



Membership Sub Committee Charter

Composition of the Membership Sub Committee

- One (1) member of the Management Committee (Chairperson)
- One (1) member of the Management Committee (Deputy Chair)
- Up to four (4) members from the general membership, preferably with marketing/promotions experience

In attendance:

- General Manager
- Marketing & Communications Officer
- Membership Officer

Charter

This sub-committee is responsible for providing the best overall membership experience from all aspects of the Club including both on-water and clubhouse. It plays a strategic role in ensuring existing Membership categories are relevant and provide the ultimate Member benefit and experience. The strategic role also covers recruitment of new Members and introducing and maintaining membership programs. The sub-committee will also develop and oversee orientation programs for Members including education on the benefit of membership privileges which are important to ensure compliance with Club policy, procedures and the Members Code of Conduct.

The sub-committee is also responsible for the promotional role to market the Club to achieve membership targets. The monitoring of the membership experience by reporting on benchmarking and trend analysis are also important roles of the sub-committee.

Objectives

- Increase new memberships in line with the Club's strategic plan and annual business goals
- Maximise retention of existing memberships
- Identify and adopt best practice membership growth and retention methods
- Identify and seek solutions to membership growth issues and barriers
- Identify and support, where appropriate, strategic and tactical membership growth opportunities and initiatives
- Work cooperatively with Club staff and other committees to achieve objectives
- Ensure compliance with the Constitution for all membership applications and general membership matters,
- Review and ensure relevance of membership categories and associated fees

Responsibilities

- Ensure membership processes are adhered to in relation to new members, and recommend new members to Management Committee
- Ensure the membership induction process is undertaken
- Monitor and input annual membership growth and retention goals on a monthly, quarterly and annual basis

- Identify and determine growth opportunities using tools such as Club records, general and targeted research, socio-economic data, etc to maximise efficiency and ROI
- Work with relevant staff and committees to identify factors affecting resignations
- Determine/input strategic and tactical membership marketing campaigns
- Work with Club staff, in particular the General Manager and Marketing Lead
- Monitor initiatives undertaken by relevant not-for-profit organisations
- Report monthly to the Management Committee

Meeting Requirements

- Meet on a bi-monthly basis and monthly as required.
- Maintain a quorum consisting of not less than two-thirds of the members of the committee at any particular time.
- Prepare and distribute minutes of each meeting. The Chairperson (or delegate) is responsible for recording minutes, which shall include recommendations, feedback and approvals to be submitted to the Management Committee.
- Ensure that all committee activities adhere to the HYC Constitution, By-Laws, Policy Document, and guidelines approved by the Management Committee.