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## MEMBERSHIP

### Membership Secretary (Moirra Lavender-Ashburn) Report December 2012

As at December the 2012 – 2013 affiliations are almost complete. No major issues with membership renewals other than a couple of lost e-mails which were fixed up as soon as they were identified. And time delays because membership renewals are still coming in (early December)

It is a big job to manually process and enter or update all the member information on to a database. It has been a struggle to get membership cards out early because of the time required to check and account for payments via cheque or direct credit both for membership and the Archer subscriptions and also manage changes, errors, missing payments, over/under payments, cancelations and similar things.

We are considering an on-line membership process which would help speed up things and reduce the time spent on processing and accounting for membership and Archer subscriptions. This is likely to increase the Association's costs for membership collections.

There was one query from a member regarding privacy issues in relation to the privacy statement wording on what information we could release to third parties. ArcheryNZ has to operate within the Privacy Act 1993 and cannot release personally identifiable information to anyone without a member's permission. The organisations we do release information to are listed in the privacy statement and these organisations are listed because they are needed for ArcheryNZ to carry out its business. Never the less perhaps we should review the privacy statement.

Membership breakdown over the last three years is shown in the following table. The presence of the baby boomers is being seen even in archery with a steady increase in masters 50 + and 65 + groups and a corresponding decline in seniors, now less than 1/3 of total membership with all the decline occurring in the senior male group exclusively (virtually no change in female senior membership). It is reassuring to know the largest representations by far are the junior groups accounting for nearly 40 % of membership.

Membership turnover for the organisation is rather high at around 37 % (yes that means 37 % do not renew their membership the following year) with the highest turnover being Senior male and all junior classes at around 40 to 50 % each. The membership would grow faster if we did not have this large attrition each year. I suspect this is primarily because we do not support beginning and novice archers very well and perhaps there is something we can do about it.

Group	2011	2012	2013	2014 predicted ?
Masters (50+ and 65+)	14.1%	19.0%	24.1%	29.0 %
Seniors	39.4%	38.3%	31.6%	27.0%
Juniors (all classes)	42.3%	36.8%	39.6%	40.0 %

