



## **Why does your club need to grow?**

Some clubs may be sailing along quite nicely, perhaps with a few dedicated members who enjoy the game. However without the influx of new members the future of the club may be in jeopardy.

What would happen to the club in the future as aging and ailing members retire?

Is it desirable for the club to simply close its doors? Of course not!

To maintain a healthy club competitively and financially a steady flow of new memberships is imperative.

## **How can you help your club grow?**

Let's start with the club committee.

It's been suggested to us that a club committee should try to spend at least half its meeting dedicated to strategic planning and no more than half on administration. The club needs direction and goals, brainstorming and sharing ideas, developing them and working out how to put them into action. This might involve meeting with other clubs or your regional committee. The club should be open to change and up to date with all legislation to give an optimal, professional image to prospective members and the community.