



Voice of Participant Survey – Report

Squash New Zealand Poipātū Aotearoa

Dec-23

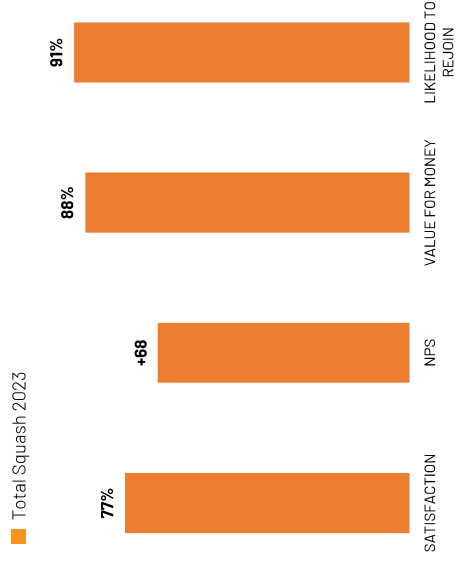
Key results summary

Sample Overview

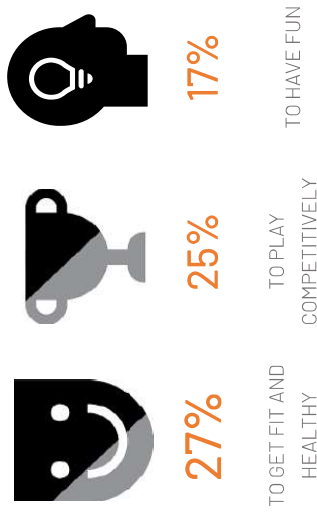
2023 participants: n= 1,474
 n= 1413 players (96%)
 n= 61 parents (4%)



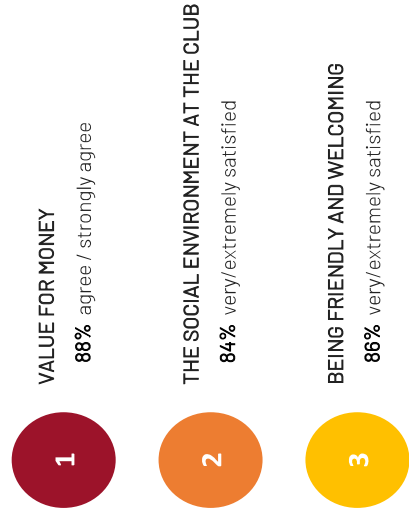
Key metrics



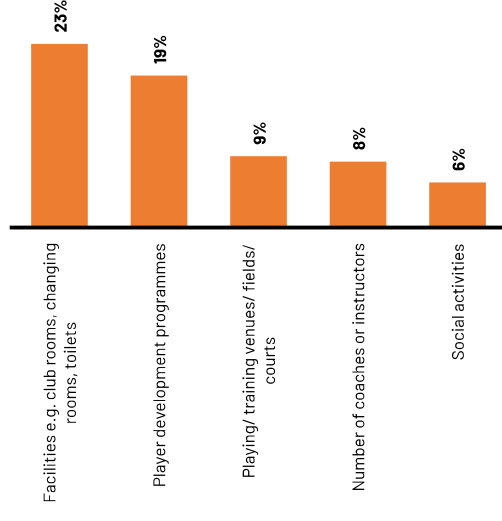
Reasons for belonging (top 3)



Most important drivers



Focus for improvement



Executive summary

Key metrics

Satisfaction: Three quarters (77%) are very or extremely satisfied with their squash club experience. This result is significantly higher than the All Sports 2022/23 average (65%).

NPS (Net Promoter Score: a measure of likelihood to recommend the club): Seven in ten squash club members are highly likely to recommend their club to others. Squash's NPS score is +68, which is a very positive result, and well above the All Sports 2022/23 NPS (+44).

Value for money: Nine in ten respondents (88%) feel they get value for money from their club. This result is significantly above the All Sports 2022/23 average (75%).

Likelihood to rejoin next season: Nine in ten squash members (91%) intend to rejoin their club next season. This result is significantly above the All Sports 2022/23 average (84%).

Drivers of experience

The drivers (or aspects of the participant experience) with the highest levels of satisfaction are:

- Being friendly and welcoming (86% very/extremely satisfied)
- Encouraging good sportsmanship and fair play (84%)
- The social environment at the club (84%)

The drivers with lowest levels of satisfaction are:

- Having qualified/ experienced officials available when I compete (56% very/ extremely satisfied)
- Helping me develop/ fulfil potential (60%)
- The quality of coaches (63%)

The top three most important drivers for recommending one's club (according to regression analysis) are:

- The social environment at the club
- Being friendly and welcoming
- Is fair and provides equal opportunities for all players

Club environment / gender equality

Nine in ten young people under 18 (or parents) agree 'My/ my child's coach supports young people to grow their confidence' (93%) and 'My/ my child's coach has an emphasis on fun and enjoyment' (90%).

Nine in ten respondents (all ages) agree 'the club provides a supportive and encouraging environment' (93%), and 'the club has an inclusive environment' (89%).

Female respondents' level of agreement are positive for all three gender equality statements.

Compared with the All Sports 2022/23 average for female respondents, female squash respondents are significantly more likely to agree with 'my club treats all people equally regardless of gender' (92% vs. 78% All Sports 2022/23) and 'there are equal opportunities for men and women to assume leadership roles at my club' (89% vs. 78%).

Executive summary

Other results

Three in ten respondents (30%) experienced inappropriate sideline behaviour at least occasionally in the last 12 months, which is below the All Sports 2022/23 average (34%).

The most common ways of getting into squash was via a personal friend (36%) or a parent (29%).

Respondents were shown a list of 23 aspects of the squash experience, and asked which were important to them. The most commonly selected aspects were:

- Having fun and a laugh (78%)
- To get fit/ exercise (75%)
- Connectivity/ socialising (63%)

Three in ten respondents aged 8-18 years (29%) are deemed to be 'highly specialised' (meaning they responded 'yes' to at least 3 of the Specialisation questions; see Balance is Better section for more detail). This is significantly higher than the All Sports 2022/23 average (29% vs. 9%).

Demographic differences

Age: 19-34 year olds are the most satisfied of the four key age groups (80% very or extremely satisfied), while 5-12 year olds are least satisfied (68%). 5-12 year olds tend to be the least positive age group across the key metrics.

Gender: Male respondents tend to be more positive than female respondents across the key metrics.

Disability: Disabled respondents tend to be less positive across the key metrics than non-disabled respondents.

Ethnicity: There is no consistent pattern across key metric results by ethnicity.

Differences across Provinces

Respondents from Wellington are most satisfied with their overall experience. Midlands and Northland respondents are the least satisfied.

Southland respondents are most likely to recommend their squash club. Auckland and Eastern respondents are least likely to recommend their club.

Northland and Otago respondents are most likely to rejoin their club next season. Respondents from Wellington are least likely to rejoin (although 87% of Wellington respondents are likely to rejoin, which is a very positive result).

Those from Southland and Wellington are most likely to feel they get value for money. Midlands respondents are least likely to feel they get value for money.

Key metrics summary

Overall, how is Squash New Zealand performing?

