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# NATIONAL SPORT CLUB SURVEY

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## Reflection & Discussion

Waikato

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AUT SPORTS PERFORMANCE  
RESEARCH INSTITUTE NEW ZEALAND

# NSCS Insights Workshop

## Overview of NSCS

- NZASA & AUT SPRINZ
- Method & Sample

## 2020 NSCS Results

- COVID-19
- Financial Health
- Governance
- Membership
- Innovation

Hopefully, you will take some ideas back to your club/sport for discussion that will ultimately make it stronger!



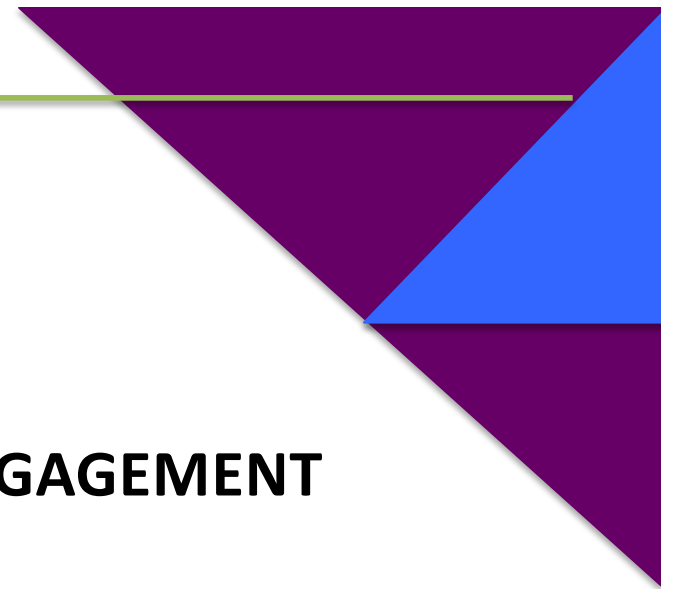


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**COMMUNITY ENGAGEMENT**

**THOUGHT LEADERSHIP**

**AMATEUR ADVOCACY**





# AUT SPORTS PERFORMANCE RESEARCH INSTITUTE NEW ZEALAND

START THE NEW MASTER  
OF SPORT, EXERCISE AND  
HEALTH IN 2021



ONE-YEAR  
PROGRAMME

5

SPECIALISATIONS



STUDY  
ONLINE

# Grand Prize Winners

**URENUI GOLF CLUB**

\$500 Dynasty Sport Voucher

Other Prize Winners:

Auckland City Athletics Club  
Nightcaps Golf and Bowling Club  
East Coast Bays Hockey Club  
Panmure Lagoon Sailing Club



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# Accessing & Interpreting Available Insights

The sport sector is **complex** with intertwined organisations

Lots of **Data and Insights** available that are potentially useful to those offering sport services to New Zealanders

Levels of analysis – sports, regions, organisations, clubs, individuals

A mix of paid professionals and volunteers gather and interpret data

More and more **dedicated positions** at regional/national level

Access what you can but don't rely too much on one source

**Synthesise** and consider **relevance** to your context

Allocate **Time** and **Discuss** with others to generate coherent strategy

What **biases** lie in various insights/data?

-NSCS skews towards clubs that are “doing better”

**How does your organisation or club manage insights?**

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# 2020 NSCS Database & Sample

Database constructed from web-based lists, liaising with RSOs and NSOs

6500 clubs invited in late August via email and social media

1100 clubs responded across 80 Sports and all 16 Regions of NZ

The sport club experience of about 200,000 Kiwis captured in this project

Club representatives in varying roles completed questionnaires including presidents, chairpersons, secretaries

