

Voice of Participant Survey - Report

Waka Ama New Zealand

July 2020

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Introduction

What this report covers

This report looks at the experience of Waka Ama participants in 2020 and how this compares with previous results in 2018 and 2017, and with the 10 sports that took part for the year 2019/20 (see page 73). For more information about the background and objectives of the VOP Programme and this research please refer to the [‘Background, Objectives and Approach’](#) section.

474 Waka Ama members completed the survey. Typically, adults aged 16+ complete the questionnaire themselves (‘paddlers’) and parents/guardians (‘parents’) complete the questionnaire for children under the age of 16, on behalf of their child. The proportion of paddler and parent respondents in 2020 is 87% paddler and 13% parent.

Note: The survey fieldwork period was 1 April to 1 May 2020 and asks about their experience over the summer season. Due to the Covid-19 pandemic New Zealand entered Alert 4 lockdown on 25 March 2020 and Alert 3 on the 27 April 2020. At both these levels all sport was disrupted and so for some sports their season may have been incomplete.

Interpreting satisfaction scores

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.

Statistical significance

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.

In simple terms, this means that a minimum of nineteen times out of twenty the results in this report will be a very accurate reflection of the average for all Waka Ama club members in New Zealand.

Statistical significance is reported in the following ways:

▲ / ▼ The result is significantly higher/ lower than the Total Waka Ama 2018



▲ / ▼ The Total Waka Ama 2020 result is significantly higher/ lower than the total for All Sports 2019/20



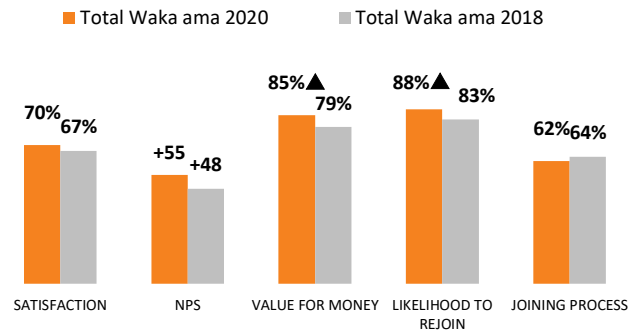
Snapshot of participant's experiences

Sample overview

2020 participants: n=474
 n= 413 paddlers (87%) ▲
 n= 61 parents (13%)

2018 participants: n=543
 n= 441 paddlers (81%)
 n= 102 parents (19%)

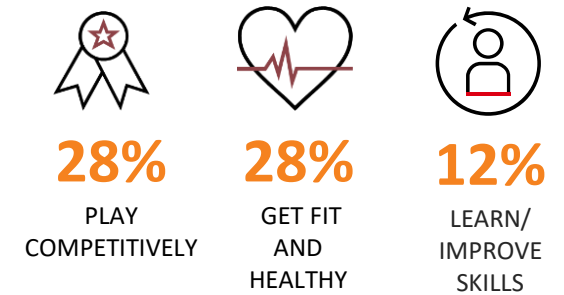
Key metrics



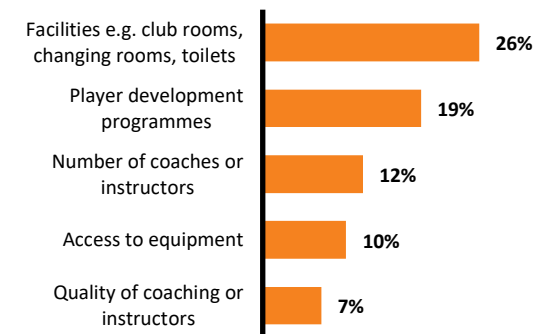
Most important drivers

- 1** VALUE FOR MONEY
85% agree/strongly agree
- 2** FOSTERING A SENSE OF PRIDE IN OUR CLUB
72% very/extremely satisfied
- 3** PROVIDING ME INFORMATION WHEN NEEDED
68% very/extremely satisfied

Reasons for belonging (top 3)



One aspect you would improve (if fees increased)



▲▼ Significantly higher/lower than Total Waka Ama 2018

Executive summary

Key metrics

Satisfaction: Satisfaction with overall club experience has remained consistent with 2018 and 2017.

NPS: Likelihood to recommend one's Waka Ama club also remains similar to 2018 and 2017. However, Waka Ama's NPS is significantly higher than the All Sports 2019/20 average (+55 vs. +47). *The higher this score, the more likely members are to recommend their club to another person.*

Likelihood to rejoin: Waka Ama respondents are significantly more likely to rejoin their club next season compared with 2018 (88% vs. 83%).

Value for money: Perceived value for money has also significantly increased from 2018 (85% vs. 79%) and is significantly higher than the All Sports 2019/20 average (77%).

Joining process: Three in five are more than satisfied with their overall process of joining their Waka Ama club. This is a similar result to 2018, 2017 and the All Sports 2019/20 average.

Drivers of experience

Levels of satisfaction with the drivers of club experience remain similar to 2018 results.

Compared with the All Sports 2019/20 average, Waka Ama respondents are more satisfied with *the social environment at the club* (72% vs. 68%), *having qualified/ experienced officials available when I compete* (67% vs. 55%) and *engaging with the local community* (65% vs. 58%).

Emphasis should be placed on improving *providing me the information I need when I need it* and *being professional and well managed*, as these are the third and fourth most important drivers of recommendation, but satisfaction levels are below-average (for Waka Ama).

Being friendly and welcoming is the driver with the highest level of satisfaction.

If fees were to increase, a quarter (26%) of Waka Ama respondents would like investment reflected in *facilities* and one in five (19%) selected *paddler development programmes*.

Club environment / gender equality

Overall, Waka Ama respondents are positive about their club environment. However, compared with the All Sports 2019/20 average, Waka Ama has lower levels of agreement for the attributes *my coach has an emphasis on fun and enjoyment* (74% vs. 82%) and *my club has an inclusive environment* (78% vs. 83%).

Waka Ama also has lower levels of agreement for these statements relating to gender equality:

- *My club treats all people equally regardless of gender* (86% vs. 90% All Sports)
- *There are appropriate programmes and/or opportunities in place for women and girls at my club* (79% vs. 84%).

Executive summary

Injury/ sideline behaviour

One in five (18%) of paddlers have been injured in the last 12 months, a similar proportion to 2018 and 2017. This is significantly lower than the All Sports 2019/20 average (27%).

A quarter (24%) of Waka Ama respondents have experienced inappropriate behaviour by a spectator, coach or official while they paddled at least occasionally. This is significantly less than the All Sports 2019/20 average (32%).

Demographic differences

Age: Key metric results across age groups are consistent with the Total Waka Ama result. Compared with 2018, 5-12 year olds have a significantly higher NPS, perceived value for money and likelihood to rejoin next season.

Gender: Results for males and females are consistent with the total and there have been no significant changes from 2018.

Ethnicity: Those of European ethnicity are significantly more likely to indicate they will rejoin their club next season. Those of Pasifika ethnicity have significantly higher NPS ratings and are more likely to rejoin compared with 2018.

Differences across associations

Results across Waka Ama associations are consistent with the total, with the exception of respondents from Te Puku o Te Ika being less likely to recommend their club (+43 vs. +55).

Auckland Region Outrigger Canoe Association saw significant improvements from 2018 for satisfaction, NPS and value for money.

Key results

Key metrics summary

Overall, how is Waka Ama NZ performing?

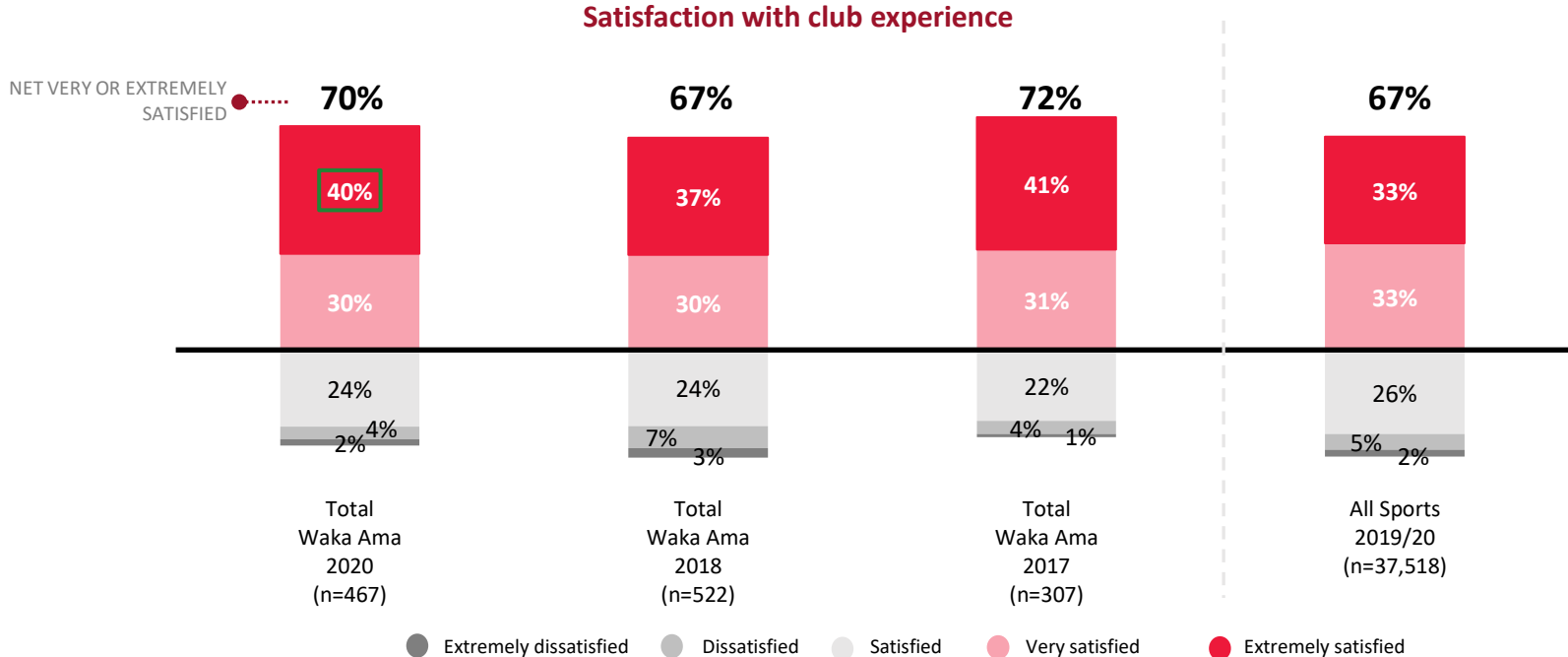
Satisfaction			NPS			Likelihood to rejoin			Value for money			Joining process^		
70%			+55			88%▲			85%▲			62%		
2018	2017	All Sports 2019/20	2018	2017	All Sports 2019/20	2018	2017	All Sports 2019/20	2018	2017	All Sports 2019/20	2018	2017	All Sports 2019/20
67%	72%	67%	+48	+57	+47	83%	90%	85%	79%	83%	77%	64%	65%	61%

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 Waka Ama/All Sports 2019/20: Q6 (n= 467/ 37,518)/ Q7 (n=465/ 37,234)/ Q11 (n=463/ 36,779) / Q9 (n=447/ 35,107)/ Q20 R6 (n=58/ 8,538)
 ^ please note change in metric in 2018 (previously average of four joining process attributes)

▲▼ Significantly higher/lower than Total Waka Ama 2018
 ▲▼ Significantly higher/lower than Total Waka Ama 2017
 □ Significantly higher/lower than All Sports 2019/20

Seven in ten are more than satisfied with their Waka Ama experience

Overall club satisfaction has remained relatively consistent since 2017, and is slightly above the All Sports 2019/20 average (although the difference is not statistically significant).



Those significantly more likely to be more than satisfied are:

- Aged 55-64 years (79% vs. 70%).

Those significantly less likely to be more than satisfied are:

- There are no significant differences.

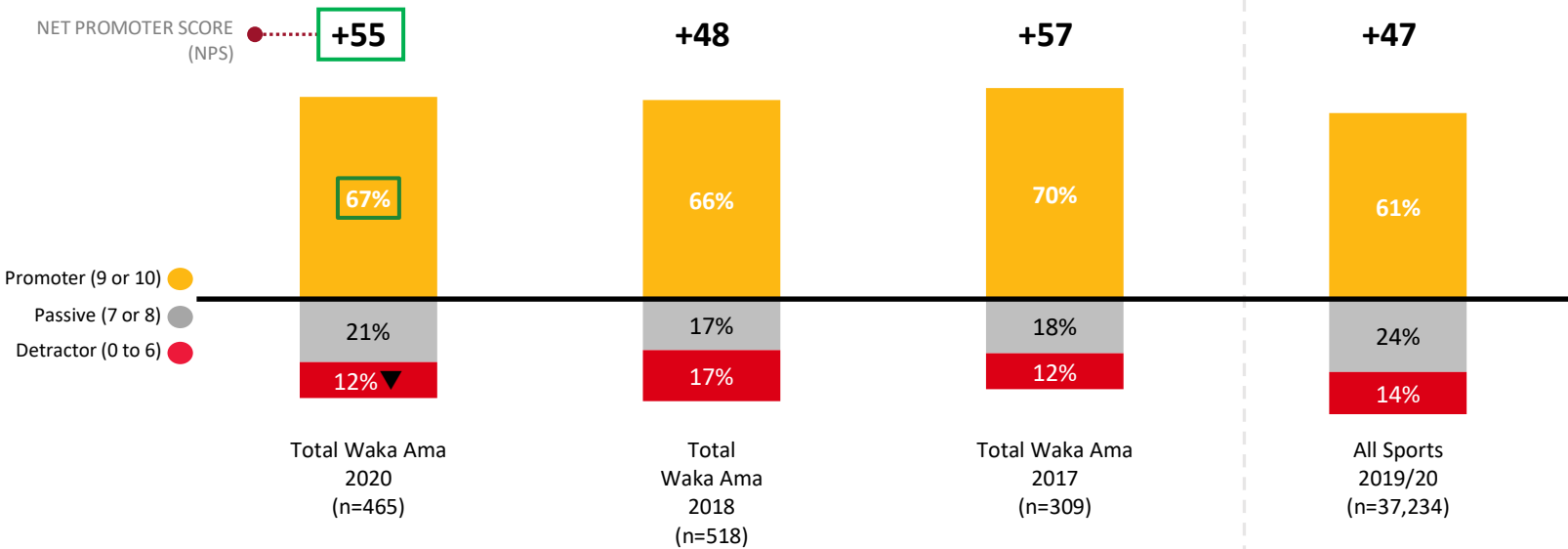
Base: All respondents (Excluding Don't know/not applicable)
 Q6. To what extent are you satisfied or dissatisfied with the/ your child's overall experience of paddling Waka Ama at your/ their club?

▲▼ Significantly higher/lower than Total Waka Ama 2018
 ▲▼ Significantly higher/lower than Total Waka Ama 2017
 □ Significantly higher/lower than All Sports 2019/20

Respondents generally speak positively about their Waka Ama club

Waka Ama respondents are significantly more likely to be ‘promoters’ of their club, compared with the All Sports 2019/20 average (67% vs. 61%). As such, they have a higher NPS (+55 vs. +47).

Likelihood to recommend their club



Those significantly more likely to be promoters are:

- There are no significant differences.

Those significantly more likely to be detractors are:

- From Te Puku o Te Ika (17% vs. 12%).

Base: All respondents (Excluding don't know)
Q7. If someone asked you/ your child, how likely are you/ their Waka Ama 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 Total Waka Ama 2018
▲▼ Significantly higher/lower than Total Waka Ama 2017
□ Significantly higher/lower than All Sports 2019/20

What is going well?

“**Whānau feel**, everyone pitches in, experienced paddlers help out everyone.”

Paddler, 40-44 years, Auckland

“I **love our facilities**, lots of equipment and a large shed to store it in. I love that we are **community focused**, have low yearly club fees and are open to all our community. I love that we **encourage and support all of our club members no matter what their experience.**”

Paddler, 55-59 years, Hawkes Bay

“The **support, development and history to encourage the whole whānau to be involved.** Trusting us with gear and waka to use to encourage the whole whanau to participate.”

Parent of paddler, 8-10 years, Gisborne

“The club has a **good culture.** The people are lovely. There's **good development, ability to do races, and just paddle for fun.** The club has good safety and other procedures. The club is well run.”

Paddler and parent of paddler, 50-54 years, Taranaki

What people love

“**Inclusive and friendly club** with a lot of folk giving their time and expertise to help us novices. Getting to paddle in an amazing location with like minded paddlers of all ages.”

Paddler, 65-69 years, Bay of Plenty

“The **dedication & passion** of the coaches & support team, and the **inclusiveness of all.**”

Parent of Paddler, 14 years, Auckland

“The **support from our committee.** Clear communications to the paddlers. Their **openness to communication and feedback.** Structure of trainings and assigning coaches to support junior age groups.”

Paddler and parent of paddler, 30-34 years, Gisborne

“It is **inclusive** - anyone can go along and try it. They help each of us to improve our skills - **there is lots of encouragement and awahi from more experienced paddlers.** Safety is paramount and equipment is inspected regularly - weather considerations are taken seriously and I **always feel 100% safe** when out in the waka. I have been encouraged to participate in competition.”

Paddler, 65-69 years, Taranaki

What can be improved?

"Improve on **paddler pathways** so paddlers of each level can paddle, train, develop and or race together."

Paddler, 45-49 years, Bay of Plenty

"**Not enough coaching support.** Unable to get into a team with my level of commitment, ability."

Paddler, 65-69 years, Bay of Plenty

"We need clear structure in our club and for everything to be consistent. I love that the club was started up by one whānau and is predominantly run by this whānau, but there are **times when their load is so heavy that things become chaotic and individuals, families and teams suffer.** A clear structure and consistent messages throughout the season and beyond would make it more enjoyable for more."

Paddler and parent of paddler, 40-44 years, Waikato

"**A club room would be amazing!** At the moment we have nothing and meet up in the carpark."

