

# Community sport

## Understanding the voice of the Gliding participant

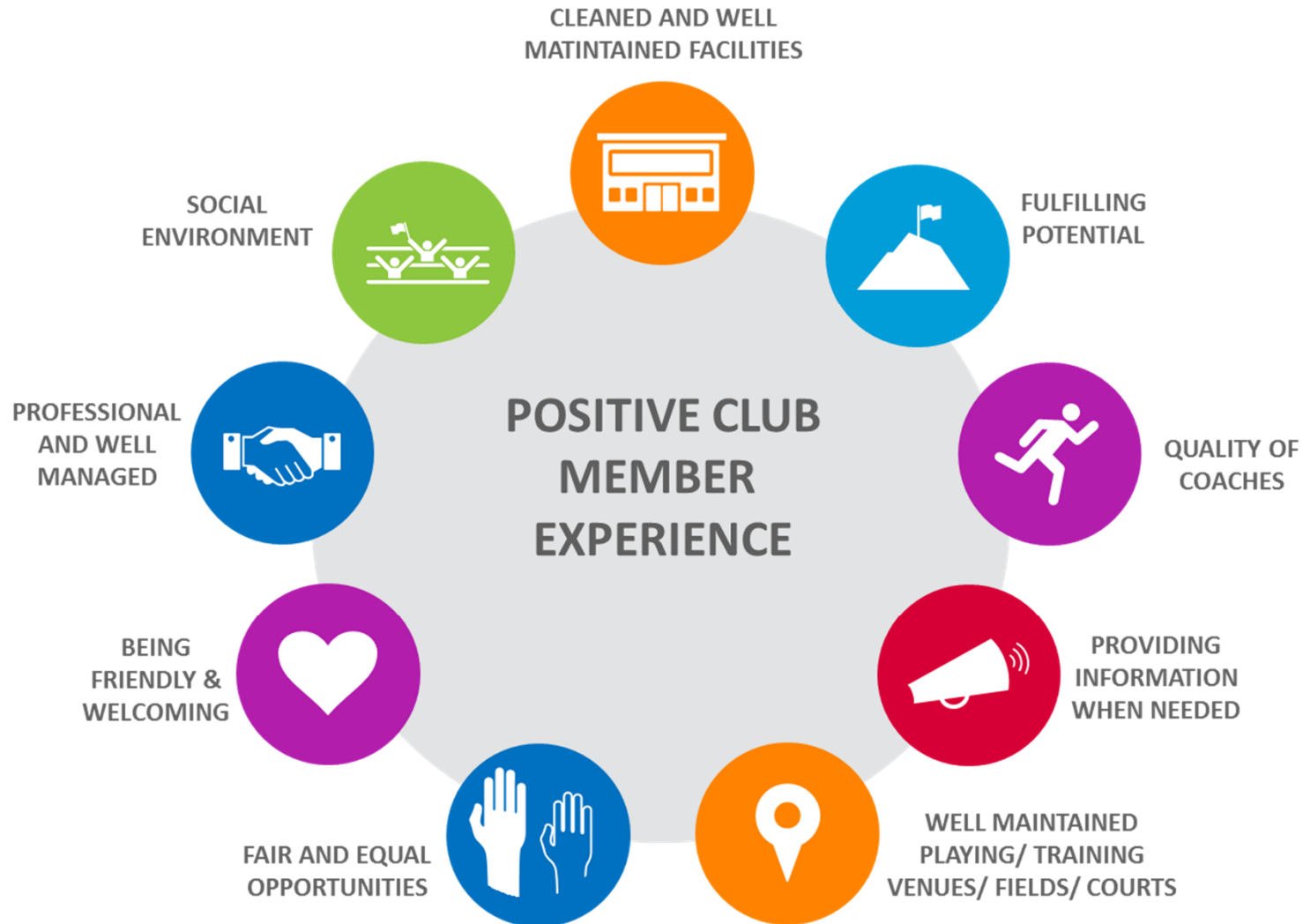
Hamish McEwen – Manager Research, Evaluation & Insights



