



# 2019 Clubs Day Survey

## Overview

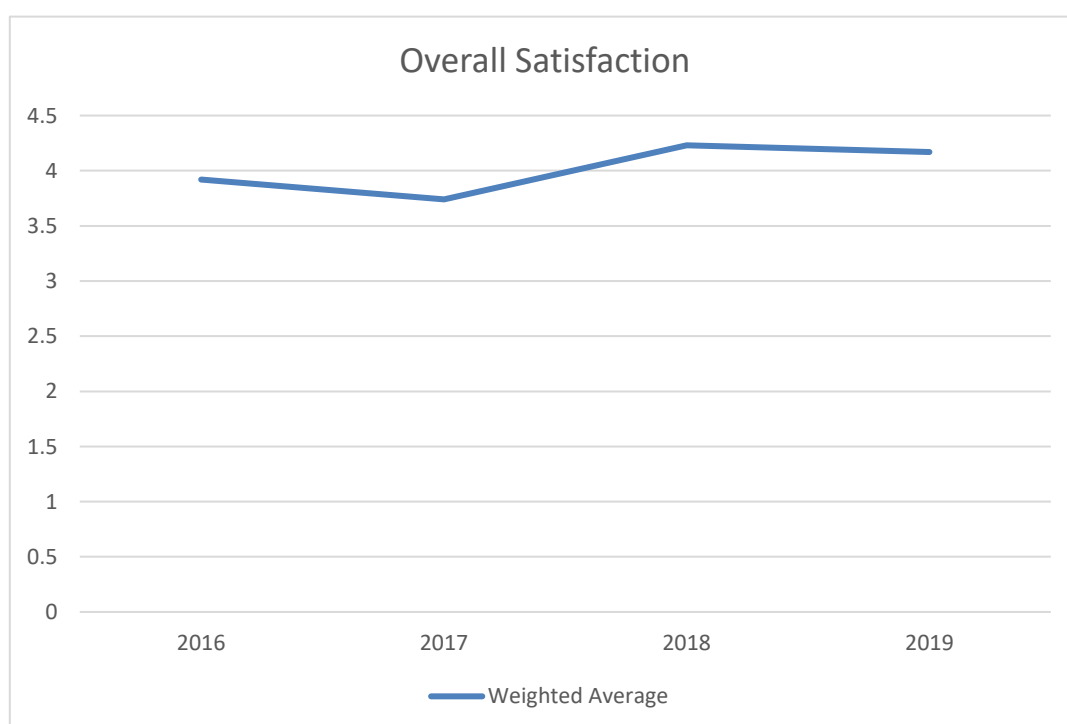
Melbourne University Sport invited 43 Sporting Clubs to complete the Club Office Bearers survey as an opportunity for the University of Melbourne's affiliated sporting clubs (competitive, instructional and recreational) clubs to anonymously provide feedback on their experiences to assist MU Sport in planning future Orientation events.

## Response Rate

The survey was completed by 29 of 43 sporting clubs that were invited to participate.

## Key Findings

- 96.55% of clubs were satisfied/very satisfied with **Club booth area**
- 89.66% of clubs were satisfied/very satisfied with **Expressions of interests**
- 93.10 % of clubs were satisfied/very satisfied with **Event location**
- 96.55% of clubs were satisfied/very satisfied with **General enquiries**
- 86.20% of clubs think **Expressions of interest** are very important/extremely important
- 13.79% 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: 29 Skipped: 0

	Very Dissatisfied	Dissatisfied	Unsure	Satisfied	Very Satisfied	N/A	Total	Weighted Average 2019	Weighted Average 2018
Club booth area (table, chair, display space)	0.00% 0	0.00% 0	3.45% 1	51.72% 15	44.83% 13	0.00% 0	29	4.41	4.49
Club demo space	0.00% 0	0.00% 0	6.90% 2	34.48% 10	10.34% 3	48.28% 0	29	4.07	4.21
Event location (Concrete Lawn)	0.00% 0	0.00% 0	6.90% 2	58.62% 17	34.48% 10	0.00% 0	29	4.28	4.43
Expressions of interest (contact information)	0.00% 0	3.45% 1	6.90% 2	41.38% 12	48.28% 14	0.00% 0	29	4.34	4.26
General enquiries	0.00% 0	0.00% 0	3.45% 1	44.83% 13	51.72% 15	0.00% 0	29	4.48	4.21
Memberships sold	0.00% 0	0.00% 0	6.90% 2	20.69% 6	27.59% 8	44.83% 13	29	4.38	4.12
Student engagement (festival atmosphere, crowd size)	3.45% 1	0.00% 0	3.45% 1	44.83% 13	48.28% 14	0.00% 0	29	4.34	4.49

