

MEMBERSHIPS
GROWTH BY
DESIGN



Donna Yeats • Clubs New Zealand Conference 2026

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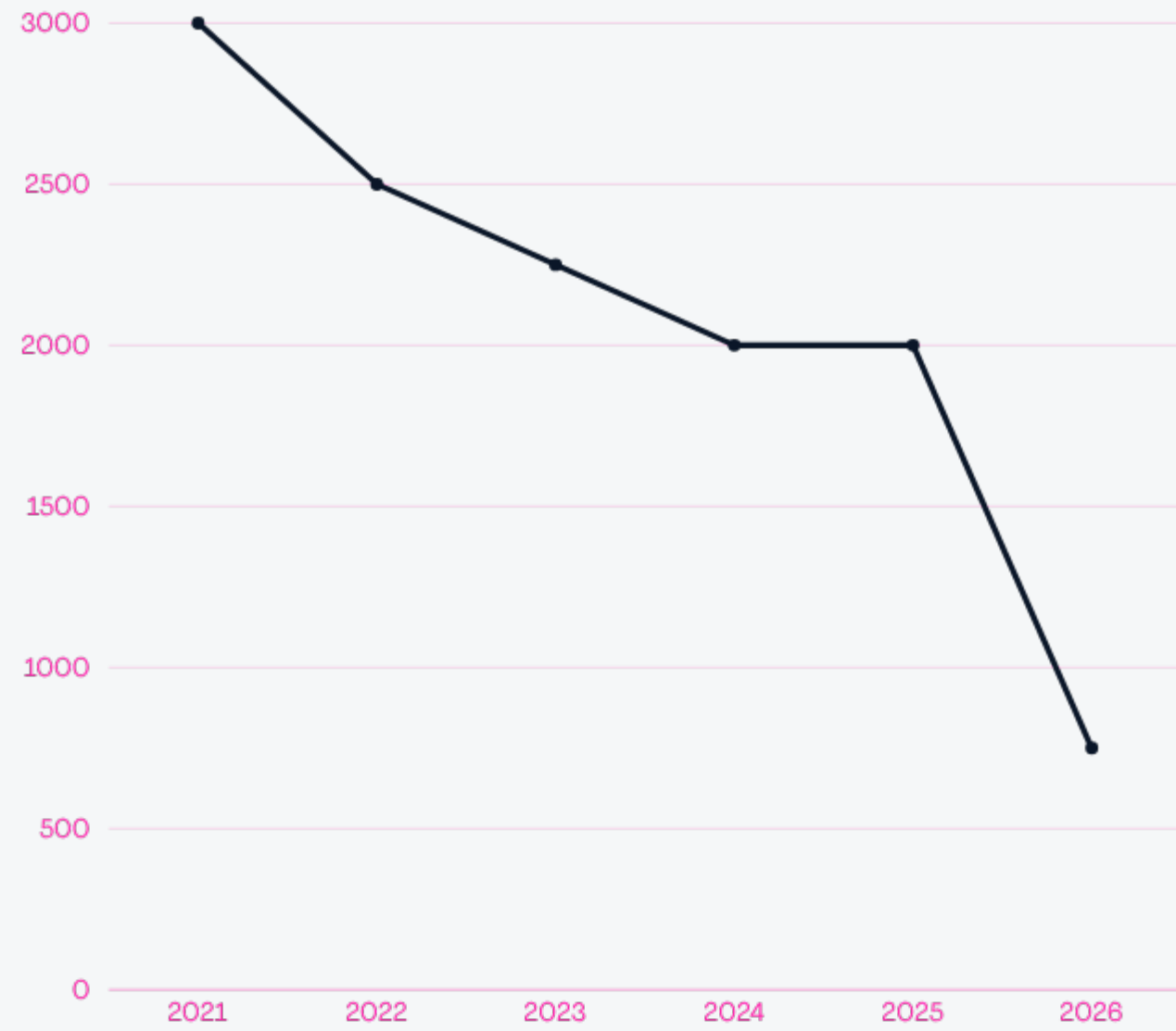
0278518489

* ABOUT ME

- 30 years business development and strategic marketing
- Global Brands to one man bands
- Accredited NZ business mentor
- Strategic Advisor for New Plymouth Club & Clubs Napier
- Lived in NZ for 10 Years
- Funeral and Wedding Celebrant
- Mum of one



THE REALITY FACING CLUBS TODAY



- MEMBERS GETTING OLDER 65% AGED 65+ *
- TRADITIONAL CLUB MODELS ARE NO LONGER WORKING
- DECLINING MEMBERSHIP ACROSS THE INDUSTRY

* 2021 CNZ Census report - Probably this is now 80 years ³

THE REALITY FACING CLUBS TODAY

 **EVERYONE WANTS MORE MEMBERS**

 **EVERYONE WANTS YOUNGER MEMBERS**

 **EVERYONE WANTS BETTER MEMBER ENGAGEMENT**



 **LESS OF THIS**



 **MORE OF THIS**



 **LESS OF THIS**



 **MORE OF THIS**

WE NEED TO APPRECIATE

THE WORLD

HAS

CHANGED

COMMUNICATE

EDUCATE

EAT

TRAVEL

MONEY

WORK

SOCIALISE

BUT SOME THINGS HAVEN'T CHANGED

A group of five friends are sitting around a table in a restaurant, engaged in conversation. They are holding coffee cups and looking towards each other. The background is a blurred restaurant interior with warm lighting. The text "CATCHING UP WITH FRIENDS" is overlaid in the center in a large, white, bold font.

