

THE VOICE OF THE PARTICIPANT 2016/17



The Voice of the Participant (VOP) is a nationwide survey that aims to capture the voice of sport club members. In 2016/17, over 25,000 club members from 10 sports all over New Zealand responded to the survey.

Club and traditional membership is changing, and for sports and active 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 national sport organisations (NSOs) to understand club level player experiences and how they might adapt to meet people's changing needs.

When people have a better club experience they are more likely to continue to play, and advocate for the club.

While the results of each sport are different, we're starting to see strong national trends around the drivers of club membership. These are presented below.

10 TYPES OF SPORTS



Athletics



Bowls



Cricket



Football



Gliding



Golf



Netball



League



Touch



Waka ama

64%  MALE

36%  FEMALE

70%  PLAYERS

30%  PARENTS

All members of clubs for each of the participating NSOs had the opportunity to participate. Adults aged 16 years and over completed the questionnaire themselves. For players aged 15 and under the parent completed the questionnaire, thinking about the experiences of their child in their sports club.

HOW CLUBS ARE PERFORMING



ARE HIGHLY SATISFIED WITH THE JOINING PROCESS



ARE HIGHLY SATISFIED WITH THEIR CLUB



PERCEIVE VALUE FOR MONEY



ARE LIKELY TO RE-JOIN THEIR CLUB NEXT YEAR

NPS = 40

The Net Promoter Score (NPS) uses the percentage of overall club members likely to recommend their club to others (promoters) subtracted by the percentage of those unlikely to recommend their club (detractors).



18%

DETRACTORS

Rated 0 (not at all likely) to 6

25%

PASSIVES

Rated 7 or 8

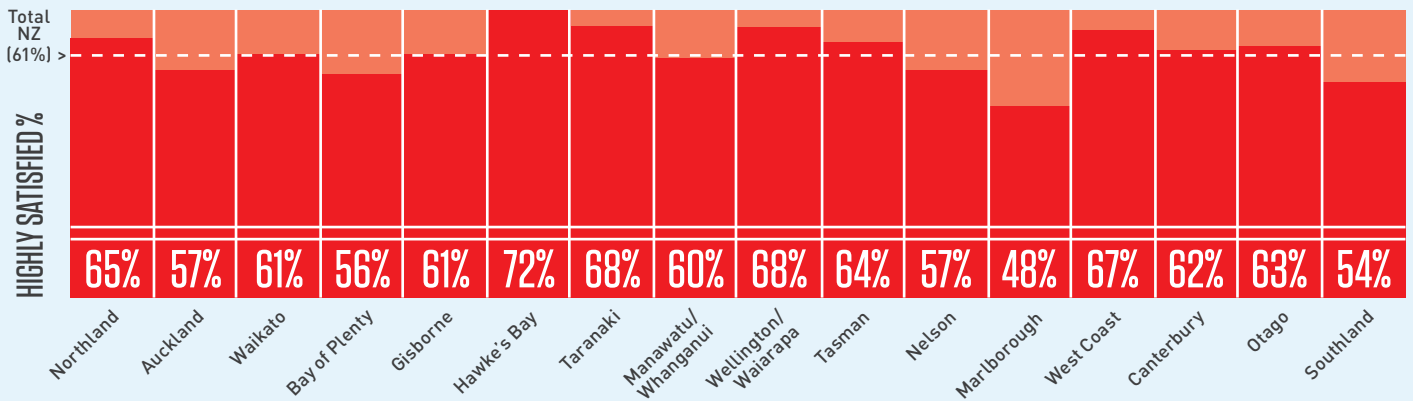
58%

PROMOTERS

Rated 9 or 10 (extremely likely)

ACROSS THE COUNTRY

The overall experience varies from club to club, and we see noticeable variation across regions in the member experience.



