

Voice of the Participant (VOP) 2017/18

A summary

VOP is a nationwide survey that aims to capture the voice of sport club members.

In 2017/18, over 29,500 club members from 10 sports responded to the survey.

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

Sport NZ's club experience survey has been developed for national sports 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 continue to see strong national trends around club experience. A selection of these are presented in the following pages.

To find out more about VOP, please visit:

www.sportnz.org.nz/managing-sport/voice-of-participant/.



How are clubs performing?



are **highly satisfied**
with their club



perceive **value for money**



are **likely to rejoin**
next season

Net Promoter Score = 44



To calculate Net Promoter Score (NPS) the percentage of those unlikely to recommend their club (detractors) is subtracted from percentage of overall club members likely to recommend their club to others (promoters).

Some club members are receiving a more positive experience than others

	Gender		Age			Ethnicity			
	Male	Female	Primary / Intermediate Age (5-12 yrs)	Secondary School Age (13-18 yrs)	Adults (19+ yrs)	European / Pakeha	Māori	Pasifika	Asian & Indian
Satisfaction (% more than satisfied)	63%	63%	69%	62%	60%	66%	65%	60%	50%
NPS score (likelihood to recommend club)	44	46	49	35	45	47	49	42	30
Value for money (% agree or strongly agree)	74%	72%	78%	72%	71%	75%	72%	68%	71%
Likelihood to re-join (% quite or very likely)	81%	82%	82%	77%	83%	83%	81%	76%	79%

■ Higher than overall result
 ■ In line with overall result
 ■ Lower than overall result

Indicates whether the result for this group is 'significantly' higher or lower than the overall result (based on 'statistical significance' testing). To learn more about statistical significance click [here](https://sportnz.org.nz/assets/Uploads/Explaining-Statistical-Significance-Final-for-the-website-7-Dec-2018.pdf):

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

The top five drivers of recommendation in 2017/18 were:

- 1) Value for money
- 2) Fair and provides equal opportunities
- 3) Being professional and well managed
- 4) Allowing me to fulfill my potential
- 5) Fostering a sense of pride

“Very well organised and supportive and obviously really into supporting younger kids to appreciate all the sport has to offer and making the best of each player.”
Parent of player, 8-10 years, Wellington-Wairarapa

“My child would like more learning opportunities from the coach/club. Being with the club only means being able to play on Saturdays. Unfortunately they do not learn skills or tactics. They just play.”
Parent, 8-10yrs, Otago

“There are a bunch of really committed people who facilitate the club. The club has been running for a long time and has a great name.” **Parent of participant, 13 years, Wellington-Wairarapa**

“They do not support the women's teams - including; over ruling NFF decisions on which pitch has been identified and named on the draw, having their 'boys' take priority in changing rooms - moving women out. Having the KIDS take priority over the ladies on allocated fields and having KIDS play on the closed fields because 'they won't do as much damage'.”
Player, 40-44 years, Auckland

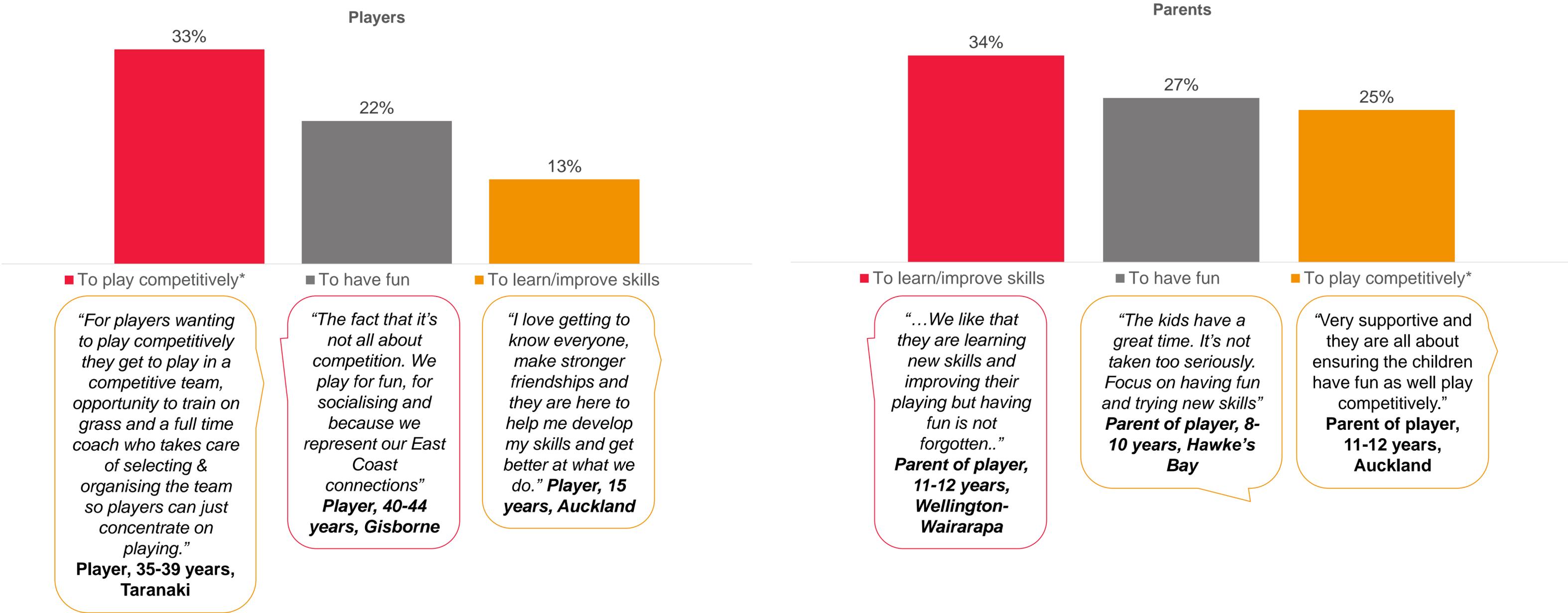
“We have a good premier team that players can strive towards playing for and the club try to achieve development of the younger players.”
Player, 35-39 years, Manawatu

