

BLFC 2017 Survey results

Bardon Latrobe Football Club annual participant survey results

BARDON LATROBE FOOTBALL CLUB

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Highlights

- Most people who associate with the club is due to living locally or knowing a player / coach. This corresponds to a key value of putting the community first and being representative of the local community.
- There were positive responses in all categories of coaching provided by the club.
- Survey participants responded negatively towards the club facilities, highlighting this as an area requiring improvement, particularly in relation to female facilities.
- Communication was positively viewed from the club.

Introduction

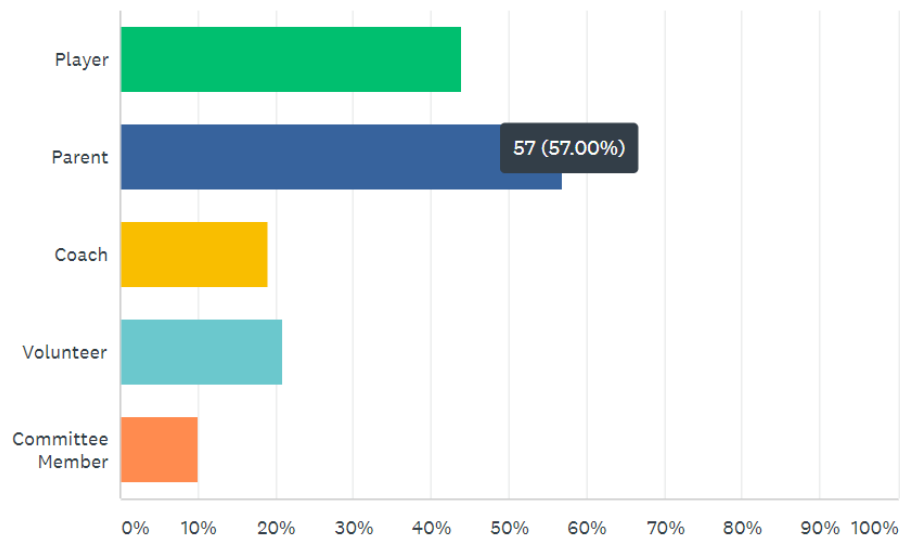
This report presents the results of the 2017 annual survey conducted by Bardon Latrobe Football Club (BLFC). The purpose of the survey is to ascertain how satisfied people are with various aspects of the club, including areas which require improvement in the forthcoming years. This enables the committee members to assess whether the club are in line with their strategic plan and long-term objectives. A range of open and closed questions were asked of the participants across a range of facets, including facilities, coaching, club culture and level of voluntary participation.

Question 1 – What has been your role at the club in 2017? Tick all that apply.

The survey comprised of 100 participants, fulfilling a total of 151 roles at the club¹. The weighting consisted of 44 players (29.1%), 57 parents (37.7%), 19 coaches (12.6%), 21 volunteers (13.9%) and 10 committee members (6.6%). With 452 current registered players at the club, the survey participation is a good representation of the views of those associated to BLFC.

¹ Many participants had overlapping roles at the club e.g. players also contributed to coaching and were parents of children playing within the junior teams.

Answered: 100 Skipped: 0



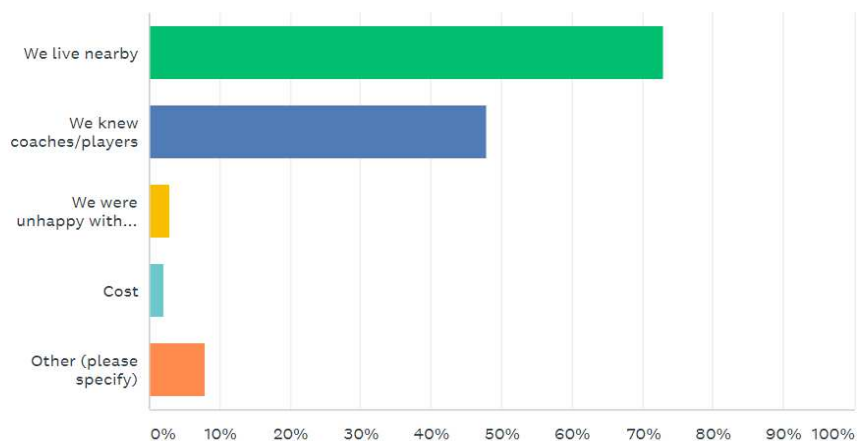
Question 2 - Why did you choose Bardon Latrobe FC?

There were 134 responses to this question amongst the 100 participants. The predominant reasons consisted of living nearby and/or knowing players and/or coaches at the club. These categorizations accounted for over 90% of the responses. With the largest majority providing their reasoning as living nearby, these results are consistent with the values of the club as being representative of the local community. It also shows that fulfilling the expectations of community members is critical to promoting BLFC to the broader community within the West Brisbane area and its fulfilling its long-term ambitions.

