



SURF LIFE SAVING[®]
NEW ZEALAND

SLSNZ member journey

Litmus Datatech progress update

November 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



This update

- Updates insights relating to Surf Life Saving event participation data
 - Covering off various questions that arose following our last update

- For juniors, competing in even one sporting event supports retention
 - But the more events, the better!
- For seniors, competition is not enough to guarantee retention
 - Even among dedicated athletes, ‘life can get in the way’ ...
 - Only for those who compete very often, do we see a modest reduction in churn
- At the club level, we see that:
 - Participating in competition *supports* retention
 - But it is not *necessary* for retention – some clubs do very well at keeping members, despite a low level of involvement in Surf Life Saving as a competitive sport.
- Juniors contribute more to Surf Life Saving through awards and patrolling if they reach the regional level of competition, and much more if they reach the national level
 - Retention is also better for juniors who compete at the national level
- Seniors contribute more to Surf Life Saving if they reach the national level of competition

Insights

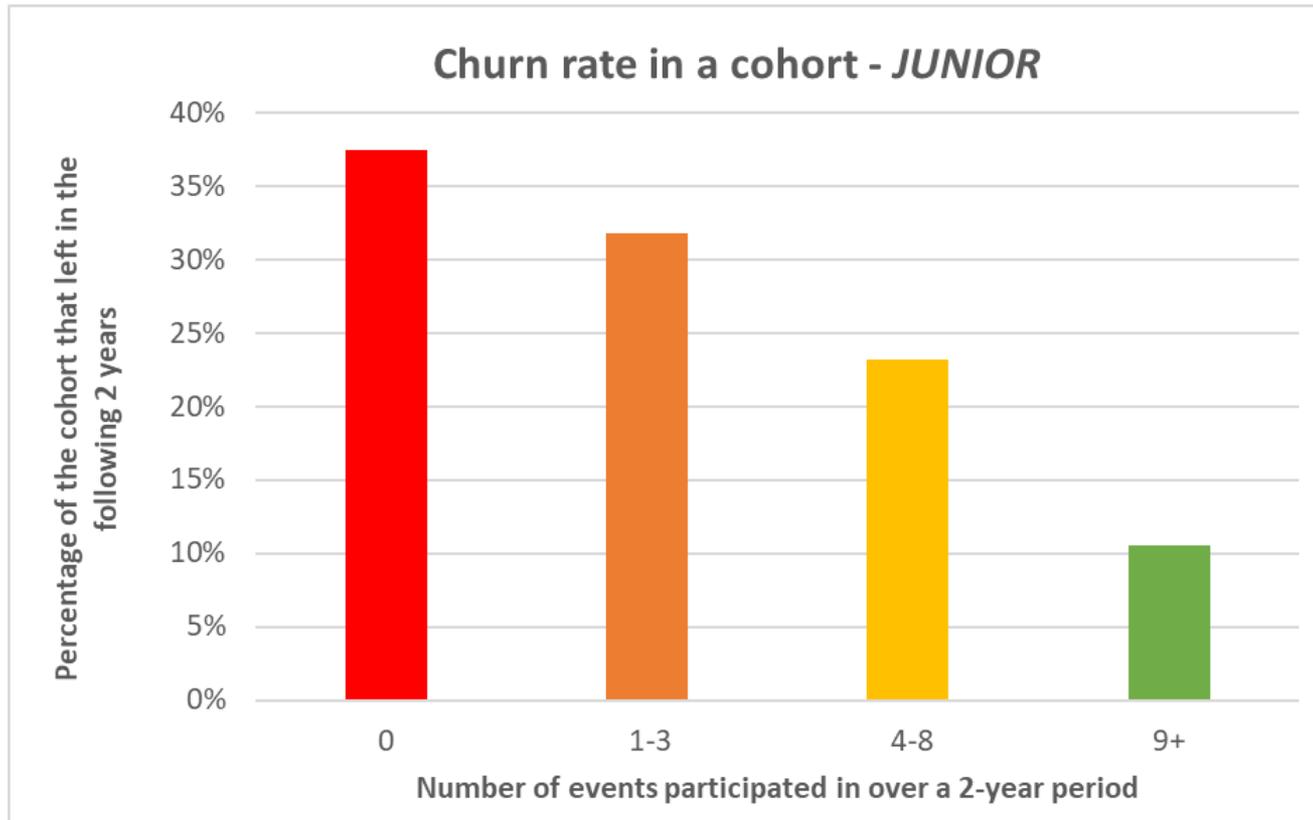
- When we last met, Litmus presented various results
 - Most of these results were combined across all age groups
- SLSNZ asked for results to be produced separately for junior (8-14) and senior (15-30)
 - Members outside that age range are relatively unlikely to compete and should not be included in the analysis
 - Results are shown on following slides

