



# Athletics New Zealand Voice of the Participant Results

Club Connect July 2017



# Data Analysis

## Positively skewed satisfaction scale



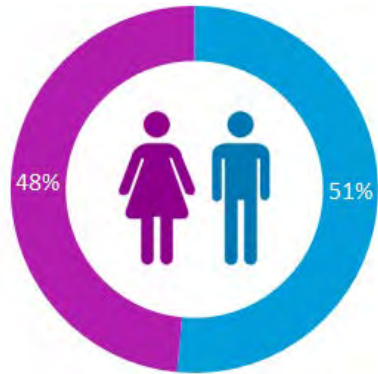
## Statistical differences

- Differences are commented on where there they are statistical significant.
- We are 95% confident that results are not just normal expected variances.

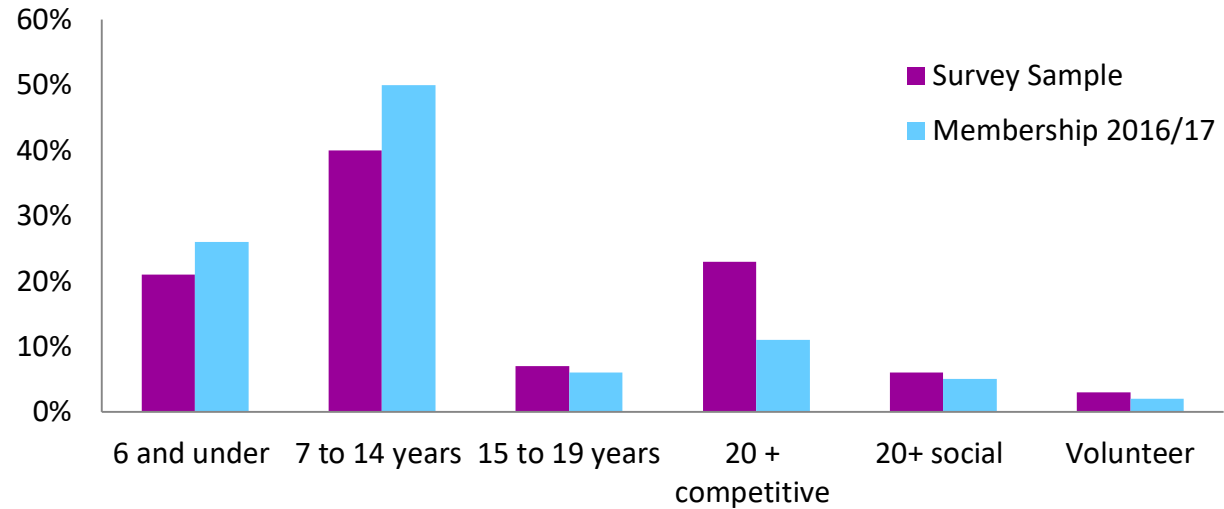
# Sample Profile



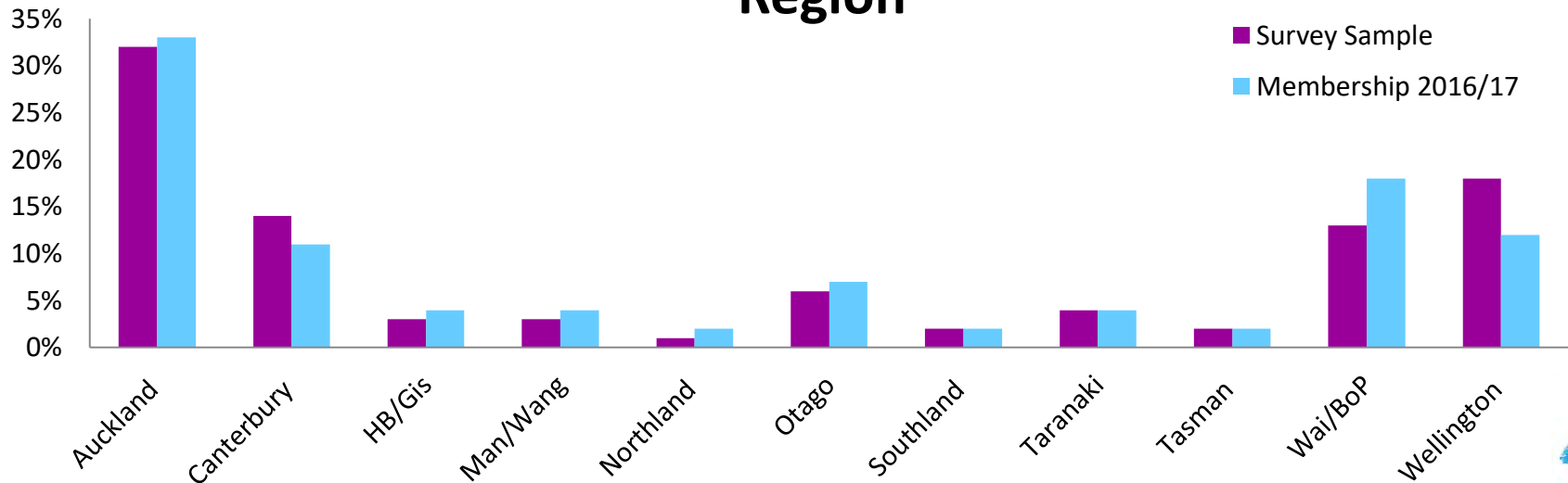
## Gender



## Membership Category



## Region





# How are Athletics Clubs Performing Overall?



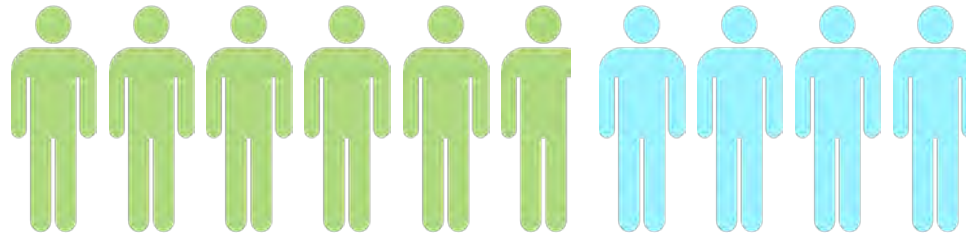
What percentage  
of your club  
members would  
you expect to be  
satisfied?



