

2020 Member Survey Summary



Summary

Thank you to everyone that participated in the member survey in October. We had 234 sign up to the survey, although about 1/3rd of these didn't complete the survey beyond providing their name and contact details – we suspect in order to qualify for the spot prize offered as an incentive to complete the survey! Needless to say, these people were NOT included in the prize draw, and so we are pleased to announce the winner as Faye McDonald (Hawkes Bay) here. We hope Fay enjoys their \$50 Torpedo 7 voucher, and we appreciate everyone taking the time and effort to share their views on the sport.

The full summary of the 2020 member survey is provided below. The information gives us some great insights to how people are experiencing the sport and is a valuable read. There are some predictable, as well as some more interesting or unique findings, and we have summarised some of the highlights below:

Club Findings

Predictably, 2020 has been dominated by Covid, with clubs having to adapt in terms of how they run events, as well as change calendars as the country moved through different lockdown levels. Whilst Covid was highlighted as an issue, the way clubs adapted to this was highlighted as a positive.

One of the major positive impacts of Covid has been seeing more innovation in the sport – clubs trying new ways of running events, including using apps such as Maprunner. This shows that we have every ability to adapt and change when needed, and orienteering as a whole has done this very well.

Some of the long standing issues remain at club level, including member retention, volunteer burnout, access to coaching and training. These need to continue to be focused on at both club and national level, and whilst Covid has illustrated an ability to adapt how we run events, we need the same innovative and creative approaches given to these other long standing issues as well.

Overall, when asked the question “How well is your club going” (1 poor, 10 exceptional), the weighted average score was 7.55. This is slightly up from 2019 which had a weighted average of 7.28. This indicates that despite some issues, the overall health of clubs is good.

ONZ Findings

As above, the year has been dominated by Covid at a national level as well, and generally there was a lot of positive feedback on how ONZ responded to this in terms of its communications, guidelines, and support for clubs handling major events.

Overall ONZ was seen to be performing the same or better than a year ago (around 2/3rds respondents). Only a small number of people (4%) thought ONZ was performing worse, however notably over 1/3rd of respondents didn't know. This indicates that we need to keep working on communicating and engaging with members, ensuring people are informed about the work and activities ONZ is involved in. That said, communication was identified as a major strength for ONZ, with significant improvements seen in this space in the past year.

When asked the question “How would you rate ONZ's effectiveness” (1 poor, 10 exceptional), the weighted average score was 7.25. This is significantly up from 2019 which had a weighted average of 5.71, and shows pleasing progress in that time, which is a result of concerted efforts by the Council and ONZ operations to address issues and engage better with clubs and members.

As above, whilst Covid has dominated 2020, long standing needs and challenges are highlighted as strategic priorities for the sport, including; schools/junior orienteering, sport promotion and participation, building club capability (including addressing volunteer burnout), access to coaching and training, calendar/event management and development. For ONZ it is also emphasised that we should continue to focus on good communication, and delivering

value to clubs and members.

Overall we are very happy with the results of the survey, and whilst there remains much to do to grow and ensure the health of the sport, we feel we are on the right track in addressing these issues. The information from this and last years member survey has fed into the ONZ business planning process and informs where the priorities should be.

Obviously in a survey like this there are hundreds of individual pieces of feedback, all of which are useful and helpful. Whilst major themes are important to uncover, so too are some of the issues that get highlighted which may only appear in 1 or 2 comments. We did note a very small number of comments which we wanted to address directly, and which may represent a misunderstanding of the facts around some areas:

Underwriting of the Nationals – There was a complaints that ONZ had not underwritten the Nationals, and another that we had not underwritten the NZSS this year (in relation to Covid cancellations and changes). This is wrong and was never the case – ONZ undertook very early on to underwrite any losses incurred by any club hosting a national events, which may be disrupted by Covid, and this arrangement remains in place whilst Covid remains a potential disruption for the sport. This removes any financial burden on a club in relation to potential losses and means they can wholly focus on organising the event without financial distractions.

Expectations that ONZ replies to individual items of feedback in the survey – one person expressed an expectation that ONZ follows up with individuals on their feedback to the survey. Whilst we will read and draw insights to the feedback, and use this to inform plans, the survey itself is not a practical conduit or channel for people to receive individual responses. We do love hearing from people directly and value all feedback, however ask people contact either the GM or Chairperson directly if they are keen on discussing any items.

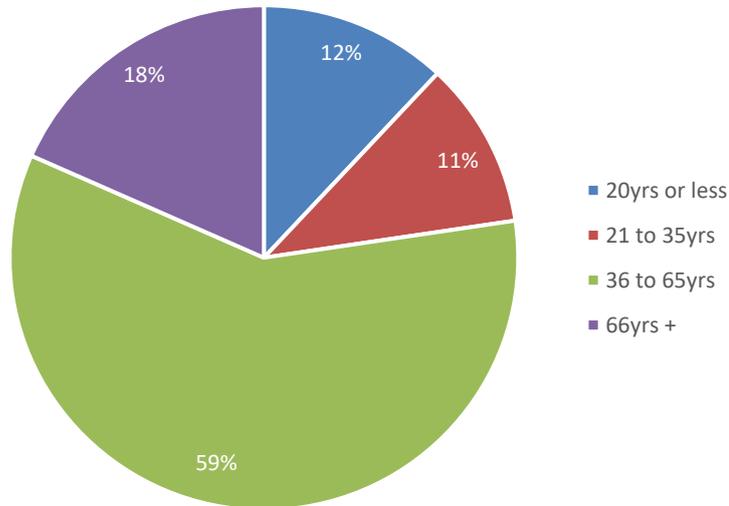
Peter Swanson
Chairperson

RESPONDANT DEMOGRAPHICS

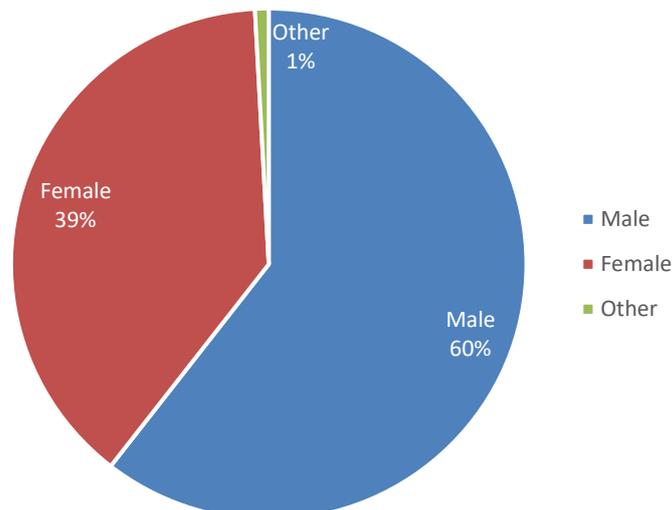
Q1 - Which club are you a member of? 234 Responses

