



FOOTBALL
QUEENSLAND

PLAY FOOTBALL GUIDE

RETENTION STRATEGIES



CLUB SUPPORT

UQFC PLAY FOOTBALL
THE UNIVERSITY OF QUEENSLAND FOOTBALL CLUB
JOIN OUR TEAM
COME AND TRY DAY
UQFC
DATE
22 FEBRUARY

POWER FOOTBALL QUEENSLAND WALKING FOOTBALL
JOIN OUR TEAM
TOURNAMENT
AJ KELLY PARK, REDCLIFFE
DATE
30 JANUARY
TIME

AVFC PLAY FOOTBALL
JOIN OUR TEAM
SIGN ON DAY
BROTHERS ASTON VILLA
DATE
30 JANUARY
TIME
9AM-4PM
#PLAYFOOTBALL

PLAY FOOTBALL **WILLOWBURN FC**
JOIN OUR TEAM
COACHING COURSE
WILLOWBURN FC
DATE
6 MARCH
TIME
10AM-3PM
#PLAYFOOTBALL

PURPOSE OF THIS GUIDE

Football Queensland has developed this Play Football Retention Guide to assist Queensland clubs in implementing strategies designed to keep existing members.



Keeping Your Members

Retention Strategies

Organisation & Communication	Recognition & Support	Value for Money
Club Offering	Culture & Environment	Quality of Coaching
	Feedback	

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.

Retention Strategies

Organisation & Communication

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Contact past players to re-join the club

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

Stay connected to your members

- Provide effective and frequent communication with members. This can be done through several formats (e-mail, newsletters, regular meetings, etc.). It is important that members are kept up to date with club activities.
- Utilise social media platforms, especially Facebook to keep your members engaged throughout the season.



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

- Easy ways to make people feel valued and recognised:
 - Post a weekly award segment on social media.
 - Present club awards across a variety of areas at the end of the year.
 - Give volunteers a small token of appreciation from the club.
- Provide opportunities for members to get more involved in the club (volunteer & coaching opportunities, be a part of the committee or create leadership or event groups).



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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.
- 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.



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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.



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

Role of the CCC or TD:

- Develop a positive club coaching culture.
- Promote inclusive practice within the coaching at the club.
- Promote the recruitment of women as coaches.
- Monitor and mentor club coaches and provide support based on their requirements.
- Ensure coaches have access to appropriate resources and development opportunities.
- Present parents with relevant information at regular intervals.
- Liaise with Federation representatives and attend workshops in relation to the CCC role.

Access additional resources and videos for Club Coach Coordinators [HERE](#)



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Creating a sense of community for your club will encourage members to connect with your club and 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.
- Senior & Junior 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.



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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.
- 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.



For more information or assistance, please contact Football Queensland
at marketing@footballqueensland.com.au

