



**SURF LIFE SAVING**<sup>®</sup>  
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

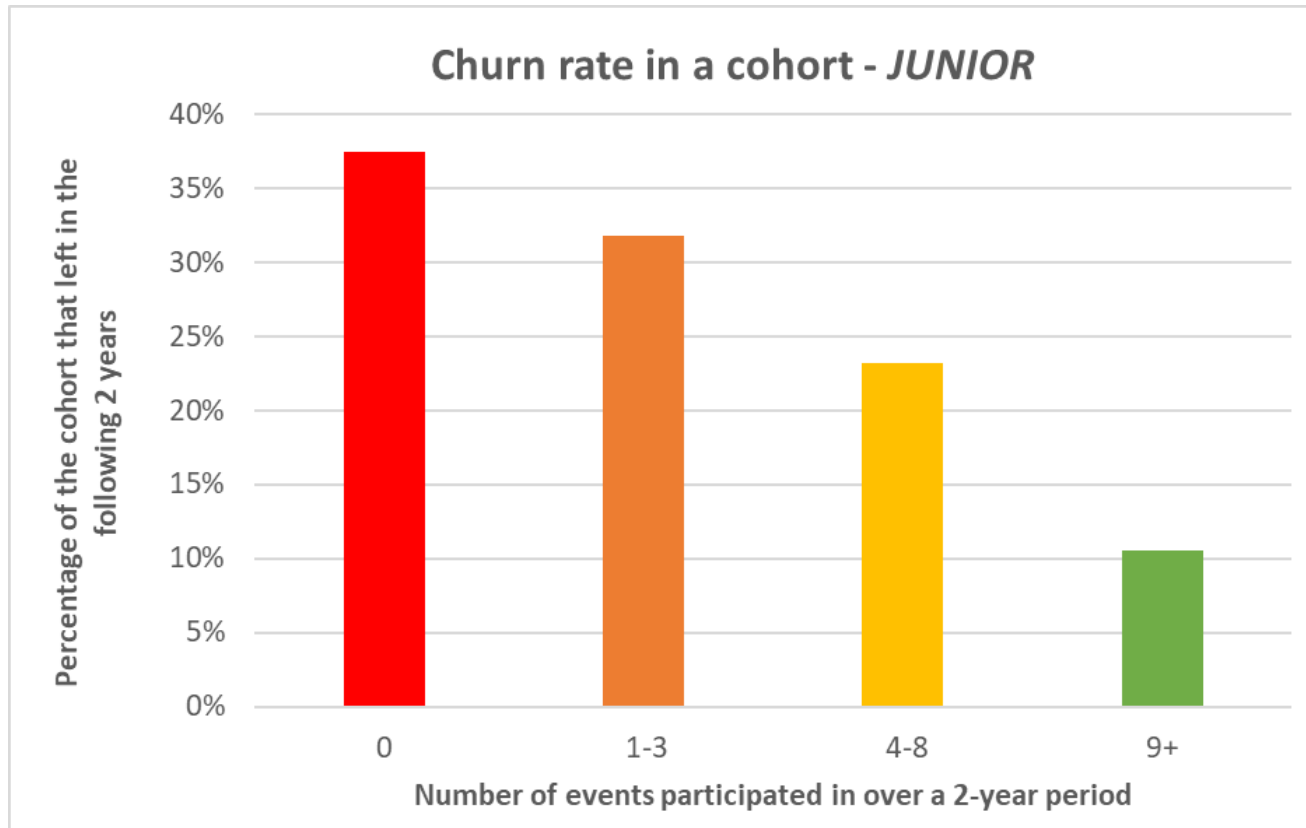
- When we last met, Litmus presented various results
  - Most of these results were combined across all age groups
- SLSNZ asked for results to be produced separately for junior (8-14) and senior (15-30)
  - Members outside that age range are relatively unlikely to compete and should not be included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

