



**SURF LIFE SAVING**<sup>®</sup>  
NEW ZEALAND

# SLSNZ member journey

# Litmus Datatech progress update

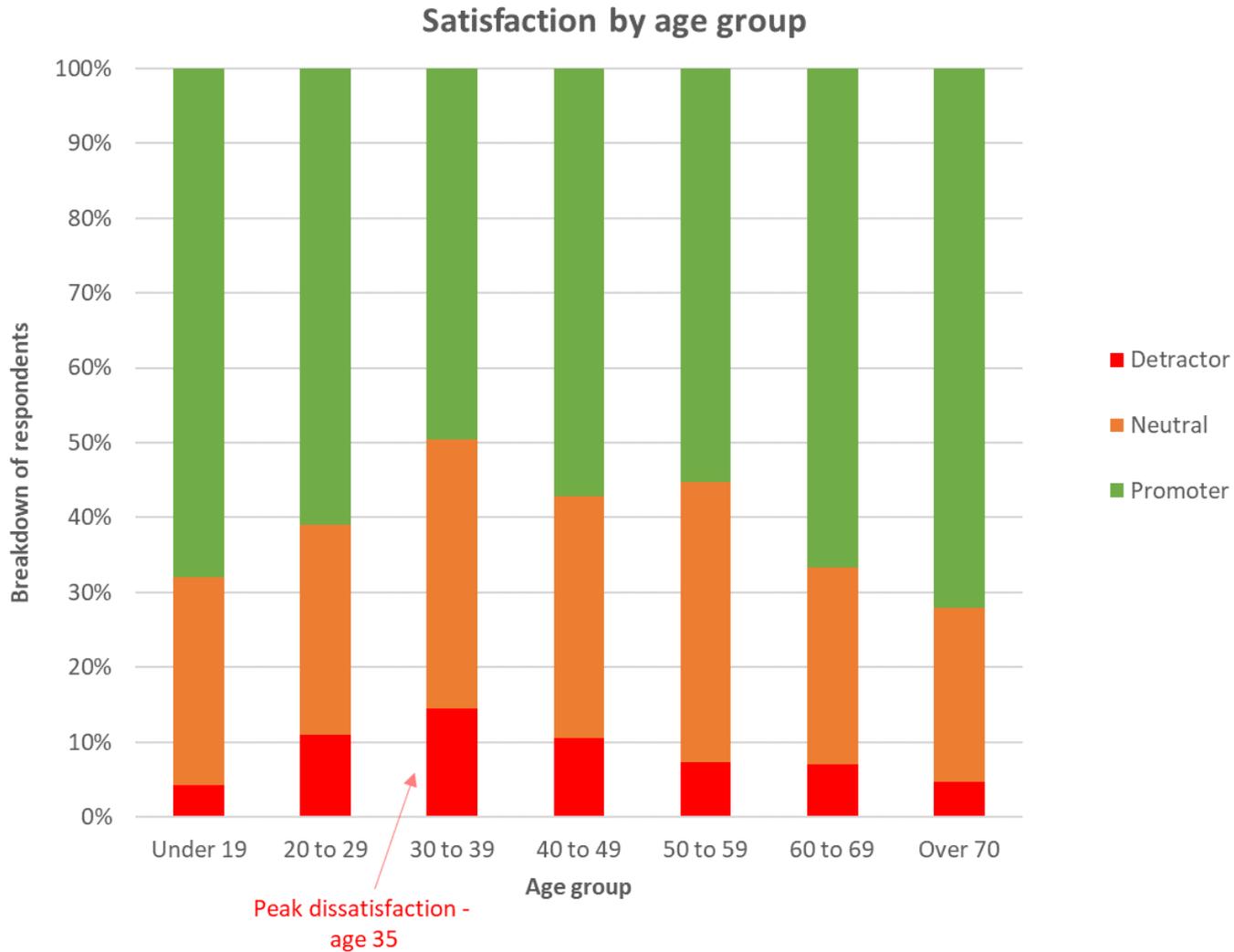
July 2022

- SLSNZ depends on its members
  - Critical to understand who they are and how they behave
- With better understanding, SLSNZ can design and implement **evidence-based interventions** to improve outcomes
  - Acquisition
  - Retention
  - Member satisfaction
  - Member engagement
  - Volunteer contribution
- SLSNZ asked Litmus Datatech to provide insights about the SLSNZ member journey

