



SURF LIFE SAVING[®]
NEW ZEALAND

SLSNZ member journey

Litmus Datatech progress update

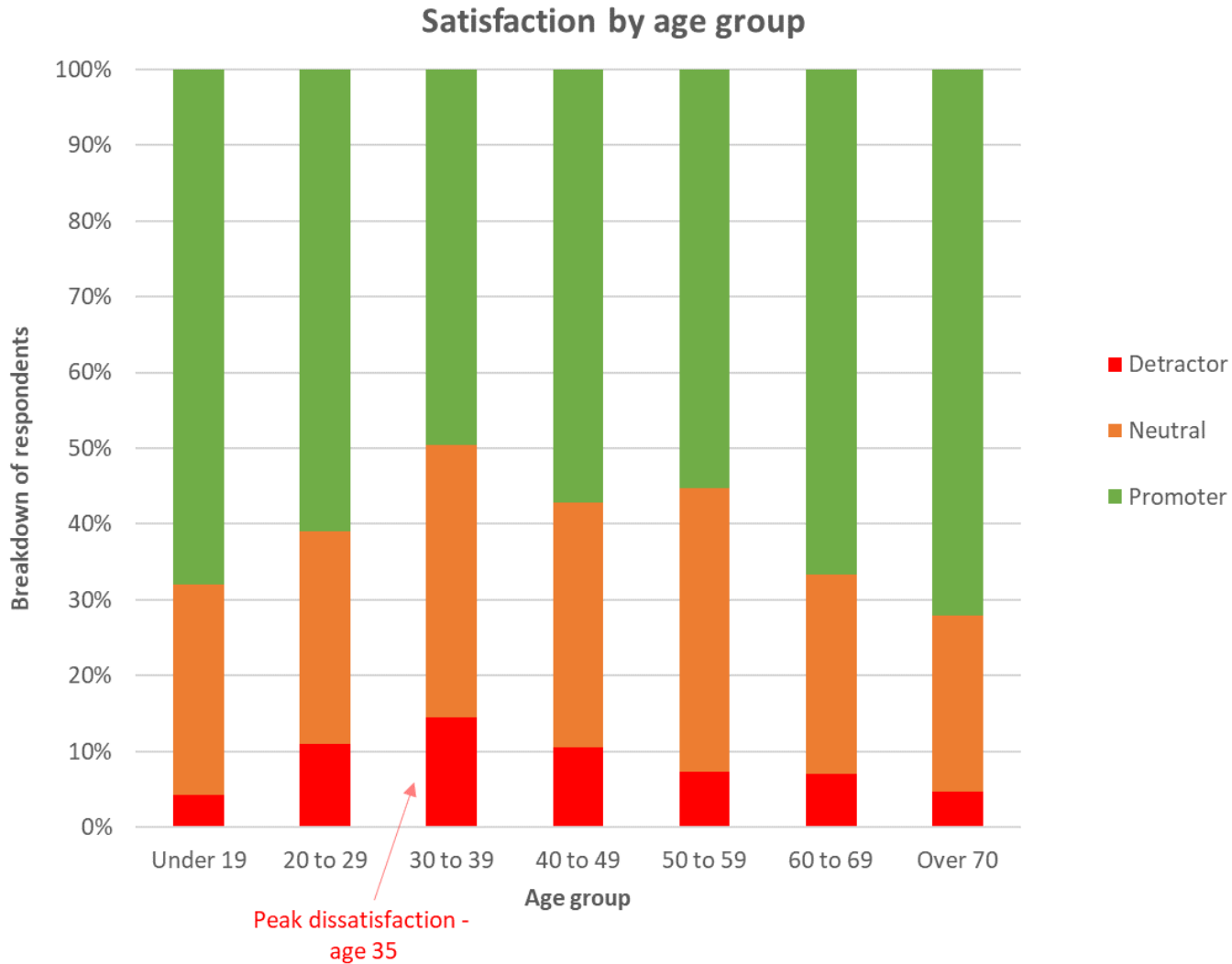
July 2022

- 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

