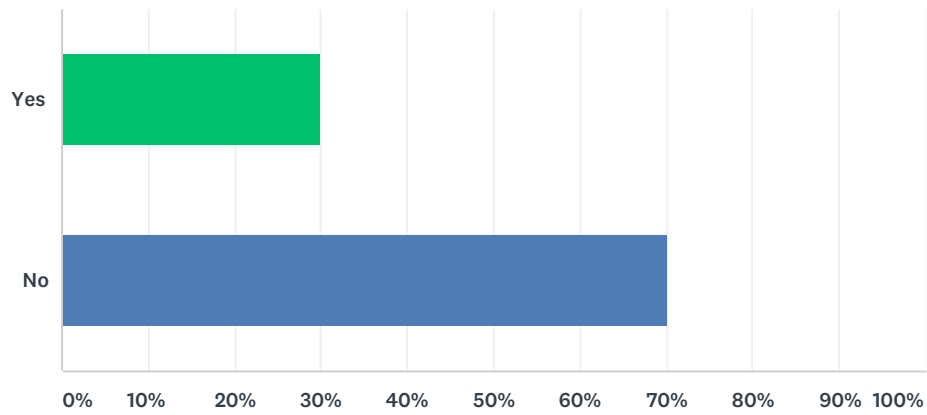


Q3 Does your club currently utilise a Day Pass or an introductory membership program?