SPORT  
NEW ZEALAND

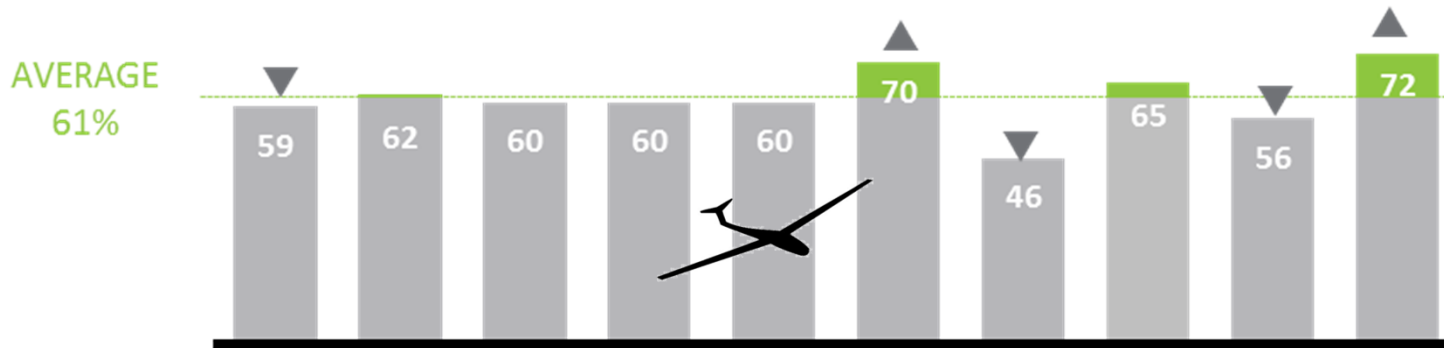


# The voice of participant programme

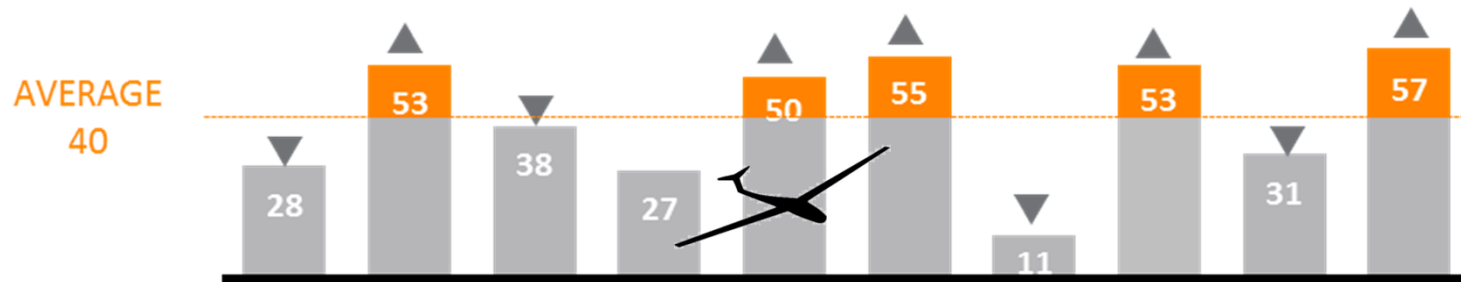


# Participants experiences are vastly different across sports...

OVERALL SATISFACTION (BY NSO) - % very satisfied or extremely satisfied



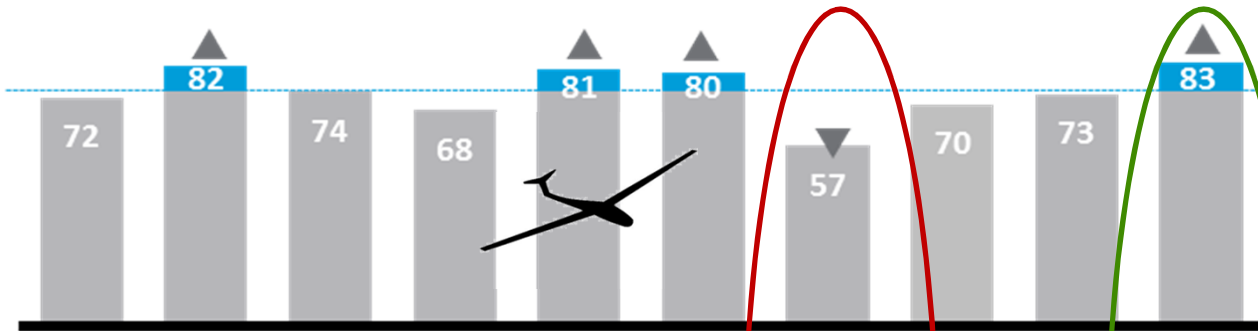
NPS (BY NSO) - % promoters less % detractors



# ... and the metrics are telling us a story

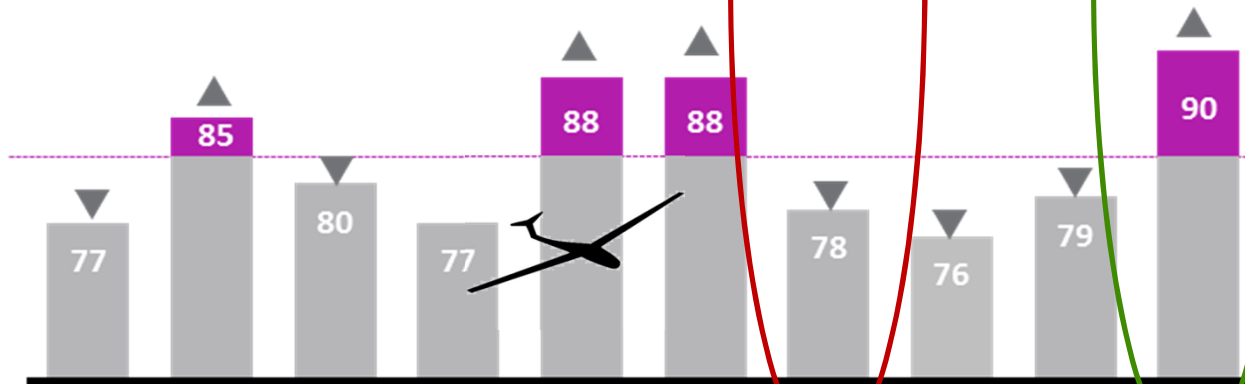
PERCEIVE VALUE FOR MONEY (BY NSO) - % agree or strongly agree

