



## **Football Survey 2013**

**Contact:** Tim Bradbury

**Consultant:** Emma Fitzgerald

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## Objectives and methodology

# Objectives and methodology

## Objectives

- To improve coaching standards and member engagement with functions at Greenwich via member feedback in a cost effective manner
- In particular, the Committee wants to understand the following from GSC Members:
  - feedback on the professional coaching supplied
  - feedback on grading process
  - feedback on their willingness to do coaching courses organised by the Club
  - general feedback on what members would like in terms of social events

## Methodology

- 10 minute online survey
- Fieldwork conducted  
28 December 2013 to 17 January 2014
- Those invited to complete the survey were involved in football with Greenwich Sports Club in 2013 as a player or as a parent of a junior player
- From the n=347 different email addresses provided, n=96 responses to the survey were collected

# Sample profile

## Profile of respondents (% respondents)

Involvement in club	
A registered player	64
A parent/guardian of a junior player	56
A team coach	14
A team manager/committee member/ other volunteer	24

Competitions involved in	
Girls junior non-competition (U6 – U11)	20
Girls junior competition (U12 – U18)	20
Junior non-competition (U6 – U11)	31
Junior competition (U12 – U18)	13
Mens All Age	6
Mens O35 or O45	22
Womens All Age	2
Womens O35	32

