

New name options for the Zealand Model Aeronautical Association.

Market Research Report

Prepared by David Wright of Wright Directions Ltd - October 2007.

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Executive Summary

Criteria for the new name for NZMAA were drawn up and names generated that fitted them. Genesis Consultancy of M.I.T was engaged to carry out research on the responses of non modelers to these options, the current name (NZMAA) and their perceptions of model flying. Genesis was provided with a written brief (Appendix 1)which was complimented by a face to face meeting with David Wright. The researchers were given some latitude to add name options and added **Model FLYNZ** to the those tested.

Focus groups of random sample of people from the three identified age groups , Young Guns, Family Men and Grey Squadron were used. All were non model fliers.

The results showed that **Model FLYNZ** as the most favoured and followed by **Model Flying Sports New Zealand** with **NZMAA** rated lowest of all the alternatives.

The comments made by the focus groups on their perceptions of model flying and the people who do it , provide food for thought on how we might present ourselves better in the future..

Information from a BMFA official was sought and is reported in Appendix 2. The UK experience was similar to that being experienced in NZ, the SAME Council made the decisions and there was little overt support from the membership. Adoption of the BMFA name did not produce any negative backlash.

Recommendations for progressing the renaming process can be found at the end of this report.

Brief from NZMAA Council (as directed on 15 July 2007.)

Wright Directions to

1. Specify the criteria for alternative names
2. Generate 3 or 4 options
3. Test the responses to these options on members of the public who are not model fliers.
4. Report back to Council
5. Liaison with Stan Mauger was requested by the NZMAA President and agreed

Criteria for new name

The name should :-

- Clearly identify what the organization is about.-. The commercial sector uses brand names that do not relate directly to the nature of the organization or product .i.e. Virgin, Prime, Whoosh, Macdonald's etc. Millions of dollars are spent in establishing the link between the name and the organization. As the NZMAA represents a minority group with limited funds, it's name must clearly identify nature and purpose of organisation.
- Identify the organization as a national body, and differentiate it from local clubs and identify it internationally. This leads inevitably to the inclusion "New Zealand " or "NZ" in the name.

- Present the primary activity of the members i.e. flying model aircraft flying, (rather than model aeronautical engineers or constructors.)
- Be appropriate to support the brand values presented in earlier documentation, and included in the brief in Appendix One.
- Identify the model flying as an “ action based activity” or “Sport” (current title does not do this)

Process .

The research to date was reviewed and a written brief produced –(see Appendix 1))

An organisation with the suitable knowledge and expertise to carry out the requirements of the brief, within the budget constraints of the Association was identified. . “Genesis Consultancy” came highly

Genesis Consultancy’s work is carried out by students studying for business degrees in marketing. The students are supervised by the teaching staff, who check and sign off all reports before they are released to the client. As part of a teaching Institution awarding degrees, the work is carried out using relevant, current techniques to high standards. Genesis’ the fees are only a fraction of those that would be incurred by a commercial agency as the projects they undertake form part of the students assessed course work.

The research project for the NZMAA was discussed by David Wright and the Head of Genesis, to whom the written project brief was sent.. This was followed by a one hour meeting with the head of Genesis’ and two third year students allocated to our project.. Background material was provided on the NZMAA and the researchers were referred to the Association website and its links . The discussion ranged over the model flying scene in NZ, the duties and roles of the Association and its wish to raise its profile and be more attractive for new members.

It was agreed that additional names from the original list submitted to MFW could be added to those in the brief ideas. The use of NZ or New Zealand was discussed.

It was decided that an qualitative rather than quantitative approach would be the most realistic.

The report was completed a little after the agreed date and was received on October 2nd 2007

Outcomes

The Genesis results for the most and least preferred names have been recast in the graphs below

Key

NZMF- New Zealand Model Flying

MFANZ- Model Flying Association of New Zealand.

