

Community sport

Yachting NZ - working together to know our customers

Hamish McEwen – Insights Consultant

25 June, 2016



**SPORT
NEW ZEALAND**

What you're in for today...

- **The case for change and a customer focus.**
- **What matters to club members, and how we are doing?**
- **What does/could/should this mean for yachting and its future?**



**CHANGE
AHEAD**

IMPLICATIONS







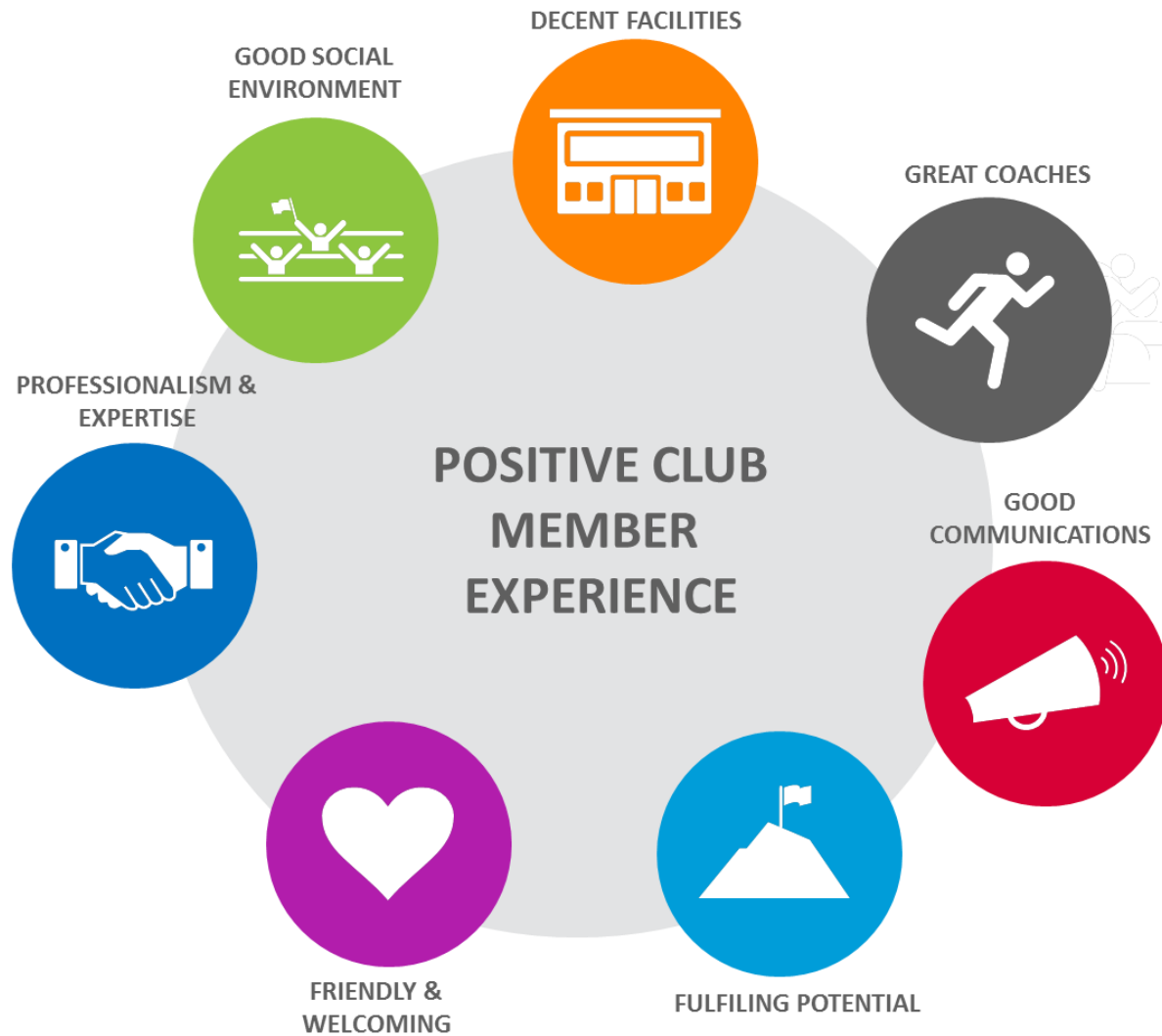
WE UNDERSTAND
YOUR NEEDS



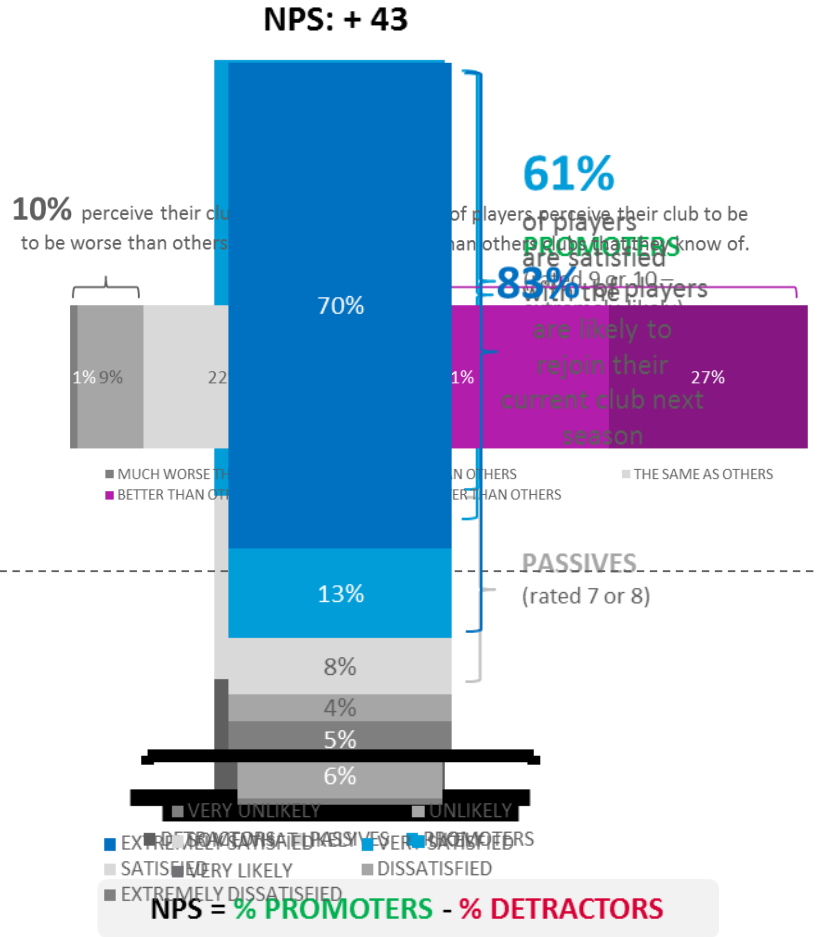
Customer voice and experience



Seven drivers of club satisfaction



What are club members telling us?



	NPS	SAT	REJOIN	RATING
Club presidents/office holders, committee members, or official/judges	✓	✓	✓	✓
Players who have been selected to represent their club at a regional event/ competition	✓	✓		✓
Players who have been members of their current club for more than 10 years.	✓	✓	✓	✓
Older lifestages (Older Adults, Young Retirees, Older Retirees)	✓	✓	✓	
Living in Otago or Hawkes Bay	✓	✓	✓	✓
Living in Auckland	✗		✗	✗
Players who have been members of their current club 3 -5 years or less than 5 years.	✗	✗	✗	✗
Younger lifestages (Young Adults or Tertiary)	✗		✗	

Compounding this...



Representative Players

**Club managers,
coaches and
officials/judges**

Clubs are being led by and are focusing on the 'happier' members, at the expense of newer/younger members.

So what?

Our clubs are not meeting the needs of everyone! Should they?

Things to discuss...

- Is the focus on 'talent' impacting on the experience of others?
