

# Compiled from the recording

## 2. What is the trend in memberships over the last 7 years

Not answered on the night: We have recently compiled statistical information that will be analysed as part of the Member Retention and Growth Committee.

## 3. How many Current Members

Answered on the night: 380 ~Elle

## 4. Exit Interviews

**Live Question:** I was wondering if during these phone calls or exit interviews or whatever you want to call them, whether it is being drilled down a bit more and maybe tease more out of these members.

Answered on the night: We do currently make the phone calls, but what we're finding is we're getting the same answers from people. Which are they're not using the membership or they can't come to events. Because we've had the standard questionnaire we need to see what do we need to do or ask differently to get a different result? ~Agatha

Additional: So at the moment, we do an exit interview. But what we're putting together is the option to do a totally anonymous feedback. Whether you're a current member, or a former member, or a lapsing member, we're going to set up the option so that some people don't feel comfortable saying why they're leaving when they're speaking in person. It may just be that they don't feel comfortable talking to somebody, and that's why we get the current sort of high level of, I just don't have time. So that's the standard answer that we get from people, and we know that that's a standard answer, and most of the time, that's not a truthful answer. We want to delve down as to why you don't have time. So we feel that with an anonymous feedback form, that we're more likely to get more realistic answers about why people are actually leaving. Or maybe if we can get some feedback from people before they leave as to why they are thinking about leaving. And that way, we can try and correct that. And we feel that being anonymous, they might be a little bit more honest. ~Andy

**Live question:** So how long is this going to take? We're doing all this analysis and trying to create all these different systems.

Answered on the night: the plan is not to take much more time in analyzing, but we need to have a starting point. ~Agatha

**5. Can we ask when someone joins, what they want from the membership? Rather than wait till they leave.**

Answered on the night: We ask where they heard about us from. ~Agatha

**Live Question:** So what's the process for getting new members in? So we've talked about retention, what about growth?

Answered on the night: So we're actually changing the complete way we work in terms of retention and acquisition. So previously, there's not been a formal retention activity and no formal acquisition plans or

campaigns to get members. It's been very kind of ticking along for quite a number of years. So what we're now doing is we're actually layering a full marketing plan with tactical actions for campaigns to drive membership numbers. So that might be social media. We've got a huge not -for -profit Google Ads budget that we've been given allocation to utilize. And that then, so we're gonna split our normal marketing activities, which is our events, workshops, etc. And there's gonna be a layer of acquisition activities.

So we're gonna go out to market with campaigns to promote membership. And we're gonna do that three to four times a year. And so with retention is actually one of our main priorities, because we know it costs much more to acquire new members than it is to retain it, so we're gonna kind of have both of these things going. And at the same time, we're now having to lay out an idea of budgeting, because we haven't previously allocated much budget to marketing purposes as such.

So we need to have a look at how that fits in future for our three year plan, is to make sure that we've got the budget to do these campaigns and go out to market stronger and better and different. ~Agatha

**Live Question: So is there anybody else from any of the other subcommittees that could give us any specific examples as to what they're doing? Or is that just putting people too much on the spot?**

*Networking & Collaboration:* We have a brainstorming session booked in for this committee to pencil in the next 12mths of events, but currently we're busy working on the Expo which will be very different this year.

*Branding & Recognition:* We have a new updated and more modern brand. This will be gradually unrolled in the new year. We are also working on some recognition campaigns and researching alternative forms of advertising.

**Live Question: One other thing I was just thinking of was on here, it's talking about a tiered membership. Have you had feedback from the members as to whether tiered membership is gonna work and what people like?**

*Answered on the night:* We haven't actually fleshed out exactly how this would work yet, and this is something that we will get feedback. It's not something we're just gonna sort of throw out there. It's something that we're gonna flesh out some ideas and see what we think can work.

And then we're gonna put it out to our members and see whether they think it works, whether they like the ideas. Now the idea is to keep, what you've got already and build on it. So we don't wanna change what you've already got. We know that the idea is not to suddenly go, okay, your membership isn't worth anything. You gotta pay more to get exactly the same. We want you to have exactly the same for the same price.

