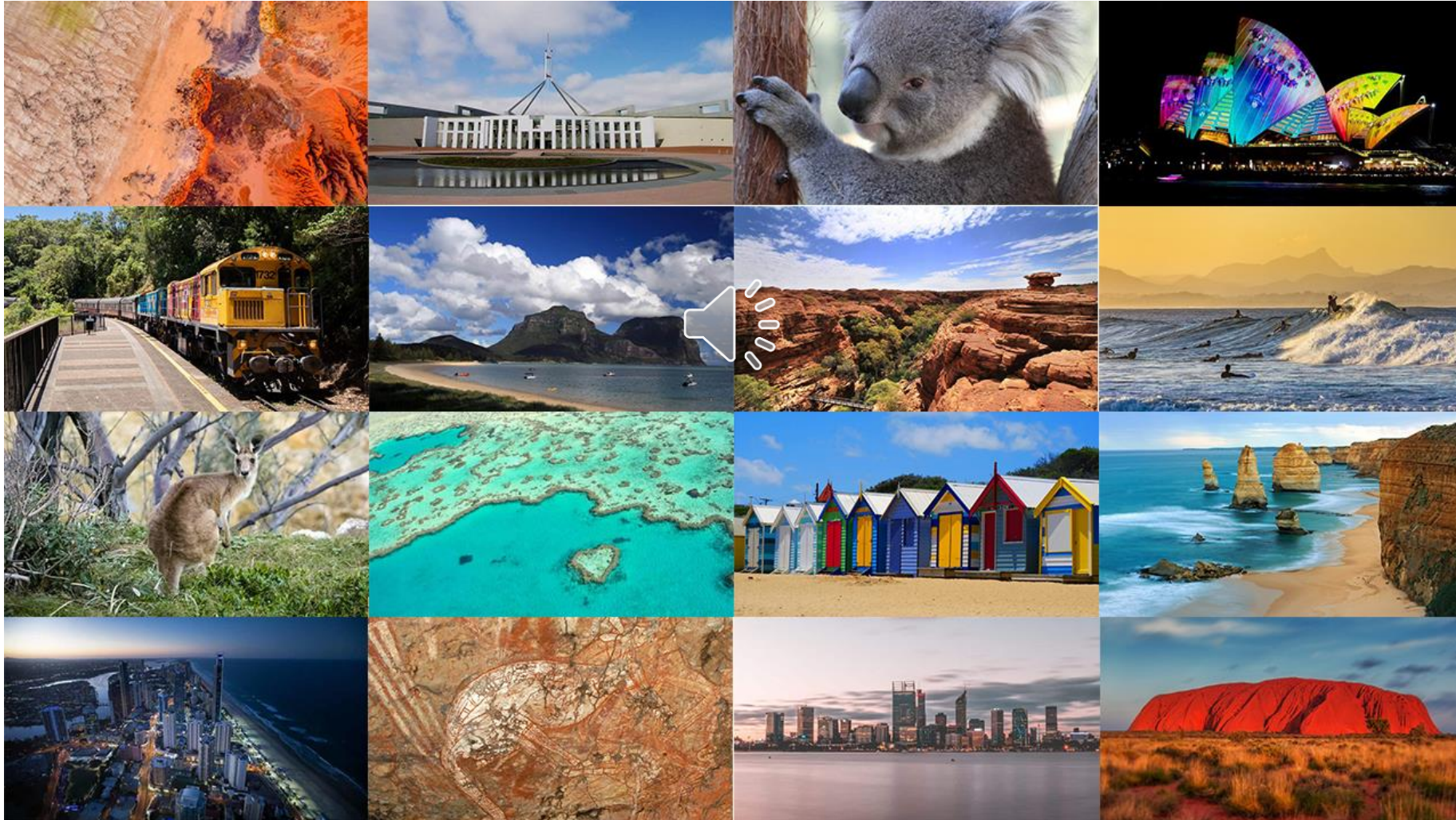




PROBUS IN THE SOUTH PACIFIC



What is today's presentation about?

