



2020 Clubs Day Survey

Overview

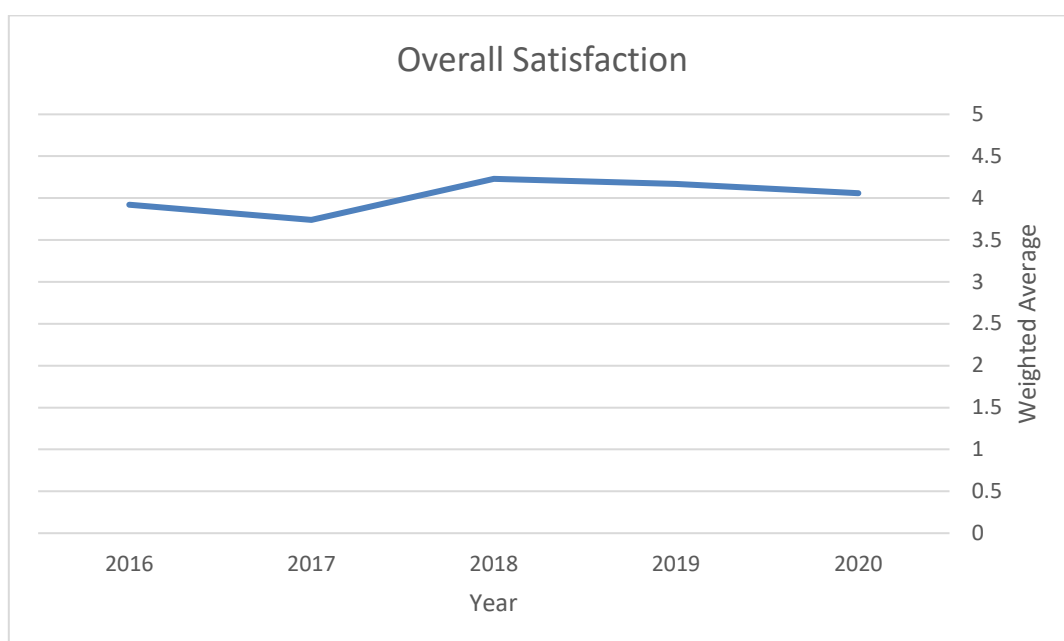
Melbourne University Sport invited 47 Sporting Clubs to complete the Club Office Bearers survey as an opportunity for the University of Melbourne’s affiliated sporting clubs (competitive, instructional, and recreational) clubs to anonymously provide feedback on their experiences to assist MU Sport in planning future Orientation events.

Response Rate

The survey was completed by 31 of 47 sporting clubs that were invited to participate.

Key Findings

- 90.32% of clubs were satisfied/very satisfied with **Club booth area**
- 93.55% of clubs were satisfied/very satisfied with **Expressions of interests**
- 96.77 % of clubs were satisfied/very satisfied with **Event location**
- 96.55% of clubs were satisfied/very satisfied with **General enquiries**
- 90.32% of clubs were satisfied/very satisfied with **Student Engagement**
- 90.32% of clubs think **Club booth area** is very important/extremely important
- 74.19% of clubs think **Student Engagement** is very important/extremely important
- 19.36% of clubs think **Multiple days** are very important/extremely important



Q2: Please rate your **satisfaction** of Semester 1 Clubs Day in Concrete Lawn on the following:

Answered: 31 Skipped: 0

	Very Dissatisfied	Dissatisfied	Unsure	Satisfied	Very Satisfied	N/A	Total	Weighted Average 2020	Weighted Average 2019	Weighted Average 2018
Club booth area	0.00% 0	6.45% 2	3.23% 1	45.16% 14	45.16% 14	0.00% 0	31	4.29	4.41	4.49
Club demo space	3.23% 1	6.45% 2	9.68% 3	32.26% 10	19.35% 6	29.03% 9	31	3.82	4.07	4.21
Event location	0.00% 0	0.00% 0	3.23% 1	51.61% 16	45.16% 14	0.00% 0	31	4.42	4.28	4.43
Expressions of interest	0.00% 0	3.23% 1	3.23% 1	41.94% 13	51.61% 16	0.00% 0	31	4.42	4.34	4.26
General enquiries	0.00% 0	3.23% 1	3.23% 1	54.84% 17	38.71% 12	0.00% 0	31	4.29	4.48	4.21
Memberships sold	0.00% 0	12.90% 4	3.23% 1	22.58% 7	16.13% 5	45.16% 14	31	3.76	4.38	4.12
Student engagement	0.00% 0	6.45% 2	3.23% 1	45.16% 14	45.16% 14	0.00% 0	31	4.29	4.34	4.49

