

VOICE OF PARTICIPANT

Waikato Region

Sport New Zealand's Voice-of-Participant (VoP) programme is a nationwide sports club member experience survey. These are some of the results about Waikato club members (i.e. players and parents of players) experience from surveying undertaken during winter 2017 and summer 2017/2018.

WHICH SPORTS

- Badminton NZ
- Basketball NZ
- NZ Cricket
- NZ Football
- NZ Hockey
- NZ Rugby
- NZ Rugby League
- Softball NZ
- Surf Life Saving NZ

KEY RESULTS

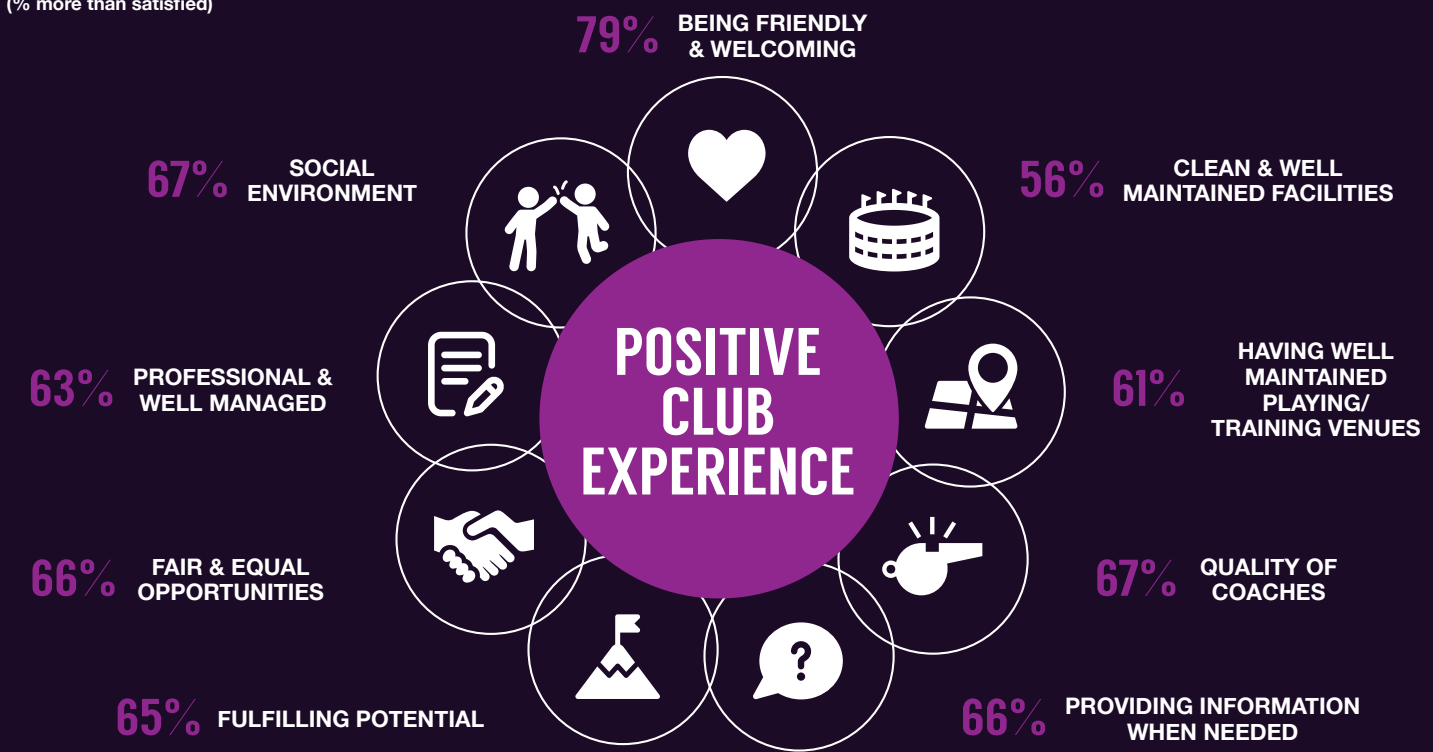
*(% more than satisfied)

↑ ↓ Significantly higher/lower than national average



PRIMARY DRIVERS OF CLUB EXPERIENCE

(% more than satisfied)

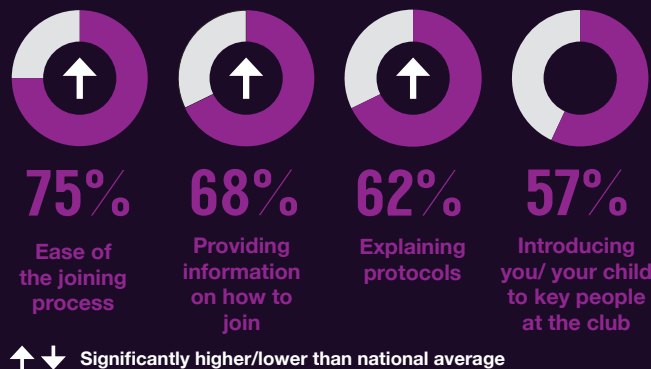


MOTIVATION FOR BELONGING TO A CLUB



SATISFACTION WITH JOINING PROCESS

(% more than satisfied)



TOP 5 reasons for changing clubs

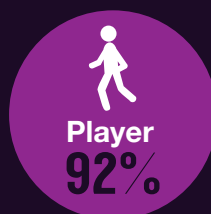
1. Location
2. Reasons other than stated
3. The opportunities were better to fulfil my/their potential
4. The <club> was more friendly and welcoming
5. Better quality of coaches or instructors

TOP 5 preferred areas of focus for improvement

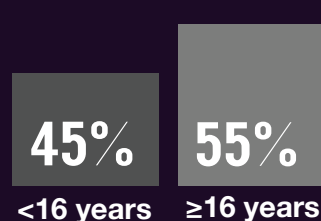
1. Player development programmes
2. Facilities e.g. club rooms, changing rooms, toilets
3. Playing/training venues
4. Quality of coaching
5. Number of coaches

WHO TOOK PART

ROLE IN CLUB



AGE

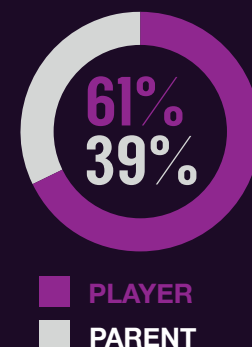


GENDER



The additional 1% of respondents identified as gender diverse

RESPONDEES ROLE



LENGTH OF MEMBERSHIP



↑ ↓ Significantly higher/lower than national average

METHODOLOGY

This information is part of Sport New Zealand's Voice-of-Participant (VOP) programme to develop and implement a cross-sport and recreation sector approach; capturing, analysing, interpreting, and using customer/ membership survey data.

This part of the VOP programme is for National Sporting Organisations (NSOs) to survey their members (i.e. players and parents of players) to understand club level player experiences and how they might need to adapt for changing needs.

This infographic provides understanding of the club experience for the Waikato region from surveying undertaken during winter 2017 and summer 2017/2018. For more information please contact Sport Waikato

RESOURCES / REFERENCES

- Sport New Zealand, 2018. The Voice of the Participant 2017/18 Regional Report, Wellington, Sport New Zealand

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