Junior (8-14)

- 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, 15 different competitions in a single year*).
- Of your roughly 6,000 current juniors:
 - about 20% have never (to our knowledge) registered in any competition
 - 25% have registered in 1-2 competitions to date
 - 20% have registered in 3-5 competitions
 - 20% have registered in 6-15
 - 15% have registered in 16 or more competitions since our records begin (*in one case, 45 competitions*)

Senior (15-30)

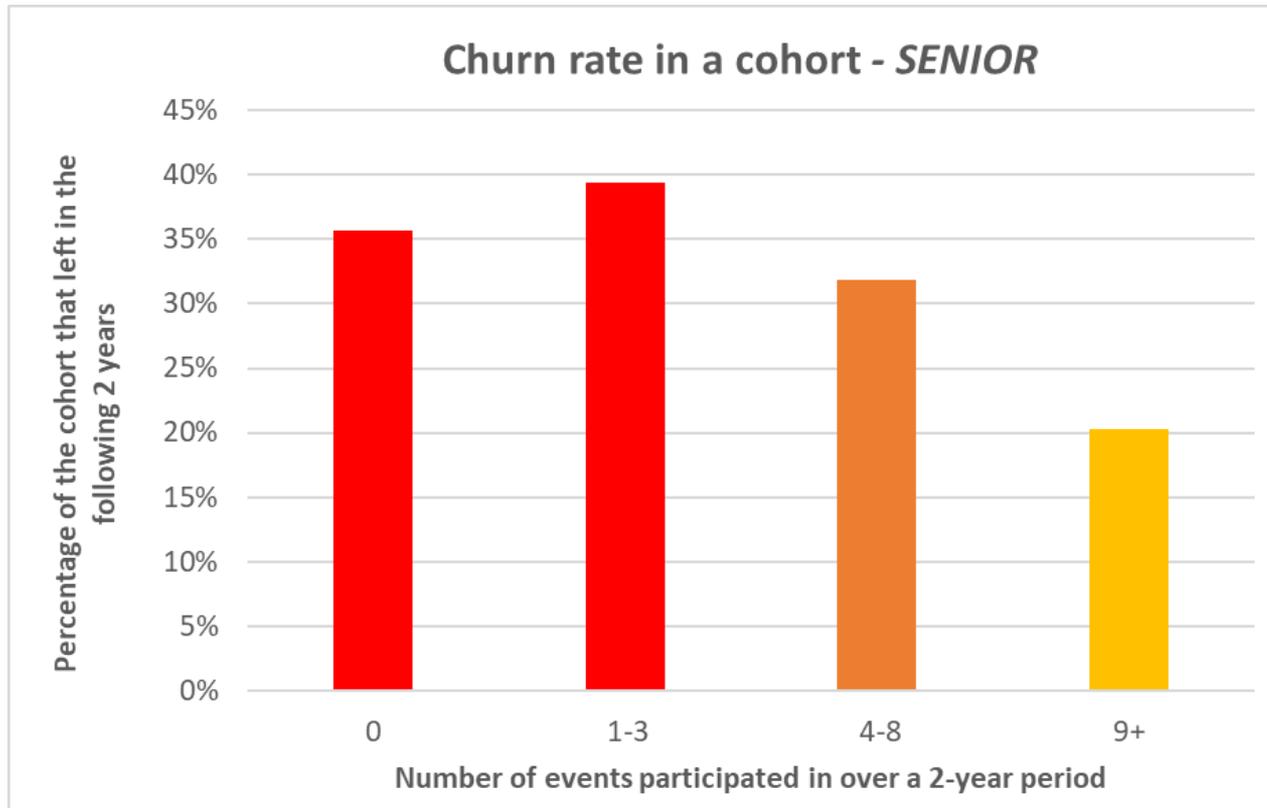
- Many have not competed recently, while others compete a lot...
- Among registrants in any given year:
 - about 30% will only enter one competition
 - 55% will enter 2-5
 - 15% will enter more (*in one case, 20 different competitions in a single year*).
- Of your roughly 5,000 current seniors:
 - about 50% have not registered in any competition in the last seven years
 - 10% have registered in 1-2 competitions over the same period
 - 10% have registered in 3-5 competitions
 - 20% have registered in 6-15
 - 10% have registered in 16 or more competitions since our records begin (*in one case, 54 competitions*)



Methodology was described in previous update.

