

MEMBERSHIP ENGAGEMENT COMMITTEE TOR



Reports to:
Benalla Golf
Club Board



Meeting
Attendance:
As required



Length of
Term:
1Year



The Membership Engagement Committee reports to the Board of the Benalla Golf Club and is subject to the club's By Laws regarding sub-committees.

The role of the Committee is to foster a vibrant welcoming and inclusive club culture that promotes positive golfing and social interactions for members.

The Membership Engagement committee will work closely with the Golf Committee and the Marketing and Communications Committee

The conduct of the Membership Engagement Committee and its members is governed by the Board & Sub-Committee Code of Conduct.

Committee members are obligated to declare any interest and any business or other relationship which could, or could reasonably be perceived to, materially interfere with the member's ability to act in the best interests of the Club.

Responsibilities

Develop and implement strategies to promote a positive club culture that leads to:

(a) Engagement and Retention of Members

- Facilitate social events to foster member interaction.
- Support the Golf Committee in the organisation of golfing events that promote member interaction.
- Measure member engagement and satisfaction through regular/annual member surveys. Use survey feedback to inform actions that will increase engagement and satisfaction.
- Identify "at risk" members of the club and develop a re-engagement strategy for them.
- Make contact with and monitor the health and welfare of absentee members.
- Conduct exit surveys with non-renewing members

(b) Attraction and Retention of New Members

- Work with the Golf and Marketing Committees to run events and promotions aimed at attracting new members.
- Develop and implement 'Come and Try' programs to attract new members.
- Make personal contact with all new members.
- Develop and implement a new member induction program that includes regular induction meetings for new members.
- Prepare and regularly review New Member Welcome packs.
- Establish a buddy system to support new members.

- Gather feedback from new members after a specified period to gauge satisfaction with their member experience. Use the feedback to improve the experience for future new members.

(c) Maximisation of Member Benefits

- Annually review membership categories and benefits and make recommendations to the Board regarding membership categories and subscriptions.
- Consider and recommend improvements to clubhouse services and amenities to enhance members' overall experience.

The Membership Engagement Committee will conduct an annual review of this Charter and have any amendments authorised by the Board to ensure they remain consistent with the club's strategy, objectives, and responsibilities.

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