

Question: From member Lau Geok Theng (LA480J)

There is a huge drop in new member applications from 670 in 2019 to 84 in 2020. What are the reasons for this huge drop and to what extent is it due to COVID-19 pandemic?

As a result of the above as well as increase in resignations from 401 in 2019 to 645 in 2020, net attrition has increased significantly from 463 in 2019 to 770 in 2020. What steps does the membership section in Secretariat and the membership subcommittee plan to take in 2021 to reverse the trends in drop of new applications and increase of net attrition?

Thank you.

Answer:

In the lead up to the Mandalay Guild House opening in 2019, the “Road to Mandalay” marketing campaign was organised from November 2018 till August 2019 and we successfully recruited 713 new members. However, no marketing campaign was organised in 2020 due to COVID-19.

The main reasons cited by members who resigned in 2020 were negative sentiment contributed by COVID-19 as well as the loss of employment.

With the continuing weak sentiment in 2021, small-scale marketing activities are planned to encourage potential members to join NUSS. These include a \$1,000 transfer fee reduction promotion in the Secondary Transfer Market category that was launched in the first quarter. New members are also rewarded with \$500 F&B credits while existing NUSS members who introduce new member(s) will receive \$200 F&B credits too.

With the upcoming NUS Commencement Ceremony in June, we have also prepared a sign up gift specially for the 2020/2021 cohort. More details will be shared on our website soon.

Other membership programmes include the Life Membership Privilege where Life Members are able to transfer their membership to their next of kin for free (only admin fee applies), and still get to retain their membership. Additionally, main members who sign up for a Parent Membership will also receive \$100 F&B Credits which they can spend with their family.