



2022 MEMBER FEEDBACK SURVEY

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Membership Benefits: Awareness

Membership Benefits: Satisfaction

Event Participation

Event Satisfaction

ENGAGEMENT

INVITATION

- **Open:** 31 March to 15 April
- **Eligibility:** All current, lapsed and non-members with a profile in JustGo

RESPONSES

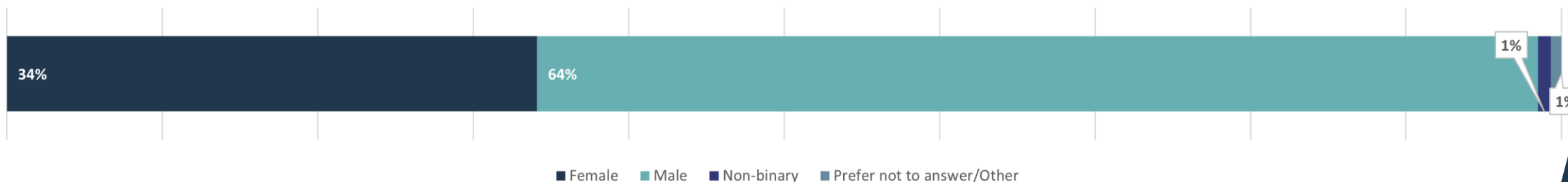
- **1,073 responses received**
 - 662 complete responses
 - 441 partial responses

DATA

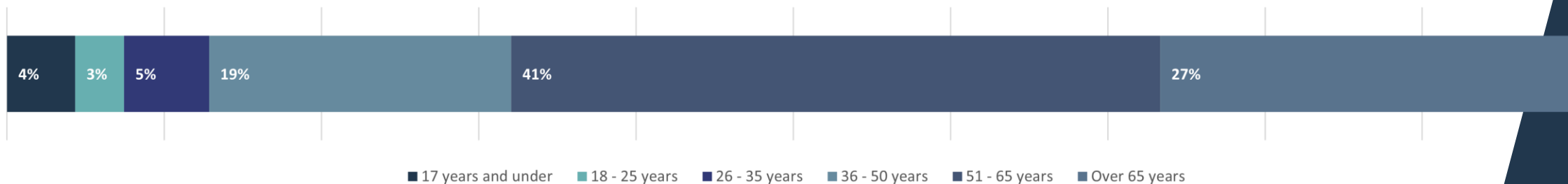
- **77 partial responses were more than half complete**
 - These responses have been included in the data
- **334 partial responses were less than half complete**
 - These responses have **not** been included in the data
- Based on this criteria, **739 responses were eligible for analysis**

