



# **Club Survey Report to Members**

**October 2018**

# Club Survey in October 2018

## Executive Summary

In October 2018 BBFC conducted a member survey to gauge the expectations of members in relation to a number of matters.

The survey was completed by a pleasing 110 members representing a good cross section of members. The full results and further comments are below. Relevant results are referred to throughout the club's strategic plan. The main results coming from the survey are:

### TOP 5 things people like about our club

- Club Culture
- Clubhouse & Facilities
- Player Development
- Location
- Family Environment

Of these our riverside location(s) and our clubhouse and facilities will be very difficult for other clubs to replicate. These are our points of difference and we need to focus on them in our promotions. We also need to continue to work on all 5 areas as they are what our members value.

### Club Management & the Environment to "Belong, Engage & Grow"

Members gave the performance of the Committee and the club's a big thumbs up. As always there is always room for improvement.

### Player Development

There was very strong report right across the club for further investment into Player Development Activities to support coaches and players.

### Grading of Teams

The majority of members agree it is important that teams from 12s and upwards are graded based on the ability of players. A large number feel that current players should be given priority. A strong minority are opposed to breaking up existing teams.

## **Meeting Member Welfare, Legal and Financial Commitments**

An overwhelming majority support the view that these things are every important.

## **Canteen & BBQ Duties**

A significant majority of members favour the club continuing to pay staff so that players and parents are not required to do BBQ or Canteen Duty.

## **Catering Expectations**

Members favoured The Hangar providing a good menu with a few specials accompanied by good service. There was little support to reverting to a basic menu. There were numerous comments about improving service times.

## **Communications**

Members favoured communications in the following order:

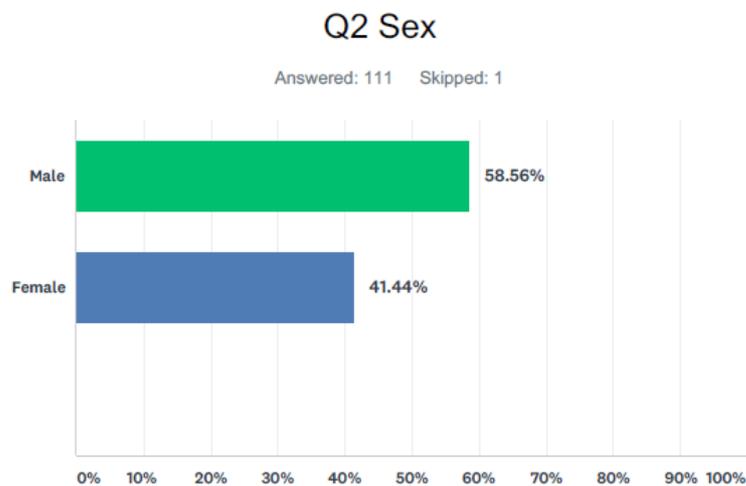
- Email
- Facebook
- Website
- Blog

## **Comments**

Members provided numerous comments on various aspects of club operations. These have been tabulated at the end of this analysis.

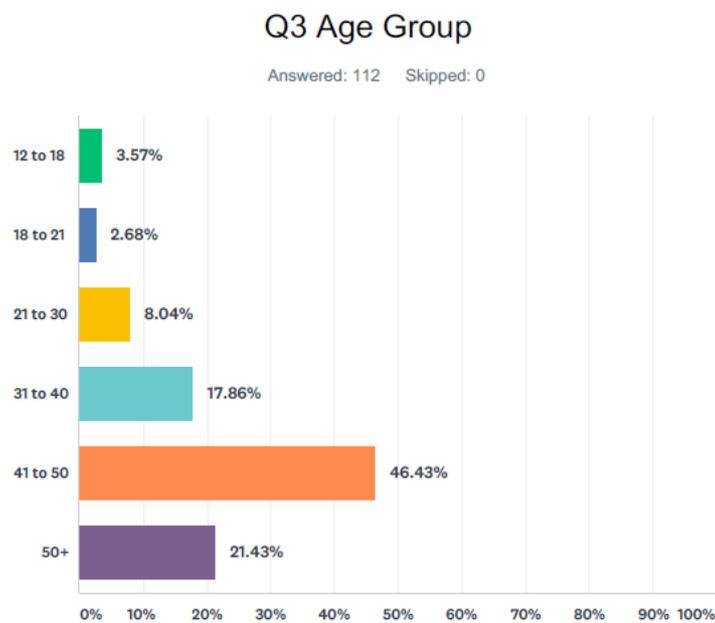
Q1 is not reported on as it relates to personal details of the respondents.