AVERAGE  
74%



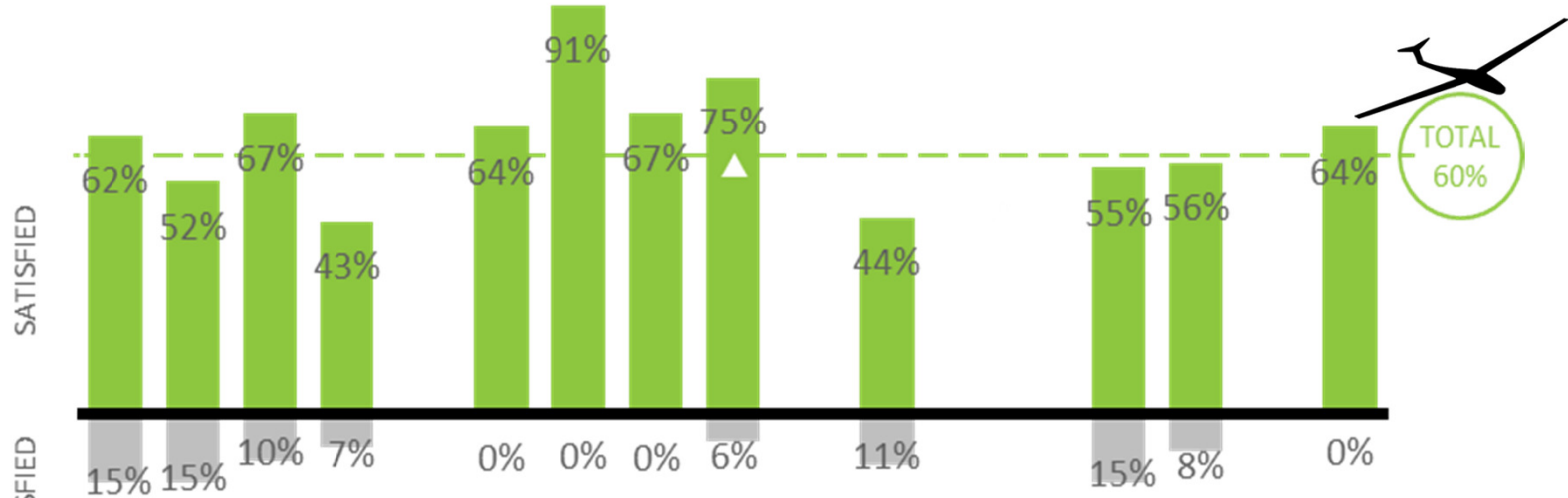
LIKELIHOOD OF REJOINING NEXT YEAR (BY NSO) - % likely or very likely

AVERAGE  
82%

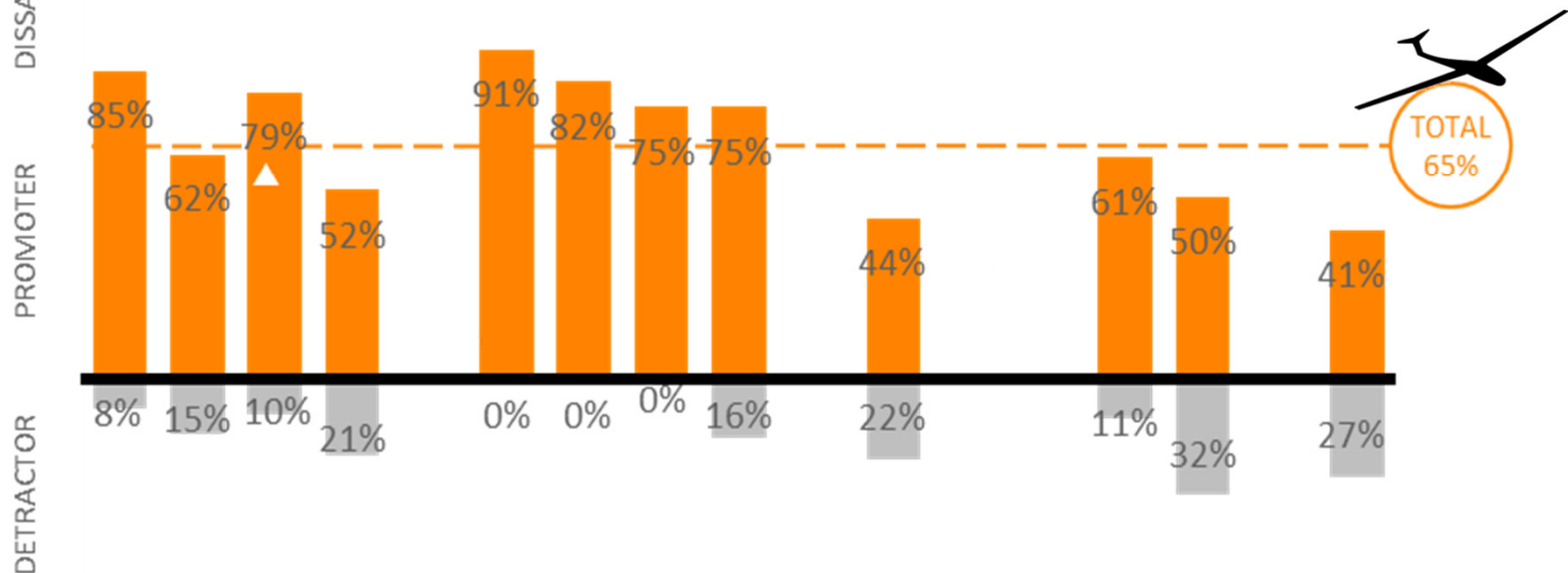


And maybe surprisingly there are a number of significant differences across regions

