



COMMUNITY SPORT VOP PROGRAMME

SOFTBALL NEW ZEALAND



CONTENTS

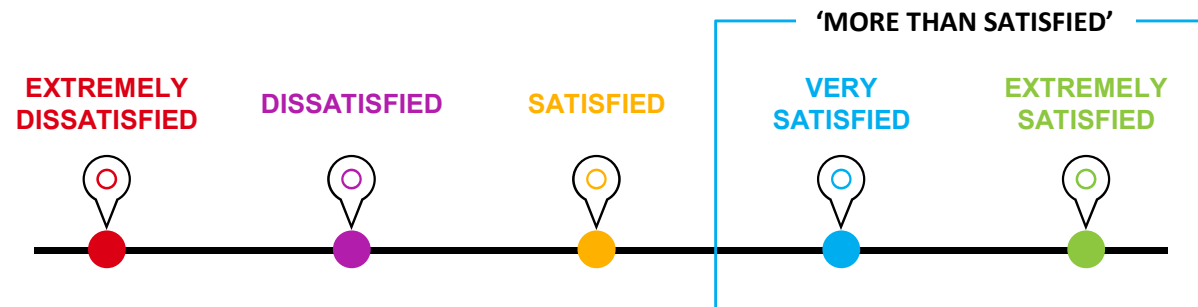
INTRODUCTION	3
EXECUTIVE SUMMARY	4
KEY METRIC RESULTS	7
MAIN FINDINGS	8
WHAT IS CAUSING THESE RATINGS	18
LENGTH OF MEMBERSHIP & THE JOINING PROCESS	30
DEMOGRAPHIC DIFFERENCES	34
ASSOCIATION DIFFERENCES	41
SAMPLE PROFILE	51
BACKGROUND, OBJECTIVES AND APPROACH	59

INTRODUCTION

This report looks at the results for Softball New Zealand to understand the club experience of their members in 2018. For more information about the background and objectives of the VOP Programme and this research please refer to the [‘Background, Objectives and Approach’](#) section.

Softball members nationwide had the opportunity to participate, with adults aged 16+ completing the questionnaire themselves (‘players’) and parents/guardians (‘parents’) completing the questionnaire for children under the age of 16, on behalf of their child.

When level of satisfaction is referenced in the report (i.e. the percentage who are ‘more than satisfied’), the top two results (‘very satisfied’ or ‘extremely satisfied’) of a positively skewed satisfaction scale are used (shown below).



Positively skewed scales are used because the neutral ratings are divided between dissatisfaction and satisfaction (as opposed to a neutral mid point in a balanced scale). This gives the opportunity for some of the ‘very satisfied’ to be ‘delighted’, allowing for more variation/ greater discrimination compared with a balanced scale. In addition, a neutral option offers people an option not to think. If this is really true, then they have the ‘don’t know/ can’t say’ option to select.

Finally, in a competitive world today, is good...good enough? Good (or just satisfied) does not necessarily build strong relationships. We want members to rate their experience more than just satisfied, so they are real advocates and positively endorse their club and sport.

NOTES TO THIS REPORT

STATISTICAL SIGNIFICANCE

Statistically significant differences are highlighted or commented on in this report. Where no highlighting has been used (or no commentary about a sub-group included), it may safely be assumed that differences are not statistically significant or they are not pertinent.

Statistically significant differences in this report are significant at the 95% confidence level. That is, we are 95% confident results are not just normal expected variances that result from talking to a different sample within the same population (note: the smaller the sample size, the higher the expected variance between samples and less likely that there will be statistically significant differences).

Statistical significance is reported in the following ways:

▲ / ▼ the sub-group is significantly higher / lower than Total Softball

□ / □ the Total Softball result is significantly higher / lower than the total for All Sports 2017/18

TOTAL

When comparing results, 'cf.' is used as an abbreviation of 'compare'. When comparing with the total, 'All Sports 2017/18' is used. This is the total sample from 2017/18 i.e. an average of the sports that participated in winter 2017 and summer 2018.

ROUNDING OF FIGURES

Due to rounding, the net figures provided (e.g. % 'very satisfied' and % 'extremely satisfied') and total results may differ from the numbers shown on the charts.

WEIGHTING

No weighting was applied to these results. Please refer to the Sample Profile section to understand who responded.

TOP TEAM OR HIGHER

Top team or higher relates to respondents that have played for the top team at their club, represented the club at a regional event/competition, represented the region at a national event/competition and/or represented New Zealand at an international event/competition.

EXECUTIVE SUMMARY

KEY METRICS

Overall, softball respondents are generally positive about the experience at their softball club. Two-thirds (65%) are more than satisfied with the overall experience and a significantly higher proportion are likely to recommend their club to someone interested in playing softball (highlighted by a Net Promoter Score (NPS) of +50 cf. average for all sports of +44). They are also significantly more satisfied with the process they go through when they joined the club (67% more than satisfied cf. 58%) and more than four in five (82%) respondents are *quite* or *very likely* to rejoin.

However, softball respondents are significantly less likely to perceive value for money from their club when compared with the average for all sports (67% cf. 73%). That is; the *opportunities, services and benefits they receive from their softball club make it well worth the money they pay*.

DRIVERS OF THE CLUB EXPERIENCE

The top three drivers of recommendation i.e. those that have the most impact on whether a respondent recommends their club to someone who is interested in playing softball are:

1. Fostering a sense of pride in our club
2. Value for money
3. Being friendly and welcoming.

Being responsive to my/ their needs and requirements has performed relatively low, but should be an area of focus due to it's above average importance. The lowest rated driver is *the support [the club] receives from the association* but this is a secondary priority for improvement.

WHERE DO RESPONDENTS THINK CLUBS SHOULD INVEST (IF FEES INCREASED)

When asked where clubs should invest, assuming any investment would require an increase in fees, more than a quarter (27%) of respondents want their club to invest in *player development programmes*. Parents of children feel even more strongly this is where investment is needed (37%).

Coaching and facilities (e.g. club rooms, changing rooms) are areas next highlighted by respondents (14% and 13%, respectively) while a similar proportion (14%) also indicate they would not want anything improved if it meant their fees were increased.

EXECUTIVE SUMMARY

REASON FOR BELONGING TO A CLUB

Member motivations can be quite different. Overall, three in ten mainly belong to a club to *play competitively* or *to have fun* (29% and 28%, respectively). Parents are more likely to say their children belong *to learn/improve skills* (29% cf. 9% players).

The social aspect is also quite strong among players. One in five (18%) indicate the main reason they belong to a club is to socialise. This is particularly evident among Evergreens (aged 35+) - a quarter (24%) indicate they belong for this reason.

REASONS FOR CHANGING CLUBS (THOSE WHO HAVE BEEN A MEMBER OF ANOTHER CLUB)

The predominant reason a member changes club is because of location i.e. they've moved (22%), while one in ten (or more) have changed club to *change grades/play in a different team* (14%), for *better opportunities to fulfil their potential* (10%) or *because they know or knew someone at the club* (10%).

COMPLAINTS

Although there are relatively low levels of dissatisfaction with the overall experience among respondents (9% indicate they are *dissatisfied* or *extremely dissatisfied*), 13% indicate they have made a complaint to their club in the three months prior to this survey. This is significantly higher than the average for all sports (8%).

EXECUTIVE SUMMARY

DIFFERENCES BETWEEN ASSOCIATIONS

Due to the small sample sizes results are indicative only for a number of associations. However, some key results are as follows:

- ▶ Hutt Valley clubs have a significantly higher proportion of respondents who are *extremely satisfied* with the overall experience at their club (47% cf. average of 34%)
- ▶ Respondents of clubs within Canterbury are less likely to recommend their club, resulting in a significantly lower NPS score (+41 cf. average of +50).

Other areas that may be worth investigating include:

- ▶ Western Bay of Plenty – perceptions of value for money from their club
- ▶ Manawatu – rejoining rates
- ▶ North Harbour - the joining process.

If fees increased, respondents of the following associations are significantly more likely to want this increase to be reflected in;

- ▶ North Harbour – *player development programmes* (38% cf. average of 27%) and *quality of officiating* (14% cf. 7%)
- ▶ Canterbury - *facilities e.g. club rooms, changing rooms, toilets* (22% cf. 13%)
- ▶ Auckland – *playing/ training venues/fields* (16% cf. 10%).

DEMOGRAPHICS DIFFERENCES

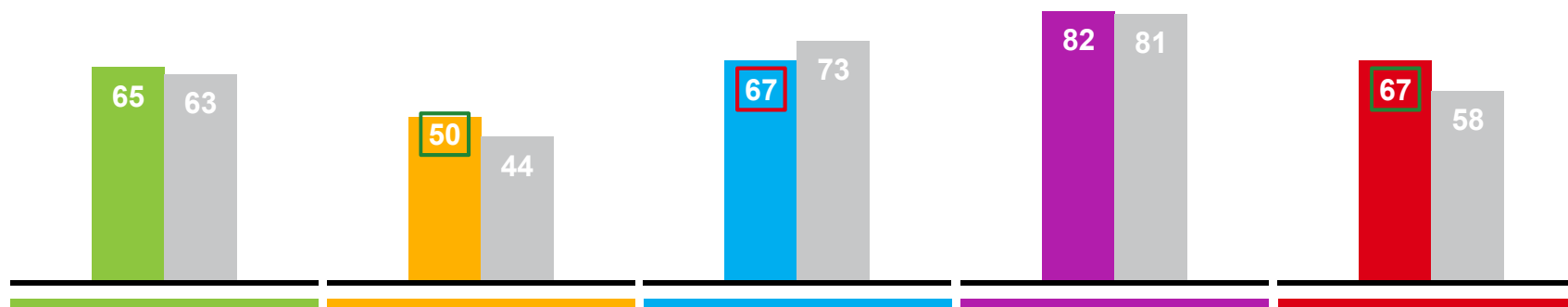
Overall, Kiwi Sox (5-12 years) are the most satisfied age group with higher or significantly higher results than the average for softball. However, parents of Kiwi Sox are significantly less satisfied with the joining process (55% cf. average of 67%).

There is little difference between males and females. Females are significantly more likely to be more than satisfied with the joining process (74% cf. 59% of males).

Those of European ethnicity are the most satisfied with their club experience. Pasifika respondents are significantly less likely to perceive value for money (54% more than satisfied cf. average of 67%) or recommend their club (NPS score of +36 cf. average of +50). However, they are just as likely to rejoin next season (83% cf. 82%).

KEY METRIC RESULTS

HOW ARE SOFTBALL CLUBS PERFORMING?



SATISFACTION

(Q6: % more than satisfied)

Two-thirds (65%) of respondents are *more than satisfied* with the overall experience of playing softball at their club. This is on par with the average for all sports in 2017/18.

NPS

(Q7: % promoters less % detractors)

Respondents are likely to recommend their current club to someone interested in playing softball, illustrated by a Net Promoter Score (NPS) of +50. This is significantly higher than the average for all sports in 2017/18.

VALUE FOR MONEY

(Q11: % agree or strongly agree)

Two-thirds (67%) of respondents perceive value for money from their club. That is; the *opportunities, services and benefits they receive from their softball club make it well worth the money they pay*. This is significantly lower compared with the average for all sports in 2017/18.

LIKELIHOOD TO REJOIN

(Q9: % quite likely or very likely)

Four in five (82%) indicate they are quite or very likely to rejoin their current club next season.

JOINING PROCESS

(Q20: % more than satisfied – average of 4 attributes)

For new members (those who have belonged to their club for less than a year), two-thirds (67%) are more than satisfied with the process they went through when they joined their club. This is a significantly higher proportion than the average for all sports in 2017/18.

TOTAL SOFTBALL

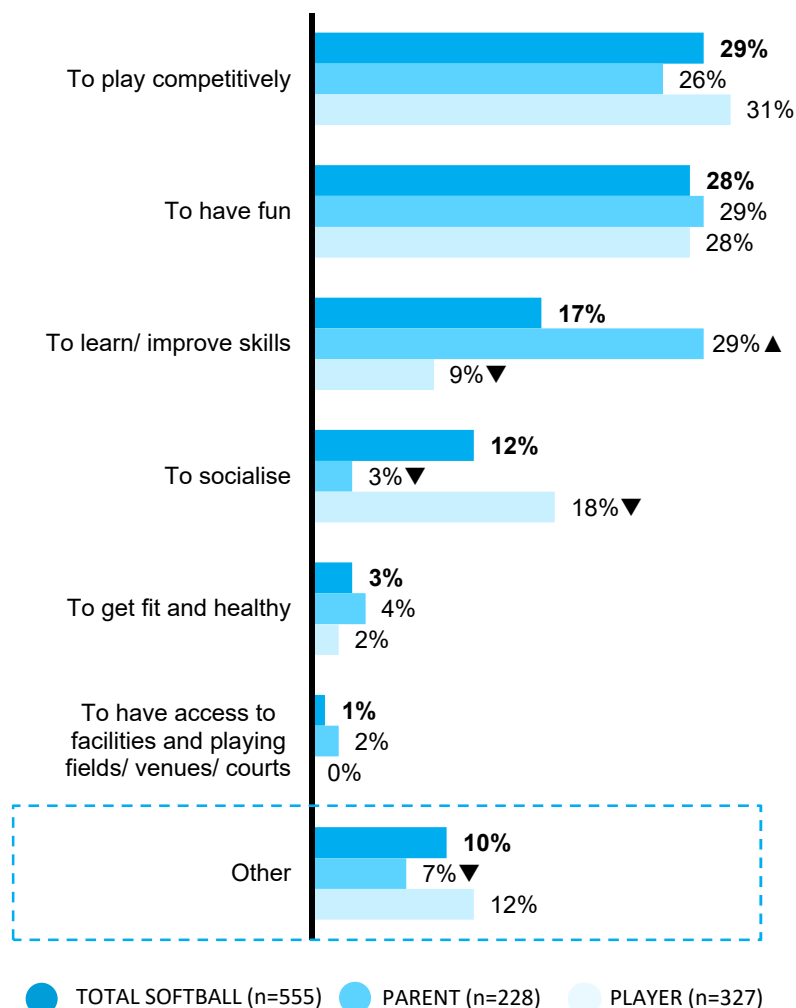
ALL SPORTS 2017/18

Base: Q6/Q7/Q9 All respondents (Excluding Don't know/not applicable), Q9 All members (Excluding Don't know/not applicable), Q20 New members (Excluding Don't know/not applicable)
 Q6 (n=562) / Q7 (n=561) / Q11 (n=550) / Q9 (n=533) / Q20 (n=341) (Average of four attributes)

MAIN FINDINGS

OVERALL, MEMBERS' REASONS FOR BELONGING TO A CLUB ARE EVENLY SPREAD

Close to three in ten belong *to play competitively*. A similar proportion belong *to have fun*.



Results are similar between players and children (as indicated by their parents). However, parents are significantly more likely to indicate their child belongs to a softball club to *learn/improve skills* than players are (29% of parents cf. 9% of players).

One in ten (10%) indicate the main reason they belong is for 'other' reasons.

OTHER REASONS TO BELONG TO A CLUB INCLUDE:

"Be part of a team."
Parent of player, 15 years, Waikato

"Coach and develop young players."
Player, 30-34 years, Auckland

"Involve youth to play."
Player and parent of player, 60-64 years, Gisborne

"To participate with my children."
Player and parent of player, 40-44 years, Wellington

"Provide opportunities in our community for kids to play locally and develop as they grow."
Player and parent of player, 50-54 years, Auckland

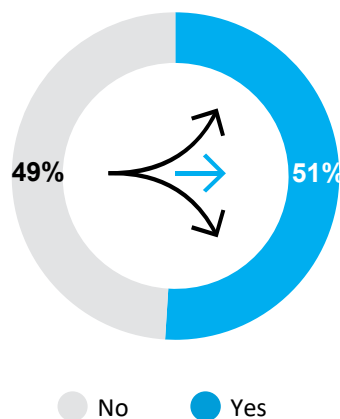
"Want to learn how to coach and umpire properly."
Player and parent of player, 40-44 years, Southland

HALF OF SOFTBALL RESPONDENTS HAVE BEEN A MEMBER OF ANOTHER CLUB

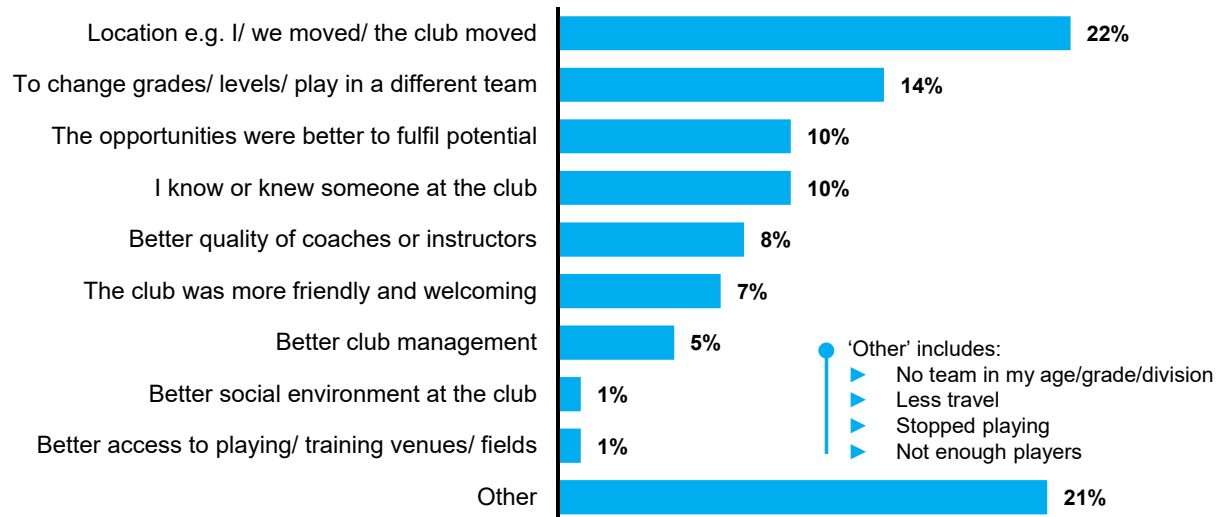
Only 22% changed clubs because of location. The next main reason respondents changed was to *change grades/ levels/ play in a different team*.

Typically, softball members have a number of motivations for having changed clubs but also include club stability. That is, the 'club folded', the 'club I was at no longer could raise a full team', 'club didn't exist anymore' or 'no girls' teams'.

MEMBER OF ANOTHER CLUB



REASON FOR CHANGING CLUB



Softball respondents **significantly more** likely to have changed clubs are:

- ▶ Coaches (78% cf. average of 51%), Committee Members (76%), Officials/Umpires (73%) and/or Club president or other office holders (70%)
- ▶ Those who have played for the top team at their club or higher representative honours (58%).

Softball respondents **significantly less** likely to have changed clubs are:

- ▶ Those whose main reason for belonging to a club is *to learn/improve skills* (37% cf. average of 51%)
- ▶ Those from clubs within the Auckland Association (38%)
- ▶ Those who play or train two or three times a week (47%).

Base: All respondents who are members (n=602)

Q31. Have/ Has you/ your child ever been a member of another softball club?

