

#ITFWPC



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Tennis Vlaanderen (Belgium)

**Member retention as a base for
growing participation**

TOPIC 8

National Association Case Studies:
Participation programmes focused on retention I

Introduction / context: participation in Flanders

Core: strategy for member retention

- Role of research
- Interaction with clubs and players

Introduction / context: participation in Flanders

- Participation in tennis
- Strategy for growth in participation



Participation in tennis & padel in Flanders (BEL)



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Demographics
6,5 million inhabitants
300 municipalities

Participation in tennis/padel
> 460 clubs (mostly non-profit)
> 150 000 members



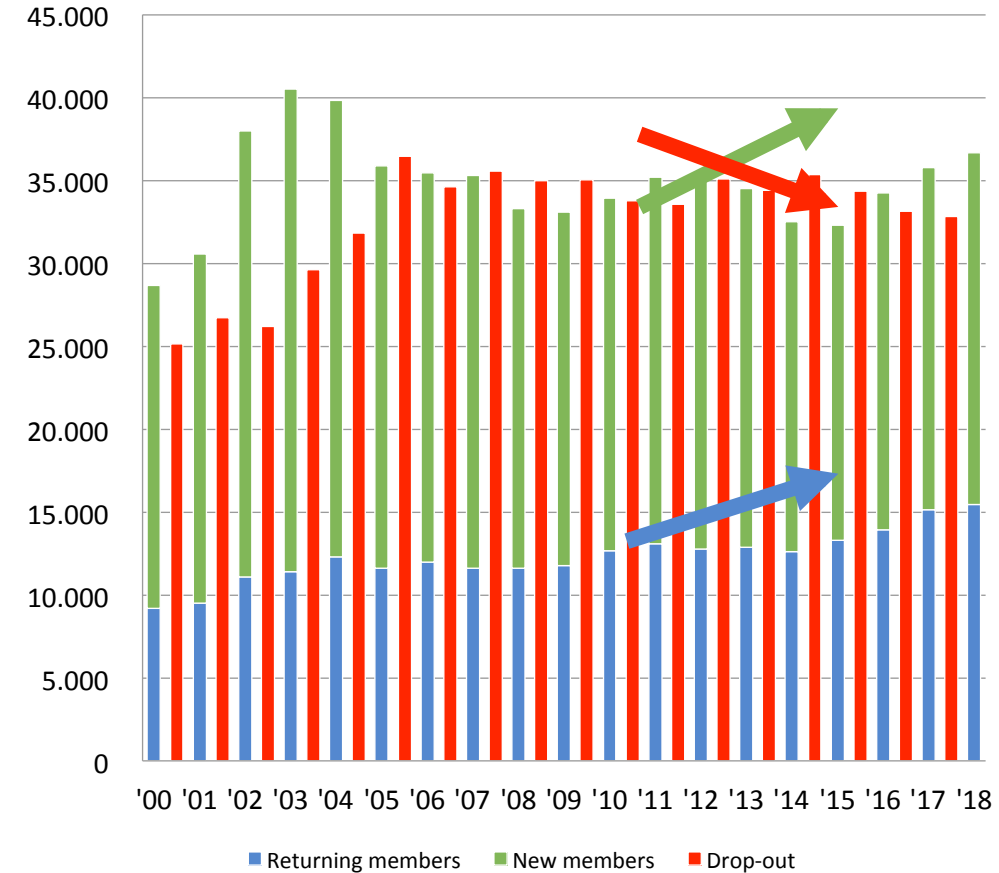
Strategy for growth in participation



Attract **new** members

Retain **existing** members (decrease drop-out)

Reactivate **former** members (increase return)





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- Core: strategy for member retention
- Role of research
 - Interaction with clubs and players



Role of research



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- Market segmentation
- Club reports
- (Analysis of policy plans)

