

About Club Member Insights

In partnership with Triathlon NSW, Triathlon Victoria is piloting some work on tracking and analysing membership to produce some insights for clubs. So let us introduce you to Club Membership Insights™ (CMI), a new initiative to more proactively support our affiliated clubs.

What is CMI?

CMI draws data down from the Active membership portal, and through some clever spreadsheet and formula work, generates statistics and trends for each club's re membership.

What does CMI do?

The statistics and trends provide both a current status of membership within a club, and a comparison to previous membership on a monthly and yearly basis.

Statistics reported include:

- membership for this year (year to date),
- membership gained/lost in past month,
- % of members (year to date) compared to full year before, etc.

How can CMI help you?

CMI can assist clubs to assess year to date membership, identify trends which may require club action/intervention (e.g. lower membership for current year compared to last year) or celebration (e.g. achieve a goal of certain membership growth).

CMI provides early evidence to trends and gives clubs the best opportunity to act and access the support of TV.

Our best chance to support clubs to achieve their membership goals is in the early periods of the season where we can provide member lists (non-renewed, previous years, etc), develop strategies to attract new members (including participation programs), promote club activities through our communication channels, etc.

So, where are the insights?

The most basic statistics were provided via email October 12 as a general introduction.

From November, you will receive an email with your CMI statistics (for the period to the end of the previous month) from a centralised email address (TBA@triathlon.org.au).