



Prepared for:



Prepared by:



# Ski Racing Australia

## *2015 Member Survey Results*

## INTRODUCTION

In 2015 SBP was engaged by Ski Racing Australia to conduct a Strategic Review and Planning project. The project was initiated to create a clear strategic direction for the sport of Ski Racing and the governing body, ensuring prosperity and longevity.

The first stage of the project was to conduct an online survey with all members to provide an opportunity for the members to express their views and opinions on the current position and the future direction of the sport.

The online survey was distributed to the Ski Racing Australia members (who were 14 years of age and over) via an email database. Responses to the survey were collected from 24/4/2015 until 15/5/2015 (a period of three weeks).

This document outlines the results from the member survey and will be used by the organisation's Board and Staff to make evidence-based decisions throughout the strategic planning stage of the project.



## RESPONSE OVERVIEW

**988 current members of Ski Racing Australia** were invited to complete the survey.

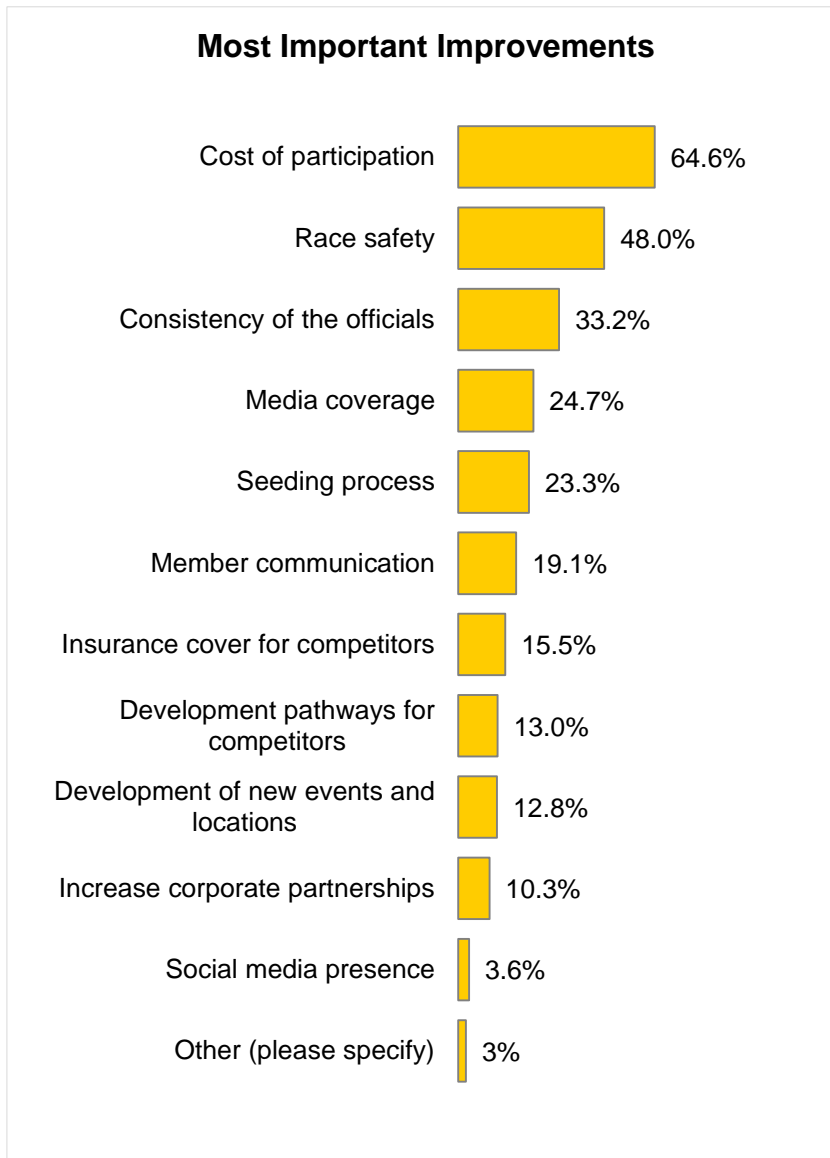
There were 565 total responses with **446 members completing the entire survey**. This is a **completed response rate of 45%**.

This number of responses provides a **high level of confidence that the results are very accurate** and representative of the entire Ski Racing Australia community.

446 responses means the results are accurate to within +/- 3.4% at a 95% confidence level.

There was a lineal drop off throughout the survey with 502 respondents completing at least the first half of the survey.