Market segmentation



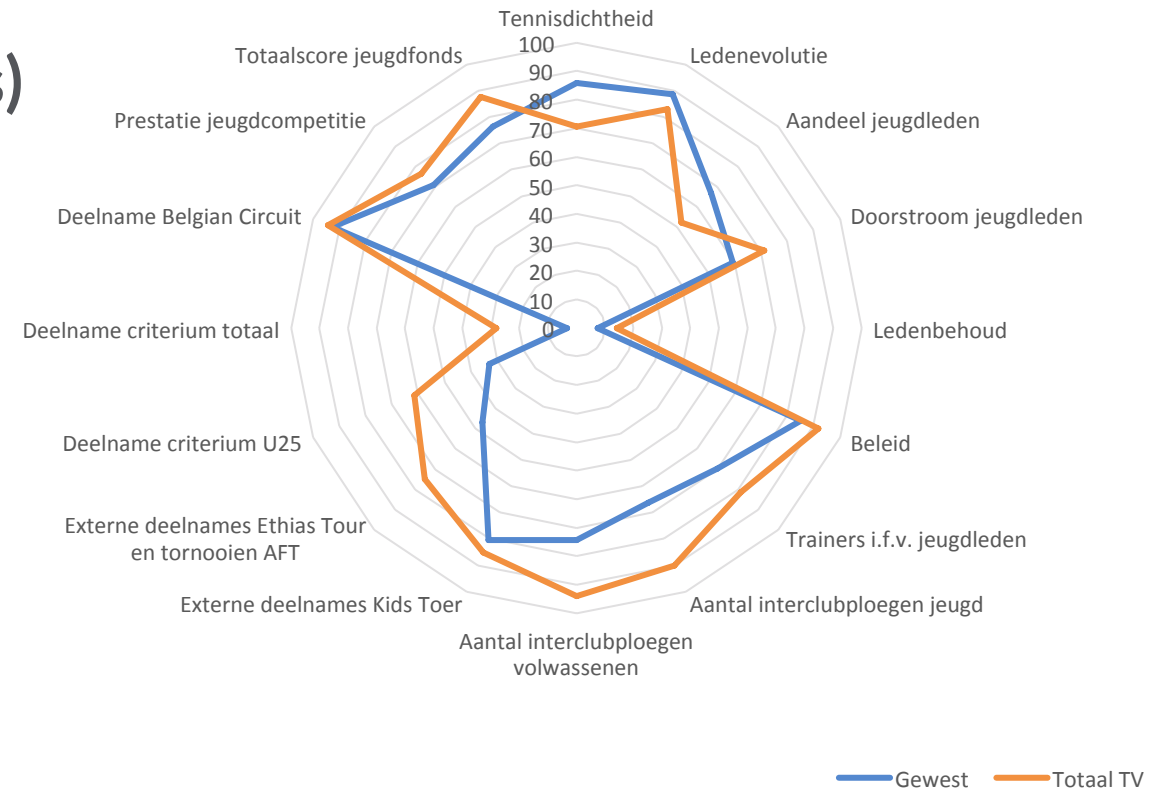
Approach

Cluster analysis based on club statistics Evaluation of ambitions (board members)

→ Typology

- Ambitious clubs
- Status quo clubs
- Critical clubs

→ Segmented approach



Club reports

Awareness of dynamics in club membership database → follow-up

- annual reports
- 2-weekly progress updates
- next step: daily updates (clubdashboard)



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Ledencijfers over jouw club

Raadpleeg hieronder de ledencijfers van jouw club op dit moment en t.o.v. vorig jaar:

- [Leden dd 14/06](#)



| HEIJSSE T.C. (0069) | | | | |
|--|----------------|----------------|--|-----------------------------------|
| MUN CLUB IN CIJFERS | | | | |
| | 2017 | 2018 | Evolutie | 2018 Gemiddelde Tennis Vlaanderen |
| Ledentotaal (incl. abonnementsleden met hooflidmaatschap andere club) | 929 | 962 | +33 | 347 (+8) |
| Drop out % t.o.v. aantal leden -1 jaar | 249 25,3% | 182 20,3% | -67 -5,0% | 26,6% |
| Ledenverdeling % Dames % Heren | 44,3% 55,1% | 45,4% 54,6% | | 48,0% 57,0% |
| Kids Toer unieke spelers Winter Zomer | 17 58 | 14 16 | -3 -42 | |
| Kids Toer totaal aantal deelnemers Winter Zomer | 40 88 | 43 25 | +3 -63 | |
| Ethias Tour unieke spelers Ethias Tour totaal aantal deelnemers | 20 87 | 21 83 | +1 -4 | |
| Criterion unieke spelers Enkel Dubbel | 93 210 | 73 207 | -20 -3 | |
| Criterion totaal aantal deelnemers Enkel Dubbel | 235 722 | 156 546 | -79 -176 | |