Paddler and parent of paddler, 30-34 years, Auckland

"**New ideas & focus within the committee...** community grants to update equipment, more coaches."

Parent of paddler, 14 years, Auckland

What could improve

"**We don't have an all in training night, we mainly just train as individual teams.** If there is not a spot open in a team it can be difficult to arrange a paddle for someone. We occasionally run a 'have a go' day."

Paddler, 50-54 years, Bay of Plenty

"The club I recommended for my son is teaching the people **more about water, wind, waka and culture** than my club."

Paddler, 70-74 years, Auckland

"**The club does not cater for beginners.** They are put in already existing crews and expected to pick it up which also causes problems for the experienced paddlers. There is no ability to seek coaching from outside of the club or new coaches without upsetting the club."

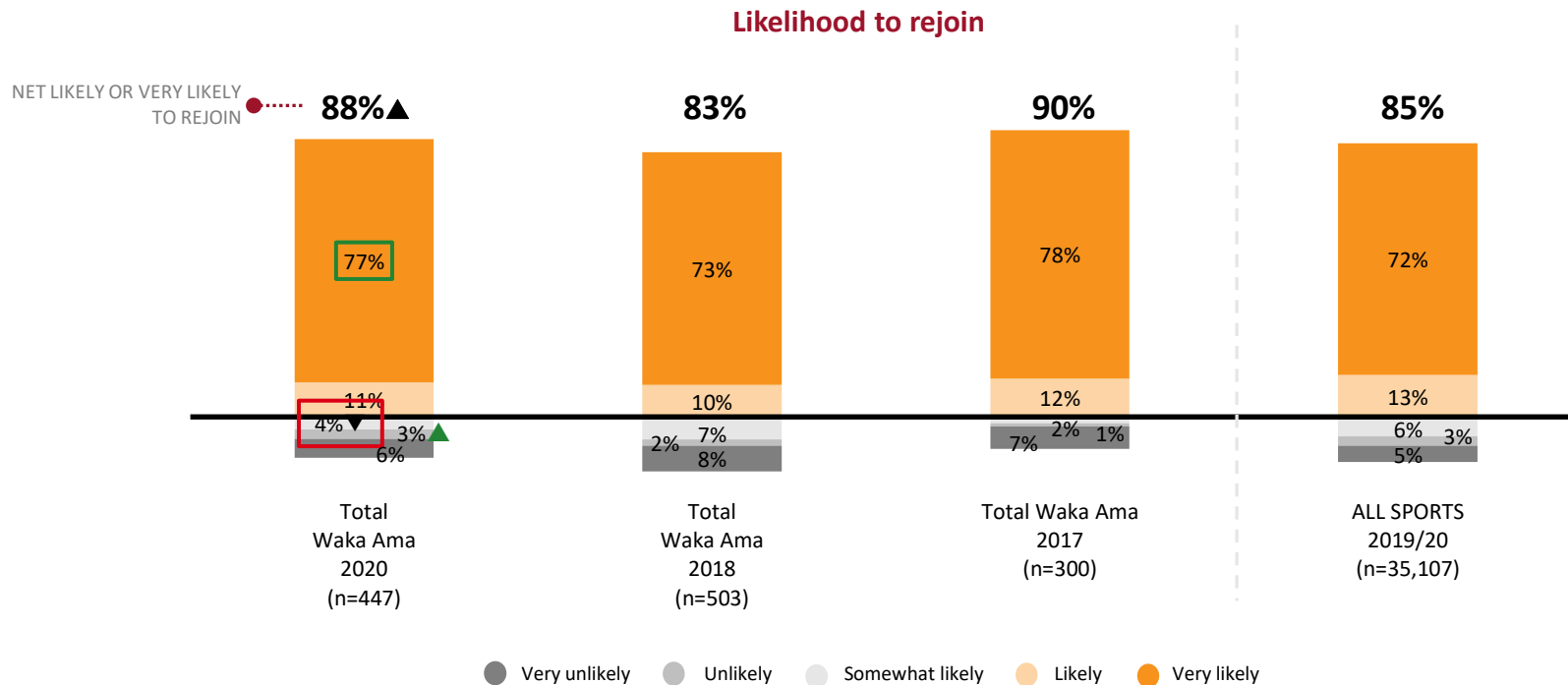
Paddler and parent of paddler, 50-54 years, Waikato

"**Provide quality coaches.** My child's coach would **yell and scream at the paddlers and lacked actual knowledge and experience in Waka Ama...** The trainings need to be quality not quantity - and actually teach the paddlers! **The club lacks unity and the committee members are unapproachable.**"

Parent of paddler, 11 years, Waikato

Almost 9 in 10 members intend to rejoin their club next season

The proportion who intend to rejoin their club next season has significantly increased from 2018 (88% vs. 83%) and now sits at a similar level to 2017 (90%).



Those significantly more likely to rejoin are:

- Of European ethnicity (94% vs. 88%).

Those significantly less likely to rejoin are:

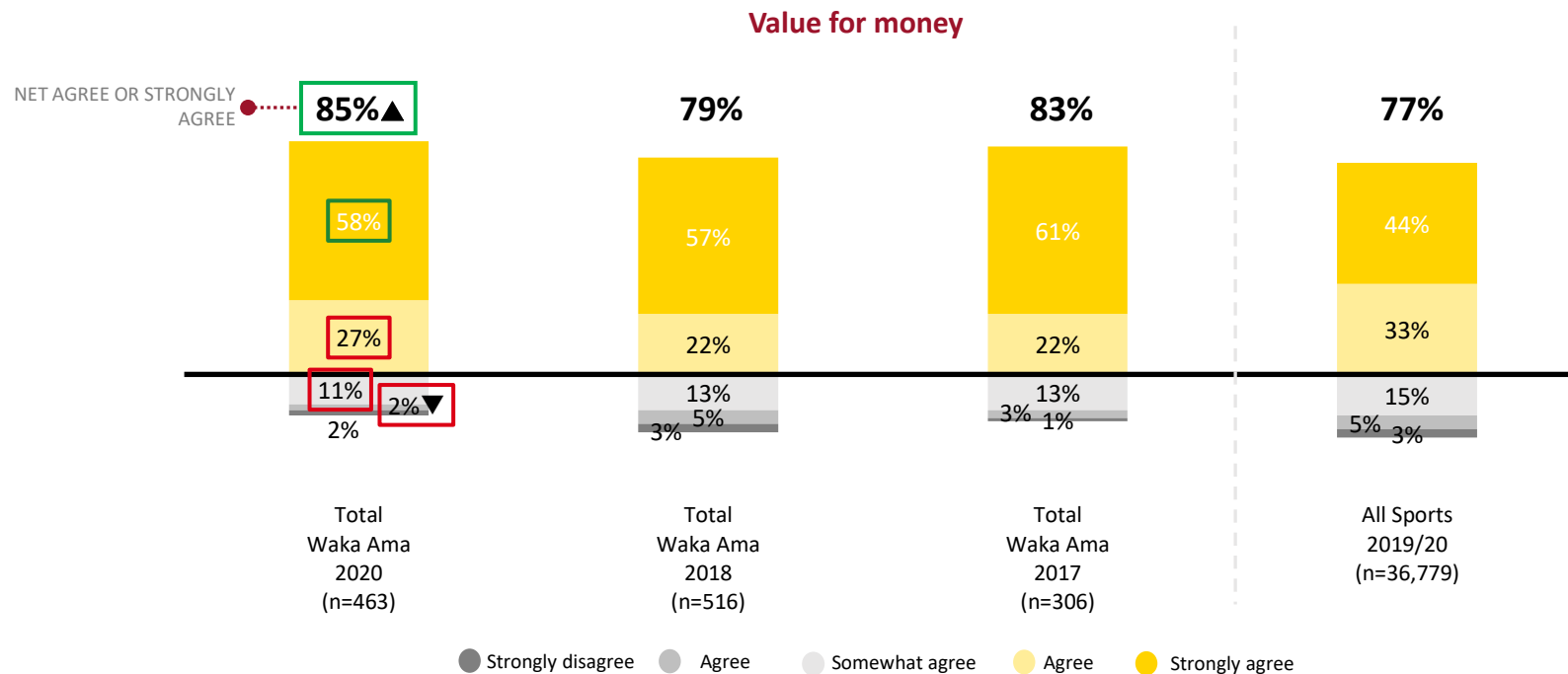
- Aged 45-54 years (80% vs. 88%).

Base: All respondents who are members (Excluding Don't know/not applicable)
Q9. How likely are/ is you/ your child to play for or rejoin <insert club from Q2a> next season?

▲▼ Significantly higher/lower than Total Waka Ama 2018
▲▼ Significantly higher/lower than Total Waka Ama 2017
□ Significantly higher/lower than All Sports 2019/20

Almost nine in ten feel they receive value for money from their club

Perceived value for money has significantly increased from 2018 (85% vs. 79%) to a similar result seen in 2017 (83%). Waka Ama respondents are significantly more likely to feel they get value for money from their club compared with All Sports 2019/20 (77%).



Those significantly more likely to perceive value for money are:

- There are no significant differences.

Those significantly less likely to perceive value for money are:

- There are no significant differences.

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

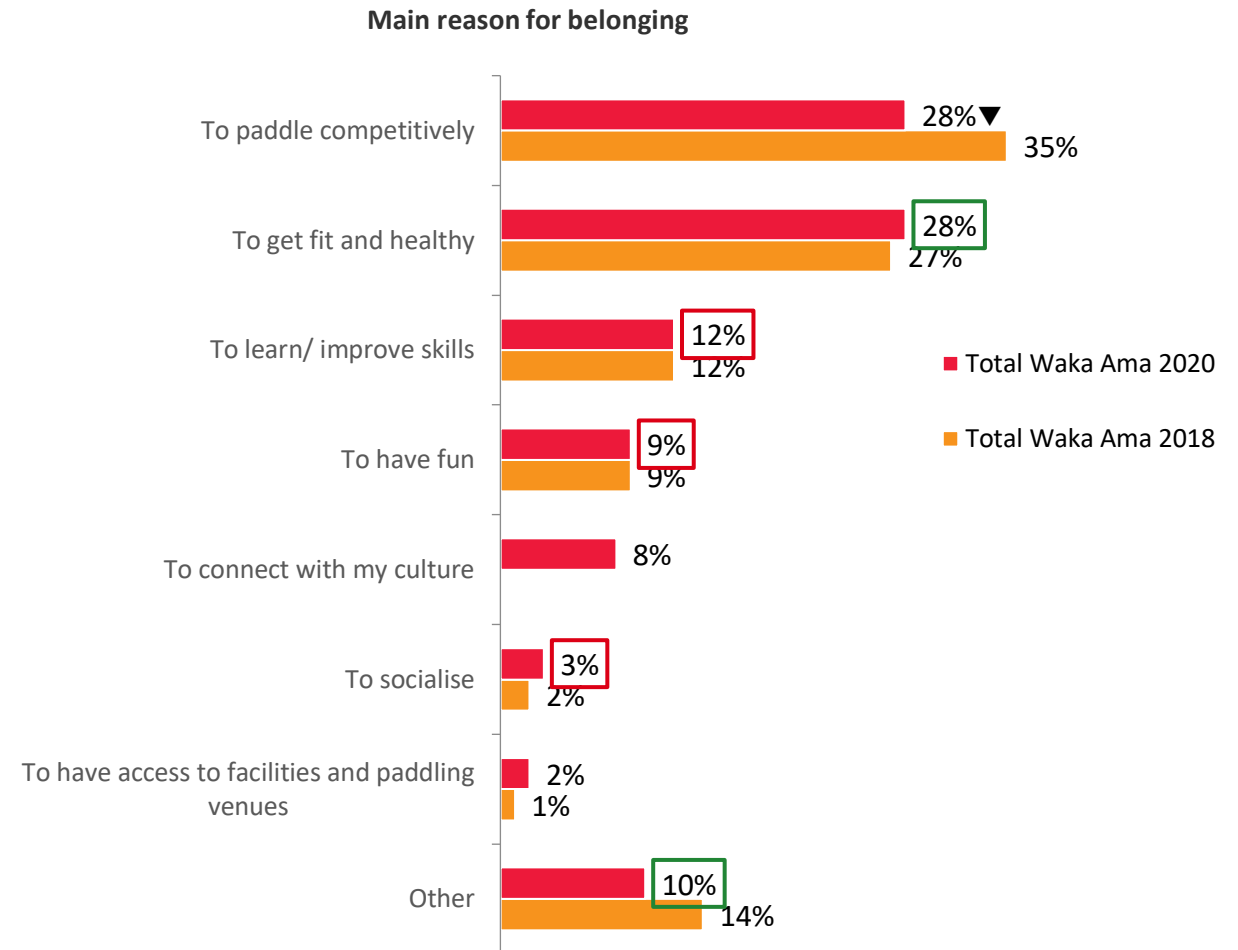
▲▼ Significantly higher/lower than Total Waka Ama 2018
 ▲▼ Significantly higher/lower than Total Waka Ama 2017
 □ Significantly higher/lower than All Sports 2019/20

The main reasons to belong to a club are to paddle competitively or to get fit and healthy

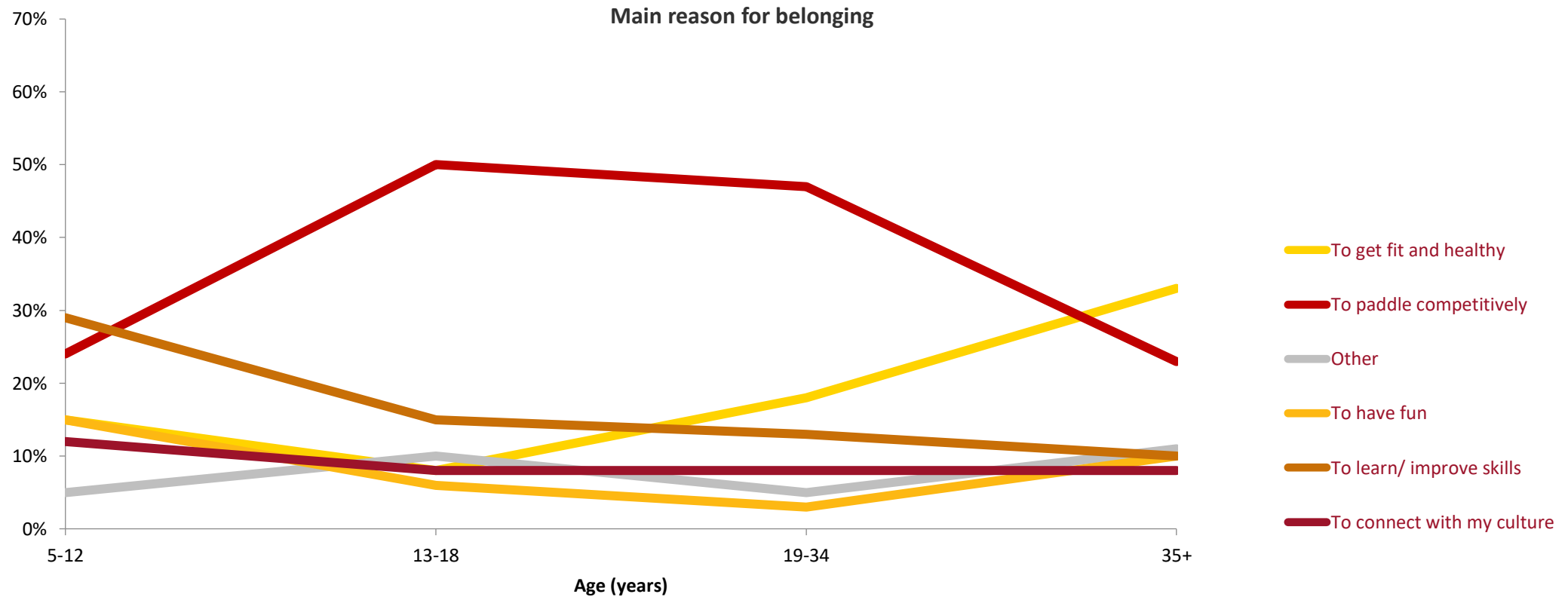
Those aged **13-18** (50% vs. 28%) or **19-34** (47%) are more likely to say they belong *to paddle competitively* whereas those aged **35+** (23%) are more likely to indicate they belong *to get fit and healthy* (33% vs. 28%).

Parents of paddlers are more likely to indicate their child belongs *to learn/ improve skills* (23% vs. 11% paddlers).

Māori respondents are more likely to belong *to connect with my culture* (13% vs. 9%), while those of NZ European ethnicity are more likely to belong *to have fun* (12 vs. 8%)



The main reason to belong to a club changes with age



Base: All respondents who are members (n=454)

Q4. What is the **main** reason you/ your child belong/ belongs to a Waka Ama club?

▲▼ Significantly higher/lower than Total Cricket 2019

□□ Significantly higher/lower than All Sports 2019/20

What do people enjoy most about Waka Ama?

“Being on the water, learning new skills, the competitions, meeting new people, having fun.”

Parent of paddler, 14 years, Auckland

“Being outside on the water while working as a team, but also be able to go into my own zone while paddling, even in a W6. It is a team sport that still allows me to focus most on my own movements. The movements become always like a meditation. And the scenery is stunning!”

Paddler, 45-99 years, Tasman

“Travelling to new and different places. The camaraderie of my team, my club and the wider Waka Ama whānau. Learning tikanga, te reo and understanding. Maintaining fitness. Helping new paddlers get involved in the sport.”

Paddler, 50-54 years, Bay of Plenty

“I enjoy fishing from my single. Also enjoy taking newer paddlers out in singles and doubles and seeing their sense of confidence and joy increase.”

Paddler, 50-54 years, Tasman

What people enjoy most

“Friendly fun sport. Enjoy the workout and access onto Kaipara river. Love the Waka Ama events which are friendly and family oriented.”

Paddler, 45-49 years, Auckland

“Being out on the water in all conditions and at different times of the day and evening. Love the competitions and travelling to other places in NZ. Love the hospitality of other clubs and the incredible organisation at regionals and nationals. I love that the whole whānau gets involved and that the events are alcohol and smoke free. I love the fitness and exercise and the fact you are always learning. I have noticed a difference in my cognitive abilities since starting waka and put it down to the left brain right brain activities.”

