



# Eyre Peninsula Zone Football Task Force

## Appendix 2

### Club Questionnaire Analysis

### Summary of Findings

Prepared by



**COLLINS  
ANDERSON**  
*Management*

August 2007

Level 17, 45 Grenfell St  
Adelaide SA 5000  
Telephone: 08-8212-5188  
Facsimile: 08-8212-5288  
[www.catechnology.com.au](http://www.catechnology.com.au)  
[support@catechnology.com.au](mailto:support@catechnology.com.au)

## Table of Contents

1	Introduction .....	4
2	Key Findings.....	5
2.1	Club Management.....	5
2.2	Club Financial Viability.....	5
2.3	Main Revenue Streams .....	5
2.4	Membership Numbers.....	5
2.5	Membership Trends- Past and Future .....	5
2.6	Satisfaction with Current Facilities .....	6
2.7	Physical Condition of Facilities.....	6
2.8	Volunteers.....	7
2.9	EP Football Structure.....	7
2.10	Travel.....	8
2.11	Neutral Facilities.....	8
2.12	The Role of the EP Zone Council.....	8
2.13	The Future of Football on EP.....	8
3	Conclusion.....	9
	Graphed Results- Club Survey Analysis .....	10

## Table of Figures

Figure 1: Level of club management.....	10
Figure 2: Club financial viability .....	11
Figure 3: Main Revenue Streams, Football Clubs.....	12
Figure 4: Club satisfaction with current facilities .....	15
Figure 5: Level of physical condition of facilities.....	16
Figure 6: Will facilities meet future needs? .....	17
Figure 7: Level of importance of volunteer management .....	18
Figure 8: Methods of supporting volunteers.....	19

## Table of Tables

Table 1: List of Clubs to have responded to Club Survey .....	4
Table 2: Average Club Player Numbers by Type .....	13

Table 3: Average Club Social Numbers by Type.....	13
Table 4: Volunteer Numbers.....	19
Table 5: Table of Club suggested EP football structure amendments .....	21
Table 6: Average distance prepared to be traveled by clubs for games .....	21
Table 7: Suggested responsibilities of the EP Zone Council .....	22
Table 8: List of ideas for the future of football on EP .....	23

## 1 Introduction

Collins Anderson Management was commissioned by the Eyre Peninsula Zone Football Task Force to undertake a review of the current state and future of football on Eyre Peninsula. As part of the study, extensive consultation was undertaken with stakeholders of Football on Eyre Peninsula, including clubs and their executives. A club questionnaire was developed and circulated to all clubs within the Eyre Peninsula Football League and the Whyalla Football League to capture the required information from their stakeholders.

All clubs were provided with the opportunity to respond to this survey. At the time of preparing this summary, a very healthy response of 20 out of a possible 33 had been received. Those clubs providing comment are:

Table 1: List of Clubs to have responded to Club Survey

Clubs Providing Responses
• Blues FC
• Boston FC
• Cowell FC
• Elliston FC
• Kimba Districts FC
• Lincoln South Club Inc.
• Lock FC
• Marble Range FC
• Ports FC
• Roopena FC
• Rudall Community Sports Club Inc
• Tasman FC
• Thevenard Sports and Community Club
• Tumby Bay FC
• Wayback Football & Sporting Club Inc
• West Coast Hawks FC
• West Whyalla FC
• Western United Tigers FC
• Wirrulla FC
• Wudinna United FC

The results obtained from analysis of the club survey data are presented in the following appendix.

## 2 Key Findings

### 2.1 Club Management

Clubs were asked to rate the management of their club on a scale of excellent to poor.

25% rated club management as excellent, 50% rated it as very good and 25% rate it as good. No respondents rated overall club management as poor.

This suggests that club management across Eyre Peninsula football clubs is at least good; with the majority rating is as very good.

### 2.2 Club Financial Viability

Clubs were asked to rate the financial viability of their club on a scale of strong to poor.

30% rated their club financial viability as strong, 55% rated it as sound, 10% rated it as fair and 5% rated their clubs financial viability as poor.

In conclusion, financial viability across most Eyre Peninsula football clubs is at least fair.

### 2.3 Main Revenue Streams

Clubs were asked to provide details of their main revenue streams. Areas of revenue streams to be mentioned most frequent include;

- Sponsorship
- Catering/ Canteen/ Meals
- Fundraising, and
- Bar Takings

This suggests that clubs rely heavily on the generosity of the community and the trade they can make during home games for their main revenue streams.

### 2.4 Membership Numbers

Clubs were asked to indicate the number of male, female, junior and senior players as well as social membership numbers.

On average each club has 106 players. Senior and junior numbers across the clubs are healthy and on average there are sufficient male players for 2 senior and 2 junior teams.

### 2.5 Membership Trends- Past and Future

Clubs were asked to comment on past trends in membership numbers and potential trends in membership numbers.

Seven (7) clubs reported a decrease in numbers in the last 12 months. Reasons for this included players moving away to pursue employment or further education opportunities and poor seasonal conditions for farmers. Four (4) clubs indicated there had been an increase in numbers at their club and this was mainly due to a concentrated effort to get more members and in one case a restructure to committees and improved coaching helped attract more members. At least six (6) clubs indicated that there had been constant movement, up and down, in the numbers of players and members at their clubs, resulting in no real net affect.