## TOP MEMBER PRIORITIES

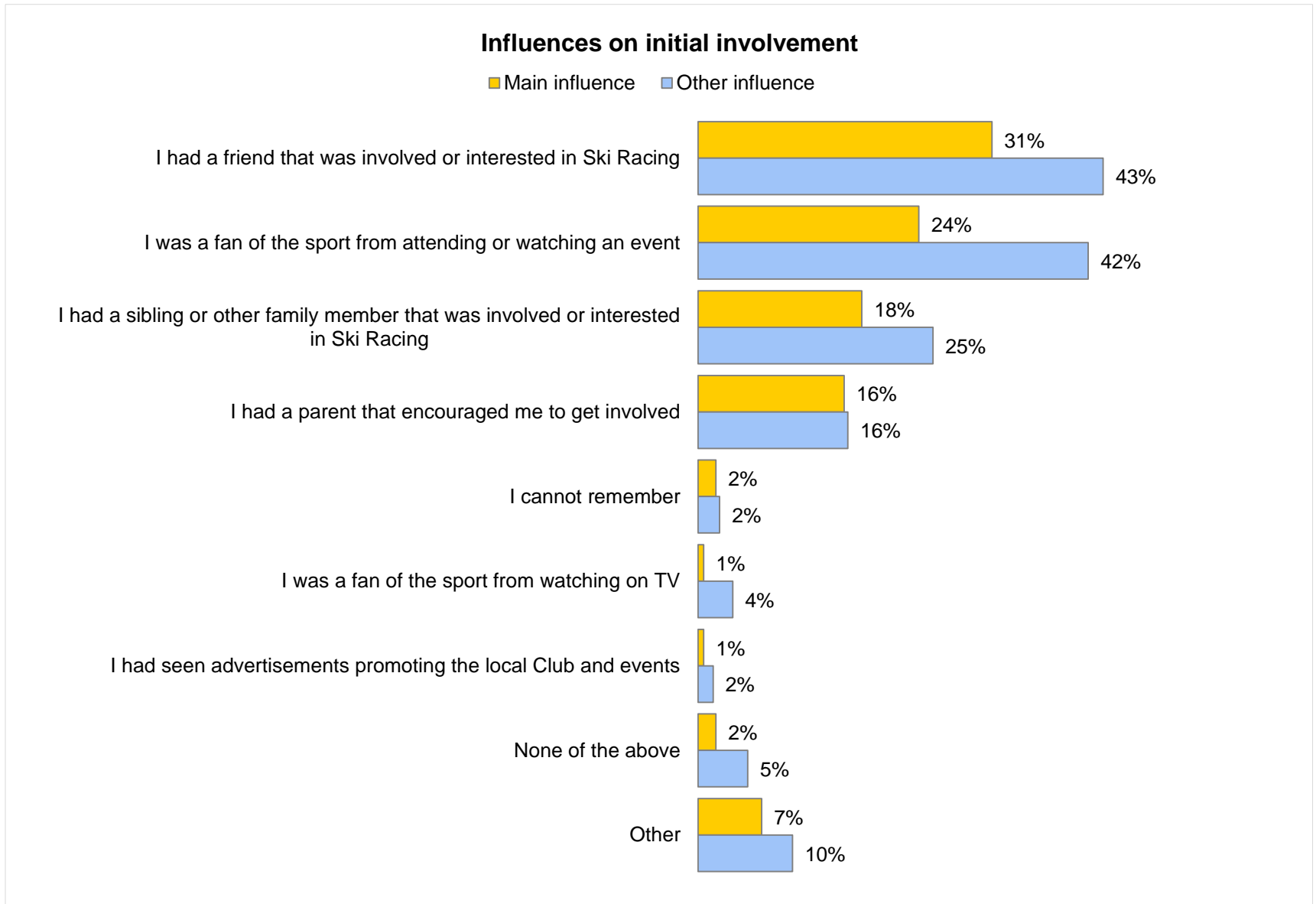


Q41. What are the most important things that Ski Racing Australia can improve for our members?

- ### Top suggestions, changes and improvements
- **Decrease the costs** of the sport
  - Improve the standard of professionalism and **event organisation** within the sport
  - Advance the **safety** practices and decrease the risk of accidents and serious injuries
  - Investigate ways to **distribute the costs of insurance** amongst the members so that the 'high-risk' classes are paying more than the 'safer' classes.
  - Generally clarify and ensure consistent application of **rules, regulations and event procedures**
  - Explore low-cost options to attract new people into the sport

Q42. What are your top three suggestions, changes or improvements for Ski Racing Australia over the next 3 years?

