



COMMUNITY SPORT VOP PROGRAMME

TENNIS

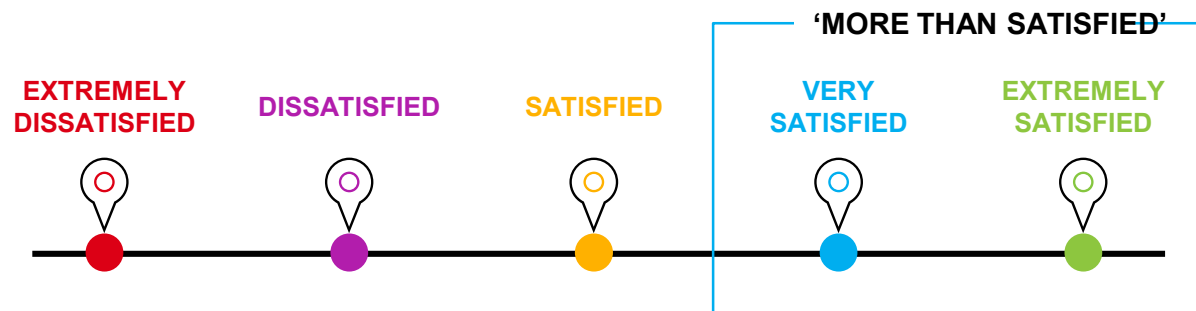
JULY 2019



INTRODUCTION

This report looks at the experience of Tennis participants in 2019, and how this compares with the combined total for all ten sports that participated in VOP in 2018/19*. For more information about the background and objectives of the VOP Programme and this research please refer to the [‘Background, Objectives and Approach’](#) section.

Other than an initial pilot during the development phase of the programme, this is the first time Tennis NZ has been included in this research. 4,900+ Tennis New Zealand members had the opportunity to participate. Typically, adults aged 16+ complete the questionnaire themselves (‘players’) and parents/guardians (‘parents’) complete the questionnaire on behalf of their child (aged <16). In 2019, 97% of respondents were players and 3% were parents. When level of satisfaction is referenced in the report (i.e. the percentage who are ‘more than satisfied’), the top two results (‘very satisfied’ or ‘extremely satisfied’) of a positively skewed satisfaction scale are used (shown below).



Positively skewed scales are used because the neutral ratings are divided between dissatisfaction and satisfaction (as opposed to a neutral mid-point in a balanced scale). This gives the opportunity for some of the ‘very satisfied’ to be ‘delighted’, allowing for more variation/ greater discrimination compared with a balanced scale.

Statistically significant differences are highlighted or commented on in this report. Where no highlighting has been used (or no commentary about a sub-group included), it may safely be assumed that differences are not statistically significant or they are not pertinent. We are 95% confident results are not just normal expected variances that result from talking to a different sample within the same population.

Statistical significance is reported in the following ways:

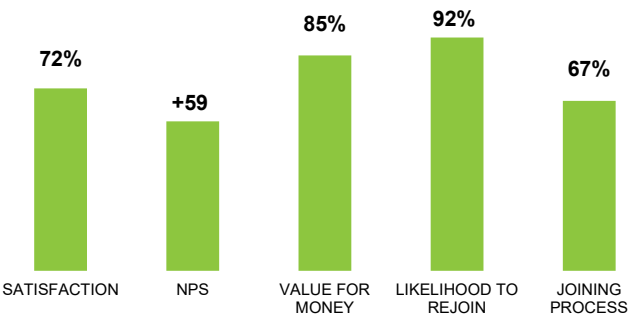
- ▲ / ▼ The sub-group is significantly higher / lower than the Total Tennis 2019
- / □ The Total Tennis result is significantly higher / lower than the total for All Sports 2018/19

* Sports surveyed in 2018/19: rugby league, netball, badminton, hockey, futsal, rugby (winter) & cricket, touch rugby, tennis and golf (summer).