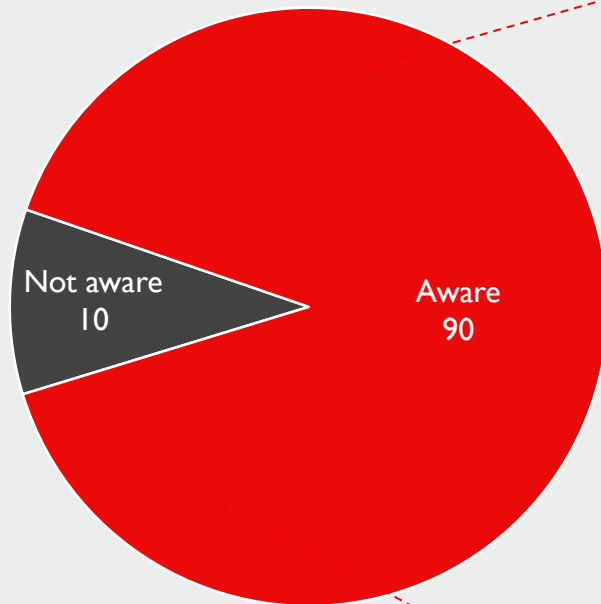




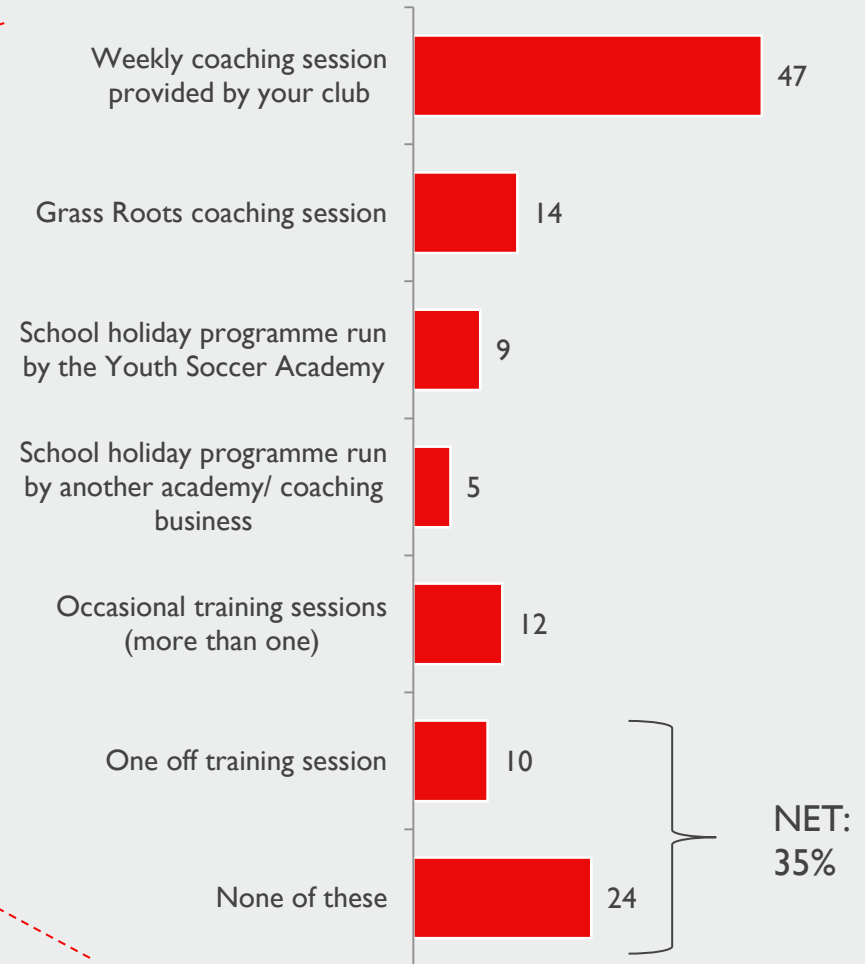
**Professional coaching**

# Strong awareness of professional coaches but a third had one or less interactions with them

**Aware that club engaged professional coaches**  
(% respondents)

