

Yakity Yak

Kayak Club Trust

Members Survey 2016

Today's Presentation

1. Putting Everything into Context
2. The Feedback
3. The Numbers
4. What the Survey is Telling You

Putting Everything into Context

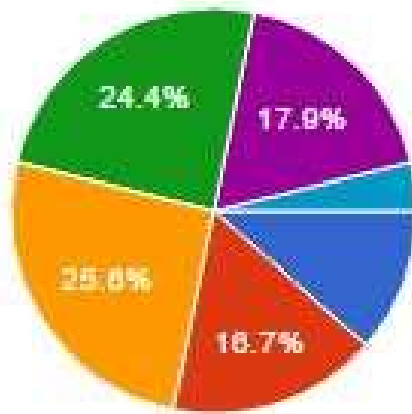
- Purpose is to give you a benchmark from which to look strategically at the Yakity Yak Kayak Club
- Real, meaningful, valid - as people involved directly
- 78 Respondents
- Perception is Reality
- Respondents were 'brutally honest' and didn't attempt to guess

Putting Everything into Context

- Methodology has worked well in both sports models and in business
- Results not uncommon across sports
- Will allow you to see what is important, what needs to be done, where time and energies should be spent

The Feedback- The participants...

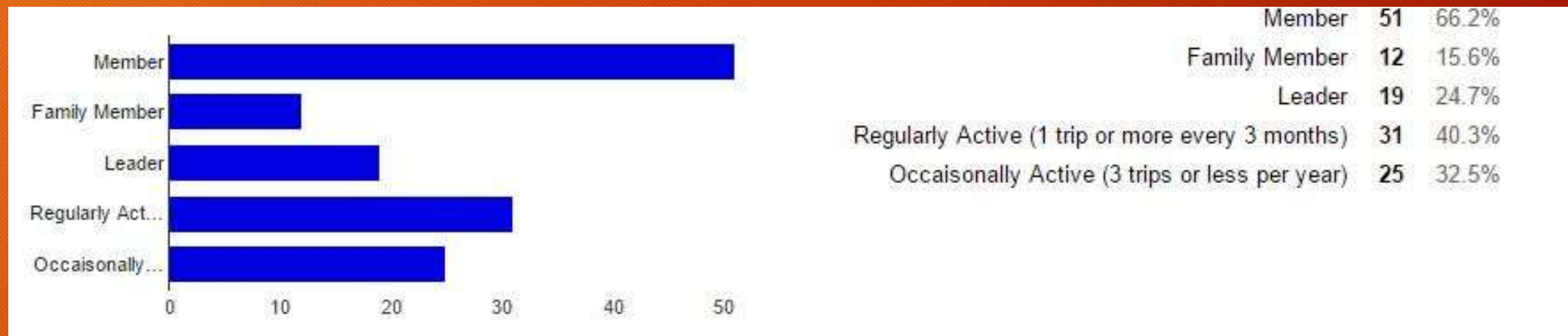
How long have you been involved with Yakity Yak Kayak Club?



New Member	9	11.5%
1-2 Years	13	16.7%
3-5 Years	20	25.6%
6-10 Years	19	24.4%
11-20 Years	14	17.9%
Other	3	3.8%

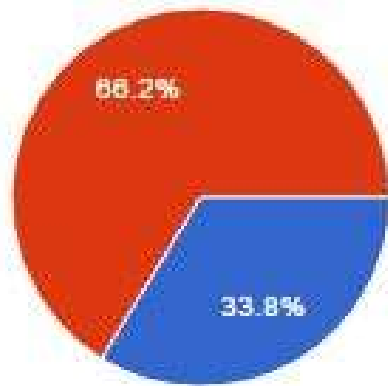
The Feedback- The participants...

In what capacity are you currently involved with Yakity Yak Kayak Club?