Club	Responses	Number
North West	9.83%	23
Auckland	19.23%	45
Counties Manukau	2.99%	7
Waikato	4.27%	10
Bay of Plenty	5.56%	13
Taupo	1.71%	4
Taranaki	2.56%	6
Hawkes Bay	11.54%	27
Red Kiwis	1.28%	3
Wairarapa	1.28%	3
Hutt Valley	5.56%	13
Wellington	6.41%	15
Nelson	5.98%	14
Marlborough	0.85%	2
PAPO	13.68%	32
Dunedin	3.42%	8
Southland	2.14%	5
Other (please specify)	1.71%	4

Q2 - Age 234 Responses

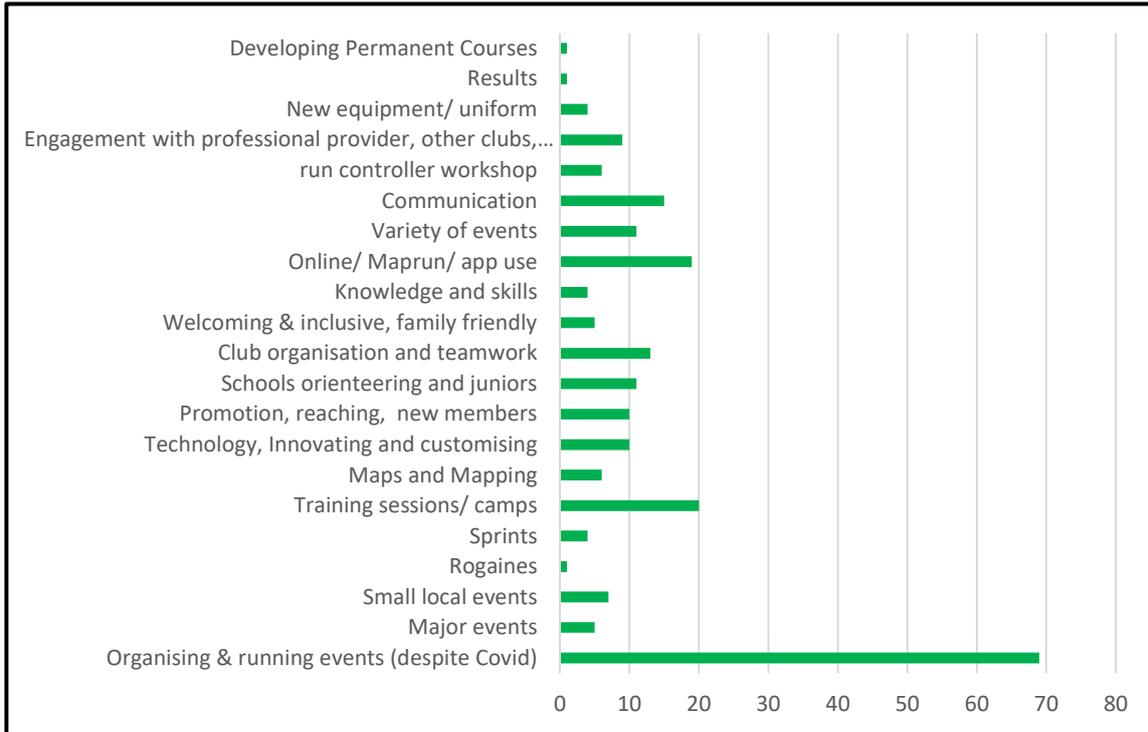