And then see if there's some additional things that we can add for additional fees. So that way we are catering for everybody's needs without breaking the budget.

**6. What is the process of coming up with workshops. Suppose a member wishes to share some information through a workshop, how do they do that. Do they get paid.**

Answered on the night: We have two types of workshops. We do have paid workshops for members. We do have a budget to pay members or non-members to put on a workshop once a month. There is an application process - a form that you would fill in and then that comes through to the staff and then we look at that in the big picture, see what we've just had, what we might need, what members are asking for and we put that paid workshop on. There are a few conditions around that paid workshop. They do need to be at least two, three hours, really in-depth workshops for our members. We're also very open to members coming and presenting to other members for free. And that would be more of, say for example, an hour, maybe a little bit less in-depth, but certainly providing value to the members in different areas.  
~Elle

**7. Does WBA have their different target markets setup representing the different demographics across the WBA membership / CoW business demographics?**

Answered on the night: no. Our current database has never been properly segmented. Part of the work we're doing, is we're working on a big technology project in the back end and have been for the last almost 12 months. We've been working out a flow to make sure that our database, which is a CRM, our website and our accounting systems so they actually talk to each other because they previously haven't been. What we're working on at the moment is understanding who our members are at the moment. So we're going to be doing segmentation based on business size, what industry our members are in, and having a look to see how that sort of fits in and where people are coming from.~Agatha

**8. Do you think members want "immediate" sales results from the WBA. They think coming to a few meetings means they should be getting more business straight away.**

Not answered on the night: There is always going to be a certain number of members who feel joining a business group will have immediate results, the same people feel that a single post or promotion on their socials will result in immediate followers and sales. All we can do is help with the education side through our member mentoring and workshops. ~Andy

**9. If a current member is struggling in their business, is there provision for the WBA to point them in the right direction or referrals for assistance?**

Answered on the night: We have in the past tried the business advisory services. There wasn't a huge amount of take up. We think that that's probably the way that it was planned. But it is something that we still think is very important, offering that mentorship and offering that one-on-one training and support. You'll probably notice if you look at the events over the next couple of months, we're actually going to be trialing a couple of things.

So there is, I think there's one later on this month that's legal advice. And they'll be there all day. And then there is one for the Christmas co-working, where there's going to be several different members there available to offer free one-on-one advice on various different topics. So yeah, so this is something that we're building on. And hopefully we can find a way that actually works for all the members. ~Andy

**Live Question: As a sole trader myself and starting at a very mature age, let's say, I had no clue what I was doing. And joining the WBA was key for me to start and learn and be educated. Now, there's one thing that was really important that helped me during my process. And that was the workshops. And one of the things that was offered to me during the connections versus collaboration versus connections was for \$45, I had seven hours business advice. And from that business advice, it was split up into seven**

different hours. And one was, where are you now? What help do you need? And the next was like, right, we'll put you on a Canva course. We'll put you on a Facebook educational course. All this for \$45. When you first start as a sole operator, you don't spend the money. You're actually frightened to spend the money because you're worried that it may fail. It's a big fear. And if there's help like this within the WBA, and I did notice that you're talking about workshops, then I think that's a big value for money for your \$30 or whatever it is now.

Answered on the night: So in a lot of these situations, we don't want to reinvent the wheel. We don't have the resources. We don't have the staff to be able to reinvent the wheel. If somebody else is doing it really well, we basically want to partner up with them and find a way to be able to offer those already existing services to our members. So these are discussions that we are in the process of having at the moment so that we can join forces with them, offering that existing service, and then add our own add-ons in addition to that.

