

The logo for Musto Skiff, featuring a red sail icon above the word "MUSTO" in a bold, black, sans-serif font. A horizontal red line is positioned below "MUSTO", and the word "SKIFF" is written in a larger, bold, black, sans-serif font below the line.

MUSTO
SKIFF



SUMMARY REPORT
for the
2022 MSCA Annual Class Survey

International Musto Skiff Class Association

CLASS REPORT

ABOUT THE MUSTO SKIFF CLASS



The Musto Skiff Class Association (MSCA)

The Musto Skiff is a high-performance single-handed trapeze dinghy that is great fun to sail with a large community of sailors representing over 28 countries.

As a World Sailing International Class, the MSCA hosts annual World Championships in addition to supporting local class associations who host National Regattas, Open Meetings and training events throughout the year.

The Musto Skiff Class Association (MSCA) is run by the members for the members.

The class benefits from long-term partnerships with international sponsors and partners including Musto, Ovington Boats Ltd, Harken, Hyde Sails, Selden Masts, and ACO Ltd.

www.mustoskiff.com



ABOUT THIS SURVEY

The 2022 MSCA Annual Class Survey was created by the Musto Skiff Class Association (MSCA) International Committee, in partnership with the class boat builder and partner, Ovington Boats Ltd. This is the 19th Annual Class Survey to date.

PURPOSE & OBJECTIVES

- ❑ The purpose of the Musto Skiff Annual Class Survey is to gather feedback from class members and the wider sailing community on all Musto Skiff activities. This includes feedback on the boat experience, training, organised events, and class marketing.
- ❑ In each survey, Musto Skiff Class Association (MSCA) class members are invited to take part in an annual online International AGM. This provides an opportunity to vote for International Committee Members and Country Representatives, as well as vote on important class matters and proposals to grow and develop the class.
- ❑ The insights and feedback gathered from each survey help the International Committee to understand what members want from the class association. It also helps to ensure the successful planning and delivery of future events such as National Championships and World Championships.
- ❑ For the continued improvement and growth of the class, each survey also includes a separate section to gather insights and feedback from the wider sailing community on how they view and engage with the Musto Skiff class association and its members.

METHODOLOGY

- ❑ The latest survey, which is the 19th annual survey to date, was launched on 12th December 2022. The survey was open for four weeks, closing on 8th January 2023.
- ❑ The online survey was accessible via a survey link, which was made available via the main class social media platforms (i.e., the class Facebook Page, Facebook Groups, and Twitter page), the class website, and the monthly class eNews, which includes 1,060+ subscribers. The survey link was also shared in relevant sailing media via a press release, inviting both class members and the wider sailing community to participate.
- ❑ The wider sailing community (i.e., those who are interested in the class, but don't currently sail a Musto Skiff) were invited to respond to a specific set of questions with the objective of gathering their views on the class and any potential interest to join the class.
- ❑ Upon the close of the survey, all responses were collated, and the survey results were reviewed by the MSCA International Committee. Key insights and results from the 2022 MSCA Annual Class Survey are included in this report, which was published in early March 2023.
- ❑ Survey responses are always strictly confidential, and any data gathered from the survey is only reported in the aggregate. All survey information is coded and will remain confidential.

2022 INTERNATIONAL AGM – ONLINE

- ❑ The International AGM for the Musto Skiff class is hosted online each year to ensure sailors in every country can participate and vote on important class matters. Only current class members are eligible to participate in the AGM. This year's International AGM was accessible online via a separate survey link provided at the end of the 2022 Annual Class Survey.
- ❑ This year's International AGM included a class member vote on the preferred voting timeline preference for the new mainsail design. Class members could also vote on International Committee Members and Country Representatives for 2023.

