

## Membership Secretary Report for Monaro Folk Society AGM, 19 September 2019

The MFS currently has 180 memberships (163 financial; 17 complimentary).

There have been 37 new memberships since 1 July 2018. (there were 24 in the same period last year). However, the figure of 37 gives a slight distortion. 6 of those who joined needed the insurance of the MFS as they were part of the display team at the NFF this year. Only 1 of those people has renewed for the current year.

Category	2019	2018	2017	2016	2015
Financial Members, September	163	177	123	148	162
Complimentary Members, September	17	16	17	17	17
Total members, September	180	193	140	165	179
New memberships (April-June subset)	5	24 (11)	11 (5)	13 (8)	16 (5)

Year	Members	Non-renewed (Sept)	Percentage
2019	206 (June)	43 (9 not rejoining)	22.4%
2018	181 (June)	24	13.26%
2017	186 (June)	54	29.03%
2016	210 (June)	63	30.00%
2015	205 (June)	44	21.46%
2014	200 (June)	64	32.00%

Of the current 163 financial memberships, 117 (72%) are individual memberships, 43 (27%) are couple memberships and 3 (0.03%) are family memberships. 6 memberships are interstate. Of those members who have renewed 83(51%) are concession card holders.

The breakdown between mail and electronic *Musings* distribution for 2018-19 is 86% electronic (up 5%), 14% by mail (down 5%). The \$10 reduced price for electronic delivery seems to have an impact.

This year, at the instigation of Geoff Kell, we have introduced a pdf alternative for membership cards. This is for mobile phone download. 56 (37%) of members have taken up that option. 63% still receive hard copies of their membership cards. This option has reduced mailout costs of membership cards.

Thanks to Geoff for his hands-on interest in membership retention and recruitment and his effective email renewal reminder campaign. My personal thanks to Geoff for his willing support while I have learned the ropes of membership secretary.

Christine Gifford  
MFS Membership Secretary  
20 September 2019