# Overall Satisfaction

## OVERALL SATISFACTION

(Q6: % very satisfied or extremely satisfied)



**59% ARE SATISFIED WITH THEIR CLUB**

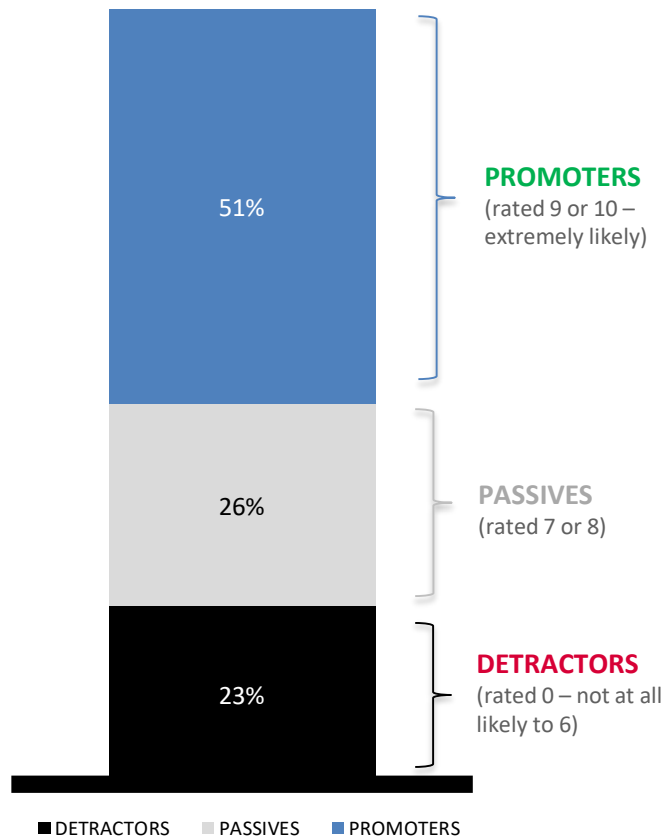
TOTAL ATHLETICS	PARENT	ATHLETE	ALL SPORTS 2016/17
59%	54% ▼	67% ▲	61%

▲▼ Significantly higher/lower than Total Athletics

## Those *significantly more* likely to be satisfied with their club are:

- Those who hold the role of a Club President or other office holder (83% cf. 59%) / Official (76%) / Coach or Instructor (72%) / Committee Member (72%)
- Those whose main reason for belonging to an athletics club is *to socialise* (73%) / *participate competitively* (62%)
- Those who are members of tenure five years+ (69%)
- Those who reside in Wellington-Wairarapa (68%)
- Those who identify as European (60%)

