



## **A MEMBERSHIP DEVELOPMENT INITIATIVE**

### **UNDERSTANDING CLUB DEMOGRAPHICS**

One of the most valuable initiatives a club can introduce to retain existing members and to plan how to best attract new recruits is to gain a broader understanding of the current membership's views and expectations. To gather detailed information about the demographic of the club's membership is not a difficult exercise and the intelligence you gather is vital to the club's forward planning. The creation and development of strategies and programs to both satisfy your existing customers and attract new members is crucial to the viability of the business. Having a holistic awareness of member needs and wants can make all the difference. It also allows the business to pre-empt changes in the membership offering and the approach it makes to prospective members as well.

**What information and demographic data would be useful and assist a club to strategically plan member attraction and retention initiatives? Questions may include:-**

1. Does the club have an active Membership Sub-Committee?
2. Does the Membership Sub-Committee regularly report their activities to the Board?
3. If there is no formal Membership Sub-Committee in place, who is responsible for obtaining, recording and reporting details about membership changes to the Board?
4. How many members did the club have in all categories at the start of the previous 12 month period?
5. How many members in each category 'did not' renew their membership?
6. Were these former members asked to participate in an exit survey and or were they otherwise contacted to ascertain the reasons why they left with the view to have them reconsider their decision?
7. How many members changed from full playing to another category of membership?
  - What new category(s) were chosen?, and
  - What were the reasons?
8. ***Information about new members:***
  - How many new members joined over the last 12 month period?
  - What attracted or motivated those new members to the club?
  - How did they obtain information about the club's membership opportunities?
  - Were/are they a member of another golf club or new to golf club membership?
  - Are they new to golf altogether?
  - Was a move in residence (ie. From outside the region, interstate or overseas) a reason for joining?
  - Do they have family members who are also members of a golf club or who play golf, but socially?
  - What is their age bracket?
  - Are they fully employed in the workforce, or are they self-employed?
  - What other recreational interests do they have?

9. ***Welcoming new members:***
- After an initial settling in period (say 3-4 months) new members should be asked, is the club providing what they were expecting or had hoped would occur?
  - What measures are being taken to ensure they were made to feel welcome?
  - Does the club have someone who is responsible for organising the mentoring new members?
  - To what extent are current members engaged in welcoming mentoring new members?
10. ***Resignations and membership category changes:***
- When members resign or change category, are they asked the reason(s) for their decision?
  - How long was the resigning member attached to the club?
  - What records or data does the club keep re changes in membership?
  - Does the club use an Exit Survey strategy to gather data?
  - If yes? What is done with the information once it has been obtained?
  - What steps are taken to keep the Board regularly informed about changes in membership?
11. What type of demographic information has the Club obtained about the general population within its immediate area or catchment?
12. Does the club regularly review its membership categories and related offerings?
13. Does the club's Match Committee seek member input to event fixtures and formats?
14. Would the club consider offering different types of membership and competition formats to cater for those with recreational time constraints?
15. Ongoing and regular member satisfaction surveys should also be conducted to identify any membership trends?

A pro forma new member survey form and a resigning member exit survey form are included for clubs to modify and use if they choose.