



2018 ROADSHOW SERIES

GROWING YOUR MEMBERSHIP

PRESENTED BY

Piret Elmassian – Marketing Manager

www.golfnsw.org





OVERVIEW

- Strategies for Retaining Members
- Strategies for Recruiting Members
- Developing Effective Member Communication





STRATEGIES FOR RETAINING MEMBERS

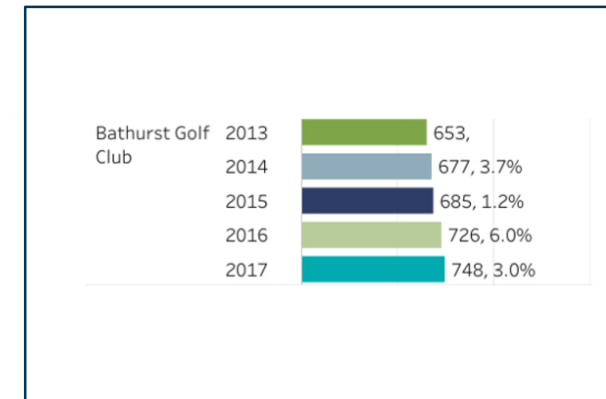




STRATEGIES FOR RETAINING MEMBERS

KEY FACTORS

- Culture
 - First impressions are everything
 - Clubs with a healthy culture perform better with membership growth
 - Culture sets one club apart from another



- **BATHURST GOLF CLUB IS CONSISTENTLY SPOKEN ABOUT AS ONE OF THE FRIENDLIEST AND MOST WELCOMING CLUBS**
- **ALL FACETS OF THE CLUB WORK TOGETHER COOPERATIVELY, AND SHARE THE SAME VALUES AND ATTITUDES – FROM THE COLOURFUL BARMAN TO THE CLUB PROFESSIONAL – EVERY POINT OF CONTACT IS A WELCOMING, ENJOYABLE AND PLEASURABLE EXPERIENCE**
- **GENERAL MANAGER BRAD CONSTABLE ATTRIBUTES THEIR CULTURE AS ONE OF THE MAJOR KEYS TO THEIR SUCCESS**



STRATEGIES FOR RETAINING MEMBERS

KEY FACTORS

*Dear Matt and Colleagues,
Last Friday, eight of us women golfers from Chatswood Golf Club played at Bathurst Golf Club. I just wanted to say how much we enjoyed the course. I can't remember playing a course that was in such pristine condition and so beautifully manicured. The staff were very friendly, as were the bar staff. We were all made to feel very welcome. As a former "Bathurstian" (left for the big smoke about 30 years ago), I still refer to Bathurst as "home". I felt very proud to show off my "home" and especially your beautiful course. Many thanks again for your hospitality.
Kind Regards, Robyn Kean*

ROBYN KEAN



STRATEGIES FOR RETAINING MEMBERS

KEY FACTORS

- Asking for Feedback
 - New Members
 - Current Members
 - Departing Members





STRATEGIES FOR RETAINING MEMBERS

KEY FACTORS

- Communication
 - Use:
 - Your Website
 - Newsletters
 - Social Media
 - Don't forget the value of face to face contact – be visible, approachable and open to feedback
 - Keep members informed about the short and long term plans for the Club
 - Communicate the benefits of membership – regularly



- TRAFFIC TO THE WEBSITE IS GROWING CONSISTENTLY
- THE SITE IS EASY TO NAVIGATE, CURRENT, UPDATED REGULARLY, AND PROVIDES INFORMATION FOR LOCALS AND VISITORS ALIKE
- WWW.BATHURSTGOLF.COM.AU



STRATEGIES FOR RETAINING MEMBERS

KEY FACTORS

- Communicate the benefits of membership

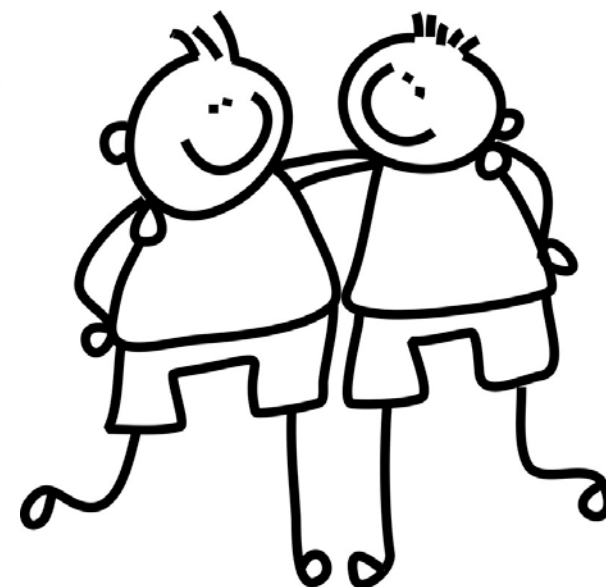




STRATEGIES FOR RETAINING MEMBERS

KEY FACTORS

- Nurture New Members
 - New Member Evenings
 - Offer a “buddy” program
 - Connect New Members with the Pro-Shop for lessons and advice
 - Organise playing groups for new members with existing members





