



**WESTON MOLONGLO FOOTBALL CLUB
RESPONSE TO CLUB SURVEY**

2013

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Introduction

Weston Molonglo Football Club thanks members who took the time to complete the Club survey in 2013. This was our first year running the survey and we hope that it will form a valuable data set to track our progress against the questions we ask over coming years.



The engagement of members with the survey was encouraging, with 139 responses completed. Valuable insight has been gained into the priorities for members and their assessment of how the Club is performing in the delivery of its services. The process has been an excellent opportunity for dialogue between the Club Executive and membership base, and will

hopefully create a beneficial flow of information and action in both directions.

This document forms the Club Executive's response to the survey results. A statistical analysis of the responses is at Attachment A, with the open-ended responses removed to maintain the privacy of those who submitted them.

Who filled out the survey?

A good cross-section of Club membership completed the survey. Of the respondents:

- 47 per cent were parents of players
- 24 per cent were Men's State League players
- 20 per cent were coaches
- 16 per cent were volunteers
- 16 per cent were junior boys players
- 8 per cent were Women's State League players
- 8 per cent were Women's Premier League players
- 5 per cent were junior girls' players

Given that 204 roles were nominated by the 139 respondents, it is clear that many respondents play more than one role across the Club and bring valuable perspective from a range of Club activities.

Why are respondents involved in the Club?

The most popular reason for involvement in the Club was 'supporting my kids', with 58 per cent of the nominations. 'Social' was the next most popular reason at 46 per

cent of responses, and 'fitness' came in third with 41 per cent of the responses. 'High performance', 'volunteering' and 'other' all came in with lower responses. Many respondents selected multiple answers.

The results suggest that the Club is still predominantly populated by members of the community who are involved to support their children's participation or achieve social and fitness objectives. As an Executive, we are mindful of this fact in seeking to encourage participation from players of all skill and experience levels, as well as creating opportunities for players to socialise through Club events including Presentation Nights and Days. In

2014, the Senior Club will be adding a Trivia Night to the list of events and in 2013 we were also successful in negotiating subsidised food and drink for senior players after their matches on weekends. The Club will continue to promote these events and is open to hearing other ideas on how to build on them.



In terms of junior participation, the Club continues to expand its offering of services with more highly qualified junior coaches than any previous year. The WMFC Junior Academy is taking its first steps, with training activities for children in the U9-12 age groups. An inaugural summer skills clinic for girls was also held by the Women's Premier League coaching staff for all girls in those age groups, and the concept will be expanded to more junior players in 2014.

How many years have you been involved in the Club?

Many respondents (40 per cent) have been involved with the Club for 1-3 years, with numbers dropping off between the fourth (8 per cent) and fifth (3 per cent) years before growing for 'more than five' years (49 per cent).

This result could be reflective of broader demographic movements in Canberra with regular work postings and a transient population. However, it presents an interesting level of base data to compare of surveys in coming years. The Executive will be vigilant in analysing any trend in membership decreases when the dataset grows, and seek to identify why they may be occurring.

Club communication

Overall, the Club received an average rating of 6.73 out of 10 for the effectiveness of its communications. A significant proportion of respondents accessed club communications via email (94 per cent), with 39 per cent checking the website, 26 per cent liking the Facebook page and 26 per cent reading the Club newsletter.

The most valued information was admin (registration, insurance, competition details etc) with 85 per cent of respondents interested in it. Club events were the next most popular information with 68 per cent, while photographs and personal / team stories were also popular with 42 and 40 per cent respectively.

This has highlighted the importance of information emails beyond the monthly newsletters. The Executive will ensure that targeted emails are sent to appropriate segments of the member group in 2014 between newsletters, such as the recent email about registration coming online to all senior players. We also welcome more content on individual teams and players – please send any good stories to newsletter@wmfc.org.au and it will appear in the newsletters.



It is also clear that the Club website is an important information hub. Accordingly, the Club has recently upgraded its website format for a more user-friendly interface, which can be accessed more easily on mobile devices. The homepage now has regular news stories and updates, with other sections clearly identifying other useful information such as contact details and registration information. It will be

contributed to regularly throughout 2014.

While members gave the Club a solid endorsement with their rating of 6.73, it is clear that more work needs to be done on communication to achieve excellence. We will continue to work at improving information flow to all segments of the Club in 2014, using the above priorities to guide us.

Club services

Overall, members gave the Club a rating of 6.77 out of 10 for the delivery of services in 2013. In order of priority, members ranked the services of importance to them in the following order:

- Jerseys
- Training gear

- Coaching education
- High performance team support
- Reimbursements for coaching volunteers
- Yearbooks
- Club events (eg Presentation Night)
- Merchandise

This result reinforces the focus of the Club in the last two years on jersey and training equipment procurement. A new whole-of-Club equipment deal was signed with Allsports Direct in 2013, allowing for discounts to the Club given its bulk purchases. A new jersey design was released and for the first time in recent memory, the senior club started inventorying its equipment.

Equipment budgeting has moved from a period large expenditure to smaller, regular expenditures year to year. Accordingly, equipment will now be replaced gradually as it becomes old and in 2014 players will see more new equipment become available. This includes the purchase of two full-size, collapsible goals and more training equipment for senior players.



Coaching education has also been a focus, with a Technical Committee established and a dedicated pool of money to assist coaches with the cost of courses. By the end of 2014, all Premier League coaches for men and women will be C License qualified or higher. We also encourage social players and coaches to pursue their FFA qualifications.

The Executive has also noted the lower priority accorded to yearbooks and will examine ways to decrease costs associated with them in 2014, including provision of electronic versions unless specifically requested by members. More discussion will be held on this topic during the year.

Reimbursements for coaching volunteers will continue for senior players, with a system of journal-keeping by team managers and a repayment of registration fees to players who volunteered at the end of the season.

Volunteering

While understandable that 26 per cent of respondents said they were too busy to volunteer, it was also extremely encouraging to hear that 74 per cent of respondents are willing to undertake volunteer activities for the Club. A commitment of under one hour was favoured by 22 per cent, while 42 per cent said they could contribute 1-2 hours per week and 15 per cent indicated willingness for over 2 hours.

