

Whangamata Club survey of members 2021

Report on survey findings

Report provided by...

Elizabeth Hughes
strategy&communication

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BACKGROUND

In 2020 the Whangamata Club Inc adopted a new Strategic Plan. The Club is now one year into implementation of this Plan.

As part of the Plan's development, a member satisfaction survey was conducted, along with asking members and staff about the strategic priorities the Committee should focus on.

A follow-up member survey was completed in May 2021 to provide a comparison with 2019 and current insight into members' satisfaction and ideas.

Note: a 2021 staff survey has not yet been conducted.

KEY FINDINGS

The key findings from the 2021 survey are:

- there is a generally high level of satisfaction with what the Club does and provides – and the older they are, the more satisfied they are
- there have been improvements to information provided to members and Club access since 2019
- the three most important priorities for investment are:
 - 1) people (“the best staff in Whangamata”)
 - 2) meaningful and visible customer improvements to the environment
 - 3) address the quality and variety of food on offer
- the survey findings are consistent with 2019 results.

PROCESS

The draft questionnaire was reviewed and approved by the Committee in early May.

This questionnaire went to 3246 members using Survey Monkey collectors on 12 May 2021. An incentive was provided: “be in to win one of four \$50 Club vouchers”.

The areas covered were:

1. The Whangamata Club's member Strategic Plan survey from last year

2. Ranking the Committee's priority areas from 1-4 in order of importance (1 being most important and 4 being least important)
3. Satisfaction with:
 - information (knowing what is going on)
 - access to the Club (sign-in process)
 - customer service (how you are treated)
 - comfort (the environment you are in)
 - food (quality and variety)
4. Additional services/activities/facilities you would like the Whangamata Club to provide
5. Attendance at the Whangamata Club
6. Demographics

Advance notice about the survey was provided in the Manager's update to all members.

A hard copy of the survey was made available for those people who do not have access to email/internet or who preferred to respond in writing.

RESPONSE RATE

There were 610 responses to the survey – four of them via hard copy. This is a very good response rate (for surveys of this type) of 19%. In 2019 the survey response was 532 members which was 17% of the total.

RESULTS

Ranking of priorities

Respondents were asked to rank their priority areas from 1-4 in order of importance (1 being most important and 4 being least important).

The most important ranking for priorities was 'having the best staff team in Whangamata'. This was followed closely by 'making customer service improvements'.

Both were ranked much higher than the other two priorities: ‘improvements to our building and properties’ and ‘relationships with our community and commercial partners’ which scored similar low scores.

The four areas covered, and their relative priorities, are highlighted below.

Ranking	Priority area	Score
1	Having the best staff team in Whangamata	3.05
2	Making customer service improvements	2.71
3	Improvements to our building and properties	2.15
4	Relationships with our community and commercial partners	2.10

Levels of satisfaction

The level of satisfaction across the five dimensions of information, access, customer service, comfort and food was generally high and equates to 2019’s overall satisfaction score of 7.3 out of 10.

The highest rating was for accessibility to the Club (sign-in process) and the lowest rating – by a large margin - was for food quality and variety).

Percentage of members who were *more than satisfied* across the five dimensions

Information (knowing what is going on)	79%
Access to the Club (sign-in process)	82%
Customer service (how you are treated)	82%
Comfort (the environment you are in)	75%
Food (quality and variety)	62%

Even though there is proportionally fewer people who are 'extremely dissatisfied' to 'dissatisfied' across the five dimensions, the numbers who ticked a negative perception are still reasonably high (see below). This suggests there may be some value in drilling further into these issues.

Numbers of members who were *less than satisfied* across the five dimensions

Information (knowing what is going on)	66
Access to the Club (sign-in process)	73
Customer service (how you are treated)	66
Comfort (the environment you are in)	73
Food (quality and variety)	107

What could the Club do to improve what it does now?

Members were asked if there were any additional services, activities or facilities they would like the Club to provide.

82% said no and 18% said yes.

There were 110 responses to this question and the most commonly mentioned services, activities or facilities that they would like are similar to the 2019 list. The following is a summary of all the comments (in priority order of mentions):

Most often mentioned:

- Better food selection catering for different dietary needs
- Different types of ethnic food options
- An outdoor area that is not dedicated to smokers
- An outdoor dining area
- An area with comfortable couches and chairs for lounging (not just drinking tables) – a separate lounging area without TVs, TAB, pool tables etc
- A dedicated outdoors play area for children and more child-friendly space indoors
- School holiday programme for kids

- Better entertainment (ie bands catering to the under 40s)
- Decent coffee
- Reduced noise levels – better acoustics, a better sound system
- Increase staff numbers at busy times
- Book club/library for members
- Craft meetings/exercise classes during the day
- Customer loyalty card with voucher after a certain amount is spent

Other mentions and consistent with 2019 feedback:

- More card games
- Computer games space for young people
- More things/events/activities targeting women
- A 'café'
- Housing for employees

Other ideas that were fresh or may be of interest:

- A meeting room available for community groups of up to 20 people
- Courtesy van run by the Club
- Mobile phone charger box
- Scooters provided for members to use to get home
- More involvement in local events and/or organisation of fun events to cater for a wider audience
- Big TVs to watch sports (and being open with breakfast specials for fixtures on the other side of the world)
- Removing tables from the dance floor when bands are playing
- Enclosed TAB area
- Birthday vouchers
- Children's Christmas party
- 'Pickle ball' courts in the bowling green area
- A dedicated pool table and air hockey table for teenagers
- A wall chart listing all available activities the Club is running
- Indoor bowling green/ten pin bowls
- Karaoke

BY THE NUMBERS

Attendance

Several times a week – 12%

About once a week throughout the year – 20%

About once a month throughout the year – 23%

Mainly during holidays (peak times) – 21%

Less than six times a year – 15%

I have only been there once or twice – 6%

Live

I live full time in Whangamata (or nearby) – 35%

I have a holiday home in Whangamata (or nearby) – 54%

I come to stay in Whangamata sometimes (or nearby) – 11%

Age

This year there was a larger percentage of younger people who completed the survey (2019 - 3% compared to 2021 - 5.2%) and a significantly smaller percentage of people over 65 (2019 - 47% compared to 2021 – 38%).

Gender

This year there were significantly more women than men who filled in the survey compared to 2019.

	2019	2021
Female	44%	51%
Male	56%	49%

Comparison with 2019 survey

We asked a question about last year's survey. Only 34% said they could recall receiving the Whangamata Club's member survey in 2019 and only 25% of those could recall filling it in.

This possibly means one of three things:

- 1) a different family member (same email address) this year has received and filled in the 2021 survey
- 2) newer members are mainly the ones who have responded
- 3) Club members have short memories.

Despite this, the challenges and issues raised by the respondents are helpfully consistent. It is difficult to judge whether the reason we received more responses was due to the incentive or to the larger database.