

Building Value for Membership

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Purpose

- To explore the different ways Centres excite their athletes: what they do from a social, competition, and Centre perspective to build a strong Centre with engaged members?
- To capture and share the ideas.

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Feedback & suggestions;

- Friday nights – finish at 8.30pm & use the lights;
- Encourage athletes and families to form bonds outside of Little A's;
- Parents having fun
- Engaging with parents
- Parents feel welcome and at home;
- Alternate comp day Friday nights & Saturday mornings
- Schedule 'Inter Centre' rounds
- Centres/Clubs that are displaced by track works – establish close relationships with local schools to hold up membership;
- When the new track's back up & running, heavily promote this.
- Schedule 'Nitro' programmes with other Centres;
- Offer fun activities outside of competition;
- Run a 'Mini Mudder' activity in March (season's end).
- Replace the Committee of Management of the venue.
- Have older athletes lead On Track
- Evolve the club coaching model to a squad coaching arrangement
- Older female athletes – foster their social connections
 - Starts in early age groups with an enthusiastic group manager who ensures the kid are having fun
 - Encouraging parents to get involved and to develop connections with other parents
- Emphasise relay participation: aim for 50% of eligible athletes to enter
- Encourage U16s to be 'coach in training' to keep them involved.