Base: All respondents who are members and used to belong to another club (Excluding Don't know/not applicable) (n=260)

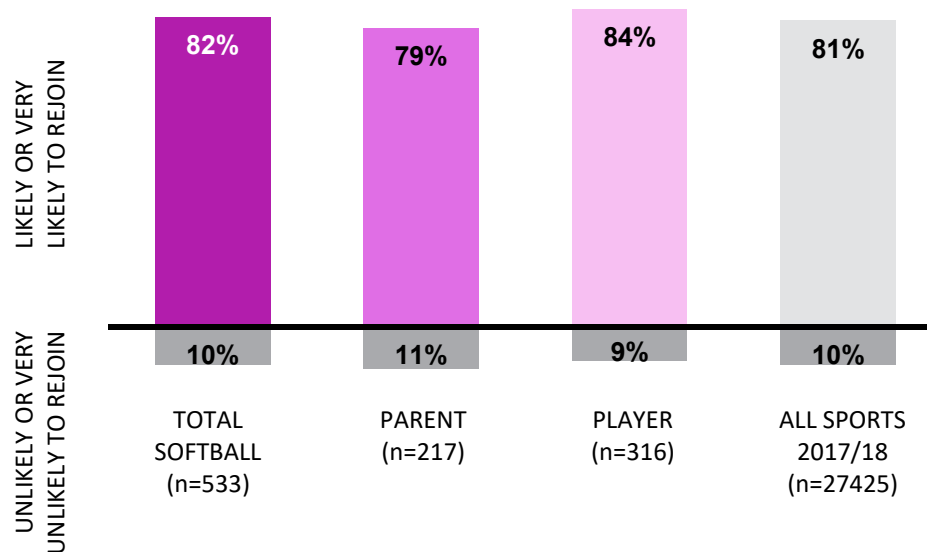
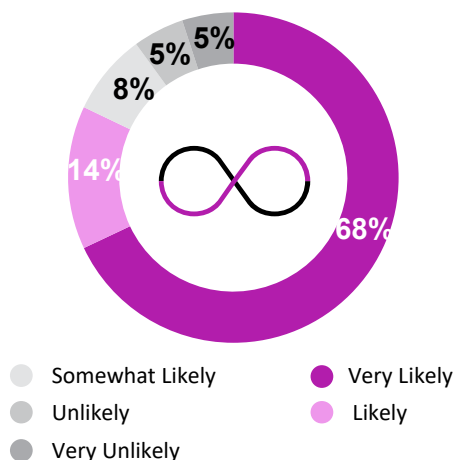
Q32. What is the **main** reason you/ your child changed softball clubs?

FOUR IN FIVE MEMBERS ARE LIKELY OR VERY LIKELY TO REJOIN THEIR CURRENT CLUB NEXT SEASON

One in ten indicate they are unlikely or very unlikely to rejoin.

Results for Softball NZ are on par with the average for all sports in 2017/18.

LIKELIHOOD TO REJOIN



Softball respondents **significantly more** likely to rejoin are:

- ▶ Committee members (92% cf. average of 82%)
- ▶ Those who are more than satisfied with the overall experience at the club (90%)
- ▶ Those who perceive value for money (89%).

Softball respondents **significantly less** likely to rejoin are:

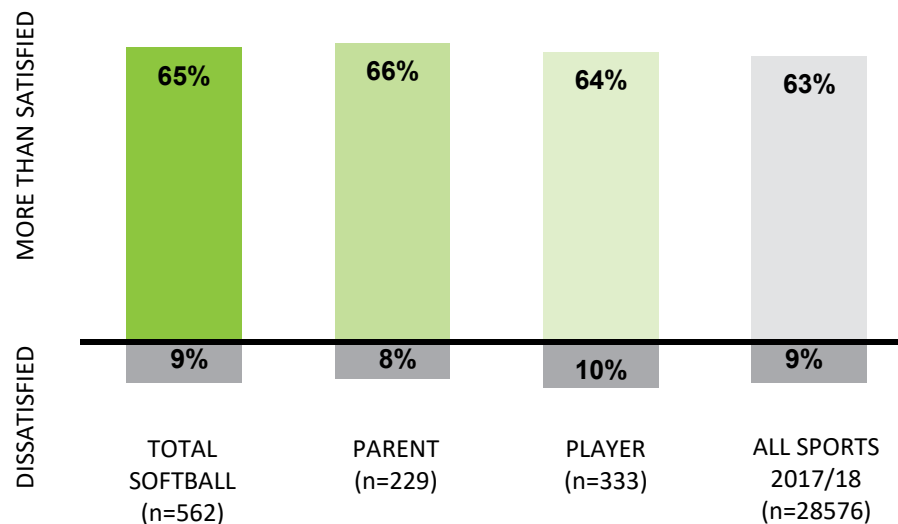
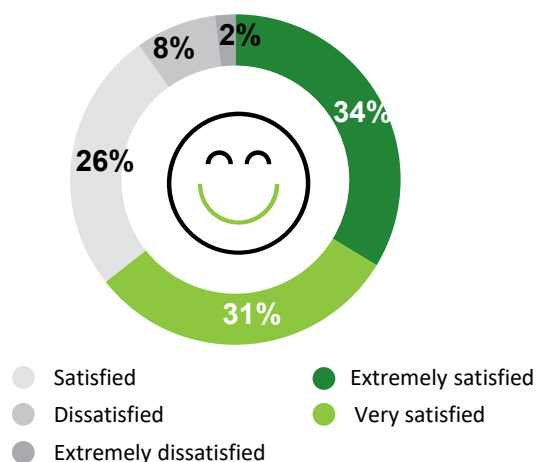
- ▶ Those who are dissatisfied or extremely dissatisfied with the overall experience at the club (36% cf. average of 82%)
- ▶ Those who do not perceive value for money from their club (56%)
- ▶ Those who made a complaint in the past 3 months (prior to the survey) (63%)
- ▶ Those who are Emerging Sox (aged 13-18) (75%).

TWO-THIRDS ARE MORE THAN SATISFIED WITH THE OVERALL EXPERIENCE AT THEIR CLUB

A third indicate they are *extremely satisfied*, while one in ten indicate they are *dissatisfied* or *extremely dissatisfied*.

Satisfaction is consistent across both children (as indicated by their parents/guardians) and players.

SATISFACTION WITH CLUB EXPERIENCE



Softball respondents **significantly more** likely to be more than satisfied are:

- ▶ Those who *agree* or *strongly agree* that they get value for money from their club (83% cf. average of 65%)
- ▶ Club President or other office holder (82%)
- ▶ New members (less than a year) (77%)
- ▶ Those who have played for the top team at their club or higher representative honours (70%)
- ▶ Those of European ethnicity (68%).

Softball respondents **significantly less** likely to be more than satisfied are:

- ▶ Those who made a complaint in the past 3 months (prior to the survey) (29% cf. average of 65%)
- ▶ Those who have been members for 3-5 years (58%).

Base: All respondents (Excluding Don't know/not applicable)

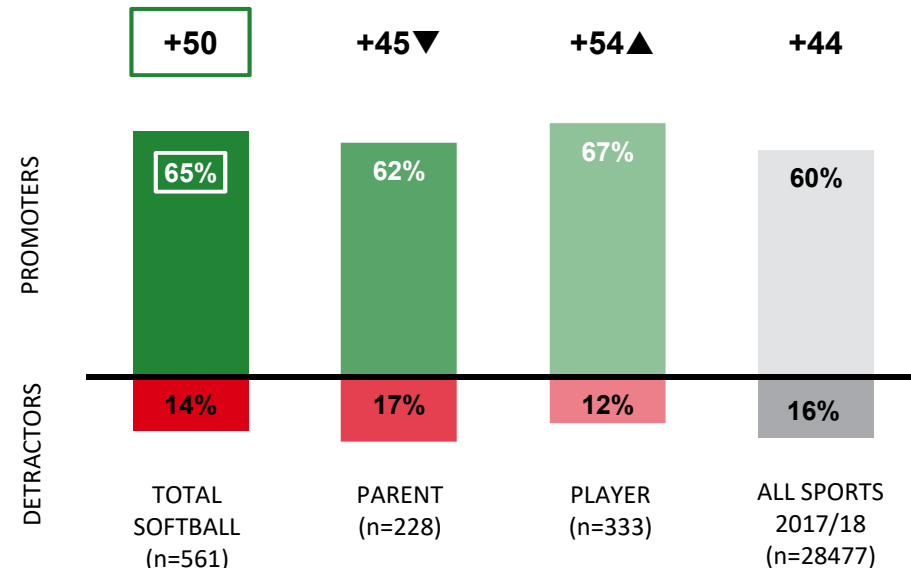
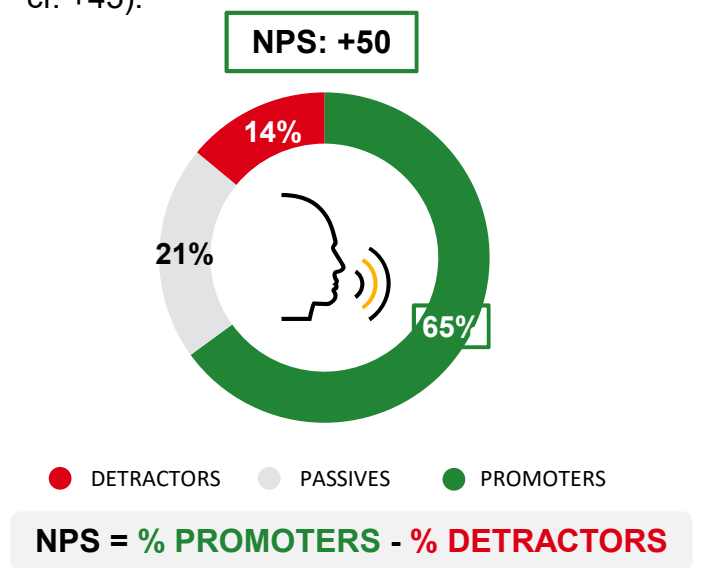
Q6. To what extent are you satisfied or dissatisfied with the/ your child's overall experience of playing softball at your/ their club?

▲▼ Significantly higher/lower than Total Softball
 □ / □ Significantly higher/lower than All Sports 2017/18

TWO-THIRDS ARE ALSO LIKELY TO RECOMMEND THEIR CLUB

This is a significantly higher result compared with the All Sports result in 2017/18 (65% cf. 60%).

With a high proportion of promoters (those highly likely to recommend their club) and relatively few detractors (those not at all likely to recommend their club), Softball NZ has a relatively high Net Promoter Score (NPS) of +50 (cf. average of +44 for all sports in 2017/18). Players have a significantly higher NPS score compared with parents (+54 cf. +45).



Softball respondents **significantly more** likely to recommend their club are:

- ▶ Those who are more than satisfied with the overall experience at their club (85% cf. average of 65%)
- ▶ Those who perceive value for money from their club (80%)
- ▶ Those who indicate *I don't want them to improve anything if it means my fees need to increase* (77%)
- ▶ Coaches (74%) and those in administration roles (Managers (80%), Committee Members (82%) and Club Presidents or other office holders (84%))
- ▶ Those who have played for the top team at their club (70%).

Softball respondents **significantly less** likely to recommend their club are:

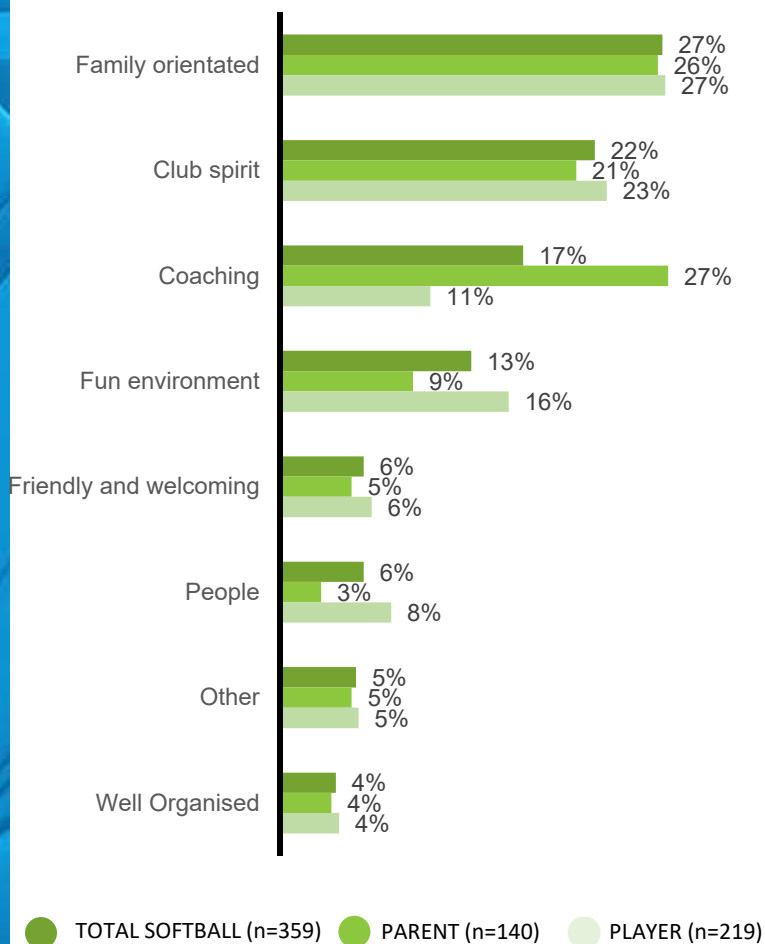
- ▶ Those who are more than *dissatisfied* or *extremely dissatisfied* with the overall experience at their club (12% cf. average of 65%)
- ▶ Those who do not perceive value for money from their club (23%)
- ▶ Those who made a complaint in the past 3 months (prior to the survey) (35%)
- ▶ Those who would want their club to invest in the *quality of coaching* (43%) if fees increased.

Base: All respondents (Excluding Don't know/not applicable)

Q7. Imagine someone is interested in playing or participating in softball. If they asked you, how likely are you to recommend your/ your child's club to them, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely?

▲▼ Significantly higher/lower than Total Softball
 □ / □ Significantly higher/lower than All Sports 2017/18

WHAT DO THEY LOVE ABOUT THEIR CLUB?



Areas that respondents love about their club are similar between players and children (as indicated by their parents). However, parents are more likely to love coaching aspects of the club (27%) than players (11%).

Players are more likely to love social aspects of the club (club spirit, fun environment, people) than parents of players.

Well organised:
"The club is organised and communicates very well"

Other:
"Everything!"

Coaching:
"The coach gets the best out of the kids and the kids have a lot of respect for their coach"

Club spirit:
"I love the atmosphere, and the support the club and members put behind each and every member/player of the club."

Family orientated:
"Sense of whanau is very clear. Everyone is included and well looked after"

Fun environment:
"Great meeting new people and enjoying the sports"

People:
"Really good bunch of people"

Friendly and welcoming:
"Welcoming and encouraging environment, friendly people."

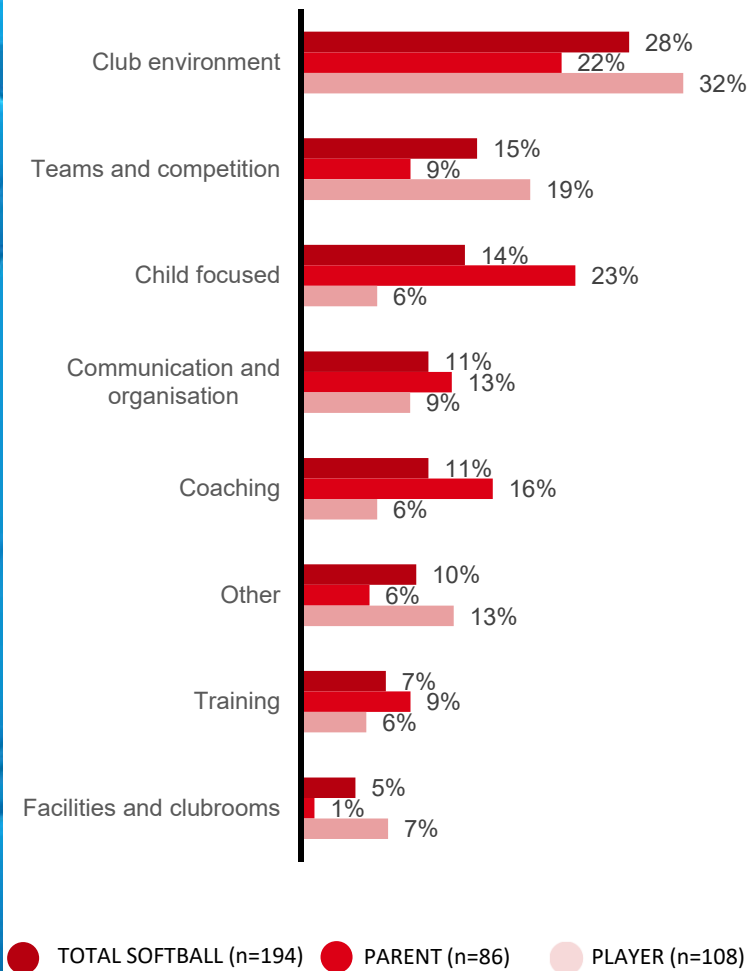
Base: All respondents who gave an NPS score of 9 or 10 (n=363)
Q8a. What is it that you love about your/ your child's club?

WHAT NEEDS TO IMPROVE TO INCREASE THE LIKELIHOOD OF RECOMMENDATION?

Ideas of what needs to improve at their club vary between players and children (as indicated by their parents).

Both groups want the club environment to improve. This covers aspects from committees and decision making, support, culture, fees and uniforms.

Players are more likely to want aspects of the game to improve (more teams, more members, greater competition). Parents are more concerned with aspects of their child's development (better coaching, wider range of skills, greater focus on the kids).

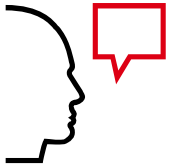


Communication:
"Communication methods other than Facebook"

Other:
"Having dedicated umpires"

Coaching:
"We need good coaches to keep our juniors from transferring to other clubs."

Child focus:
"Need good coaches who encourage the children. The club needs to stop putting the seniors above the juniors, treat them fairly with who gets the training diamond etc."



Facilities and clubrooms:
"The facilities need to be updated."

Teams and competition:
"The team was far to big and half games most weeks."

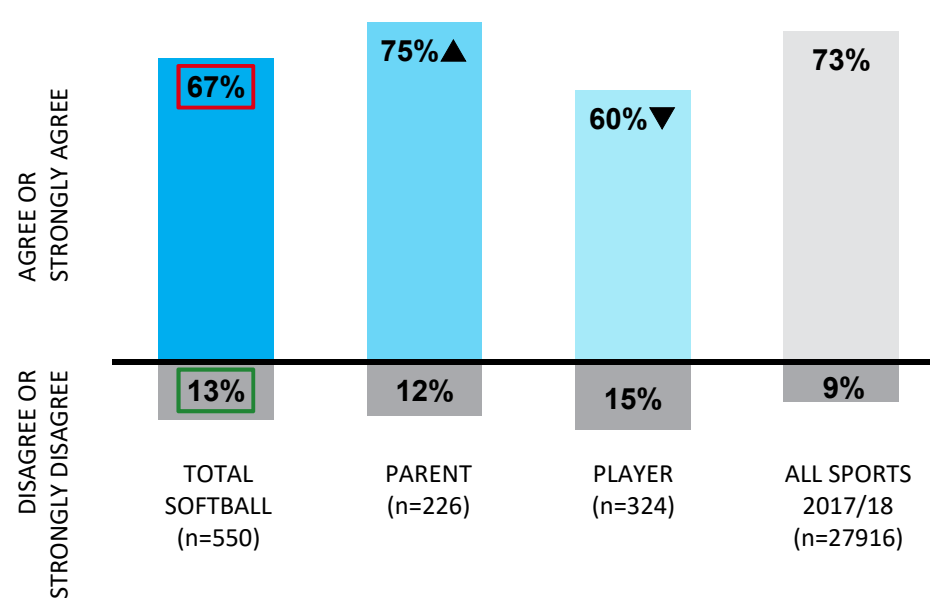
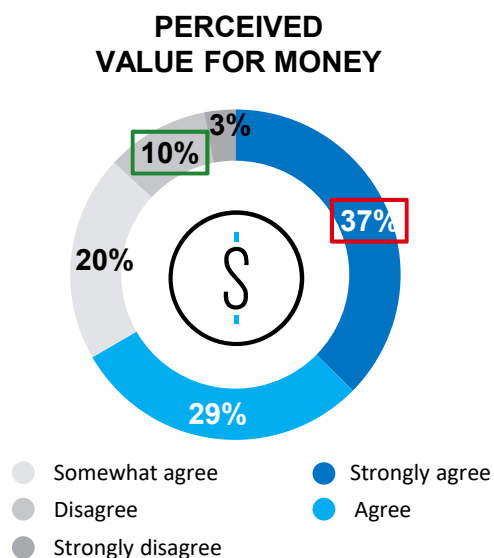
Training:
"No structured training was being taught compared to other clubs"

Club environment:
"Not enough support from this club and not enough information regarding this club.."
"Club culture can improve. Reduce fees."

