



*Yachting New Zealand*

# 2020 CLUB SURVEY

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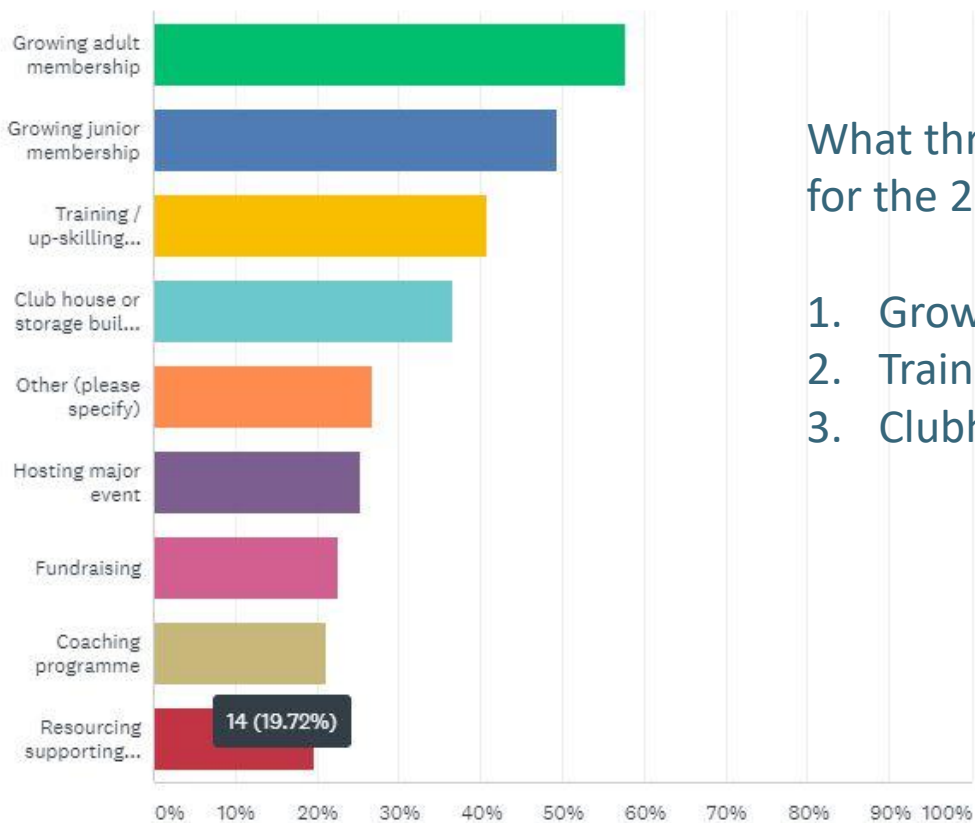


108 club committees invited to respond to survey

Received feedback from 70 clubs

This represents over 67% of our membership base

# 2020 CLUB SURVEY



What three things is your club focusing on for the 2020/21 season?

1. Growing membership
2. Training volunteers
3. Clubhouse or storage builds/rebuilds

# 2020 CLUB SURVEY



Use of the Racing Rules of Sailing to run races	83.05%
Support from the regional support officers	79.66%
General advice	54.24%
Yachting New Zealand member card and app	52.54%
Coach education	50.85%
Programme resources (ie learn to sail books)	50.85%
Race official education	49.15%
MOSS exemption	49.15%
Promotion and information via Yachting New Zealand communications	42.37%
Health and safety guidance and support (ie information and templates)	42.37%
The Volvo Sailing... Have a Go! programme	32.20%
Use of the online club manual	28.81%
Support for gaining funding from trusts and other funders	27.12%
PHRF	25.42%
Embark (Yachting New Zealand's online learning platform)	23.73%
Sharing good practice ideas	23.73%
Support for development and racing sailors and programmes (towards high performance)	13.56%
Yacht inspections	11.86%
Advocacy (support around legal and environmental issues)	6.78%
Other (please specify)	5.08%

What Yachting New Zealand services does your club and members use?

1. Racing rules
2. Regional support officer
3. General advice
4. YNZ member card & app
5. Coach education

# 2020 CLUB SURVEY



How well does Yachting New Zealand meet the needs of your club? 5/10

What more can Yachting New Zealand do for your club?

