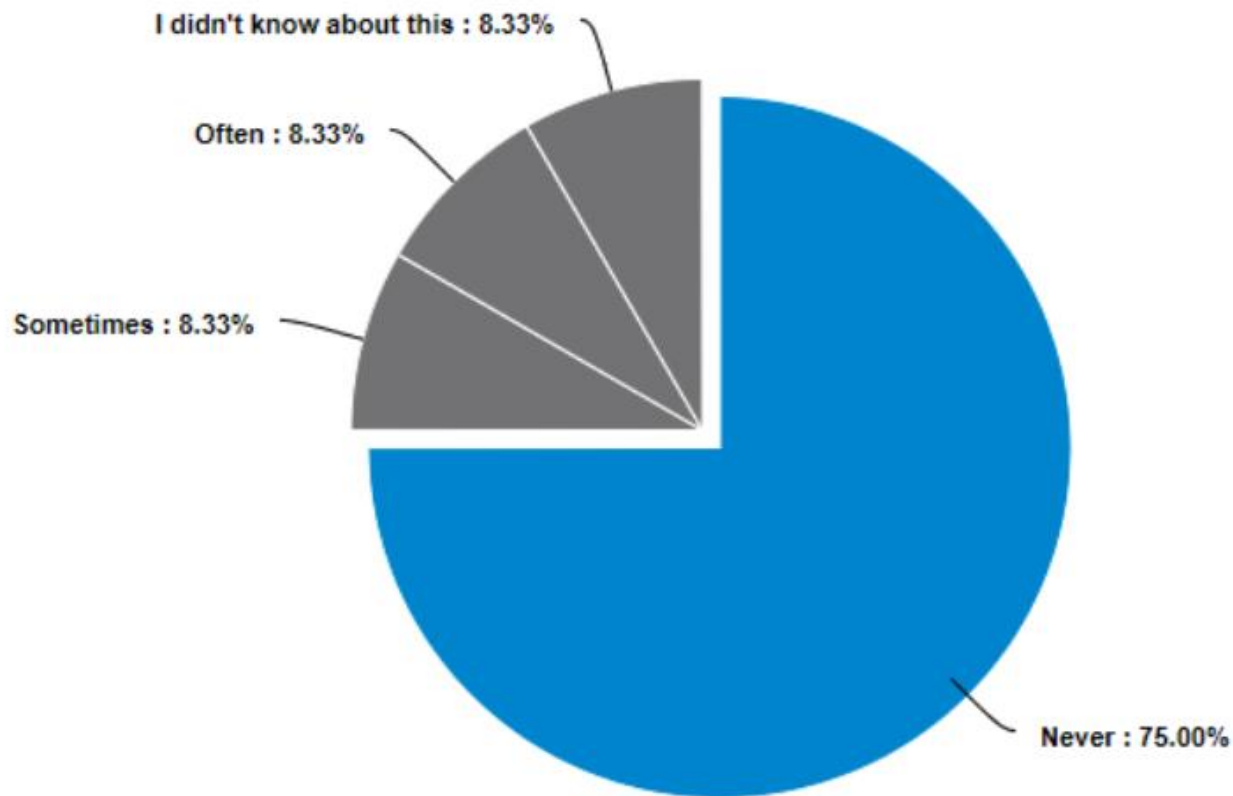
Q: Australian MUSTO Skiff Facebook GROUP



# Social Media Engagement: Non-MUSTO Skiff Sailors

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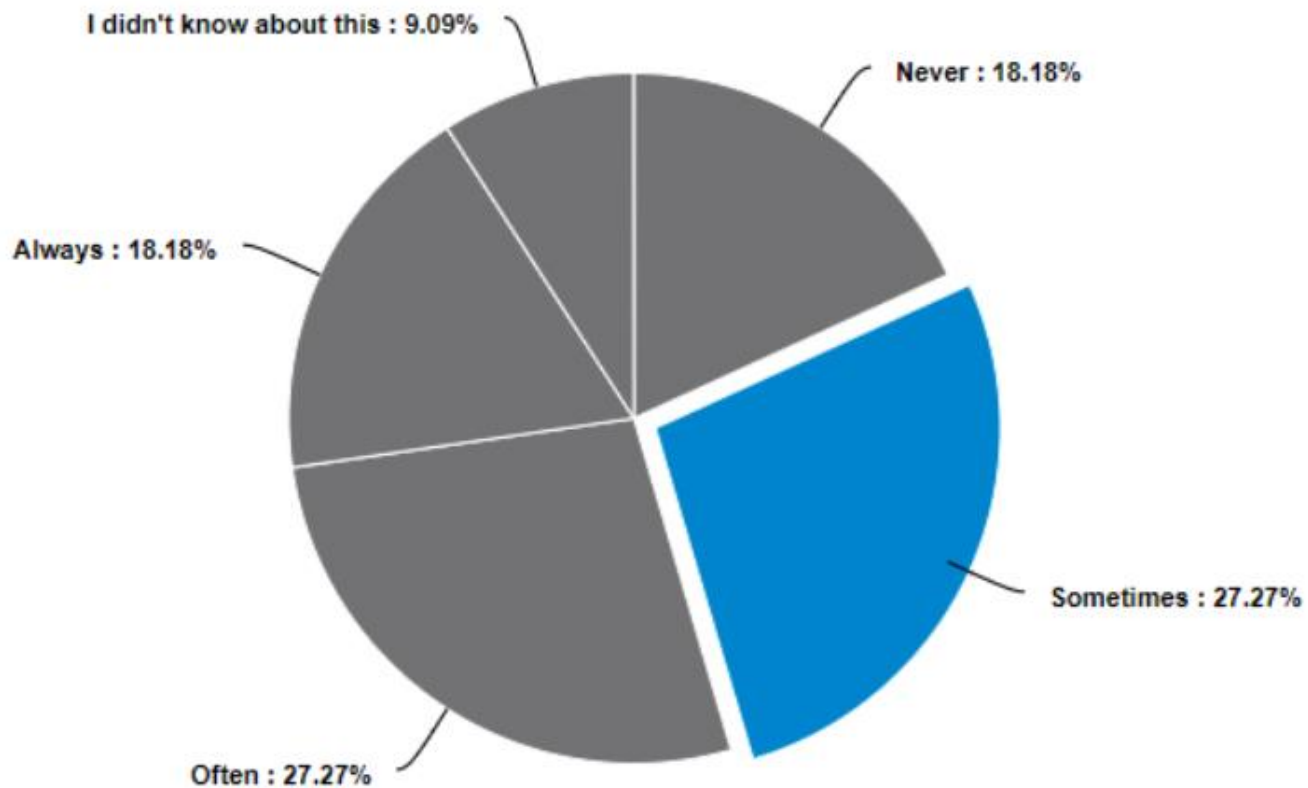
Q: Benelux MUSTO Skiff Facebook GROUP



# Social Media Engagement: Non-MUSTO Skiff Sailors

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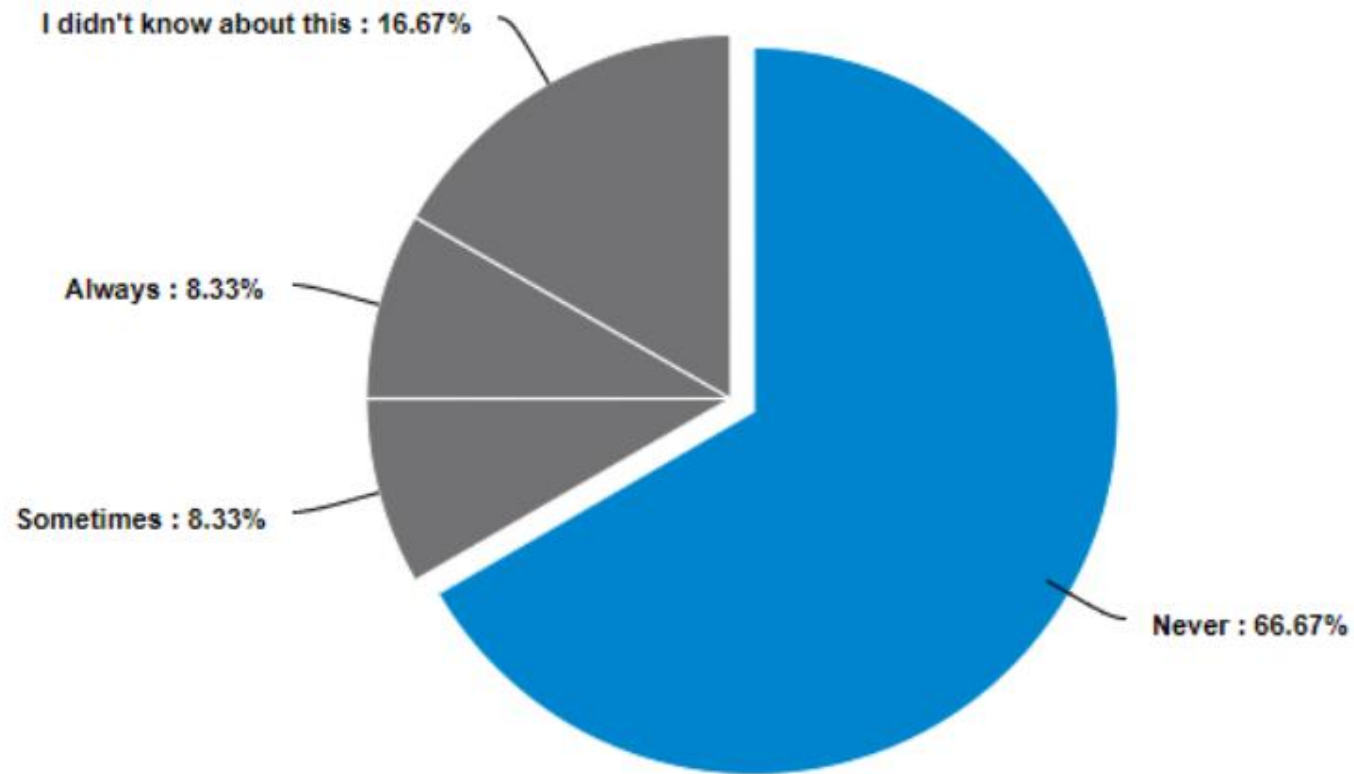
Q: GBR MUSTO Skiff Facebook GROUP



# Social Media Engagement: Non-MUSTO Skiff Sailors

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Q: GBR MUSTO Skiff Instagram (new for 2019)

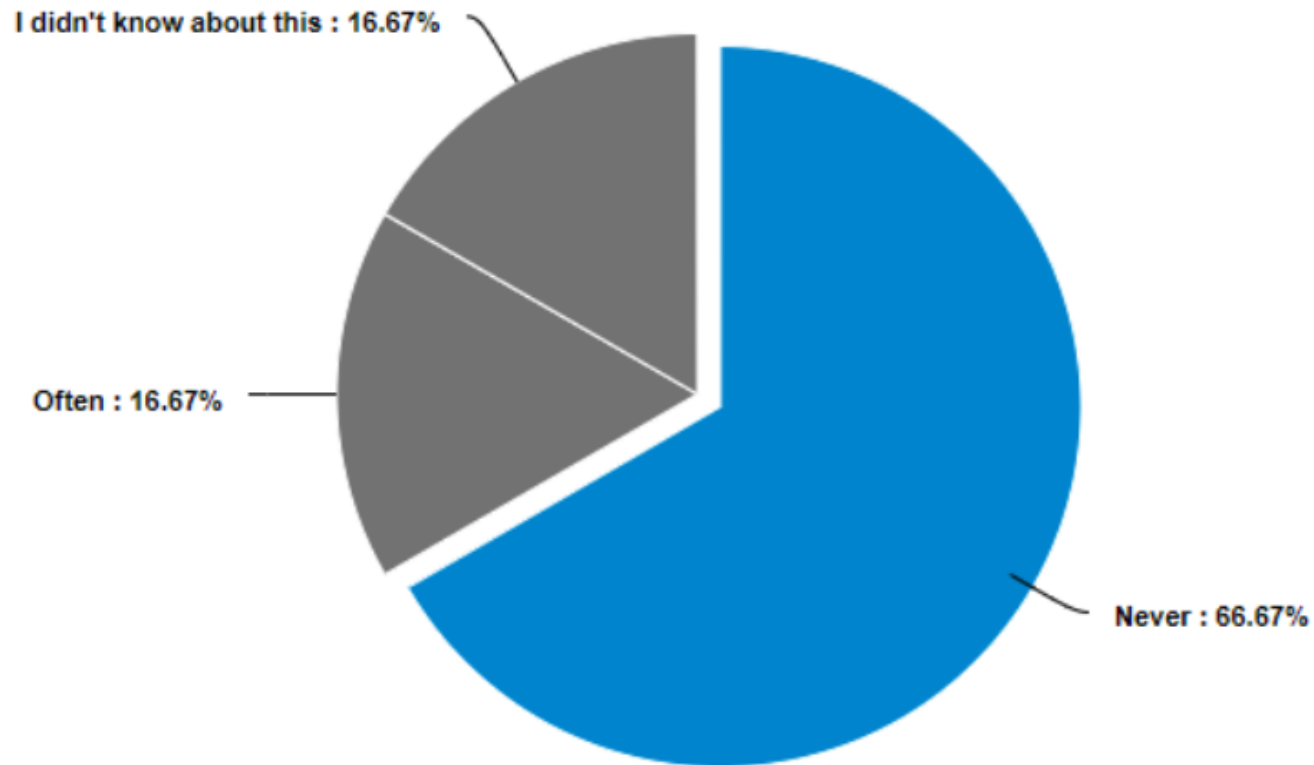




# Social Media Engagement: Non-MUSTO Skiff Sailors

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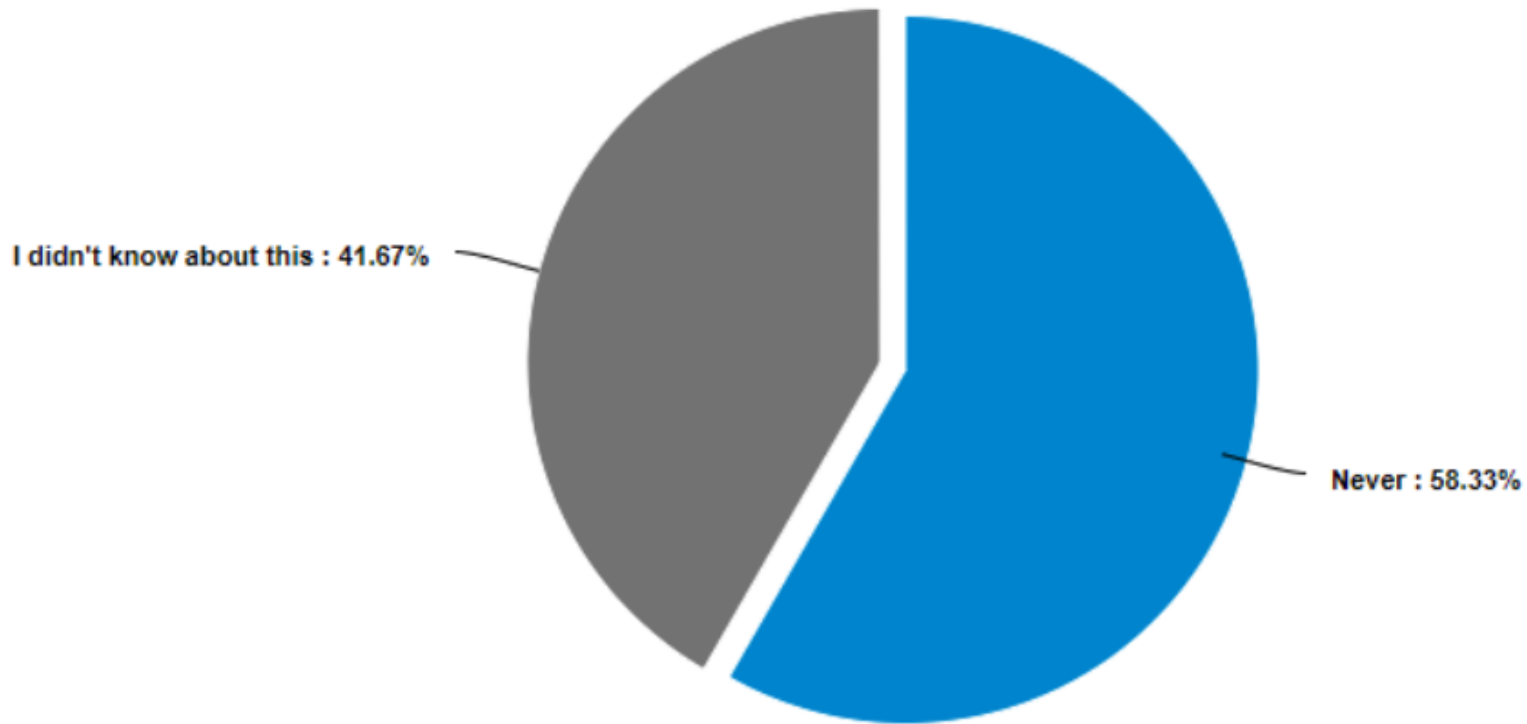
Q: GER / SUI / AUT MUSTO Skiff Facebook GROUP



# Social Media Engagement: Non-MUSTO Skiff Sailors

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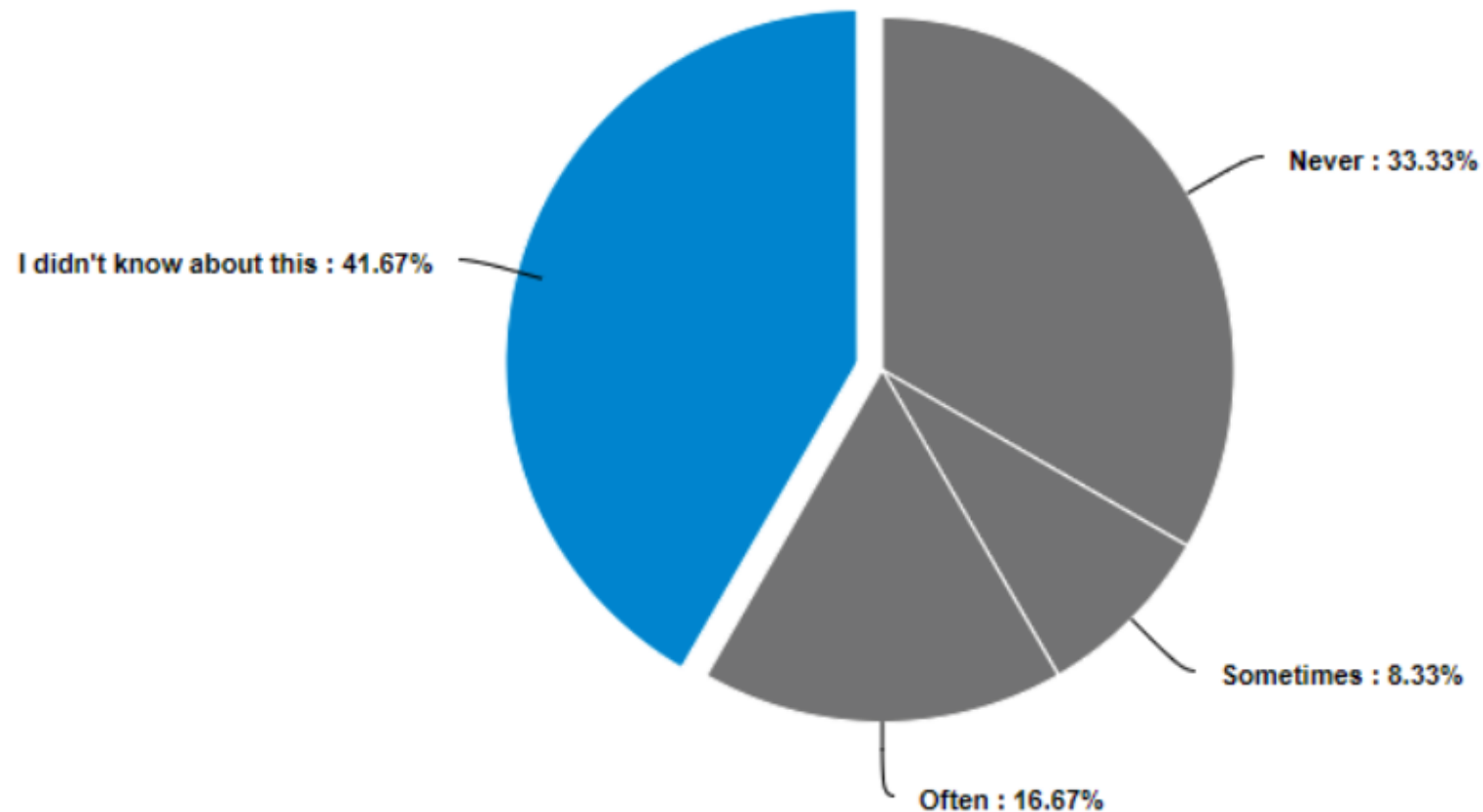
Q: WhatsApp – International MUSTO Skiff Group



# Social Media Engagement: Non-MUSTO Skiff Sailors

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Q: WhatsApp – Local / Regional MUSTO Skiff Groups



# Class Website Engagement: Non-MUSTO Skiff Sailors

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The MSCA Class website remains popular with the wider sailing community, with 93% using the website within the last 12 months.

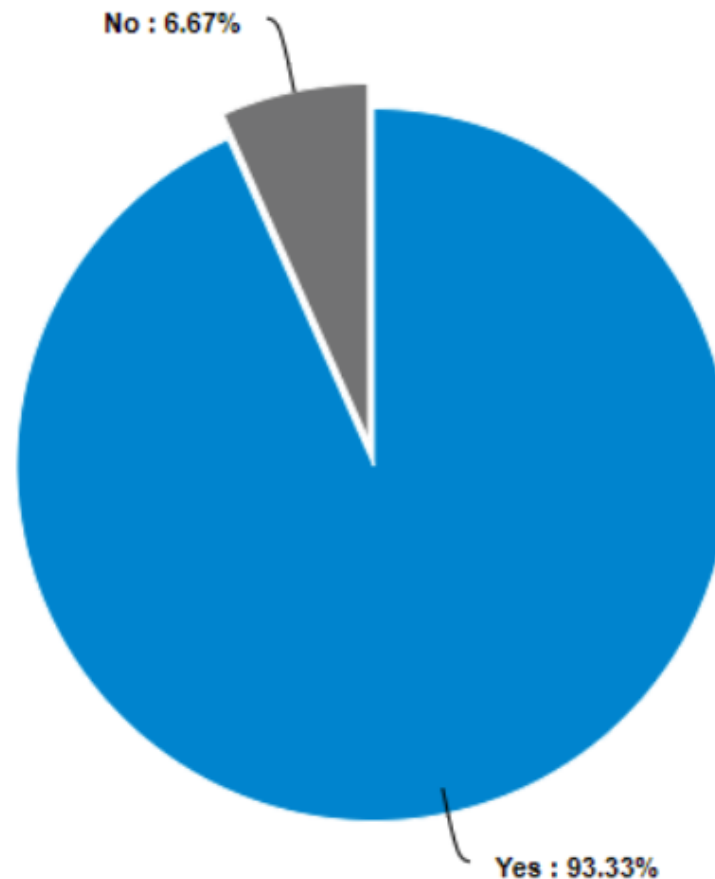
The top 5 most popular pages on the MSCA Class website for non-MUSTO Skiff sailors included:

- 1. Used boats (16%)**
- 2. Home (13%)**  
= Reposts and News (13%)
- 3. Events (10%)**
- 4. Forum (8%)**  
= Results (8%)
- 5. Class Training (5%)**  
= Picture Gallery (5%)  
= Tuning Guide (5%)

# Class Website Engagement: Non-MUSTO Skiff Sailors

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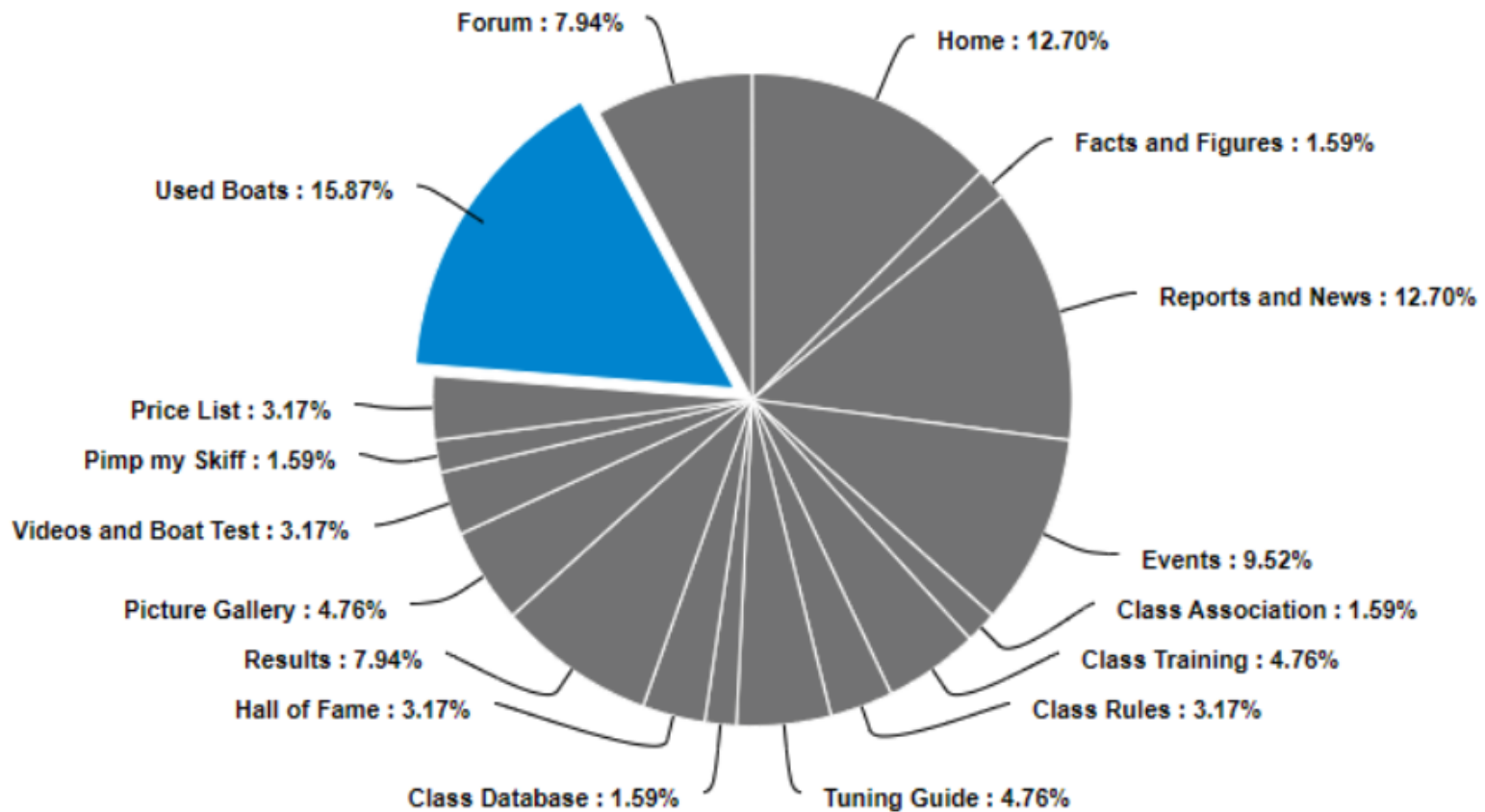
Q: Over the last 12 months, have you visited the international MUSTO Skiff Class Association (MSCA) website ([www.mustoskiff.com](http://www.mustoskiff.com))?



# Class Website Engagement: Non-MUSTO Skiff Sailors

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Q: Which of the main navigation pages on the MSCA website do you visit most frequently?





# Wider Marketing Activities: Non-MUSTO Skiff Sailors

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## **MUSTO Skiff Class Association (MSCA) - Wider Marketing Activities:**

In addition to social media, the Class Committee used a range of marketing activities to communicate class information and updates. In addition, an online forum for MUSTO Skiff Class sailors to interact with each other continues to be provided year-on-year.

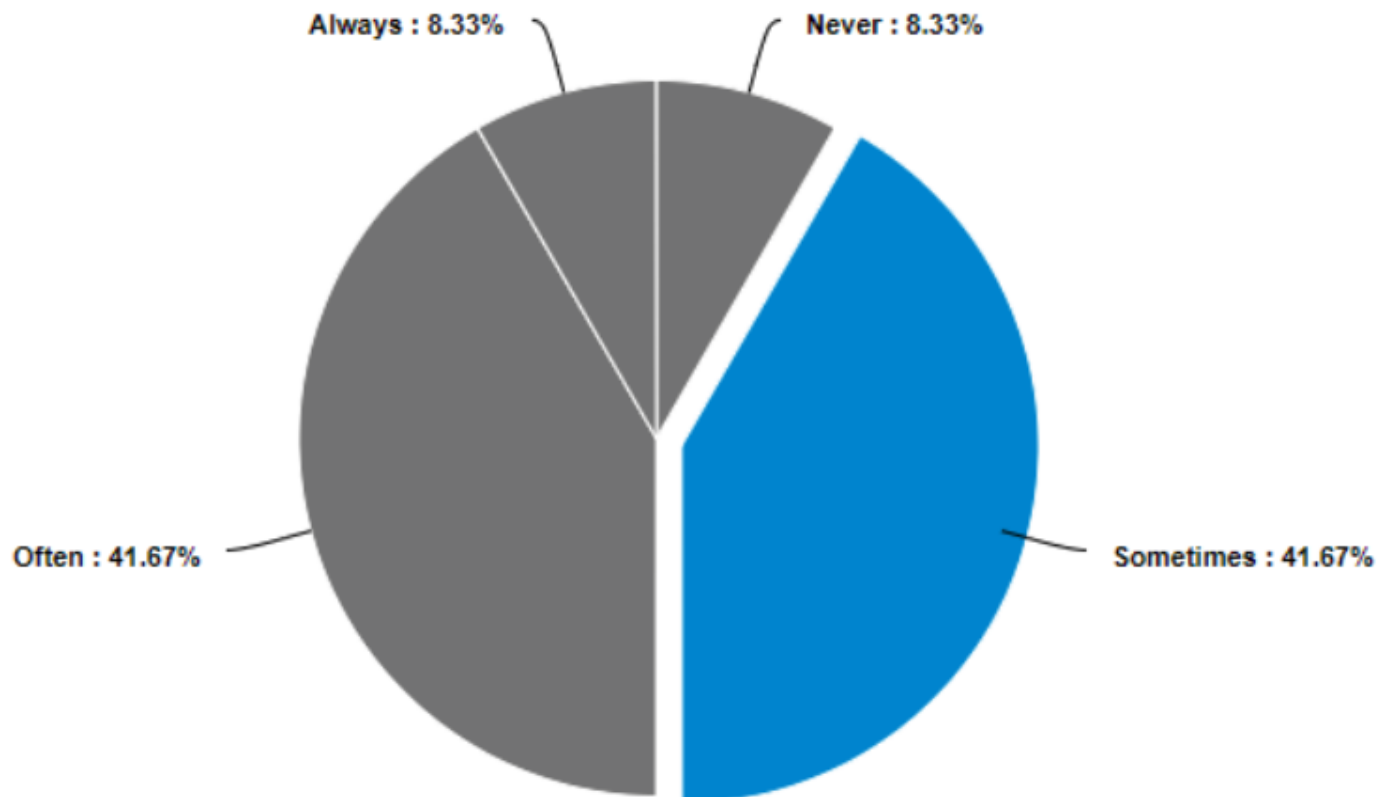
We asked how often respondents in the wider sailing community used or engaged with the following marketing channels for class updates and information:

- International MSCA website ([www.mustoskiff.com](http://www.mustoskiff.com))
- International MUSTO Skiff eNewsletters (subscribed activity)
- International MUSTO Skiff online forum
- Print media – e.g. newspapers, sailing magazines
- Online media – e.g. sailing blogs, sailing websites

# Wider Marketing Activities: Non-MUSTO Skiff Sailors

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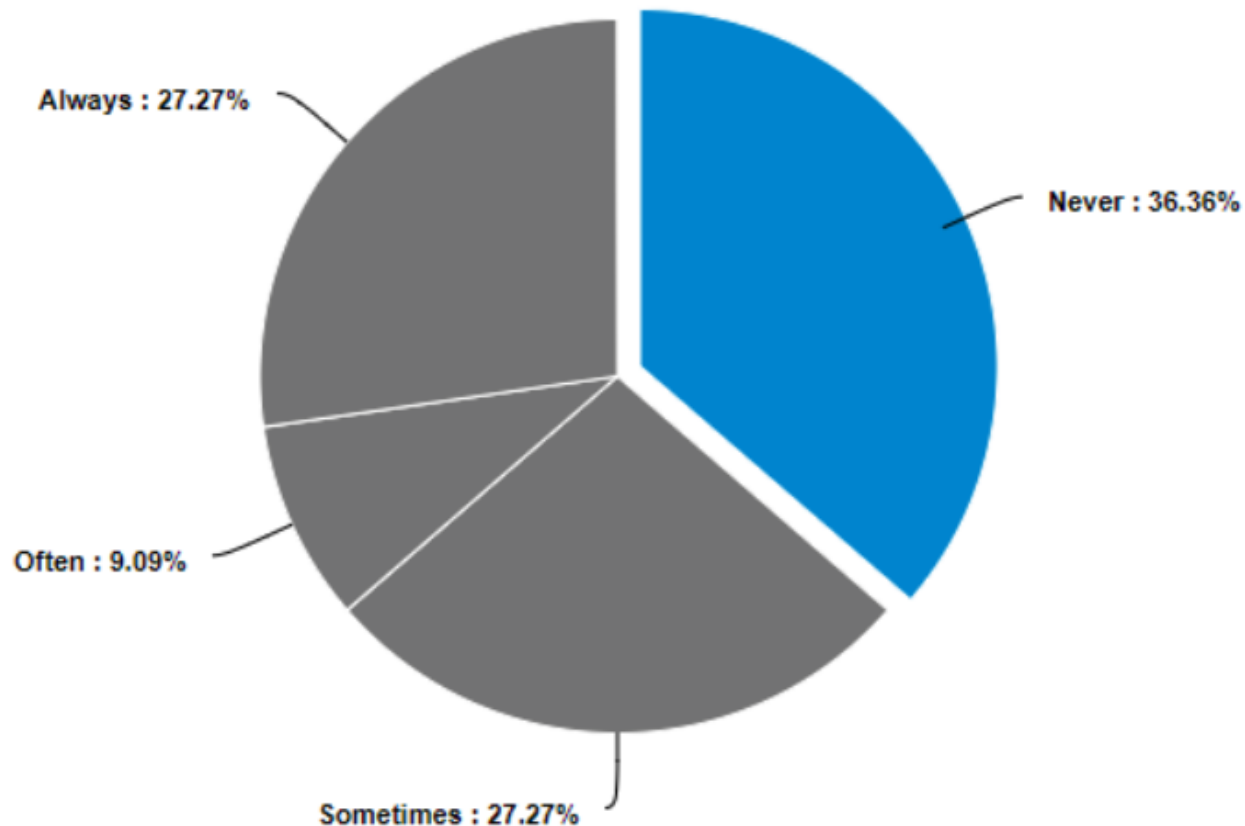
Q: International MSCA Website ([www.mustoskiff.com](http://www.mustoskiff.com))