STRATEGIES FOR RETAINING MEMBERS

KEY FACTORS

- Take care of existing members
 - Who is not playing very often?
 - Who is not visiting the Club very often?
 - Have regular family and social activities to engage members
 - Run a variety of non-traditional formats
 - Shortened Course
 - Varied Tees
 - Twilight Events
 - Have a step-up membership plan for younger members





STRATEGIES FOR RECRUITING MEMBERS





STRATEGIES FOR RECRUITING MEMBERS

KEY FACTORS

- Culture
 - First impressions are everything



**YOU NEVER GET
A SECOND
CHANCE TO
MAKE A GOOD
FIRST
IMPRESSION.**

~will rogers



STRATEGIES FOR RECRUITING MEMBERS

KEY FACTORS

- Membership Structure
 - Is it flexible, inclusive, and staged to allow progression?
 - Are playing opportunities fair and available?
 - Are there gaps in your membership that present opportunity?
 - Does it offer value for money?



- THE CLUB HAD 18 MEMBERS AGED 18-29 YEARS
- A NEW LEVEL OF MEMBERSHIP WAS INTRODUCED FOR THIS GROUP AS A PATHWAY TO FULL MEMBERSHIP
- THE RESULT – 70 MEMBERS AGED 18-29 YEARS



- THE CLUB SAW AN OPPORTUNITY TO RECRUIT MEMBERS WHO COULD NOT PLAY FOR 12 MONTHS OF THE YEAR
- A MEMBERSHIP OPTION WAS CREATED FOR SOCCER AND RUGBY PLAYERS WHO ARE OCCUPIED DURING THE WINTER MONTHS
- THE “SPRING / SUMMER” MEMBERSHIP OPTION HAS BEEN A GREAT SUCCESS

STRATEGIES FOR RECRUITING MEMBERS

KEY FACTORS

- Introductory Offers



- **NORTHBRIDGE GOLF CLUB OFFERS A TRIAL 7 DAY MEMBERSHIP FOR 3 MONTHS FOR \$250**
- **FULL ACCESS TO ALL MEMBERSHIP BENEFITS**
- **AT LEAST 50% OF MEMBERS JOIN VIA THE TRIAL OFFER**
- **THE CONVERSION RATE FROM TRIAL TO FULL MEMBERSHIP IS ON AVERAGE 50%**



- **MANLY GOLF CLUB OFFERS AN INTRODUCTORY MEMBERSHIP TO EXPERIENCE ALL THE BENEFITS OF MEMBERSHIP AT THE CLUB**
- **INTRODUCTORY MEMBERSHIP INCLUDES GOLF LESSONS AND CLINICS, DINING & WORKSHOPS**
- **THE CONVERSION RATE IS 90% FOR WOMEN AND 70% FOR MEN WITH MANY MEMBERS JOINING WITHIN MONTHS OF THEIR TRIAL**

STRATEGIES FOR RECRUITING MEMBERS

KEY FACTORS

- Introductory Offers and Initiatives
 - Open Days
 - Partnerships with local sports Clubs
 - Free Taster Sessions
 - Green Fee Vouchers
 - Member Referral Incentives
 - Target specific groups
 - Spouse Program
 - Invite old members back
 - Beginner Clinics with a pathway to Membership
 - Capitalise on Global, National or State events and activities



STRATEGIES FOR RECRUITING MEMBERS

KEY FACTORS



- RYDE-PARRAMATTA GOLF CLUB SUPPORTED WOMEN'S GOLF DAY
- 80 LADIES PARTICIPATED – 25 WERE BRAND NEW TO GOLF
- A FUN, SOCIAL, RELAXED AND ENJOYABLE DAY – A PERFECT INTRODUCTION TO THE CLUB
- A SIX WEEK BEGINNER PROGRAM WAS PROMOTED TO ALL BEGINNERS – ALL ATTENDEES WERE ENTHUSIASTIC TO CONTINUE PLAYING



STRATEGIES FOR RECRUITING MEMBERS

KEY FACTORS



STRATEGIES FOR RECRUITING MEMBERS

KEY FACTORS



- **GET INTO GOLF – FOR SENIORS ATTRACTED OVER 300 PARTICIPANTS TO 26 CLUBS**
- **OVER 40% HAD NEVER PLAYED GOLF BEFORE**
- **98% INDICATED THAT THEY WOULD CONTINUE PLAYING GOLF**
- **84% INDICATED THAT THEY WOULD CONSIDER JOINING A CLUB**
- **11 HAVE ALREADY JOINED CLUBS**