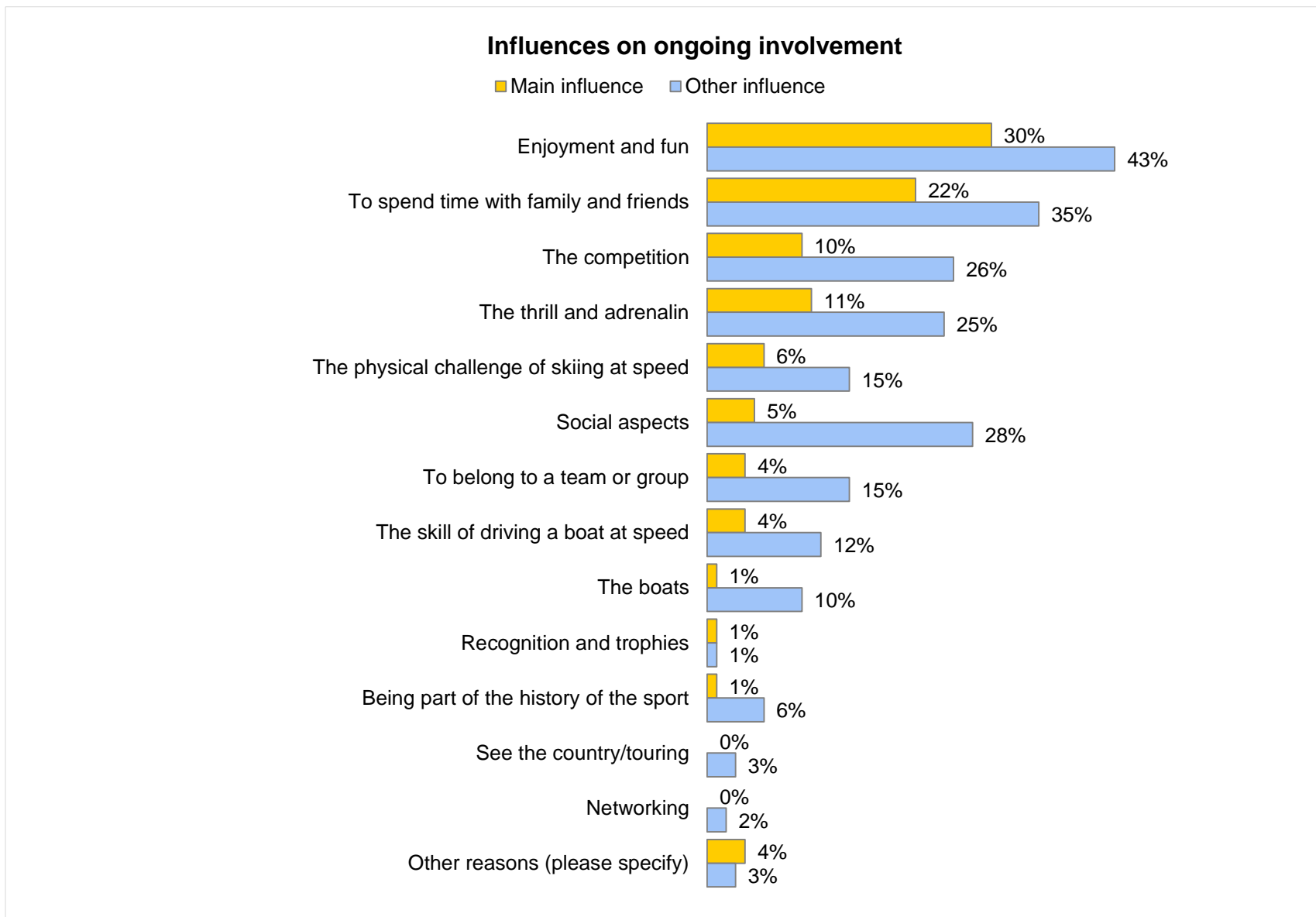
## SRA'S RECRUITMENT MOTIVATORS



Q14. Which of the following best describes the main influence on your decision to get involved with Ski Racing?

Q15. Which of the following also influenced your decision to get involved with Ski Racing?

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## RESPONDENT SUGGESTIONS ON SRA WEAKNESSES

### Comments and thoughts on the weaknesses or areas for improvement for SRA

Decreasing **the cost of the sport** was the strongest theme to be identified by the respondents. This included references to a range of cost categories including memberships, insurance, entry fees and general running and maintenance costs their boats.

The level of **event and race organisation levels** were also raised as a weakness of the sport. This was in reference to not getting enough value for money at a race meeting with slow turn-around times between races causing frustrations.

The risk of **accidents, serious injuries and fatalities** is widely acknowledged as a weakness of the sport by the members.

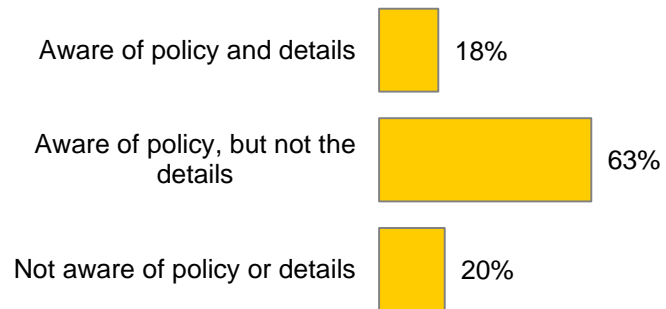
The lack of **research and development** into injury prevention, safety and equipment for the skiers.

Other items that were raised by the respondents included a **lack of consistency of the rules and regulations**, the **lack of advertising and exposure** of the sport, poor member communication and unclear organisational governance processes and strategy.

Q18. What do you believe are the top three weaknesses or worst parts of participating in Ski Racing?

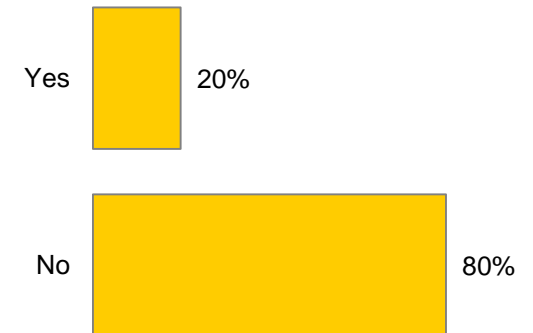
## INSURANCE

### Personal Accident Insurance Policy Awareness



Q22. Are you aware of the Ski Racing Australia personal accident insurance policy and the specific features and benefits of this policy?

### Black Racing Participation



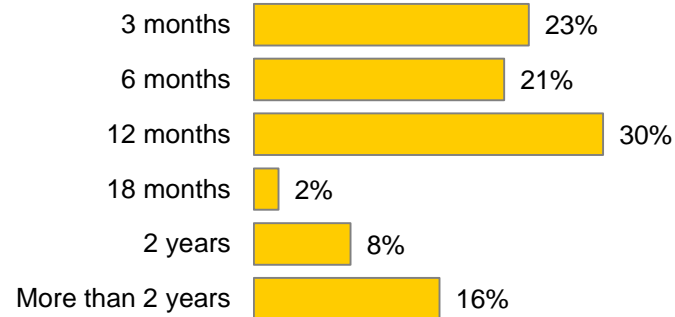
Q23. Do you participate in events that are not sanctioned by Ski Racing Australia?