Clubrapport 2018

| HEIJSSE T.C. (0069) | | | | | | | |
|--|------|------|------|------|------|------|--|
| Ledenevolutie | | | | | | | |
| Het aantal leden blijft een belangrijke barometer voor de werking van de club. Naast de algemene evolutie kijken we naar de verdeling van leden over verschillende leeftijdsgroepen en geslacht. | | | | | | | |
| A. Evolutie leden | | | | | | | |
| In onderstaande tabel wordt de globale ledenevolucie van de club geschetst en zie je de onderverdeling in leden met: <ul style="list-style-type: none"> - hooflidmaatschap op jouw club - hooflidmaatschap op een andere club*: Dit zijn leden met jouw club als 2e of 3e club via de abonnementsmodule. Dit kunnen leden zijn die op een andere club tennissen en via de dubbel lidmaatschap hebben. Deze worden NIET meegerekend voor de ledenevolucie. - leeftijdscategorieën, verdeling dames/heren, ledenbehoud en competitiedaarnemen van je club om dubbele telling binnen Tennis Vlaanderen te vermijden. | | | | | | | |
| Ledentotaal | 2004 | 2008 | 2012 | 2016 | 2017 | 2018 | |
| Rugwisselen totaale leden (hoofdclub + andere club*) | 753 | 854 | 992 | 1020 | 919 | 962 | |
| Ledentotaal hooflidmaatschap op jouw club | 753 | 854 | 992 | 988 | 898 | 936 | |
| Leden met hooflidmaatschap op andere club* | NVT | NVT | NVT | 34 | 21 | 26 | |
| In onderstaande tabel wordt de globale ledenevolucie van de club geschetst en zie je de onderverdeling in jeugd en adolescenten/volwassenen. De lijngrafiek geven deze data grafisch weer. | | | | | | | |
| Algemene ledenverdeling leeftijd | 2004 | 2008 | 2012 | 2016 | 2017 | 2018 | |
| Leden onder 6 jaar | 42 | 62 | 236 | 135 | 75 | 73 | |
| Leden 6 tot 18 jaar | 205 | 233 | 182 | 158 | 172 | 214 | |
| Leden vanaf 19 | 506 | 552 | 672 | 653 | 651 | 649 | |

Clubrapport 2018

| CLUBNAAM | LEIDEN | HEREN | LEGEN | ANZAAL LEIDEN | ANZAAL HEREN | ANZAAL LEGEN | 2018 en 2017 op de club % | 2018 op 2017 op de club % | 2018 op 2017 op de club % | 2018 op 2017 op de club % |
|----------|--------|---------------|-------|---------------|--------------|--------------|---------------------------|---------------------------|---------------------------|---------------------------|
| ADRIANUS | 0003 | ADRIANUS T.C. | 324 | 205 | | | | | | |
| ADRIANUS | 0004 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0005 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0006 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0007 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0008 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0009 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0010 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0011 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0012 | ADRIANUS T.C. | 20 | 20 | | | | | | |
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| ADRIANUS | 0049 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0050 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0051 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0052 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0053 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0054 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0055 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0056 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0057 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0058 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0059 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0060 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0061 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0062 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0063 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0064 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0065 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0066 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0067 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0068 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0069 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0070 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0071 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0072 | ADRIANUS T.C. | 20 | 20 | | | | | | |
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| ADRIANUS | 0074 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0075 | ADRIANUS T.C. | 20 | 20 | | | | | | |
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| ADRIANUS | 0089 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0090 | ADRIANUS T.C. | 20 | 20 | | | | | | |
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| ADRIANUS | 0096 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0097 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0098 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0099 | ADRIANUS T.C. | 20 | 20 | | | | | | |
| ADRIANUS | 0100 | ADRIANUS T.C. | 20 | 20 | | | | | | |

Interaction with clubs and players



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- IT
- Support in communication
- Specific programmes for all target groups
- Field work

IT



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'Elit' → integrated admin tool for clubs

- membership data
- registration formulas
- court reservation
- academy planning
- competition registration and results (team + individual tournaments)