This response suggests that many members are happy to engage in volunteering, but may be unaware of what roles are required and how to express interest. Accordingly, the Club has launched a Volunteers page on its redesigned website where the roles are listed, including task descriptions and estimated time commitments. We hope that members will take up the challenge and help to improve the Club through avenues that suit their situation.

General comments

There were 59 responses provided in the open-ended section of the survey, which are reproduced in full at Attachment A. Below is a summary of the main themes that came up in the responses which have not been covered above, and the Executive's response to each. The Club has also taken on board the other feedback about content of the survey and specific issues, which we will consider.

Club focus on high performance

A number of comments were critical about the Club's increased focus on high performance pathways, including the men's and women's Premier League. In particular, there was concern that other players were subsidising the registration fees for the men's and women's first teams, and that there was a lack of focus on other segments of the Club.

The Executive has taken this feedback on board. We will continue to build our high performance pathways so that we can offer a full range of services to all members of the Weston Molonglo community no matter what their skill level. However, we have budgeted in 2014 to source the high performance player subsidy and coaching education entirely from sponsorship and fundraising revenue. This means that no players will be subsidising other players through their registration fees. This will require an increase in sponsorship revenue, and accordingly the Club is actively seeking a volunteer Sponsorship Coordinator to assist with the task.



In exchange for their larger share of that revenue, the players in the first teams are required to contribute more to fundraising activities. The players do double shifts on the Club barbeque and canteen, and will be organising a Trivia Night in 2014. They will also be called upon to participate in junior clinics, and the well-qualified Premier League and Capital League coaches will be running clinics for children of all abilities and ages. In this way, the presence of high performance stream at the Club is beneficial to all members and now no longer be supported by other players.

Club registration fees

Concern was expressed about the levels of registration fees and what players are receiving in return for the fees. Unfortunately, the Club is not responsible for the vast majority of fees, which are levied by the FFA and Capital Football. A full breakdown of where fees go is available on the Club website under the registration tab, and it demonstrates that they are at the bare minimum to meet costs.

In fact, the sponsorship and fundraising revenue also subsidises costs for players which would be higher without these efforts. As the Club is entirely run by volunteers, the only way to reduce fees further is for more volunteers to step forward to secure sponsorships. We encourage members to volunteer for the Sponsorship Coordinator role, in order to make this objective a reality.

However, fees will not change significantly in 2014 across the Club and senior fees will not increase at all. Players will also continue to see upgrades in equipment at the Club. This is a gradual process as much of the equipment was not replaced regularly for a significant period of time. The current Executive is now gradually replacing and upgrading it in a financially responsible manner.

Technical development



Various suggestions were made about training and grading techniques and methods. The Club has appointed a Technical Director who holds an Asian Football Confederation C License, and he presides over a Technical Committee who are tasked with improving the quality of player development and coaching across

the Club in line with the FFA National Curriculum. The suggestions have been passed on to him, and he can be contacted directly at technical@wmfc.org.au.

Organisation of junior Men's Premier League, and more general junior grading and training in 2013

A number of comments related to confusion with the grading and team nomination process for juniors in 2013, and particularly for the Club's new junior Men's Premier League teams. The Club would like to apologise to the parents and players for the difficulties experienced during this process, and acknowledges that there were a number of problems with the way this was run.

The cause of the confusion was the very late confirmation of our participation in the junior Men's Premier league competitions. We had applied for a full Men's Premier League license and been rejected, but it was not until a matter of days before the trials that we were able to confirm a Memorandum of Understanding with Cooma

Tigers to supply their U12 and U14 Premier League sides. Despite the difficulties in getting these sides running given the timeframe, the Club made the decision that this was an invaluable opportunity which would be closed to it for a number of years if we did not proceed. This risked losing a significant number of our boys players to other clubs who were fielding premier league sides, as many players moved up into the new competition.

We feel that the decision was the right one, and has now paid off with a more organised and complete pre-season in 2014 along with the addition of a PL U16 team coached by former Canberra FC Men's Premier League Head Coach Robbie Graham. We hope that parents will find the process much smoother this year and the grading decisions more considered, but remain open to further feedback on how this can be improved. Please email any suggestions to junior_chair@wmfc.org.au.

Lack of referees and reimbursement of referee volunteers

Another issue of concern was the lack of referees and need to reimburse referee volunteers. This problem is specific to senior grades, and in particular lower men's state league.

The Club has taken this on Board and developed a number of solutions. The first is a registration fee reimbursement for players who are forced to referee their matches. Managers will keep a journal of players that referee during the season, and half of the referee fees for the match will be reimbursed to them for each match they referee at the end of the year.

Members of the Club executive also helped to run a Capital Football review of the Men's State League which has enacted a number of measures to improve scheduling and maximise availability of referees throughout the grades.



However, the main solution to the refereeing shortage continues to be the need for more football players and followers in the ACT to become referees. Capital Football provides refereeing courses and pays registered referees for every game they officiate. The Club has now included information on the courses on its website under the 'Referees' page, and will reimburse the full amount of course fees for newly qualified Club referees after they complete their first season. We encourage more players to take advantage of these support measures.

Field allocation, quality and new fields

A number of comments were made about allocation of fields for training and games, as well as the quality of fields and the availability of new facilities for the Club. We have taken on board the scheduling suggestions which we will raise with Capital Football for games, and factor in when allocating training fields.



In terms of new facilities for the Club, we continue to discuss the issue with the ACT Government and Capital Football. We have secured access to the new Stromlo Park facility, which is being built in Molonglo. In the next 1-2 years before its completion, we are also discussing with Capital Football the availability of other facilities in

South Canberra to take the load off Waramanga. Due to field maintenance and construction of new facilities, the options are limited in 2014 but we will continue to make representations on this issue.

Engagement of volunteers, including parents

As mentioned above, the Club is pursuing a number of measures to increase the uptake of volunteering including a dedicated page on the Club website with information. However, we recognise that parents are a significant untapped resource. We invite any parents who are interested in volunteering to contact junior_chair@wmfc.org.au or senior_chair@wmfc.org.au to express their interest.