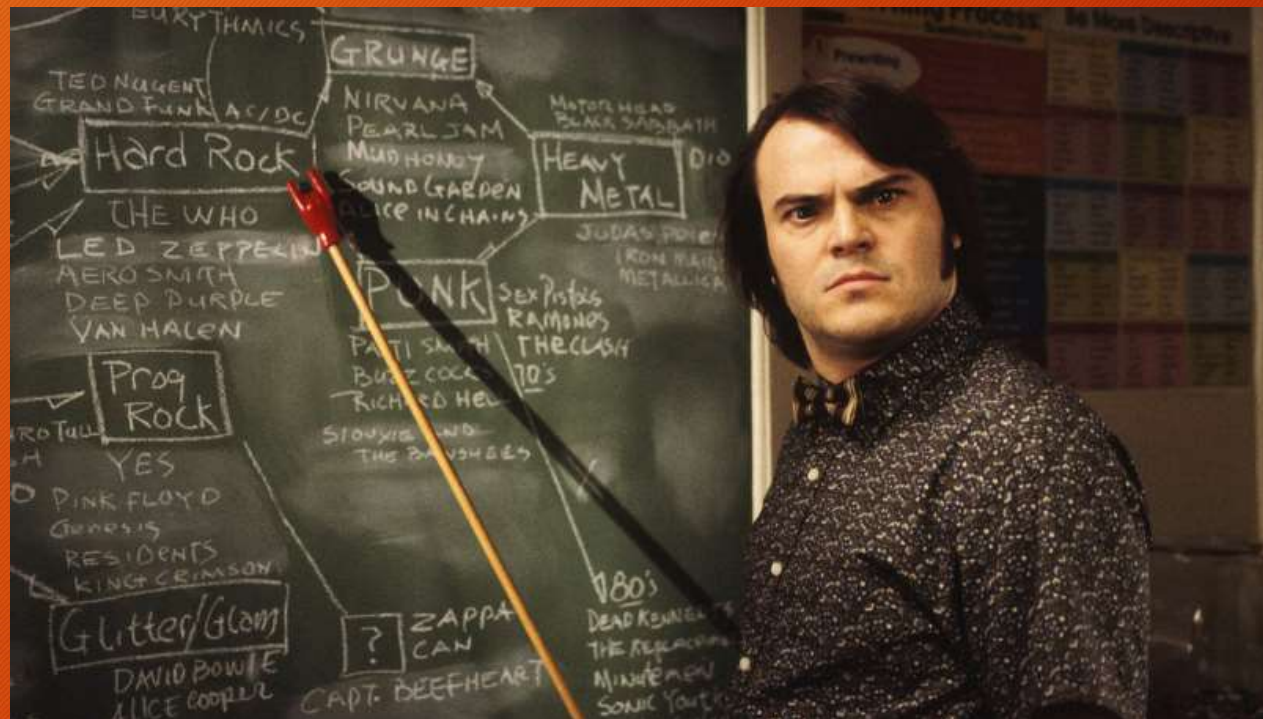
The Feedback- The participants...

Gender



Female	26	33.8%
Male	51	66.2%

The Feedback SWOT



Strengths

- People/ Friendship 42%
- The Trips 38%
- Skills & Training 37%
- Safety 24%
- Leaders 18%
- Social 10%

Also: Communication, Information, Organised, Access to other areas

Weaknesses

- Leaders; Support/ Reliance and Recognition 19%
- Lack of New Members 10%
- Variable Quality & Quantity of Communication 10%
- Cost of the Course 9%

Also: Lack of Autonomy, Lack of Short/ Midweek Trips, No Young members

Opportunities for Improvement

- Variety of Trips; Challenging, Intermediate, Short, Local, Weekend, Midweek, River trips 31%
- More Training; Courses and at Club Meetings 19%
- Leader Incentives & Training 8%
- More Beginners 8%
- More Youngsters 8%

Also: Transparency, Strategy, Autonomy, Membership Drive

Threats

- | | |
|---------------------------------------|-----|
| • Lack of New Members | 26% |
| • Leader Leaving/ Inactive | 19% |
| • Paperwork/ Regulation | 13% |
| • Apathy/ Disillusionment of Members | 13% |
| • Other Activities; Cycling, SUP etc. | 10% |

Also: Ageing Membership, Independent Paddling, Direction, Cliques

What we are Proud of.