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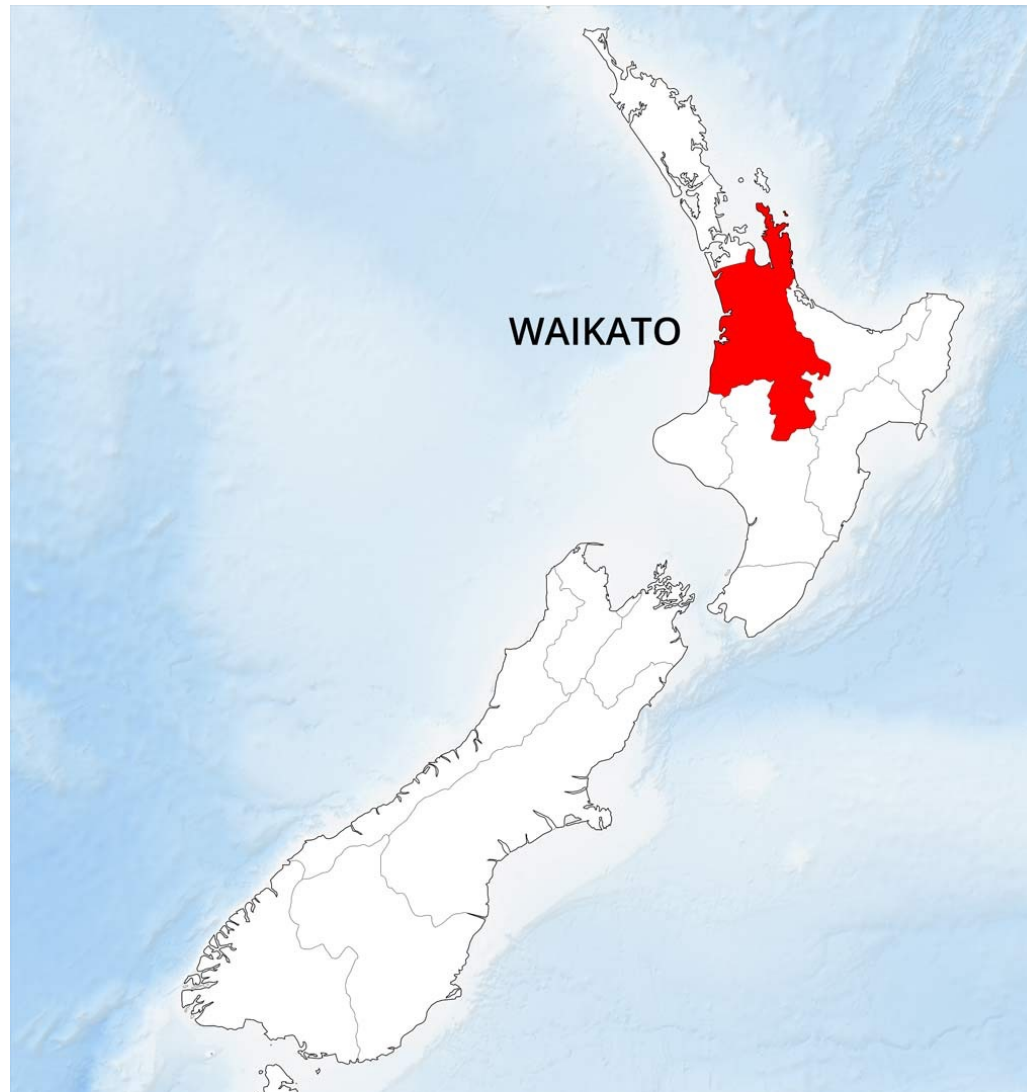
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# Participating Clubs

NEW ZEALAND  
1100 Clubs

Waikato  
91 Clubs



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# Largest Sport Subsets

Bowls (129)	Croquet (58)	Rugby Union (54)	Golf (47)	Netball (45)
Shooting (45)	Tennis (43)	Football (39)	Hockey (31)	Athletics (28)
Cricket (28)	Swimming (25)	Yachting (25)	Bridge (24)	Gymnastics (19)
Squash (19)	Badminton (16)	2 Sports (58)	3+ Sports (38)	