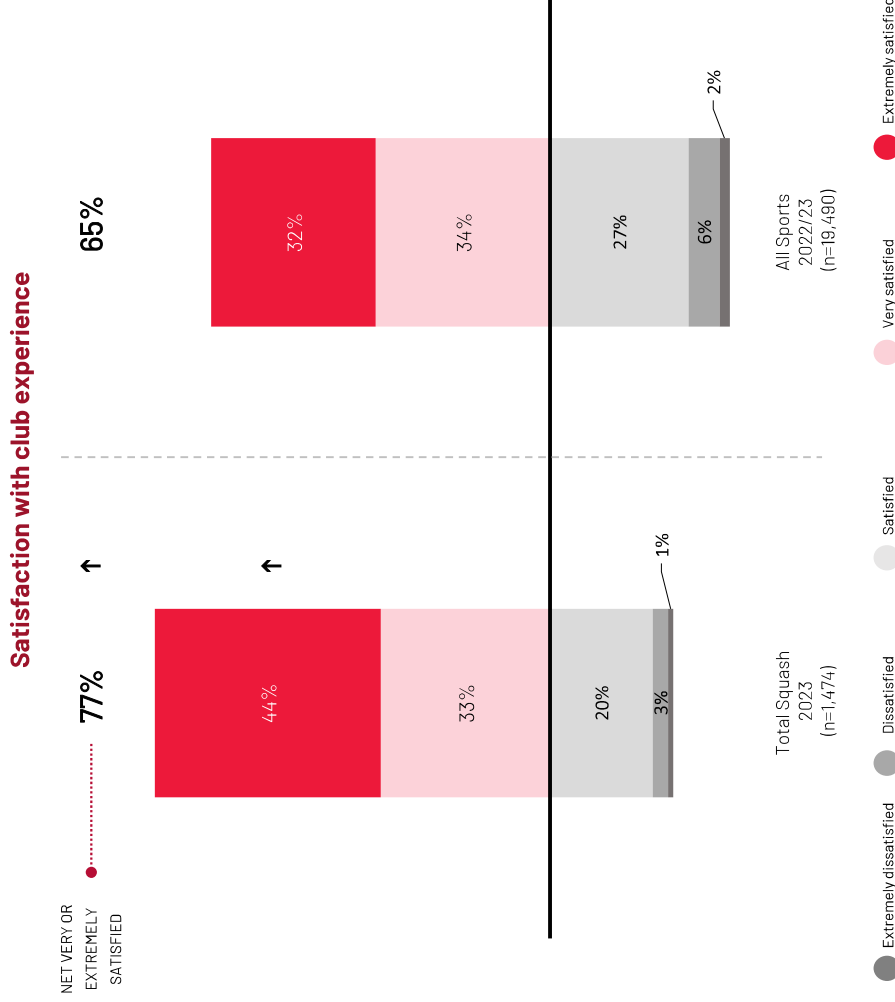
Satisfaction	NPS	Likelihood to rejoin	Value for money
77% ↑	+68 ↑	91% ↑	88% ↑
All Sports 2022/23	All Sports 2022/23	All Sports 2022/23	All Sports 2022/23
65%	+44	84%	75%

Base: 06/07/01 All Respondents (Excluding Don't know/ Can't say), 09 Members (Excluding Don't know/ Can't say), 020 New Members (Excluding Don't know/ Can't say)
 Total Squash/All Sports 2023: 06 (n=147), 19490 / 07 (n=1465/19436) / 09 (n=1445/18948) / 020 (n=1403/17563)
 ^ Question only asked of new members

Three quarters are very or extremely satisfied with their squash club experience

experience

This result is significantly higher than the All Sports 2022/23 average (77% vs. 65%).



Those more likely to be very or extremely satisfied:

- 65+ years (80%)
- 19 to 24 years (84%)
- Wellington region (83%)

Those less likely to be very or extremely satisfied:

- Female (73%)
- 5 to 18 years (72%)
- Other ethnicity (73%)
- Midlands region (71%)
- Northland region (72%)

Net Promoter Score (NPS*): Seven in ten squash club members are highly likely to recommend their club

An NPS of +68 is a very positive score, and is significantly above the All Sports 2022/23 average (+44).

Likelihood to recommend their club (NPS)



Those more likely to be a promoter:

- 65+ years (+83)
- Māori ethnicity (+73)
- Southland region (+84)
- Waikato and Northland region (+74)

Those more likely to be a detractor:

- 5- 18 years (+63)
- 25 - 34 years (+63)
- Pasifika ethnicity (+62)
- Auckland region (+59)
- Eastern region (+62)

*** NPS = % PROMOTERS (9-10) - % DETRACTORS (0-6)**

Base: All respondents (Excluding Don't know/not applicable)
 Imagine someone is interested in playing or participating in squash. If they asked you/ your child, how likely are you/they to recommend your/ their club to them, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely?

Example comments – What do you love about your club?

"Friendly, good facilities, showers etc. Events on to either play in or watch. Always someone to play. Play as little or as much as want. Easy parking."

Player, 55-59 years, Northland

"It has great members who are helpful and friendly. The club is well organised and managed, and we are always notified and aware of what is happening at the club. The club is in an accessible location for me and is relatively close. Club night is well run and managed. New and old members feel welcome and safe."

Player, 16 years, Canterbury

"Lots of opportunities to have fun. Eg. Business House, Club nights, Doubles, Ladder league. Club is always making improvements. Eg. New glass courts. Excellent professional coach and club coaches who give up their time to help players improve."

Player, 60-64 years, Central

"A very welcoming group of people, good advertising and posting on social media keeping you up to date with what the club is up to. Good facilities too"

Player, 25-29 years, Central

"We are a whānau club. We look after manuhiri who then become part of a whānau"

Player, 35-39 years, Bay of Plenty

"A fabulous club, which is friendly, has lots of different leagues, coaching, & other events. A fantastic committee"

Player, 50-54 years, Southland

"It has four floodlit tennis courts and five squash courts with one of the courts being a gallery/show court with seating for over 100 people. Full men's and women's changing rooms each with a sauna for each. A full gym and warm up area. Also a full kitchen and a modern bar and large lounge facilities. The club was built in the early 1970's however has kept modern over the years progressive to changing times. Very family friendly club with a very motivated Club General Manager who runs the club exceptionally well."

Parent and Player, 50-54 years, Auckland

"It's very social. It has a good vibe and there are lots of friendly people. It's a mix of young and old professionals because it's in the middle of the city. The location means you can fit in a game at lunchtime. The location is also convenient as you have a game on your way home."

Player, 40-44 years, Wellington

Example comments – What could be improved at your club?

"The use of courts during the hours of 4pm to 7pm. Admin pre book all 4 courts very often between these time. For \$600 you should be able to book courts between these time. No other club allows this. No club atmosphere."

Player, 45-49 years, Auckland

"Not worried about the top players, unwilling to accommodate us whatsoever. All we've asked for is 1 permanent booking a week just like all other grades. Answer was no, then we book in advance and they cancel them as they've forgotten to book there own courts. We are all leaving this season because of it."

Player, 25-29 years, Canterbury

"There isn't the social experience that you get at other clubs due to there being no bar. Also, the number of players is low so interclub teams are a bit skewed."