# Wider Marketing Activities: Non-MUSTO Skiff Sailors

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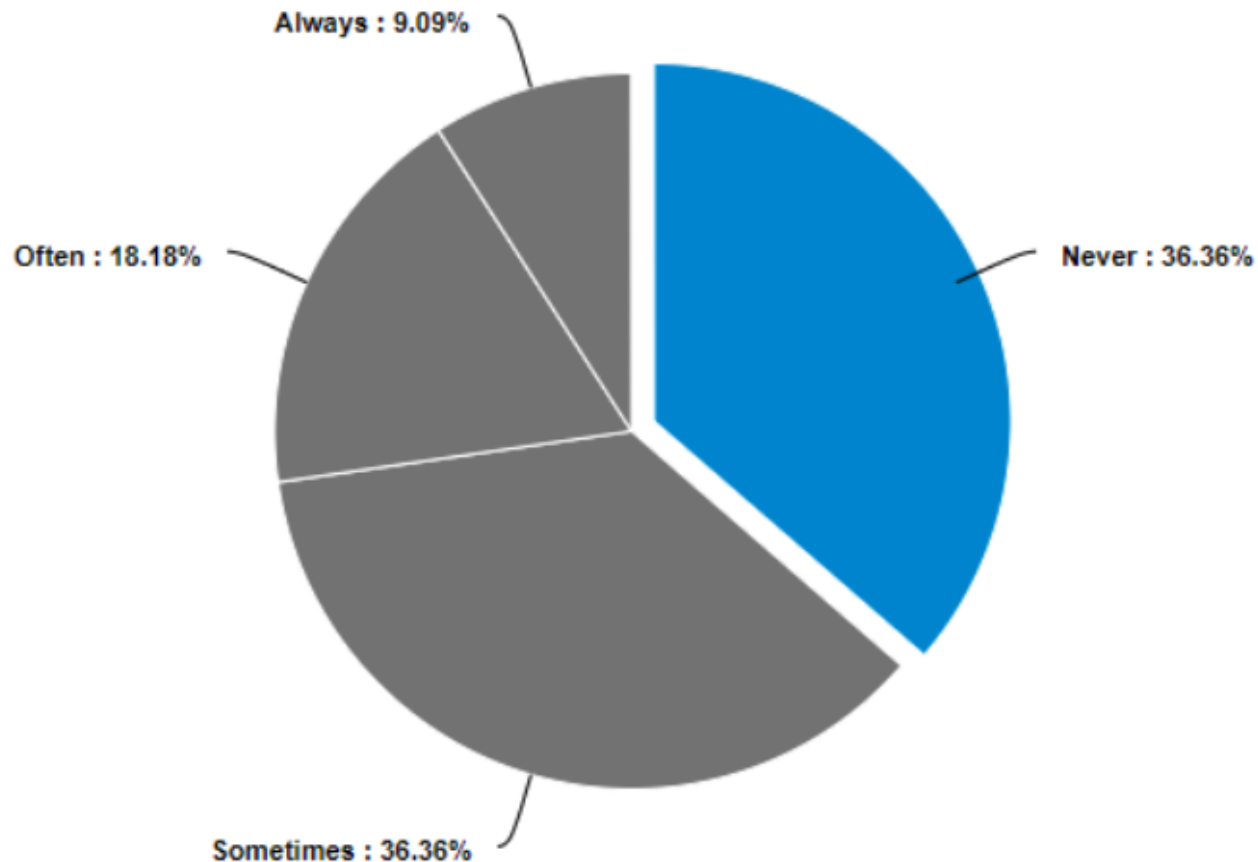
Q: International MSCA eNewsletters (subscribed activity)



# Wider Marketing Activities: Non-MUSTO Skiff Sailors

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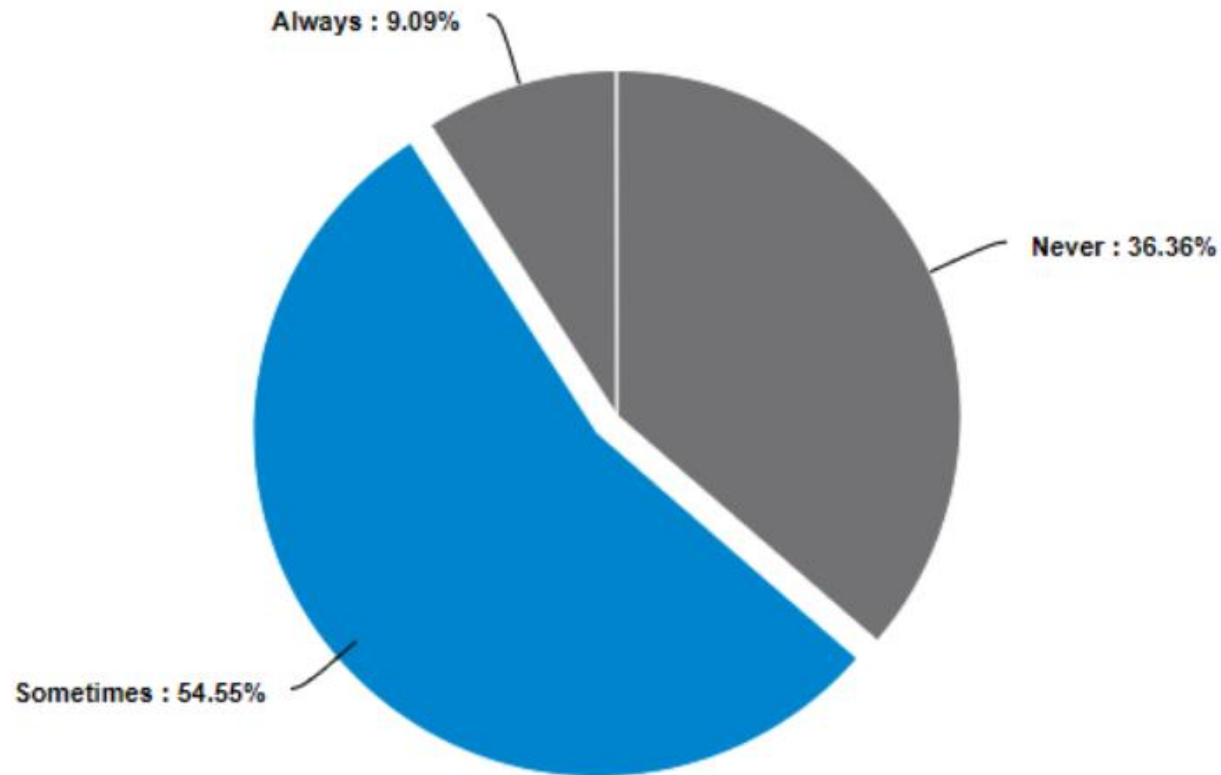
Q: International MUSTO Skiff online forum



# Wider Marketing Activities: Non-MUSTO Skiff Sailors

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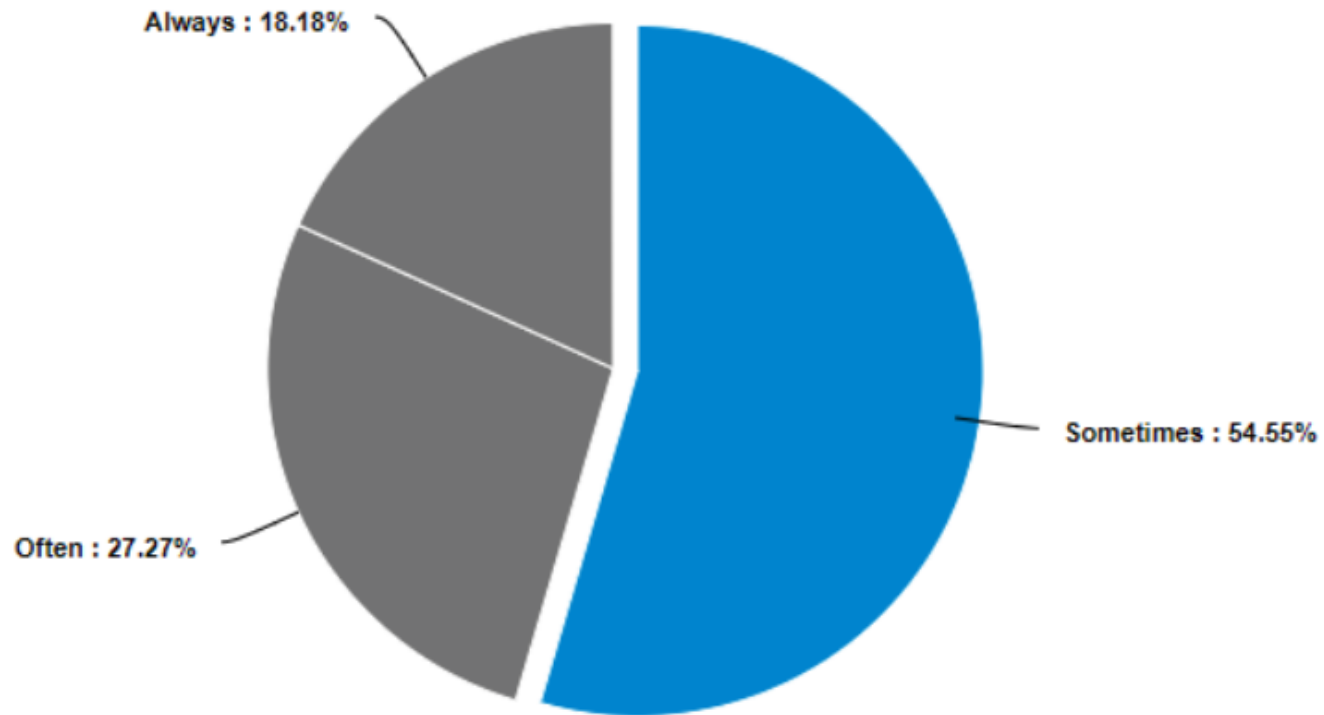
Q: Print media – e.g. newspapers, sailing magazines



# Wider Marketing Activities: Non-MUSTO Skiff Sailors

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Q: Online media – e.g. sailing blogs, sailing news websites



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# **CLASS EVENTS – 2019 (MUSTO Skiff Sailors & MSCA Members)**



**MUSTO**  
**SKIFF**

# Attendance at Class Events

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The most frequented event type for MUSTO Skiff sailors was **club racing** with 35% attending all or most club racing events. This was followed by **open meetings** (at 23% attending most) and **training** (at 10% attending all or most).

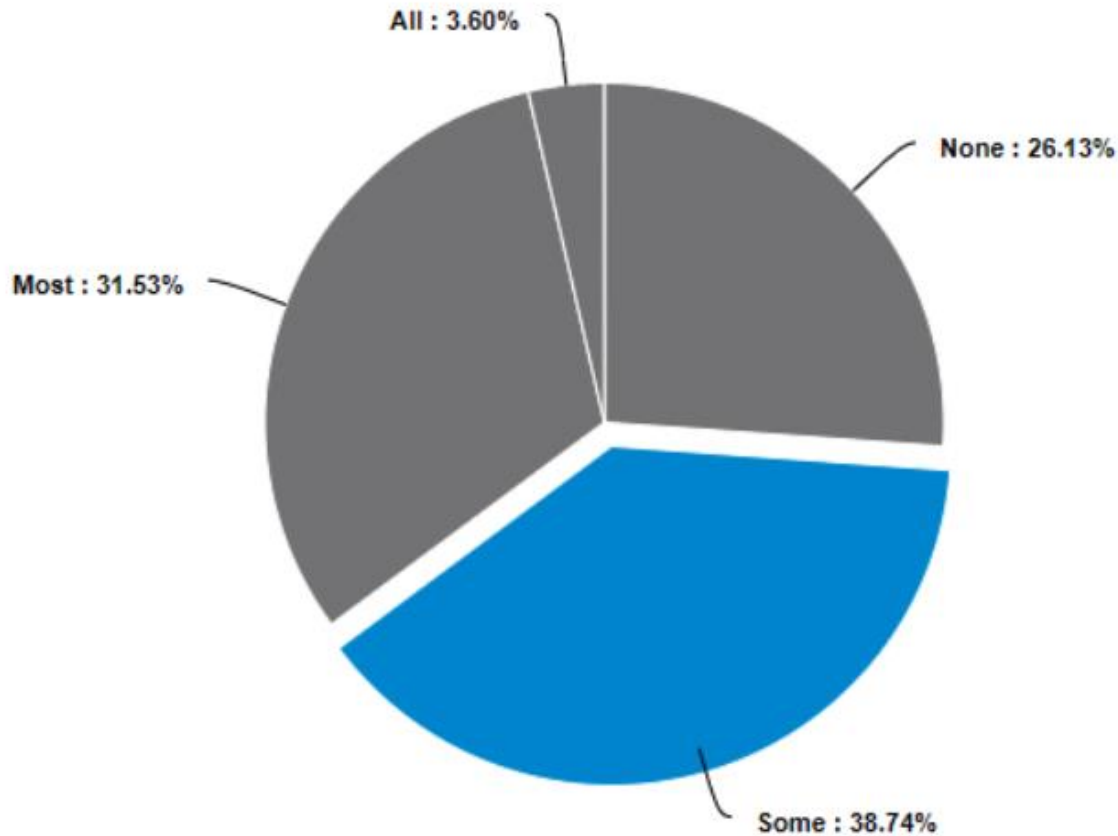
Whilst training was the least frequented, this is in line with expectations based on the 2019 training programme, which was predominantly aimed at supporting new sailors entering the class rather than all class members.



# Attendance at Class Events - Frequency

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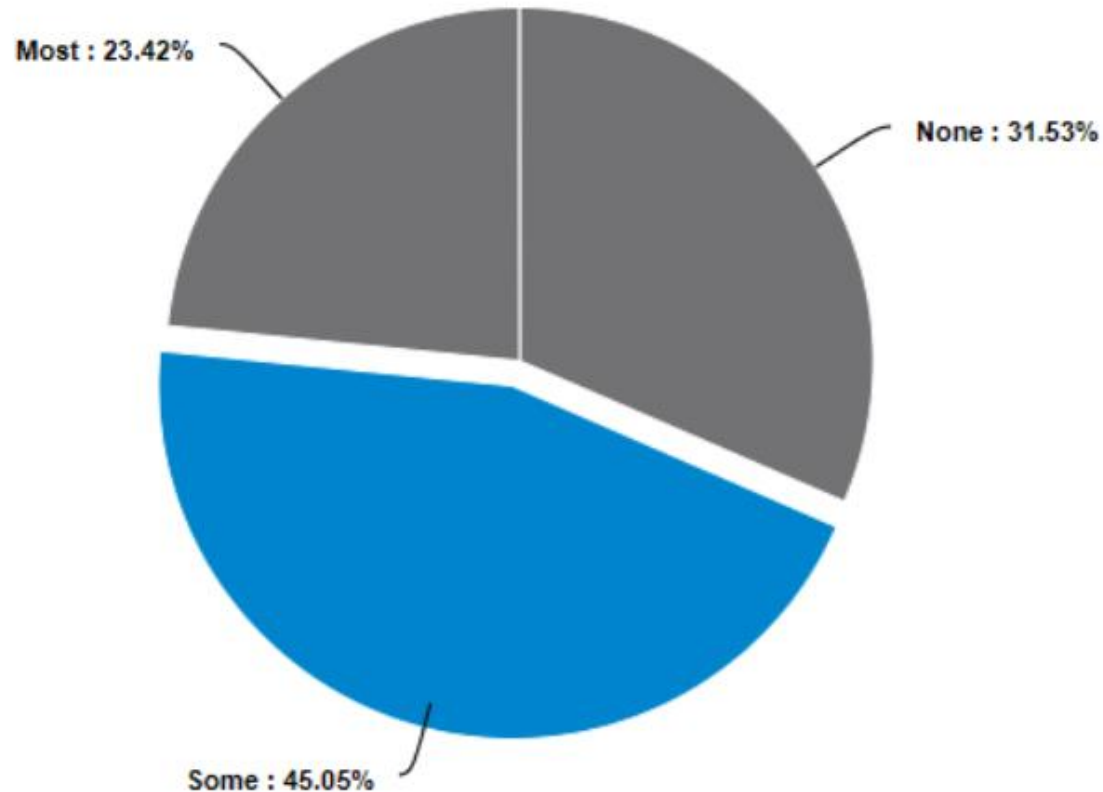
Q: Club Racing



# Attendance at Class Events - Frequency

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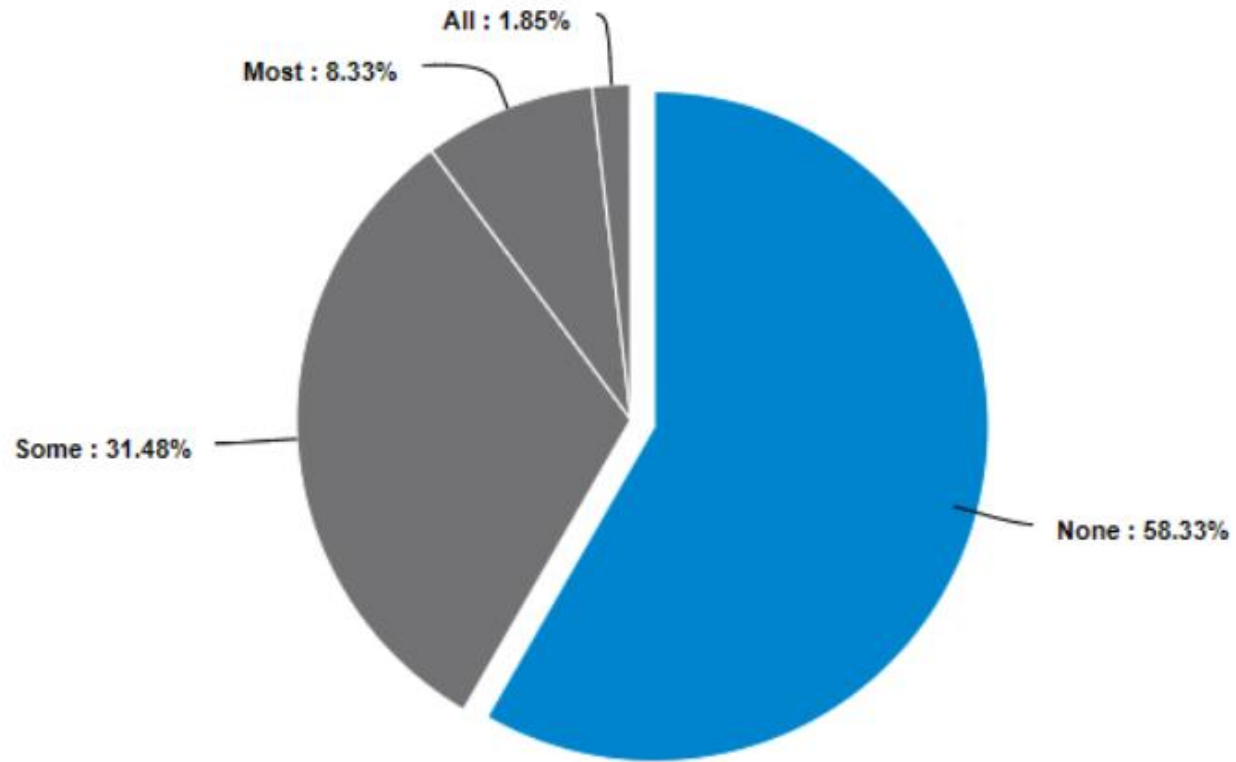
Q: Open meetings



# Attendance at Class Events - Frequency

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Q: Training



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# MUSTO SKIFF TRAINING & COACHING SESSIONS - 2019

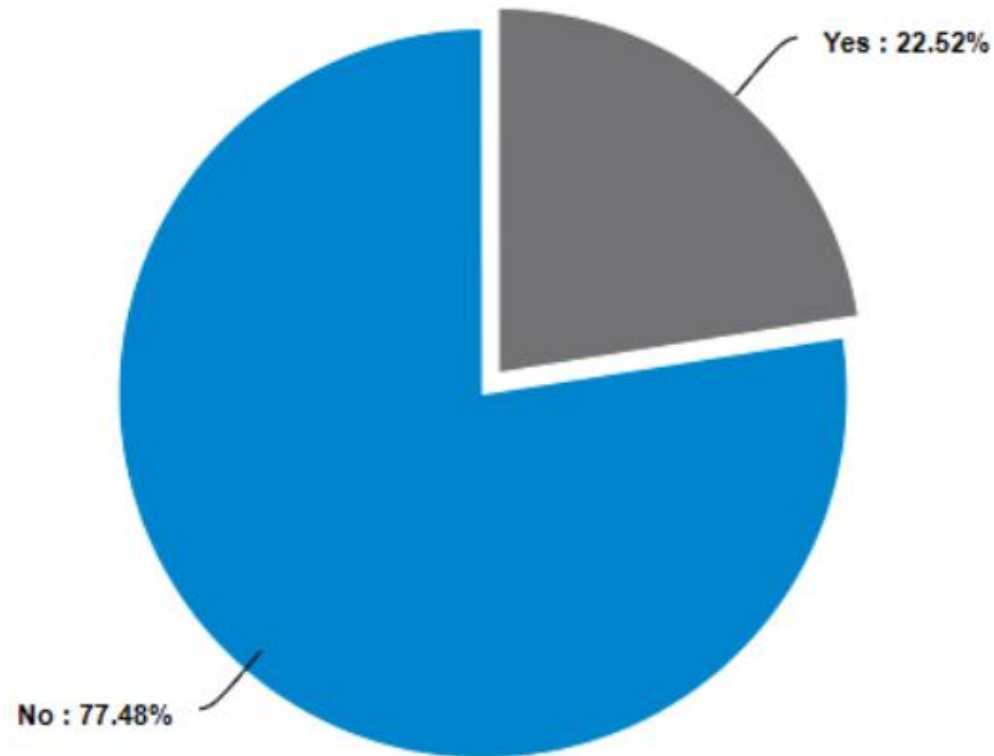


**MUSTO**  
**SKIFF**

# MUSTO Skiff Training & Coaching - 2019

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Q: Did you attend any MUSTO Skiff training sessions over 2019?



# MUSTO Skiff Training & Coaching - 2019

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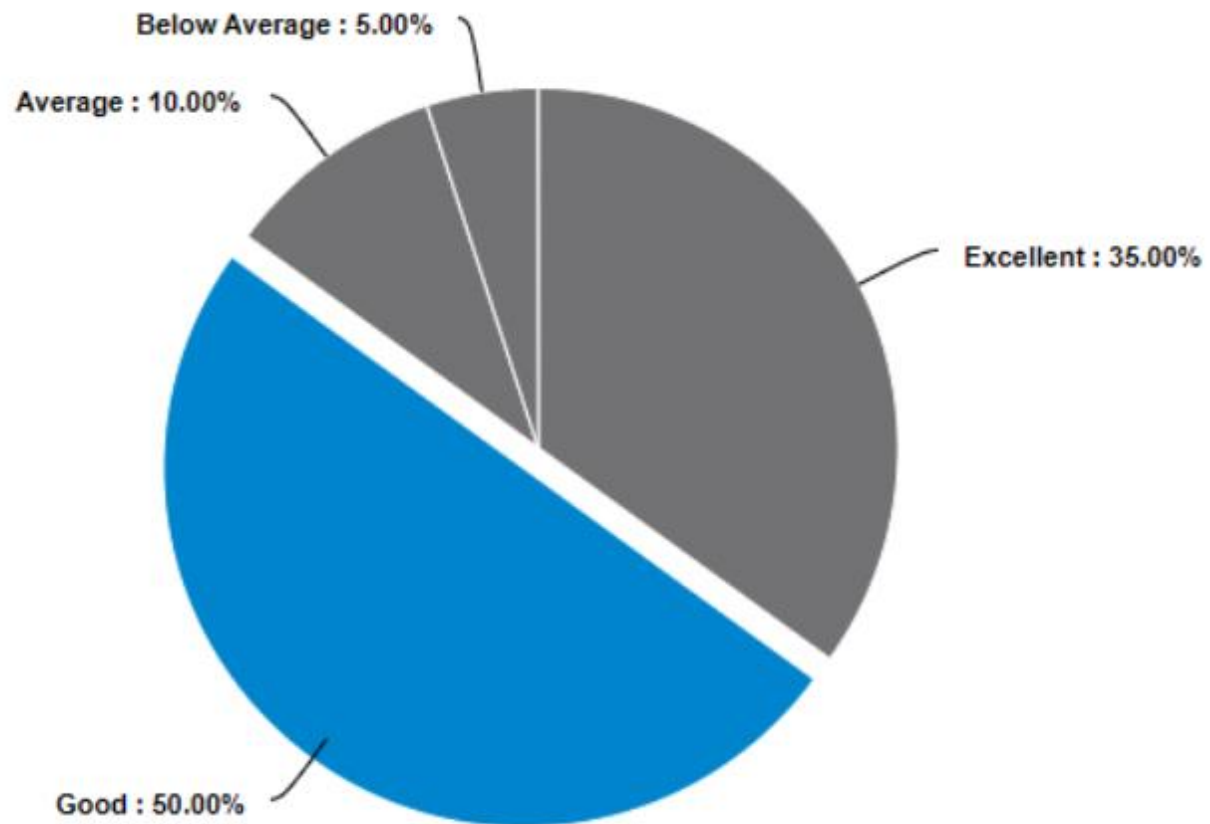
For those that attended training sessions in their country, they were asked to rate the 2019 training sessions on the following points:

- Pre-event information and communication
- Contribution from top sailors
- Coaching style
- Level of knowledge of coaches
- On shore organisation
- Club facilities
- Venue suitability for training

# MUSTO Skiff Training & Coaching - 2019

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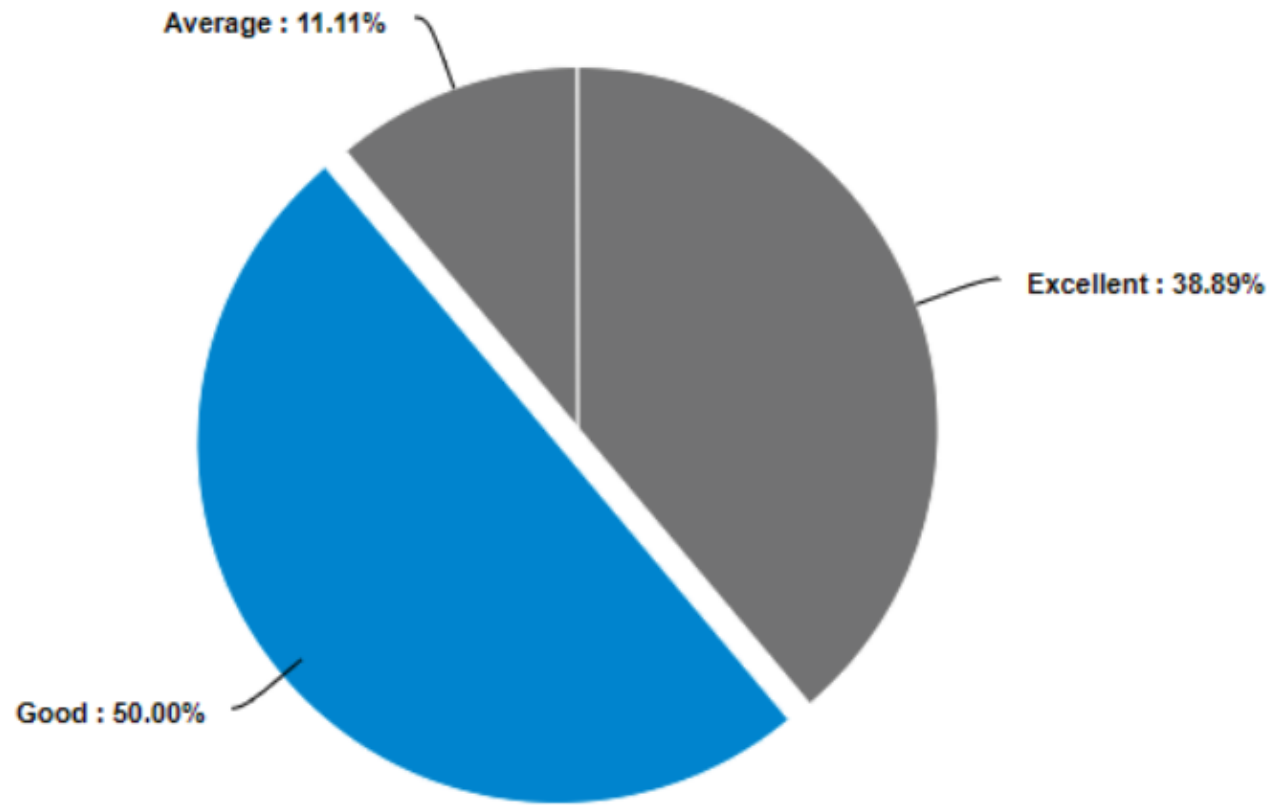
Q: Pre-event information and communication



# MUSTO Skiff Training & Coaching - 2019

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Q: Contribution from top sailors

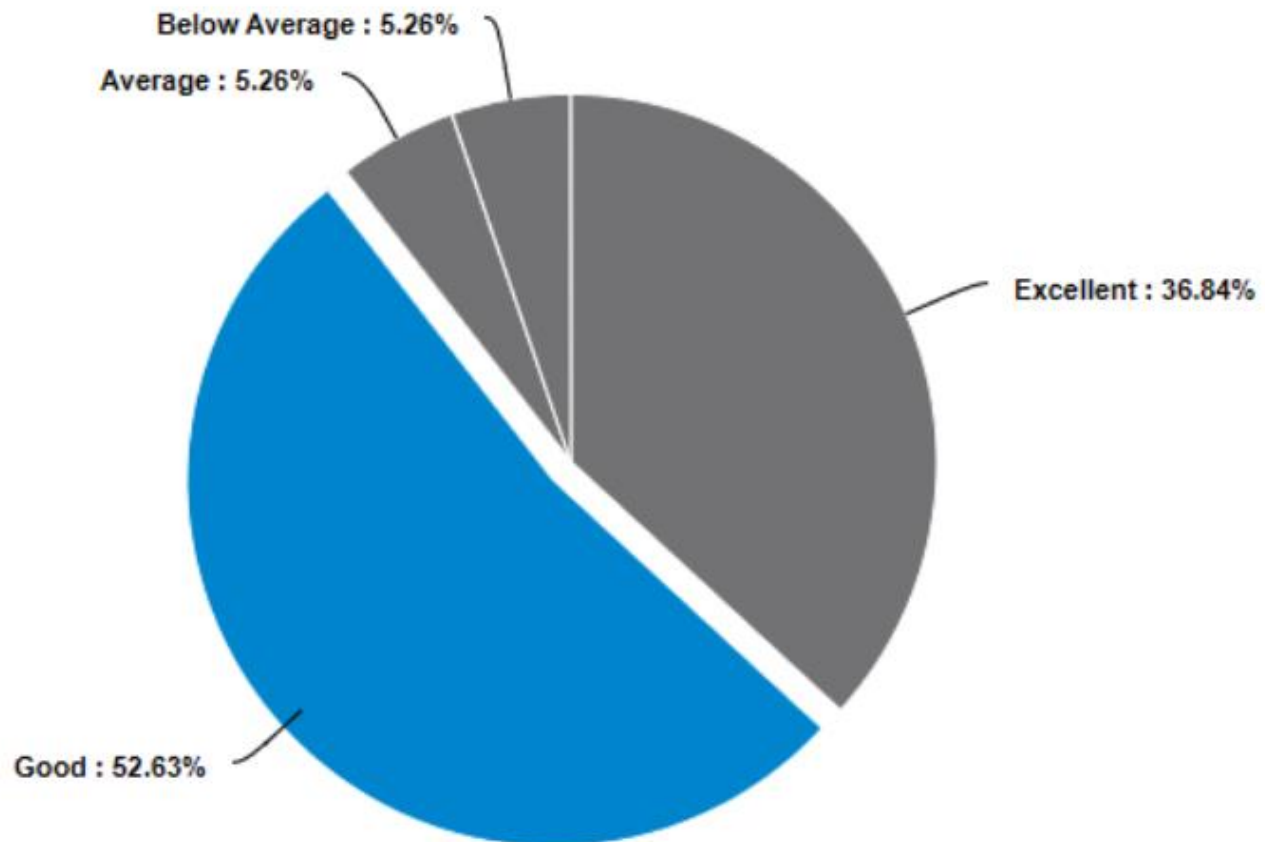




# MUSTO Skiff Training & Coaching - 2019

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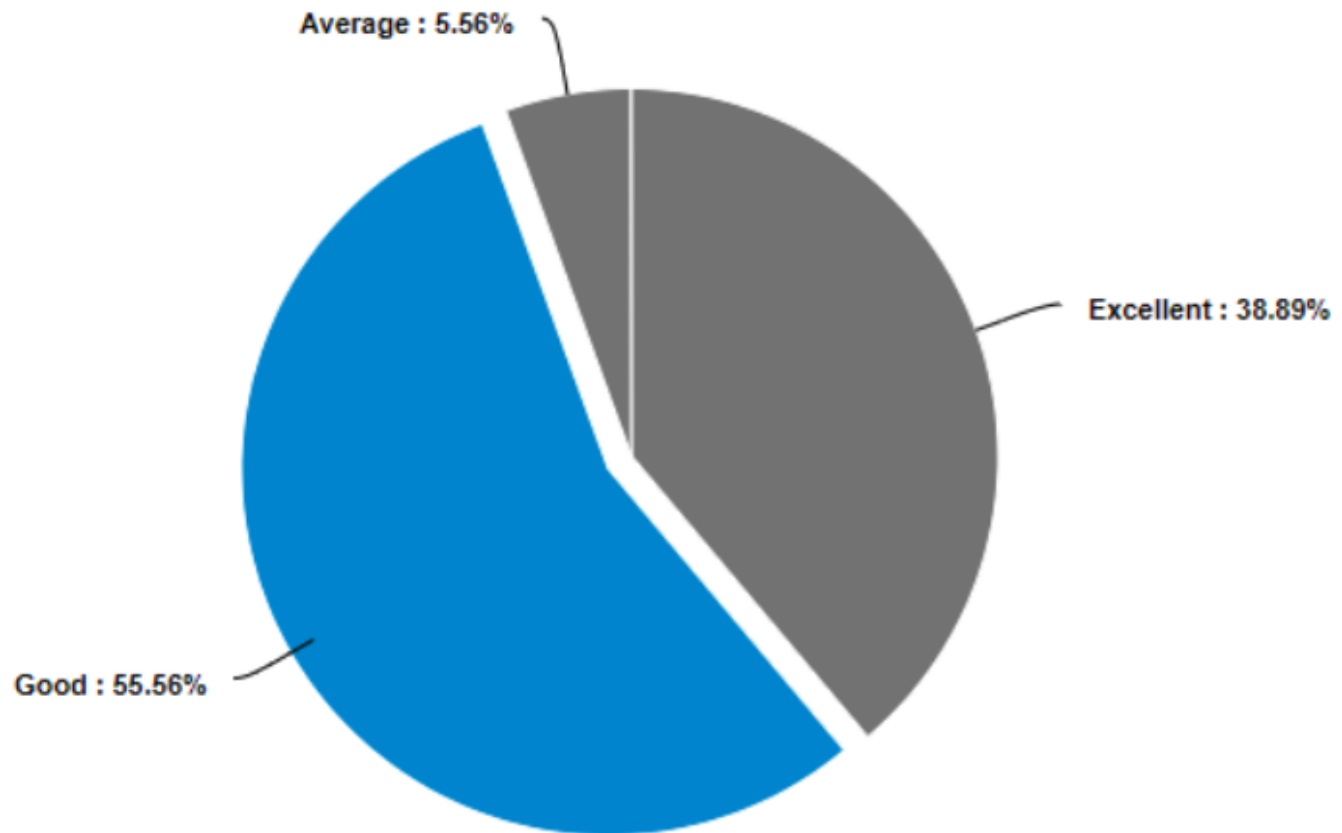
Q: Coaching style