Q3: Please rate the **importance** of the following Orientation Clubs Day event elements for your Club:

Answered: 31 Skipped: 0

	Not at All Important	Low Importance	Slightly Important	Neutral	Moderately Important	Very Important	Extremely Important	Total	Weighted Average 2020	Weighted Average 2019	Weighted Average 2018
Club booth area	0.00% 0	0.00% 0	0.00% 0	9.68% 3	32.26% 10	35.48% 11	22.58% 7	31	5.71	4.41	5.71
Club demo space	19.35% 6	9.68% 3	3.23% 1	16.13% 5	22.58% 7	9.68% 3	19.35% 6	31	4.19	4.07	4.43
Event location	0.00% 0	3.23% 1	0.00% 0	12.90% 4	35.48% 11	29.03% 9	19.35% 6	31	5.45	4.28	5.77
Expressions of interest	0.00% 0	0.00% 0	0.00% 0	0.00% 0	32.26% 10	41.94% 13	25.81% 8	31	5.94	6.17	5.54
General enquiries	0.00% 0	0.00% 0	3.23% 1	6.45% 2	41.94% 13	32.26% 10	16.13% 5	31	5.52	5.97	5.31
Memberships sold	25.81% 8	3.23% 1	6.45% 2	12.90% 4	12.90% 4	16.13% 5	22.58% 7	31	4.23	4.00	4.57
Multiple days	16.13% 5	19.35% 6	3.23% 1	35.48% 11	16.13% 5	3.23% 1	6.45% 2	31	3.52	3.55	4.03
MU Sport support	0.00% 0	0.00% 0	0.00% 0	9.68% 3	29.03% 9	41.94% 13	19.35% 6	31	5.71	5.69	5.51
Provision of electricity	9.68% 3	6.45% 2	3.23% 1	16.13% 5	22.58% 7	19.35% 6	22.58% 7	31	4.84	4.62	4.40
Student engagement	0.00% 0	0.00% 0	0.00% 0	3.23% 1	22.58% 7	45.16% 14	29.03% 9	31	6.00	6.31	5.91

Q4: Please rate the importance of the following Orientation Clubs Day activities for your Club

Answered: 31 Skipped: 0

	Not at All Important	Low Importance	Slightly Important	Neutral	Moderately Important	Very Important	Extremely Important	Total	Weighted Average 2020	Weighted Average 2019	Weighted Average 2018
Profile our sport activities	0.00% 0	0.00% 0	0.00% 0	6.45% 2	25.81% 8	41.94% 13	25.81% 8	31	5.87	5.76	5.69
Recruit new members	0.00% 0	0.00% 0	0.00% 0	6.45% 2	35.48% 11	12.90% 4	45.16% 14	31	5.97	6.00	5.83
Requirement by MU Sport agreement	3.23% 1	9.68% 3	0.00% 0	12.90% 4	35.48% 11	25.81% 8	12.90% 4	31	4.97	4.41	4.57
Sell Club Memberships	25.81% 8	6.45% 2	0.00% 0	12.90% 4	29.03% 9	3.23% 1	22.58% 7	31	4.13	3.62	4.11
Sell Trips and Tours	41.94% 13	9.68% 3	3.23% 1	29.03% 9	12.90% 4	0.00% 0	3.23% 1	31	2.74	2.34	2.71

Q5: How many students did your Club sell memberships to on Clubs Day?

Answered: 28 Skipped: 3

Club responses varied between 40-260, with many clubs indicating they do not directly sell memberships on the day

Q6: How many students gave their contact information to your Club on Clubs Day?

Answered: 29 Skipped: 2

Club responses varied between 10-300

Q7: If your Club ran 'Come and Try' sessions, how many people came to each session?

Answered: 29 Skipped: 2

Club responses varied between 10-110 per session

Q9: All things considered, how would you rate your overall satisfaction of 2019 Semester 1 Clubs Day?