Player, 25-29 years, Otago

"Because I didn't feel included and wasn't told what was happening at the club, no newsletters sent to me this year, no pennant updates, not told about club champs."

Player, 30-34 years, Midlands

"We got great people in our club, Committee members and even social members. Some are pretty stuck up but the ones I know love to socialise like me and have fun on and off the court. I like my club a lot, I feel lucky to be apart of it."

Player, 18 years, Central

"It would depend on what that friend was looking for, if they are wanting a social community and family friendly place I would say another club. If they are looking for somewhere more competitive or casual then I would say our club."

Parent and Player, 35-39 years, Wellington

"Coaching is discouraged Bar is not open for people who want to play & have a beer after - Socialising."

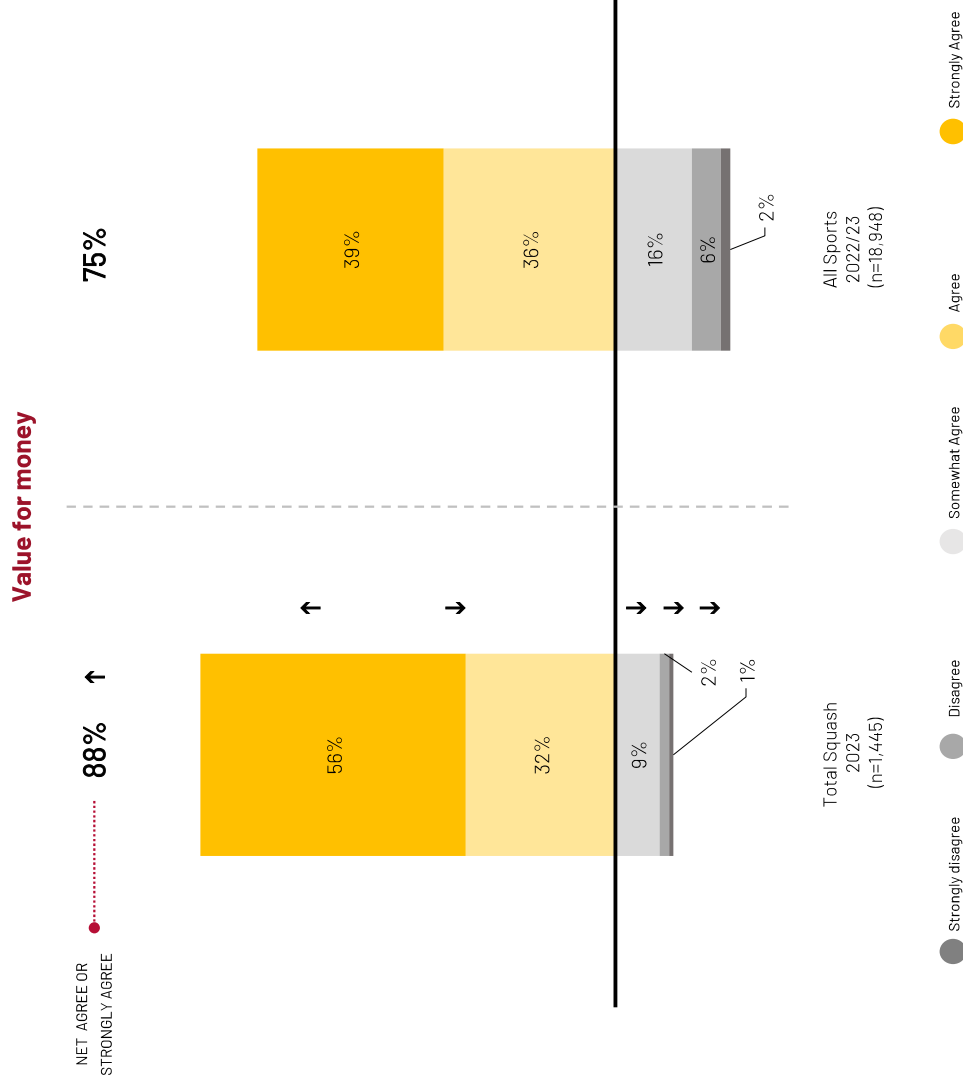
Parent and Player, 45-49 years, Waikato

"More car parking, more natural light at club, more courts, drinking water other than from toilet basins, larger and more modern change rooms, more digital interface with scoring and challenge ladders and leagues, more active committee and more volunteers."

Player, 40-44 years, Otago

Nine in ten respondents feel they get value for money from their club

This result is significantly above the All Sports 2022/23 average (88% vs. 75%).



Those more likely to perceive value for money are:

- Male (91%)
- 65+ years (95%)
- Southland region (94%)
- Wellington region (91%)

Those less likely to perceive value for money are:

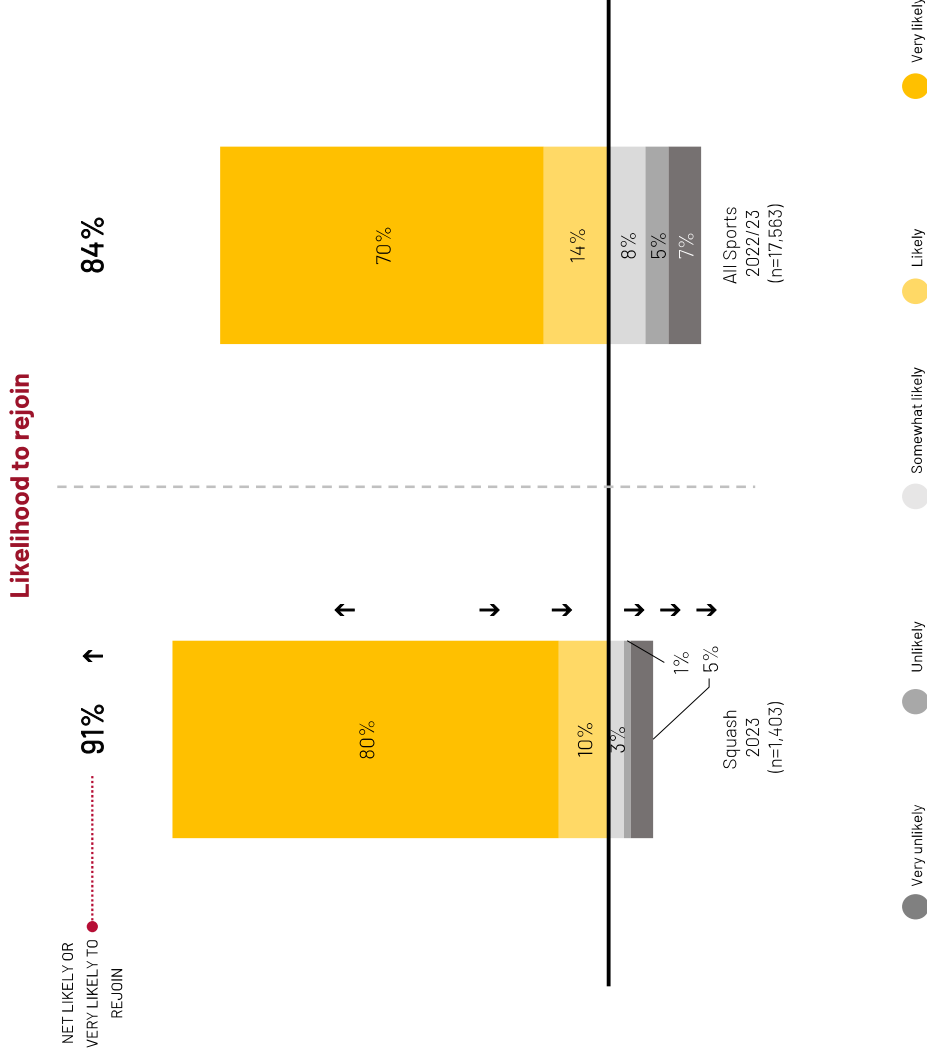
- 5 to 12 years (79%)
- Pasifika ethnicity (77%)
- Midlands region (82%)

