

Happy New Year and welcome to the third edition of Probus Community News.

The purpose of Probus Community News is to share information with you about what is happening in our Probus Community.

Probus Community News will be issued regularly to Probus Club Committee Members via email and/or post. It will also be posted on the Probus South Pacific website.

We ask if you can distribute this Community News to your Club members or encourage members to read the Community News on the PSPL website: [www.probusouthpacific.org](http://www.probusouthpacific.org)

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## MEMBERSHIP DEVELOPMENT PLAN



Recently we have received some positive feedback from Clubs who have experienced growth within their own Clubs by creating a Membership Development Plan.

Here are some tips to assist you in creating your own Membership Development Plan.

### Step One - Set Goals

It is important to have a goal to work towards. Some things to consider when setting goals include maintaining membership levels or increasing Club membership by 10%. The main thing you need to ensure is your Club is replacing any members that your Club may lose throughout the year.

### Step Two – Create a Membership Strategy

Creating a membership strategy that is relevant to your Club is very important as you will be aware of local opportunities available for promotion. These include the local newspaper, community noticeboards, shopping centre stalls, letterbox drops and word of mouth from your existing members.

The strategy will be more effective if each member in your Club accepts responsibility to grow the Club. The Club may appoint an Ambassador or Sub Committee to drive this plan forward.



Stay up to date and **LIKE** us on **Facebook**

<https://www.facebook.com/ProbusSouthPacific/>

Social media is a great way to stay in touch with old family and friends who live far away. It is also a great way for Probus Clubs to promote themselves!

Not sure how to get started? Visit the PSPL website to create your own profile and find your friends. [https://www.probusouthpacific.org/88c7b45d/How to create a Facebook profile](https://www.probusouthpacific.org/88c7b45d/How_to_create_a_Facebook_profile)

### Step Three – Implementation of Membership Strategy

PSPL can provide you with a range of complimentary material to assist you. Did you know PSPL also offer personalised flyers which can include photos of your own Clubs members?

If you have a walking group within your Club, they may be happy to do a letterbox drop whilst they walk or you can give each member 10 flyers and ask them to give to someone who is a potential member for your Club.

Do you have a member who has contacts with the local radio station? PSPL can provide you with a jingle.

You can also order complimentary stickers to place on old magazines to place in waiting rooms.

How about notice boards or your local council or even the local hairdressers to promote your Club using A4 and A3 posters available from PSPL.

**Want to order merchandise** for your next Club function? What about recruitment or membership drive information, or even *The Probus Story*?

You'll find all your merchandise needs here with a quick and easy way to order and complete your purchase.

<https://www.probusouthpacific.org/products/display/>



Pictured above: Sorrento Ladies Probus Club enjoyed a day trip to Yarra Valley. See more at: [https://www.probusouthpacific.org/eb8d23ec/From the Sea to the Hills](https://www.probusouthpacific.org/eb8d23ec/From%20the%20Sea%20to%20the%20Hills) . Visit the Club news section on the PSPL website to see what other Clubs have been up to.

### Step Four – Evaluation

It is important to assess how your Club's Membership Development Plan is progressing.

You may also assess if certain promotional activities have brought new members whilst others may not have.

As part of your evaluation, you may wish to contact individuals who did not join and find out why.

Have you considered doing a Club survey to ask your members what they like about the Club and what else they would like offered as part of their membership? If members are enjoying their Probus journey, they will share with their friends and as we all know – word of mouth is the best promotion!

### Membership Development Strategy

In 2016, a membership development strategy was implemented, involving PSPL taking a more active role in growth of Probus Club membership by providing increased support to existing Probus Clubs and through the formation of new Probus Clubs.

PSPL sought nominations from Probus Clubs for Ambassadors. Probus Club Ambassadors are an integral part of our Membership Development Strategy, their role is to work with other Ambassadors and local Club representatives to hold Cluster meetings and to develop strategies on how to grow membership in your local community.

If you would like to know more about Ambassadors, Cluster meetings or the Membership Development Strategy, we encourage you to contact us.



## ACTIVE RETIREES MAGAZINE

If you have any editorial including photographs from your Club outings and activities, special events and birthday celebrations please share them with PSPL for inclusion in the magazine.

Subscribing to the magazine is a great way to support the national publication and its also a great recruitment Tool – Order complimentary stickers from PSPL today!

