

Karramomus CC

Increasing junior participation

Karramomus CC recognised their junior numbers had fallen away dramatically over the previous few years and it was apparent that the long term future of the Club was on the line.

The Club responded by implementing the following strategy for recruiting more junior players:

- Established a Milo HAG program with the intention of providing a source of junior players
- Developed a close liaison with the local primary school
- Subscriptions for juniors were kept at an affordable \$35
- The subscription also included a club shirt - a gesture very well received by parents
- Provided a free barbeque on Thursday nights for the junior players which is very well attended

The success of the above strategies has been evidenced by:

- Parents talking about how good the Club is with the associated spin-offs
- Players being prepared to travel further distances from home to attend training and play with the Club which has increased its recruitment area
- Increased player retention rates

Today Karramomus junior program boasts six junior teams, including three Under 11 sides.