To provide information about:

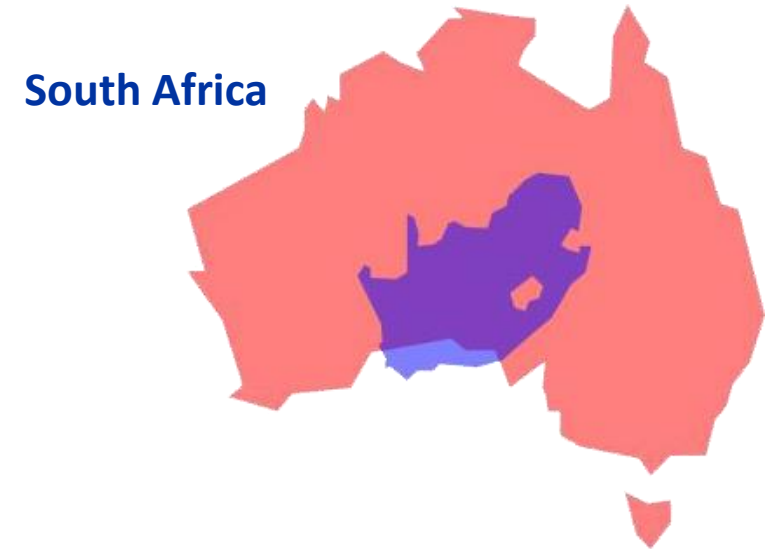
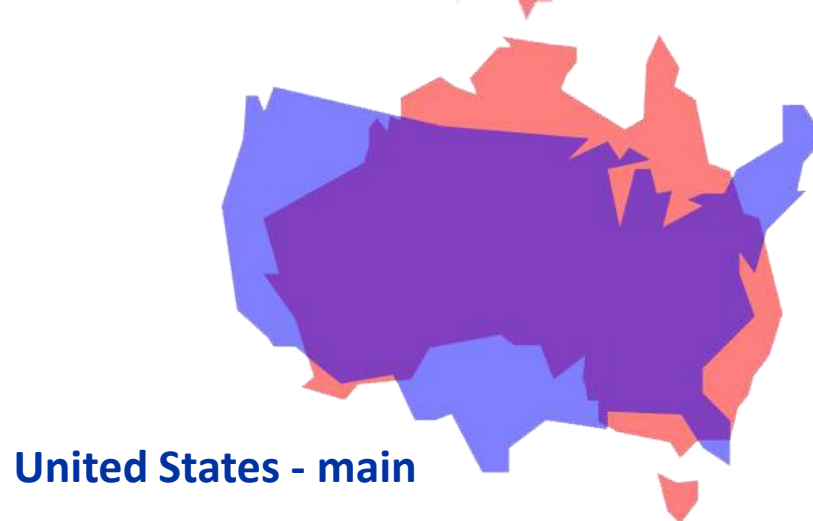
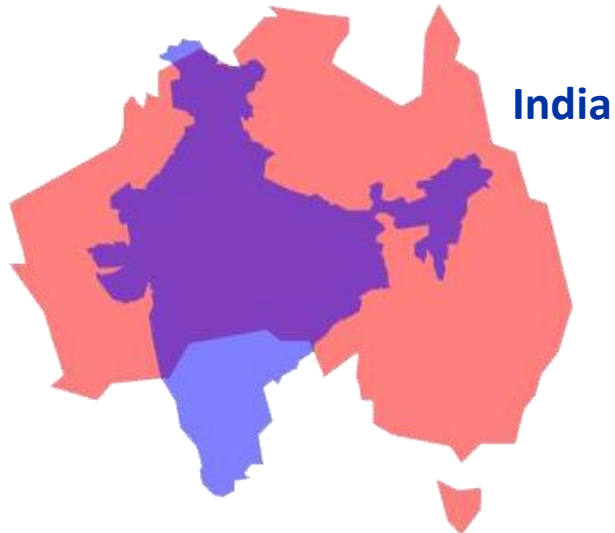
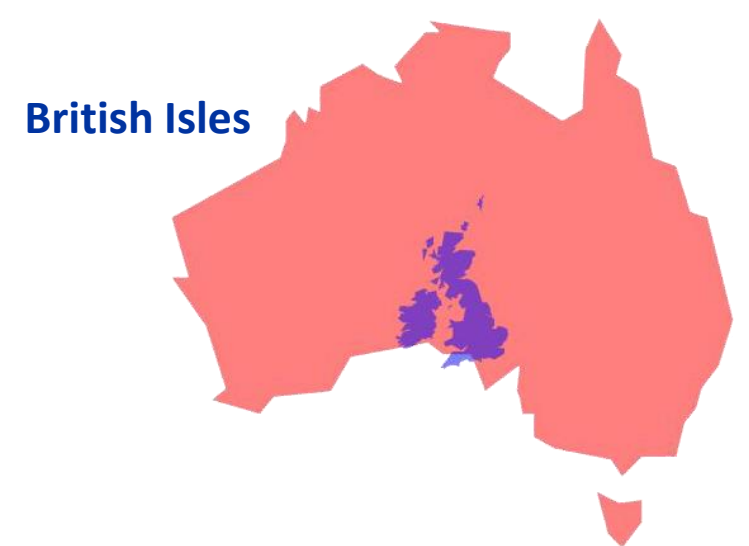
