



29 September 2020

TO: CLUB PRESIDENTS
CLUB SECRETARIES
MARKETING AND MEMBERSHIP REPRESENTATIVES

CLUB MEMBERSHIP & MARKETING QUESTIONNAIRE

A successful club, one with rising memberships in all categories, share similar practices and characteristics. Successful clubs do as much as they can, systematically working to improve in all areas.

Listed below are known characteristics of successful clubs.

Sharpen your pencil and see how many boxes you can tick on behalf of your club.

Please let us have your questionnaire back by close of business on WEDNESDAY 7th October 2020.

- ☐ Does your club have Strategic plan (short, medium, and long term)?
- ☐ Does your club know its strengths, weaknesses, opportunities? Threats (SWOT)?
- ☐ Does your club have a designated Marketing & Membership Committee?
- ☐ Does your club have a nominated a Marketing & Membership Officer?
- ☐ Does your club know or interact within its local community?
- ☐ Does the local community know your club?
- ☐ Does your club news consistently appear in local newspaper or community newsletter?
- ☐ Does your club do letterbox drops, displays, and personal presentations at community meetings
- ☐ Does your club have two-way effective communication with club members?
- ☐ Does your club produce a regular club newsletter?
- ☐ Does your club regularly mail-out to members?
- ☐ Does your club have a bulletin board and is it up-to-date and effective?
- ☐ Does your club maintain communication with its members during the offseason?
- ☐ Does your club actively seek feedback from its members?
- ☐ Does your Club recruit members by 'word of mouth'?
- ☐ Does the club run promotions to enable club members to invite friends and family?
- ☐ Does your club offer formal incentives for club members to recruit new members?

JBA Executive Committee

President: Rob Zimmermann

Members: Hon. Treasurer Maureen Smith, Dave Naughton, Colin Schneiderman, Terry Turner.

GM: Lance Sayce



- ☐ Does your club have a team of active volunteers?
- ☐ Does your club always recruit new volunteers?
- ☐ Does your club ensure that volunteers are trained, recognized, and thanked?
- ☐ Does your club offer something for everyone?
- ☐ Does your club offer different services for different markets Corporate Days, Meat Days etc)
- ☐ Does your club offer different groups use of the club for a variety of reasons?
- ☐ Does your club have access for the physically access?
- ☐ Does your club have a designated Membership Officer?
- ☐ Does your club have a welcoming committee and mentor program?
- ☐ Does your club has established a relationship with local media?
- ☐ Does your club have a designated Publicity Officer?
- ☐ Does your club have a strong social program?
- ☐ Does your club offer social bowls and different format opportunities?

BASED ON THE NUMBER OF TICKS, RATE YOUR POSITION AS FOLLOWS:

00-10 – Very Poor	11-15 – Poor	16-20 – Satisfactory	21-24 – Good	26-30 – Excellent
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How well did your club fare on the above checklist? _____

How can you improve your club's marketing activities? _____

Please let us know what initiatives your club has used that are successful. _____