# MUSTO Skiff Training & Coaching - 2019

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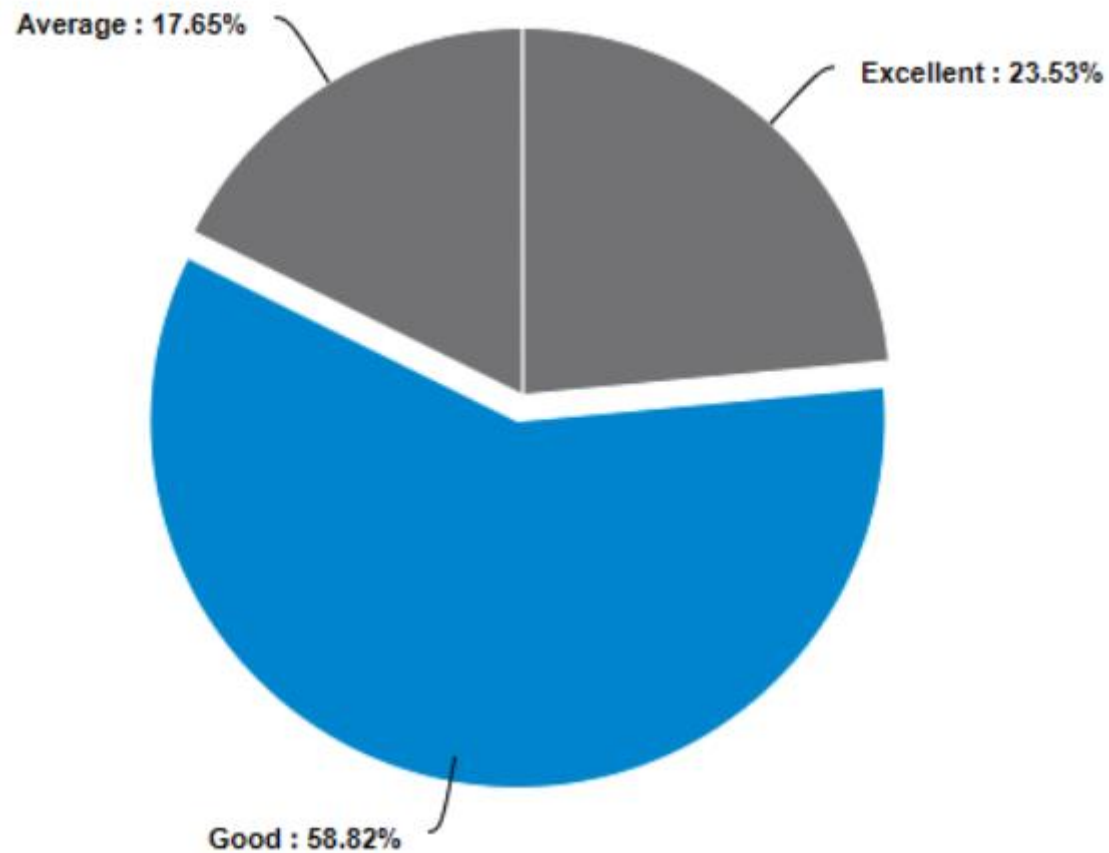
Q: Level of knowledge of coaches



# MUSTO Skiff Training & Coaching - 2019

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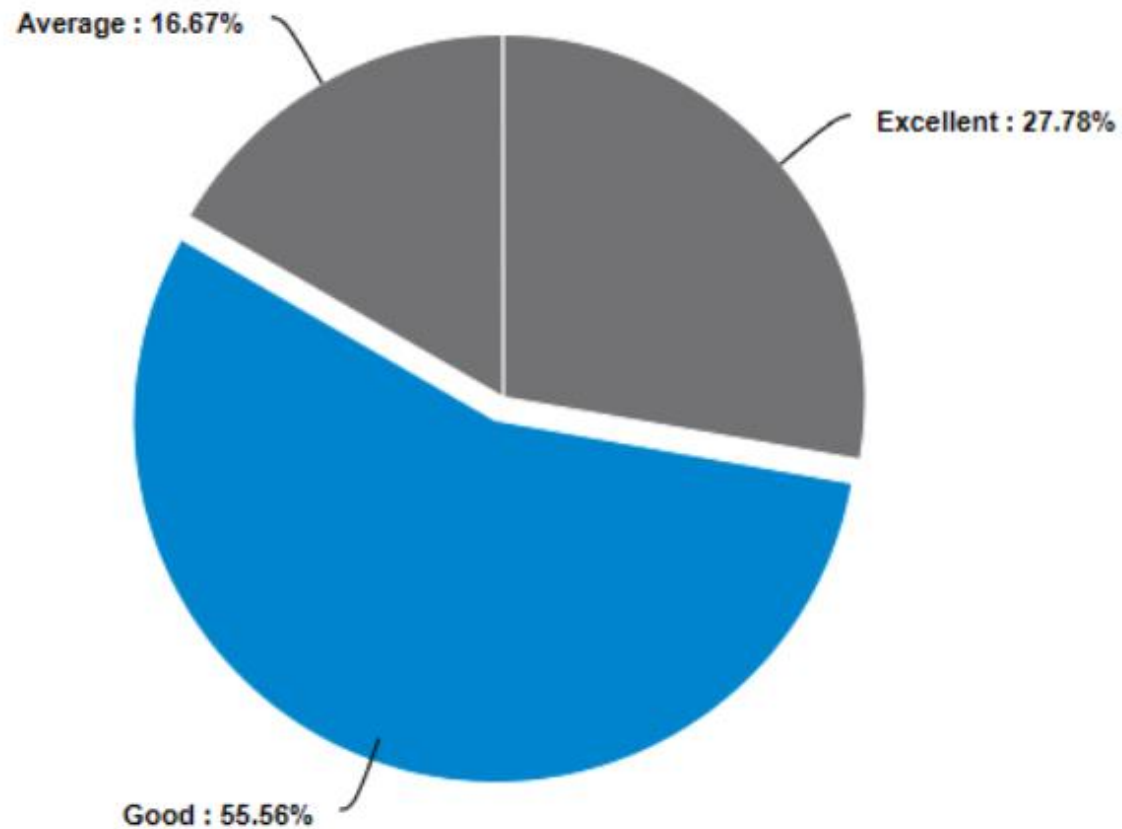
Q: On-shore organisation



# MUSTO Skiff Training & Coaching - 2019

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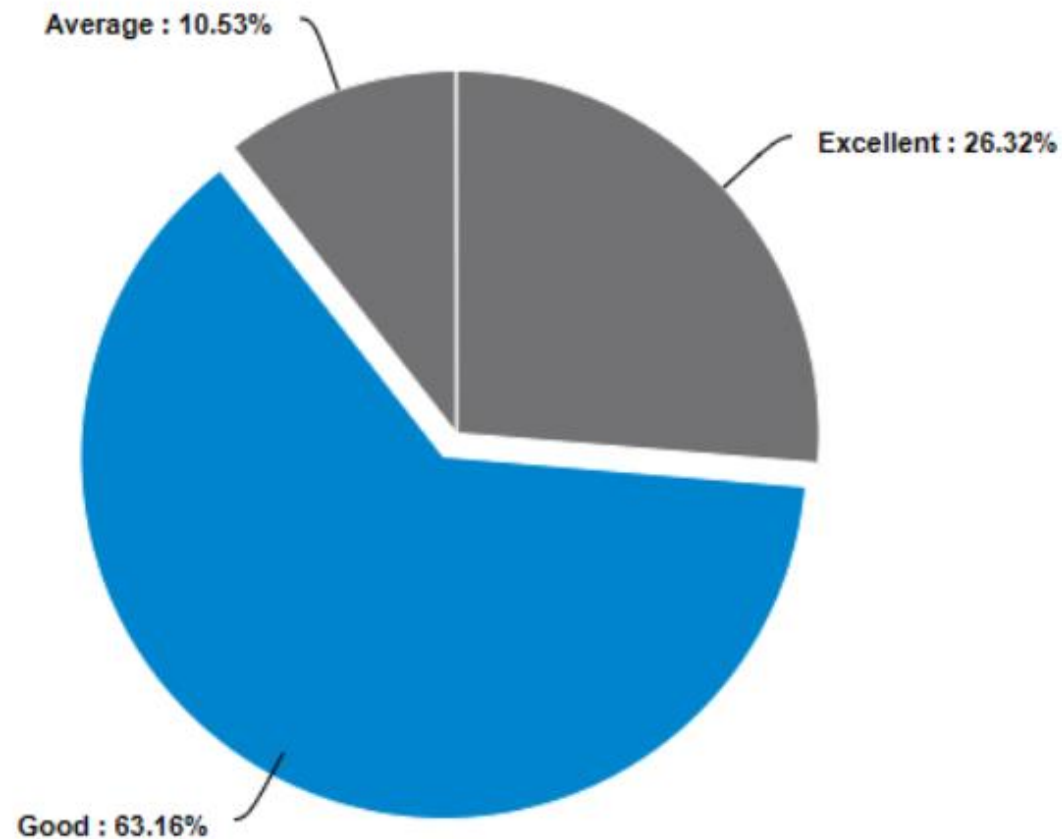
Q: Club facilities



# MUSTO Skiff Training & Coaching - 2019

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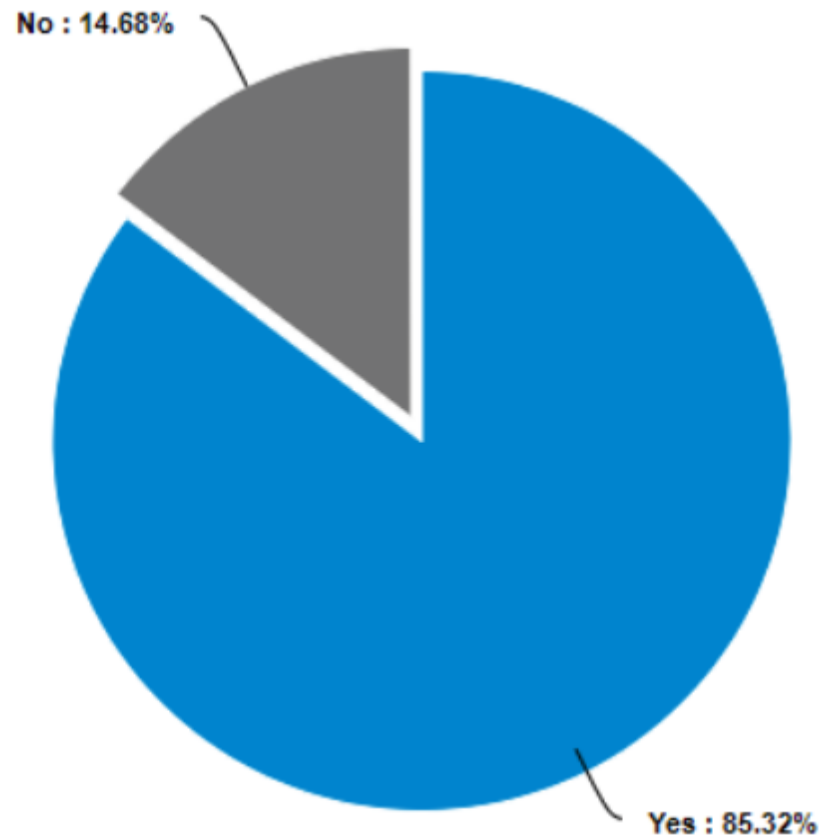
Q: Venue suitability for training



# MUSTO Skiff Training & Coaching for 2020

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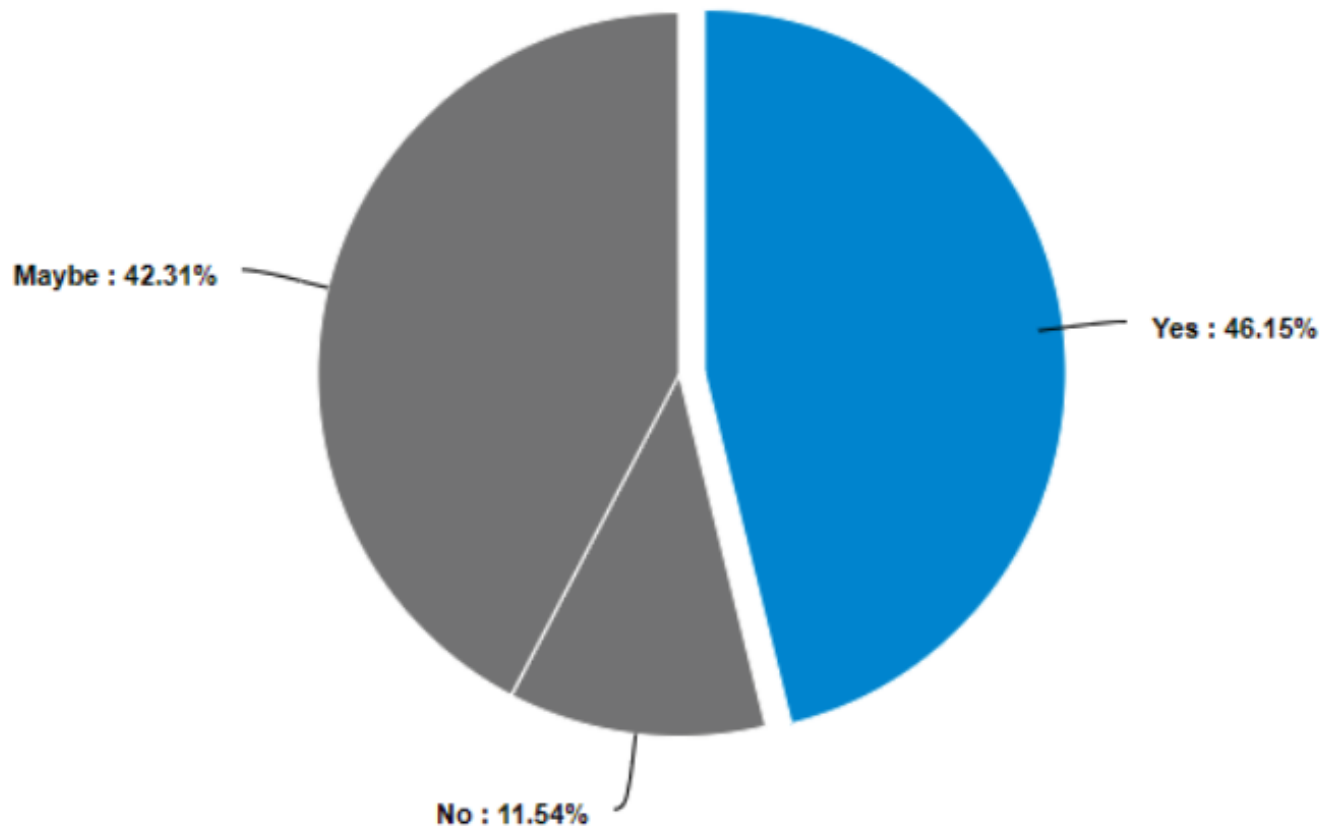
Q: Would you like to have more training sessions taking place in your region?



# MUSTO Skiff Trial Sailing & Demo Boats

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Q: Some of the members have encouraged interested sailors outside of the MUSTO Skiff class to join the fleet by lending their own boat for a test sail. Would you be willing to loan your boat to someone interested in the class for a test sail?



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# CLASS EVENTS: NATIONALS / EURO CUP 2019



  
**MUSTO**  

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**SKIFF**

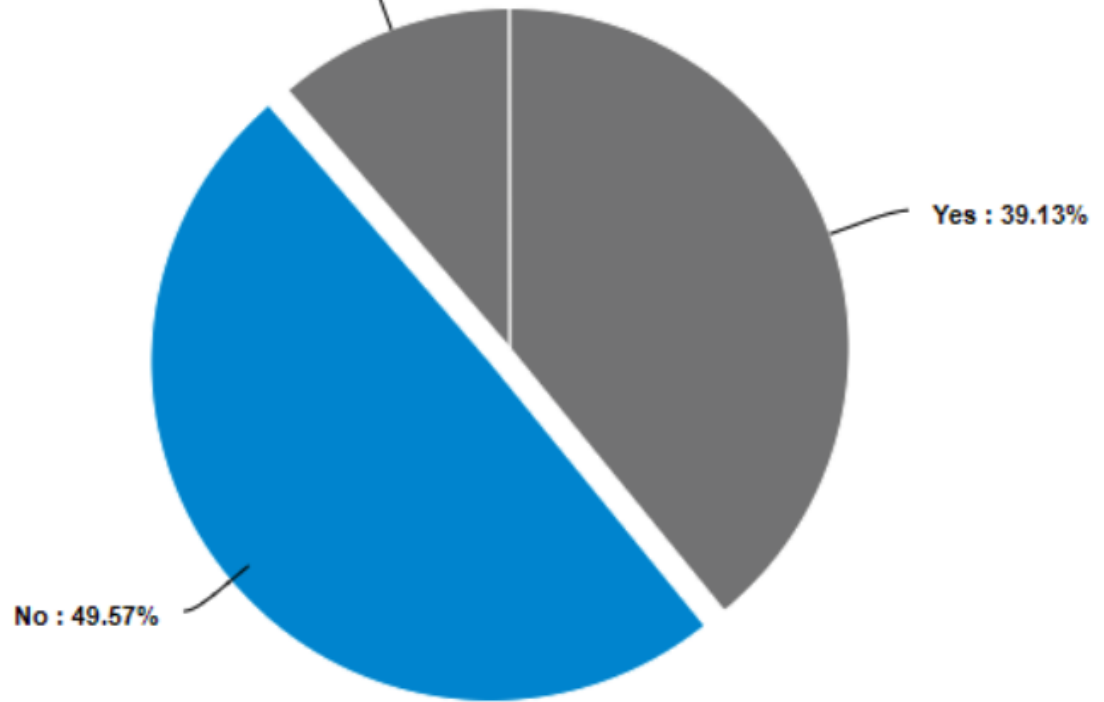


# 2019 National Championships / EuroCup Series

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Q: Did you attend your domestic National Championships / EuroCup event in 2019

There was no event held in my country in 2019 : 11.30%



- In countries where a National Championships event was held, 39% of respondents attended but 50% did not attend their domestic championships event.
- For 11% of respondents, there was no event held in their country in 2019.

# 2019 National Championships / EuroCup Series

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Some of the most common reasons for not attending a domestic nationals, in order of most frequently mentioned, were noted under the following areas:

- *Personal reasons - family or work commitments*
- *New to the class / Still learning to sail the boat*
- *The location (for GBR sailors specifically – many stated it was ‘too far to travel to Scotland’)*
- *Chose to attend Worlds only (instead of both the Nationals and the Worlds)*
- *Clash with other sailing events*

# 2019 National Championships / EuroCup Series

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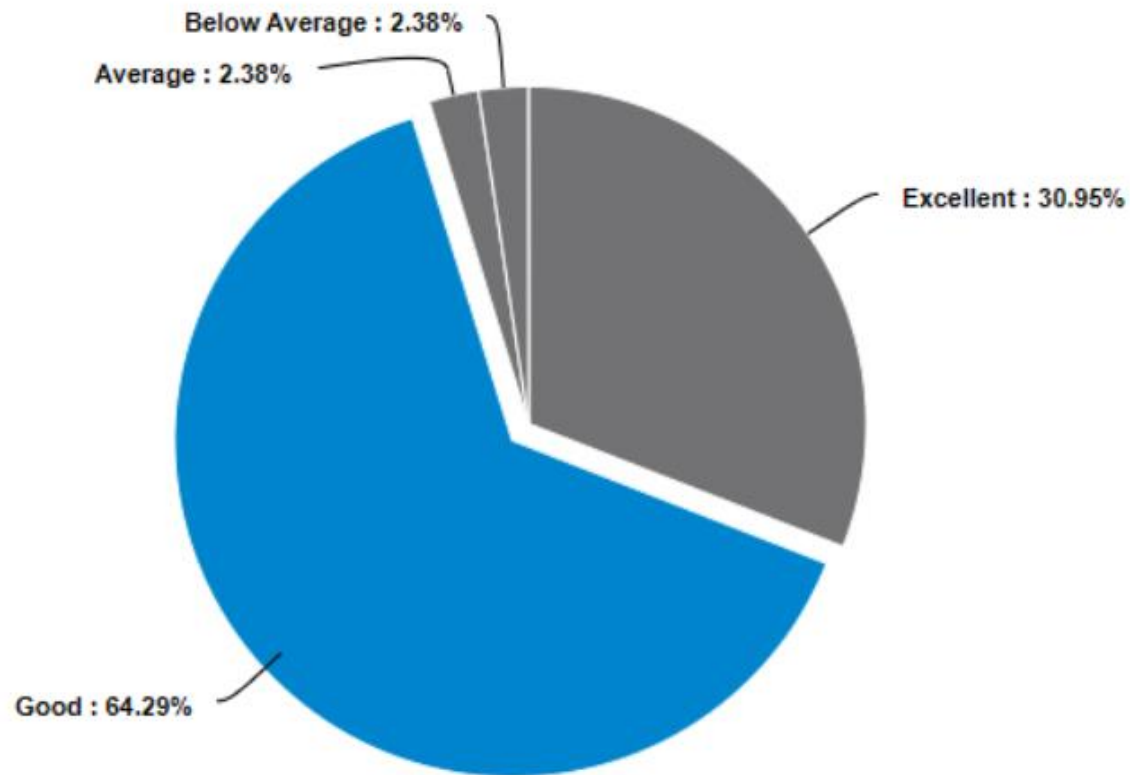
If they attended, respondents were asked to rate their 2019 domestic National Championships / Euro Cup event on the following points:

- Pre-event information and communication
- Race management
- Level of competition within the fleet
- On shore organisation
- Club facilities
- Measurement control
- Venue suitability for our championships
- Evening social events
- Information and communication during the event
- Post event communications

# 2019 National Championships / EuroCup Series

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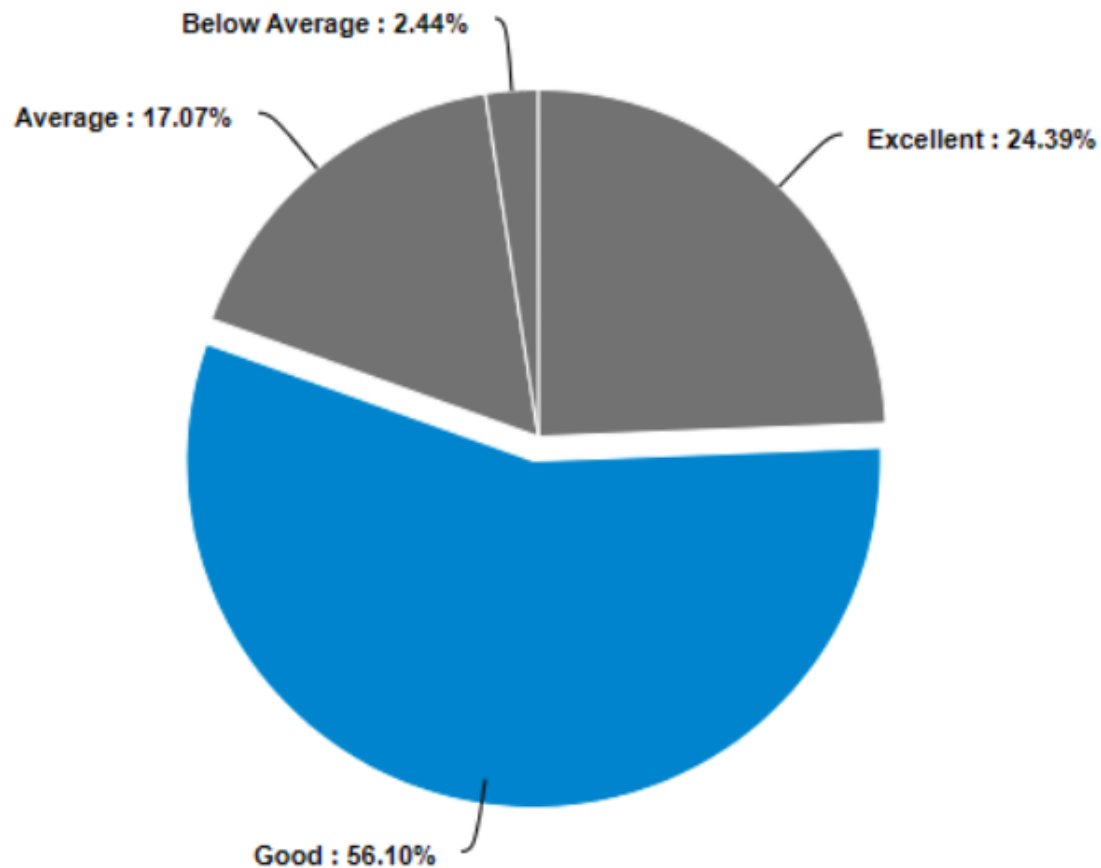
Q: Pre-event information and communication



# 2019 National Championships / EuroCup Series

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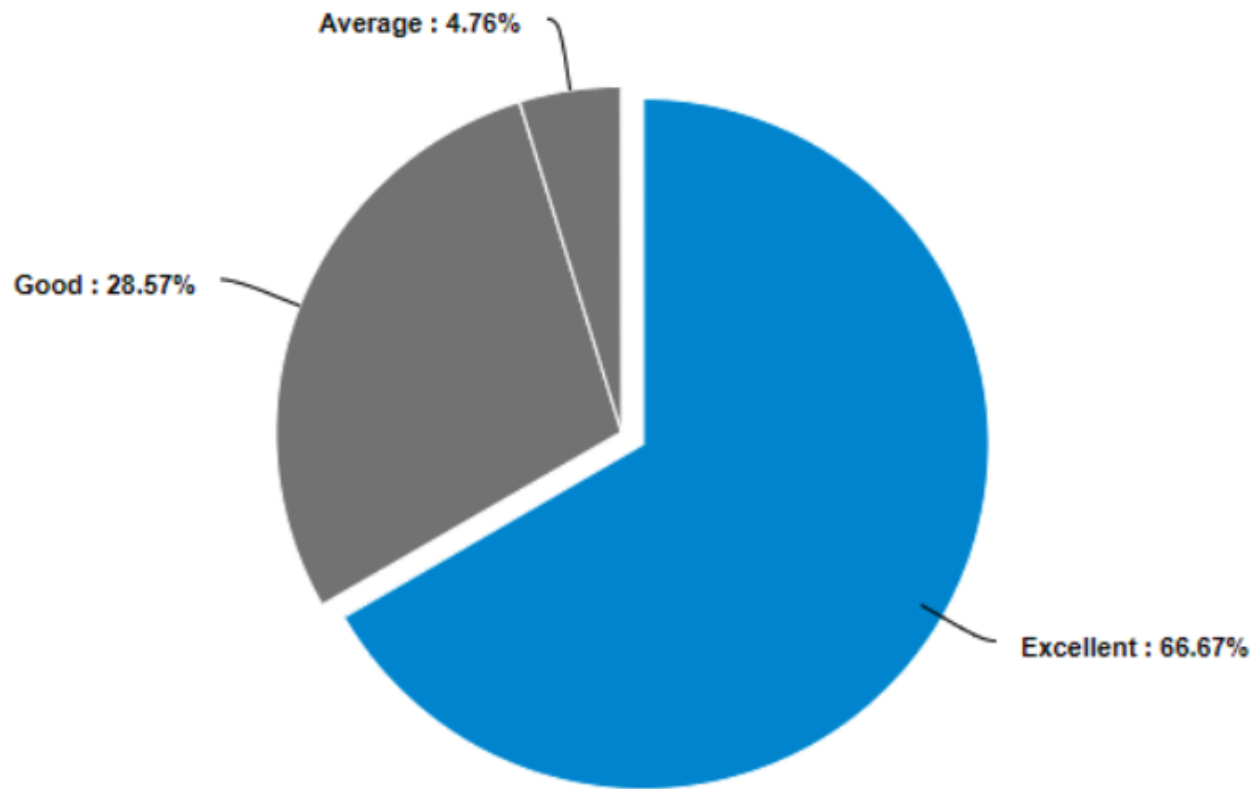
Q: Race management



# 2019 National Championships / EuroCup Series

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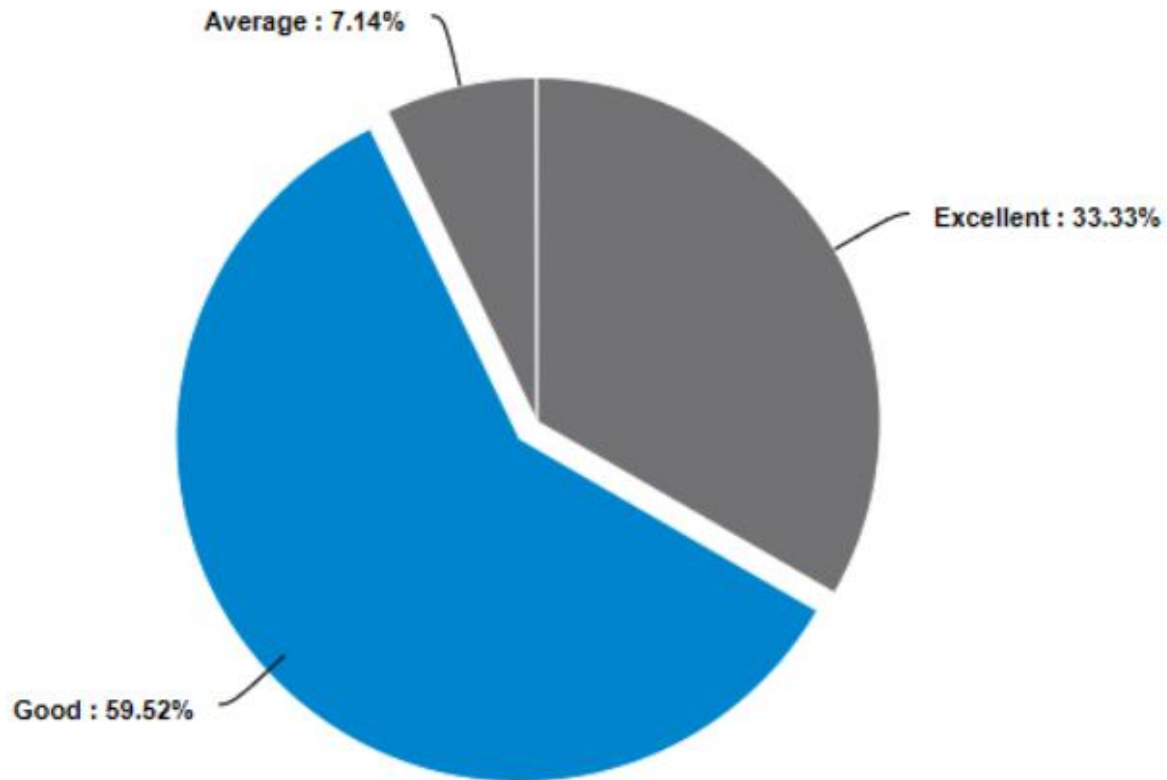
Q: Level of competition within the fleet