This information suggests that player and membership numbers are constantly changing, with no overall trend affecting all clubs.

When asked to predict the future numbers involved in football on Eyre Peninsula two (2) clubs said there would be a decrease, eight (8) clubs indicated they expected and/ or were hopeful of an increase and six (6) clubs indicated they believed the numbers would remain about the same.

This information suggests that despite some optimism, it is predicted the membership number will remain largely static over the next five years.

## 2.6 Satisfaction with Current Facilities

Clubs were asked to rate their club's overall satisfaction with their current facilities.

30% were very satisfied with the facilities, 60% were satisfied and 10% were dissatisfied. No respondents were very dissatisfied with their current facilities.

In conclusion, clubs are satisfied with the current facilities at their clubs as 90% indicated they were satisfied or very satisfied.

## 2.7 Physical Condition of Facilities

Clubs were asked to rate the physical condition of the facilities.

16% rated them as excellent, 53% rated them a very good, 26% rated it as good and 5% rated physical condition as poor.

Overall, the majority of clubs rated the physical condition of their facilities as good to excellent.

Clubs were also asked to indicate whether their current facilities would be able to meet future club needs.

75% of clubs who responded said that their current facilities would meet future needs whereas 25% indicated current facilities would not meet future needs.

These results suggest that current club facilities across most clubs are sufficient to meet future needs.

## 2.8 Volunteers

Clubs were asked a number of questions in relation to volunteers to determine how valuable they are to a club, what are the average number of volunteers and how they are supported.

### Importance of Volunteer Management

When asked to rate the importance of volunteer management to their respective clubs an overwhelming 90% rated it as having very high importance. An additional 10% rated volunteer management as of high importance. No respondents rated it as having medium or low importance.

These results suggest volunteer management is of very high importance to the majority of Eyre Peninsula Football Clubs.

### Volunteer Numbers

Clubs were asked to indicate how many volunteers they had. Results show that volunteer numbers varies considerably. Clubs reported having from as little as 15 to as many as 185 volunteers. Analysis of the results suggests that there is an average of 65 volunteers per club.

### Volunteer Support and Development

Clubs were also asked to indicate how they supported and developed their volunteers. Results show that 47% of clubs provide Role Descriptions, 65% provide Training for their volunteers and 82% of clubs provide volunteers with some form of Recognition.

Additional comments provided surrounding the questions concerning volunteers highlighted the dependence clubs have on volunteers in maintaining a viable club. It is evident that clubs value their volunteers and see them as an essential part of a clubs fabric. One club said it had experienced episodes of members trying to 'out volunteer' each other and that this was a culture they would like to retain.

## 2.9 EP Football Structure

Clubs were asked to comment on what they thought was an appropriate structure (model) for football on Eyre Peninsula. Some of the suggested amendments were;

- Even team numbers per League, e.g. 6 or 8
- 3 Leagues on Eyre Peninsula, some suggested structures including;
  - West, Central, Southern and Whyalla an optional 4th
  - Lower, Mid and Upper Eyre
- Cooperation between netball and football as well as senior and junior competitions

Although there were a few Clubs that suggested that the current model was sufficient, most clubs identified the need for change and most of their suggestions revolved around possible re-zoning and/or reshuffling of leagues and teams.

## 2.10 Travel

Clubs were asked to indicate how far they would be prepared to travel for a game. Responses included a minimum for 70 kilometres and a maximum of 200 kilometres. On average club members would be prepared to travel 131 kilometres to a game. According to additional comments this closely reflects the distances they already travel to games, and if they were required to travel further to attend games; this would not be looked upon favourably by clubs. A number of respondents indicated Players would not be willing to travel further than they do currently.

## 2.11 Neutral Facilities

Clubs were asked if they would consider utilising neutral facilities to reduce the distances travelled to and from games. Approximately 70% of respondents stated they would not consider utilising neutral facilities at all, whilst the remaining respondents indicated they would consider the option to some extent.

There was some concern that a neutral location would contribute to a loss of a clubs supporter base, catering opportunities, home games and subsequent revenue opportunities. Most clubs would consider the option of utilising neutral facilities to reduce travel requirements, but it is not something they have particular enthusiasm towards.

## 2.12 The Role of the EP Zone Council

The overwhelming response from clubs to a question concerning the future role of the EP Zone Council was that they wanted the EP Zone Council to have a major role in administration and governance of football on Eyre Peninsula. Some suggestions included;

- Help all clubs to maintain a viable football environment
- Encourage beneficial change, and new ideas in football management
- Assist promotion of junior football

There was also an emphasis on the Councils role on ensuring good lines of communication and consultation across all clubs and leagues.

## 2.13 The Future of Football on EP

When asked what they would like to see for the future of football on Eyre Peninsula, there were a number of recurring themes to come from the clubs. Most clubs would like to see a healthy, balanced and strong competition across the region. They would also like to see viability across all clubs and the alignment of the football season with the netball season. A number of respondents also noted that they wanted football / netball to continue to be an outing for the whole family and for football to retain its community spirit.