DEMOGRAPHICS OF RESPONDENTS

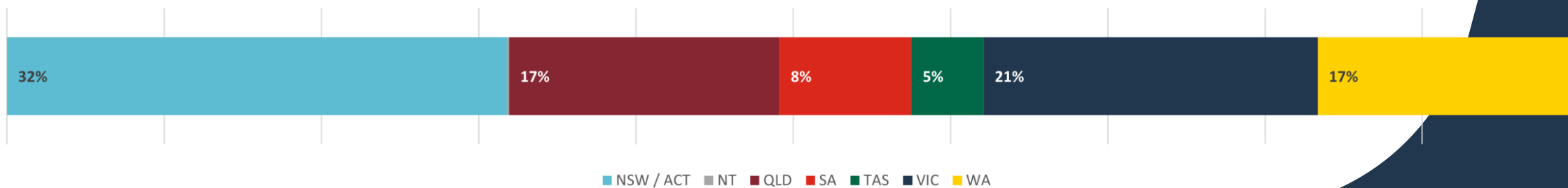
GENDER



AGE

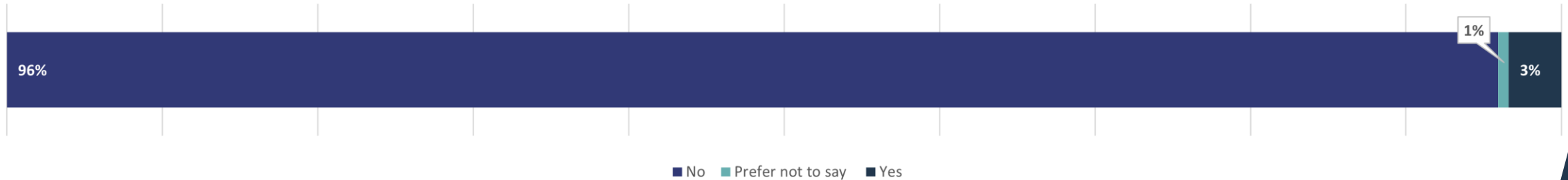


STATE

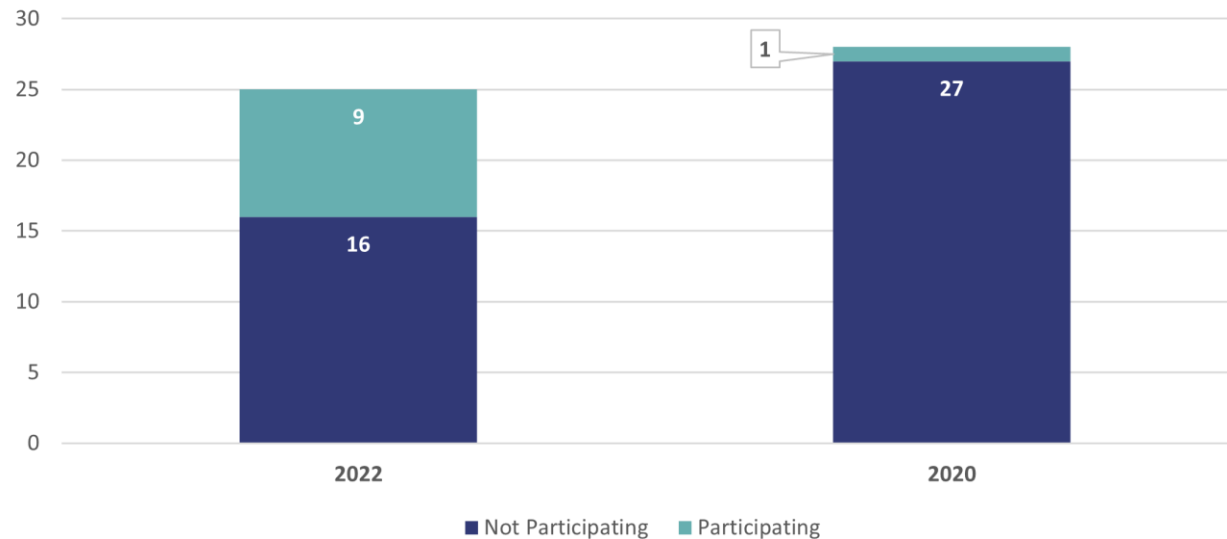


PADDLERS WITH A DISABILITY

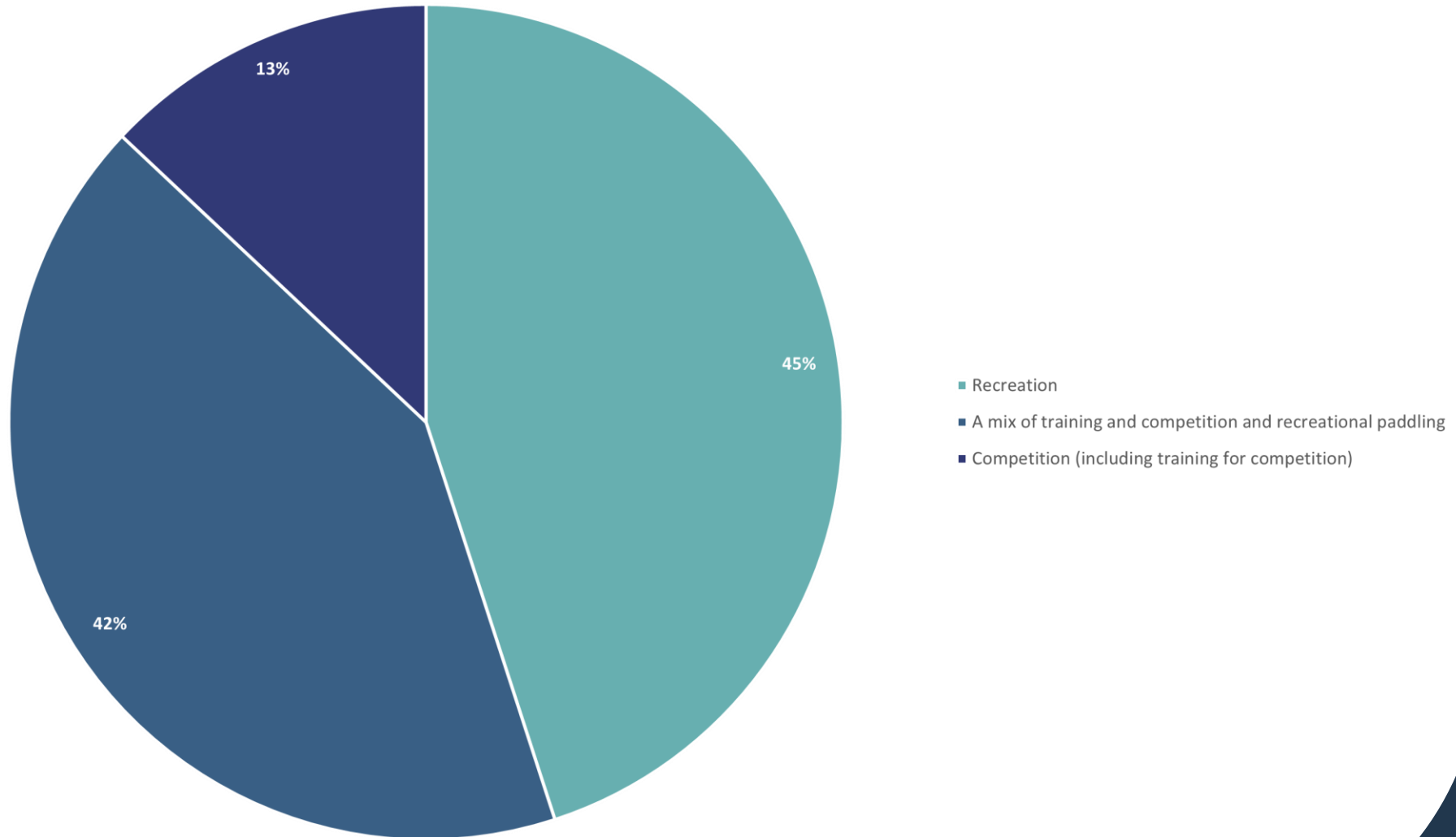
PADDLERS IDENTIFYING AS HAVING A DISABILITY