**OVERALL SATISFACTION**  
(Q6: % very satisfied or extremely satisfied)



**NET PROMOTER SCORE**  
(Q7: % promoters less % detractors)



# There are loads of things that impact experience...

- |   |  |   |   |
|---|--|---|---|
| 1. Value for money  | club   | venues/ fields  | opportunities for coach development                                   |
| <b>2. Being friendly and welcoming</b>                      | <b>8. Providing the information when needed</b>          | <b>14. Having well maintained playing/training venues/ fields</b>                       | 18. Providing information and opportunities for officials development |
| 3. Encouraging good sportsmanship and fair play             | 9. Allowing me to fulfil my potential                    | 15. Having clean and well maintained facilities e.g. clubrooms, changing rooms, toilets | <b>19. Having qualified / experienced officials</b>                   |
| 4. Is fair and provides equal opportunities for all players | 10. Being responsive to my needs and requirements        | <b>16. Engaging with the local community</b>  |   |
| <b>5. Being professional and well managed</b>               | <b>11. The quality of the coaches</b>                    | 17. Providing information and   |   |
| 6. Fostering a sense of pride                               | 12. Providing a safe environment for adults and children |   |   |
| 7. The social environment at the                            | 13. The ease of accessing the clubs                      |   |   |

# Discussion...

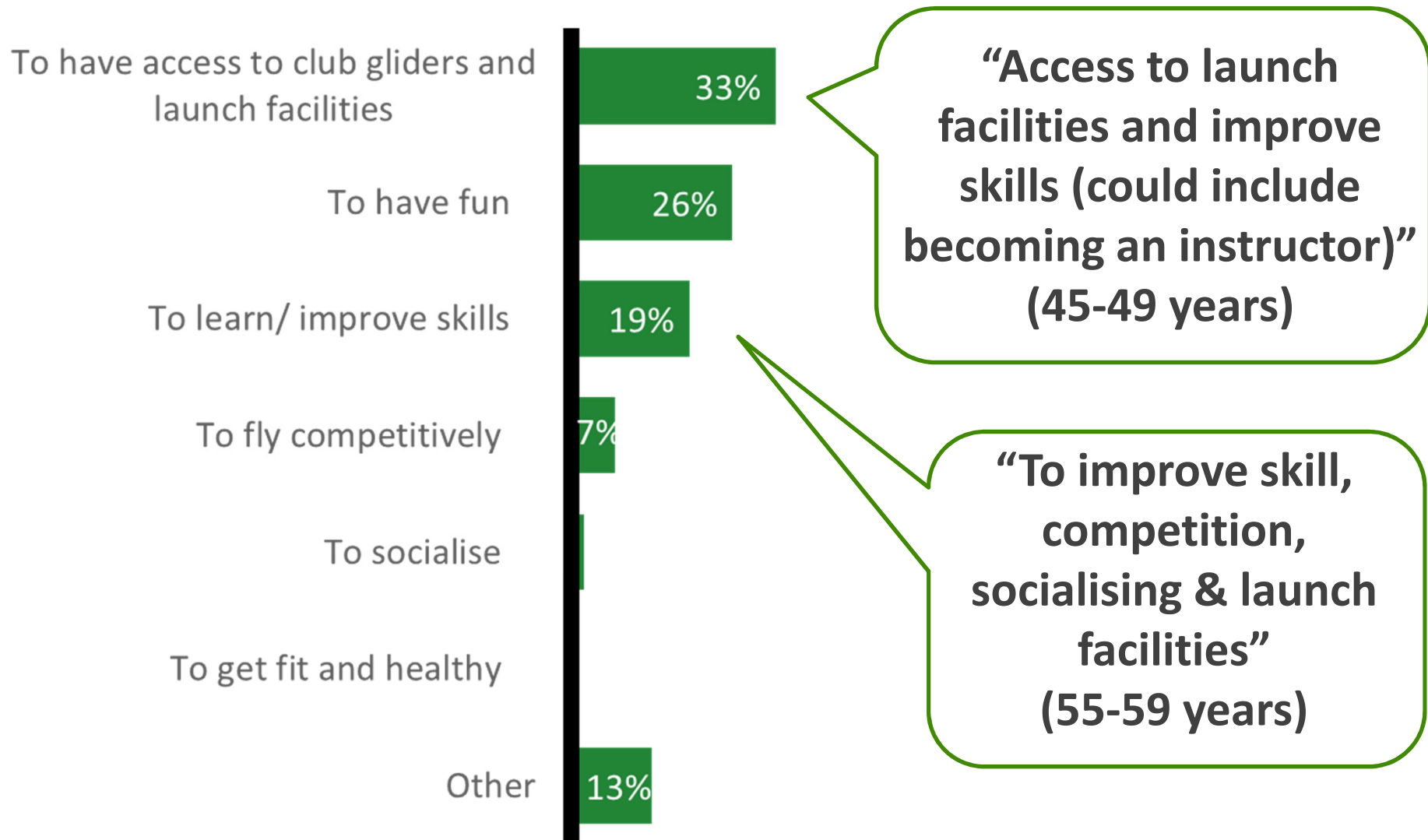
From the list of things impacting experience, what are the 2-3 things that you think your club does well... and conversely what do you think your club needs to work on?



