

THE VOICE OF THE PARTICIPANT

2018/2019 Auckland Results



The Voice of the Participant (VOP) is a nationwide survey that aims to capture the voice of sports club members. In 2018/19 over 30,000 club members from 10 sports responded to the survey. Over 8,500 of those club members were in Auckland. The Auckland results are summarised below. For more details and the national report, please view [here](#).

10 Different Sports



Badminton



Rugby Union



Futsal



Hockey



Netball



Rugby League



Cricket



Touch



Tennis



Golf

HOW CLUBS ARE PERFORMING



ARE VERY OR EXTREMELY SATISFIED WITH THEIR CLUB



PERCEIVE VALUE FOR MONEY



ARE LIKELY OR VERY LIKELY TO RE-JOIN NEXT YEAR

NPS = 38

The Net Promoter Score (NPS) uses the percentage of overall club members likely to recommend their club to others (promoters) subtracted by the percentage of those unlikely to recommend their club (detractors).



TOP IMPROVEMENTS FOR CLUBS

14%

Facilities e.g club rooms, changing rooms

10%

Quality of coaching/instructors

22%

Player development programmes

17%

Playing/training venues/fields/courts

TOP REASONS TO BELONG TO A CLUB



Motivations 'to play competitively' cover many aspects. Members tend to describe having the organisation, competition structures and people in place, plus the right environment that allows players to challenge themselves in the team sport environment. So, while for some the ultimate goal will be winning, for others it might just be the challenge of the game or being part of a team.

KEY DRIVERS

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