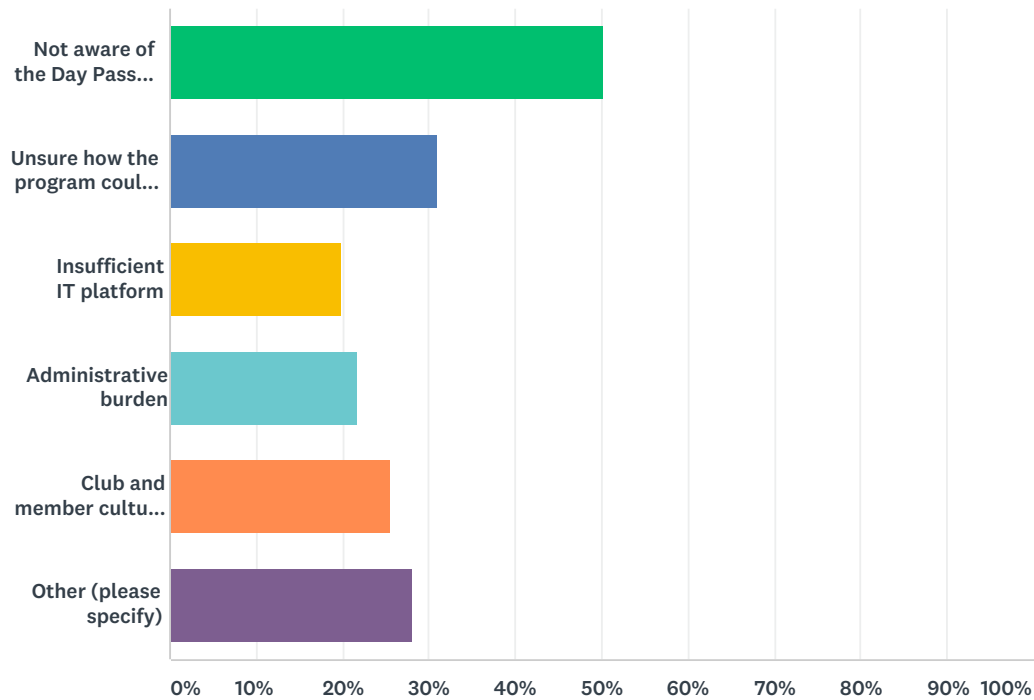
Answered: 244    Skipped: 2



ANSWER CHOICES		RESPONSES
Yes		29.92%73
No		70.08%171
TOTAL		244

## Q4 Please indicate why by ticking the appropriate box(es)

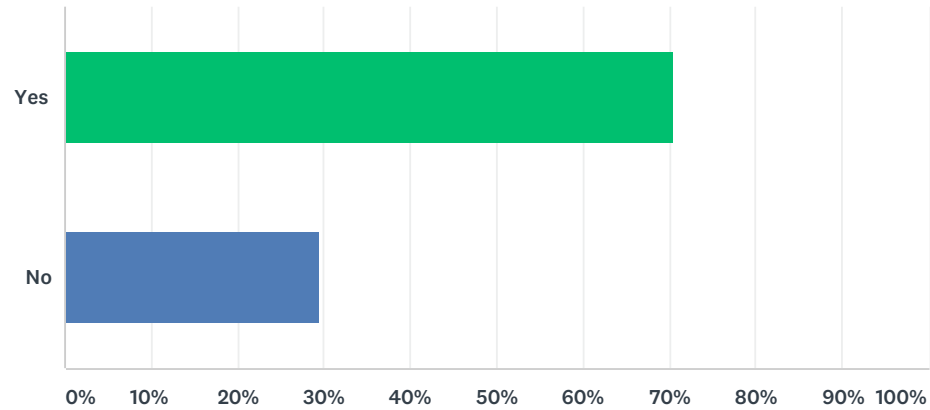
Answered: 161   Skipped: 85



ANSWER CHOICES	RESPONSES	
Not aware of the Day Pass concept	50.31%	81
Unsure how the program could benefit our club	31.06%	50
Insufficient IT platform	19.88%	32
Administrative burden	21.74%	35
Club and member culture not aligned to this type of offering	25.47%	41
Other (please specify)	27.95%	45
Total Respondents: 161		

Q5 Do you charge a fee for this membership type?

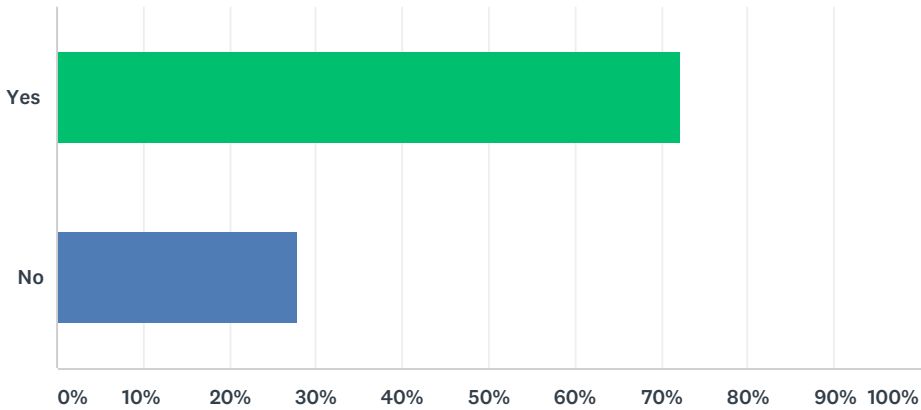
Answered: 44    Skipped: 202



ANSWER CHOICES		RESPONSES	
Yes		70.45%	31
No		29.55%	13
TOTAL			44

Q6 Do you have a maximum number of visits?

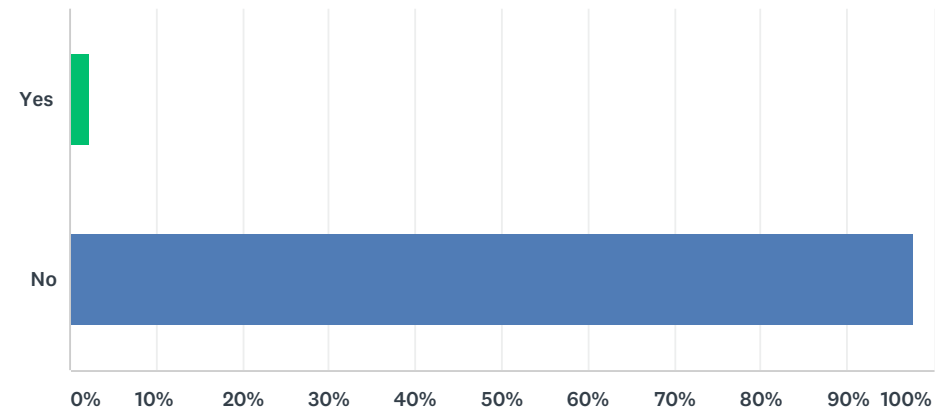
Answered: 43    Skipped: 203



ANSWER CHOICES		RESPONSES	
Yes		72.09%	31
No		27.91%	12
TOTAL			43

Q7 Is it portable - can it be used at other clubs?