### 3 Conclusion

The following conclusions are based on the key findings to come from the analysis of the Club Survey Analysis

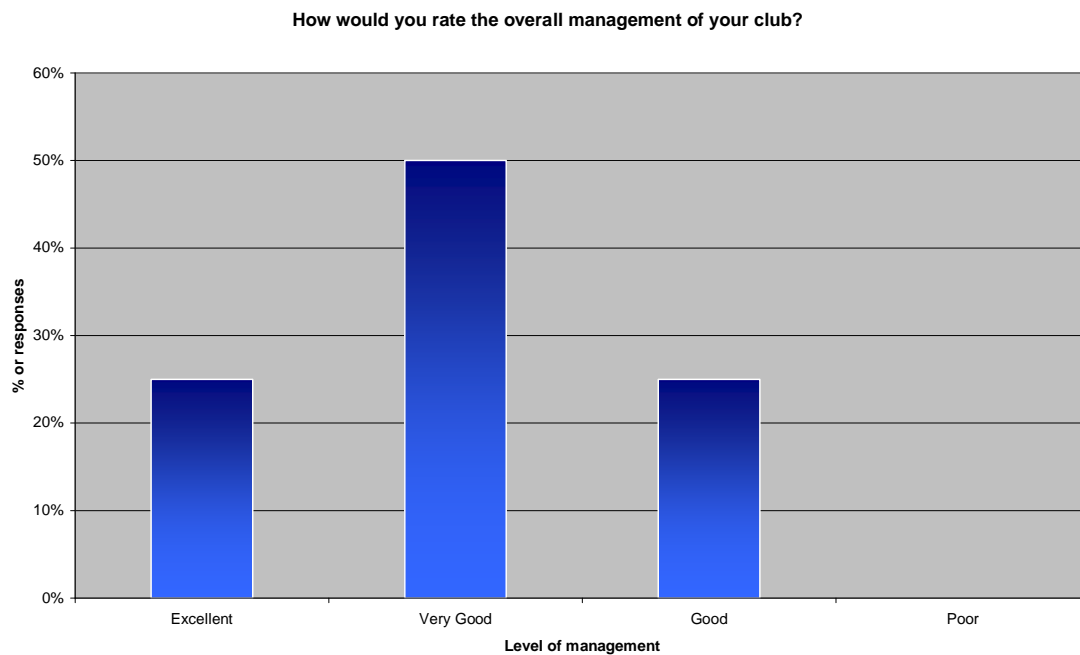
- Football clubs are currently experiencing good club management and are financially sound.
- Football clubs have satisfactory club facilities and these facilities will meet their future needs. Clubs would be 'open' to a discussion around neutral facilities, but most indicated neutral facilities would be detrimental to individual clubs.
- Football clubs rely on the community and local businesses for their patronage and support. In particular they rely on the work of volunteers in the operation and maintenance of their clubs.
- Volunteers are very important to a club and clubs are supporting and recognising their volunteers.
- There is no unified view as to what is the correct future structure for football on Eyre Peninsula.
- Any re-structuring of leagues would have to ensure distance to games did not increase for clubs.
- Clubs want the EP Zone Task Force to continue to help clubs, encourage change, assist with junior football and ensure good line of communication and consultation across all clubs and leagues.
- Clubs would like to see a healthy and balanced football competition on Eyre Peninsula. They would like to see viability across all clubs and the alignment of the football season with the netball season.

## Graphed Results- Club Survey Analysis

### Q3.1 How would you rate the overall management of your club?

Figure 1: Level of club management

(n=20)



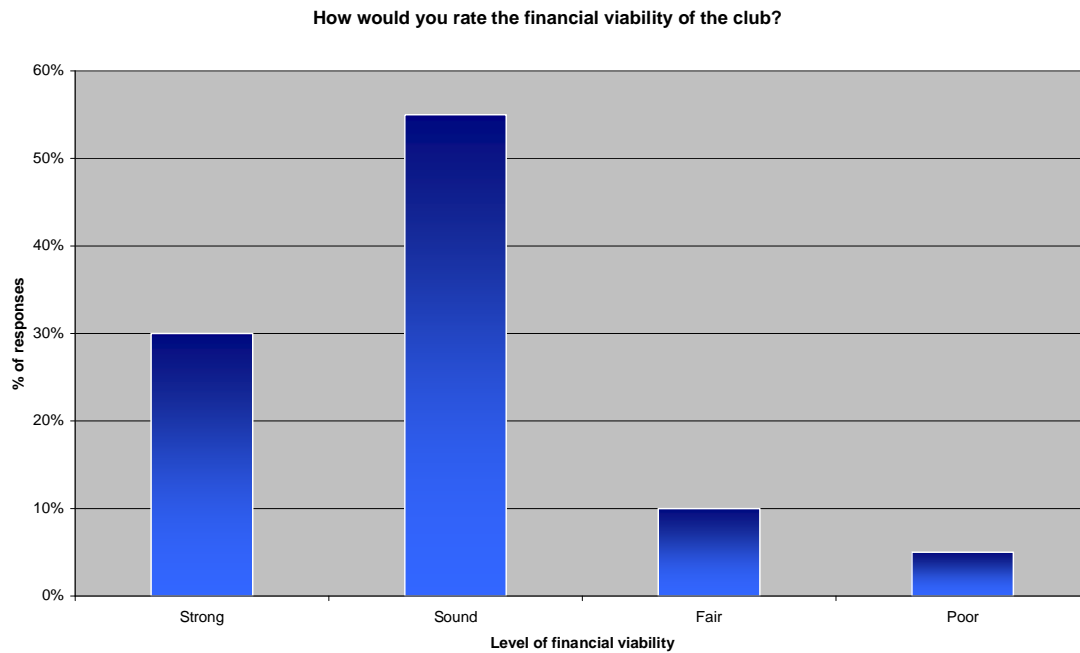
When clubs were asked how they would rate the overall management of their club, 25% rated it as excellent, 50% rated it as very good and 25% rate it as good. No respondents rated overall club management as poor.