ACCEPTED LIMITATIONS

- ❑ Whilst the Annual Class Surveys are aimed at Musto Skiff sailors and the wider sailing community, the MSCA International Committee accepts that the survey is posted publicly and, therefore, open for anyone to respond. As such, insights and data are always considered alongside other information resources, historical trends, and information already known about the class, its members, and MSCA activities. Some survey submissions may be omitted from the final count and analysis if it is suspected that any submission is fake or a duplicate.
- ❑ With the acceptance of some 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.



Photo: © Bernardí Bibiloni

MSCA Annual Survey 2022

MAIN SURVEY RESULTS SUMMARY OF KEY HIGHLIGHTS

MAIN SURVEY RESPONSE STATISTICS – 2022

2022 MAIN SURVEY RESPONSE STATISTICS....

19 countries were represented in the main survey



127 completed the main survey

73% completion rate at the close of the main survey

7 minutes was the average completion time

99% identified as male

0% identified as female

1% identified as other



83% of respondents owned a Musto Skiff

17% of respondents represented the wider sailing community

79% of respondents were MSCA members and sailed a Musto Skiff

21% of respondents sailed a Musto Skiff, but were not MSCA members

2022 SURVEY – SUMMARY OF KEY HIGHLIGHTS

2022 SAILOR DEMOGRAPHICS – MUSTO SKIFF SAILORS AND OTHER SAILORS

Sailor Representation in the 2022 Survey:

- ❑ Musto Skiff sailors represented 83% of the survey participants, and 79% of this total were also class members. (In 2021, 78% of participants owned a Musto Skiff and 79% were class members.)
- ❑ Other sailors (i.e., those from a class outside the Musto Skiff) represented 17% of all survey participants. This is a lower representation compared to the 2021 survey, which had a 22% representation for other sailors.

Country Representation:

- ❑ The 2022 Annual Class survey attracted 127 responses in total representing 19 countries.
- ❑ For Musto Skiff sailors in the survey, the most represented country was the UK (55%), followed by Germany (15%), and then Switzerland (10%), Australia (5%) and the Netherlands (4%).
- ❑ For all other sailors, the most represented country in the survey included the UK (85%), followed by Australia, Germany, and Ukraine with an equal share of 4.9% each.

Sailor Demographics:

- ❑ For Musto Skiff sailors, the most represented age groups were the 35 – 39 years age group and the 55 – 59 years age group (both at 16% each), followed by the 40 – 44 years age group (14%). Youth sailors (under 25 years) represented 6% share of all Musto Skiff sailors in the 2022 survey.
- ❑ For other sailors, there was a wide age range represented in the survey. However, like the Musto Skiff sailors, one of the most represented age groups for other sailors in the survey was the 55 – 59 years (16%). There was no representation in this year's survey for other sailors under 16 years of age.

2022 MARKETING AND COMMUNICATIONS – KEY INSIGHTS

Most Engaged Marketing Platform:

- ❑ The Musto Skiff International class website was the most popular marketing platform with both Musto Skiff sailors and other sailors representing the wider sailing community.

Social Media Engagement:

- ❑ Key trends for social media engagement included a greater shift from Facebook groups to using WhatsApp local groups for community chats.
- ❑ For social media, the International Musto Skiff Facebook Page was the most engaged social media platform for the Musto Skiff class over 2022 – with 55% stating they use it always or often. This was also the most popular social media platform with other sailors.
- ❑ The least engaged platform for the Musto Skiff class over 2022 was the International Musto Skiff Twitter page - with 90% stating that they never use it. This was also the least popular social media platform with other sailors.

PR & Media Engagement:

- ❑ For Musto Skiff sailors, the most popular sailing media over 2022 included yachtsandyachting.com (24%), followed by Sailing Anarchy (18%), and then Sail-World.com (8%), and SegelReporter (8%).
- ❑ For other sailors, the most popular sailing media over 2021 also included yachtsandyachting.com (38%), followed by Yachts & Yachting Magazine (17%), and Sailing Anarchy (14%).