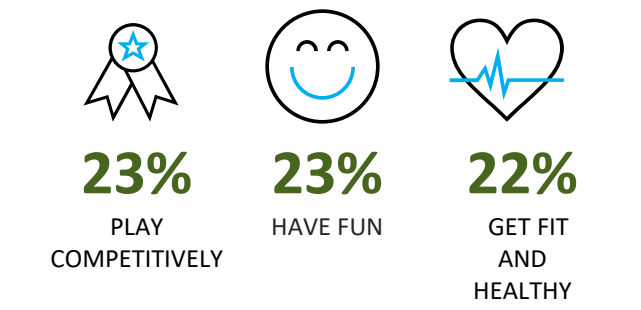
SNAPSHOT OF PARTICIPANTS' EXPERIENCES

SAMPLE OVERVIEW
2019 participants: n=1,251
 n= 1,219 players (97%)
 n= 32 parents (3%)

KEY METRICS



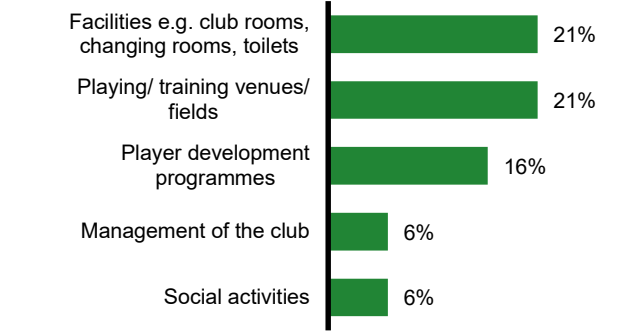
REASONS FOR BELONGING (TOP 3)





MOST IMPORTANT DRIVERS

- 1** VALUE FOR MONEY
85% very/extremely satisfied
- 2** THE SOCIAL ENVIRONMENT AT THE CLUB
72% very/extremely satisfied
- 3** ALLOWING ME TO FULFIL MY POTENTIAL
67% very/extremely satisfied

ONE ASPECT YOU WOULD IMPROVE (IF FEES INCREASED)



EXECUTIVE SUMMARY

	MEASURE	KEY RESULTS
KEY METRICS 	SATISFACTION	Overall, tennis respondents are satisfied with their club experience, highlighted by a significantly higher satisfaction score than the All Sports 2018/19 result (72% cf. 64%).
	NPS	Tennis' NPS is also significantly higher than the All Sports 2018/19 result (+59 cf. +41).
	VALUE FOR MONEY	On the whole, tennis respondents perceive they are getting good value for money from their club. The proportion of people who agree/strongly agree they are getting value for money is significantly higher than the All Sports 2018/19 result (85% cf. 74%).
	LIKELIHOOD TO REJOIN	Almost all (92%) tennis respondents are likely/very likely to re-join their club next season – notably more than the All Sports 2018/19 result (92% cf. 85%).
DRIVERS OF EXPERIENCE 		<p>Tennis scores very highly across all of the drivers of experience, with all of their results significantly higher than the All Sports 2018/19 average.</p> <p>Despite scoring highly compared to other sports, the following 4 drivers have a relatively high level of importance and a below average (for Tennis) score for satisfaction. We have therefore highlighted them as a priority for improvement:</p> <ul style="list-style-type: none"> • <i>Allowing me to fulfil my potential</i> • <i>Is fair and provides equal opportunities</i> • <i>Fostering a sense of pride in the club</i> • <i>Being responsive to needs and requirements</i> <p>Respondent's were least satisfied with Engaging with the local community and Having qualified/ experienced officials available, and as such, these have been identified as secondary priorities for improvement.</p>

EXECUTIVE SUMMARY

KEY RESULTS

COMPETITION STRUCTURE



Around half (53%) of tennis respondent's play interclub tennis, with those in younger age groups being more likely to do so. Games and season length are largely considered 'about right' by interclub players.

Compared with the All Sports 2018/19 results, interclub players are significantly more likely to agree/strongly agree that *the rules are appropriate for my level of competition* (95% cf. 90%) and *the organisers are friendly and approachable* (88% cf. 85%). A large proportion of people are unsure of the type of umpire they usually have, but those who do know, indicate that it is a coach/player umpire.

