



SURF LIFE SAVING[®]
NEW ZEALAND

SLSNZ member journey

Litmus Datatech progress update

October 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 insights based on Surf Life Saving event participation data
- *Note – in the process of carrying out this work, Litmus created a collated and augmented version of SLSNZ's event registration dataset*
 - *Litmus has passed the augmented dataset back to SLSNZ, in case it is useful*

- Competing in events is associated with strong engagement with SLSNZ's awards system and volunteering
- Competing in multiple events per year leads to high retention
- There is a lot of difference between clubs in the extent to which their members participate in events
- If a club wants to keep members from youth to adulthood, it really helps to push involvement in competition – at the local, regional and preferably national levels

In short: sporting participation and volunteering activities go hand in hand. This is not a 'zero sum' situation in which sport pulls the organization away from volunteering and vice versa. Rather: each reinforces the other.



Insights

Which events have been popular?

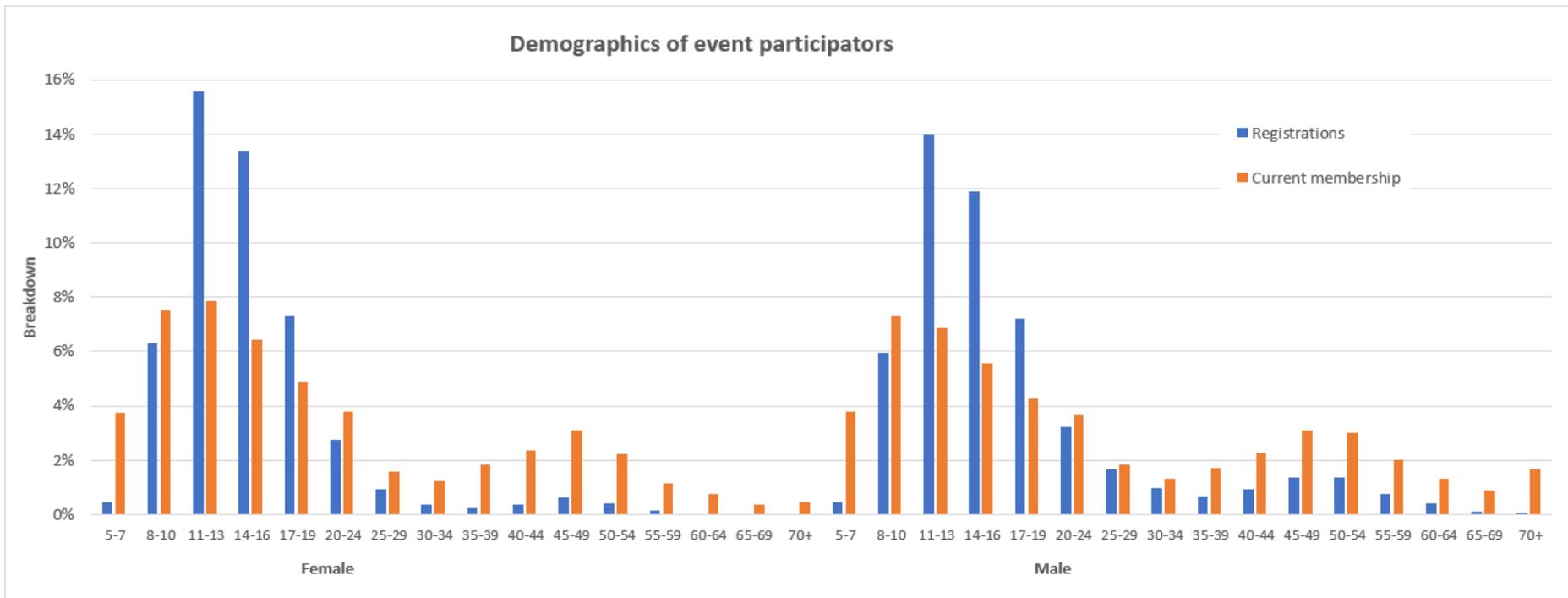
- In recent years, best attended events have been the ‘Oceans’ Surf Life Saving Champs, followed by the TSB NZ Surf Life Saving Champs and the Eastern Regional Champs
- Most popular divisions have been:
 - Open
 - U12, U14, U19 – which have been the main age group events
 - Less commonly offered – U9, U10, U11, U13, U16
 - Relatively rare – U8, U15, U17, U23 and Masters

(however we understand this framework has now changed)

How much do members compete?