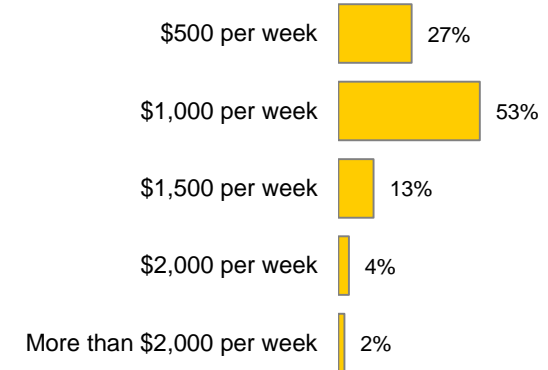


## INSURANCE

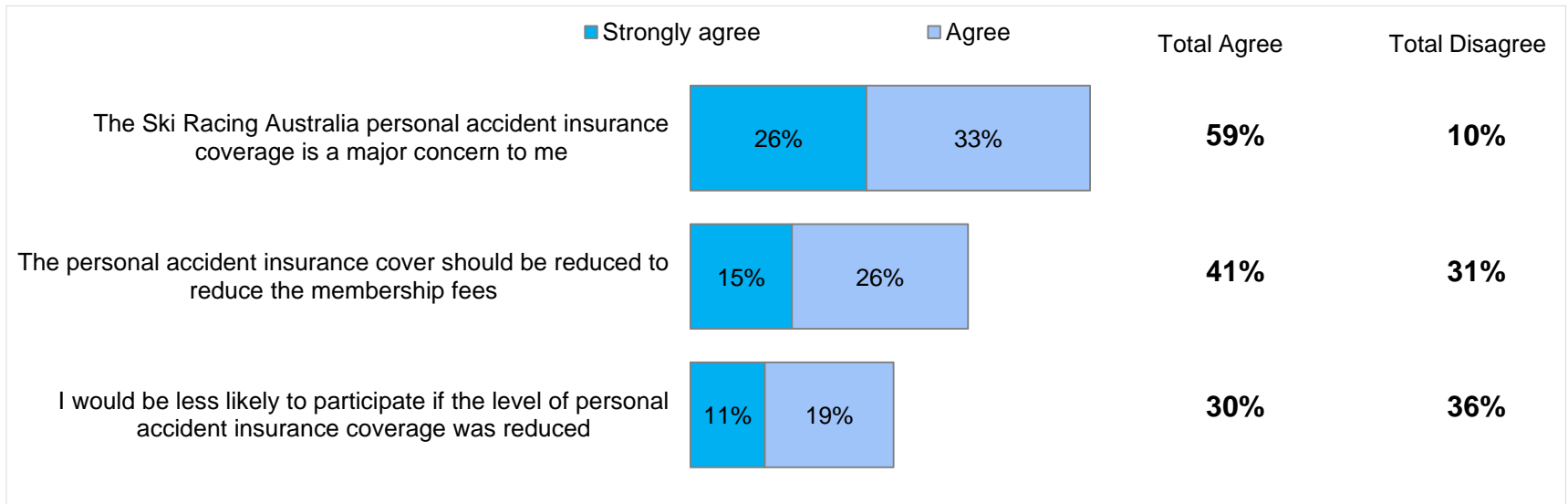
### Personal Accident Insurance Coverage Preference



