

MEMBERSHIP CATEGORIES PROPOSAL

Member forum
Tuesday 4 May 2021



What are we aiming to achieve?

- Provide pathways for Membership
- Equitable fees for new and existing members
- Encourage growth of some categories
- Financially sustainable
- Smooth transition
- More manageable



What is the proposal

- Change name from “Ordinary Members” to simply “ Members”
- Continue to encourage Couples and Families to join with fee incentives however through a more a equitable and progressive approach
- Provide a concessional rate to Members aged 75 years and over with 20 years of membership
- Discontinue Country , Interstate and Overseas membership categories
- Expand the use of the Absentee Membership category
- Discontinue Student membership categories however, provide a concession rate to Young Adults studying full time
- Discontinue Restricted Sailing membership category
- Discontinue Associate membership category



Proposed member categories

The resulting membership categories will be simply:

MEMBERS

YOUNG ADULT MEMBERS

ABSENTEE MEMBERS

JUNIOR MEMBERS

HONORARY, HONORARY LIFE AND PAID LIFE MEMBERS

Within these categories fees will structured

Transition arrangements will provide smooth transition where appropriate



Address common misinterpretations from feedback

The proposal states that Join fees are only payable by new members and that all join fees paid prior to 30/6/21 will be recognised

The impact of this is that there will be no additional joining fee payable for existing Junior, Student and Young adult members provided they do not resign. It is assumed that a join fee was paid or not required to be paid at their time of joining and their status as “Join fee paid” will be preserved by virtue of their member since date being prior to 30 June 2021.



Address common misinterpretations from feedback

Whilst the family invoice rate in its current form is being discontinued, family membership options remain, with increased relevance

SSCBC is a progressive and inclusive club and recognises that families do not always comprise of two parents and two or more children aged under 18. The Family subscription rate in its current form does not give consideration to single child families, or single parent families or for children aged 18 or over which are prima facie part of a family unit.

It is recognised that 18 year olds often remain part of a family unit both in terms of living, dependency and therefore, membership subscriptions.

The proposed structure, allows families of many shapes and sizes to establish their bespoke family unit.



Address common misinterpretations from feedback

A couple will comprise of two Members, albeit one of those Members will be entitled to a “Subsequent” rate

There is no proposal to deem one of the Members within a couple or family as a Subsequent.

*Both are **Members** in name and substance*

They will be entitled to the “subsequent rate” provided they are in a bone fide couple (living at same abode).

This construct is common at sailing and other member clubs



Proposed categories and comparison with existing

Current category	New category	Commentary
Ordinary	Member	Name change to Member. Members and subsequent members who are aged 75 years or older and have accrued at least 20 years of membership are entitled to a concession rate of 50%.
Couple	Member	Couple will continue to comprise two members but for fees purposes will be billed as a Member and Member (Subsequent rate).
	Member (subsequent rate)	
Family	Member	Families will continue to be encouraged to join SSCBC, however will pay their respective individual fees.
	Member (subsequent rate)	
	Junior Member (s)	
Student	Young adult	No change. Young adults will not pay a joining fee on application but will pay a scaled joining fee on becoming a Member at 30 years of age.
Young Adult		Student category will be discontinued, however young adults studying full time (verified each year) will be entitled to a 50% concession rate.
Junior	Junior	No change Members aged up to 17 years on the first day of the membership year will be categorised as Junior Members.



Proposed categories and comparison with existing (cont'd)

Current category	New category	Commentary
Country/Interstate/Overseas/ Absentee	Absentee + Absentee (Subsequent rate)	Country, interstate and overseas categories will be discontinued. Members in these categories can either elect to be a Member or an Absentee member. The Absentee member category provides for members who believe that for personal or geographic reasons they will not be able to access the Club.
	Member + Member (Subsequent rate)	An absentee member may request temporary membership rights by application to general manager and membership administrator. If additional access is sought, the Absentee member would be requested to assume Member status for that year.
Concession (Legacy)	Member, Subsequent member - Concession	Existing concession members will be transitioned to Members at the Concession rate over two years
Associate	Member + Member (Subsequent rate)	Associate members will be transitioned to Members and Subsequent members (where applicable)
Restricted sailing		The restricted sailing membership category will be discontinued. The seven members in the category may proceed to Member status under the existing terms.
Honorary, Honorary Life and Paid Life		No changes



Illustrative impact on subscriptions – Member & Couple

Current category	FY22 category	FY21 rate	FY22 proposal rate	FY22 total
Ordinary	Member	845	880	880
Couple	Member	1,165	880	1,230
	Member (subsequent rate)		350	

Qualify for concession

Current category	FY22 category	FY21 rate	FY22 proposal rate	FY22 total
Ordinary	Member	845	440	440
Couple	Member	1,165	440	615
	Member (subsequent rate)		175	

Partial concession qualification

Current category	FY22 category	FY21 rate	FY22 proposal rate	FY22 total
Couple	Member	1,165	440	790
	Member (subsequent rate)		350	

To qualify for the concession rate, a Member must be 75 years old and have at least 20 years membership tenure.