# 2019 National Championships / EuroCup Series

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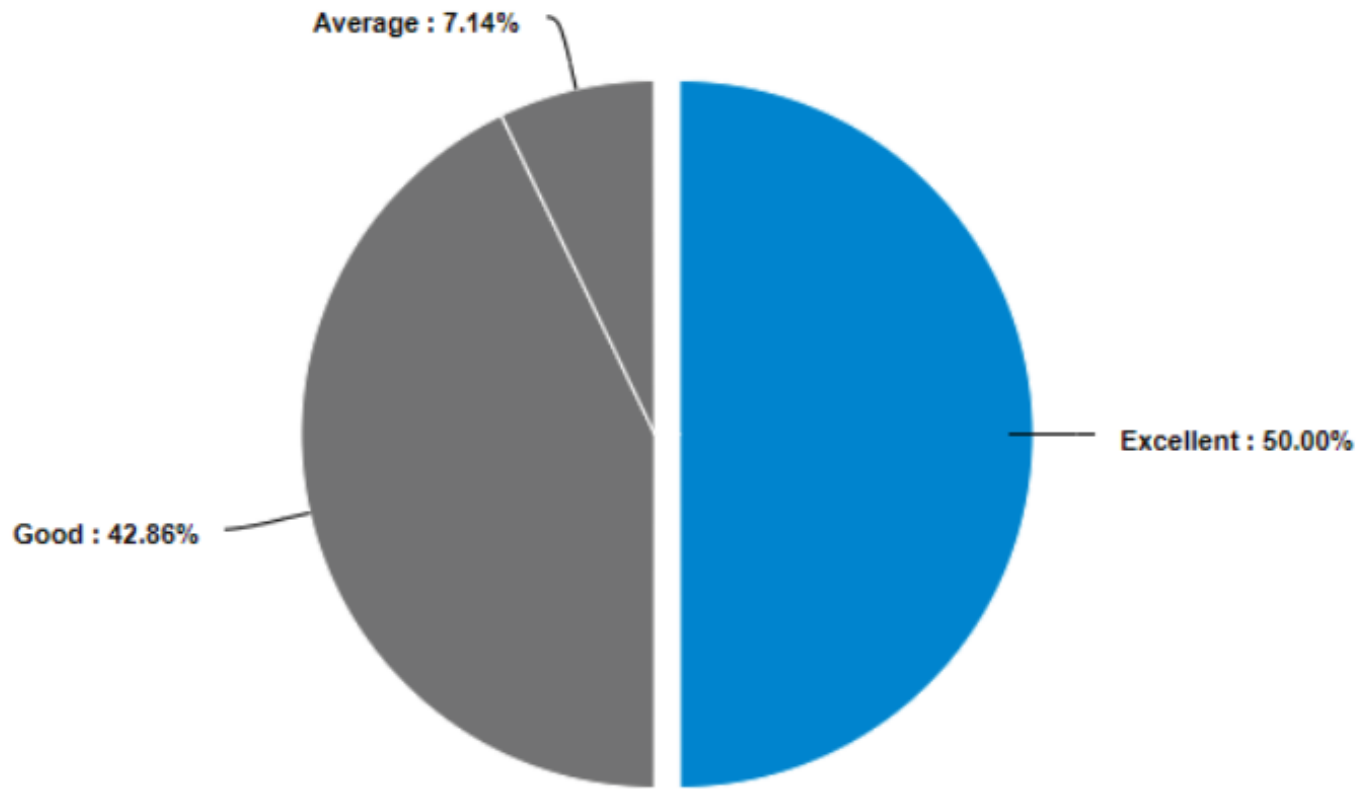
Q: On-shore organisation



# 2019 National Championships / EuroCup Series

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Q: Club facilities

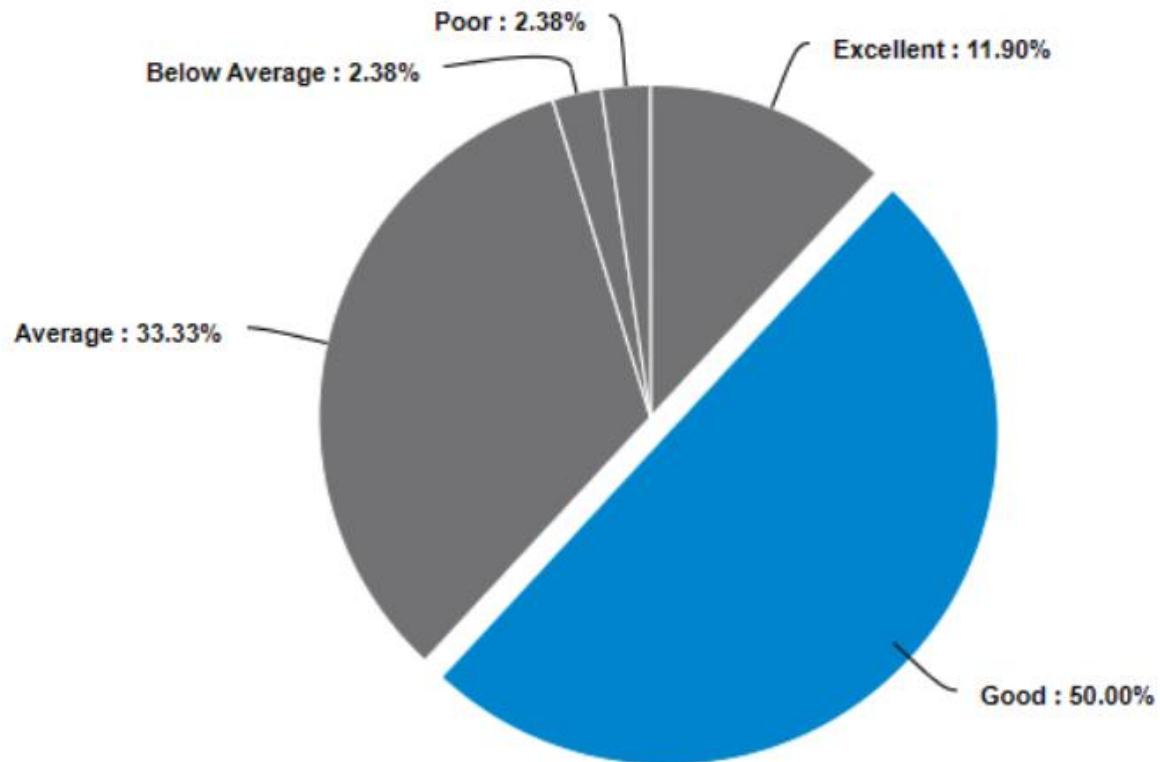




# 2019 National Championships / EuroCup Series

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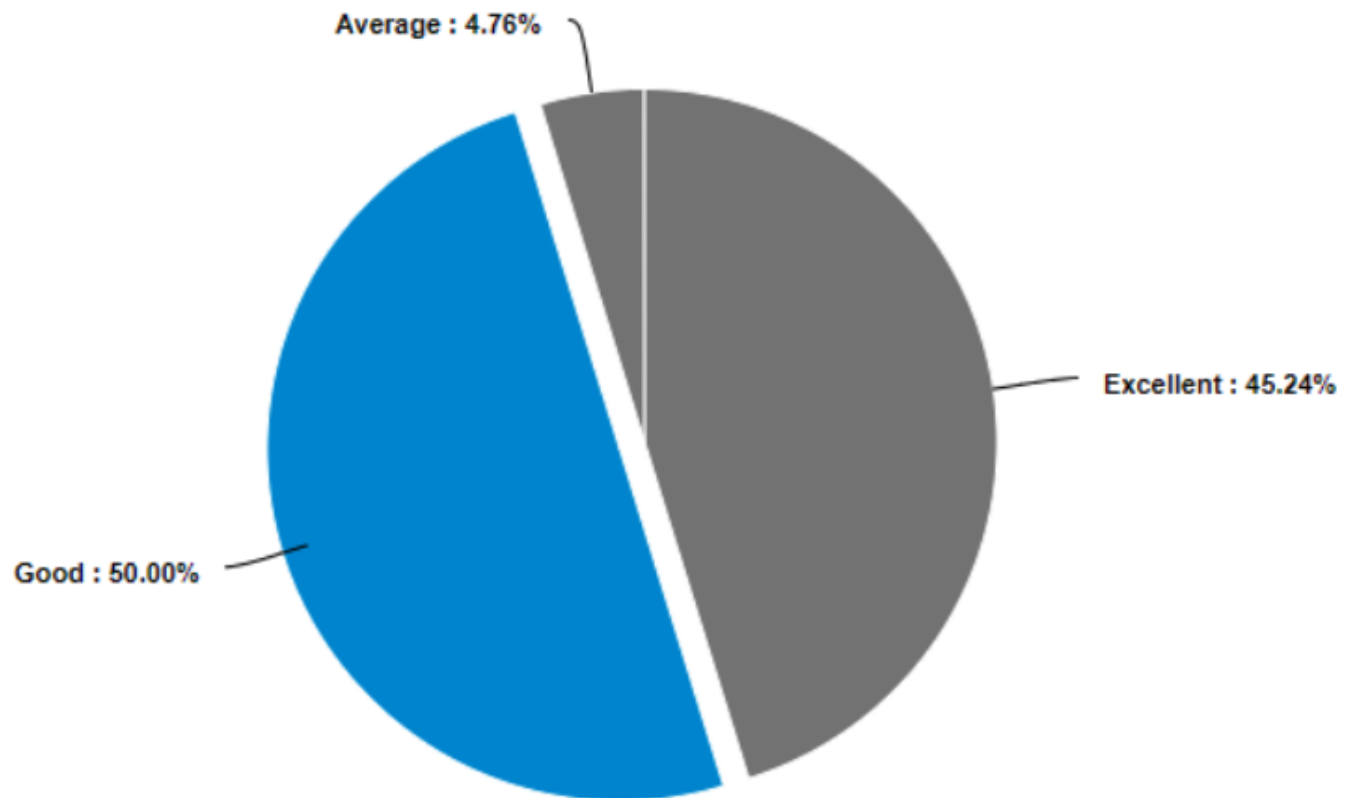
Q: Measurement control



# 2019 National Championships / EuroCup Series

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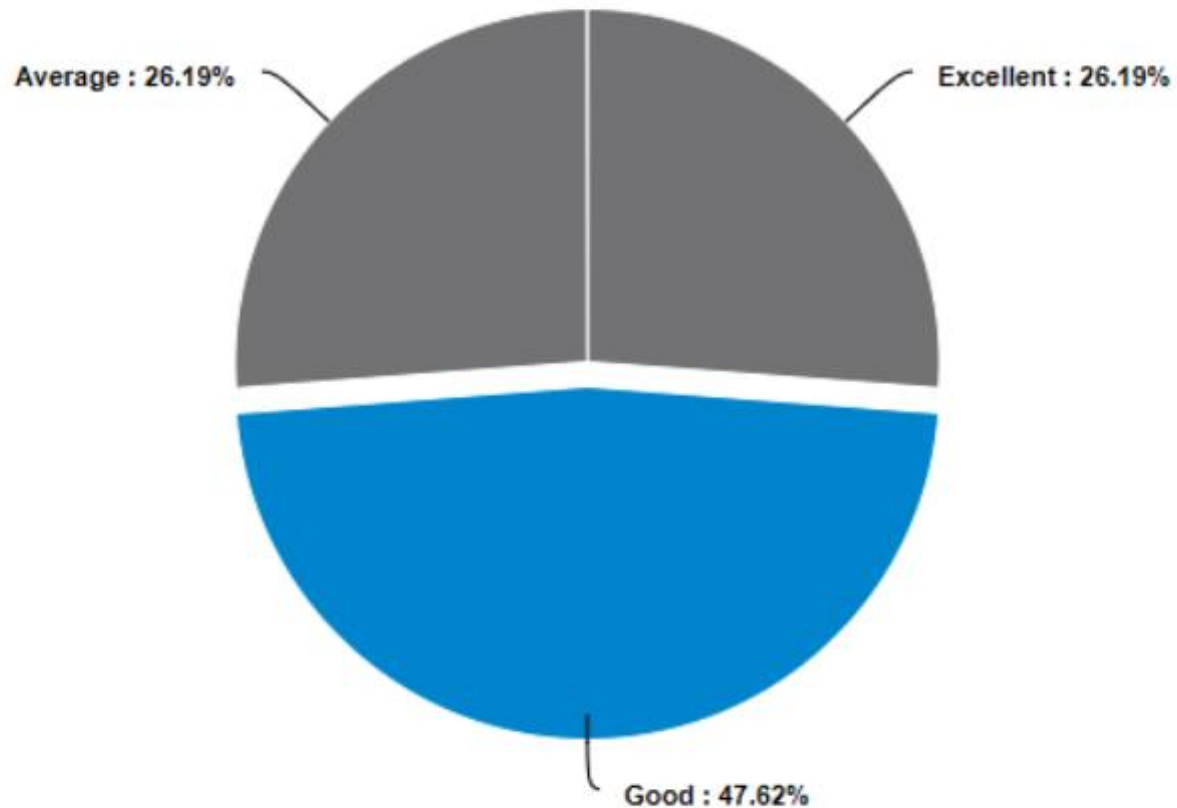
Q: Venue suitability for our Championships



# 2019 National Championships / EuroCup Series

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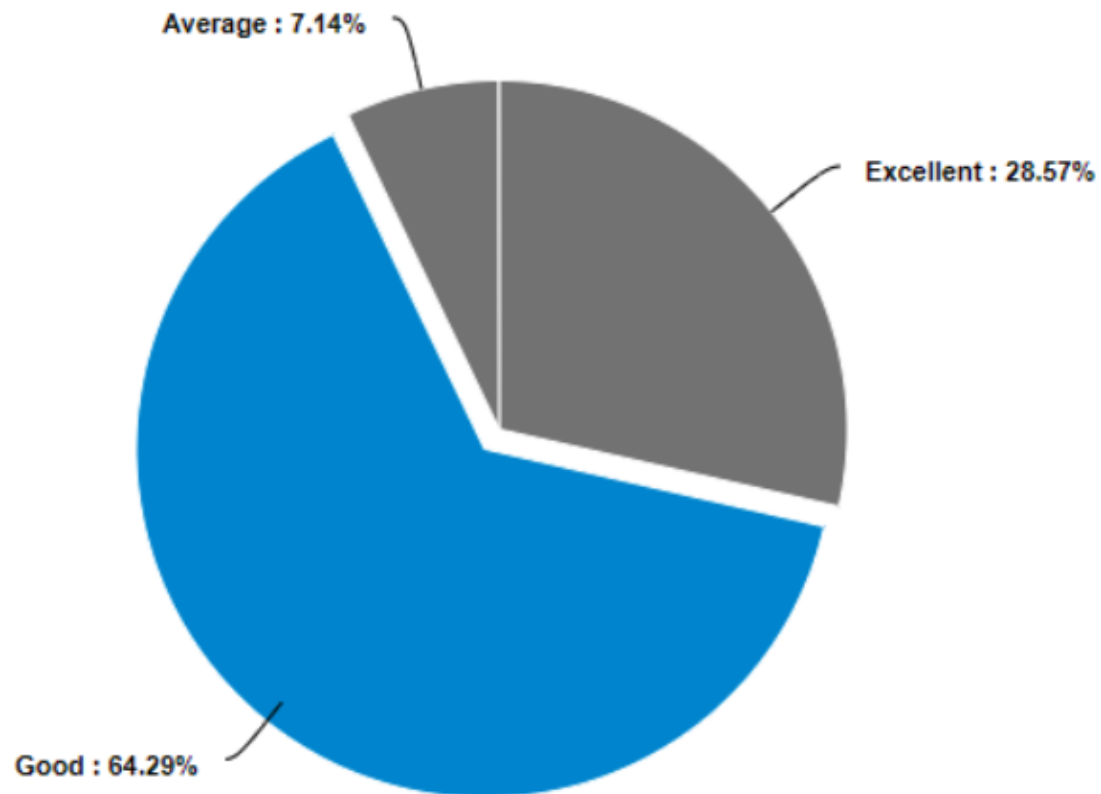
Q: Evening social events



# 2019 National Championships / EuroCup Series

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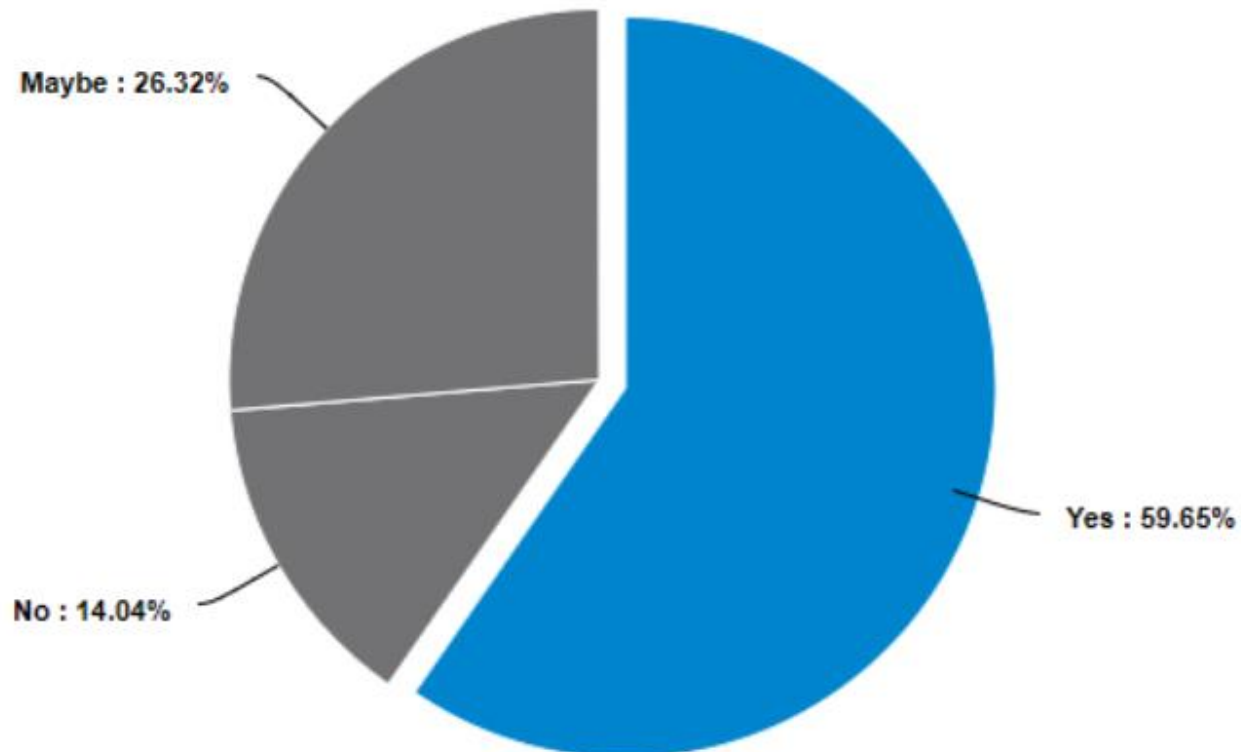
Q: Information and communication during the events



# 2020 National Championships / EuroCup Series

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Q: Do you plan to attend your domestic National Championships / EuroCup event in 2020?



MSCA Annual Survey 2019

# CLASS EVENTS: WORLD CHAMPIONSHIPS 2019



**MUSTO**  
**SKIFF**

# 2019 ACO 10th MUSTO Skiff World Championships Medemblik

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Q: Did you attend the ACO 10<sup>th</sup> MUSTO Skiff World Championship in Medemblik (NED) in 2019



# 2019 ACO 10th MUSTO Skiff World Championships Medemblik

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Some of the most common reasons for not attending the 2019 World Championships, in order of most frequently mentioned, were noted under the following areas:

- *New to the class / still learning to sail the boat*
- *Personal reasons - family or work commitments*
- *Finances*
- *Lack of practice / not competent enough to attend a Worlds*
- *Lack of time to travel and attend*



# 2019 ACO 10th MUSTO Skiff World Championships Medemblik

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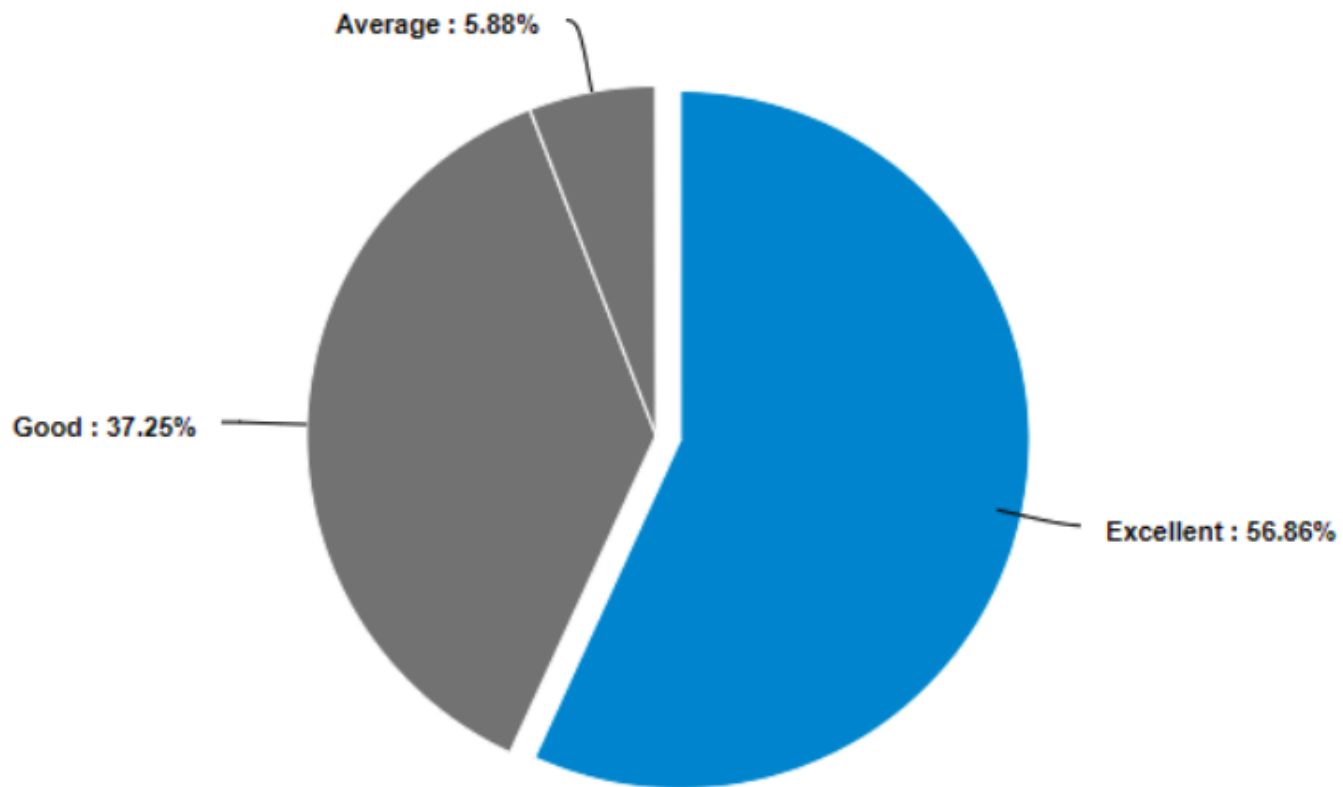
If they attended, respondents were asked to rate the 2019 ACO 10th MUSTO Skiff World Championships, hosted in Medemblik, on the following points:

- Pre-event information and communication
- Race management
- Level of competition within the fleet
- On shore organisation
- Club facilities
- Measurement control
- Venue suitability for our championships
- Evening social events
- Event reporting and social media coverage
- Photography by the professional photographer
- Video filming and production by the professional media partner
- Information and communication during the event
- Post event communications

# 2019 ACO 10th MUSTO Skiff World Championships Medemblik

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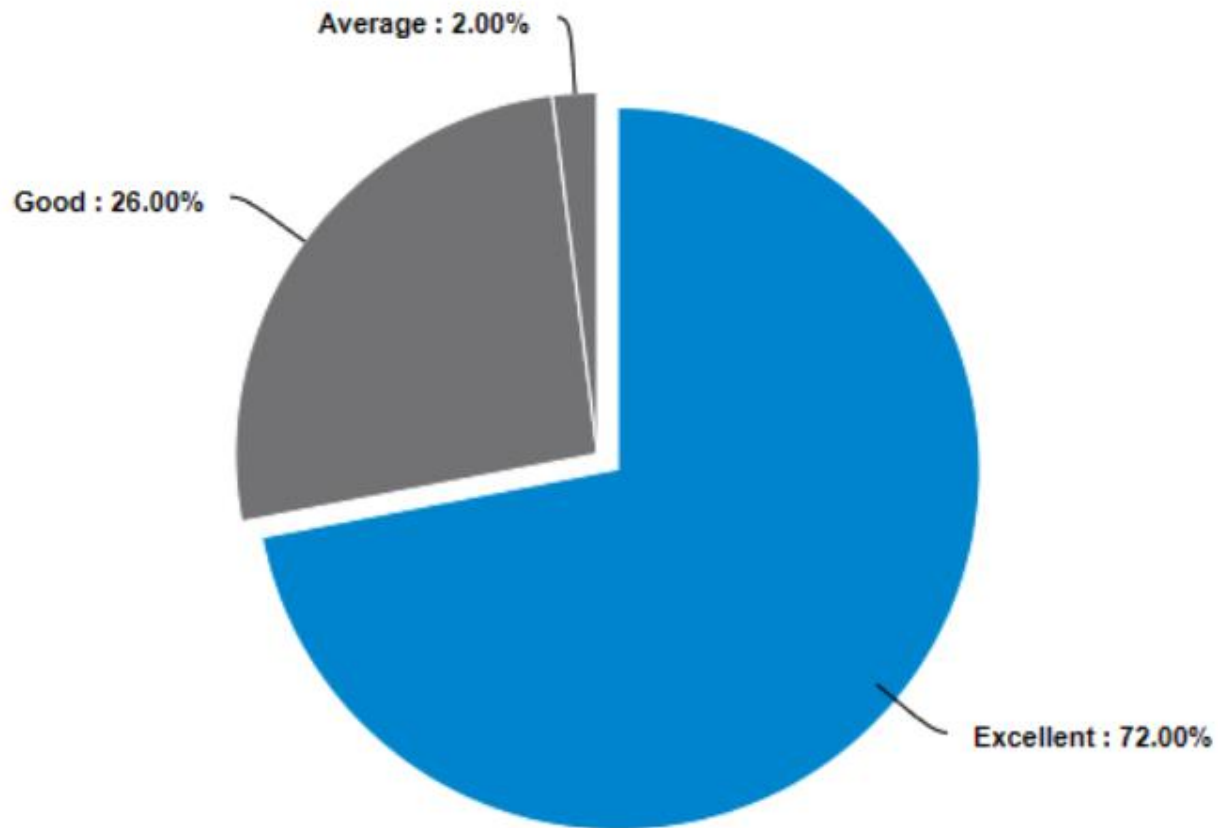
Q: Pre-event information and communication



# 2019 ACO 10th MUSTO Skiff World Championships Medemblik

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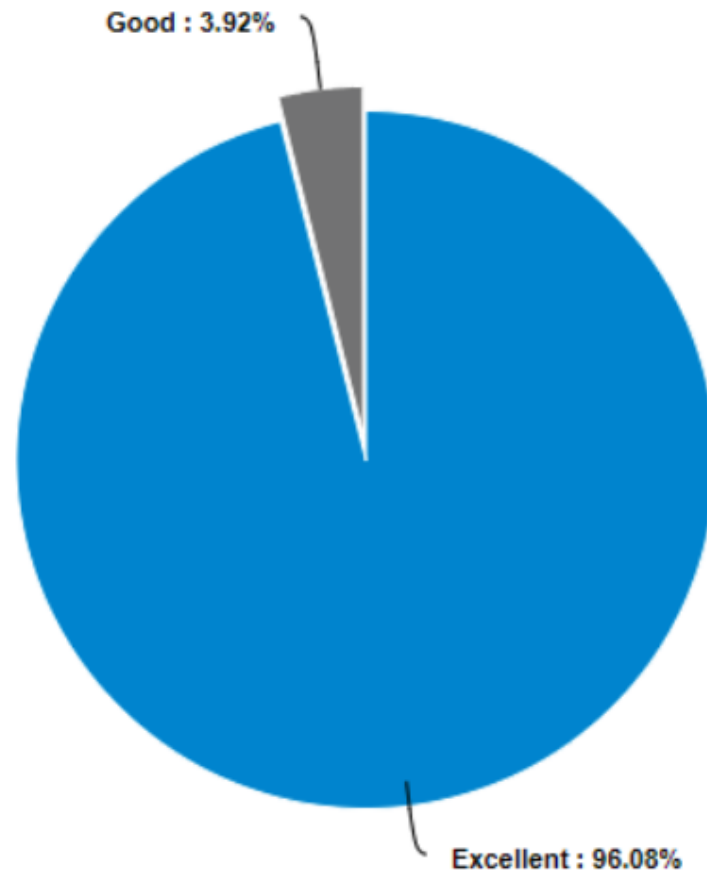
Q: Race management



# 2019 ACO 10th MUSTO Skiff World Championships Medemblik

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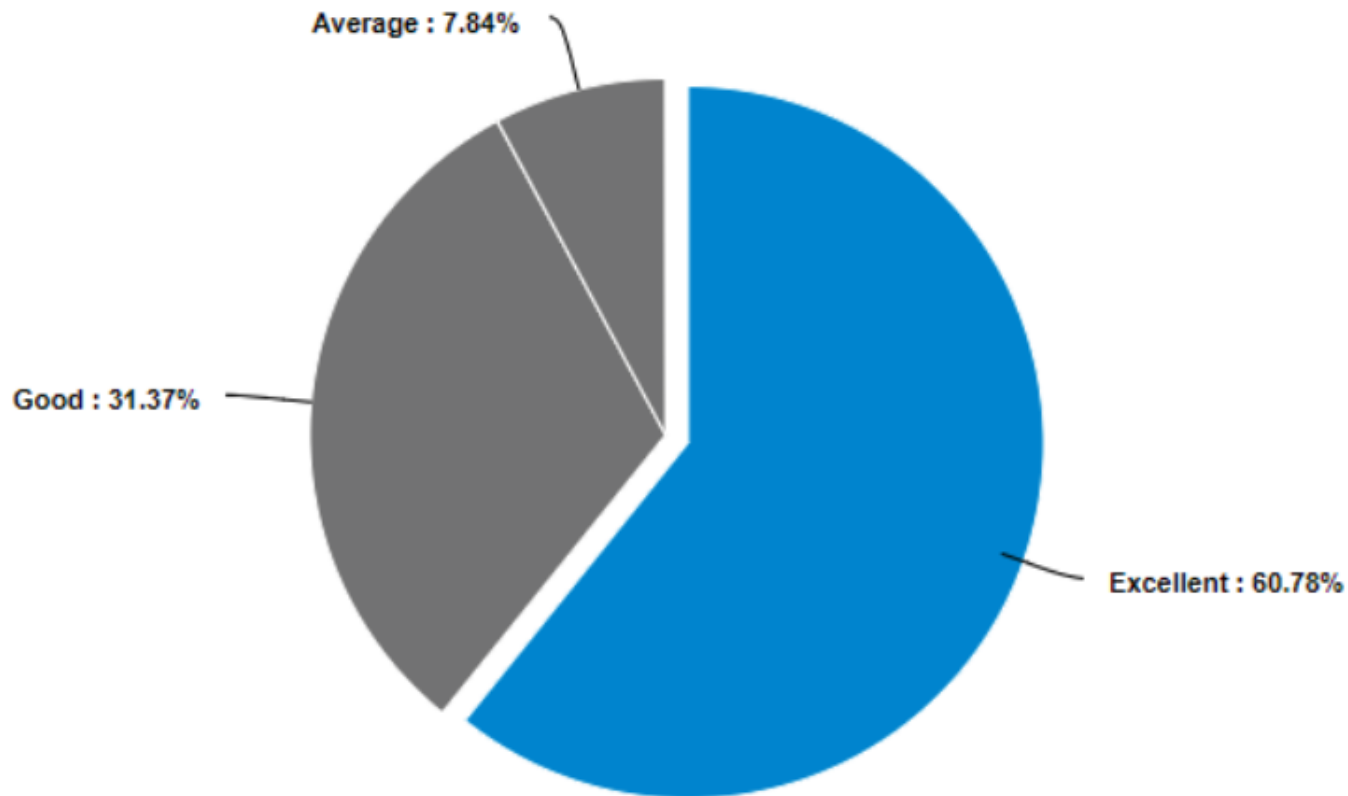
Q: Level of competition within the fleet