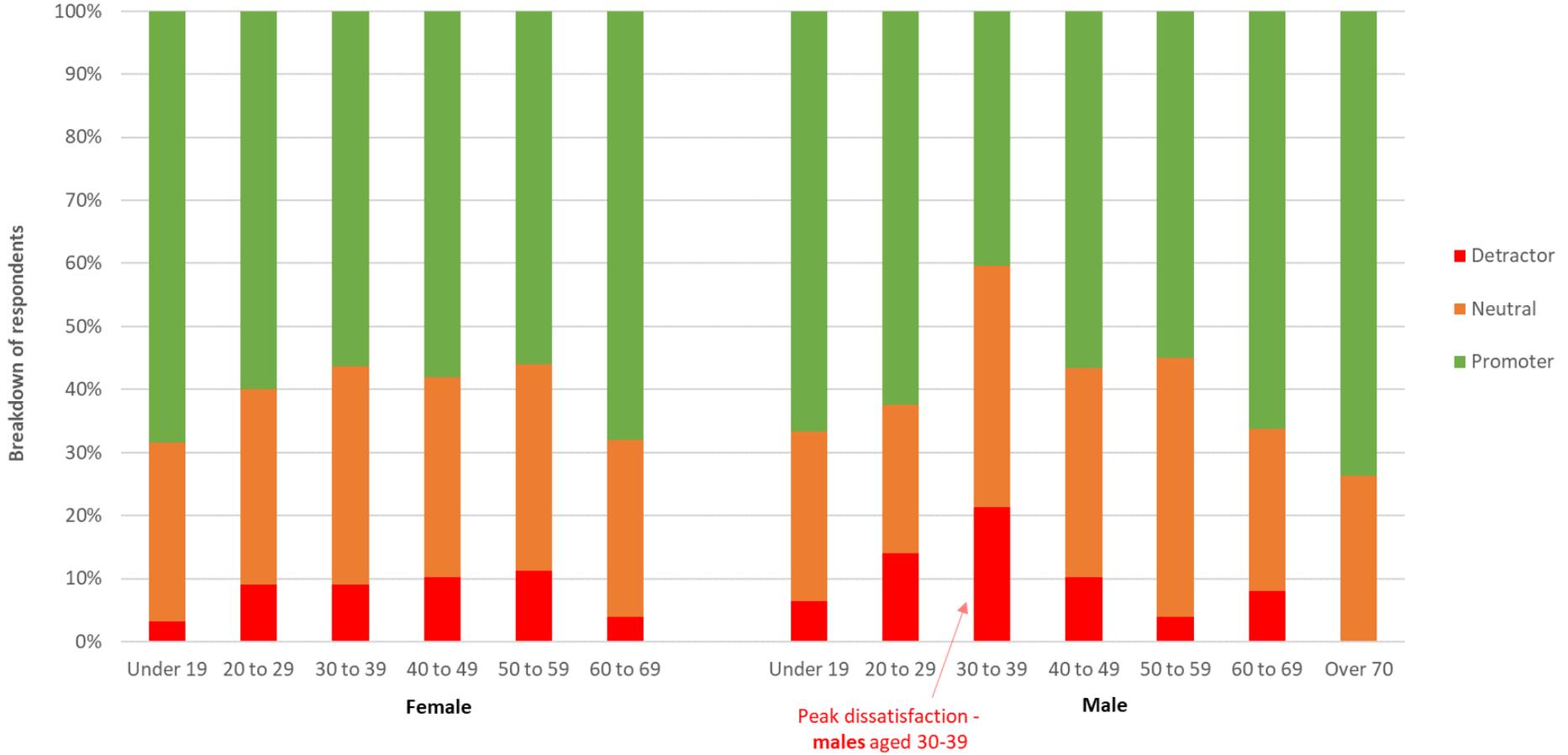
- Provides *draft initial* insights based on AskYourTeam Survey results
  - Litmus now holds the raw survey responses (anonymised) and can generate more insights from them as required