Q2

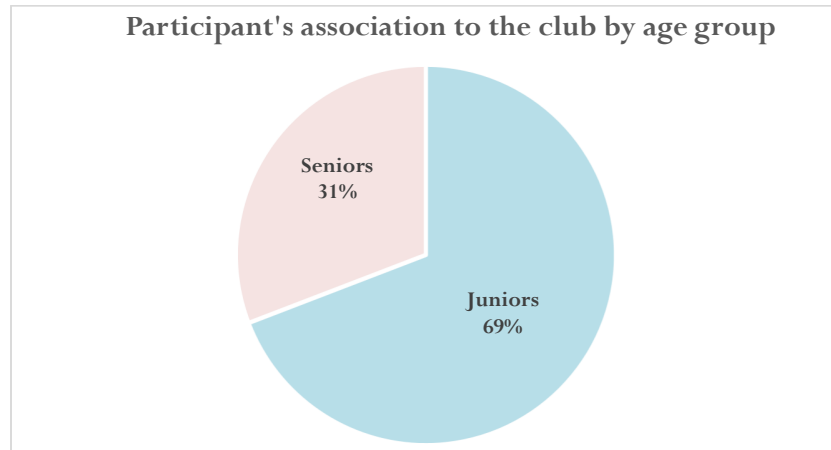
Why did you choose Bardon Latrobe FC?

Answered: 100 Skipped: 0



Question 3 - Please indicate which age group you are most associated with

The responses to this question were distributed amongst each of the junior age groups from the under 6s to the under 15 age group and with each of the senior teams represented in the results. The participant responses were strongly weighted towards the junior association with the club, accounting for more than two thirds of the responses (69.8%).

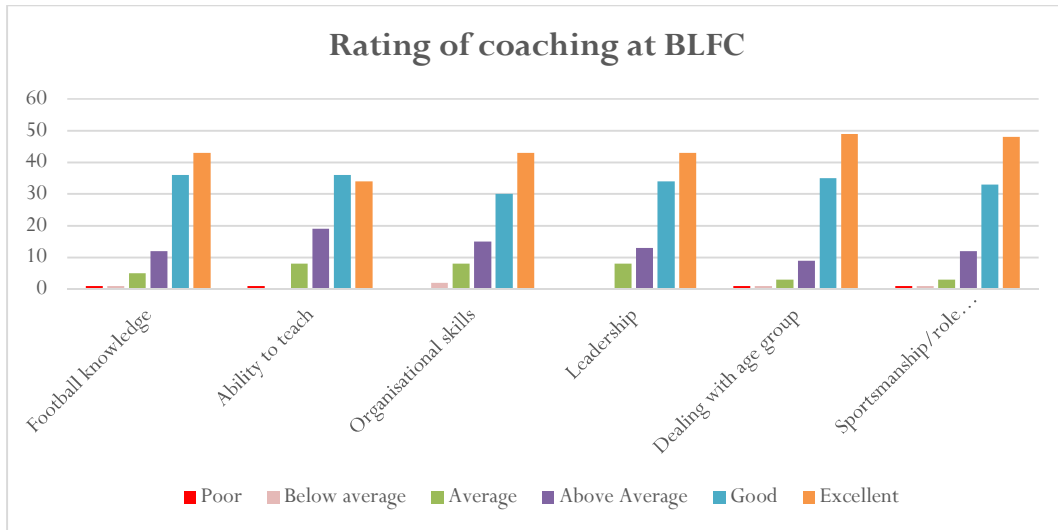


Question 4 - Please rate the performance of your coach in the following areas

This question was divided into five categorizations, asking participants to provide a response to each category of a six-point Likert scale of poor, below average, average, above average, good, and excellent. The responses to each category were as follows:

- Football knowledge
- Ability to teach
- Organisational skills
- Leadership
- Dealing with age group
- Sportsmanship/role model

In all six categories, most of the responses were on the positive end of the scale, with the most popular response in each being excellent. There were no more than two responses in each category rated as poor or below average, with 98 participant responses to each category.



Question 5 - Did the coach/manager communicate clearly and regularly?