Paddler, 65-69 years, Bay of Plenty

“Whanaungatanga and sharing what I know and have with others who need the support.”

Paddler, 55-59 years, Wellington-Wairarapa

“The fitness, and it's not a typical sport, it also requires a lot of skill and overall is important because I can connect with my culture.”

Paddler, 17 years, Wellington-Wairarapa

“I enjoy being able to focus on technique and timing but in a social environment.”

Paddler, 30-34 years, Waikato



SPORT
NEW ZEALAND
IHI AOTEAROA

What is causing these ratings?

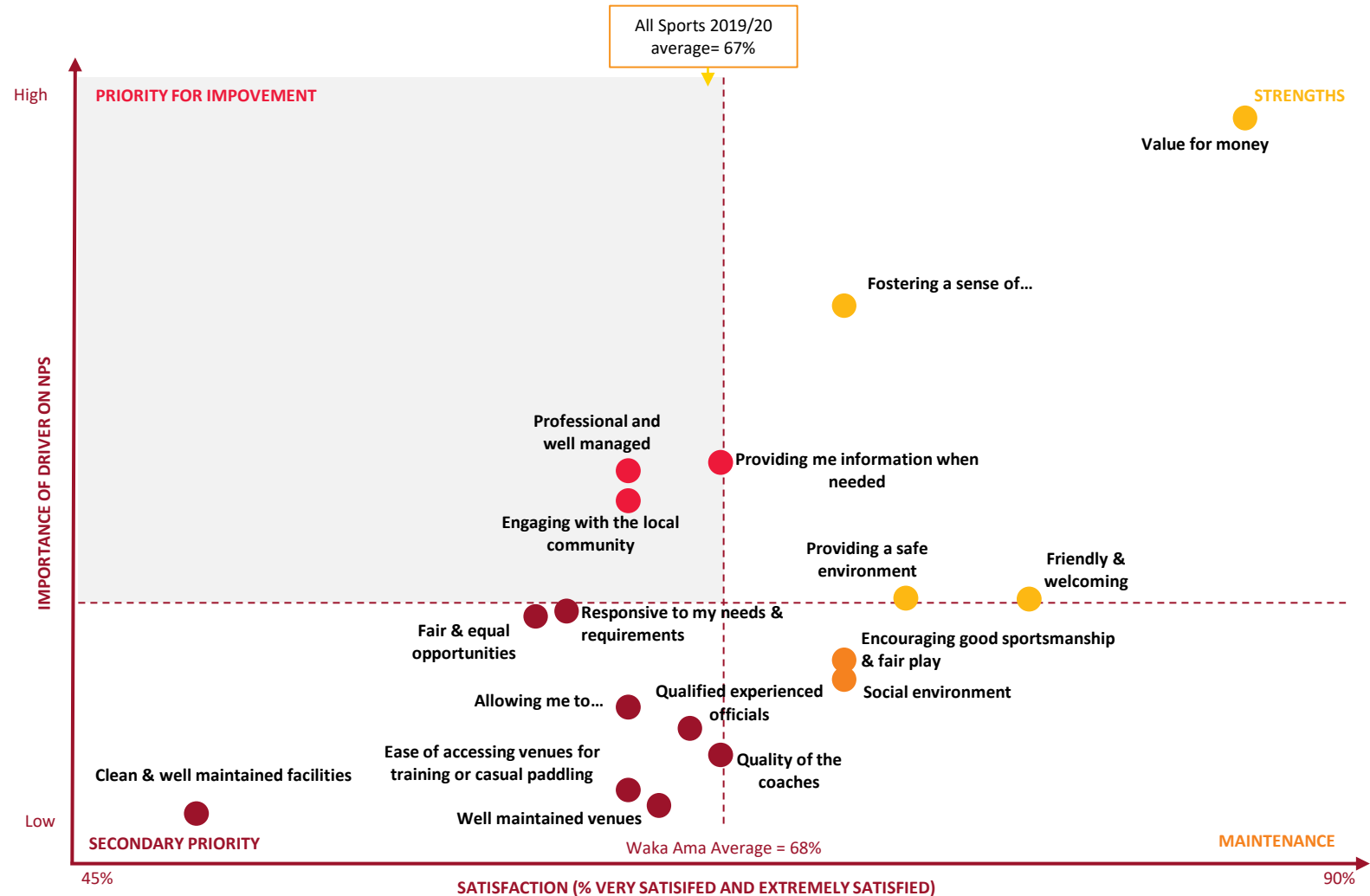
What drives a respondent's recommendation?

The top three drivers of recommendation for Waka Ama are (in order):

1. *Value for money*
2. *Fostering a sense of pride in their club*
3. *Providing me information when needed*

The 'Priorities for improvement' (i.e. relatively large impact on recommendation but below average for satisfaction) are:

- Professional and well managed
- Providing information when needed
- Engaging with local community



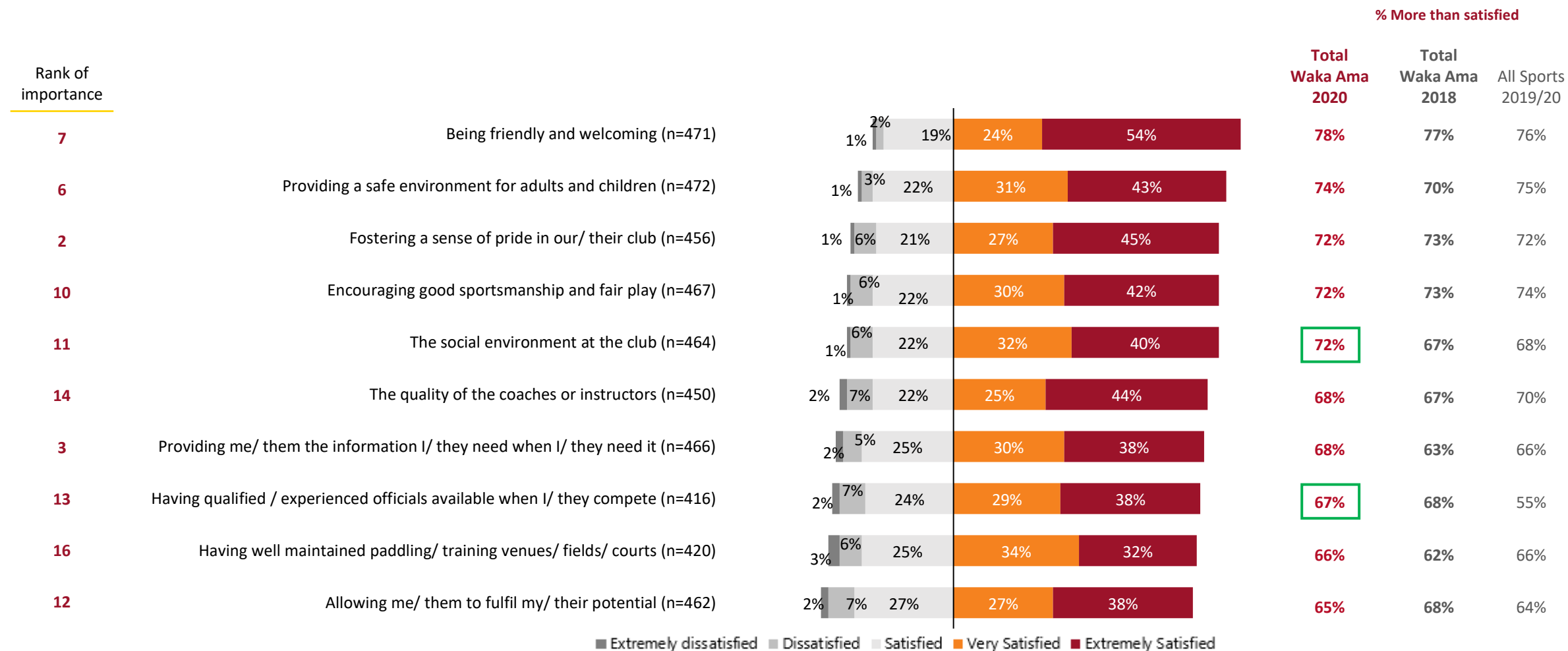
Base: All respondents (Excluding Don't know/ not applicable)

Q7. If someone asked you/ your child, how likely are you/they to recommend your/ their Waka Ama 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.

Satisfaction with elements of club experience (1/2)

Compared with the All Sports 2019/20 average, Waka Ama respondents are significantly more satisfied with *the social environment at the club* (72% vs. 68%) and *having qualified/ experienced officials when I compete* (67% vs 55%). There are no significant changes in satisfaction vs 2018 results.



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

Q10a. How would you/ your child rate your/ their overall satisfaction with your/ their Waka Ama club on each of the following...

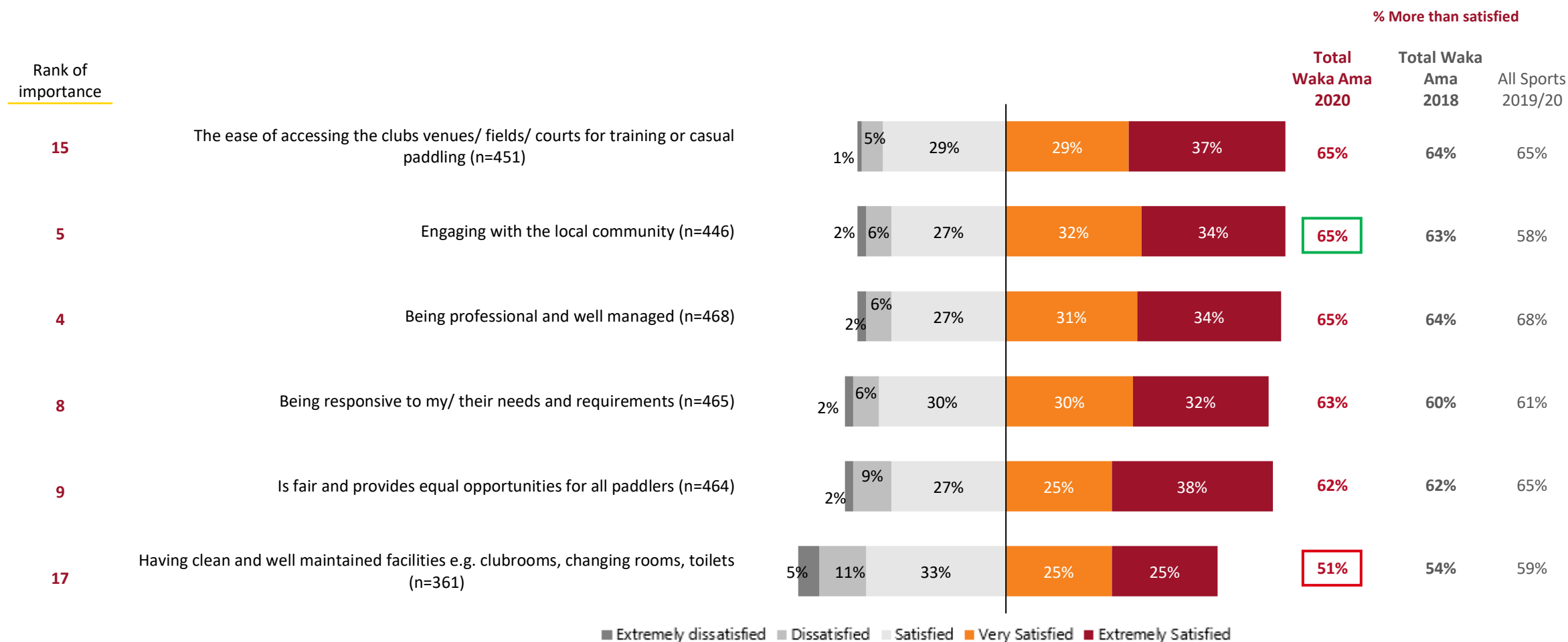
Q10b. How would you rate your/ your child's overall satisfaction with your/ their Waka Ama club on each of the following...

▲▼ Significantly higher/lower than Total Waka Ama 2018

□□ Significantly higher/lower than All Sports 2019/20

Satisfaction with elements of club experience (2/2)

Compared with the All Sports 2019/20 average, Waka Ama respondents are significantly more satisfied with *engaging with the local community* (65% vs. 58%) and less satisfied with *having clean and well maintained facilities* (51% vs. 59%).



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

Q10a. How would you/ your child rate your/ their overall satisfaction with your/ their Waka Ama club on each of the following...

Q10b. How would you rate your/ your child's overall satisfaction with your/ their Waka Ama club on each of the following...

▲▼ Significantly higher/lower than Total Waka Ama 2018

□ □ Significantly higher/lower than All Sports 2019/20

Relative importance of drivers of club recommendation

Regression analysis is a statistical process that was used to understand what aspects of the club experience have the most impact (or are the biggest 'drivers') on whether a paddler/ parent will recommend their club to others.



If membership fees increased, a quarter would want to see investment reflected in facilities

Waka Ama respondents are significantly more likely to want investment reflected in *facilities* (26% vs. 15%), *number of coaches or instructors* (12% vs. 7%) or *access to equipment* (10% vs. 5%) compared with the All Sports 2019/20 average.

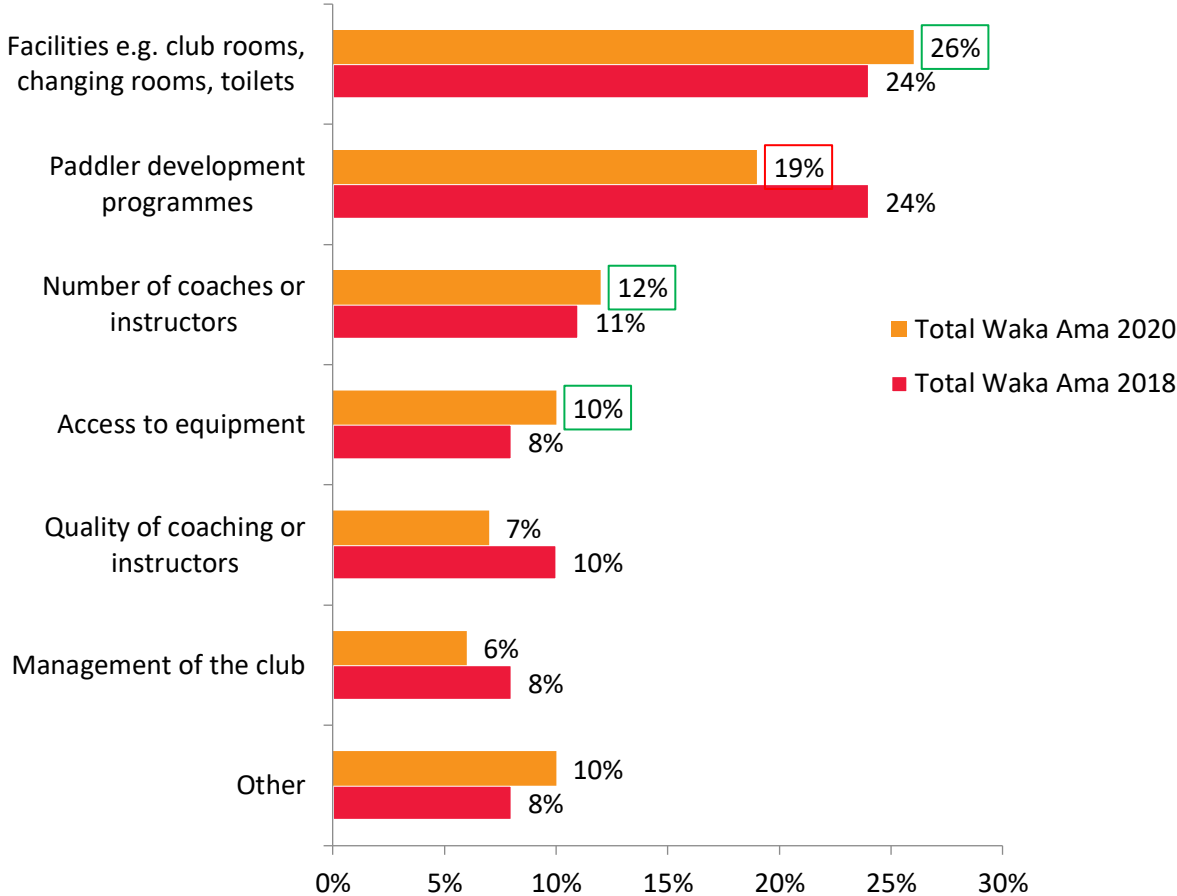
Those of **Māori** ethnicity are more likely to want investment reflected in *facilities* (31% vs. 26%) and less likely to want it reflected in *paddler development programmes* (16% vs. 19%).



7%

Would not want anything improved if it meant their fees increased

Main focus for improvement



Base: All respondents (Excluding Don't know/I don't want to improve anything if it means my fees need to increase) (n=401)
 Q14. If your/ your child's Waka Ama club was going to focus on improving one of the following aspects, and the membership fees increased to reflect this investment, which would be the one thing you/ your child would like them to improve?
 Note: only responses 5% or greater are shown on the graph

Significantly higher/lower than All Sports 2019/20

What should be invested in or improved?

“Getting our own dedicated club space with changing room, toilets and showers would be AMAZING!”

Paddler or parent of paddler, 45-49 years, Auckland

“The places we train have only one toilet, and no changing rooms or clubrooms. So when its cold or rainy we have a higher chance of getting sick due to standing outside.”

Paddler, 16 years, Waikato

“More access to expert paddle coaching and team paddle coaching.”

Paddler, 35-39 years, Northland

“For me personally, I'd like to develop my technique as a paddler/steerer and resistance training tips for myself.”

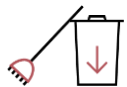
Paddler, 16 years, Tasman

“More coaches to assist when coaches are away.”

Parent of paddler, 14 years, Auckland

“Coaches for different level adult paddlers.”

