



Suggestion to formally adopt May 5th as the International 505 Day

The Swedish National 505 Association has decided to send this suggestion to the AGM in Cork, and hope that the International 505 Class sees the benefits of a formal and official adoption of the 505 Day.

Background

Nowadays it is not obvious that every sailor, regardless of age, knows what a 505 is or the performance the boat is capable of. Traditionally, this has not been the case as the 505 has long been one of the most high-performance racing dinghies available since it's creation until some 20 years ago. We still have a boat that is "simply the best", even by today's high standards. However, the class now competes for attention with a much larger pool of high-quality alternatives.

As such, it is crucial to have high visibility of the 505 Class and to spread awareness of the boat and how people can get access to a 505 to experience sailing it for the first time. It is a fact that sailors of all ages that test the class are impressed by the 505s performance, by the feeling to sail the 505 in all conditions, and by the friendly atmosphere in the 505 Class. One way of raising the awareness of the class is to communicate positive 505 messages in various channels and to do it in a coordinated and strategic way, helping each other to reach out to potential new sailors. Since 2020 there have been attempts to use the 505 Day, that is 5 May, to focus a bit more on outreach both within the class and to the general sailor.

The 505 Day idea was originally presented in 2015 in AUS by Ian Gregg, but with limited breakthrough. The idea came up independently in 2020 when Diana J Sewell in GBR took the initiative to celebrate the day by posting 505 photos on FB. In 2021 the 505 Day was developed and launched internationally by the Int. 505 Class Association as a world-wide meeting on the Internet combined with Press releases both internationally and locally, FB-postings and 505 races. This year the ambitions were there but were not possible to realise. The success of the 505 Day 2021 and the echo of it calls for a more formal adoption of 5 May as the International 505 Day.

We do not suggest that a strict program for the 505 Day must be followed, but we mean that it should be a responsibility for the board of the International 505 Class to stimulate the National associations to use the day as an option for special activities served to increase the awareness of the 505 class among sailors of today and to increase the visibility of the class.

In addition, we believe it would be beneficial to create a working group, collaborating together with the international board, to increase and coordinate these communication activities and the visibility of the class, both nationally and internationally, including thoughts around how to use the International 505 Day. This group should consist of one person, engaged in PR and Communication issues, from each National Association. The Swedish National Association and the Australian National Association are prepared to help create this group if the AGM wishes so.

Suggestion to decisions

1. The AGM decides to adopt 5 May as the International 505 Day and gives the international board the privilege to handle the 505 Day for the promotion of the Class
2. The AGM decides to create an international PR and Communication group to help the international board with the mission to increase the visibility of the 505 Class including using the 505 Day for this purpose. The group shall consist of one person from each National Association. The creation of the group is initiated by the Swedish National Association and the Australian National Association in collaboration.