



# Accessible and Inclusive Sport and Active Recreation



## Member retention

Considerations to build loyalty, create value and provide an engaging and inclusive relationship with your members, which will in turn encourage them to stay:

<input type="checkbox"/>	Recognise and reward members who demonstrate and promote inclusive practice as well as for effort and achievement
<input type="checkbox"/>	Keep communication open and check in to see if further modifications can be made or changed to maintain inclusive and equitable participation
<input type="checkbox"/>	Network with local disability advocacy groups and service providers
<input type="checkbox"/>	Develop and promote an accessible and inclusive policy and promote fair and inclusive play
<input type="checkbox"/>	Seek feedback and ideas from all people engaged with your club
<input type="checkbox"/>	Continue to check and track customer satisfaction levels
<input type="checkbox"/>	Develop a complaints management process and develop the skills of your staff and volunteers to effectively identify, capture, respond to and resolve issues and complaints

## Providing a smooth exit – leave a good impression

<input type="checkbox"/>	Make the exiting process smooth and easy, by being easy to contact and the process to cancel or suspend membership or booking simple.
<input type="checkbox"/>	Try to find out the reason for leaving for an opportunity for customer retention
<input type="checkbox"/>	Let an exiting member know you valued their contribution, thank them and let them know you are sorry to see them leave
<input type="checkbox"/>	Seek to find out why they are leaving and attempt to remedy any issues
<input type="checkbox"/>	Try to see what else you can do in a sincere and gracious way to retain their membership
<input type="checkbox"/>	Develop a member feedback form to survey exiting members and use the insights from data collected to improve processes and systems or staff training gaps Important information on your form to collect and analyse could include: Length of membership/ Reason for cancelling/suspending/Moving to another club Y/N/Number of members in family/Overall how do you rate your experience with us? Satisfied, Dissatisfied