2022 ORGANISED EVENTS AND TRAINING – KEY INSIGHTS

- ❑ 28% of Musto Skiff sailors participated in organised training during 2022. This an increase on 2021, which reported 17% of the class members participated in organised training.
- ❑ 31% of Musto Skiff sailors said there was no organised training or coaching in their region over 2022.
- ❑ 70% of Musto Skiff sailors would like to have more organised training in their region in 2023.

2022 VIEWS ON INCREASING INTEREST IN THE MUSTO SKIFF CLASS

- ❑ For other sailors in the survey, 44% would join the Musto Skiff class.
- ❑ For other sailors in the survey, 33% would maybe join the Musto Skiff class.
- ❑ For other sailors in the survey, 25% plan to look for a boat within the next 6 months
- ❑ For other sailors in the survey, 12% plan to look for a boat within the next 6 – 12 months,
- ❑ For other sailors in the survey, 62% are only planning to look for a boat in a year's time or longer.

MUSTO SKIFF CLASS: TOP MARKETING ACTIVITIES

The International Class Committee manages a range of social media pages and groups for International Musto Skiff class sailors. Some National Associations also manage their own social media groups for their local Musto Skiff class sailors.

We asked for feedback on our Musto Skiff Class Association (MSCA) social media activities. This included how often the class used each of the class social media pages or groups to find out event information and class updates for the Musto Skiff class.

Here is what Musto Skiff sailors told us.....



55% Always or Often
use the International
Facebook PAGE
for updates and information
about the class.



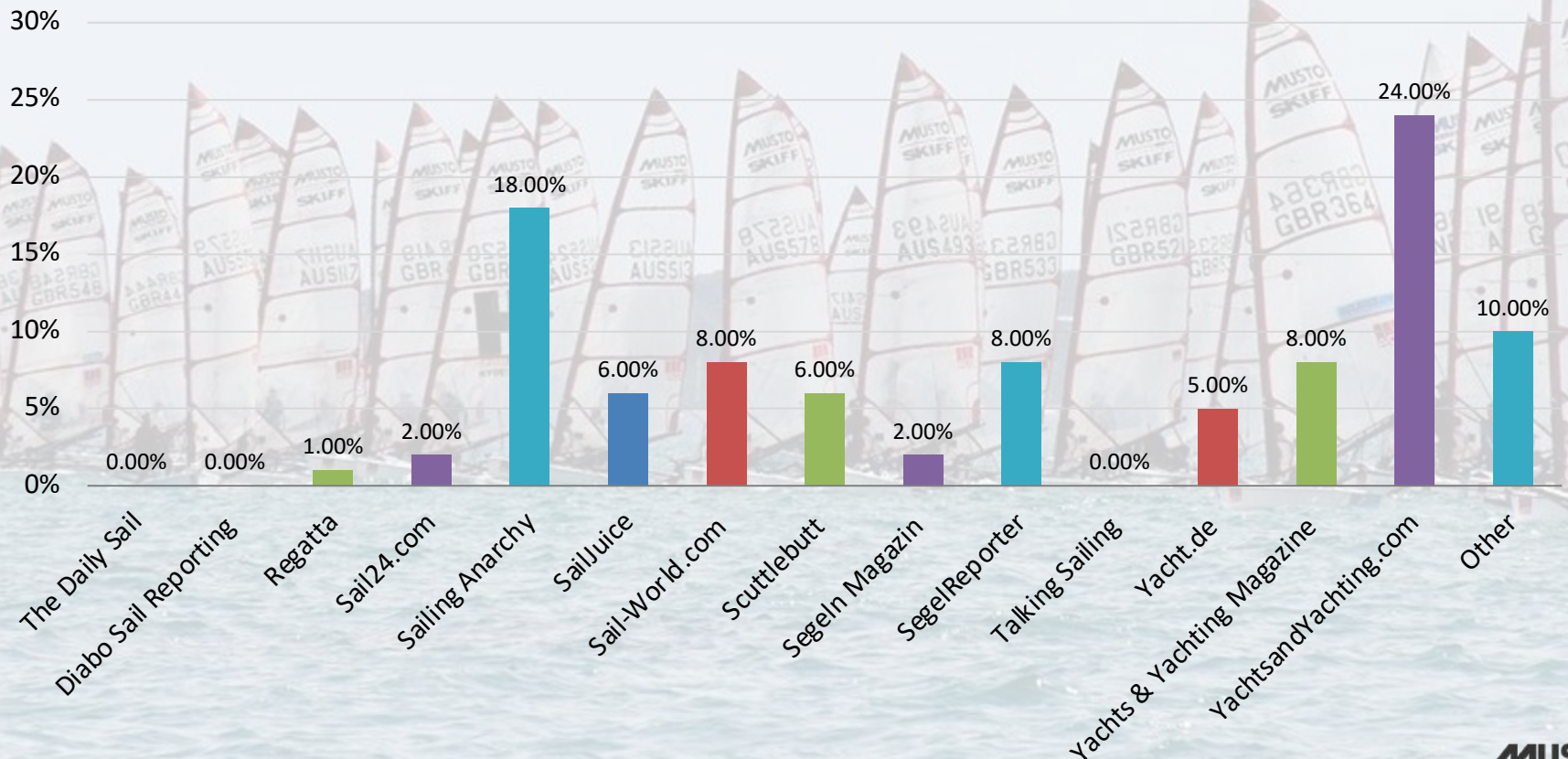
49% Always or Often
use the International
Facebook GROUP
for updates and information
about the class.



