

# 2023 Semester 1 Clubs Day Survey

## Melbourne University Sport

---

### 1 Key Information

---

#### 1.1 Overview

Melbourne University Sport invited 40 Sporting Clubs (2 clubs were not in attendance) to complete the Club Day Semester 2 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.

---

### 2 Response Rate

---

The survey was completed by 28 of 39 sporting clubs that were invited to participate.

---

### 3 Key Findings

---

#### 3.1 Overall Satisfaction

- 2023 Weighted average of overall satisfaction was 4.43/5 (4.28 in 2022 Semester 2, 4.37 in 2022 Semester 1, 4.06 in 2020)
- 96% of clubs rated their overall satisfaction of 2023 Semester 1 Clubs Day as either satisfied or extremely satisfied (90% in Semester 1)

#### 3.2 Orientation Clubs Day event elements

- 62% of clubs rated the club booth area as either very important or extremely important
- 75% of clubs rated the collection of expressions of interest as either very important or extremely important
- 93% of clubs rated student engagement as either very important or extremely important

#### 3.3 Orientation Clubs Day activities

- 71% of clubs rated profiling their sport/activities as either very important or extremely important
- 82% of clubs rated recruiting new players as either very important or extremely important

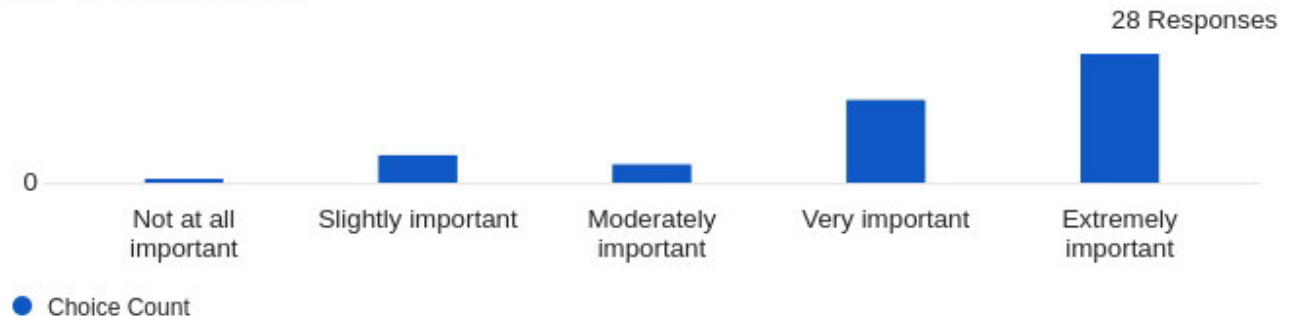
---

## 4 Responses

---

### 4.1 Please rate the importance of the following Orientation Clubs Day event elements for your Club

Q3\_1 - Club booth area



Q3\_2 - Club demo space



Q3\_3 - Event location



### Q3\_4 - Expressions of interest



### Q3\_5 - General enquiries



### Q3\_6 - Memberships sold



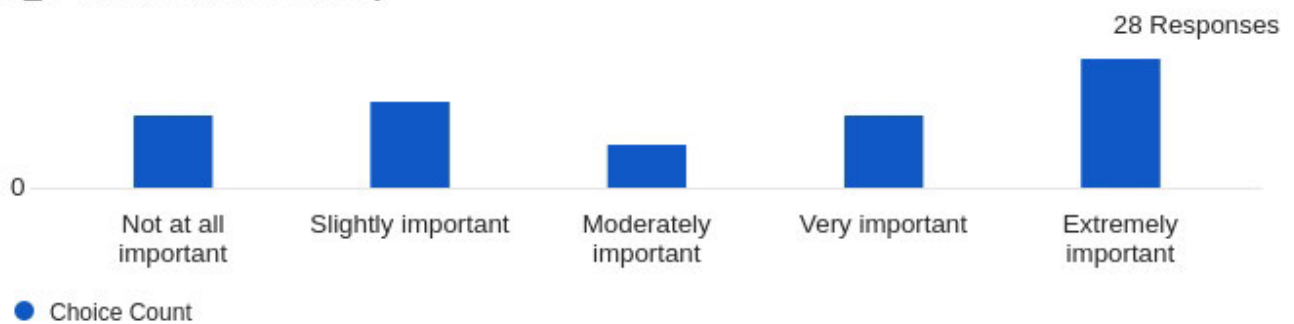
### Q3\_7 - Multiple days



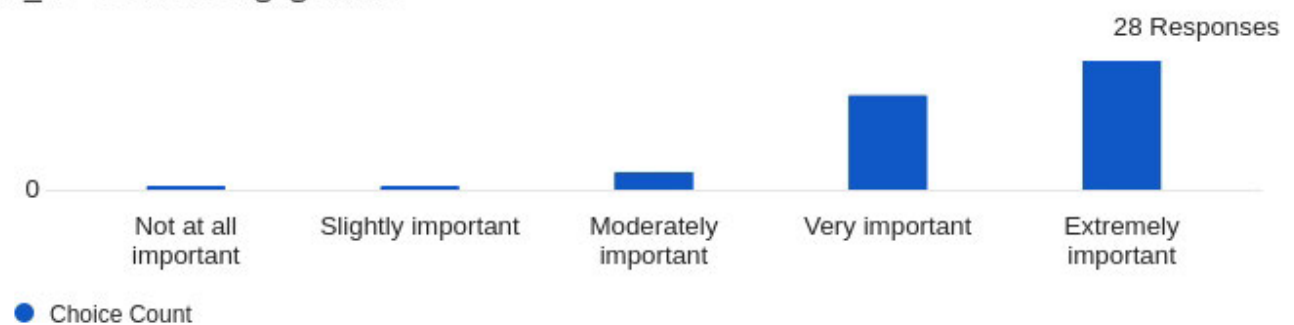
### Q3\_8 - MU Sport support



### Q3\_9 - Provision of electricity



### Q3\_10 - Student engagement



Field	Min	Max	Mean	Standard Deviation	Variance	Responses
Club booth area	2	5	4.21	0.98	0.95	28
Club demo space	1	5	2.61	1.54	2.38	28
Event location	2	5	3.89	0.90	0.81	28
Expressions of interest	2	5	4.14	0.87	0.77	28
General enquiries	2	5	3.93	0.80	0.64	28
Memberships sold	1	5	2.61	1.50	2.24	28
Multiple days	1	5	0.97	0.93	0.93	28

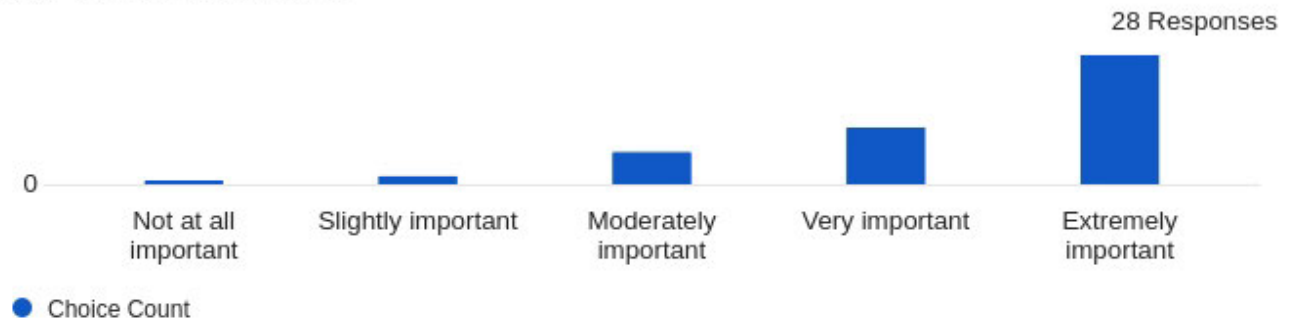
MU Sport support	2	5	3.86	0.91	0.84	28
Provision of electricity	1	5	3.25	1.53	2.33	28
Student engagement	3	5	4.46	0.63	0.39	28