TWO-THIRDS OF RESPONDENTS ALSO PERCEIVE VALUE FOR MONEY FROM THEIR CLUB

This is a positive result, however, it is a significantly lower proportion than the average for all sports (67% cf. 73%).

There is a contrast between player results and parents' responses on behalf of their children. Players are significantly less likely to agree that *opportunities, services and benefits I receive from their club make it well worth the money I pay.*



Softball respondents **significantly more** likely to perceive value for money are:

- ▶ Club Presidents or other office holders (88% cf. average of 67%)
- ▶ Those who are more than satisfied with the overall experience (84%)
- ▶ Those who indicate the main reason they belong to a club is *to learn/improve skills* (77%)
- ▶ Younger age brackets – Kiwi Sox (5-12 years) (75%) and Emerging Sox (13-18) (74%)
- ▶ Those who played for the top team at their club (72%).

Softball respondents **significantly less** likely to perceive value for money are:

- ▶ Those who made a complaint in the past 3 months (prior to the survey) (34% cf. average of 67%)
- ▶ Those who indicate the main reason they belong to a club is *to socialise* (44%)
- ▶ Those of Pasifika ethnicity (54%)
- ▶ Those who play or train once a week (58%)
- ▶ Evergreens (35+) (60%).

Base: All respondents (Excluding Don't know/not applicable)
Q11. To what extent do you agree or disagree with the following...

The opportunities, services and benefits that I/ your child receive/ receives from my/ their club make it well worth the money I/ they pay

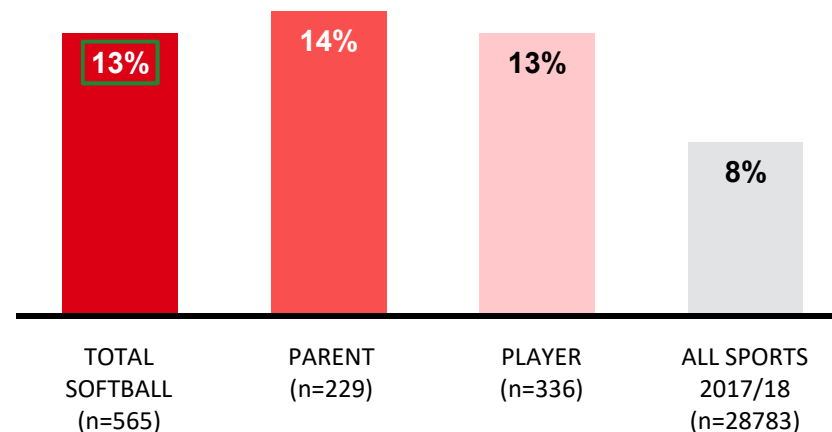
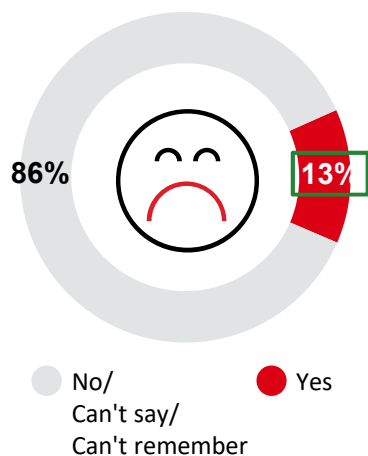
▲▼ Significantly higher/lower than Total Softball
 □ / □ Significantly higher/lower than All Sports 2017/18

MORE THAN ONE IN TEN MADE A COMPLAINT TO THEIR CLUB IN THE LAST THREE MONTHS

Softball respondents were significantly more likely to have made a complaint than the average for all sports in 2017/18.

Although respondents were significantly more likely to have complained to their club in the past three months, they have relatively low levels of dissatisfaction (9%).

MADE A COMPLAINT IN THE LAST THREE MONTHS



Softball respondents **significantly more** likely to have made a complaint are:

- ▶ Detractors (39% cf. average of 13%)
- ▶ Those who are dissatisfied or extremely dissatisfied with the overall performance (37%)
- ▶ Team manager (25%)
- ▶ Those who have been a member of their club for 3-5 years (20%).

Softball respondents **significantly less** likely to have made a complaint are:

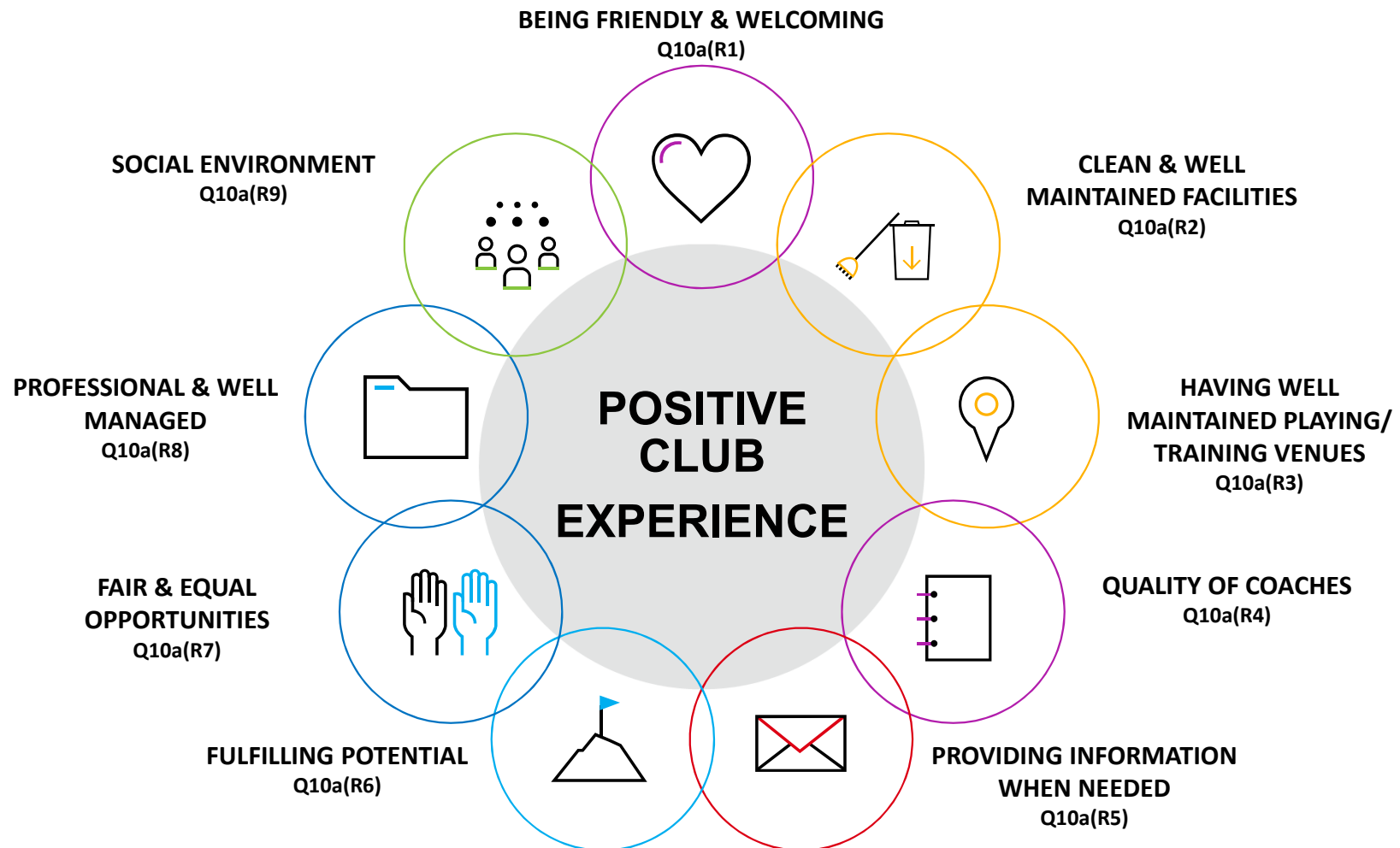
- ▶ Those who are more than satisfied with the overall performance (6% cf. 13%)
- ▶ Promoters (7%)
- ▶ New members (less than a year) (7%).

▲▼ Significantly higher/lower than Total Softball
 □ / □ Significantly higher/lower than All Sports 2017/18

WHAT IS CAUSING THESE RATINGS?

DRIVERS OF THE CLUB EXPERIENCE

The qualitative stage, undertaken as part of the development of the VOP questionnaire, identified seven drivers that influence club experience. After the initial pilot of the VOP questionnaire, these were expanded to nine core drivers. The question numbers that relate to each driver are shown below.



DRIVERS OF THE CLUB EXPERIENCE CONTINUED

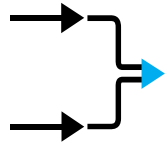
As well as the nine 'core' drivers of the club experience, based on the pilot results and in consultation with National Sporting Organisations (NSOs), the VOP survey also covers a number of secondary drivers. These are shown below with the associated question number.

- ▶ Value for money (Q11)
- ▶ Encourages good sportsmanship and fair play (Q10b-R1)
- ▶ The ease of accessing the clubs venues/ fields/ courts for training or casual playing (Q10b-R2)
- ▶ Fostering a sense of pride in the club (Q10b-R3)
- ▶ Engaging with the local community (Q10b-R4)
- ▶ Being responsive to needs and requirements (Q10b-R5)
- ▶ Having qualified/ experienced officials available when I compete (Q10b-R6)
- ▶ Providing a safe environment for adults and children (Q10b-R7)
- ▶ Making aware of development occurring in softball across New Zealand in terms of training, equipment, new programmes, coaching and officiating (Q10b-R8)
- ▶ Providing information and opportunities for coach development (Q10b-R9)
- ▶ Providing information and opportunities for officials development (Q10b-R10).

In addition, individual NSOs had the opportunity to add other drivers considered important or topical for their sport, if required. For softball these were:

- ▶ Making me/ you aware of the benefits provided to me/ your child as a member of Softball NZ (Q10b-R13)
- ▶ The support it receives from the association (Q10b-R21).

EXPLANATION OF REGRESSION



Regression analysis is a statistical process for analysing the relationship between two or more variables. It helps to understand the importance, or impact, of a 'driver' (the independent variable) by measuring its contribution to explaining variance in another variable (the dependent variable). Each independent variable is assigned a score ranging from zero to one - the closer to one, the more important/ impact it has on the dependent variable. We have used a regression approach called Modified Kruskal, which addresses any multi-collinearity issues.

Nielsen has created a regression model unique to Softball NZ. The dependent variable for the regression model is **recommendation** (the likelihood of a respondent to recommend their club to someone interested in playing softball). The independent variables are the attributes/ drivers in Q10a, Q10b and Q11, including any optional or additional attributes.

The following chart shows the impact of each attribute/ driver on a respondent's likelihood to recommend their club. The importance or impact of a driver on recommendation is shown on the vertical axis along with the size of the bubble (from the regression model). How respondents are rating their satisfaction with each of the drivers, is shown on the horizontal axis. This allows us to see what is more important but rated lower - that is where clubs should focus, in order to improve recommendation.

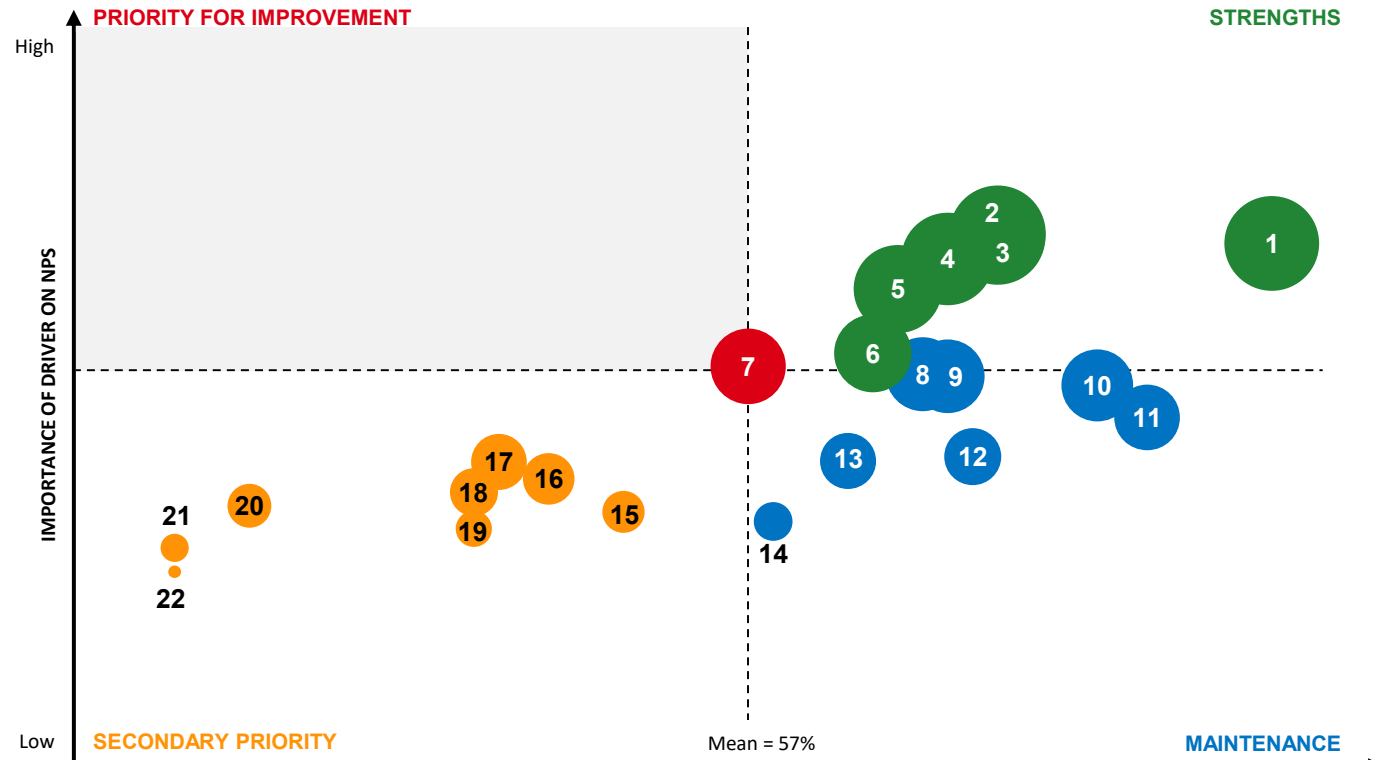
DRIVERS OF RECOMMENDATION (NPS)

The top three drivers of recommendation for softball respondents are:

1. *Fostering a sense of pride in our/ their club*
2. *Value for money*
3. *Being friendly and welcoming*

This chart illustrates softball's performance is relatively strong in the aspects important for respondents to recommend their club.

Emphasis should be placed on improving the aspect which crosses over the priority for improvement quadrant. This is *being responsive to my/ their needs and requirements* which has a lower proportion of respondents who indicate they are satisfied with this aspect.



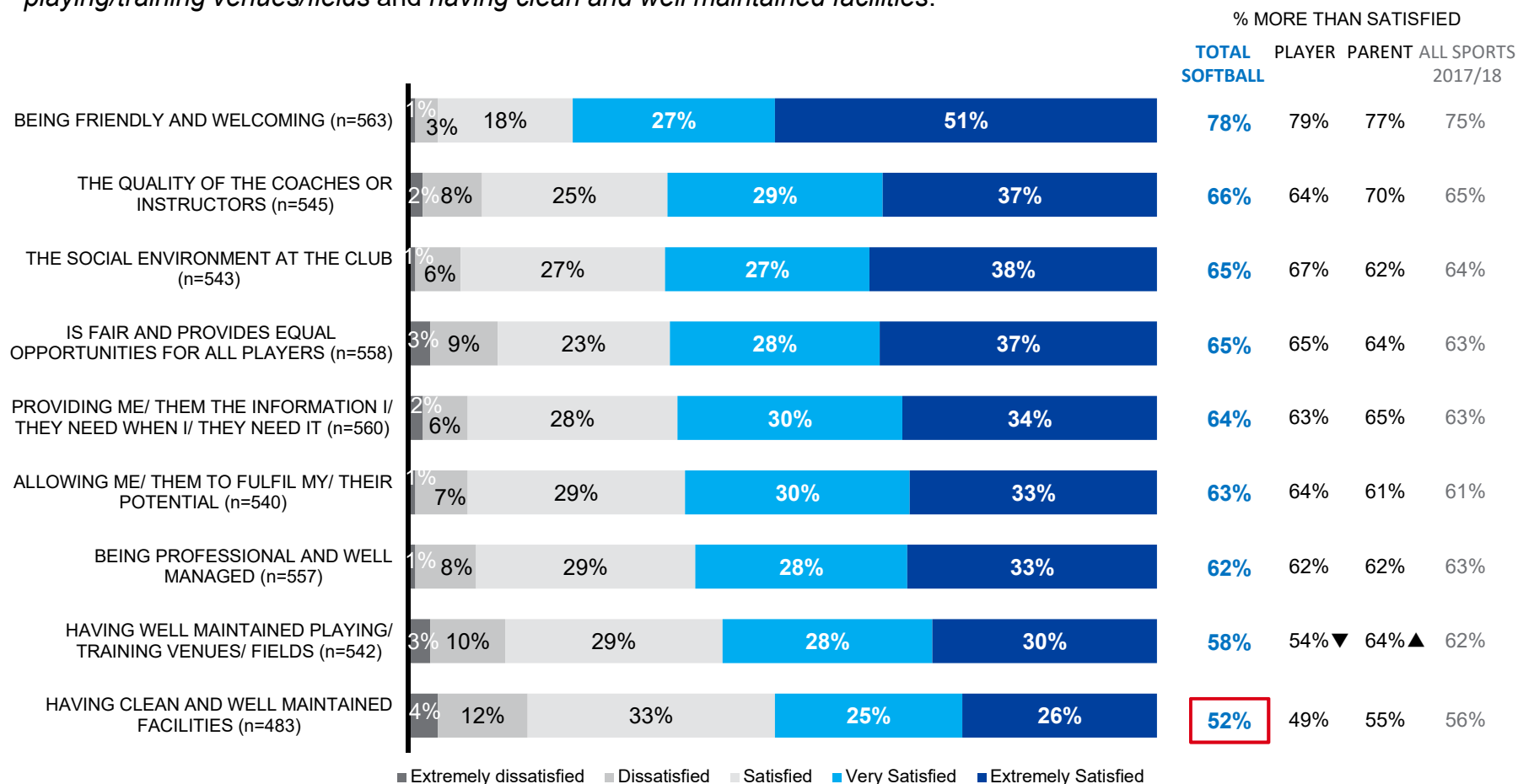
30%	PERFORMANCE (% MORE THAN SATISFIED)	80%
<p>STRENGTHS</p> <ol style="list-style-type: none"> 1. Being friendly and welcoming 2. Value for money 3. Fostering a sense of pride 4. Is fair and provides equal opportunities for all players 5. Allowing me/ them to fulfil my/ their potential 6. Being professional and well managed 	<p>MAINTENANCE</p> <ol style="list-style-type: none"> 8. Providing the information when needed 9. The social environment 10. Providing a safe environment for adults and children 11. Encouraging good sportsmanship and fair play 12. The quality of the coaches 13. The ease of accessing the clubs venues/ fields 14. Having well maintained playing/training venues/ fields 	<p>SECONDARY PRIORITY</p> <ol style="list-style-type: none"> 15. Having clean and well maintained facilities e.g. clubrooms, changing rooms, toilets 16. Engaging with the local community 17. Making me/ them aware of the developments occurring in softball across New Zealand 18. Providing information and opportunities for coach development 19. Providing information and opportunities for officials development 20. Making me/ you aware of the benefits provided to me/ your child as a member of <NSO> 21. Having qualified / experienced officials available 22. The support it receives from the association
<p>PRIORITY FOR IMPROVEMENT</p> <ol style="list-style-type: none"> 7. Being responsive to my needs and requirements 		

Base: All Respondents (Excluding Don't know/not applicable) Q7. Imagine someone is interested in playing or participating in softball. If they asked you, how likely are you to recommend your/ your child's club to them, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely?