Paddler, 45-49 years, Wellington-Wairarapa



FACILITIES



PADDLER DEVELOPMENT PROGRAMMES



NUMBER OF COACHES OR INSTRUCTORS

“A place for paddlers to gather after trainings- socialize & get to know all members as well as somewhere to shower.”

Paddler, 50-54 years, Northland

“Club rooms with separate female and male changing/toilet facilities. A warm covered space we can go to if it rains.”

Parent of paddler, 14 years, Auckland

“Have programs available for paddlers at each level from social to elite so paddlers can progress to the next level if wanting to. Standardize what is being taught technique wise, have more info on drills for coaches etc.”

Paddler, 45-49 years, Bay of Plenty

“Strengthen talents for all committed rangatahi and whānau by holding open small group sessions.”

Parent of paddler, 11 years, Gisborne

“I think the club (or region) needs to make an effort to get coaches and athletes from around the country down to here to teach us technique and what Waka Ama is all about (history, culture etc).”

Paddler, 25-29 years, Canterbury

Other results

Demographic differences

Performance across age groups

Key measure	Total (n=58-467)	Primary/ intermediate (5-12 years) (n=8**-44)	Secondary (13-18 years) (n=6**-47)	Young adults (19-34 years) (n=8**-52)	Older adults (35+ years) (n=36-335)
Satisfaction (% more than satisfied)	2020 70%	73%	70%	58%	72%
	2018 67%	64%	74%	60%	66%
NPS (% promoters less % detractors)	2020 +55	+64▲	+54	+48	+55
	2018 +48	+42	+41	+42	+52
Value for money (% agree or strongly agree)	2020 85%▲	86%▲	85%	74%	87%
	2018 79%	62%	80%	76%	82%
Likelihood to rejoin (% likely or very likely)	2020 88%▲	95%▲	93%▲	89%	86%
	2018 83%	80%	78%	78%	85%
Joining process (% more than satisfied)	2020 62%	63%	67%	75%	58%
	2018^ 64%	80%	62%	60%	60%

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)

*Small sample size; ** Very small sample size

^Note: previously an average of four attributes

▲▼ Significantly higher/lower than Waka Ama 2018 result
▲▼ Significantly higher/lower than Total Waka Ama 2020

How do key age brackets differ?

Compared with the total Waka Ama result, respondents of the following age groups are significantly more likely to:

5-12 years



- Belong to **learn/ improve skills** (29% vs. 12%)
- Be more than satisfied with **fostering a sense of pride in our club** (86% vs. 72%).

13-18 years



- Belong to **paddle competitively** (50% vs. 28%)
- Be more than satisfied with **providing me the information I need when I need it** (81% vs. 68%)
- If fees were to increase for investment to be reflected in **paddling/ training venues** (5% vs. 1%).

19-34 years



- Belong to **paddle competitively** (47% vs. 28%).

35+ years



- Belong to **get fit and healthy** (33% vs. 28%).

Performance across gender

Key measure

Satisfaction

(% more than satisfied)

NPS

(% promoters less % detractors)

Value for money

(% agree or strongly agree)

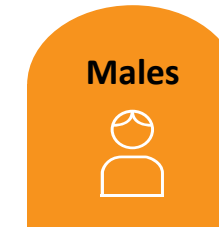
Likelihood to rejoin

(% likely or very likely)

Joining process

(% more than satisfied)

	Total (n=58-467)	Male (n=16*-150)	Female (n=42-317)
2020	70%	72%	69%
2018	67%	70%	65%
2020	+55	+57	+54
2018	+48	+54	+46
2020	85%▲	87%	84%
2018	79%	80%	79%
2020	88%▲	90%	87%
2018	83%	86%	82%
2020	62%	69%	60%
2018[^]	64%	67%	63%



Males

Male respondents are **significantly more likely than females** to:

- Paddle or train **four or more times a week** (56% vs. 44% females).



Females

Female respondents are **significantly more likely than males** to:

- There are no significant differences.

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)

*Small sample size; ** Very small sample size

[^]Note: previously an average of four attributes

▲▼ Significantly higher/lower than Waka Ama 2018 result
▲▼ Significantly higher/lower than Total Waka Ama 2020

Performance across ethnicity

Key measure	Total (n=58-467)	NET European (n=32-224)	Māori (n=27*-265)	NET Pasifika (n=10*-79)
Satisfaction (% more than satisfied)	2020	70%	71%	70%
	2018	67%	69%	61%
NPS (% promoters less % detractors)	2020	+55	+56	+55▲
	2018	+48	+51	+36
Value for money (% agree or strongly agree)	2020	85%▲	87%	81%
	2018	79%	84%	70%
Likelihood to rejoin (% likely or very likely)	2020	88%▲	94%▲▲	92%▲
	2018	83%	83%	75%
Joining process (% more than satisfied)	2020	62%	69%	50%
	2018	64%	66%	55%

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)

*Small sample size; ** Very small sample size

^Note: previously average of four attributes

▲▼ Significantly higher/lower than Waka Ama 2018 result

▲▼ Significantly higher/lower than Total Waka Ama 2020

Differences by Ethnicity

Compared with the total Waka Ama result, respondents of the following ethnicities are significantly more likely to:

European/ Pākehā



- Belong to **have fun** (13% vs. 9%)
- Paddle or train **once a week or less** (12% vs. 8%) or **two or three times a week** (49% vs. 41%).

Māori



- Belong to **connect with my culture** (12% vs. 8%)
- Paddle or train **four or more times a week** (56% vs. 48%)
- Be more than satisfied with **the quality of the coaches or instructors** (72% vs. 68%)
- If fees were to increase, for investment to be reflected in **facilities** (31% vs. 26%).

Pasifika



- Paddle or train **four or more times a week** (65% vs. 48%).

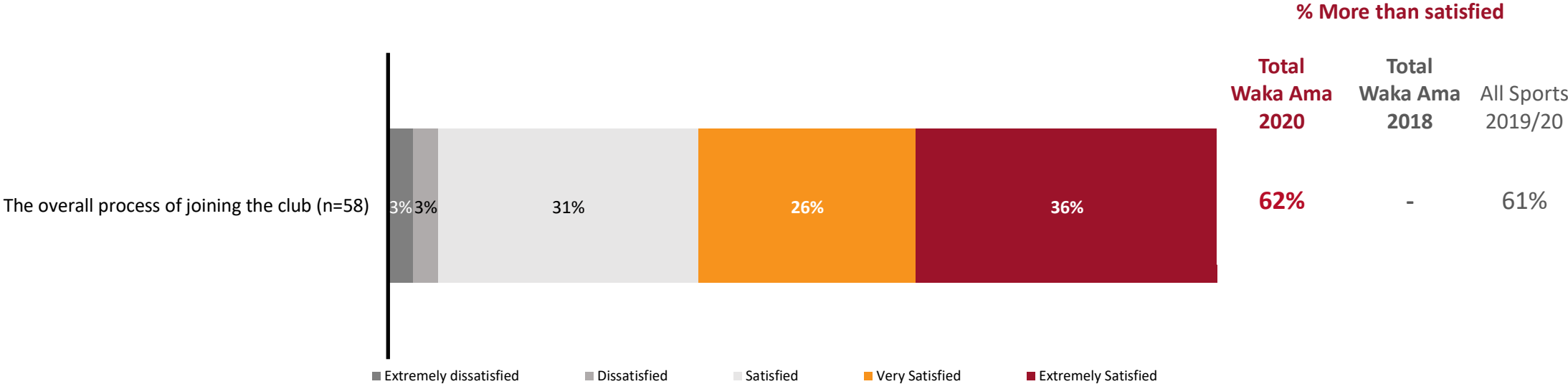


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The joining process

The joining process

Three in five (62%) are more than satisfied with their overall process of joining their Waka Ama club. This is similar to the All Sports 2019/20 average (61%).

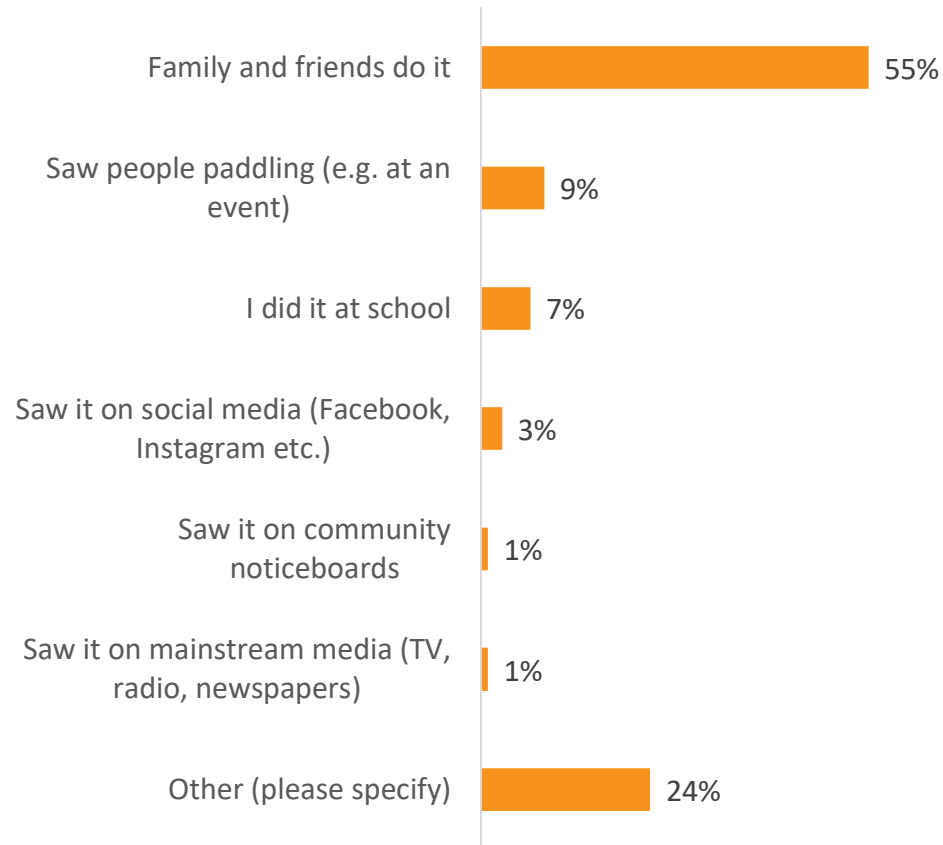


Base: All respondents who have been members for less than one year (Excluding Don't know/not applicable) (n=58)
 Q20. Thinking about the process you/ you and your child went through when you/ your child joined your/ their Waka Ama club. How satisfied are you with your/ their Waka Ama club on the following...

Significantly higher/lower than All Sports 2019/20

How people heard about Waka Ama before joining a club

How people heard about Waka Ama before they joined a club



More than half (55%) heard about Waka Ama because their *friends and family do it*. Those aged **5-12 years** (80% vs. 55%), of **Pasifika** (68%) or **Māori** (61%) ethnicity are more likely to say this is how they heard about Waka Ama.

Those aged **13-18** (34% vs. 7%) and **19-34** (21%) are more likely to say they heard about Waka Ama because they *did it at school*.

There were only two school paddlers who responded to the survey. Both indicated they were planning on paddling for their school next year. One of them was unsure if they would join a club when they left school and the other was somewhat likely.

Base: Q93. School paddlers (Excluding Don't know) (n=2**) Q94. Those who plan on paddling for their school next year (n=2**) Q95. Club members (excluding Don't know) (n=447)

Q93. Do/ Does you/ your child plan on paddling for your/ their school or for a club next season?

Q94. When you leave/ your child leaves school, how likely are you/ is your child to join a Waka Ama club?

Q95. How did you/ your child hear about Waka Ama when you/ they first joined your/ their club?

**Very small sample size



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Inappropriate behaviour & club environment

Frequency of inappropriate behaviour while paddling

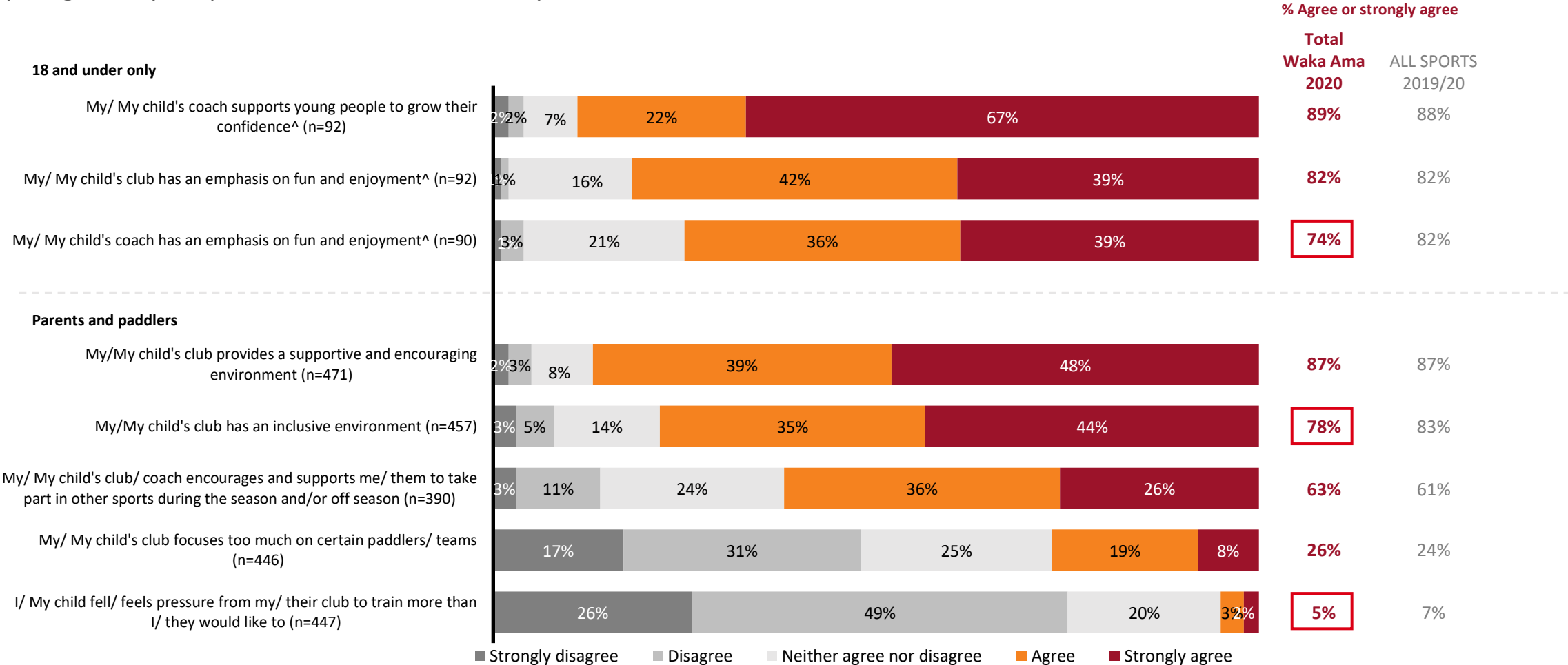
A quarter (24%) of paddlers have experienced inappropriate behaviour by a spectator, coach or official while they paddled. This is a significantly lower score than the All Sports 2019/20 average (32%).



Base: All respondents excluding school paddlers (Excluding Don't know/not applicable) (n=469)/ (n=31,715)
 Q51. In the last 12 months, how frequently have you/you or your child witnessed or experienced inappropriate behaviour by a spectator, coach or official while you/your child paddled?
 NOTE: 'All Sports 2019/20' refers to average across other sports who included this question. This is not asked of all sports.

Club environment

Compared with the All Sports 2019/20 average, Waka Ama respondents are less likely to agree that their *club has an emphasis on fun and enjoyment, has an inclusive environment and they feel pressure to train more than they would like to*. Those aged **13-18** (13% vs. 5%) and of **Māori** ethnicity (8%) are more likely to agree they feel *pressure to train more than they would like to*.



Base: All respondents (Excluding Don't know/not applicable)
 Q54. To what extent do you agree or disagree on the following...
 ^ Only asked of those aged 18 and under

Emphasis on winning, developing skills and having fun at club

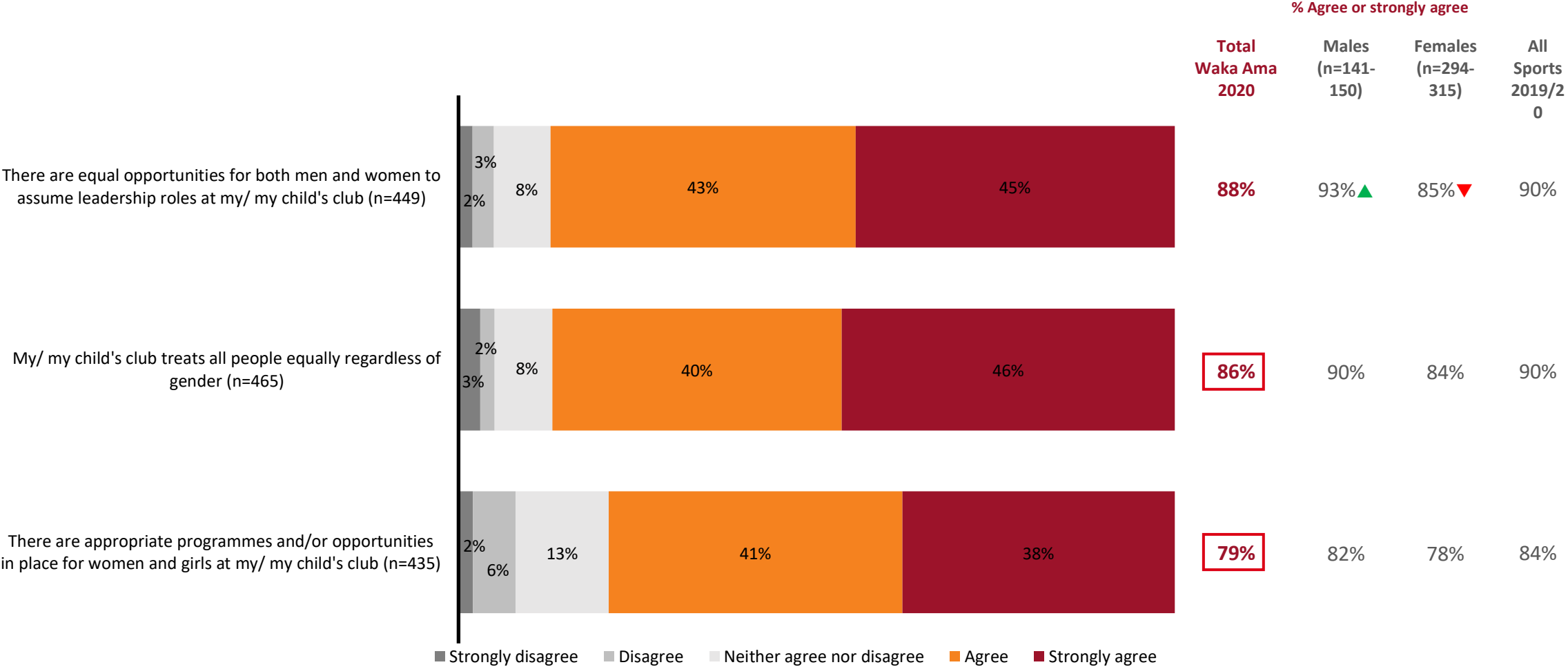
Around seven to eight in ten think there is the right amount of emphasis on developing skills, having fun and winning. A quarter of respondents (26%) think there is not enough emphasis on developing skills at their club, particularly for those over 35 years old (29%). **Young adults (19-34 years)** are more likely to say there is not enough emphasis on winning (28% vs. 12% Total Waka Ama).