**4.2 Please rate the importance of the following Orientation Clubs Day activities for your Club**

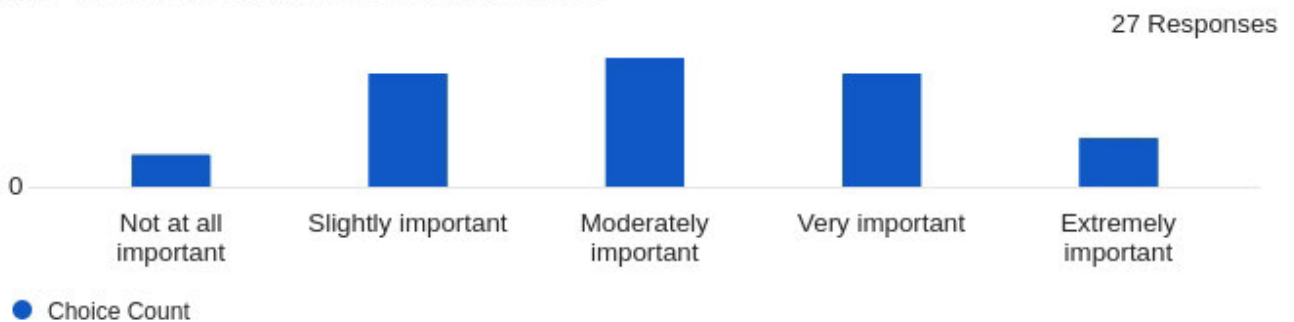
Q4\_1 - Profile our sport/activities



Q4\_2 - Recruit new players



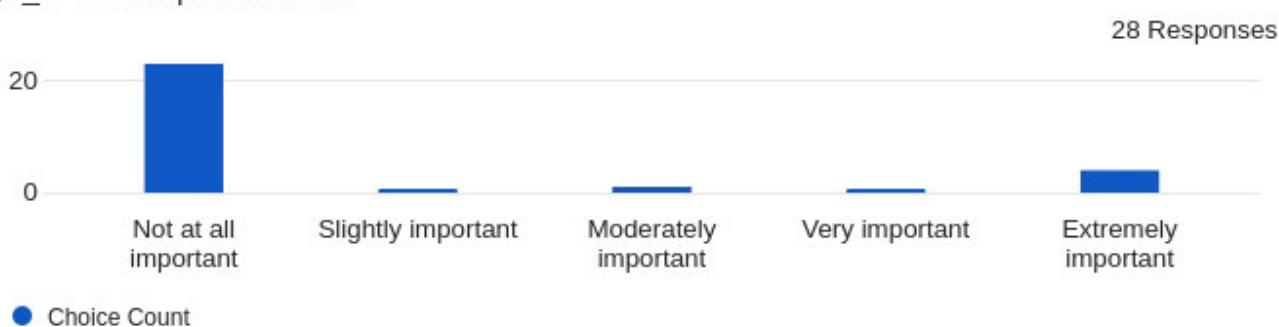
Q4\_3 - Requirement by MU Sport agreement



#### Q4\_4 - Sell Club Memberships



#### Q4\_5 - Sell Trips and Tours



Field	Min	Max	Mean	Standard Deviation	Variance	Responses
Profile our sport/activities	1	5	4.07	1.07	1.14	28
Recruit new players	2	5	4.36	0.85	0.73	28
Requirement by MU Sport agreement	1	5	3.07	1.12	1.25	28
Sell Club Memberships	1	5	2.54	1.55	2.39	28
Sell Trips and Tours	1	5	1.64	1.42	2.02	28

#### 4.3 How many students did your Club sell memberships to on Clubs Day

Club responses varied between 0-200, with the majority of clubs indicating they do not directly sell memberships on the day.

#### 4.4 If your Club ran 'Come and Try' sessions, how many people came to each session on average

Club responses varied between 5-80.

#### 4.5 All things considered, how would you rate your overall satisfaction of 2022 Semester 1 Clubs Day

Q8 - All things considered, how would you rate your overall satisfaction of 2023 Semester 1 Clubs Day?