Illustrative impact on subscriptions – Family

Two adults and two children under 18

Current category	FY22 category	FY21 rate	FY22 proposal rate	FY22 total
Family	Member	1,400	880	1,410
	Member (subsequent rate)		350	
	Junior member		90	
	Junior member		90	

Two adults and four children under 18

Current category	FY22 category	FY21 rate	FY22 proposal rate	FY22 total
Family	Member	1,400	880	1,590
	Member (subsequent rate)		350	
	Junior member		90	
	Junior member		90	
	Junior member		90	
	Junior member		90	



Illustrative impact on subscriptions – Family

Single parent with two children under 18

Current category	FY22 category	FY21 rate	FY22 proposal rate	Current total	FY22 total
Member	Member	845	880	1,155	1,060
Junior	Junior member	155	90		
Junior	Junior member	155	90		

Two adults and single child under 18

Current category	FY22 category	FY21 rate	FY22 proposal rate	Current total	FY22 total
Couple	Member	1,165	880	1,320	1,320
	Member (subsequent rate)		350		
Junior	Junior member	155	90		



Illustrative impact on subscriptions – Junior and Young adult Members

Current category	FY22 category	FY21 rate	FY22 proposal rate
Junior	Junior	155	90
Young adult	Young adult	395	400
Student	Young adult (concession rate)	155	200

Young adults studying full time will be entitled to a concessional rate of 50%. This will be granted to all Young Adult members who provide evidence of their full time student status as at the first day of the subscription year.

Note that the current Student category required “dependency” and under 25. It is not practical to monitor dependency and student status may extend beyond 25.

The Committee believe that the Young Adult category (with full time student concession available) will be highly attractive to new members in this category by virtue of the attractive rate and deferral of any join fee requirement until 30 years.

We note that Junior Members and Young Adult Members have been entitled to apply for membership without parents. There is no amendment proposed to this practice



Illustrative impact on subscriptions – Absentee Members

Current category	FY22 category	FY21 rate	FY22 proposal rate
Absentee	Absentee	165	175
	Absentee (Subsequent rate)		70
	Absentee (Young adult)		80
	Absentee (Young adult - Concession)		40
	Absentee (Junior)		20

The Committee recognise that for personal or professional reasons, Members may wish to defer their Membership rights and elect to be Absentee members.

Absentee membership will preserve Member status and Joining fee status.

It is recognised that Absentee members may wish to visit their club. As such, it is proposed that Absentee members may request temporary membership rights for a weekend or similar by application to the CEO or Membership Manager.

Historically, Absentee membership has not been equitably ascribed to family groups. The proposed structure will address this anomaly.

Absentee rates are based on 20% of the prevailing rate for each respective Membership subscription category



Illustrative impact on subscriptions – Country/Interstate/Overseas

Based on the Committee's assessment of Membership trends, Country, Interstate and Overseas members predominantly fall into two categories:

1. Those who maintain residences on the Mornington Peninsula (Peninsula) where they spend a material portion of the year; and
2. Those who have moved their permanent abode and spend little or no time on the Peninsula each year.

In the case of category 1, the time available to enjoy club access and amenity is comparable or greater to many Members who pay a full subscription. This is particularly the case for families with parents who work and children who attend school. These groups may spend one to two weeks on the Peninsula from Christmas into early Jan, and then the odd weekend or long weekend.

As such, the grounds for a materially reduced subscription do not exist.

In the case of category 2, we recognise that for work or personal reasons, a Member may relocate and have limited or no opportunity to visit the Club and enjoy its amenity and services. In contemplating this, the proposed rate for an Absentee couple will reduce.

Its is therefore proposed that Country, Interstate and Overseas categories are discontinued and Members in these categories will be invited to elect to be Members or Absentee Members



Illustrative impact on subscriptions – Country/Interstate/Overseas

Current category	FY22 category	FY21 rate	FY22 proposal rate	Current total	FY22 total
Country/Interstate/Overseas/ Absentee	Absentee	175	175	175	175
	Absentee	175	175	350	245
	Absentee (subsequent rate)	175	70		
	Member	175	880	175	880
	Member	175	880	350	1,230
	Member (subsequent rate)	175	350		



Illustrative impact on subscriptions – Associate members

Current category	FY22 category	FY21 rate	FY22 proposal rate
Associate	Member	720	880

It is proposed that the Associate Members category is discontinued and Associate Members are transitioned to Member



Proposed Join fee structure

Existing members of all categories

As previously stated, there will be no additional joining fee payable for existing Junior, Student and Young adult members provided they remain financial.

New members

Current category	FY22 category	FY21 rate	FY22 proposal rate
Ordinary	Member	2,500	2,200
Couple	Member	3,450	2,200
	Member		2,200
Family	Member	3,990	2,200
	Member		2,200

Join fees will be payable by new members aged 30 years and over

New (admitted post 1 July 2021) Junior and Young Adult Members upon reaching 30 years, will be required to pay their join fee at this time. However their join fee will be reduced by a percentage amount equal to two times their consecutive years of membership – further explained on next slide.

Joining fees may be paid over two years by application to the General Manager



Proposed Join fee structure – Young Adults transitioning to member

Join age	Tenure	Discount	Illustrative join fee
5	25	50%	1,100
6	24	48%	1,144
7	23	46%	1,188
8	22	44%	1,232
9	21	42%	1,276
10	20	40%	1,320
11	19	38%	1,364
12	18	36%	1,408
13	17	34%	1,452
14	16	32%	1,496
15	15	30%	1,540
16	14	28%	1,584
17	13	26%	1,628
18	12	24%	1,672
19	11	22%	1,716
20	10	20%	1,760
21	9	18%	1,804
22	8	16%	1,848
23	7	14%	1,892
24	6	12%	1,936
25	5	10%	1,980
26	4	8%	2,024
27	3	6%	2,068
28	2	4%	2,112
29	1	2%	2,156
30	0	0%	2,200

A key objective of SSCBC is to attract and retain Young Adult Members. Consistent feedback has identified that the join fee is a significant deterrent to new members from this demographic.

Further, we currently see past Junior members lose contact and resign membership in their 20s. The discount approach will hopefully create an incentive to remain a financial and an active member.

The table on the left presents the illustrative join fee payable, at the proposed season 21/22 rate.



End of presentation

Questions