THE RELATIVE STRENGTH OF CLUBS IS BEING FRIENDLY & WELCOMING

Softball respondents are generally satisfied and have similar levels of satisfaction with each of the key drivers of club experience as All Sports 2017/18.

Of the key drivers, respondents are least satisfied with maintenance of facilities - *having well maintained playing/training venues/fields* and *having clean and well maintained facilities*.



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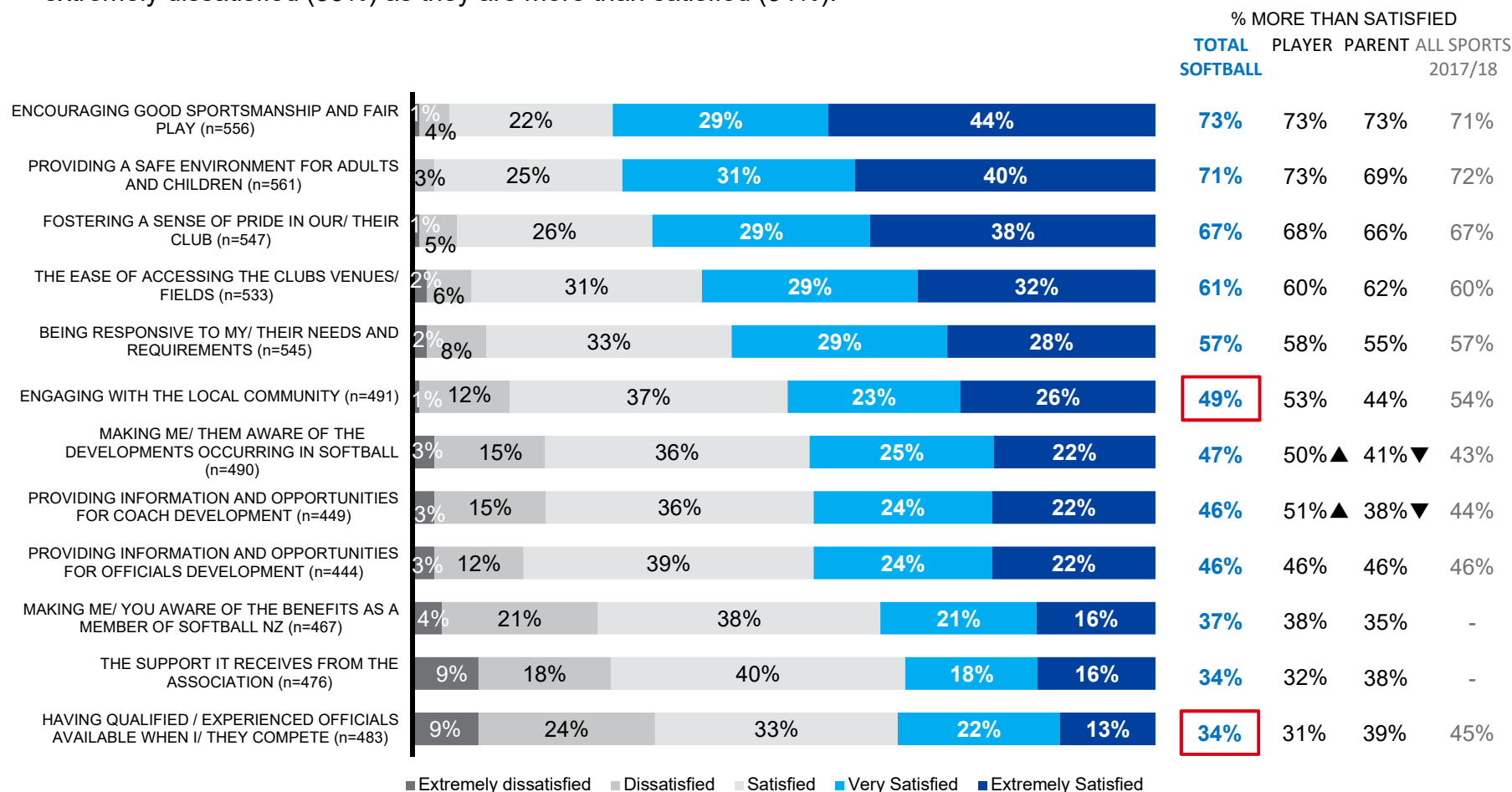
Base: All respondents (Excluding Don't know/not applicable)
Q10a. How would you/ your child rate you/ their overall satisfaction with your/ their softball club on each of the following...

▲▼ Significantly higher/lower than Total Softball
□ / □ Significantly higher/lower than All Sports 2017/18

SATISFACTION: SECONDARY DRIVERS

Performance in relation to the secondary drivers of club experience vary greatly. Around three-quarters (73%) of respondents are more than satisfied with their club *encouraging good sportsmanship* while only a third are more than satisfied with *the support their club receives from its association* and *quality of officiating* (both 34%).

Overall, softball respondents are not satisfied with the quality of officiating. A similar proportion are dissatisfied or extremely dissatisfied (33%) as they are more than satisfied (34%).



■ Extremely dissatisfied ■ Dissatisfied ■ Satisfied ■ Very Satisfied ■ Extremely Satisfied

▲▼ Significantly higher/lower than Total Softball

□ / □ Significantly higher/lower than All Sports 2017/18

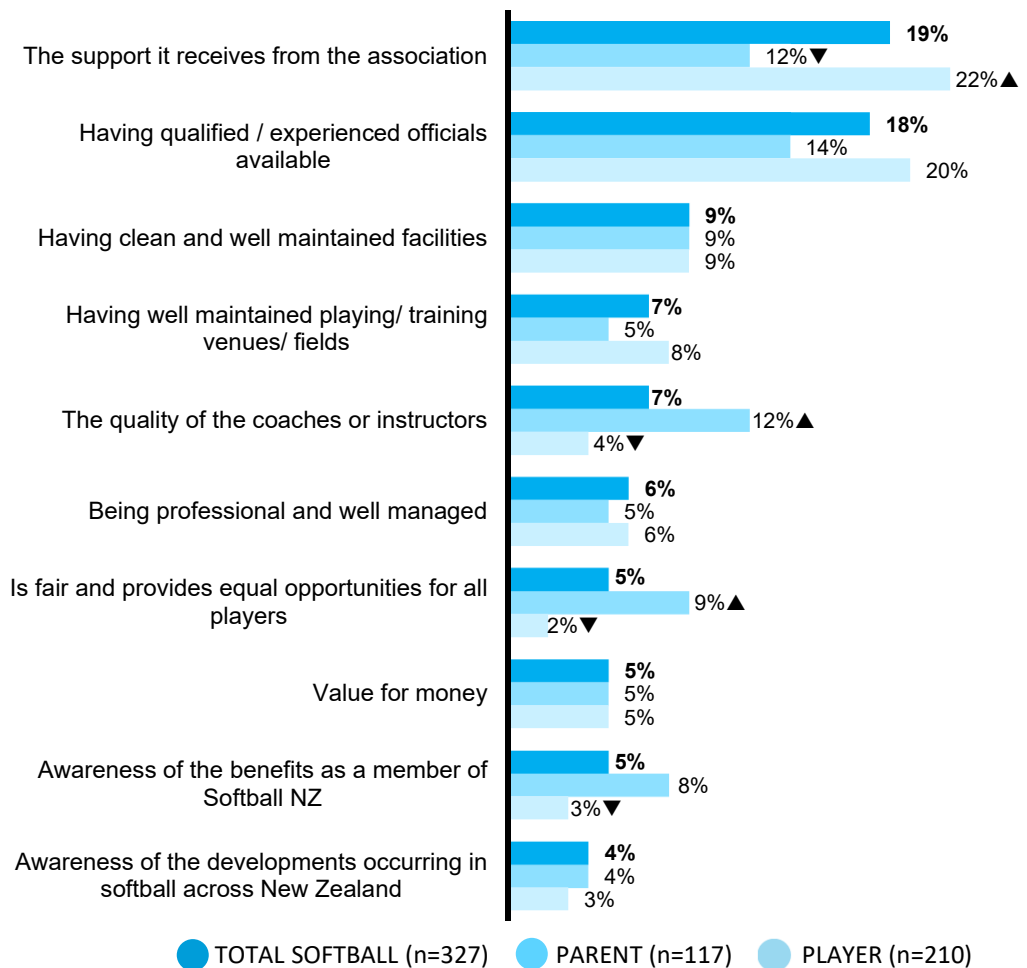
Base: All respondents (Excluding Don't know/not applicable)
Q10b. How would you rate your/ your child's overall satisfaction with your/ their softball club on each of the following...

OVERALL, RESPONDENTS ARE LEAST SATISFIED WITH THE SUPPORT THEIR CLUB RECEIVES FROM THE ASSOCIATION

Respondents were asked to indicate the aspect they are **least satisfied** with.

Results for players and parents of players are quite different. More than one in five players (22%) indicate *the support the club received from the association* (significantly more than players). Specifically, communication and information as it relates to the release of draws and results.

While parents were significantly more likely to indicate they are least satisfied with *the quality of the coaches or instructors* (12% cf. 4%) and *fair and equal opportunities* (9% cf. 2%).



Base: All respondents who are dissatisfied/extremely dissatisfied or disagree/strongly disagree (n=327)

Q12a. Thinking about what you rated lower in previous questions, please select which one aspect of your/ your child's club that you/ they are **least** satisfied with?

Note: Only top ten areas shown

▲▼ Significantly higher/lower than Total Softball

WHAT NEEDS TO IMPROVE FOR LOWER RATED ASPECTS

"I need the association to actually do their job, regarding draws, help with umpiring across the board. They seem to collect all our fees, and yet we get nothing from them at all. Our club is a small club and I have no issues when it comes to the way they run it. But we need more umpires for our game."

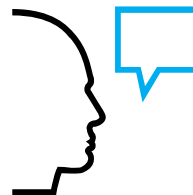
Player, 40-44 years, Auckland

"I do not think the problems come from the club. I think that the association needs to be more organised and structure the season better. It's needs to be longer. Also I find myself and the other coach umpiring every week instead of having officials or senior teams on duty. This is frustrating as I am hamstrung in how effective my coaching is for the kids."

Player and parent of player, 8-10 years, Canterbury

"Passing on information that is available, particularly training drills for children. Skills development and team activities to keep their interest at trainings. When they are kids, we are trying to capture their interest and generate a love for the game, so any helpful training and development techniques would be helpful."

Parent of player, 13 years, Wellington



"There needs to be more clinics available for game officials for the junior teams as it is generally parents who officiate and they need as much guidance and access to experienced officials as possible to provide an acceptable standard of umpiring."

Parent, 13 years, Auckland

"Better targeted skill development at the correct level and position specific coaching."

Parent of player, 14 years, Auckland

"Accurate and timely communication."

Parent of player, 55-59 years, Southland

"More involvement in developing ability of smaller clubs with limited coaching resource. Better draws published ahead of time. More consistency in how competitions are run. Fewer volunteer umpires."

Player and parent of player, 40-44 years, Auckland

"More coaching clinics for our volunteers."

Player and parent of player, 35-39 years, Auckland

"Its more of the association that needs to help my club for me to be satisfied. The association needs to inherit fairness for all clubs not just the clubs where they are mates with the administrators. Have draws completed earlier rather than 1 or 2 days before game day etc."

Player and parent of player, 40-44 years, Auckland

IF MEMBERSHIP FEES INCREASED, A QUARTER OF RESPONDENTS WOULD WANT THEIR CLUB TO INVEST IN *PLAYER DEVELOPMENT PROGRAMMES*

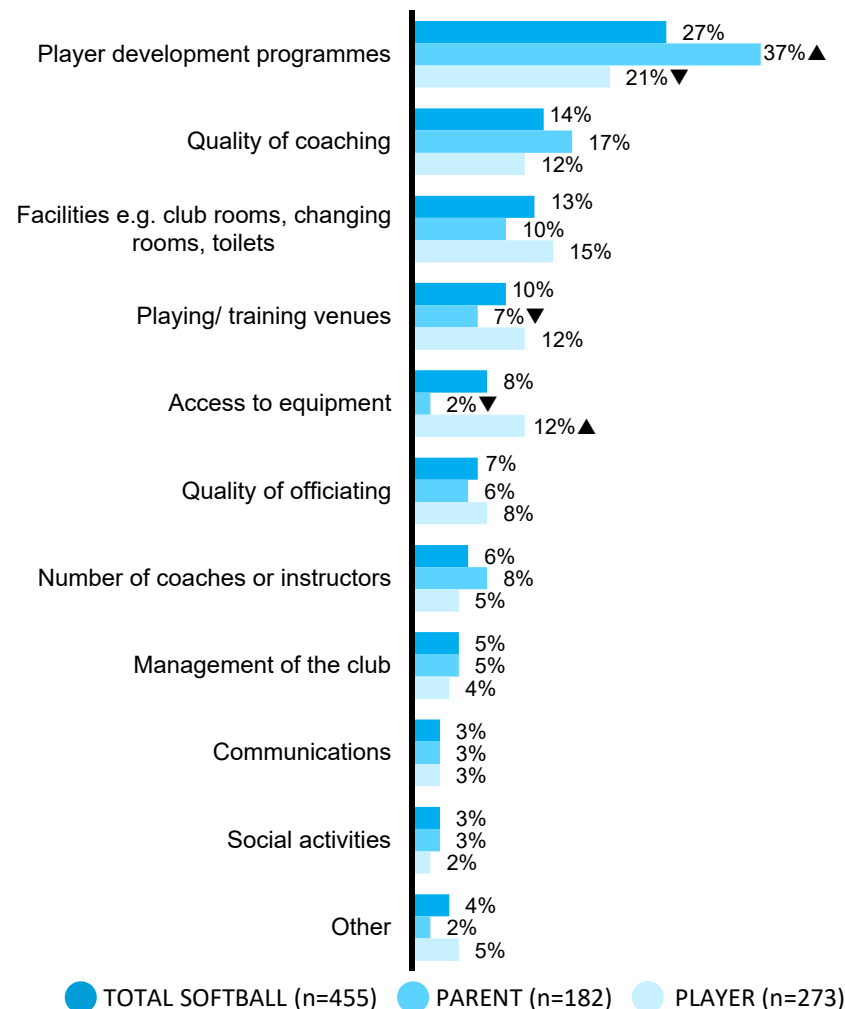
Parents of players were significantly more likely than players to indicate this aspect (37% cf. 21%).

This is followed by *quality of coaching* (14%) (a highly correlated aspect) and facilities e.g. club rooms, changing rooms, toilets (13%).

Although there is relative dissatisfaction with the quality of the officiating (*having qualified/experienced officials*) there is a relatively lower proportion who indicate they would want any investment to go toward this aspect if fees increased (7%).



14% would not want anything improved if it meant their fees were increased.

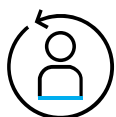


Base: All respondents (Excluding Don't know/I don't want to improve anything if it means my fees need to increase) (n=455)
 Q14. If your/ your child's softball club was going to focus on improving one of the following aspects, and the membership fees increased to reflect this investment, which would be the one thing you/ your child would like them to improve?

INVESTMENT AREAS (IF FEES INCREASED)

Those who are significantly more likely to indicate they would want improvement in the following areas, if fees were to increase:

27%



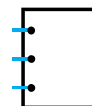
PLAYER DEVELOPMENT PROGRAMMES

- ▶ New members (less than a year) (42% cf. average of 27%)
- ▶ Emerging Sox (13-18 years) (41%)
- ▶ Those who have represented their region at a national event or competition (35%).

ASSOCIATIONS OVER/UNDER

- ▲ North Harbour (38%).

14%



QUALITY OF COACHING OR INSTRUCTORS

- ▶ Those whose main reason to belong is *to have fun* (10% cf. 6%).

ASSOCIATIONS OVER/UNDER

13%



FACILITIES E.G. CLUB ROOMS, CHANGING ROOMS, TOILETS

- ▶ There are no groups who are significantly more likely than average to want improvement in the *facilities*.

ASSOCIATIONS OVER/UNDER

- ▲ Canterbury (22%).

Base: All respondents (Excluding Don't know/I don't want to improve anything if it means my fees need to increase) (n=455)
Q14. If your/ your child's softball club was going to focus on improving one of the following aspects, and the membership fees increased to reflect this investment, which would be the one thing you/ your child would like them to improve?

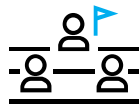
Note: Top six areas shown

▲▼ Significantly higher/lower than Total 2017/18

INVESTMENT AREAS (IF FEES INCREASED)

Those who are significantly more likely to indicate they would want improvement in the following areas, if fees were to increase:

10%



PLAYING/ TRAINING VENUES/ FIELDS

- ▶ Major Sox (19-34 years) (19% cf. 10%).

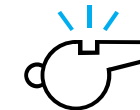
8%



ACCESS TO EQUIPMENT

- ▶ Coaches (16% cf. 8%)
- ▶ Evergreens (35+ years) (12%).

7%



QUALITY OF OFFICIATING

- ▶ There are no groups who are significantly more likely than average to want improvement in the *quality of officiating*.

ASSOCIATIONS OVER/UNDER

- ▲ Auckland (16%).
- ▼ North Harbour (3%).

ASSOCIATIONS OVER/UNDER

- ▼ North Harbour (1%).

ASSOCIATIONS OVER/UNDER

- ▲ North Harbour (14%).
- ▼ Canterbury (0%).

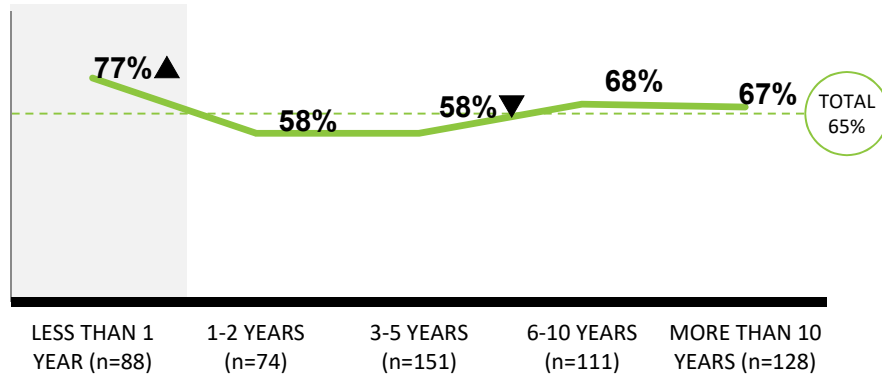
LENGTH OF MEMBERSHIP & THE JOINING PROCESS

KEY METRICS: LENGTH OF MEMBERSHIP

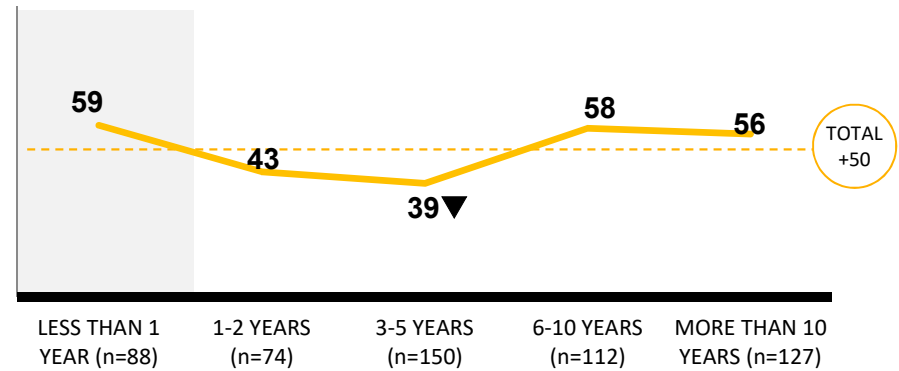
There is a consistent trend across each of the key club membership metrics. That is, results are highest among new members (less than a year). Results then drop for those who have been a member 1-2 years and 3-5 years before increasing for longer tenured members (6-10 years).

It is the members who are in the middle (i.e. members for 1-2 years or 3-5 years) where results are lower for the key metrics.