Base: All respondents (Excluding Don't know/not applicable)
 Q11. To what extent do you agree or disagree with the following... The opportunities, services and benefits that I/ your child receive/ receives from my/ their club make it well worth the money I/ you or they pay

↑ ↓ Significantly higher/lower than All Sports 2022/23

Nine in ten members intend to rejoin their club next season

This result is significantly above the All Sports 2022/23 average (91% vs. 84%).



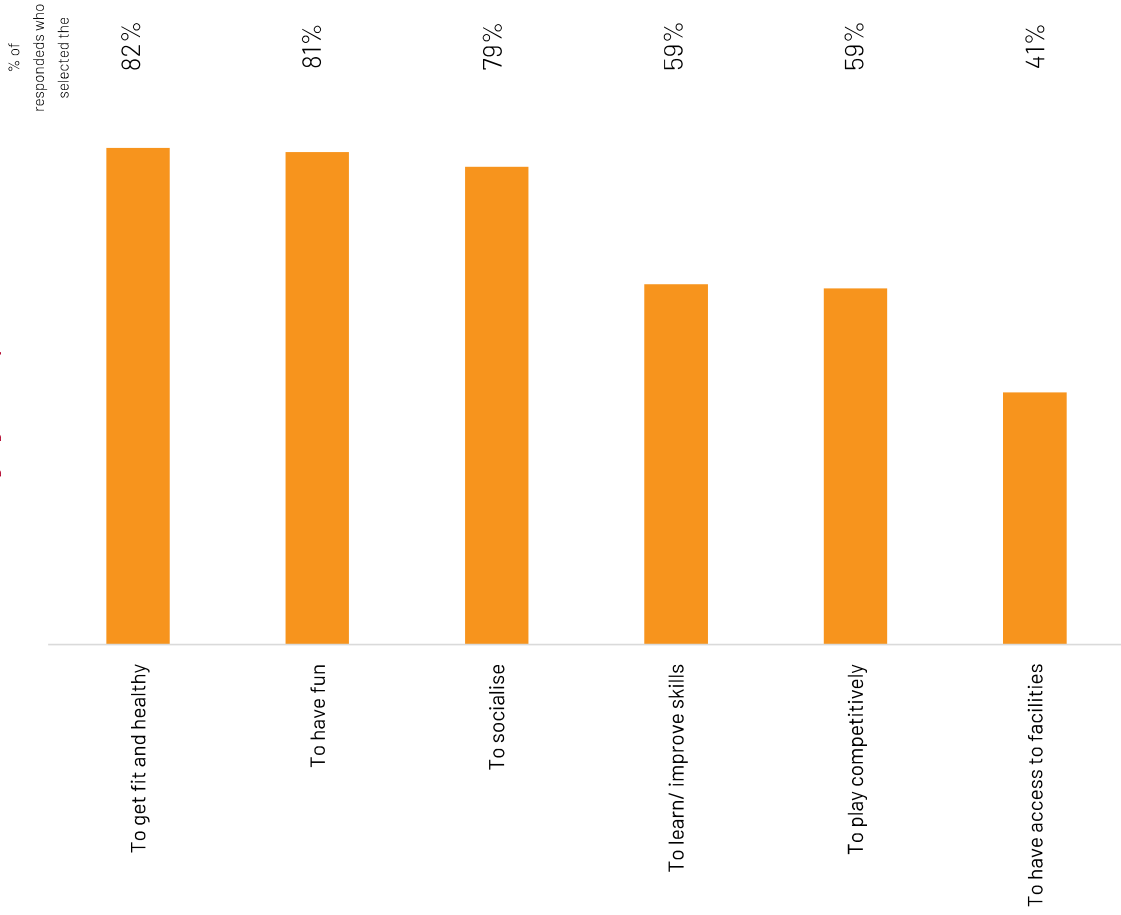
- Those more likely to rejoin are:**
- 19 to 26 years (96%)
 - Otago region (95%)
 - Northland region (94%)
- Those less likely to rejoin are:**
- Pasifika ethnicity (84%)
 - Disabled (79%)
 - Wellington region (87%)

Base: All respondents who are members (Excluding Don't know/not applicable)
 08. How likely are/ is your/ your child to play for or rejoin <insert club> next season?

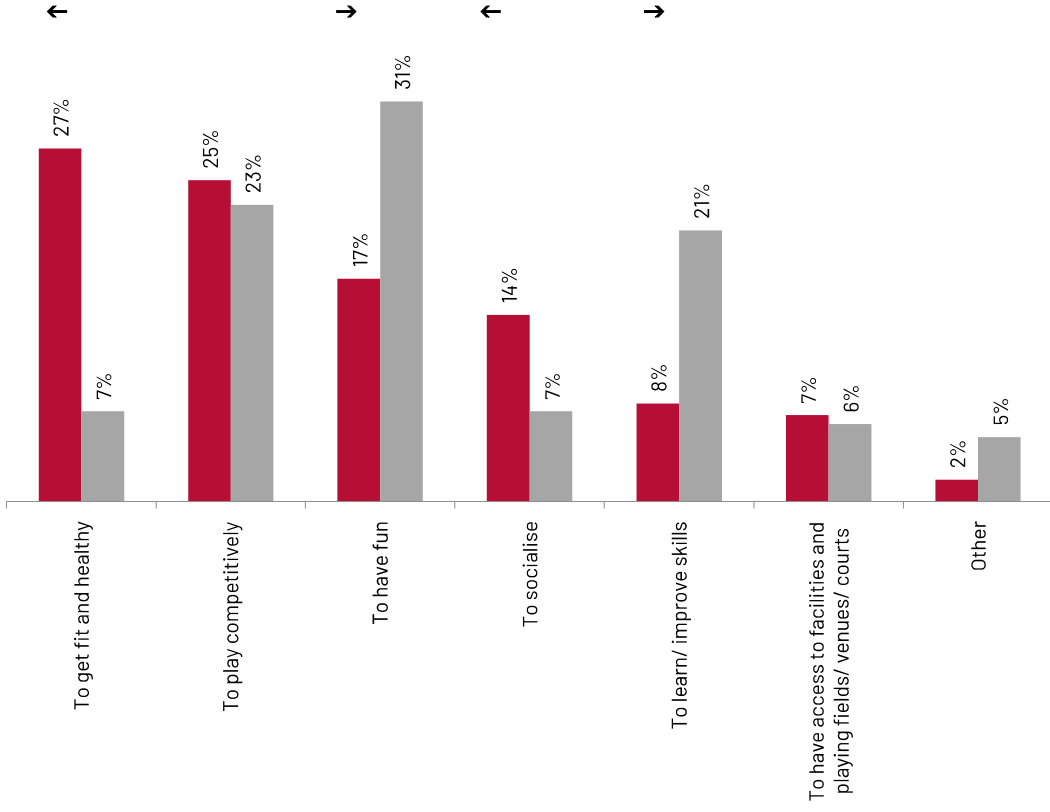
↑ ↓ Significantly higher/lower than All Sports 2022/23