# How likely are members to recommend their Athletics club?

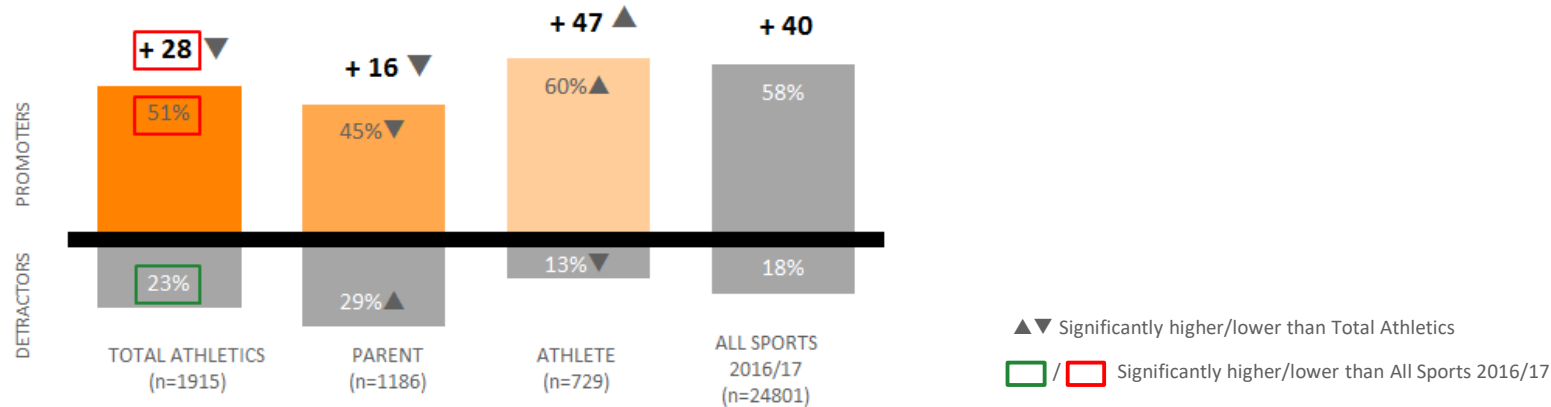


Net Promoter Score  
(NPS):

28



# NPS Subgroup Differences



## Those *significantly more* likely to be promoters (rated 9 or 10) are:

- Those who hold the role of an Official (77% cf. 51%) / Club president or other office holder (74%) / Committee Member (72%)
- Those aged 65+ years (68%) / 55-64 (67%) / 13-15 (63%)
- Those who are members of tenure 5 years+ (66%)
- Those whose main reasons for belonging to an athletics club is to *participate competitively* (54%)

# Value for Money

## VALUE FOR MONEY

(Q11: % agree or strongly agree)



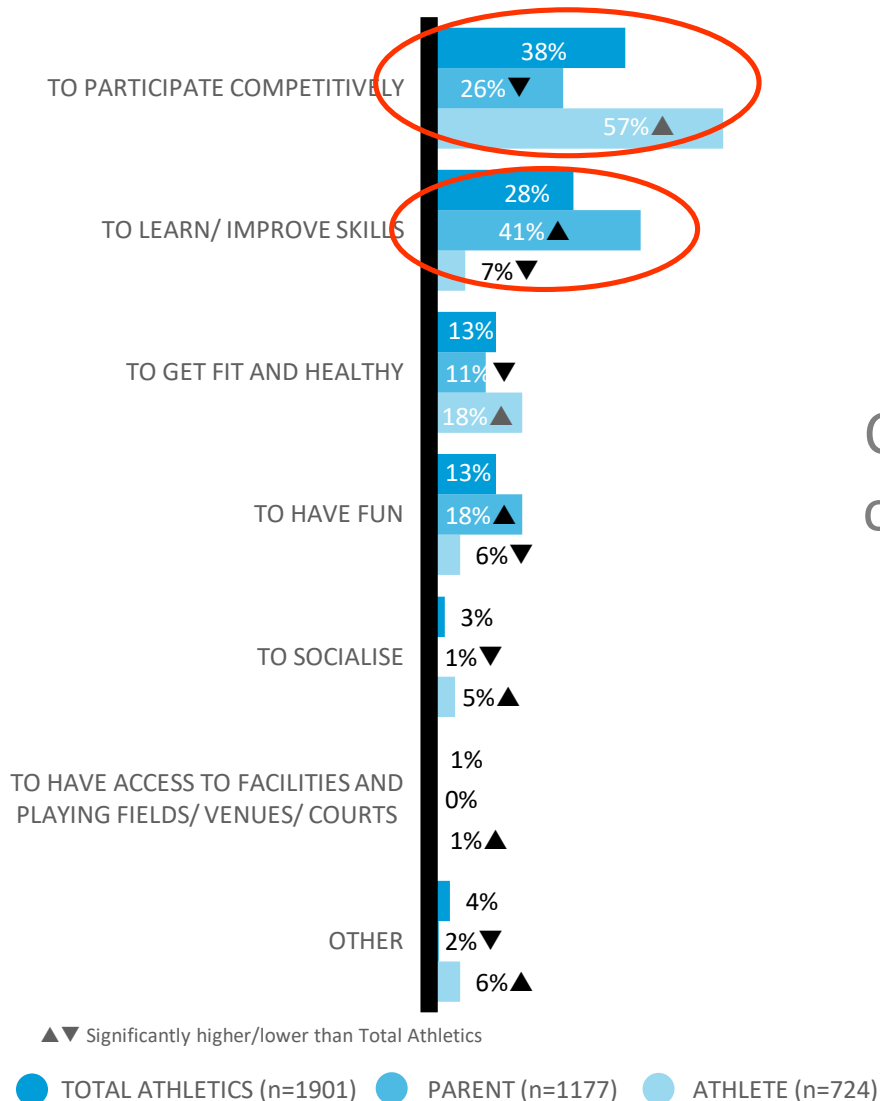
**72% AGREE MEMBERSHIP IS WELL WORTH THE MONEY**

TOTAL ATHLETICS	PARENT	ATHLETE	ALL SPORTS 2016/17
72%	69% ▼	77% ▲	74%

▲▼ Significantly higher/lower than Total Athletics



# Why do people belong to an Athletics Club?



**Competition** = Opportunity to challenge yourself and achieve their personal best

Creativity required to help ensure opportunities for ALL to learn and improve skills and compete



# Likelihood to Re-join

## LIKELIHOOD TO rejoin

(Q9: % quite likely or very likely)