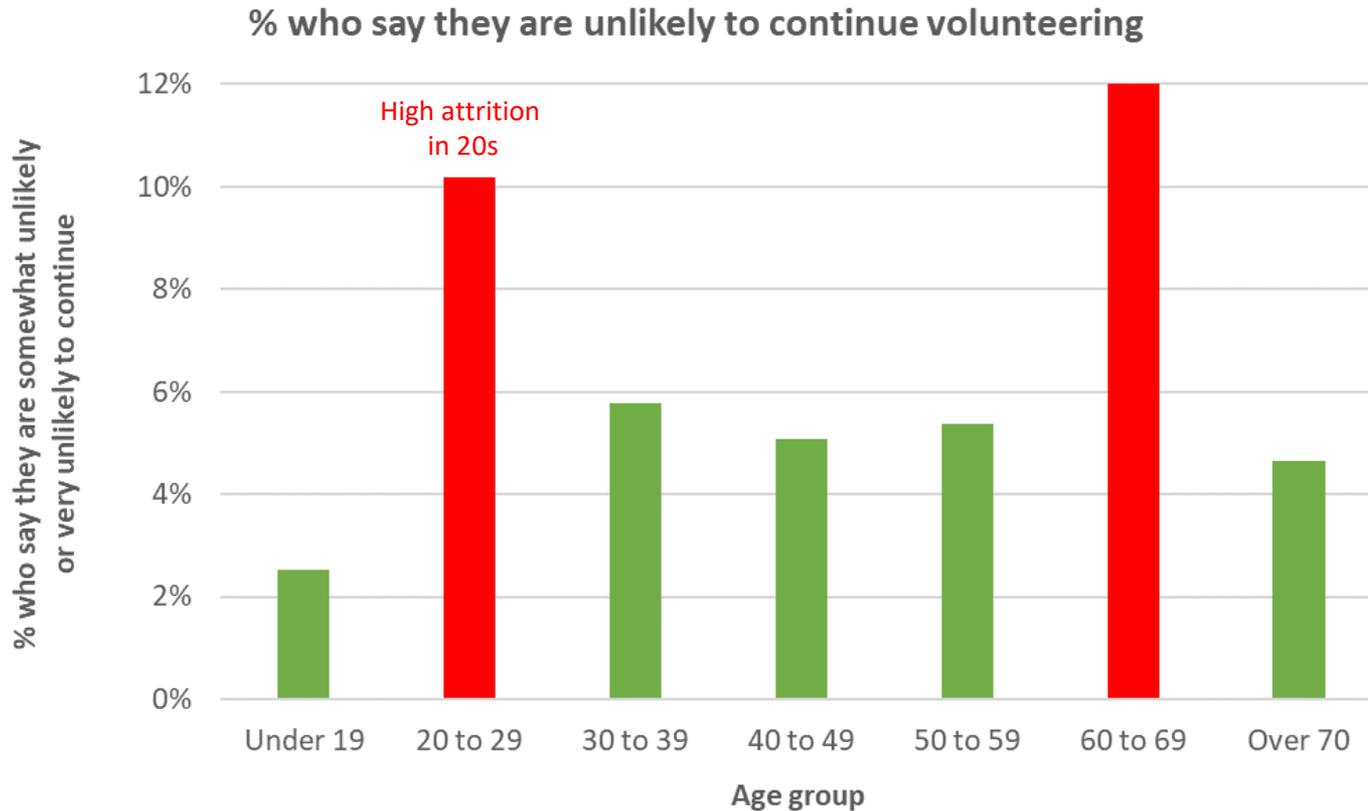
- While working with the survey results, we noticed that the respondents are not demographically representative of your current member base
- (By design?) youth are under-represented
  - Under-20s are 58% of active members, but just 20% of survey respondents
- Even excluding youth, some age groups are under-represented
  - 20-39 age group are 41% of *adult* members, but only 29% of respondents
  - 50-69 age group are just 28% of *adult* members, but are 48% of respondents
- So be aware that the survey results are heavily weighted to the views of older members – largely missing the ‘voice of youth’
  - We suspect the survey also oversamples highly involved members