# 2019 ACO 10th MUSTO Skiff World Championships Medemblik

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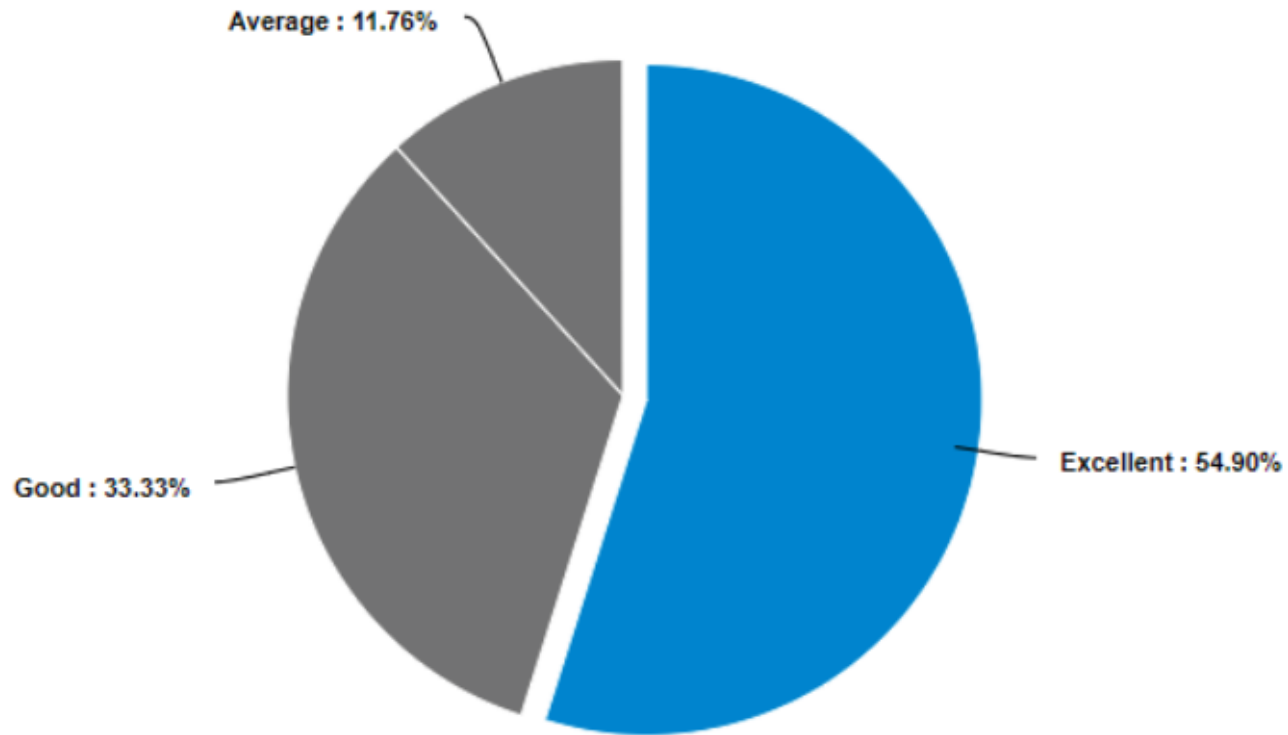
Q: On-shore organisation



# 2019 ACO 10th MUSTO Skiff World Championships Medemblik

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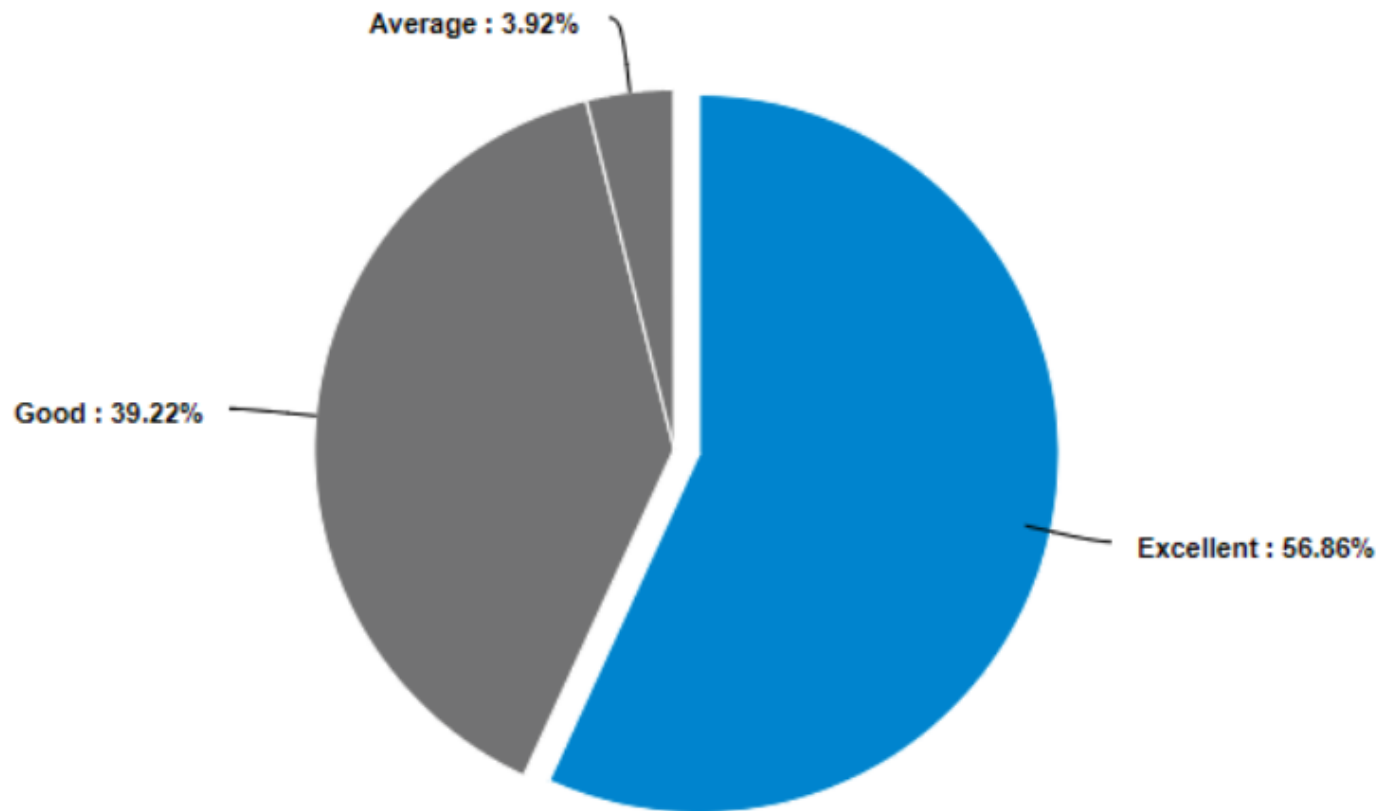
Q: Club facilities



# 2019 ACO 10th MUSTO Skiff World Championships Medemblik

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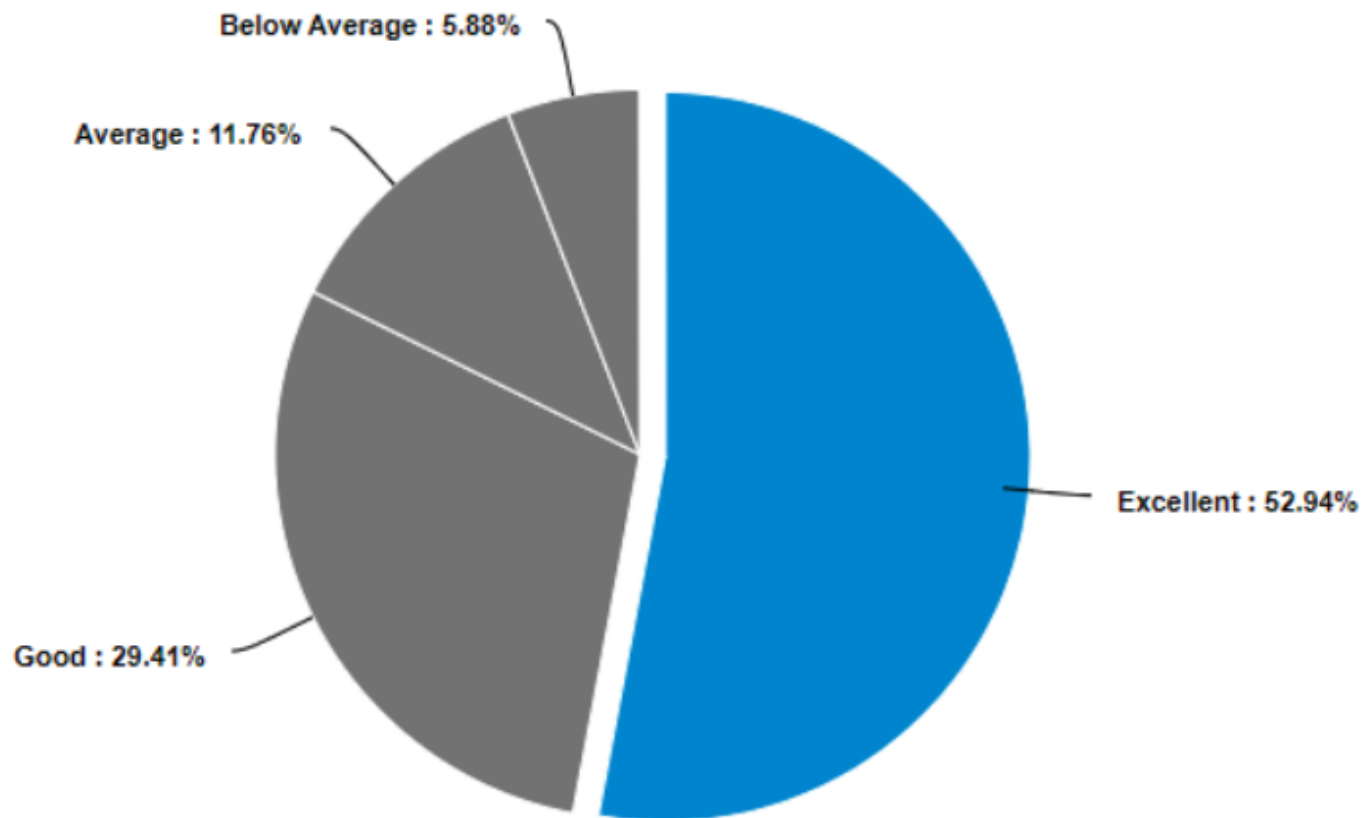
Q: Measurement control



# 2019 ACO 10th MUSTO Skiff World Championships Medemblik

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Q: Venue suitability for our Championships

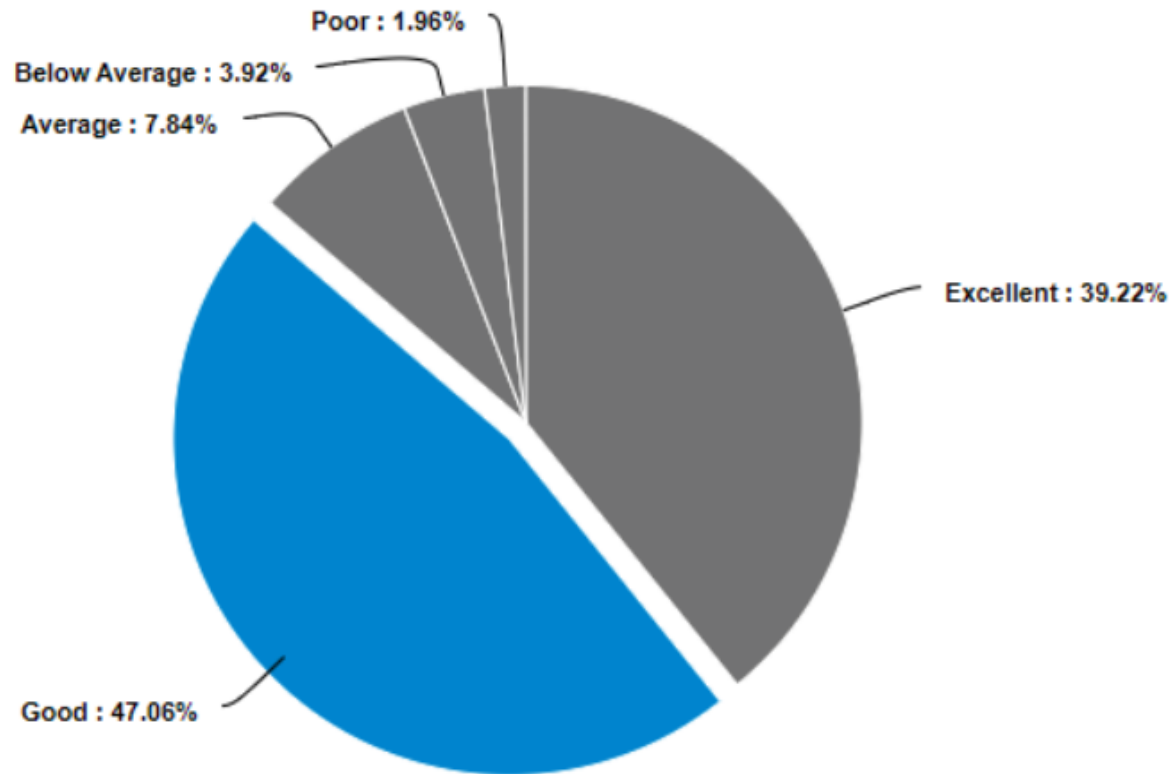




# 2019 ACO 10th MUSTO Skiff World Championships Medemblik

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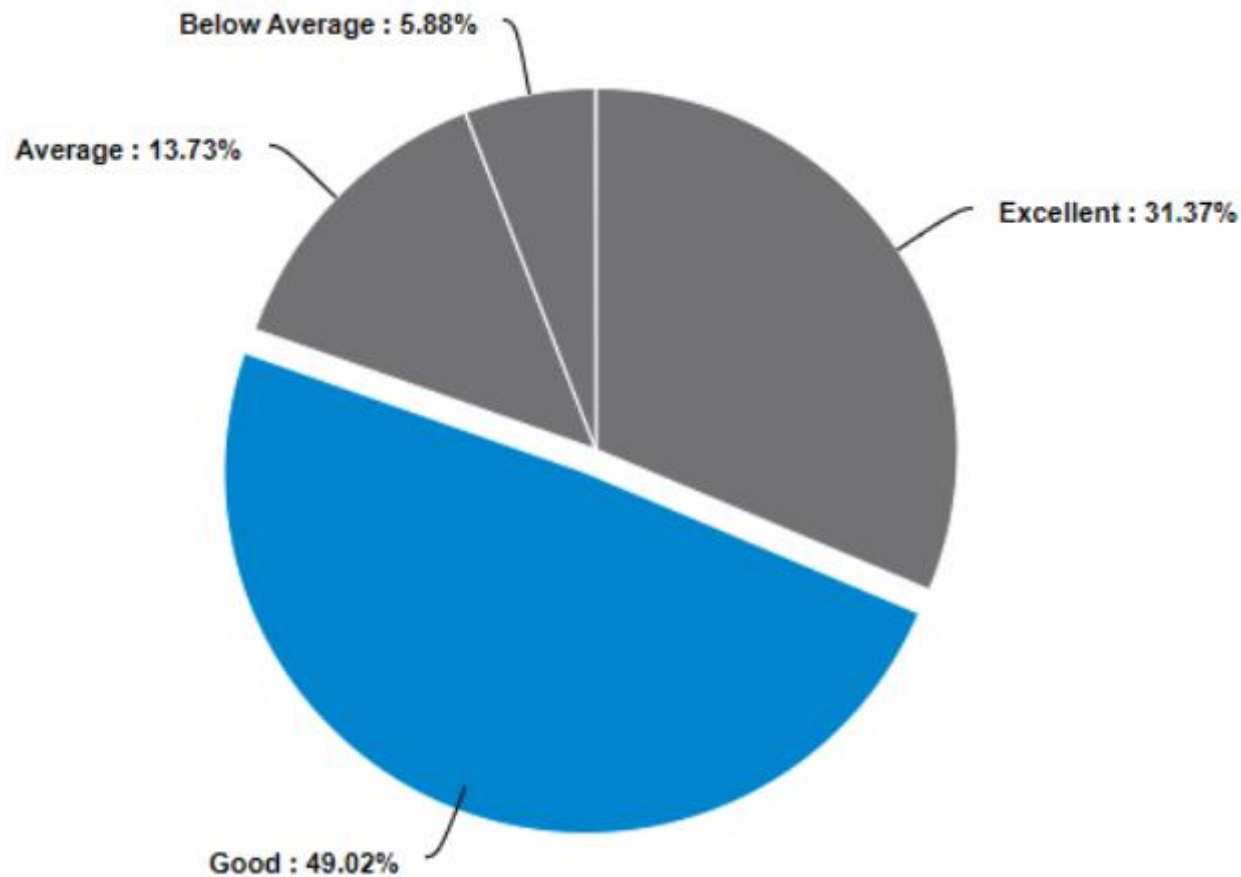
Q: Evening social events



# 2019 ACO 10th MUSTO Skiff World Championships Medemblik

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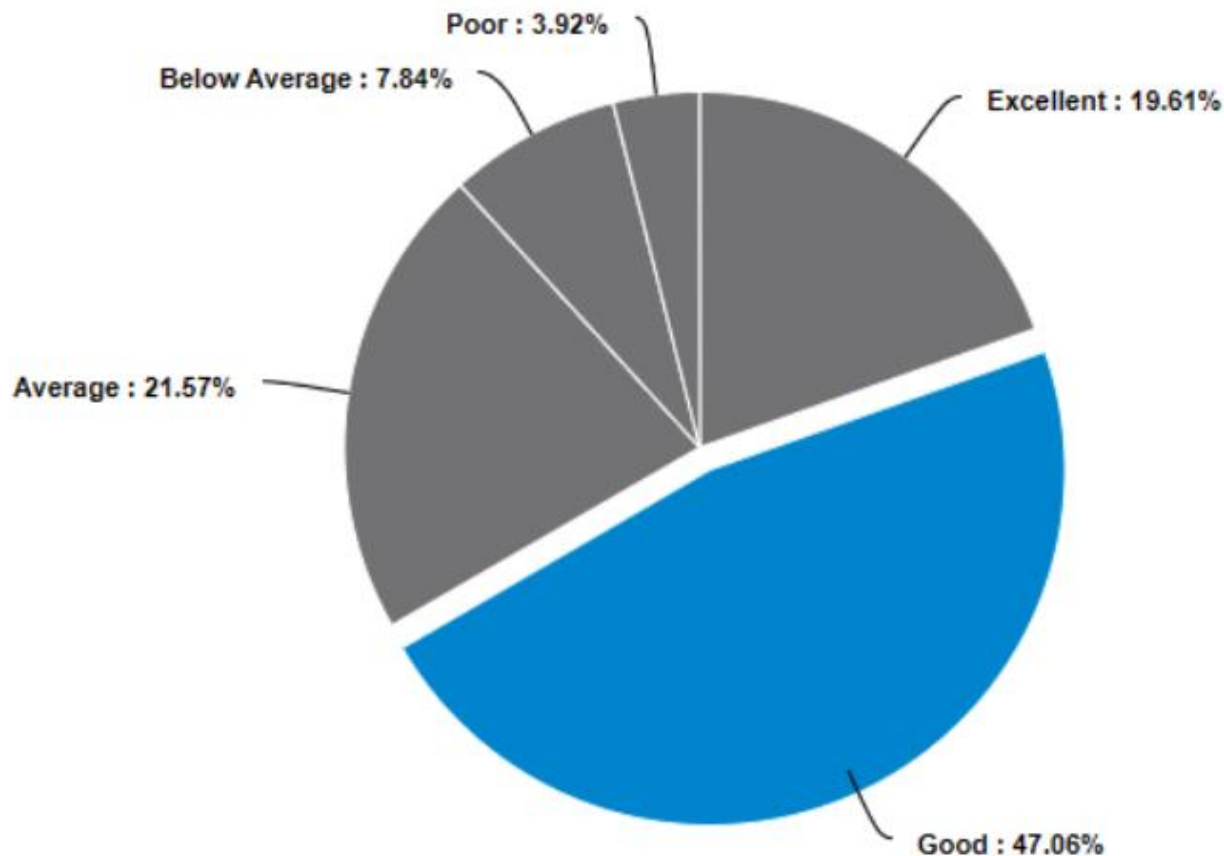
Q: Event reporting and social media coverage



# 2019 ACO 10th MUSTO Skiff World Championships Medemblik

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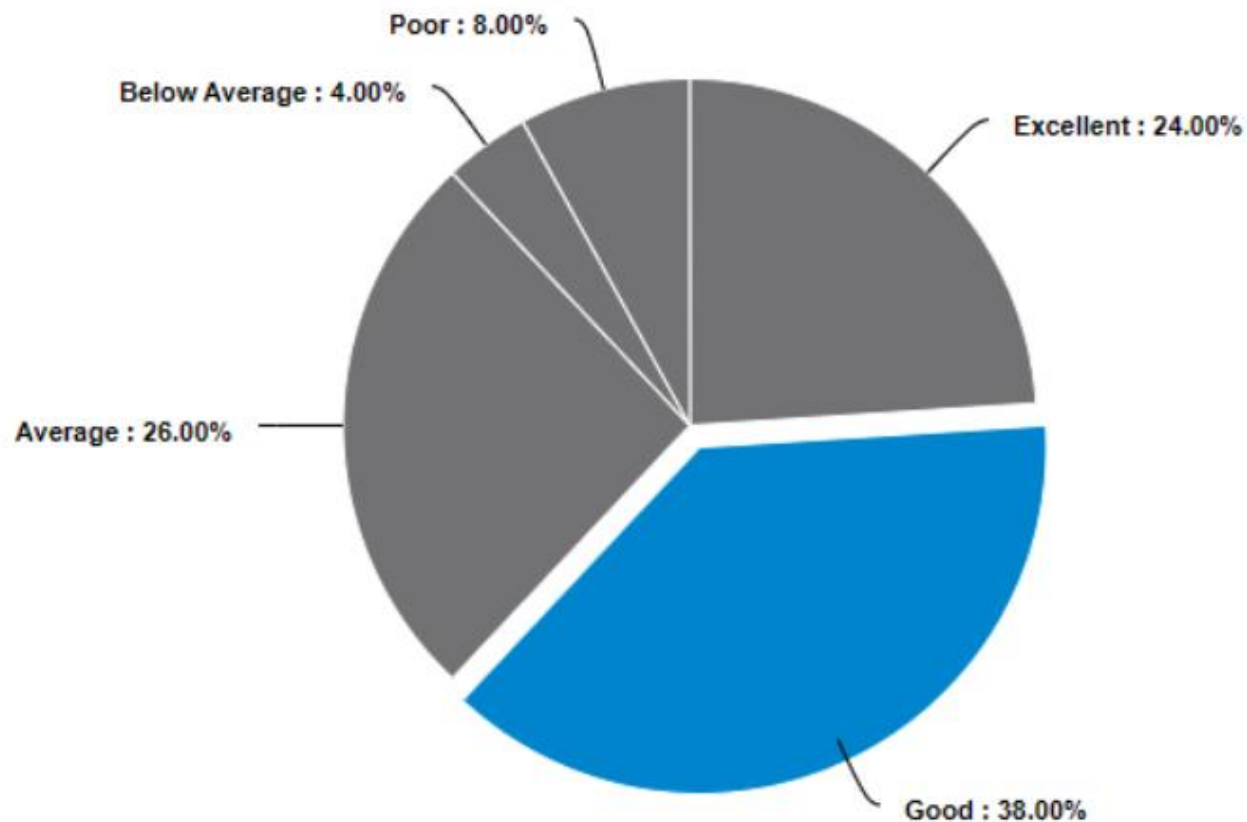
Q: Photography by the professional photographer



# 2019 ACO 10th MUSTO Skiff World Championships Medemblik

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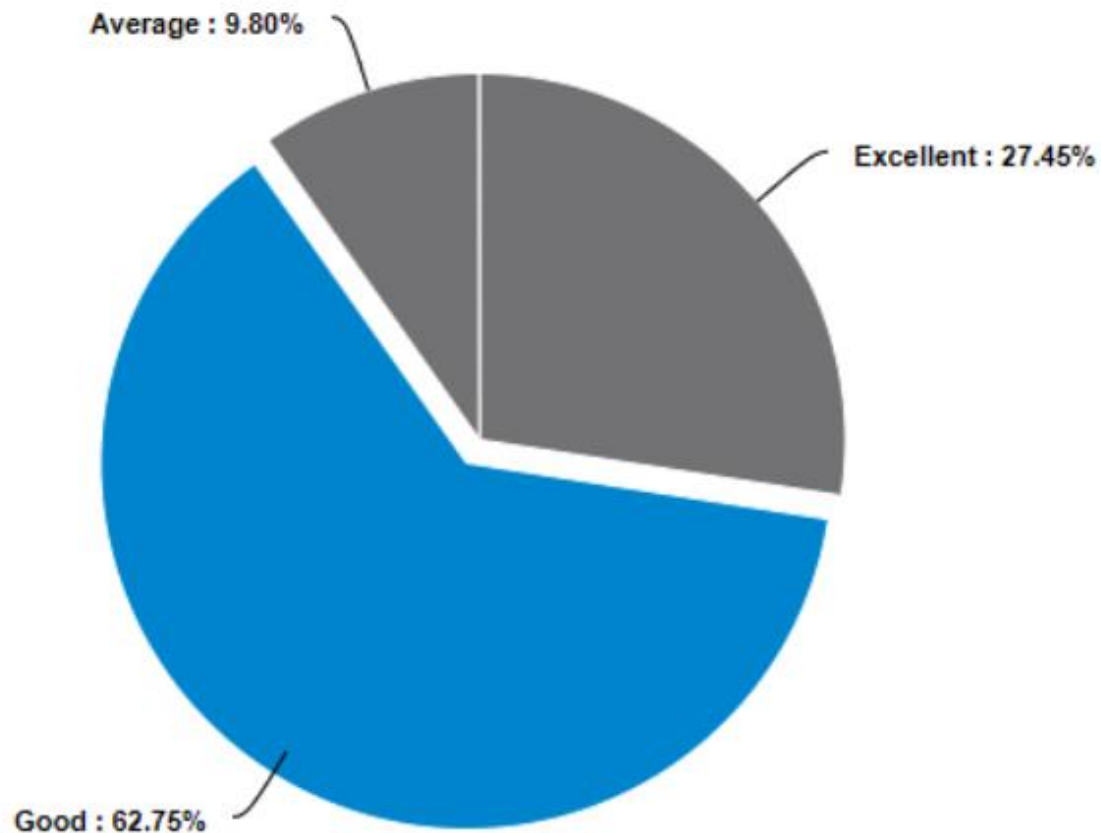
Q: Video filming and production by the professional media partner



# 2019 ACO 10th MUSTO Skiff World Championships Medemblik

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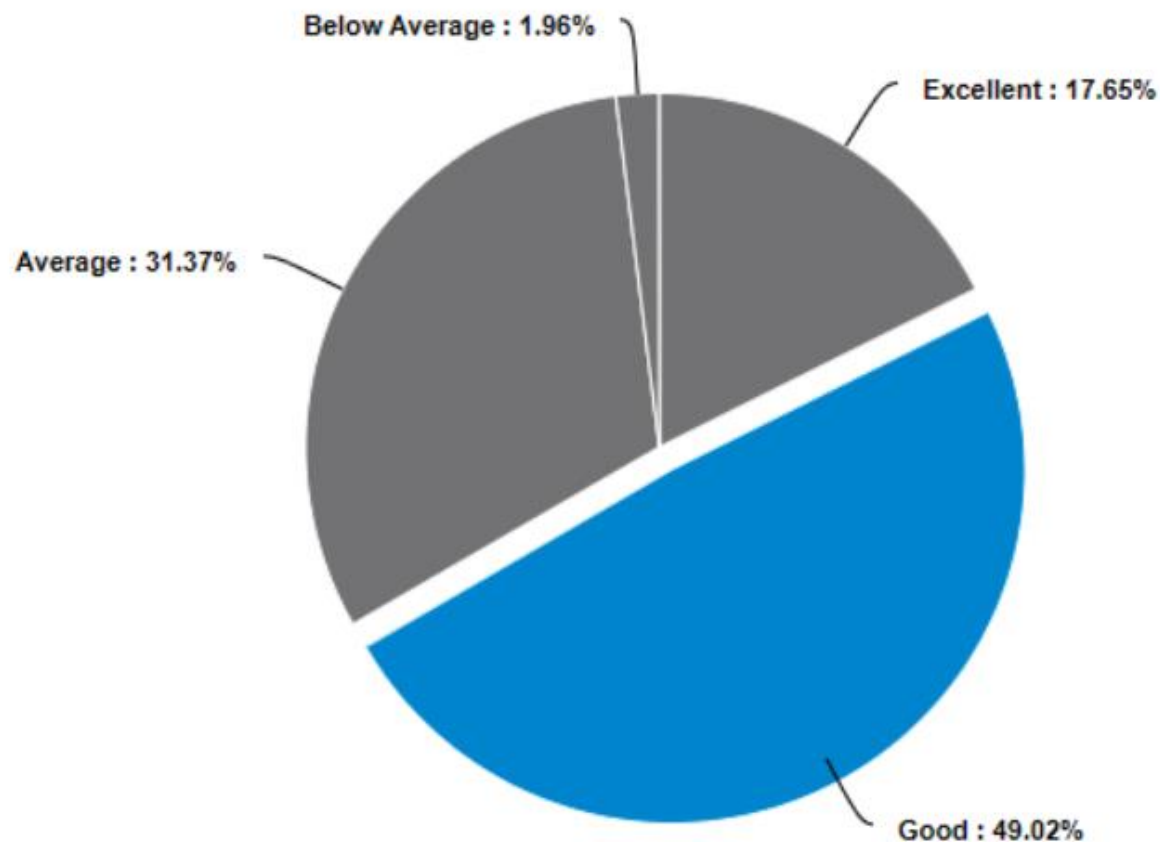
Q: Information and communication during the event



# 2019 ACO 10th MUSTO Skiff World Championships Medemblik

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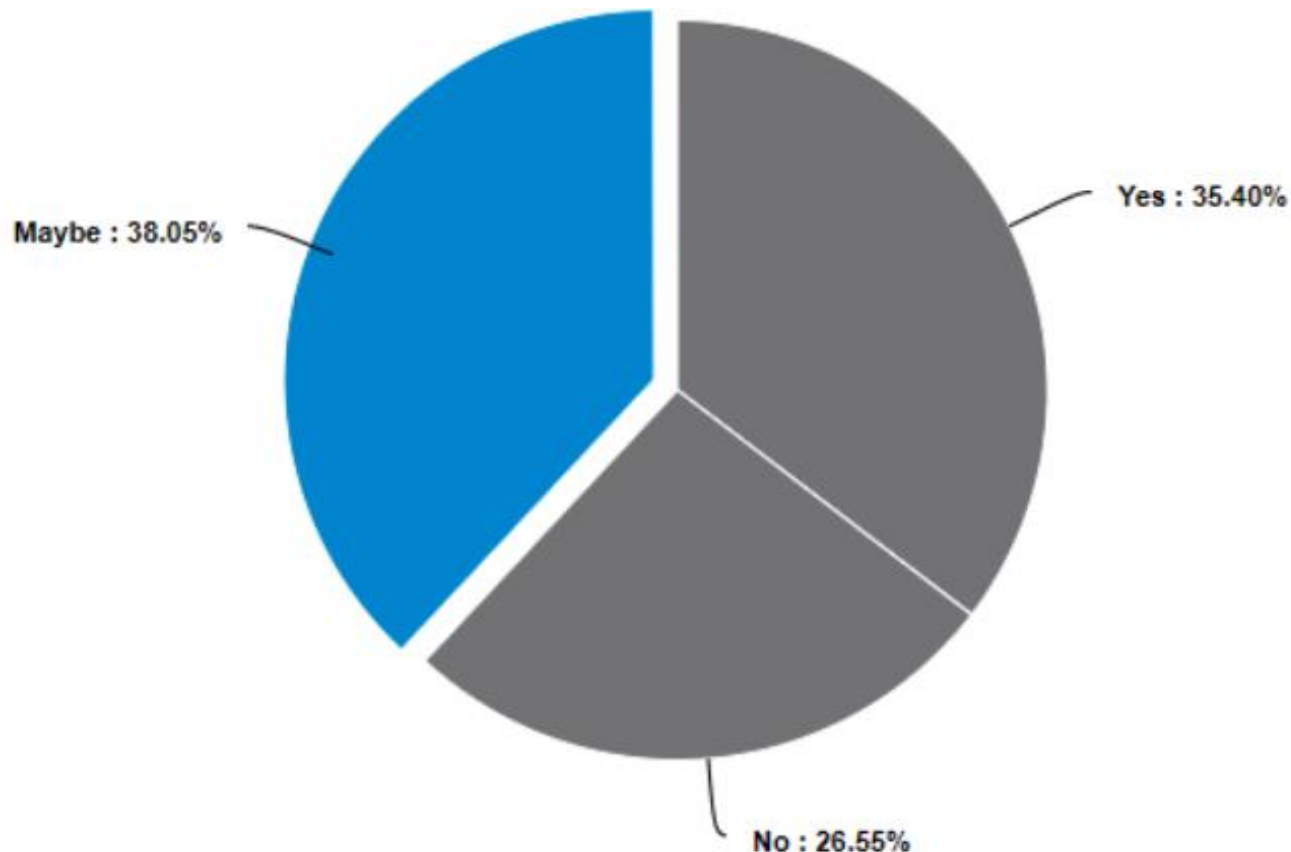
Q: Post-event communication



# 2020 ACO 11th MUSTO Skiff World Championships - Germany

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Q: Do you plan to attend the ACO 11th MUSTO Skiff World Championships in Eckernförde, Germany (GER)?



MSCA Annual Survey 2019

# **MSCA MARKETING & COMMUNICATIONS (MUSTO SKIFF SAILORS & MSCA MEMBERS)**



**MUSTO**  
**SKIFF**



# MUSTO Skiff Class Communications

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MUSTO Skiff sailors were asked to rank the 3 ways that they prefer to receive updates and information from the Class Committee about MUSTO Skiff events and news.

The most popular ways to receive updates and information included:

- 1. International MUSTO Skiff Twitter PAGE**
- 2. MUSTO Skiff WhatsApp Groups**
- 3. International MUSTO Skiff Online Forum**
- 4. The least popular way to receive updates was the International MSCA website ([www.mustoskiff.com](http://www.mustoskiff.com)).**

# MUSTO Skiff Class Marketing - 2019

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## **MUSTO Skiff Class Association (MSCA) - Core Committee Activities:**

In addition to marketing, the International Class Committee delivered several activities for the Class. Using a scale of Excellent to Poor, MUSTO Skiff sailors were asked to rate the following MSCA activities:

- International MSCA website ([www.mustoskiff.com](http://www.mustoskiff.com))
- International MUSTO Skiff Facebook Page
- International MUSTO Skiff Twitter Page
- International MUSTO Skiff on-line forum
- International MUSTO Skiff eNewsletters (subscribed activity)
- Long-term international event planning (i.e. Worlds, Nationals)
- EuroCup Series
- Local fixture planning
- MUSTO Skiff International Class Committee communication with members (at events, by email, etc.)