TOTAL ATHLETICS	PARENT	ATHLETE	ALL SPORTS 2016/17
77%	70% ▼	88% ▲	82%

▲ ▼ Significantly higher/lower than Total Athletics

□ / □ Significantly higher/lower than All Sports 2016/17

## Those *significantly less* likely to re-join their current club are:

- Those who reside in Auckland (71% cf. 77%)
- Those of primary / intermediate age (5-12) (68%)
- Those whose main reason for belonging to an athletics club is to learn/improve skills (67%)
- Those who participate once a week or less (65%)

# The Joining Process

## JOINING PROCESS

(Q20: % very satisfied or extremely satisfied – average of 4 attributes)



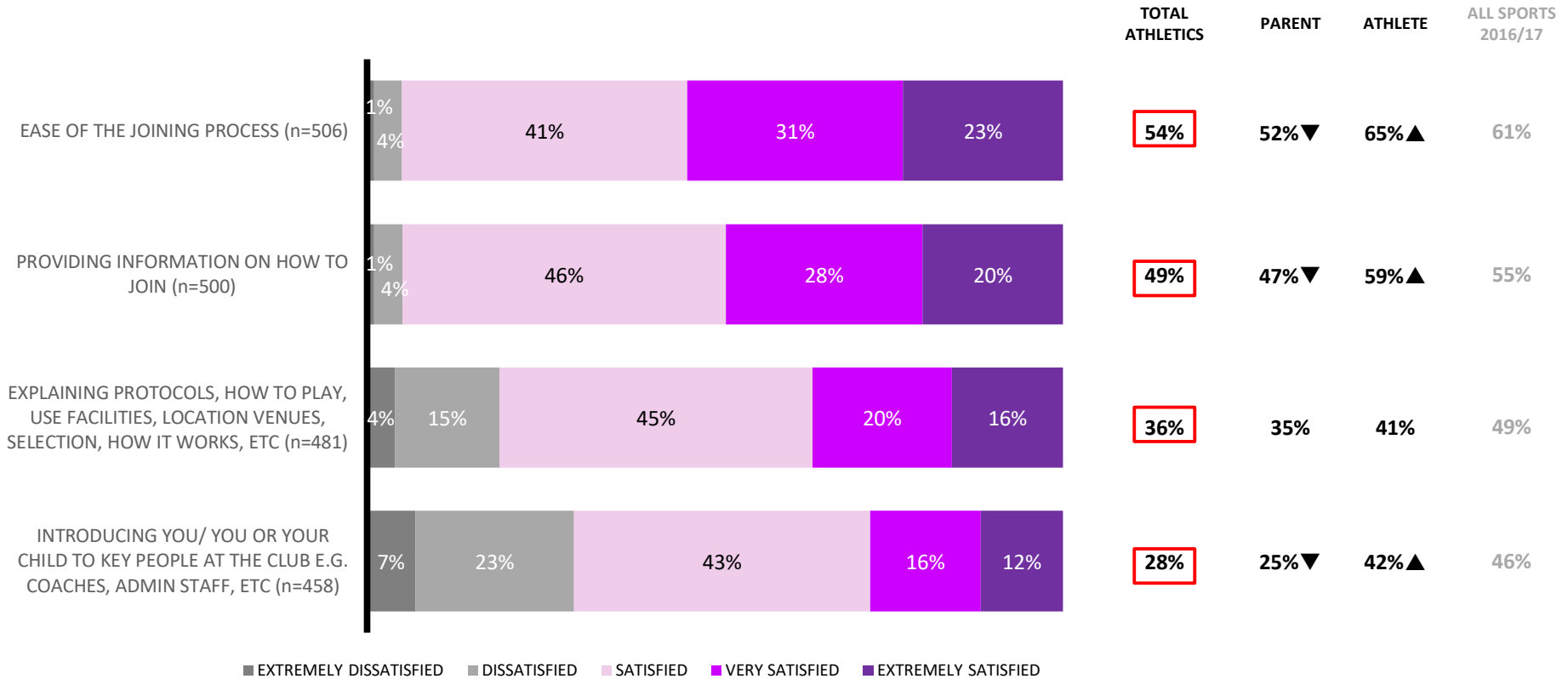
TOTAL ATHLETICS	PARENT	ATHLETE	ALL SPORTS 2016/17
42%	40% ▼	52% ▲	53%

▲ ▼ Significantly higher/lower than Total Athletics

## Those *significantly less* likely to rejoin their current club are:

- Those who reside in Auckland (71% cf. 77%)
- Those of primary / intermediate age (5-12) (68%)
- Those whose main reason for belonging to an athletics club is to learn/improve skills (67%)
- Those who participate once a week or less (65%)