- Does club culture need to change?
- Are our clubs ready for the future?
- Is our club model broken?
- Does this apply to yachting?

Here are the key things that need to improve?

BETTER CLUB MANAGEMENT/ COMMITTEE

24%

MORE FAIRNESS/EQUAL OPPORTUNITIES - TEAM
SELECTION/ ACCESS TO BEST COURTS/GREENS/TRAINING
GEAR

23%

BETTER/ MORE ATMOSPHERE/ FRIENDLY/ HELPFUL/
SUPPORTIVE CLUB MEMBERS

23%

Better club management/committee

- More pro-active and flexible
- More transparency
- Management having no backbone
- Being dictatorial and using their position to bully other members

Δ CULTURE ?

Fairness and equal opportunities

- Resources being shared equally
- Top players not consistently having first priority
- More transparency around team selection

Δ CULTURE



Females are significantly more likely to mention their club providing equal opportunities as an area of improvement

Atmosphere/supportive clubs

- **Members providing more encouragement**
- **Being positive** (not complaining or being negative)
- **Being friendly and supportive of new players**
- **Club duties being shared**
- **More harmony among players (new/old/competitive/non-competitive)**

Δ CULTURE



What does/could/should this mean for yachting and its future?

Do we recognise that there is an issue we need to address?

Do we want to change?

For those that want to go forward....

- We need to really listen to our members/non-members/pay-to-sail, etc...!**
- We need to adapt our system!**

Questions