Insights

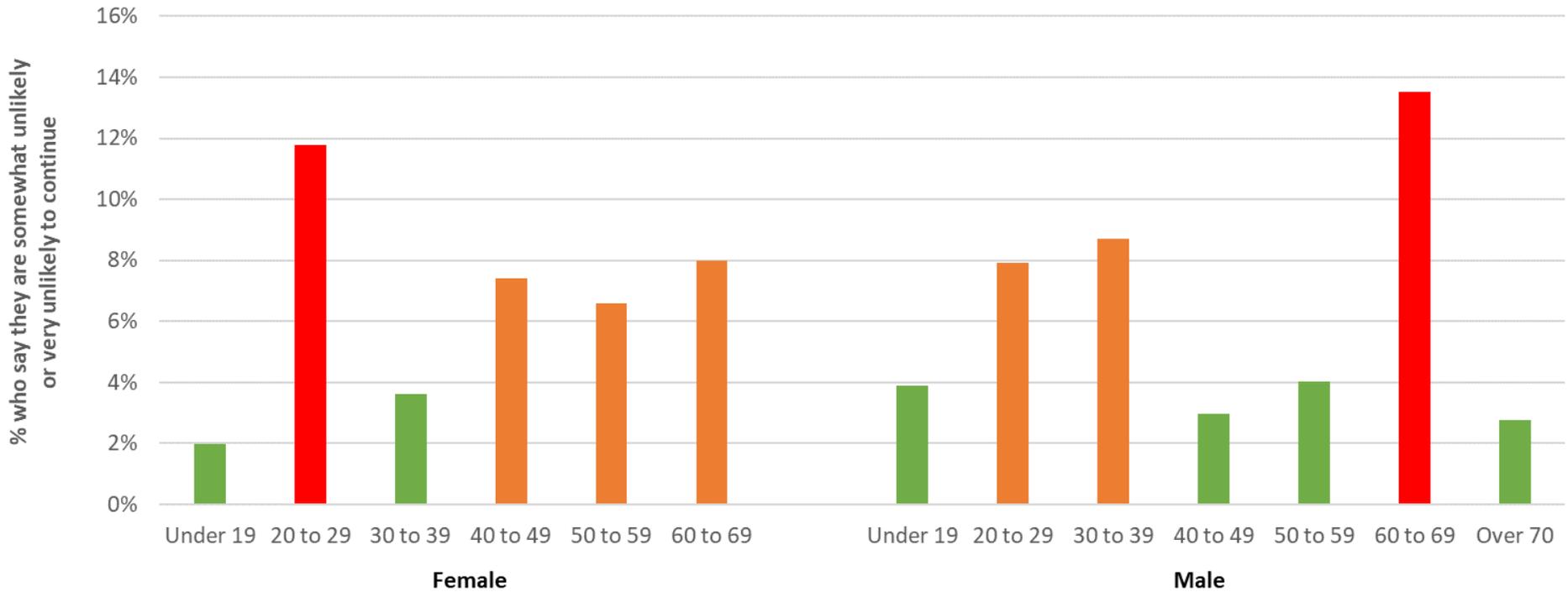


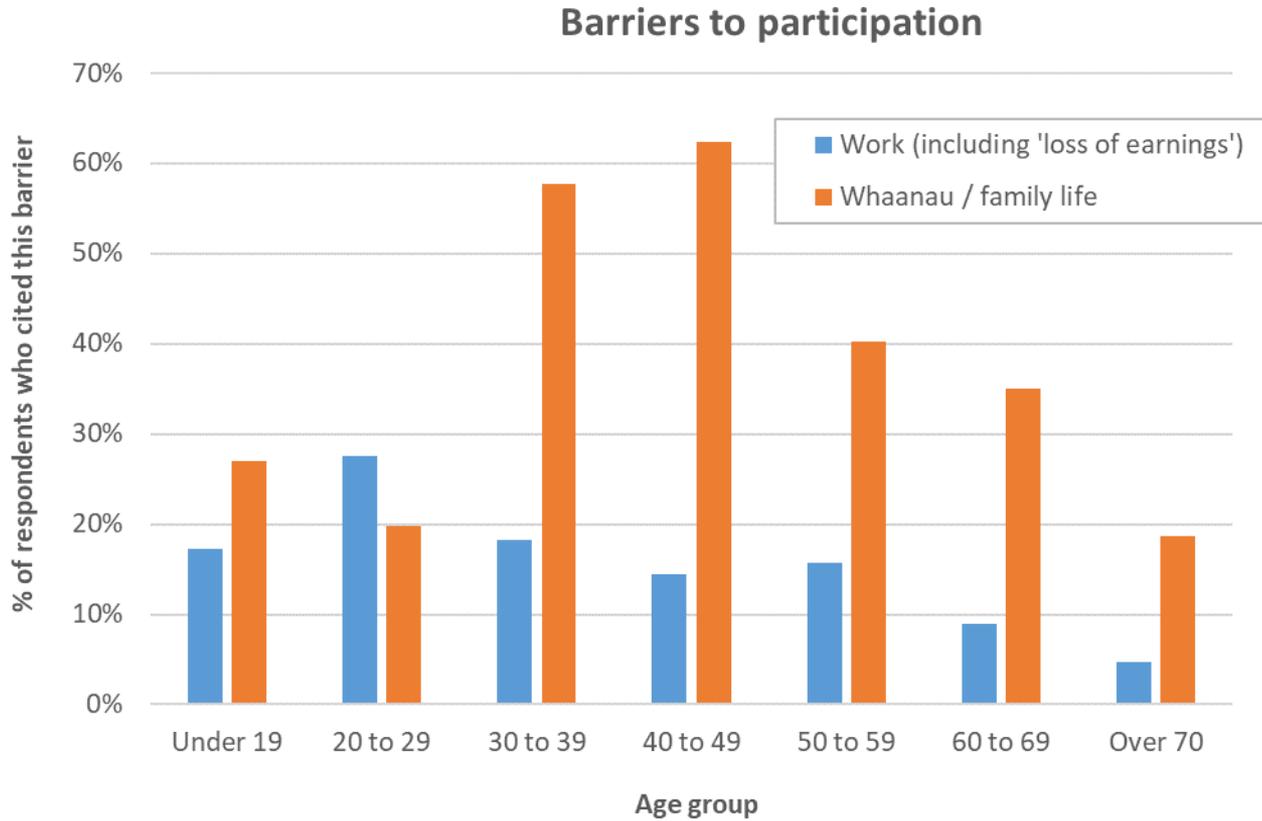
Satisfaction by age group and gender



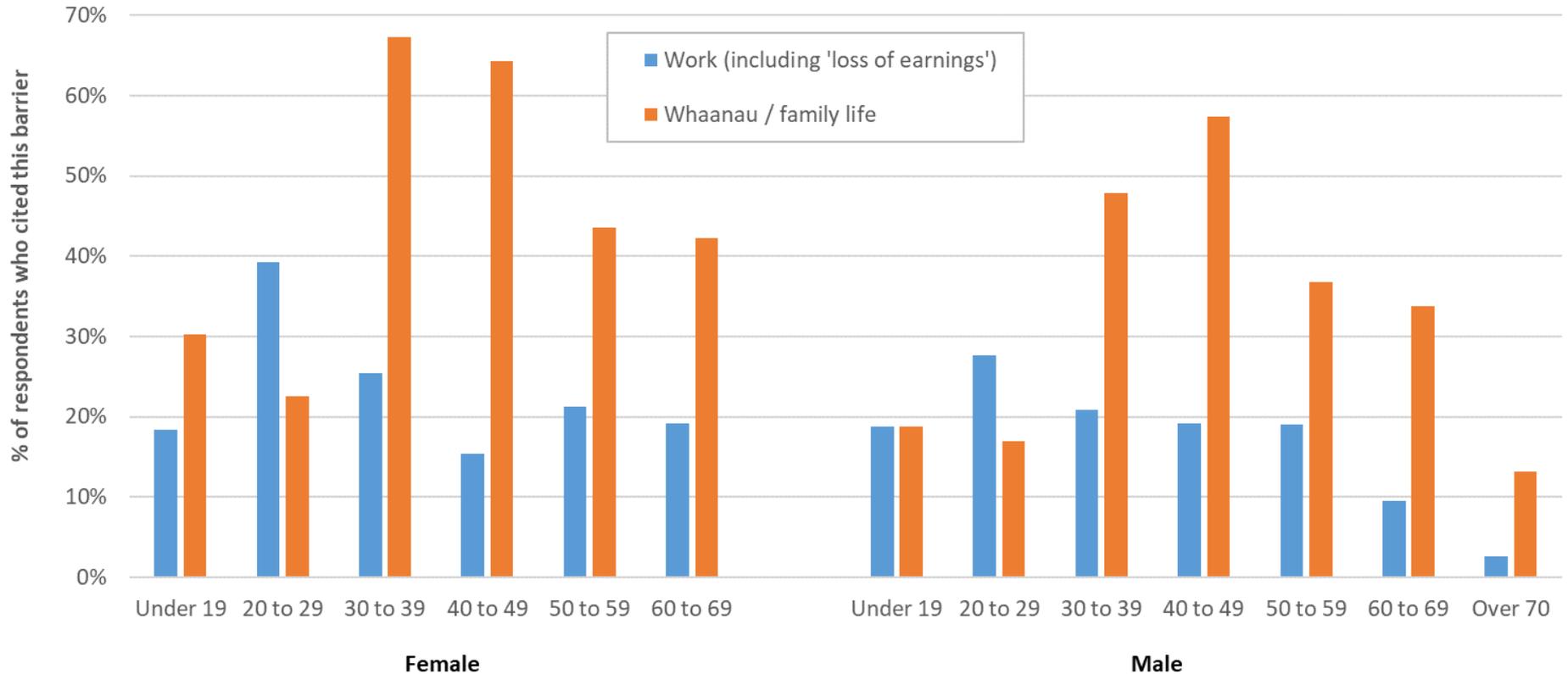


% who say they are unlikely to continue volunteering

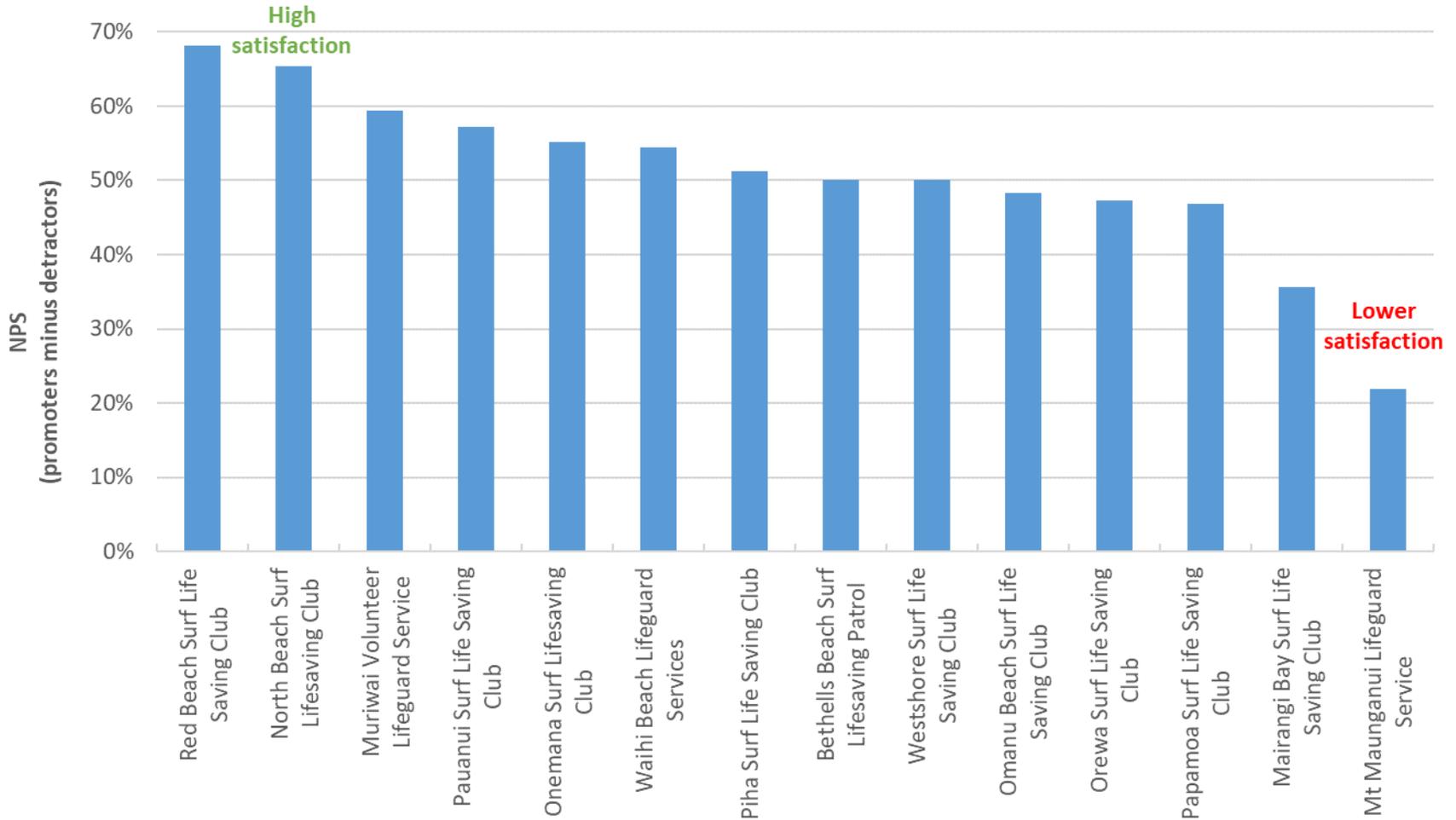




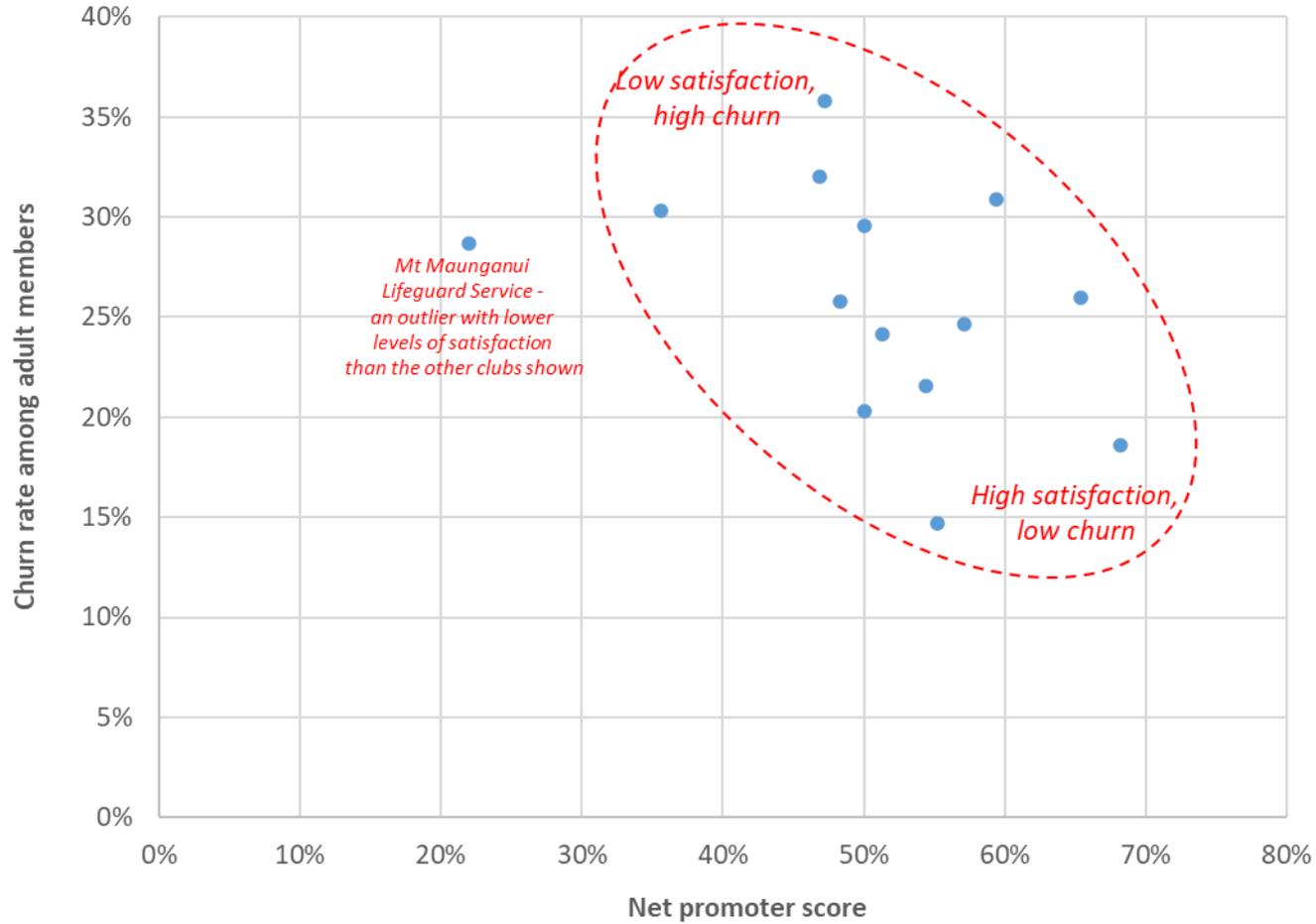
## Barriers to participation



**Net promoter score**  
(at the few clubs with a sample of 25+ respondents)



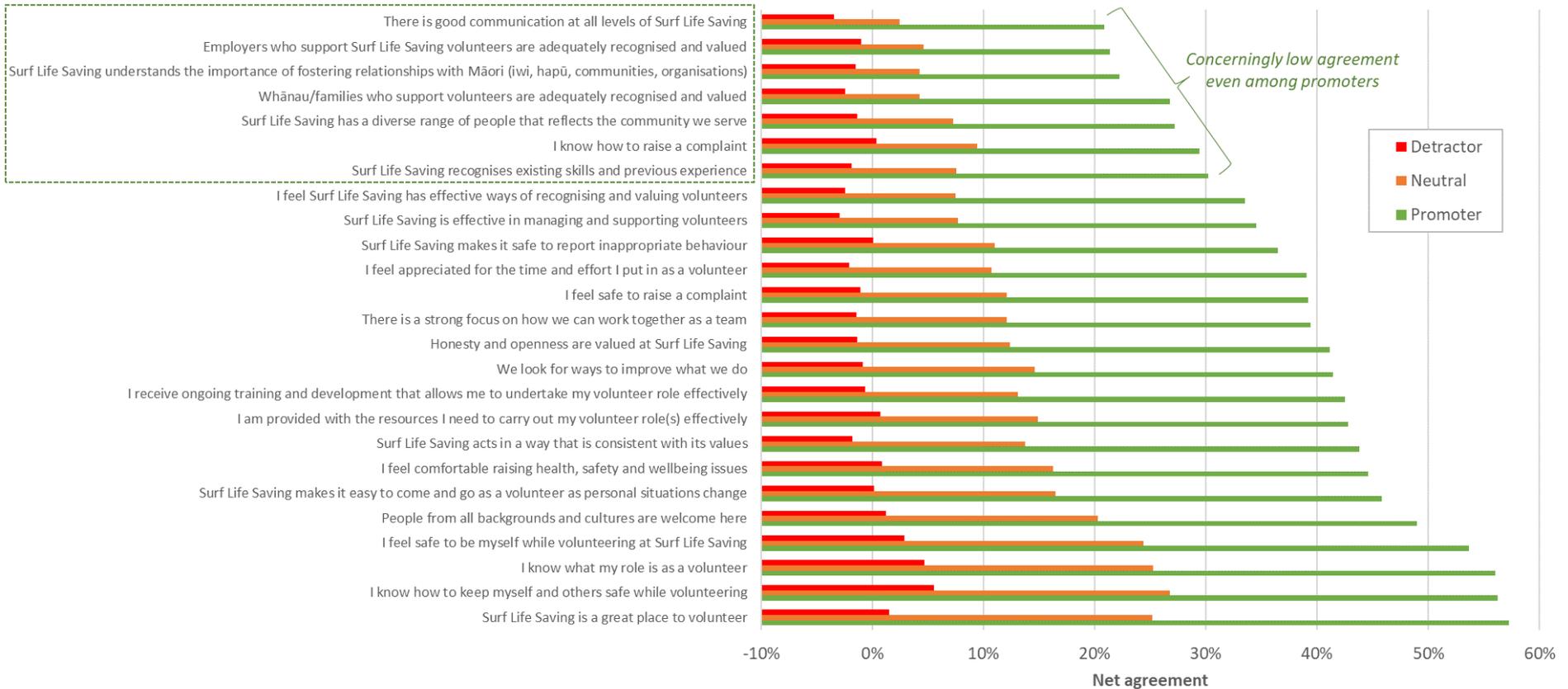
## Satisfaction drives retention



- Two key findings:
  - **NPS was lower among full time employed (45%) than other respondents (58%)**