Base: All respondents (Excluding Don't know/not applicable)
Q97. Based on your/ your child's experience... How much emphasis do you/ does your child feel there is on the following at your/ their club?

Gender equality at the club

While levels of agreement are high overall, Waka Ama respondents are less likely to agree that their club treats all people equally regardless of gender and there are appropriate programmes and/or opportunities in place for women and girls at my club compared with the All Sports 2019/20 average. **Females** are less likely than **males** to agree that there are equal opportunities for both men and women to assume leadership roles at my club.

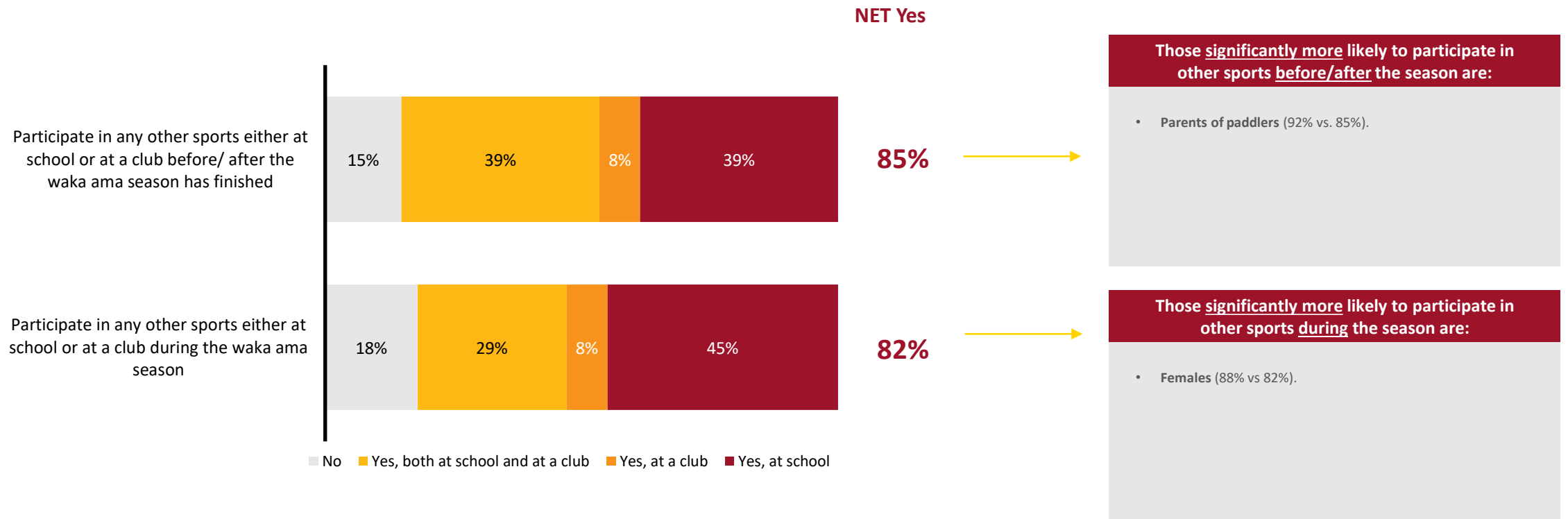


Base: All respondents excluding Don't know (n=435-465)
 Q81. To what extent do you agree or disagree on the following...

▲ ▼ Significantly higher/lower than Total Waka Ama 2020
 □ □ Significantly higher/lower than All Sports 2019/20

Participation in other sports

Nine in ten (85%) Waka Ama members participate in other sports either at school or at a club during the Waka Ama season, while 82% participate in other sports outside of the season.



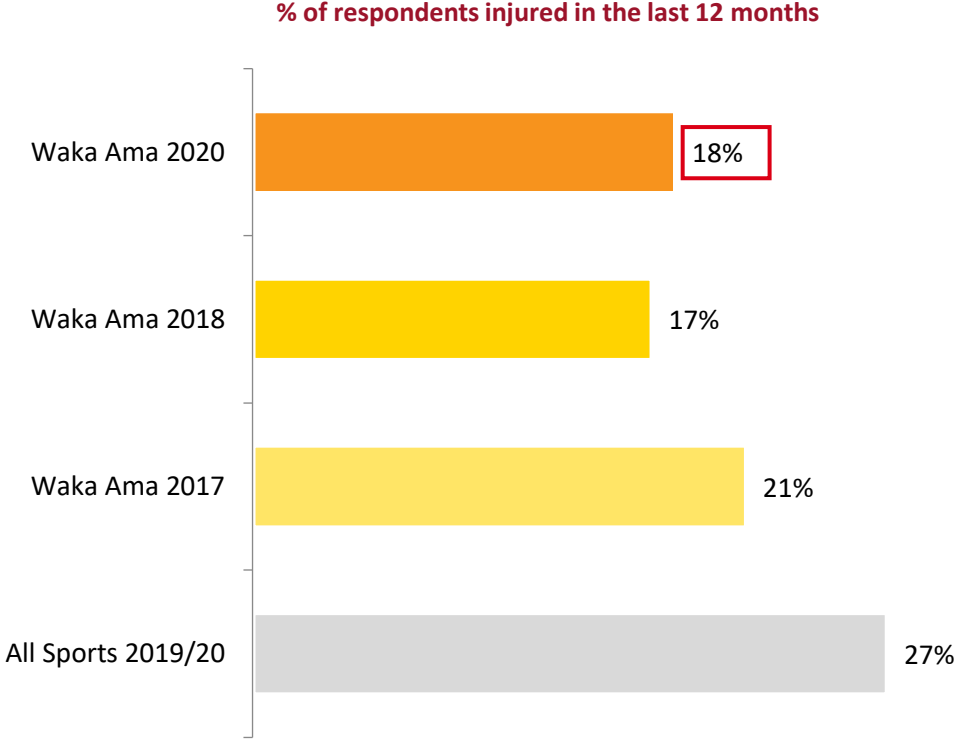
Base: All respondents aged 18 and under (n=93)

Q99. Do you/ Does your child take part/ participate in any other sports either at school or at a club **during the Waka Ama season?**

Q100. Do you/ Does your child take part/ participate in any other sports either at school or at a club **before/ after the Waka Ama season has finished?**

Injuries

One in five paddlers have been injured in the last 12 months



Those significantly more likely to have been injured are:

- Those who paddle or train **four or more times a week** (24% vs. 18%).

Those significantly less likely to have been injured are:

- Aged **5-12 years** (7% vs. 18%).

Base: All respondents (n=474) / (n=35,889)
 Q17. Have you been injured while paddling or training for Waka Ama in the last 12 months?

▲▼ Significantly higher/lower than Total Waka Ama 2018
 ▲▼ Significantly higher/lower than Total Waka Ama 2017
 □□ Significantly higher/lower than All Sports 2019/20



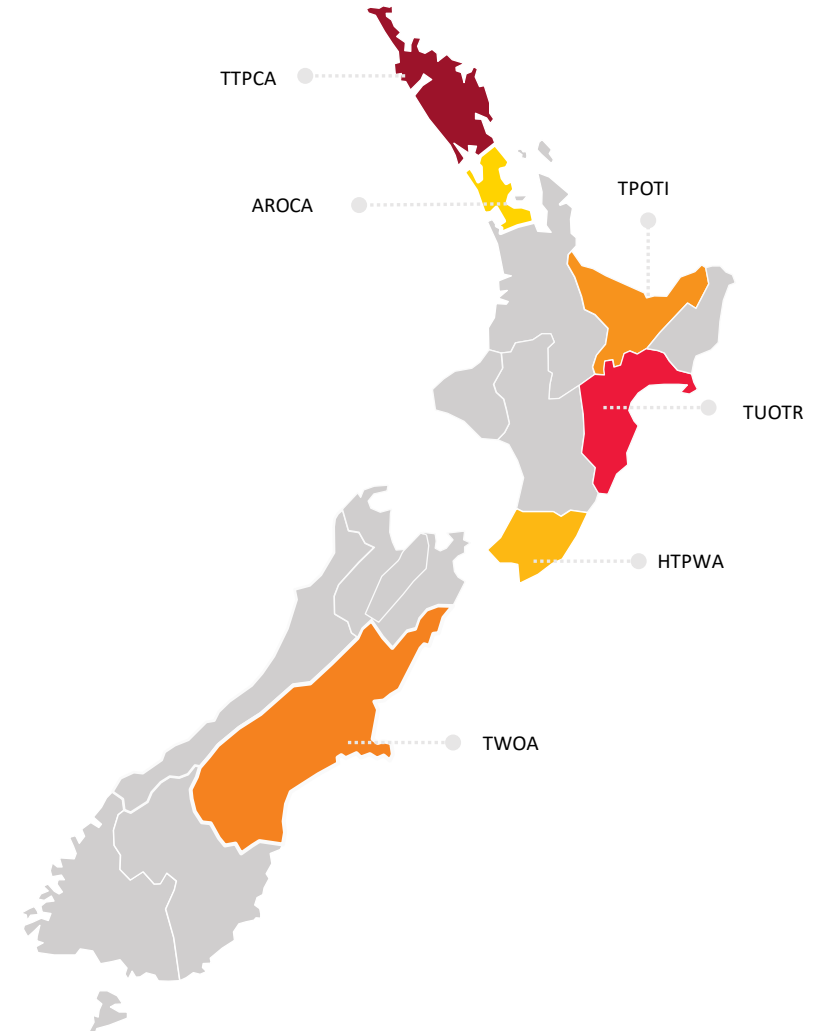
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Association differences

How does experience differ between associations?

Results for Associations cover the following areas:

- Tai Tokerau Polynesian Canoe (TTPCA)
- Auckland Region Outrigger Canoe (AROCA)
- Te Puku o Te Ika (TPOTI)
- Te Uranga o Te Ra Regional Waka Ama (TUOTR)
- Hoe Tonga Pacifica Waka Ama (HTPWA)
- Te Waka o Aoraki (TWOA)



Note: Associations are based on the club selected at Q2a in the questionnaire

Note: Q20 (R6) The overall process of joining the club is not reported on at a association level due to small sample sizes (n=5**-18*)

Overall satisfaction is consistent across all associations

OVERALL SATISFACTION

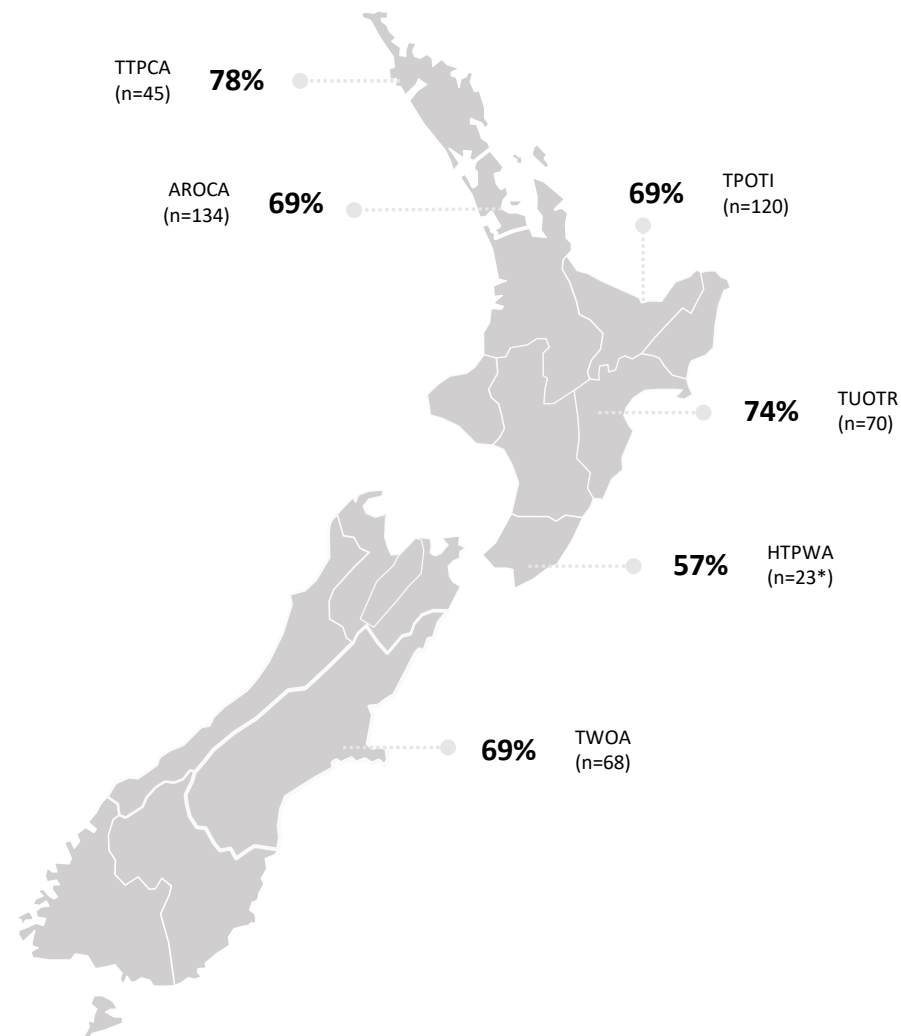
(% more than satisfied)

TOTAL 2020

70%

How does this compare with 2018 & 2017?

Satisfaction	2020 (n=467)	2018 (n=522)	2017 (n=307)
Auckland Region Outrigger Canoe (AROCA)	69%▲	57%	65%
Hoe Tonga Pacifica Waka Ama (HTPWA)	57%	73%	91%
Tai Tokerau Polynesian Canoe (TTPCA)	78%	76%	78%
Te Puku o Te Ika (TPOTI)	69%	63%	62%
Te Uranga o Te Ra Regional Waka Ama (TUOTR)	74%	79%	95%
Te Waka o Aoraki (TWOA)	69%	68%	66%



Base: All respondents (Excluding Don't know/not applicable) (n=467)

*Small sample size;

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

Note: Associations are based on the club selected at Q2a in the questionnaire

▲▼ Significantly higher/lower than sub-group 2018

▲▼ Significantly higher/lower than sub-group 2017

■ Significantly higher/lower than Total Waka Ama 2020

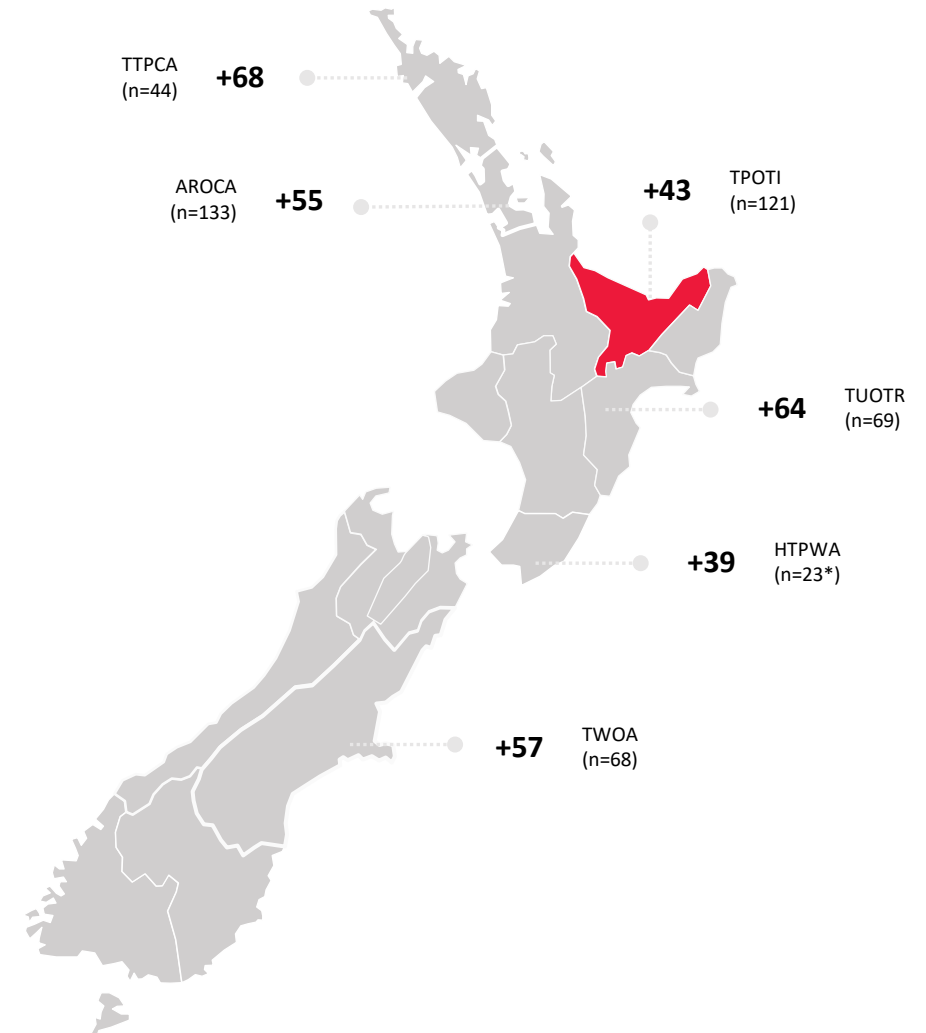
Respondents from TPOTI association are less likely to recommend their Waka Ama club

NPS
(% promoters - % detractors)

TOTAL 2020
+55

How does this compare with 2018 & 2017?

