

**Development Officer`s report to AGM 2024**

1. **Get on the Water Campaign:**

* **Objective:** Increase awareness and participation in water sports through targeted advertising.

**Initiative:** Launched a dedicated website for targeted ads during specific events.

**Results:**

* + Ran a Google Ads campaign for Her Outdoors week.
  + Achieved 20,000+ impressions and 390 clicks within a 2-week period.
  + Challenges in measuring success due to limited call-to-action options.
* **Learning and Future Plans:**
  + Gathered valuable insights for future campaigns.
  + Planning similar campaigns for Her Outdoors, open days, and other events.

2. **Website Overhaul:**

* **Objective:** Enhance the federation website with fresh look and feel and improve content accessibility.

**Initiative:** Restructured and consolidated content on a user-friendly platform.

**Results:**

* + Simplified menus and pages - "less is more"
  + Incorporated the Get on the Water campaign as a dedicated page.
  + Recently launched the revamped website.
* **Impact:**
  + Better overall user experience and accessibility with updated content.

3. **Coaching Vouchers:**

* **Objective:** Focus on grassroots and youth development through training and coaching initiatives.

**Initiative:** Offered training and coaching vouchers to the community.

**Results:**

* + Received 25 applications representing 6 of the clubs, evenly split between skiing and wakeboarding.
  + Distributed 13 vouchers for the upcoming season.
* **Impact:**
  + Supporting grassroots and youth development in watersports.

4. **Trick Skiing Development:**

* **Objective:** Enhance trick skiing as a discipline within the sport.

**Initiative:**

* + Introducing a trick skiing league in 2024.
  + Purchased trick skis for each participating club.
* **Impact:**
  + Encouraging growth and development in trick skiing.

**Graeme Mc Kibbin**

**Development Officer**