

PARTICIPANT RETENTION STRATEGIES GUIDE



CLUB SUPPORT



**FOOTBALL
NSW**

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PURPOSE

Football NSW has developed this Retention Guide to support NSW clubs in implementing strategies designed to keep existing members at your club or in the sport.

As part of [Football NSW's strategic plan 2023 - 2026](#);

OUR PURPOSE - To facilitate the best experience for all

OUR MISSION - Leading and supporting the growth of Football across all cultures and communities.

Focusing on:

GROWING FEMALE FOOTBALL - Capitalise on hosting the FIFA Women's World Cup to leave a legacy for female football.

SUPPORTING COMMUNITY FOOTBALL - Achieve 75% retention rate by supporting our members to deliver positive football experiences for all participants.

PROVIDING LEADERSHIP - Being collaborative, transparent and ambitious in the governance and operations of the game.

CURRENT SNAPSHOT



Each of these roles play a critical part in providing a positive environment which in turn supports the retention of members across all facets of the club.

KEEPING YOUR MEMBERS

Implementing retention strategies will assist in ensuring existing club members return each year. These strategies can be rolled out over the course of a season.



ORGANISATION & COMMUNICATION

Stay connected to your members

Provide effective and frequent communication with members.

This can be achieved through various formats - email, newsletters, regular meetings or social events, social media campaigns throughout the season.

Messaging needs to be consistent and succinct to ensure information is conveyed effectively.

Encourage Committee members who look after a section of the club - ie. Junior Coordinator, to have an App or group chat to enable team managers a direct line of communication.

Club Website

Should contain 99% of information, therefore saving the time of volunteers answering emails & phone calls.

Contact past players to-rejoin the club.

Contact past players who are yet to register or return to preseason training, to encourage them to play again this season.

Club Hierarchy Chart

Provide a club hierarchy to show where queries can be directed to, to assist with clear lines of communication - ie. Managers of Junior teams contacting the Juniors Coordinator.

Attraction of new members

If the messaging from a club is consistent and the social pages tell a fun and positive story, attraction of new players becomes simpler as word will spread within the local community.



RECOGNITION & SUPPORT

When members feel valued and respected, they're more likely to have positive feelings towards the club & therefore more likely to stay.

Ways to make people feel valued and recognised:

- Weekly awards segments or highlights on social media.
- Tell positive stories about players, coaches, managers, volunteers, committee members to highlight their achievements.
- Present club awards across a variety of areas at the end of the year.
- Scholarships to upskill for referees, coaches and committee members.
- Give volunteers a small token of appreciation from the club.
- Provide opportunities for members to get more involved in the club through volunteer or coaching opportunities.
- Ensure smaller 'entry' level positions are available and a position description provided to ensure clear understanding and onboarding.
- Family discounts during registration.
- Flexible payment arrangements to support players and ensure money is not a barrier.



VALUE FOR MONEY

Breakdown of Fees

Information regarding costs must be clear and concise. Provide members with a breakdown of their registration fees.

Registration fees cover both direct and indirect benefits to the member. A direct benefit could include an end of year trophy or club socks, whereas an indirect benefit could include costs of watering the field or electricity consumption for training lights, or for field hire.

Create an environment where people feel welcome and appreciated, thus creating a value for money experience for club members.

Equality for Members

Provide members with similar benefits for similar levels regardless of the program e.g. Senior Men & Senior Women both train and play on the main field, Junior players all receive the same sign-on benefits.

Football NSW Circular:

**noting that a registration fee will also likely include an association and club component.*

2024 COMMUNITY FOOTBALL PLAYER REGISTRATION FEES

All fees and charges listed below are GST inclusive.

The fees listed below relate to the package of services provided by Football NSW Limited.

Age (i.e. age turned during 2024)	Insurance Component	Capitation Component	Football NSW Registration Fee	Football Australia National Registration Fee	Total
Junior (5 – 12)	\$6.17	\$12.83	\$19.00	\$14.50	\$33.50
Youth (13 – 18)	\$6.17	\$21.83	\$28.00	\$14.50	\$42.50
Senior (19+)	\$58.67	\$50.33	\$109.00	\$34.00	\$143.00



CLUB OFFERING

Having a clear understanding of what your club offers is key to ensuring members understand the position of the club within the community and stay for the right reasons.