These results suggest that club management across Eyre Peninsula football clubs is at least good; with the majority rating is as very good.

### Q3.2 How would you rate the financial viability of the club?

Figure 2: Club financial viability

(n=20)



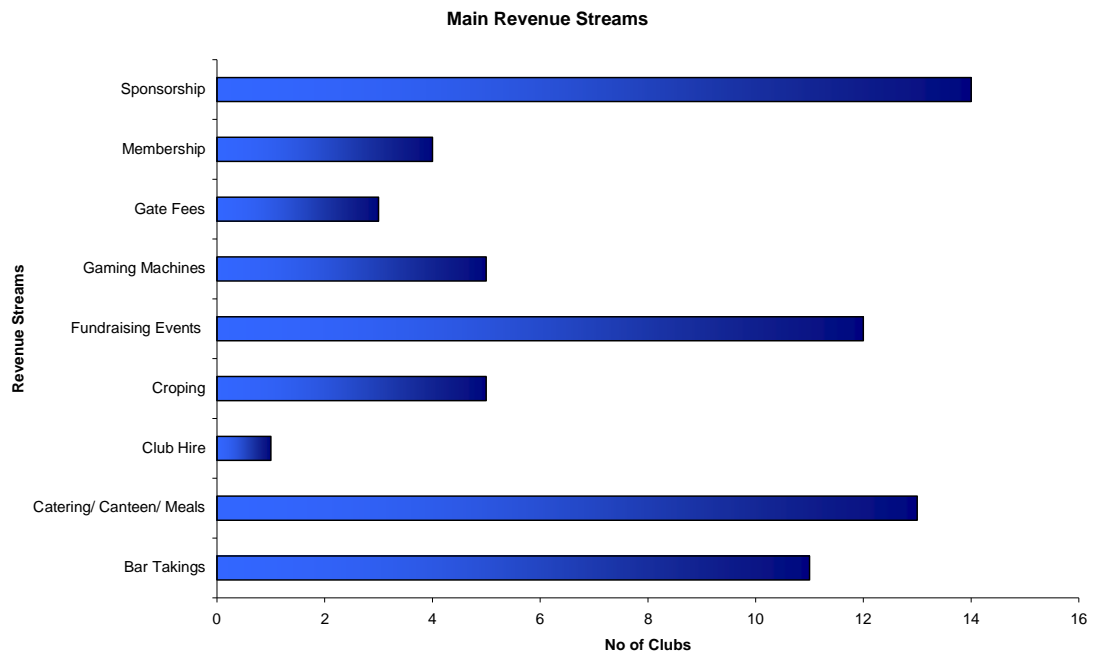
Clubs were asked to rate their club in terms of financial viability. 30% rated their club financial viability as strong, 55% rated it as sound, 10% rated it as fair and 5% rated their clubs financial viability as poor.

These results suggest that on average the financial viability of most clubs is at least fair as only 5% rated their own financial viability as poor.

Q3.2 Please provide details of main revenue streams.

Clubs were asked to provide details of their main revenue stream. The following graph is based on how many clubs mentioned a particular revenue stream.

Figure 3: Main Revenue Streams, Football Clubs



When graphed results are read in conjunction with respondent comments it is evident that there is a reliance on the trade done during home games. This trade, usually in the form of bar takings or catering / canteen is essential in keeping clubs viable. One club indicated that they suffered during the off-season as there was not a lot of activity at the club, subsequently less opportunities to gain revenue, further indicating that home games are important for a clubs survival.

At least fourteen clubs mentioned sponsorship as one of their major sources of revenue. This indicates that local businesses are willing to support local teams. Fundraising was also mentioned often as a major revenue source indicating that clubs are relying on the generosity of the community for revenue.

These results suggest that clubs primarily rely on sponsorship, Catering / Canteen / Meals, Fundraising Events and Bar Takings as key sources of revenue.

Q4.3 Please complete the following membership table for your organisation

Clubs were asked to complete a membership table that indicated the number of players and social members they had. The following table presents the average number of players by type across the clubs that responded. It also includes the maximum (Max.) and minimum (Min.) numbers to be recorded and the number to have responded to the questions (n)

Table 2: Average Club Player Numbers by Type

		Senior	Junior
Players	106	56	68
Max.	175	93	40
Min.	50	17	35
n	17	16	17

This table presents the average number of social members across the clubs that responded. It also includes the maximum (Max.) and minimum (Min.) numbers to be recorded and the number to have responded to the questions (n)

Table 3: Average Club Social Numbers by Type

	Male	Female	Senior	Junior
Social	97	94	117	160
Max.	285	140	0	160
Min.	160	4	160	160
n	15	13	3	1

Results for this question indicated that on average a football club on Eyre Peninsula has 106 players, indicating they could field 4 teams of 26 players. The average numbers for seniors and juniors indicates that on average a club has sufficient numbers for 2 teams in both senior and junior.