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In 2018 38% of BBFC players were female and 62% male so the response rate is representative of the gender mix of the club.

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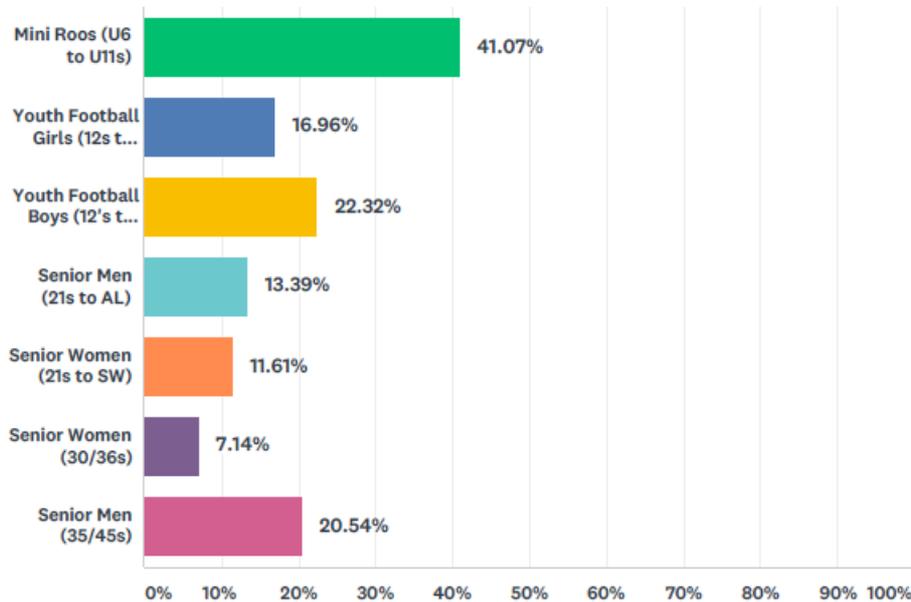


This needs to be looked at in conjunction with the next question.

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## Q4 What teams are you connected to?

Answered: 112 Skipped: 0



Many respondents are associated with more than one team hence the total being over 100%. The spread is within 2% of the mix of 2018 players across age groups players except in the case of open men's and women's teams who were under-represented.

The breakup of survey respondents is considered representative of the views of the cross-section of club members.

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Q5 Rank the following answers to: What do you love most about our club? (rank at least 1 to 5, 1 being highest)