Positive feedback on direction of the Club and administration

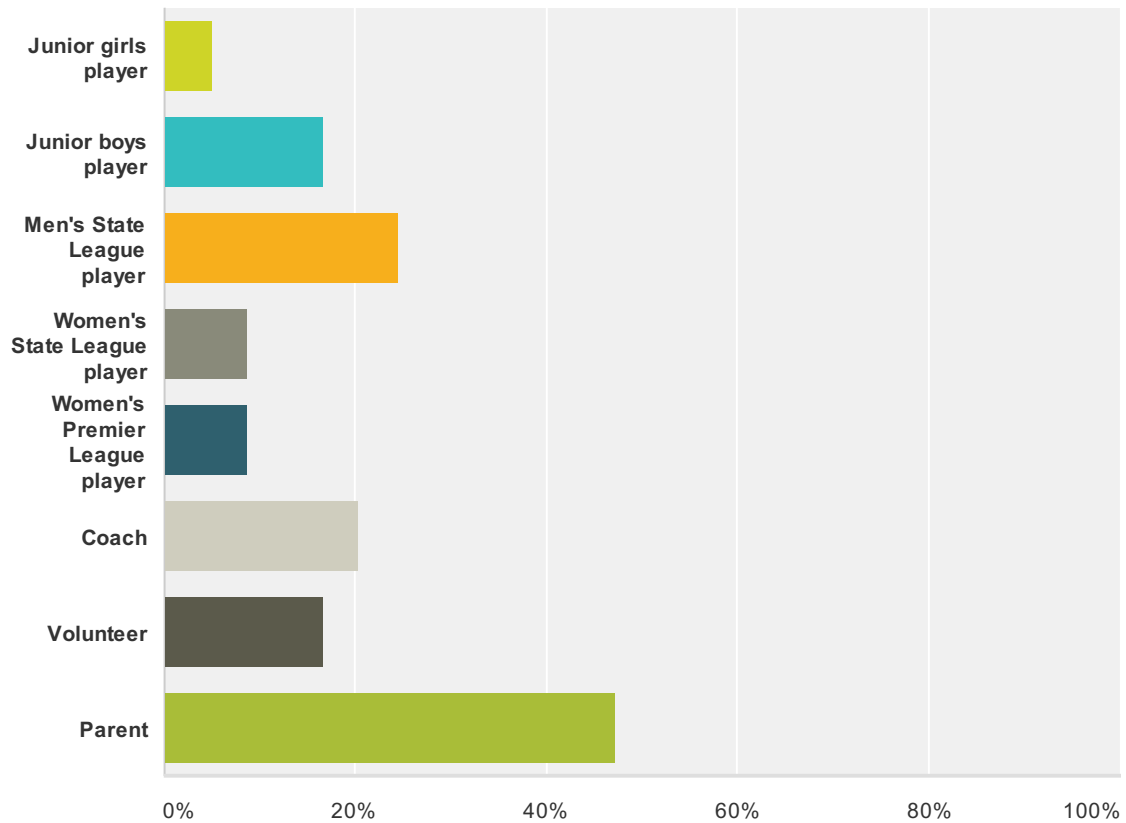
Thank you for your kind words and support. We all come back to volunteer each year because of you! The Club is an excellent organisation with wonderful people involved, and we hope to see all of you in black and white for many years to come!

ATTACHMENT A

STATISTICAL ANALYSIS OF RESPONSES TO SURVEY

Q1 Which of the following describes your involvement with the Club? (You can choose multiple options)

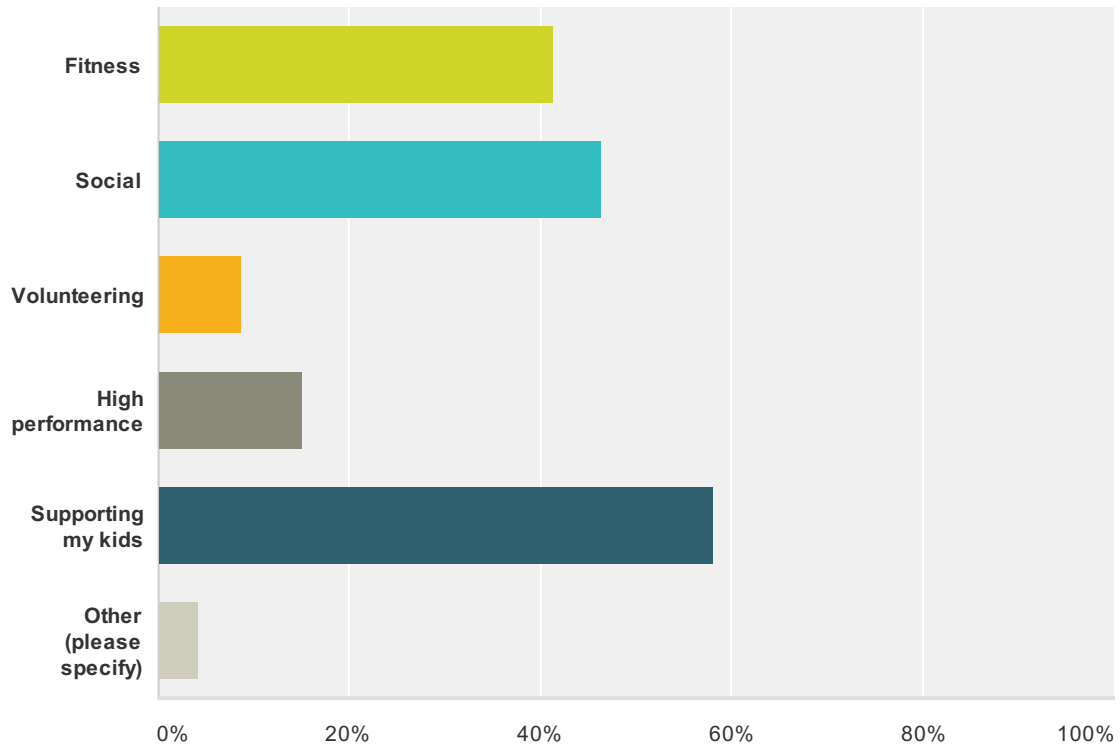
Answered: 138 Skipped: 1



Answer Choices	Responses
Junior girls player	5.07% 7
Junior boys player	16.67% 23
Men's State League player	24.64% 34
Women's State League player	8.70% 12
Women's Premier League player	8.70% 12
Coach	20.29% 28
Volunteer	16.67% 23
Parent	47.10% 65
Total Respondents: 138	