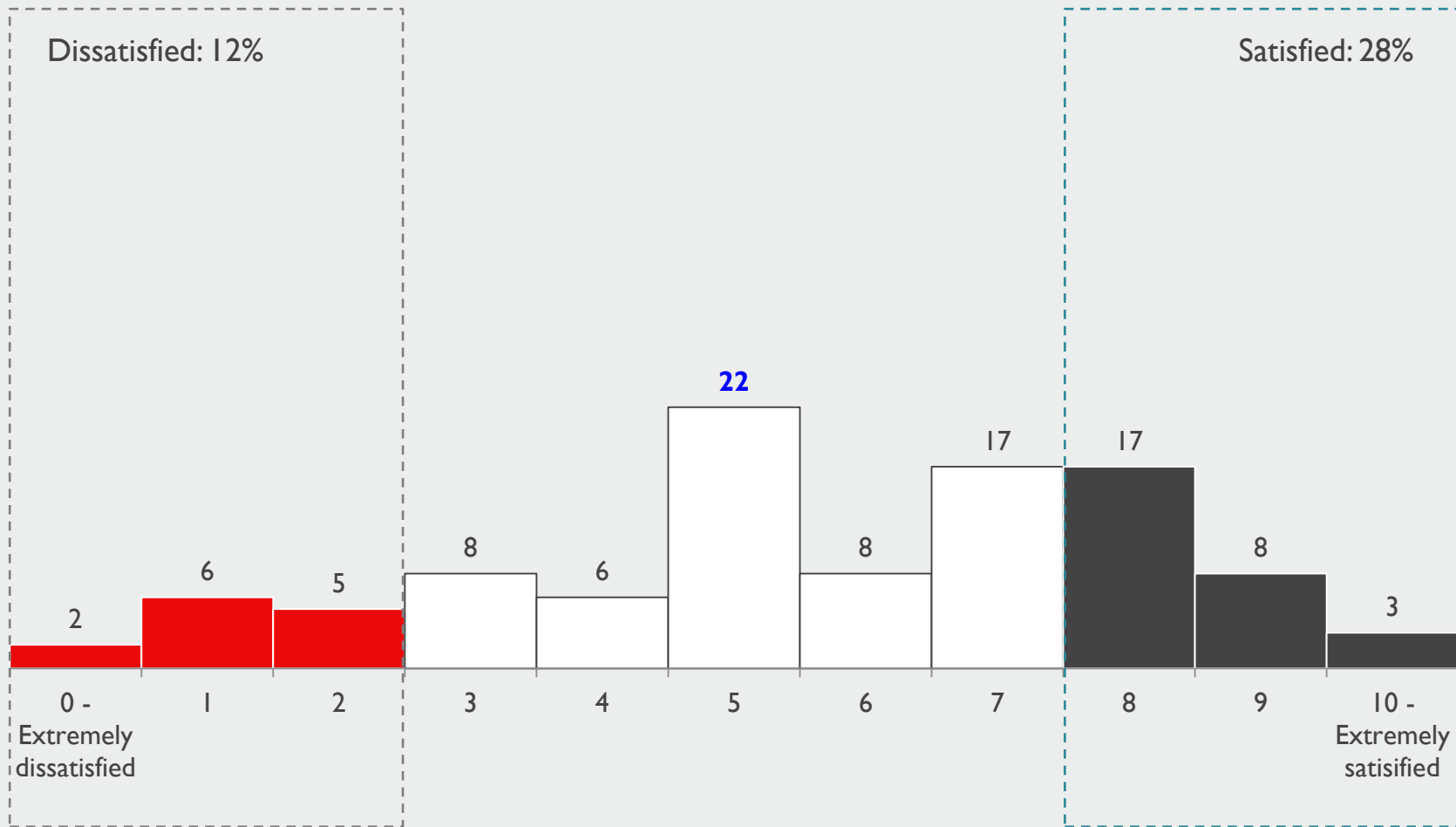


**Activities respondent or their children engaged in with the professional coaches** (% respondents)



# Satisfaction with the professional coaches varied widely

Satisfaction with the professional coaches among those who engaged with them (% respondents)