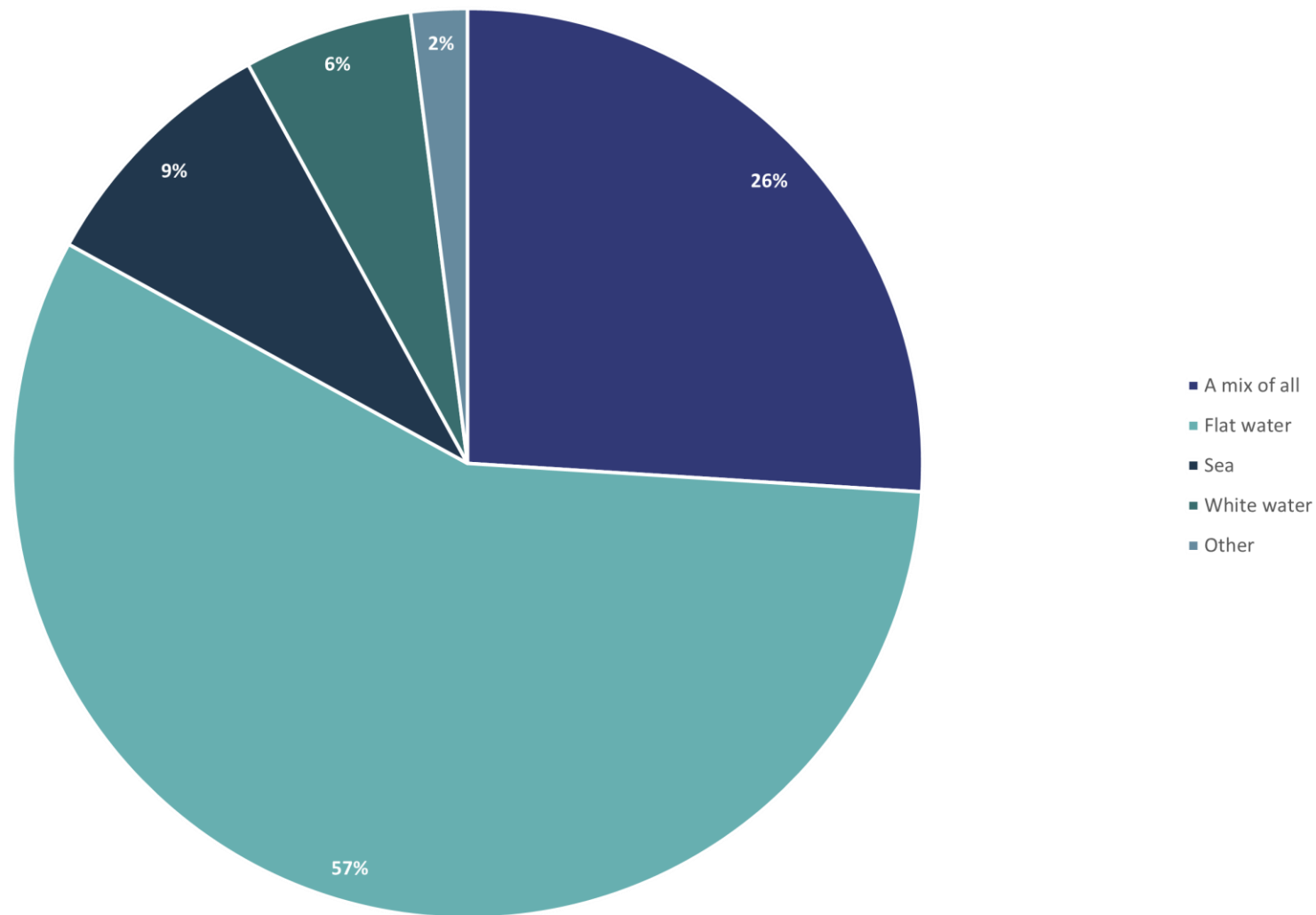
PARTICIPATION IN PARACANOE EVENTS & PROGRAMS



WHY PADDLE?