# MUSTO Skiff Class Marketing - 2019

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## MUSTO Skiff Class Association (MSCA) - Core Committee Activities:

Some key Insights:

- 65% rated the class website as excellent or good.
- The International MUSTO Skiff Facebook Page was rated highly with 65% rating it as excellent or good.
- The International MUSTO Skiff Twitter Page was rated as 44% good but no ratings were given for excellent, indicating some room for improvement.
- Despite the growth in social media usage, the International MUSTO Skiff on-line forum still rated well with the class, with 38% rating it as excellent or good. However, it was given the highest poor rating of all channels with 10% rating it as poor.
- The International MUSTO Skiff eNewsletters (subscribed activity) performed very well as a communication channel with 67% rating it as excellent or good.
- For international event planning, long-term planning for events such as the Worlds and Nationals was rated as 77% excellent or good. This activity also received the highest 'excellent' rating with 18% rating it as 'excellent'.

# MUSTO Skiff Class Marketing - 2019

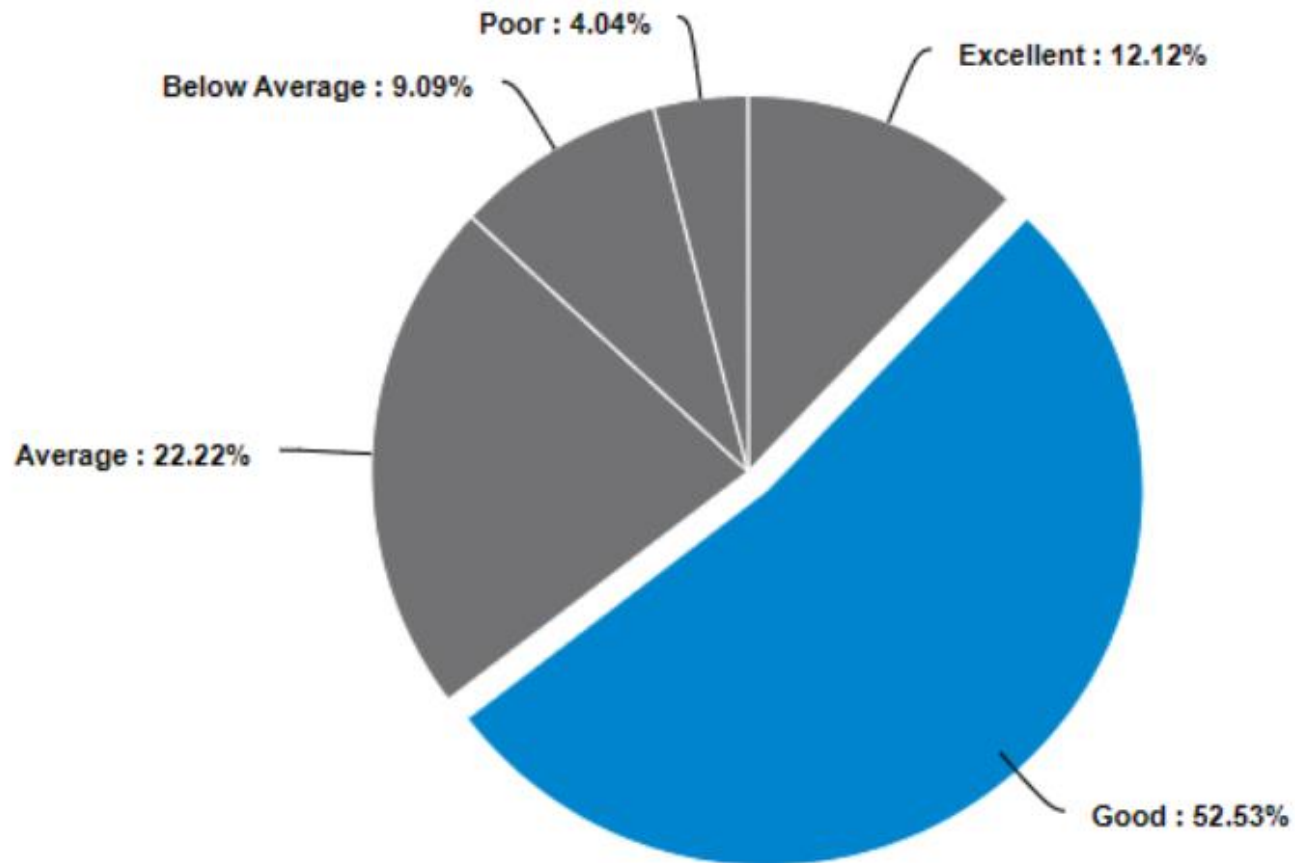
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- The EuroCup Series was also highly rated with 82% rating this activity as excellent or good.
- Local fixture planning received a rating of 78% for excellent or good. It was also the third highest rated activity for excellent with 11%. The first highest activity for 'excellent' being long-term event planning with an 'excellent' rating of 18% and the second highest excellent rating being 12% for the class website.

# MUSTO Skiff Class Marketing – 2019

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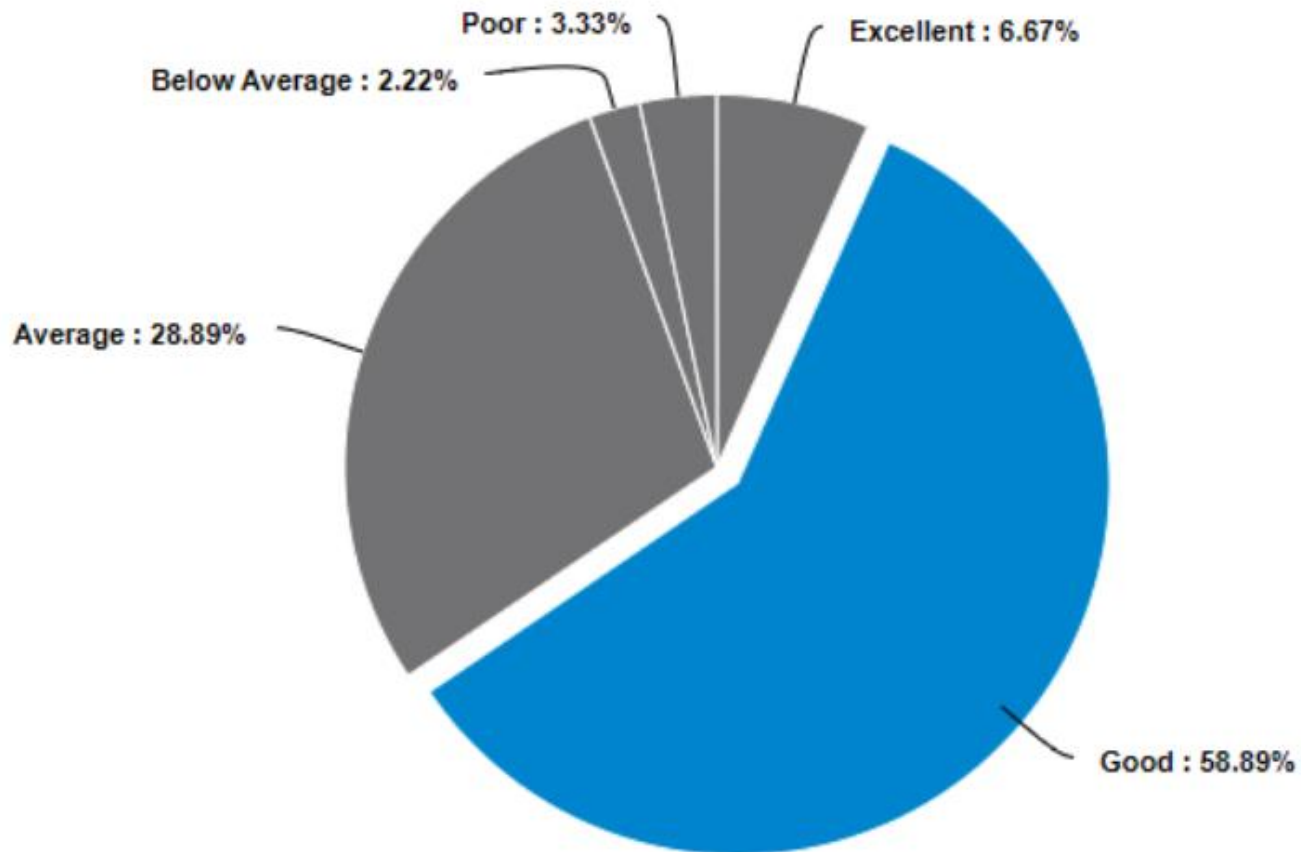
Q: International MSCA website ([www.mustoskiff.com](http://www.mustoskiff.com))



# MUSTO Skiff Class Marketing - 2019

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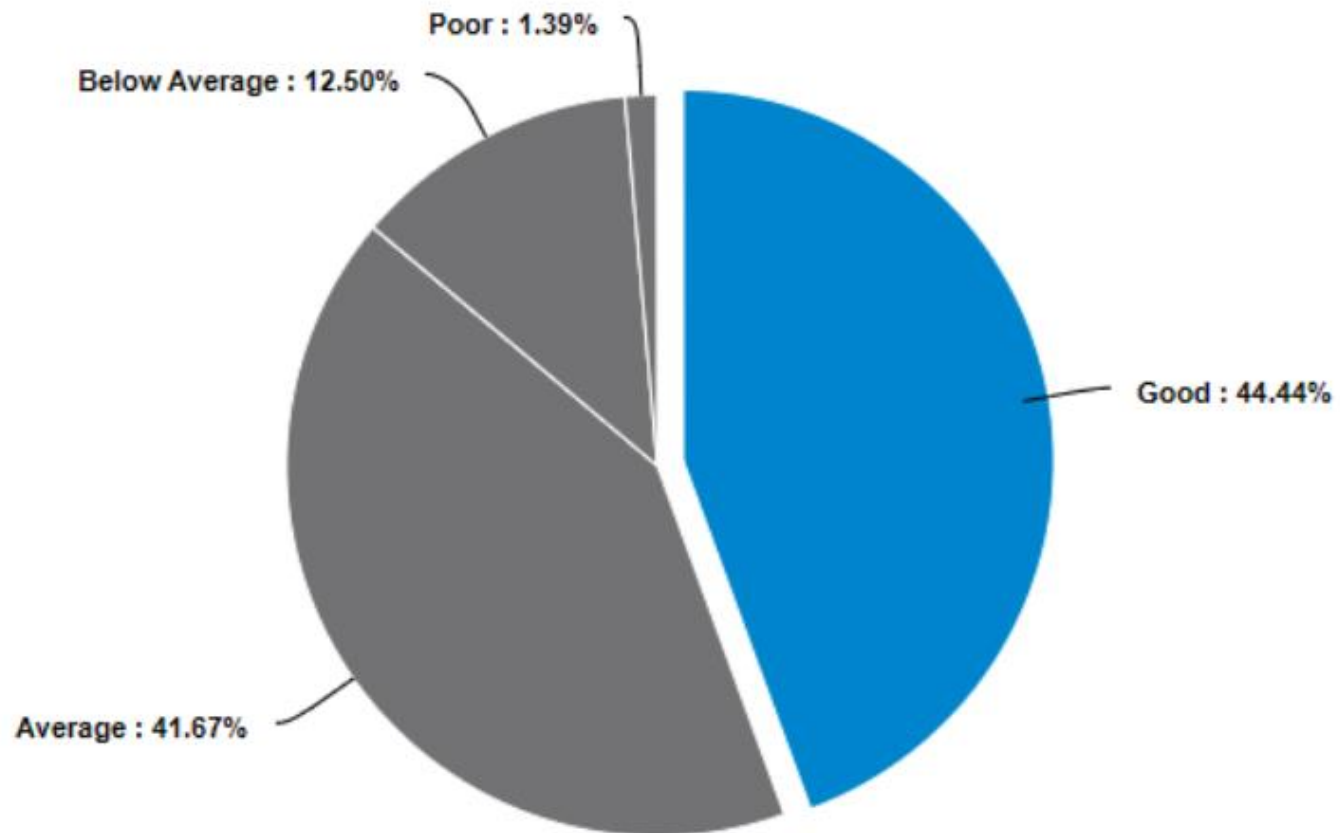
Q: International MUSTO Skiff Facebook PAGE



# MUSTO Skiff Class Marketing - 2019

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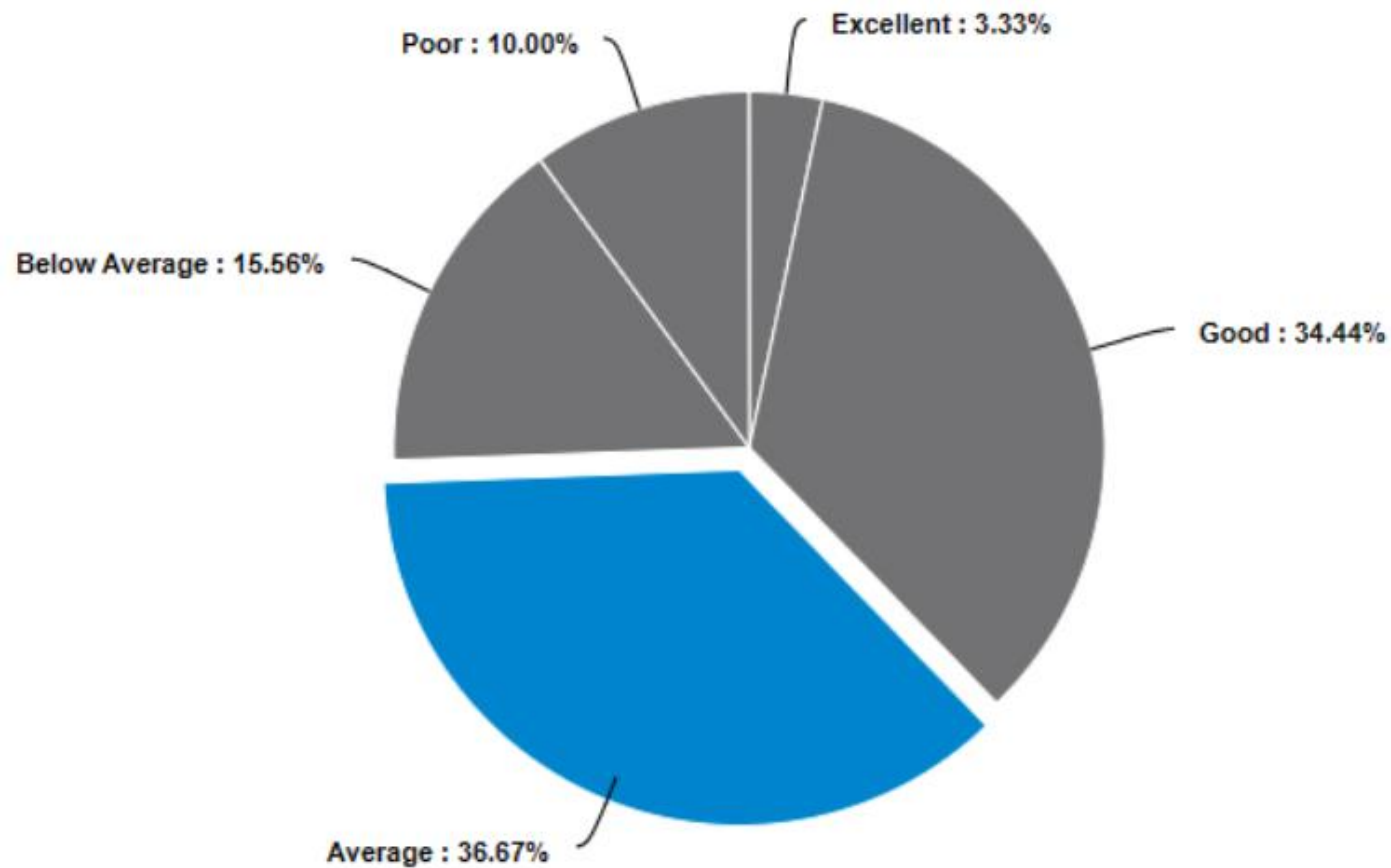
Q: International MUSTO Skiff Twitter PAGE



# MUSTO Skiff Class Marketing - 2019

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Q: International MUSTO Skiff on-line forum

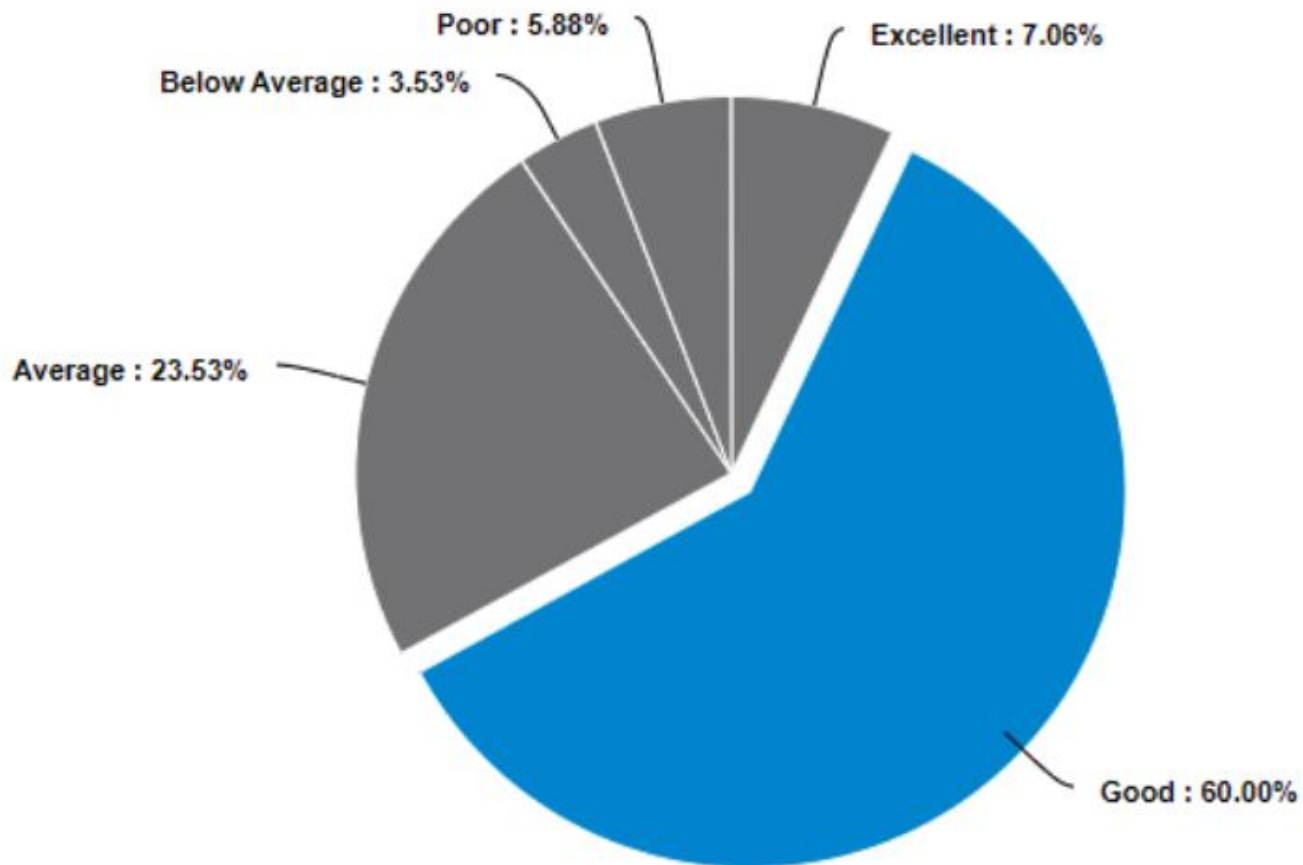




# MUSTO Skiff Class Marketing - 2019

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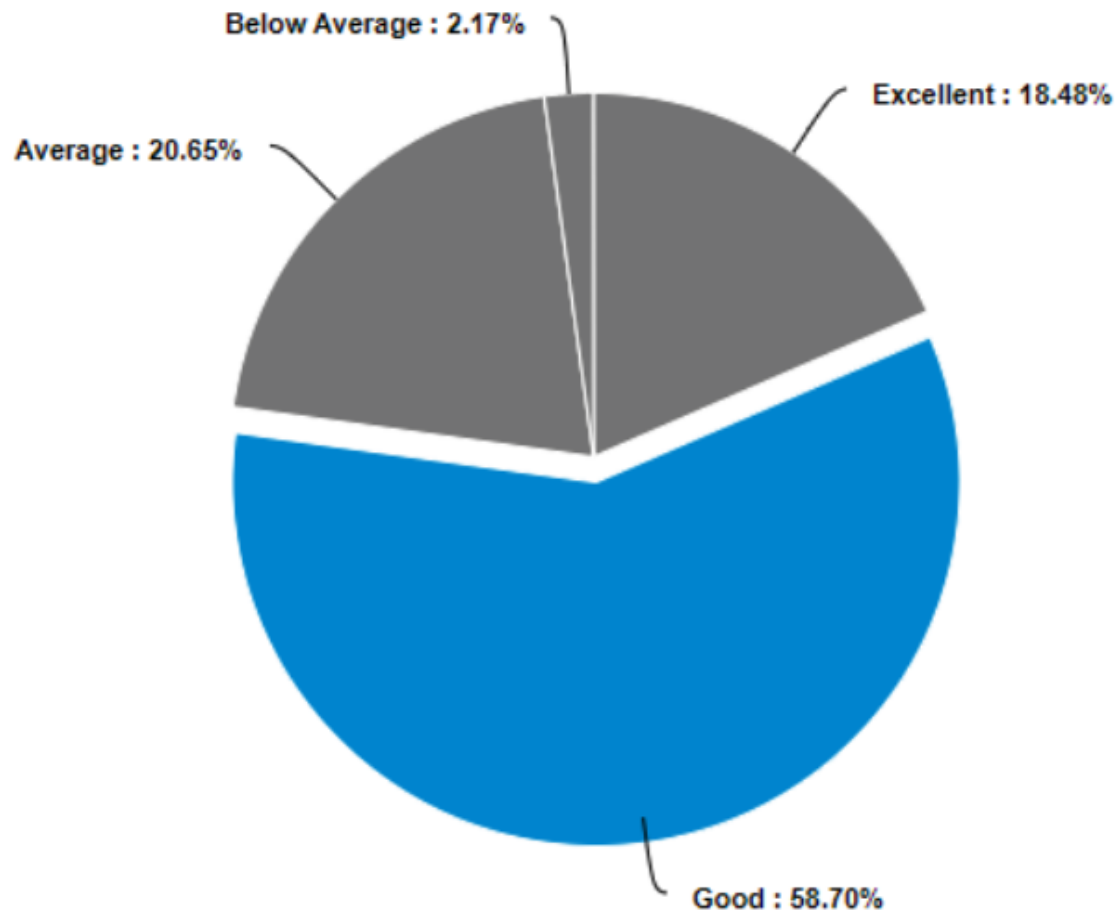
Q: International MUSTO Skiff eNewsletter (subscribed activity)



# MUSTO Skiff Class Marketing - 2019

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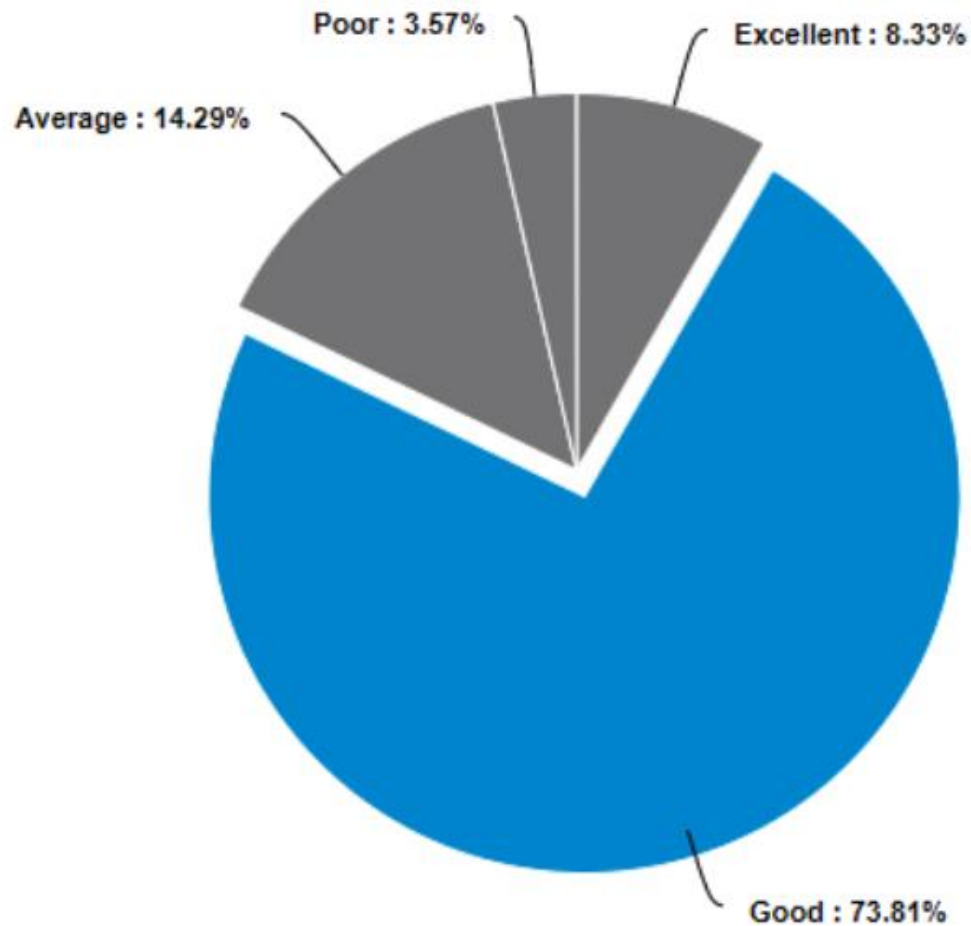
Q: Long-term international event planning (i.e. Worlds, Nationals)



# MUSTO Skiff Class Marketing - 2019

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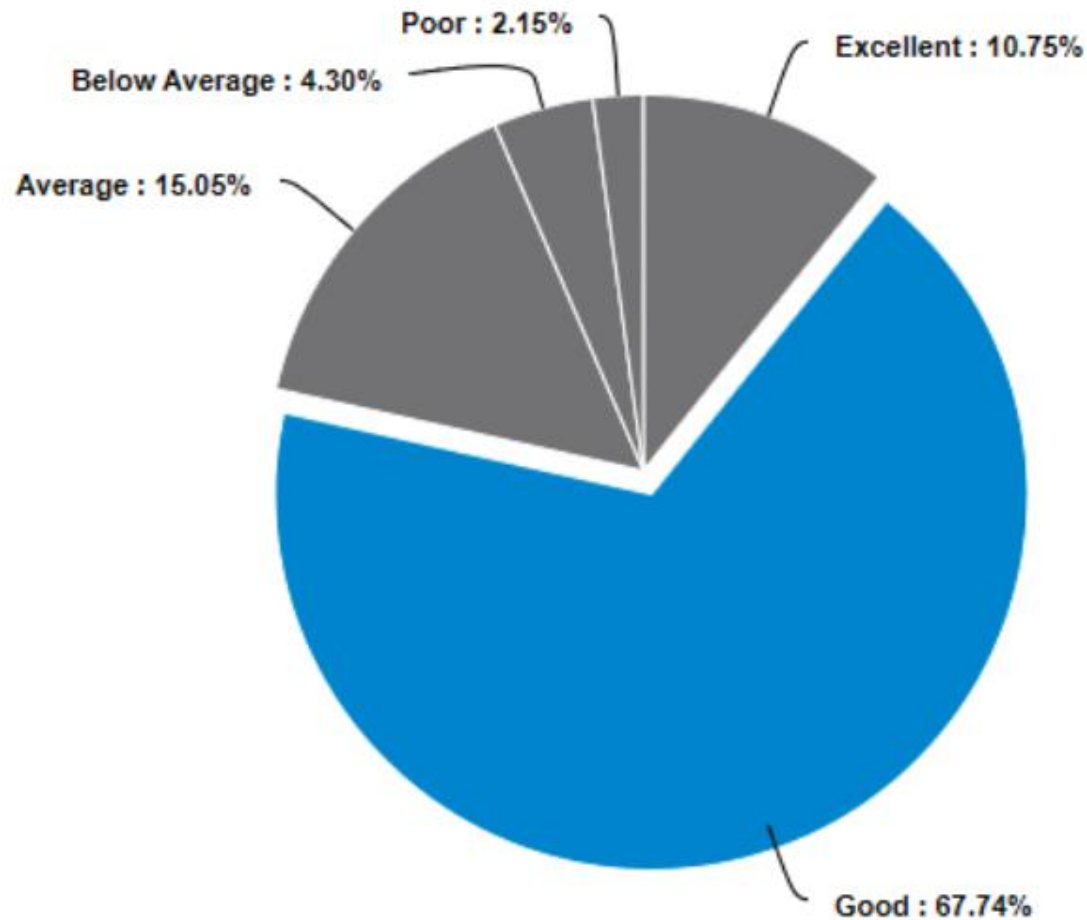
Q: EuroCup Series



# MUSTO Skiff Class Marketing - 2019

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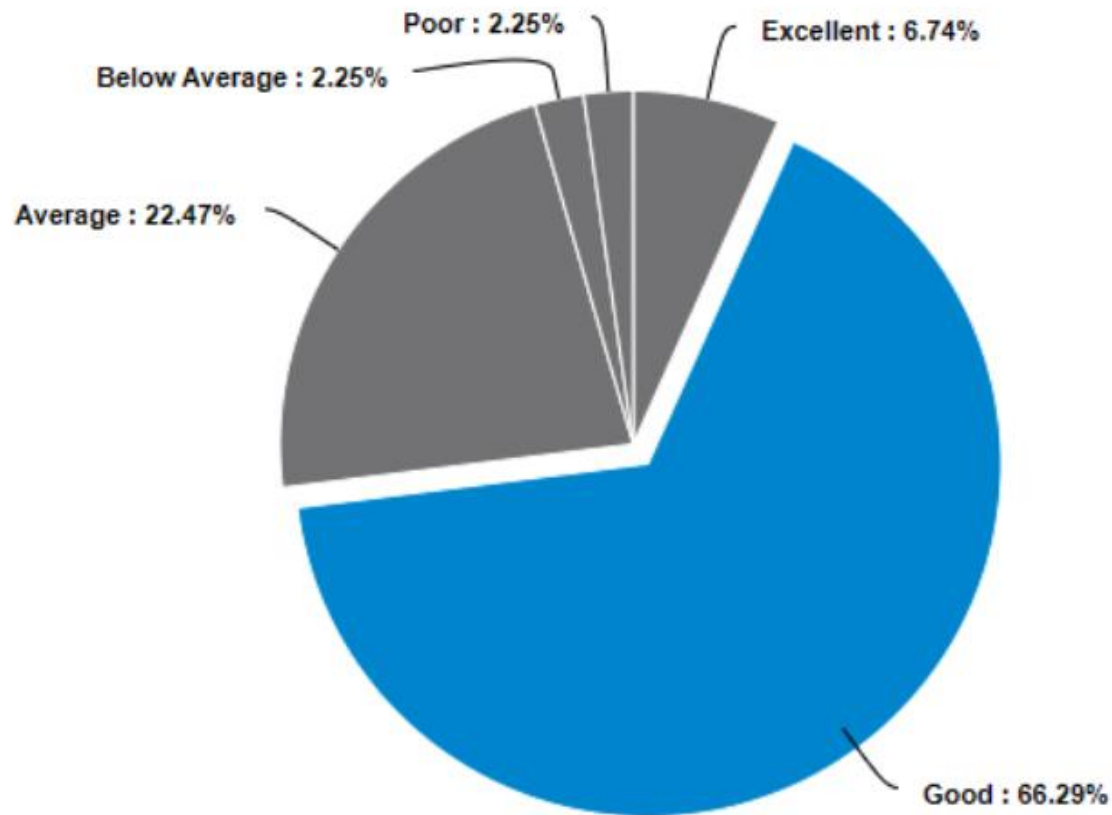
Q: Local fixture planning



# MUSTO Skiff Class Marketing - 2019

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Q: MUSTO Skiff International Class Committee communication with members (at events, by email, etc.)



# Social Media Engagement: MUSTO Skiff Sailors & MSCA Members

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Over 2019, the Class Committee provided a range of social media pages and groups for MUSTO Skiff sailors. Some National Associations also ran their own MUSTO Skiff community social media accounts for different regions. The same question was asked of MUSTO Skiff Sailors regarding how often they engaged with the following social media channels to source communication and event information about the class:

- International MUSTO Skiff Facebook PAGE
- International MUSTO Skiff Facebook GROUP
- International MUSTO Skiff Twitter PAGE
- International MUSTO Skiff YouTube Channel
- Australian MUSTO Skiff Facebook GROUP
- Benelux MUSTO Skiff Facebook GROUP
- GBR MUSTO Skiff Facebook GROUP
- GBR MUSTO Skiff Instagram (new for 2019)
- GER / SUI / AUT MUSTO Skiff Facebook GROUP
- WhatsApp – International MUSTO Skiff Group
- WhatsApp - Local / Regional MUSTO Skiff Groups

# Social Media Engagement: MUSTO Skiff Sailors & MSCA Members

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## **MUSTO Skiff Class Association (MSCA) - International & Regional Social Media:**

Some key insights:

- The most frequently used social media channel with MUSTO Skiff sailors is the GBR MUSTO Skiff Facebook GROUP. However, this engagement is likely to have been driven up by the high number of GBR respondents. In addition, the GBR group also includes many non-GBR sailors who were accepted into the group in the past 12 months. This will also skew stats on engagement.
- WhatsApp - Local / Regional MUSTO Skiff Groups also proved popular, indicating a move away from more traditional social media channels.
- The International MUSTO Skiff Facebook PAGE and GROUP continue to perform well with 35% and 34% respectively using it always or often.

