

MELBOURNE WALKING CLUB – STRATEGIC REVIEW **REPORT TO MEMBERS**

The Melbourne Walking Club recently completed a strategic review of its operations and activities. The aim of the review was to investigate ways to increase the participation of members in walking and other types of activities and to increase the number of new members who would become actively involved in the club.

Last year the Executive Committee agreed to establish a small subcommittee, which I chaired, to conduct the review. The subcommittee had regular meetings and discussions and it followed a systematic process to obtain information and feedback from members to help identify the strengths and weaknesses of the club. This included the sending of a questionnaire to all members and a detailed analysis of the responses and comments received. 109 members responded to the questionnaire which is about 40% of the total membership of the club.

This process culminated in the preparation of a report to the Executive Committee in March this year. In summary the report recommended that the administration of the club should be restructured by the formation of two new subcommittees in addition to the existing Mt Buller Lodge Subcommittee and the Walter Briggs Hut Subcommittee. A model was prepared of the proposed Executive Committee and Sub-committee structure. The two new subcommittees are an Activities Subcommittee and a Marketing Subcommittee. The Executive Committee unanimously adopted the report and its recommendations at a meeting held on 12 April 2021.

These steps are seen as an important reform for the club and a means of developing the club into the future. It is also hoped that a further outcome of the restructure may be increased usage of the Mt Buller lodge particularly during the summer season.

Both of the new subcommittees have now been established and they have recently held their inaugural meetings. If you would like more information about the strategic review or if you are willing to contribute in any way to the ongoing work of either of the new subcommittees please contact me on president@melbournewalkingclub.org or **0412 136 124**.

Trevor Rosen
President
Melbourne Walking Club

11 May 2021