# COVID-19

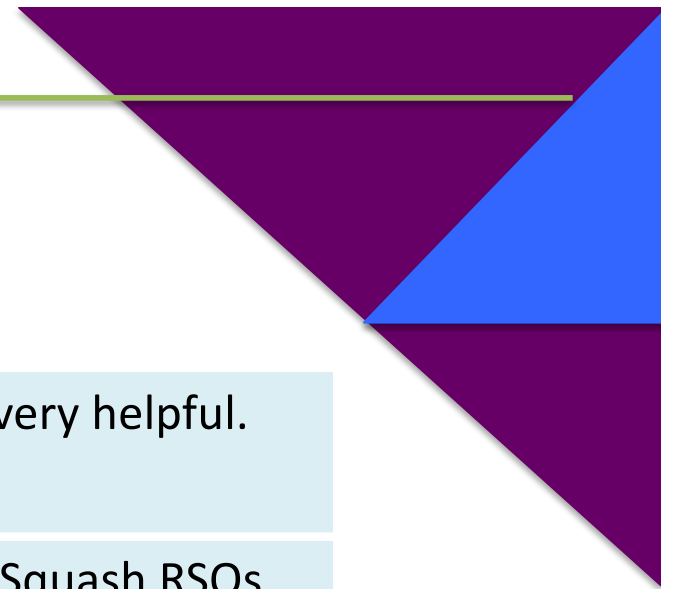
<b>CURRENT STATUS OF CLUB (Sept)</b>	<b>Shortly Back to Normal %</b>	<b>Make it Through %</b>	<b>Hit Hard %</b>	<b>Danger of Closing %</b>
<i>New Zealand</i>	<b>50</b>	<b>44</b>	<b>5</b>	<b>1</b>
<b>Waikato</b>	<b>50</b>	<b>42</b>	<b>5</b>	<b>3</b>
Bowls	59	37	4	2
Croquet	65	31	2	0
Rugby Union	20	57	3	2
Golf	58	42	0	0
Netball	37	51	11	0
Shooting	53	40	7	0
Tennis	50	47	3	0
Football	50	41	9	0
Hockey	50	43	4	3
Cricket	39	57	4	0
Swimming	38	52	10	0
Yachting	45	55	0	0
Bridge	57	43	0	0
Squash	77	23	0	0
Badminton	36	55	9	0

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# COVID-19 - Helpfulness



<b>National Sport Organisations</b>	4.8 / 7	NZ Golf & Bowls NZ very helpful.
<b>Regional Sport Organisations</b>	4.6 / 7	Hockey, Badminton, Squash RSOs very helpful.
<b>Regional Sport Trusts</b>	4.4 / 7	Racquet and team sports perceived the most COVID-19 RST helpfulness, martial arts and non-traditional sports the least.
<b>Central Government</b>	4.0 / 7	Gym Sports Clubs perceived CG as most helpful. Indoor Bowls, Shooting and Croquet clubs the least.
<b>Local Council</b>	3.5 / 7	Motor sport clubs perceived LCs as particularly unhelpful compared to others.

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# COVID-19

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What is that seems to have allowed for sport clubs to weather the COVID-19 storm so effectively?

How did your club (clubs in your sport) manage the lockdown?

What might NSOs, RSOs, RSTs, Central Government and Local Councils do better if there is another lockdown?

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# Financial Health

<b>FINANCIAL HEALTH</b>	<b>Surplus %</b>	<b>Breaking Even %</b>	<b>Losing Money %</b>
<i>New Zealand 2020</i>	<b>31</b>	<b>58</b>	<b>11</b>
<i>New Zealand 2019</i>	<b>39</b>	<b>56</b>	<b>5</b>
<i>New Zealand 2018</i>	<b>38</b>	<b>57</b>	<b>5</b>
<b>Waikato</b>	<b>22</b>	<b>68</b>	<b>10</b>
Bowls	39	51	10
Croquet	23	70	7
Rugby Union	31	63	6
Golf	33	57	10
Netball	36	50	5
Shooting	36	50	14
Tennis	35	45	20
Football	39	51	8
Hockey	28	62	10
Cricket	22	74	4
Swimming	32	44	24
Yachting	42	54	4
Bridge	42	54	4
Squash	24	41	35
Badminton	17	75	8

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# Financial Health

What is the overall financial health of your club (clubs in your sport)?