AWARENESS OF NATIONAL TENNIS PROGRAMMES



Both prompted and unprompted, Tennis Hot Shots has the most awareness of the three programmes (70% unprompted and 77% prompted). This is interesting given the make-up of respondents in this survey (97% players and 3% parents). Tennis Xpress was the least known programme (27% aware unprompted and 34% prompted).

SIDELINE BEHAVIOUR AND CLUB ENVIRONMENT



Over half (55%) of tennis respondents have never witnessed or experienced inappropriate sideline behaviour. Compared with the All Sports 2018/19 result, tennis respondents were significantly less likely to have experienced inappropriate behaviour at least occasionally (15% cf. 37%). Tennis respondents feel it is largely up to their club to address inappropriate behaviour.

Respondents are positive about their club environment. The proportion of respondents saying they *agree* or *strongly agree* with each of the six aspects of their club environment range from 81% to 91%, of which two of the six aspects are notably higher than the results for All Sports 2018/19:

- *My club provides a supportive and encouraging environment* (91% cf. 86%)
- *My club has an inclusive environment* (87% cf. 84%)

EXECUTIVE SUMMARY

KEY RESULTS

DIFFERENCES ACROSS REGIONS



Levels of club satisfaction are consistent across the regions, as is perceived value for money and the joining experience. NPS varies, with Tennis Auckland having a significantly lower NPS (+46) and Tennis Waikato Bays (+64) and Tennis Southern (+75) having a significantly higher score than the Tennis average (+59).

Canterbury Tennis has a significantly lower proportion of people indicating they will re-join their club next season compared with the 2019 total (89% cf. 92%), however it is still a high result.

Auckland Tennis scores significantly lower than the total on three of the key drivers:

- *Being friendly and welcoming*
- *Being professional and well managed*
- *The social environment at the club.*

DEMOGRAPHIC DIFFERENCES



ETHNICITY Results for different ethnicities are consistent across the key metrics, with the exception of Māori respondents who have a significantly higher NPS (+75 cf. +59).

GENDER

Males, who make up roughly half the respondents, are more likely to perceive they are getting value for money from their club (87% cf. 85%) and are more likely to re-join next season (94% cf. 92%).

If fees increased, females are significantly more likely to want the investment to go into *facilities e.g. club rooms, changing rooms, toilets* (26% cf. 21%).

AGE

As most of the respondents were concentrated in the 35+ years age group, there are few significant differences across the different ages.

Young adults (19-34 years) have a significantly lower NPS than the total (+44 cf. +59) and older adults (35+) have a higher NPS (+60).



KEY METRICS

KEY METRIC RESULTS

OVERALL, HOW ARE TENNIS CLUBS PERFORMING?