CATCHING UP WITH FRIENDS

A family of five is gathered around a wooden table in a bright, modern restaurant. A man in a grey shirt is smiling and looking towards a woman in a blue polka-dot top. A young boy in a green t-shirt is holding a glass of orange juice. In the background, a woman with red hair and a man in a red shirt are also smiling. The scene is warm and joyful, with large windows in the background letting in natural light.

FAMILY GATHERINGS & BIRTHDAYS

A photograph of three men sitting at a table in a pub, laughing and holding glasses of beer. The man on the left is seen from the back, wearing a brown jacket. The man in the middle is wearing a white shirt and a dark vest, with a tattoo on his left arm. The man on the right is wearing a light blue button-down shirt. They are all smiling and holding glasses of beer. The background is a dimly lit pub with other patrons and warm lighting.

DRINKS WITH THE LADS

EATING OUT





**WATCHING &
PLAYING
SPORTS**



ATTENDING MUSIC EVENTS AND SHOWS

**CLUBS CAN OFFER
ALL OF THESE THINGS**

THE MAIN PROBLEM

SOME CLUBS HAVEN'T
CHANGED TO ACCOMMODATE
THIS NEW WORLD

”Isn’t that place for old people”

"Why should I pay \$60 to be a member of something that doesn't offer anything I want?"

”I’ve been there once years ago for
nans birthday”

It's time to break the cycle

**"THE DEFINITION OF INSANITY IS DOING THE SAME
THING OVER AND OVER AND EXPECTING
DIFFERENT RESULTS"**

STEP I: LISTEN

ESTABLISH WHAT PEOPLE ACTUALLY WANT

- Listen to the community
- Listen to the staff
- Listen to the members
- Listen to the non - members
- Understand what is needed
- Discover what your club can uniquely offer



STEP 2: TEAM

- Make sure everyone is on the same page?
- Where are there gaps in skills?
- Do we need to bring a professional help in?
 - Architect
 - Strategic planner
 - Marketing



STEP 3: STOP

DOING WHAT DOESN'T WORK

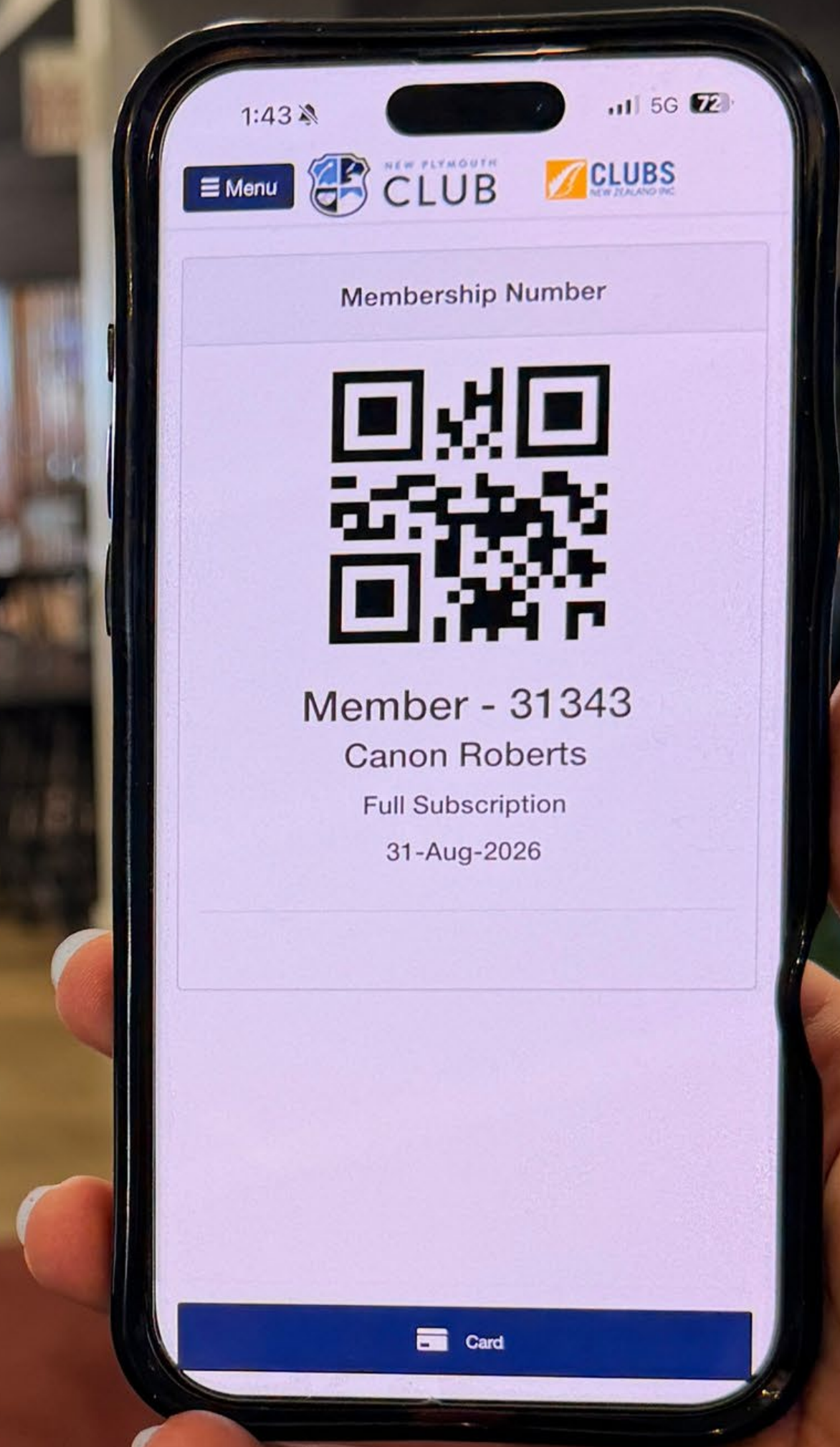
- It's not
 - changing the raffle
 - It's not adding one more activity group
 - Its not another food special or drink special
- Cull those bands with no one attending
- It's revolutionary not evolutionary