28 Responses



Field	Min	Max	Mean	Standard Deviation	Variance	Responses
All things considered, how would you rate your overall satisfaction of 2022 Semester 1 Clubs Day?	2.00	5.00	4.43	0.68	0.46	28

#### 4.6 Please provide any further comments you have about the Orientation events for Clubs

Club Comment	MU Sport Feedback
Clubs day participation boosted [redacted] numbers vastly. Events in the first few weeks saw attendance peak at 30+ members. We talked to over 120 people on clubs day, with a large majority of them willing to fill out expressions of interest. Club now has 80 registered members	Great to see that Clubs day helped with your participation
Multiple days would be good!	Thanks for your feedback.
Performance space was nice and central. However, the matting on the grass was too small in area, so made some aspects of performance awkward. Overall, no meaningful issues.	Thanks for your feedback. We will take it on board for future Club Demos.
Loved having the demo space right in the middle as it was a central focus for everyone and being able to easily walk around to the stalls and chat to other clubs. Being on the end of a row was really helpful and meant we could continue [redacted] there throughout the day without being too cramped or far away from the stall.	Thanks for the feedback on the location.
The location was fantastic. We had a lot more people come up to us, which was great I believe it's because the open setup allowed students to feel like they could approach us. The demonstration area was also really good.	Glad you enjoyed it.

<p>Would have been good to have a little bit more space. Being on the end felt quite squished in by the other [redacted] and the perpendicular stalls. At least, keeping [redacted] separate would help with showing distinction between the clubs</p>	<p>Thanks. Clubs requests are taken into consideration when completing the pre-orientation survey we encourage you to incorporate this request into the next survey and will look to get as many clubs into their preferred locations.</p>
<p>Our club's booth location contributed to our ability to recruit 350 new members.</p>	<p>Fantastic!</p>
<p>Activation [redacted] a little removed from stall so wasn't really able to use volunteers to engage interested folks with it. Left unsupervised, random people just used it. Would probably not put energy into activation again as it didn't help with goal of driving engagement/interest, but appreciate giving it a test run!</p> <p>Was noted by volunteers that having people of specific genders on the stall attracted or detracted interest from students based on their gender - basically, that women wouldn't approach to have convos if it was only male volunteers on the stall and vice versa.</p> <p>Putting onus on each team at the club to provide a volunteer helped with getting volunteers for the stall.</p> <p>We [redacted] didn't use stall as a way to recruit for varsity - MU Sport provided poster but can brief volunteers more on this in the future to better capture interest there.</p> <p>Was a good day! Thanks for MU Sport for organising</p>	<p>Thanks for your feedback. Getting students involved in activity is a great way to make the day engaging and even if students don't end up joining your club, will leave with a positive perspective of sport at the University. We encourage Clubs to look at these opportunities and have some volunteer supervision where possible</p> <p>Yes having both male and female stall volunteers is a great idea to make sure your stall is engaging and welcoming</p> <p>Clubs with Intervarsity opportunities are encouraged to reach out to our Sport Performance Coordinator well in advance of Orientation, to ensure Team Managers are in place and the best information and recruitment can be completed in collaboration with your stall.</p>
<p>Engagement was good, the clubs day was a good setting for us too promote and engage with new members for the club.</p>	
<p>I think it would be better placed in the area of the Sports precinct...</p>	<p>Thanks for your feedback. We will take it into consideration for future planning.</p>
<p>Having separate MUS/Club EOI forms is a bit confusing, especially as the MUS form doesn't necessarily capture the information we're after.</p>	<p>Thanks for your feedback. There are other Orientation events which MU Sport attends directly, and allowing students to just fill in a single Expression of Interest for all of their interests is important stakeholder experience.</p>



	We are eager to work with clubs to streamline and simplify this data capture both from a club and student perspective.
Possibly employing a person to run the event as a Mc type thing. DJ was really cutting the mustard and that kind led to poor attention grabbing for those clubs putting on a show in the middle.	Thanks for your feedback. We will take it into consideration for future planning.
Really enjoyed having the event on the South Lawn, allowed for clubs to be spread out and for the students to visit in a more relaxed environment that isn't overcrowded and rushed	Glad you enjoyed the location
It was wonderful to see everyone back out and about! The best club's day we've seen in a long while. Thanks so much to the MU Sport staff for their efforts in making it such a successful day	Thanks you for your feedback
We have zero membership sign up because we tell them to come to the come and try session before deciding and we do that because the membership fee isn't \$5 to \$10. We had about 250 to 300 people show interest on the day and this is back up with having 223 people scan the qr code and me personally being present during the event seeing more people than the amount of scan they did.	Thanks. Glad to see good numbers. Yes most clubs don't appear to sign members up directly at Clubs Day, rather have a call to action where they can come and try or trial before joining, so they can get a better feel for what they are signing up for.

