

WCF AC Regeneration

Terms of Reference

Agreed by Group 1.7.24

Draft for MC approval

This document is to define the scope and operating methods for WCF Working Group 5: AC Regeneration

Subject	Detail
Members of the Working Group	As at our kick-off meeting (13.5.24) the working group includes: Debbie Lines (MC/Chair) Alan Sands (Aus) Bonnie Johnson (NZ) Graeme Roberts (MC Rep) Jeff Soo (MC Rep) Stephen Wright (Eng) Stuart Lawrence (USA)
Group preferred Ways of Working	The working group will use Email, Dropbox and MS Teams. Meetings will be scheduled as needed.
Scope	The scope of this working group will be limited to investigating ways in which the WCF, as the Global Governing Body for the sport of Croquet, can realistically influence the growth and development of AC. Available influencing methods: <ul style="list-style-type: none"> - Encouraging WCF Members and RCOs to disseminate information within their country, to clubs and players. - Use of existing WCF communications channels such as its website, Facebook page or the YouTube channel. - Amendments to WCF controlled policies, regulations and laws. The WCF is a Member organisation. As such, all activity will be agreed with Members.
Topics under initial consideration	The group may research and/or consider the following topics: <ul style="list-style-type: none"> ● Ways of promoting growth of AC at all levels (e.g. at clubs, tournaments, and at all levels, e.g. advanced, handicap). ● Understand the nature of the decline (segmentation) and why. ● Capture best practice in maintaining AC. ● Understanding AC barriers to entry: too complicated, long, difficult to learn etc. ● Understanding why AC appeals more to some people than to others. <ul style="list-style-type: none"> ○ What types of people does it attract – is there a profile we should target?

	<ul style="list-style-type: none"> ○ Is there a target age group (or groups) at which to target recruitment? ● Understanding the impact of conflicts between GC and AC. Will influencing this be beneficial? ● Understanding the pros and cons of converting GC players compared to recruiting new. ● Understanding how our volunteer resource can best be used to encourage AC play. ● Is the current set up of our Clubs influencing the recruitment of AC players? <ul style="list-style-type: none"> ○ Social club vs sports club. ○ Times of day AC is available. ○ Coaching availability. <p>All of the above topics need to be considered in relation to “how can the WCF as the Global Governing body for croquet, support and influence our Members with this issue”</p>
Measures of success	Will be defined dependent on the above research and any deliverables proposed.
Time frame for delivery	<p>There may be several proposed deliverables. These will be implemented after MC and Member consultation and as and when they are ready.</p> <p>This is a volunteer working group and progress will be dependent on the time and availability of the group.</p>