# The Joining Process



▲▼ Significantly higher/lower than Total Athletics

□/□ Significantly higher/lower than All Sports 2016/17





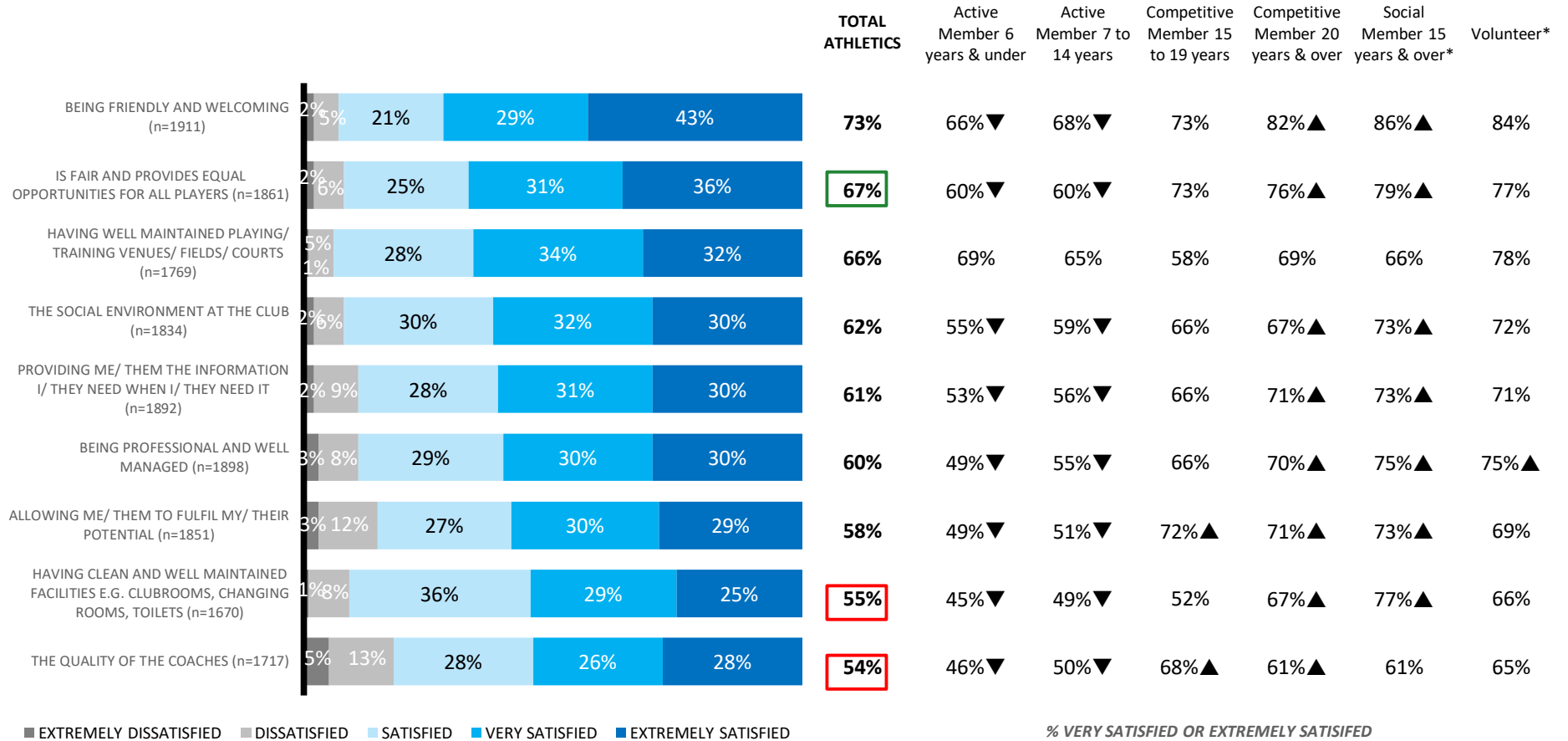
		Satisfaction	NPS	Re-join	Value for \$
Length of Membership	Less than 1yr	👎	👎	👎	👎
	1-5yrs	👎	👎	👎	👎
	6-10yrs	😊	😊	😊	😊
	10+yrs	😊	😊	😊	😊
Membership Type	6yrs and under	👎	👎	👎	👎
	7-14yrs	👎	👎	👎	👎
	15 – 19yrs competitive	😊	👎	😊	👎
	20yrs competitive	😊	😊	😊	👎
	15yrs + social	😊	😊	😊	😊

We currently deliver experiences that work better for some...