We selected a cohort, looked at how much they competed over a two-year period, and then assessed how many of them left Surf Life Saving over the following two years.

- For juniors, participating in even one event supports retention
- But the more events, the better!



- For seniors, competition is not enough to guarantee retention
 - *Even among dedicated athletes, 'life can get in the way'*
- Only for those who compete very often, do we see a modest reduction in churn

Junior (8-14)

- Clubs with relatively *high* levels of junior participation (relative to their junior membership) include:
 - Waimairi (*the highest*)
 - Sumner
 - South Brighton
 - Titahi Bay
 - Maranui
 - Worsler Bay
 - Mt Maunganui
 - Midway
 - St Clair
 - Red Beach
 - Waikuku Beach

Senior (15-30)

- Clubs with relatively *high* levels of senior participation (relative to their senior membership) include:
 - Sunset Beach
 - Waimairi
 - St Kilda
 - South Brighton
 - Piha
 - Ocean Beach
 - Red Beach
 - St Clair
 - Westshore
 - Waimarama

Junior (8-14)

- Clubs of substantial size, with relatively **low** levels of junior participation (relative to their junior membership) include:
 - Pauanui
 - Riversdale
 - Waipu Cove
 - Mangawhai Heads
 - Tairua
 - Whiritoa
 - Ruakaka
 - Whangarei Heads
 - Onemana

Senior (15-30)

- Clubs with relatively **low** levels of senior participation (relative to their senior membership) include:
 - Mangawhai Heads
 - Riversdale
 - Levin-Waitarere
 - Wanganui
 - Whangarei Heads
 - Ruakaka
 - Kotuku
 - Onemana
 - Hot Water Beach

- Our previous update identified the following clubs as having unusually low event participation: *Orewa, Muriwai, Mairangi Bay, Omaha Beach, Bethells Beach*
 - However once their demographics are taken into consideration, they no longer stand out – now appearing ‘middle of the range’ in terms of event participation (or slightly below, for seniors at Muriwai and Omaha Beach).

Junior (8-14)

- Clubs with high junior event participation typically have average to good junior retention
 - E.g. Waimairi
 - E.g. Worser Bay
- And some clubs with low junior event participation have relatively poor junior retention
 - E.g. Ruakaka
 - E.g. Whangarei Heads
- But there are exceptions! Some clubs with low junior event participation still have great junior retention
 - E.g. Whiritoa
 - E.g. Onemana
- **Conclusion** – event participation *helps* junior retention but is not always a necessary part of the mix

Senior (15-30)

- Clubs with high senior event participation typically have average to very good senior retention
 - E.g. Waimairi
 - E.g. South Brighton
 - E.g. Sunset Beach
- Clubs with low senior event participation have widely varying levels of senior retention
 - E.g. low at Ruakaka
 - E.g. high at Onemana
- **Conclusion** – event participation *helps* senior retention, at the club level, but is not a necessary part of the mix

If someone was to enter only one competition, what would it be?

- When we last met, the question arose: *“if someone was to enter only one competition, what would it be?”*
 - In other words – which competitions included a high percentage of registrants *who did not enter any other official competition that year?*
- Some examples of such competitions are:
 - Otago Junior Championships
 - BP Surf Rescue North Island Championships
 - Capital Coast Junior Championships - Lyall Bay
 - Christchurch Junior Interclub
 - Gisborne-Tairāwhiti Junior Championships
 - Hawkes Bay Junior Surf Carnival
 - Northern Region Junior Auckland All In
 - Northern Region Junior Interclub
 - Opunake Junior Surf Carnival
 - Otago-Southland Junior Championships
 - Papamoa Junior Surf Carnival
 - TSB New Zealand Surf Life Saving Masters Championships



Can we distinguish between clubs which offer more or less aspects of the sport?