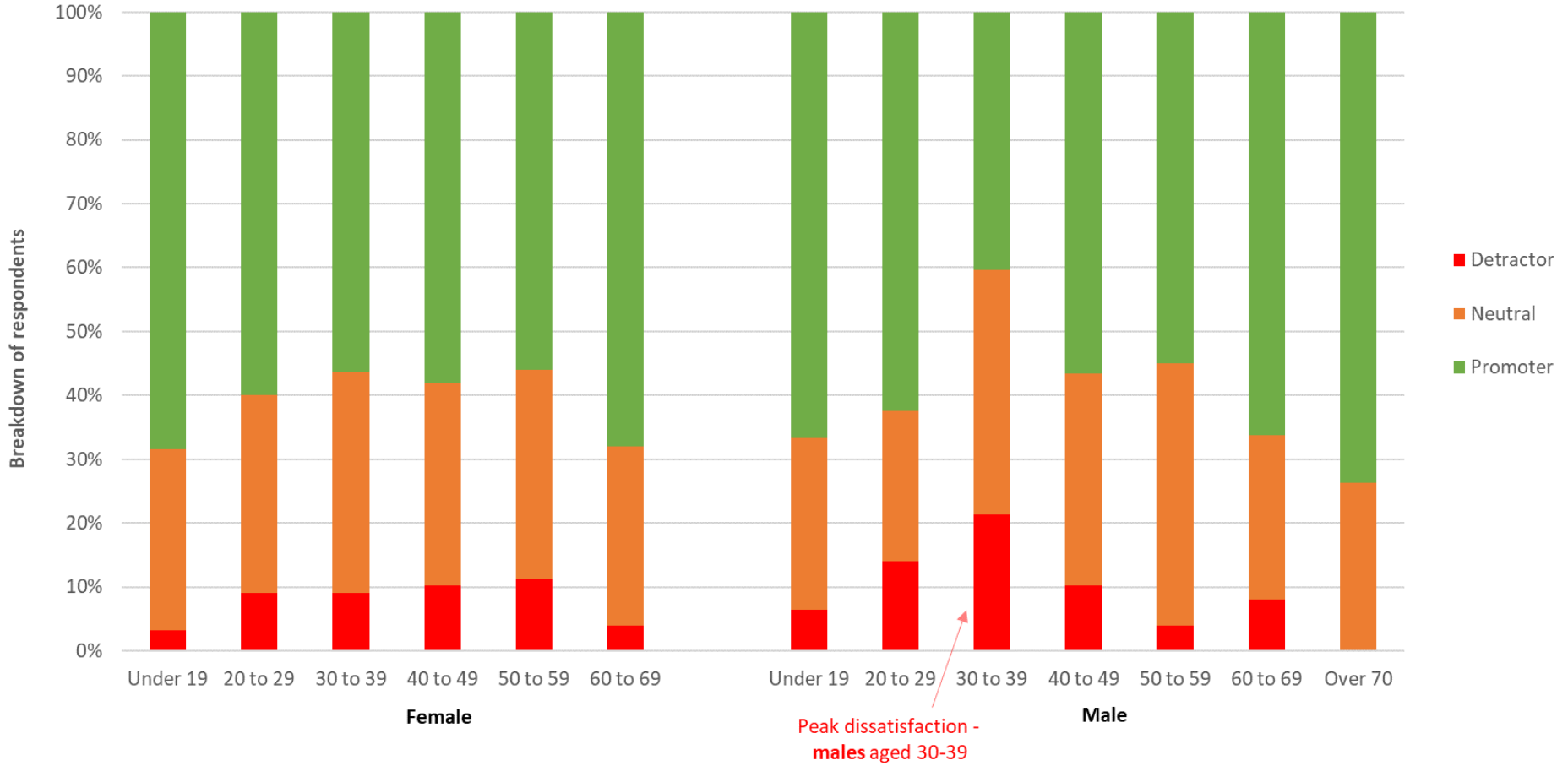
- Provides *draft initial* insights based on AskYourTeam Survey results
 - Litmus now holds the raw survey responses (anonymised) and can generate more insights from them as required