STRATEGIES FOR RECRUITING MEMBERS

KEY FACTORS

- Invest in Marketing
 - Social Media
 - Electronic Communication
 - Local Media
 - Flyers
 - Posters
 - SMS





DEVELOPING EFFECTIVE MEMBER COMMUNICATION





DEVELOPING EFFECTIVE MEMBER COMMUNICATION KEY FACTORS

- Member Surveys
 1. Receive Permission
 2. Determine the Objective
 3. Develop a list of Questions
 4. Refine the Questions
 5. Be mindful of the Format
 6. Practice Test
 7. Maximise the Response Rate






DEVELOPING EFFECTIVE MEMBER COMMUNICATION

KEY FACTORS

CASE STUDY: NORTHBRIDGE GOLF CLUB





NORTHBRIDGE GOLF CLUB 2018 MEMBER SURVEY

GENERAL QUESTIONS

In shaping the future of our Club, the views and opinions of our members are of utmost importance.

As such, we would be most grateful if you could spare 5-10 minutes to complete this survey to assist our Board and Management to:

- Understand your level of satisfaction with certain aspects of the Club
- Better understand current and future needs.

All survey responses are totally confidential. We ask that you provide your feedback by June 29th, so the results can be collated, reviewed and published in preparation for the new financial year.

Thank you so much in advance for your contribution.

* 1. What is your Membership Category at the Club?

7 Day Member

6 Day Member



DEVELOPING EFFECTIVE MEMBER COMMUNICATION KEY FACTORS

- Regular Newsletters
 - Wagga Wagga Country Club
 - Northbridge Golf Club
- Use Mailchimp for ease, low cost, and professional communication





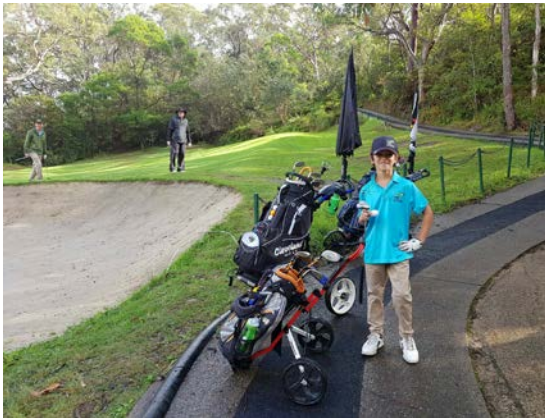
DEVELOPING EFFECTIVE MEMBER COMMUNICATION KEY FACTORS

- Social Media
 - Communicates the culture of your Club
 - Increases exposure to potential customers
 - Build loyalty to your Club
 - Creates a human voice for your Club
 - Is a most affordable and effective marketing tool





DEVELOPING EFFECTIVE MEMBER COMMUNICATION



DEVELOPING EFFECTIVE MEMBER COMMUNICATION





DEVELOPING EFFECTIVE MEMBER COMMUNICATION

KEY FACTORS

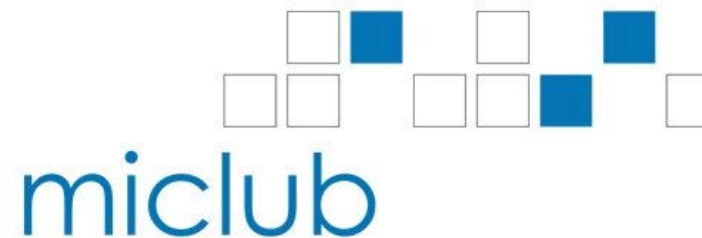
- Website
 - First impressions count – your website reflects you
 - No website means losing business
 - Tell customers who and where you are
 - Around the clock access
 - Attract new customers
 - Instant credibility





