



National Survey of Amateur Sports Clubs - Key Findings

(In partnership with the Auckland University of Technology)

Over three-quarters of Clubs (77%) report receiving no funding from any governing body, despite most (90%) having to pay affiliation fees or levies.

1



57% of respondents report receiving coaching support, (and may receive other forms of in-kind assistance).

2



While most Clubs (85%) have a home consisting of land and/or facility, less than half (48%) share this with another sporting code.

Only a minority of Clubs offer hospitality (by way of catering or bar facilities) as a means of encouraging community engagement outside of the sport itself, or as a means of attracting additional funds to financially support the Club.

Nearly a quarter (22%) of survey respondents reported that their membership had fallen over the past 5 years.

3



Recruitment and retention of members is an area where Clubs are focusing their attention.

With nearly two-thirds (62%) of Clubs either "losing money" or "approximately breaking-even", only one-half of Clubs (53%) reported having a Strategic Plan, (with nearly half of all Clubs (43%) having no financial sponsor).

4



Balancing the "Love of the Game" with the financial challenges of maintaining a vibrant community presence is a key focus for Clubs.

5



Only 15% of Clubs reported that they had the services of paid Administrator.

Clubs rely heavily on volunteers to undertake key roles, (on average contributing 90 hours per month, per Club).

4

83% of respondents that "providing opportunities for their local community to participate in sport" was most important in terms of their strategy and activities

Clubs relish their role in providing meaningful connections across communities, through a shared love of a particular sporting code.

6



The absence of money as a motivating factor for participation in Clubs continues to be key, which sharply contrasts with the financial challenges in maintaining and operating a Club, which many Clubs currently face.

7



Only 7% see their role as promoting their members to national or international representation.