NPS	2020 (n=465)	2018 (n=518)	2017 (n=309)
Auckland Region Outrigger Canoe (AROCA)	+55▲	+31	+51
Hoe Tonga Pacifica Waka Ama (HTPWA)	+39	+72	+80
Tai Tokerau Polynesian Canoe (TTPCA)	+68▲	+41	+65
Te Puku o Te Ika (TPOTI)	+43	+45	+40
Te Uranga o Te Ra Regional Waka Ama (TUOTR)	+64	+60	+71
Te Waka o Aoraki (TWOA)	+57	+59	+58



Base: All respondents (Excluding Don't know/not applicable) (n=465)

Q7. How likely are you to recommend your/ your child's club to them, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely?

*Small sample size;

Note: Associations are based on the club selected at Q2a in the questionnaire

▲▼ Significantly higher/lower than sub-group 2018

▲▼ Significantly higher/lower than sub-group 2017

■ Significantly higher/lower than Total Waka Ama 2020

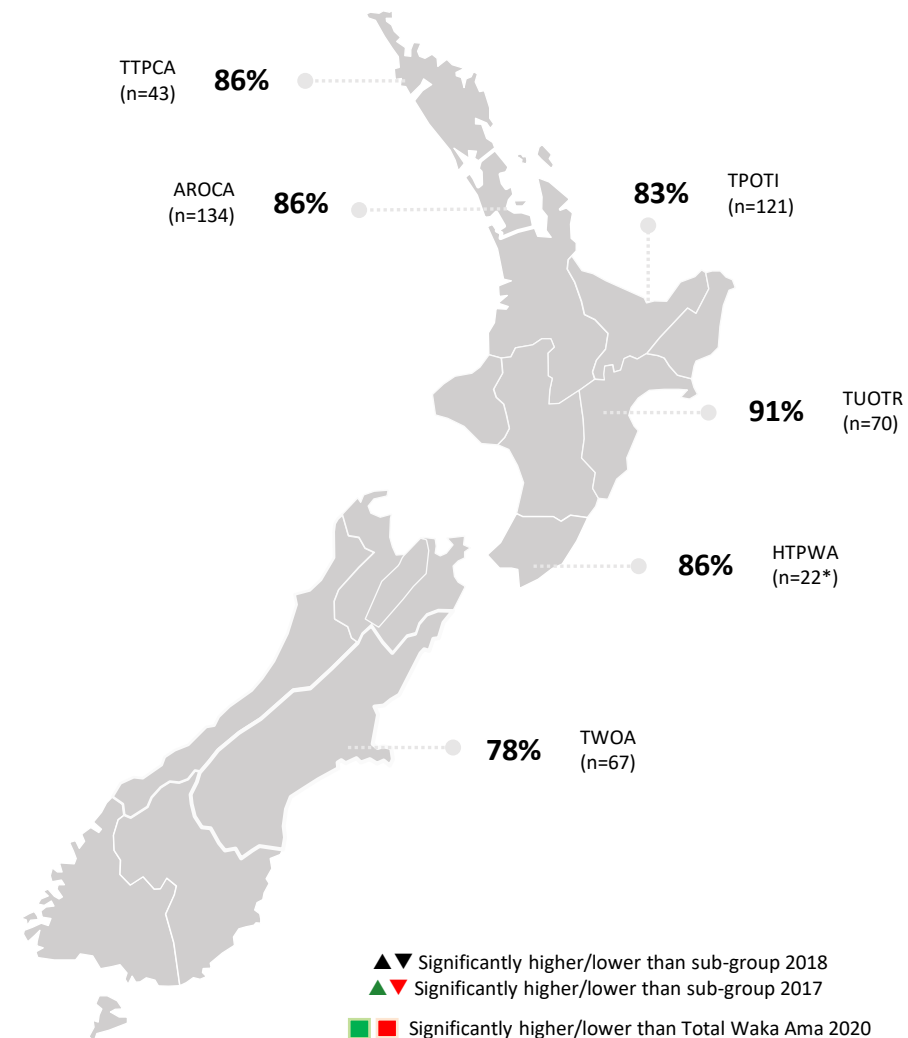
Perceived value for money is consistent across all associations

VALUE FOR MONEY
(% Agree or strongly agree)

TOTAL 2020
85%▲

How does this compare with 2018 & 2017?

Value for money	2020 (n=463)	2018 (n=516)	2017 (n=306)
Auckland Region Outrigger Canoe (AROCA)	86%▲▲	67%	73%
Hoe Tonga Pacifica Waka Ama (HTPWA)	86%	85%	84%
Tai Tokerau Polynesian Canoe (TTPCA)	86%	82%	96%
Te Puku o Te Ika (TPOTI)	83%	80%	83%
Te Uranga o Te Ra Regional Waka Ama (TUOTR)	91%▲	79%	90%
Te Waka o Aoraki (TWOA)	78%	90%	83%



Base: All respondents (Excluding Don't know/not applicable) (n=463)

Q11. To what extent do you agree or disagree with the following... The opportunities, services and benefits that I/ your child receive/ receives from their club make it well worth the money I/ you or they pay

*Small sample size

Note: Associations are based on the club selected at Q2a in the questionnaire

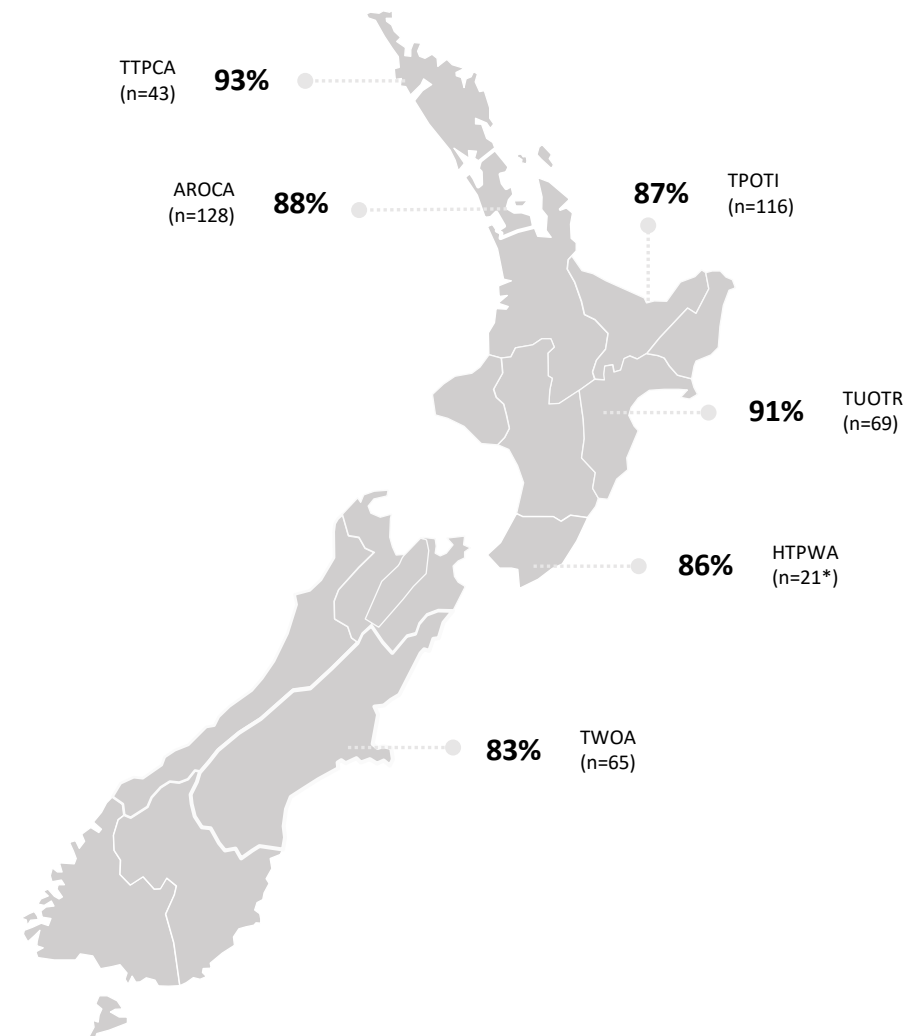
Respondents from Tai Tokerau Polynesian Canoe are most satisfied with their overall experience

Likelihood to rejoin
(% likely or very likely)

TOTAL 2020
88%▲

How does this compare with 2018 & 2017?

Likelihood to rejoin	2020 (n=447)	2018 (n=503)	2017 (n=300)
Auckland Region Outrigger Canoe (AROCA)	88%	78%	93%
Hoe Tonga Pacifica Waka Ama (HTPWA)	86%	90%	95%
Tai Tokerau Polynesian Canoe (TTPCA)	93%	84%	83%
Te Puku o Te Ika (TPOTI)	87%	82%	88%
Te Uranga o Te Ra Regional Waka Ama (TUOTR)	91%	82%	90%
Te Waka o Aoraki (TWOA)	83%	85%	89%



Base: All respondents who are members (Excluding Don't know/not applicable) (n=447)
Q9. How likely are/ is you/ your child to paddle Waka Ama for or rejoin <insert club from Q2a> next season?

*Small sample size

Note: Associations are based on the club selected at Q2a in the questionnaire

▲▼ Significantly higher/lower than sub-group 2018
▲▼ Significantly higher/lower than sub-group 2017

■ Significantly higher/lower than Total Waka Ama 2020

Reason for belonging to a club

Reason for belonging	TOTAL (n=454)	Auckland Region Outrigger Canoe (AROCA) (n=130)	Hoe Tonga Pacifica Waka Ama (HTPWA) (n=22*)	Tai Tokerau Polynesian Canoe (TTPCA) (n=43)	Te Puku o Te Ika (TPOTI) (n=116)	Te Urunga o Te Ra Regional Waka Ama (TUOTR) (n=70)	Te Waka o Aoraki (TWOA) (n=66)
To paddle competitively	28%▼	35%	41%	16%▼	32%	27%	14%▼
To get fit and healthy	28%	24%	23%	30%	29%	26%	39%
To learn/ improve skills	12%	12%	23%	7%	11%	16%▲	6%
To have fun	9%	9%	-	9%	10%	3%	14%
To connect with my culture	8%	6%	5%	12%	8%	14%	6%
To socialise	3%	1%▼	5%	2%	2%	-	12%▲
To have access to facilities and playing fields/ venues/ courts	2%	1%	-	5%	1%	3%	2%
Other	10%	12%	5%	19%	7%	11%	8%

Base: All respondents who are members (n=454)

Q4. What is the **main** reason you/ your child belong/ belongs to a Waka Ama club?

*Small sample size

Note: Associations are based on the club selected at Q2a in the questionnaire

▲▼ Significantly higher/lower than Total Waka Ama 2018

■ Significantly higher/lower than Total Waka Ama 2020

Satisfaction across associations: more than satisfied with key drivers

Key drivers (% more than satisfied)	TOTAL (n=361-471)	Auckland Region Outrigger Canoe (AROCA) (n=117-135)	Hoe Tonga Pacifica Waka Ama (HTPWA) (n=19*-23*)	Tai Tokerau Polynesian Canoe (TTPCA) (n=30-45)	Te Puku o Te Ika (TPOTI) (n=85-122)	Te Urunga o Te Ra Regional Waka Ama (TUOTR) (n=54-70)	Te Waka o Aoraki (TWOA) (n=49-69)
Being friendly and welcoming	78%	81%▲	70%	73%	76%	79%	77%
The social environment at the club	72%	78%▲	52%	59%	74%▲	74%	68%
The quality of the coaches or instructors	68%	71%	74%	66%	65%	71%	63%
Providing me/ them the information I/ they need when I/ they need it	68%	70%▲	57%	70%	65%	72%	62%
Having well maintained playing/ training venues/ fields/ courts	66%	63%	62%	67%	70%▲	63%	64%
Being professional and well managed	65%	66%	65%	64%	67%	64%	59%
Allowing me/ them to fulfil my/ their potential	65%	63%	74%	58%	63%	71%	61%
Is fair and provides equal opportunities for all paddlers	62%	63%	61%	63%	66%	59%	54%
Having clean and well maintained facilities e.g. clubrooms, changing rooms, toilets	51%	52%	60%	53%	53%	46%	41%

Base: All respondents (Excluding Don't know/not applicable) (n=361-471)

Q10a. How would you rate your/ your child's satisfaction with your/ their Waka Ama club on each of the following...

*Small sample size

Note: Associations are based on the club selected at Q2a in the questionnaire

▲▼ Significantly higher/lower than Total Waka Ama 2018

■ Significantly higher/lower than Total Waka Ama 2020

Satisfaction across regions: more than satisfied with secondary drivers

Secondary drivers (% more than satisfied)	TOTAL (n=416-472)	Auckland Region Outrigger Canoe (AROCA) (n=129-136)	Hoe Tonga Pacifica Waka Ama (HTPWA) (n=19*-23*)	Tai Tokerau Polynesian Canoe (TTPCA) (n=40-45)	Te Puku o Te Ika (TPOTI) (n=106-122)	Te Urunga o Te Ra Regional Waka Ama (TUOTR) (n=65-70)	Te Waka o Aoraki (TWOA) (n=51-69)
Providing a safe environment for adults and children	74%	75%▲	70%	67%	75%	73%	75%
Encouraging good sportsmanship and fair play	72%	74%	74%	69%	72%	67%▼	72%
Fostering a sense of pride in our/ their <club>	72%	76%	74%	70%	68%	70%	72%
Having qualified / experienced officials available when I/ they compete	67%	68%	68%	68%	64%	74%	57%
The ease of accessing the <clubs> venues/ fields/ courts	65%	66%	75%	72%	59%	68%	64%
Engaging with the local community	65%	63%	65%	72%	62%	67%	67%
Being responsive to my/ their needs and requirements	63%	64%▲	57%	59%	63%	62%	60%

Base: All respondents (Excluding Don't know/not applicable) (n=416-472)
 Q10b. How would you rate your/ your child's satisfaction with your/ their Waka Ama club on each of the following...
 *Small sample size
 Note: Associations are based on the club selected at Q2a in the questionnaire

▲▼ Significantly higher/lower than Total Waka Ama 2018
 ■ Significantly higher/lower than Total Waka Ama 2020

Focus for improvement (if fees increased)

Focus for improvement	TOTAL (n=401)	Auckland Region Outrigger Canoe (AROCA) (n=117)	Hoe Tonga Pacifica Waka Ama (HTPWA) (n=20*)	Tai Tokerau Polynesian Canoe (TTPCA) (n=34)	Te Puku o Te Ika (TPOTI) (n=105)	Te Urunga o Te Ra Regional Waka Ama (TUOTR) (n=59)	Te Waka o Aoraki (TWOA) (n=61)
Facilities e.g. club rooms, changing rooms, toilets	26%	30%▲	15%	29%	23%	25%	23%
Paddler development programmes	19%	20%▼	10%	9%▼	19%	19%	28%
Number of coaches or instructors	12%	10%	25%	12%	14%	14%	7%
Access to equipment	10%	9%	25%	15%	10%	8%	8%
Quality of coaching or instructors	7%	6%	10%	9%	9%	10%	5%
Management of the club	6%	5%▼	10%	-	7%	3%	11%▲
Communications	4%	4%	-	3%	6%	3%	7%
Social activities	3%	4%	-	3%	2%	3%	5%
Paddling/ training venues/ fields/ courts	1%	3%	-	-	-	3%	-
Quality of officiating	<1%	-	-	3%	-	-	-
Other	10%	9%	5%	18%	11%	10%	7%

▲▼ Significantly higher/lower than Total Waka Ama 2018

■ Significantly higher/lower than Total Waka Ama 2020

Base: All respondents (Excluding Don't know/not applicable) (n=401)

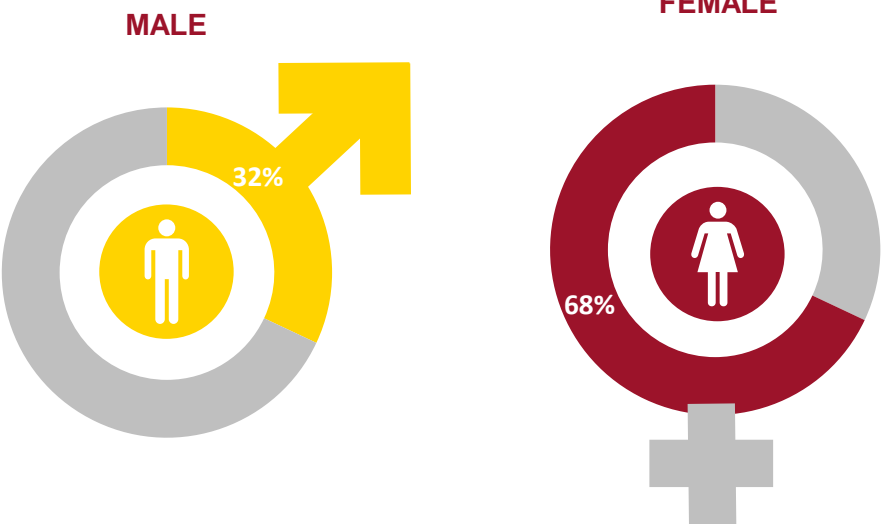
Q14. If your/ your child's Waka Ama club was going to focus on improving one of the following aspects, and the membership fees increased to reflect this investment, which would be the one thing you/ your child would like them to improve?