Answered: 111 Skipped: 1

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTAL	SCORE
Club Culture	47.19% 42	13.48% 12	7.87% 7	7.87% 7	6.74% 6	4.49% 4	2.25% 2	0.00% 0	2.25% 2	0.00% 0	1.12% 1	2.25% 2	2.25% 2	2.25% 2	0.00% 0	89	12.74
Facilities / Clubhouse etc	15.63% 15	30.21% 29	15.63% 15	14.58% 14	10.42% 10	4.17% 4	4.17% 4	1.04% 1	1.04% 1	0.00% 0	0.00% 0	1.04% 1	1.04% 1	1.04% 1	0.00% 0	96	12.54
Location	11.36% 10	11.36% 10	15.91% 14	7.95% 7	12.50% 11	15.91% 14	2.27% 2	3.41% 3	3.41% 3	4.55% 4	3.41% 3	2.27% 2	2.27% 2	1.14% 1	2.27% 2	88	10.65
Player Development	7.50% 6	8.75% 7	8.75% 7	11.25% 9	23.75% 19	11.25% 9	7.50% 6	6.25% 5	3.75% 3	1.25% 1	5.00% 4	5.00% 4	0.00% 0	0.00% 0	0.00% 0	80	10.54
Family environment	15.63% 15	19.79% 19	6.25% 6	7.29% 7	9.38% 9	5.21% 5	5.21% 5	1.04% 1	7.29% 7	10.42% 10	4.17% 4	3.13% 3	4.17% 4	0.00% 0	1.04% 1	96	10.51
Social events	2.63% 2	2.63% 2	6.58% 5	6.58% 5	10.53% 8	5.26% 4	18.42% 14	7.89% 6	11.84% 9	3.95% 3	7.89% 6	5.26% 4	5.26% 4	1.32% 1	3.95% 3	76	8.28
Community engagement	2.63% 2	0.00% 0	7.89% 6	6.58% 5	2.63% 2	10.53% 8	9.21% 7	15.79% 12	17.11% 13	7.89% 6	3.95% 3	6.58% 5	3.95% 3	5.26% 4	0.00% 0	76	8.00
Organised and efficient	7.06% 6	3.53% 3	5.88% 5	5.88% 5	9.41% 8	5.88% 5	5.88% 5	7.06% 6	2.35% 2	5.88% 5	2.35% 2	25.88% 22	7.06% 6	3.53% 3	2.35% 2	85	7.72
Player and coach support and training	4.88% 4	6.10% 5	7.32% 6	12.20% 10	2.44% 2	4.88% 4	3.66% 3	2.44% 2	1.22% 1	9.76% 8	19.51% 16	7.32% 6	10.98% 9	6.10% 5	1.22% 1	82	7.68
Supporting local / global causes (eg. Blood Bank, Beauty Bank, Schools, Transform Cambodia)	2.60% 2	1.30% 1	7.79% 6	9.09% 7	5.19% 4	6.49% 5	7.79% 6	16.88% 13	5.19% 4	7.79% 6	5.19% 4	5.19% 4	6.49% 5	3.90% 3	9.09% 7	77	7.61
The Bomberaderie / Lime Army	7.04% 5	2.82% 2	11.27% 8	7.04% 5	5.63% 4	5.63% 4	7.04% 5	5.63% 4	4.23% 3	4.23% 3	5.63% 4	7.04% 5	1.41% 1	12.68% 9	12.68% 9	71	7.56
Innovation and growth	1.28% 1	2.56% 2	6.41% 5	10.26% 8	2.56% 2	5.13% 4	7.69% 6	11.54% 9	8.97% 7	16.67% 13	7.69% 6	2.56% 2	11.54% 9	1.28% 1	3.85% 3	78	7.55
Teams to suit all skill levels	6.67% 6	10.00% 9	4.44% 4	5.56% 5	6.67% 6	6.67% 6	5.56% 5	5.56% 5	4.44% 4	3.33% 3	3.33% 3	3.33% 3	3.33% 3	5.56% 5	25.56% 23	90	7.27
Accepting, accommodating and fair	3.75% 3	2.50% 2	7.50% 6	6.25% 5	7.50% 6	6.25% 5	5.00% 4	5.00% 4	8.75% 7	6.25% 5	5.00% 4	2.50% 2	21.25% 17	10.00% 8	2.50% 2	80	7.14
Competitive teams	3.70% 3	7.41% 6	4.94% 4	1.23% 1	1.23% 1	2.47% 2	1.23% 1	3.70% 3	8.64% 7	2.47% 2	8.64% 7	3.70% 3	2.47% 2	29.63% 24	18.52% 15	81	5.36

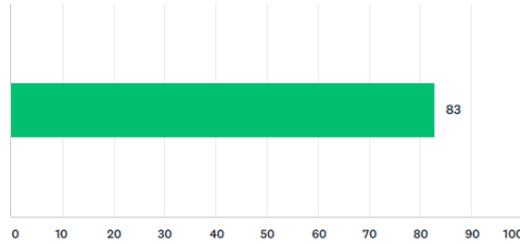
The 5 things respondents liked most about BBFC were:

1. Club Culture
2. Facilities/Clubhouse etc
3. Location
4. Player Development
5. Family Environment

Of these 5 things it will be very difficult for other clubs to replicate 2 and 3. These are major points of difference in our offering to members and members should be encouraged to promote them along with other aspects in the top 5 which they believe in.

Q6 Do you feel BBFC provides an environment for you to Belong, Engage and Grow as a person, player and participant?

Answered: 110 Skipped: 2



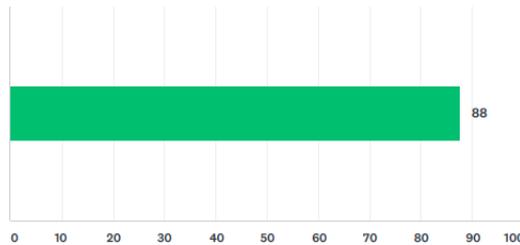
ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES	
	83	9,108	110	
Total Respondents: 110				
BASIC STATISTICS				
MINIMUM	MAXIMUM	MEDIAN	MEAN	STANDARD DEVIATION
44.00	100.00	86.50	82.80	16.26

**There is a strong sense among respondents that “BBFC provides an environment where they “Belong, Engage and Grow” as a person, player and participant.”**

**This is extremely pleasing particularly as this club motto was only developed in the past 12 months.**

Q7 How well do you feel the Committee has served the club, it's members and our community.