These results indicate that there is healthy junior and senior number at all clubs that responded. There is also an indication that there is female involvement with the sport with four of the thirteen clubs that responded indicating that they have female football players as well as female social members. What these figures fail to show however, is whether these numbers will be retained.

Overall, there are good junior and senior numbers for most clubs at present.

Q4.4 Have you experienced an increase or decrease in player and membership numbers over the last five years? Please explain why.

When asked about the trend in membership of the last 5 years, the response was quite varied. Seven (7) clubs reported a decrease in numbers in the last 12 months. Reasons for this included players moving away to pursue employment or further education opportunities, poor seasonal conditions for farmers, and a general decline in rural areas. Four (4) clubs indicated there had been an increase in numbers at their club and this was mainly due to a concentrated effort to get more members and in one case committees restructure and improved coaching. At least six (6) clubs indicated that there had been constant movement, up and down, in the numbers of players and members at their clubs, resulting in no real net affect. These clubs indicated that during one season they would be short on players, but then the next season they would have more than enough.

In conclusion this information suggests that player and membership numbers are constantly changing with a slightly decreasing trend in a large percentage of clubs.

Q4.5 Would you predict an increase or decrease in membership over the next five years? Please explain why.

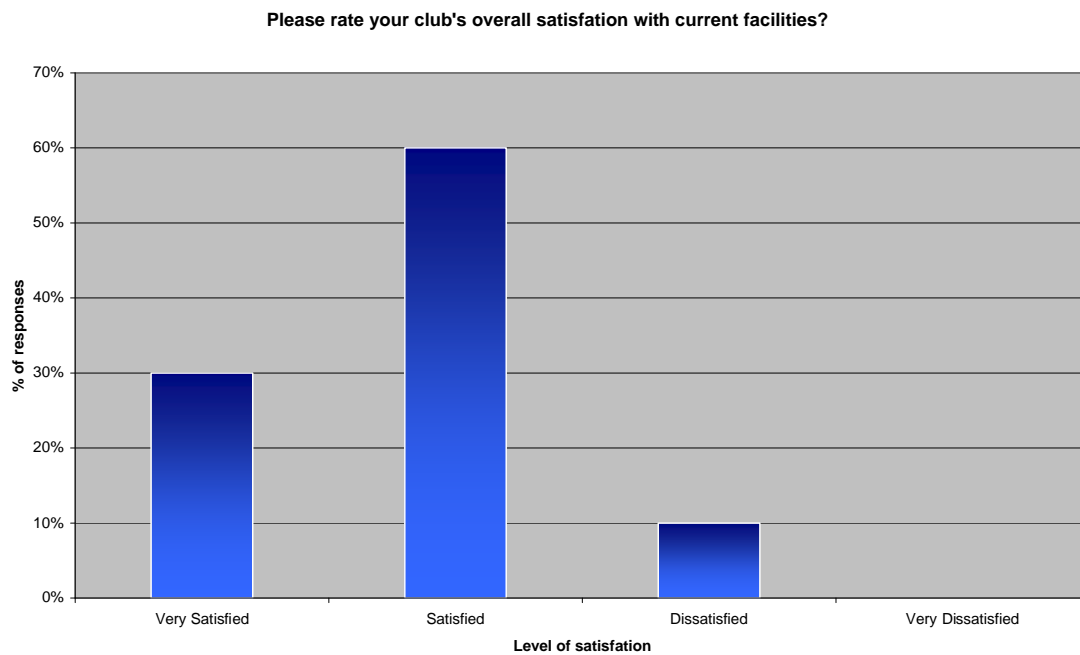
When asked to predict the future numbers involved in football on Eyre Peninsula, two (2) clubs said there would be a decrease, eight (8) clubs indicated they expected and/or were hopeful of an increase and six (6) clubs indicated they believed the numbers would remain about the same. Two (2) clubs indicated that the cropping season had by farmers will be a determining factor impacting the number of players available.

This information suggested that despite some optimism, it is predicted the membership number will remain largely static over the next five years.

### Q5.6 Please rate your clubs overall satisfaction with current facilities

Figure 4: Club satisfaction with current facilities

(n= 20)