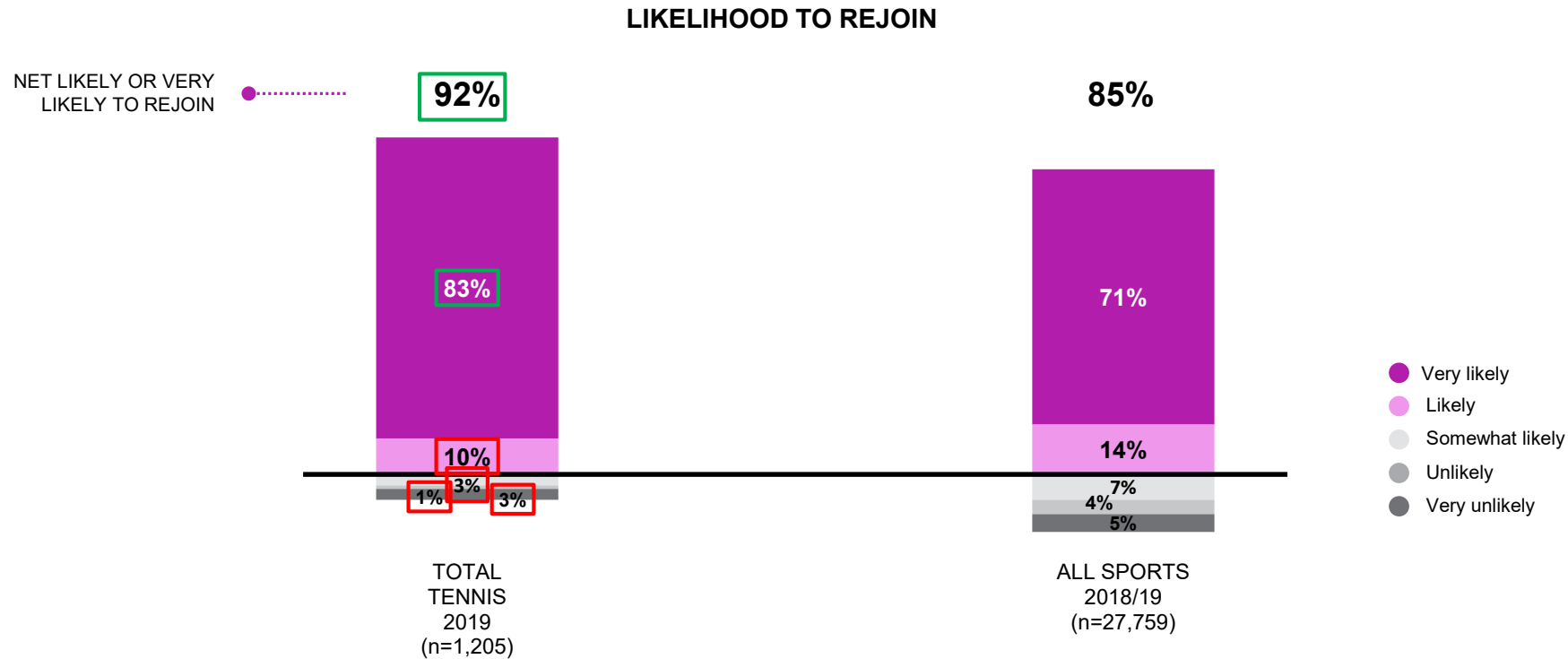
SATISFACTION	NPS	VALUE FOR MONEY	LIKELIHOOD TO REJOIN	JOINING PROCESS
72%	+59	85%	92%	67%
All Sports 2018/19	All Sports 2018/19	All Sports 2018/19	All Sports 2018/19	All Sports 2018/19
64%	+41	74%	85%	57%

Base: Q6/Q7/Q11 All Respondents (Excluding Don't know/ Can't say), Q9 Members (Excluding Don't know/Can't say), Q20 New Members (Excluding Don't know/ Can't say)
 Total Tennis/ All Sports 2018/19: Q6 (n= 1,244/29,752)/ Q7 (n=1,246/29,706)/ Q11 (n=1,231/29,119) / Q9 (n=1,205/27,759)/ Q20 R6 (n=126/5633)

Significantly higher/lower than All Sports 2018/19

NINE IN TEN INTEND TO REJOIN THEIR CLUB NEXT SEASON

Those involved in tennis are significantly more likely to rejoin their club next season in comparison to All Sports 2018/2019 (92% cf. 85%).



