

# A SPOTLIGHT ON COACHING

*in the Waikato region*

## COACHES

2022 VOICE OF THE COACH SURVEY - here's what they told us:

AT A GLANCE

400+ COACHES

57 different types of sports coached

30% coach more than one sport

AGES COACHED<sup>1</sup>

29%

PRIMARY

75%

SECONDARY

75%

ADULTS

LESS THAN HALF

of the coaches feel that coaches of all genders, ethnicities, age groups and/or levels of experience

RECEIVE THE SAME LEVEL OF SUPPORT

“ I was super keen to coach but the lack of support for new and interested coaches has been a bit off putting. It seems to be assumed I would know what to do. - Coach ”

TOP 5 CHALLENGES FACED BY COACHES

1 Lack of time

2 Lack of engagement from players

3 Parent involvement<sup>2</sup>

4 Meeting the needs of all players

5 Skills, drills and what to do

Overall, they gave their experience an average Net Promoter Score<sup>3</sup> of

+12

But those that have been coaching for less than 2 years gave a score of

-10

67% of coaches would like their code(s) to focus on improving the support, development and mentoring available

“ The best coach development was sitting and talking with experienced coaches. Watching them in action as a follow up was also fantastic. - Coach ”

And then we surveyed young people about coaching... here's what they had to say

SPORT WAIKATO  
*Hei painga, moo te iwi*

<sup>1</sup> Respondents could select more than one age group, therefore, results add up to more than 100%.

<sup>2</sup> This includes both lack of parent involvement/support as well as too much parent involvement (e.g., negative sideline behaviour).

<sup>3</sup> Net Promoter Score is a key measure of quality experience which indicates an individuals' level of satisfaction.

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## RANGATAHI

2022 VOICE OF RANGATAHI SURVEY - here's what they told us:

42%

participate in more than one sport<sup>4</sup> outside of school

4936 RANGATAHI (TEENAGERS)

FROM 20 SCHOOLS

63%

want to do more physical activity outside of school

“

*A bad coach can really affect your love for a sport. -Rangatahi*

”

only 27%

have high levels of satisfaction with competitive sport at school

54%

have high levels of satisfaction with the quality of the coaches or instructors at school

“

*I think that we need to prioritise the quality of coaches... to ensure students are getting the most out of their experience. -Rangatahi*

”

16%

of rangatahi would like their school to improve on the quality of coaches or instructors at school

*A good sporting experience looks like:*



The sporting environment meets the needs of all participants

- try asking participants what they want and tailor your delivery to meet these needs (e.g. enable fun, connection, development of new skills)

Coaches see themselves as part of the wider sporting community and as participants for life

- show value to coaches for what they do and emphasise their importance to keep them coming back!

Coaches receive the support they have asked for; connected coaching networks, coach to coach support and mentorship.

<sup>4</sup> Participation may or may not be for competitive reasons