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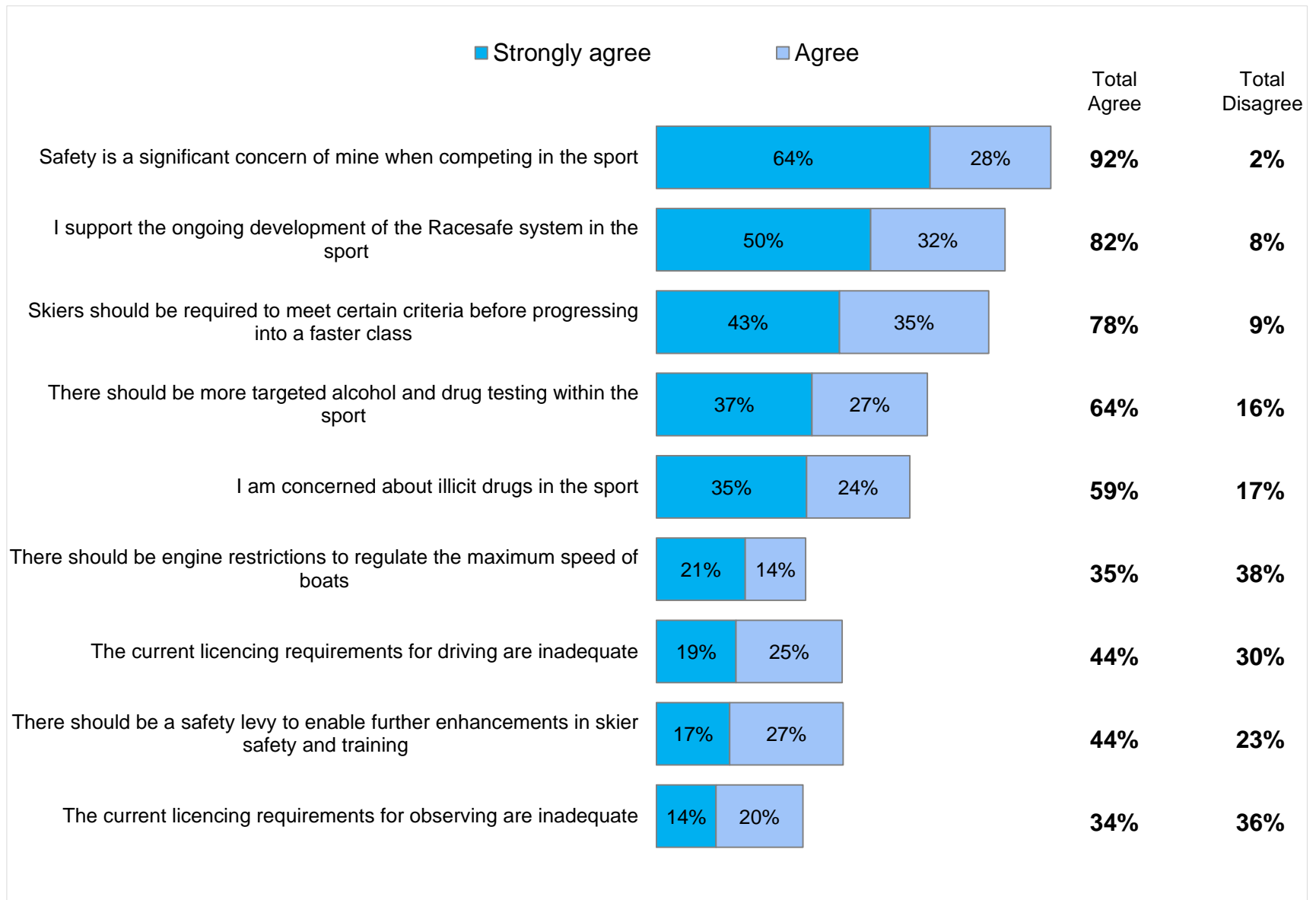


Q25. In terms of your personal accident insurance coverage from Ski Racing Australia, which of the following would be your preference, noting that our insurance coverage directly relates to the cost of our memberships.



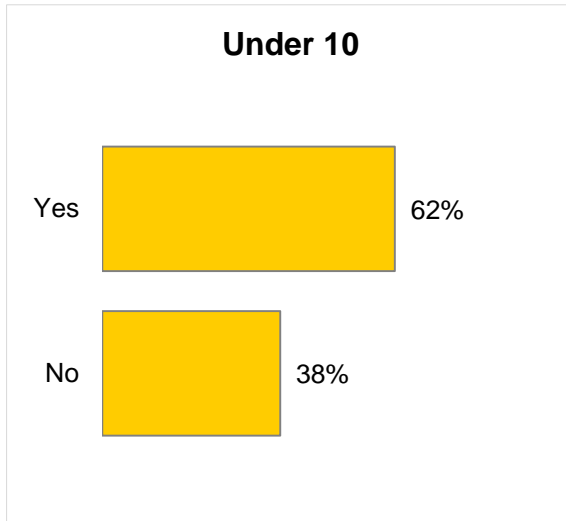
Q24. The level of Ski Racing Australia's personal accident insurance coverage directly relates to the cost of Ski Racing Australia membership. Noting this, please tell us how strongly you agree or disagree with each of the following statements regarding Insurance?

## SAFETY

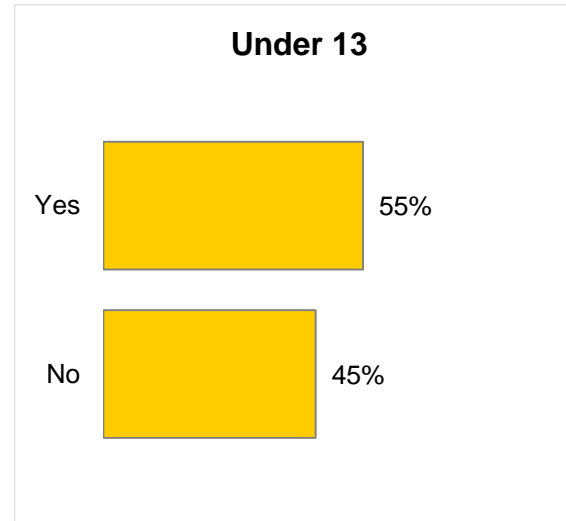


Q26. There are a number of safety issues within the sport and we need to improve our overall risk management processes. There are a number of options available for us to explore for future implementation. Please tell us how strongly you agree or disagree with each of the following statements regarding safety.

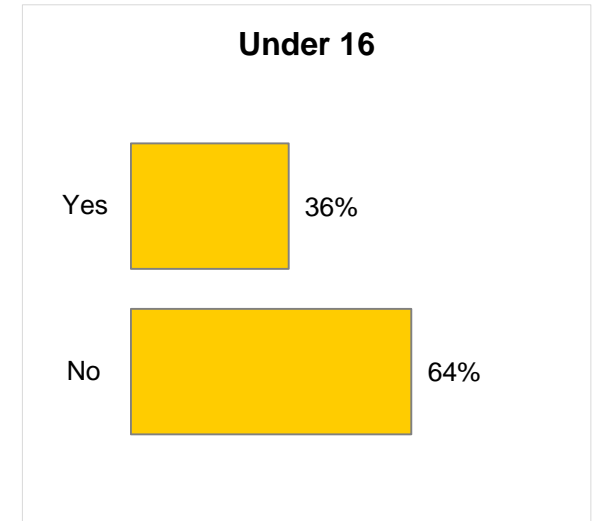
## SAFETY – SPEED RESTRICTIONS



Q27. Do you believe there should be speed restrictions for under 10 junior racing?