WATER TYPES

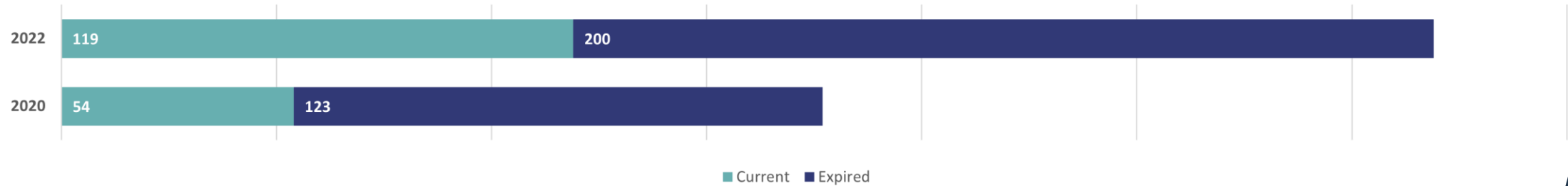


Selections of **Other** most often specified **Canoe Polo** or **Polo fields**.

ACCREDITATION

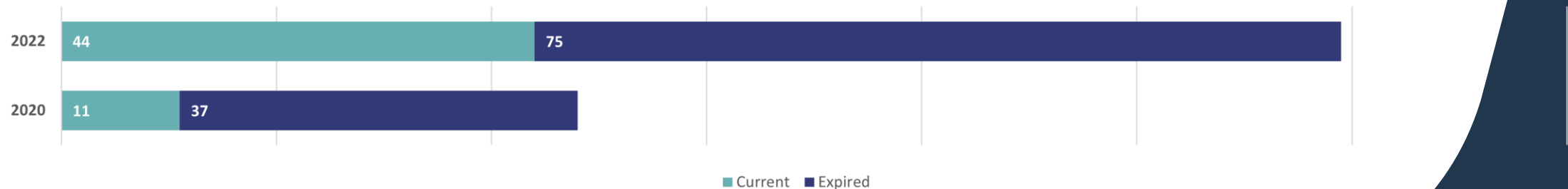
PAQS

- 6% of respondents hold a current Supervisor, Guide or Instructor qualifications.
- 11% of respondents have previously held a qualification which has since lapsed.



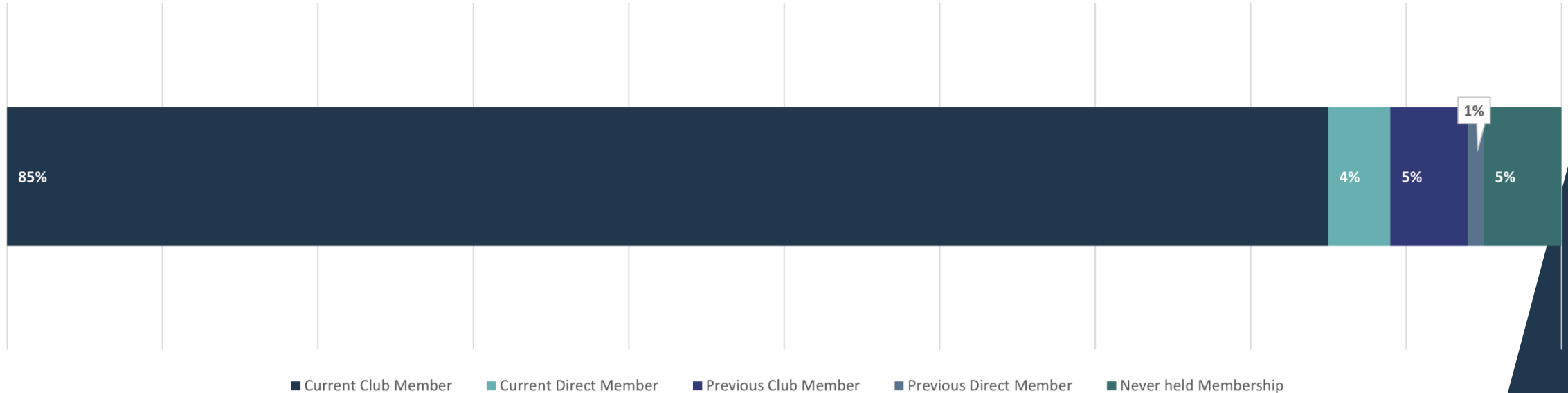
COACH

- 6% of respondents hold a current Coaching qualification.
- 10% of respondents have previously held a qualification which has since lapsed.



