

sent by e-mail August 16, 2022

Dear Association Committee,

Regarding the assignment from the ACM of January 2022: "To ensure more consistency, in how we define who we are, some examples of standard wording will be produced", below is a draft text for adding to the Branding section in the Handbook for OGA Officers.

Please review and let me have your suggestions/improvements/additions by September 1st with the objective of a final review at our AC meeting on September 15 (from 18:30 to 20:00 and I will send you the meeting zoom link with an agenda closer to the event).

A brand may be defined by a name, symbol, or any other feature but also by the style or tone of the spoken or written communication. The pieces of text below are intended to be used as a guide when composing OGA promotional messages or making speeches to ensure a level of consistency: -

- We are the OGA, a community that welcomes anyone with an interest in traditional sailing boats.
- Our members' boats are as likely to be brand new as they are to be 100 years old. They are usually gaff, lug or spritsail rigged but some are bermudan rigged boats of historic merit.
- You do not need a boat to join and some skippers will be looking for crew.
- We have local organisations in all the main sailing areas in the UK and Ireland and members in many continents worldwide.
- We organise activities both on and off the water, including cruising in company, communal boat building, winter lectures and visits, quiz evenings and even the occasional race.
- Many of our sailing events are organised with facilities for small open trailerable boats.
- The OGA is "The Association for Gaff Rig Sailing". Our historic and official name is the "Old Gaffers Association" and OGA Areas refer to themselves as, for example, Solent Gaffers, East Coast Gaffers and South West Gaffers.
- We have one of the most extensive registers of traditional boats owned by current and previous members. The OGA Boat Register is a renowned historic reference source available to all.

Thank you.

Colin

Colin Stroud
Association Secretary