# There are loads of things that impact experience...

- |   |  |   |   |
|---|--|---|---|
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| 6. Fostering a sense of pride                               | 12. Providing a safe environment for adults and children |   |   |
| 7. The social environment at the                            | 13. The ease of accessing the clubs                      |   |   |

# Why do people join your clubs

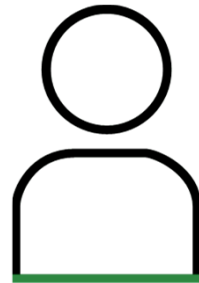


# What your members love about their club

'Good fleet, good social atmosphere, good facilities, convenient location.'  
**(40-44 years)**

'Many enthusiastic and highly competent members who contribute wholeheartedly to the club and development of other members in the trainee category.'  
**(65+ years)**

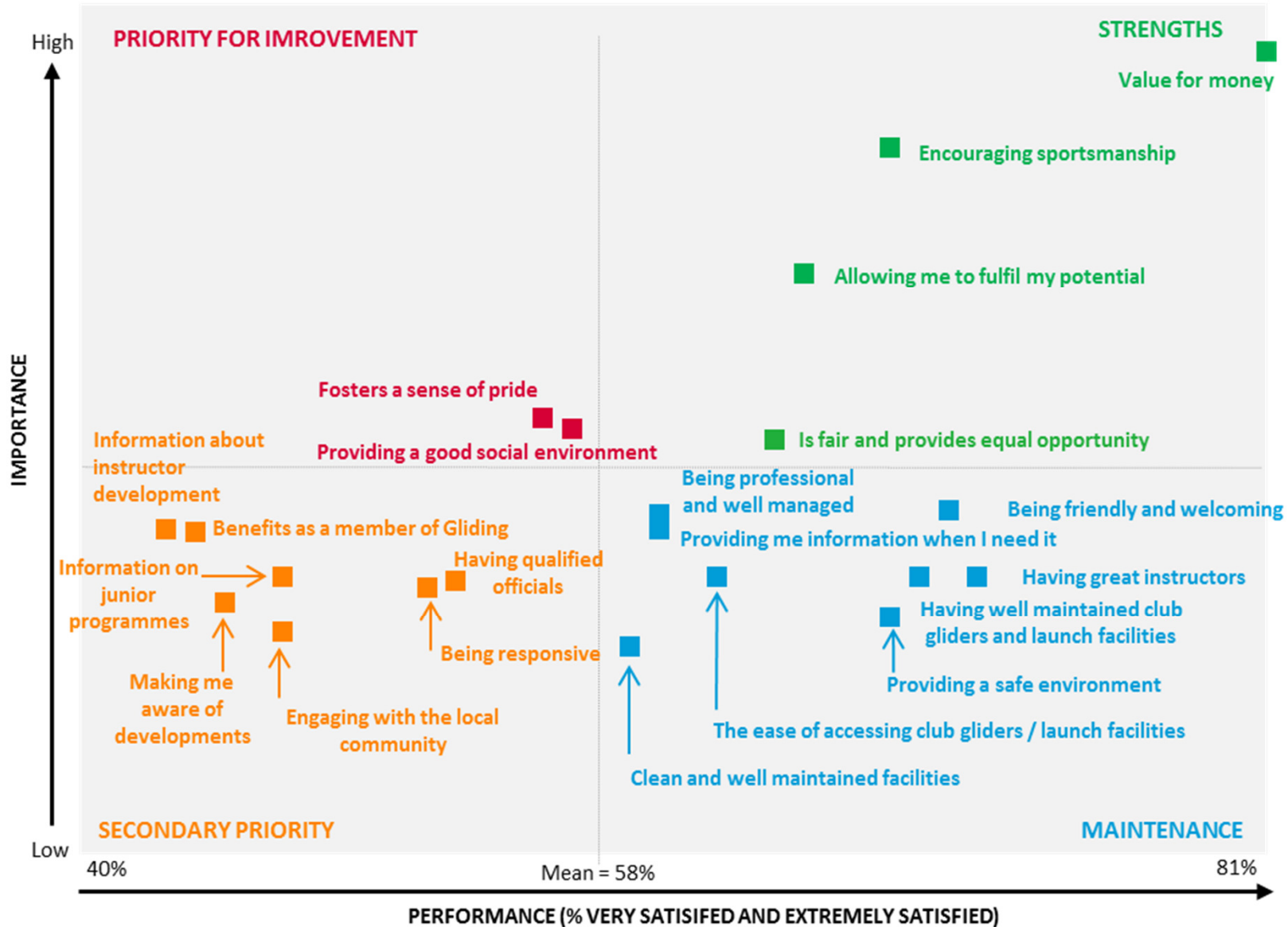
'Members are friendly and passionate about gliding as a sport and recreational activity.'  
**(40-44 years)**