Q2 Why are you involved with the Club? (You can choose multiple answers)

Answered: 138 Skipped: 1

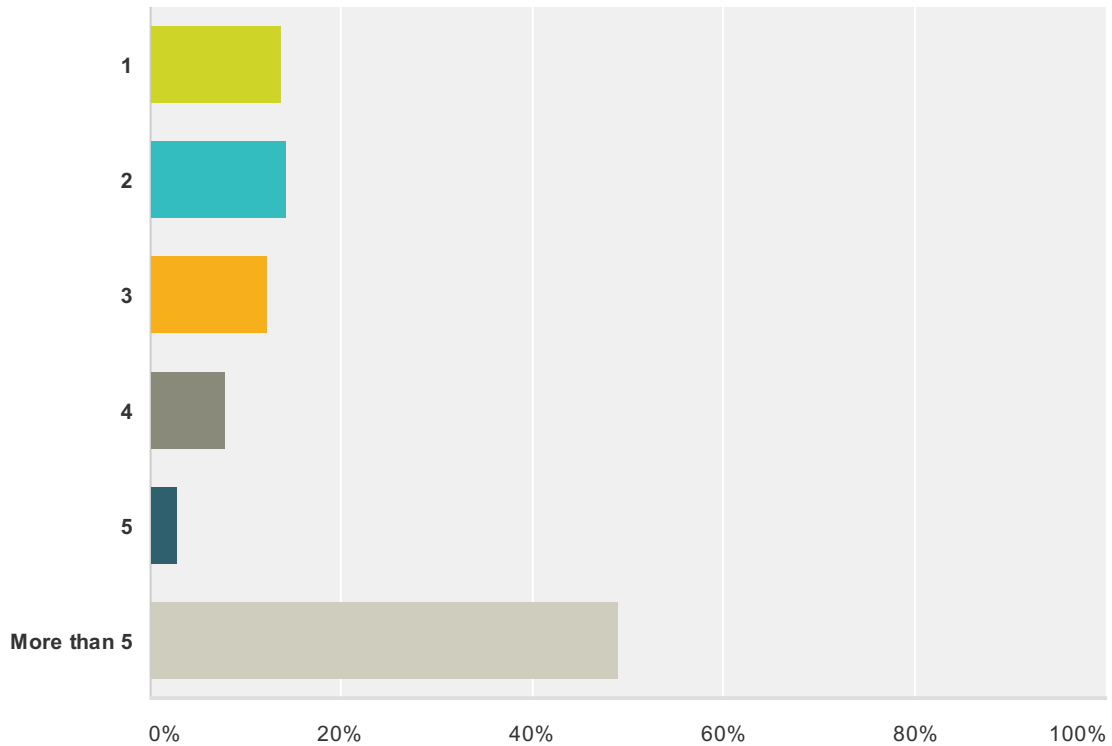


Answer Choices	Responses
Fitness	41.30% 57
Social	46.38% 64
Volunteering	8.70% 12
High performance	15.22% 21
Supporting my kids	57.97% 80
Other (please specify)	4.35% 6
Total Respondents: 138	

#	Other (please specify)	Date
1	love the game	12/6/2013 5:40 AM
2	Love the game	10/2/2013 9:13 PM
3	coaching	10/1/2013 9:46 AM
4	good football	10/1/2013 5:18 AM
5	family members volunteer	9/30/2013 10:11 PM
6	Fun	9/30/2013 8:27 PM

Q3 How many years have you been involved with the Club?

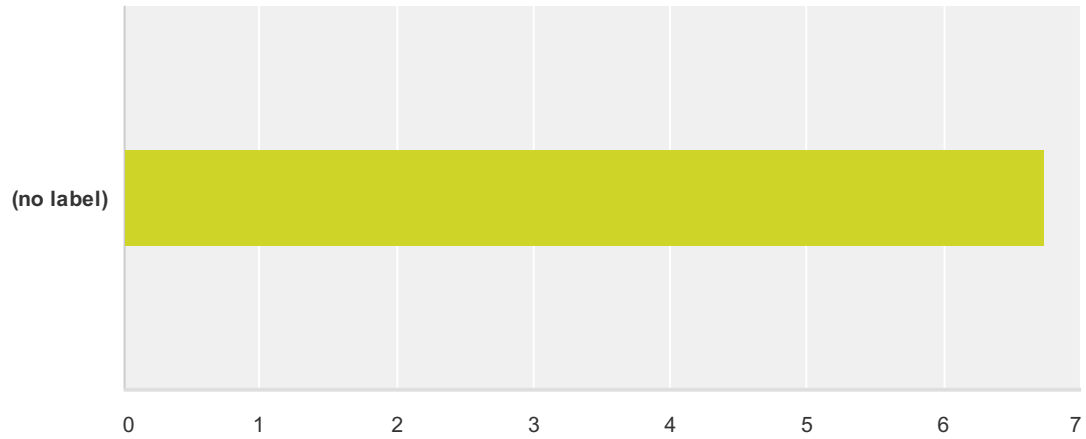
Answered: 139 Skipped: 0



Answer Choices	Responses	
1	13.67%	19
2	14.39%	20
3	12.23%	17
4	7.91%	11
5	2.88%	4
More than 5	48.92%	68
Total		139

Q4 How would you rate the effectiveness of communication from the Club this season, from 1 to 10? (10 is the highest)