91% almost never
use the International Twitter
page for updates and
information about the class.

MUSTO SKIFF CLASS: ENGAGEMENT WITH PR & MEDIA

- ❑ Based on the 2022 survey, Musto Skiff sailors use more online than print media, with **yachtsandyachting.com (24%)** being the most popular sailing media title for the latest sailing news.
- ❑ The second most popular sailing media title for Musto Skiff Sailors was **Sailing Anarchy (18%)**, followed by **Sail-World.com (8%)**, and **SegelReporter (8%)**.



2022 RESULTS SUMMARY:

According to Musto Skiff sailors, the top 3 reasons preventing other sailors from getting a Musto Skiff boat includes:

- ❑ Sailors being worried it's too hard to sail (33% of responses)
- ❑ Sailors being worried they are too light in weight to sail a Musto Skiff (14% of responses)
- ❑ The perception that second-hand boats are too expensive (13% of responses) / No fleets nearby (13% of responses)

The top 3 things that Musto Skiff sailors think will encourage more sailors to join the Musto Skiff fleet includes:

- ❑ Invite sailors to participate in a demo day (20% of responses)
- ❑ Run more on the water training events (17% of responses) / Release an updated training video / Digital Download (17% of responses)
- ❑ Increase online sailing video content on the Musto Skiff YouTube channel (12%) / Increase marketing activities to promote the class (12%)





Photo: © Bernardí Bibiloni

MSCA Annual Survey 2022

MUSTO SKIFF CLASS MEMBER SECTION: 2022 INTERNATIONAL AGM SUMMARY OF KEY INSIGHTS & RESULTS

AGM ONLINE SURVEY RESPONSE STATISTICS – 2022

2022 SURVEY RESPONSE STATISTICS....

6 regional class associations were represented in the AGM (online survey)

59 of respondents completed the AGM section of the survey

82% completion rate for the AGM section of the survey



97% of AGM (online survey) respondents were current Musto Skiff Class Association members

3% of AGM (online survey) respondents were Musto Skiff Class Association Life Members

2022 AGM SURVEY – SUMMARY OF KEY HIGHLIGHTS

2022 INTERNATIONAL AGM PARTICIPATION

- This year's AGM included 59 participants representing 6 countries. This was an increase in participation compared to the 2021 survey, which included 43 participants representing 5 countries.
- The 2022 AGM included 97% share of current Musto Skiff Class Association members and 3% share of Musto Skiff Class Association Life Members.

