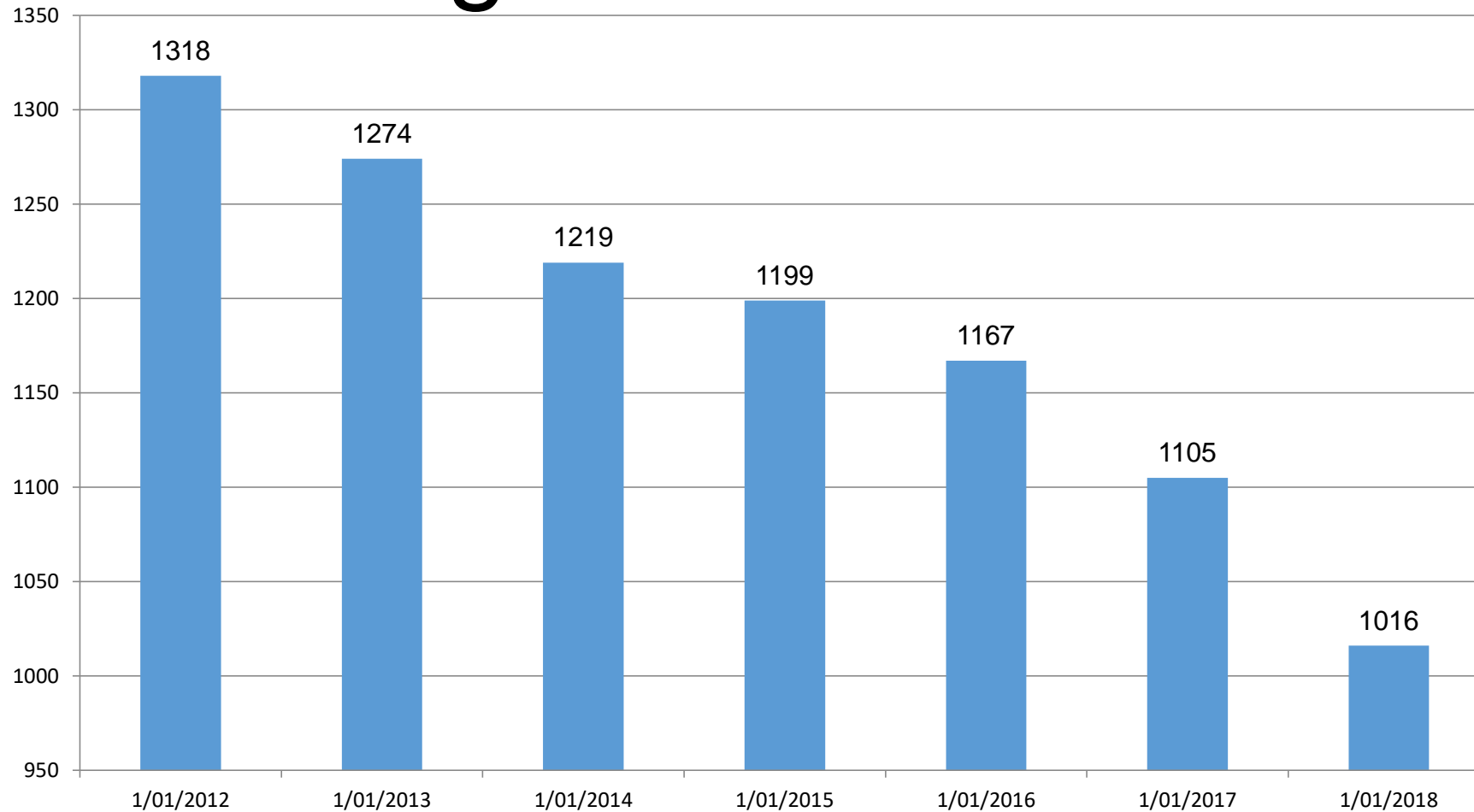


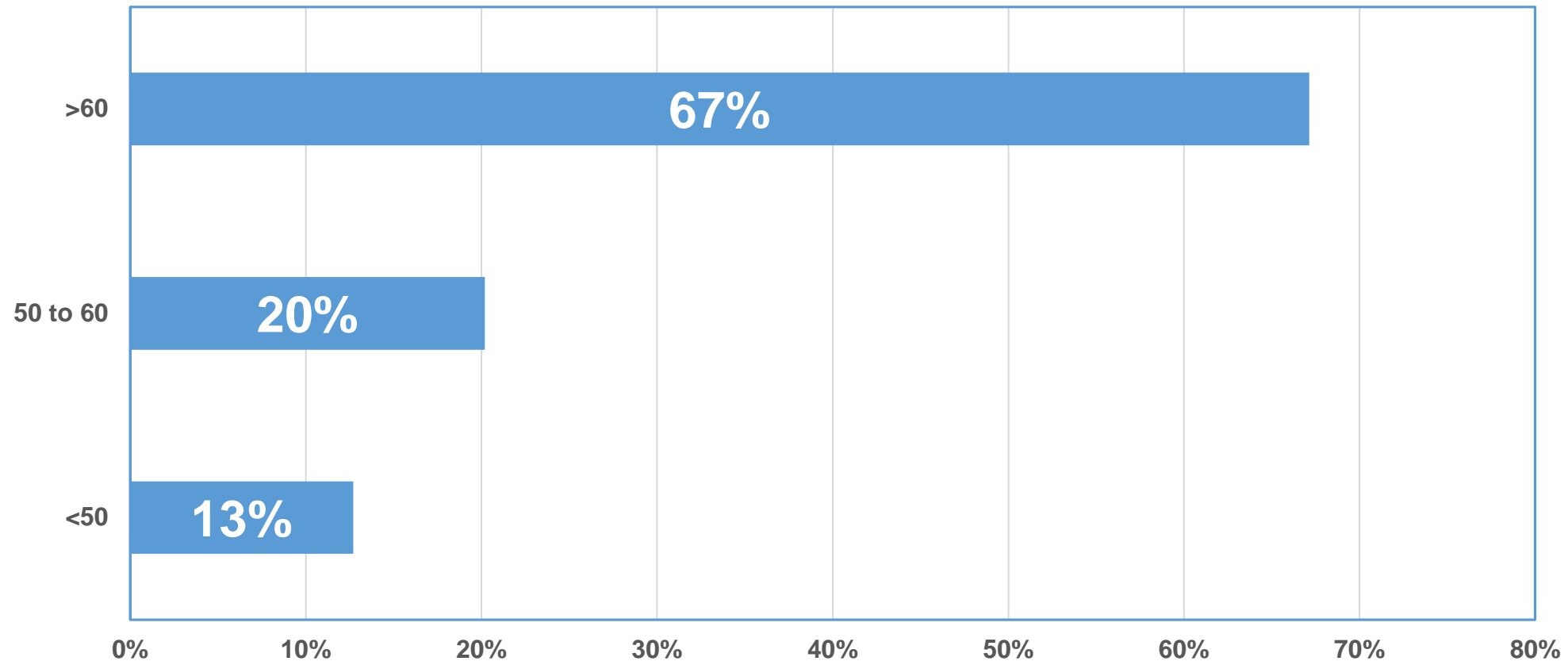
Club Development – Future Directions Assessment Results

