



# NATIONAL SPORT CLUB SURVEY

## 2021 NSCS Workshop

15 February 2022







Mel Johnston  
Michael Naylor  
Katharine Hoskyn  
Gordon Noble-Campbell










1



## Accessing & Interpreting Available Insights

The sport sector is **complex** with intertwined organisations of varying types and profit objectives

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

**Levels of analysis** – sports, regions, **clubs (NSCS)**, individuals (Active NZ, VOP etc.)

A mix of paid professionals and volunteers gather and interpret data

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

What **biases** lie in various insights/data?  
-NSCS skews towards clubs that are “doing better”

**How does your club seek out and use insights?**




2

## 2020 NSCS - Membership Benefits

	Successful Clubs	Stagnant / Struggling Clubs	
Membership Trend	↑	→	↓
Financial Performance	\$ \$ \$	\$ \$	\$
Benefits Members Seek?	Culture Family Environment	Competition Health & Well-Being	

**NATIONAL  
SPORT CLUB  
SURVEY**

**NZ**  
AMATEUR  
SPORT  
ASSOCIATION

**AUT**

3

## 2021 NSCS Participating Clubs

**NEW ZEALAND  
1000 Clubs**

Whanganui-Manawatū Region  
**50 Clubs**



**NATIONAL  
SPORT CLUB  
SURVEY**

**NZ**  
AMATEUR  
SPORT  
ASSOCIATION

**AUT**

4

## 2021 NSCS Participating Clubs

**NEW ZEALAND**  
**1000 Clubs**

**Wellington Region**  
**107 Clubs**



**NATIONAL  
SPORT CLUB  
SURVEY**  
**NZ**  
AMATEUR  
SPORT  
ASSOCIATION  
**AUT**

5

## WORKSHOP

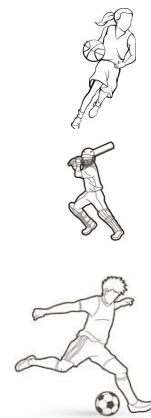
OVERALL METRICS

REGIONS

FEMALE CHAIRS

FEMALE-FRIENDLY ENVIRONMENTS

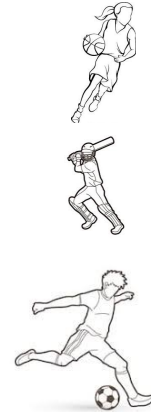
Hopefully, you will take some ideas back to  
your club/sport for discussion that will  
ultimately make it stronger!



6

### Break-Out Discussions

- For each section – randomly assigned break outs and then circle back with full group
- Introduce yourselves very briefly and then get into the discussion
- Our experience is that clubs across codes benefit from sharing knowledge



7

## OVERALL METRICS



8

## 2021 NSCS Insights

- Club size has rebounded in 2021 to about 200 members (175 in 2018)
- 38% of clubs have an annual operating budget less than \$10,000
- 14% of clubs have a paid administrator (down from 15% in 2019)
- Club Volunteers Shrinking: 31 (2019) to 17 (2021)
- The average size of a Committee/Board is 9 (Stable)
- Very few Under 30's sitting on club committees/boards (stable from 2018-2021)



9

## Discussion Questions

- What is the importance of a paid administrator for a sport club... particularly as we know voluntarism in clubs is shrinking?
- Many clubs still operate on a shoe string – What can be done about this?
- How important is it to engage young people on the club's board/committee and what can be done?



10

# Whanganui, Manawatū & Wellington REGIONS



11

	Members
<b>NEW ZEALAND 2021</b>	<b>200</b>
Manawatū-Whanganui Region	95
Wellington Region	143
<b>NEW ZEALAND 2020</b>	<b>176</b>
Manawatū-Whanganui Region	123
Wellington Region	157
<b>NEW ZEALAND 2019</b>	<b>190</b>
<b>NEW ZEALAND 2018</b>	<b>200</b>

**NATIONAL  
SPORT CLUB  
SURVEY**



12

Qualified Coaches	
<b>NEW ZEALAND 2021</b>	<b>29%</b>
Manawātū-Whanganui Region	21%
Wellington Region	28%
Athletics	29%
Cricket	48%
Croquet	14%
Cycling	14%
Equestrian	25%
Football	29%
Golf	13%
Gym Sports	61%
Hockey	11%
Netball	29%
Rowing	61%
Rugby	32%
Squash	47%
Swimming	63%
Tennis	54%

**NATIONAL SPORT CLUB SURVEY**

**NZ** AMATEUR SPORT ASSOCIATION **AUT**

13

Chair Tenure		Less than 1 Year	1-2 Years	3-5 Years	5 Years +
<b>NEW ZEALAND</b>		<b>16%</b>	<b>30%</b>	<b>27%</b>	<b>26%</b>
Manawātū-Whanganui Region		7%	31%	31%	31%
Wellington Region		15%	26%	30%	30%
<b>SPORT</b>					
Cricket					66%

**NATIONAL SPORT CLUB SURVEY**

**NZ** AMATEUR SPORT ASSOCIATION **AUT**

14

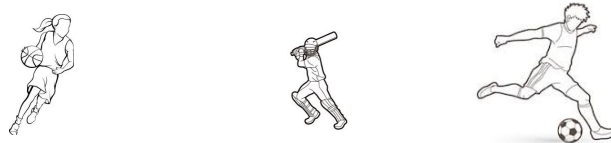
## Discussion Questions

- What is a realistic and/or optimal club membership size in your sport?
- How important is having qualified coaches in sustaining membership in community sport clubs?
- What benefits are there of shorter tenures for chairs/presidents of community sport clubs?