We're definitely looking at collaborating with the different networking groups, the different associations, different chambers, as well as the different industry groups as well. Just whether it's just us turning up and seeing how they do things and doing some networking as well, or actually collaborating with some of their events. ~Andy

**10. Could it be possible to have family days where we can get together socially?**

**11. And even have special access somewhere so families feel that they are getting something from parents being in WBA**

Not answered on the night: We have actually raised the idea of networking with children, or more family related events a few years ago. The general feedback was that people felt that it was difficult to "talk business" when distracted. I also know of a specific "kids are invited" fun workshop during school holidays that resulted in not just no kids, but I'm pretty sure the people who attended didn't have kids of their own. But it is certainly something that we can try again to see if there has been any change in the membership demographics. ~Andy

**12. Retention and Attraction. Small business can be hard and lonely. A confidential - Ask a Member. Connecting people willing to share knowledge or guidance.**

Not answered on the night: We actually already do this. If you need guidance, help, support, then please ask. Our staff know which members love to help and mentor, and they will point you in the right direction and facilitate an introduction. We are also working on our Co-working and Collaboration days to integrate advisory clinics. ~Andy

**14. Other than strategic pillars (goals and priorities) outlined in the plan, are there role descriptions for these board members roles**

Not answered on the night: Our website does have all the board members listed and what their roles are. Also when they're introduced at events, we always say what their role is. ~Andy

**15. How do you promote WBA events other than on the WBA website and WBA facebook page?**

Answered on the night: Eventbrite. And through LinkedIn as well. And we do have media partnerships through some of the news services. So some of the larger events, we do have arrangements to say for the awards that are coming up and some of the breakfasts and the expo, they get a little bit extra promotion. Yeah, newsletters go out, not just to the members, but we have a very extensive non-membership database that newsletters go out to. And then, yeah, and then part of that will come in with our Google advertising and all of that sort of stuff with more of our marketing strategy. So we will be building a bit further on that. But probably one of the things that I will say for all of our members is that if you are even contemplating going to an event, even if you're not going to it, just tick interested. Because then your whole network then gets to see that event.

So even if you think it's interesting, but you can't go, just tick interested. And then that helps that reach.

~Andy / Elle

**16. Please will you get photos of everyone at an event and then tag those people in the photos. That was a good service that's no longer provided**

Answered on the night: We do really try to get photos of everyone. And we do, we are actively trying to vary who we take photos of. But it is quite difficult. We do see the same faces over and over again. And you know, some people are photo shy. You can tag yourself in the photos. It's one of the things I actually do after an event. I will scroll through all the photos and shamelessly tag myself. ~Andy

**17. Can the WBA develop a list of business knowledge and motivational resources (ebooks, podcasts, youtube videos, etc) as part of a monthly "educational" strategy**

Answered on the night: Did you know that you have access to, the Wanneroo online library. once upon a time we actually used to have a little, business library in the corner of the back of the training room. So, there used to be books available. But everybody goes online these days. Everything's available online.

~Andy

**Additional Question asked Live: Do we have access to the library meeting rooms?**

I will follow that up and see whether we can actually access, the library, meeting rooms as well. Because that would be great. That'd be a great bonus. And I will follow up on how to access the library if you aren't a resident of Wanneroo. ~Andy

**18. Can we look at perks or rewards for WBA members give value add to our members**

Not answered on the night: This is part of what we are looking at with the membership offerings and tiers. But I think mostly it's about promoting to the members what is already available to them. Many members will join for one reason, and then forget about all the other options / "perks" we have made available to them. ~Andy

**19. Incentives for taking photos and tagging WBA and venue at events?**

Answered on the night: I think the incentives for taking photos and tagging would be that your business gets promoted as being out and about and you get to be more popular. ~Andy

## Comments throughout the Survey

## **1. what workshops would you like to see introduced?**

Now we currently have an arrangement with the city to run 10 workshops per year. Now that doesn't mean that we're only limited to 10 workshops per year. If some of our members actually wish to host some of their own workshops.

## **2. which of our membership benefits do you find really valuable?**

how many did you forget were even part of your membership? Because all of these are currently part of your membership already. And it's quite often where we will remind somebody, yeah, but that's part of your membership.

## **3. Would you like us to have more collaborations with other associations?**

how many people here belong to at least one other networking or business association? So quite a few of you. So it would be probably beneficial if we could collaborate a little bit more.

## **4. what is it that other associations offer and we don't, but you think we probably should?**

Better meeting spaces. - We have meeting spaces available at Enterprise house as part of your membership  
Yes, we do our online coffee catch -ups. I think we got one coming up, haven't we, Elle? Yep, so we have one once a month. We have actually the different audiences for the groups. We have actually discussed the idea of having trade specific or industry specific networking events.