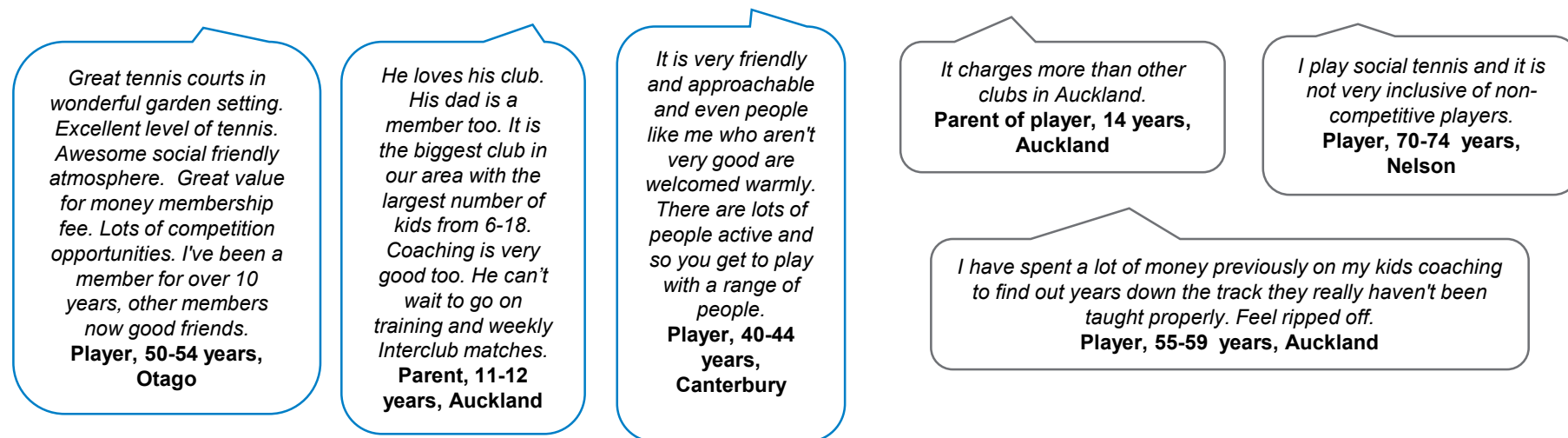
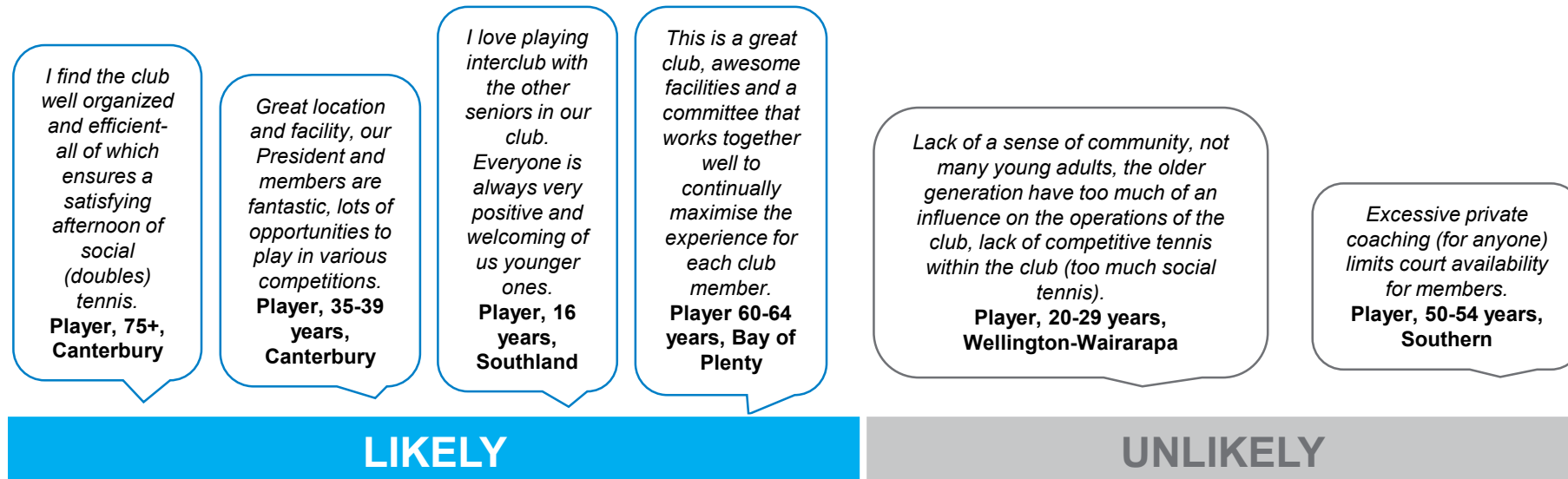
Those **significantly more** likely to rejoin are:

- ▶ **Male** (94% cf. 92%).

Those **significantly less** likely to rejoin are:

- ▶ Those from **Canterbury Tennis** (89% cf. 92%).