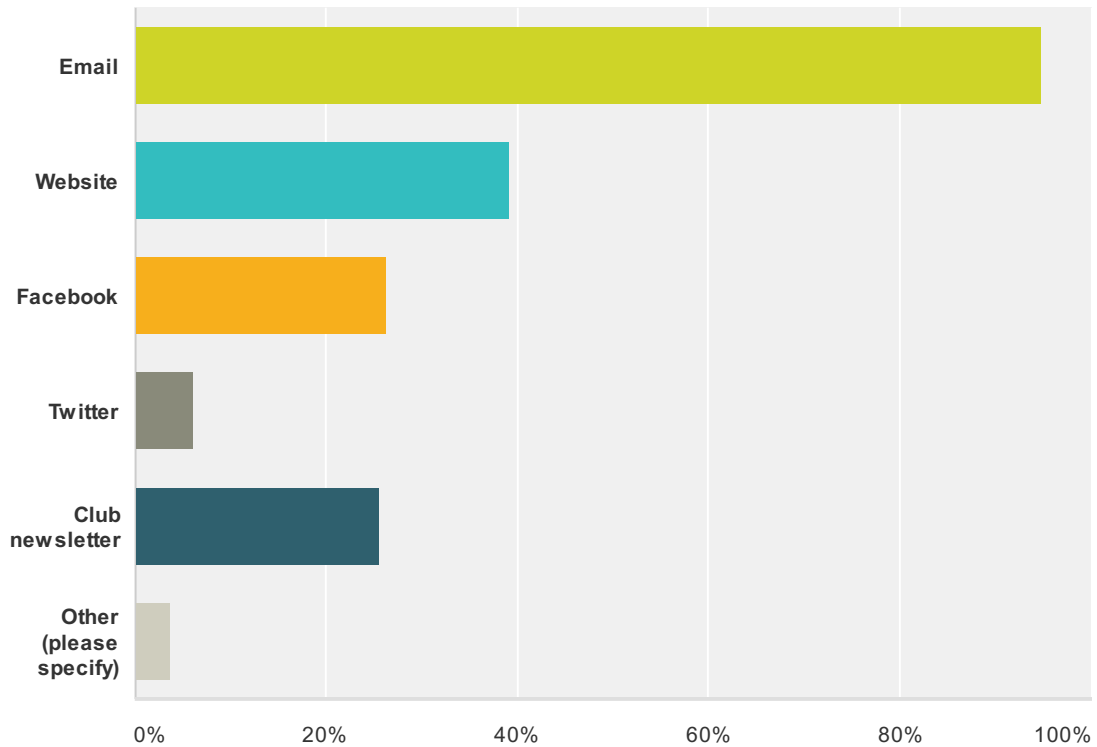
Answered: 128 Skipped: 11



	1	2	3	4	5	6	7	8	9	10	Total	Average Rating
(no label)	0% 0	0.78% 1	7.03% 9	5.47% 7	10.16% 13	9.38% 12	30.47% 39	25% 32	8.59% 11	3.13% 4	128	6.73

Q5 How do you prefer to receive information from the Club? (You can choose multiple answers)

Answered: 133 Skipped: 6

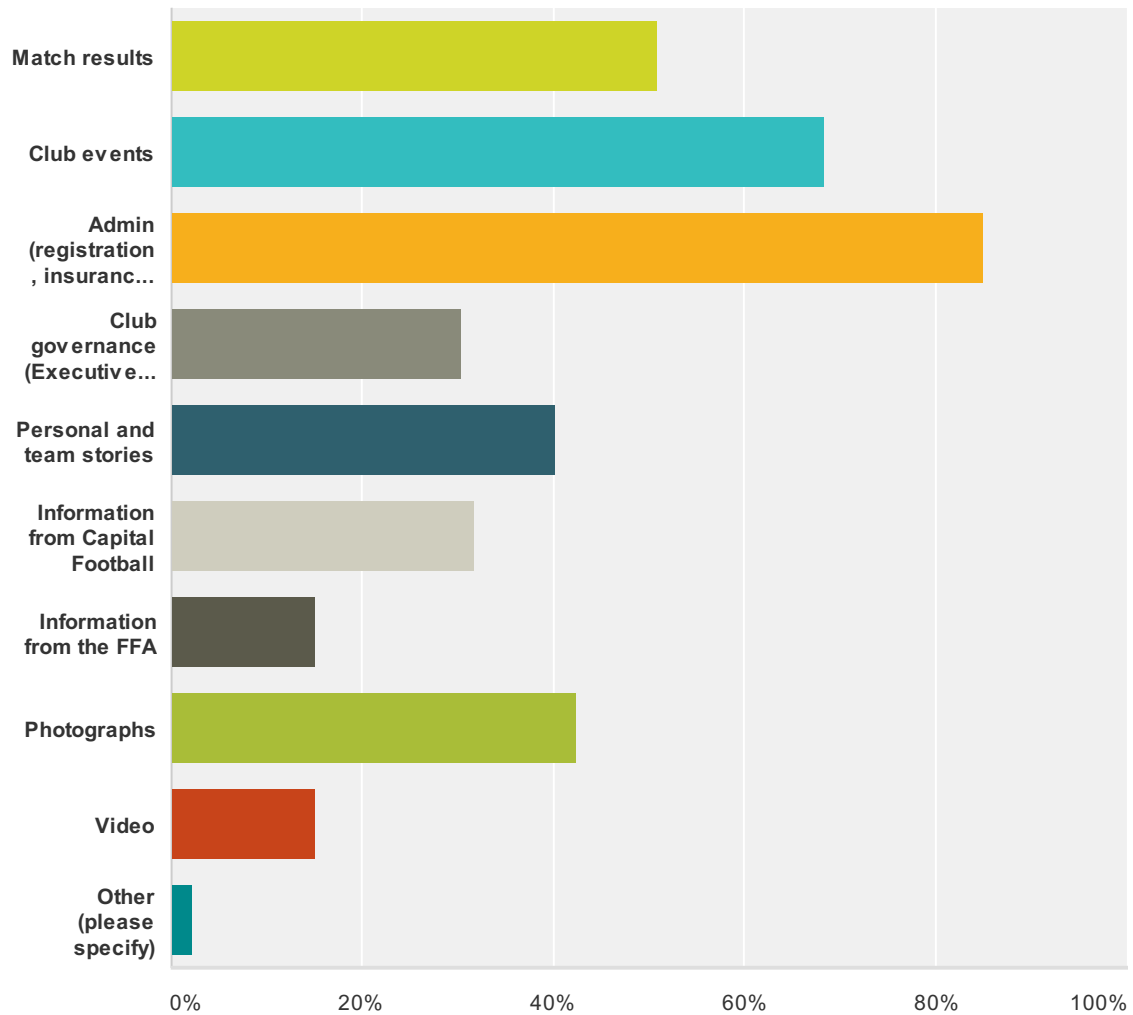


Answer Choices	Responses
Email	94.74% 126
Website	39.10% 52
Facebook	26.32% 35
Twitter	6.02% 8
Club newsletter	25.56% 34
Other (please specify)	3.76% 5
Total Respondents: 133	