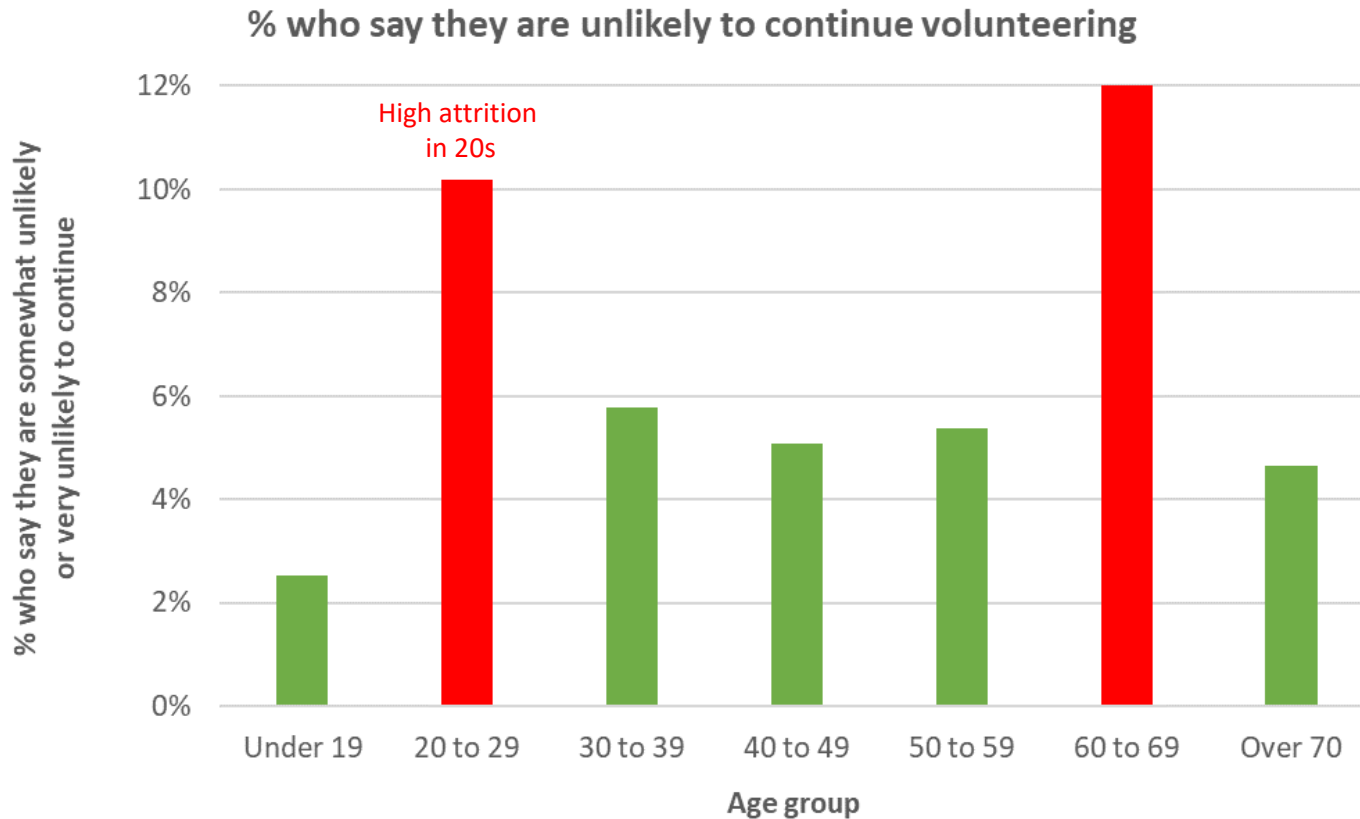
- While working with the survey results, we noticed that the respondents are not demographically representative of your current member base
- (By design?) youth are under-represented
 - Under-20s are 58% of active members, but just 20% of survey respondents
- Even excluding youth, some age groups are 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