The most common main reasons for belonging to a club are to get fit and healthy and to play competitively

Reasons for belonging to a squash club



Main reason for belonging (respondents could only select one)



■ Total Squash 2023 ■ All Sports 2022/23

Base: All respondents who are members 2023 (n=1,418)

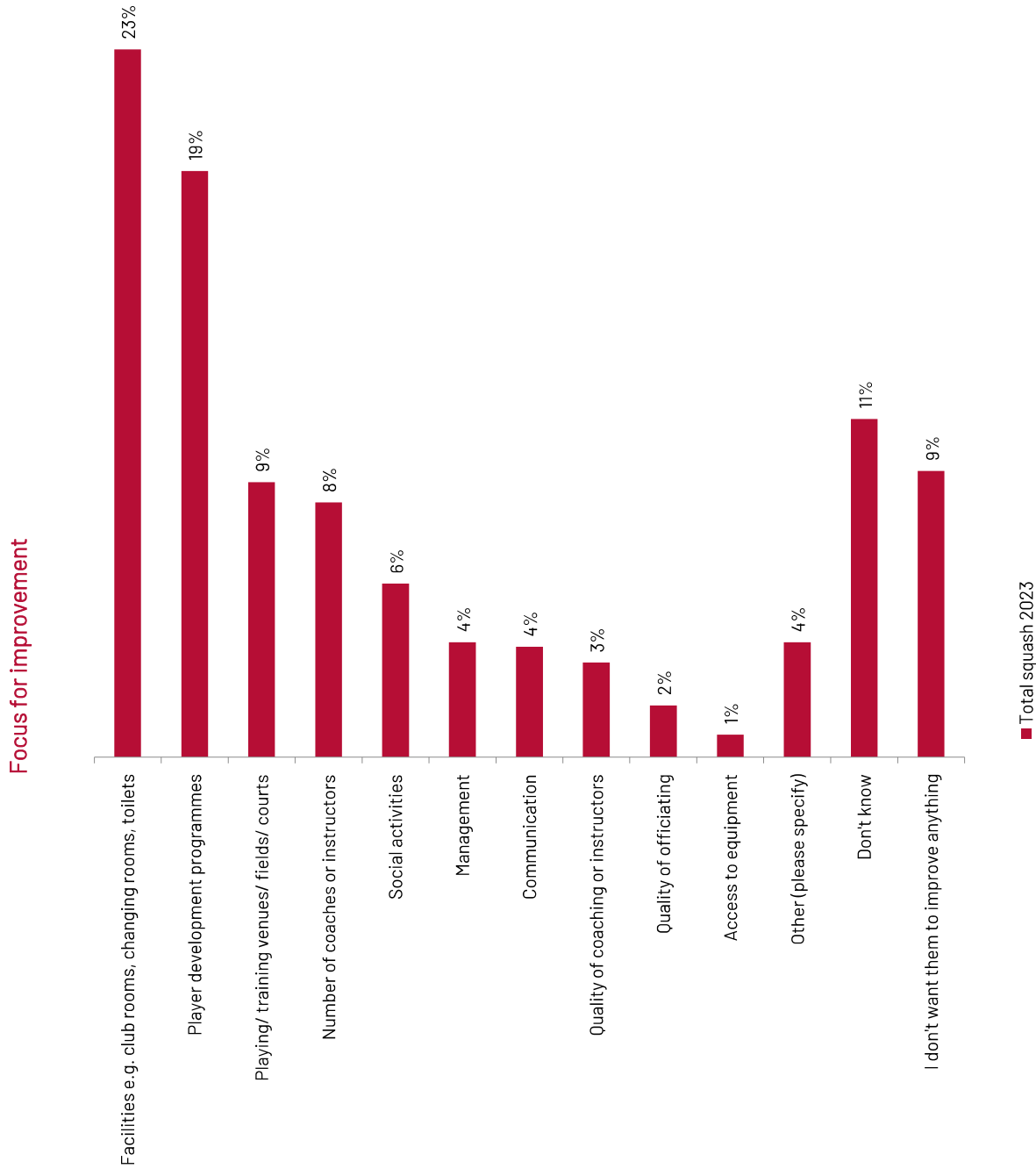
04. What are the reasons you/ your child belong/ belongs to a Squash club?

Base: All respondents who are members 2023 (n=1,418)

04. What is the main reason your/ your child belong/ belongs to a squash club?

↑ ↓ Significantly higher/lower than All Sports 2022/23

A quarter would like to see a focus on improving player facilities



* See page 3 for definition of 'parent and player'

Base: All respondents (2023 n=1,287)

014. If you/ your child's squash club was going to focus on improving one of the following aspects, which would be the one thing you/ your child would like them to improve?

↑ ↓ Significantly higher/lower than All Sports 2022/23

Example comments – What would you like to see improved?

"Upgrading the male and females toilets and changing room facilities as they are old and run down. This is especially important when other interclub teams come to visit, these facilities need to be at a higher standard."

Player, 45-49 years, Auckland

"Our building is in need of repair and upgrade in places and the facilities – changing rooms, kitchen / bar area are small. It is all maintained as well as it can be, but renovation would make the environment better for all"

Player, 55-59 years, Southland

"Junior program is great but just gives basic skills - it is great fun. Would be happy to pay a bit more for smaller groups and more focused training. Not all children would want this so I guess it depends on how many would take it up. However, if our child decides to play more competitively we could organise this ourselves if needed. It has given him a great base to work from."

Parent, 11 years, Waikato

"Other coaching training opportunities for juniors"

Parent, 14 years, Southland

"Would like the floors to be regularly upkeep and maintained to the standard they are normally"

Player, 20-24 years, Otago

"Would love to have a couple extra courts, which I know is ambitious! But then we could offer multiple options for players at the same/ similar times without having the issue of court numbers. Also, would be good to possibly host bigger tournaments (i.e. national events)"

Player, 25-29 years, Canterbury

FACILITIES E.G. CLUB ROOMS, CHANGING ROOMS, TOILETS

"Changing rooms are too small & need to be upgraded as does the kitchen area facilities. Not fit for purpose."

Player, 70-74 years, Southland

In general the club is dated and needs overhaul but getting support from tradespeople is difficult due to capacity in the industry and funding if difficult as well, grants are available but getting quotes is difficult and often club members are happy to do the work but can't get the funds to cover materials etc as quotes are required.