Q28. Do you believe there should be speed restrictions for under 13 junior racing?

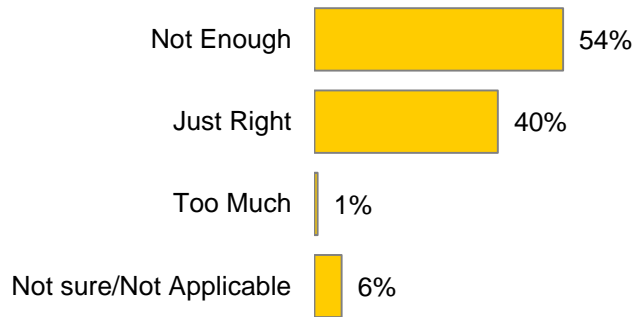


Q29. Do you believe there should be speed restrictions for under 16 junior racing?



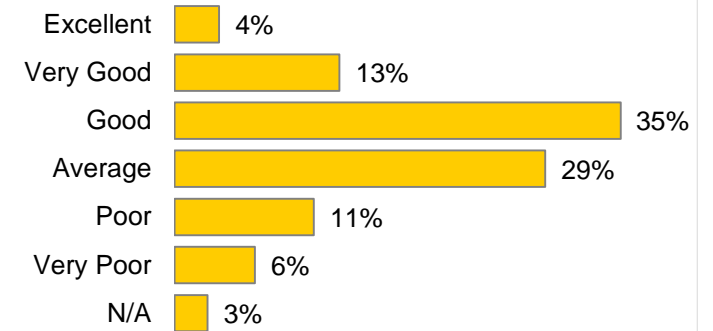
## COMMUNICATIONS

### Current Communication Volume



Q30. How would you describe the volume of the information you receive from Ski Racing Australia?