2022 NATIONALS AND PLANNING FOR 2023 NATIONALS

- 52% of Musto Skiff Class members attended their Nationals / EuroCup event in 2022.
- 35% of Musto Skiff Class members had a Nationals / EuroCup event, but did not attend, and for 13%, there was no Nationals / EuroCup event hosted in their country.
- The quality of Nationals / EuroCup events were rated as 'good to excellent' overall, indicating a high quality of events in each country.
- The level of competition in the fleet was rated very highly overall at 91% good to excellent. On-shore organisation was also rated highly overall at 93% good to excellent, and pre-event information and communication was rated highly overall at 84% good to excellent.
- For those that could not attend their Nationals / EuroCup event, family commitments (41%) and work commitments (27%) were the main reasons specified for non-attendance.

LOOKING AHEAD TO THE 2023 WORLDS

- 38% stated 'yes' to attending the 2023 Worlds planned for Torbole at Lake Garda in Italy, and 35% said 'maybe'.
- The main reasons for not committing to the planned Worlds in 2023, included family commitments (38%) and not feeling good enough to compete in a World Championships (14%).
- 54% of Musto Skiff Class members would support hosting a World Championships in a location with a very small local fleet, or no fleet at all. This is slightly higher than the response to this same question in the 2021 survey, which stated 52% would support this.
- The most popular locations suggested for a future Worlds (in order) included: Lake Como in Italy, South Africa (no specific location), and North America (no specific location).
- Despite many fantastic locations being suggested, some class members raised concerns about the current economic climate and potentially high shipping costs to get boats to some 'more exotic' locations. Some class members suggested that the focus for the next few years should be on locations that the majority of the class can get to cost effectively.

USE OF A SPEEDPUCK WHEN RACING A MUSTO SKIFF AT ORGANISED CLASS EVENTS:

- 12% stated 'YES' to using a Speedpuck during organised class events, such as a Musto Skiff Nationals, World Championships, or Open Meeting.
- 88% stated 'NO' to using a Speedpuck during organised class events, such as a Musto Skiff Nationals, World Championships, or Open Meeting.

RESULTS FOR THE 2022 AGM CLASS MEMBER VOTE ON PREFERRED TIMELINE FOR THE MAINSAIL DESIGN VOTE:

