

## Club Development Day



### Programme

- 10.00-10.30am
  - 4 steps to Recruit and Retain members
- 10.30-11.00am
  - Funding – NZCT & Lion Foundation
- 11.00-11.40am
  - Club Presentations – Panmure & Franklin
- 11.40-12.10am
  - Play and Stay or Play and Go
- 12.10-1.00pm
  - Lunch 12.10pm – 1.00pm
- 1.00-3.00pm
  - Toward 2020 – Squash NZ

## The New Participant Pathway To Membership

4 Steps to Success:

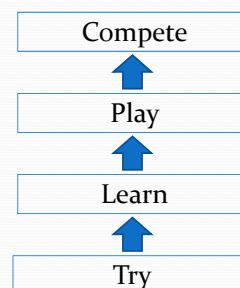
“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change”

*Charles Darwin*

## Successful Participant Retention

Focusing on *fun, skill development, individual needs* and *maximum participation* will encourage people to stay involved and achieve success at all levels in line with their choices and potential, thereby reducing dropout rates and enhancing physical activity involvement across their lifespan.

## 4 Steps to Success



## Step 1: Try

- Low barrier to entry
  - Open to non-members and members alike
  - Equipment supplied
  - Low cost
  - Short programme duration (6 weeks)
  - Limited time commitment (1 hour per week)

## Step 2: Learn

- Qualified coaches
  - Female coaches
  - Encouraged female club members to attend a level 1 coaching course

## Step 3: Play

- Participated with a group of like minded women
  - Introduced to potential playing partners
- Ladies Club Night
- Interclub

## Step 4: Compete

- Women's One Day Tournament Series
  - Open to members and non-members alike
  - No grading points available
  - 15 minute games and American scoring
  - Emphasis on fun
  - Restricted number of entries
  - Run over 4 – 5 hours in one day
  - Over 80% of participants were not graded players

## Women in Squash Programme Philosophy

- Clearly defined pathway to squash participation
- Programme goal is to increase participation and 'plant seeds' rather than trying to sell memberships
- Not intended to be a major revenue earner for clubs
- A long term strategy for success

## Key Results

- 19 programmes run in 10 clubs
- 167 women enrolled in club programmes
- 138 women have completed a club programme to date
- Average no of participants enrolled on a programme was 8
- 103 (75%) participants who have completed a club programme were not members
- 28 (27%) of the programme participants that were not club members have since joined a club

## NEW ZEALAND COMMUNITY TRUST

- ✕ Local Gaming
- ✕ Unique RAC Model
- ✕ 2008 Grants
- ✕ Timing of Applications
- ✕ Focus in 2009




**So you want  
to know  
about  
FUNDING?**

Presented by Don Judkins

## Funding from Gaming Machine Trusts

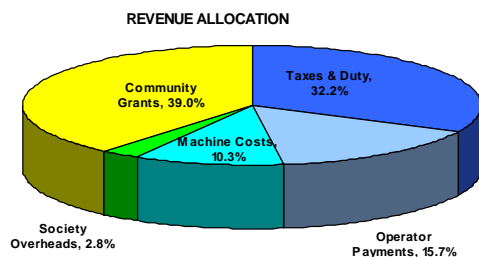


## Gaming Machine Trusts

### Where does the money come from?

- Gaming machines in venues around NZ.
- In NZ a charitable model.
- How does that work?
- How many trusts are there?  
Lion one of 51 trusts (excl RSA's and Clubs)  
under 20,000 machines

## Where does the money go ?



## Regulations.....

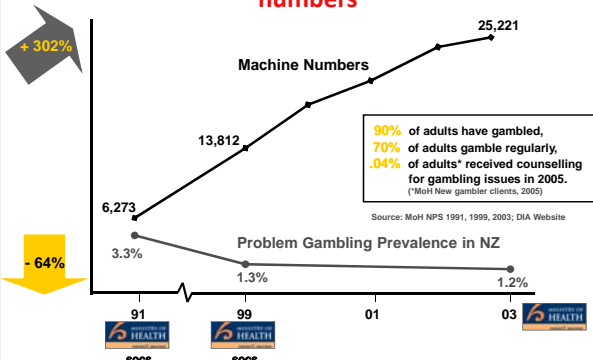
- Each gaming Trust is governed by a board of trustees and overseen by regulator – the DIA.
- Trusts must distribute funds for charitable purposes set out by DIA. – **not for profits.**
- Each trust distributes funds according to its authorised licence conditions.
- \$1 in today must be granted within 3 months.

### Lion Foundation Distribution model:

- 35% Sport
- 30% Community, Arts, Culture, Environment, Heritage
- 20% Health
- 15% Education



### Problem Gambling Prevalence not linked to machine numbers



### Some things cannot be funded by any Trust:

- Retrospective Applications
- Professional Sports Teams and Athletes
- Applications with Commercial Elements
- Third Party Applications
- Subs and Affiliation Fees?