Clubs may position themselves as Community, Development or Elite, with each providing a varied service to their members. Most clubs at grassroots level classify as Community-based and should therefore:

Provide an emphasis on fun and participation rather than winning or the result. Constantly delivering this message especially to kids and parents will result in a positive experience.

Give all young players the opportunity to participate and play in the position they desire regardless of the impact it may have on the result.

Offer different experiences to the traditional set-up, as some members would rather play in a social league or only train once per week.

Offer opportunities or communicate the pathways available for talented players so they may continue to improve.

Offering players of all ages and ability the opportunity to play football.

- Boys, girls, men, women, AWD
- Skill development programs - development teams
- Social formats - Walking Football, Summer Football, Kick on for Women



QUALITY OF COACHING



It is strongly recommended that clubs appoint a Club Coach Coordinator (CCC) to oversee all club coaches and the coaching philosophy and ensure a consistent quality of coaching is provided to members.

BENEFITS TO YOUR CLUB

- Improve retention of players.
- Improve retention of coaches.
- Improve club culture to assist in recruiting and retaining volunteers.
- Improve quality of coaching and sharing of information.
- Encourages coaches to progress to the next level of accreditation through the motivation and assistance they receive from a mentor.

BENEFITS TO THE CCC

- Commitment to their own work.
- Opportunities to share their knowledge and skills.
- Learn new things from like-minded people and industry professionals.
- Giving back to their footballing community.
- Retain the involvement of coaches if their children has progressed and no longer at the club.
- Less commitment week to week than coaching, but still a great way to support the club.

WHAT DOES A CCC DO?

- Coaching culture
- Developing a coach's knowledge and skills.
- Being a role model.
- Building the confidence of the coach they are working with.
- Being a resource - either sharing their own knowledge or directing coaches to other sources of information.
- Assessing the coach for a qualification.
- Providing introductions to other people who can help.
- Developing self-awareness in coach empowerment.