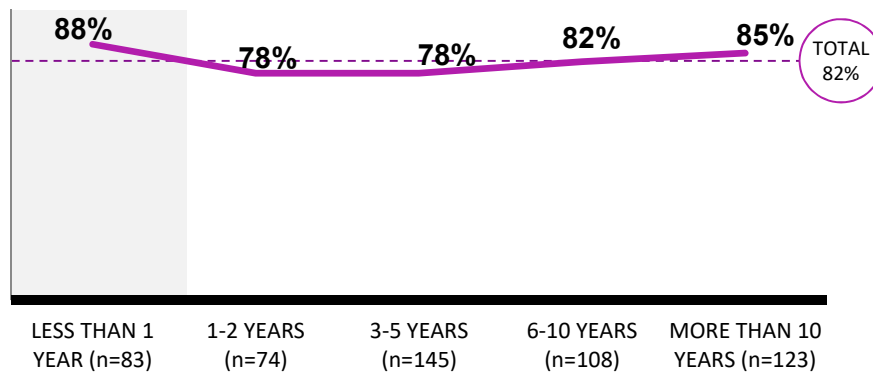
OVERALL SATISFACTION



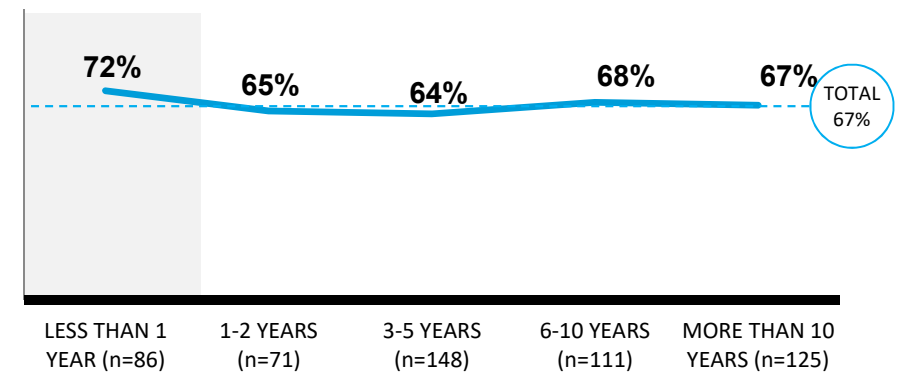
NPS



LIKELIHOOD TO REJOIN

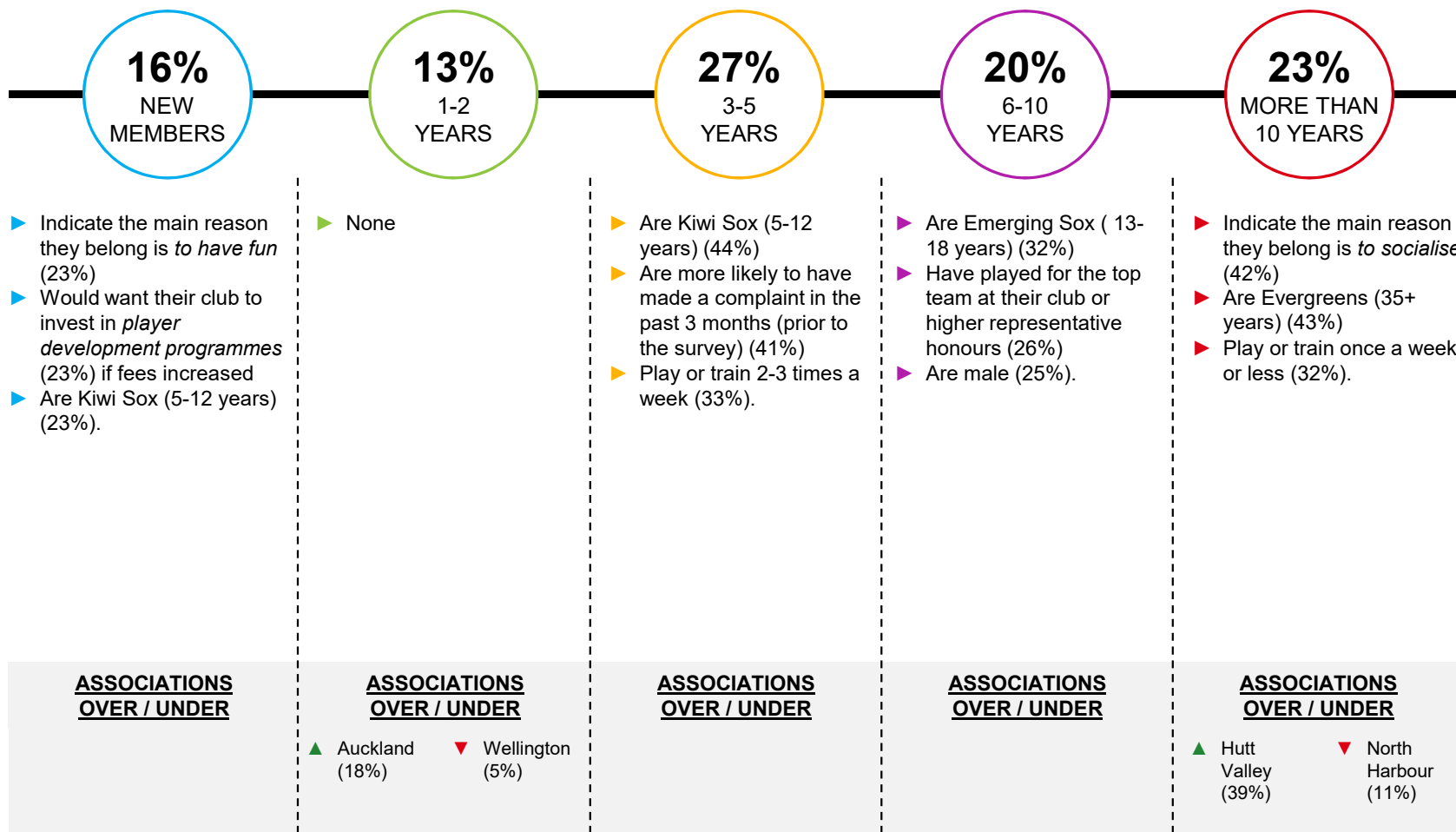


VALUE FOR MONEY



DIFFERENCE IN LENGTH OF MEMBERSHIP

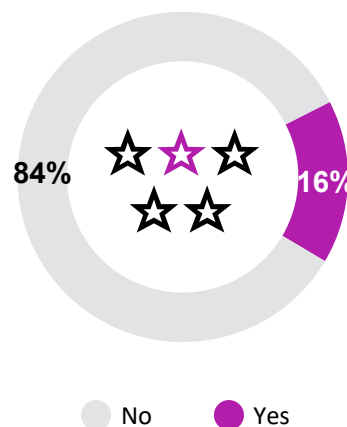
Those who are significantly more likely to be in the following tenure groups, are those who:



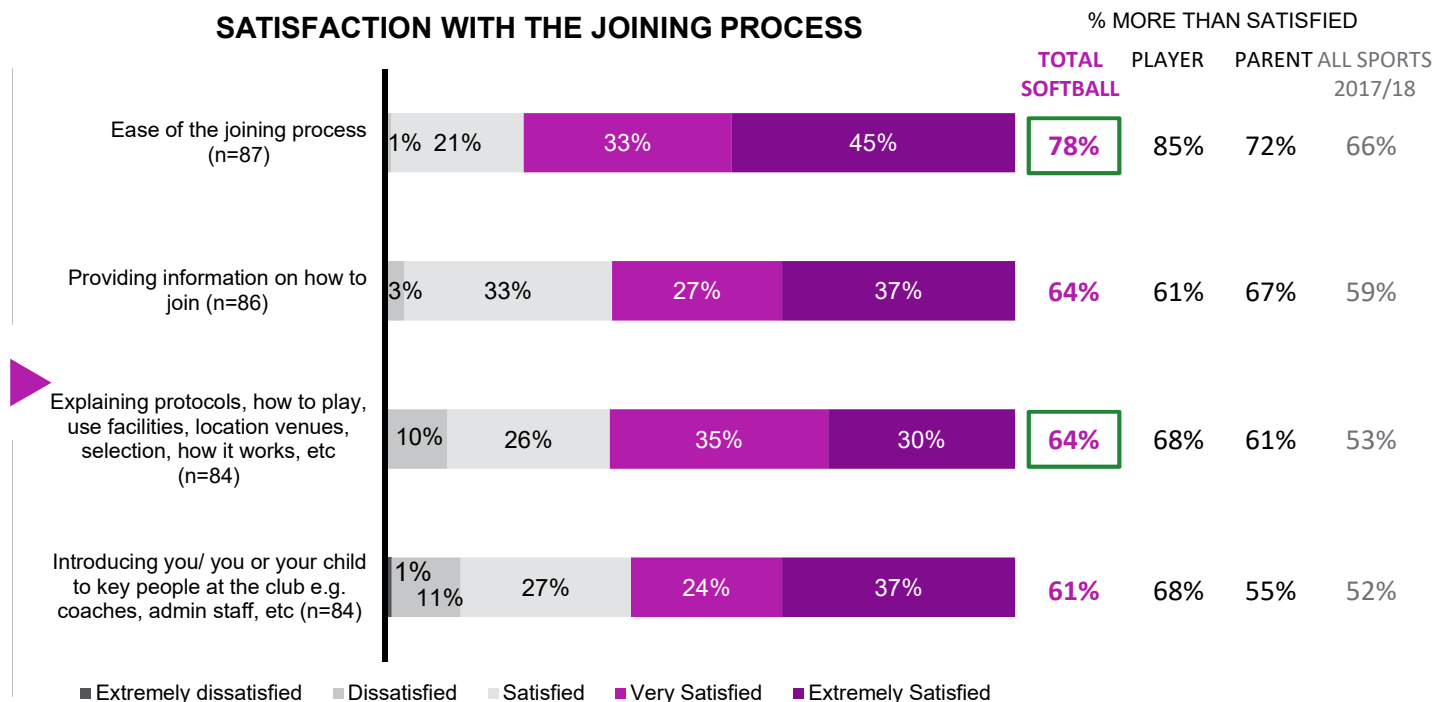
TWO-THIRDS OF NEW MEMBERS ARE SATISFIED WITH THE PROCESS OF JOINING THEIR CLUB

One in six (16%) respondents have been members of their current club for less than a year. When asked about the individual aspects of what they went through when they joined their club, they are significantly more likely to be more than satisfied with the process they went through when compared with the average for all sports (67% cf. 58% - average of four attributes).

NEW MEMBERS



SATISFACTION WITH THE JOINING PROCESS



Base: All respondents who are members (n=555)

Q3. How long have/ has you/ your child been a member of <insert club from Q2a>?

Base: All respondents who have been members for less than one year (Excluding Don't know/not applicable)

Q20. Thinking about the process you/ you and your child went through when you/ your child joined your/ their softball club. How satisfied are you with your/ their club on the following...(average of four attributes)

▲▼ Significantly higher/lower than Total Softball

□ / □ Significantly higher/lower than All Sports 2017/18

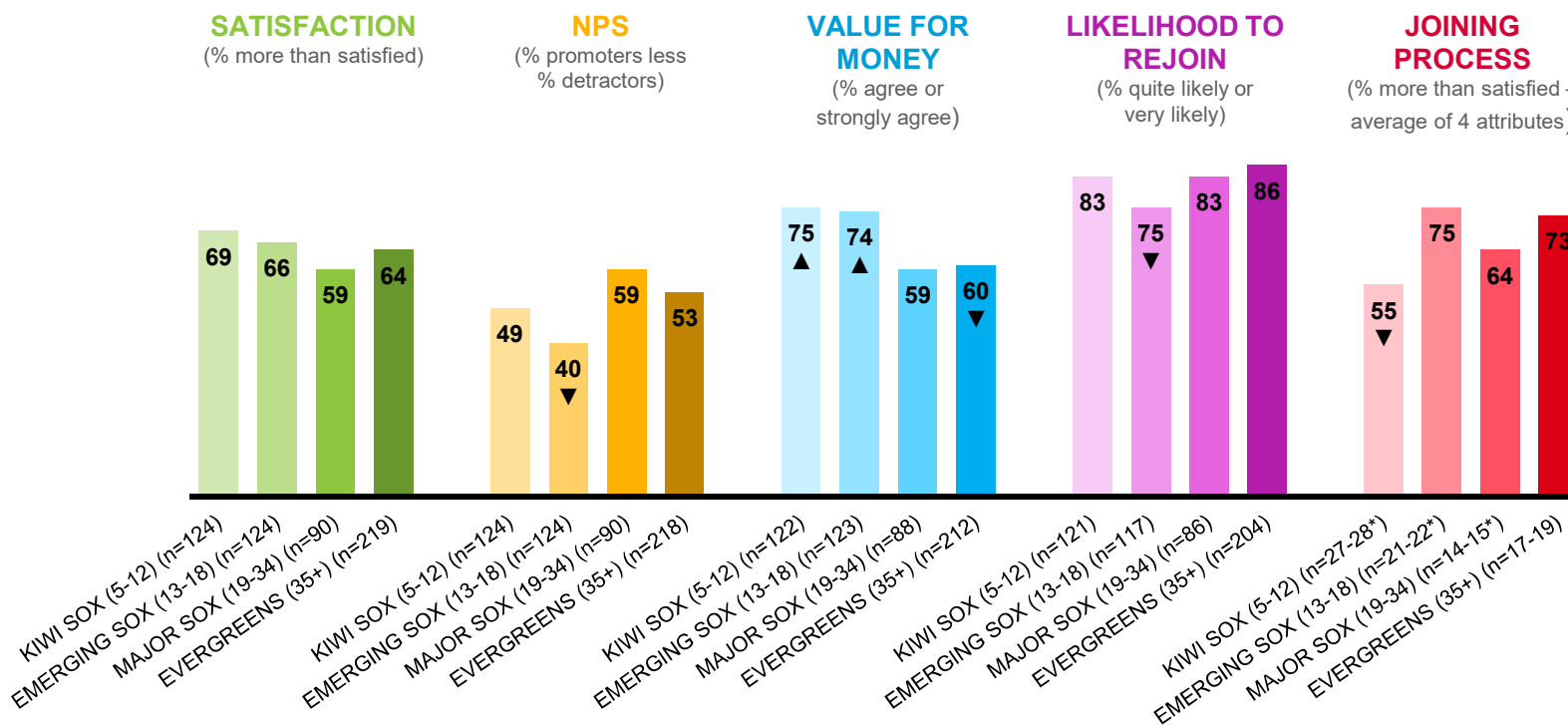
DEMOGRAPHIC DIFFERENCES

OVERALL, RESULTS ARE MIXED ACROSS KEY AGE BRACKETS

Results are typically strongest across Kiwi Sox respondents (5-12 year olds).

Parents of children in this 5-12 age band are least satisfied with the process they go through when they join the club.

Although Major Sox (19-34 years) are the age group least satisfied with the overall experience (59% cf. average of 65%) and are least likely to perceive value for money, they are most likely to recommend their club to someone interested in playing softball (NPS score of +59 cf. average of +50). A large reason respondents of this group love their club is because they see the team or club as a whānau/family, 'my team that team is family'.

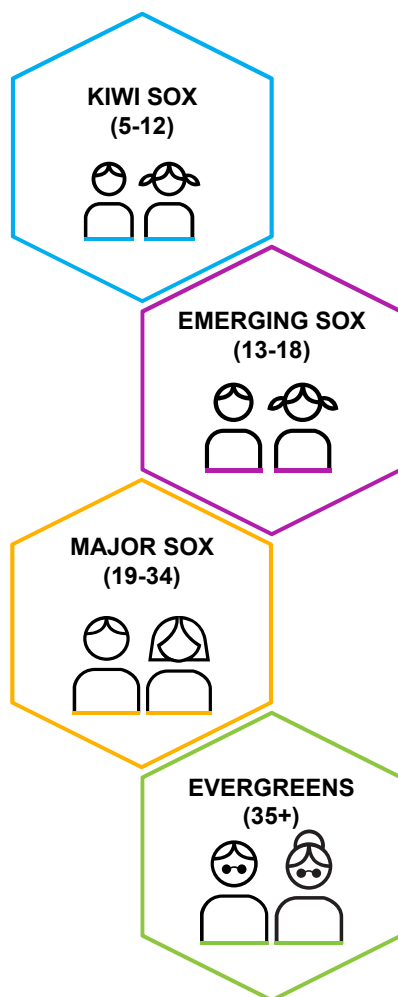


Base: Q6/Q7/Q11 All Respondents (Excluding Don't know/ Can't say), Q9 Members (Excluding Don't know/Can't say), Q20 New Members (Excluding Don't know/ Can't say)
 Q6 / Q7 / Q11 / Q9 / Q20 (Average of four attributes)

▲▼ Significantly higher/lower than Total Softball

KEY DIFFERENCES: AGE BRACKETS

Compared with the total softball result, respondents in the following age brackets are significantly more likely to:



- ▶ Indicate the main reason to belong to a club is *to have fun* (36% cf. average of 28%) or *learn/improve skills* (35% cf. 17%)
- ▶ Play or train two or three times a week (84% cf. 59%)
- ▶ Be more than satisfied with the key driver the *quality of the coaches or instructors* (73% cf. 66%).
- ▶ **Less likely** to be more than satisfied with their club *engaging with the local community* (40% cf. 49%) and *making me/ you aware of the benefits provided to me/ your child as a member of Softball NZ* (27% cf. 37%)
- ▶ Belong *to play competitively* (17% cf. 29%).

- ▶ Indicate the main reason to belong to a club is *to play competitively* (48% cf. average of 29%)
- ▶ Be a member for 6-10 years (32% cf. 20%)
- ▶ Have changed clubs, and have changed because *the opportunities were better to fulfil their potential* (21% cf. 10%)
- ▶ Play or train four or more times a week (38% cf. 18%)
- ▶ Be more than satisfied with the secondary driver *having qualified / experienced officials available when I/ they compete* (42% cf. 34%) and *the support the club receives from the association* (42% cf. 34%)
- ▶ Indicate they are least satisfied with *the quality of the coaches or instructors* (14% cf. 7%)
- ▶ Indicate the focus for improvement (if fees increased) should be on *player development programmes* (40% cf. 27%).

- ▶ Indicate the main reason to belong to a club is *to play competitively* (44% cf. average of 29%)
- ▶ Be more than satisfied with *being responsive to my/ their needs and requirements* (68% cf. 57%)
- ▶ Be *dissatisfied or extremely dissatisfied* with *having well maintained playing/ training venues/ fields* (21% cf. 13%)
- ▶ Indicate the focus for improvement (if fees increased) should be on *playing/ training venues/ fields* (19% cf. 10%)
- ▶ Have played for the top team at club or higher representative honours (69% cf. 48%).