MEMBERSHIP

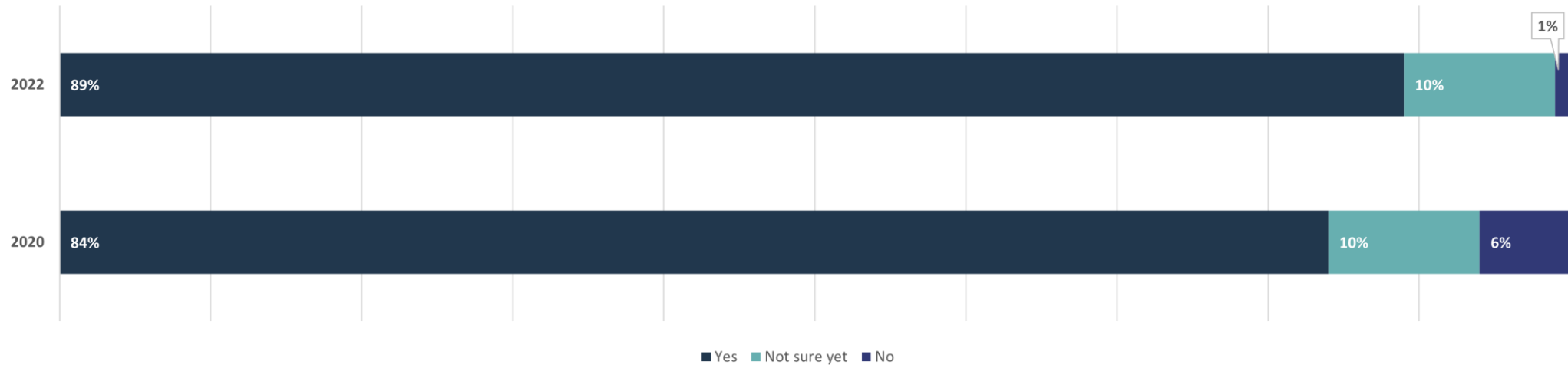
MEMBERSHIP STATUS



- **Never held Membership** was offered as an option for the first time in 2022.
- The absence of a local Club was the most common reason given for choosing **Direct Membership** or when **moving from Club to Direct Membership** (often noting that this is a consequence of relocation).
- **Previous Club Members** cited COVID and prohibitive costs as the primary reasons for deciding against renewing.
- **Non-Members** who completed the survey identified a lack of perceived benefits, difficulty engaging with their local Club and cost as their primary reasons for choosing against membership.