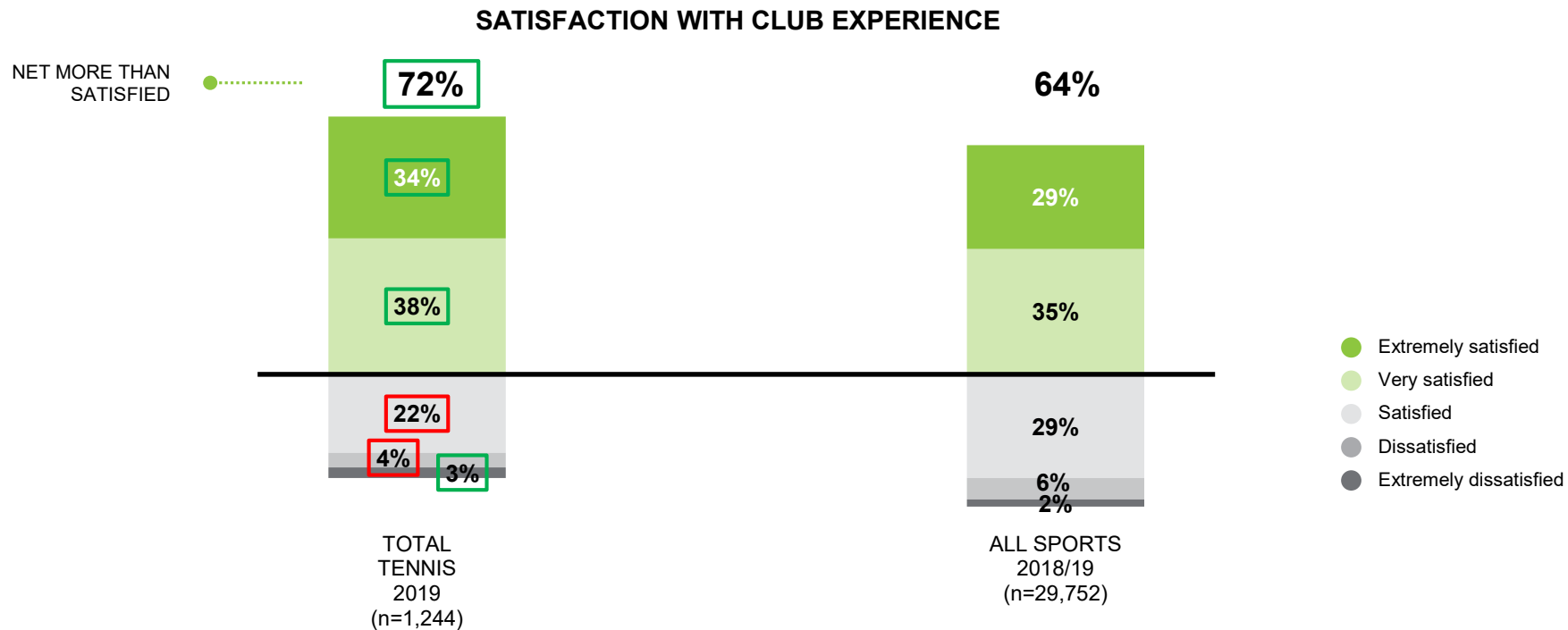
REASONS RESPONDENTS ARE **LIKELY** OR **UNLIKELY** TO REJOIN NEXT SEASON



Base: Respondents who are members excluding 'somewhat likely' to rejoin (Q48 n=1,068, Q49 n=41)
Q48/49. Why are/is you/your child <insert attribute from Q9> to rejoin this club next season?

SEVEN IN TEN ARE MORE THAN SATISFIED WITH THEIR CLUB EXPERIENCE

Overall, those involved in tennis indicate greater satisfaction with their club experience than those from All Sports 2018/2019 (72% cf. 64%). Parents of players are more likely to be dissatisfied with their club experience than the players themselves (16% cf. 7%).



Those **significantly more** likely to be dissatisfied are:

- ▶ **Parents** (16% cf. 7%)
- ▶ **Those aged 11-18 years** (17% cf. 7%).

Those **significantly more** likely to be more than satisfied are:

- ▶ No significant differences.