  - **NPS was lower among those who participate in lifeguarding (40%) than those who do not (55%)**
- Otherwise – very little difference in NPS between:
  - islands
  - genders
  - NZ European vs Maori
  - those who participate in various roles

# How do promoters and detractors differ in their views of SLSNZ?

Agreement by satisfaction level



# How do promoters and detractors differ in their views of SLSNZ?

- Statements that even promoters do not tend to strongly agree with:
  - *"There is good communication at all levels of Surf Life Saving"* **COMMUNICATION**
  - *"Employers who support Surf Life Saving volunteers are adequately recognised and valued"* **RECOGNITION OF EMPLOYERS**
  - *"Surf Life Saving understands the importance of fostering relationships with Māori (iwi, hapū, communities, organisations)"* **TIKANGA**
- And to a lesser extent:
  - *"Whānau/families who support volunteers are adequately recognised and valued"* **RECOGNITION OF WHĀNAU / FAMILIES**
  - *"Surf Life Saving has a diverse range of people that reflects the community we serve"* **DIVERSITY**
  - *"I know how to raise a complaint"* **COMPLAINTS PROCESS**
  - *"Surf Life Saving recognises existing skills and previous experience"* **RECOGNITION OF SKILLS**

- When asked what they would like to change at Surf NZ, detractors typically raised something in the realm of culture, management, politics, and/or communications
  - 66% of detractors c.f. just 40% of promoters
- Here are some typical detractor comments of this sort:
  - That our club takes complaints of bullying seriously
  - Drop the big boys club , have more women involved and set up proper channels to combat bullies
  - Not such clicky club members, more supportive and team emphasis
  - Better support and recognition of the work volunteers in the SOUTH ISLAND from head office
  - Better and transparent communication on decision making processes
  - Capability of club leaders
  - The diversity - I think that many ethnicities/races outside of european/NZ may feel unwelcome as there isn't a lot of diversity there
  - give more women opportunities to lead
  - Increase the diversity of thinking. It's also very pale, male and stale.
  - More recognition of patrol support volunteers - not everyone wants to be a lifeguard. It can often feel like patrol supporters are second class volunteers.
  - Remove the Politics
  - Recognition of volunteers and committees
  - Authentic Iwi relationships that result in a seat at the governance table and an influence in the Tikanga and kawa of the movement