MEMBERSHIP

INTENTION TO RENEW IN 2022/23

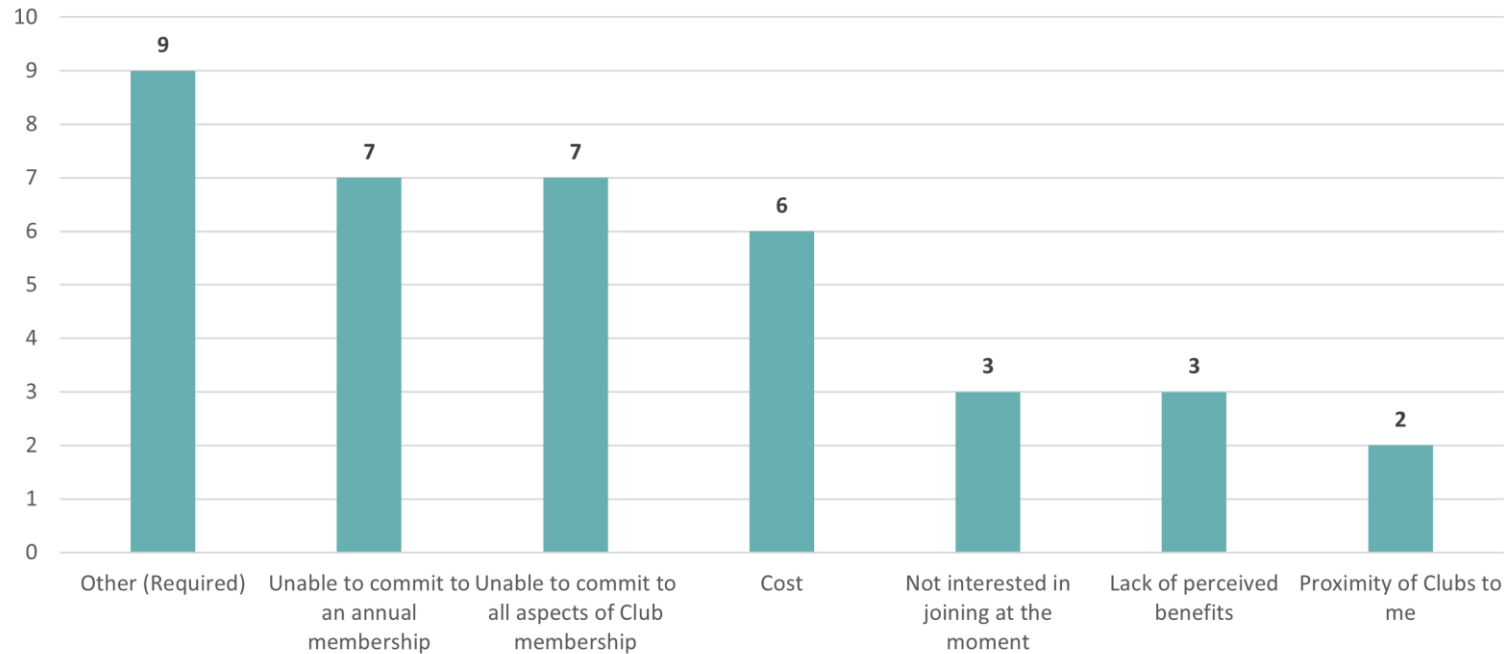


*The most common reasons for selecting **No** or **Not sure yet**:*

- *Life circumstances*
- *Lack of perceived benefits*
- *Cost*

NON-MEMBER RESPONDENTS

CHOOSING NOT TO JOIN

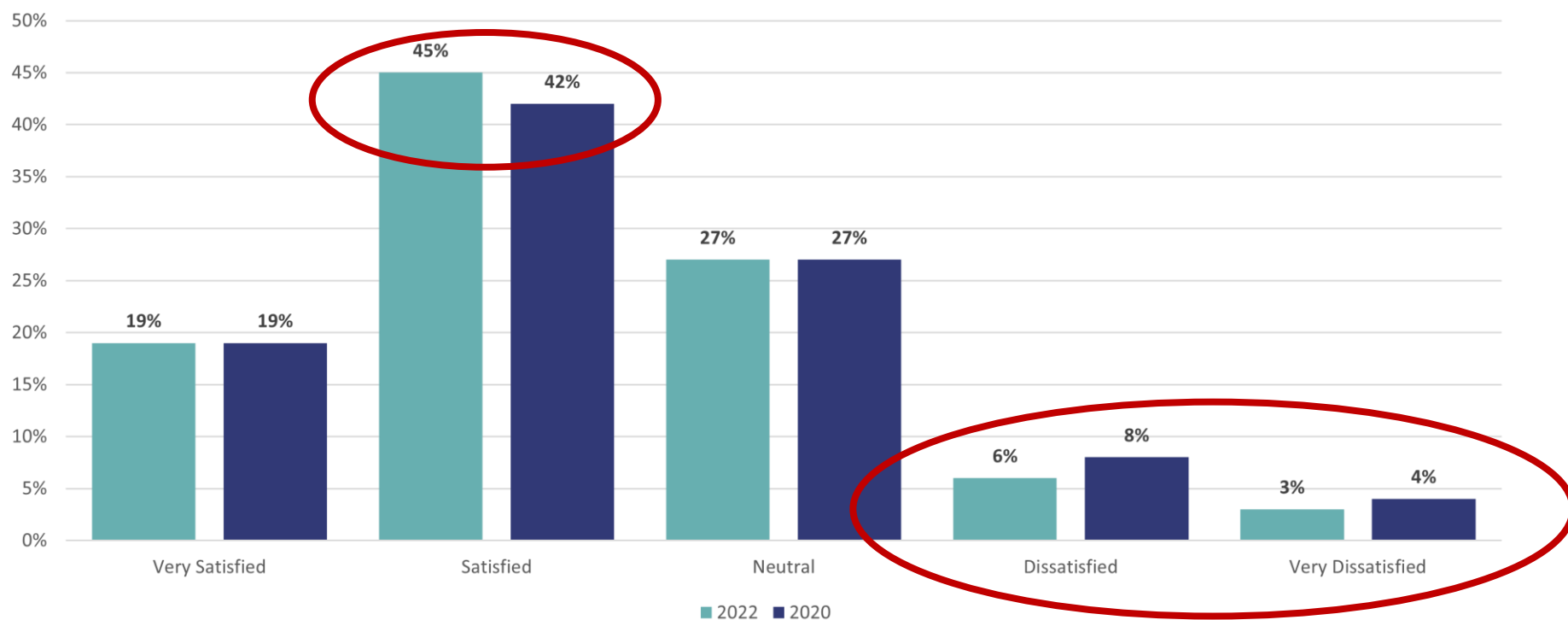


Other:

- No response from local Club
- COVID
- Still undecided

MEMBER SATISFACTION

CONSIDERING ALL ASPECTS OF YOUR CURRENT / PREVIOUS PADDLE AUSTRALIA / STATE PADDLE ASSOCIATION MEMBERSHIP, HOW WOULD YOU RATE YOUR LEVEL OF OVERALL SATISFACTION WITH YOUR MEMBERSHIP?



Aggregate

Satisfaction Score (Very Satisfied + Satisfied)

Neutral+ Score (Very Satisfied + Satisfied + Neutral)

Dissatisfaction Score (Very Dissatisfied + Dissatisfied)

2022

64%

91%

9%

2020

61%

88%

12%

MEMBER SATISFACTION

KEY DRIVERS OF SATISFACTION

- *Membership facilitating a strong paddling community*
- *Well organised events*
- *Positive customer support experience*
- *Effective communication through newsletters and socials*