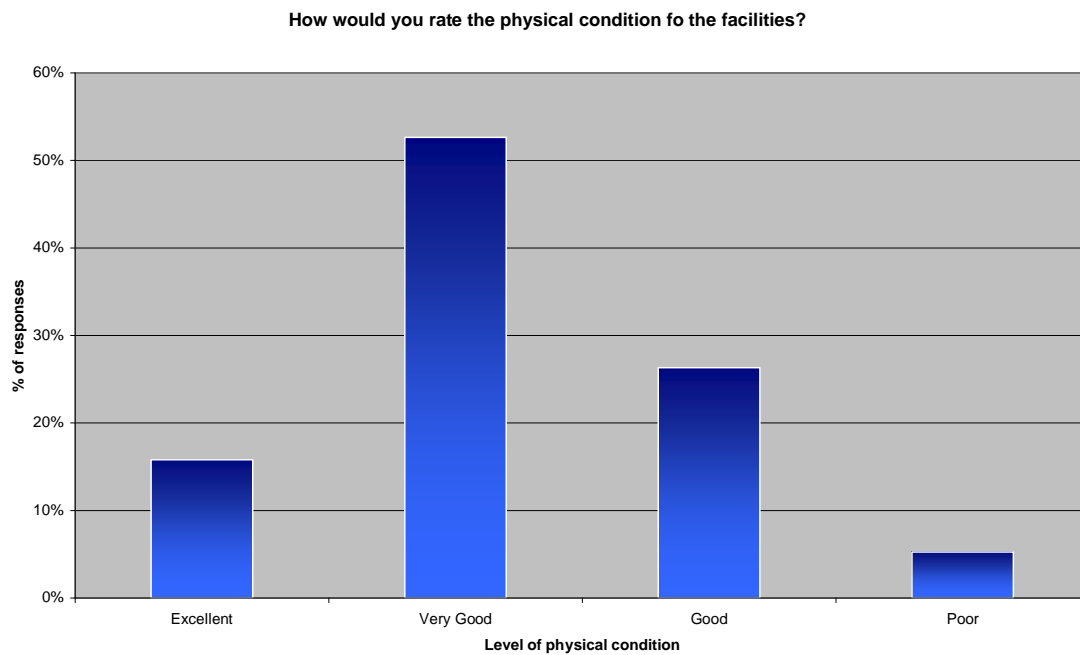
Clubs were asked to rate their clubs overall satisfaction with their current facilities. 30% were very satisfied with the facilities, 60% were satisfied and 10% were dissatisfied. No respondents were very dissatisfied with current facilities.

In conclusion, clubs are satisfied with the current facilities at their clubs as 90% indicated they were satisfied or very satisfied.

### Q5.7 How would you rate the physical condition of the facilities?

Figure 5: Level of physical condition of facilities

(n= 19)



Clubs were asked to rate the current physical condition of their facilities. 16% rated physical condition as excellent, 53% rated it as very good, 26% rated it as good and 5% rated the physical conditions of facilities as poor.

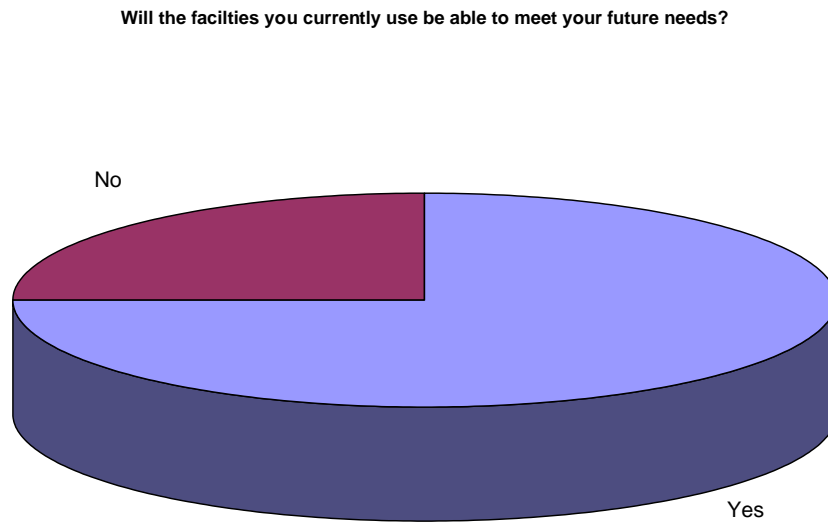
In conclusion, 95% of respondents rated the physical condition of their clubs at least good, with the majority rating physical condition at 'very good.'



### Q5.8 Will the facilities you currently use be able to meet your future needs?

Figure 6: Will facilities meet future needs?

(n= 20)