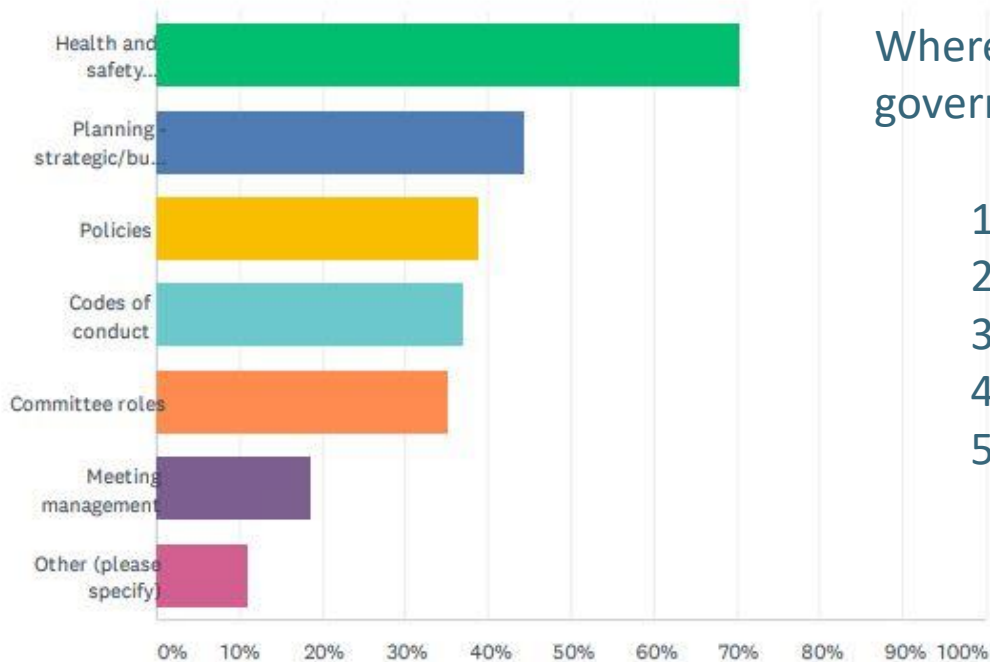
•**Club administration:**

- Assistance with facilities
- Affiliation
- Communication
- Procedures & policies
- Member retention

•**Coaching:**

- Upskilling coaches
- Support recruiting or placing coaches

# 2020 CLUB SURVEY



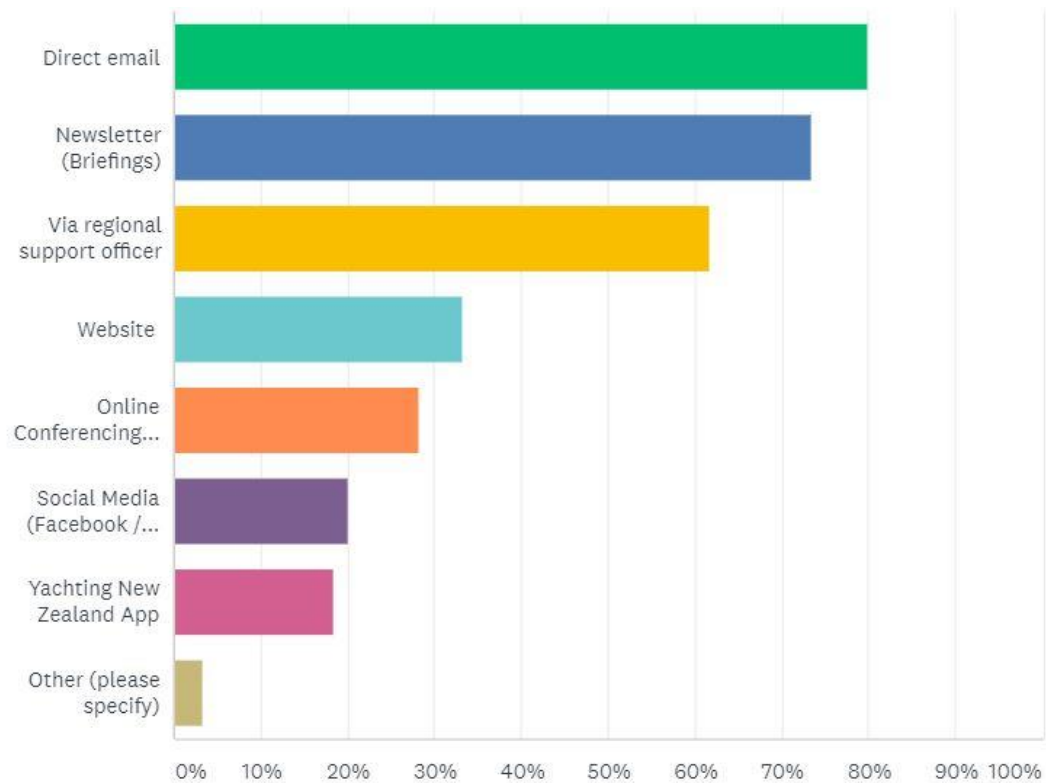
Where can Yachting New Zealand support governance of your club?

1. Health and safety
2. Planning – strategic/business
3. Policies
4. Codes of conduct
5. Committee roles

# 2020 CLUB SURVEY



How do you prefer Yachting New Zealand communicate with you?