- Some people only dip a toe, while others compete a lot...
- Among registrants in any given year:
 - about 40% will only enter one competition
 - 50% will enter 2-5
 - 10% will enter more (in one case, 20 different competitions in a single year).
- Of your roughly 20,000 active members:
 - about 60% have never (to our knowledge) registered in a competition
 - 10% have registered in 1-2 competitions to date
 - 10% have registered in 3-5 competitions
 - 10% have registered in 6-15
 - 10% have registered in 16 or more competitions since our records begin (*in one case, over 60 competitions*).

- Event participation is typically from around 8 years old til early 20s – with the peak being the 11-16 age range
 - Junior competition is roughly balanced between male and female
- There is also participation among senior men aged typically 40-60
 - Less often senior women



What correlations are there with engagement in other activities? (1)

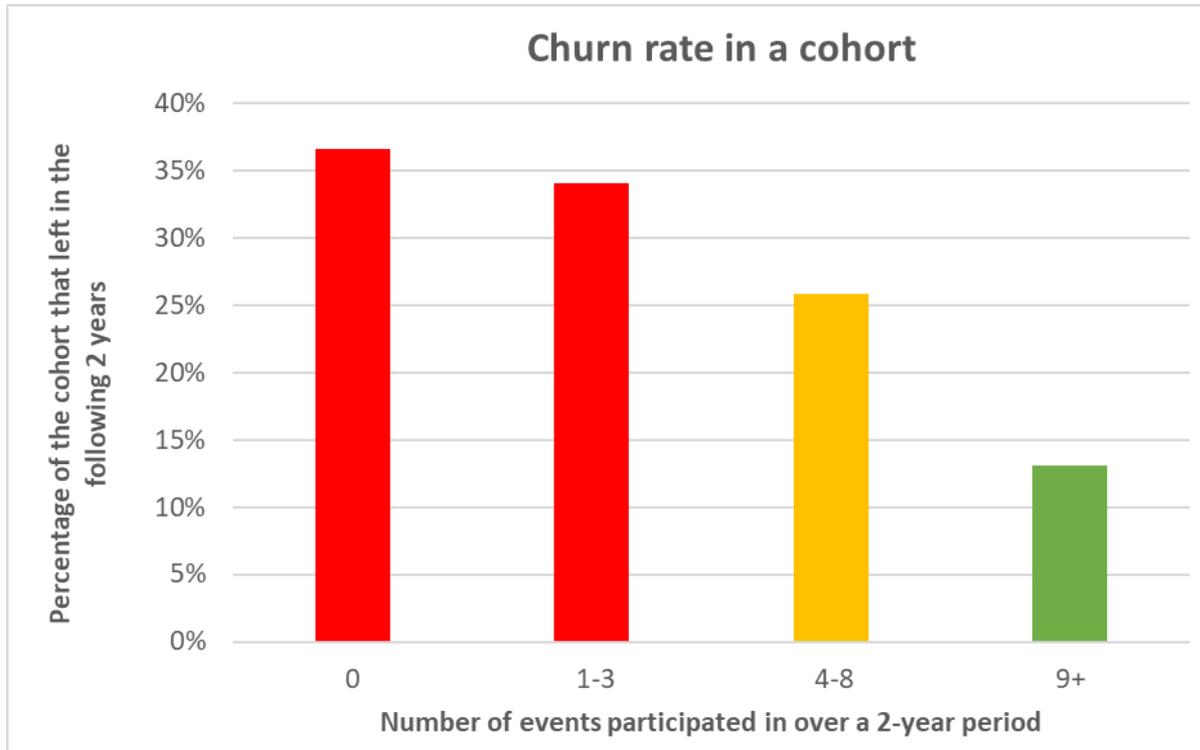
- Among children and youth (**age 8-16**) - frequent competitors are much more likely to have:
 - Received their Junior Surf 200m Safety Badge, Surf Lifeguard Award (or refreshers), IRB Crewpersons Module, First Aid courses, or pretty much any other award
 - Patrolled (volunteer / regional / event)
- Among young adults (**age 17-30**) – frequent competitors are much more likely to have:
 - Received their Surf Lifeguard Refresher, IRB qualifications, First Aid courses, Instructor, Examiner, or pretty much any other awards
 - Patrolled (volunteer / regional / event / callout)
 - Been a SAR team member

What correlations are there with engagement in other activities? (2)

- Among older adults (age **over 30**) – frequent competitors are much more likely to have:
 - Received their Surf Lifeguard Refresher, IRB qualifications, First Aid courses, Instructor, Examiner, or pretty much any other awards
 - Patrolled (volunteer / event / callout)
 - Carried out a role at a club (SAR team member, Club Captain, Club Committee Member, Chairperson or other)
- Conclusion: life saving as a sport is closely bound up with involvement in SLSNZ's volunteer activities

How does competition correlate with retention? (1)

- In short, participating in many events is great for retention, relative to participating in nil to few events
- We followed a cohort of members who:
 - joined in or before the 2017/18 season
 - stayed until the 2019/20 season at least
 - were born between 1990 and 2008 inclusive
- The question was, how many of these people stayed with SLSNZ until the 2021/22 season – and how did this depend on the number of competitions they participated in over 2018 and 2019?



