



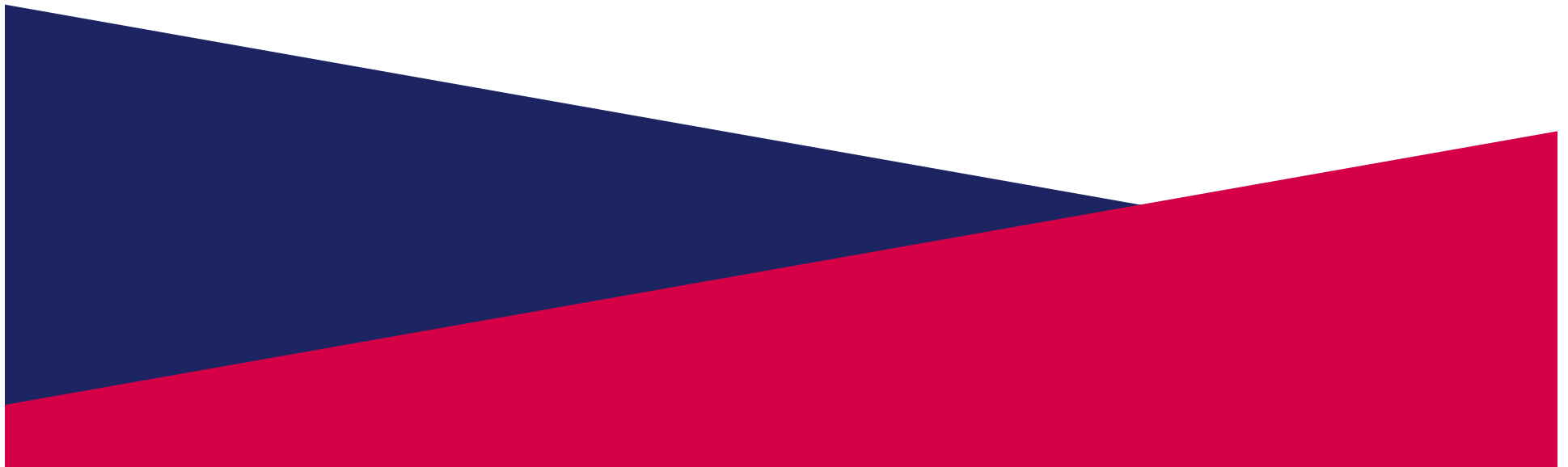
Midlands Region

Membership Matters

Club Development Workshop



RYA Membership really matters
How can it work for your club?



Workshop Agenda

- Introductions
- RYA Statistics
- RYA Membership Mission 2017-2021
- Why do Members Join?
- RYA Membership Categories
- RYA Joining Point
- How Membership subscriptions are reinvested?

Introduction

Gemma Garrett

RYA Membership Engagement Officer

Member Engagement Statement

Member engagement represents the degree in which members' hearts and minds align with the purpose of the RYA. Engaged members are aware and get the bigger picture; they are passionate and proud to be associated with the organization.