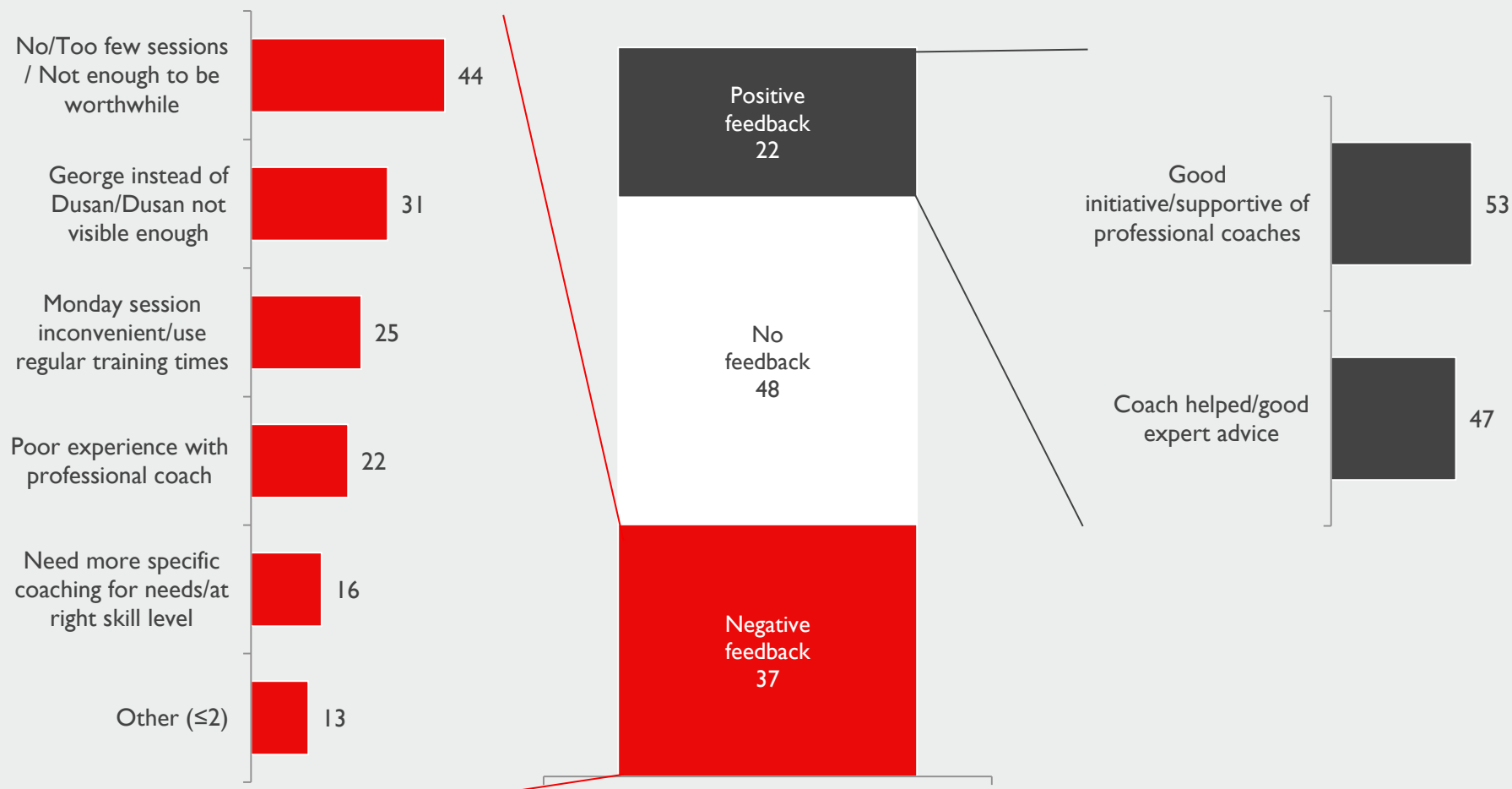


# A professional coach with more flexibility and availability would address much of the negative feedback

## Reasons for negative feedback (% respondents)

## Unprompted feedback about the professional coaches (% respondents)

## Reasons for positive feedback (% respondents)



# Significant preference among respondents for investing in development of team coaches over direct interaction

## Future coaching investment preference (% respondents)

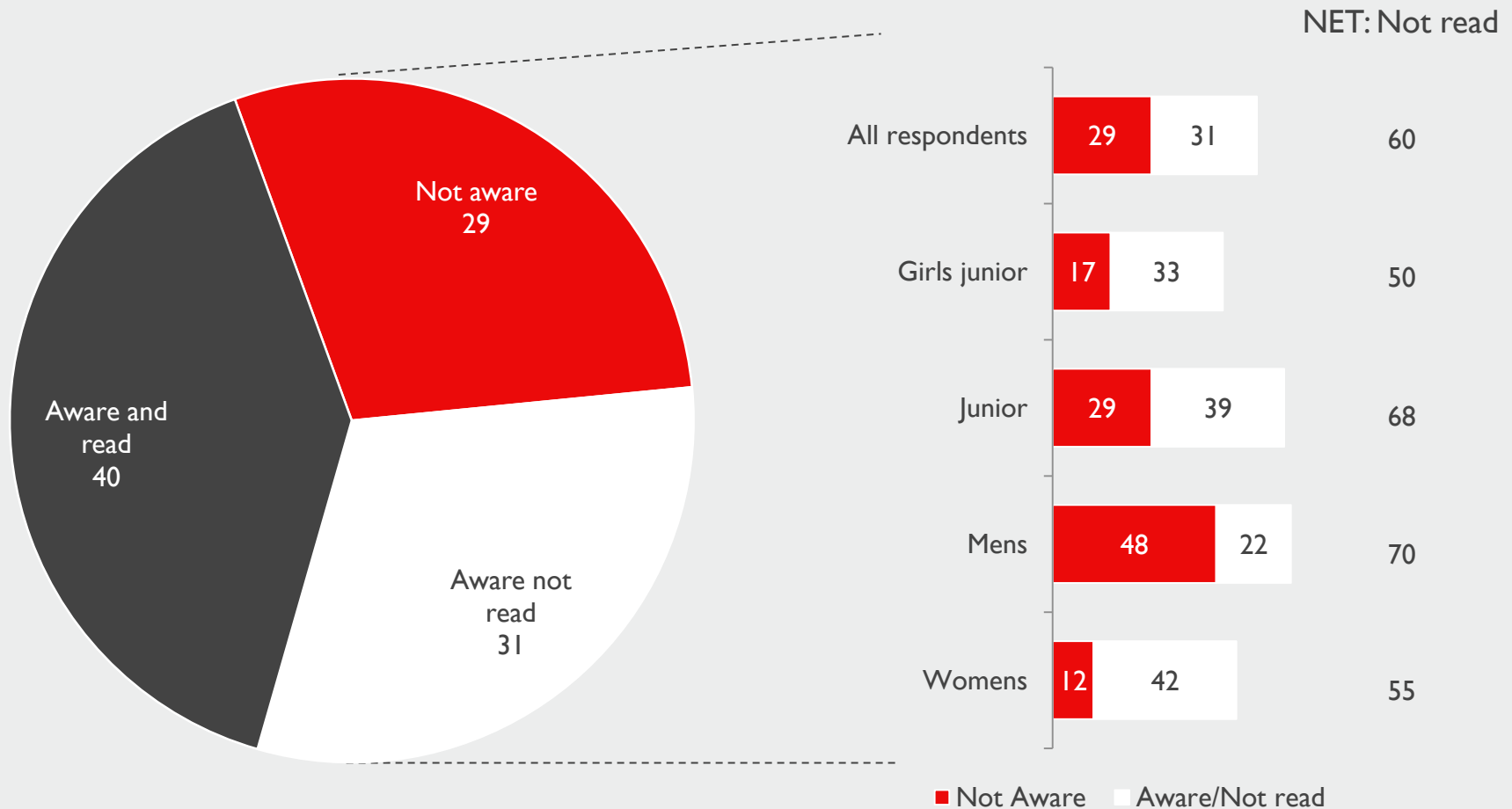




**Team forming and grading process**

# More than half have not read the football grading policy

## Awareness of and familiarity with the GSC football grading policy (% respondents)

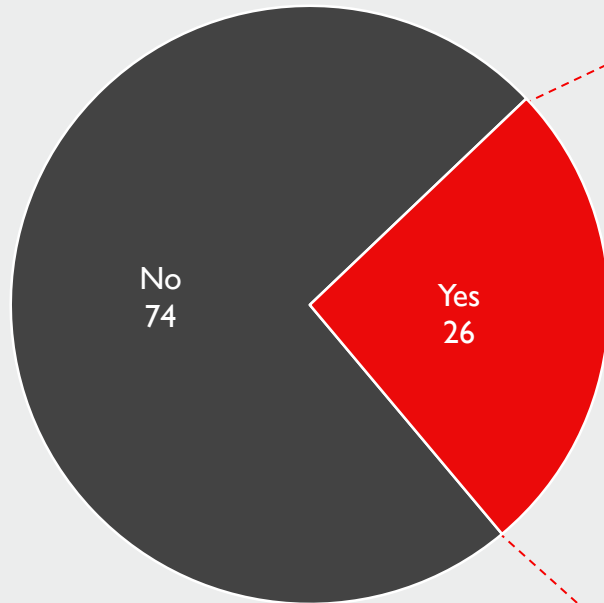




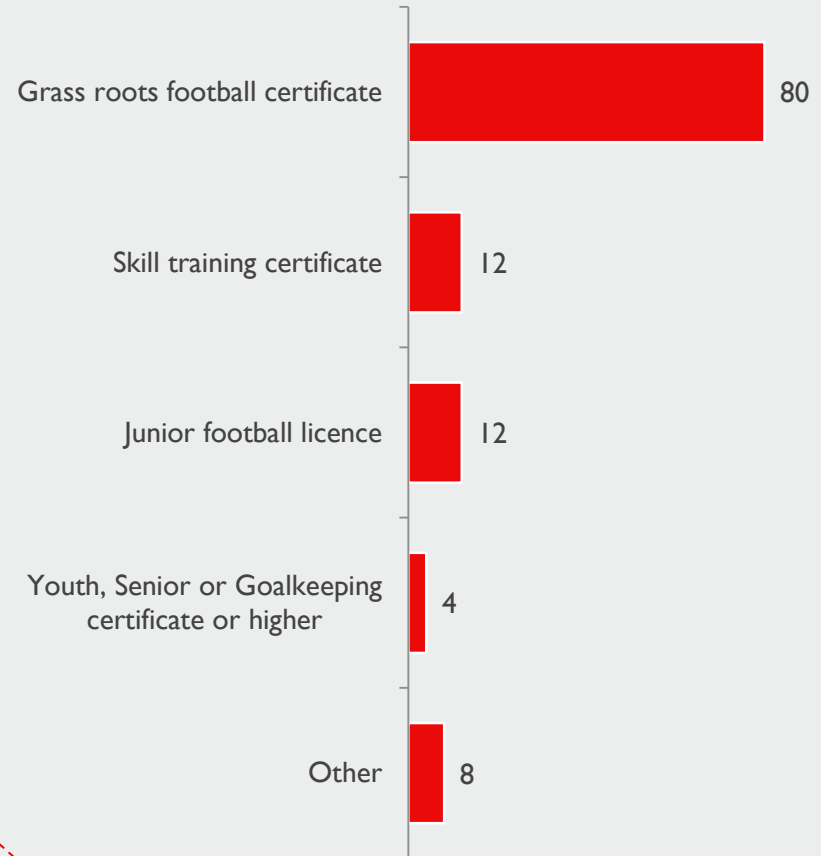
**Coaching skills development**

# Over a quarter of respondents already hold football coaching qualifications

**Taken a football coaching course/qualification**  
(% respondents)