What revenue streams exist that may assist your club (clubs in your sport) heading towards 2021?

Is it the aim of your (clubs in your sport) to break even or make surplus?

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# Governance - Women

Board / Committee Female	%
<b>New Zealand 2020</b>	<b>44</b>
<b>New Zealand 2019</b>	<b>44</b>
<b>Waikato</b>	<b>46</b>
Bowls	43
Croquet	57
Rugby Union	30
Golf	29
Netball	66
Shooting	8
Tennis	56
Football	35
Hockey	53
Cricket	11
Swimming	66
Yachting	27
Bridge	64
Squash	38
Badminton	53

Board / Committee Female	%
Rural	41
Two Sports	45
Three + Sports	33
Large Clubs (>300 members)	35
Small Clubs (<100 Members)	46

## ***DIGGING DEEPER***

*\*The larger the club's budget, the fewer women are involved on boards/committees*

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# Governance – Under 30's

<b>Board / Committee Under 30</b>	<b>%</b>
<i>New Zealand 2020</i>	<b>8</b>
<i>New Zealand 2019</i>	<b>9</b>
<b>Waikato</b>	<b>8</b>
Bowls	1
Croquet	0
Rugby Union	13
Golf	0
Netball	17
Shooting	13
Tennis	4
Football	8
Hockey	19
Cricket	20
Swimming	4
Yachting	0
Bridge	0
Squash	16
Badminton	14

<b>Board / Committee Under 30</b>	<b>%</b>
Rural	8
Two Sports	11
Three + Sports	14
Large Clubs (>300 members)	7
Small Clubs (<100 Members)	9

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# Governance – Board/Committee Size

Board/Committee Size	
<i>New Zealand 2020</i>	<b>9.4</b>
<b>Waikato</b>	<b>8.6</b>
Bowls	10.5
Croquet	9.2
Rugby Union	11.3
Golf	9.9
Netball	8
Shooting	8.5
Tennis	11.3
Football	9.3
Hockey	8.0
Cricket	8.8
Swimming	9.0
Yachting	10.4
Bridge	9.4
Squash	10.0
Badminton	7.2

## ***DIGGING DEEPER***

*\*A larger board/committee is linked to better club financial performance*

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# Governance – Tenure

Board/Committee Tenure	YEARS
<i>New Zealand 2020</i>	<b>5.0</b>
<i>New Zealand 2019</i>	<b>5.6</b>
<b>Waikato</b>	<b>5.4</b>
Bowls	5.8
Croquet	4.6
Rugby Union	6.2
Golf	4.4
Netball	4.3
Shooting	5.5
Tennis	6.2
Football	4.7
Hockey	4.6
Cricket	5.8
Swimming	3.5
Yachting	5.0
Bridge	4.3
Squash	4.0
Badminton	5.8

## ***DIGGING DEEPER***

*\*Clubs with growing membership report shorter board/committee tenures*

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# Governance

What is the current situation and future of women and young people on boards/committees in your sport?

How can the balance be sustained between loyal, hardworking volunteers “sticking around” and bringing new people on?

What can regional and national sport organisations do to help with this?

