



Specialist Sailing Committee

Mirco Babini – Chair (ITA)	Jo Aleh (NZL)	Peina Chen (CHN)
Knut Frostad – Vice Chair (NOR)	Lara Pljsak (SLO)	Richard Slater (AUS)
Aileen Loo (SGP)	Mark Towill (USA)	
Ed Russo (FRA)	Paul Hutton Ashkenny (GBR)	

<u>Working Group</u>	<u>Lead</u>	<u>Members</u>
Broadcasting and sport presentation	Paul Hutton Ashkenny	Mark Towill, Scott Dougal (World Sailing staff)
Digital technology	Richard Slater	Ed Russo, Tim Hancock (World Sailing staff)
Special Event requirements	Richard Slater	Knut Frostad, Mirco Babini

- “Ready for the Future 2025-2029”
- “Olympic Vision”
- “Sustainability Agenda 2030”
- “Steering the Course: Women in Sailing”
- “Para Inclusive Strategy”

<u>Mission/Remit</u>	The purpose of the Specialist Sailing Committee is to advise and report to Council on promoting co-operation and liaison between major events (including World Sailing Special Events), advising on the development of broadcast, sustainability and e-Sailing strategies, providing specialist input from pinnacle events to the development of World Sailing's strategy, and advising on all non-Olympic pinnacle events owned or sanctioned by World Sailing Membership.
	<u>Alignment to WS Strategies</u>

5. Objectives for the Year

List 3–5 specific, measurable, achievable, relevant, and time-bound (SMART) objectives for the year.

Objective 1	Broadcasting and sports presentation: Make recommendations for the delivery of a reliable, visually engaging, and digitally-enhanced broadcast experience that elevates the perception of sailing and secures its place as a modern, media-ready Olympic sport and to all other major sailing events. Also make recommendations on optimising the presentation of sailing to transform engagement levels across broadcast, media and digital content.
Objective 2	Technology: Make recommendations on the development of technology in sailing.
Objective 3	World Sailing Special Events: Recommend a definition of World Sailing Special Events and recommend how to define the different statuses, levels of special events and how to categorize them. Also defining the value as a product & asset from WS.

6. Key Activities

- Break down the objectives into actionable tasks with deadlines and responsible parties.
- Define key performance indicators (KPIs) to measure progress and success.
- Outline the resources required to achieve the objectives.

OBJECTIVE 1		Broadcasting and sport presentation: Make recommendations for the delivery of a reliable, visually engaging, and digitally-enhanced broadcast experience that elevates the perception of sailing and secures its place as a modern, media-ready Olympic sport and to all other major sailing events.		
TASKS	DEADLINE	RESPONSIBLE PARTY	KPI	RESOURCE REQUIRED
Produce a report for Council which makes recommendations which support the delivery of a reliable, visually engaging, and digitally enhanced officiating and broadcast experience that elevates the perception of sailing and secures its place as a modern, media-ready Olympic sport and to all other major sailing events. The report will make recommendations aimed at improving the performance of World Sailing in the IOC broadcast measures at LA2028 by tackling the reliability of race times, communication of event decisions and the onscreen presentation of our sport.	Q4 2026	Paul Hutton Ashkenny + Mark Towill, SD, MB	A report to Council making recommendations on optimising every aspect of sailing competition with the aim of transforming performance in terms of broadcast, digital content and media engagement. This could include: • Improved race storytelling and visuals on-screen. • Transparent and timely communication of decisions • Higher fan engagement and understanding of race dynamics. • Decision-making by event officials which prioritises improving the	

			reliability of race start and finish times.	

OBJECTIVE 2		Technology: Make recommendations on the development of technology in sailing.		
TASKS	DEADLINE	RESPONSIBLE PARTY	KPI	RESOURCE REQUIRED
Produce a report on the Principles for the Development of Technology in Sailing with recommendations for World Sailing	Q3-2026	Richard Slater, + Ed Russo, TH	Recommendations to Council which on how technology in sailing should be developed	

OBJECTIVE 3		Sports presentation: Make recommendations on optimising the presentation of sailing to transform engagement levels across broadcast, media and digital content.		
TASKS	DEADLINE	RESPONSIBLE PARTY	KPI	RESOURCE REQUIRED
Grid to identify World Sailing Special Events with the aim of strategically elevating the status of sailing and prioritise high-impact events, a multi-criteria evaluation grid will be developed. The goal is to identify a core calendar of globally recognisable "Special Events" under the World Sailing brand, to receive priority support, enhanced digital coverage, and co-promotional efforts.	Q4-2026	Richard Slater, + MB, KF	A report to Council on method to identify World Sailing "Special Events" with the aim of clarifying a set of KPIs.	

7. Reporting and Review

Submit quarterly progress reports to the World Sailing Board and present findings at the annual general meeting.

8. Continuous Improvement

The committee will focus on a smaller number of more defined deliverables.