Player, 25-29 years, Wellington

PLAYER DEVELOPMENT PROGRAMMES

"Would just be nice to have an opportunity for those of us who wish to progress, to play some higher graded players who may be able to give tips etc"

Player, 20-24 years, Bay of Plenty

"I would like to see squash NZ give back to the smaller and rural clubs by providing some coaching or training days we currently pay fees and receive access to squash and that's it. Now are told they have spent huge amount of money changing the grading system which will not benefit our small rural club at all we may look at removing ourselves from being affiliated to squash NZ and squash Waikato"

Player, 35-39 years, Waikato

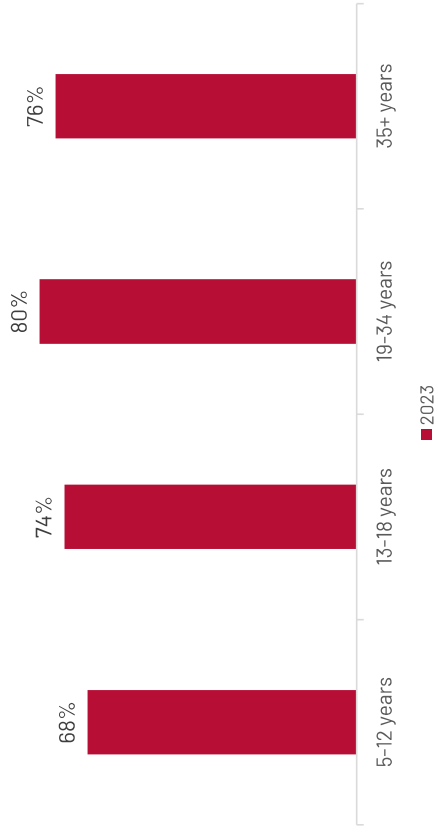
PLAYING/ TRAINING VENUES/ FIELDS/ COURTS

"Our town is growing fast and our club membership is growing so we are outgrowing our two courts, we need more courts, but it is a long road to raise the funding, I feel local council/governance should be supporting local sports facilities financially when it comes to improving/increasing the size of the facilities. Our club focusses on youth involvement which in turn engages the parents, the benefit to the community is great so this is more a greater community facility than just a sports club/community. Other than that the club is in excellent condition and the committee have done a great job upgrading and maintaining it."

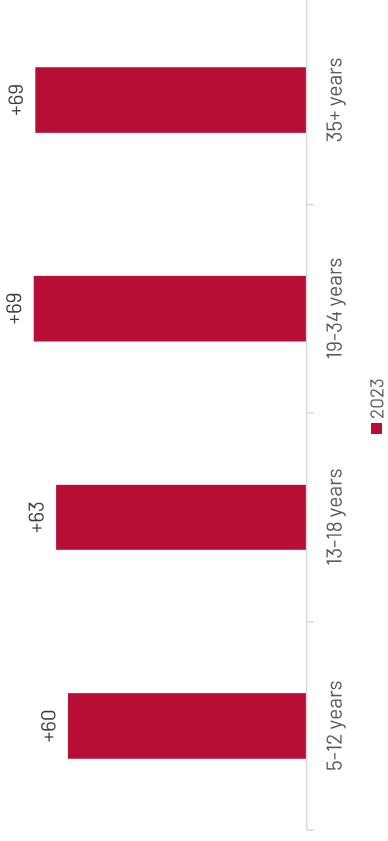
Parent and Player, 40-44 years, Auckland

Key results by age

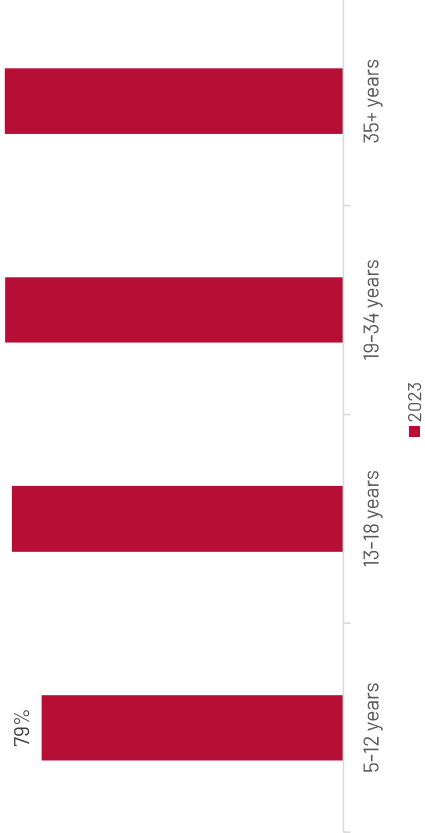
Overall satisfaction (% very or extremely satisfied)



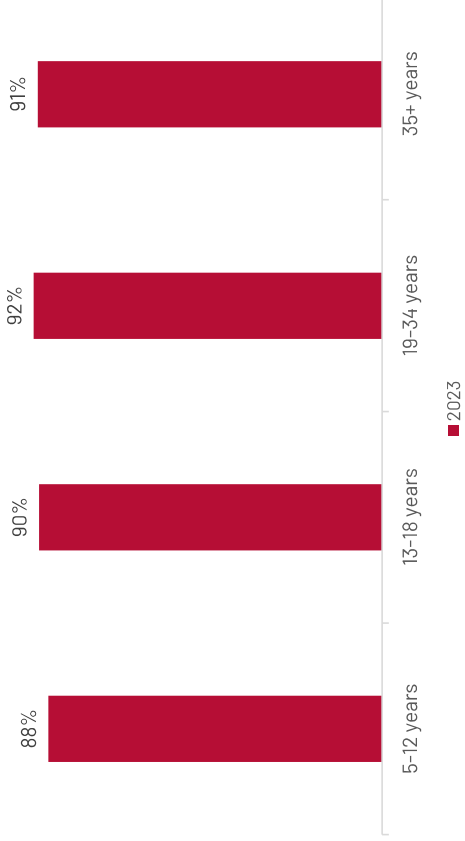
NPS (promoters minus detractors)



Value for money (% agree or strongly agree)

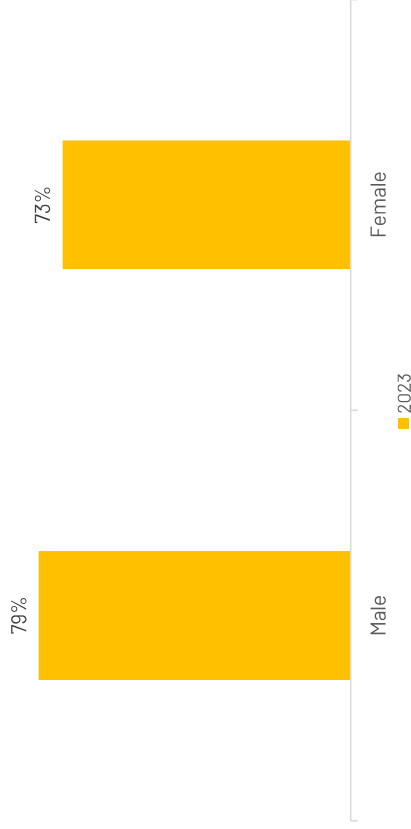


Likelihood to rejoin (% likely or very likely)