**Football coaching courses/qualifications taken**  
(% respondents)

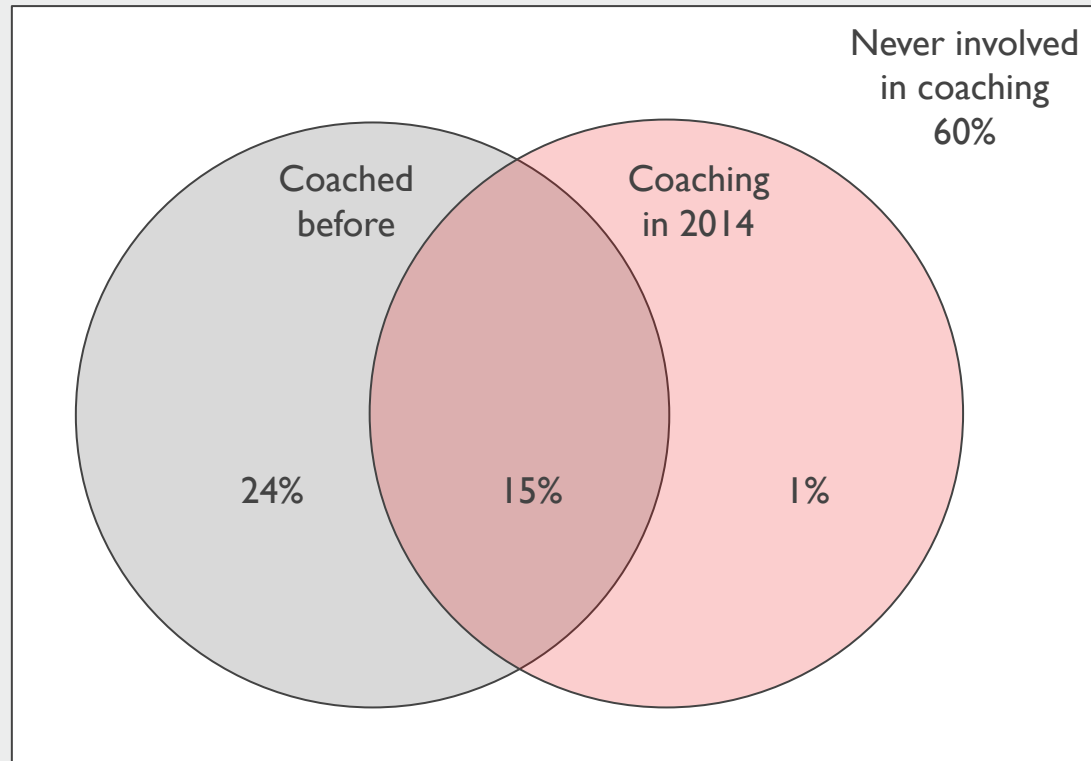




# Most of those intending to coach in 2014 have coached before

**Coaching experience and intention to coach in 2014** (% respondents)

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# 2014 team coaches are generally interested in gaining further coaching qualifications

Coaching experience and qualifications of those intending to coach in 2014 (% respondents)





## Coaching summary

# Moving forward coaching summary

## Professional coaches

- To coach the volunteer coaches so they can impact more teams, more efficiently
- To attend regular training nights rather than separate sessions
  - If sessions must be at a different time, give plenty of notice to allow maximum possible attendance
- Ensure visibility to all teams as early in the season as possible and regularly interact with teams
  - If more than one coach involved, ensure the coach advised to players is the one that attends
- Need to establish the skill level, needs and age of the team before taking one off sessions and pitch the training appropriately

## Grading policy

- Needs to be actively promoted to players as more than half of members are not familiar
  - Suggest including a link to player selection and grading policy webpage in all communications about team formation
- The activities and input that will be used in the grading process should be clearly explained to players so they understand what is required of them and who is involved

## Team coaches

- The majority of those intending to coach in 2014 are interested in acquiring further coaching qualifications and/or training
  - This is great news as the majority of respondents were supportive of the professional coach enhancing the team coaches skills
- Two thirds already hold the Grass Roots football certificate so support towards higher level qualifications for 2014 team coaches should be the priority

