

Bayside workshop

December 2017

Focus was involving members in recruitment of younger players – changing the demographic.

Approached as a collective workshop where everyone was encouraged to contribute. Three clubs were represented.

QUESTIONS

1. What has your club tried that has worked in getting people to come along?

- some success with drop in at Come and Try
- personal approach, meet someone and ask them individually. Only a few over time this way.
- colleagues from Probus or U3A
- U3A classes (though this doesn't change the demographic)

2. What might you do to encourage people to come at different times?

- think about activities at the club differently – not just a morning game and morning tea.
- maybe hold introductory sessions late afternoon during summer – like SA Hammer Time?
- BBQ tea with a beer or glass of wine
- school visits during the day
- offer a range of games (gateball, ricochet, golf?)

3. Any ideas for working with schools?

- Might invite schools to come and visit during year, suggest bring a class down for non-contact sport activity. One club agreed to try that with a couple of private schools locally.
- VCA or ACA could approach schools/Education Department to include croquet as non-contact sport

4. Ideas for inviting people from local businesses or Council?

- Invite them to come and try
- Suggest they host a Christmas break up at the club
- Lunchtime play for Council workers – Gippsland has a program organised by the Sports Council with the local authority. Could be imitated with Council or with large employers.

5. What have been the main difficulties and how could they be overcome?

- parking (really impossible if it's hot and taken up by beach goers) – maybe get a group hiring a minibus so as to minimise parking difficulties
- traffic – especially heavy at the end of the day
- age of members – unwilling to stay late in the afternoon
- no liquor licence [Later thought: could get a BYO licence?]
- no-one coming along to Come and Try apart from the organisers – opportunity for a pleasant social event at the club anyway
- Students who enjoy coming with their school group don't necessarily want to come back individually without their classmates. [Later thought: could perhaps ask schools to publicise a students' event at the club, and encourage groups to attend.]
- demographics of area – seems not to be a match at the moment.

Main positive ideas to come out of the session were:

- U3A classes
- Possible contacts with schools
- Possible contacts with local employers including local council