NZMAA- New Zealand Model Aeronautical Association

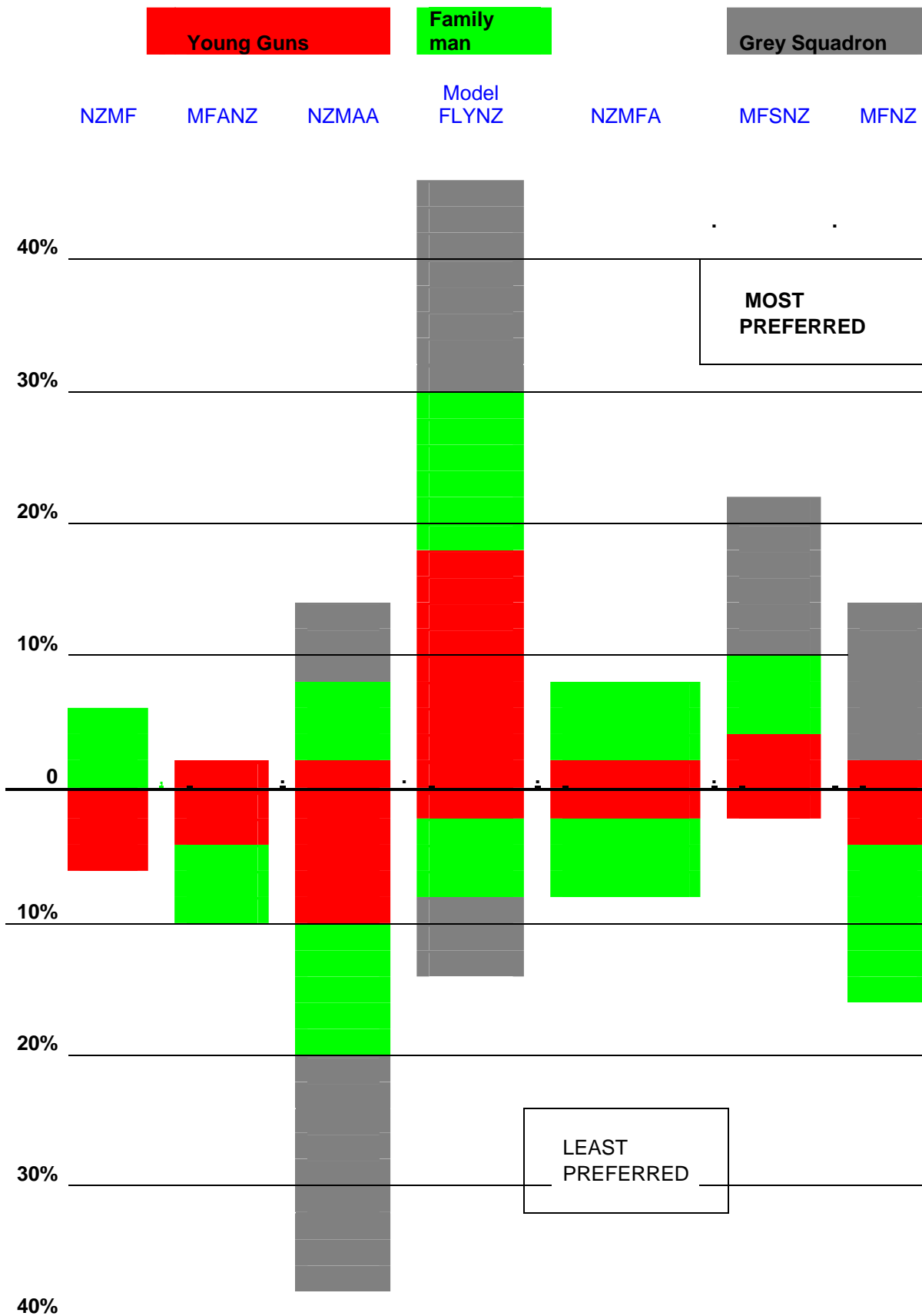
M-FLYNZ-Model FLYNZ (generated by Genesis Consultancy)