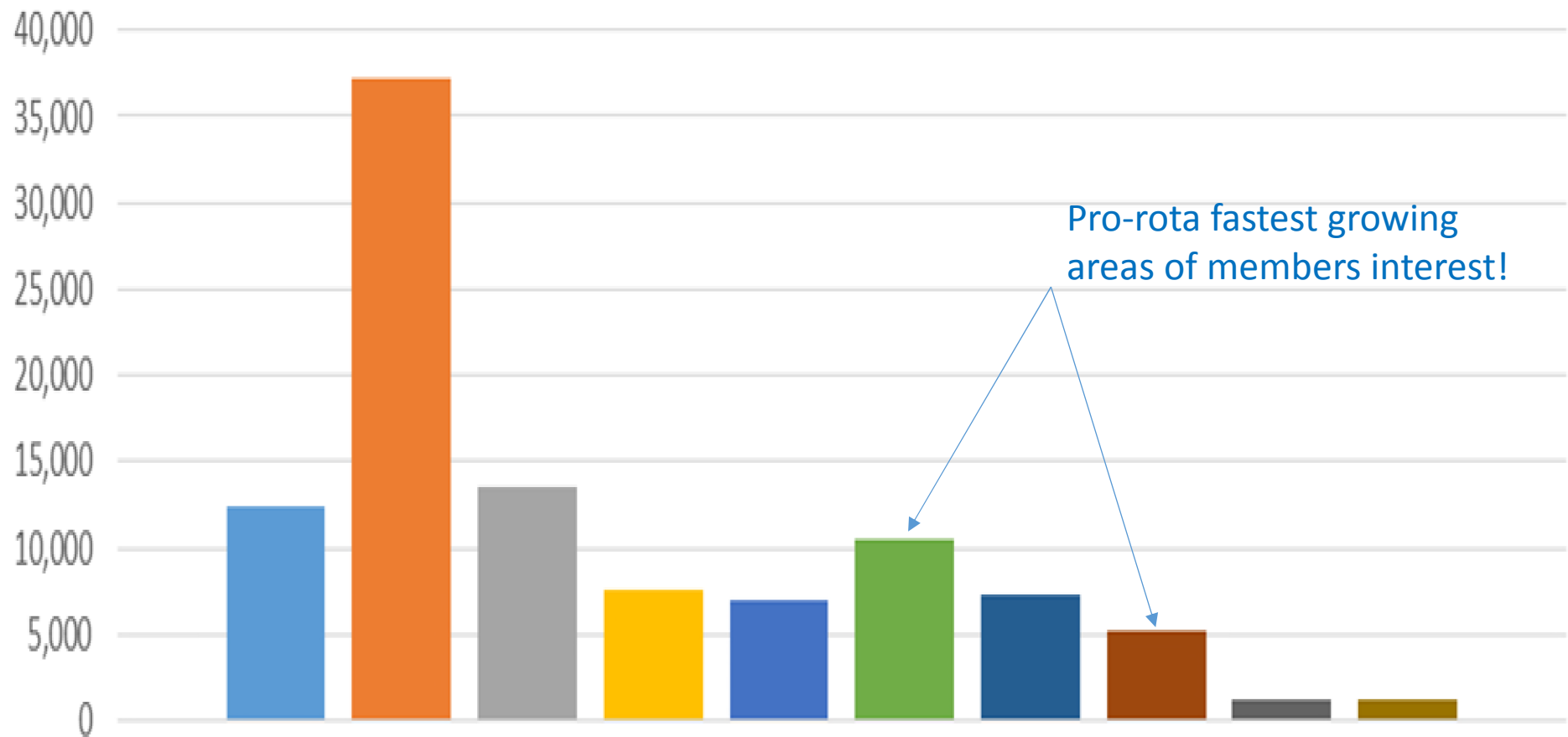


RYA Membership stats:

| | |
|----------------------|---------------------|
| Department income | £4.8m |
| Trading surplus | £3.7m |
| Current Membership | 110,884 (Sept 2017) |
| Length of membership | 9.6yrs average |
| Instructor's | 69% are RYA members |
| 10yr+ membership | 36% |
| Gold membership | 56,000+ |
| Retention | 85% |



