

OV Membership Trends

	2012		2013		2014 (7/04/2014)		2014 (4/07/2014)	
	Members	Memberships	Members	Memberships	Members	Memberships	Members	Memberships
Family	323	109	286	107	252	100	267	103
Senior	155	155	163	163	145	145	157	157
Life/Family	17	8	10	5	12	6	14	7
Life	6	6	9	9	9	9	9	9
Junior	9	9	12	12	7	7	8	8
Student	3	3	7	7	1	1	2	2
Totals	513	290	487	303	426	268	457	286
Registered Members *	8							
Associate School		21		23		17		19
Associate Organisation		1		1		1		1
New **	55		65	43			47	25
Non-Renewals **	41		50	30			71	42

* I have contact details for all of these. 7 were AWOC members at the time.

** Many new members are additions to current memberships and many non-renewals are deletions from family memberships.

There has been a trend in the past two years for members to drop family membership and take up individual membership.

We no longer offer registered membership. They were predominantly AWOC members who paid \$17 each.

Of this year's non-renewals 17 have indicated that they did not intend to renew their membership.

Reminder notices have been sent to all non-renewals.

I have sent welcome emails to all new members and forwarded email addresses to the Weekly Newsletter Editor, Rebecca Jaffe.

Robert Edmonds

Orienteering Victoria Membership Secretary