Q3 - Gender 233 Responses

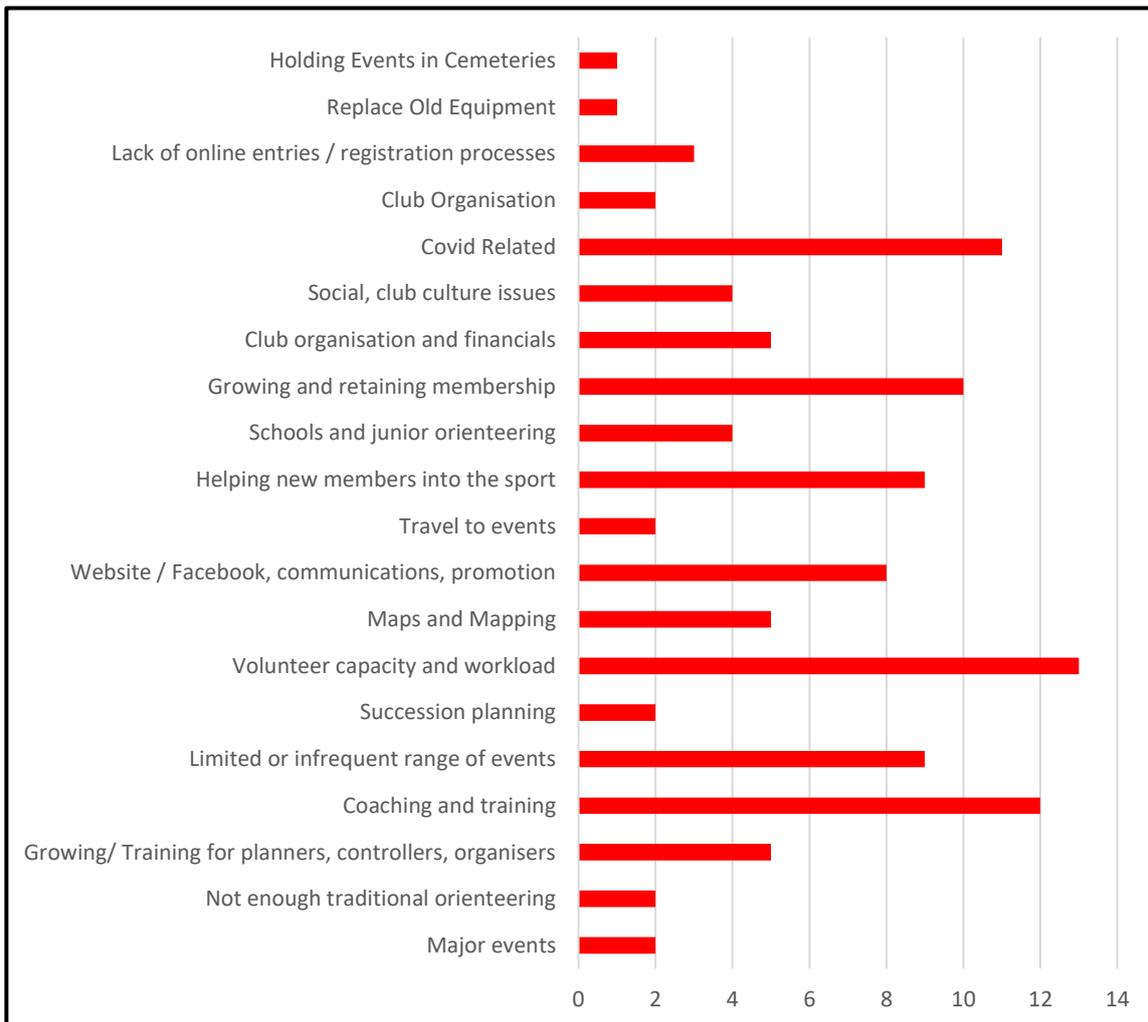


Q4 - Name - not summarised

Q5 - In the past year, what has your club done well? (strengths) 147 Responses

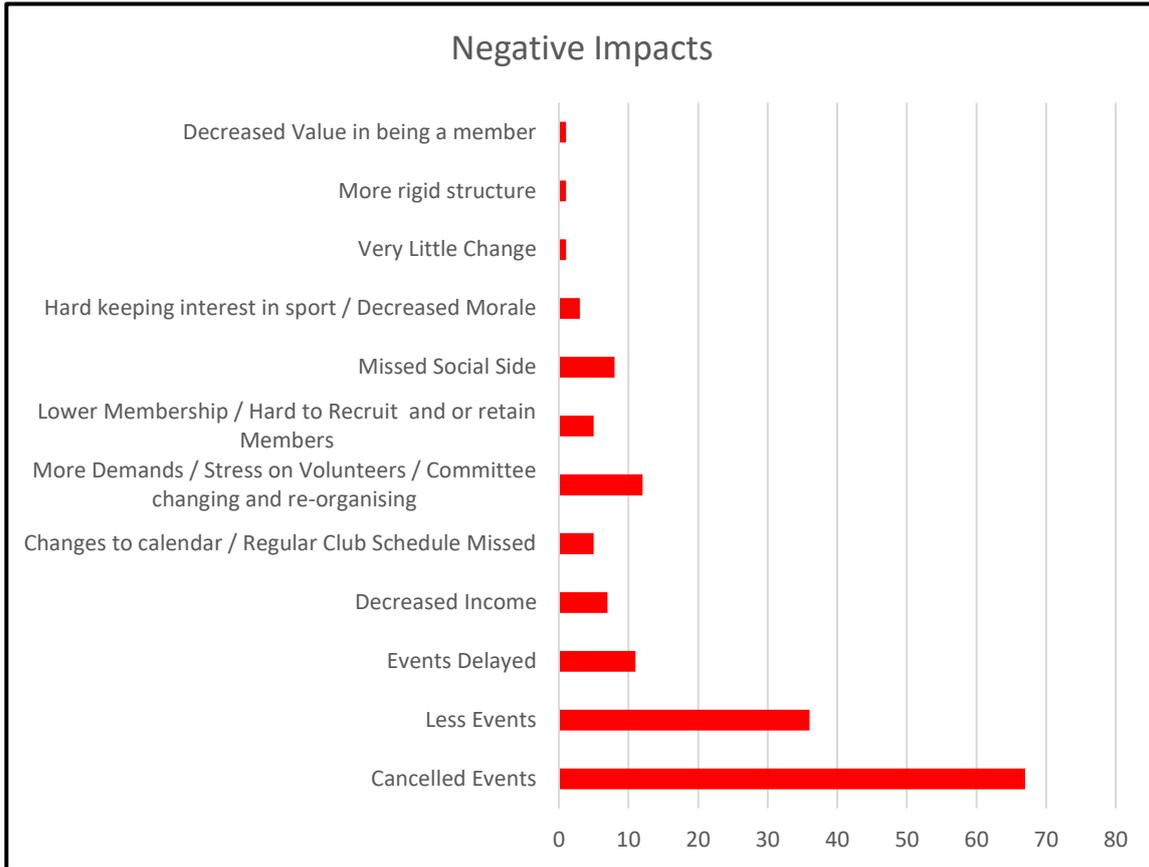


Q6 - In the past year, what has your club NOT done well? (improvement opportunities) 128 Responses

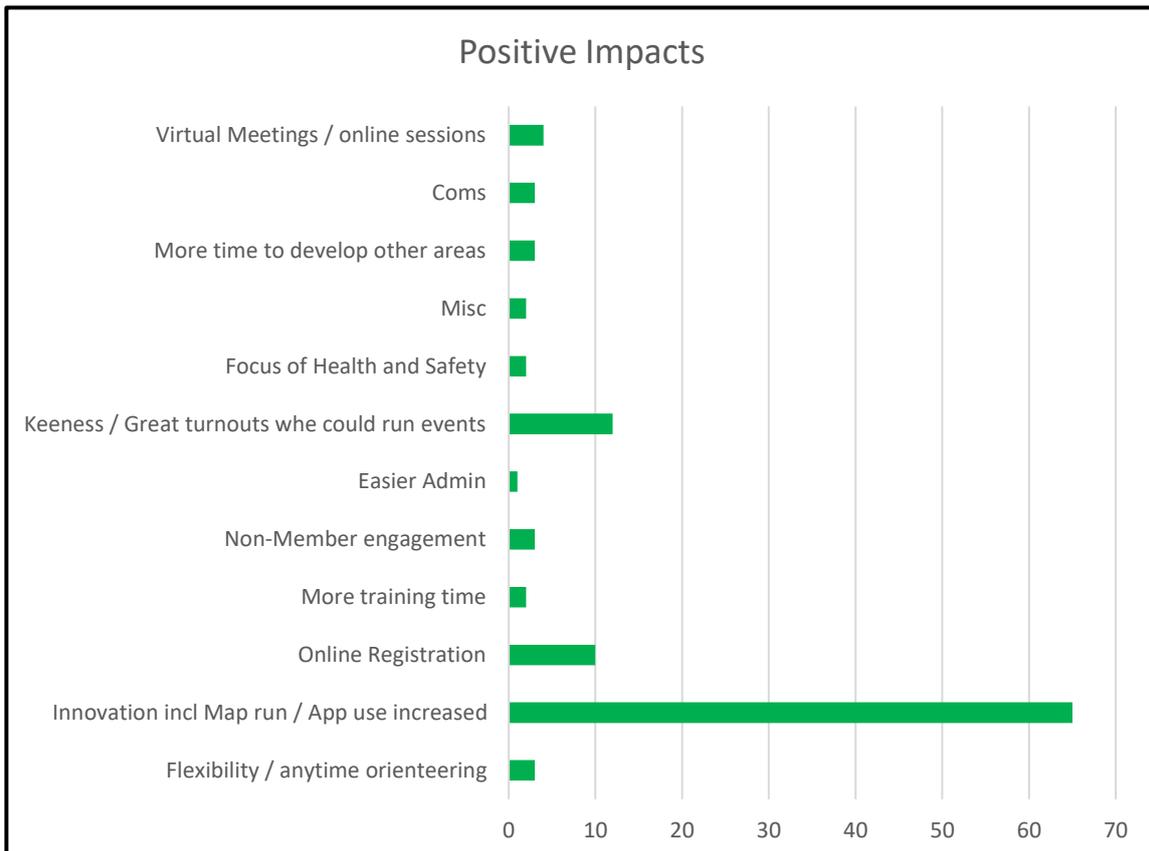


Q7 - What have been the major impacts on your club, of the disruption created by COVID-19?

