

Voice of the Participant Report 2023-2024



SPORT
NEW ZEALAND
IHI AOTEAROA

Understanding the club participant experience

The Voice of the Participant survey provides National Sports Organisations with valuable insights into the experiences of their participants. By examining behaviours, attitudes, and needs at various stages of the club experience, the survey helps organisations identify areas for improvement, ensuring they can retain and grow their membership.



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Sports surveyed:

- Softball
- Cricket
- Touch
- Yachting
- Squash
- Gymnastics
- Rugby Union
- Football
- Hockey
- International Taekwon-Do

27,830

participants responded across 10 sports

Respondent groups

Tamariki
5-12 years
(mostly parents responding for their children)

Rangatahi
13-18 years

Adults
19 years and over

Key findings

67%

are more than satisfied with their overall experience (very and extremely satisfied)

83%

are likely to rejoin the club (likely and very likely)

77%

feel they get value for money

+47

Net Promoter Score (NPS*)

*NPS measures how likely a member is to recommend their club to someone they know who is interested in playing their sport, rated on a scale from 0 (not at all likely) to 10 (extremely likely). It reflects the percentage of 'detractors' (participants who rated club 0-6) subtracted from the percentage of 'promoters' (who rated their club 9-10).

Top 2 reasons for belonging to a club

Tamariki	<h1 style="font-size: 36px; color: #f4a460;">40%</h1> <p>Learn/improve skills</p>	<h1 style="font-size: 36px; color: #f4a460;">31%</h1> <p>Have fun</p>
Rangatahi	<h1 style="font-size: 36px; color: #f4a460;">43%</h1> <p>Play competitively</p>	<h1 style="font-size: 36px; color: #f4a460;">25%</h1> <p>Learn/improve skills</p>
Adults	<h1 style="font-size: 36px; color: #f4a460;">31%</h1> <p>Play competitively</p>	<h1 style="font-size: 36px; color: #f4a460;">22%</h1> <p>Have fun</p>

Tamariki are generally the most positive, while rangatahi are the least positive

	Tamariki	Rangatahi	Adults
Overall satisfaction	68%	64%	66%
NPS*	+49	+36	+50
Likely to rejoin the club	83%	82%	85%
Value for money	79%	76%	74%

Top 3 areas for improvement

Tamariki and rangatahi

1. Player development programmes	2. Facilities, for example, clubrooms or changing rooms	3. Quality of coaching and instructors
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Adults

1. Facilities, for example, clubrooms or changing rooms	2. Player development programmes	3. Playing and training venues
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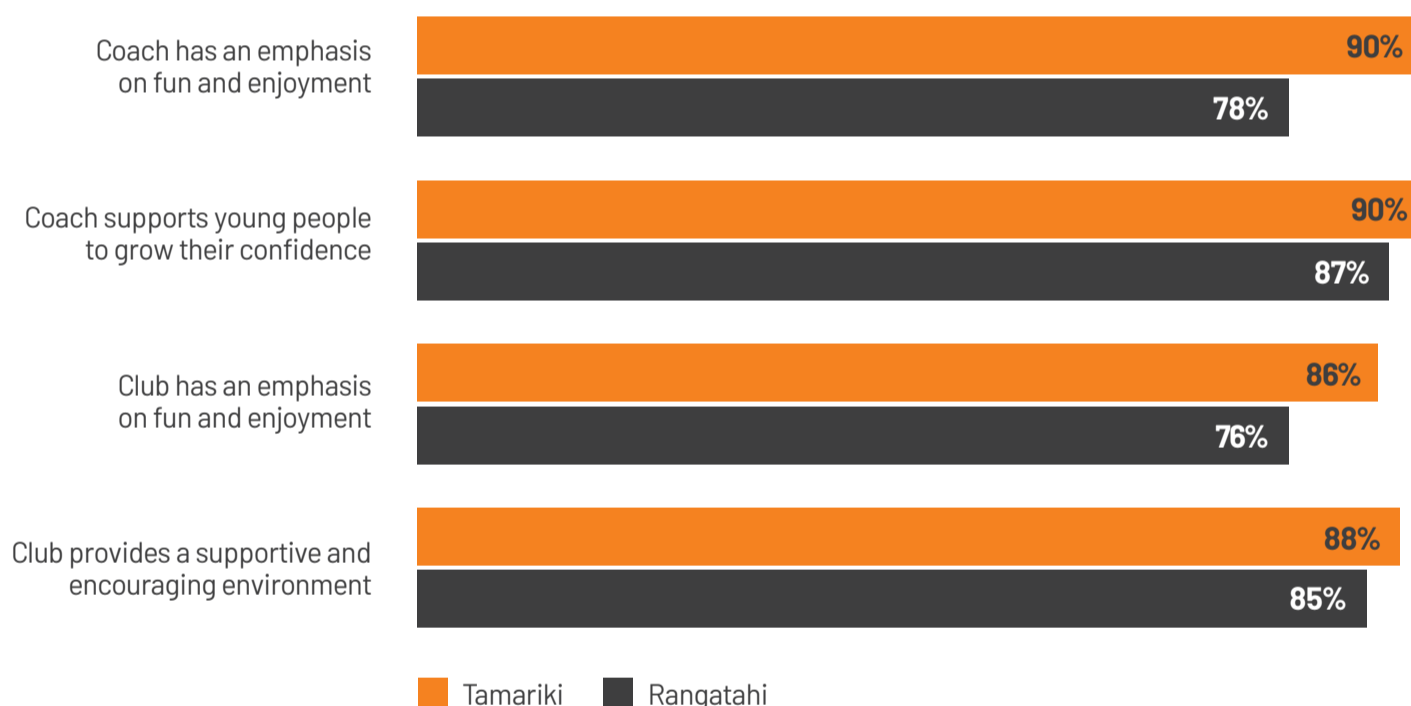
Factors contributing to participant satisfaction (very and extremely satisfied %)

Participants are most satisfied with the friendliness and safety of the club environment, as well as the encouragement of fair play. However, the lowest levels of satisfaction were related to officials, the fairness of opportunities, and facilities. NB: This pattern has been consistent in Voice of Participant results over previous years.



The club environment (% agree and strongly agree)

Tamariki have a significantly more positive outlook on the club environment compared to rangatahi. However, it's worth noting that at least 75% of rangatahi still hold a positive view across all four aspects of the club environment.



Around 9 in 10 tamariki and rangatahi feel there is the right balance between winning and having fun. However, a quarter of them would like to see more emphasis on developing skills.