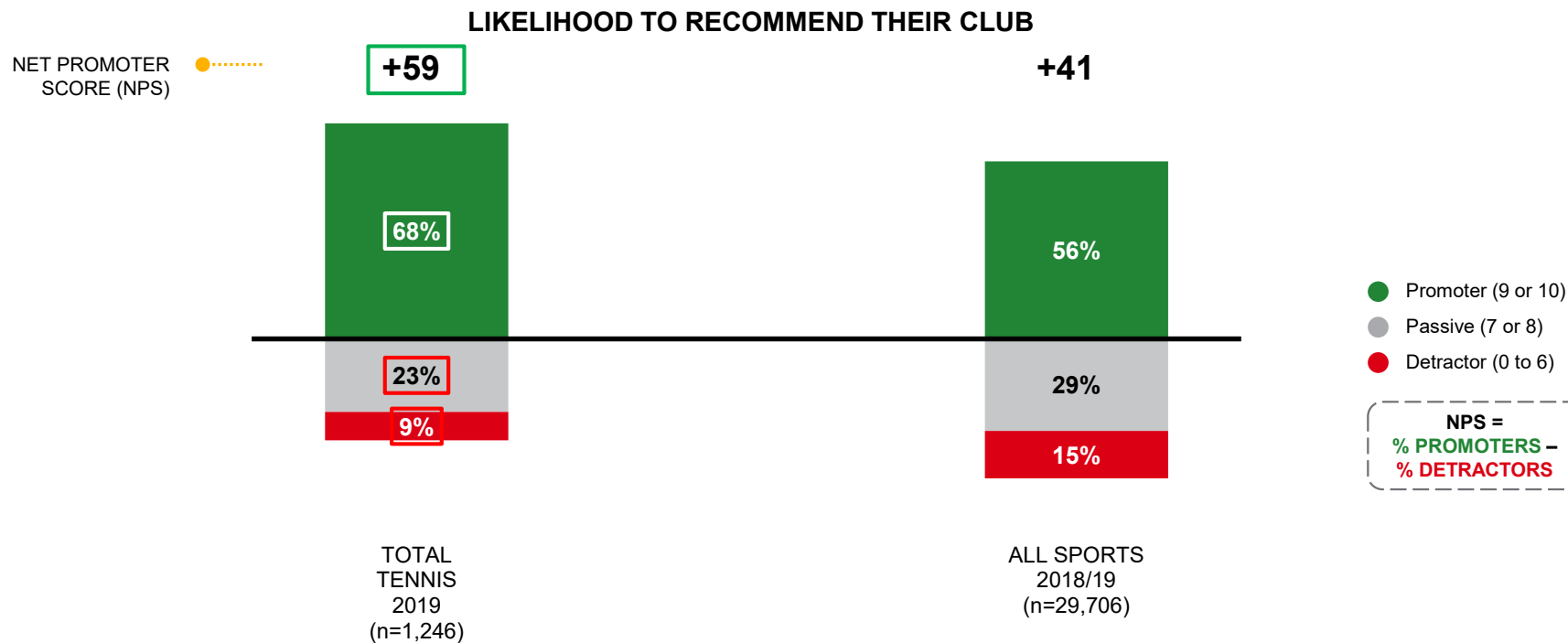
Base: All respondents (Excluding Don't know/not applicable) (n=1,244)

Q6. To what extent are you satisfied or dissatisfied with the/ your child's overall experience of playing tennis at your/ their club?

□ Significantly higher/lower than All Sports 2018/19

TENNIS RESPONDENTS GENERALLY SPEAK POSITIVELY OF THEIR CLUB

Tennis respondents have a significantly higher NPS than the All Sports 2018/2019 average (+59 cf. +41). Māori respondents and those from the Southern region show the greatest likelihood of promoting their tennis club compared to other respondents (both 79% cf. 68%).



Those **significantly more** likely to be **promoters** are:

- ▶ Those from **Southern Tennis** (79% cf. 68%)
- ▶ **Māori** (79%).

Those **significantly more** likely to be **detractors** are:

- ▶ There are no significant differences.