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

Answered: 29 Skipped: 0

	Not at All Important	Low Importance	Slightly Important	Neutral	Moderately Important	Very Important	Extremely Important	Total	Weighted Average 2019	Weighted Average 2018
Club booth area	0.00% 0	0.00% 0	3.45% 1	0.00% 0	10.34% 3	58.62% 17	27.59% 8	29	4.41	5.71
Club demo space	17.24% 5	10.34% 3	0.00% 0	31.03% 9	6.90% 2	27.59% 8	6.90% 2	29	4.07	4.43
Event location	0.00% 0	0.00% 0	0.00% 0	6.90% 2	37.93% 11	37.93% 11	17.24% 5	29	4.28	5.77
Expressions of interest	0.00% 0	0.00% 0	0.00% 0	0.00% 0	13.79% 4	55.17% 16	31.03% 9	29	6.17	5.54
General enquiries	0.00% 0	0.00% 0	0.00% 0	0.00% 0	24.14% 7	55.17% 16	20.69% 6	29	5.97	5.31
Memberships sold	27.59% 8	6.90% 2	0.00% 0	20.69% 6	10.34% 3	17.24% 5	17.24% 5	29	4.00	4.57
Multiple days	20.69% 6	10.34% 3	13.79% 4	27.59% 8	13.79% 4	3.45% 1	10.34% 3	29	3.55	4.03
MU Sport support	0.00% 0	0.00% 0	3.45% 1	3.45% 1	41.38% 12	24.14% 7	27.59% 8	29	5.69	5.51
Provision of electricity	10.34% 3	6.90% 2	3.45% 1	20.69% 6	24.14% 7	17.24% 5	17.24% 5	29	4.62	4.40
Student engagement	0.00% 0	0.00% 0	0.00% 0	0.00% 0	10.34% 3	48.28% 14	41.38% 12	29	6.31	5.91

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

Answered: 29 Skipped: 0

	Not at All Important	Low Importance	Slightly Important	Neutral	Moderately Important	Very Important	Extremely Important	Total	Weighted Average 2019	Weighted Average 2018
Profile our sport/activities	0.00% 0	3.45% 1	0.00% 0	6.90% 2	27.59% 8	31.03% 9	31.03% 9	29	5.76	5.69
Recruit new members	0.00% 0	3.45% 1	3.45% 1	3.45% 1	6.90% 2	44.83% 13	37.93% 11	29	6.00	5.83
Requirement by MU Sport agreement	10.34% 3	0.00% 0	0.00% 0	34.48% 10	37.93% 11	17.24% 5	0.00% 0	29	4.41	4.57
Sell Club Memberships	31.03% 9	10.34% 3	6.90% 2	6.90% 2	17.24% 5	17.24% 5	10.34% 3	29	3.62	4.11
Sell Trips and Tours	55.17% 16	6.90% 2	3.45% 1	20.69% 6	10.34% 3	3.45% 1	0.00% 0	29	2.34	2.71

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

Answered: 29 Skipped: 0

Club responses varied between 100-260, 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: 0

Club responses varied between 25-350

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

Answered: 25 Skipped: 4

Club responses varied between 15-120 per session



side, I enjoyed the open-facing demo area. Being able to do demonstrations is very important for [REDACTED] Club because it's hard to explain what we do.	
Shout-out to Tom Mullumby & the MU Sport Crew for a great day, and a smooth operation despite the heat.	
Over 250 people engaged with our booth and either provided contact information or took club information flyers	
Thank you for accommodating our position request!	
The concrete lawn is a bit small and means that some clubs can be more hidden away. North Court provides a better space for all clubs to be easily found by prospective members.	Previous feedback has indicated a preference for Concrete Lawn over North Court for the majority of clubs
Speaking on behalf of [REDACTED], it was suboptimal being placed next to [REDACTED] this year (I see this form also doesn't distinguish us). The problem being people would ask one club the difference between the two rather than speaking to each individually and therefore getting unbiased statements. Being next to each other made it all rather confusing.	Clubs requests are taken into consideration when completing the pre-orientation survey.
Possibly more space needed for [REDACTED] due to three separate clubs	
1. It would be great if we could have free cold water for people who are running this as it's always really hot that time of the year. 2. Maybe next time we can move our booth area to an indoor place instead, as it is more comfortable for everyone.	Great idea. MU Sport will look to implement at future events.
Concept to have all UMSU and all sports clubs on campus on the one day is definitely worth pursuing.	Yes, agreed. MU Sport has asked UMSU to consider this opportunity for a number of years. Unfortunately, without any luck to date.

MU Sport Additional Information	
Expenses	Semester One Orientation Clubs Day costs approximately \$17,500 to provide the infrastructure of marquees, tables, chairs, backing boards and power.