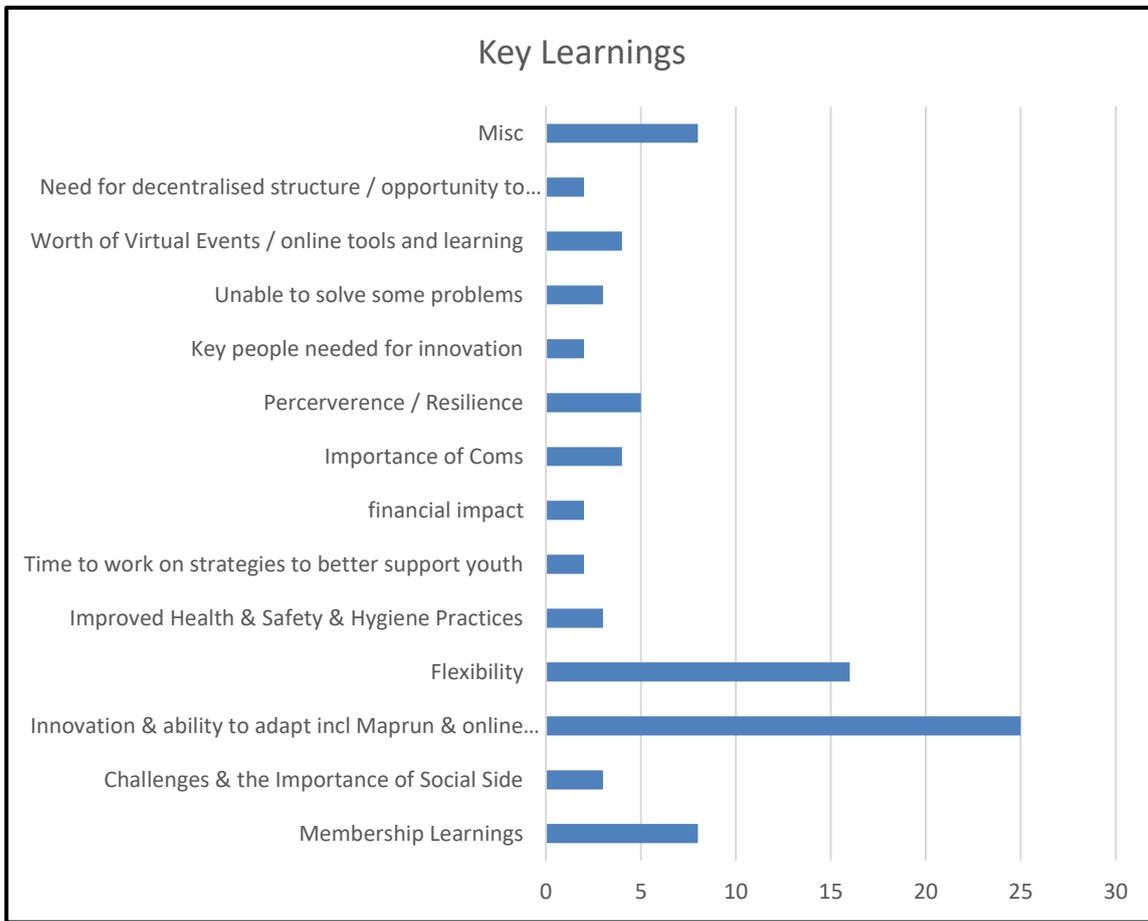
Negative Impacts 140 Responses



Positive Impacts 136 Responses

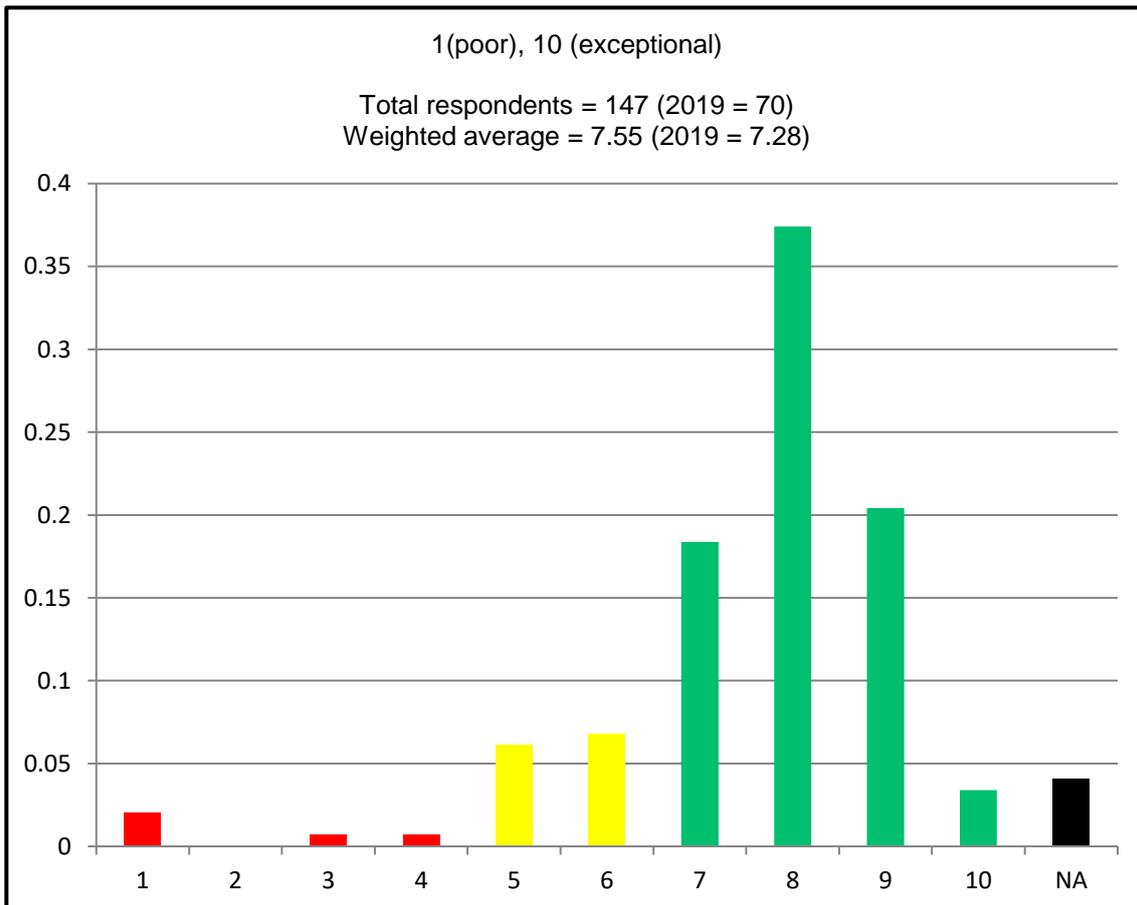


Key Learnings 116 Responses

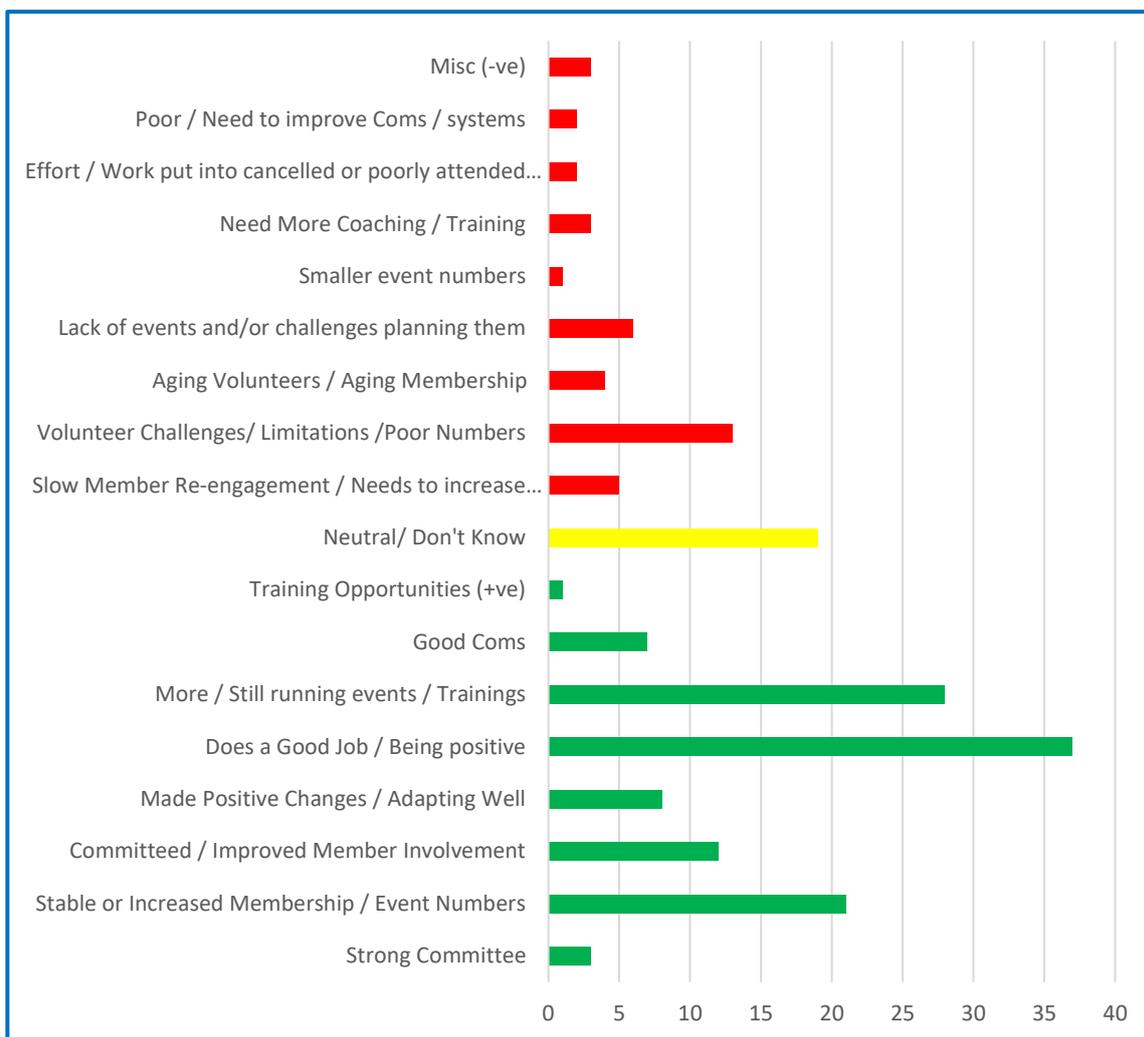


Q8 - On a scale of 1-10, how well is your club going at the moment (despite the challenges of Covid)?