TL Sue, PP Graham and TL Mike

D9500 Membership Eight Year Trend

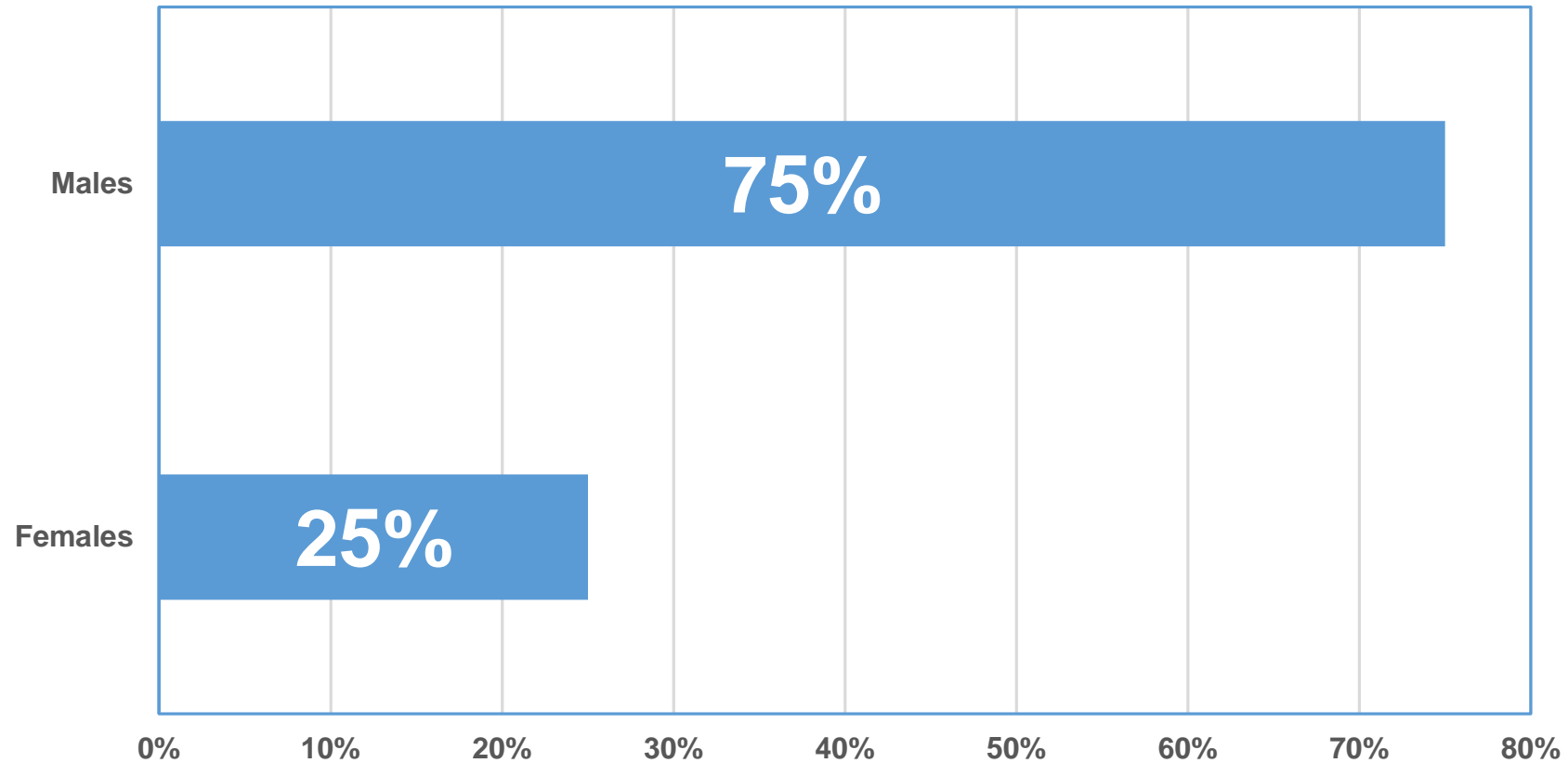


All Members by Age Range



There are almost three times as many over 70 than under 50

Females to Males



Assessment Results

Top 5 all categories

Question	Score
<i>Value and retain older members</i> in ways that strengthen the club and attract new ones.	4.5
<i>Implement change</i> in a manner that <i>maintains what is most important</i> and must not change, but <i>embraces the future</i> and <i>brings older members along</i> with you.	4.4
<i>Embrace use of social media</i> and <i>develop your website</i> with consistent branding and imagery and <i>develop partnerships</i> to <i>improve publicity</i> .	4.4
Understand what <i>turns off (and on) potential new members</i> and <i>how</i> to make <i>change</i> whilst <i>retaining older member support</i> .	4.3
<i>Undertake Visioning</i> then structure and <i>present the club</i> in a manner <i>attractive to the next generation</i> and wider and more <i>diverse groups</i> of people.	4.1