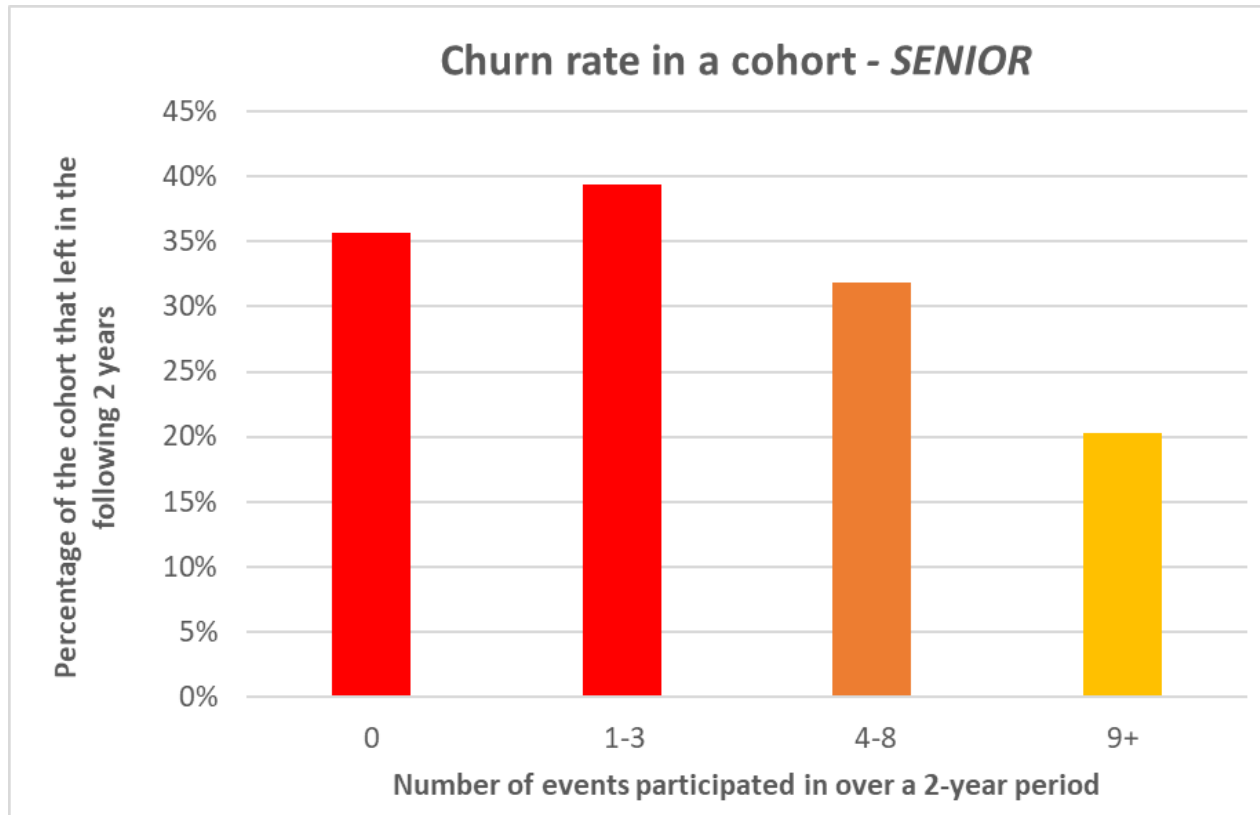


*Methodology was described in previous update.*

*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. Worsler 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

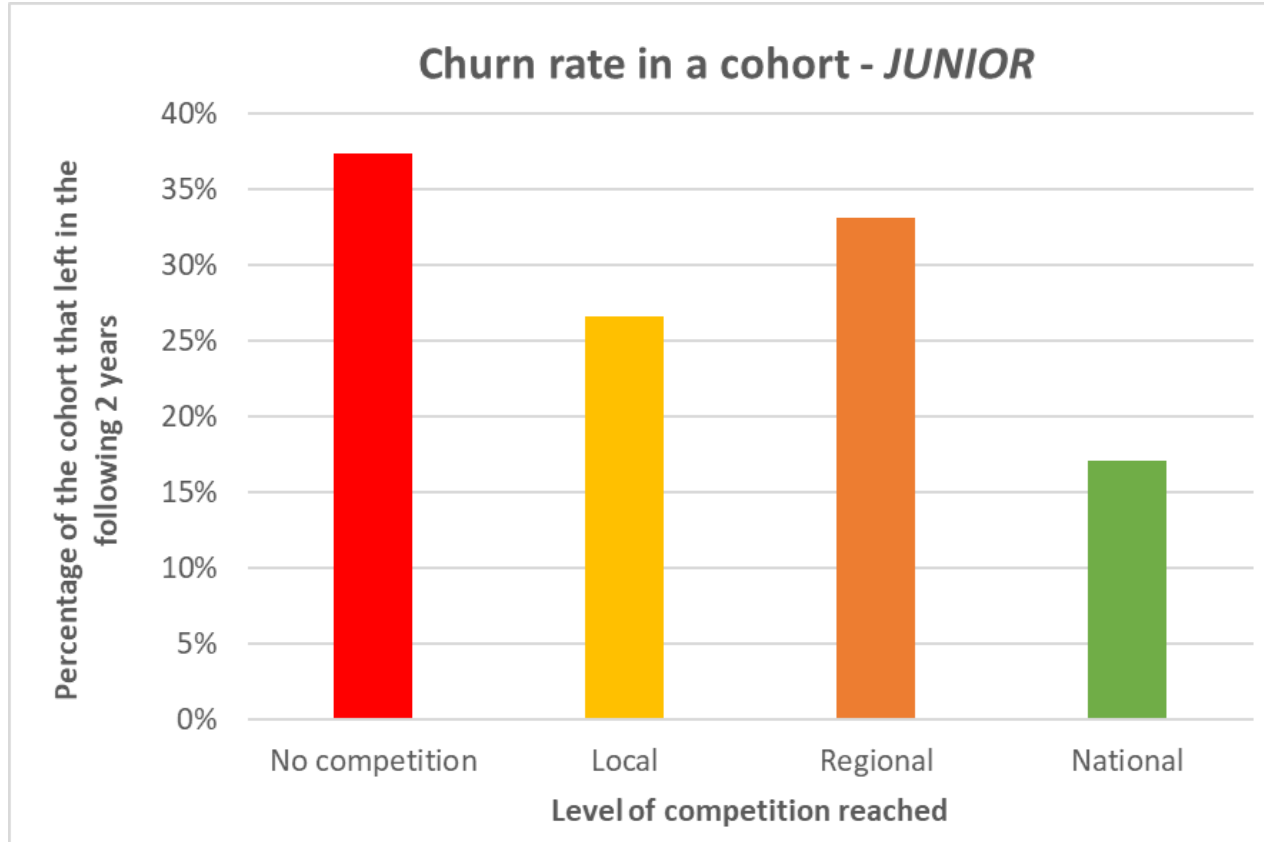
## What are the additional benefits of competing at the regional / international level?