STEP 4: REVIEW

WHAT CAN YOU CHANGE TO MEET EVERYONES NEEDS

- Balance new and existing members
- Challenge every club assumption
- Question traditions that don't serve members
- Be brave enough to drop what's not working
- Follow evidence, not sentiment
- some won't like it



STEP 5: PLAN

GROUP THE CHANGES INTO KEY DELIVERY AREAS

- Food & Drink Offering
- Staffing
- Environment /Layout
- Activity groups / Adjuncts
- Gaming
- Entertainment
- Technology
- Marketing / Branding



STEP 6: DELIVER

- Bring in the experts
- Financial plan
- Realistic timeline
- Staged changes
- Inform everyone
- Plan to stay open
- Good & Bad - ENJOY





NEW PLYMOUTH
CLUB

WHAT PEOPLE WANTED...

Nice environment

Relaxed decent vibe

Good service

Good value / quality food

Good drinks selection

Decent entertainment

Community activities

Uphold The Clubs history

Make it easy for me to join



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WHAT WE DELIVERED...

Built 1908 bistro - view

Club interior change / Rebrand

Staff training / Ops manager

New chef / new menu

Craft beers and cocktails

Complete entertainment overhaul

Christmas parades and parties

History throughout The Club

Modernised ALL communications



THE PROOF IT CAN WORK

3,500

Starting Members

12,500

Members

257% growth through strategic transformation

COMMUNICATE WHAT MAKES
YOU SPECIAL
AND GROW YOUR COMMUNITY



**COMMUNICATE THE WAY TMEMBERS CHOOSE
NOT THE WAY YOU WANT TO...**



THINGS TO SHOWCASE

MEMBERS!!!





THINGS TO CELEBRATE

SUCCESS STORIES !!!!





THINGS TO ACKNOWLEDGE.....

STAFF !!!

Celebrating our **AMAZING TEAM**





Gustave Tisch New Plymouth Mayor 1908

In 1908, then-New Plymouth mayor Gustave Tisch held a public meeting to gauge the interest in opening a "club" for New Plymouth residents to enjoy. Following a positive response, the New Plymouth Club opened with the hope that 150 members would sign up. It took just a few months for almost 300 members to join.

The rest, as they say, is history, but it's a history we're looking forward to honouring at the New Plymouth Club and 1908.



NEW PLYMOUTH CLUB

HERITAGE

Riding in style back in 1908 in a Packard "Thirty" Touring Car.



Sports Clubs Activity Groups

In 1908 New Plymouth had a population of around 50,000 thanks to a growing dairy industry and port facility. Not only were these residents interested in the formation of a club, but they had a passion for other activities too.

Today, the New Plymouth Club proudly hosts an array of lively Activity Groups. These serve as vibrant hubs for socialising and connecting with like-minded enthusiasts.



THINGS TO KEEP ALIVE

1908
SNACKS

1908
SNACKS



T.F Downing



April 25th, Anzac Day
lest we forget



THIS IS A FULLTIME, CONSISTENT, DEDICATED APPROACH

Not a campaign. Not a project. A commitment to ongoing excellence.

**LET'S TRANSFORM YOUR CLUB
TOGETHER**

ANY QUESTIONS?



**THANK
YOU!**



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