KEY DRIVERS OF DISSATISFACTION

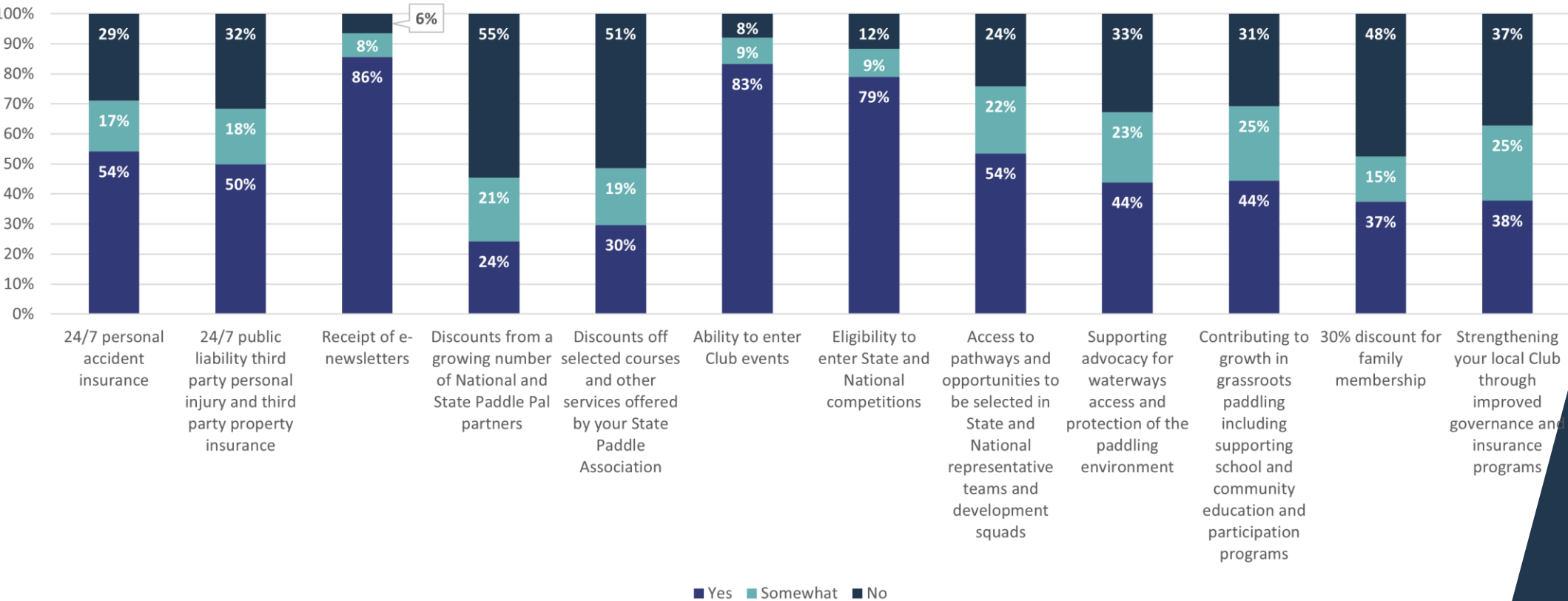
- *Too great a focus on Olympic disciplines*
- *Lack of perceived benefits from membership*
- *Cost of membership is prohibitive*
- *Not enough activity in regional areas*