# 2020 CLUB SURVEY



## VOLUNTEERS



### Currently available:

- Coaching 101
- Introduction to race officiating
- Club race officer

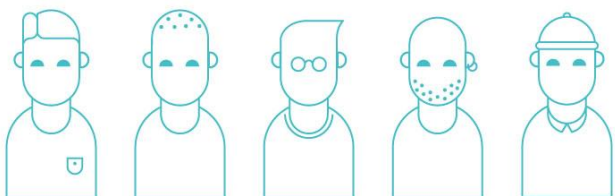
### To come:

- Race coach
- Basic rules
- Club teams racing judge



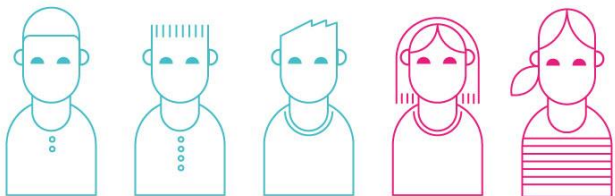
# 2020 CLUB SURVEY

Measuring male and female involvement in clubs.



On average, general committees are made up of 10 members

The average ratio is two females to eight males



The range of females on committees varied from zero to 64%

On-water volunteers – overall there are more male than female volunteers  
No clubs declared more than 50:50 ratio of female to male

On-shore volunteers – the gender mix is more even

# 2020 CLUB SURVEY



How well does Yachting New Zealand meet the needs of your recreational yachting and boating members? 5/10

What more Yachting New Zealand can do?

- **General boating education:** help guide people getting into boating
- **Advocacy:** local and regional council representation, stakeholder support, access, environmental advocacy
- **Safety:** messaging and training, partnerships with Maritime NZ, Coastguard etc.
- **Cruising/recreational sailing:** upskilling programmes and raise profile

# 2020 CLUB SURVEY



## Any questions?



# Voice of Participant Survey – Report

Yachting New Zealand

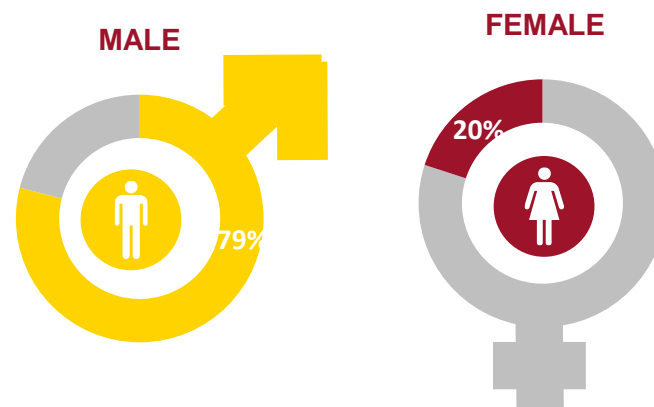
2020

## Age - gender distribution

### Sample overview

**2020** participants: n=1,060  
 n= 1002 sailors (95%)  
 n= 58 parents (5%)

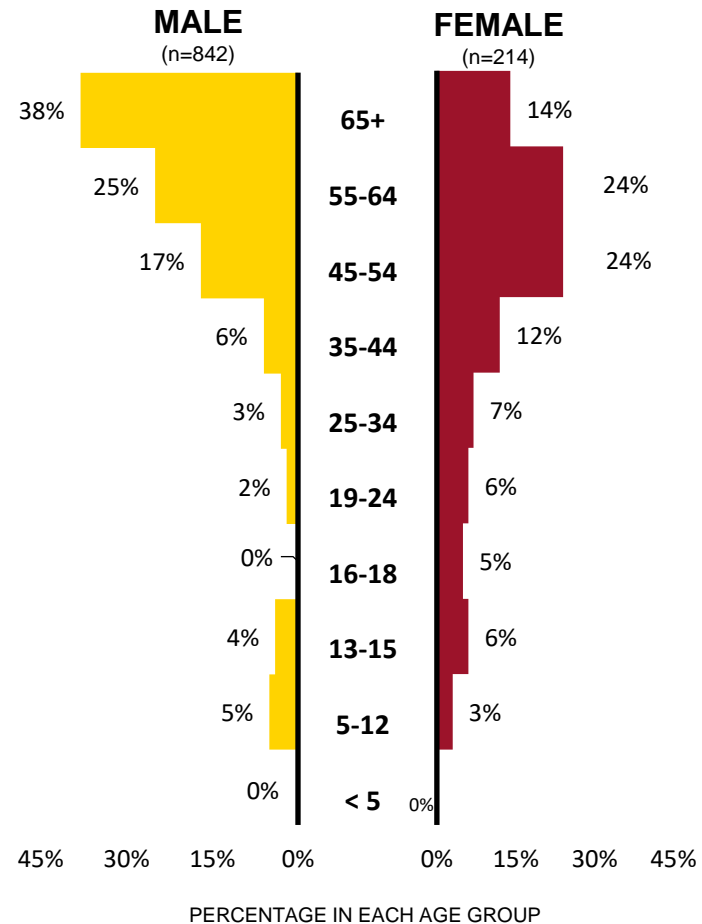
**2019** participants: n=560  
 n= 520 sailors (93%)  
 n= 40 parents (7%)