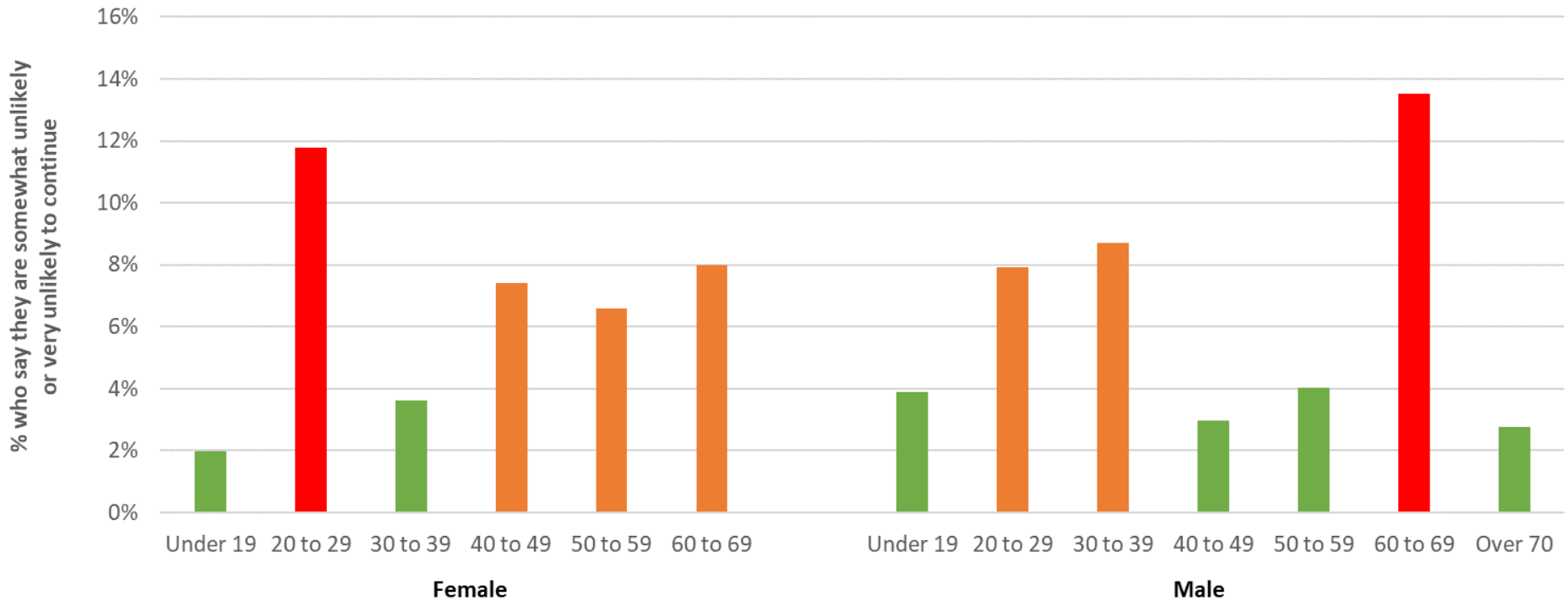


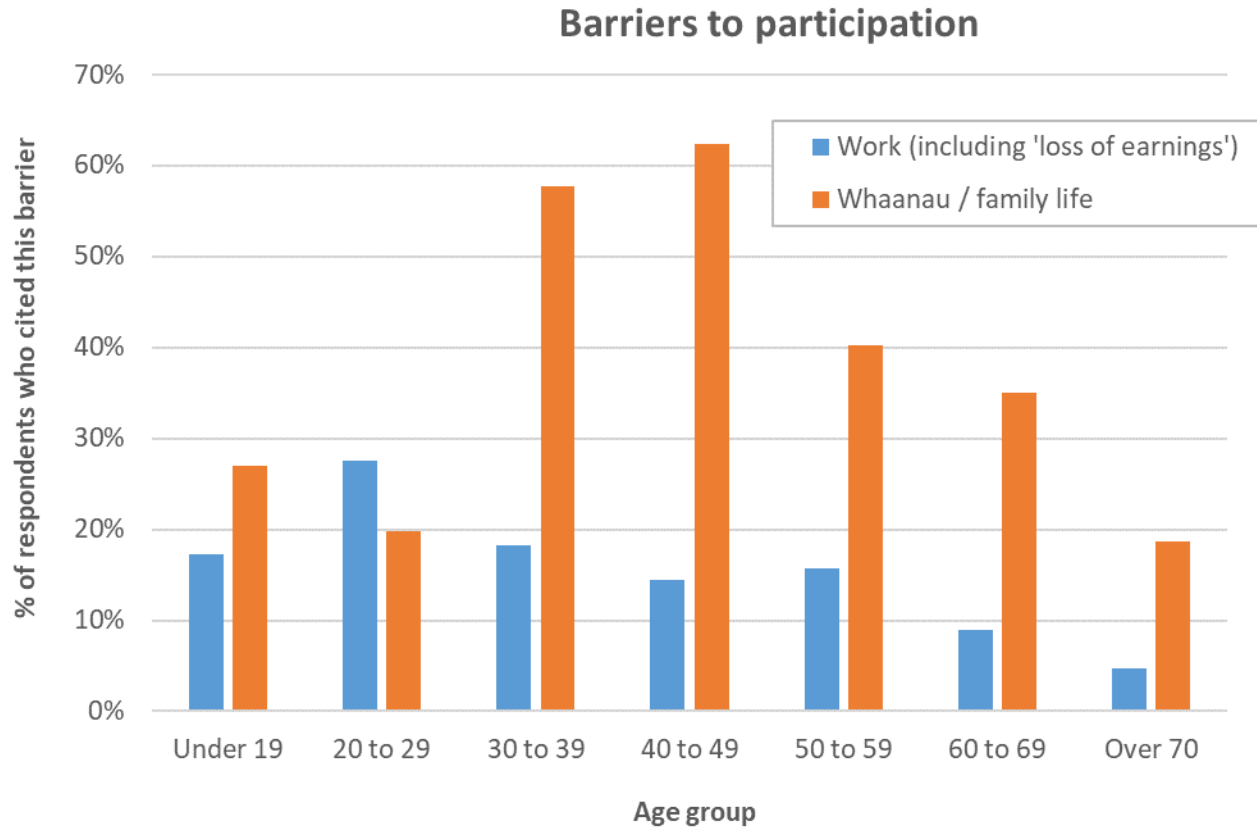
Satisfaction by age