

# How to engage new members at your club!

## Top Tips:

- Make sure your club is easy to contact. If you have a website or social media platforms, ensure that contact information is up to date and easy to find
- Use your website or social media platforms to promote current opportunities at your club for new members
- Hold free 'Come and Try' events where interested individuals can come, meet key people at the club, tour the facility, and experience the club
- Ensure everyone has a positive first experience at your club. Whether they call up for more information or drop in for a chat – invite them in, give them the time and answer any questions they may have
- Offer incentives to new members – think membership discounts, free club merchandise, canteen vouchers, etc.



## Tips for engaging new members:

### Women and Girls

- Create flexible membership options i.e. casual memberships
- Consider altering the time of your activities to suit your intended audience. After work/school hours might be suitable for some but may not suit stay-at-home parents
- Offer social, modified opportunities to be a part of your club – think modified structures, no uniforms, shorter time frames, etc.
- Create an environment for women to bring children. Whether this means including the children in activities or having a separate area for children to play

### People with a Disability

- Think about modified opportunities. Does your sport have modified equipment or disability-specific activities?
- Promote accessible features at your club. If your club is fully wheelchair accessible, promote it!
- Hold a Come and Try event for people with a disability. This could be a great introduction to the club
- Contact local Disability Support Services to let them know what your club can offer
- Consider showing your club's commitment to being an inclusive club by:
  - Adopting a Disability Inclusion Policy
  - Developing 'Easy-Read' signage, policies, etc.
  - Reviewing the physical accessibility of the club's facilities

### Children and Youth

- Create opportunities for parents to get involved in activities
- Focus less on the rules and structure of games and more on ensuring children have fun
- Stand against poor sideline behaviour. A big deterrent against children taking part in sport is parent/spectator abuse from the sidelines. Create a Code of Conduct which outlines consequences, place signage, etc.
- Be thorough with your Child Safe Standards policies and procedures, and promote this to your junior players families

### Multicultural Communities

- Be flexible with your uniform requirements. If someone needs to wear long sleeves and/or a head garment, allow for this and promote this as an option
- Be aware of any food requirements. Supply halal food options and be aware of those who may not drink alcoholic beverages – this may mean re-thinking venues where social events are held. Also consider the promotion of your social events – try not to focus too heavily on promoting the availability of alcohol
- Consider showing your club's commitment to being a culturally inclusive club by:
  - Holding a Multicultural Round.
  - Signing up as supporters of the *Racism. It Stops with Me* campaign
  - Participating in Cultural Awareness Training
  - Displaying signage around the club that is translated into different languages
  - Solidifying procedures and consequences for the management of racist incidents