Answered: 31 Skipped: 0

	Strongly Dissatisfied	Dissatisfied	Neither Satisfied or Dissatisfied	Satisfied	Strongly Satisfied	Total	Weighted Average 2020	Weighted Average 2019	Weighted Average 2018
Overall Satisfaction	0.00% 0	3.23% 1	16.13% 5	51.61% 16	29.03% 9	31	4.06	4.17	4.23

Q14: Please provide any further comments you have about the Orientation events for Clubs

Answered: 16 Skipped: 15

Club Comment	MU Sport Feedback
I like that the MU sports has an "expression of interest" section this time where there's an alternative platform for new members to sign up.	Thanks. We help this EOI helped recruit some more members.
Commencement ceremonies, UMSU Clubs Day, and COVID-19 heavily impacted our signup rates. We would appreciate another Clubs day once uni reopens for physical classes.	Thank you for your feedback. Most clubs survey responses were happy with just the one day (see Q3). Nonetheless, MU Sport is also available to assist clubs with specific promotional/recruitment opportunities (e.g. marquee on Concrete Lawn).
Previously, [redacted] and [redacted] have been stationed next to each other which allows us to feed students into one another easier - I think this is a set up that needs to be looked at again as it wasn't the case this time.	Clubs requests are taken into consideration when completing the pre-orientation survey.
We encourage (close to enforce) students to come and try before subscribing to membership.	Great. Our 'Come & Try' timetable has been well received by clubs and prospective members since introduced two years ago.
The dissatisfaction with the booth table is with the size as at some points in the day it was impossible to engage with all students who were interested in the sport/signing up to the club due to lack of space. We were overcrowded even with club representatives standing away from the table off to the side talking to students.	Yes, space is at a premium with 47 clubs in attendance. MU Sport endeavours to give space equitably across club stalls, recognising total footprint limitations. In 2020 MU Sport hired additional marquees to try and alleviate this impact and will continue to investigate for future events.
Incredible well organised. Tom has been incredibly helpful throughout the process and keeps all the club's informed. Keep up the good work!	Thanks.

No issues here! It's just hard to get new racing members at a clubs' day.	Yes, recruiting new members can be difficult. Whilst Clubs' Day may not directly translate to members on the day, hopefully the event leaves students with a positive view of your club.
Well run event. For the [REDACTED] Demo, it is very difficult to conduct any meaningful demonstration on cement in the small area. Its no problem, I think going forward we will not do a demo as we usually receive a very good response from our members talking to students rather than watching our demo's. Thanks for your support Tom.	Thanks. Demonstrations do help add vibrancy to the day, but space may limit the participation by some clubs.
[REDACTED] would have benefited greatly with demo space (either a time in designated demo space, or a spare grassy patch). Disliked the loud music from neighbouring clubs. Would have preferred a 'quiet zone' for clubs that rely on direct engagement students, instead of yelling to compete with music.	Clubs requests are taken into consideration when completing the pre-orientation survey. If a neighbouring stall is too loud please seek out the Clubs Coordinator on the day.
We love our corner spot at stall number [REDACTED] and the engagement we get from new students.	Thanks. We are glad you enjoyed the event.
on a wet day, we would like the tables to be dry, if not provided with something to wipe. Also, it would be nice to be provided with proper functioning chairs and non-broken ones.	Thank you for the feedback. MU Sport will consider how we can support clubs in the event of extreme weather. If you identify any issues on the day, please seek out the Clubs Coordinator on the day.
We have so many people on our waiting list but we do not have the facilities to support them	Thanks, this is a great problem to have. MU Sport is happy to discuss how your club could potentially resource this type of growth.
We hope that our stall can be allocated near the corners of a marquee or larger/additional tables can be provided. Reason behind is that our stall got a lot of interest during peak hours and visitors tend to occupy the front space of neighbouring stalls.	Clubs requests are taken into consideration when completing the pre-orientation survey.
The combination of [REDACTED] on the same table was great, but we really needed 2 tables. There were a lot of us there to promote the clubs and a lot of interest so space was tight! Happy to be in the same booth, just needed some more room to work with	Yes, space is at a premium with 47 clubs in attendance. MU Sport endeavours to give space equitably across club stalls, recognising total footprint limitations. Clubs requests are taken into consideration when completing the pre-orientation survey, and we will note your request for future events.
The Uni making UMSU cram everything in one day was ridiculous. We received a large number of messages in the following week that followed the lines of "Hey, wasn't able/too busy to see your store on clubs day...". Everyone was just overwhelmed by the amount of activities crammed in one day. Also having the big artists perform definitely drew people away. They should've started like 15 minutes after club stalls closed. More so on our club in particular: In the past we have had our stall right in-front of our boat which has shown to have a big boost in number of membership sales and trip sales. It allows people to get up close to the boat and check it out. For this years stall the boat was far away and people just glanced at it and did not have the same effect as the past years.	Thank you for your feedback. We will consider your comments in our feedback to the University. With our largest number of clubs ever in attendance, we needed to revise the event mud map. We will endeavour to have your table next to your boat for future events.

MU Sport Additional Information	
Expenses	Semester One Orientation Clubs Day costs approximately \$10,500 to provide the infrastructure of marquees, tables, chairs, backing boards and power.