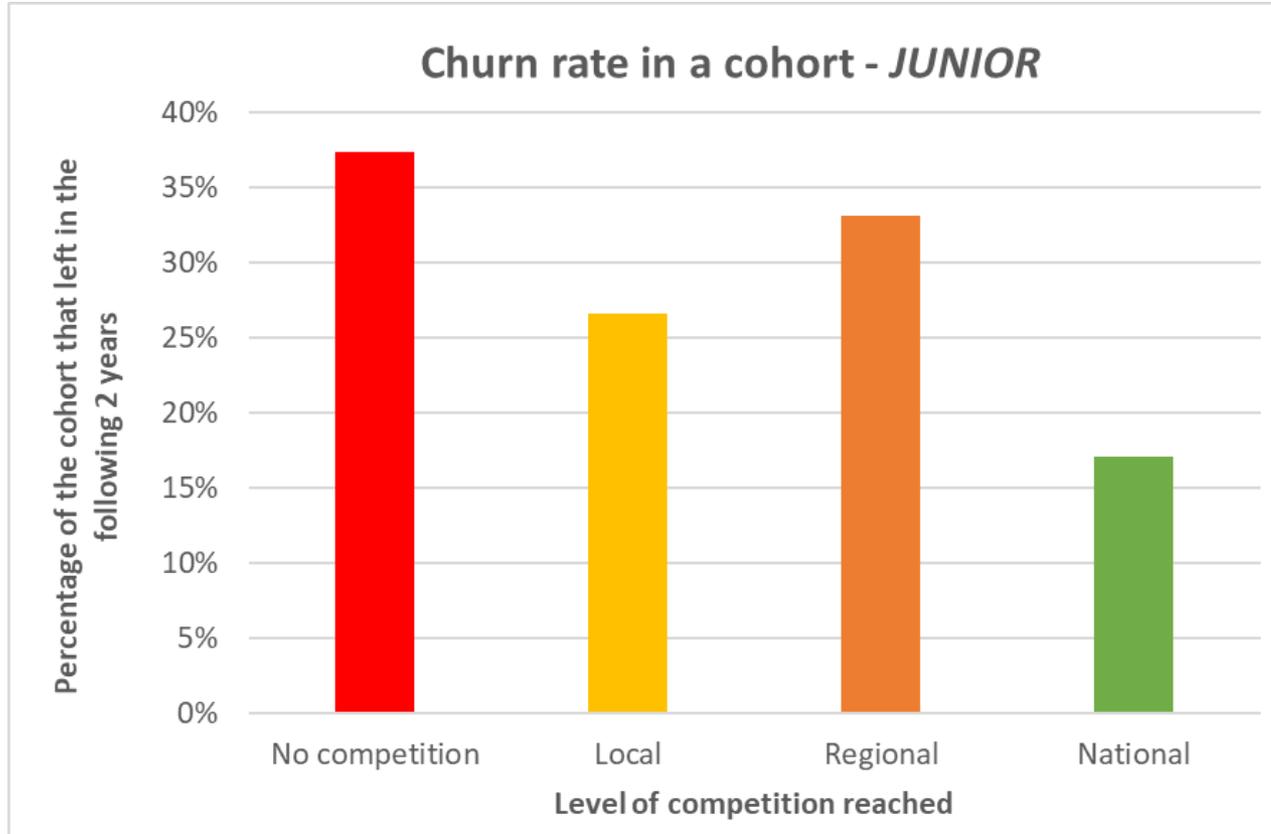
- When we last met, the question arose: *“can we distinguish between clubs that offer more or less aspects of [Surf Life Saving as a] sport?”*
- Unfortunately we’re not able to do this using the data we hold

What are the additional benefits of competing at the regional / international level?

