



Committee Report to 2018 AGM

Committee Name	New Participant Recruitment Committee
Committee Chair	Nevin French, Ottawa
Committee Members	Bogi Gyorfi, Alberta Kelly Egilson, Manitoba Lori Heron, ONB Meghan Rance, DGL Jennie Anderson, OOC Marsha Fehr, FWOC Kyra Paterson, DGL
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Past Year's Work

The Committee had a few excellent calls, but unfortunately was not able to adopt a consistent schedule. This should be a major goal for Fall 2018, to have a set schedule of monthly, or more likely, bi-monthly calls.

The highlight of this year's work was the development and implementation of an in depth Club Survey that examined what clubs are already undertaking to attract new participants. This survey was sent to clubs in May, with fairly strong replies.

There were, however, a couple of issues. A few large clubs did not reply and thus we missed out on their input. Also, the Committee was hoping this survey would stimulate conversation at the club level as part of the process of completing it. For many of the clubs, it appears few members were consulted and, rather, it was completed by one person.

Future Work – Projects and Goals

The primary goals for this fall would be to start holding regular calls, as well as build on the process of the Club Survey. The goal is to capture the Best Practices from across the country and to encourage clubs to engage directly with each other. It is up to the clubs to build their participation and it is important for them to identify activities that would work in their regions.

Part of this process will be to reach out directly to certain clubs to find out more about their initiatives, both successful and less successful.

Following this, a Tool Kit of recruitment best practices could be developed for clubs to access

Successes and Challenges

Successes:

This year there were a number of strong initiatives for new participant recruitment for our clubs, for example:

- 1) GVOG Mini-Barkley selling out in 3 hours
- 2) Ongoing success of DGL junior programs
- 3) A number of clubs are already doing outreach programs

Challenges:

A goal of the Committee was to have members and input from across the country and it is still lacking in some regions and large clubs.

Finances

Nil.

Additional Notes

All clubs identified impressive growth potential for your club in 5 years. It is recommended that clubs are tracking their membership to determine if indeed they are matching this potential.

A common concern is the double-edge of participation and capacity. Many clubs lack both as less participation with result in less volunteers which makes engagement initiatives difficult. Awareness and promotion of the sport are needed to increase participation.

Very few clubs have a “budget line” for new members engagement or promotions. This is an area in which clubs could explore.