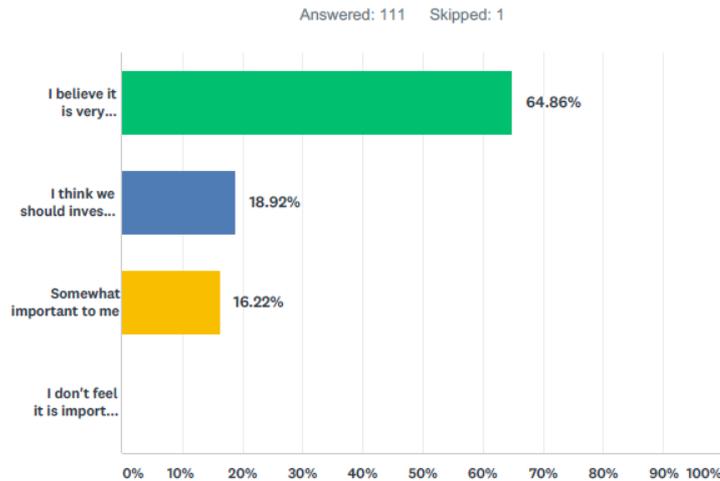
Answered: 111 Skipped: 1



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES	
	88	9,735	111	
Total Respondents: 111				
BASIC STATISTICS				
MINIMUM	MAXIMUM	MEDIAN	MEAN	STANDARD DEVIATION
27.00	100.00	91.00	87.70	13.64

**There was a strong endorsement from respondents that the Committee has served the club, its members and the community very well.**

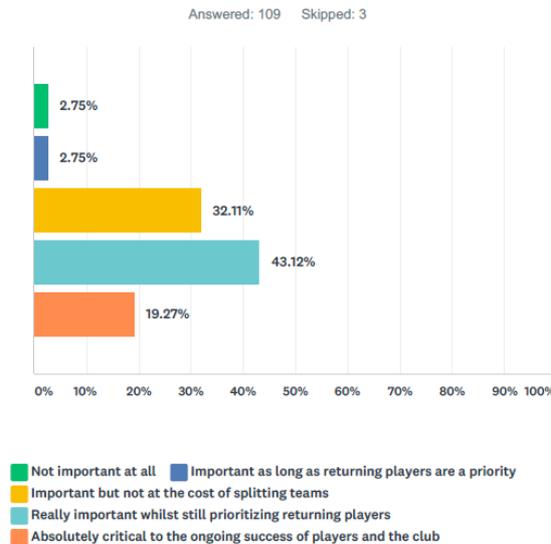
### Q8 Do you feel it is important to invest in technical support for our coaches and players?



**There was a strong endorsement from respondents that the club should invest in technical support for our coaches and players.”**

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### Q9 Do you feel it is important to provide options for players aged 12 and over to play in a team graded on ability?



**This is perhaps the most sensitive issue confronting BBFC with a large minority of respondents feeling that while “it is important to provide options for players aged 12 and over to play in a team graded on ability” they do not feel teams should be broken up to do this. 38% in all were opposed to this.**

**At the same time 62% of respondents feel that it is really important that we provide this opportunity. Of these 43% feel we should still prioritise returning players.**

**The views expressed by the majority of respondents echo the existing Club Policies in this regard.**

The key messages are

- if there are sufficient players to form 2 teams in an age group then we should seek expressions of interest from players wishing to trial for the top side.
- BBFC needs to have a fully transparent grading process
- Those wishing to see teams graded should actively seek to develop the club’s player numbers for all teams in the age group to facilitate putting multiple teams on the field.
- Those wishing to participate in ungraded teams need to recognise those teams may lose some players to higher graded team. They should therefore look to build on the core groups they have.
- All returning players will be offered a position in a team.

The success of this process will depend largely on everyone co-operating towards an agreed end based on the majority views of the survey.

Note:

Free text responses to Q.9 are incorporated into the table at the end of the survey results.

Q10 Do you have any ideas you feel we need to address to improve our fields, facilities, equipment and uniforms. (Remember this is across more than one location).

