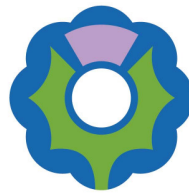




SCOTTISH GOLF
UNION



SCOTTISH LADIES'
GOLFING ASSOCIATION

CASE STUDY – YOUNG ADULT MEMBERSHIP

This Case Study is anonymous as it is based on several examples currently being worked through at clubs in different parts of Scotland. Therefore, the outcomes are based on hypothetical numbers but are based on real-life plans.

1. The Challenge

The club saw very low numbers of junior members graduating to adult membership. This was despite a very strong and active junior section. Also, the average age of a member was 58 and rising. Anecdotally, the club felt that this ageing profile contributed to the low rate of conversion from junior to senior membership. It was felt that for the 18-30 age group, conflicting pressures included marriage, children, mortgages and motoring amongst others.

2. The solution

A tiered system of membership subscriptions was proposed as follows (based on full sub of £400):

Age Group		Subs Level	
Junior	<18	Junior subs	£75
Young Adult 1	18-21	Youth Sub (50% of Full Sub)	£200
Young Adult 2	22-24	Full Sub - Youth Sub +25%	£250
Young Adult 3	25-27	Full Sub – Youth Sub + 50%	£300
Young Adult 4	28-30	Full Sub – Youth Sub + 75%	£350
Full Member	31+	Full Sub	£400

3. The Outcomes

The club conducted a detailed analysis on the potential financial impact of such a move based on a Full Subscription of £400 and a Junior Subscription of £75 and the figures above. Different scenarios were modelled and the maximum risk in terms of revenue was £1700 over 14 years. This worst case scenario assumes that the conversion of junior membership to adult membership remains at existing levels and that the tiered structure fails to persuade any 'leavers' to remain in membership.

The club decided that this was a very acceptable risk and introduced these categories of membership.

4. Success

- Thorough analysis of the existing situation based on empirical information
- Thorough analysis of the potential outcomes
- Courage of convictions in making the change

Criteria

- ✓
- ✓
- ✓

5. What Next?

These types of changes are still at a fledgling stage in many clubs. It may be several years before we can truly say that the changes were a great success. However, the clubs involved believe that they will see far higher retention rates in junior members moving to adult membership. In addition, these clubs already expect a more lively social scene at the club leading to higher revenues and better membership retention overall.

ENDS