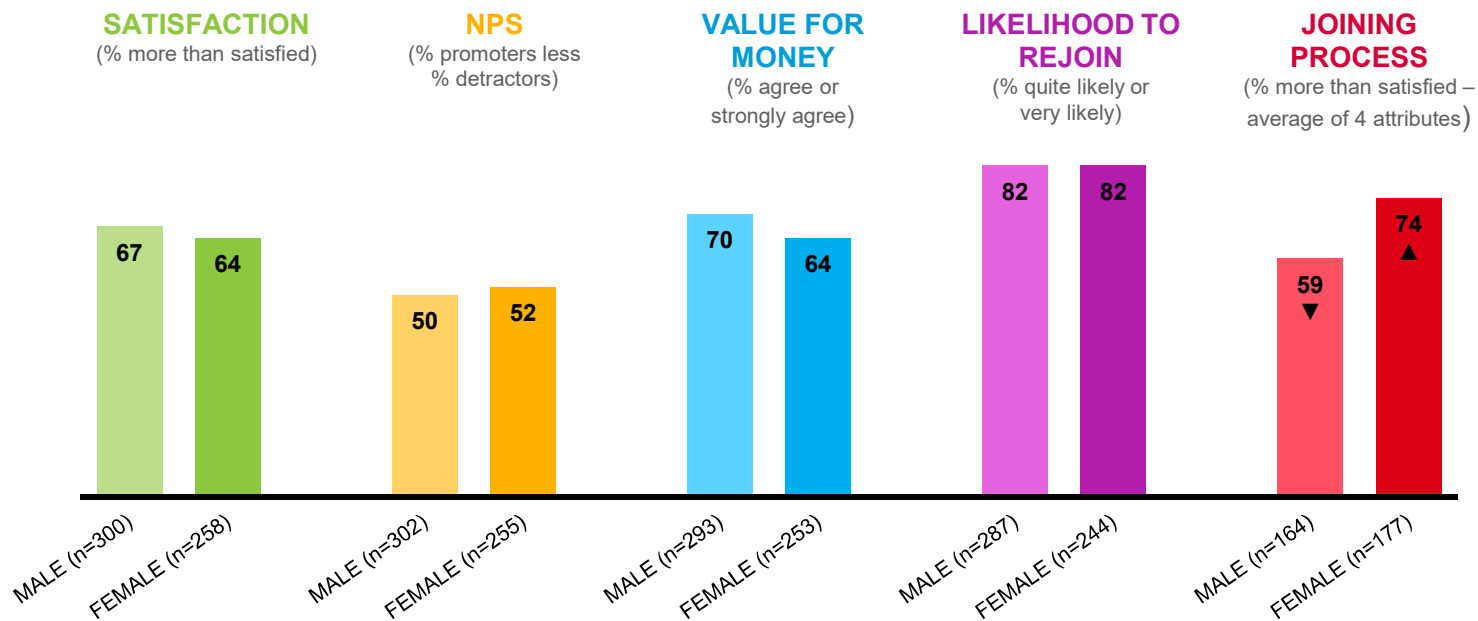
- ▶ Indicate the main reason to belong to a club is *to socialise* (24% cf. 12%) or for *other reasons* (18% cf. 10%)
- ▶ Play or train once a week or less (36% cf. 21%)
- ▶ Be a member for more than 10 years (43% cf. 23%)
- ▶ Be *dissatisfied or extremely dissatisfied* with the following key and secondary drivers of club experience:
 - ▶ *Having well maintained playing/ training venues/ fields* (17% cf. 13%)
 - ▶ *Having qualified / experienced officials available when I compete* (39% cf. 33%)
 - ▶ *The support the club receives from the association* (32% cf. 26%)
- ▶ Indicate they are least satisfied with *the support their club receives from the association* (24% cf. 19%)
- ▶ Indicate the focus for improvement (if fees increased) should be on *access to equipment* (12% cf. 8%).

Base: All Respondents (n=602)

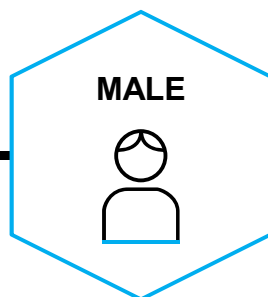
Q22. In which of the following age groups do/ does you/ your child belong?

THERE IS LITTLE DIFFERENCE BETWEEN MALE & FEMALE RESPONDENTS

Female results are typically more positive about the process they went through when they or their child joined their club.

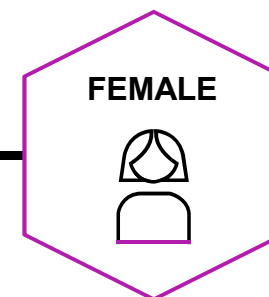


KEY DIFFERENCES: GENDER



Male respondents are **significantly more likely than females** to:

- ▶ Have been a member for 6-10 years (25% cf. 14% of females)
- ▶ Indicate the main reason they belong to a club is *to play competitively* (33% cf. 25%)
- ▶ Indicate their least satisfied aspect is the *quality of the coaching* (9% cf. 3%)
- ▶ Be in Kiwi Sox (5-12 years) (26% cf. 15%) or Emerging Sox (25% cf. 16%)
- ▶ Be of European ethnicity (70% cf. 62%).



Female respondents are **significantly more likely than males** to:

- ▶ Be *extremely satisfied* with the following key and secondary drivers:
 - ▶ *Providing me/ them the information I/ they need when I/ they need it* (40% cf. 29% males)
 - ▶ *Allowing me/ them to fulfil my/ their potential* (37% cf. 29%)
 - ▶ *Fair and equal opportunities for all players* (41% cf. 33%)
 - ▶ *Being professional and well managed* (38% cf. 30%)
 - ▶ *Engaging with the local community* (31% cf. 22%)
 - ▶ *Being responsive to my/ their needs and requirements* (34% cf. 24%)
 - ▶ *Making me/ them aware of the developments occurring in softball across New Zealand* (28% cf. 16%)
 - ▶ *Making me/ you aware of the benefits provided to me/ your child as a member of Softball NZ* (21% cf. 13%)
- ▶ Indicate they do not want anything to improve if it meant their fees needed to increase (18% cf. 11%)
- ▶ Hold a *team manager* (14% cf. 6%) and/or *committee member* role within the club (17% cf. 9%)
- ▶ Be in Major Sox (19-34 years) (20% cf. 10%) or Evergreens (35+) (48% cf. 37%)
- ▶ Be of Māori ethnicity (46% cf. 33%).

ASSOCIATIONS OVER / UNDER

▲ North Harbour (65% are male cf. 52% average)

▼ Auckland (44% cf. 52% average)

ASSOCIATIONS OVER / UNDER

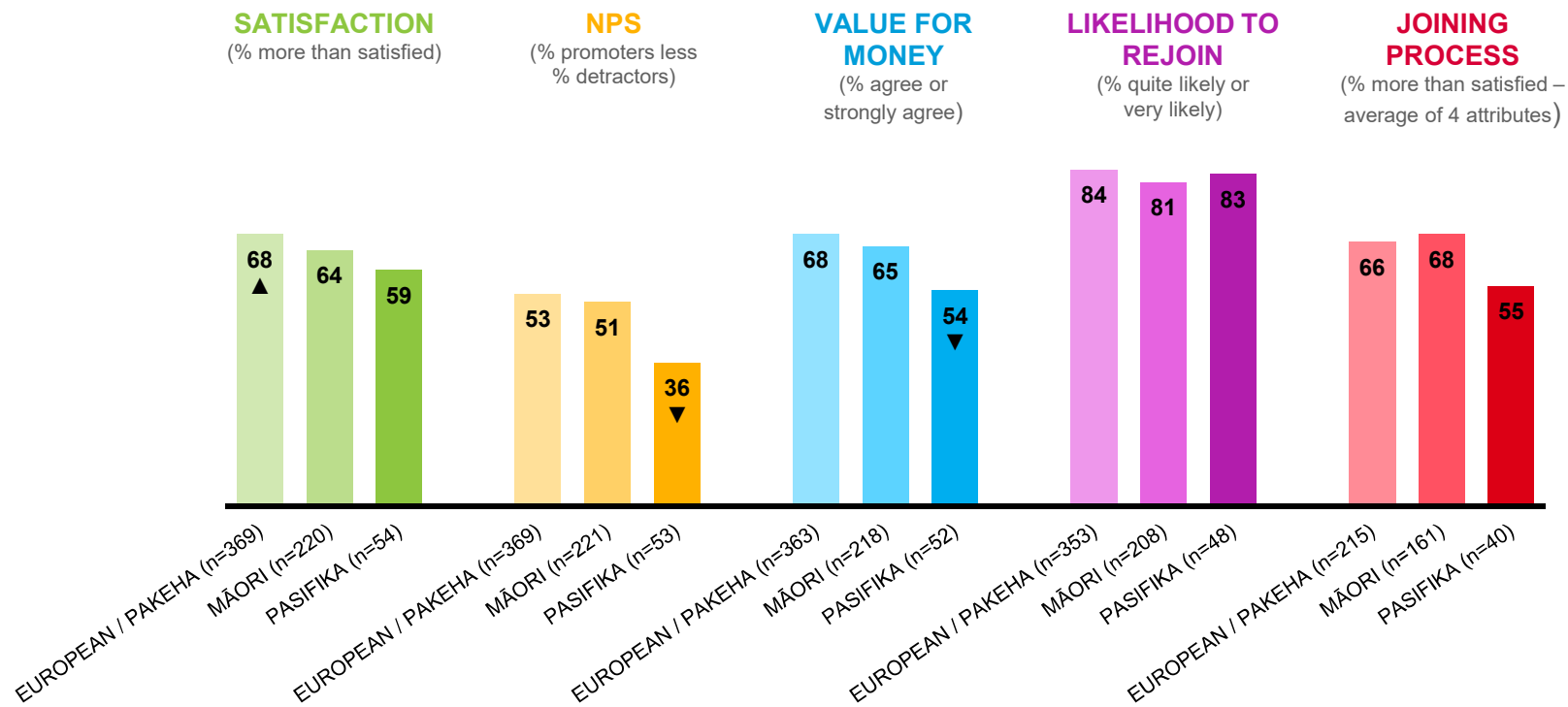
▲ Auckland (56% are female cf. 47% average)

▼ North Harbour (33% cf. 47% average)

OVERALL, THOSE OF EUROPEAN ETHNICITY ARE MORE SATISFIED WITH THEIR CLUB EXPERIENCE

Pasifika respondents are least positive about their softball club experience.

Pasifika respondents have a significantly lower NPS score (+36 cf. +50) and are significantly less likely to perceive value for money from their club (54% c f. 67%). In fact, Pasifika respondents are significantly more likely to be dissatisfied with value for money (23% *dissatisfied* or *extremely dissatisfied* cf. average of 13%) as well as the process they went through when they joined (15% cf. 6%).

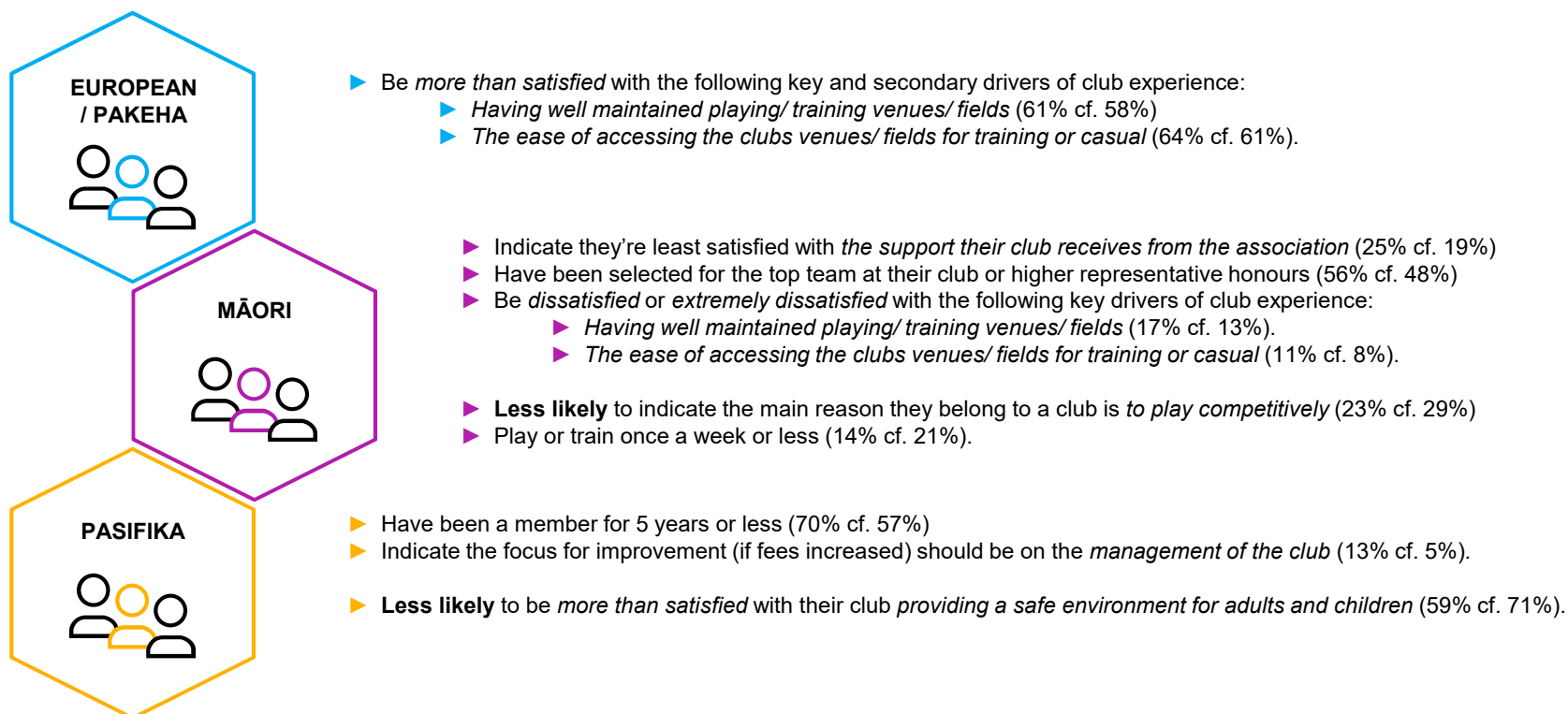


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Base: Q6/Q7/Q11 All Respondents (Excluding Don't know/ Can't say), Q9 Members (Excluding Don't know/Can't say), Q20 New Members (Excluding Don't know/ Can't say)
 Q6 / Q7 / Q11 / Q9 / Q20 (Average of four attributes)
 Note: Only those who identify as European, Māori, and Pasifika ethnicity are shown due to small sample sizes of other ethnicities.

KEY DIFFERENCES: ETHNICITY

Compared with the total softball result, respondents of the following ethnicities are significantly more likely to:



Base: All Respondents (n=602)

Q34. Which ethnic group or groups do/ does you/ your child identify with or belong to?

Note: Respondents can identify with more than one ethnicity, therefore results may add up to more than 100%.

Note: Only those who identify as European, Māori, and Pasifika ethnicity are shown due to small sample sizes of other ethnicities.

ASSOCIATION DIFFERENCES

HOW DOES EXPERIENCE DIFFER BETWEEN ASSOCIATIONS?

Due to relatively small sample sizes across associations, association results in grey text are included for completeness and are indicative only (fewer than ten responses). Associations that did not receive any responses include the following.

- ▶ New Zealand Defence Force (NZDF)
- ▶ Horowhenua
- ▶ Marlborough
- ▶ West Coast
- ▶ Mid-Canterbury
- ▶ Eastern Southland

NORTH		n=
North Harbour	HAR	88
Auckland	AKL	147
Counties Manukau	CM	11*
Waikato	WAI	12
Western Bay of Plenty	WBOP	10*
Tairāwhiti	TRW	1**
Hawkes Bay	HB	4**
Whanganui	WNG	1**
Manawatu	MAN	11*
Hutt Valley	HV	55
Wellington	WLG	50

SOUTH		n=
Nelson	NSN	7**
Canterbury	CAN	101
Aorangi	AOR	3**
Otago	OTA	20*
Central Otago	CEN	1**
Southland	STH	23*

* Small base size (less than 30)

** Very small base size (less than 10), indicative only

Note: Associations are based on the club the respondent selected in the survey at Q2a/Q2b. This does not include respondents who selected 'Other'.

HUTT VALLEY HAS THE HIGHEST PROPORTION OF RESPONDENTS WHO ARE *EXTREMELY SATISFIED*

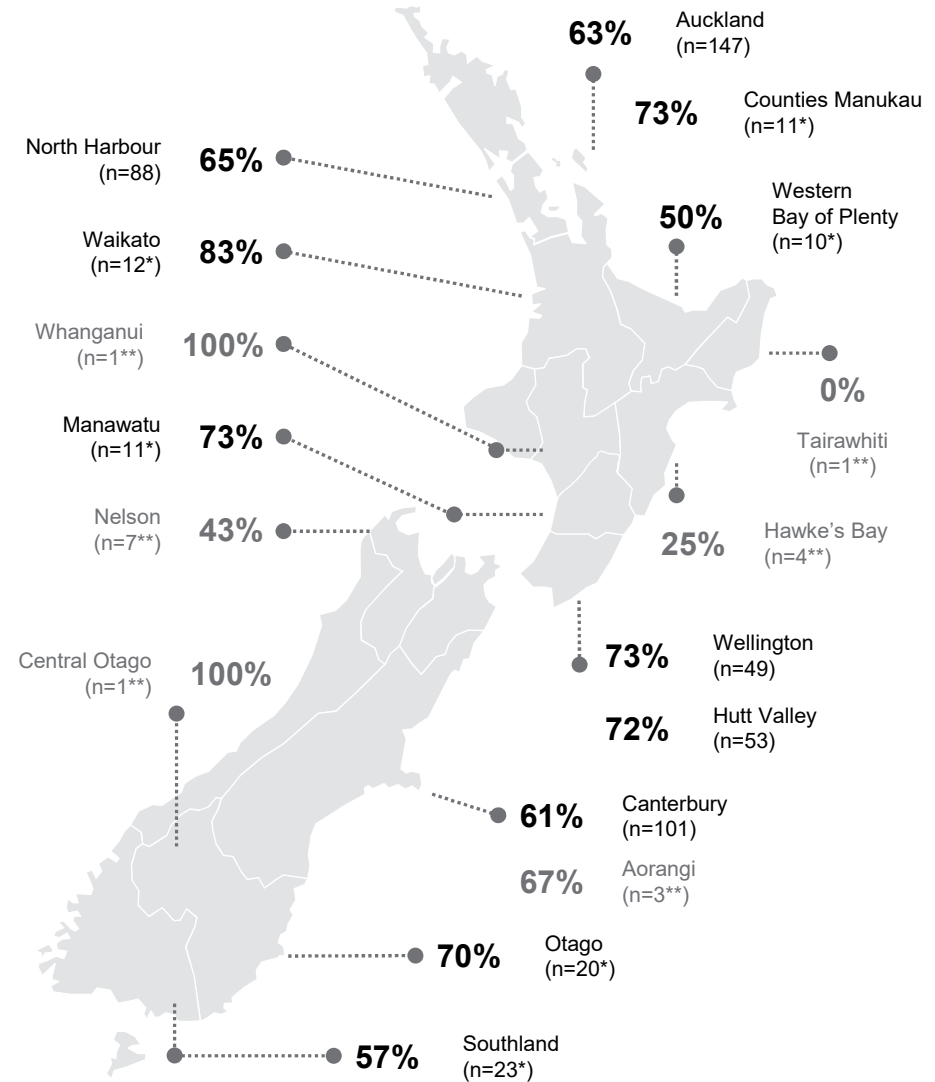
OVERALL SATISFACTION
(% more than satisfied)

TOTAL SOFTBALL

65%

Regionally, although sample sizes are small, there is a relatively large variation in the proportion who are more than satisfied with the overall experience at their club with ratings ranging from 50% for Western Bay of Plenty to 83% for Waikato.

Those from clubs within the Hutt Valley Association are significantly more likely to be *extremely satisfied* with the overall experience at their softball club (47% cf. average of 34%).