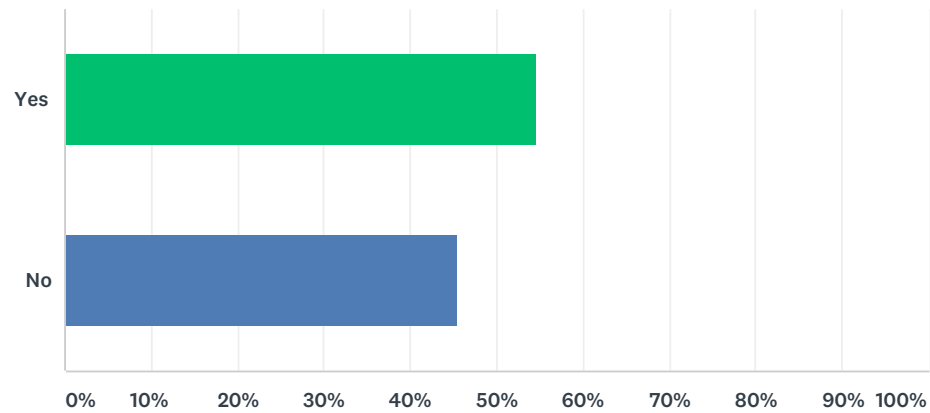
Answered: 44    Skipped: 202



ANSWER CHOICES		RESPONSES	
Yes		2.27%	1
No		97.73%	43
TOTAL			44

Q8 Do you utilise any incentives ie: are costs deducted from entrance or first year fees if a day pass user signs up for membership?

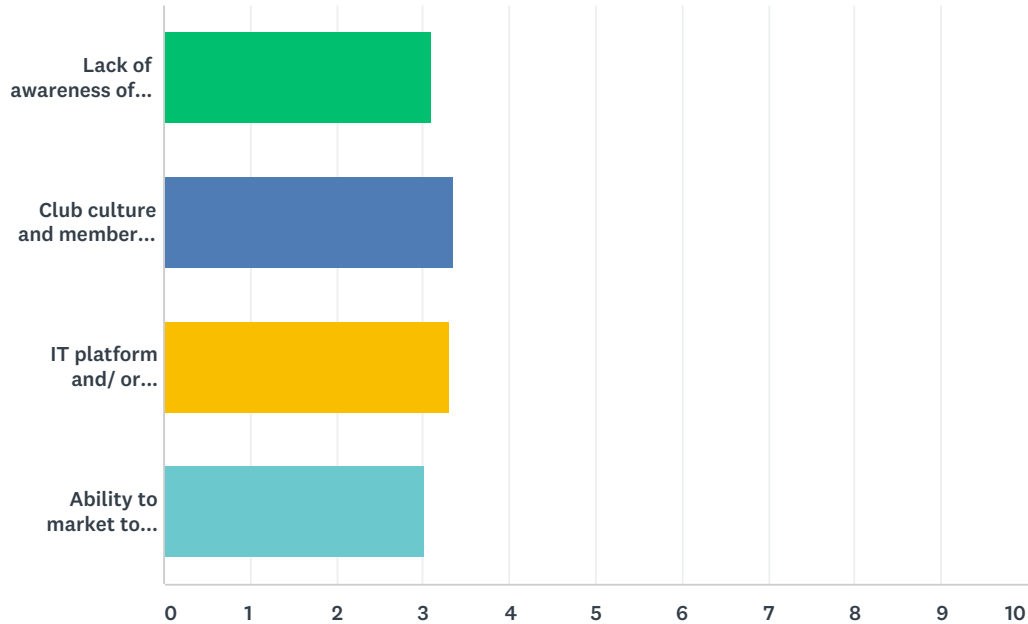
Answered: 44    Skipped: 202



ANSWER CHOICES		RESPONSES	
Yes		54.55%	24
No		45.45%	20
TOTAL			44

**Q9 What barriers have you faced, or currently face with the adoption of this introductory membership program? Please rate the below barriers from 1 – 5 (1 being an insignificant barrier and 5 being a major barrier)**