- | | |
|------------------------------|-----|
| • Safety Processes | 29% |
| • People/ Members | 40% |
| • Friendships/ Comraderie | 26% |
| • Training Offered/ Received | 18% |
| • The Trips | 22% |

Also: Professional, Great Leaders, The Enjoyment

What Sometimes Disappoints.

- | | |
|----------------------------------|-----|
| • Nothing | 23% |
| • Members Leave | 8% |
| • Over Reliance on a Few Leaders | 6% |
| • Committee/ Administration | 6% |

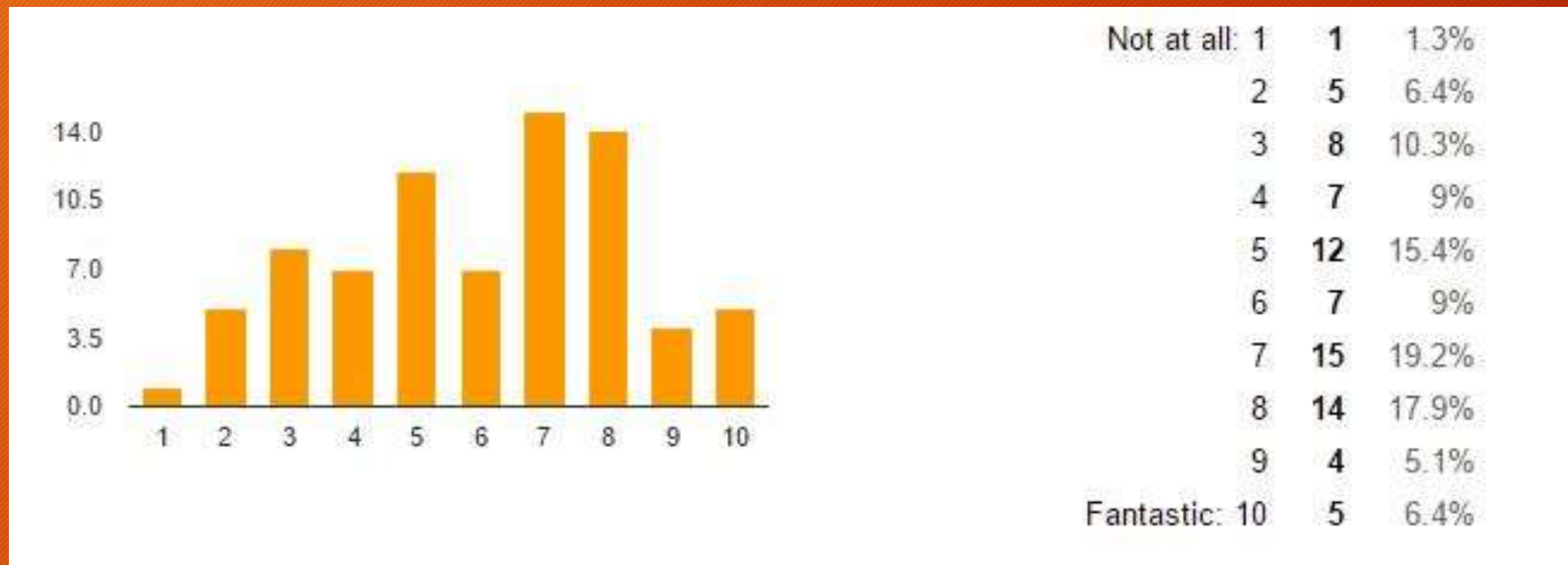
Also: Encourage/ Survey New Members, Club meetings Need Format, Media Exposure/ Marketing.