147 Responses



Q9 - Why did you give that score? 139 Responses

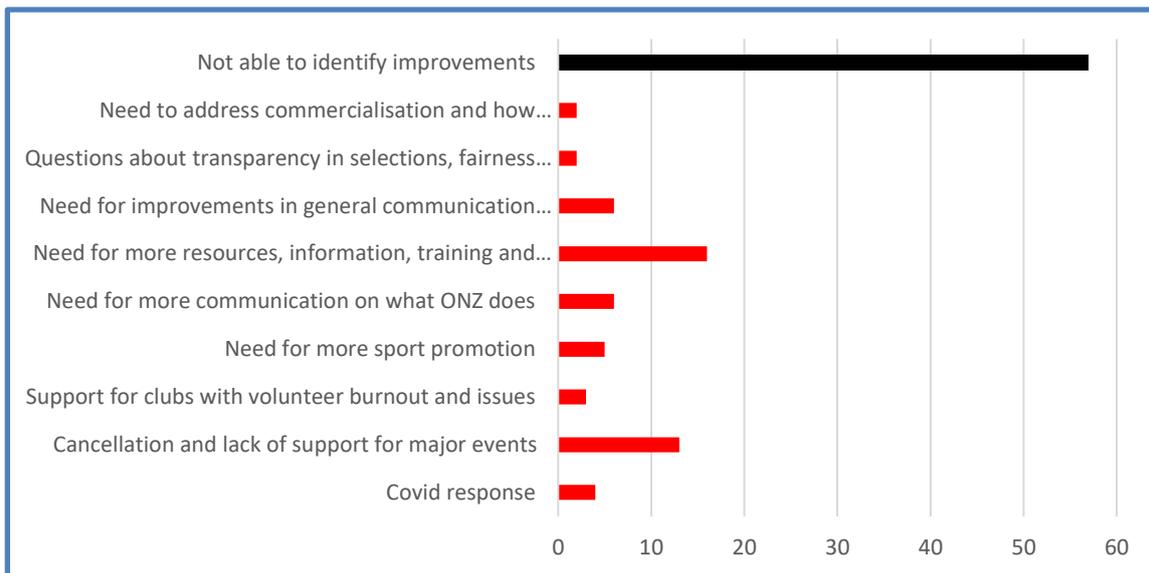


ONZ PERFORMANCE

Q10 - In the past year. what has ONZ done well (strengths)? 130 Responses

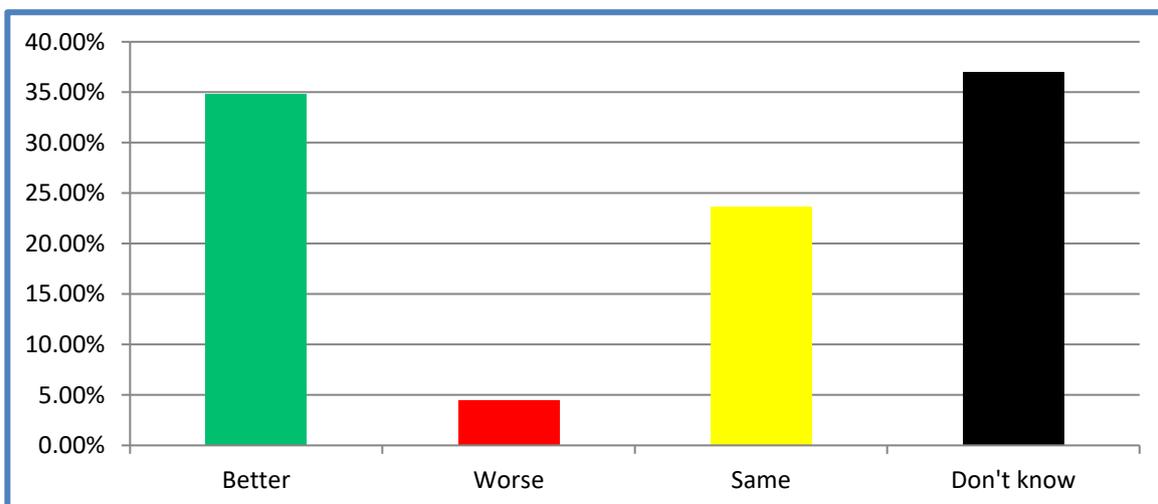


Q11 - In the past year, what has ONZ NOT done so well (improvement/opportunities)? 116 Responses