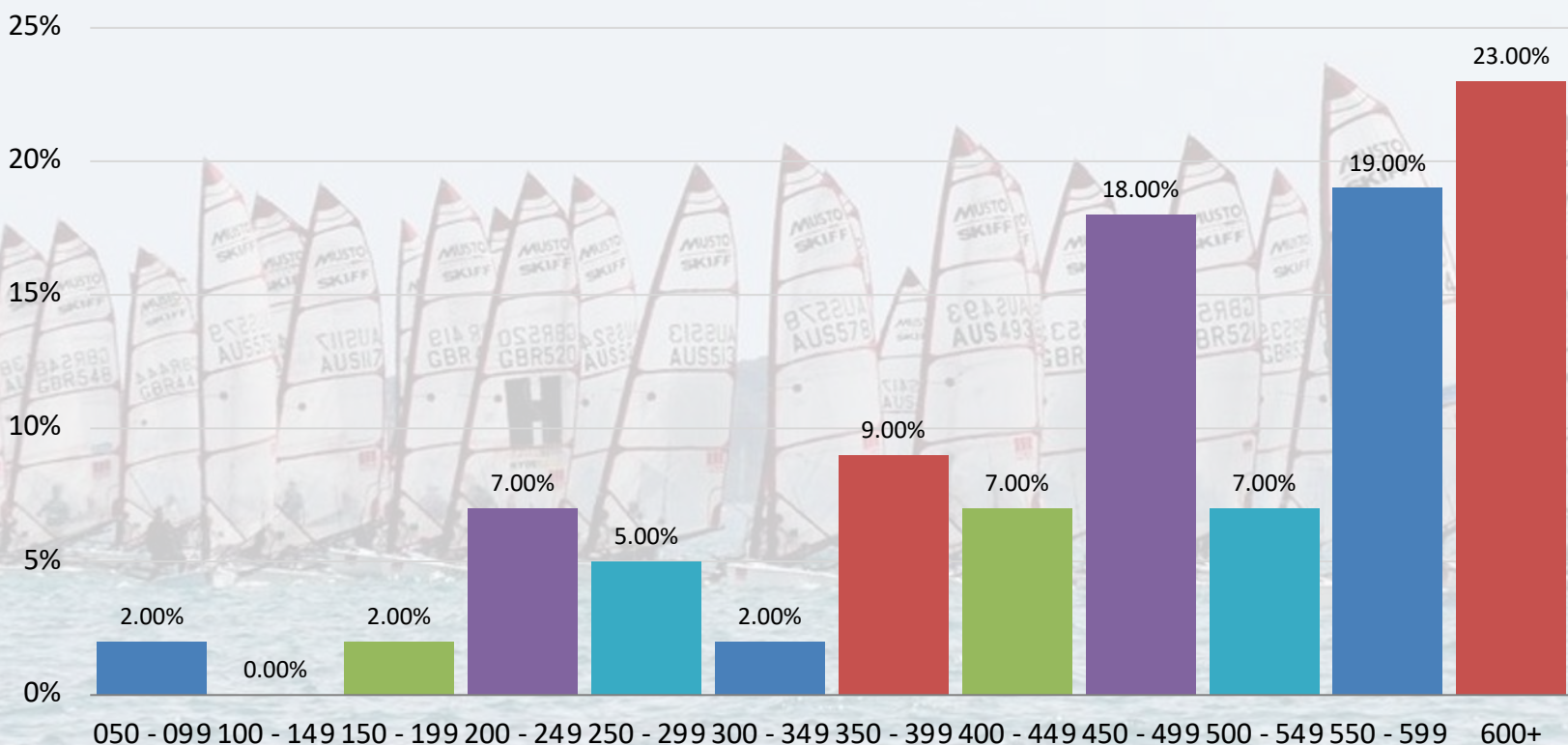
- **68% voted for Option 1: Fast-track:** Class vote in February/March 2023, aiming to implement a new mainsail design for the 2024 Worlds (should the class vote for any change).
- **32% voted for Option 2: Slower-pace:** Class vote at the end of 2023, allowing more time to test the new mainsail, then aiming to implement a new mainsail design for the 2025 Worlds (should the class vote for any change).
- With the majority of class members voting for the fast-track option, the committee has now set a date to vote on the new mainsail design. This class member vote is now scheduled for 9am on Monday 27th March 2023. Voting will be open for 5 weeks, closing on Sunday 30th April 2023 at 5pm (GMT).

RESULTS FOR THE 2022 AGM CLASS MEMBER VOTE ON COMMITTEE MEMBERS FOR 2023:

- All International Committee Members stand unopposed for 2023 with a majority 'YES' vote from class members.
- All International Country Representatives stand unopposed for 2023 with a majority 'YES' vote from class members.

MUSTO SKIFF CLASS: PRODUCT EXPERIENCE – BOAT NUMBERS

Q: In what range is the sail number of your boat? (If you currently have more than one boat, select your main boat)



MUSTO SKIFF CLASS: PRODUCT EXPERIENCE - RATINGS

How did the class rate the quality of the components of the Musto Skiff boat?



EXCELLENT



GOOD



AVERAGE



BELOW AVERAGE



POOR

OVERALL RATING

EXCELLENT

HULL

OVERALL RATING

GOOD

MAST

OVERALL RATING

GOOD

MAINSAIL

OVERALL RATING

GOOD

SPINNAKER / KITE

OVERALL RATING

EXCELLENT

DECK GEAR (FITTINGS)

OVERALL RATING

AVERAGE

TOP COVER
(OVINGTON SUPPLIED)

OVERALL RATING

GOOD

BOTTOM COVER
(OVINGTON SUPPLIED)

OVERALL RATING

GOOD

TROLLEY / TRAILER
(OVINGTON SUPPLIED)

CLASS MEMBERS: 2022 AGM VOTE ON CLASS MATTERS

2022 AGM Vote on Preference On Timeline To Vote On The New Mainsail Design

Please indicate your voting timeline preference from the following 2 options:
(Important: This vote only affects WHEN the class should vote for the new mainsail).