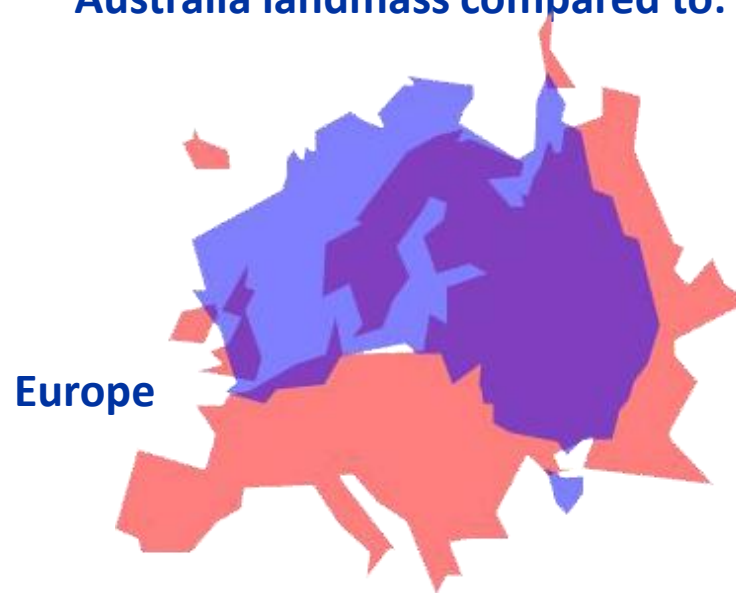
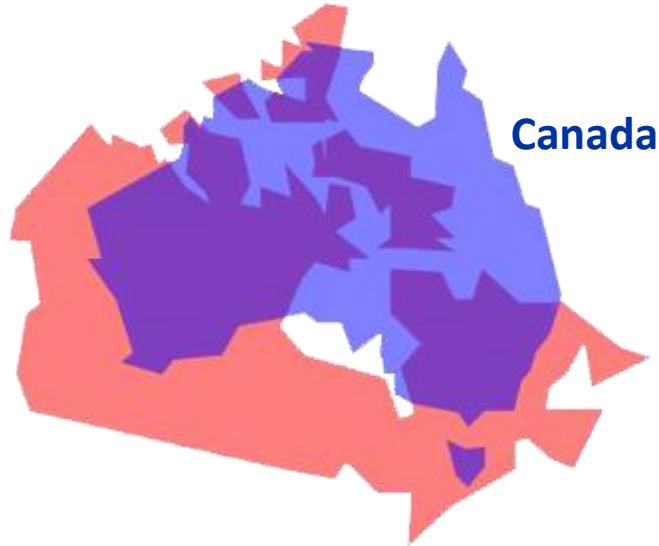
- What does Probus look like in the South Pacific
- How Probus South Pacific Limited support members and clubs