“It is not cheap, especially for us, but I don't feel like our money has been well spent. We have had no link with the club whatsoever, my child doesn't even know where it is! I thought our club day may have involved the club but no, it was just \$2 for one sausage...not a 'club day' in my eyes and no one was expecting anything more so went home straight away.”
Parent of player, 5-7 years, Nelson

“The senior members go above and beyond to assist younger players and make it a club to be proud of”
Player, 25-29 years, Canterbury

“They have committed coaches who are fair and equitable to all players.”
Parent of player, 11-12 years, Canterbury

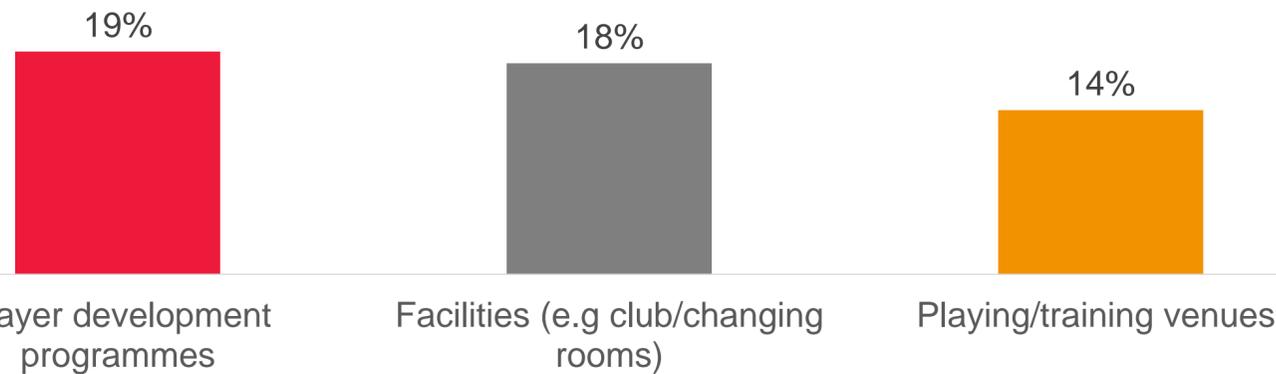
Reasons for belonging to a club.



*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 needs to improve?