- 68% for Option 1: Fast-track: Class vote in February/March 2023, aiming to implement a new mainsail design for the 2024 Worlds (should the class vote for any change).**
- 32% for Option 2: Slower-pace: Class vote at the end of 2023, allowing more time to test the new mainsail, then aiming to implement a new mainsail design for the 2025 Worlds (should the class vote for any change).**

RESULT:

Overall majority vote for Option 1 – Fast-track.

With the majority of class members voting for the fast-track option, the committee will now set a date to vote on the new mainsail design and aim to hold this class member vote within Q1 2023.

Election of Musto Skiff International Committee Members for 2023

There are currently seven active Committee Members covering different roles. For the currently active roles, class members were asked to vote if they are in favour of re-electing the following named members to stand for each active role for 2023:

- **Danny Boatman (GBR) – International Chairman** (*new standing for 2023*)
- **Paul Molesworth (GBR) – International Vice Chairman** (*new standing for 2023*)
- **Jamie Hilton (GBR) – International Class Treasurer**
- **David Rickard (AUS) – International Class Secretary**
- **David Rickard (AUS) – Compliance Officer**
- **David Annan (GBR) – Membership Secretary** (*new standing for 2023*)
- **Natalie Hilton (GBR) – International Marketing & Communications**
- **Chris Turner (GBR) - Builders Rep & Chair of the Technical Sub-Committee**

RESULTS:

All Committee Members received an overall majority vote of YES to stand in their roles for 2023.

CLASS MEMBERS: 2022 AGM VOTE ON CLASS MATTERS

Election of national committee members for the role of Country Representatives for 2023

There are currently thirteen active Committee Members covering different roles in various regions.* For the currently active roles, we asked class members to vote if they are in favour of re-electing the following member for their region in 2023:

- AUS Representative - Tim Hill (AUS)
- BEL/NED Representative - Huud Ouwehand (NED)
- ESP Representative- Justo Martinez (ESP)
- FRA Representative 1 - Joann Justeau (FRA)
- FRA Representative 2 - Alexandre Emanuel (FRA)
- GBR Representative – Bill Maughan (GBR)
- GER Representative – Gilbert Brietzke (GER)
- ITA Representative - Bruno Pari (ITA)
- NOR/SWE/DEN/FIN Representative - Geir Odmar Heldal (NOR)
- RSA Representative – Brennan Robinson (RSA)
- RUS Representative - Yaroslav Petrov (RUS)
- SUI Representative - Alexander Greil (SUI)
- USA/CAN Representative - James Bane (USA)

RESULTS:

All Committee Members received an overall majority vote of YES to stand in their roles for 2023. Those in **blue** remain unopposed with no votes submitted.

*NOTE: Other Country Representatives may be elected through a local AGM and some may not have confirmed their position at the time of the survey going live. For this reason, your locally elected Country Representative may not be showing on this list.

ADDITIONAL SURVEY FEEDBACK & SUGGESTIONS

The International Committee would like to take this opportunity to thank the class and sailors from the wider sailing community for the many comments and useful feedback shared in the 2022 Annual Survey.

The International Committee is now working together to review feedback and progress any required actions and will respond to the class members in due course.





Thank you to everyone who participated in the
2022 MSCA Annual Class Survey.

We also want to extend our thanks to all of the Musto Skiff sailors who supported the class in 2022 – we look forward to seeing all of you on the water again in 2023!

With thanks to all our international and regional
class sponsors and partners:



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