GENDER (Q25)	TOTAL (n=1,060)	SAILOR (n=1,002)	PARENT (n=58)	TOTAL 2019 (n=560)
Male	79%	79%	84%	78%
Female	20%	20%	16%	21%
Gender diverse	<1%	<1%	-	<1%

## Age - gender distribution

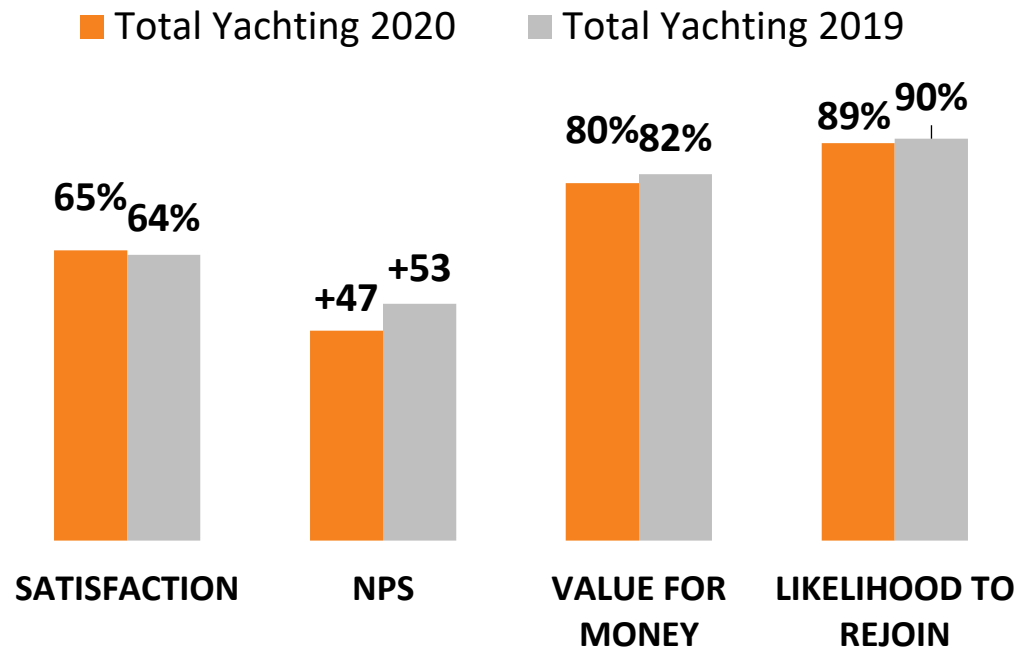
- 93% Pākehā
- 1/3 in Auckland
- 1/5 in Wellington
- half 10-year+ members
- 84% over 35 years old