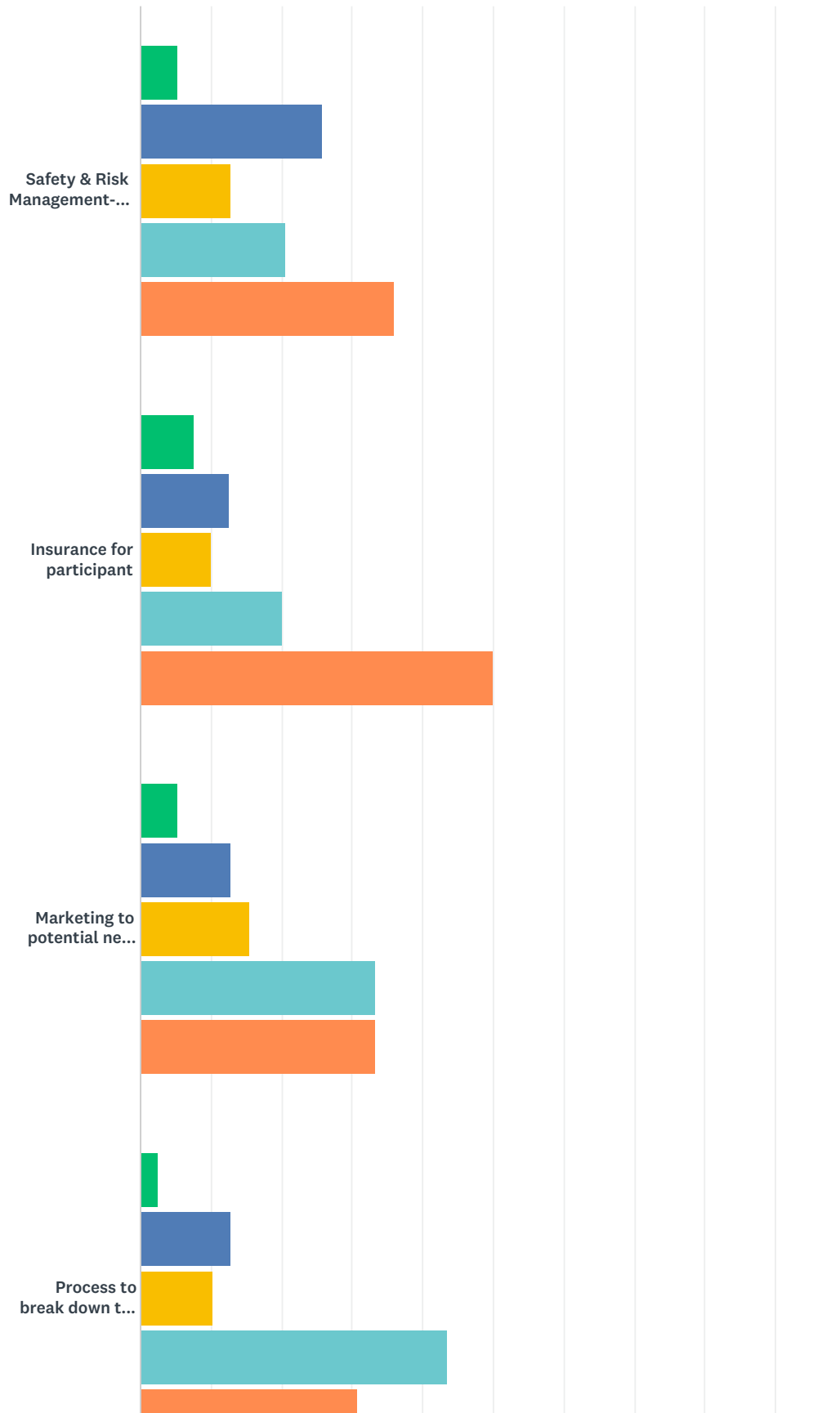
Answered: 42    Skipped: 204



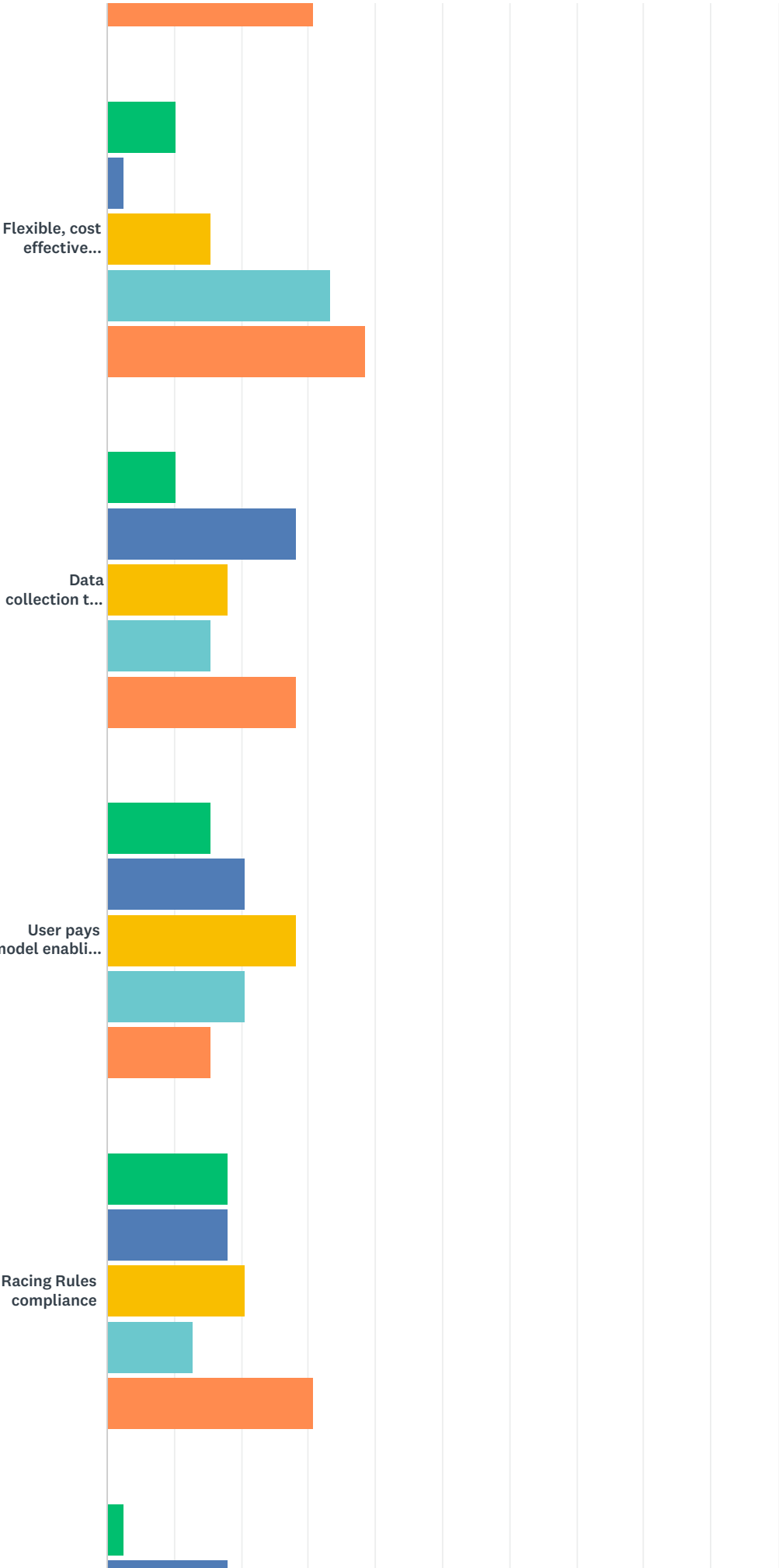
	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
Lack of awareness of the membership challenges the club is facing	15.00% 6	15.00% 6	27.50% 11	30.00% 12	12.50% 5	40	3.10
Club culture and member buy-in ("it's someone else's problem")	13.16% 5	15.79% 6	18.42% 7	28.95% 11	23.68% 9	38	3.34
IT platform and/ or administrative burden	15.00% 6	12.50% 5	25.00% 10	22.50% 9	25.00% 10	40	3.30
Ability to market to non-sailing public	17.50% 7	15.00% 6	27.50% 11	27.50% 11	12.50% 5	40	3.02

Q10 What benefits have you found from adopting this introductory membership type? Please rate the below benefits from 1 – 5 (1 being an insignificant benefit and 5 being a major benefit)

