

Northcote Junior Football Club – Annual Member Survey 2018

Participation Rate

An online survey was distributed via a link on 17 July (after the school holidays), with members asked to complete it by the end of the home and away season on 29 July. A total of 78 surveys were returned, representing an overall participation rate of around 26% compared to 93 (31%) in 2017. The particularly low response rate from several teams means that the responses from these teams need to be cautiously interpreted.

Overall Results

Most questions asked for responses from 0 = “Strongly disagree”, through 1, 2, 3, 4 to 5 = “Strongly Agree”: a low score (0 or 1) therefore indicates a low level of satisfaction and a high score (4 or 5) indicates a high level of satisfaction.

Compared to results from 2017:

- The contribution of Coaches and Team Managers is still very highly rated
- Communication, especially during the pre-season and from the Club remains a concern
- The ratings for food/drink options improved slightly from 2017 but there are indications that other options are needed (no feedback as to what these might be)
- Initial allocation of players to teams rated higher than in 2017 but consistency between teams was an issue with some teams that needs greater exploration
- Support for teams within the same age group training separately dropped, even though enjoyment of training remained relatively high
- Perceptions of players receiving a fair amount of time in each on-field zone has dropped from 2017, with particular teams affected
- Scores for children having a positive football experience were still high but were lower than in 2017, influenced by the results from two teams in particular

Returning to Play in 2019

All respondents answered this question, with 46% indicating “yes”, 29% indicating “likely” and 10% indicating “possibly”. There were two responses of “unlikely”, one of “no”, and eight of “unsure” in answer to this question.

Possible reasons given for not returning were:

Concerns about player numbers (5 x U14)

If friends are playing elsewhere (1 x U12 girls, 1 x U14 girls)

Not rotating evenly (1 x U12 girls)

Not enough game time due to high numbers (1 x U11)

Football may not be preferred sport (2 x U11, 1 x U14 girls)

Losing interest (1 x U10 girls, 1 x U14 girls, 1 x U11)

Child may not want to return (1 x U11)

Not happy with rotation policy (2 x U11)

Not happy with league (1 x U11)

Not happy with long distance travel (1 x U11)

Lost confidence (1 x U14 girls)

Ignored by team mates because lower skilled (1 x U14 girls)

No team in 2019 age group (1 x U16 girls)

Streaming a big consideration (1 x U12 blue)

Selection of Teams Based of Football Ability

Parents were asked if or at what age they believed that players should be allocated to teams based on football ability rather than friendship groups etc., assuming enough players to have more than one team per age group. The mean age at which respondents believed this should happen was 13.6, which remains very similar to the past two years. The following table summarises the responses to this question:

Age	n	%
U11	6	10
U12	10	17
U13	12	21
U14	12	21
U15	4	7
U16	2	3
U17	7	12
Never	5	9

Note: 20 respondents did not answer this question (not applicable to their age group)

Communication Preferences

Email (95%) clearly remains the preferred means of communication for the vast majority of parents. Text/SMS was the second most preferred method (4%), with Facebook at 1%.

Comments

Many quantitative questions gave the option of providing an additional comment to explain the score given. Numerous comments (too many to provide here) submitted with the survey responses provided valuable insights and feedback in addition to the quantitative survey responses. A summary of the main issues is provided below.

Summary

Comments about child's experience

- Enjoyed playing with friends and team mates
- Enjoyed coaching
- Fun learning/playing environment
- Frustrated with lack of success/incorrect grading
- Enjoy training and/or playing
- Skills have developed/improved
- Gained confidence
- Gained understanding of positions/ game sense

Comments about game time and positional rotations

- Game time fair or not a problem
- Large numbers in a team negatively affect game time
- While the majority of respondents were satisfied about playing in a variety of positions, many were also concerned that they spent too much time in one position, or were played in positions where they were kept away from the play

- There were various concerns raised about the rotation policy that need greater exploration and consideration
- Rotations particularly difficult in older girls' teams where abilities can range from experienced players to those who have never played before

Comments about teams

- Generally very happy with coaches and team managers and appreciative of their efforts
- Respondents very happy with their team and the great group of kids and parents involved. The contribution of other team volunteers also appreciated
- Some suggestions made about training

Other comments relating to the club

- Most people are generally happy with the club and appreciative of the efforts of management
- Like the welcoming community feel of the club
- Some concerns about canteen pricing

Suggestions

- Many suggestions for improving the facilities, with priorities being gravel area out the front of the clubrooms and renovating the main clubroom area
- Summer training program considered beneficial and other training programs could be implemented
- More social events, for adults as well as players

Recommendations

- Increase response rate of survey by more promotion on Club website, Facebook and newsletter, and by asking Team Managers to promote more amongst teams
- Address communication issues by refining collection of preferred email address/es on registration form for pre-season communication
- Develop a plan for more engaged training sessions, including a model to assist coaches with session planning, building consistency and enabling input from experienced coaches
- Review canteen pricing and foods available before 2019 season and investigate what options members want
- Investigate team specific issues
- U14s still concerned about having enough players for a 2019 U15 team. NJFC is DEFINITELY planning on having an U15 team in 2019 - there are 24 players in this squad at the end of the 2018 season, which is a much stronger position than the U14 team were in at the end of 2017 (17 players)
- Social events:
 - Parents
 - Players event/s on non-training night
 - Team event (for each team) at start of season where expectations and coaching approaches can be communicated
- Continue with development of facilities masterplan
- Consider player leadership mechanism, e.g. Club captain, player committee