group and gender



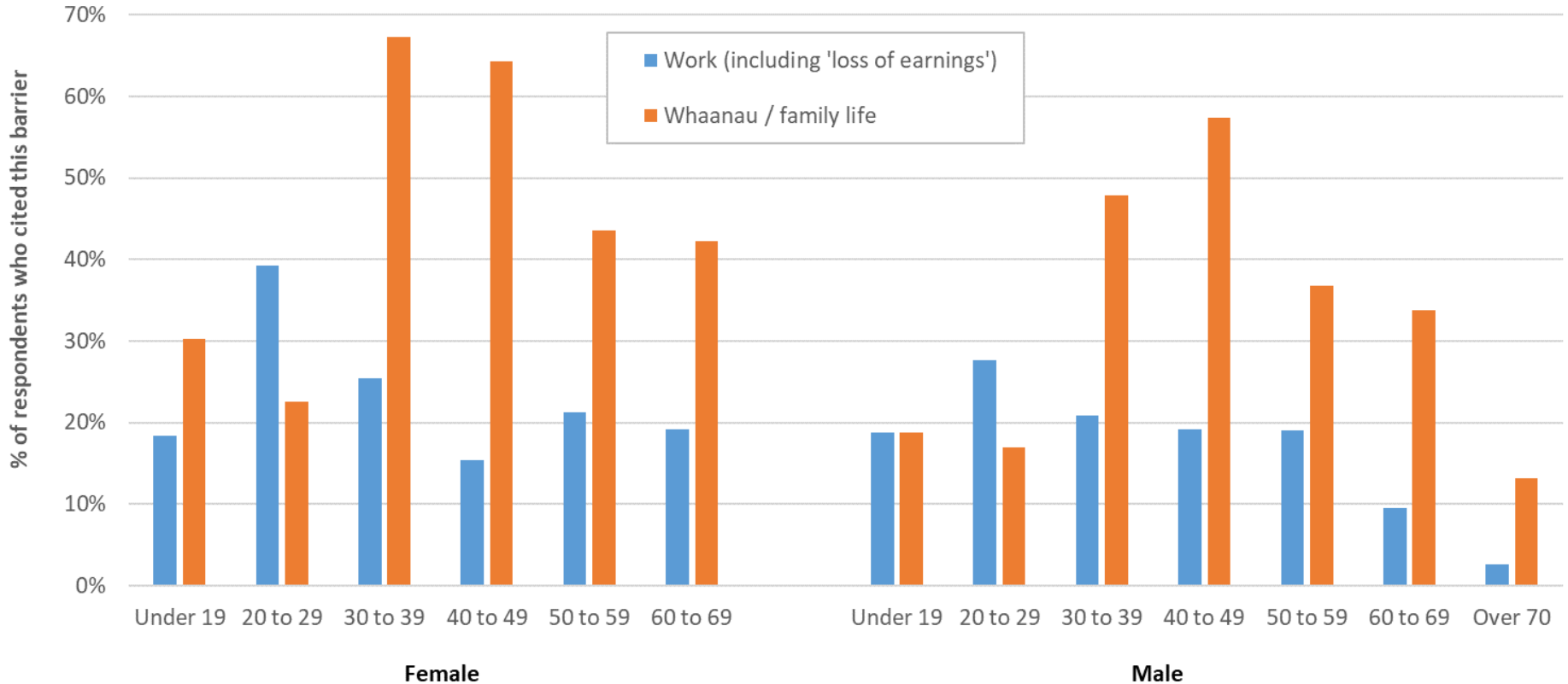


% who say they are unlikely to continue volunteering