What the Numbers Say



Systems

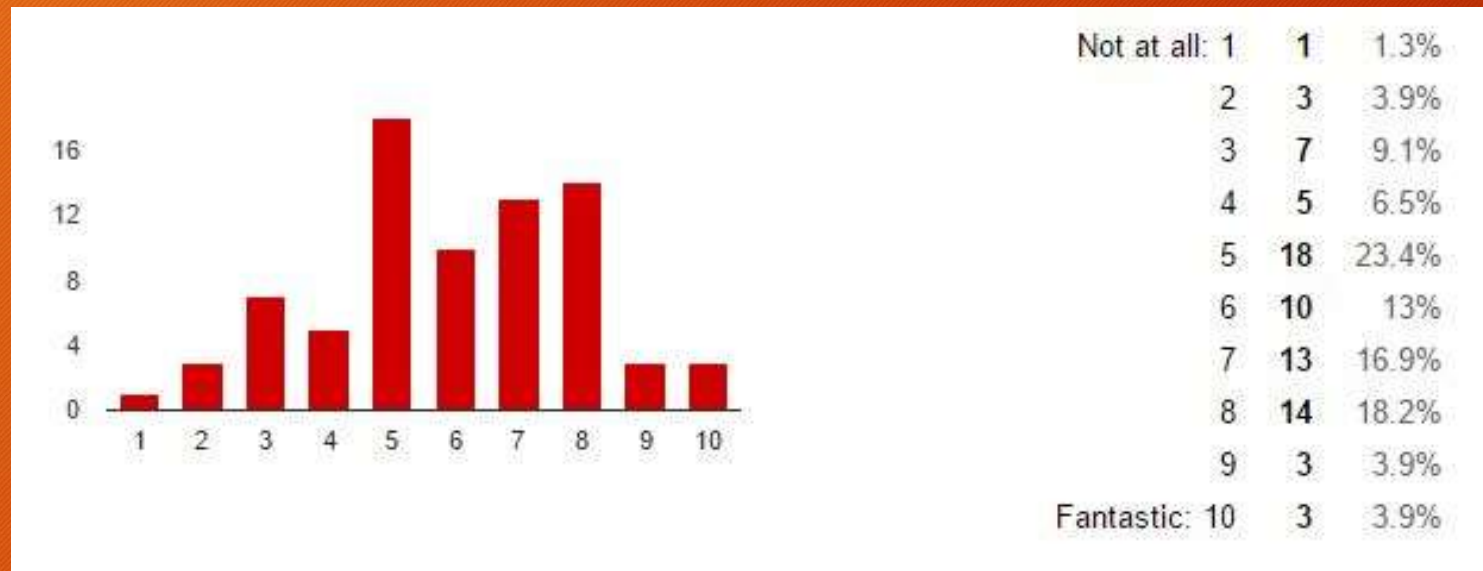
Yakity Yak Kayak Club is maintaining, growing and developing the Club in a relevant and modern way.



Average
6.0

Systems

Yakity Yak Kayak Club's structure and membership (includes Committee members): Relates to the ability to grow, deliver and develop the Club in a relevant and modern way.



Average
5.9

Systems

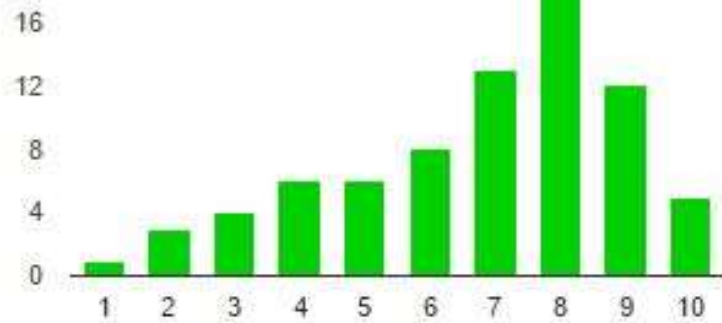
Yakity Yak Kayak Club's Systems and Processes.



Average
6.5

Systems

Yakity Yak Kayak Club's Use of IT and Website.

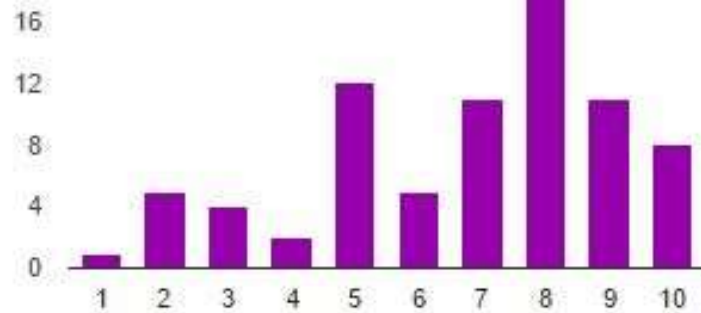


Not at all: 1	1	1.3%
2	3	3.9%
3	4	5.2%
4	6	7.8%
5	6	7.8%
6	8	10.4%
7	13	16.9%
8	19	24.7%
9	12	15.6%
Fantastic: 10	5	6.5%

Average
7.0

Systems

Yakity Yak Kayak Club's Communication.