# Snapshot of participant's experiences



## Key metrics



# Snapshot of participant's experiences

 **Reasons for belonging (top 3)**



**35%**  
SAIL COMPETITIVELY



**24%**  
HAVE FUN

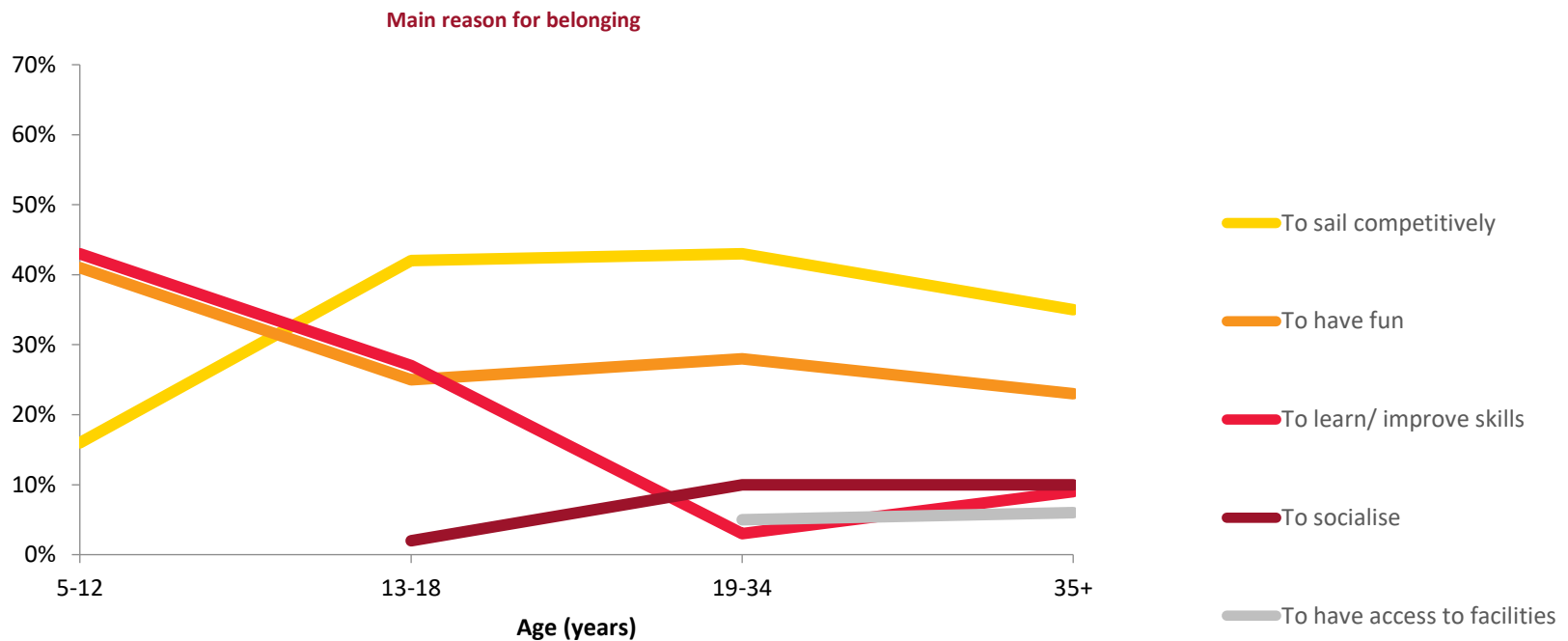


**11%**  
IMPROVE SKILLS



## The main reason to belong to a club changes with age

Members aged 5-12 tend to belong to *learn/improve skills* and to *have fun*, while for those 13 and over the main reason to belong to a club is to *sail competitively*.

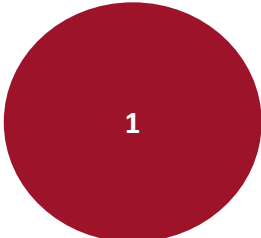


Base: All respondents who are members (n=1,018)  
Q4. What is the **main** reason you/ your child belong/ belongs to a yacht club?

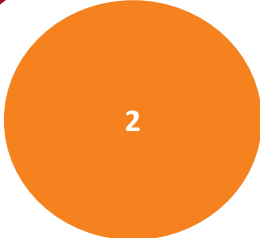
# Snapshot of participant's experiences



## Most important drivers



VALUE FOR MONEY  
80% agree/strongly agree



FRIENDLY & WELCOMING  
73% very/extremely satisfied



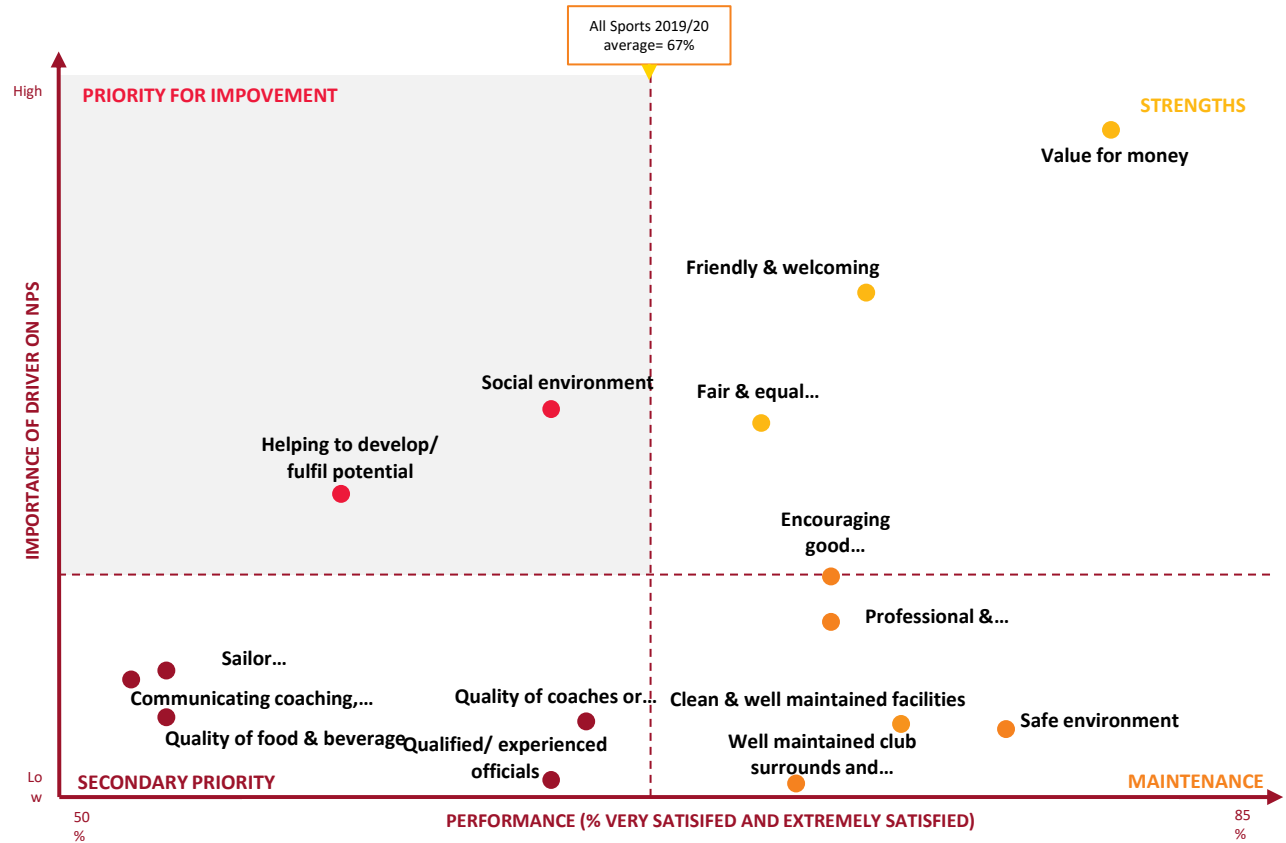
THE SOCIAL ENVIRONMENT  
64% very/extremely satisfied