NZMFA-New Zealand Model Flying Association

MFSNZ- Model Flying Sports New Zealand

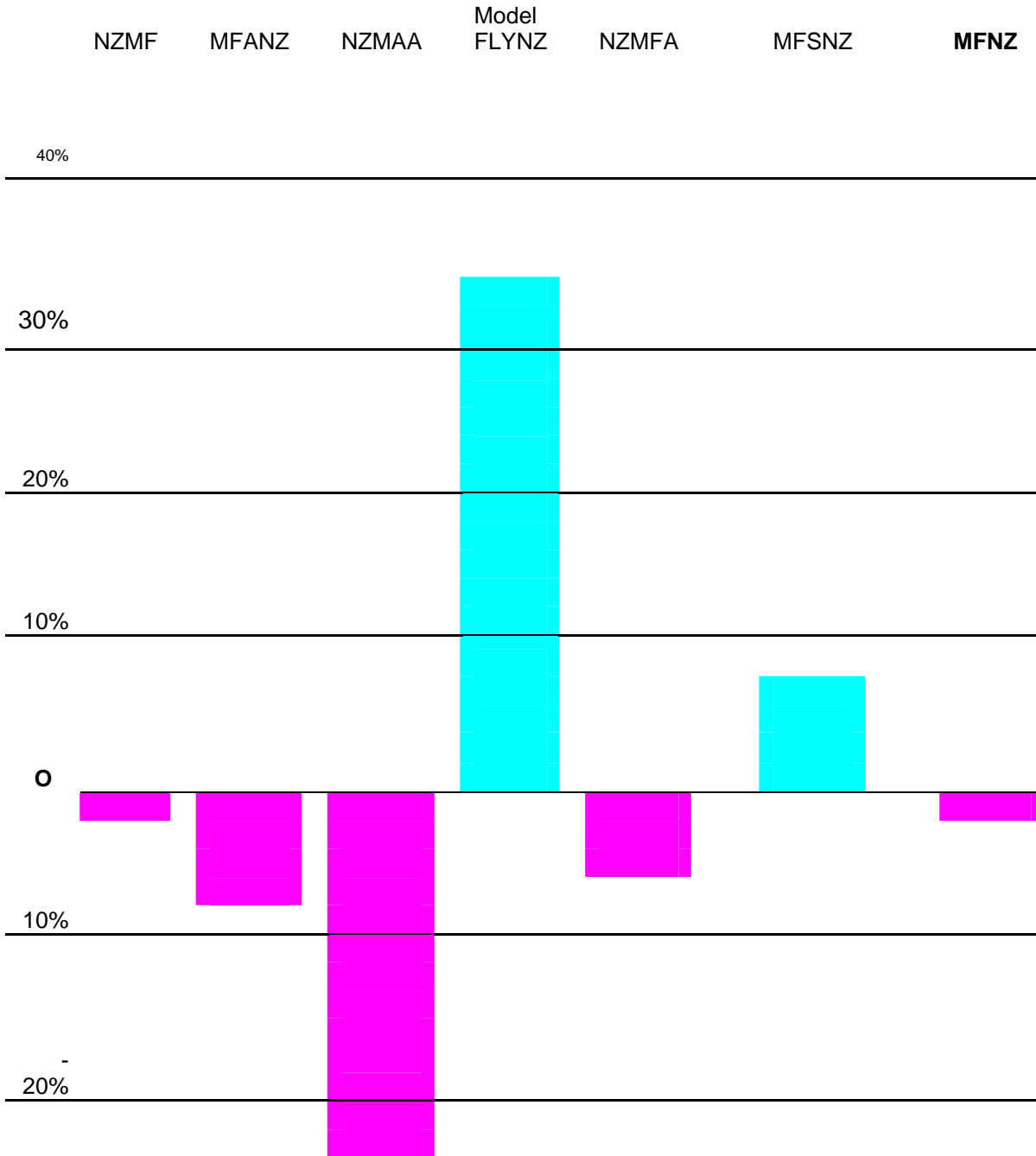
MFNZ- Model Flying New Zealand

Distribution of preferences expressed in Focus Groups.



Note - Columns rounded to nearest 2%.

**Focus Group Preferences expressed as
MOST PREFERRED minus LEAST PREFERRED**



Note - Columns rounded to nearest 2%.