The  **robus Community**



First - a little bit of Geography

Australia landmass compared to:



Membership snapshot

Year ended 31 March (measured at 3105)	2020		2019		2018	
Item	No.	Clubs	No.	Clubs	No.	Clubs
Australia	106,500	1541	110,462	1572	111,376	1564
New Zealand	12,500	145	13,389	147	13,760	151
Total Members	119,000	1,686	123,851	1,719	125,136	1,715

- Largest Clubs in Australia – 248 members and New Zealand 208 members
- Majority are combined gender – around 350 single gender clubs
- Largest concentration of members within Australia is New South Wales, followed closely by Victoria, then Queensland, South Australia, Western Australia, Tasmania and Australian Capital Territory

PSPL's KEY FOCUS will continue to be on membership growth in clubs to overcome effects of Covid-19

The robustus Community



Probustus Clubs and Probustus Club members **are at the core of our community** with several support elements working collectively for the benefit of all members

Probus South Pacific Limited (PSPL)

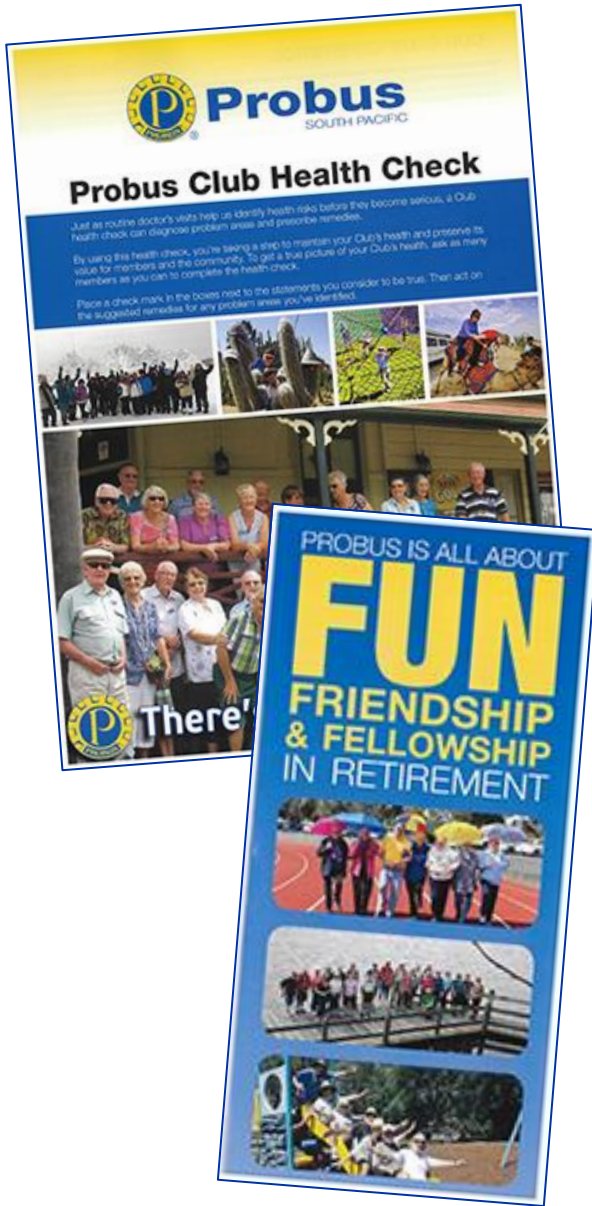
- The **Probus Information Centre** was established in 1981
 - foundation that became the current umbrella organisation initially was Probus Centre South Pacific and
 - in 2011 became PSPL
- Governed by its **own Constitution** and is not for profit
- Led by a volunteer **Board of Directors**
 - 6 **Representative Member/Directors** from defined areas of selection
 - 5 Australia & 1 New Zealand
 - 3 **Board Appointed Directors** (currently 1 vacancy)
 - 1 **Rotary Representative**
 - 1 **Immediate Past Chairman**
- **Central office in Sydney, Australia** providing service and support to Clubs in Australia & New Zealand