CULTURE & ENVIRONMENT

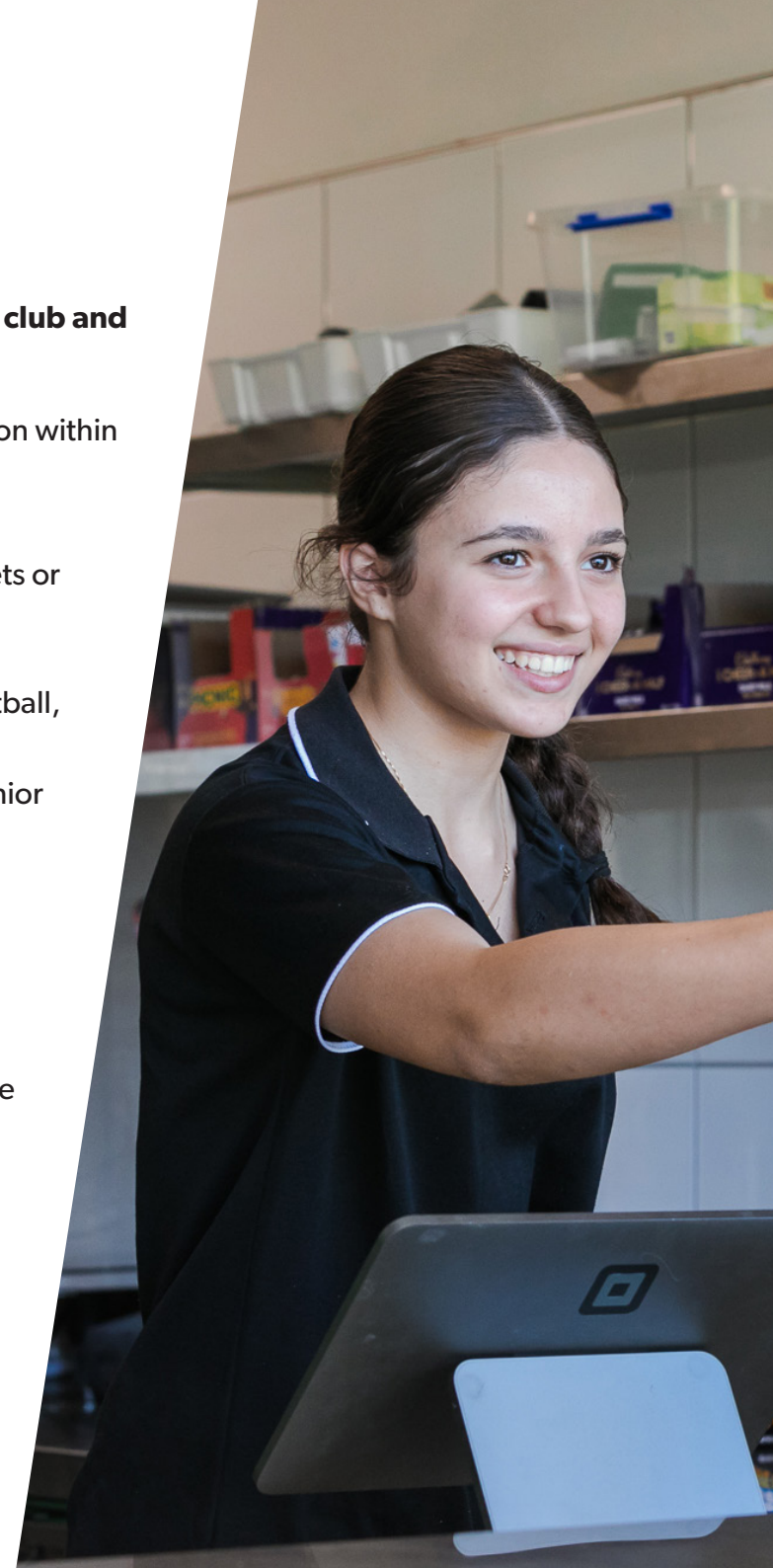
Creating a sense of community for your club will encourage members to connect with your club and to feel a sense of belonging.

Planning **social activities** through the season is an easy way to drive engagement and participation within the club. A few ideas include:

- **Sausage sizzle** after training.
- **Games** for parents and players to get involved and mingle, social events such as meet and greets or club events.
- Different **programs**, giving participants the opportunity to give football a try in a fun and safe environment, such as - introductory programs, come and tries, walking football, Girls Love Football, Daughters and Dads, Kick on for Women.
- **Junior & Senior** bonding activities or training sessions run by seniors to mentor and support junior players.
- **Friday night activities** during the off-season (not all football related) to give members an opportunity to stay connected to the club.

Using club social media channels to connect groups within the club is also a powerful tool in building a club culture.

This could include a women's or club referee group where highlights are shared, and members are publicly recognised.



FEEDBACK

At the end of each season, clubs should survey their members for feedback and insight into their club experience.

Conducting a survey will enable the club to:

- Identify the total growth/loss of participation numbers/churn.
- What went well, what could've gone better, what didn't work.
- Identify how many members were lost/re-joined/new members each year.
- Provide an opportunity to contact all members of your club to gain their feedback.
- Identify the needs of your members, what issues they faced this year and begin to put practices in place to improve the club and the experience of members.

Purpose: to determine what works and what retains participants at your club.



CLUB CHANGER & CLUB DEVELOPMENT RESOURCES

- The retention of participants in football is vital to the continued health of the game and is an important pillar that forms part of the [Football NSW Strategic Plan 23-26](#).
- [Club Changer](#) is a great opportunity to start or continue your club development journey. The Australian Sports Commissions Game Plan resource hub has case studies and resources available to support clubs across of all facets that make up a club.
- The [Football NSW Club Hub](#) also houses club support guides, position descriptions as well as presentations from the 2024 Club Development Conference.
- Be sure to contact trevorh@footballnsw.com.au if you have any questions.

And remember, every national team player started in grassroots football!