NZ versus New Zealand

Strong preference across all age groups for NZ

Preferred Names

- In the most preferred category **Model FLYNZ** came out ahead with support fairly equally spread across the three groups “Young Guns”, “Family Men” , and “Grey Squadron”.
- “**Model Flying Sports New Zealand**” came next, with strong support coming from the “Grey Squadron” group.
- **NZMAA** was the third preferred most name and the least preferred by all age groups (almost 40% of all responses), with the “ Grey Squadron” preferring it least of all.
- ‘**New Zealand Model Flying**’ ” ‘**Model Flying Association of New Zealand**’ , **New Zealand Model Flying Association** and “**Model Flying New Zealand**” made little impact either as most or least preferred names

On the combined most/least preferences **Model FLYNZ** and **Model Flying Sport New Zealand** registered most positively, and **NZMAA** the least .

British Model Flying Association (BMFA) Experiences.

Kath Watson was Chairperson of the SMAE (UK) in 1990 when their trading name to “British Model Flying Association” was adopted. She was very helpful and a half hour telephone conversation revealed the NZ experiences mirrored those of the UK. The SMAE members were not really bothered about the name and mainly interested in Insurance cover , that gave them entry to flying sites , particularly ministry of defense sites. Kath said the initiative came from the SMAE council, who wanted a name which identified what the organisation actually did, and to gain recognition from the National Sports Council . Kath explained that Sports Council recognition gave them access to cheaper insurance for their members, and membership has risen from 10 000 in 1990 to about 35 000 now. She said that inevitably there were members who were unhappy with the new name and some continue refer to the SMAE, but overall no major opposition to the change..

Kath did feel that it was important to give the members an opportunity to have their say (most of whom did not take up the chance) so the Council could not be seen as being dictatorial.

Kath was not aware of any other national model flying body changing their name, they were the first and only .

A fuller report of Kath Watson’s comments is Appendix 2.

Recommendations

- The membership should be part of the consultation process, despite some earlier resistance to this and zero response to the new name request in the MFW .
- The National Championships is the place where the “ Movers and Shakers” gather, both competitive and rally flyers.
- I recommend that at the National’s registration, all those registering are given the slip of paper to complete there and then. The paper could have 2 or 3 options.

NZMAA Council are seeking your opinion on a possible name change for our organisation..
Circle the one you most prefer.

Option ONE

Model FLYNZ

Option TWO

Model Flying Sports New Zealand.

Option THREE ?

?

NOTE This is not an vote , it is an opinion poll.

- By the end of registration there will be over 100+ responses which can rapidly be counted.
- Council will have two lots of data, this report and the Nats poll to deliberate on. The results of the poll do not have to be declared. The name decision can be made as ” guided by the opinions of modelers and non modelers the new name will be ?????? “
- Is it possible that Council could meet at the Nationals and announce their decision the Prize giving?

Logo –

A new logo I would suggest should :-

- Use bright colours – to appear fresh alive and alive
- Be less formal than the current one (i.e. not badge) indicating fun & relaxation..
- Have elements that indicate movement (refer to BMFA logo)to denote action, going somewhere, & energy.

APPENDIX One

NEW ZEALAND MODEL AERONAUTICAL ASSOCIATION (NZMAA)

BRIEFING NOTES for Genesis, M.I.T

FROM David Wright , for the NZMAA 26. July 2007

BACKGROUND

The NZMAA is a non profit making Incorporated Society which was formed in 1948, and is recognised as the national body for model aircraft flying in this country. The stated objectives of the NZMAA are

- Foster close association with the Royal NZ Aero Club (full size aircraft), [FAI](#)*
- Pursue an active public relations policy.
- Set a national safety code
- Meet the needs of the membership
- Address environmental issues, especially noise problems and the safe operation of models
- Promote International, National and regional competitions
- Foster relationships with National bodies of similar interest groups

Some of activities currently provided for NZMAA members.

- Arrange public liability cover for members
- Liaise with the Civil Aviation Authority(NZ) relating to the operation of model aircraft in NZ airspace.
- Liaise with Telecommunication Authorities on the use of Radio Control equipment, frequency allocations, technical specification of equipment used.
- Assist with acquisition of flying sites
- Establish Special Interest groups , that serve the interest of specialized types of model flying

- Select teams to represent NZ at World championships.
- Organise national championships
- Publish a Magazine for members (5 editions per year.)