- 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'*

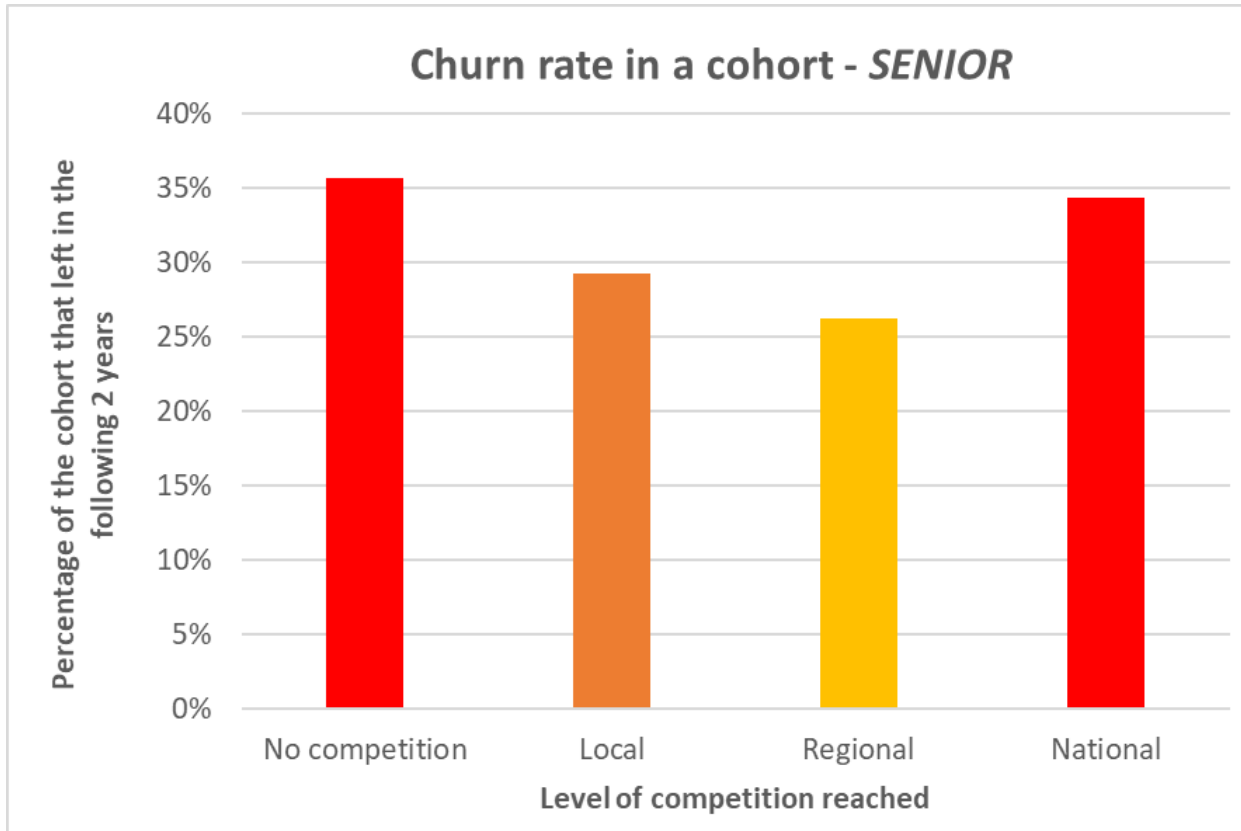
- Children and youth (**age 8-16**) who have reached the **regional** level of competition are roughly 50% more likely to have:
  - Received awards (e.g. Surf Lifeguard Award (or refreshers), IRB Crewpersons Module, First Aid courses, etc)
  - Patrolled (volunteer / regional / event)
- Among young adults (**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'*