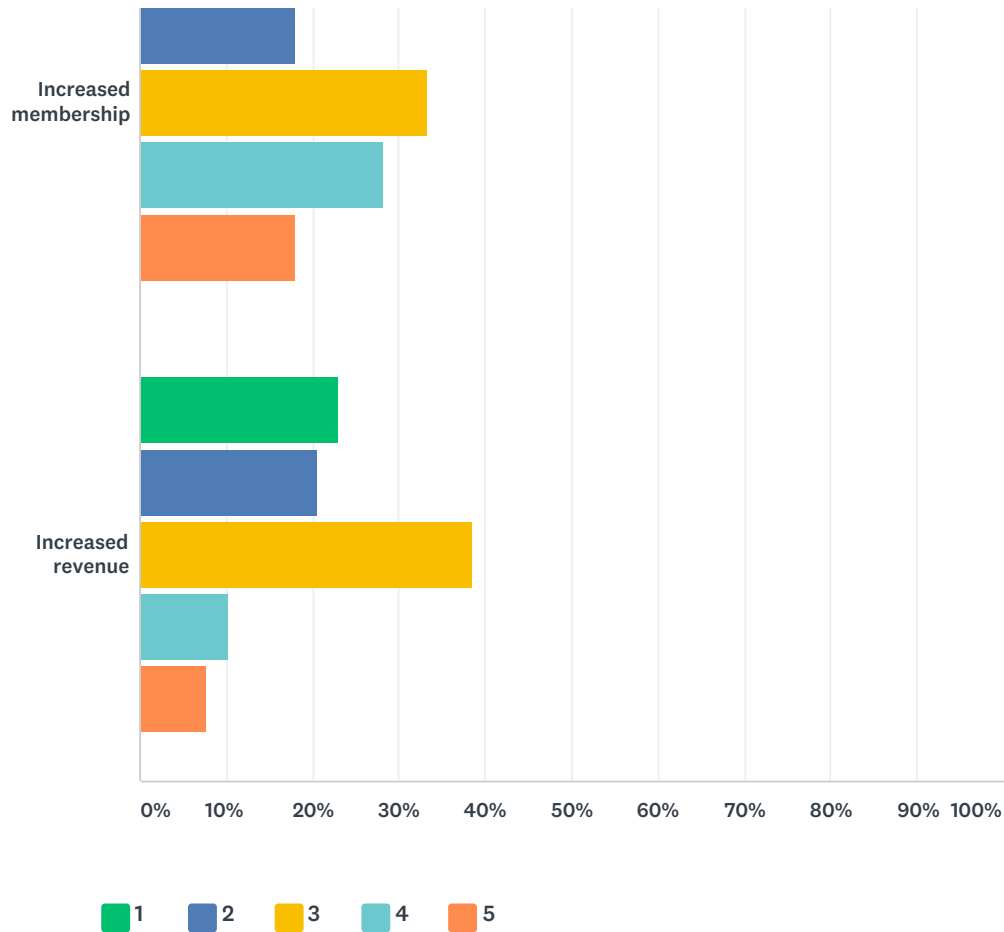
Answered: 40 Skipped: 206







## Sail Pass



	1	2	3	4	5	TOTAL
Safety & Risk Management- ensuring club knows who is on the water in their events	5.13% 2	25.64% 10	12.82% 5	20.51% 8	35.90% 14	39
Insurance for participant	7.50% 3	12.50% 5	10.00% 4	20.00% 8	50.00% 20	40
Marketing to potential new members	5.13% 2	12.82% 5	15.38% 6	33.33% 13	33.33% 13	39
Process to break down the perceived barriers to participation	2.56% 1	12.82% 5	10.26% 4	43.59% 17	30.77% 12	39
Flexible, cost effective introduction to the club	10.26% 4	2.56% 1	15.38% 6	33.33% 13	38.46% 15	39
Data collection to analyse club/participant engagement	10.26% 4	28.21% 11	17.95% 7	15.38% 6	28.21% 11	39
User pays model enabling equity of membership	15.38% 6	20.51% 8	28.21% 11	20.51% 8	15.38% 6	39
Racing Rules compliance	17.95% 7	17.95% 7	20.51% 8	12.82% 5	30.77% 12	39
Increased membership	2.56% 1	17.95% 7	33.33% 13	28.21% 11	17.95% 7	39
Increased revenue	23.08% 9	20.51% 8	38.46% 15	10.26% 4	7.69% 3	39