



Growing our club Queenscliff's experience

Queenscliff is a small seaside town on the Bellarine Peninsula, population 1418 (2011 census)

Gail Stocker, Queenscliff CC president, writes:

Our club numbers at Queenscliff have increased noticeably in the past two years and we have gone from mid twenties to low forties.

We had a complete change of committee at that time and club promotion was high on our agenda. Eight members completed the level 0 coaching course given by Eric O'Donnell as a starter.

We could not have done without this input as coaching in reality can be up to eight hours per player and you form quite a friendship with prospective members.

We ask our players to wear club colours on club days so the public see us as keen and dedicated players having fun. A small thing but amazing how local folk remark on our presence now.

Consequently we have a few passers by chatting over the fence who come in to inquire and someone gives them one on one attention.

That's when we offer a "Come and Try" time for them and also explain that we offer a four visit coaching session at \$5 a go and then they can decide whether they'd like to join.

Everyone has joined. Some members in these two years have introduced friends or relatives to the club and they've also joined. We see that as a positive reflection on our club environment. Also we run a "Come and Try" afternoon in Seniors Week. We have surprised QBTCC management with our membership as this has traditionally been a bowling town but those numbers have been dwindling to almost half. They have employed a marketing/development officer but we only ask her to do our flyers which are really good. We haven't gone down the face book etc. road yet!!!!!!!

We introduce our new players at our morning tea break and give them a presentation pack. Their coaching fee goes towards paying for this.

In the pack there's a welcome letter from the president, name tag, current membership directory, rules of golf croquet booklet, golf croquet handbook, Bill Lawson 2009, VCA and GCA fixtures sheets. Also a copy of the QBTCC Constitution, their handicap card, hoop layout sheet, and a pack of 4 ball markers. A similar pack is available for Association players too.

We really welcome new players to this club and especially partner them with members who mentor them well. We know we have a very friendly club and the committee works very diligently to maintain this.

Gail Stocker
President Queenscliff Croquet Club
6 October 2015