

## **Survey Results – A quick snapshot**

Thanks to everyone who completed the survey. We now have good data that we can use to develop a Strategic Plan. We will use other data too including demographic data from Moreland and trend data from Athletics Victoria. I have listed below a snap shot – this is not all of the data - of the results for your interest.

*Next steps – Create a draft plan.*

### **Gender - 85 responses**

67% male

33% female

### **Athletics involvement – 81 responses**

32% of people been involved in athletics for over 20 years.

55% of people have been involved in athletics 10 years or under

12% of people are new to athletics having been involved under 1 year

### **Club involvement – 84 responses**

55% of people involved with the club 5 years or under

### **Age – 83 responses**

56% of people aged between 36 and 55.

6% 25 years or under

### **Why are you a member? – 63 responses**

The only responses over 50% were to:

- Improve fitness
- Make friends
- Enjoy running

Scoring points and winning was 17%

Giving back to the community was 25%

### **Facilities – 71 responses**

90% of people said the change rooms and toilets were important to very important

77% of people were not satisfied or only partially satisfied with the change rooms and toilets

97% of people said the condition of the track was important to very important

45% were satisfied with the track.

36% were not satisfied or only partially satisfied with the condition of the track

60% of people said the gym was either not important at all or only slightly important

68% of people were not satisfied or only partially satisfied with the gym

87% said the overall look and feel of the Harold Stevens track and facilities was important to very important

64% of people were not satisfied or only partially satisfied with the overall look and feel of the Harold Stevens track and facilities

### **Comments on facilities**

All comments were about the poor condition of the facilities and that they were a turn off for people. Some comments were scathing and cause for serious concern which cannot be ignored. A number of comments were about the track and its condition being too hard to run on.

### **Running – 69 responses**

68% of people say that it is important to very important that Coburg Harriers competes against other clubs

52% are satisfied with the level of performance

87% of people say that fun runs are important to very important

88% are satisfied with the fun runs

91% of people say it is important to have qualified coaches

84% are satisfied with the coaching

57% said field events were important to very important

24% said field events were not important at all

59% were satisfied with the opportunities to compete in field events

### **Activities of interest – 69 responses**

74% interest in running for general fitness

70% interested in middle distance training

36% interested in marathon training

Sprint training, boot camp weekends, circuit training, HIT training – 26% to 27% interest

### **Comments re running**

Broad range of responses. Some repetitive comments re the poor AV competitiveness of the club.

### **Membership – 68 responses**

No stand out response measurements to cost of membership. 34% say cost is very important. 16% not important at all. 13% very important.

90% are satisfied to very satisfied with the cost of membership.

No stand out responses to importance of social events. 32% said social events are important. 15% said not important at all and 8% said very important.

56% of people are satisfied with the level of social events.

### **Comments re membership**

Broad range of responses to the cost of membership. A number of people say it's great value and too cheap.

### **Volunteering – 44 responses**

36% of people don't volunteer because they don't have the time.

25% of people said they have never been asked or didn't know volunteers were needed

### **Comments about volunteering – 43 responses**

Most of the comments were about the challenge of time. There were a number of comments showing a willingness to volunteer but not knowing how to.

#### **What things would you like to do in volunteering?**

40% said attend a working bee

35% said to be a coach and be trained

35% said help organise training

#### **Principles and Values – 34 responses**

The most common words and expressions in the comments were:

- Inclusiveness
- Friendliness
- Diversity
- Community
- Respect

#### **Open comments – 44 responses**

Facilities – These were widely commented upon as being unacceptable and a major reason the club does not attract new people.

The inclusiveness of the club is consistently mentioned as a strength. The history of the club was also mentioned as a strength.

There were consistent comments on the age profile:

- Too many older people and no obvious younger people coming through.
- Seen as old people's club and not enough younger athletes

The management of the club was mentioned frequently insofar as the same people doing all the work. This was seen as a weakness.

The lack of profile of the club was consistently mentioned. The lack of advertising and promotion was mentioned many times.

Brian's training was frequently mentioned as being a positive.