

Circular

Title:	Club offer: Strategies to increase membership
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To:	All Clubs
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Following the Rowing SA February Club/School Forum on 12 February 2024, and specifically the discussion on 'Retention in Sport', we have been approached by Alex Meates who has offered to support clubs by attending a club committee meeting or meeting with key club representatives to share his story on turning around his rowing club in NZ.

Alex moved to Adelaide in 2022 after being the GM of the Avon Rowing club in NZ. In his time there the club grew from 19 competitive members to over 200. Alex has a presentation that he put together for NZ clubs about what was being done at Avon to increase participation. He has offered to present and discuss this at club committee meetings if clubs think it would be helpful. Understanding that not everything done in NZ will be relevant to SA, the principles might be of interest for clubs considering their strategy.

Please reach out to Alex to organise a session.

Alex Meates

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