#	Other (please specify)	Date
1	Also love the yearbook	10/1/2013 9:12 PM
2	Through team coaches/managers that are fully informed.	10/1/2013 9:51 AM
3	I don't have a facebook account so if you rely solely on your facebook page to communicate you will miss some people	10/1/2013 9:13 AM
4	not everyone is on facebook or uses twitter	10/1/2013 5:21 AM
5	through managers	9/30/2013 8:32 PM

Q6 What information are you most interested in the Club providing? (You can choose multiple answers)

Answered: 132 Skipped: 7



Answer Choices	Responses
Match results	50.76% 67
Club events	68.18% 90
Admin (registration, insurance, competition details etc)	84.85% 112
Club governance (Executive decisions, strategic plans etc)	30.30% 40
Personal and team stories	40.15% 53
Information from Capital Football	31.82% 42
Information from the FFA	15.15% 20
Photographs	42.42% 56
Video	15.15% 20

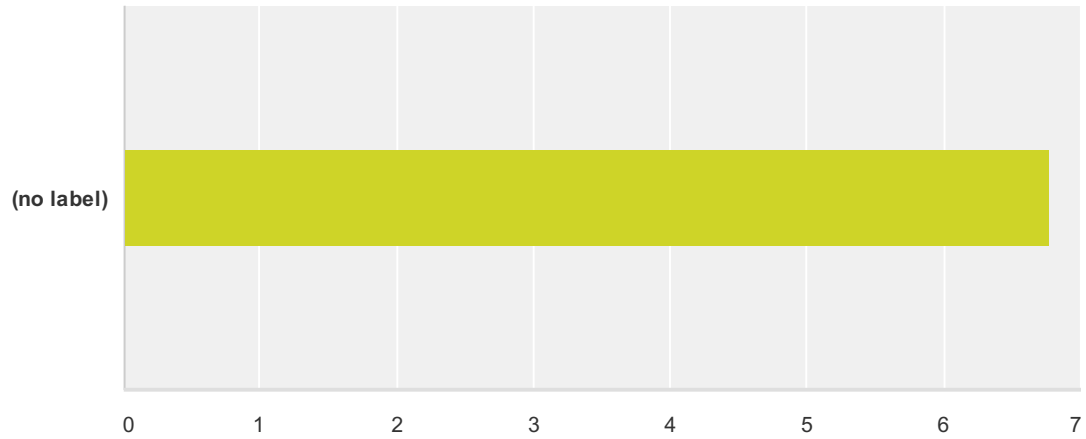
2013 WMFC Club Survey

Other (please specify)	2.27%	3
Total Respondents: 132		

#	Other (please specify)	Date
1	Player profiles	12/5/2013 4:58 PM
2	EXTRA INFO FOR MANAGERS AND COACHES EG TEAM DRILLS	10/5/2013 4:39 PM
3	ground closures	10/1/2013 2:59 PM