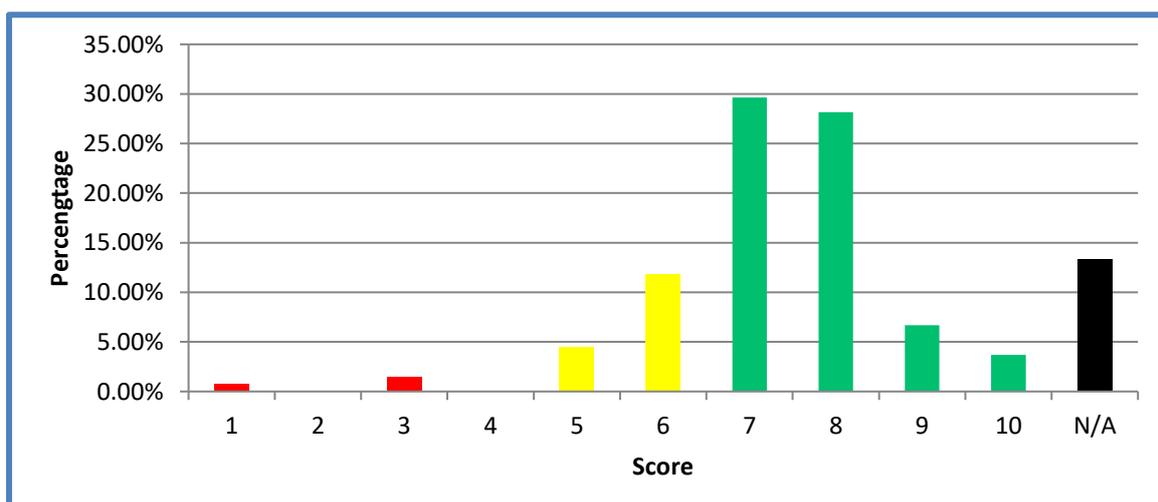
Q12 - Compared to this time last year, would you say ONZ is performing better, worse, or the same?

135 Responses



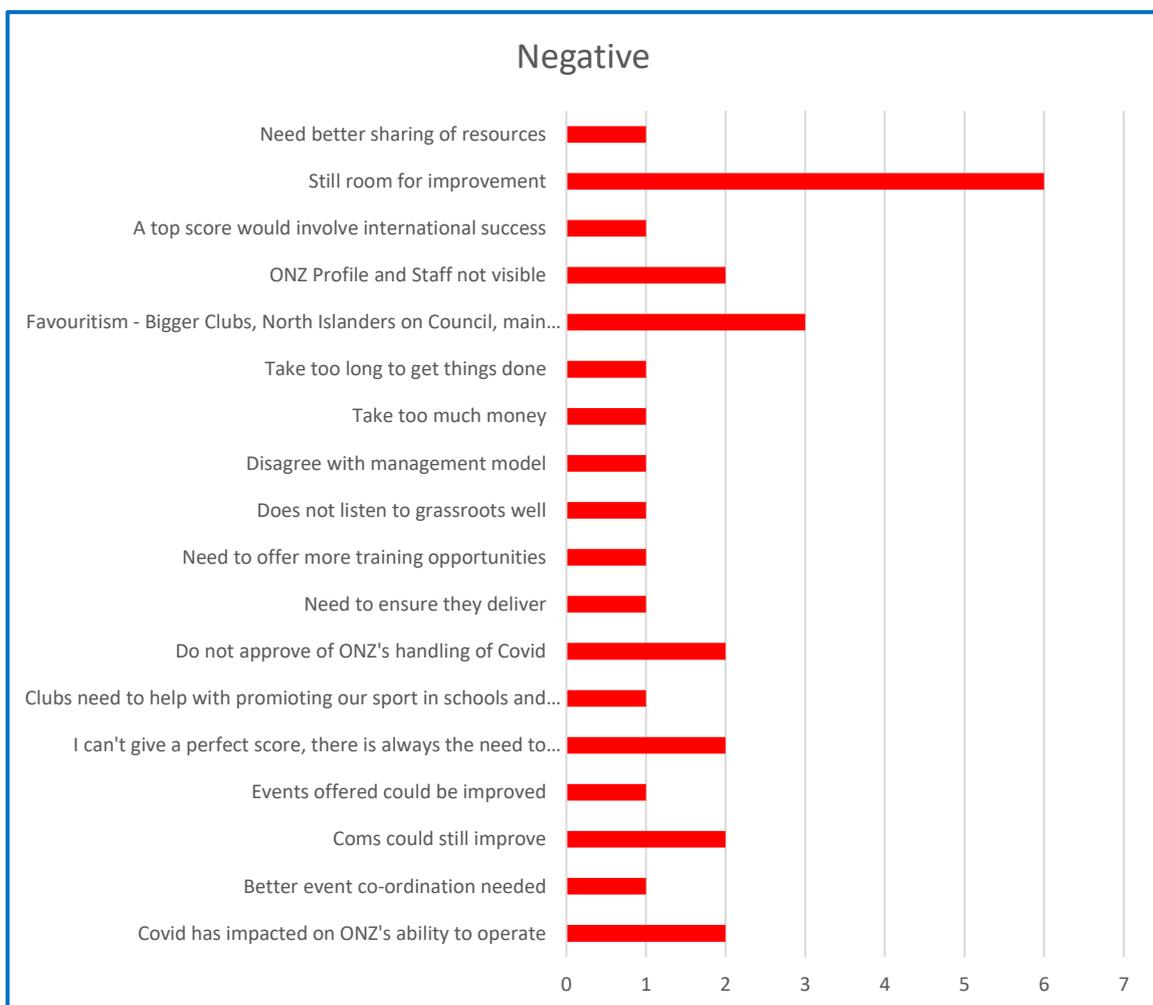
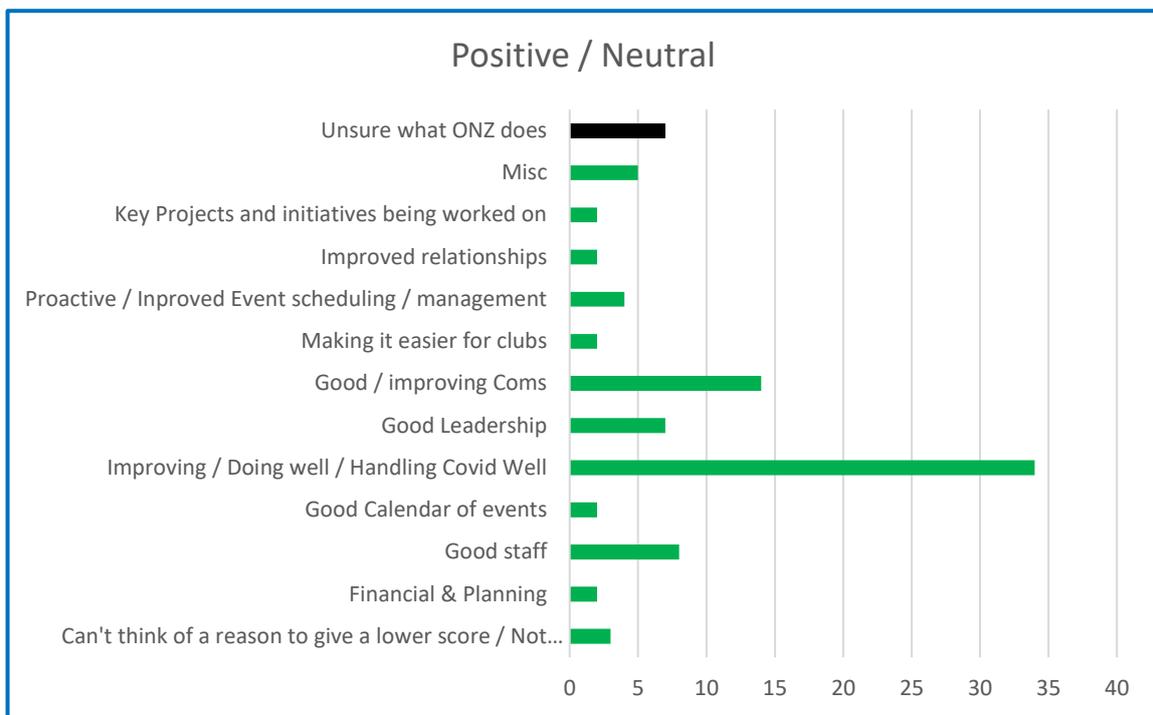
Q13 - On a scale of 1 (poor) to 10 (exceptional), how would you rate ONZ's overall effectiveness?