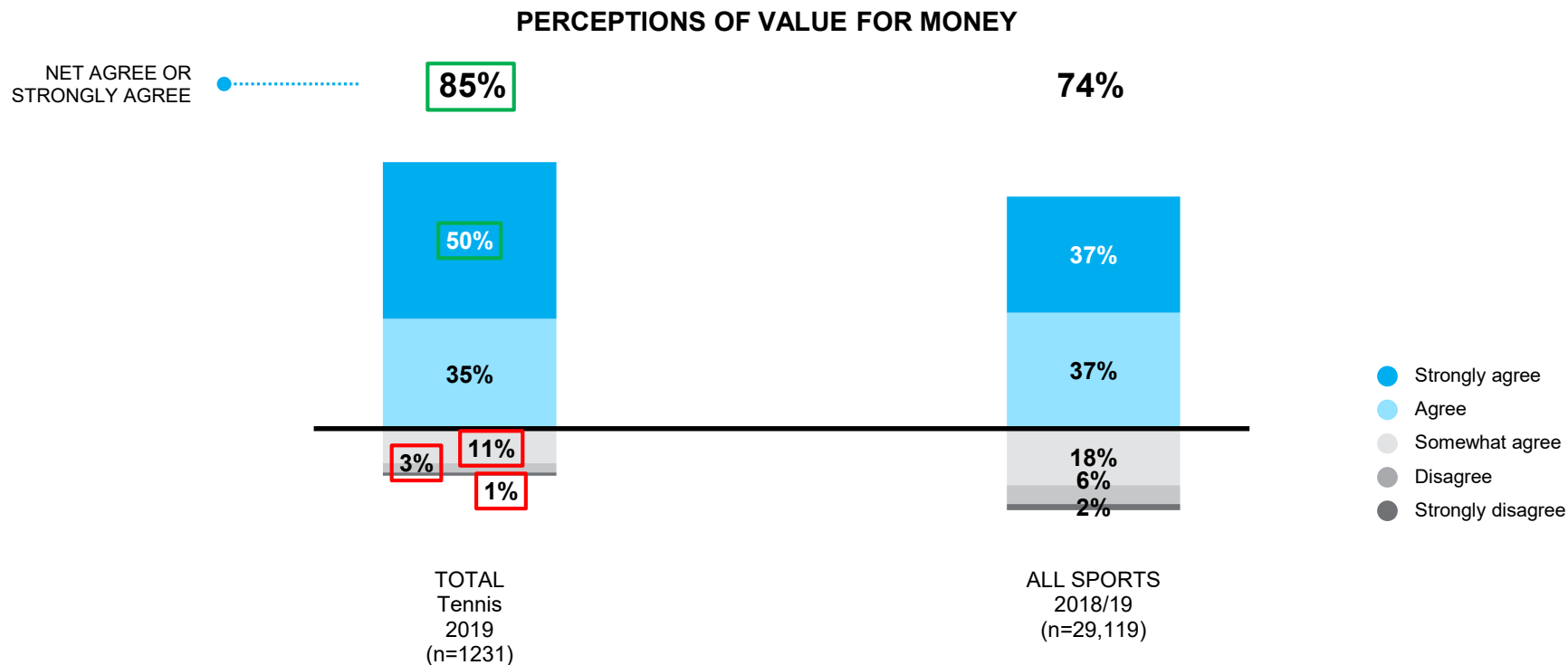
Base: All respondents (Excluding don't know) (n=1,246)

Q7. If [someone] asked you/ your child, how likely are you/they to recommend your/ their tennis club to them, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely?

□ □ Significantly higher/lower than All Sports 2018/19

85% OF RESPONDENTS PERCEIVE VALUE FOR MONEY FROM THEIR CLUB

Significantly more tennis respondents *agree* or *strongly agree* that they are getting value for money from their club compared with All Sports 2018/19 (85% cf. 74%).



Those **significantly more** likely to perceive value for money are:

- ▶ **Male** (87% cf. 85%).

Those **significantly less** likely to perceive value for money are:

- ▶ No significant differences.

Base: All respondents (Excluding Don't know/not applicable) (n=1231)

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 2018/19

THE MAIN REASON TO BELONG TO A CLUB IS TO PLAY COMPETITIVELY AND TO HAVE FUN

Belonging to *play competitively* tends to resonate with young adults (19-34 years) who are significantly more likely to play tennis for this reason (36% cf. 23%).

Females are significantly more likely than males to belong to *get fit and healthy* (25% cf. 19% males).

Males are more likely to belong to *have access to facilities and playing courts* (14% cf. 7% females).

REASONS FOR BELONGING

