

## **Specialist Sailing Committee**

The Specialist Sailing Committee is a recently established body within World Sailing that brings together expertise from across the sport — including technology, event delivery, broadcasting, marketing, and digital innovation. Its creation reflects World Sailing's commitment to connecting the sport's traditional strengths with the opportunities presented by emerging technologies and changing audience behaviours.

The purpose of the Committee, as defined in its Terms of Reference, is to advise and report to the World Sailing Council on promoting cooperation between major events, supporting the development of broadcast, sustainability, and eSailing strategies, and providing specialist input from pinnacle events into the overall World Sailing strategy.

The Committee also advises on all non-Olympic pinnacle events owned or sanctioned by World Sailing.

Since its formation, the Committee has met twice, engaging in broad discussions on the use of technology in sailing, special event development, broadcasting, audience insights, data analytics, and e-sports. Although still in its early stages, the Committee is beginning to establish a clear direction and practical focus for its work.

At present, the Committee is concentrating on three key areas of activity:

1. Identification of Special Events — assessing potential events for World Sailing Special Event status, ensuring alignment with the organisation's strategic objectives, and providing recommendations on sanctioning and policy improvements.
2. Accessing and Analysing Audience Data — working with Member National Authorities (MNAs) to gather and interpret audience data and insights, enabling a clearer understanding of sailing's global reach and engagement potential.
3. Harnessing New Technologies — exploring how innovation, digital tools, and emerging media platforms can enhance the presentation and visibility of sailing, both for existing followers and new, younger audiences.

The Committee also contributes to wider strategic themes outlined in its remit, including:

- Sharing best practice among major events to improve the global promotion and coverage of sailing;
- Supporting initiatives that align with World Sailing's Sustainability Agenda 2030;
- Ensuring compliance with policies on safeguarding, anti-doping, and gender equity; and
- Encouraging youth participation and clear pathways towards elite competition.

Looking ahead, the Specialist Sailing Committee aims to act as a bridge between innovation and tradition — promoting collaboration, advancing technological integration, and helping World Sailing present the sport in a more dynamic, accessible, and globally engaging way.