- The churn rate was:
 - high among members who did not compete
 - nearly as high among members who competed in only 1-3 events
 - lower among members who competed in 4-8 events
 - very low among the reasonable number of members who competed in 9 or more events over the two years.



Which clubs have high / low levels of participation? (1)

- As a general observation, participation varies quite a bit between clubs
- The three clubs that stand out as having particularly high participation (once their membership is taken into account) are:
 - South Brighton SLSC
 - Waimairi SLSC
 - Sumner SLSC
- Their members often take part in the Christchurch Pool Interclub, Canterbury Junior Championships and Southern Region Junior Championships

Which clubs have high / low levels of participation? (2)

- Runners up are:
 - **Titahi Bay SLSC** (*often doing the Capital Coast Surf Series, Capital Coast Junior Championships, Central Regional Junior Championships*)
 - **Red Beach SLSC** (*Northern Region Junior Interclub, Northern Region Championships, Oceans*)
 - **Mt Maunganui Lifeguard Service** (*BOP Junior Championships, Omanu Junior Carnival, Eastern Region Junior Championships, Oceans*)
 - **Maranui SLSC** (*Capital Coast Junior Surf, Capital Coast Junior Championships, Oceans*)
 - **Midway SLSC** (*Gisborne Tairāwhiti Junior Championships, Eastern Region Junior Championships*).

Which clubs have high / low levels of participation? (3)

- On the other side of the coin, there are some substantially sized clubs with relatively *low* levels of event participation – notably:
 - Orewa SLSC
 - Muriwai VLS
 - Mairangi Bay SLSC
 - Omaha Beach SLSC
 - Bethells Beach SLSP

Which clubs have high / low levels of participation? (4)

- Further, there are a bunch of small clubs, often in the regions, that barely manage to get anyone to events at all. Some examples are:
 - Whangarei Heads SLSP
 - Hot Water Beach LS
 - Onemana SLSC
 - Tairua SLSC
 - Pauanui SLSC
 - Mangawhai Heads VLS
 - Whiritoa LS
 - Ruakaka SLSP

At the club level, how does event participation correlate with satisfaction?

- Data source re satisfaction is the AskYourTeam survey
 - However, survey was not really set up to measure satisfaction at the club level
 - There were only about a dozen clubs for which we had sufficient sample size to form a reasonably accurate picture of satisfaction
 - Most of the stand-out clubs listed above are not among them
- Further, for the clubs where we can assess both competition and satisfaction, the picture turns out to be really mixed. For example:
 - Red Beach has a high level of competition and a high level of satisfaction (great) – but:
 - Mt Maunganui also has a high level of competition but had the lowest level of satisfaction among the clubs for which we could measure it
 - North Beach has a medium level of competition but a high level of satisfaction,
 - Muriwai has a low level of competition but a high level of satisfaction,
 - On the other hand Mairangi Bay has a low level of competition *and* a low level of satisfaction
- So at this point, we cannot conclude that a high level of competition is any guarantee of a high level of satisfaction, at the club level. The available data do not show any clear link between the two...

At the club level, how does event participation correlate with retention?

- There is a strong correlation
- South Brighton and Waimairi – the two clubs listed above as having highest event participation – are the exact two clubs that have the best retention of adult members (as shown in our earlier slide pack)
 - Sumner, Red Beach, Maranui and Midway all have above average senior retention
 - (Mt Maunganui doesn't, but has known challenges)
- Orewa, Muriwai, Mairangi Bay, Omaha Beach, and Bethells Beach – the five sizeable clubs listed as having low event participation – all stand out as having poor retention of adult members
 - They also tend to have worse than average retention of juniors.
- In short the evidence is pretty clear: If a club wants to keep members to adulthood, it really helps to push involvement in competition – at the local, regional and preferably national level

Conclusions (repeat)

- Competing in events is associated with strong engagement with SLSNZ's awards system and volunteering
- Competing in multiple events per year leads to high retention
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