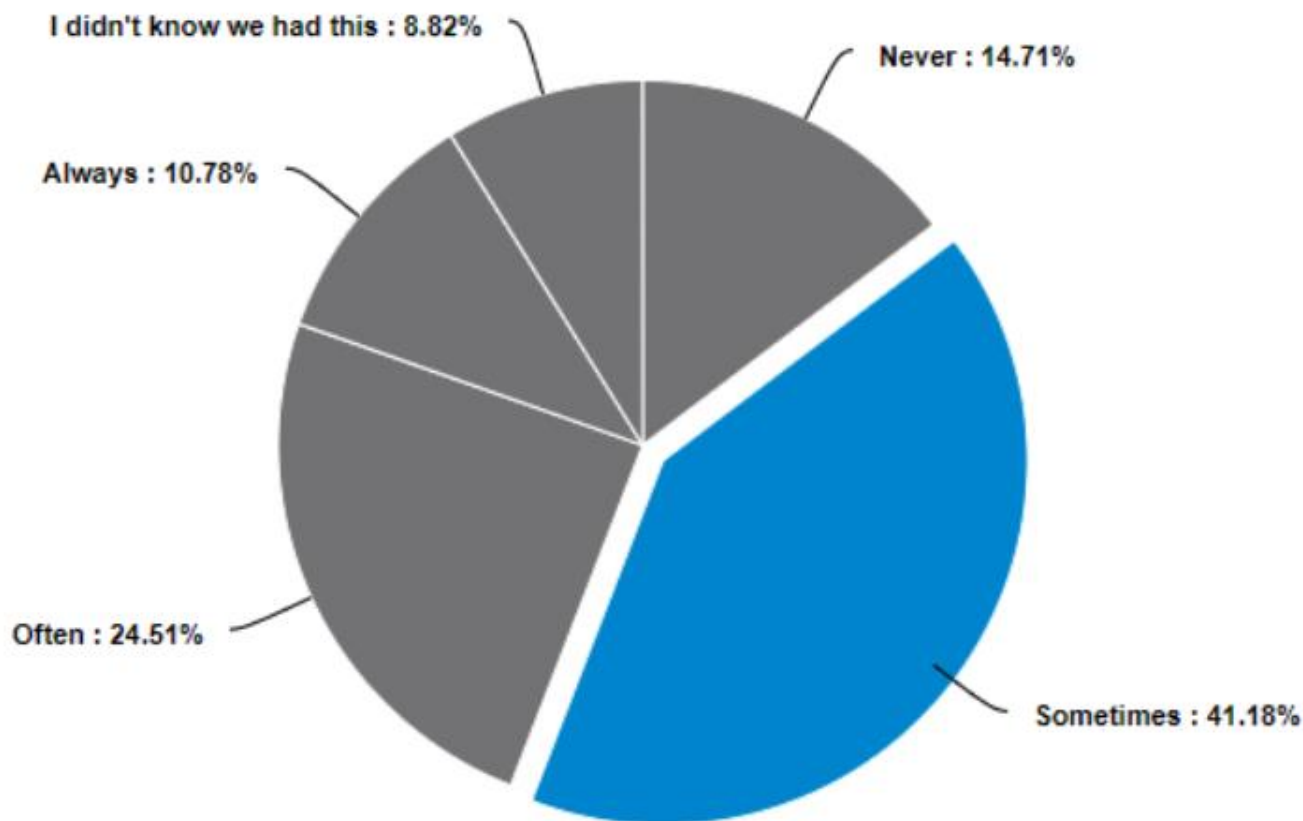
The top three most used social media channels by MUSTO Skiff sailors responding in this survey were as follows:

- The GBR MUSTO Skiff Facebook GROUP, with 52% using it always or often, but this number is likely to have been driven up by the high number of GBR respondents and mix of users in the Group.
- The WhatsApp - Local / Regional MUSTO Skiff Groups, with 41% using it always or often.
- The International MUSTO Skiff Facebook PAGE, with 35% using it always or often.

# Social Media Engagement: MUSTO Skiff Sailors & MSCA Members

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Q: International MUSTO Skiff Facebook PAGE

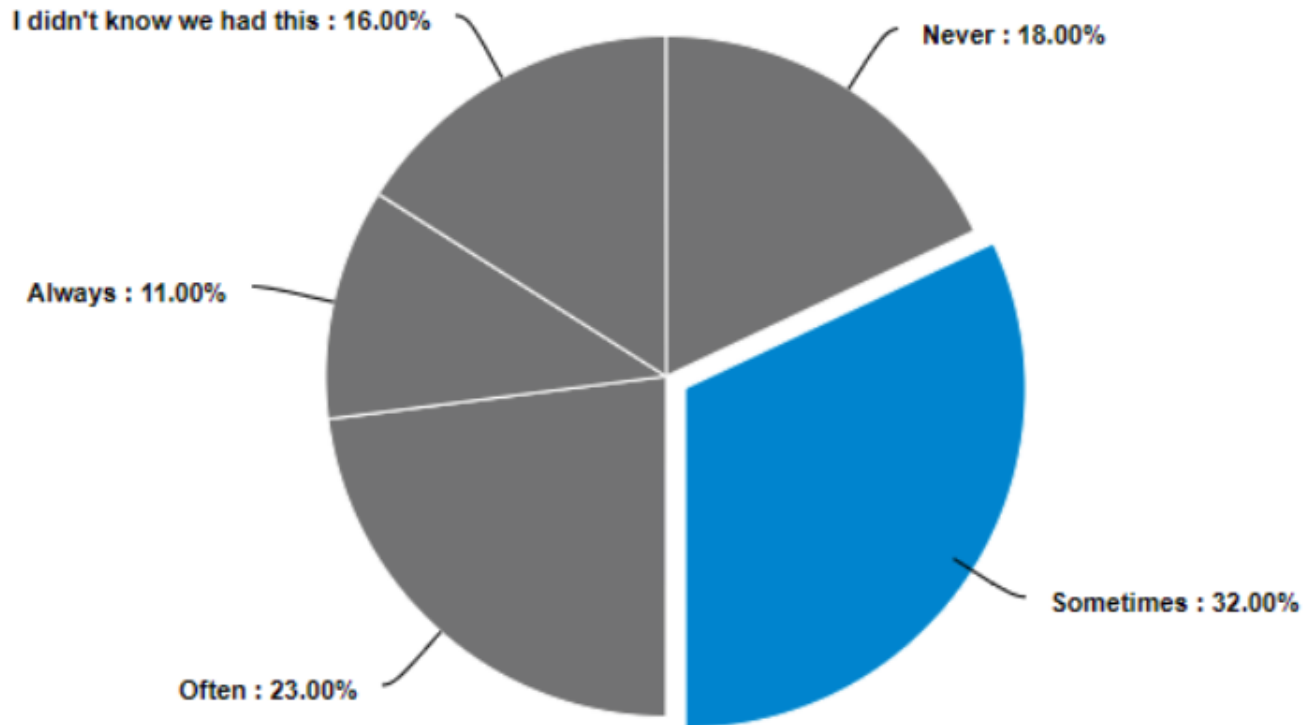




# Social Media Engagement: MUSTO Skiff Sailors & MSCA Members

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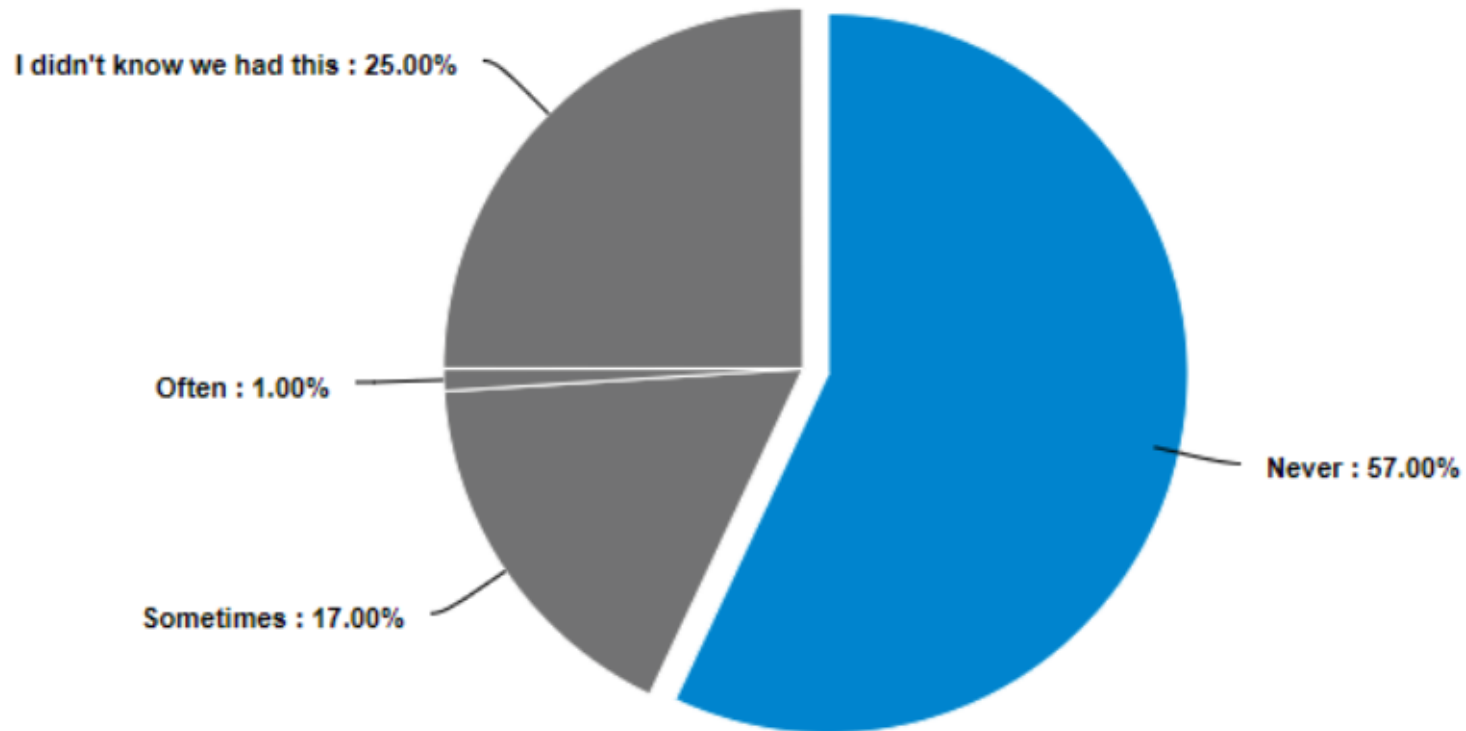
Q: International MUSTO Skiff Facebook GROUP



# Social Media Engagement: MUSTO Skiff Sailors & MSCA Members

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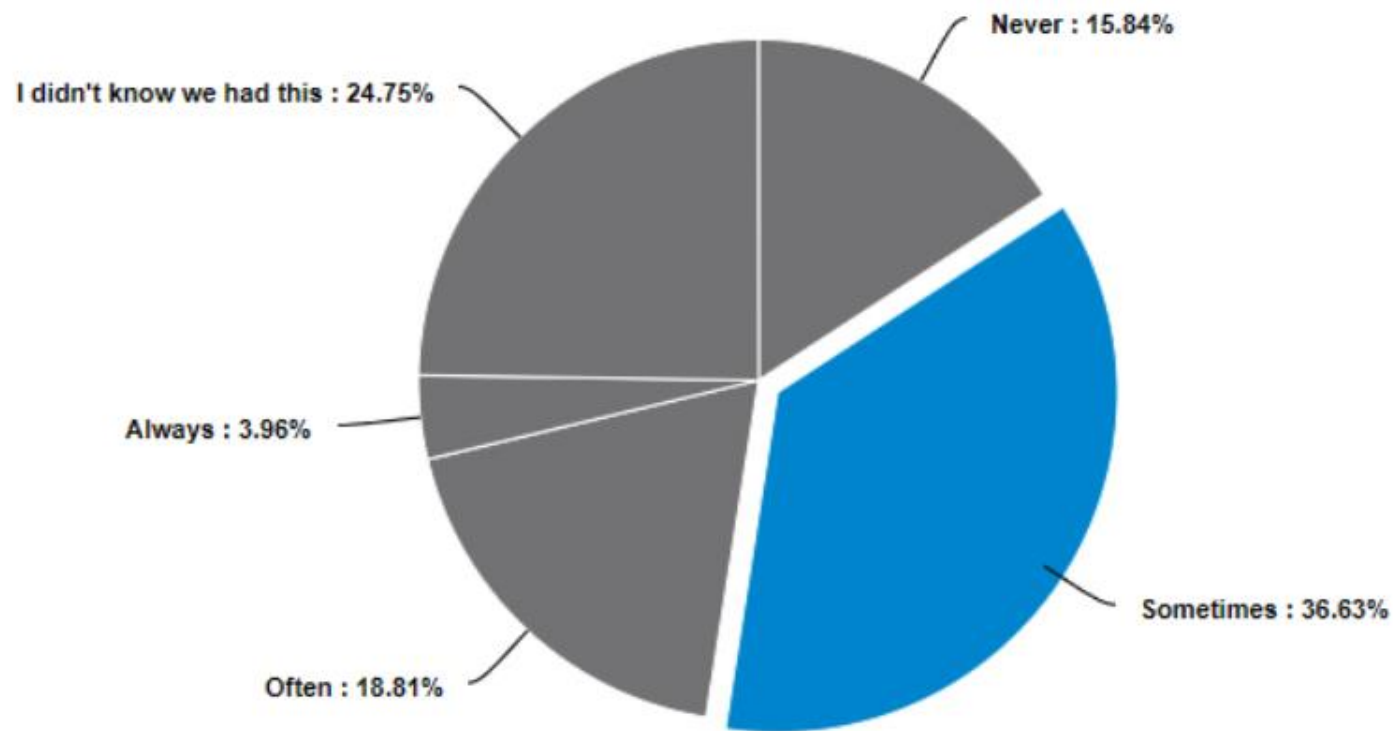
Q: International MUSTO Skiff Twitter PAGE



# Social Media Engagement: MUSTO Skiff Sailors & MSCA Members

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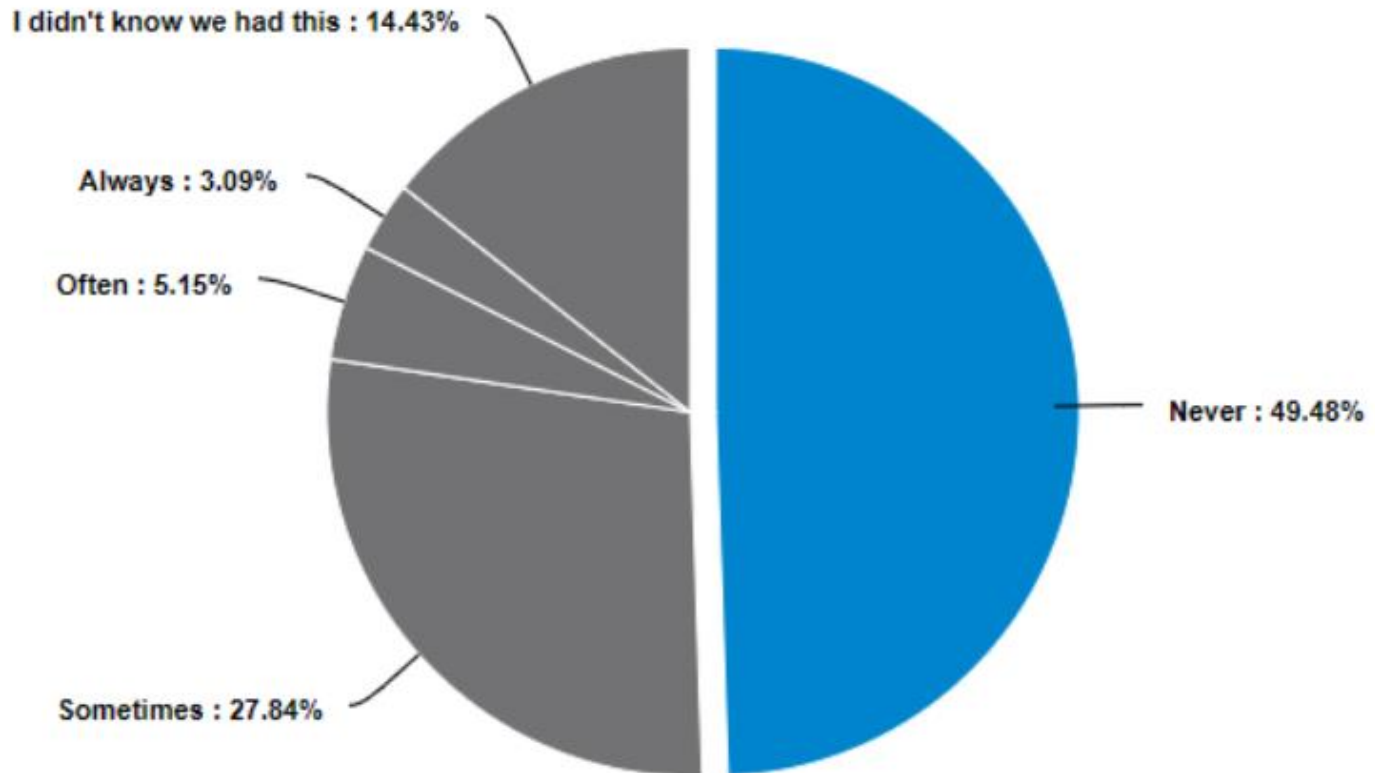
Q: International MUSTO Skiff YouTube Channel



# Social Media Engagement: MUSTO Skiff Sailors & MSCA Members

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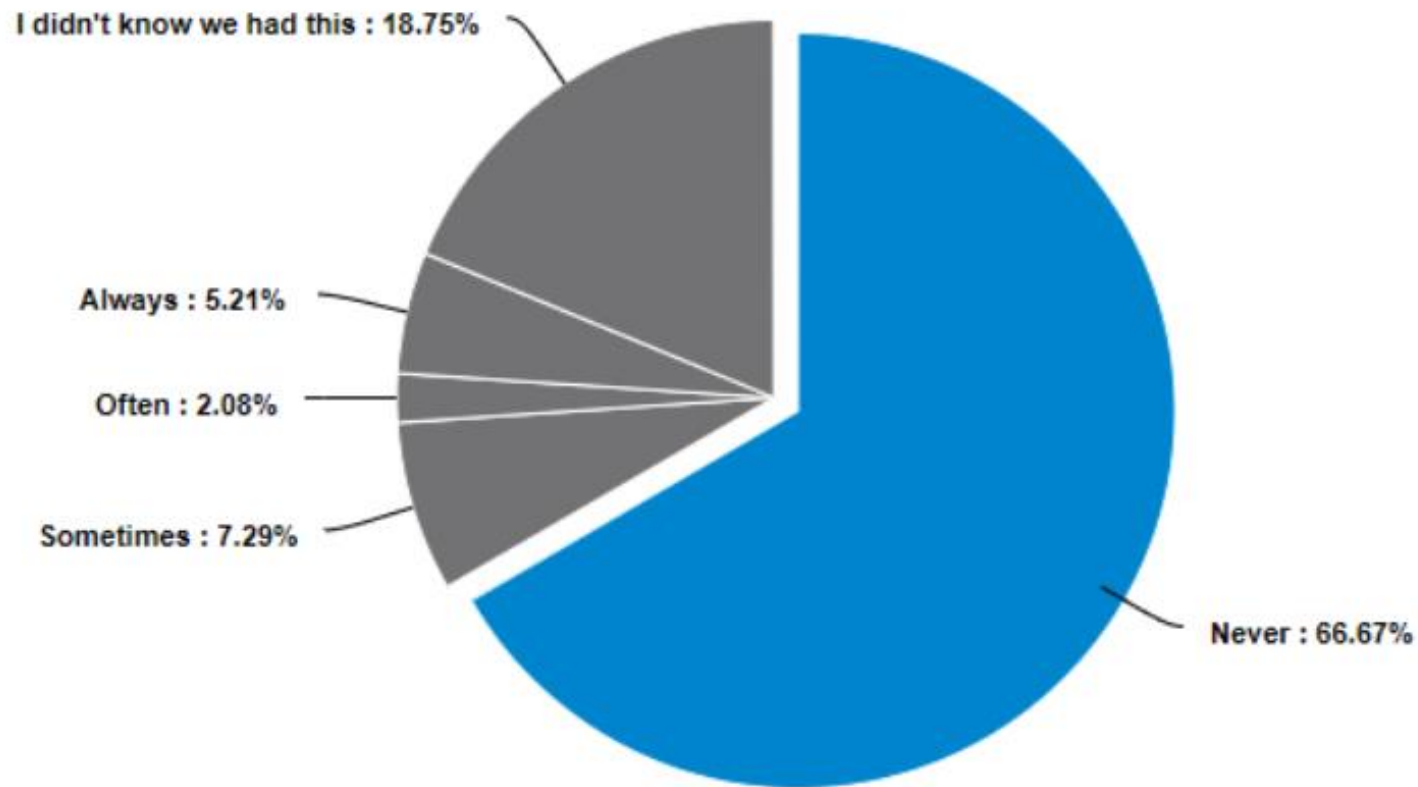
Q: Australian MUSTO Skiff Facebook Group



# Social Media Engagement: MUSTO Skiff Sailors & MSCA Members

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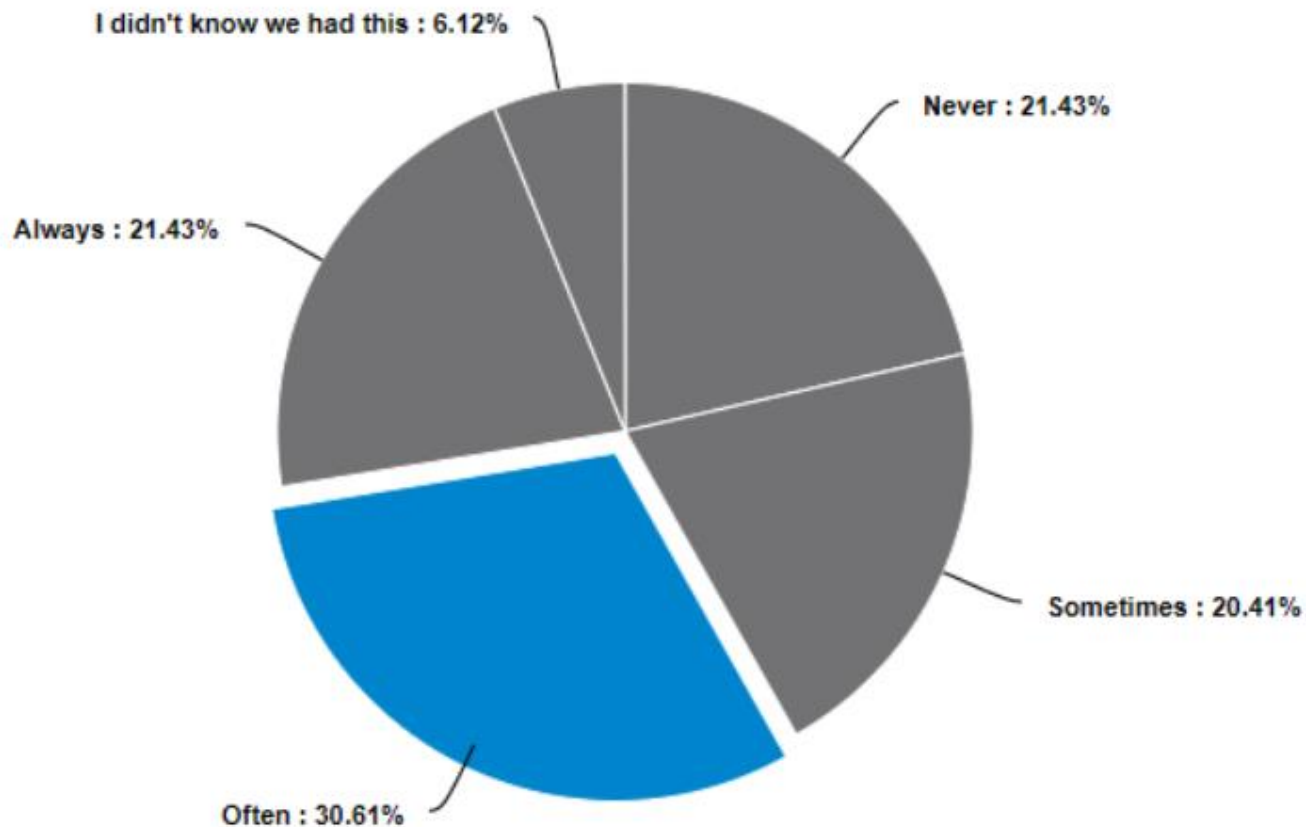
Q: Benelux MUSTO Skiff Facebook GROUP



# Social Media Engagement: MUSTO Skiff Sailors & MSCA Members

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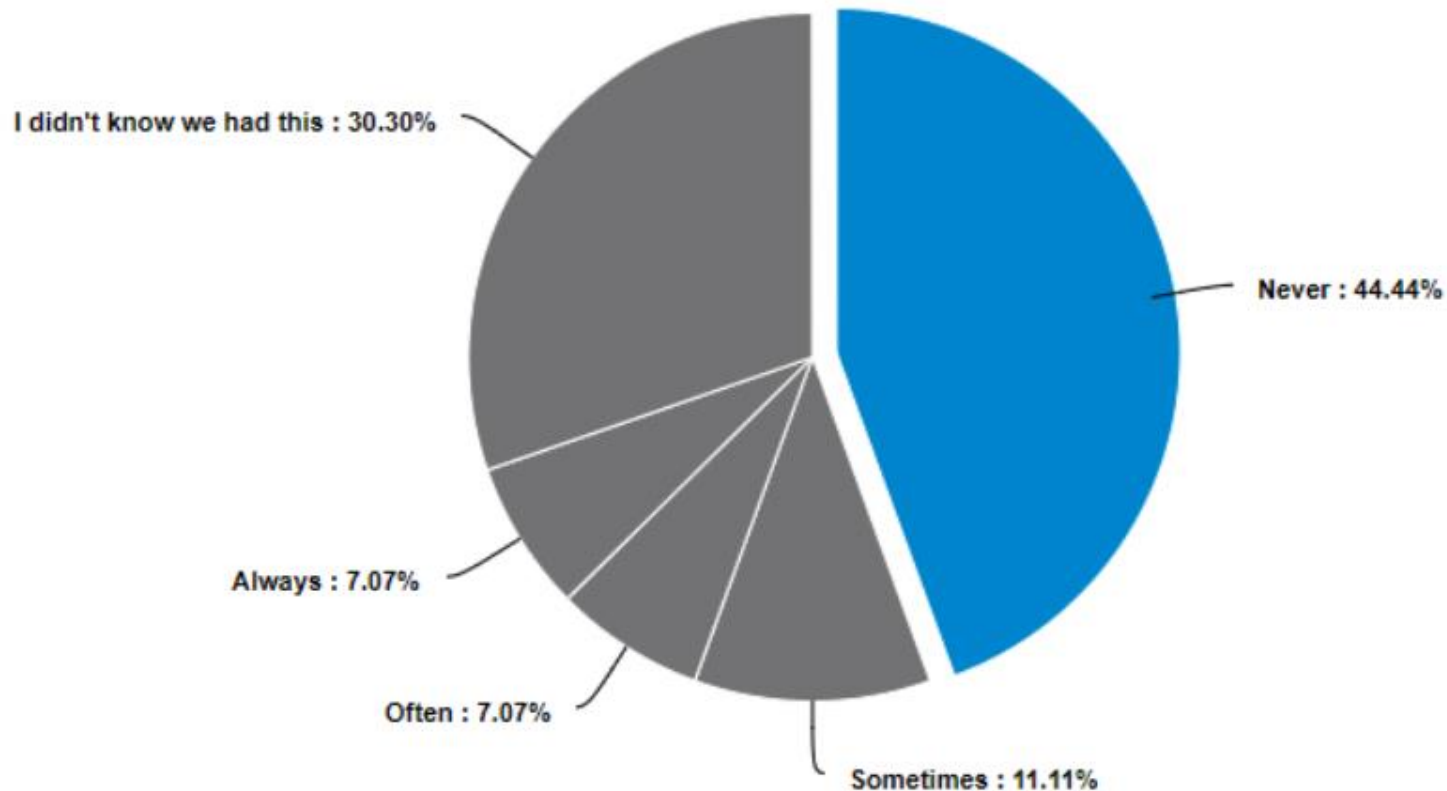
Q: GBR MUSTO Skiff Facebook GROUP



# Social Media Engagement: MUSTO Skiff Sailors & MSCA Members

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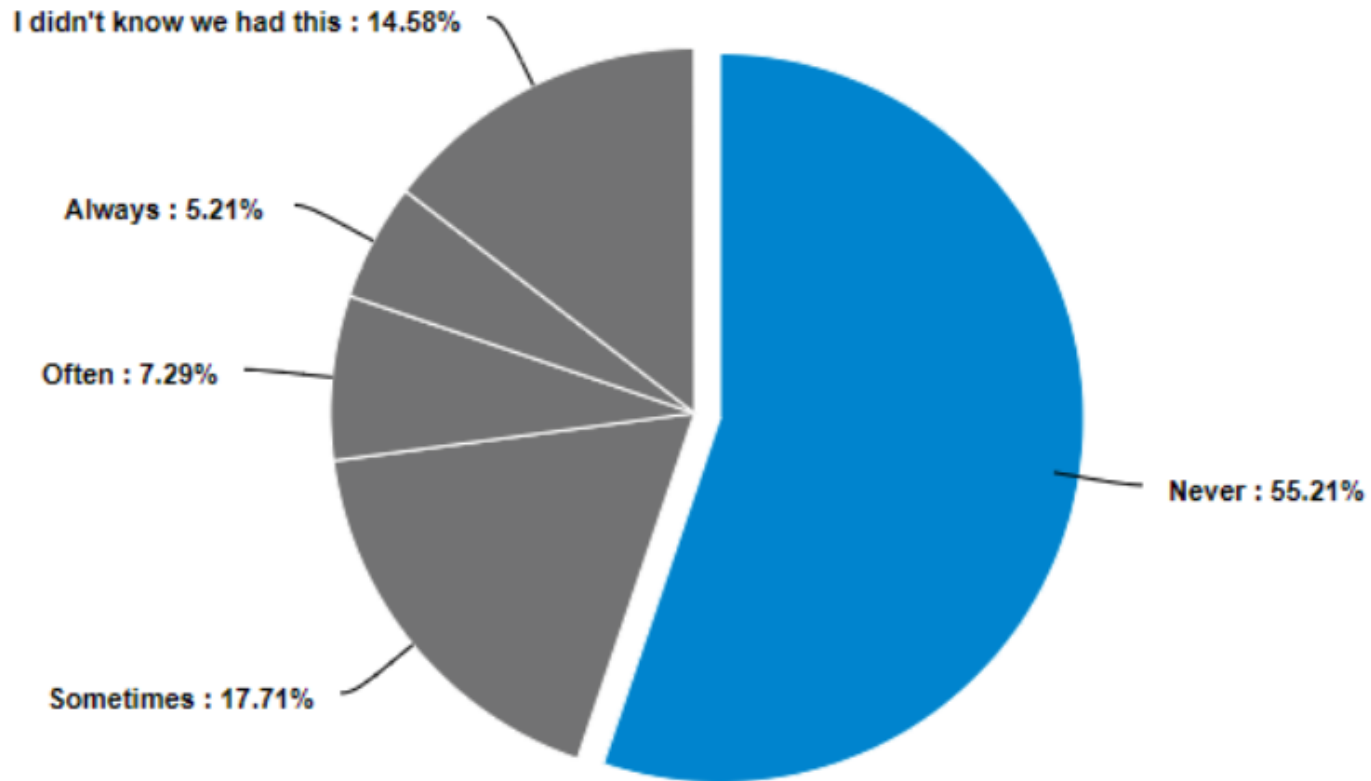
Q: GBR MUSTO Skiff Instagram (new for 2019)



# Social Media Engagement: MUSTO Skiff Sailors & MSCA Members

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Q: GER / SUI / AUT MUSTO Skiff Facebook GROUP