*Federation Aeronautique Internationale the world body that governs all Air Sports, Ballooning, Gliding , Racing and parachuting , Rocketry etc. It sets rules for International and World Championships and ratifies all aviation records. NZMAA is represented on their Aeromodelling Commission.

MEMBERSHIP

- Members join the NZMAA by joining an affiliated club, to which they pay a fee (\$100-\$150 p.a.) of which about \$60 goes to the NZMAA. There are about 80 clubs nationwide, these being distributed
- Auckland & north 28; rest of North Island 29; South Island 25
- There are approximately 2000 members, which is made up of about 1600 who are long term and 300 are leaving / returning or new members.
- The average age of members in the middle to upper 50 years
- There are very few juniors (Under 18).
- There is no hard data on the number of active model fliers who belong to the an NZMAA club. Estimates are 40% to 50% of fliers operate outside the NZMZZ.

CHANGES SINCE NZMAA WAS ESTABLISHED IN 1948

Early days

- Members activities referred to as Aeromodelling and seen as a hobby.
- Free flight and Control line models/.flying were dominant
- Radio Control was a specialist area ,and limited in support.
- Large portion of a member's time was spent building their models.
- Models were built from balsa wood , sometime from kitset and plans.
- Competitions attracted healthy numbers.

- The was a “builder of the model rule for all competitions which required competitors to have built the models they competed with.
- The “craft skills’ were a very significant part of the hobby.
- The ratio of time spent on the hobby was weighted more towards the building and preparation , rather than the flying .
- Models were small and light and flying took place mainly on farm paddocks and sports grounds.

2007 Situation.

- Almost all the members are male.
- Female participation is generally in support of partners, assisting them and in organising club and competition activities. At the annual national Champs there are specific “ladies” events, which attract low entries, who are the partners of competition fliers.
- There are only a small number of juniors (under 16 years old)
- 90+% of the membership fly Radio Controlled models
- Support for organised competitions has declined, but there is a still a competition culture, particularly among the younger members, and NZ ranks well internationally
- Competition fliers are no longer required to build their own models .
- Rally and Fun-Fly days/weekends have become popular events with the major member participation.
- The “craft /hobby” input by the fliers has reduced dramatically, many just want to buy the model off the shelf, spending only a few hours assembling it
- The ratio of preparation time to flying time is heavily weighted on the flying. Many members just want to fly as a ”sport”.
- Advances in electronics have made Radio Control models almost 100% reliable, and provide degrees of control and sophistication unimagined a few years ago.

- The cost of “ready to fly” models/ motors and radio control equipment has dropped and the internet has given access to a world wide market place. The local traditional Model shop with balsa wood, etc has declined dramatically.
- Models aircraft of all types can be purchased, ready made, from highly sophisticated contest machines, to miniature “ park fliers”.
- .New technologies have produced new types of Radio control model flying, i.e. helicopters, jets, indoor, electric powered. Developments are rapid and accessibility to off the shelf, hi-tech equipment is easy so there are always lots of new challenges to take up.
- Models have got larger, up 40% of full size in some cases, which require a large field to fly from, that is well away from built up areas. This has meant that clubs flying sites are mainly outside of populated areas, rendering Club activities ”invisible” to the general population, and potential new members.

WHAT IS HAPPENING NOW – THE CURRENT PROJECT.

The NZMAA wants to increase it’s membership, targeting three specific groups

Young Guns (age 20-35 years) who are typically seen to:-

- have discretionary time/money/ facilities to pursue a leisure interest.
- be attracted by excitement and action.
- relate to “ big” “fast” and ”challenging.”
- potential competition fliers

Family Men (age 30-50) who are typically seen to:-

- be financially and domestically stable.
- have discretionary time/money/ facilities to pursue a leisure interest.
- be attracted by an indoor /outdoor activity, aspects of which can be shared with their families

Grey Squadron (age 55+) who are typically seen to:-

- be retired or semi retired and have discretionary time to take up new interests.
- be attracted by the indoor/outdoor aspects of model flying.