# Drivers of Club Experience



# Satisfaction across factors

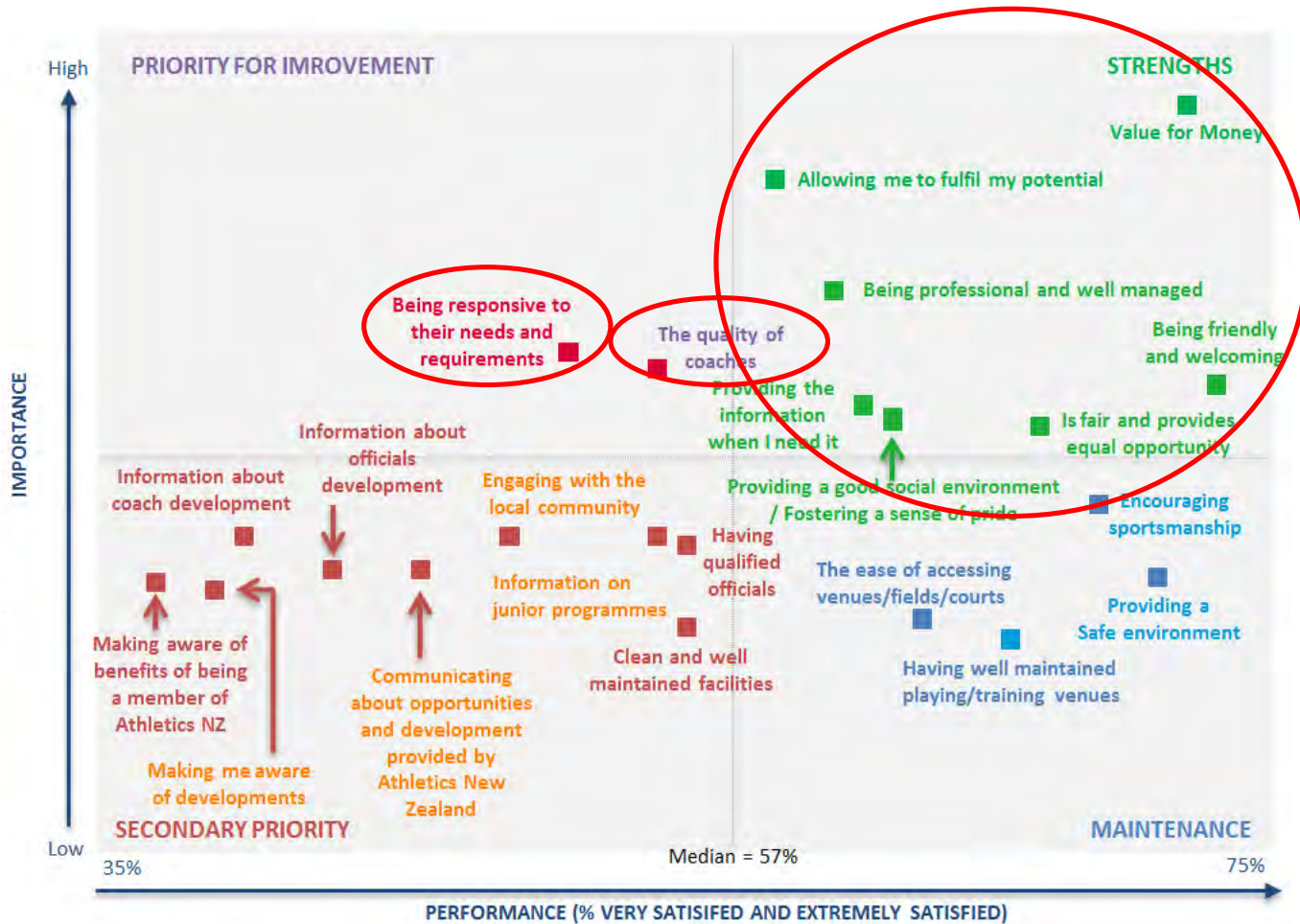


▲▼ Significantly higher/lower than Total Athletics

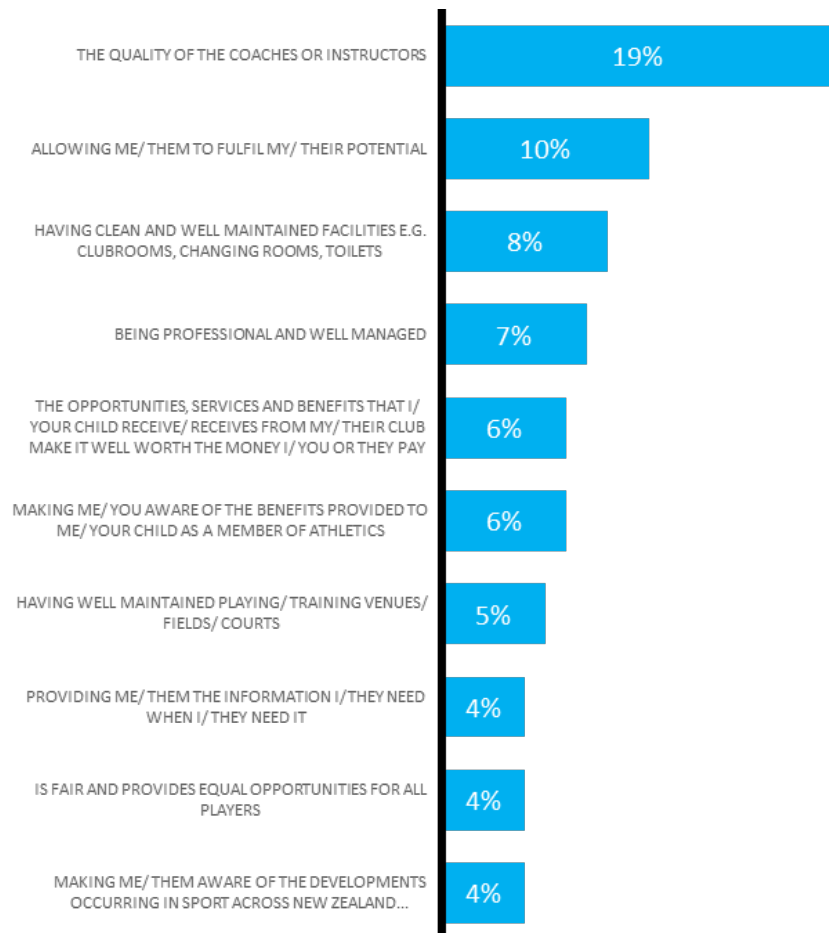
□ / □ Significantly higher/lower than All Sports 2016/17



