



Networking: raising your club's profile in the community

In your community there will be some key people who are in a position to refer contacts on to your club. These are people you could consider inviting to a club promotion.

For instance:

- **SCHOOLS** The senior teachers and sports teachers in a school. Say you are starting a Saturday morning session for juniors, you could start by inviting key school staff to join you for a late afternoon tea, introduce them to play, and suggest they encourage students to join your new program.
- **HEALTH** Local physiotherapists and other allied health professionals. They will come into contact with people who are looking for a new sport. If you ask them to come and try out croquet, that will help them assess croquet as a possible new sport for suitable patients.
- **LEARNING CENTRES** Workers in neighbourhood houses and libraries who come across people interested in learning new skills. Ask them along and give them some flyers to take back to work with them.
- **University of the Third Age** committee members. A diversity of seniors join the University of the Third Age – several croquet clubs have found this is an excellent way to make contact with people who are seriously interested in trying a new activity. They may be able to recruit people to your next beginner course.
- **CLUBS** Organisers of Lions, Rotary, Probus clubs and the like, who may be looking for an outing for their members.

You may like to distribute this [flyer](#) to allied health professionals. A Word version is available – contact marketing@croquetvic.asn.au if you would like to edit this to include your local club contact details.