Role of PSPL

*Goal is to provide **comprehensive support** that allows Clubs to focus on fun and friendship, this in turn **leads to growth**. Services include:*



- Helping Clubs work with their constitution, standing resolutions and on-going management
- Provision of National Insurance Programs in Australia and NZ providing coverage for all members while participating in approved Probus club activities
- Provision of a Travel Insurance Scheme (Currently only domestic)
- Active Retirees Magazine (Currently a digital version)
- Regular communications to clubs - *Probus Community News, Staying Connected and E-News* as digital publications



Role of PSPL

- **Promotion Materials** such as DL brochures, balloons, posters, Club Health Check, Tips for Promoting Your Club
- **Probus Club Handbook** (details most aspects of club management)
- **Probus District Chairpersons** and **Probus Ambassadors** – support and funding
- **Telephone and email support** for members and club management team members
- **Club Locator** for interested new members
- **Website** with secured section with comprehensive range of resources available 24x7

Fees & Structure

- Clubs pay a capitation fee to PSPL to cover the range of services provided
 - currently \$15.00 per annum per member
- Clubs charge members an annual membership fee
 - varies from Club to Club
 - recommended annual fee is \$50.00 per annum however this is dependent on a Club's operating costs
 - Joining fee of \$30 usually charged in addition to annual membership fee
- Some Clubs may also charge a morning tea fee in addition to annual fee and some also run "lucky door" prizes



Membership Growth Strategy

- Two clear paths to growth
 - EXISTING Clubs focussing on retention, replacement and growth
 - Establishment of NEW Clubs
- Successful Clubs have two key elements
 - An effective leadership team with a focus on fun and friendship
 - A variety of activities to suit members lifestyle, level of activity and financial situation

Probus
SOUTH PACIFIC

Fun & Friendship in Retirement

Join Probus and meet retirees in your local community.
Make new friends, enjoy listening to interesting guest speakers and participate in a variety of activities.

Day Trips	Tours
Activities	Outings
Travel	New Friends
Guest Speakers	Dine Outs

There's a Club near you!

To find your local Probus Club, contact us today:
Australia 1300 630 488
New Zealand 0800 1477 6287
www.probusouthpacific.org

Key Messages to Clubs



- **Management Committees are Club Leaders**
 - more focus on leadership and growth
 - less on administration
- **Membership numbers should only be limited by the numbers you can fit into the meeting room.**
- **Keep meetings simple and focussed on the friendship and fun**
 - do not read out minutes and correspondence.
 - keep the business part of the meeting to a minimum.
 - minutes and financial reports can be circulated by email before the meeting. A few copies can be available for those not on email.
 - keep away from doom and gloom and focus on fun.
- **Most importantly: Always aim to have a good speaker**