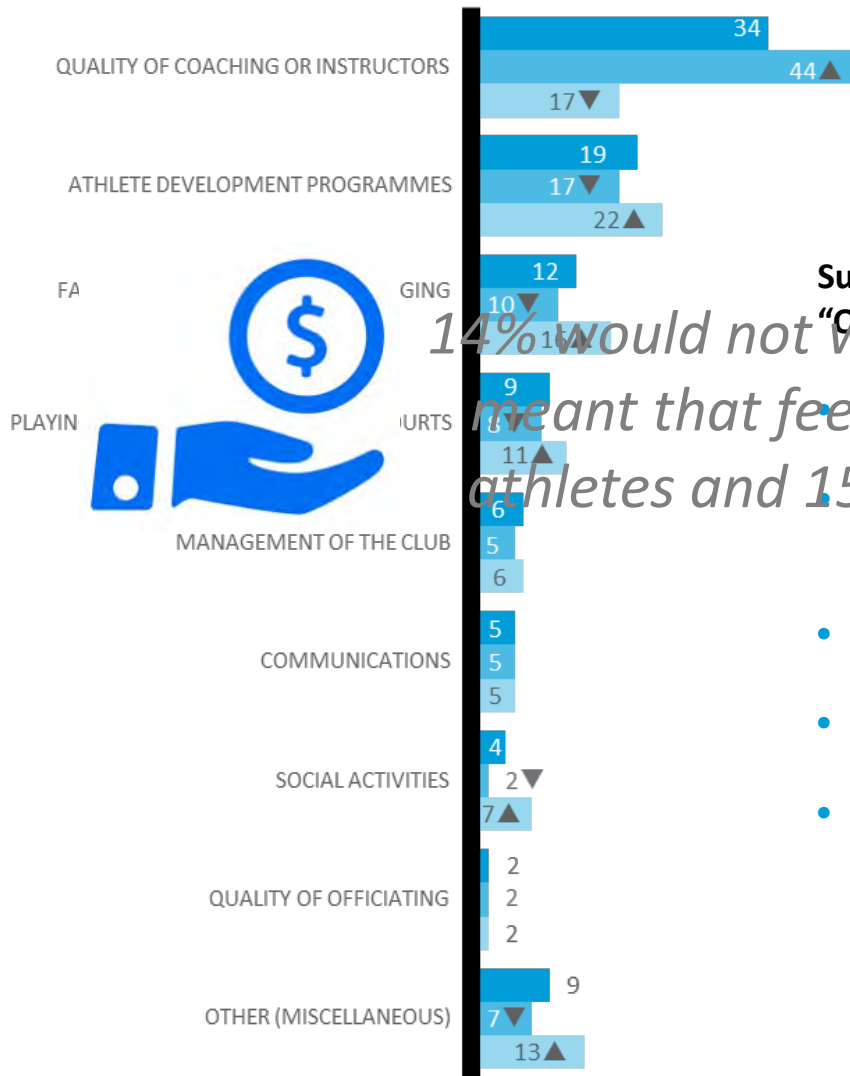
# Drivers of Club Experience



# How can clubs improve members experience?



# Even if membership fees increased, members would want improvement in ...



**Subgroups significantly more likely to indicate they would the “Quality of coaching” aspect to improve**

*14% would not wait anything improved if it meant that fees were increased (17% for athletes and 15% for parents of athletes)*

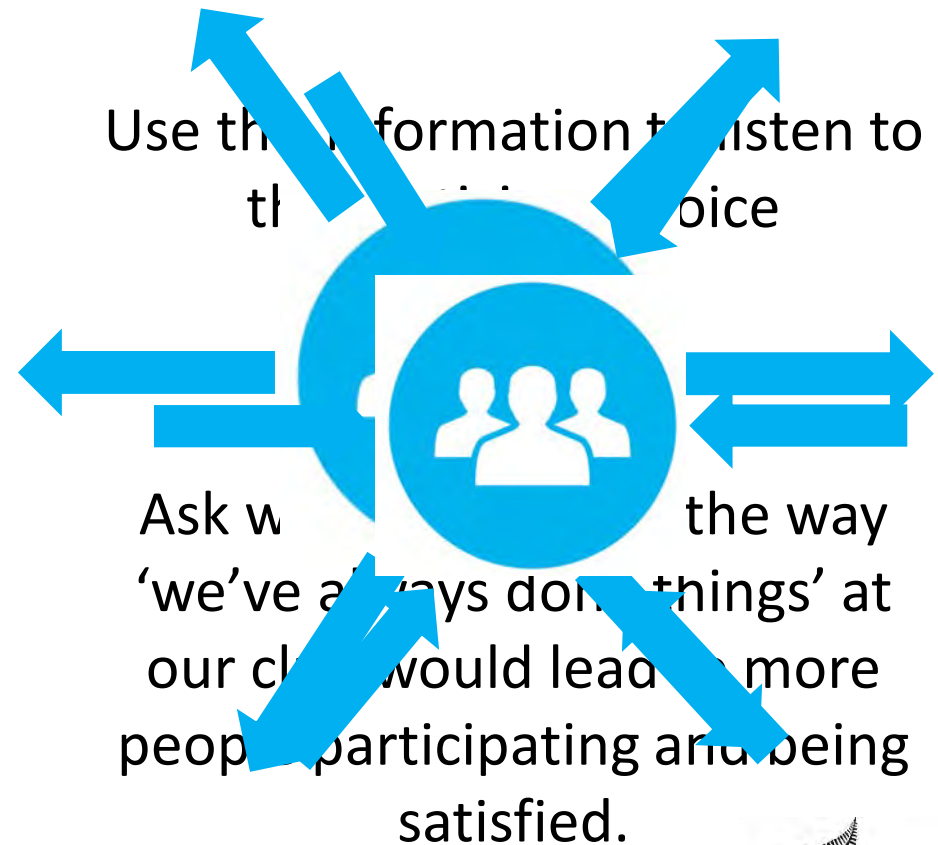
- Those who are unlikely to rejoin their club next season (49%)
- Parents of those aged under 5 years (48%) / those of primary/intermediate age (44%)

