

WESTERN METRO REGIONAL WORKSHOP: RECRUITING AND SUPPORTING NEW MEMBERS

Sunday 18 February 2018

Venue: Williamstown Croquet Club, 104 Victoria Street Williamstown.

9.45 am Please arrive a little early. Paul will have the urn on and a plate of nibbles waiting.

10 am RECRUITING NEW MEMBERS

Brian Gillespie from Moonee Valley Bowls will be first up at that time, talking about how his club went about recruiting and retaining younger players, going back several years - I think currently about a quarter of their active Pennant players are under 25. Brian can only stay for part of the morning session so he is going to give us all his gen at once.

Following this we'll break into small groups to discuss which of his ideas we could use.

Then we will hear from Wayne and Sarah Lewis and Bill Hadden about what attracted them to croquet and how they came to sign up. Others may like to contribute at this point too.

Some questions to think about:

- Do we need to take a different approach to recruit younger members?
- Do we need to set a target membership / target categories of membership?
- Would the club need to change to be attractive to younger people?

More small group discussion followed by a general report back session.

OUTCOME: The aim is to come up with some targets and plans for recruitment by the end of the morning.

12.15 LUNCH – provided by Croquet Victoria

This is being catered. I have ordered enough for 25. Platters of sandwiches, mini quiches, sausage rolls, fruit, cheese and salad. Cost approx \$11 per person.

1 pm KEEPING NEW MEMBERS

What do clubs do that help keep new members?

Wayne, Sarah and Bill will speak on their experience to start off our discussion.

I'm also attaching some thoughts from Queenscliff CC - they were going to join us but unfortunately this date isn't possible for them.

- What are the turn offs when people don't come back?
- What might encourage them to return?
- What support might new members need?
- How can we make them feel welcome?

Small group discussion: what would you like to achieve at your club? what new ideas might be helpful? How could you make a start? Hopefully the beginnings of a plan...

Report back.

OUTCOME: Club plans could include

- setting objectives (what do we want to achieve?)
- selecting initiatives to be considered
- identifying someone to take the lead on each initiative
- drafting a timeline for action.

3.30 pm END

Golf croquet for those who would like to stay and play.

Safe travel home