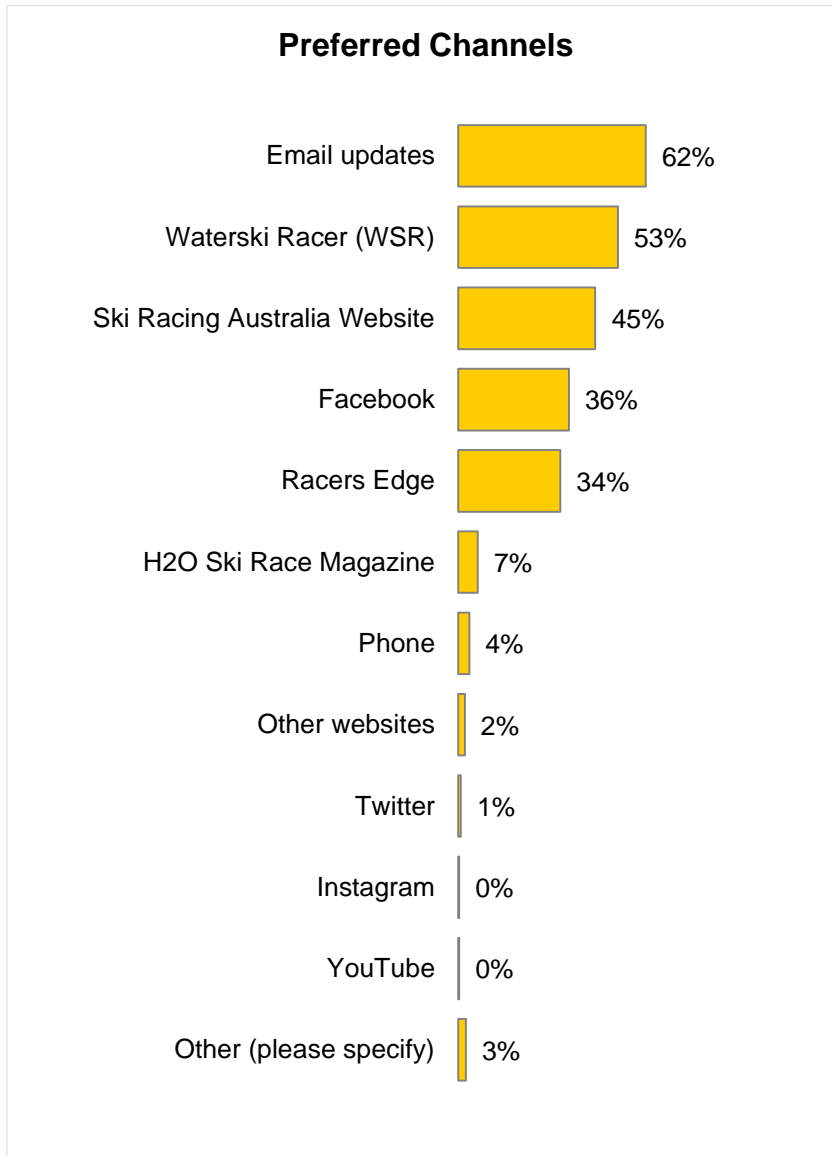
### Current Communication Relevance



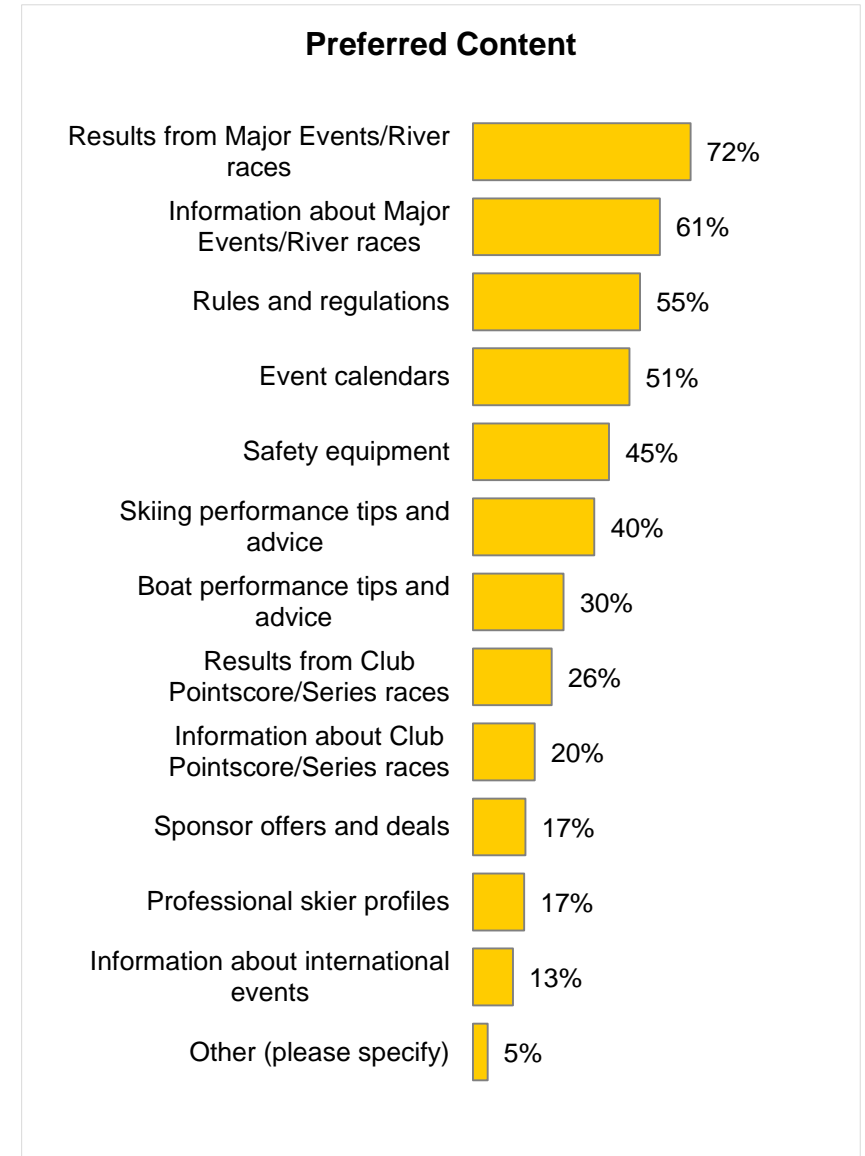
Q31. Overall, how would you describe the relevance of the information you receive from Ski Racing Australia?







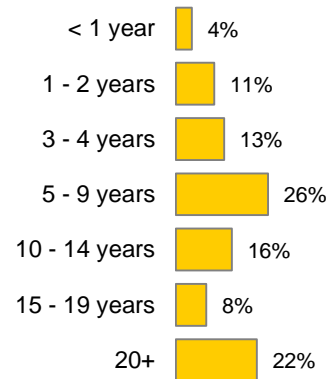
Q32. Which of the following are your preferred means of receiving information about the sport (Please select up to three responses only)



Q33. Please select the top 5 aspects or topics that you find most interesting or relevant, and would like to receive more information about?

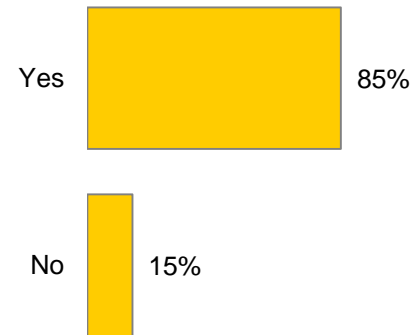
## DETAILED RESPONDENT PROFILE

### Membership Tenure



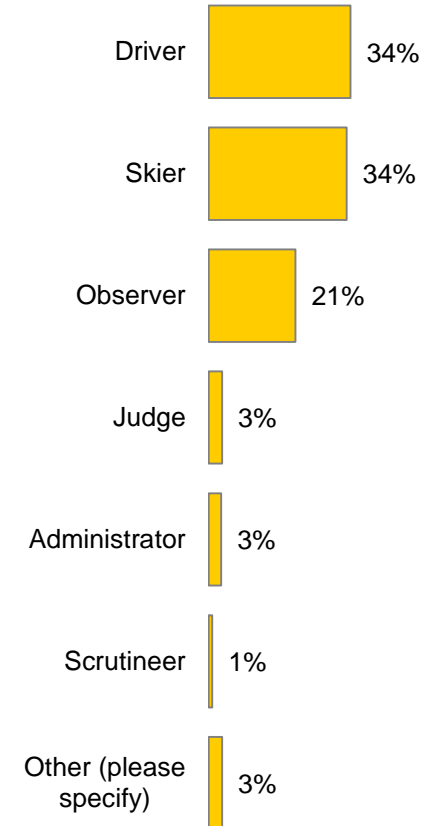
Q7. How long have you been a member of Ski Racing Australia?