**Q7 How would you rate the services
provided to you by the Club this year, from
1 to 10? (10 is highest)**

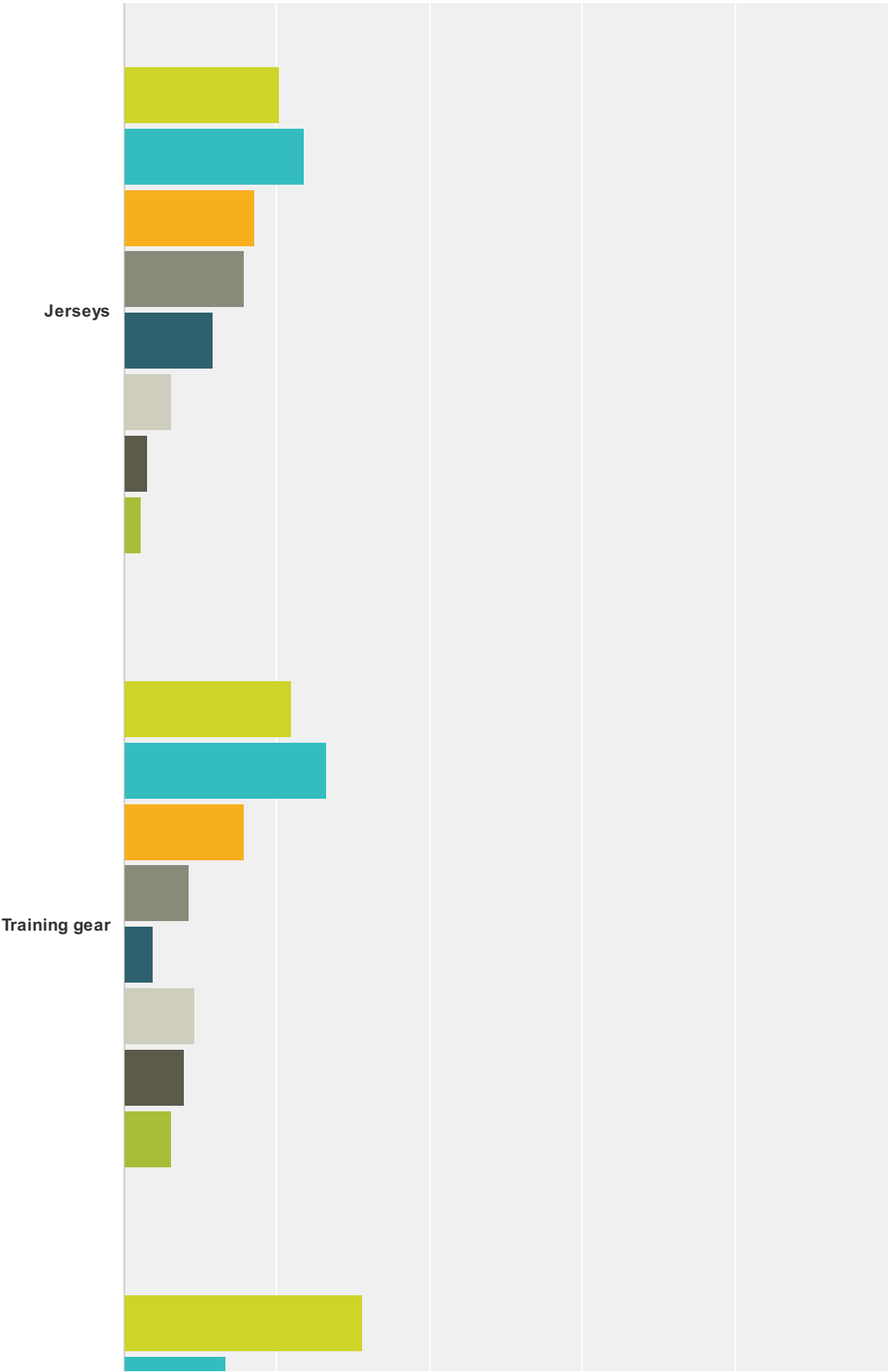
Answered: 124 Skipped: 15



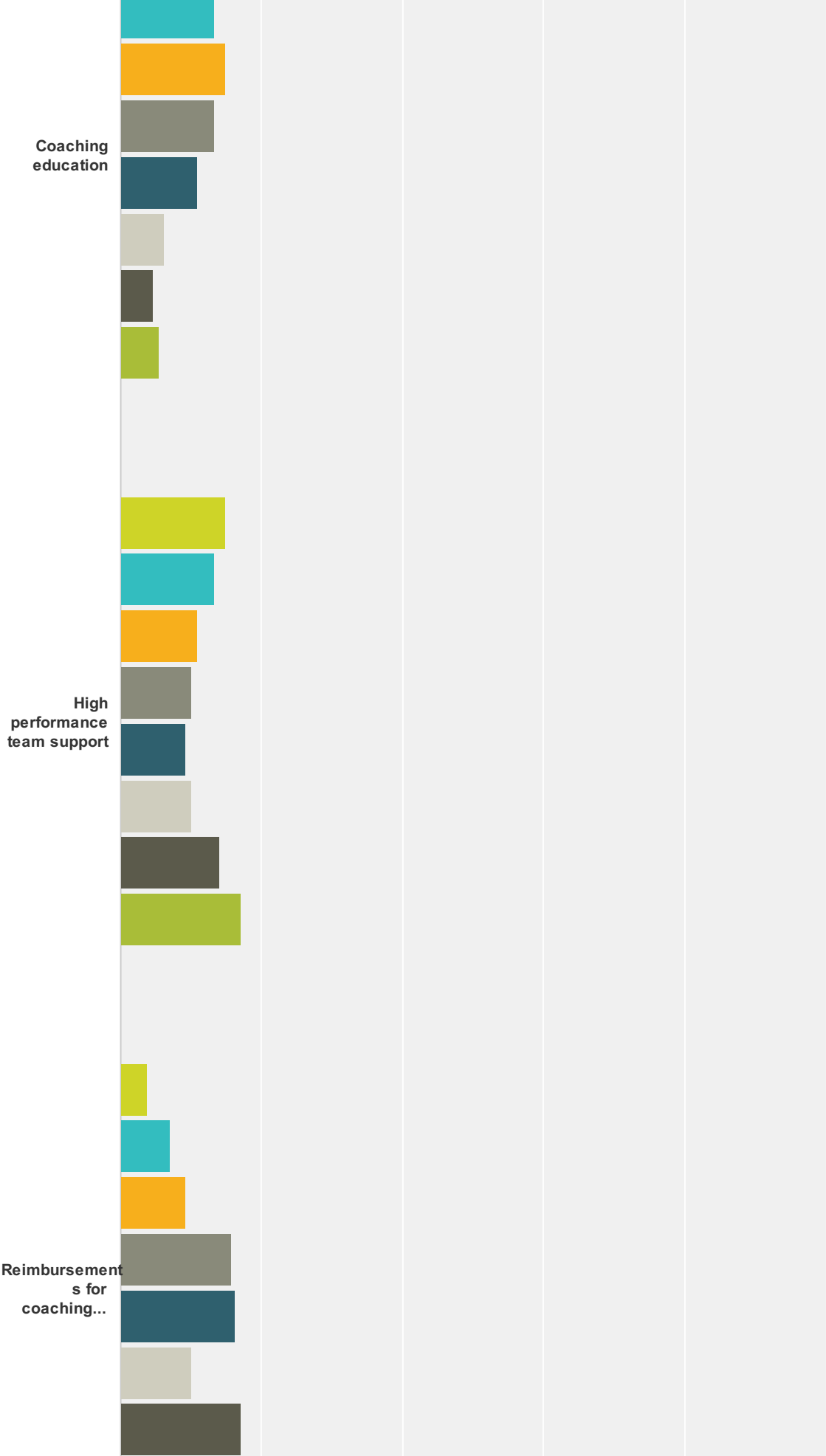
	1	2	3	4	5	6	7	8	9	10	Total	Average Rating
(no label)	0% 0	2.42% 3	4.84% 6	7.26% 9	9.68% 12	8.87% 11	24.19% 30	29.03% 36	11.29% 14	2.42% 3	124	6.77

Q8 Please rank the following Club services in order of importance to you: (1 is the highest).

