

## Project Scope Definition - Membership Drive

### Problem/Opportunity Statement

There are membership issues which are detrimental to our effectiveness as an organisation, supposedly representing the business sector of Torquay. These are:

- The membership database is incomplete
- There are members (who think they are) but are not recorded in the data base
- The accuracy of our data is unknown
- The membership data we have is not being utilised effectively, ie communication with members, member services
- Members (ones I have spoken to) say they do not know when meetings are scheduled, are not receiving relevant correspondence and want to be involved
- There is a significant shortfall of membership across the Torquay business environment.
- We do not know what our members want from TCT
- We struggle for resources to do the things we want to do

### Data Required

- Financial members
- Non-financial
- Business sectors represented
- Potential Torquay businesses to represent
- Other useful data??

### Opportunities for Members

Over the past year we have undertaken key initiatives affecting Torquay businesses. They are the building blocks for TCT growth. We can:

- Use our excellent Amendment C66 work for a recruiting drive
- Continue with the Torquay Town for Tomorrow project
- Initiate other key projects utilising our membership resources
- Develop processes for capturing local business economic data
- Strengthen our business lobbying at local, state and federal levels
- Improve our member services

### Resources

**Project leader:** nominated committee member

**Project members:** minimum 3 from general membership/committee

### Deliverables

A Project Report which confirms the problems/opportunities, supporting data, and scope of recommended initiatives to increase members and involve them in TCT development work.

### Schedule

Resource allocation	Mid-November 2013
Project plan and schedule	End-January 2014
Project report	End-February 2014