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# Membership

Club Size	Members
<b>New Zealand 2020</b>	<b>175</b>
<b>New Zealand 2019</b>	<b>190</b>
<b>New Zealand 2018</b>	<b>200+</b>
<b>Waikato</b>	<b>244</b>
Bowls	81
Croquet	45
Rugby Union	319
Golf	319
Netball	217
Shooting	56
Tennis	145
Football	403
Hockey	113
Cricket	165
Swimming	96
Yachting	299
Bridge	127
Squash	209
Badminton	251

## ***DIGGING DEEPER***

*\*Larger clubs report more innovation*

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# Membership

Shrinking Membership	%
<b>New Zealand 2020</b>	<b>30</b>
<b>New Zealand 2019</b>	<b>23</b>
<b>New Zealand 2018</b>	<b>22</b>
<b>Waikato</b>	<b>30</b>
Bowls	46
Croquet	25
Rugby Union	36
Golf	39
Netball	36
Shooting	13
Tennis	45
Football	28
Hockey	10
Cricket	22
Swimming	36
Yachting	8
Bridge	30
Squash	17
Badminton	50

Shrinking Membership	%
Rural	29
Two Sports	32
Three + Sports	35
Large Clubs (>300 members)	24
Small Clubs (<100 Members)	32

## ***DIGGING DEEPER***

*\*Clubs with shrinking membership are less innovative*

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# Membership

<b>Members Engaged at least once per Month?</b>	<b>%</b>
<i>New Zealand 2020</i>	<b>80</b>
<i>New Zealand 2019</i>	<b>80</b>
<i>New Zealand 2018</i>	<b>75</b>
<b>Waikato</b>	<b>79</b>
Bowls	78
Croquet	81
Rugby Union	84
Golf	70
Netball	89
Shooting	72
Tennis	78
Football	100
Hockey	89
Cricket	90
Swimming	98
Yachting	61
Bridge	83
Squash	85
Badminton	71

<b>Members Engaged at least once per Month?</b>	<b>%</b>
Rural	76
Two Sports	76
Three + Sports	82
Large Clubs (>300 members)	86
Small Clubs (<100 Members)	79

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# Membership- 2019 NSCS

	<b><u>Successful Clubs</u></b> (Growing + Surplus)	<b><u>Stagnant &amp; Struggling Clubs</u></b> (Shrinking/Stable + Losing Money/Breaking Even)
<b>Attract New Members?</b>	Cohesive <b>Community Strategy</b>	Sometimes NO effort at all Contact Details posted at Club Newspaper
<b>Single Most Successful Membership Recruitment Tool?</b>	Word of Mouth Running Programs	Word of Mouth Running Programs
<b>Benefits Prospective Members Seek?</b>	<b>Culture</b> <b>Family Environment</b>	<b>Competition</b> <b>Health &amp; Well-Being</b>
<b>Attract New Members in Future?</b>	Flexible Memberships Schools	Better Engage Community Diversify Schools

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# Membership

How engaged are members in your club? What can you do to increase this?

How can regional sport organisations help clubs recruit and retain new members?

To what extent is your club (clubs in your sport) "selling" and "facilitating a family/community culture versus competition and fitness benefits?"

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# Innovation

“The generation, acceptance and implementation of new ideas, processes, products or services, to a particular organization.”

## PARTNERSHIPS

Working with other clubs to train coaches and officials

## TECHNOLOGY

Virtual games and club nights to increase member engagement

## PRODUCT EXTENSIONS

Introduction to different formats of sport to reach new target market

## CASUAL MEMBERSHIP

'Pay 2 Play' access and booking systems

Themes relating to open text responses

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# Innovation

Clubs innovative in the last 12 months	%
<b>New Zealand</b>	<b>40</b>
<b>Waikato</b>	<b>42</b>
Bowls	39
Croquet	35
Rugby Union	42
Golf	49
Netball	32
Shooting	56
Tennis	43
Football	40
Hockey	38
Cricket	28
Swimming	38
Yachting	48
Bridge	22
Squash	56
Badminton	36

Clubs innovative in the last 12 months	%
Rural	37
Two Sports	38
Three + Sports	50
Large Clubs (>300 members)	57
Small Clubs (<100 Members)	37

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# Innovation

What are some ways that your club (clubs in your sport) are (or could) innovatively partner with one another to share resources?

What technology could bring more value to members of clubs in your sport?

What innovative membership models have been implemented at your club or are you aware of from elsewhere?

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**Thank for your attendance  
and contribution today!**

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Mel Johnston  
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