



Membership Modernisation Consultation

November 2012

Archery GB - Membership Modernisation

The following paper outlines possible changes to the current affiliation processes to Archery GB.

Over recent years, it has become apparent that some of our current processes for membership are in need of modernisation. There are many reasons for the proposed changes detailed here, but broadly the changes are designed to create a simple more streamlined approach to joining Archery GB.

Over the last decade our membership numbers have grown by almost one third. With this considerable growth it is appropriate that we review the processes that are in place that allow people to become an Archery GB member. We also have an eye on the future and we believe the sport is capable of even further growth and thus we have to ensure that we have systems in place that allow ease of joining for existing and new potential members.

If you would like to offer feedback on the proposals outlined here, please respond by 31 January 2013.

To offer feedback go to - <https://www.surveymonkey.com/s/MembershipModernisation> or write to

Membership Modernisation Consultation
Archery GB
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General Outline

Broadly speaking the proposals outline the following:

- There are two categories of membership – individual and institution
- All individual members will now join directly.

- All clubs, schools, universities and other archery providers will only make one affiliation, regardless of what archery discipline they offer.
- There will be no single joining date. You will be able to join at any time of the year and a membership will run from that point for 12 months.
- All new memberships and renewals can be done online as well as by post.
- It is expected that the fee for an adult will remain very similar to the current rate.

Individual memberships

1. Junior membership (Under 18s)

Proposals:

- Removal of junior club enbloc membership.
- Create new individual under 18 membership.
- Allow individualised member renewal at any time of the year.

Notes:

- Accurate recording of junior membership.
- Better ability to plan and provide services tailored towards the junior market.
- Removal of multiple single club affiliation.
- An opportunity to tailor communication to junior members.

2. Adult (over 18) members

Proposals:

- All archers join on an individual basis and directly to AGB.
- Online and direct debit available.
- No set annual renewal date. Archers renew at any time of the year.
- Current membership fee remains the same.

Notes:

- Allows better direct member – NGB relationship.
- Member takes control of membership.
- Less work for club secretaries, especially those successful clubs with high membership.
- Ability for members to establish standing orders.
- Accountable democracy – every member able to cast a direct vote.

3. Disabled archers

Proposals:

- Removal of enbloc disabled club membership.
- Archers join at same rate as juniors, if insurance is needed. (Certification may be required).
- Clubs may join **ontarget**, where a new 'Disability Specialism' will be created.

Notes:

- a. A consistent membership approach.
- b. Ability to better record and plan for disabled participation.
- c. Better focus on enhanced disabled archer integration.
- d. Membership fee to act as an incentive.
- e. Direct member relationship.

4. Students (over 18s)

Proposals:

- a. Removal of University Club enbloc option.
- b. Offer a new Student membership which offers insurance and normal full membership benefits.

Notes:

- a. Makes current data on student membership more valid.
- b. More ability to tailor support to FE/HE environments.
- c. Notes:
 - a. Students who only shoot within FE/HE environments should not need our insurance (and therefore should not need to join as a 'Student').
 - b. Any student who wants to shoot outside of the FE/HE environment, needs the 'Student' membership.
 - c. Concession available on proof of status.

5. Coach membership

Proposal:

- a. All qualified coaches register with AGB.
- b. This provides the coach with insurance for coaching activities whether on a voluntary basis or a paid basis.

Notes:

- a. A need to accept that many coaches get paid and they are a key aspect in growing the sport.
- b. Direct coach relationship.

6. Leader/Instructor membership

Proposal:

- a. Leaders/Instructors to be offered membership.
- b. No insurance provided.
- c. Services to be offered – Communication, CPD, etc.

Notes:

- a. Leaders/Instructors are key in driving participation and therefore must be supported.
- b. Better ability to record data and plan for development.
- c. A need to establish a better relationship

- d. A need to replace the current system

7. Judge/Official membership

Proposal:

- c. All judges/officials register as a judge. Must be qualified (where applicable).
- d. This provides insurance for judging whether on a voluntary basis or a paid basis.

Notes:

- c. Direct judge relationship.
- d. A need to support judges/officials better.

8. Social membership

Proposals:

- a. Simple affinity membership
- b. Magazine delivered quarterly
- c. Better ability to provide supporter services
- d. No insurance provided
- e. No voting rights

Notes:

- a. Offers a membership for those no longer wanting to shoot, but wish to remain in touch.
- b. Allows tailored communication.

Institution membership

9. Club membership

Proposals:

- a. Clubs no longer register individual members with us.
- b. A single club affiliation, which provides club services but no insurance to individual members.
- c. Public liability insurance included.

Notes:

- a. Simple clear structure.
- b. Less work for club secretaries as they do not register members with Archery GB.
- c. A need to capture registration of clubs – one single entry and no multiple clubs. E.g. Separate adult and junior sections
- d. The Membership offers services for clubs – **Ontarget**, promotion, competition, grants, etc.
- e. Better understanding of 'clubs' for non-members.
- f. Tailored communication

10. School membership

Proposals:

- a. Create new affiliate school membership
- b. No insurance but access to support services
- c. Can enter any future Archery GB school competition

Notes:

- a. Schools and teachers do not want to register and administer a club
- b. Schools do not require insurance for curriculum and in most cases after-school delivery
- c. Improved access to school community and a chance to build a relationship with this sector.
- d. A chance to tailor communications to this audience.
- e. Any pupil who wants to shoot outside the school, needs to become a Junior member.

11. College/University membership

Proposals:

- c. Remove University Club enbloc option.
- d. Offer a new Affiliate FE/HE Membership which offers no insurance, but support services.

Notes:

- d. Makes current data on student membership more valid.
- e. More ability to tailor support to FE/HE environments.

- f. Students who only shoot within FE/HE environments should not need our insurance (and therefore should not need to join as a 'Student')
- g. Any student, who wants to shoot outside the FE/HE environment, needs to become an individual adult member.

12. Business/Other membership

Proposal:

- a. A new membership category for archery providers outside of the traditional membership categories.
- b. Acknowledgment of vital role these play in the growth of archery
- c. Better ability to create support services for this sector and develop better relationships.

Summary of membership offers

	Member categories	Type	Insurance (for participating)	Insurance (for coaching)	Insurance (public liability)	Insurance (for judging)	Magazine	Support Services	Voting
Individual membership									
1	Junior (Under 18)	Full - Concession	✓				✓	✓	
2	Adult	Full	✓				✓	✓	✓
3	Disabled	Full - Concession	✓				✓	✓	✓
4	Student (over 18)	Full - Concession	✓				✓	✓	✓
5	Coach	Full - Coach	✓	✓			✓	✓	✓
6	Leader/Instructor	Full – Leader/Inst	✓				✓	✓	✓
7	Judge/Official	Judge				✓	✓	✓	✓
8	Social	Affinity					✓	✓	
Institution membership									
9	Club	Club			✓		✓	✓	✓
10	School	Affiliate					✓	✓	
11	College/University	Affiliate					✓	✓	
12	Business/Other	Affiliate					✓	✓	



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