

# Club Member Experience

# Survey

Club and traditional membership is changing, and for sports and recreation organisations there is a critical need to understand what can be done to keep people engaged.

Sport NZ's club experience survey has been developed for NSOs to understand club level player experiences and how they might adapt to meet people's changing needs.

With a better club experience, the more likely someone is to continue to play and act as an advocate for the club.

## How to get *involved*

The club experience survey runs annually for both summer and winter sport. Members of the clubs are invited to complete a short and simple survey online. Once complete, NSOs will receive a full report on their members' club experience.

To find out more visit [www.sportnz.org.nz/VOP](http://www.sportnz.org.nz/VOP) or to register your interest in taking part in the next round of surveys email [insights@sportnz.org.nz](mailto:insights@sportnz.org.nz)

## How can the survey help your clubs?

Find out:

- How satisfied members are
- How likely members are to recommend their club, and re-join next year
- What factors to focus on to drive a positive member experience
- How the club experience differs across demographics and club tenure – and how clubs can ensure everyone is catered for.

## How are clubs *performing?*

### OVERALL SATISFACTION



SIX IN TEN (61%) PLAYERS ARE SATISFIED

### NET PROMOTER SCORE



NPS SCORE = 43

### COMPARED TO OTHERS



SEVEN IN TEN (68%) RATE THEIR CLUB AS BEING BETTER THAN OTHER CLUBS

### LIKELIHOOD TO REJOIN



83% ARE LIKELY TO REJOIN THEIR CURRENT CLUB NEXT SEASON



SPORT  
NEW ZEALAND

Community sport

DECENT FACILITIES



GREAT COACHES



GOOD SOCIAL ENVIRONMENT



PROFESSIONALISM & EXPERTISE

POSITIVE CLUB MEMBER EXPERIENCE



GOOD COMMUNICATIONS



FRIENDLY & WELCOMING



FULFILLING POTENTIAL

# 7

## Drivers of Club Satisfaction

Research from the pilot survey has revealed seven key drivers of club satisfaction.

The key areas for clubs to focus on as the most important for delivering a positive club experience were:

- Allowing me to fulfil potential
- Being professional and well-managed
- Having good communication.

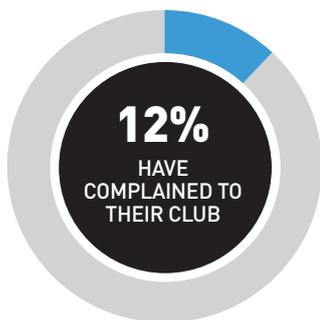
# Key Insights

IN THE LAST THREE MONTHS...

## Acknowledgments

The survey was developed and piloted in collaboration with Bowls New Zealand, Football New Zealand, New Zealand Rugby League and Tennis New Zealand. Results were collected in 2015 and published in 2016.

It is part of the Sport NZ Voice of Participant programme ([www.sportnz.org.nz/VOP](http://www.sportnz.org.nz/VOP))



A great atmosphere and other members being friendly and welcoming is the key reason why members will recommend their club to others.

Areas to improve for those who wouldn't recommend their club are:

- Better club management / committee
- More fairness/ equal opportunity
- Better atmosphere/ friendlier.

Players who are more involved at the club, and who have been at the club longer tend to be more positive. Young adults are less likely to re-join their club.

Clubs are being led by and are focusing on a group of 'vocal' members, who tend to be more involved and represent 'happier' members.

But this is at the expense of newer/younger members who are not being heard.