KEY THEME ACROSS ALL LEVELS OF SATISFACTION

- *Not enough support for or focus on recreational paddling*

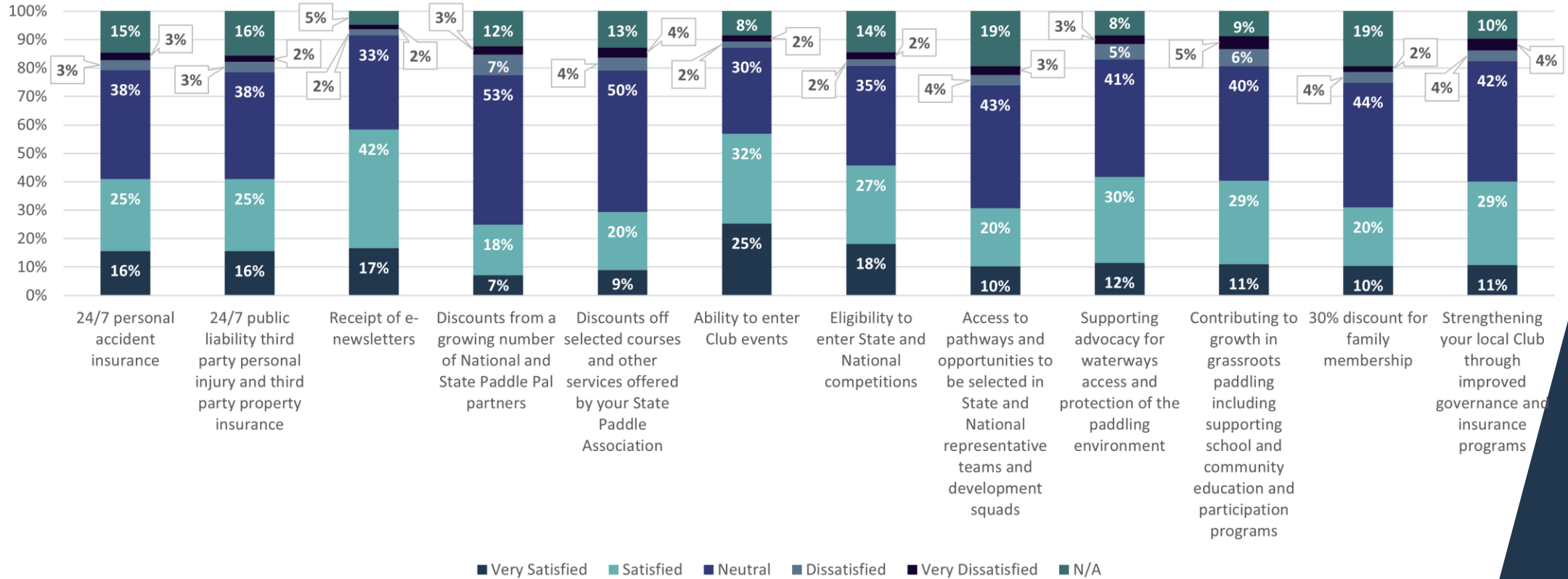
MEMBERSHIP BENEFITS

AWARENESS



MEMBERSHIP BENEFITS

SATISFACTION



Aggregate (N/A not considered)

2022

Satisfaction Score (Very Satisfied + Satisfied)

40%

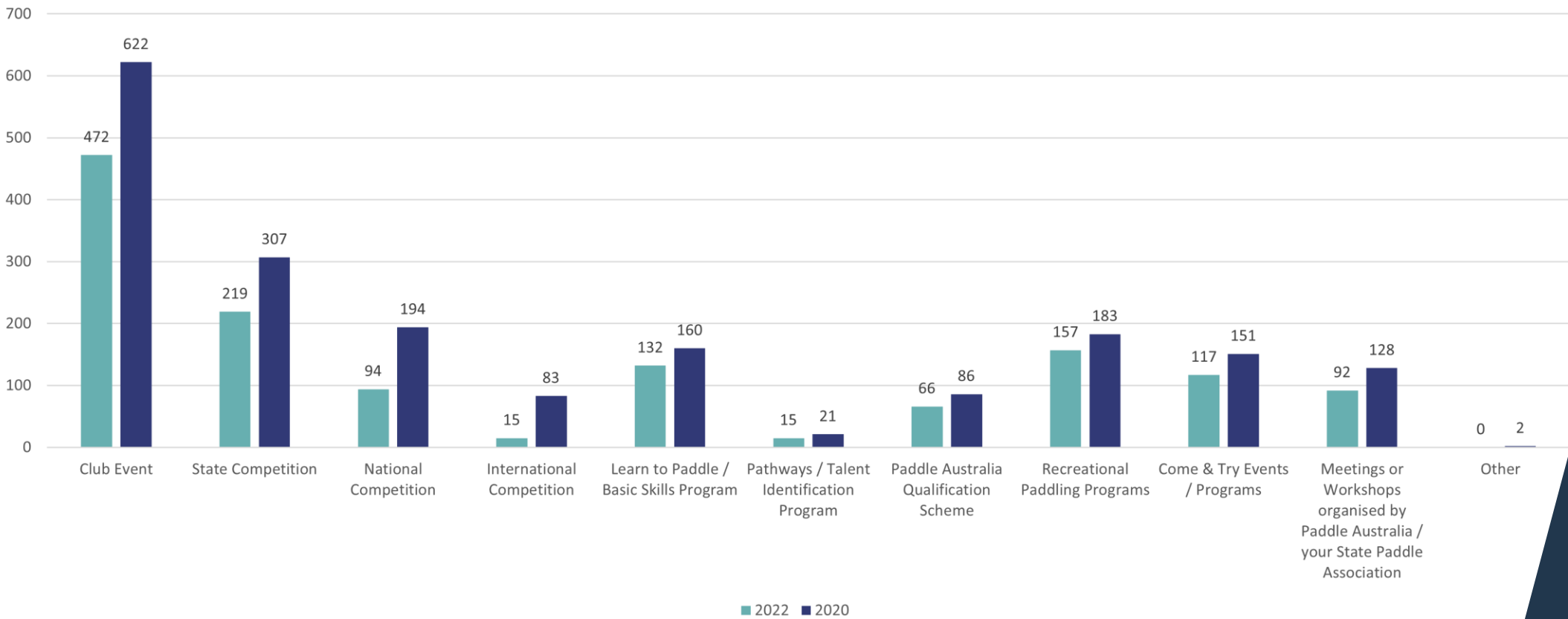
Neutral+ Score (Very Satisfied + Satisfied + Neutral)

81%

Dissatisfaction Score (Very Dissatisfied + Dissatisfied)

7%

EVENT PARTICIPATION



Aggregate

Satisfaction Score (Very Satisfied + Satisfied)

Neutral+ Score (Very Satisfied + Satisfied + Neutral)

Dissatisfaction Score (Very Dissatisfied + Dissatisfied)

2022

90%

98%

2%

EVENT SATISFACTION