Answered: 128 Skipped: 11



2013 WMFC Club Survey

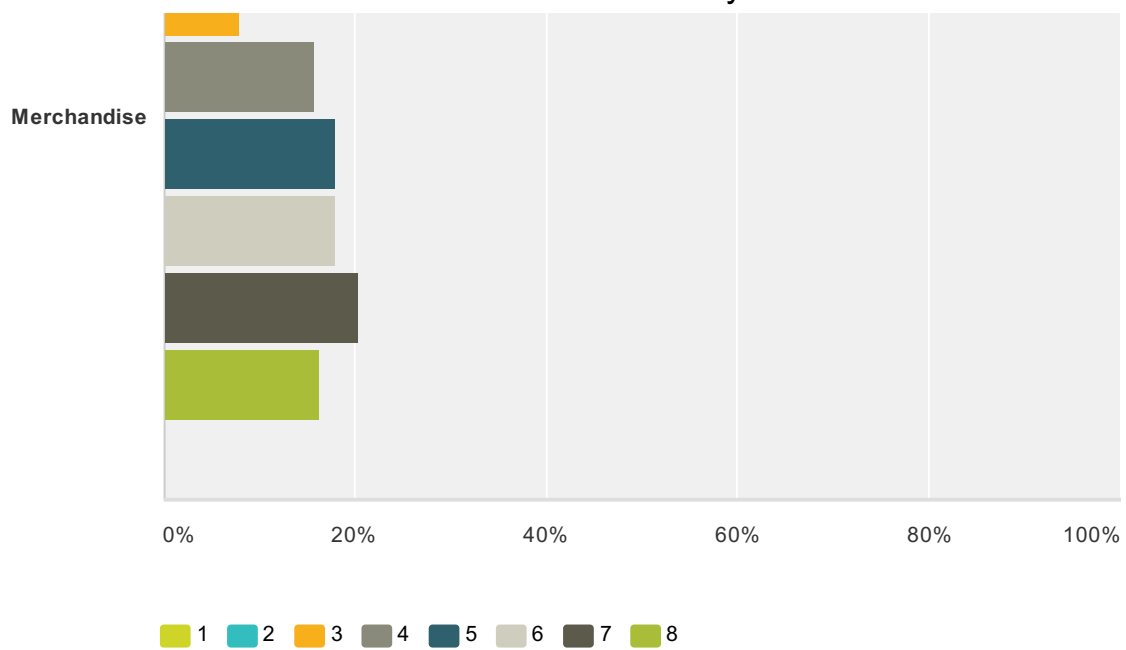


2013 WMFC Club Survey

Yearbooks

Club events
(eg
Presentati...

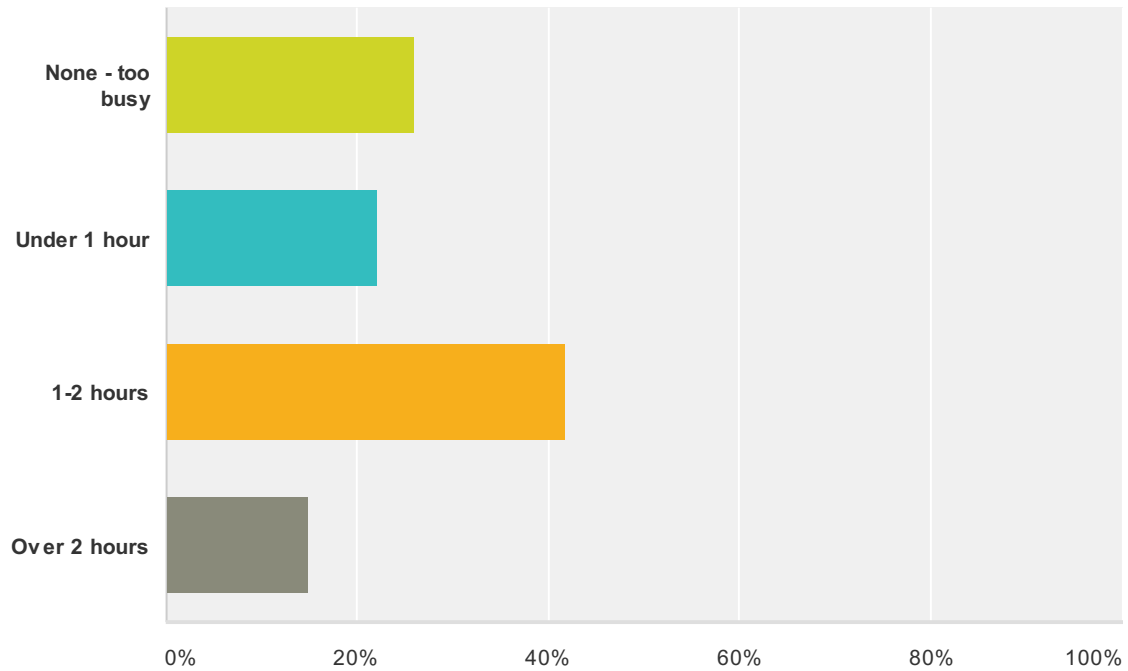
2013 WMFC Club Survey



	1	2	3	4	5	6	7	8	Total	Average Ranking
Jerseys	20.31% 26	23.44% 30	17.19% 22	15.63% 20	11.72% 15	6.25% 8	3.13% 4	2.34% 3	128	5.82
Training gear	21.88% 28	26.56% 34	15.63% 20	8.59% 11	3.91% 5	9.38% 12	7.81% 10	6.25% 8	128	5.63
Coaching education	31.25% 40	13.28% 17	14.84% 19	13.28% 17	10.94% 14	6.25% 8	4.69% 6	5.47% 7	128	5.76
High performance team support	14.84% 19	13.28% 17	10.94% 14	10.16% 13	9.38% 12	10.16% 13	14.06% 18	17.19% 22	128	4.41
Reimbursements for coaching volunteers	3.91% 5	7.03% 9	9.38% 12	15.63% 20	16.41% 21	10.16% 13	17.19% 22	20.31% 26	128	3.66
Yearbooks	0.78% 1	8.59% 11	13.28% 17	8.59% 11	16.41% 21	18.75% 24	13.28% 17	20.31% 26	128	3.58
Club events (eg Presentation Night)	6.25% 8	4.69% 6	10.94% 14	12.50% 16	13.28% 17	21.09% 27	19.53% 25	11.72% 15	128	3.78
Merchandise	0.78% 1	3.13% 4	7.81% 10	15.63% 20	17.97% 23	17.97% 23	20.31% 26	16.41% 21	128	3.36

Q9 How much time per week would you be willing to volunteer for the Club, if there were appropriate roles to fill it?

Answered: 127 Skipped: 12



Answer Choices	Responses	
None - too busy	25.98%	33
Under 1 hour	22.05%	28
1-2 hours	41.73%	53
Over 2 hours	14.96%	19
Total Respondents: 127		