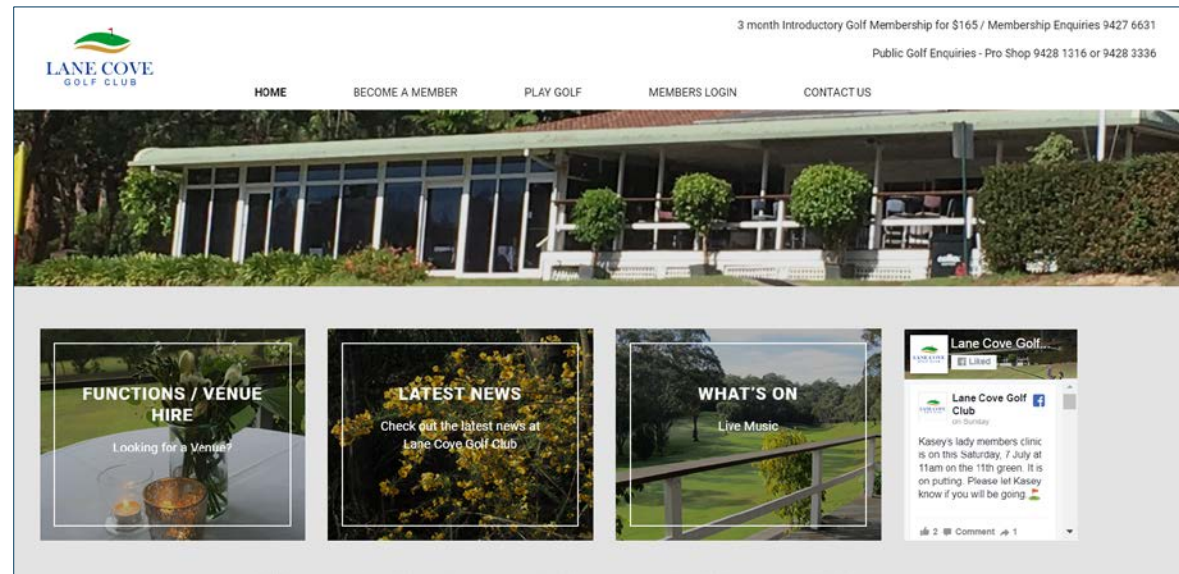
DEVELOPING EFFECTIVE MEMBER COMMUNICATION KEY FACTORS

- Website
 - Developed and managed by MiClub
 - Cost to establish the website per club = \$1000.00
 - Cost per year for hosting and support = \$600.00
 - Tailored to suit your Club
 - Easy manual to follow
 - Free online training program available
 - Support is just a phone call away



- **“COLLEEN BALLANTYNE AND HER TEAM FROM MICLUB CREATIVE MADE THE PROCESS EASY FOR US. THE CHANGEOVER FROM THE OLD SITE WAS A SEAMLESS PROCESS. TRAE, THE WEB DESIGNER WAS A PLEASURE TO WORK WITH – HIS CREATIVE SKILLS ARE CLEARLY EVIDENT ON THE NEW SITE”**
- **ALAN MOSS – CLUB PRESIDENT**

DEVELOPING EFFECTIVE MEMBER COMMUNICATION



- “WITH THE COMPLETION OF OUR EXCITING NEW WEBSITE, THE BOARD OF THE LANE COVE GOLF CLUB WOULD LIKE TO THANK YOU FOR THE WORK THAT HAS GONE INTO THE MAKING OF THIS NEW WEBSITE. WE ARE THRILLED WITH THE CLEAN, COLOURFUL AND EASY TO READ SITE.”
- ALAN MOSS – CLUB PRESIDENT





DEVELOPING EFFECTIVE MEMBER COMMUNICATION KEY FACTORS

- Website
 - Golf NSW will fund the cost of a new website for any affiliated club for the first 2 years:

| | |
|----------------------|-------------------|
| • Set-up Cost = | \$1,000.00 |
| • 1st Year Support = | \$ 600.00 |
| • 2nd Year Support = | <u>\$ 600.00</u> |
| • TOTAL = | <u>\$2,200.00</u> |

PAID BY GOLF NSW

FREE

DEVELOPING EFFECTIVE MEMBER COMMUNICATION KEY FACTORS

- Everywhere else:
 - Noticeboards
 - Flyers
 - Dining Tables
- Extend your communication to the local community:
 - Council
 - Local Newspapers
 - Local Radio
 - Community Groups



JOIN US TO CELEBRATE
INTERNATIONAL WOMEN'S GOLF DAY

Everyone is welcome –
golfers and those who would like to try golf!

| | |
|--|---|
| WHEN: Tuesday, June 5th, 2018 | COST INCLUDES: |
| WHERE: Ryde-Parramatta Golf Club 1156 Victoria Rd, West Ryde | 8.30am Golf Clinic with Club Professionals |
| COST: \$20.00 – All equipment supplied on the day | 9.15am 9 Hole Golf Competition (Ambrose Event) |
| | 11.45am Putting Competition |
| | 1.00pm Luncheon & Prize Presentation |



To register your interest, or book:
CALL: Ph: 9574 4031 Club Pro Shop – Payment required at time of booking

For more information:
CALL: Jan Bush on Ph: 0425 219 679 or
Ryde-Parramatta Golf Club Ph: 9574 1204



IN SUMMARY

- Strategies for Retaining Members
- Strategies for Recruiting Members
- Developing Effective Member Communication





NEXT PRESENTATION

GOLF OVERVIEW

PRESENTED BY GRAEME PHILLIPSON