

Membership data is sourced from Membership data from the Onesport registration database, used with permission. Other data is sourced from data.gov.au including Administrative boundaries © PSMA Australia. Limited Licensed by the Commonwealth of Australia under Creative Commons Attribution 4.0 International License (CC BY 4.0). Imagery from ESRI World Imagery Services.

APRIL 2016

BANKS HOCKEY CLUB

Membership Study

The Banks Hockey Club has a basis for future planning based on the information contained in the map above and can now work towards building membership by targeting growth areas and assess the impacts of promotional activities for membership.

The map was produced to show the distribution density of membership by suburb, and the relative loss or gain within each suburb compared to 2013 membership records with circles indicating gains, no-gain, or loss.

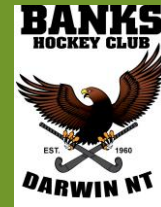
If you have similar needs for your clubs, please contact us through the details at the right and see what we can assist with.



When space, time and context matter.

MARMEL ENTERPRISES

CASE STUDY No. 1 - BANKS HOCKEY CLUB



THE BRIEF:

Banks Hockey Club wanted to understand their membership and the proximity of members to the hockey facilities at Marrara. They also wished to understand where members were located, and differences in membership over time.

Marmel Enterprises offered to assist and analyse the data to enable future decision making.

NOTE: Managing Director Mark Asendorf is a committee member of the Banks Hockey Club.

MARMEL ENTERPRISES

ABN: 17 827 994 214

**PO Box 1864
DARWIN NT 0801**

www.marmelent.com.au
info@marmelent.com.au

PH: 0439 742 881