

NZMAA

Promotion of Model Flying: Concepts for Discussion by Council

Purposes of Promotion

There are two purposes for promotion of model flying:

1. To offer services to members of the public through indicating opportunities for recreational enjoyment and assisting people to participate.
2. To achieve economies of scale and scope through larger membership at both NZMAA and club levels, thereby increasing the range and quality of services provided through subscription fees.

It is suggested that (1) is more important than (2) – that is, NZMAA and the clubs are essentially organisations serving the public.

Objectives

Both purposes indicate the desirability of membership growth. To provide a basis for discussion, the objective is arbitrarily proposed to be 10% per year for three years, to be reviewed at that time.

Targeted Segmentation Strategy

To make best use of very limited resources, the promotion will be tightly targeted at specific groups that are considered to have greatest potential for interest that can be converted to participation. Differentiated benefits will be communicated to each group using communication channels well suited to each.

Desirably, we would have sound research to guide our selection of the target segments. We do not have this and it is not affordable, so we will rely on judgement.

Suggested Segments

Based on a little ‘talking around’ and judgement, I suggest three segments:

1. The Family Man
2. The Grey Squadron
3. The Young Guns

The benefits that would appeal to these segments are suggested in the following sections.

‘The Family Man’

- Age 30 – 50
- Comfortable financially and has stable home environment with space for workshop
- Will respond to offers of
 1. A relaxing sport that gets you outdoors but is not physically demanding
 2. Enjoy it with your children (especially boys) **or alternatively** an interest for you personally
 3. Everything you need is available off the shelf – possible even if your time is limited.
- Offer tailored recruitment packs and suggestions for clubs
- Special section in TFW

‘The Grey Squadron’

- Age 55+
- Means may be limited by retirement income (but not necessarily)
- Will respond to offers of
 1. Enjoy a workshop hobby that is also outdoor recreation with enthusiastic groups in same age range
 2. Everything you need is available off the shelf but also scope for model building and working with equipment
- Special section in TFW, run by the group
- Special flying sessions organised by clubs (eg Wednesdays)
- Promote through media aimed at retired people.

‘The Young Guns’

- Age 20 – 35, no children
- Good income, home space for flying equipment (probably not full workshop)
- Will respond to offers of
 1. Flying real model planes, not just games and simulators
 2. The idea of racing planes, fast aerobatics, special competitions
 3. All equipment can be bought off the shelf
 4. Plenty of people, like them, to get them into it
- Special induction pack and training suggestions for clubs
- Rapid linkage to competition SIGs

Need for Professional Implementation

The approach suggested here requires a professional approach to implementation. It will be necessary to hire a suitable person to develop these sorts of concepts and put them into practice.

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