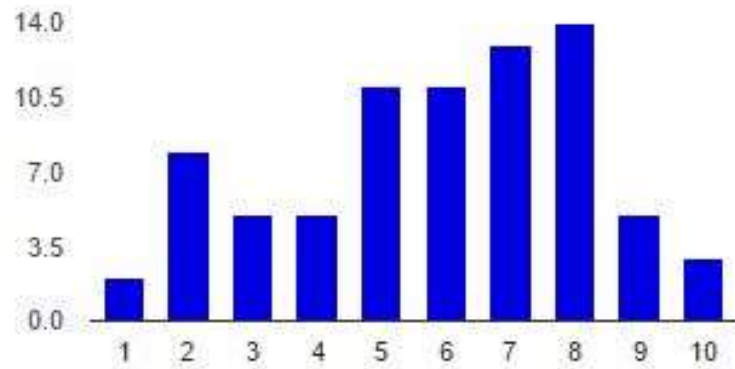


Not at all: 1	1	1.3%
2	5	6.4%
3	4	5.1%
4	2	2.6%
5	12	15.4%
6	5	6.4%
7	11	14.1%
8	19	24.4%
9	11	14.1%
Fantastic: 10	8	10.3%

Average
6.9

Systems

Yakity Yak Kayak Club's Marketing and Branding.

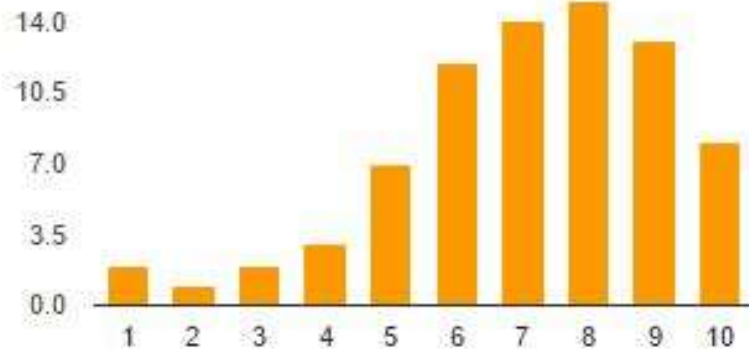


Not at all: 1	2	2.6%
2	8	10.4%
3	5	6.5%
4	5	6.5%
5	11	14.3%
6	11	14.3%
7	13	16.9%
8	14	18.2%
9	5	6.5%
Fantastic: 10	3	3.9%

Average
5.8

Systems

Yakity Yak Kayak Club's level of service to our members / stakeholders (Trips, responsiveness, our ability to deliver value and services to members, social events, volunteers, etc).



Not at all:	1	2	2.6%
	2	1	1.3%
	3	2	2.6%
	4	3	3.9%
	5	7	9.1%
	6	12	15.6%
	7	14	18.2%
	8	15	19.5%
	9	13	16.9%
Fantastic:	10	8	10.4%

Average
7.0

Systems

OVERALL AVERAGE
6.4

Single Biggest Opportunity

- | | |
|-----------------------|-----|
| 1. Build Membership | 19% |
| 2. More Leaders | 9% |
| 3. More Communication | 8% |

Also: Subsidise Courses, Advertise

What the Survey is Telling You

An average of six or over is seen as doing well. So a pat on the back is deserved.

There is some common ground in how the members see the organisation - good leaders, trips, training, safety practices and camaraderie.

There is concern on how we can retain members, attract new members - young and mature and to retain our valuable and generous leaders.

Also the development of the Strategic Plan is seen as an important step in the club moving forward, to have this communicated well to members and a marketing plan put in place.

As always there are other areas that could do with improvement and these can be worked on over time.

With the availability of funding, many of the issues identified will be easily addressed.