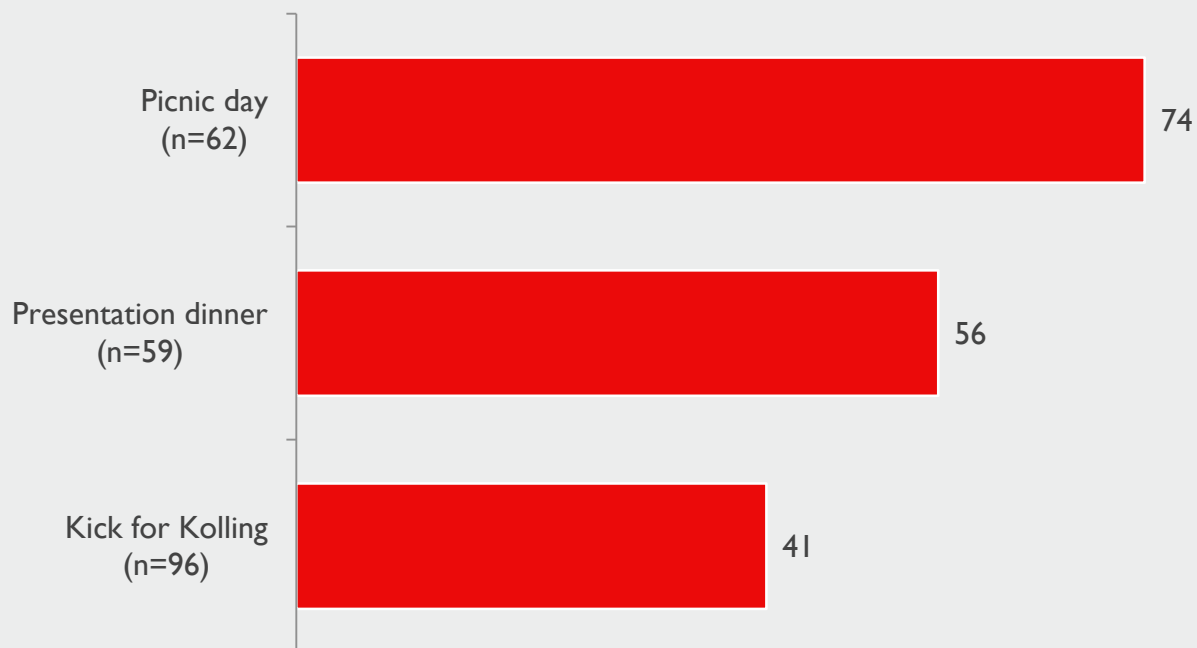


**Club social events**

# Engagement in club social activities varies

## Club social events attended in 2013 (% respondents)

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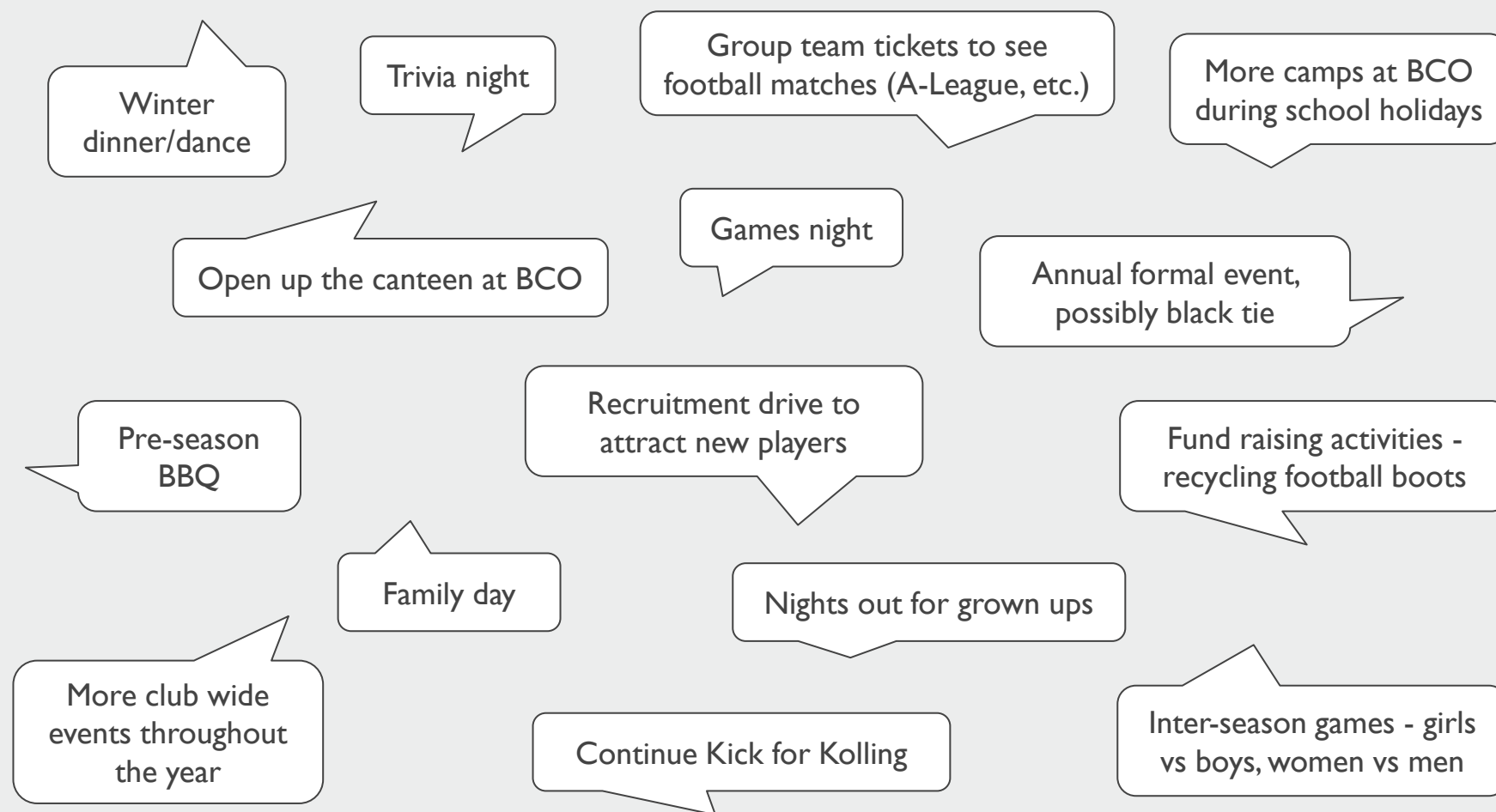
# Social events in 2013 were successful with mostly small tweaks suggested by members to improve