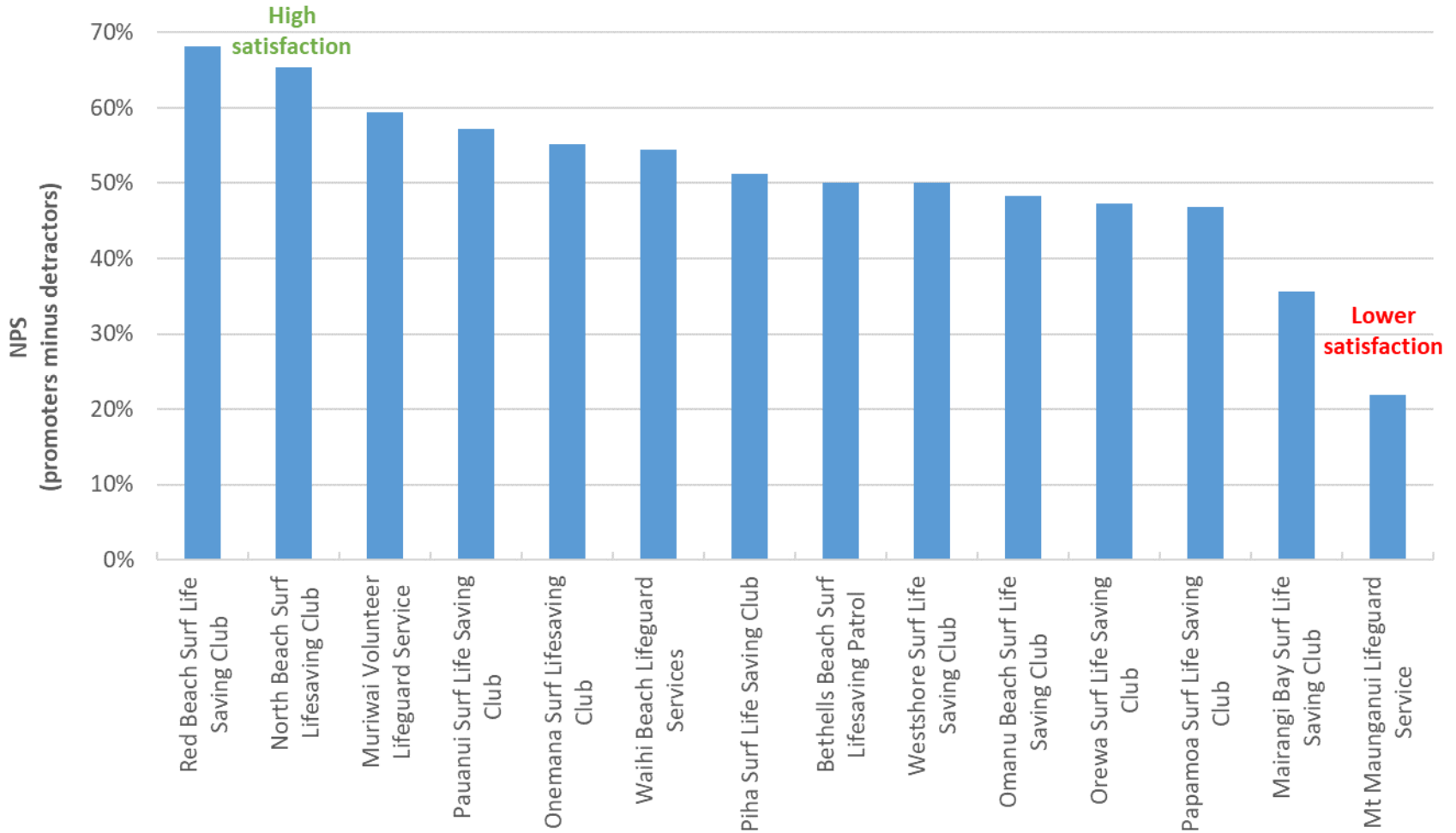




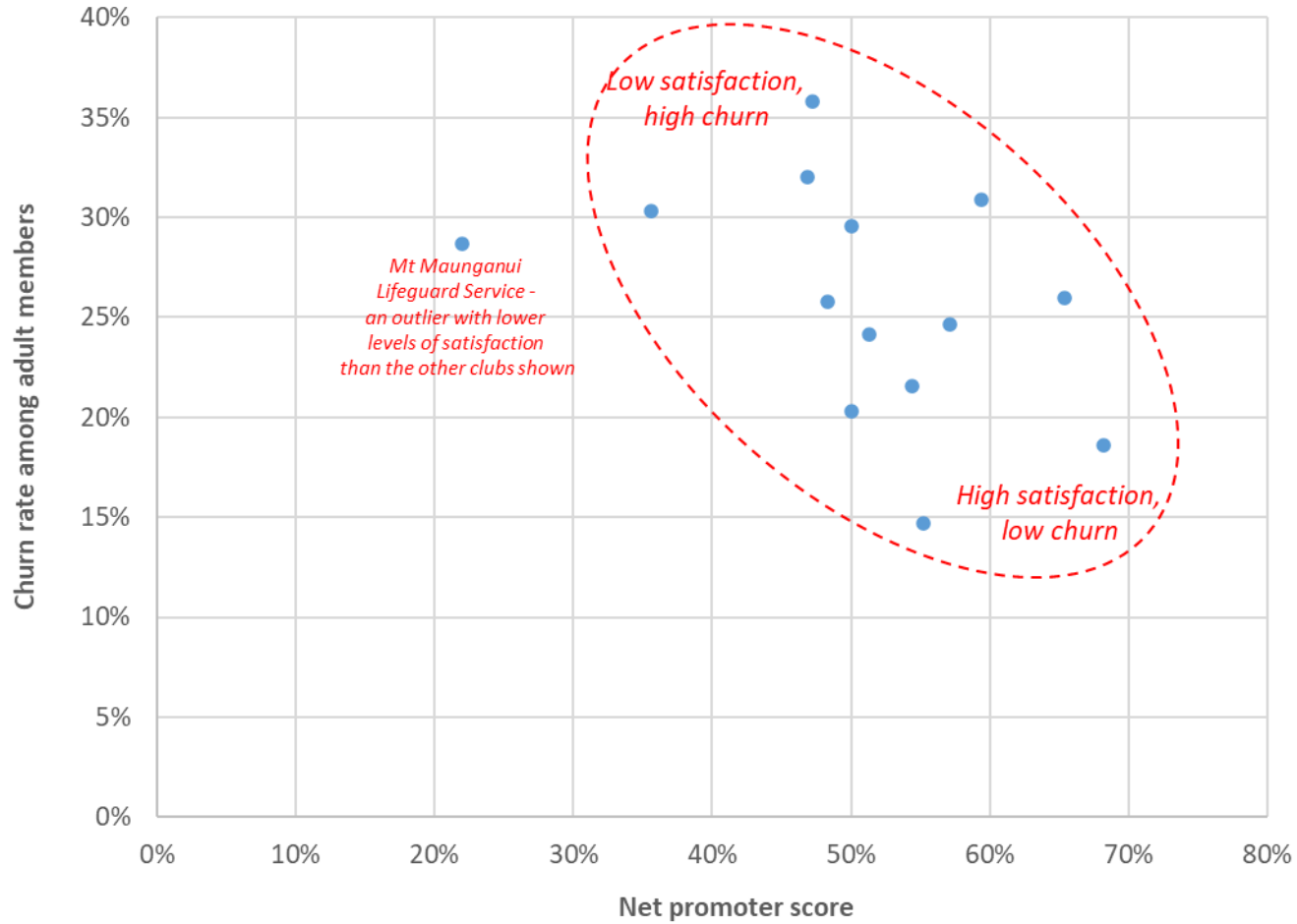