**Each Trust has their own criteria**



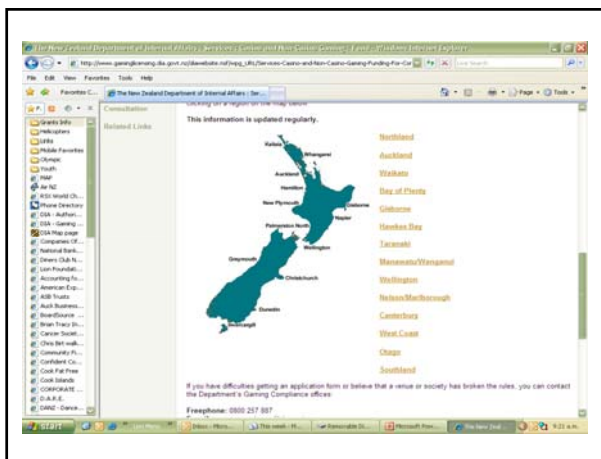
### PREPARATION

- Define the project / service
- Identify potential funders
- Research specific funders



### How to Apply for Gaming Funding

- Visit DIA website for information on all trusts.
  - [www.gaminglicensing.dia.govt.nz](http://www.gaminglicensing.dia.govt.nz) - click on "funding for community groups"
- Visit website of specific Trust and download application form or pick up form from venue.
- Review all required information and ensure your application complies with DIA & Trust requirements
  - Complete application & **return to the Trust.**





### Dangerous thinking at the money tree !!

- Apply for twice what you need !
- "Double Dipping"
- Complacency - we have been funded before – we'll be ok!

### What do we like to fund?

**Grants that leave a legacy & don't create a dependency.** (See grants worksheet)

Grants that go back to the TLA region where the money is generated. We are reducing funding to National bodies

**We are looking for good measurable outcomes - grants that will make a difference.**

Most trusts are not funding large bricks & mortar, building projects.

**Organizations with good governance.**

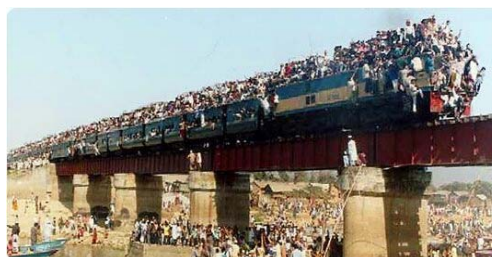


### Partnerships & Outcomes



Co-operation between other trusts, government departments and local government is something that we take note of.

Never any shortage of good causes !!!  
There are more charities than causes.  
More requests than we can fund !!



### Why Applications are Declined?



Incomplete application  
Not authorized purposes  
Double dipping  
Retrospective  
No funds available  
Concerns with previous audit

### Audits

- Applicants must agree to participate in a DIA audit, should one be conducted.
- Recipients must return grant accountability (receipts, bank statements etc.), generally within 6 months of grant being paid.
- Failure to comply will result in the Society seeking a full refund of grant funds.
- Further grants will not be made until accountability has been returned

It's fantastic what you do for our  
New Zealand communities – *well done !!!!*



BUT maybe the beginning of  
something great for you.



## Panmure Squash Club



## Women in Squash Programme

- Logistics of the Programme
- Coaches
- Promotion & Recruitment
- Feedback from Participants
- Retention/Membership

## Mini Squash Programme

- The Beginning...The Gap!
- Mini Squash Programme
- Promotion & Recruitment
- Logistics
- Feedback & Membership
- [www.panmuresquash.co.nz](http://www.panmuresquash.co.nz)



Ladder and Business House

## Ladder – What is it?

- Organised Club Competition
- Available to ALL members
- Currently **62%** of our Members signed up
- Played on Friday Nights
- Flexible – Play at another time to suit
- Dynamic – New draw every week

## Ladder Benefits

- Huge draw card for new members
- Great way to meet and play new people.
- Play people of a similar level. Improve, move up and play better players.... Or the other way ☹
- Members learn how to ref in a social environment
- Involves everyone, juniors, seniors, male and female.
- Every member has one organised game per week
- Bar \$\$\$ - Winner must buy loser a drink

## Standings

[illegible]

## Draw

[illegible]

## Ladder Rules

- Two week stand down for NO SHOW
- Scaled movement depending on game score.
- Can play at alternative time
- Enter/leave ladder via website
- Share ladder control
- Draw emailed as PDF to competitors and on website

## Technical Details

- Currently manual process. Someone must run this competition.
- Managed in excel. Would be better online.
- Requires a few hours every week to manage