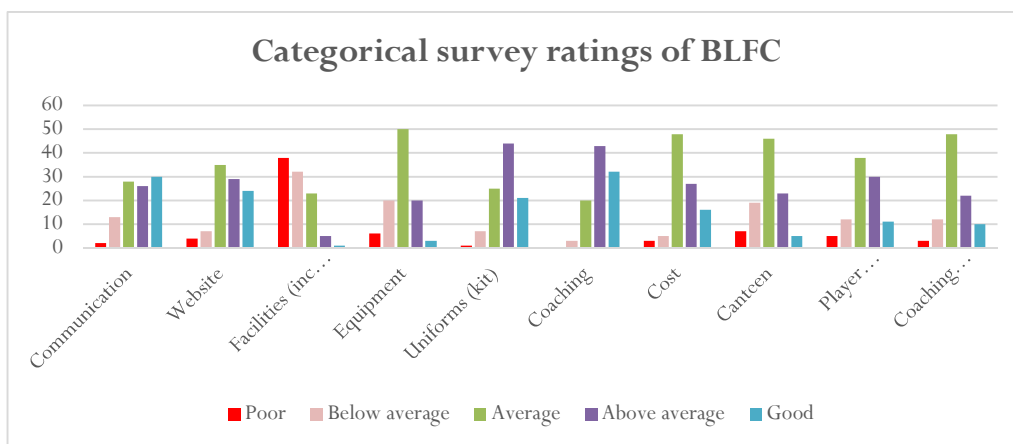
There were 99 responses to this question, categorized into the following:

- Yes, continuously
- Most of the time
- Sometimes
- Rarely
- Other

More than 90% of the participant responses were in the first two categories of yes, continuously or most of the time indicating that the survey participants were highly satisfied with the level of communication from the coach/manager.

Question 6 - Please rate Bardon Latrobe FC on the following categories

Participants were asked to rate BLFC across ten categories on a five-point Likert scale. Many categories scored an average rating (50%). The categories which had a higher proportion of positive responses include communication, website, coaching and uniforms. The response which elicited the most negative response was that of facilities with more than 70% of the participants rating the facilities as poor or below average.



Question 7 - As a committee we have identified the following values of the club – please place them in priority order:

The participants were asked to order their priorities based upon the following values identified by the committee:

- Community first – Community based, non-profit club with an emphasis on enhancing player experience.
- One club – A truly united club with no division between junior and senior teams.
- All of life football – a club providing football from aged 3 to over 35s.
- All abilities welcome – providing opportunities for all players.
- Child safety – committed to ensuring safety of our members.
- Coaching development – Improving coaching to improve our players.
- Character development – providing opportunities to develop and grow life skills.
- Quality facilities – improving facilities both on and off the fields.
- Good governance – Transparent and accountable employing best practice behaviours.
- Honour – Honouring the traditions of a club with 100 years of esteemed history.
- Passion and respect – Passionate about the game and respectful of the code of conduct.

Of these responses, the highest rated club value was community first, with the emphasis being on enhancing player experience. This highlights the importance placed on the people associated with the club the important role the club is, and should continue to play in the community it represents. Additionally, there was a good distribution of importance weighted against each of these measures, showing the people associated with BLFC share many of the values identified from the committee.

Question 8 - Bardon Latrobe FC is committed to providing improved facilities to increase female participation at the club. What would you like to see improved in order to encourage more female participation?

Selected responses:

“The ladies restroom are in definite need of improvement. They look horrible, are too small and are in a poor state or repair.”

“Female club leadership and coaches could help younger girls feel part of the club”

“The female toilets are in a terrible state and need to have some money spent on them.”

“Better bathrooms with privacy, better lighting to provide security. You really don’t feel clean or private walking into the female bathrooms at the moment, if these can be improved it would be a step in the right direction.”

“Let’s face it the female facilities are none existent. I have 2 daughters who would play at Bardon if there were decent change rooms and toilets.”

“As U12 coach, change room facilities are embarrassing/problematic. Visiting teams have been asked to change in the toilets.”

Question 9 - Please tell us what you liked and did not like about this past football season at Bardon Latrobe FC. Please also provide your input regarding areas that you believe should be reviewed for improvement going into next year and beyond?

“Fields need to be signed by number. Junior development and equipment is important as young players are the future if blood of the club and its talent base.”

“More communication in relation to what the annual fees actually cover? Why some years the kids get uniforms and others they don't?”

“Loved the people and enthusiasm. Great work for a club with so few resources.”

“The kids played their hearts out & loved their coach. Good to see the club stop the 'financial bleeding' and inject so money into equipment.”

“I see Game Day management as one of the major concerns by visiting clubs and Bardon parents. Perhaps some better portable signage placed around the ground to assist with identifying field locations. Perhaps a dediucated Game Day Manager can be rostered on to ensure that everything is set up on time and also act as go to person each Saturday.”

“Excellent coaching. Much better communication than last year.”

“The coaching has been excellent. The kids have really enjoyed themselves. The club is on the up in a big way. One thing to improve - establish teams quicker, grading seemed to drag out for a while.”

“Great club culture, appreciate the work you guys put in to run the club. Would love to see night games.”

Question 10 - As our club grows, Bardon Latrobe FC is in need of more dedicated volunteers to ensure that the children and families of the community are provided with the best possible club. Would you be interested in serving on a committee in the future? Or are you willing to volunteer (if so, in what capacity)?

In summary – those who were not currently volunteering did not have any capacity to do so. Those that were couldn't do anymore.

Please contact any committee member if you can assist next season.