Barriers to participation



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



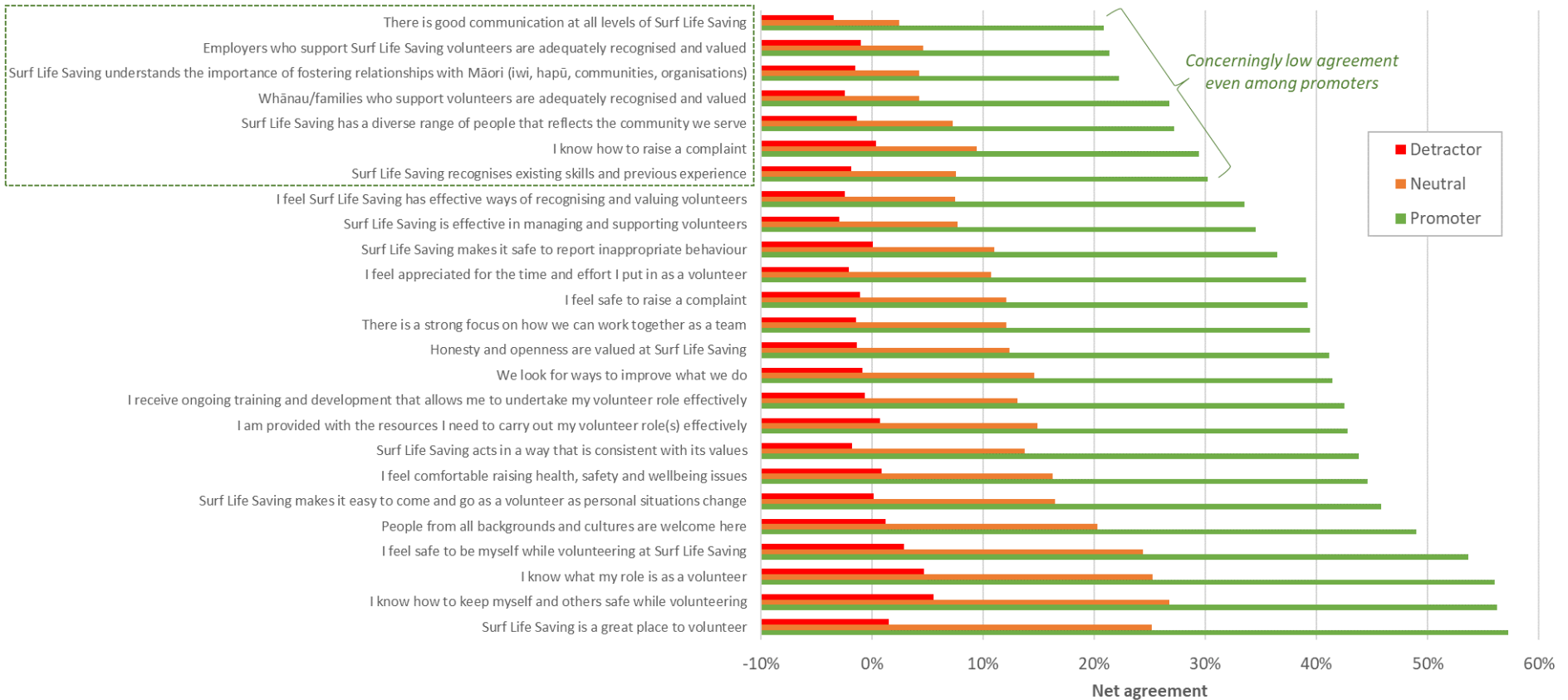
Satisfaction drives retention



- 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