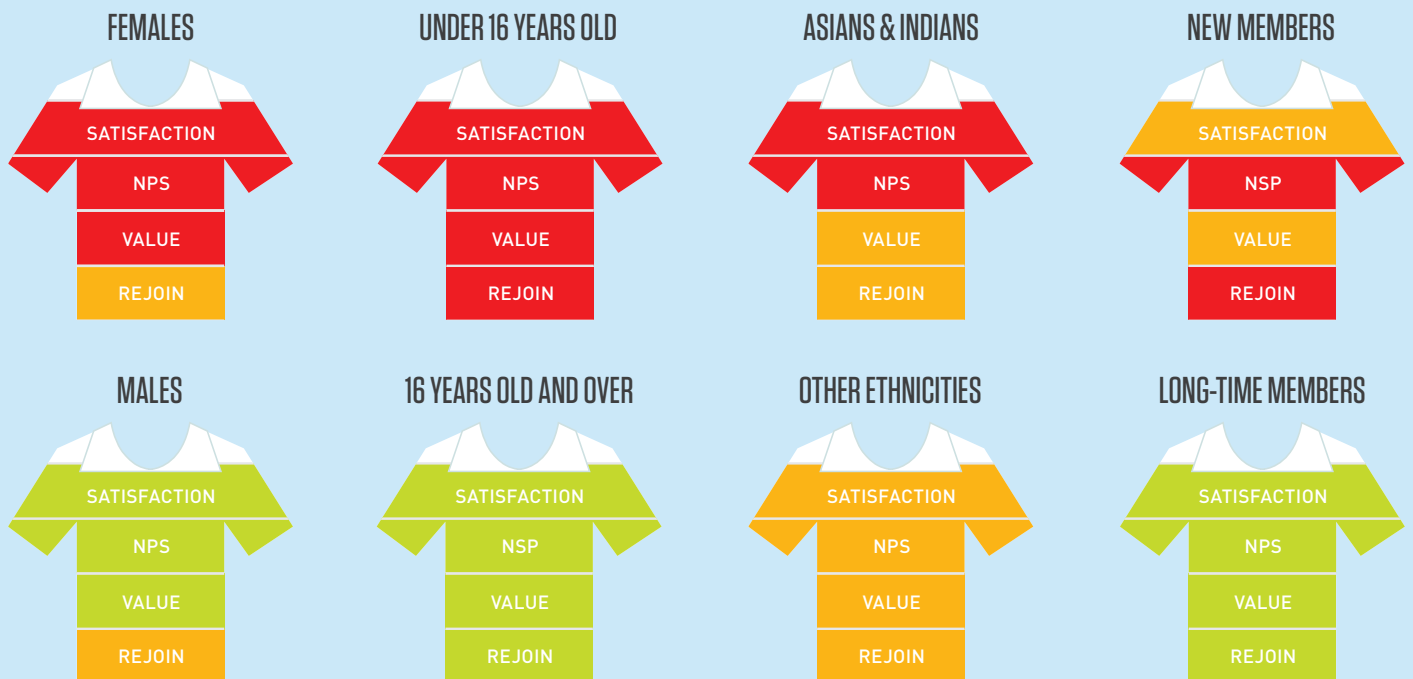
ONE CLUB, DIFFERENT COLOURS...

We've found that the overall experience is different for some, and across all sports there's room to improve.