CANTERBURY RESPONDENTS ARE LEAST LIKELY TO RECOMMEND THEIR CLUB

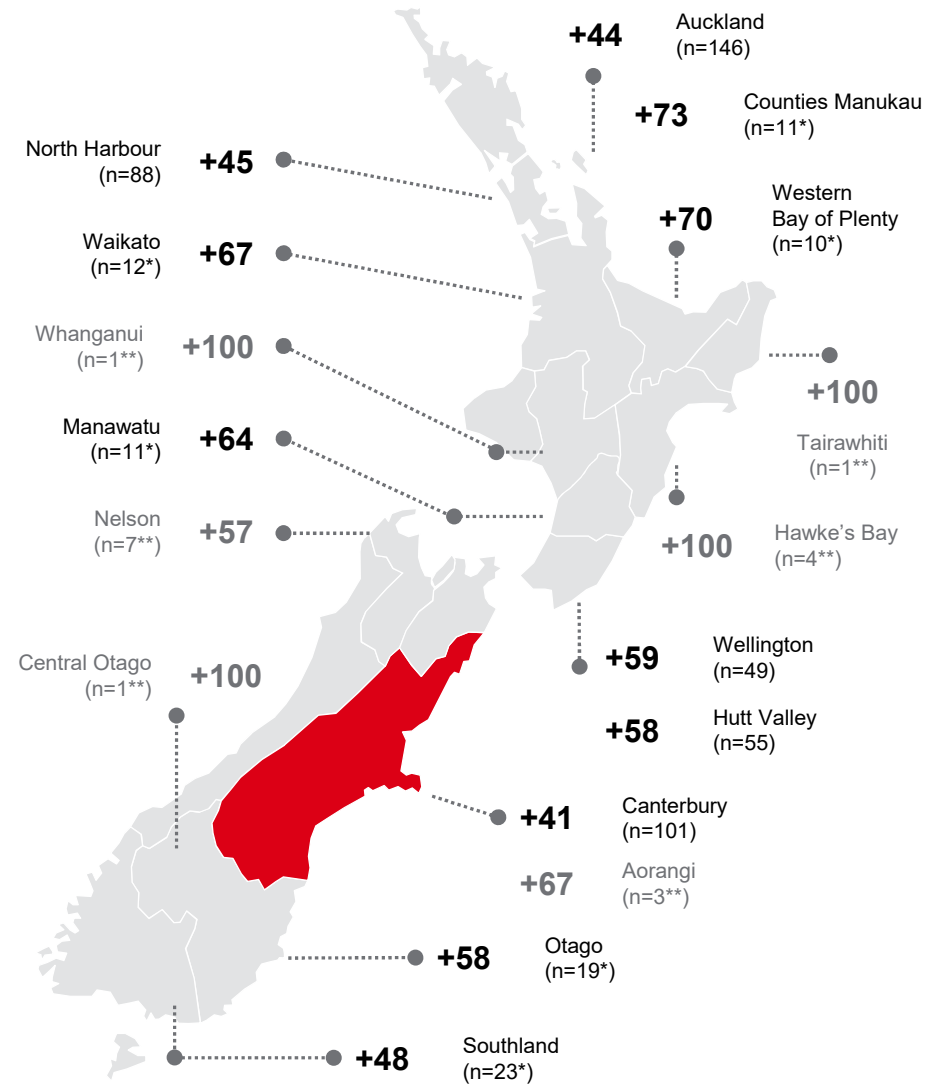
Net Promoter Score (NPS)
(% promoters - % detractors)

TOTAL SOFTBALL
+50

Counties Manukau has the highest NPS score (+73) among associations with a large enough sample size.

Canterbury has fewer promoters (those who rate their likelihood to recommend their club a 9 or 10 out of 10) and subsequently has a significantly lower NPS score (+41 cf. average of +50).

Although Southland has a higher proportion of detractors (those who rate their likelihood to recommend their club a 0 to 6 out of 10) (22% cf. average of 14%), it also has a higher than average proportion of promoters (70% cf. 65%).



Base: All respondents (Excluding Don't know/not applicable) (n=561)

Q7. Imagine someone is interested in playing softball. If they asked you, how likely are you to recommend your/ your child's club to them, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely?

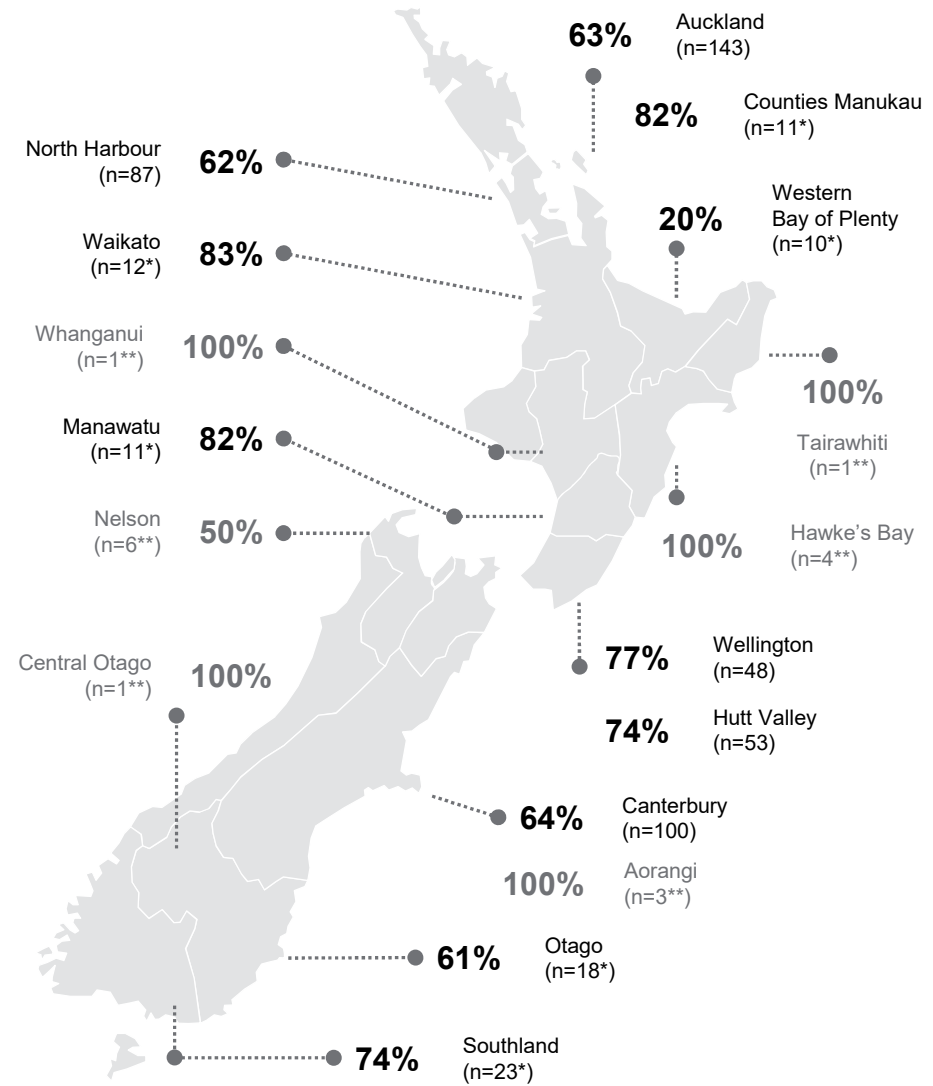
WELLINGTON & HUTT VALLEY RESPONDENTS ARE MORE LIKELY TO PERCEIVE VALUE FOR MONEY FROM THEIR CLUB

VALUE FOR MONEY
(% more than satisfied)

TOTAL SOFTBALL
67%

Excluding Western Bay of Plenty where only one in five (20%) indicate the *opportunities, services and benefits that I receive from their club make it well worth the money I pay*, respondents' perception of value for money is relatively consistent.

Although the numbers of respondents for Waikato, Counties Manukau and Manawatu are small, they have a higher proportion of respondents who are likely to be more than satisfied with value for money.



Base: All respondents (Excluding Don't know/not applicable) (n=550)
Q11. To what extent do you agree or disagree with the following... The opportunities, services and benefits that I/ your child receive/ receives from their club make it well worth the money I/ you or they pay

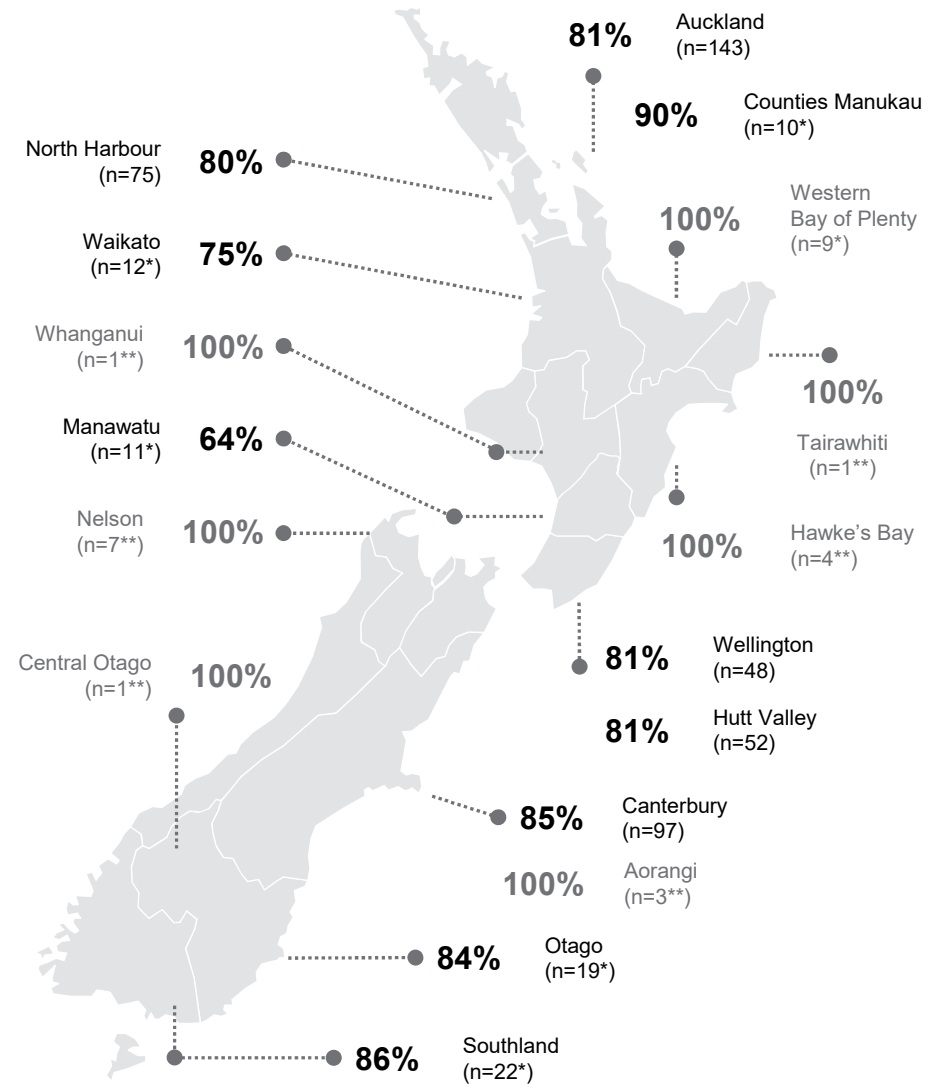
A HIGH PROPORTION OF RESPONDENTS INTEND TO REJOIN NEXT SEASON

LIKELIHOOD TO REJOIN
(% likely or very likely)

TOTAL SOFTBALL
82%

With the exception of Manawatu, respondents likelihood to return to their club next season is relatively consistent across regions.

Although Manawatu has a low number of respondents, they have the lowest proportion who indicate they are *likely* or *very likely* to rejoin next season (64%).

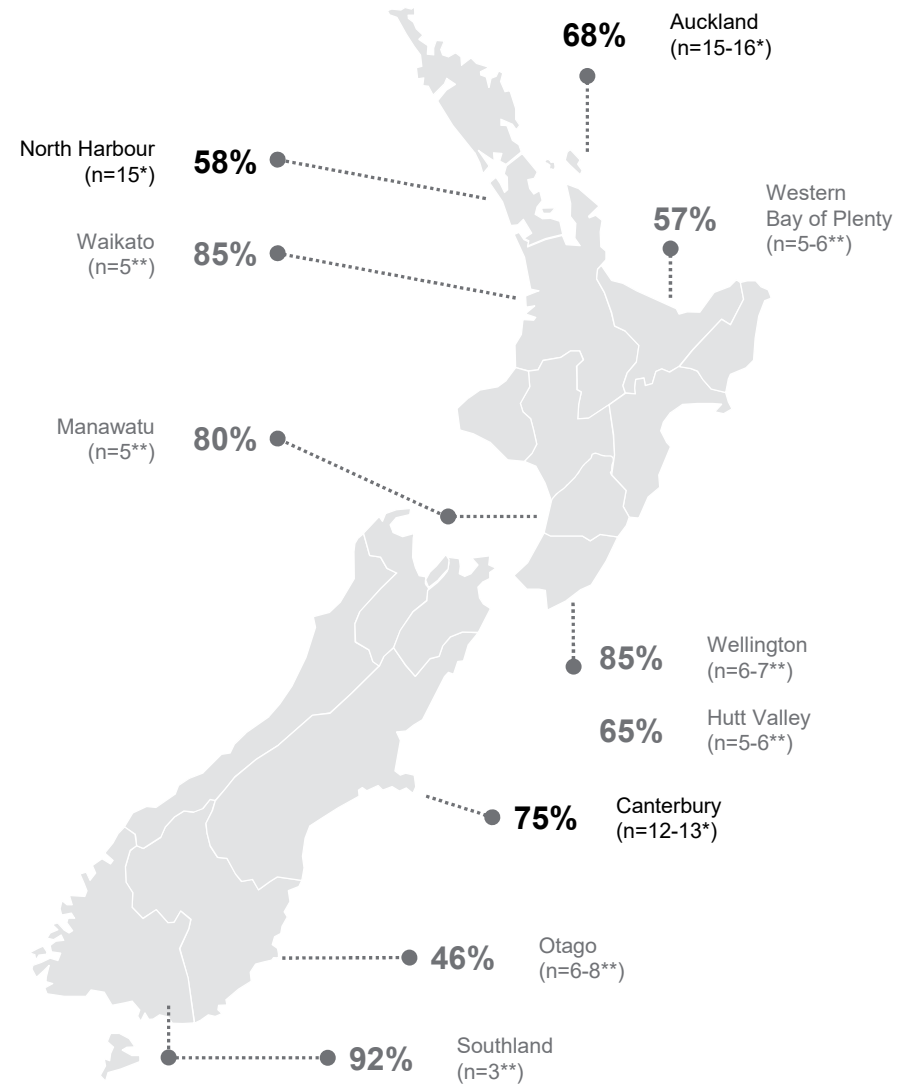


THERE ARE MINIMAL RESPONSES FROM NEW MEMBERS ACROSS ASSOCIATIONS

JOINING PROCESS
(% more than satisfied)

TOTAL SOFTBALL
67%
(Average of four attributes)

With few new members, there are limited comparisons to be made in the joining process between associations.



Base: All respondents who are new members (Excluding Don't know/not applicable) (n=84-87)

Q20. Thinking about the process you/you and your child went through when you/your child joined your/their softball club. How satisfied are you with your/their softball club on the following...

■/■ Significantly higher/lower than Total Softball

SATISFACTION ACROSS REGIONS: MORE THAN SATISFIED WITH KEY DRIVERS

KEY DRIVERS (% more than satisfied)	TOTAL	AOR (n=2* -3*)	AKL (n=140 -147)	CAN (n=85 -101)	CEN (n=1*)	CM (n=8* -11*)	HB (n=4*)	HV (n=46 -55)	MAN (n=6* -11*)	NSN (n=6* -7*)	HAR (n=73 -87)	OTA (n=13*- 20*)	STH (n=16* -23*)	TRW (n=1*)	WAI (n=9*- 12*)	WNG (n=1*)	WLG (n=46 -50)	WBO P (n=7*- 10*)
Being friendly and welcoming	78%	67%	76%	72%	100%	91%	75%	84%	82%	86%	76%	95%	74%	100%	100%	100%	80%	90%
The quality of the coaches or instructors	66%	100%	62%	62%	0%	73%	50%	79%	73%	71%	65%	81%	57%	0%	83%	100%	71%	43%
Is fair and provides equal opportunities for all players	65%	67%	62%	56%	100%	82%	75%	72%	82%	57%	64%	75%	57%	0%	92%	100%	68%	60%
The social environment at the club	65%	100%	68%	54%	100%	64%	75%	72%	80%	71%	62%	74%	68%	0%	73%	100%	61%	56%
Providing information they need when they need it	64%	67%	64%	51%	100%	82%	75%	74%	82%	71%	65%	75%	52%	0%	83%	100%	76%	33%
Allowing me/ them to fulfil my/ their potential	63%	67%	56%	61%	0%	91%	50%	76%	82%	71%	62%	79%	48%	0%	83%	100%	63%	25%
Being professional and well managed	62%	67%	62%	55%	100%	73%	50%	69%	73%	71%	56%	70%	55%	100%	67%	100%	69%	40%
Having well maintained playing/ training venues/ fields	58%	67%	59%	48%	100%	33%	50%	69%	50%	100%	56%	65%	39%	0%	67%	100%	69%	60%
Having clean and well maintained facilities	52%	100%	58%	34%	0%	25%	25%	59%	50%	83%	49%	62%	19%	0%	67%	0%	67%	40%

Base: All respondents (Excluding Don't know/not applicable)

Q10a. How would you/ your child rate your/ their overall satisfaction with your/ their softball club on each of the following...

Note: Regions are based on the club the respondent selected in the questionnaire at Q2a/ Q2b

Note: Greyed numbers are included for completeness, indicative only

* Small base size

/ Significantly higher/lower than Total Softball

SATISFACTION ACROSS REGIONS: MORE THAN SATISFIED WITH SECONDARY DRIVERS

SECONDARY DRIVERS (% more than satisfied)	TOTAL	AOR (n=2* -3*)	AKL (n=119 -147)	CAN (n=80 -101)	CEN (n=1*)	CM (n=7* -11*)	HB (n=4*)	HV (n=45-55)	MAN (n=9* -11*)	NSN (n=6* -7*)	HAR (n=61 -88)	OTA (n=13* -19*)	STH (n=16* -23*)	TRW (n=1*)	WAI (n=12*)	WNG (n=1*)	WLG (n=34- 50)	WBOP (n=3*-10*)
Encouraging good sportsmanship and fair play	73%	67%	72%	70%	100%	82%	25%	85%	73%	57%	69%	89%	68%	100%	100%	100%	80%	44%
Providing a safe environment for adults and children	71%	67%	65%	68%	100%	64%	25%	80%	80%	71%	69%	84%	87%	100%	100%	100%	78%	60%
Fostering a sense of pride in our/ their club	67%	67%	68%	59%	100%	82%	100%	74%	73%	71%	66%	67%	70%	100%	92%	100%	69%	56%
Ease of accessing the clubs venues/ fields	61%	100%	60%	55%	100%	44%	50%	69%	67%	71%	65%	56%	60%	0%	83%	0%	67%	67%
Being responsive to my/ their needs and requirements	57%	33%	55%	48%	100%	64%	50%	74%	73%	57%	52%	79%	59%	0%	75%	100%	61%	29%
Engaging with the local community	49%	67%	47%	34%	100%	67%	25%	67%	50%	57%	51%	56%	63%	0%	75%	100%	50%	0%
Awareness of the developments occurring in softball across New Zealand	47%	50%	48%	37%	100%	73%	50%	57%	50%	57%	47%	40%	50%	0%	75%	100%	40%	14%
Providing information and opportunities for coach development	46%	50%	46%	40%	0%	50%	50%	60%	33%	71%	41%	62%	41%	0%	75%	100%	37%	33%
Providing information and opportunities for officials development	46%	50%	44%	36%	100%	55%	50%	60%	50%	57%	48%	50%	35%	0%	67%	100%	41%	50%
Aware of the benefits provided to me/ your child as a member of softball	37%	50%	37%	30%	100%	55%	25%	55%	50%	43%	26%	53%	38%	0%	58%	0%	37%	0%
Having qualified / experienced officials available	34%	0%	32%	34%	0%	57%	0%	42%	30%	29%	29%	35%	58%	0%	33%	100%	32%	22%
The support it receives from the association	34%	0%	31%	32%	100%	36%	25%	51%	30%	17%	32%	20%	25%	100%	42%	100%	30%	33%

Base: All respondents (Excluding Don't know/not applicable)
 Q10b. How would you rate your/ your child's satisfaction with your/ their softball club on each of the following...
 Note: Associations are based on the club the respondent selected in the questionnaire at Q2a/Q2b

* Small base size
 [Green Box] / [Red Box] Significantly higher/lower than Total Softball

NATIONALLY, *PLAYER DEVELOPMENT PROGRAMMES* IS RESPONDENTS' PREFERRED AREA OF FOCUS (IF IMPROVEMENT OF CERTAIN ASPECTS MEANT AN INCREASE IN FEES)

FOCUS FOR IMPROVEMENT	TOTAL	AOR (n=3*)	AKL (n=122)	CAN (n=85)	CEN (n=1*)	CM (n=9*)	HB (n=4*)	HV (n=42)	MAN (n=9*)	NSN (n=6*)	HAR (n=72)	OTA (n=12*)	STH (n=21*)	TRW (n=1*)	WAI (n=10*)	WLG (n=40)	WBOP (n=7*)
Player development programmes	27%	33%	28%	22%	100%	0%	0%	17%	56%	17%	38%	42%	24%	100%	30%	28%	29%
Quality of coaching or instructors	14%	0%	13%	20%	0%	0%	0%	19%	0%	0%	14%	0%	14%	0%	10%	18%	0%
Facilities e.g. club rooms, changing rooms, toilets	13%	0%	9%	22%	0%	44%	25%	12%	0%	0%	10%	0%	19%	0%	0%	15%	0%
Playing/ training venues/ fields	10%	0%	16%	11%	0%	22%	0%	10%	11%	0%	3%	8%	10%	0%	0%	8%	14%
Access to equipment	8%	33%	8%	8%	0%	11%	0%	2%	22%	17%	1%	33%	24%	0%	30%	3%	0%
Quality of officiating	7%	0%	5%	0%	0%	0%	25%	12%	0%	33%	14%	8%	0%	0%	20%	10%	14%
Number of coaches or instructors	6%	33%	7%	1%	0%	0%	25%	7%	11%	0%	10%	0%	10%	0%	0%	5%	14%
Management of the club	5%	0%	5%	8%	0%	11%	0%	10%	0%	0%	3%	0%	0%	0%	0%	3%	14%
Communications	3%	0%	4%	1%	0%	0%	0%	2%	0%	33%	0%	0%	0%	0%	0%	5%	14%
Social activities	3%	0%	2%	5%	0%	0%	0%	2%	0%	0%	3%	8%	0%	0%	10%	0%	0%
Other	4%	0%	3%	1%	0%	11%	25%	7%	0%	0%	6%	0%	0%	0%	0%	8%	0%

Base: All respondents (Excluding Don't know/not applicable) (n=455)

Q14. If your/ your child's softball club was going to focus on improving one of the following aspects, and the membership fees increased to reflect this investment, which would be the one thing you/ your child would like them to improve?