A great club atmosphere with everyone pitching in to get the important work done.'  
**(35-39 years)**

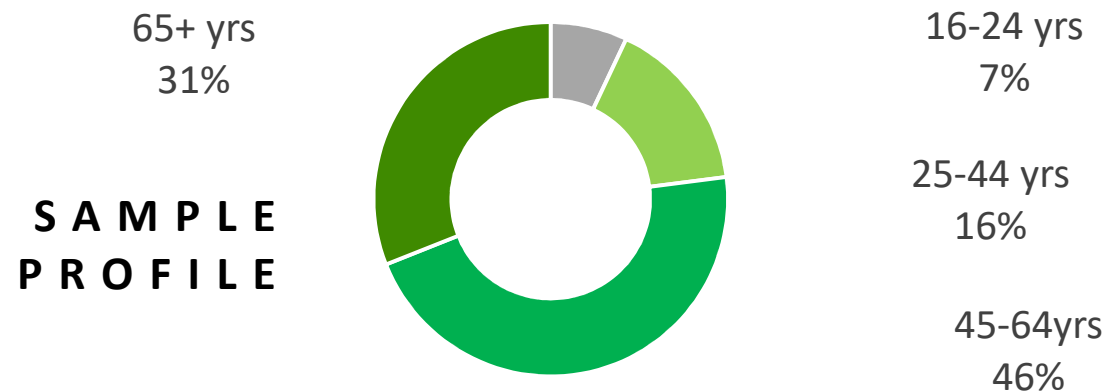
'I was surprised at the fabulous social life of the club. The social atmosphere is what makes the club run so well, including the flying. A real pitch in and help attitude, plus developing real friendships - all of which motivates to better involvement. '  
**(55-59 years)**

# Understanding what's important



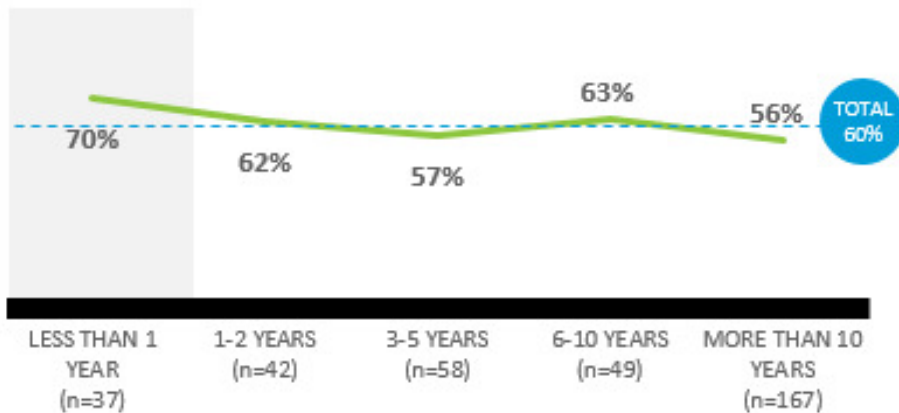
# Different age groups are getting different experiences

	SATISFACTION	NPS	VALUE FOR MONEY	LIKELIHOOD TO REJOIN
ADULT (NET 16-19 YEARS) (n=16)*	88%	50	81%	87%
ADULT (NET 20-24 YEARS) (n=22)*	82%	59	86%	90%
ADULT (NET 25-34 YEARS) (n=21)*	48%	29	70%	85%
ADULT (NET 35-44 YEARS) (n=37)*	51%	30	76%	81%
ADULT (NET 45-54 YEARS) (n=71)	59%	50	78%	87%
ADULT (NET 55-64 YEARS) (n=101)	57%	45	80%	90%
ADULT (NET 65+ YEARS) (n=111)	63%	64 ▲	85%	90%