## Business House – What is it?

- Club organised team SOCIAL competition for members and non-members.
- It's about participation.
- League format of two rounds per year.
- Played Thursday nights
- \$150 per team.
- Must have one female per team playing on a night

## What is it? - Cont

- Play for 20 minutes – Non-stop
- PAR scoring. If a player gets more than 12 points ahead lose 10 points.
- No strokes

## Draw example




**Business House Draws**

ROUND ONE - 11 June 2009	ROUND TWO - 18 June 2009	ROUND THREE - 25 June 2009
<b>A Mips</b> Sunday Workshop v Team Layers Campbell T 2 v Sunday Workshop Franklin Bowls v Green Machine Campbell T 1 v Pet Express <b>B Mips</b> The Squiggle Eels v Transnova Woodwood Packard v Phoenix Baiter The Jones v Blackfish	<b>C Mips</b> Sunday Workshop v The Squiggle Eels Index v Pet Express Campbell T 2 v The Green Machine <b>D Mips</b> Campbell T 1 v Proton Bacon M H Motorcycles v Transnova Woodwood Packard v Blackfish The Jones v Phoenix	<b>E Mips</b> Team Layers v The Squiggle Eels Franklin Bowls v Pet Express Index v M H Motorcycles Campbell T 2 v Proton Bacon <b>F Mips</b> Sunday Workshop v The Green Machine Campbell T 1 v Blackfish The Jones v Transnova Woodwood Packard v Phoenix

ROUND FOUR - 2 July 2009	ROUND FIVE - 9 July 2009	ROUND SIX - 16 July 2009
<b>A Mips</b> Sunday Workshop v Pet Express Team Layers v M H Motorcycles Franklin Bowls v Phoenix Baiter Index v The Jones <b>B Mips</b> Campbell T 2 v Blackfish The Squiggle Eels v The Green Machine Campbell T 1 v Phoenix Woodwood Packard v Transnova	<b>C Mips</b> The Squiggle Eels v M H Motorcycles Sunday Workshop v Proton Bacon Team Layers v The Jones Franklin Bowls v Blackfish <b>D Mips</b> Campbell T 2 v Woodwood Packard Index v Phoenix Campbell T 1 v The Green Machine Pet Express v Transnova	<b>E Mips</b> Pet Express v Proton Bacon The Squiggle Eels v The Jones Sunday Workshop v Blackfish Team Layers v Woodwood Packard <b>F Mips</b> Franklin Bowls v Phoenix Index v Campbell T 1 Campbell T 2 v Transnova M H Motorcycles v The Green Machine

## Business House - Benefits

- Great source of new members
- Currently we have 16 teams – 3 on waiting list.
- 16 x 4 = 64 plus other having a drink at the bar.
- Over 80 people experiencing squash in social environment.
- Money for the club from entry

## Questions?

## Powering Participation

Ideas to increase participation in your club

Play & Stay or Play & Go....

“The traditional attachment to a club through formal membership lines is out of date. Future growth will be around pay-to-play entertainment options which will see growth in smart clubs and a continued decline in others. MIB (Mates in Bowls) meets the criteria for introducing new people to our sport as an entertainment option without the strings attached.”

- Kerry Clark – CEO Bowls NZ

## Recruitment: Discovery Squash

- Convenient
  - Flexible programme times
  - Short time commitment
  - Relatively low entry cost
- Significant social benefits
- Price linked to the amount of squash they play within a specified time period

## Short Term Membership Option

- Membership duration linked to the term of a specified participation programme
  - Discovery Squash
  - Browns Bay junior club night

## Tournament Social Division

- Compliments new participant programmes
- Forms part of the new participant pathway
- Chance to introduce non-members to the club
- Opportunity for club to build a database of prospective members
- Provides a captive market for the club to up sell the benefits of membership

## Retention: Online Court Booking System

- Appeals to today's time poor sports participant by providing them with:
  - Certainty
  - Flexibility
  - Control, over their playing time
- Improved management of court usage
- Greater ability to track court patronage
  - Who
  - When
- Ability to offer targeted offers to members to encourage patronage of courts in off-peak times

## Ladies Night

- Majority of female participants are social players
- Open to members and non-members alike
- Provides an opportunity for regular play at their level
- Emphasis on fun participation
- Strong social element built into the evening
- Low entry cost

## Box League

- Provides regular playing opportunities for all levels of player
- Ideal for new members
- Element of competition included
- Commitment from participants to participate

## Lunch

12.10pm – 1.00pm

### Coming up...



- Corporate Games
- Club Database Availability
  - Competition Review (July)
  - 360 Review (September)
- Research finished on Secondary School Students
- Club Health Check (July)
- Toward 2020

Toward 2020