*Small sample size

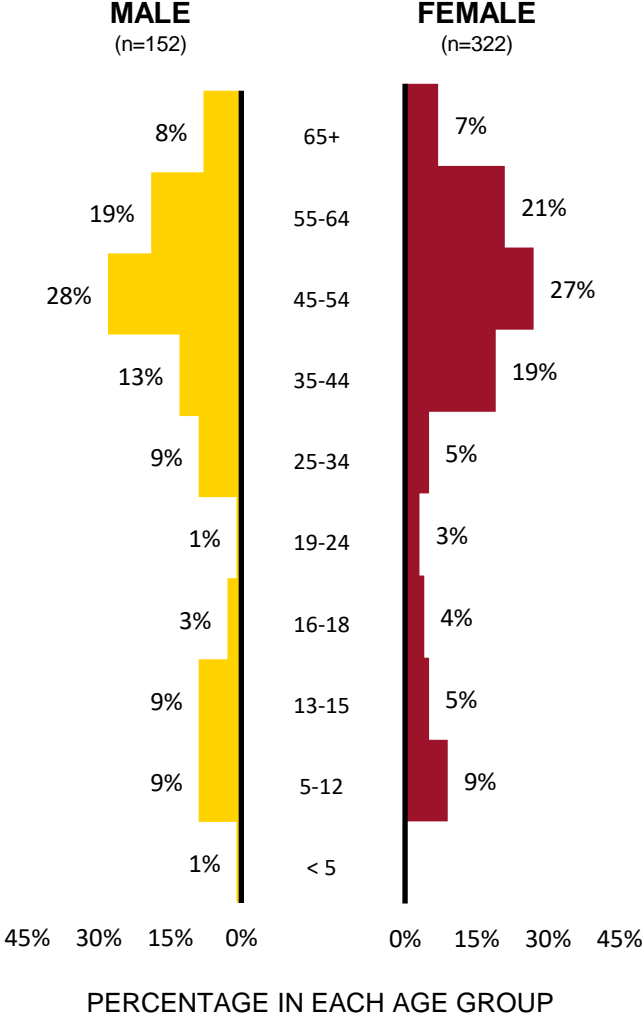
Note: Associations are based on the club selected at Q2a in the questionnaire

Sample profile

Age - gender distribution



GENDER (Q25)	TOTAL (n=474)	PADDLER (n=413)	PARENT (n=61)
Male	32%	31%	36%
Female	68%	69%	64%
Gender diverse	-	-	-



Age

AGE (Q22)	TOTAL 2020 (n=474)	TOTAL 2018 (n=543)	TOTAL 2017 (n=317)	ALL SPORTS 2019/20 (n=37,926)
Less than 5 years	<1%	1%	-	1%
NET 5-12 years	9%	9%	5%	33%
NET 13-18 years	10%	16%	5%	23%
19-24 years	2%	4%	2%	4%
25-34 years	6%	7%	9%	6%
35-44 years	17%	19%	19%	7%
45-54 years	28%	27%	30%	11%
55-64 years	20%	15%	21%	8%
65+ years	7%	3%	4%	7%

Ethnicity

Ethnicity (Q34)	TOTAL 2020 (n=474)	TOTAL 2018 (n=543)	TOTAL 2017 (n=317)	ALL SPORTS 2019/20 (n=37,926)
NET European/Pākehā	48%	44%	50%	75%
Māori	57%	60%	50%	21%
NET Pasifika	17%	16%	11%	10%
Samoaan	7%	6%	5%	5%
NET Asian & Indian	3%	1%	1%	6%
Chinese	1%	1%	1%	2%
Other	5%	4%	5%	5%

Note: Respondents can identify with more than one ethnicity. Only ethnicities greater than 1% are shown.

Region of residence

Region (Q23)	TOTAL 2020 (n=474)	TOTAL 2018 (n=543)	TOTAL 2017 (n=317)	ALL SPORTS 2019/20 (n=37,926)
Northland	9%	8%	7%	4%
Auckland	30%	28%	17%	35%
Waikato	13%	11%	18%	8%
Bay of Plenty	11%	9%	8%	7%
Gisborne	9%	5%	-	2%
Hawkes Bay	5%	9%	7%	3%
Taranaki	2%	2%	3%	2%
Manawatu	-	1%	3%	2%
Whanganui	2%	2%	-	1%
Wellington-Wairarapa	3%	12%	15%	10%
Tasman	6%	2%	4%	2%
Nelson	5%	2%	8%	2%
Marlborough	-	1%	-	1%
West Coast	-	-	-	<1%
Canterbury	2%	7%	8%	11%
Otago	2%	1%	2%	6%
Southland	<1%	<1%	<1%	2%
Outside of New Zealand	<1%	<1%	-	<1%

Role at club & membership tenure

Role (Q67)	TOTAL 2020 (n=474)	TOTAL 2018 (n=543)	TOTAL 2017 (n=317)	ALL SPORTS 2019/20 (n=37,926)
Paddling member	92%	85%	90%	89%
Non-paddling member	3%	9%	6%	3%
Casual paddler	2%	3%	2%	2%
Paddle at events only	1%	-	-	1%
Other	2%	8%	5%	2%

Membership tenure^ (Q3)	TOTAL 2020 (n=391)	TOTAL 2018 (n=509)	TOTAL 2017 (n=305)	ALL SPORTS 2019/20 (n=35,932)
Less than 1 year	15%	21%	14%	19%
1-2 years	23%	23%	21%	20%
3-5 years	29%	25%	32%	30%
6-10 years	15%	17%	19%	14%
More than 10 years	18%	15%	14%	16%

^ Asked only of those who are members

Competitive level & paddling frequency

Competitive level (Q28)	TOTAL 2020 (n=466)	TOTAL 2018 (n=509)	TOTAL 2017 (n=311)	ALL SPORTS 2019/20 (n=36,529)
Paddled for the top team at my club	35%	42%	24%	30%
Been selected to represent my club at a regional event/ competition	47%	45%	37%	25%
Been selected to represent my region at a national event/ competition	41%	44%	36%	18%
Been selected to represent New Zealand at an international event/ competition	14%	16%	9%	3%
None of these	36%	31%	45%	58%

Frequency of paddling/ training (Q5)	TOTAL 2020 (n=474)	TOTAL 2018 (n=526)	TOTAL 2017 (n=311)	ALL SPORTS 2019/20 (n=37,893)
Less than once a week	2%	3%	2%	4%
Once a week	7%	6%	6%	13%
Two or three times a week	41%	44%	51%	48%
Four or five times a week	34%	32%	33%	19%
6 or more times a week	15%	13%	6%	12%
Other	3%	2%	2%	4%

Association

Association	n=	TOTAL 2020 (n=467)	TOTAL 2018 (n=507)	TOTAL 2017 (n=308)
Auckland Region Outrigger Canoe (AROCA)	138	30%	25%	16%
Hoe Tonga Pacifica Waka Ama (HTPWA)	23*	5%	15%	18%
Tai Tokerau Polynesian Canoe (TTPCA)	45	10%	9%	7%
Te Puku o Te Ika (TPOTI)	122	26%	23%	30%
Te Uranga o Te Ra Regional Waka Ama (TUOTR)	70	15%	15%	7%
Te Waka o Aoraki (TWOA)	69	15%	14%	22%

*Small sample size

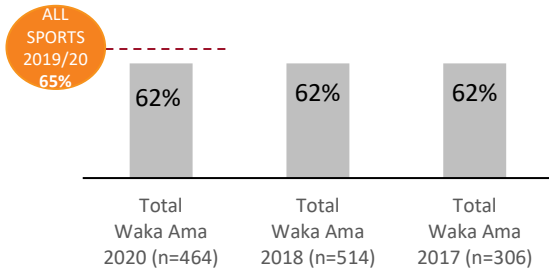
Note: Associations are based on the club selected at Q2a in the questionnaire

Appendices

Satisfaction with drivers

Fulfilling potential

IS FAIR AND PROVIDES EQUAL OPPORTUNITIES



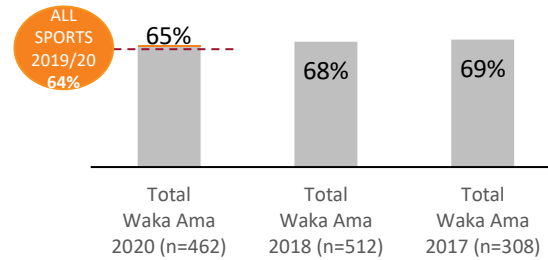
Those significantly more likely to be very or extremely satisfied are:

- There are no significant differences.

Those significantly less likely to be very or extremely satisfied are:

- There are no significant differences.

ALLOWING ME TO FULFIL MY POTENTIAL



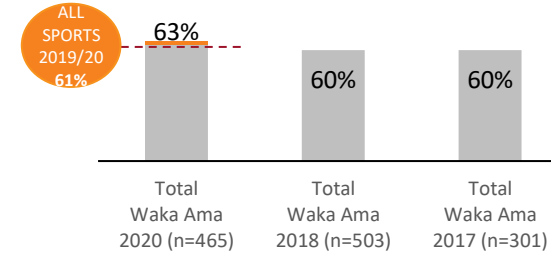
Those significantly more likely to be very or extremely satisfied are:

- There are no significant differences.

Those significantly less likely to be very or extremely satisfied are:

- There are no significant differences.

BEING RESPONSIVE TO MY NEEDS AND REQUIREMENTS



Those significantly more likely to be very or extremely satisfied are:

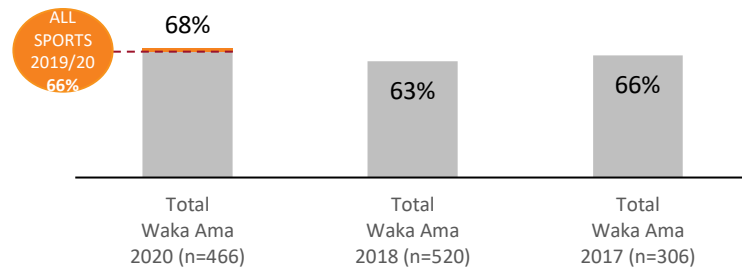
- There are no significant differences.

Those significantly less likely to be very or extremely satisfied are:

- There are no significant differences.

Communication and the quality of coaches

PROVIDING THE INFORMATION I NEED WHEN I NEED IT



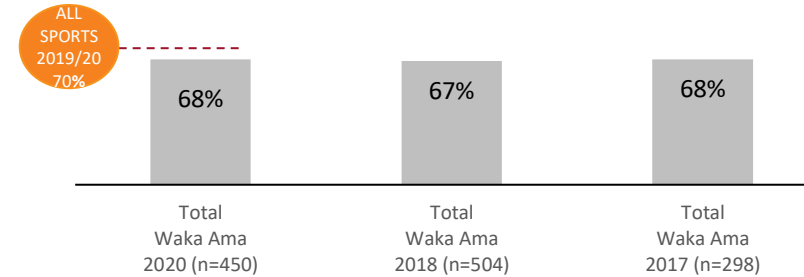
Those significantly more likely to be very or extremely satisfied are:

- Aged **13-18 years** (81% vs. 68%).

Those significantly less likely to be very or extremely satisfied are:

- There are no significant differences.

THE QUALITY OF THE COACHES OR INSTRUCTORS



Those significantly more likely to be very or extremely satisfied are:

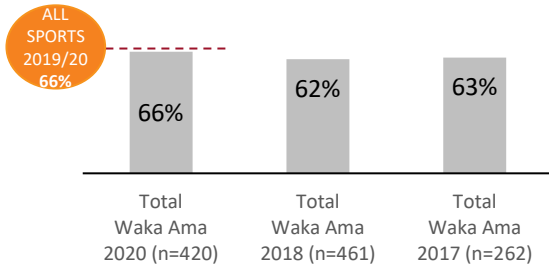
- Aged **5-18 years** (78% vs. 68%)
- Of **Māori ethnicity** (72%).

Those significantly less likely to be very or extremely satisfied are:

- Aged **45-54 years** (61% vs. 68%).

Facilities

HAVING WELL MAINTAINED PLAYING/ TRAINING VENUES/ FIELDS/ COURTS



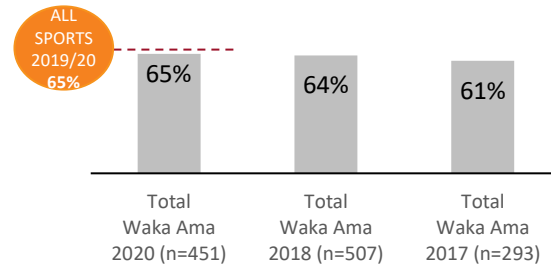
Those significantly more likely to be very or extremely satisfied are:

- There are no significant differences.

Those significantly less likely to be very or extremely satisfied are:

- There are no significant differences.

THE EASE OF ACCESSING THE CLUB'S VENUES/ FIELDS/ COURTS FOR TRAINING OR CASUAL PADDLING



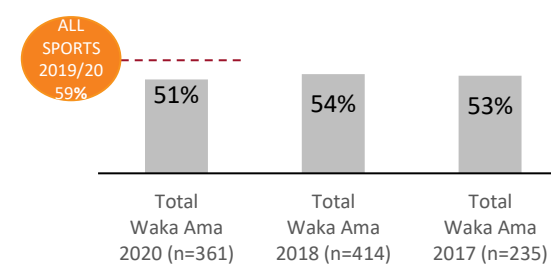
Those significantly more likely to be very or extremely satisfied are:

- There are no significant differences.

Those significantly less likely to be very or extremely satisfied are:

- There are no significant differences.

HAVING CLEAN AND WELL MAINTAINED FACILITIES E.G. CLUBROOMS, CHANGING ROOMS, TOILETS



Those significantly more likely to be very or extremely satisfied are:

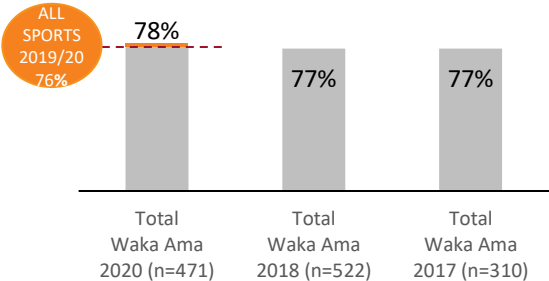
- There are no significant differences.

Those significantly less likely to be very or extremely satisfied are:

- There are no significant differences.

Friendly and welcoming

BEING FRIENDLY AND WELCOMING



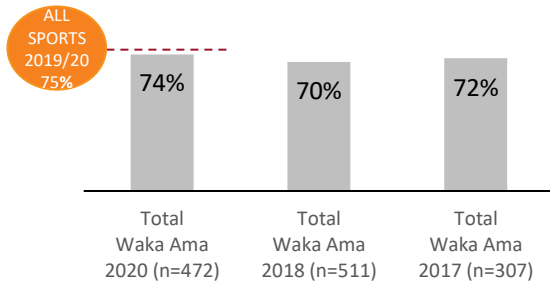
Those significantly more likely to be very or extremely satisfied are:

- There are no significant differences.

Those significantly less likely to be very or extremely satisfied are:

- There are no significant differences.

PROVIDING A SAFE ENVIRONMENT FOR ADULTS AND CHILDREN



Those significantly more likely to be very or extremely satisfied are:

- There are no significant differences.

Those significantly less likely to be very or extremely satisfied are:

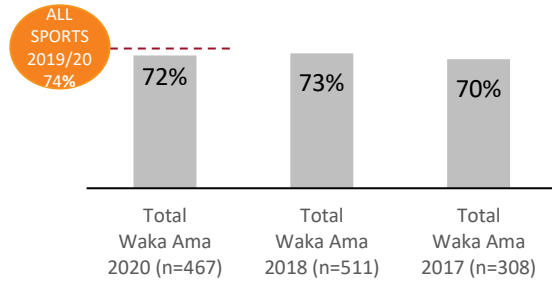
- There are no significant differences.

Base: Respondents who are members or play casually at a club (Excluding Don't know/not applicable) Q10a/Q10b. How would you/ your child rate your/ their overall satisfaction with your/ their Waka Ama club on each of the following...

▲▼ Significantly higher/lower than Total Waka Ama 2018
 ▲▼ Significantly higher/lower than Total Waka Ama 2017

Professional and well managed

ENCOURAGING GOOD SPORTSMANSHIP AND FAIR PLAY



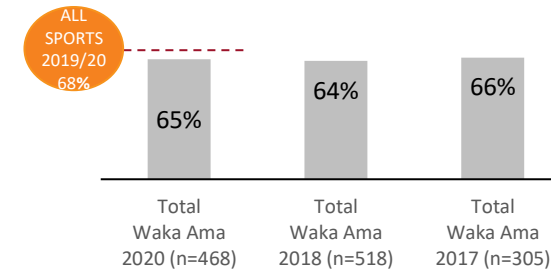
Those significantly more likely to be very or extremely satisfied are:

- There are no significant differences.

Those significantly less likely to be very or extremely satisfied are:

- There are no significant differences.

BEING PROFESSIONAL AND WELL MANAGED



Those significantly more likely to be very or extremely satisfied are:

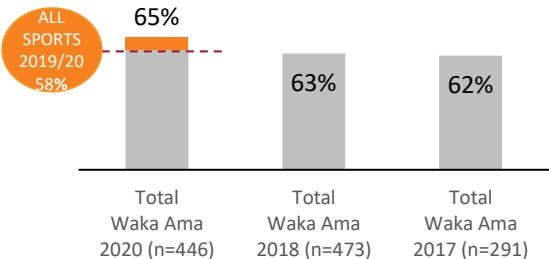
- There are no significant differences.

Those significantly less likely to be very or extremely satisfied are:

- There are no significant differences.