### 2016 Retention



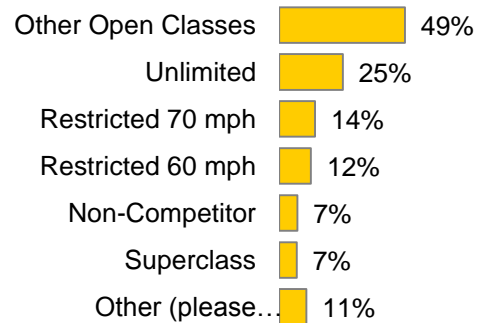
Q8. Will you renew your Ski Racing Australia membership next year?

### Main Involvement



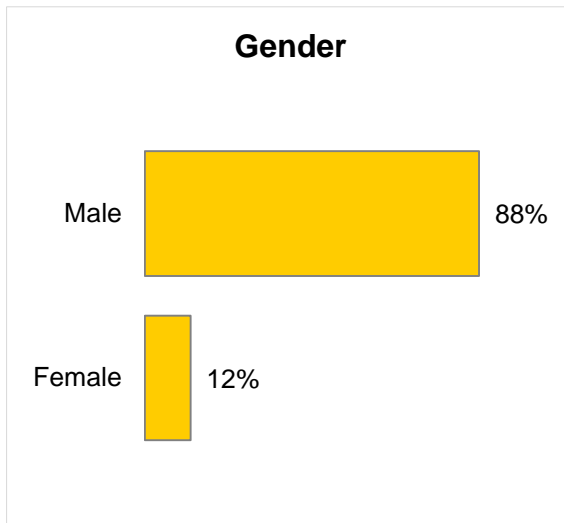
Q5. What is your main involvement in the sport?

### Class

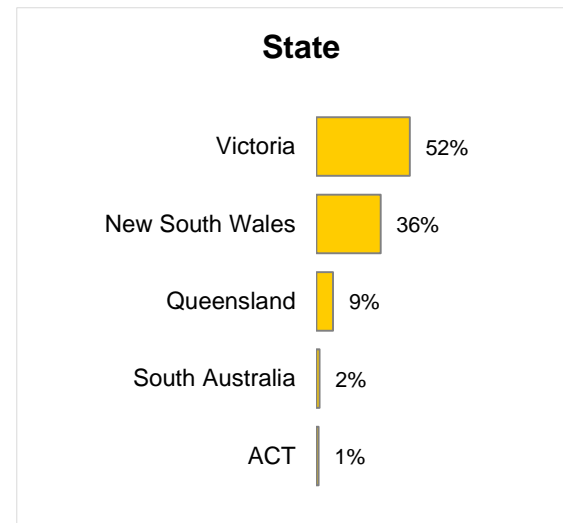


Q6. If you compete, which of the following classes do you compete in?

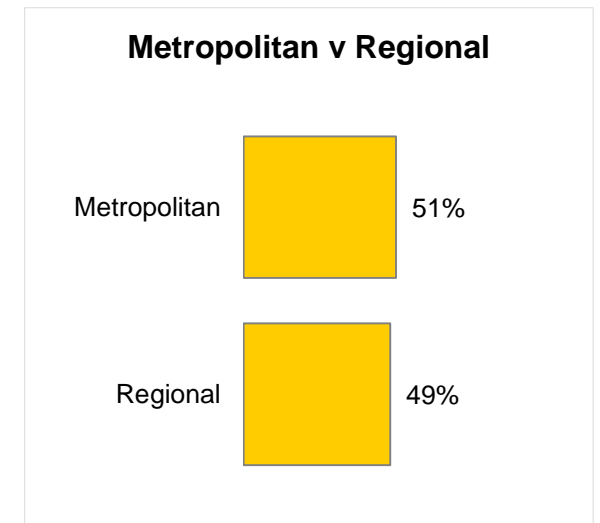
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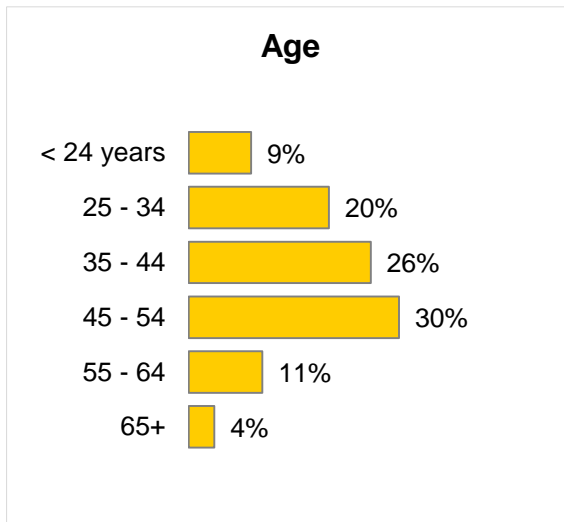
Q2. What is your gender?



Q3. In what state do you live?  
(Note: zero responses from NT, TAS and WA)



Q4. Do you live in a metropolitan or regional area?



Q1. Which of the following age brackets do you fit in?





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