IT for players → registrations and court reservations

- Website
- App

→ Creating needs to be affiliated to the federation to use services

Support in communication

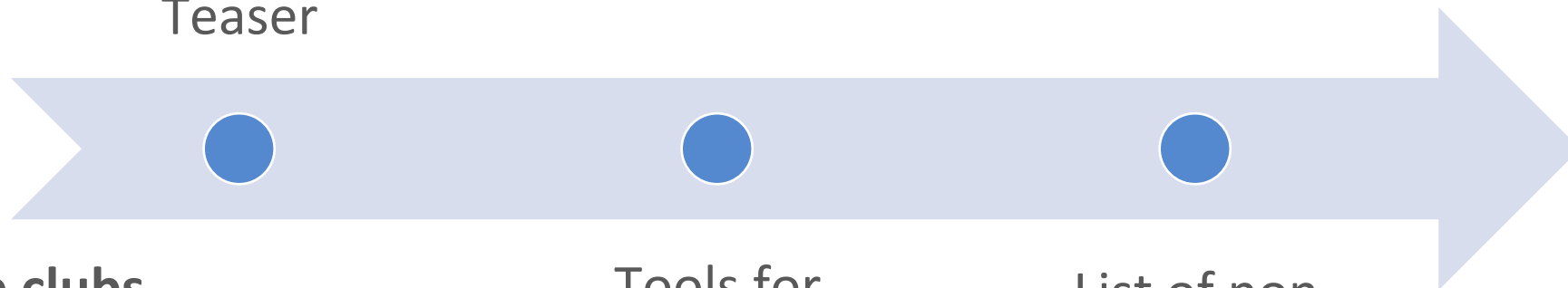


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Communication to members

- SMS / mailing
- Social media

Teaser



Communication to clubs

- Quality Club Mail
- WhatsApp groups
- SMS / mailing
- Social media

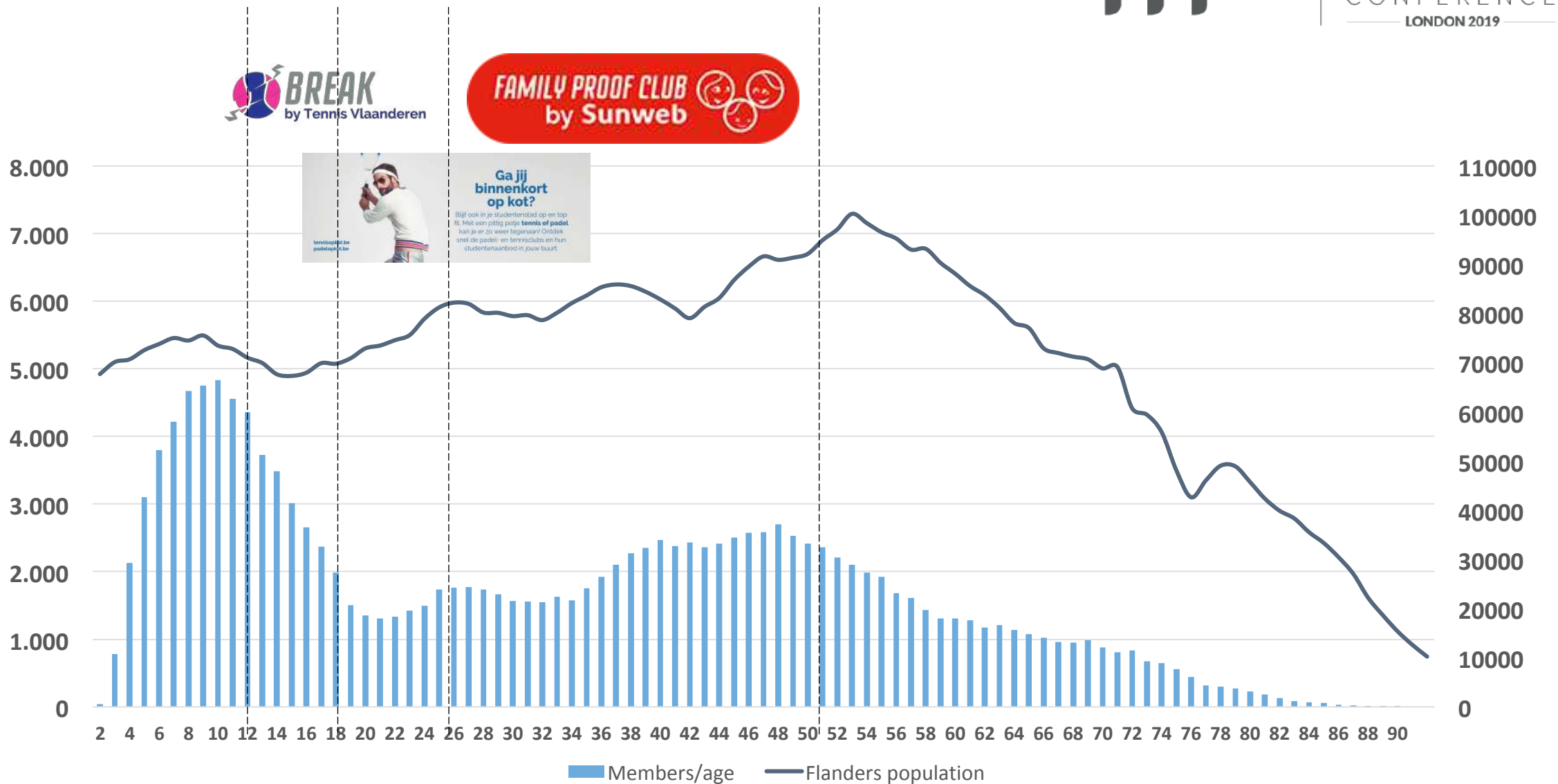
Tools for
re-activating
existing/former
members

List of non-
returning
members

Specific projects for all target groups



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Kids
Teenager
Students
Parents
50+ (project 2020)

Field work



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*Sharing
is
caring!*



Take-home messages



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- 1) Data = basis (create insights/awareness)
- 2) IT = facilitator (create dependency)
- 3) Communication = motivator / stimulus (create willingness)
- 4) Field work = activator ('make it happen')



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Thank you!

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