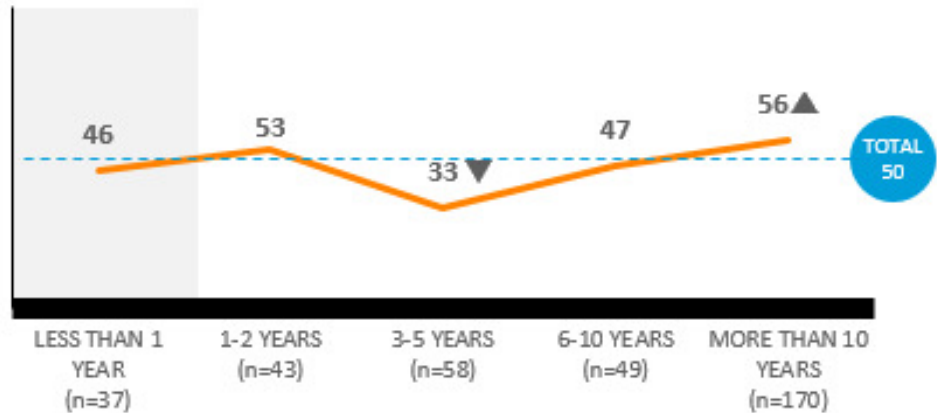


# What is happening for members at the 3-5 yr point?

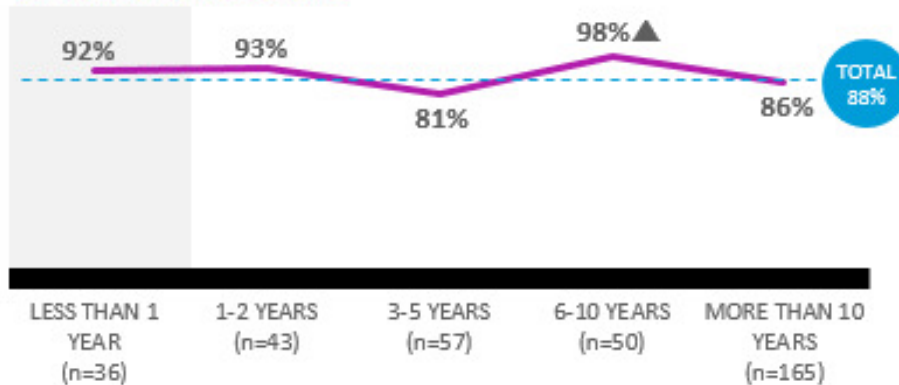
## OVERALL SATISFACTION



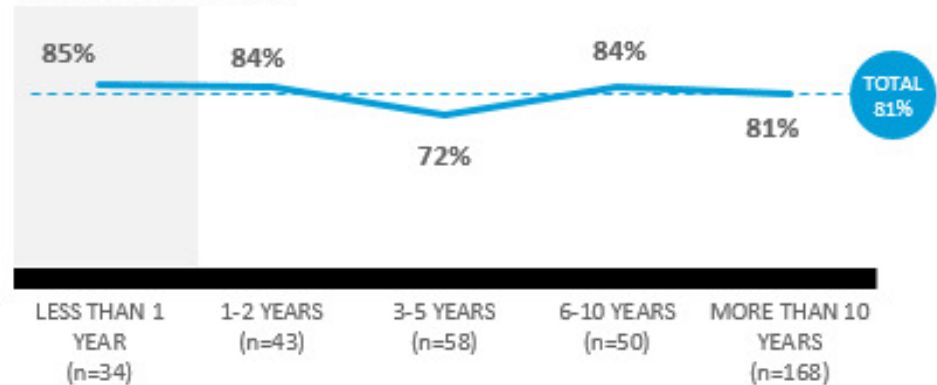
## NET PROMOTER SCORE



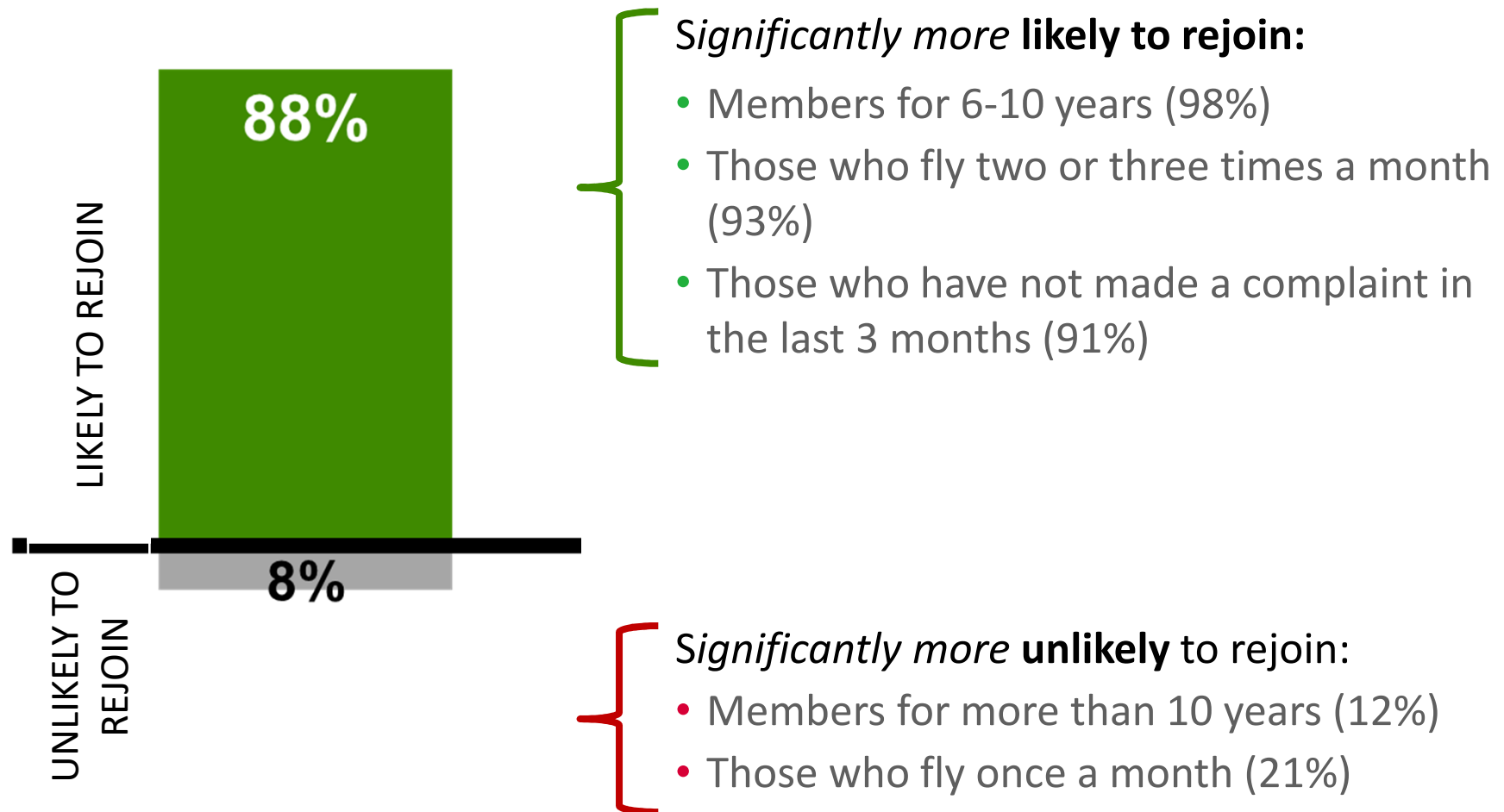
## LIKELIHOOD TO REJOIN



## VALUE FOR MONEY



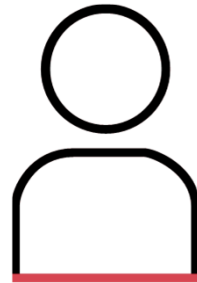
# Not everyone is convinced about coming back next year!



# What needs to improve

‘The club needs to be more welcoming. Too many individuals doing their own thing. Too many personality clashes (unresolved).’  
**(65+ Years)**

‘The gliding club is just an eftpos machine. There is no club spirit and no club feel.’  
**(40-44 Years)**



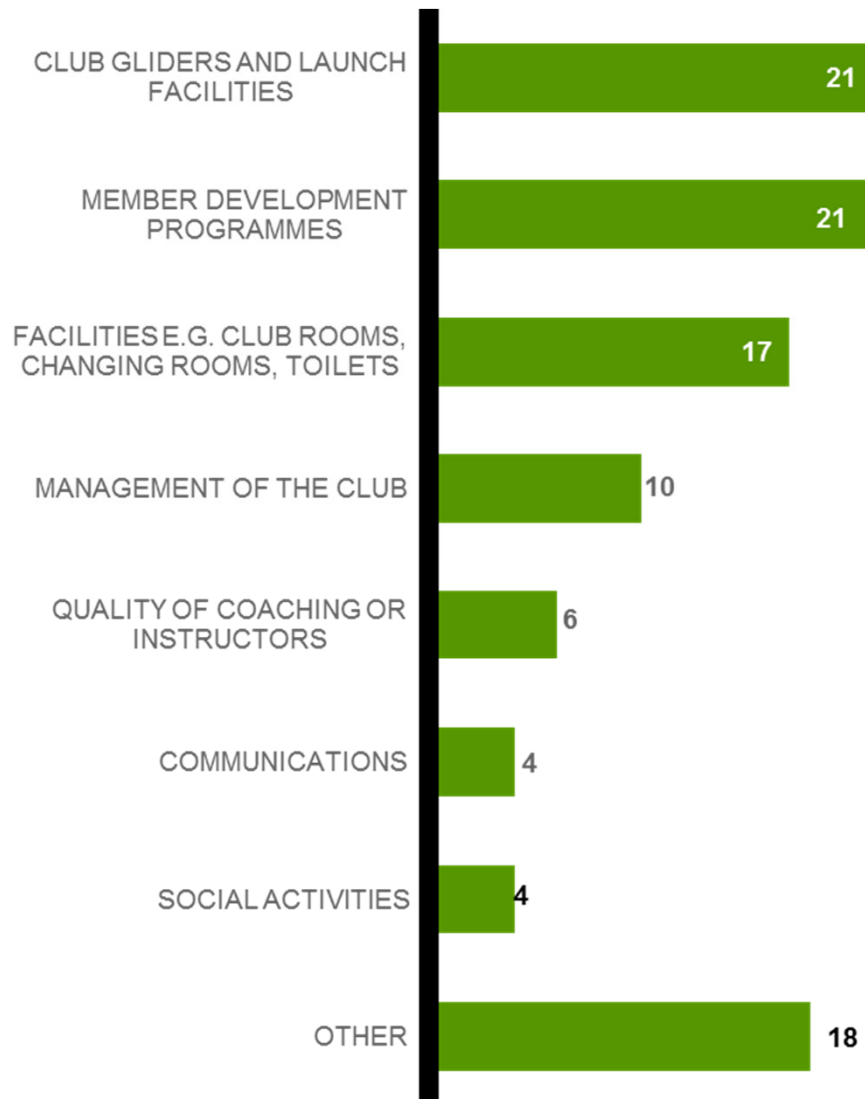
‘A culture change would be required. The "mood" of the club is unfriendly, comprised of cliques and old-boys' groups, and down right opposed to new-comers.’  
**(60-64 Years)**

‘Organisation needs improvement when it comes to booking, for example if someone has booked a time to fly sometimes a trial flight gets priority and you end up waiting 1-2 hours for a flight you already booked.’  
**(25-29 Years)**





# What are some members willing to pay more for?



**18%** would not want anything improved if it meant their fees were increased.

**The information from the survey is the start of a conversation. Take the information and mix it together with what you know and experience in your clubs.**

Thank you