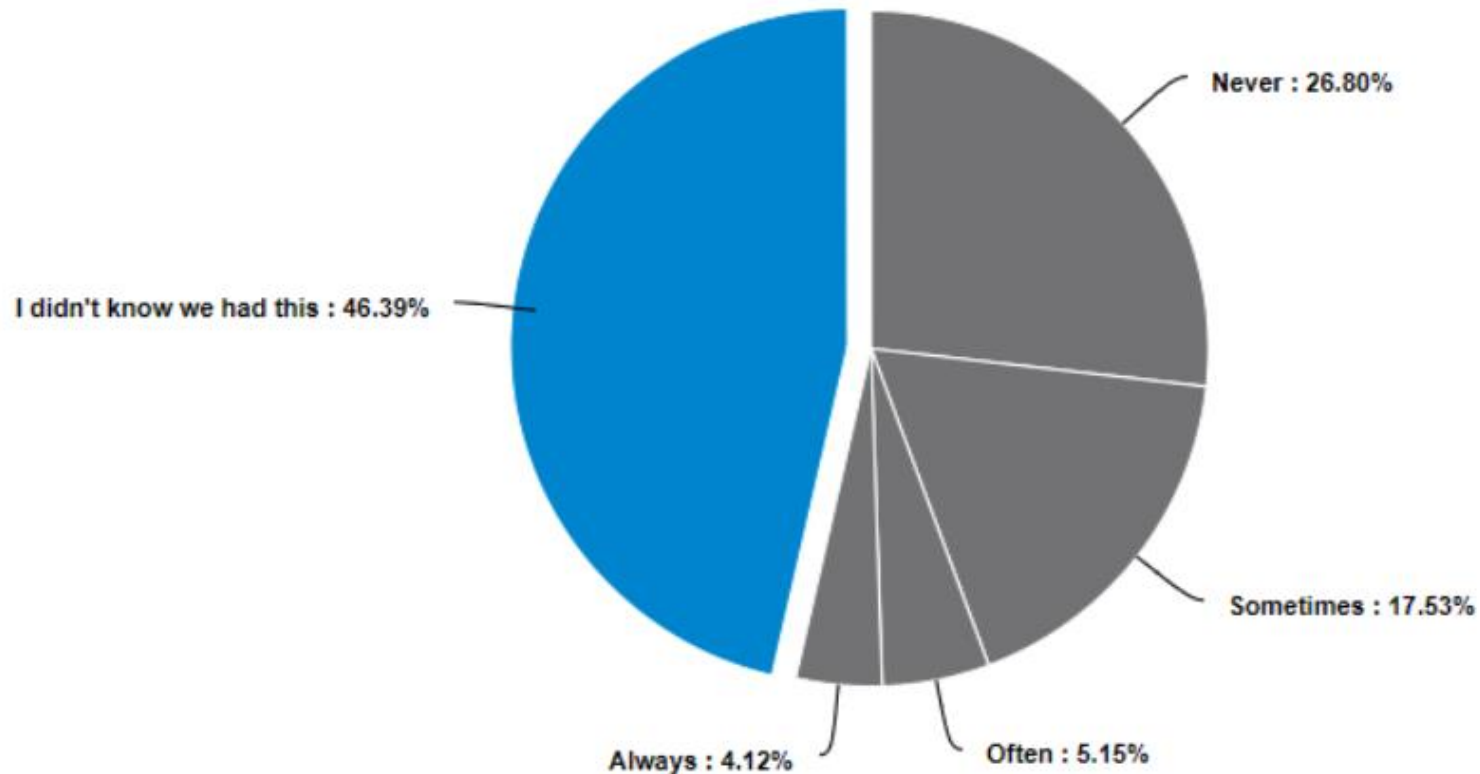




# Social Media Engagement: MUSTO Skiff Sailors & MSCA Members

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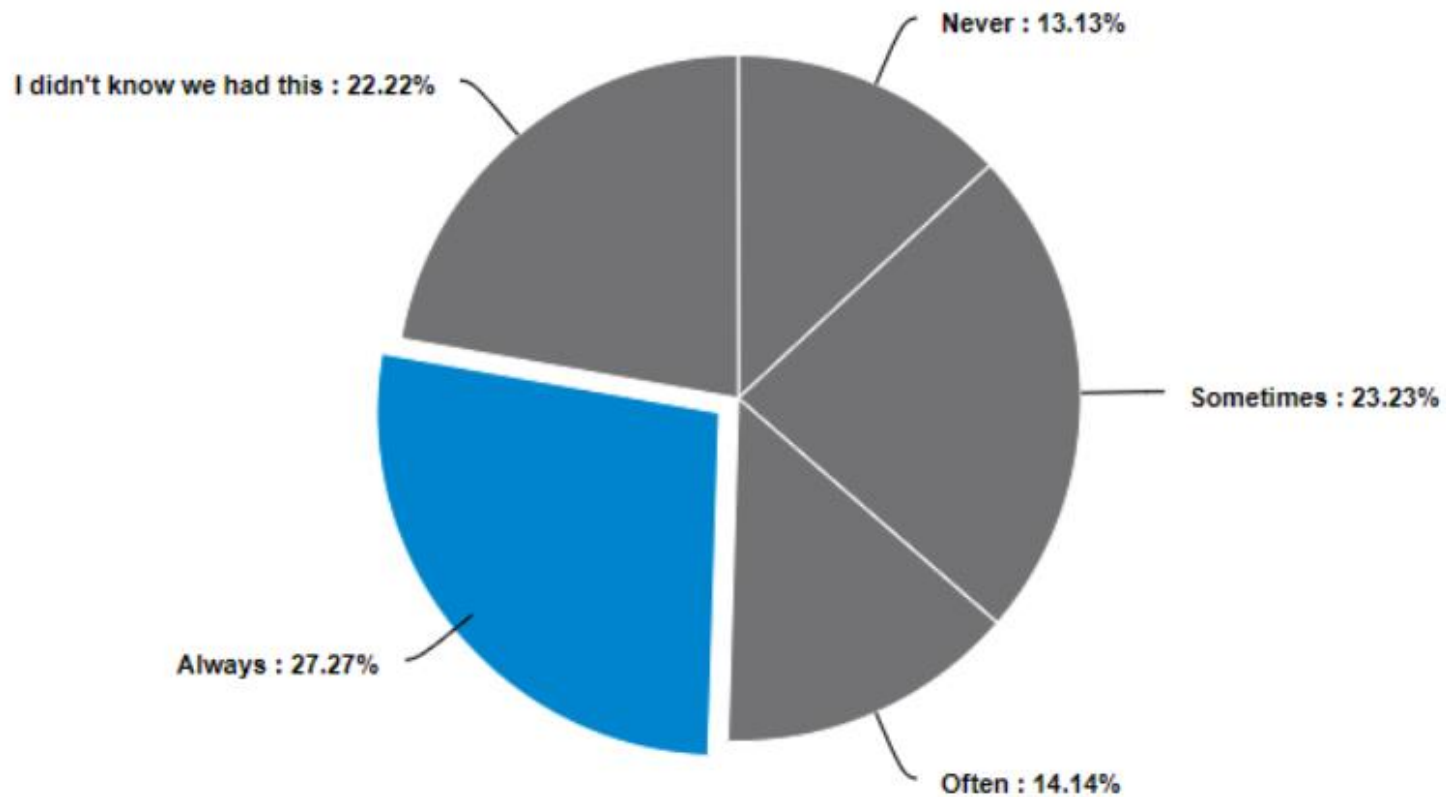
Q: WhatsApp – International MUSTO Skiff Group



# Social Media Engagement: MUSTO Skiff Sailors & MSCA Members

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Q: WhatsApp – Local / Regional MUSTO Skiff Groups



# Wider Marketing Activities: MUSTO Skiff Sailors & MSCA Members

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## **MUSTO Skiff Class Association (MSCA) - Wider Marketing Activities:**

In addition to social media, the Class Committee used a range of marketing activities to communicate Class information and updates. In addition, an online forum for MUSTO Skiff sailors to interact with each other continues to be provided year-on-year. MUSTO Skiff sailors were asked how often they use the following for Class updates and information:

- International MSCA website ([www.mustoskiff.com](http://www.mustoskiff.com))
- International MUSTO Skiff eNewsletters (subscribed activity)
- International MUSTO Skiff online forum
- Print media – e.g. newspapers, sailing magazines
- Online media – e.g. sailing blogs, sailing websites

# Wider Marketing Activities: MUSTO Skiff Sailors & MSCA Members

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## MUSTO Skiff Class Association (MSCA) - Wider Marketing Activities:

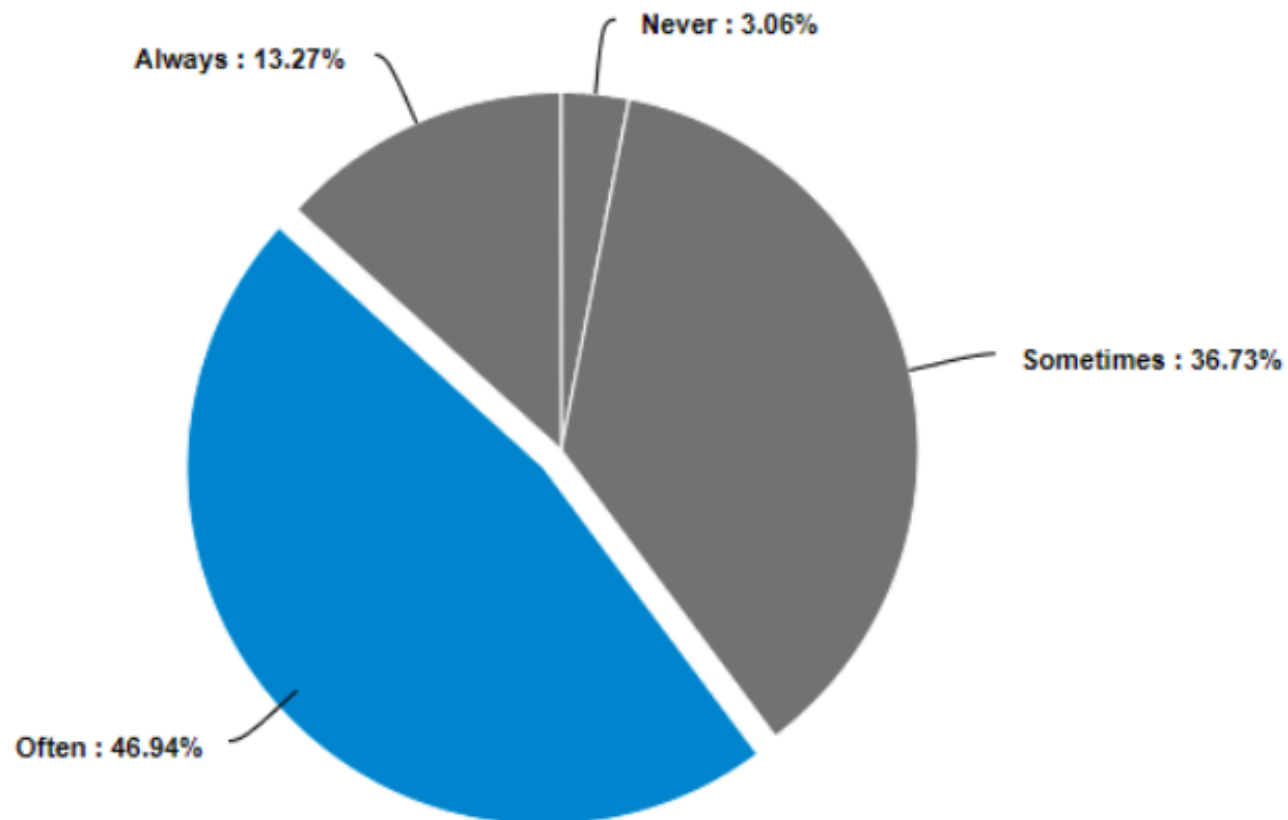
Some key insights:

- International MSCA website ([www.mustoskiff.com](http://www.mustoskiff.com)) was popular with MUSTO Skiff sailors, with 60% using it always or often and 95% using in the last 12 months.
- The top five most popular pages on the class website included (in order) - Events, Home, Used Boats, Tuning Guide, and Pimp my Skiff – indicating a slightly different range of interests to non-MUSTO Skiff sailors engaging with the website for class information and updates.
- 35% used the International MUSTO Skiff eNewsletters (subscribed activity) always or often, but most only engaged with the eNewsletters sometimes (36%).
- The International MUSTO Skiff online forum engagement continues to decline, most likely due to the increased engagement with other social media channels. Only 20% used this channel always or often and 30% never used this channel.
- Print media (e.g. newspapers, sailing magazines) and online media (e.g. sailing blogs, sailing websites) remain relevant for the class but engagement with this channel is lower than other channels, with MUSTO Skiff sailors choosing to engage with social media instead for class information and updates. Sharing relevant print and online media content across MSCA social media channels to raise awareness of published content will continue to be a core strategy for the class committee in 2020.

# Wider Marketing Engagement: MUSTO Skiff Sailors & MSCA Members

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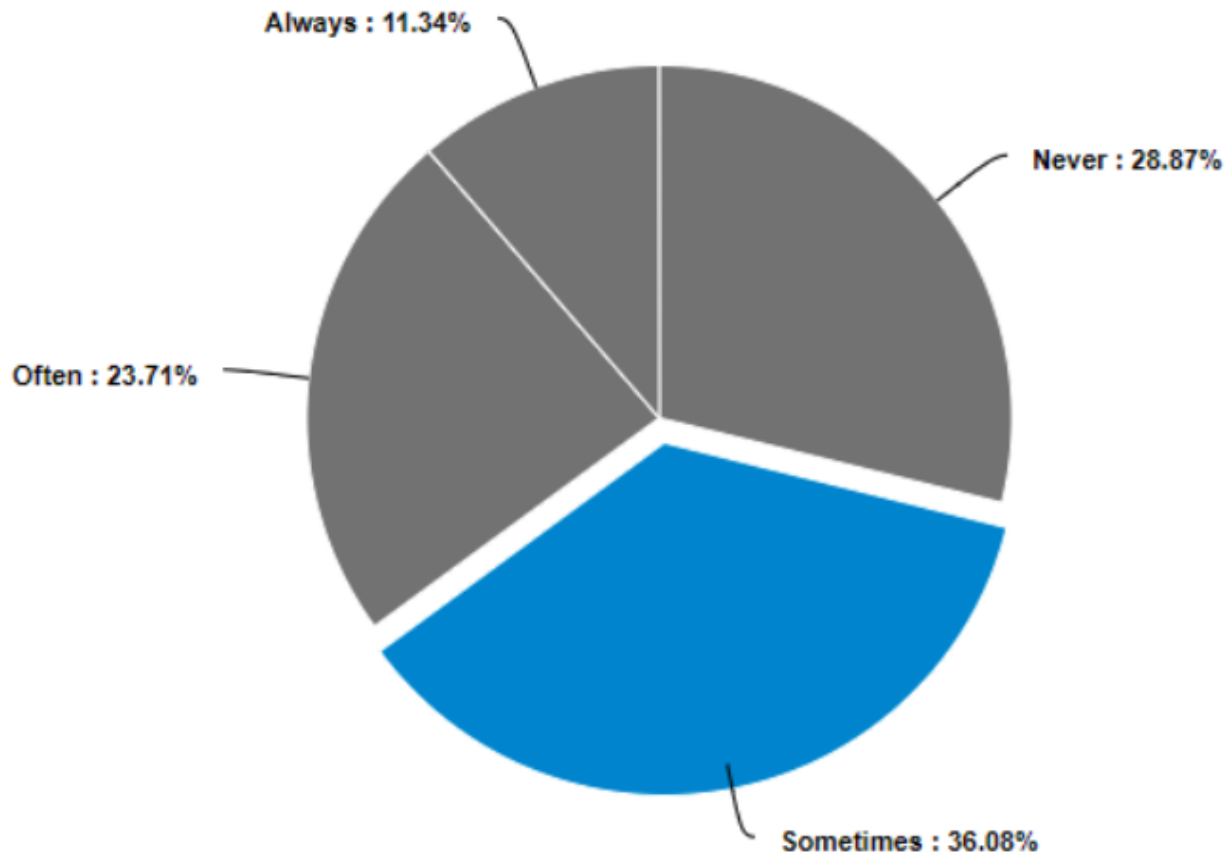
Q: International MSCA website ([www.mustoskiff.com](http://www.mustoskiff.com))



# Wider Marketing Engagement: MUSTO Skiff Sailors & MSCA Members

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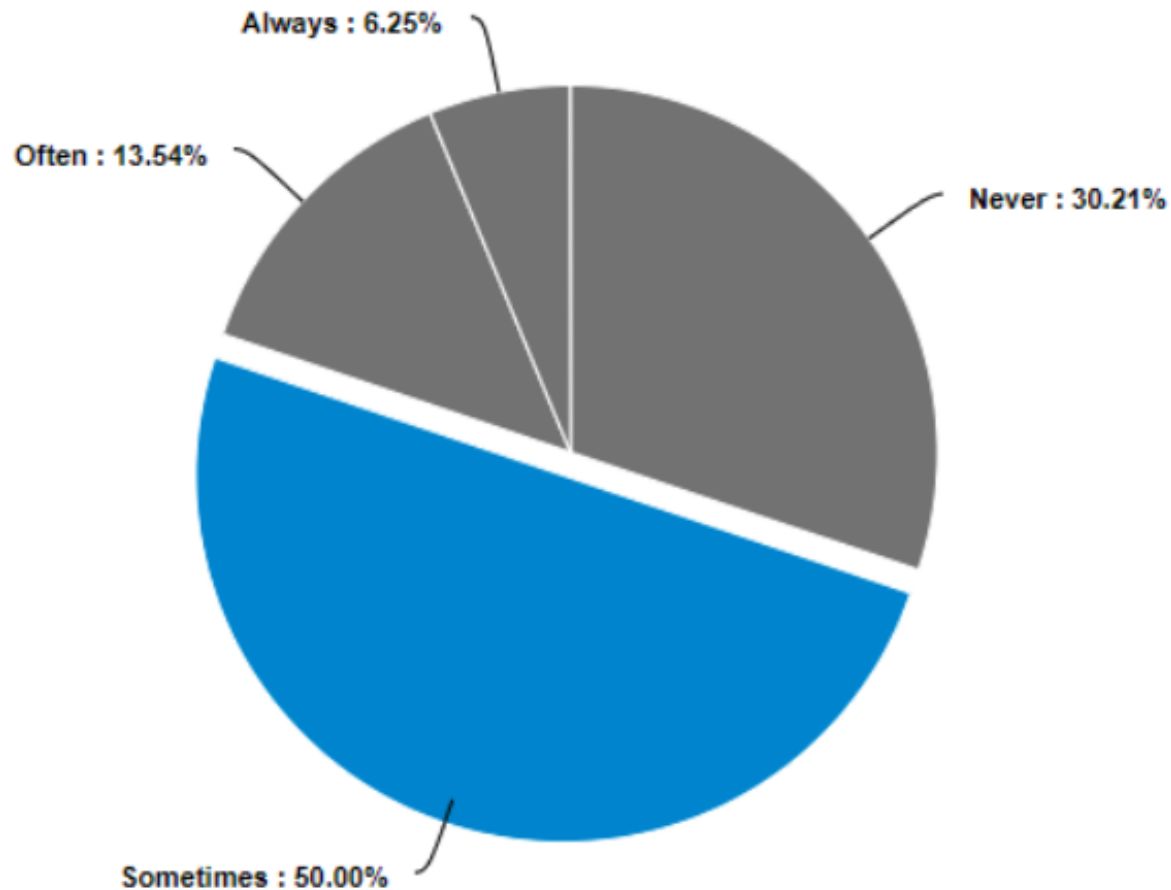
Q: International MUSTO Skiff eNewsletters (subscribed activity)



# Wider Marketing Engagement: MUSTO Skiff Sailors & MSCA Members

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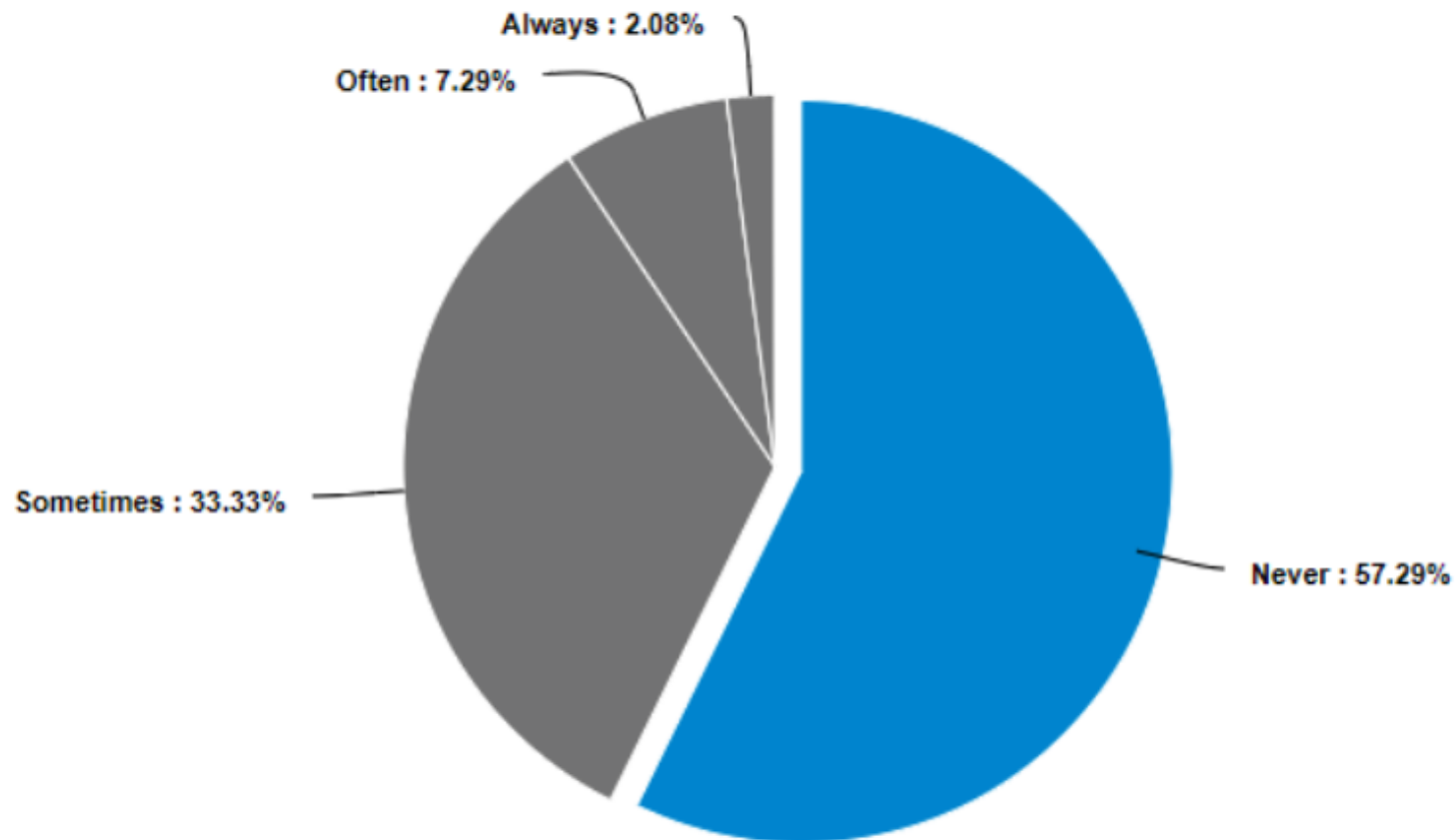
Q: International MUSTO Skiff online forum



# Wider Marketing Engagement: MUSTO Skiff Sailors & MSCA Members

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Q: Print media – e.g. newspapers, sailing magazines

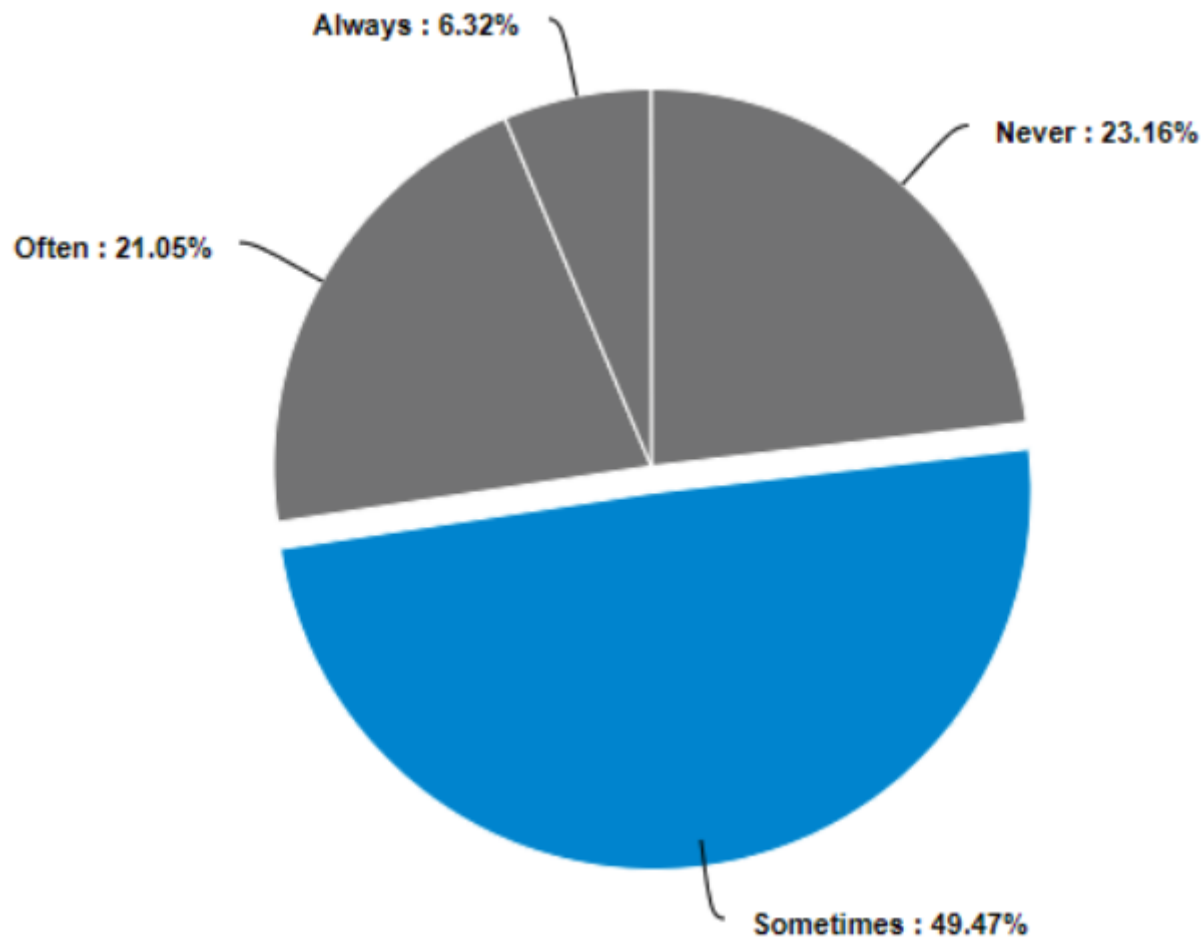




# Wider Marketing Engagement: MUSTO Skiff Sailors & MSCA Members

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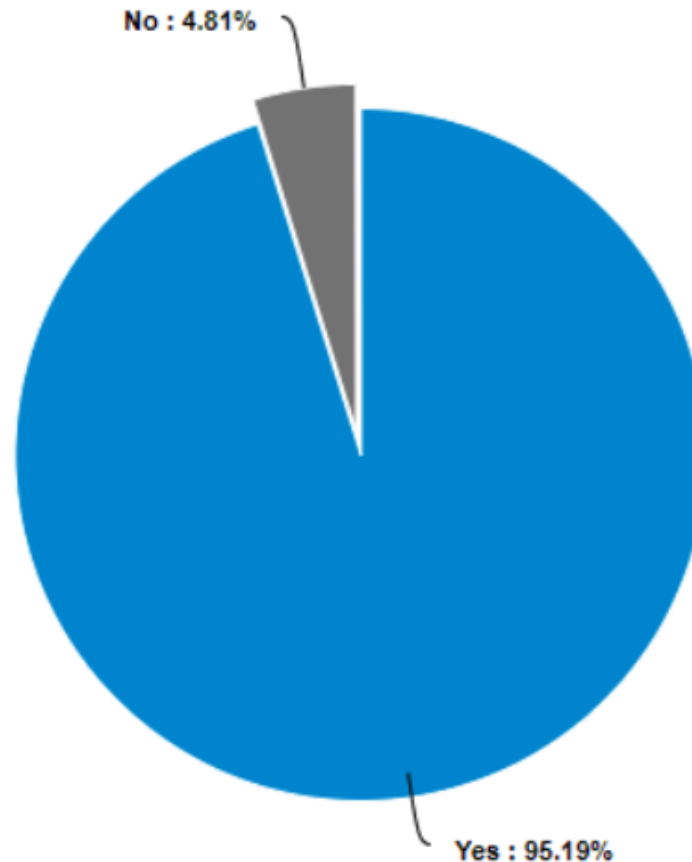
Q: Online media – e.g. sailing blogs, sailing websites



# Class Website Engagement: MUSTO Skiff Sailors & MSCA Members

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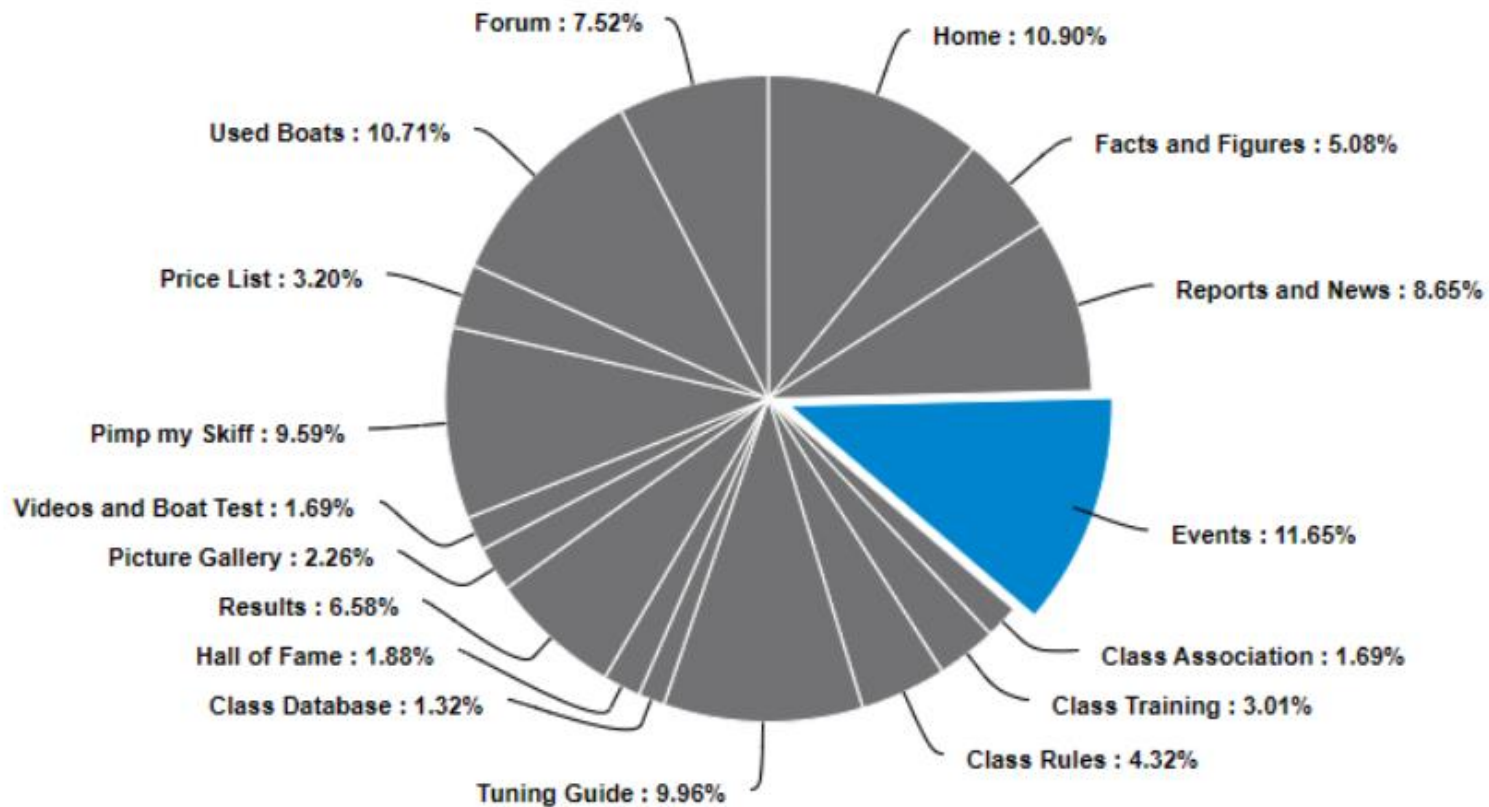
Q: Over the last 12 months, have you visited the international MUSTO Skiff Class Association (MSCA) website ([www.mustoskiff.com](http://www.mustoskiff.com))?



# Class Website Engagement: MUSTO Skiff Sailors & MSCA Members

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Q: Which of the main navigation pages on the international MSCA website ([www.mustoskiff.com](http://www.mustoskiff.com)) do you visit most frequently?



MSCA Annual Survey 2019

# MSCA COMMITTEE MEMBERS & COUNTRY REPRESENTATIVES



**MUSTO**  
**SKIFF**

# MSCA Committee Members - International

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## **MSCA Members Only Election of MUSTO Skiff International Committee Members:**

Over 2019, there were several changes within the MUSTO Skiff International Committee. There are currently six active Committee Members. For the currently active roles, class members were asked to state if they were in favour of re-electing the following members for 2020:

- Andy Tarboton (RSA) – Chairman
- Jamie Hilton (GBR) - Treasurer
- Natalie Hilton (GBR) - Marketing & Communications
- Dan Trotter (GBR) - Youth Rep
- David Rickard (AUS) – Compliance Officer, Technical Liaison & Technical Sub-Committee Member
- Chris Turner (GBR) - Builders Rep & Chair of the Technical Sub-Committee
- Rob Taylor (GBR) - Class Measurer & Technical Sub-Committee Member

**By majority vote, all members were re-elected for 2020.**

**Re-elected members for 2020 will be contacted to confirm their position in the MUSTO Skiff International Committee.**

# MSCA Committee Members - Country Representatives

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## **MSCA Members Only Re-election of national committee members for the role of Country Representatives:**

The following committee members are currently standing for re-election as Country Representatives. Class members were asked to state if they were in favour of re-electing the following named persons for 2020. Respondents were asked to only vote for the representative in their region. (NOTE: Other Country Representatives may be elected through a local AGM.)

- Klaus Costadedoi (AUT)
- Emilien Taque (FRA)
- Huud Ouwehand (NED)
- Geir Odmar Haldal (NOR/SWE/DEN/FIN)
- Yaroslav Petrov (RUS)
- Mitja Margon (SLO & ITA)
- Brian Bennett (USA & CAN)

**By majority vote, all members were re-elected for 2020.**

**Re-elected members for 2020 will be contacted to confirm their position as Country Representative for their respective region.**

MSCA Annual Survey 2019

# MSCA 2019 ANNUAL SURVEY: OTHER COMMENTS



**MUSTO**  
**SKIFF**

# A final word from our 2019 survey respondents....

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“...The Musto Skiff class continues to be one of the friendliest, most competitive and enjoyable classes I have sailed (hence why I have now been in the class for 10 years!). Being a very challenging boat to sail, it does take some hard work and perseverance to learn to sail it well, but the openness and sharing of knowledge in the class makes this process much easier. Long may this continue...”

“....I think Ovington do a very good job and the quality of the Ovington components are very nice...”

“....I think the International Musto class association is doing a great job. Thank you very much for your effort. See you in Germany at the Worlds.....”

“....Great boat. Thanks committee. Thanks Ovi's. Keep John MacAfee in class Ovi's - he is a great guy for your company and class. Very helpful!”

“.....The class continues to attract new members while still improving the overall sailing standard, which is testament to past and present committees and class members.  
Keep on doing what you are doing.....”



# MUSTO SKIFF

With thanks to all our 2019 sponsors and partners:



MUSTO



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