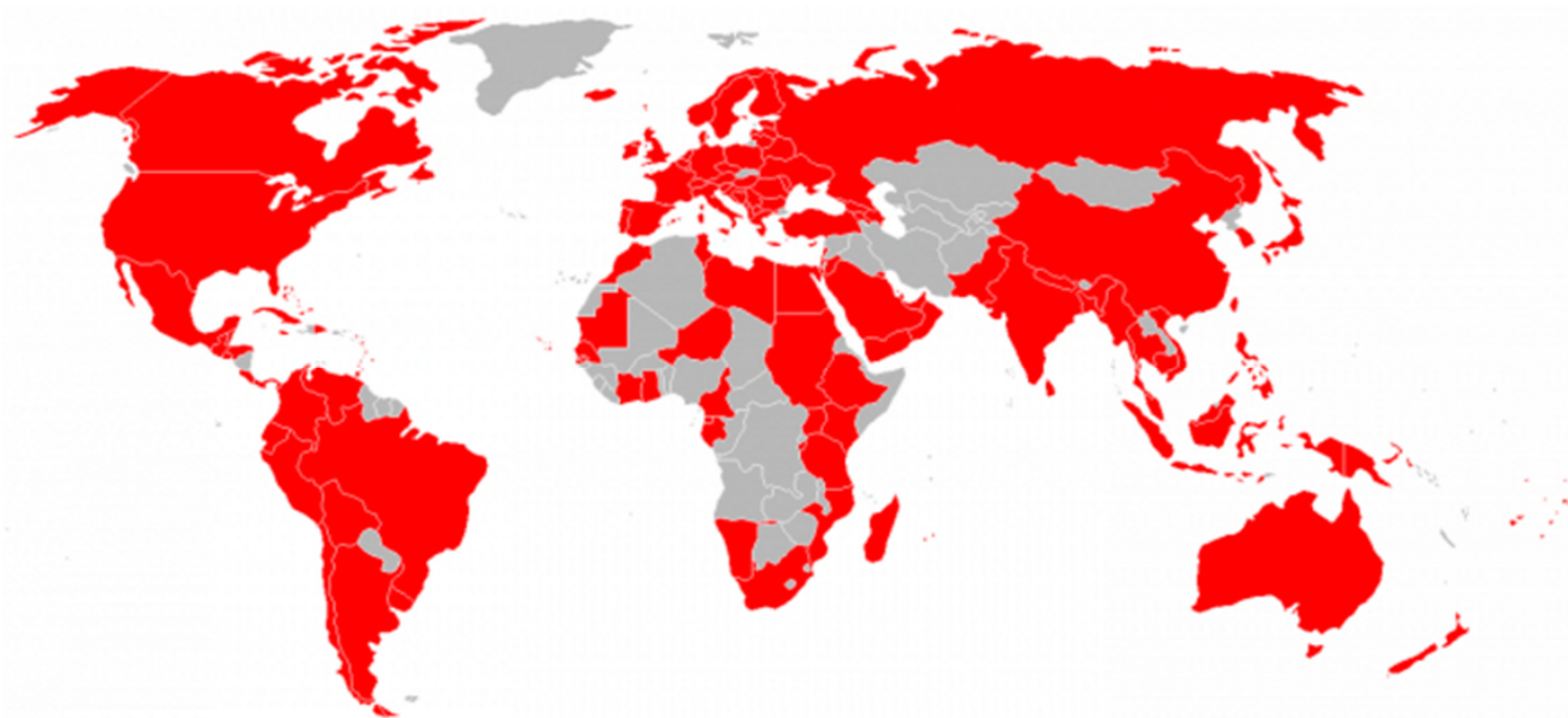
Members 1st interest



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- No Interest Specified
- Yacht Cruising
- Motor Boating
- Windsurfing
- Yacht Racing
- Dinghy Racing
- PWC, Sportsboat & RIB
- Dinghy Cruising
- Powerboat Racing
- Canal & River Cruising

Members within 100+ Countries



RYA Midlands region:

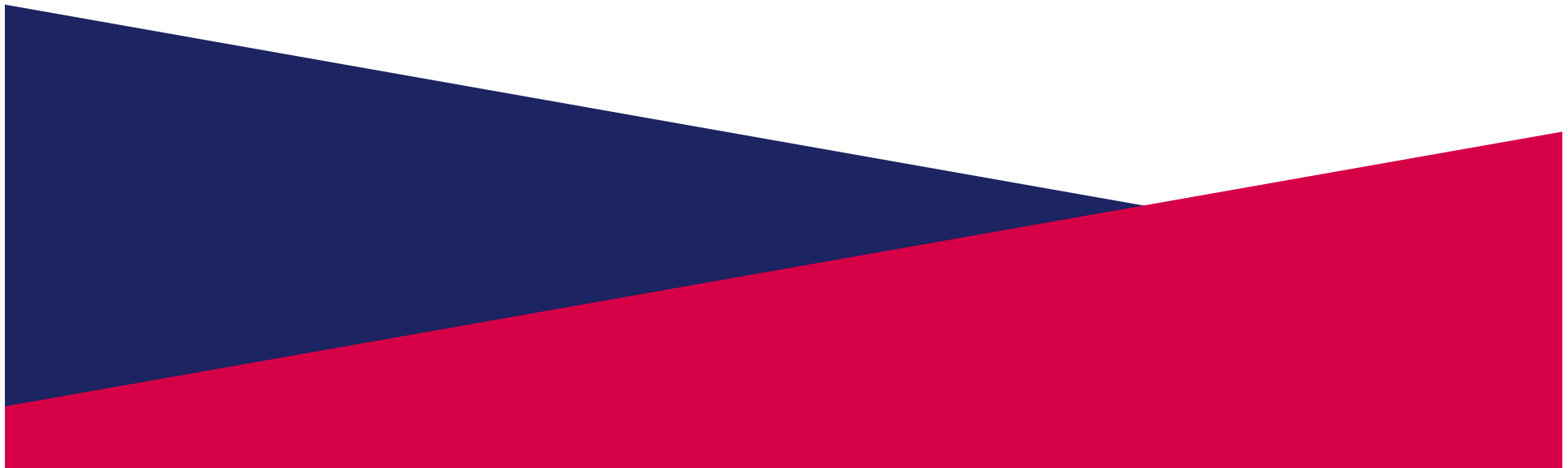
- How many RYA Members?
10,041 (9.1% of total membership)
- What % of Members are Instructors/Race official's in the region?
17.2% of the above figure
- What are the top three Boating interests?
 - 1) Yacht cruising (33.2%)
 - 2) Motorboats (14.5%)
 - 3) Dinghy racing (13.8%)
- How many members have joined in the last 5 years?
47.9%
- How many Gold members?
4839

Membership Mission 2017-21:



“Provide a tailored service to current and potential members, affiliates and volunteers in order to grow our relevance and influence”

“To understand, represent and promote the interests of RYA members”



Membership Marketing Plan 2017-2021 Highlights

Recruitment

- Ambassador Programme
- Joining Point
- Data

Retention

- Enhanced year 1 retention plan
- Achieve a 9 out of 10 net promoter score
- Achieve an 85% retention rate



Why do Members join?

As the National Governing Body for boating we're here for people like you who love being on the water. Whether you're a beginner, an expert or somewhere in between, we're here to help you get the most from our sport.

Your membership:

- Combines your voice with over 110,000 RYA members, giving you **peace of mind** that we are working on your behalf to keep the boating you do **free from unnecessary regulation**
- Offers you free boating-related **specialist** legal, regulatory and technical advice and **support** from our **experts**
- Gives you access to over 70 reward partners working with us to **cut the cost of your boating**
- Means you'll feel part of a **community** sharing the same passion and making a **positive difference to the boating you do**
- Helps provide relevant, **globally recognised** training certification, personal and professional qualifications

Membership starts from just 12p a day. Thank you for supporting the RYA



Why do members join?

COMBINED VOICE

MAINTAINING ACCESS

COMMUNITY
& BELONGING

PEACE
OF
MIND

CHEAPER
BOATING

KNOWLEDGE
& LEARNING

FIGHTING FOR BOATERS RIGHTS

RYA Membership has changed!

- New Membership categories introduced September 2016
- Introduced after 2 years of research
- Designed to deliver a clear, simple and compelling membership model
- Provides a tailored service to current and potential members, affiliates and volunteers in order to grow our relevance and influence

New Membership Categories



New to Boating

Recreational Boaters

Members of RYA affiliated club or class association

RYA instructors, appointed RYA race officials, appointed RYA race coach level 2 and 3, commercial endorsement holders, British Youth Sailing and World Class Programme sailors

- Gold Membership after 10 years
- Life Membership

Associate Category

ASSOCIATE

For boaters who are members of an RYA affiliated club or class associations and want peace of mind and reassurance when you need it.