135 Responses



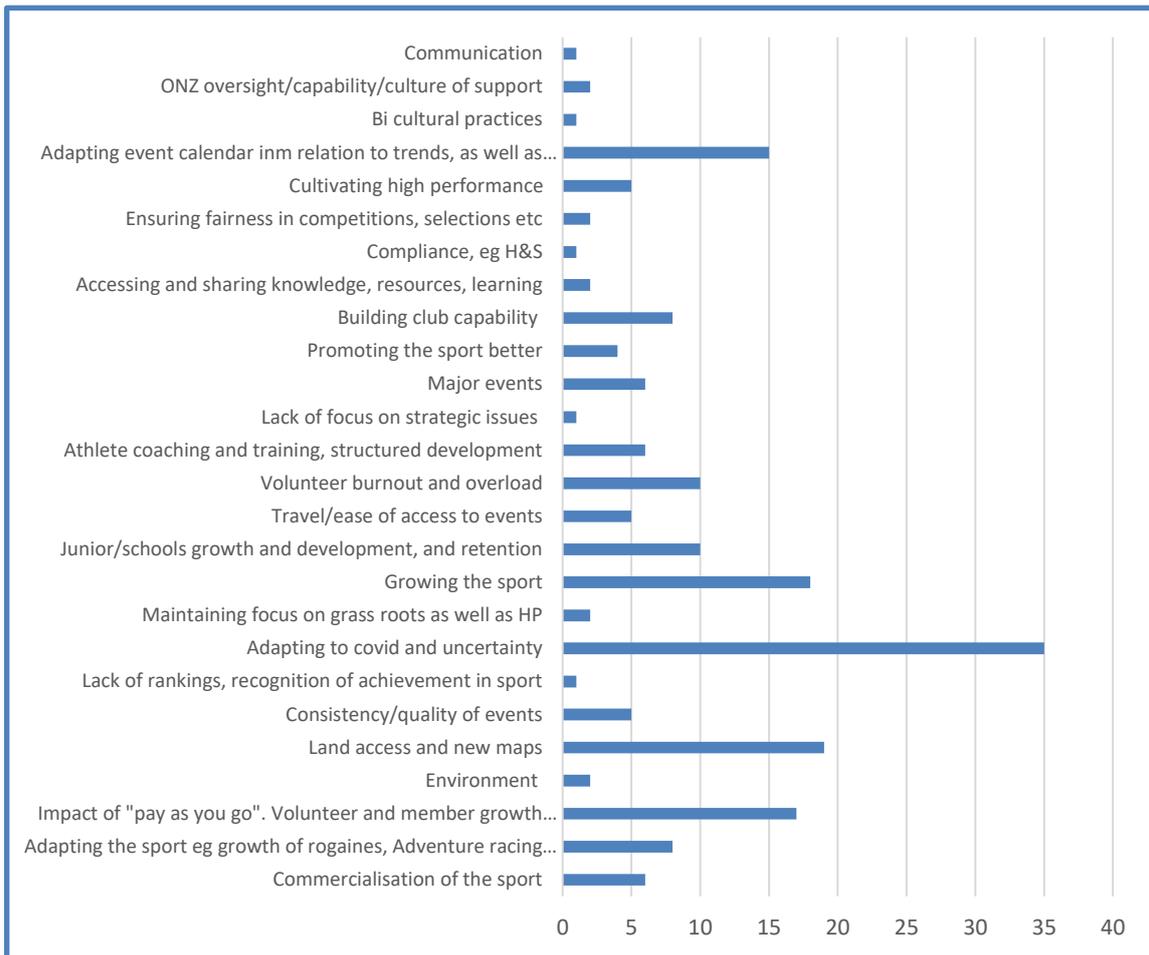
Notes: Weighted average for 2020 was 7.25, an increase from 5.71 in 2019.