# What drives a respondent's recommendation?

The top three drivers of recommendation for yachting are:

1. Value for money
2. Friendly & welcoming
3. The social environment

Of these top three drivers, emphasis should be on *the social environment at the club*. This has a relatively large impact on NPS but below average for satisfaction.

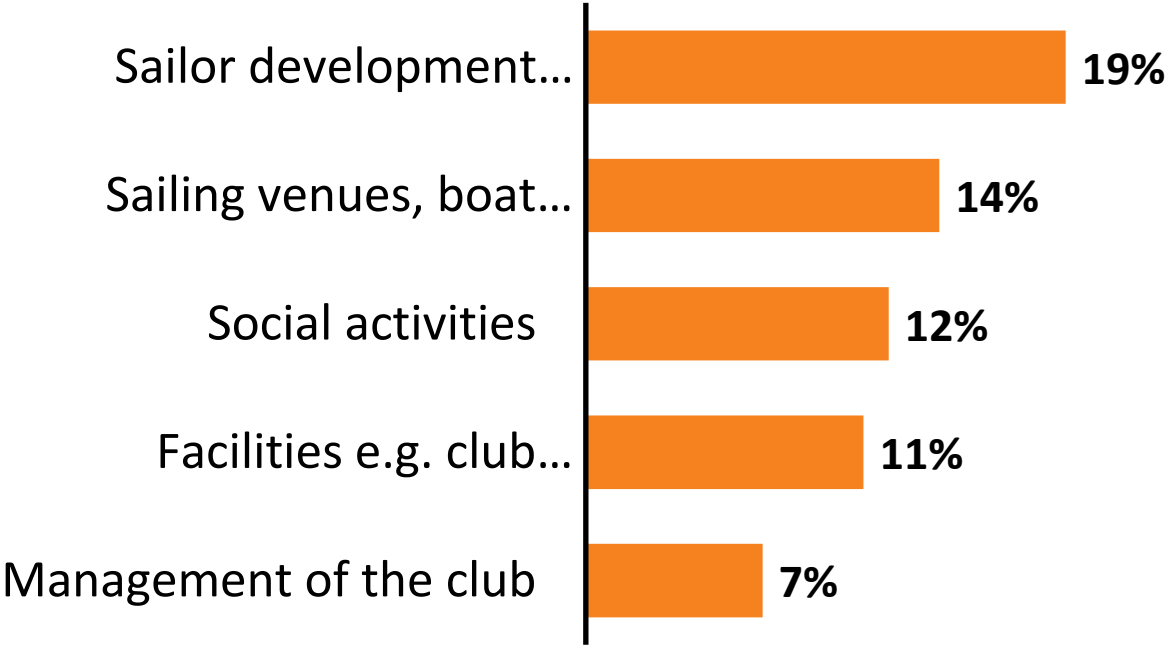


Base: All respondents (Excluding Don't know/ not applicable)  
 Q7. If someone asked you/ your child, how likely are you/they to recommend your/ their yacht club to them, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely?  
 For an explanation of regression, please refer to the Appendix.

# Snapshot of participant's experiences



One aspect you would improve



## What can be improved?

*Welcoming to new members, accessible to young people*

"Promotion of junior sailing and further training to bridge the gap between learn to sail and senior sailing. Once juniors finish learn to sail there's very little training to help juniors progress."

Sailor, 45-49 years, Canterbury

"**More younger members especially families**, more modern thinking."

Sailor, 60-64 years, Northland

"Improve communication around some important decisions that can affect members."

Sailor, 65-69 years, Marlborough

"Cost involved. Annual subscription + individual courses + boat + maintenance costs. **One of the more expensive sports for children.**"

Parent of sailor, 10 years, Auckland

"Only kids learn to sail is offered currently - no adult learn to sail."