Want

- Free technical and legal advice
- Free or discounted sail numbers
- Feel part of the boating community
- Keep boating free from unnecessary regulation
- Free tickets to Southampton and London Boat Show

Don't Want

- Entry level advice
- Information on career prospects

RYA Joining Point and Clubs...What's in it for us?

Joining Point rewards clubs for promoting RYA membership by awarding a commission for each membership recruited. Every quarter commission is paid on the following basis:

- **£10.00** for each new Family Membership
- **£7.50** for each new Adult Member
- **£5.00** for each new Under 25 Member
- **£2.50** for each new Under 18 Member

<https://youtu.be/EZSrXMvkp3g>



RYA Joining Point and Clubs...What's in it for us?



RYA Joining Point and Clubs...What's in it for us?

To find out more and become a Joining Point visit www.rya.org.uk/go/joiningpoint and download an application form.

2018's top Joining Point has received **£1242.50** so far!!

Coming in 2018....

- Automatic commission for any club whose club members join the RYA regardless of join method
- New look packs tailored to clubs



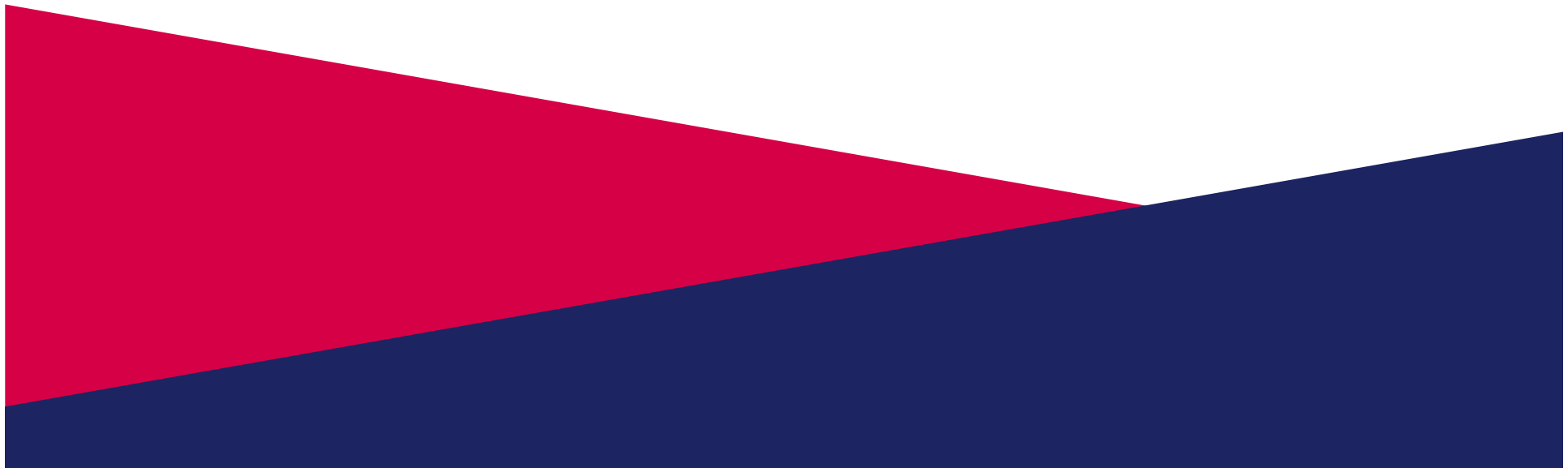
How are Membership fees re-invested?



RYA Membership trades at a £3.7m surplus

Broadly re-invested into:

- Sports Development Department
- Legal and Government affairs
- Racing Department





Membership truly Matters!

Any questions??

<https://youtu.be/y3hIMiN5cbw>