Q14 - Why did you give that score? 123 Responses

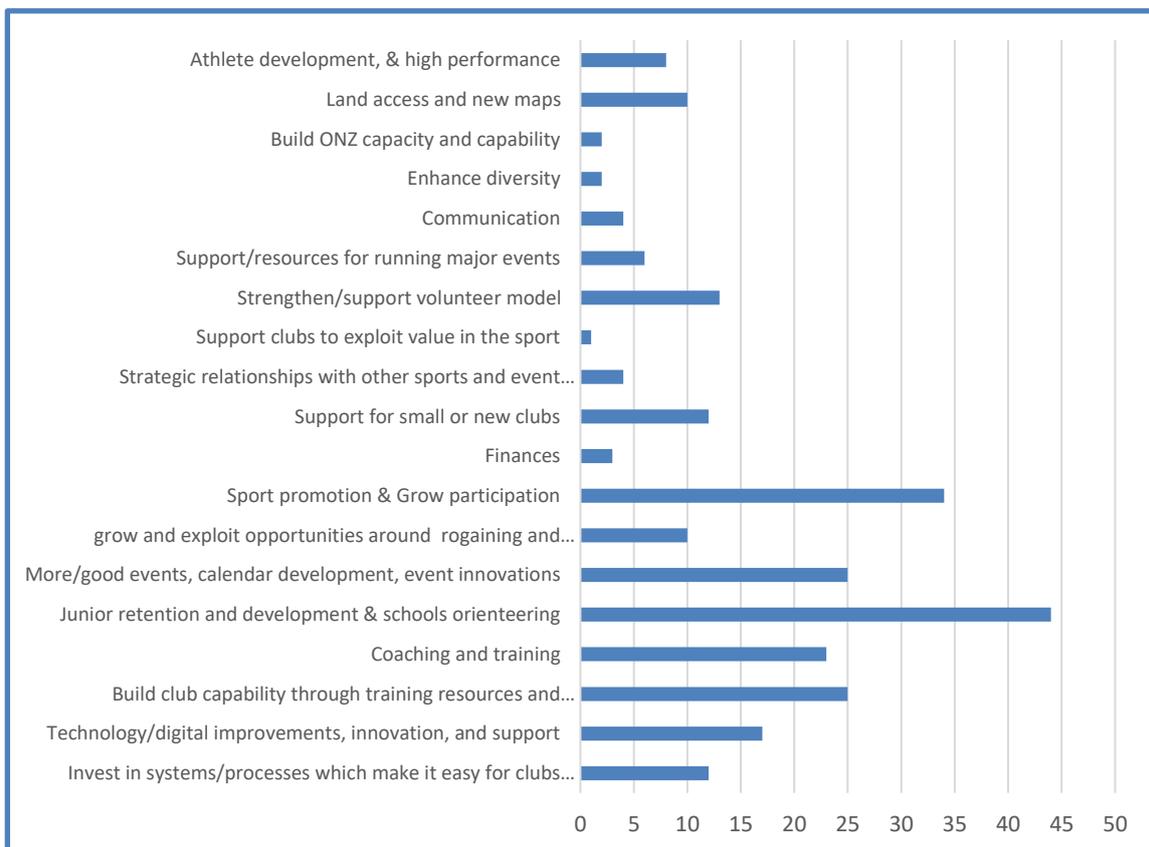


Q15 - What do you see are the big strategic issues affecting the sport of orienteering currently?

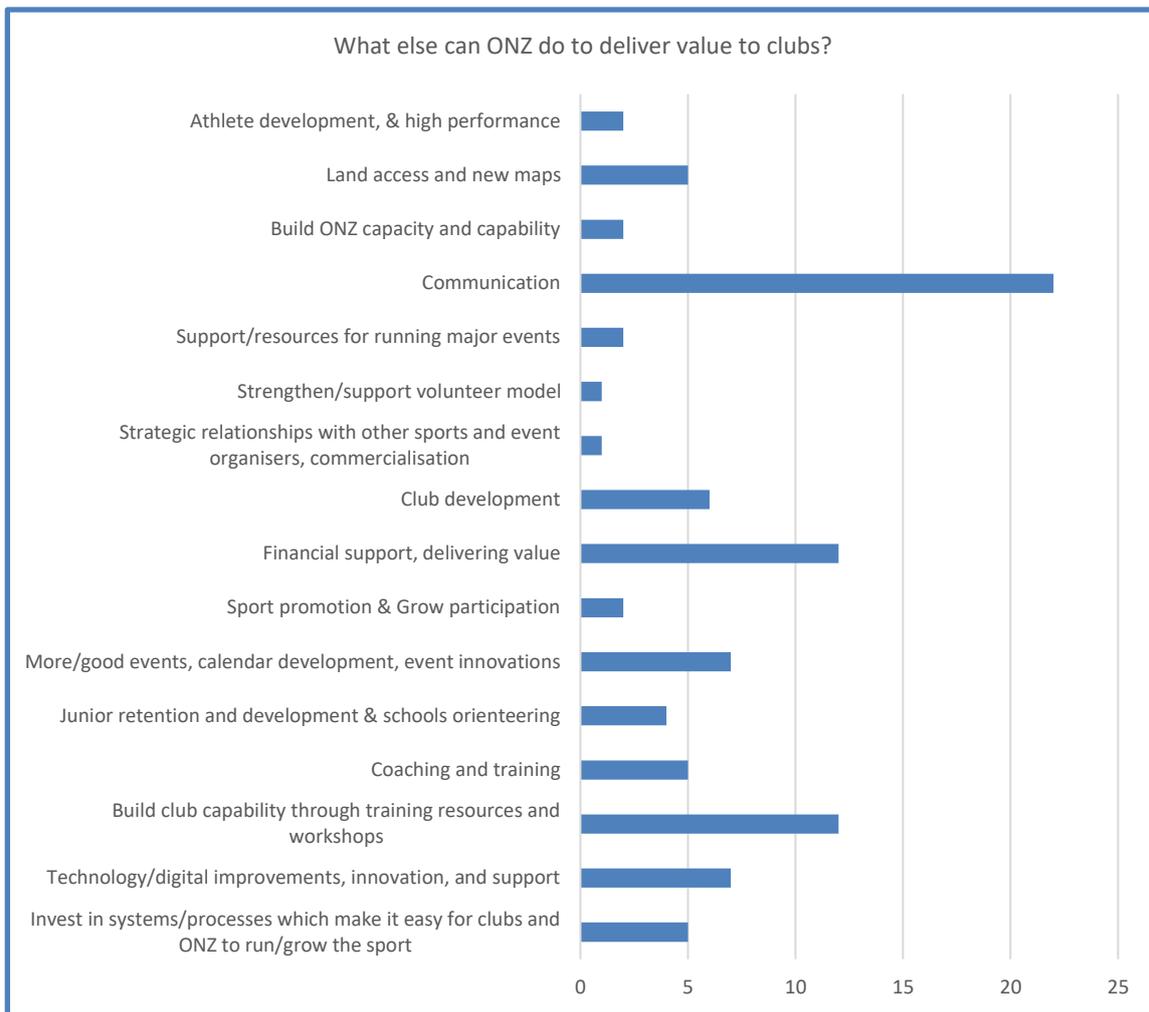
122 Responses



Q16 - What 3-5 things should ONZ focus on in the next 3 years, which would make the biggest difference to the sport? 119 Responses



Q17 - What else does ONZ need to do to ensure it delivers value to the clubs? 117 Responses



Q18 - Anything else? 96 Responses