Sailor, 60-64 years, Auckland

## What could improve

"**More welcoming to new people.** More racing for the less fast boats. More training opportunities during the weekend."

Sailor, 30-34 years, Wellington-Wairarapa

"Publish a schedule of classes available for both adults and children. Arrange access to small learning boats e.g. Bics so can people sail outside of class times to reinforce learning."

Parent & Sailor, 45-49 years, Otago

"**Some sort of induction for new members.** When I joined there was no real orientation beyond informally meeting a few members who were known to my sponsor."

Sailor, 40-44 years, Nelson

"**Being more accessible** and not being full of people who want to have cheap bar to drink at instead of actually sailing and making sure money the money is spread evenly between each division of the club (centreboards in particular)."

Sailor, 18 years, Northland

Base: All respondents excluding don't know/none  
Q8b. What would need to improve at your club for you to give it a score of 9 or 10?  
Q8c. What would need to improve at your club for you to improve your rating?

# What is going well?

*Friendly and welcoming, inclusive, social*

**“How friendly everyone is.** How they help all the kids not just their own. How organized they are. Their fantastic junior sailing programme.”

Parent & sailor, 45-49 years, Canterbury

“Great culture. **Very inclusive. Friendly.** Contributes significantly within the Bluff community.”

Sailor, 55-59 years, Southland

“Amazing lake for sailing, natural, bush clad surroundings, reasonably reliable sea breeze. Great facilities at clubhouse and **great people involved over past 75 years.**”

Sailor, 70-74 years, West Coast

“Everyone helps each other, you're one big family, they will get your boat ready if you stuck in traffic, good friends, club organizes social events for the sailors. awesome coaches. Even when competitive **you all look after each other and be best friends.**”

Sailor, 13 years, Auckland

## What people love

“We get to learn new skills, play fun games, do Sunday racing and have BBQs with our mates.”

Sailor, 14 years, Bay of Plenty

“They are really excited about teaching children to love sailing. And **very welcoming for parents.**”

Parent & sailor, 40-44 years, Otago

“Dedicated keeler team. And a club strongly engaged with youth and training. A wonderful program of racing and cruising.”

Sailor, 65-69 years, Waikato

“**Very welcoming small community minded club** that goes out of its way to encourage the kids and help to further their sailing skills.”

Sailor, 13 years, Auckland

“Great club atmosphere, **very inclusive and welcoming.** Good sailing waters and facilities.”

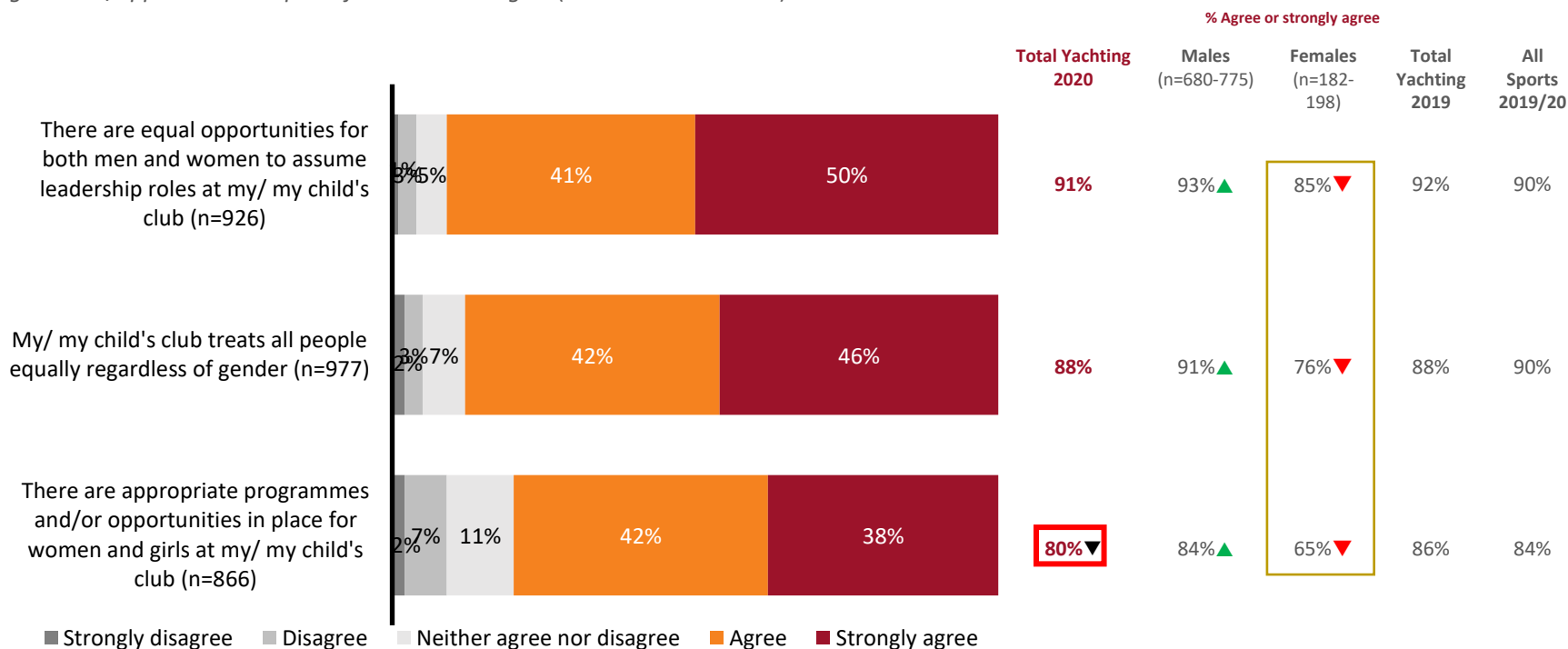
Sailor, 65-69 years, Wellington-Wairarapa