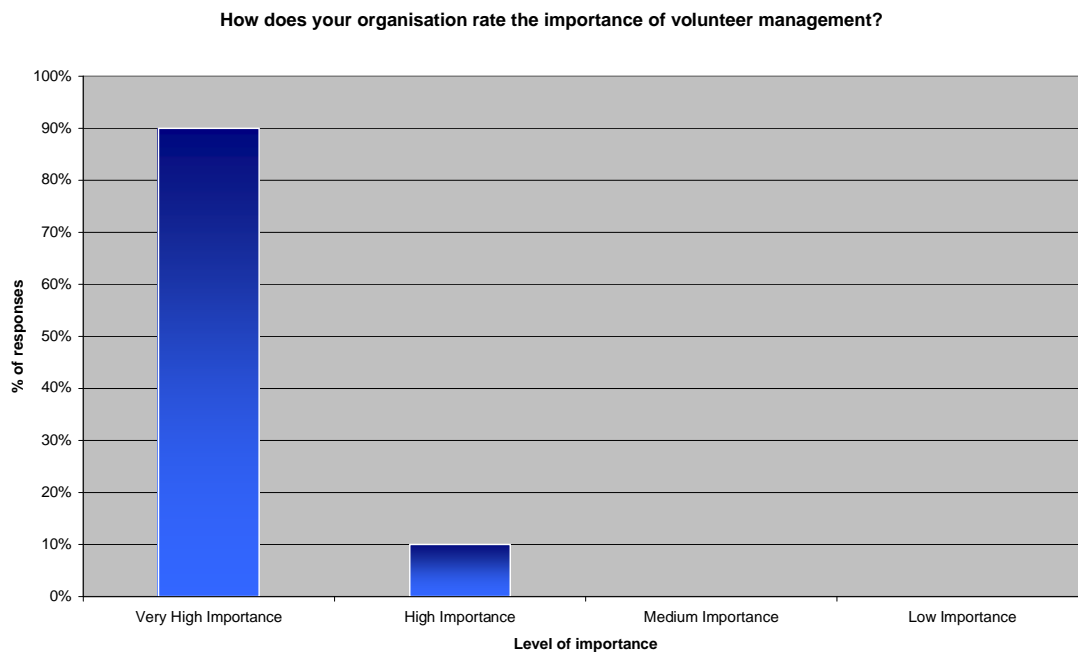
Clubs were asked to indicate whether their current facilities would be able to meet their future club needs. 75% of Clubs who responded said that they current facilities would meet future needs whereas 25% indicated they would not meet future needs.

These results suggest that current club facilities across most clubs will be able to meet future needs.

### Q6.9 How does your organisation rate the importance of volunteer management?

Figure 7: Level of importance of volunteer management

(n= 20)



When asked to rate the importance of volunteer management to their respective clubs an overwhelming 90% rated it as very high. An additional 10% rated volunteer management as of high importance. No respondents rated it as having medium or low importance.

These results suggest volunteer management is of very high importance to the majority of Eyre Peninsula Football Clubs.

**Q6.10 How many volunteers currently support your club or organisations activities?**

The following table presents the average, maximum and minimum volunteer numbers across the 15 clubs that responded to this question.

Table 4: Volunteer Numbers

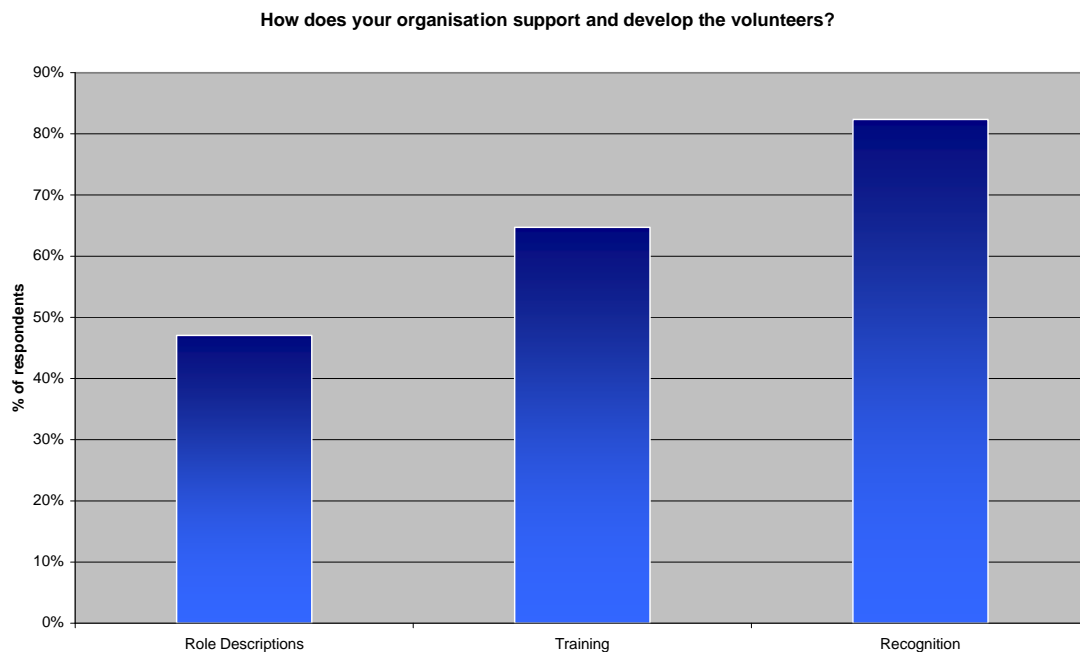
Ave.	Max.	Min.	n
65	185	15	15

Results show that volunteer numbers varies considerably. Clubs reported having from as little as 15 to as many as 185 volunteers. One club indicated that all positions within the club were filled by volunteers, indicating the necessity of volunteers. Analysis of the results suggests that there is an average of 65 volunteers per club. Survey results also indicate that club members and participants are expected to play a role in the running of the club, thus volunteer numbers will not exclusively be volunteers, but include players, trainers, etc. who volunteer at their club.

**Q6.11 How does your organisation support and develop the volunteers?**

Figure 8: Methods of supporting volunteers

(n= 17)



Participants were asked to indicate how they assisted and developed volunteers. Three possible response categories included Role Descriptions, Training and Recognition. Results show that 47% of clubs provide Role Descriptions, 65% provide Training for their volunteers and 82% of clubs provide volunteers with some form of Recognition.