What are the key issues and how can we improve the way we support Clubs to address these?

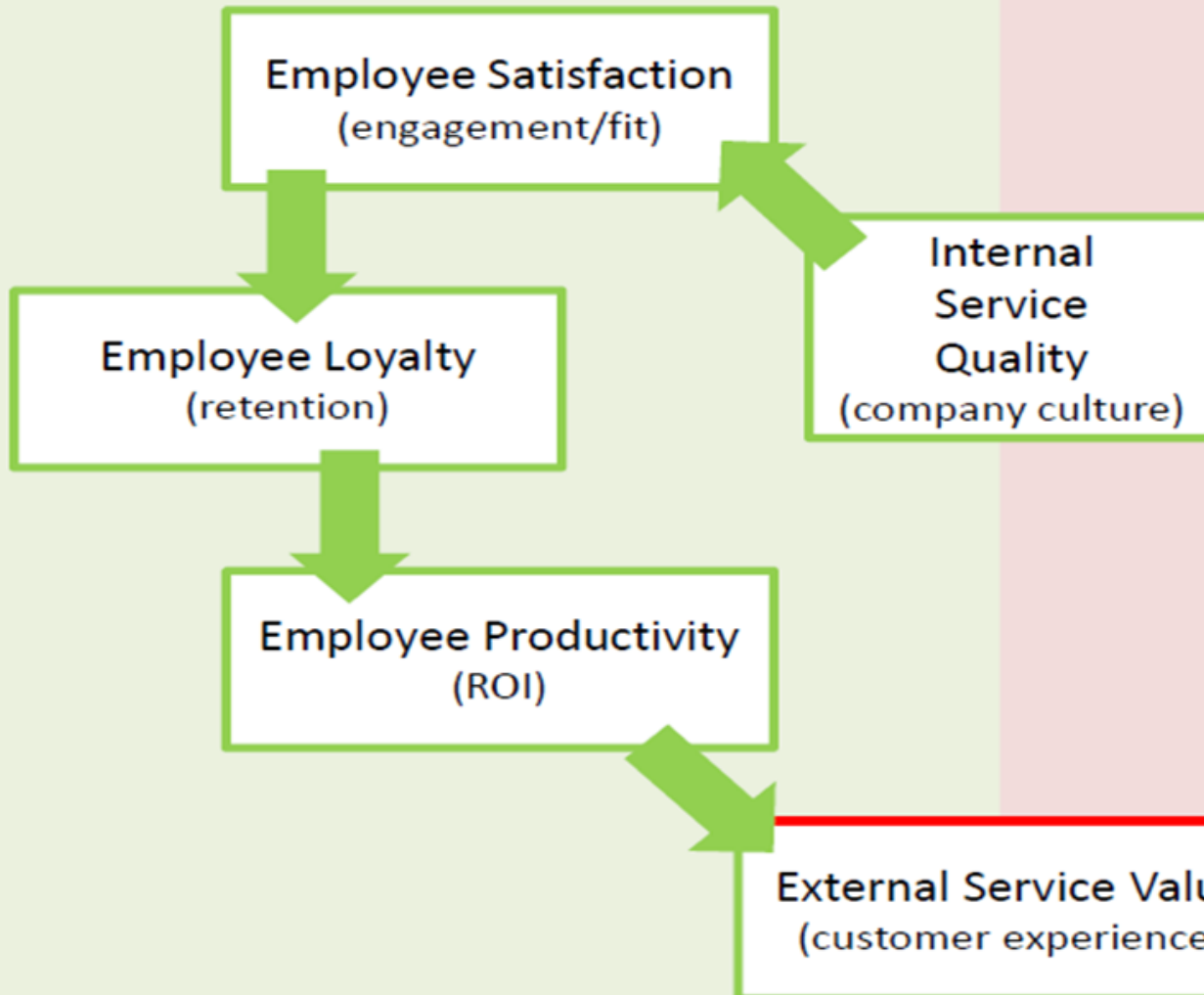
Roundtable discussion

Gauging and Tracking Performance

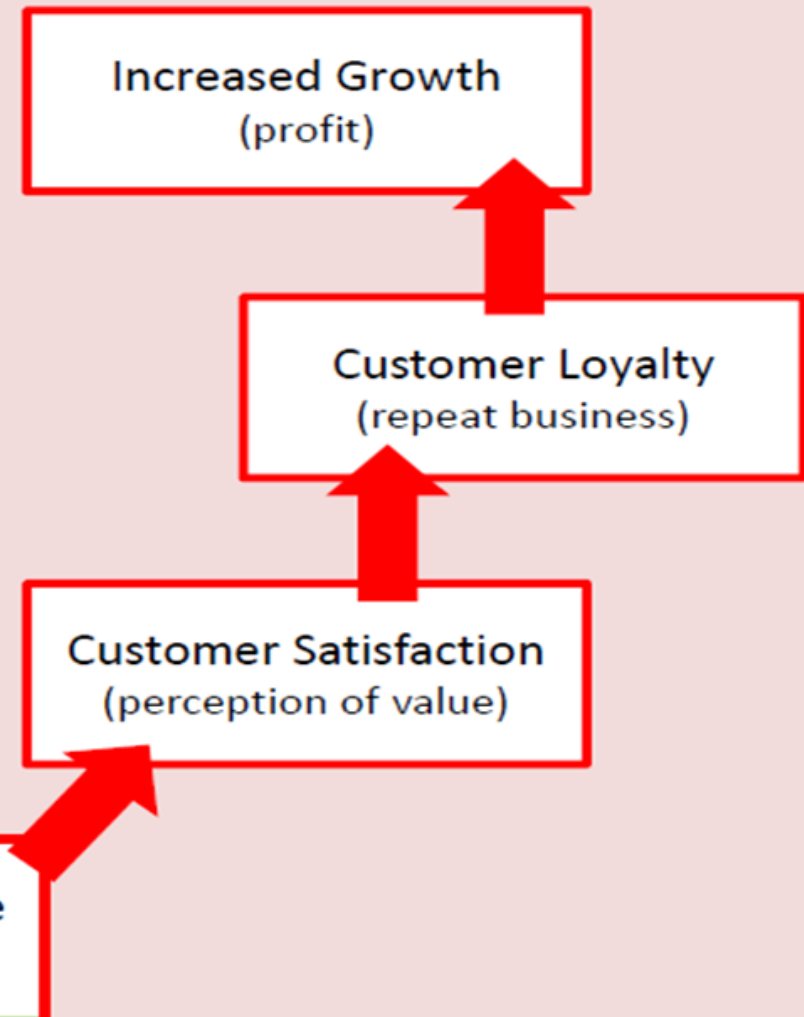
DGN Jane Owens and DGE David Egan

Service-Profit Chain

What if a company was empowered with the tools & support needed to impact this half of the Service-Profit Chain?



Why do most Business Leaders only focus on this half of the Service-Profit Chain?



What should we track in order to gauge progress?

Roundtable discussion

Child Protection Update

AG Rick

Learning & Development Update

DGN Jane, TL Mike

How can we support and educate members to meet the challenges ahead and involve Clubs?

Open discussion

Summation & Close

DGE David

Video Best 5 letter word – Smile!