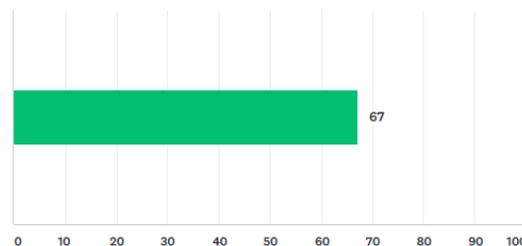
Answered: 57 Skipped: 55

ANSWER CHOICES	RESPONSES	
Fields	64.91%	37
Facilities	57.89%	33
Equipment	45.61%	26
Uniforms	50.88%	29

Responses to Q.10 are incorporated into the table at the end of the survey results.

Q11 How important is it that players and/or parents do not have to do canteen and bbq duty?

Answered: 108 Skipped: 4



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	67	7,258	108
Total Respondents: 108			

BASIC STATISTICS					
MINIMUM	MAXIMUM	MEDIAN	MEAN	STANDARD DEVIATION	
0.00	100.00	73.50	67.20	30.40	

A solid majority of respondents believe it is important to retain the current practice of players and/or parents not being required to be rostered on to do bbq and canteen duty. It follows that the club will require a combination of volunteer or paid staff to ensure quality is maintained at desired levels as identified in the following question.

## Q12 What level of service and menu do you expect through our kiosk?

Answered: 111 Skipped: 1

	Responses	
Basic menu / simple service	4.04%	50.50%
Basic menu with a few extra specials / good service	46.46%	
Good variety menu / good service	41.42%	49.50%
Extensive menu / great service	8.08%	
100.00%		

The majority of respondents prefer something better than the basic menu and simple service provided at most sports club canteens.

There is a 50/50 divide in opinion between a basic menu and a better variety menu.

The mid-point for the preferred menu is a basic menu with good variety. Perhaps this could also be described as a good variety menu with basic items?

Good service is preferred by 88%.

Note:

Further Comments on Q.13 are incorporated into the table at the end of the survey results.

Q13 Do you have any suggestions, improvement ideas or concerns about our social / fundraising events? (eg, golf day, market day, open mic etc)

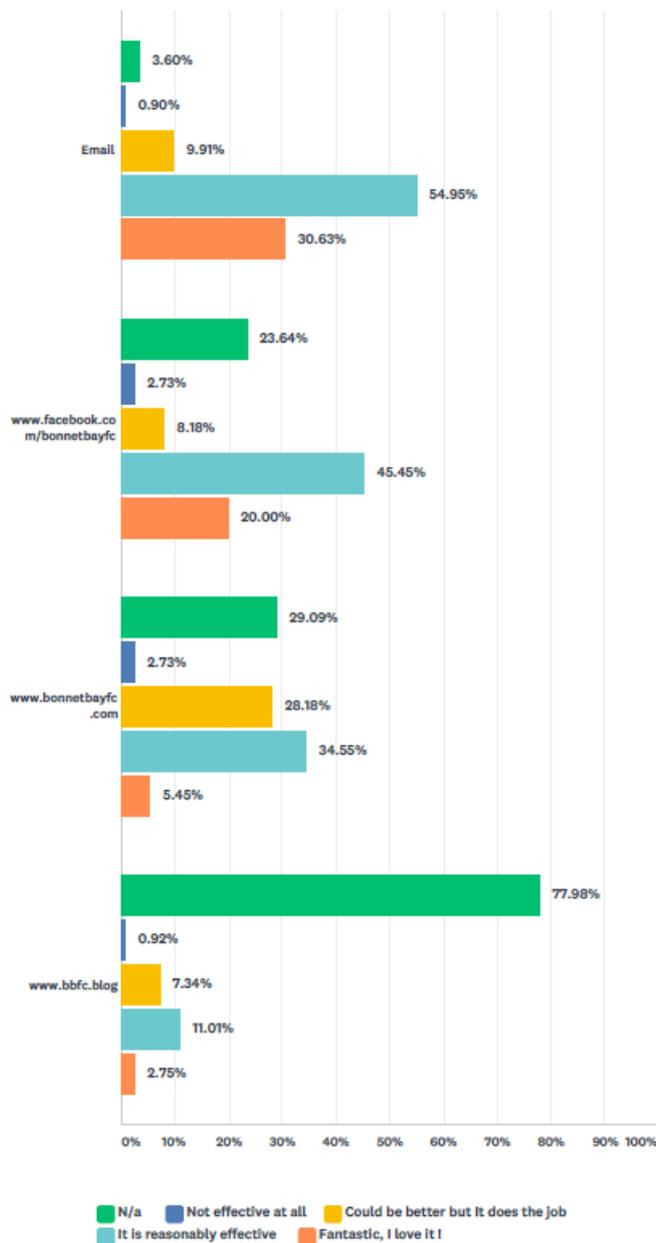
Answered: 39 Skipped: 73

Note:

Responses to Q.13 are incorporated into the table at the end of the survey results.