Base: All respondents excluding don't know/none  
Q8a. What is it that you love about your/ your child's club?

# Demographic differences

# Gender equality at clubs

Compared with last year, less people agree there are *appropriate programmes and/or opportunities in place for women and girls at my club* (80% vs. 86%). **Males** are significantly more likely than **females** to agree that at their club *there are equal opportunities for both men and women to assume leadership roles* (93% vs. 85% females), and that their club *treats all people equally regardless of gender* (91% vs. 76% females), and that there are *appropriate programmes/opportunities in place for women and girls* (84% vs. 65% females).



Base: All respondents excluding Don't know  
Q81. To what extent do you agree or disagree on the following...

▲▼ Significantly higher/lower than Total Yachting 2019  
▲▼ Significantly higher/lower than Sub group 2020  
□ Significantly higher/lower than All Sports 2019/20



# Demographic differences

## Yachting New Zealand: New Plymouth Yacht Club



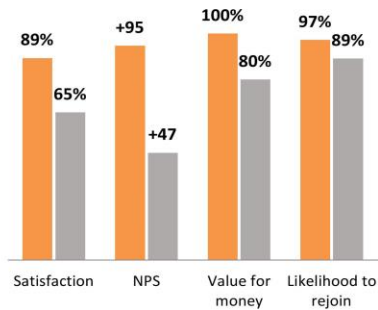
Sample size of club: n=37\*

Sample size of Total Yachting New Zealand 2020: n=1060\*

\*Note some questions exclude "Don't know"/"Not applicable" answers so bases sizes may be smaller



### Key metrics

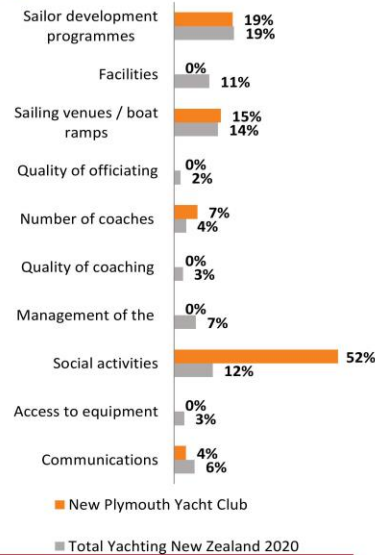


■ New Plymouth Yacht Club

■ Total Yachting New Zealand 2020



### Focus for improvement



■ New Plymouth Yacht Club

■ Total Yachting New Zealand 2020



### Satisfaction with drivers (% very/ extremely satisfied)

	New Plymouth Yacht Club	Total Yachting New Zealand 2020
Providing a safe environment	86%	77%
Clean and well maintained facilities (eg. toilets)	92%	74%
Friendly and welcoming	84%	73%
Professional and well managed	95%	72%
Encouraging good sportsmanship and fair play	83%	72%
Well maintained sailing venues and boat ramps	88%	71%
Fair and equal opportunities	88%	70%
Quality of the coaches	75%	65%
Qualified/ experienced officials	79%	64%
The social environment	75%	64%
Helping me to develop/fulfil my potential	73%	58%
Providing me information when needed	-	-



### Emphasis on fun, winning and skills



■ Too much emphasis ■ About the right amount ■ Not enough emphasis



### Club environment (% agree/ strongly agree)

	New Plymouth Yacht Club	Total Yachting New Zealand 2020
Supportive and encouraging environment	94%	85%
I feel pressure from my club to train more than I would like to	-	3%
Too much focus on certain players/teams	19%	16%



### Sample profile

	New Plymouth Yacht Club	Total Yachting New Zealand 2020
Male	78%	79%
Female	22%	20%
5-12 years	3%	4%
13-18 years	8%	6%
19-34 years	8%	6%
35+ years	81%	84%
European/ Pākehā	89%	93%
Māori	3%	3%
Asian/ Indian	-	1%
Pasifika	-	1%
Other	5%	4%

# 2020 CLUB SURVEY



**Thank you**