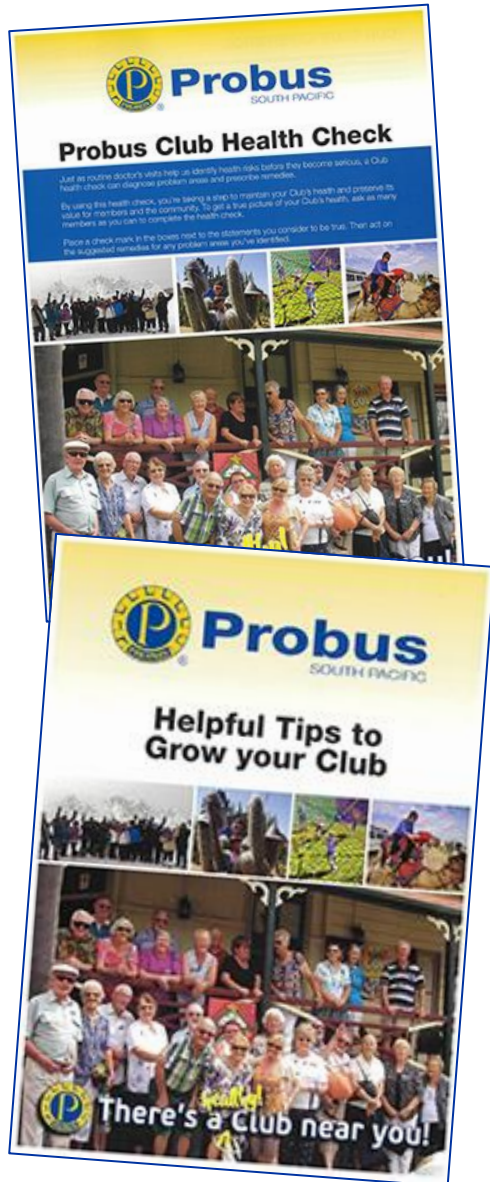
Key Messages to Clubs



- Cater for all members, not everyone's situation is the same.
- Activities need to vary and be able to cater for all members capabilities, lifestyle and purse.
- Create understudies or assistants for the various positions within the club.
- Create as many interest/activity groups as possible – variety is the key.
- Work with other Clubs to bolster numbers on trips and share ideas.
- Membership focus needs to include membership retention, replacement of vacating members, and getting new members.

Key Messages to Clubs

- **Develop and understand measures of success**
- **Membership development and retention focus must be continual**
 - **members numbers will change** – resignation, change of physical or family situation, death - **nature of our demographic**
 - **Retention of members** – **Club Health Check**
 - **Replacement of members** – how attractive is the Club – **welcoming, variety of activities**
 - **Growth** – **how do new members find out about your Probud Club**
- **Actively involve members in recruitment**
 - **members get members**
 - **run Open Days**



Is the Membership Strategy working

- Yes, because despite impact of pandemic, more Management Committees focussed on membership than ever before
- While PSPL drive strategy and provide funding, the strategy is reliant on volunteers
 - those in Club Management Committees and
 - those that take on membership roles as Ambassadors, Probus District Chairs and Associations
- Successes in those States/Regions where there is increased volunteer activity and support provided to Clubs e.g. PAQ in Queensland.
- Increased number of new clubs formed
 - 52 new clubs established in 12 months prior to COVID (2020)
 - 45 the previous year (2019)
 - 3 during COVID

Impact of COVID-19

- Over the last few years membership decline had diminished, before COVID-19, we were cautiously optimistic, expecting a plateau in 2020 with growth to follow. COVID has changed that expectation
- COVID has taught us the value of social connections and how important they are in preventing isolation and loneliness
- Although some Clubs have declined in membership, many are also inducting new members, particularly in areas where there is a high level of local support – PAQ in Queensland
- Throughout the pandemic, we introduced additional services to help Clubs engage with their members – many conducted virtual meetings – highest known participation was 80 members in a Club general meeting

WHY PROBUS?



WHY NOT PROBUS?

It is widely accepted that persons that are members of social groups are less likely to develop mental health issues associated with being isolated and lonely.

A real testimonial from a member that joined Probus

The day I joined my Probus Club, I made 100 new friends, thank you Probus

Collectively we have the potential to make Probus the largest social movement across the world.....

Q & A