## Unprompted feedback and suggestions to improve upon 2013 club social events

Picnic Day	Presentation dinner	Kick for Kolling
<ul style="list-style-type: none"> <li>• Of the 53 respondents who attended picnic day in 2013, 30% suggested improvements</li> <li>• These suggestions were quite varied with the common themes listed below: <ul style="list-style-type: none"> <li>– Less/shorter time for speeches and presentations</li> <li>– More organisation</li> <li>– Keep no game/shorter format</li> <li>– More activities to occupy kids</li> <li>– Have a game/small tournament</li> <li>– Combine with coaches vs players game</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Of the adult players who attended the presentation dinner, 30% suggested improvements</li> <li>• Of those who didn't attend the presentation dinner, two thirds would have attended but had prior commitments</li> <li>• The suggestions made by more than one person are listed below: <ul style="list-style-type: none"> <li>– Arrange earlier in year and publicise date earlier</li> <li>– Closer/more local location</li> <li>– Would like music/dancing or some other entertainment</li> <li>– Less expensive so all of team can afford to come</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Positive feedback from 38% of those who attended about the organisation, food available, support for fund raising and enjoyment of the event</li> <li>• Just over a third, 36%, suggested improvements. These were dominated by the coldness of the evening the event was held on: <ul style="list-style-type: none"> <li>– Hold event at a different time of day or time of year as it was very cold</li> </ul> </li> <li>• Other suggestions made by more than one person are listed below: <ul style="list-style-type: none"> <li>– Needs a bit more organisation/not enough structure</li> <li>– Add a netball element</li> </ul> </li> </ul>

# A wide variety of suggestions were made for future club social events and activities

## Suggestions for future club social events





**THANK YOU**

Emma Fitzgerald  
Stokes Mischewski  
[www.stokesmischewski.com.au](http://www.stokesmischewski.com.au)





## **Appendix**

Other feedback provided

# Many took the opportunity to thank the committee and volunteers

## Unprompted additional feedback (% respondents)

Topic	%
Appreciation for committee/volunteers	24
Suggested improvement to grading	7
General positive feedback	3
Feedback on uniform/equipment	3
Encouraging more involvement by professional coach/director of coaching with team coaches	3
Negative feedback on coach	3
Negative grading experience	2
Appreciation for coaches	2
Perceives girls comp treated as less important than boys comp	2
Refereeing in girls comp needs improving	2
BCO toilets improvements	2

Topic	%
Encouraging communication including regular website updates	2
Supporting idea of up skilling coaches	2
Interested in senior coaching qualifications	1
Positive grading experience	1
Don't forget netball	1
What happened about age group coordinators?	1
Need to attract more players	1
Need to have home games at BCO	1
Would like to have preseason training available	1
Avoid preseason games and grading in middle of day due to heat	1
Positive feedback on the survey	1