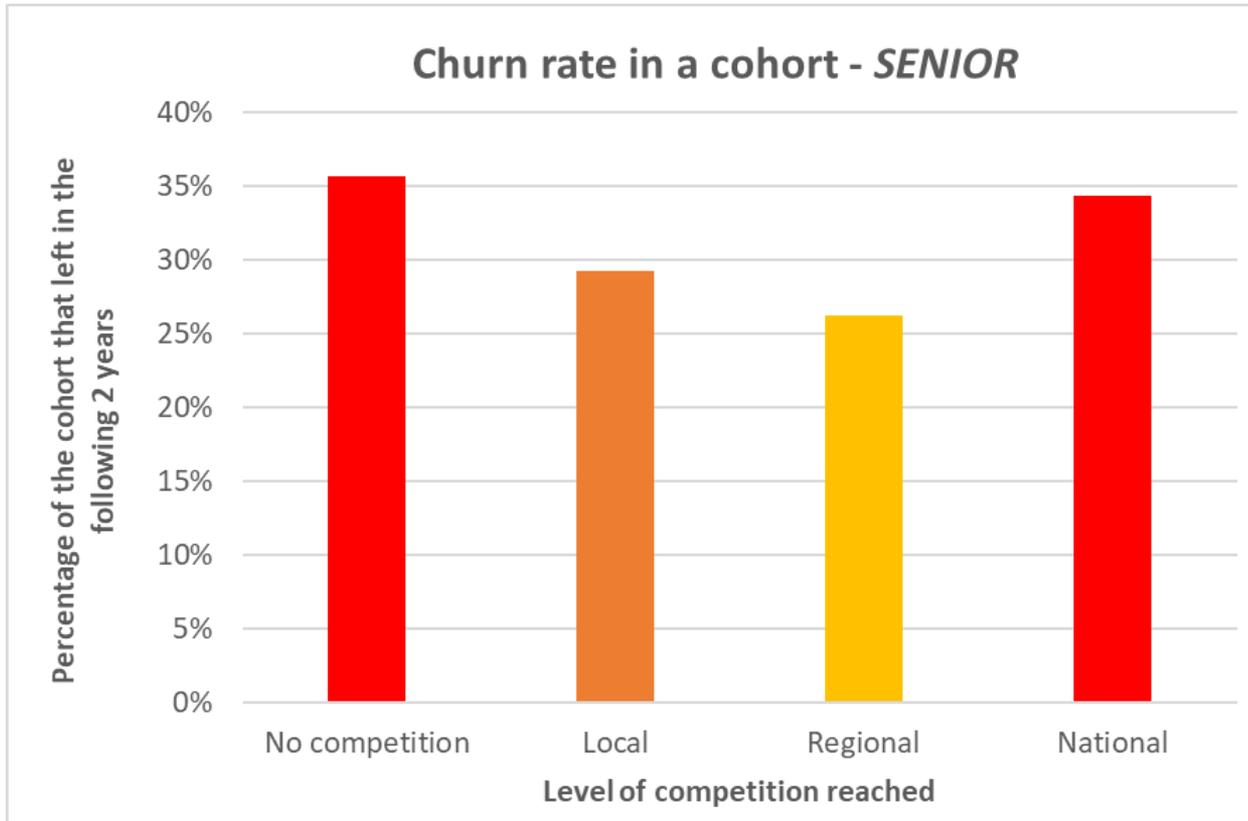
- We have established that people who compete in Surf Life Saving, as a sport, are more likely to:
 - qualify for awards
 - volunteer at Surf Life Saving NZ
 - remain active over the longer term
- The question arose: *are the benefits stronger for people who compete at the regional or national level?*
- Answers on the following slides...
- *Note we have adopted the following definitions (subject to confirmation):*
 - *An event is regional if its name mentions 'Central Region', 'Eastern Region' or 'Northern Region'*
 - *An event is national if its name mentions 'Oceans' or 'TSB'*

- Children and youth (**age 8-16**) who have reached the **regional** level of competition are roughly 50% more likely to have:
 - Received awards (e.g. Surf Lifeguard Award (or refreshers), IRB Crewpersons Module, First Aid courses, etc)
 - Patrolled (volunteer / regional / event)
- Among young adults (**age 17-30**) – competitors at the **regional** level are no more likely to have achieved qualifications or patrolled than those who competed locally

- Children and youth (**age 8-16**) who have reached the **national** level of competition are roughly 3x more likely to have:
 - Received awards (e.g. Surf Lifeguard Award (or refreshers), IRB Crewpersons Module, First Aid courses, etc)
(particularly the higher Junior Surf Achievement Awards)
 - Patrolled (volunteer / regional / event)
- Among young adults (**age 17-30**) – competitors at the **national** level are roughly 2x more likely to have:
 - Done their Surf Lifeguard Refresher or First Aid Refresher
 - Patrolled (volunteer / regional / event / callout)
 - Been a SAR team member



- For juniors, competition at regional level is no guarantee of retention
 - But competitors at the national level are likely to stay with Surf Life Saving



- For seniors, competition at regional or national level is no guarantee of retention
 - Again, even for committed sportspeople, *'life can get in the way'*