- be seeking to build new social networks and interests to replace those previously provided in the work place.
- be attracted by a range of activities from weekends away at rallies, to the odd afternoon at the club site.
- Enjoy inherent satisfaction of the activity, rather than be highly competitive.
- be a group with a lot of “ life skills” and experience that can contribute to the operation of their clubs and gain satisfaction doing so.
-

A wide range of changes and new initiatives have been identified as serving this goal , the first of which is renaming, new logo for the rebranding the NZMAA.

The new NZMAA Brand to:-

- present model flying as a sport
- project the move from “modeller” of the past to flier now
- communicate model flying as an exciting, social , recreational pursuit
- present model flying as an innovative, challenging and as a technological sports of the 21st century.
- to show that NZMAA clubs and national events have a strong social element and camaraderie
- Model flying can be attractive to families.
- Project the NZMAA as the benevolent national Body for Model Flying, which provides all they need in terms of Clubs, communication, support and looks after the flier’s interest at the local and national government level and internationally.

The rebranded organisation wants to be associated with characteristics such as :-

Challenge, creativity, innovation, excellence, craftsmanship, technological expertise, skill, excitement, achievement, satisfaction, relaxation, stimulation, competition, recreation, socializing and authority

NEW NAME.

The present name “New Zealand Model Aeronautical Association” does not communicate what we are about, or project as an active sport (The word “aeronautical” is a real turn off.!!)

To support the new brand I see the name as having to:

- Clearly identify what the organisation does (Current name does not do this)
- Identify the model flying as an “action based activity” and “Sport” (current title does not do this)
- Identify the national role of the organisation.
- Lend itself to being presented visually in logo form in a readily assimilated form

- **FOUR OPTIONS for consideration.**
 - Model Flying Sports –New Zealand
 - Model Flying Association of New Zealand
 - Model Flying- New Zealand
 - New Zealand Model Flying Association

- I would like to test the responses to the four options for effectiveness with non model fliers in the three population groups defined above.

APPENDIX 2.

Consultation with Chairperson of SMAE/BMFA (UK)

Report on telephone conversation on 18 Oct 2007 between Dave Wright (NZMAA) and Kath Watson , who was the Chairperson of the SMAE in 1990 when the trading name “ British Model Flying Association” was adopted .

Why did they adopted a new name?

1. They wanted a name that reflected what they were about , better than SMAE did.
2. By identifying as a sport they gained recognition from the national “Sports Council”, which
 - (i) Changed their status for VAT (GST) and reduced on going costs.
 - (ii) gave them access to much cheaper insurance cover” for the members
 - (iii) made them eligible for “ sports “ grants.

Change process.

- The initiative came from council, supported by a few members who saw the change as beneficial. Kath recalled that Martin Dilly was a strong supporter. The 30 person SMAE Council decided on the new name
- The membership was indifferent to the change. There were a few with a few grumbles , mainly from the older members and a few diehards still refer to the SMAE.

- Generally, the change was accepted with little reaction. The lowering of the insurance costs was obviously welcomed by all.
- Membership in 1990 was 10 000 and is currently is 35 000
- Kath could not attribute the increase specifically to the name change, but more to the cheaper insurance. Access to many flying sites is contingent upon insurance cover, so BMFA's ability to offer lower premiums made more fliers willing to sign up in order to access flying sites.
- In hindsight the name change has been seen as all positive..
- The council did survey the members before the change and got 100 responses from the 10 000 members- which is a 1% response?. However the survey did not seem to have been a significant factor in the process.
- A competition was held for a Logo design- unsure if this actually was responsible for their current logo
- Overall Kath felt that the membership was more interested in flying than being consulted.
- However, he was adamant that the membership had to be kept informed of what was happening, to prevent negative backlash and resentment..
- The SMAE was financially sound in 1990 and the increase in membership since the name change has enabled them to develop further. BMFA owns their offices and have full time staff (Kath thought there was 10 or 11 on the payroll.- not all full time).
- She was not aware of any other national Model flying Body that had changed their name.