Note: Associations are based on the club the respondent selected in the questionnaire at Q2a/ Q2b

Note: Greyed numbers are included for completeness, indicative only

* Small base size

■ / ■ Significantly higher/lower than Total Softball

ADDITIONAL VERBATIM COMMENTS

WHAT DO THEY LOVE ABOUT THEIR CLUB?

"The club is family orientated and embraces all within regardless. If it is just a child playing, the club welcomes all that child's family. You usually have the entire family playing."

Player, 40-44 years, Whanganui

"The people and we have one of the best diamonds in the region."

Player, 30-34 years, Wellington

"Family atmosphere and the willingness to try new things. The culture of the club is continually being built and the development of our juniors is always at the forefront of decisions."

Player & Parent of player, 30-34 years, Canterbury

"The coaches are very knowledgeable and experienced. They take the time to actually get to know what areas the players need help with and will work with them to help improve. When mistakes are made the coaches don't "growl", they tell them what was done wrong and how they should do it next time."

Parent of player, 15 years, Waikato

"Easy communication and both our coaches have been fabulous, love the facilities at Rosedale where we play - but overall because of coaches and how they have fun and learn without pressure."

Parent of player, 5-7 years, Auckland

"It is a club, not a team. They look after the under 5 team through to the Premier one team. A lot of clubs will put all of their effort into the top team."

Player, 55-59 years, Wellington

"The coaching ability is high with lots of experienced ex and current players of high levels of success in provincial and international softball coaching young players. Plus the parents are great at helping out the coaches in management, scoring and others areas. A great family club."

Player & Parent of player, 8-10 years, Canterbury

"I love the atmosphere, and the support the club and members put behind each and every member/player of the club. I also love how close everyone is to each other. The only reason I gave the club a 9 instead of a ten is because sometimes I feel they only give attention / priority to the teams who are at the top of the table, when I feel all the teams should be valued equally."

Player, 17 years, Auckland

"The club is a true family club and is run very efficiently. It focuses on grassroots right through to the competitive side and has good development pathways in place. The members are friendly and helpful and the facilities are of a great standard."

Player, 55-59 years, Auckland

"They are well organised and have good comms. The FB page provides parents with relevant and timely updates. The emphasis for this team is fun which is exactly what it should be for this age group."

Parent of player, Less than 5 years, Wellington



WHAT NEEDS TO IMPROVE TO INCREASE THE LIKELIHOOD OF RECOMMENDATION?

"Coaches need to be able to understand that children are learning or trying to understand the game. The team also doesn't belong to the coach, it belongs to the club."

Parent of player, 11-12 years, Auckland

"All the junior teams are pretty much left to themselves. We are extremely lucky we have a good coaching and management team made up of amazing parents who can get things done. If the club looked at how these junior teams, starting from t-ball can be helped, a way of keeping parents and players happy within their club would be awesome. In my opinion Junior teams have some amazing players."

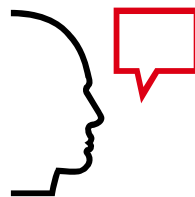
Parent of player, 8-10 years, Auckland

"The club is great! I would like to see more trainings, coaches that are trained. Better organisation of games and times for Hutt Valley Softball. There is a lack of organisation and games are not frequent enough. The draw does not give players enough notice."

Player, 20-24 years, Wellington

"Commitment of coaches and other players. Too many defaults due to players having other commitments or coaches not being available."

Parent of player, 13 years, Auckland



"Less negative grumpy women on the committee. Fair treatment and equal opportunity of all players. Better mentoring and guided pathways for improvement."

Parent of player, 14 years, Auckland

"Communication and scheduling was poor."

Parent of player, 11-12 years, Auckland

"The whole attitude of the club, all the politics that goes on. Coaches are always questioning umpires on calls during a game to the point where the players are becoming embarrassed by it. It is a kid's game after all and the umpires are volunteers."

Player, 11-12 years, Canterbury

"I dislike that we have to provide umpires for our games. It would be good to have more support/training for new players or players that haven't played for years. It feels like you either play for Prem and get all the benefits, or you play the lowest divisions and you don't get much more than the name of the club. Players start very unfit and get injured on their first games, because there are no professionals that supervise the activity. I find it difficult to attract new adults to the game. Overall, I love the game so I keep playing despite what I've described above."

Player, 35-39 years, Auckland

"I believe that for our trainings we need to have different drills so that we can work on our skill levels because I believe that skills are important to play the game well and it is quite boring. Also not improving and challenging me as a player."

Player, 16 years, Waikato

"The committee isn't very focused on juniors, they are focussed on premier 1 men's softball and what they need. There is a group of parents and volunteers (outside of the committee) that run the junior side of the club with little to no support from the overall club committee."

Parent of player, 5-7 years, Wellington

Base: All respondents who gave an NPS score of 0 to 6 (n=80)

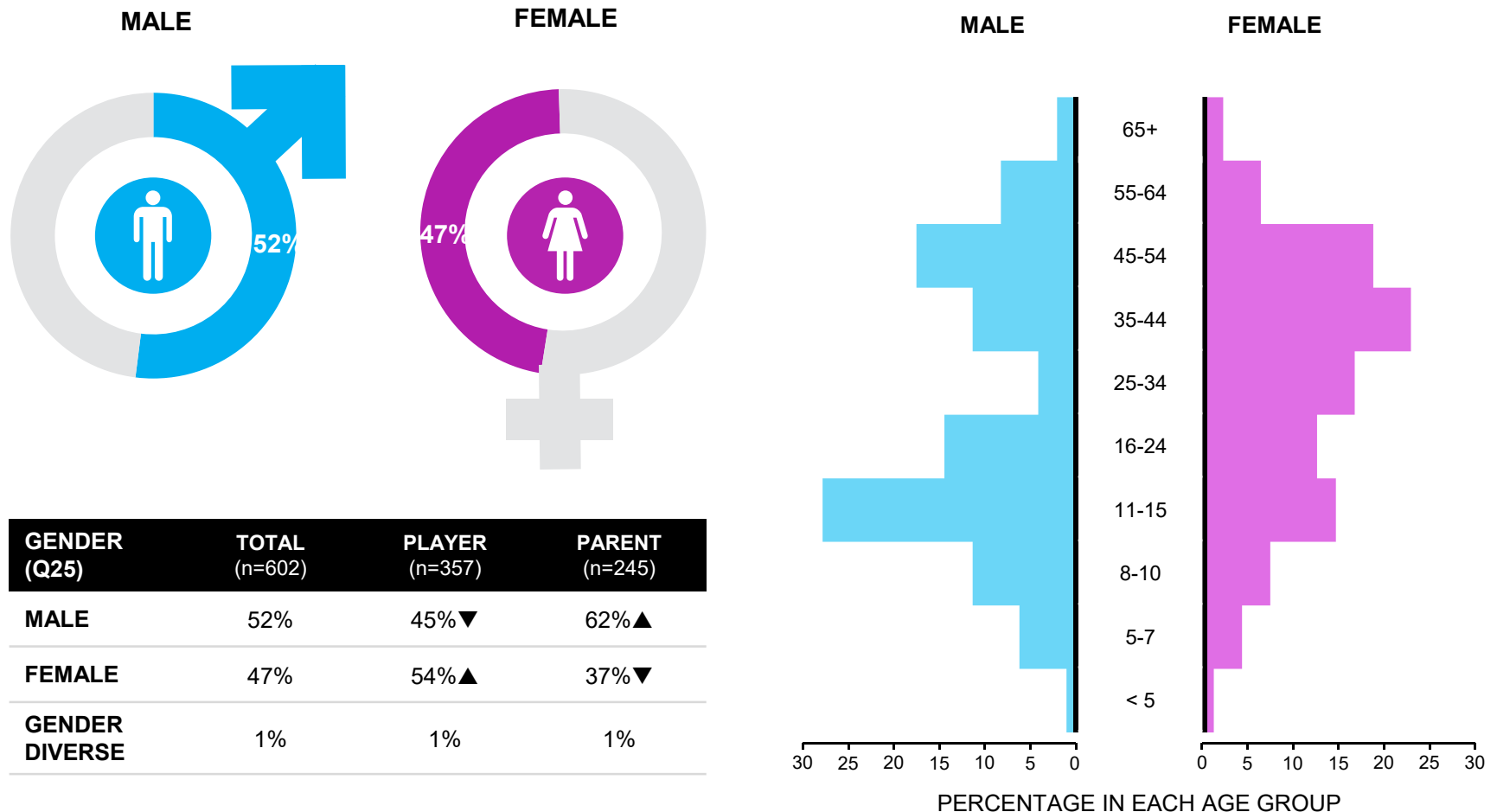
Q8c. What would need to improve at your/ your child's club to improve your rating?

Note: Select comments are provided, please refer to the excel sheet for a full list of anonymised comments

SAMPLE PROFILE

AGE-GENDER DISTRIBUTION

More than a quarter (27%) of males are between 11 and 15 years of age and almost seven in ten (68%) females are aged 19 and over.



▲▼ Significantly higher/lower than Total Softball 56

AGE

AGE (Q22)	TOTAL (n=602)	PLAYER (n=357)	PARENT (n=245)
Less than 5 years	1%	<1%	2%
5-7 years	5%	<1%	11%
8-10 years	9%	1%	21%
11-12 years	7%	<1%	17%
13 years	5%	<1%	11%
14 years	4%	<1%	10%
15 years	5%	1%	11%
16 years	3%	3%	4%
17 years	3%	3%	2%
18 years	1%	1%	<1%
19 years	1%	1%	-
20-24 years	5%	9%	<1%
25-29 years	5%	8%	<1%
30-34 years	4%	7%	<1%
35-39 years	6%	11%	-
40-44 years	10%	16%	1%
45-49 years	11%	16%	3%
50-54 years	7%	10%	3%
55-59 years	5%	8%	1%
60-64 years	2%	2%	1%
65-69 years	1%	2%	<1%
70-74 years	<1%	1%	-
75+ years	-	-	-

ETHNICITY

ETHNICITY (Q34)	TOTAL (n=602)	PLAYER (n=357)	PARENT (n=245)
NET European/ Pakeha	66%	66%	67%
Māori	39%	38%	41%
NET Pasifika	9%	8%	11%
Samoaan	4%	3%	6%
Tongan	1%	1%	1%
Cook Island	3%	3%	3%
Niuean	1%	1%	2%
NET Asian + Indian	<1%	1%	-
Chinese	<1%	1%	-

REGION

REGION (Q23)	TOTAL (n=602)	PLAYER (n=357)	PARENT (n=245)
Northland	<1%	-	<1%
Auckland	43%	37%	52%
Waikato	3%	3%	3%
Bay of Plenty	3%	4%	1%
Gisborne	1%	1%	<1%
Hawke's Bay	2%	2%	1%
Taranaki	-	-	-
Manawatu	2%	3%	<1%
Whanganui	<1%	1%	-
Wellington-Wairarapa	18%	16%	22%
Tasman	-	-	-
Nelson	1%	3%	-
Marlborough	<1%	-	1%
West Coast	-	-	-
Canterbury	18%	19%	15%
Otago	4%	6%	1%
Southland	4%	4%	2%

ROLE AT CLUB & MEMBERSHIP TENURE

ROLE (Q27)	TOTAL (n=602)	PLAYER (n=357)	PARENT (n=245)
Player	84%	80%	89%
Coach	21%	33%	3%
Manager	10%	15%	2%
Committee Member	12%	18%	4%
Official/ referee/ judge	7%	11%	2%
Club President or another office holder	8%	13%	1%

MEMBERSHIP TENURE (Q3)	TOTAL (n=555)	PLAYER (n=327)	PARENT (n=228)
Less than 1 year	16%	12%	21%
1-2 years	13%	12%	16%
3-5 years	27%	21%	36%
6-10 years	20%	19%	22%
More than 10 years	23%	36%	5%

COMPETITIVE LEVEL & PLAYING FREQUENCY

COMPETITIVE LEVEL (Q28)	TOTAL (n=555)	PLAYER (n=327)	PARENT (n=228)
Played for the top team at my club	37%	39%	36%
Been selected to represent my club at a regional event/ competition	23%	22%	25%
Been selected to represent my region at a national event/ competition	27%	26%	29%
Been selected to represent New Zealand at an international event/ competition	7%	7%	7%
None of these	52%	52%	51%

FREQUENCY OF PLAYING/ TRAINING (Q5)	TOTAL (n=565)	PLAYER (n=336)	PARENT (n=229)
Less than once a week / month	1%	2%	<1%
Once a week / month	20%	26%	10%
Two or three times a week / month	59%	50%	72%
Four or five times a week / month	15%	15%	14%
6 or more times a week / month	2%	3%	2%
Other	3%	4%	1%

ASSOCIATION

REGION	TOTAL (n=545)	PLAYER (n=321)	PARENT (n=224)
Aorangi	1%	1%	-
Auckland	27%	24%	31%
Canterbury	19%	20%	17%
Central Otago	<1%	-	<1%
Counties Manukau	2%	2%	1%
Eastern Southland	-	-	-
Hawkes Bay	1%	1%	<1%
Horowhenua	-	-	-
Hutt Valley	10%	10%	11%
Manawatu	2%	3%	<1%
Marlborough	-	-	-
Mid Canterbury	-	-	-
Nelson	1%	2%	-
North Harbour	16%	13%	21%
NZDF	-	-	-
Otago	4%	6%	<1%
Southland	4%	5%	3%
Tairāwhiti	<1%	<1%	-
Waikato	2%	3%	1%
Wanganui	<1%	<1%	-
Wellington	9%	7%	12%
West Coast	-	-	-
Western Bay of Plenty	2%	2%	1%

Note: Associations are based on the club the respondent selected in the questionnaire at Q2a/ Q2b. This does not include respondents who selected 'Other'.

BACKGROUND, OBJECTIVES AND APPROACH

ABOUT THE VOP PROGRAMME

This research 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.

The objectives of the VOP programme are to:

- ▶ Empower the sport system to respond to the wants and needs of customers.
- ▶ Embed processes that continually put the participant at the centre of decision making.
- ▶ Improve the development and delivery of products and services that meet the needs of participants.
- ▶ Complement and systematize existing participant information and the processes by which participant information is gathered and analysed.
- ▶ 'Bring' the voice-of-participant to the centre of the sport system (including Sport NZ).

This part of the VOP programme is for National Sports Organisations (NSOs) to survey their members (i.e. players and parents of players) to understand the participant experience with their club.

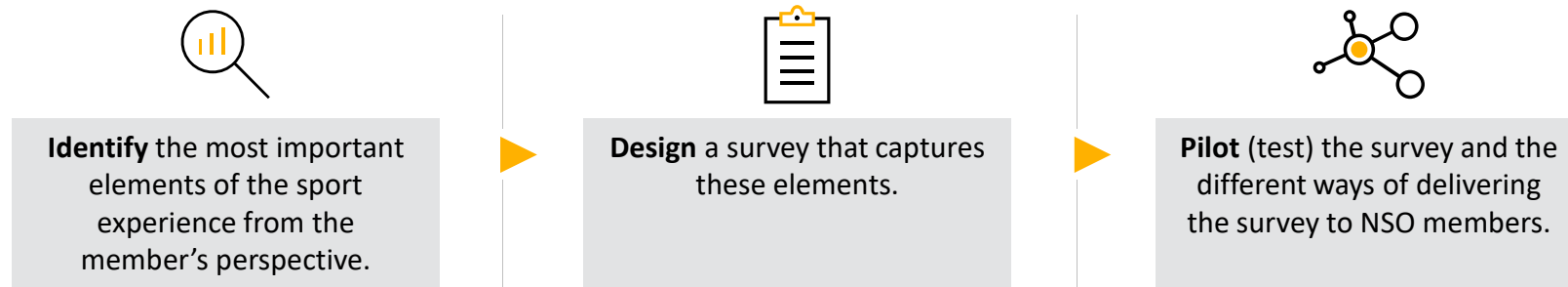
In future, the programme may also roll out to cover events/ tournaments, RSTs/RSDs, TAs/ Councils, activities and even children doing sport at school.

A customer/ participant experience approach is one that looks at behaviours, attitudes and needs as they relate to specific interaction points across total engagement with a sport/ service. It is valuable to organisations with members, helping them to understand how different interactions are perceived and what is really important to get right in order to retain and grow membership.

DEVELOPMENT OF THE VOP PROGRAMME

While some work had previously been undertaken by Sport NZ and NSOs to create draft 'welcome' and 'mid-season' surveys, it was felt it was important to incorporate the participant's point of view on what was most important to them and then test the reviewed surveys.

In 2015, an initial development phase was undertaken to design the survey tools i.e.

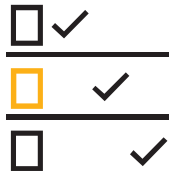


The development phase involved both **qualitative** and **quantitative** components:

- ▶ Qualitative research (two online bulletin boards with 28 participants) to understand what makes a good or bad experience and what players consider their ideal experience.
- ▶ Based on the qualitative findings, Nielsen designed an online questionnaire. Nielsen then piloted the questionnaire using three different methods of delivery, with members of four NSOs; New Zealand Football, Tennis New Zealand, Bowls New Zealand and New Zealand Rugby League.
- ▶ Subsequently, in consultation with Sport NZ and NSOs, Nielsen reviewed the survey tools and created a Survey Guide.

METHODOLOGY OF VOP SUMMER 2018

SAMPLE



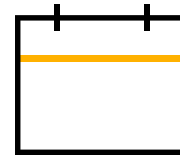
Softball New Zealand were not able to supply a database of members to be surveyed.

APPROACH



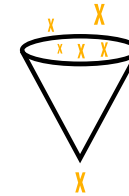
An open link was supplied to Softball New Zealand to distribute via their own communication channels e.g. Facebook, newsletters etc.

FIELDWORK



Sport NZ VOP Club Experience Survey was conducted between 05 and 26 March 2018.

RESULT



A total of **602 softball respondents nationwide completed the survey**, consisting of 357 player and 245 parents of players/children under the age of 16.

This gave a maximum margin of error for the total softball results of $\pm 4.0\%$.

Results from NSOs surveyed in winter 2017 and summer 2018 have be combined to create results for the 2017/18 year.