EXPERIENCE

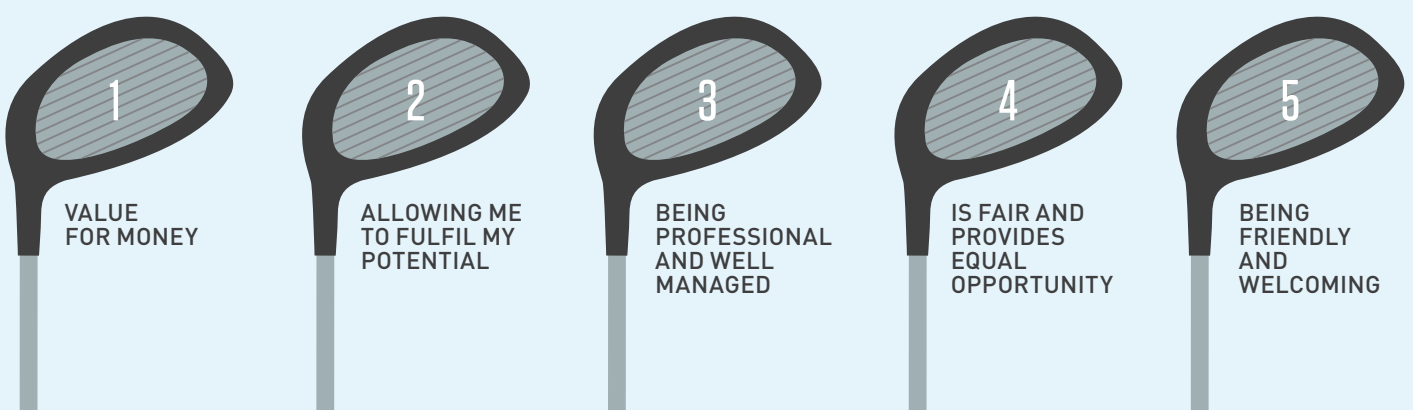
■ POSITIVE
 ■ NEUTRAL
 ■ NEGATIVE

Indicates whether the responses of this group are significantly higher or lower than the total overall responses.



KEY DRIVERS

Some factors were found to be more influential than others in determining who would have a good club experience. The top five were:



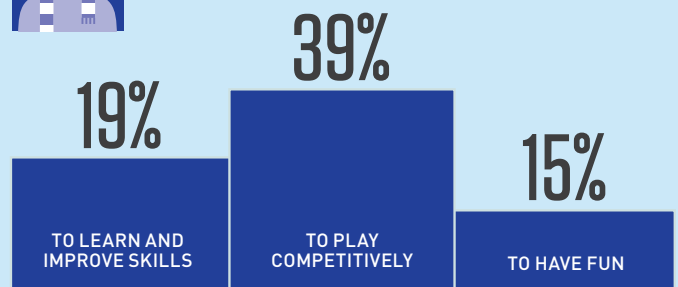
TOP REASONS TO BELONG TO A CLUB



PLAYERS



PARENTS



Motivations 'to play competitively' cover many aspects. Members tend to describe having the organisation, competition structures and people in place, plus the right environment that allows players to challenge themselves in the team sport environment. So, while for some the ultimate goal will be winning, for others it might just be the challenge of the game or being part of a team.

WHAT THEY LOVE ABOUT THEIR CLUB



COURSE CONDITION



"Course condition is second to none. New clubhouse facilities are brilliant."

FRIENDLINESS



"The club has a great atmosphere and is very welcoming to new players."

PEOPLE



"A good bunch of people."



COACHING



"Dedication of coaching staff."

WELL ORGANISED



"Everything just seems to run smoothly."

DEVELOPMENT



"Getting children involved and teaching specific skills to help development."

WHAT NEEDS TO IMPROVE

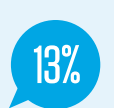


FIELDS, GREENS, COURSES



"More consistent course conditions."

TEAMS AND COMPETITION



"We need more people and better competition."

FACILITIES



"Better facilities."



COACHING



"Having more professional coaches available."

TEAMS AND COMPETITION



"More teams in the competition."

ORGANISATION AND COMMUNICATION



"More effective communication about start times for games etc."

CLUB EXPERIENCES ARE MEETING SOME PLAYERS NEEDS BETTER THAN OTHERS...



WOULD BE WILLING TO PAY MORE IF ASPECTS OF THE CLUB EXPERIENCE WERE TO CHANGE.

The most mentioned areas members were willing to pay for improvements in were player development programmes, available spaces, facilities and quality of coaching.

The club experience can help you improve member experiences by:

- Identifying key segments within your member base who want different things from their club experience.
- Teasing out where the current club experience is and is not meeting their needs, and what is driving these different experiences.
- Combining this with your own knowledge and experience to build strategies, and prioritise focus areas.



www.sportnz.org.nz