## Q14 How would you rate the effectiveness of the following:

Answered: 111 Skipped: 1



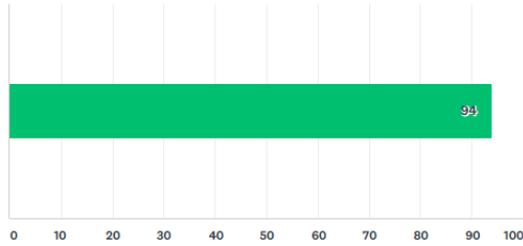
Respondents rated the effectiveness of our communications in the following order:

1. Email – 97% say it does the job and 3% say its ineffective’(3.6% n/a)
2. Facebook – 73% say it does the job and 3% say its ineffective (24% do not use)
3. Website – 68% say it does the job and 3% say its ineffective (29% do not use)
4. Blog - essentially for coaches and other interested in player/personal development

There is room for improvement in all these mediums and it will be important to check other mediums too.

Q15 How important is it that the club complies with it's legal and financial responsibilities?

Answered: 110 Skipped: 2



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	94	10,338	110
Total Respondents: 110			

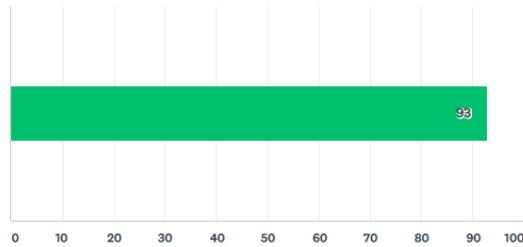
  

BASIC STATISTICS					
MINIMUM	MAXIMUM	MEDIAN	MEAN	STANDARD DEVIATION	
50.00	100.00	100.00	93.98	11.01	

**A very high proportion of respondents consider meeting Legal and Financial responsibilities to be very important.**

Q16 How important is it that the club complies with it's member welfare responsibilities?

Answered: 110 Skipped: 2



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	93	10,208	110
Total Respondents: 110			

BASIC STATISTICS					
MINIMUM	MAXIMUM	MEDIAN	MEAN	STANDARD DEVIATION	
41.00	100.00	100.00	92.80	11.60	

**A very high proportion of respondents consider meeting Member Welfare to be very important.**

**Q17 In what ways are you able to assist the club? (select areas you are already involved in or those areas you can volunteer for)**

Answered: 81 Skipped: 31

ANSWER CHOICES	RESPONSES	
coaching / managing	59.26%	48
field care / maintenance	14.81%	12
ground control roster	13.58%	11
organising 1 or more social events	12.35%	10
player development	12.35%	10
fundraising	12.35%	10
refereeing	11.11%	9
canteen / bar	9.88%	8
committee	7.41%	6
team selection / trials	7.41%	6
Other (please specify)	7.41%	6
presentations / trophies etc	6.17%	5
sponsorship support committee	4.94%	4
facility management	4.94%	4
managing The Hangar bookings	3.70%	3
uniforms	2.47%	2
coordinating draw amendments & match sheets	2.47%	2
registrations	2.47%	2
financial management	1.23%	1
Total Respondents: 81		

**It is pleasing to see many people volunteer for a variety of tasks. The club will contact those who provided a name and email. We request that anonymous respondents who wish to volunteer contact the club committee.**

**Q18 Lastly, do you have any suggestions for improvement across the club?**

Answered: 41 Skipped: 71

**The following pages contain a table of the free text responses received from respondents in Questions 9, 12, 13, 14 & 18. These responses have been sorted by category so they can be considered under the relevant area of club operations. A brief committee comment.**

**It is important to note that ideas are well and truly encouraged however members need to understand resources of time, skills, co-operation and/or money are required to implement many items.**

**Note:**

**Many members provided specific comments on a wide range of matters. These have been collated and presented to those responsible for the respective areas.**