Players

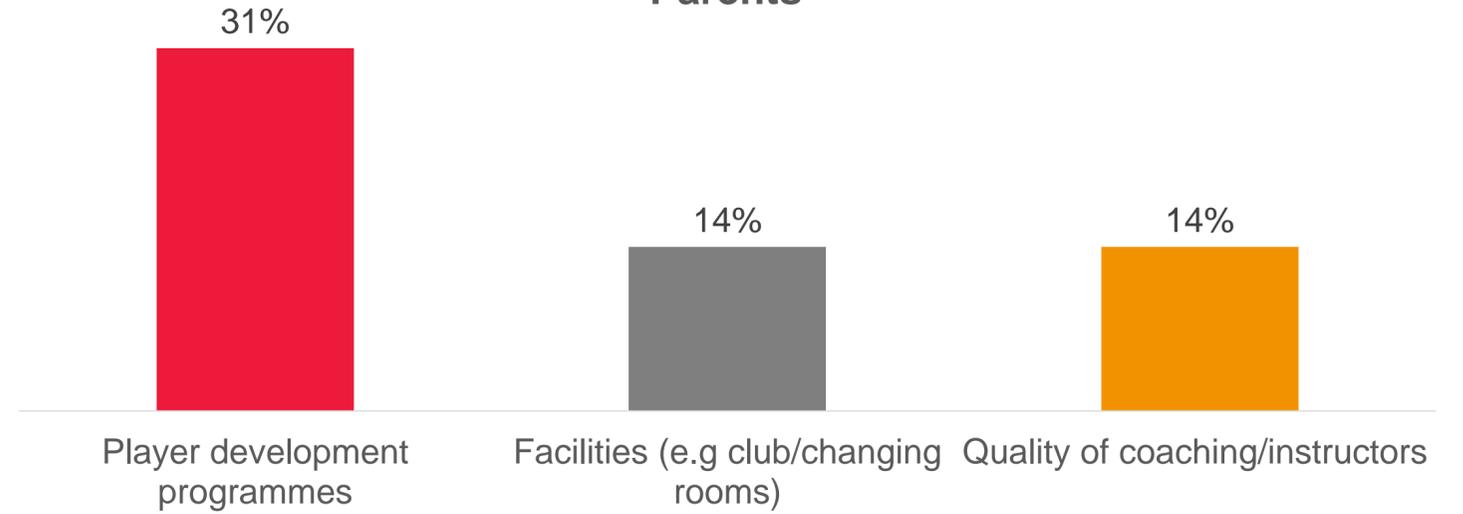


“There aren't any player development opportunities, but then I guess at the over 40s level no one is bothered. I would be interested in paying for coaching if it was offered. Would it be that hard to get a group of 30-45 year olds together who wanted to improve their game from an established coach?”
Player, 35-39, Auckland

“Regular cleaning of the turf, it is going brown in places with all the dirt. I have never seen anyone clean the turf, after games, especially when blood is involved. It is so expensive in fees and we are told that is because of turf costs, however no one seems to clean it, or use anti bacterial spray in it.”
Player & Parent, 40-44, Waikato

“Better playing surfaces. I've been injured on the pitch due to the playing surface more than contact with other players. The lighting is not that great either at training.”
Player, 25-29, Waikato

Parents



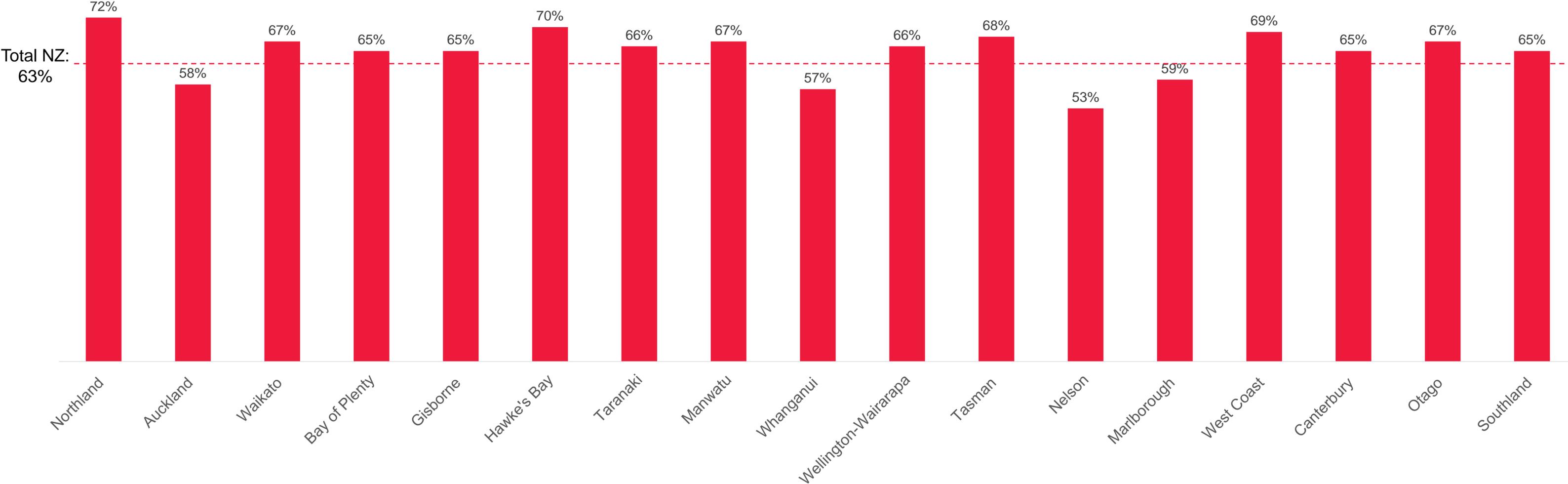
“My son feels dissatisfied that the top 'development' squads gets more opportunities, extra training, better coaches. He understands that he is not of the level to be in a development squad so wonders how he can improve with out the access to more frequent training.”
Parent of player, 8-10 years, Auckland

“There is only one male and a disabled public toilet for the entire club. The clubrooms are closed off during the games and if my daughter needs to go to the toilet I feel that she isn't able to go inside (I was stopped one day, the outside disabled toilets were locked and I wasn't going to take her to the mens.”
Parent of player, 5-7 years, Canterbury

“Would love to see the coaches receive some guidance in program design and how to work with young children. The program provided has been repetitive and limited in range of skills taught.”
Parent of player, 5-7 years, Waikato

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

Satisfaction by Region



The club experience survey 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.

