AFA Notification to Members No. 50 – February 2015.

This Notification deals with the following matter :

Advice to clubs and members regarding ways to promote membership growth and involvement in the sport of flyball.

The Committee has considered how best to assist clubs in attracting and retaining members – this consideration was in response to inputs from members in the recent Membership Survey.

i) The Committee asks that all Clubs review their social media sites and their web sites to ensure that they contain current information regarding the Club and how people may contact the Club regarding joining the Club.

ii) The Committee would also like to call on members with the required interest and skills in promotion and marketing to consider assisting the AFA in developing and maintaining social media sites designed to promote the sport of flyball. This would include but not be limited to the AFA Facebook site. Expressions of interest can be sent to the AFA Secretary via [Info@flyball.org.au](mailto:Info@flyball.org.au)

iii) The Committee would also like to encourage larger Clubs to consider hosting Beginner/Mock Comps each year directed at allowing dogs in training to obtain ring experience. A limited number of such comps have been conducted in recent years and have proven popular with new members and new dogs. Singles and pairs style racing has allowed new dogs to join an experienced dog/s in gaining ring experience. The Rules for conduct of these events are largely in the hands of the organiser – it is quite acceptable to use training aids and to have a suitable divider between lanes if necessary. All dogs must however have a CRN and satisfy requirements of age,fitness, etc. and safety of dogs and handlers must be a prime consideration. Clubs can charge an entry fee for dogs entered in order to help offset costs. The AFA Lights are available to be used without charge provided they are not required at a competition and the event is accredited and open to all AFA Members. No AFA points are able to be awarded in this training format.

iv) The Committee also draws Clubs attention to the fact that the AFA Lights and matting, where available in a State, are available at no charge to any Club holding an accredited Demonstration or Training Day provided the event is open to all AFA Members. All that is required is for the Club to submit a Sanction application Form for the event and to indicate wish to utilise the AFA equipment.

v) Clubs that are actively seeking to attract new members are encouraged to develop and place flyers at outlets such as local vet practices and Canine Rescue Shelters – especially if the shelter deals with sporting dogs that need an active outlet. The AFA is actively updating and developing flyers that clubs could adapt to their own requirements.

Any enquiries or suggestions regarding how best to promote flyball, attract new members or assist to form new clubs should be submitted to the AFA Committee via the AFA Secretary.

Further information concerning the Committee’s initiatives on promotion, membership development and club development resulting from the recent Member Survey has been posted to the AFA Website.