



TULLAMARINE FOOTBALL CLUB MEMBER RETENTION POLICY

As part of the club's risk management, communication, marketing and strategic planning, the committee should understand the rate at which it is growing. Understanding why people join, continue, or leave the club is vital information when developing the way the club operates. This information also feeds back to medium and long term financial planning, facilities planning and volunteer planning as it impacts on the club's capacity to service its members.

It is good practice to do an audit of participation figures and registered members each season/year and compare those figures to the previous season/year. This information will give the club an idea about the growth in members and/or decline. If the trend shows we are losing more members than gaining new ones, this should be a concern for our club's future.

Our aim is to get feedback from members who have left to understand their rationale. Below are some of the options we will consider:

- **Ask them.** The simplest way to find out why they left is to ask them – this can be done in person or over the phone. This is not always easy to do, particularly if it is negative feedback, but if we want to improve our club, we need to know the reason why people are leaving. We must also ensure that if we are going to ask the questions, we need to be prepared to respond and change.
- **Questionnaires and Surveys.** Asking member to put their thoughts in writing on a questionnaire or survey is one of the most well-established feedback techniques. With an effective database of contacts of members, it should be easy to email something out to members who have left. An alternative easy option is to use one of the free online survey tools (eg. Survey monkey, Survey Gizmo etc) available to develop one which we can send out to your members to complete.
- **Website feedback.** Encourage members to provide feedback and thoughts through the contact points on our website.

Understanding why members leave is a critical success factor for the sustainability of our club. We must be conscious that not everyone is prepared to provide feedback, but those that do should be listened to. If one person has something negative to say about our club, we can be certain that there are potentially more out there who won't say anything but will take their membership elsewhere.

Some of the guiding principles for great service to our members are:

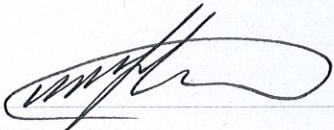
- Be happy if members voice their concerns. The ones we need to worry about are those who tell their friends about their concerns via social media.
- Ensure it is continually easy for members to provide feedback. That way we know exactly where the issues are within your club and can work to resolve them.
- Member servicing everyone's responsibility.
- The past is just that, the past and we need not concern ourselves with excuses or past circumstances/actions, we need to tackle how we will improve and grow

Policy Review

This policy will be reviewed annually to ensure it remains relevant to club operations and reflects both community expectations and legal requirements.

Signature

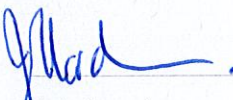
Signed:


Club President

Date:

18-5-2016

Signed:


Club Secretary

Date:

20/5/16

Next policy review date is 18 MAY 2017