

Membership Secretary Report for Monaro Folk Society AGM, 20 September 2018

The MFS currently has 193 memberships (177 financial; 16 complementary). **Financial membership has increased 43.9% since AGM time last year** (from 123 to 177 after decreasing by 16.89% in 2017 and 8.64% in 2016. There have been 24 new memberships since 1 April 2018 (there were 11 in the same period last year, **new memberships have doubled**). The financial membership is the highest since 2012 (190).

Category	2018	2017	2016	2015	2014
Financial Members, September	177	123	148	162	152
Complementary Members, September	16	17	17	17	17
Total members, September	193	140	165	179	169
New memberships (April-June subset)	24 (11)	11 (5)	13 (8)	16 (5)	15 (4)

At the end of June 2018, there were 181 financial members. Of those, 24 still have to renew (13.26%) compared to 54 who hadn't renewed this time last year (29.03%). The **non-renewal rate has been more than halved**.

Year	Members (June)	Non-renewed (Sept)	Percentage
2018	181	24	13.26%
2017	186	54	29.03%
2016	210	63	30.00%
2015	205	44	21.46%
2014	200	64	32.00%

Of the current 177 financial memberships, 122 are single memberships, 49 are family memberships and 6 are remote memberships. 119 memberships have been paid through the direct deposit option. If using this option, please remember to submit the electronic application form as well. Otherwise some detective work may be required and we may even miss your payment. The electronic application form makes for a simple process.

The breakdown between mail and electronic *Musings* distribution for 2018-18 is 81% electronic, 19% by mail. In 2017-18 (the first year in which electronic delivery became a majority option), it was 54% electronic 46% mail. The \$10 reduced price for electronic delivery seems to have had a significant impact.

After seven years as membership secretary, I feel I have earned my "ticket-of-leave". Thanks to Christine Gifford for taking on the job and all the best to Christine in the role. Thanks also to Geoff Kell for his hands on interest in membership retention and recruitment and his effective email renewal reminder campaign, which has helped us reverse what been a trajectory of membership decline.

Declan O'Connell
MFS Membership
18 September 2018