15

## FEMALE CHAIRS



16





### Supporting good governance through board diversity.

In October 2018 the Government launched its strategy for Women and Girls in Sport and Active Recreation. At the same time, Sport NZ launched its response to this Strategy, which included a commitment to achieving a board gender diversity target.

A core function of boards is to consider issues from a range of perspectives. What we know through evidence, is that diversity, including gender, supports this function by bringing a breadth of perspective. This results in better decision-making and creates stronger and more sustainable organisations.

## BUT WHAT ABOUT CLUBS?



17

Club Board/Committee	Females
<b>NEW ZEALAND 2021</b>	<b>49%</b>
Manawātū-Whanganui Region	41%
Wellington Region	46%
<b>NEW ZEALAND 2020</b>	<b>44%</b>
Manawātū-Whanganui Region	47%
Wellington Region	40%
<b>NEW ZEALAND 2019</b>	<b>44%</b>



18

<b>Females</b>		<b>Board Chair</b>
<b>NEW ZEALAND 2021</b>		<b>31%</b>
<b>Manawatū-Whanganui Region</b>		<b>29%</b>
<b>Wellington Region</b>		<b>34%</b>

**NATIONAL  
SPORT CLUB  
SURVEY**

**NZ**  
AMATEUR  
SPORT  
ASSOCIATION

**AUT**

19

**2021 NSCS Phase 2 – Ongoing**  
*"Exploring the Experience of Female  
 Chairs / Presidents in New Zealand's Sport  
 Clubs"*

- Pathway to being the Chair
- Support of the Club
- Personal Characteristics

**NATIONAL  
SPORT CLUB  
SURVEY**

**NZ**  
AMATEUR  
SPORT  
ASSOCIATION

**AUT**

20

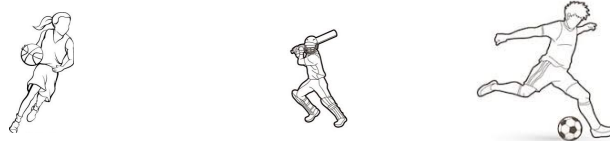
## Discussion Questions

- How important is it that clubs have female chairs from time to time?
- What is the experience of female chairs and board members in your club or clubs that you are aware of?
- How do (would) others in the club feel about having a female chair/board members?



21

## FEMALE-FRIENDLY ENVIRONMENTS



22

Elements of a Female-Friendly Environment (FFE) include suitable changing facilities, equitable allocation of spaces/equipment, appropriate apparel/uniform, access to coaching and safe facilities.

Clubs report that they are welcoming to women and girls (6.4) and provide access to coaches (6.3).

Clubs aren't as good at providing suitable changing facilities for women and girls (5.4) or addressing safety concerns (5.3).

**BY SPORT**

Clubs of NZ's most traditional sports (i.e., rugby, cricket, netball, rowing) need to work on providing suitable changing facilities for women and girls (4.6).



Racquet clubs (6.1) and golf clubs (6.3) are among those sports that do better.

**GOVERNANCE**

Clubs with at least one female on the board/committee are more welcoming (6.5) than those with none (6.0).

Clubs with at least one female on the board/committee do much better providing gender appropriate apparel/uniform (5.8) than those with none (5.0).

**\*All items measured on a disagree-agree 7-point scale.**

**NATIONAL SPORT CLUB SURVEY**  
 

23

The NSCS data suggests that clubs can be categorised as one of three types based on their approach and implementation of female-friendliness.

**LEAST COMMON**

**FEMALE-FRIENDLY CLUBS**

These clubs understand the need for a female-friendly environment. They are proactive and strategic in their approach to women and girls.



**ASPIRATIONAL CLUBS**

These clubs understand the need for a female-friendly environment, yet have not actioned or know where to start.

**DISENGAGED CLUBS**

These clubs either believe they are already female-friendly or that women and girls should not be a specific priority.

**MOST COMMON**

**NATIONAL SPORT CLUB SURVEY**  
 

24

## Discussion Questions

- Which of the Female-Friendly elements (i.e., changing facilities, allocation of space/coaching, uniform/apparel) do you think are most important in your sport?
- Do women on the board/committee help make a difference to the female—friendly environment of your club?
- What feedback do you have from your members about how female-friendly your club's environment is?



25

## Insights – What can your club do?

### High Level

Follow national, regional projects but don't rely too much on one source

Synthesise and consider relevance to your context

### Club Level

Annual anonymous survey of members

Foster an environment where informal feedback flows

Work out why members are joining and leaving (exit interview)

Watch/monitor what other clubs are doing

-Nearby clubs in other sports

-Clubs around the country/world in your sport

### In 2022...

**-APPOINT AN INSIGHTS ROLE ON YOUR CLUB'S COMMITTEE**

**-SET ASIDE TIME TO DISCUSS INSIGHTS OF VARIOUS TYPES THROUGH A STANDING COMMITTEE AGENDA ITEM**



26

## 2022 NSCS – YEAR 5

What is topical as it relates to community sport clubs in 2022?

What insights / data do you think would be useful to the sport sector?

>zoom chat now

>email us anytime

[melody.johston@aut.ac.nz](mailto:melody.johston@aut.ac.nz)



27



@NSCS\_NZ

**NATIONAL  
SPORT CLUB  
SURVEY**



@drmeljohnston



Mel Johnston  
Michael Naylor



AUT SPORTS PERFORMANCE  
RESEARCH INSTITUTE NEW ZEALAND

28