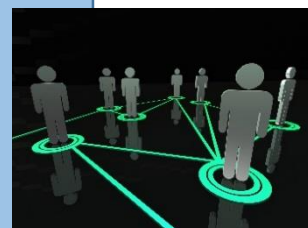
## Information Days

PSPL in collaboration with local representatives are currently planning 2018 Information days which will be scheduled during February – June 2018.

The purpose of the Probus Information Day will be to provide guidance and valuable information to assist Club officers to lead their Club through a successful year.

Topics will include; Probus guidelines, constitutions, incorporation, membership, insurance, meeting procedures, group discussions, official publications and literature. The day will also provide for breakout sessions and an opportunity to network with other Club officers.

If you are interested in attending an information day and would like further details, please contact the PSPL Team.



## Setting Budgets for your Club for 2018 – 2019

Recently your Club was sent correspondence from PSPL outlining the Capitation fees for 2018 – 2019. These fees are set in November to provide Probus Club Management Committees ample time to prepare their budgets for consideration by their members at their Annual General Meetings, to be held on or before 31 March.

Budget preparation for the ensuing year needs to be undertaken which should include a recommendation for joining and annual fees payable by Club members. When preparing the budget for the following year, consideration should be given to the Club's annual financial commitments and the Club's existing financial position as well as Capitation fees and magazine subscriptions payable to PSPL. Need some assistance in preparing your Club's budget? Contact PSPL for more information.

Rotary District 9640 Governor, Darrell Brown, has issued an invitation to Probians to attend **“The Fun with Rotary” Conference, on 9<sup>th</sup> to 11<sup>th</sup> March 2018**, at the fabulous Sea World Conference Centre on the Broadwater at Main Beach, Gold Coast, Queensland. The program information, and registration details can be found at <http://www.rotary9640conference.org.au/about-our-conference/> and the fee for the three days is only \$10.00.

**Rotary**  
South Pacific Region



## DISTRICT 9820 - UPDATE

PSPL would like to welcome RDPC JEAN MAWHINNEY to District 9820.

**Tel:** 0448 471 480

**Email:** [mawhinney.jean.lorraine@gmail.com](mailto:mawhinney.jean.lorraine@gmail.com)

Clubs are encouraged to make contact with Jean as she is available to provide support to Probus Clubs in membership development and retention.

# November 2017

## PSPL Quarterly Board Meeting Update

*To keep Probus Club members informed about PSPL, we would like to share some information with you about what was discussed at the PSPL Board Meeting in November 2017*

- **Capitation Fees and Magazine Subscriptions.** *These fees are set in November to provide Probus Club Management Committees ample time to prepare their budgets for consideration by their members at their Annual General Meetings, to be held on or before 31 March. The PSPL Board has the responsibility to act reasonably to ensure that capitation fees are kept as low as possible yet, sufficient to meet the broad range of services we provide. To maintain our services, and to fund membership growth and development, 2018 -2019 capitation fees have been set at \$13.50 p.a. per Probus Club member, which represents an increase of \$0.75 cents for the year. The Active Retirees magazine subscription will be maintained at \$10.00 pa for 6 issues per year.*
- **Membership Retention and Development Strategy.** *The Board agreed to invest in brand awareness strategies that will complement the membership development strategy work being undertaken by Clubs at a local level. These brand awareness strategies will have a primary focus on the use of social media.*
- **Probus Travel Insurance.** *The Board agreed to renew the Probus Travel Insurance Master policy for a further 12 months. It was acknowledged that Probus Travel Insurance continues to provide a key member benefit for Probians and their immediate families.*
- **Active Retirees Magazine.** *The Board considered tender submissions from three organisations (including the current publisher) for the future production of the Active Retirees magazine and E-Newsletter. The successful tenderer, who is yet to be advised, will be responsible for production from April, 2018.*

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### WELCOMING OUR NEWLY FORMED CLUBS

*We would like to recognise the new Clubs we have welcomed to the Probus Community in the last 12 months:*

Probus Club of Fern Bay (NSW) . Probus Club of Dundas (NSW)  
Probus Club of Gledswood Hills (NSW) . Probus Club of Empire Bay (NSW)  
Probus Club of Wellington Central (New Zealand) . Probus Club of Corowa  
Wahgunyah (NSW)  
Probus Club of Wyee (NSW) . Probus Club of Abbotsford – Chiswick (NSW)  
Probus Club of Claremont Swanbourne (WA) . Probus Club of Torquay Jan Juc (VIC)  
Combined Probus Club of Young (NSW) . Probus Club of Wantirna South (VIC)

Contact the PSPL Team

Australia 1300 630 488 or +61 2 9689 0200 New Zealand 0800 1477 6287

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