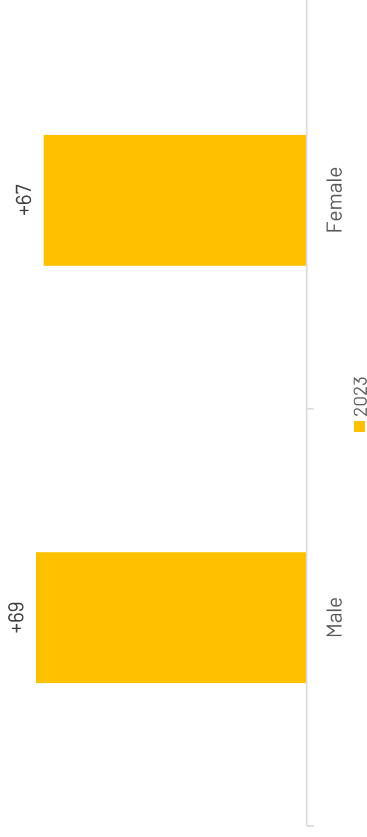


Key results by gender

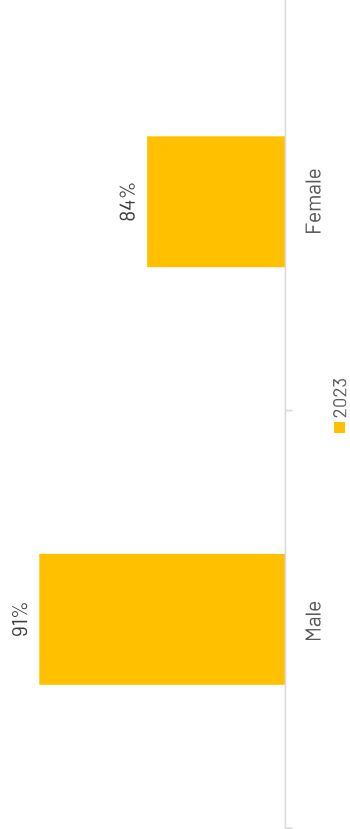
Overall satisfaction (% very or extremely satisfied)



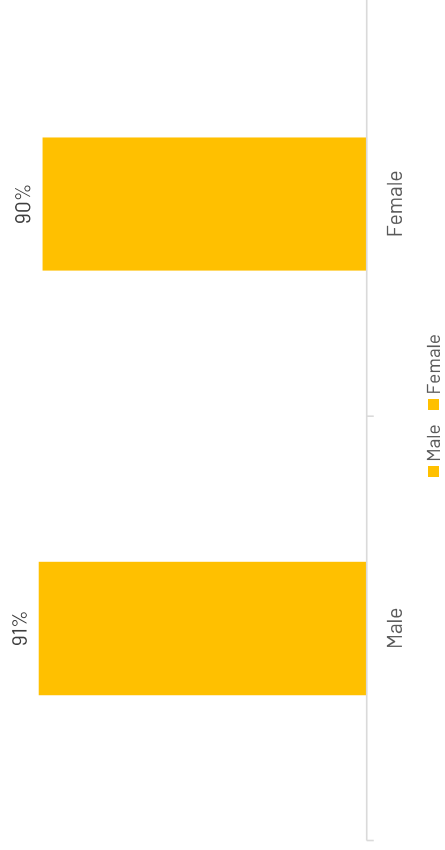
NPS (promoters minus detractors)



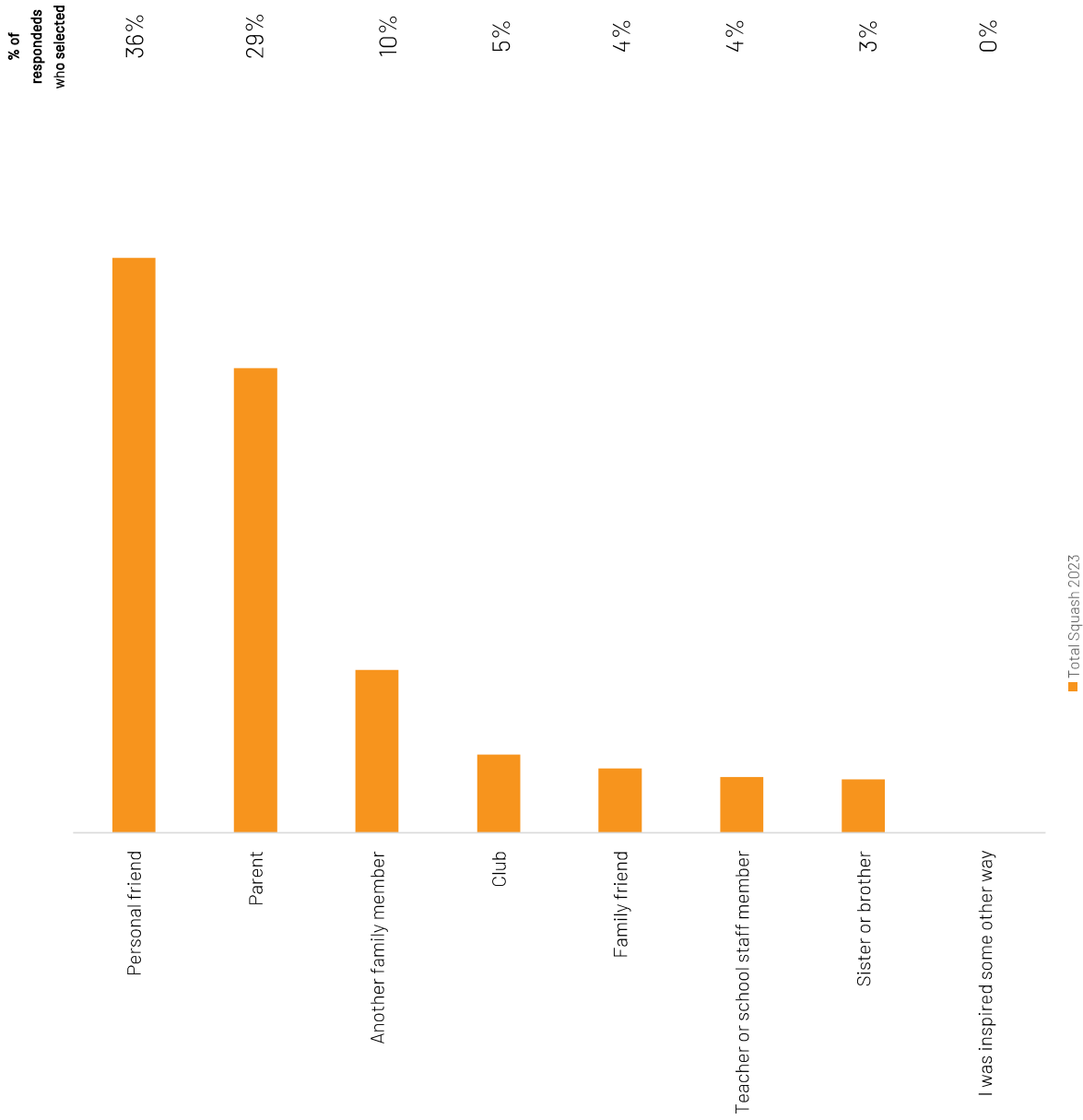
Value for money (% agree or strongly agree)