We did actually used to have shout outs. Our breakfast, I don't know if some of you members have been members long enough to remember that in the breakfast, we used to, I'd like to say, make our brand new members stand up and introduce themselves. And we got a lot of feedback that they were too embarrassed and they'd really rather we didn't do that anymore. But it does get raised on a regular basis.

Early morning events. All right. Is it, who's, anyone want to admit to that one? Because I want to know what time. What do you call early? Because this is, early morning events was one of my original suggestions and I bring it up every now and then. Because my aim was to hit the tradies and my idea was to have a coffee catch up at six o'clock in the morning in the Bunnings car park.

So workshops are high on the agenda, aren't they? Friendly faces, I like that. Supporting the local community, yeah. We're trying to build a community on that as well. And yes, building the directory up is definitely part of the list and making that more usable, definitely. We've got a couple of people typing. I don't want to cut anybody off. Learning ideas from other people, yes, definitely. Lots of workshops, yes.

## **5. What are the three main things you gain from your membership with us**

definitely it's the coffee catch ups. It's the co-working space because, yeah, sometimes I just need to leave the house. And it's the referrals. So workshops are high on the agenda, aren't they? Friendly faces, I like that. Supporting the local community,

## **6. how can we make our membership more valuable to you?**

So one of the things that you can do to advertise your business is, did you realize you can write some blog articles? You can reach out to Elle and Amy and have a little mention. You've got a special, you've got a new product, you've got an event that you're displaying it. Let Elle and Amy know and they'll promote it for you. They'll promote it on all our socials. They'll put it through on the newsletter. It's free. It's already part of your membership.

## **7. what challenges are you facing in your business that you think we can help with?**

So remember, we have the city's ear. Can we introduce you to somebody? Are you having trouble with something

related to your business? Do you have a brick and mortar business and you've got trouble with something? Do you need connection to media? We've got connections to media. Do you need help from legal, from accounts, business advice? We've got all of these people.

Some are members, some are board members. And yeah, plenty of council members, all the different areas. We've got all those contacts and we can put you in touch.

#### **8. Are you attending the WBA events regularly? And if you're not, why not?**

Yes. Event days not suitable. Times not suitable. Distance, yes, we probably need to mix them up a little bit.

*Member Feedback:* Can I just add a bit of feedback for not attending the WB events regularly. As a solopreneur who has kids and has bus drop off and pick up at very specific times. And who has a whole pile of meetings with clients that get booked in.

*AK:* Does everyone Would it be more helpful if you had more warning about the events?

*Member:* It would.

*Member Feedback:* Because as a member of the board, a lot of the events get sent to me by calendar invite. And I ask the question, is there a possibility that we could do the same for the members?

*AK:* Who here would like your calendar filled up with invites? Maybe it's something that we can look at as maybe an optional opt-in. That is so. So the online registration, that is also going to be a more streamlined process.

*Member Feedback:* So it's always sort of 9, 10. Is there movement for sort of early afternoon or late afternoon rather than sundowners, which tend to go on a bit long. So, you know, every one to two. So variation in time of those shorter meetings, because I find those of more value to me for that short block of time.

#### **9. how can we improve those events? What would entice you to attend more events?**

Yeah, more family events, creatives. Yeah, the basketball one, we've done that a couple of times. That's always been quite popular. So I particularly like the industry specific roundtables. I really do. Networking skills development is always pretty handy too.

#### **10. If events aren't your fit or if you are very short on time, what else can we give you?**

more online events. Is the person that keeps talking about online events is actually attending all of our online events, because we don't get a huge amount of attendance. I think the last online event only had six people.

So all the webinars and things like that and all the discussions and maybe the presenters for the breakfasts and things like that. We want to record all of those and make them exclusively available to the members.

#### **11. Which of the services below would you use if the WBA added them to our offering**

So I particularly like the industry specific roundtables. I really do. Networking skills development is always pretty handy too. So that gives us mentorship programs. So this is something that we've been discussing various different ways.