- Those who reside in Bay of Plenty (47%) / Auckland (40%)
- Those who are dissatisfied (45%)
- Those who are members of tenure less than 5 years (37%)



# It's time to change the way we think

To  
From...  
What can our club do differently?  
What's wrong with them?  
What can our club do differently?



# Putting the VoP into Action at your Club

## **Topic 1- Coaching:**

One of the strongest pieces of feedback from the VoP data is that members, particularly those in the U6 and 7-14 age groups, would most like to see improvements in the area of coaching and skill development (even if they need to pay more for it).

In your group brainstorm what your club could do to improve these factors and build better coaching and skills development opportunities into your club night.

## **Topic 2 – Joining Process:**

What can your club do to improve the joining process to ensure members feel welcome, are introduced to the right people and know all the information they need to know?

## **Topic 3 – Being Responsive to Member Needs:**

- a. Does the make up of your committee accurately reflect the makeup of your 1.) membership  
2.) community
- b. How can your club engage a more diverse volunteer base or other practices to ensure the voice, and therefore the needs of these participants, are being captured and they are involved in decision making

# Topic 1: Coaching

## Insights:

- Quality of coaching was the most commonly mentioned area within which clubs can improve their member experience (19%)
- Quality of coaches was rated the lowest out of the 9 satisfaction factors (54%). Those U 6 and 7-14 rated this factor significantly lower than overall athletics
- Respondents whose main reason for belonging to an Athletics club was to learn and improve skills were significantly less likely to re-join
- 34% of respondents would want the quality of coaching improved even if it meant fees were increased

## Question:

One of the strongest pieces of feedback from the VoP data is that members, particularly those in the U6 and 7-14 age groups, would most like to see improvements in the area of coaching and skill development (even if they need to pay more for it).

In your group brainstorm what your club could do to improve these factors and build better coaching and skills development opportunities into your club night.

# Topic 2: Joining Process

## Insights:

- 42% of respondents are not satisfied with the joining process
- Explaining protocols, how to play, use facilities, location venues, selection, how it works and introducing you/your child to key people at the club rated the lowest overall (36% and 28% respectively) and rated significantly lower than all sports.
- Those of primary and intermediate age and those that belong to learn and improve skills are significantly less likely to be satisfied with the joining process

## Question:

What can your club go to improve the joining process to ensure members feel welcome, are introduced to the right people and know all the information they need to know?

# Topic 3: Being responsive to member needs

## Insights:

- “Being responsive to my needs and requirements” was seen as a factor with high importance in terms of priority for improvement and low satisfaction in the drivers of club experience regression
- Those who identify as European are significantly more likely to be satisfied
- Maori and Pasifika rate lower in satisfaction, NPS, Value for money, and likelihood to re-join
- Those who in the primary/intermediate age group (5-12yrs) are significantly less likely to be satisfied, have a lower NPS, perceive value for money and be likely to re-join. Those in the 55-64 age group and 65+ age group are more significantly more likely to be satisfied across all these factors
- Those who hold the role of a Club President or other office holder (83% cf. 59%) / Official (76%) / Coach or Instructor (72%) / Committee Member (72%)
- We know that a high proportion of those that volunteer in athletics are NZ European and aged 50+

## Question/s:

- a. Does the make up of your committee accurately reflect the makeup of your 1.) membership 2.) community
- b. How can your club engage a more diverse volunteer base or other practices to ensure the voice, and therefore the needs of these participants, are being captured and they are involved in decision making



# Supplementary Slides



# How do our regions differ?

	Satisfaction	NPS	Re-join	Value for \$
Auckland				
Wellington				
Otago				



# The 'Parent' voice

- For members aged under 16, the survey is answered on their behalf by a parent
- Parents complete the survey thinking about the experiences of their child with their club
- There will be some differences in the voice of the parent vs. voice of the child – the parent is a key influencer of the child's experience