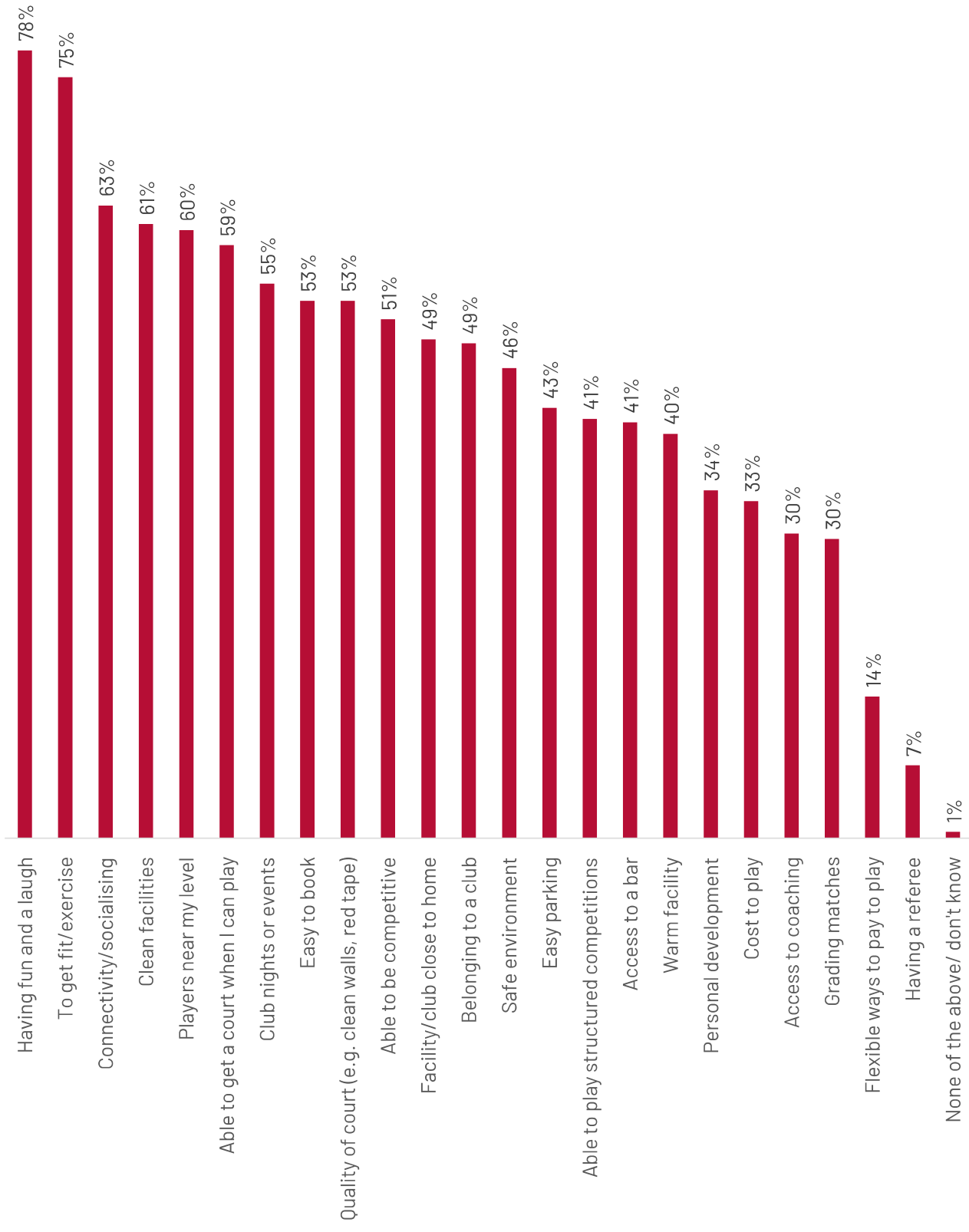
Likelihood to rejoin (% likely or very likely)



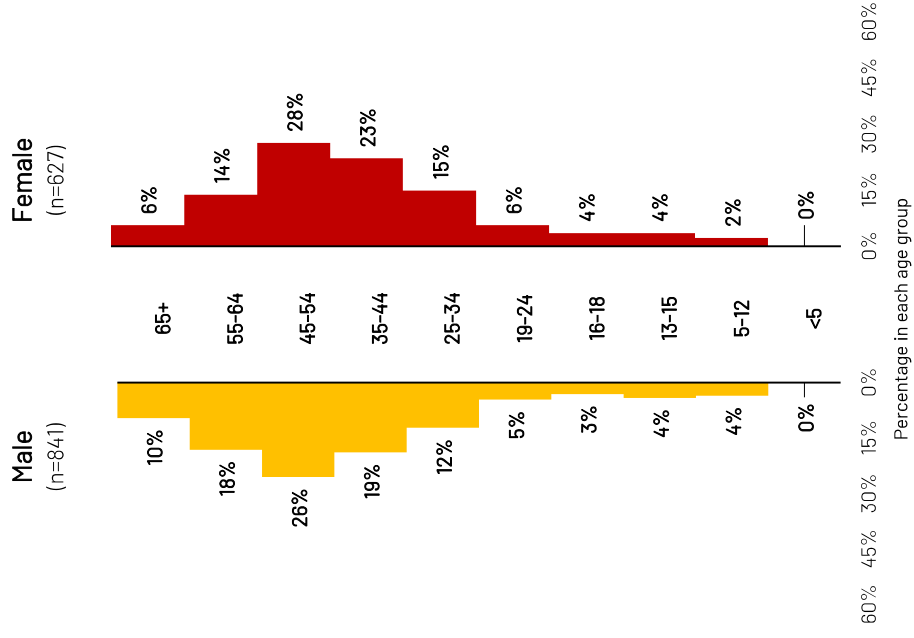
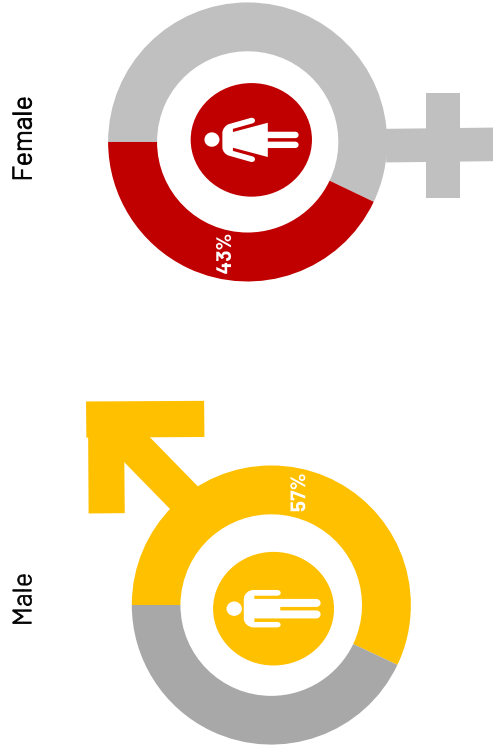
Who got you started in squash



What aspects of the squash experience are important to you?



Age - gender distribution



	TOTAL 2023 n=1,468	PLAYER n=1,413	PARENT n=61
Male	57%	57%	66%
Female	43%	43%	33%
Another gender	0%	0%	2%

GENDER (Q25)

Male
Female
Another gender