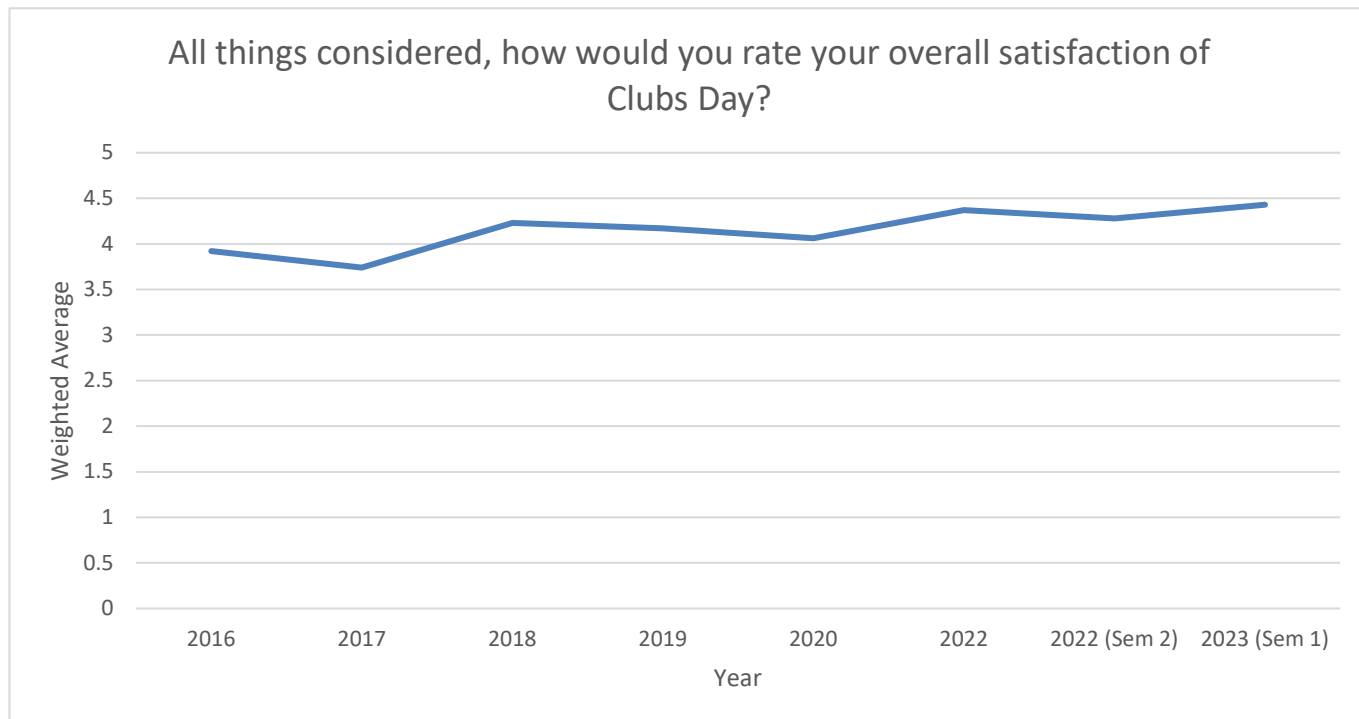
---

## 5 Trends

---

Below compares Club Day survey responses over multiple years

### 5.1 Overall Satisfaction by year



Year	Overall satisfaction weighted average
2016	3.92
2017	3.74
2018	4.23
2019	4.17
2020	4.06
2022	4.37
2022 (Sem 2)	4.28
2023 (Sem 1)	4.43

---

## Approval

---

Prepared by Tom Mullumby from information provided by Clubs via the Sporting Clubs Day Semester 1 2023 - Feedback Survey