### Other means of supporting volunteers

At least three clubs indicated that they pay for the development of their volunteers or reward them for exceptional efforts, hopefully encouraging them to continue supporting the club. One club indicated they rotated roles so that there was less incidence of volunteer burn out and one club indicated a 'pat on the back and a beer afterwards' was another way in which they supported and recognised their volunteers.

The questions concerning club volunteers highlighted the dependence clubs have on volunteers in maintaining a viable club. It is evident that clubs value their volunteers and see them as an essential part of a club's fabric. One club said it had experienced episodes of members trying to 'out volunteer' each other.

Q7.12 What in your opinion would be the ideal model (structure) that reinforces the standard of football across Eyre Peninsula?

Clubs were asked to indicate their preferred future structure for football across Eyre Peninsula. The following table lists some suggestions to come from respondents.

Table 5: Table of Club suggested EP football structure amendments

Suggested Structure Amendments

- Even team numbers per League, e.g. 6 or 8
- 3 Leagues on Eyre Peninsula  
     West, Central, Southern and Whyalla as an optional 4th.  
     Lower, Mid and Upper
- Cooperation between netball and football as well as senior and junior competitions
- Rezoning to create less teams overall
- West Coast Hawks and Wirrulla to join Far West League
- Continue with current model
- Join Mid West and Far West
- Merge the Port Lincoln Football League and Great Flinders Football League to form 6-8 viable football clubs
- Reorganisation of the Far West Football League
- Whyalla to become part of the Eyre Peninsula Football League

Although a few clubs did indicate that the current model is sufficient, most clubs identified the need for change and most of their suggestions revolved around possible re-zoning and/ or reshuffling of leagues and teams.

Q7.13 (a) How far would your club be prepared to travel to play football?

Clubs were asked to indicate how far their club members would be prepared to travel to games. The following table displays the average distance clubs would be prepared to travel for games. The table also highlights the maximum and minimum distances clubs recorded when asked how far they would be prepared to travel.

Table 6: Average distance prepared to be travelled by clubs for games

Ave. (Km)	Max. (Km)	Min. (Km)	n
131	200	70	14

Responses included a minimum for 70 kilometres and a maximum of 200 kilometres. On average club members would be prepared to travel 131 kilometres to a game. This closely reflects the distances that they currently travel to games. A few respondents highlighted the cost of travel was an issue.

Therefore, if distances to games were to remain the same or decrease, this would be looked upon favourably. Clubs indicated that players would not be prepared to travel further than they currently do.

Q7.13 (b) Would your club consider utilising neutral facilities if this reduced travel requirements?

This question resulted in a mix of responses from the clubs who answered the survey. Approximately 70% of respondents stated they would not consider utilising neutral facilities at all. The remaining respondents indicated they would consider the possibility to some extent, but additional comments suggested it was not something they wanted, but would keep an open mind about.

Of those who answered this question, there was some concern about losing a club's current support base, the loss of catering opportunities and home games and subsequent revenue opportunities. One club also indicated there may be a loss of club pride if this option was pursued another stating that this option would result in under utilisation of their current facilities.

Therefore, most clubs would consider the option of utilising neutral facilities to reduce travel requirements, but it is not something they have particular enthusiasm towards.

Q7.14 What role do you believe the EP Zone Council (or similar regional body) should play in supporting football on Eyre Peninsula?

The overwhelming response from clubs to this question was that they wanted the EP Zone Council to have a major role in administration and governance of football on Eyre Peninsula. There was also emphasis on the need for the EP Zone Council to ensure good levels of communication across all clubs and leagues. Other suggested aspects of the EP Zone Council role included;

Table 7: Suggested responsibilities of the EP Zone Council

#### Suggested responsibilities of the EP Zone Council

- Help all clubs to maintain a viable football environment
- Encourage beneficial change, and new ideas in football management
- Assist promotion of junior football, e.g. in schools
- Promote Eyre Peninsula football, locally, regionally, intra- and interstate, e.g. with AFL and SANFL
- Conduct consultation with all clubs

These suggestions indicate that clubs want the EP Zone Council to continue in their overseeing role of football on Eyre Peninsula.

### Q7.15 What would you like to see for the future of football on Eyre Peninsula?

When asked what they would like to see for the future of football on Eyre Peninsula, there were a number of recurring themes. Most clubs would like to see a healthy, balanced and strong competition across the region. They would like to see viability across all clubs and the alignment of the football season with the netball season. A number of respondents also noted that they wanted football/ netball to continue to be an outing for the whole family and for football to retain its community spirit. Other suggestions include:

Table 8: List of ideas for the future of football on EP

#### Ideas for the future of football on EP

---

- Whyalla to think about joining in with EP leagues
- A stronger, even and larger competition
- Vibrant social hubs revolving around football/netball clubs that bring communities together
- No conflict between larger centres and small country towns
- Netball aligning with Football
- Stronger focus on and greater support for junior development
- Port Magpies visiting each club
- Parents encouraging their children to continue involvement with football and netball
- For football to remain strong part of social life and family day
- More Development on Upper Eyre Peninsula creating jobs.
- Support for umpires
- Good accredited coaches
- All football leagues are financially viable
- Grandstand facilities at Centenary Oval in Port Lincoln
- Volunteer support and development