Community engagement

ENGAGING WITH THE LOCAL COMMUNITY



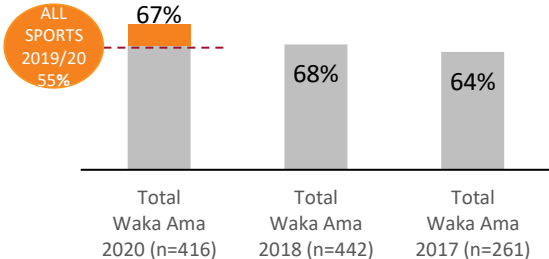
Those significantly more likely to be very or extremely satisfied are:

- There are no significant differences.

Those significantly less likely to be very or extremely satisfied are:

- There are no significant differences.

HAVING QUALIFIED/ EXPERIENCED OFFICIALS AVAILABLE



Those significantly more likely to be very or extremely satisfied are:

- There are no significant differences.

Those significantly less likely to be very or extremely satisfied are:

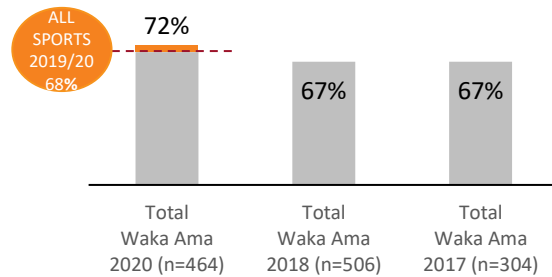
- Aged **45-54 years** (59% vs. 67%).

Base: Respondents who are members or play casually at a club (Excluding Don't know/not applicable) Q10a/Q10b. How would you/ your child rate your/ their overall satisfaction with your/ their Waka Ama club on each of the following...

▲▼ Significantly higher/lower than Total Waka Ama 2018
 ▲▼ Significantly higher/lower than Total Waka Ama 2017

Social environment

THE SOCIAL ENVIRONMENT AT THE CLUB



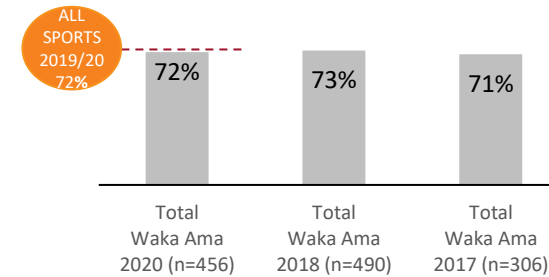
Those significantly more likely to be very or extremely satisfied are:

- There are no significant differences.

Those significantly less likely to be very or extremely satisfied are:

- From **TTPCA** (59% vs. 72%).

FOSTERING A SENSE OF PRIDE IN OUR CLUB



Those significantly more likely to be very or extremely satisfied are:

- Aged **5-12 years** (86% vs. 72%)
- **Parents of paddlers** (83%).

Those significantly less likely to be very or extremely satisfied are:

- There are no significant differences.



SPORT
NEW ZEALAND
IHI AOTEAROA

Background, objectives and approach

Methodology of VOP Waka Ama survey 2020

SAMPLE



Waka Ama NZ did not supply a sample of their members. A list of clubs within each association was provided.

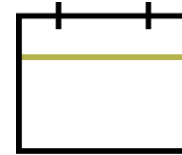
APPROACH



Waka Ama NZ distributed an open survey link to their club members and school paddlers were encouraged to complete the survey.

They also distributed the open link via their own communication channels (e.g. Facebook, newsletters).

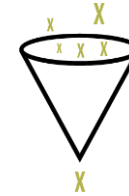
FIELDWORK



Sport NZ VOP Club Experience Survey was conducted between 01 April and 01 May 2020. Note: Due to the Covid-19 pandemic New Zealand entered Alert 4 lockdown on 25 March 2020 and Alert 3 on the 27 April 2020.

Reminders were sent during fieldwork on 15 April, 23 April and an extension reminder (due to COVID-19) was sent on 28 April.

RESULT



A total of 474 Waka Ama respondents nationwide completed the survey, consisting of 413 paddlers and 61 parents of paddlers/children under the age of 16.

This gave a maximum margin of error on the Total Waka Ama result of $\pm 4.5\%$.

About the VOP programme

This research is part of Sport New Zealand's Voice-of-Participant (VOP) programme to develop and implement a cross-sport and recreation sector approach; capturing, analysing, interpreting and using customer/ membership survey data.

The objectives of the VOP programme are to:

- ▶ Empower the sport system to respond to the wants and needs of customers.
- ▶ Embed processes that continually put the participant at the centre of decision making.
- ▶ Improve the development and delivery of products and services that meet the needs of participants.
- ▶ Complement and systematize existing participant information and the processes by which participant information is gathered and analysed.
- ▶ 'Bring' the voice-of-participant to the centre of the sport system (including Sport NZ).

This part of the VOP programme is for National Sports Organisations (NSOs) to survey their members (i.e. paddlers and parents of paddlers) to understand the participant experience with their club.

In future, the programme may also roll out to cover events/ tournaments, RSTs/RSDs, TAs/ Councils, activities and even children doing sport at school.

A customer/ participant experience approach is one that looks at behaviours, attitudes and needs as they relate to specific interaction points across total engagement with a sport/ service. It is valuable to organisations with members, helping them to understand how different interactions are perceived and what is really important to get right in order to retain and grow membership.

Development of the VOP programme

While some work had previously been undertaken by Sport NZ and NSOs to create draft 'welcome' and 'mid-season' surveys, it was felt it was important to incorporate the participant's point of view on what was most important to them and then test the reviewed surveys.

In 2015, an initial development phase was undertaken to design the survey tools i.e.



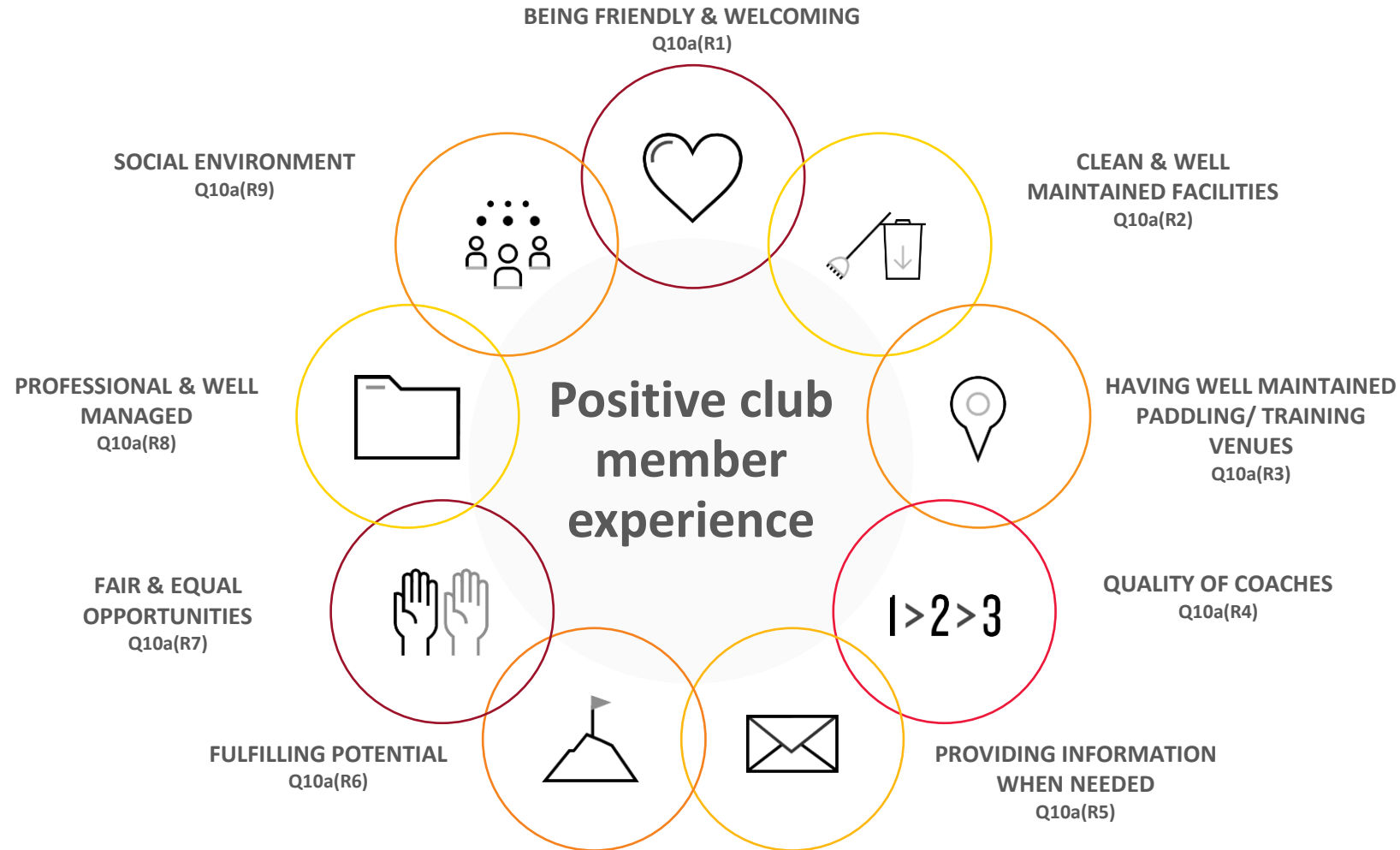
The development phase involved both **qualitative** and **quantitative** components:

- ▶ Qualitative research (two online bulletin boards with 28 participants) to understand what makes a good or bad experience and what paddlers consider their ideal experience.
- ▶ Based on the qualitative findings, Nielsen designed an online questionnaire. Nielsen then piloted the questionnaire using three different methods of delivery, with members of four NSOs; New Zealand Football, Tennis New Zealand, Bowls New Zealand and New Zealand Football.
- ▶ Subsequently, in consultation with Sport NZ and NSOs, Nielsen reviewed the survey tools and created a Survey Guide.

Results from NSOs surveyed in Winter 2019 and Summer 2020 have been combined to create results for the 2019/20 year. **Sports surveyed in 2019/20 were; rugby, rugby league, netball, football, yachting and water polo (Winter), Waka Ama, tennis, swimming and cricket (Summer).**

Drivers of the club experience

The qualitative stage, undertaken as part of the development of the VOP questionnaire, identified seven drivers that influence club experience. After the initial pilot of the VOP questionnaire these were expanded to nine core drivers. The question numbers that relate to each driver are shown to the right.



Drivers of the club experience, continued

As well as the nine 'core' drivers of the club experience, based on the pilot results and in consultation with National Sporting Organisations (NSOs) the VOP survey also covers a number of secondary drivers. These are shown below with the associated question number:

- ▶ Value for money (Q11)
- ▶ Encourages good sportsmanship and fair play (Q10b-R1)
- ▶ The ease of accessing the club venues for training or casual paddling (Q10b-R2)
- ▶ Fostering a sense of pride in their club (Q10b-R3)
- ▶ Engaging with the local community (Q10b-R4)
- ▶ Being responsive to needs and requirements (Q10b-R5)
- ▶ Having qualified/ experienced officials available when I compete (Q10b-R6)
- ▶ Providing a safe environment for adults and children (Q10b-R7)

Explanation of regression



- Regression analysis is a statistical process for analysing the relationship between two or more variables. It helps to understand the importance, or impact, of a 'driver' (the independent variable) by measuring its contribution to explaining variance in another variable (the dependent variable). Each independent variable is assigned a score ranging from zero to one - the closer to one, the more important/larger impact it has on the dependent variable. We have used a regression approach called Modified Kruskal, which addresses any multi-collinearity* issues.



- Nielsen has created a regression model unique to Waka Ama NZ. The dependent variable for the regression model is **recommendation** (the likelihood of a respondent to recommend their club to someone interested in paddling Waka Ama). The independent variables are the attributes/ drivers in key drivers (Q10a), secondary drivers (Q10b) and value for money (Q11), including any optional or additional attributes.



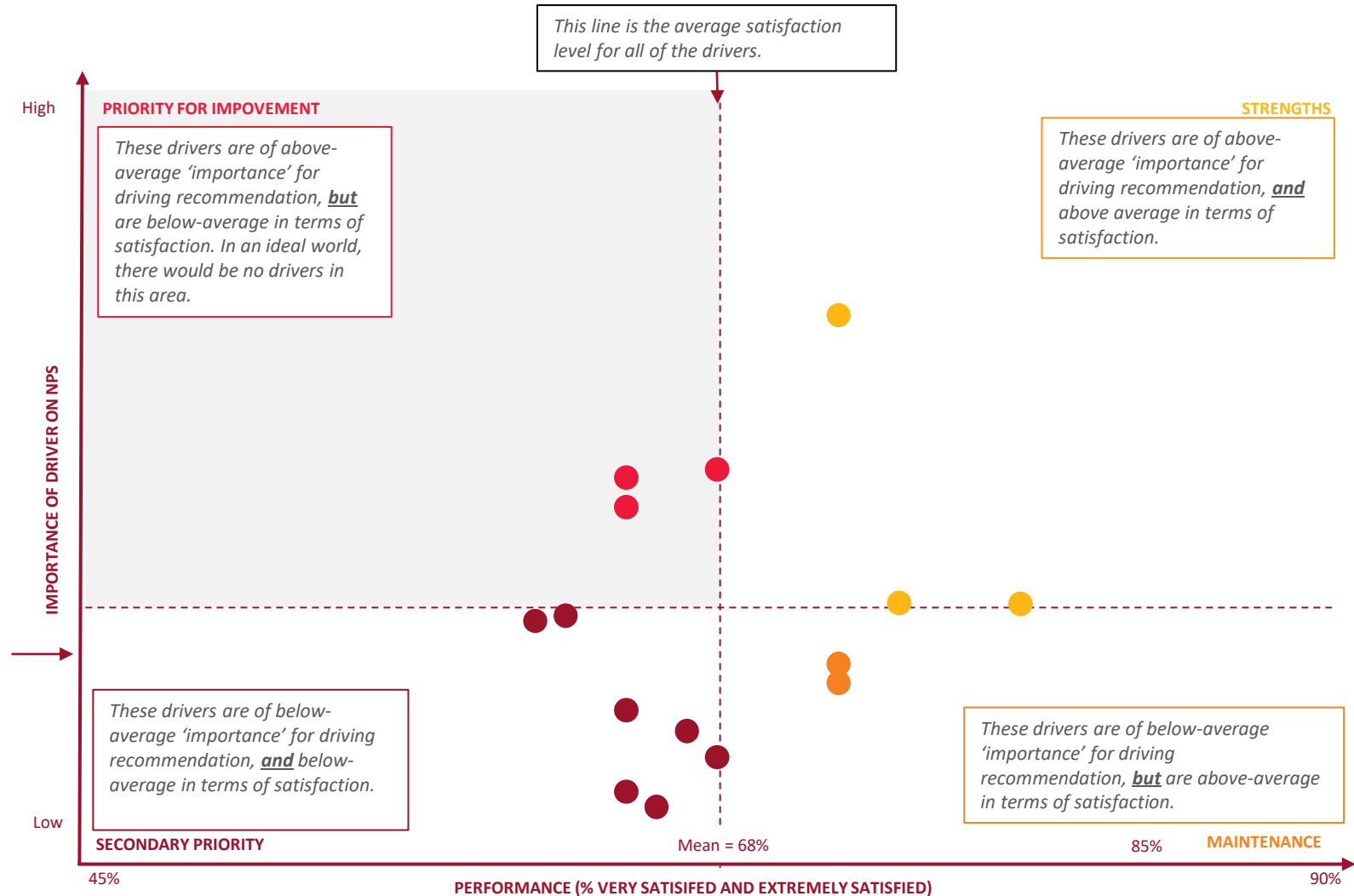
- The [drivers of recommendation chart](#) illustrates the impact of each attribute/ driver on a respondent's likelihood to recommend their club. The importance or impact of a driver on recommendation is shown on the vertical axis along with the size of the bubble (from the regression model). Respondents' satisfaction ratings with each of the driver is shown on the horizontal axis. This illustration allows us to see what aspects are more important but rated lower - that is where associations should focus, in order to improve recommendation.

* **Multi-collinearity** exists whenever an independent variable is highly correlated with one or more of the other independent variables in a multiple regression equation. **Multi-collinearity** is a **problem** because it undermines the statistical significance of an independent variable.

Guidance on how to interpret this graph

The higher each attribute is on the vertical axis, the more 'important' it is in terms of driving people to recommend their club to others. E.g. For attributes at the top there is a strong relationship between satisfaction with this driver and whether or not people will recommend their club.

This line represents the average in terms of level of 'importance' for driving recommendation.



The further to the right each attribute is on the horizontal axis, the more satisfied people are with it.

Notes to this report

STATISTICAL SIGNIFICANCE

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.

Statistically significant differences in this report are significant at the 95% confidence level. That is, we are 95% confident results are not just normal expected variances that result from talking to a different sample within the same population (note: the smaller the sample size, the higher the expected variance between samples and less likely that there will be statistically significant differences).

Statistical significance is reported in the following ways:

- ▲ / ▼ The result is significantly higher / lower than the Total Waka Ama 2018
- ▲ / ▼ The sub-group is significantly higher / lower than the Total Waka Ama 2017
- / □ The Total Waka Ama result is significantly higher / lower than the total for All Sports 2019/20

TOTAL

When comparing results, 'vs.' is used as an abbreviation of 'compare'. When comparing with the total, 'All Sports 2019/20' is used. This is the total sample from 2019/20 i.e. an average of the sports that participated in winter 2019 and summer 2020. Waka Ama respondents consist of 87% paddlers and 13% parents of paddlers responses. All Sports 2019/20 is 49% players and 51% parents.

ROUNDING OF FIGURES

Due to rounding, the net figures provided (e.g. % 'very satisfied' and % 'extremely satisfied') and total results may differ from the numbers shown on the charts.

WEIGHTING

No weighting was applied to these results. Please refer to the Sample Profile section to understand who responded.

TOP TEAM OR HIGHER

Top team or higher relates to respondents who have paddled for the top team within their age group at their club and/or, represented the club at a regional event/competition, represented the association at a national event/competition and/or represented New Zealand at an international event/competition.

Thank You