

# Understanding 7 things that contribute to member satisfaction

Decent facilities	Great coaches	Good communication
What this means...	What this means...	What this means...
<ul style="list-style-type: none"> <li>Facilities are well-looked after and fit for purpose</li> <li>The right equipment, in good condition and enough of it</li> <li>Clean and tidy changing rooms and showers</li> <li>Cold drinking water is readily available</li> <li>There are good and working kitchen facilities – preparation and wash-up areas, dishwasher, kettles, oven, etc. and BBQ for outdoors</li> <li>Good and ample parking or public transport information</li> <li>Club bar – alcohol and soft drinks</li> <li>Club-room for social activities</li> </ul>	<ul style="list-style-type: none"> <li>Coaches are knowledgeable, understanding and compassionate</li> <li>Available, patient and supportive</li> <li>Have technical expertise</li> <li>Can identify the strengths and weaknesses of players and act accordingly</li> <li>Offer constructive criticism</li> <li>Respecting the individual – one size does not fit all (athlete-centred approach)</li> <li>Are good communicators and communicate clearly</li> <li>Are passionate and enthusiastic about the sport</li> <li>Available for the whole club, e.g. coach development modules and mentoring opportunities</li> </ul>	<ul style="list-style-type: none"> <li>All club members have access to communications</li> <li>The club fully informs its members of events and activities and changes to schedules</li> <li>The club communicates in a meaningful, relevant and timely manner</li> <li>There is consistency in communications</li> <li>Communications are concise and accurate</li> <li>Communications are two-way e.g. mechanism for members to easily feedback to leadership committee / suggestion boxes, etc.</li> <li>Ability to choose how to receive e.g. text, email, etc.</li> <li>Weekly newsletter during the season e.g. past week’s results, upcoming events, today’s events, information about the club, event opportunities in New Zealand, social events and activities</li> <li>Wide range of ways to communicate e.g. face-to-face, text, email, Facebook, Twitter</li> <li>Up-to-date website</li> </ul>
What this doesn’t mean...	What this doesn’t mean...	What this doesn’t mean...
<ul style="list-style-type: none"> <li>Dirty changing rooms and club areas</li> <li>Damp, leaky and mouldy changing areas</li> <li>Lack of or damaged equipment</li> <li>Poorly maintained courts and inconsistent playing areas</li> </ul>	<ul style="list-style-type: none"> <li>Inexperienced and lacking people skills</li> <li>Not interested in developing players</li> <li>Not readily available / difficult to get access to them</li> </ul>	<ul style="list-style-type: none"> <li>Sporadic and inaccurate communications and not timely</li> <li>Failure to communicate last minute changes e.g. cancellations, change of venue, etc.</li> <li>Conflicting or confusing communications</li> </ul>

Fulfilling potential	Friendly and welcoming	Professionalism and expertise
<p>What this means...</p> <ul style="list-style-type: none"> <li>• Encouraging and supportive environment</li> <li>• Expert coaching</li> <li>• Allow people to challenge themselves against better players</li> <li>• Asking players what their goals are and helping them to achieve those goals e.g. support, training, coaching, etc.</li> <li>• Mentors e.g. someone to support me as a club member not just as a player</li> <li>• Give me information about what is available e.g. give parents information for their kids</li> <li>• Don't be restrained by club resources</li> <li>• Recognition when potential is fulfilled e.g. prize giving</li> </ul>	<p>What this means...</p> <ul style="list-style-type: none"> <li>• Open and inclusive in its culture</li> <li>• Welcomes new members</li> <li>• Makes it easy for new members to feel at ease e.g. buddy system, history of club and tour of facilities</li> <li>• Introduces members to coaches, managers and supplies a contact list</li> <li>• Not hierarchical</li> <li>• Fosters a culture of approachability, understanding and warmth e.g. all key personnel display these values, make conversation, smile, say hello to each other, invite people in, etc.</li> <li>• All members are encouraged to take part in things</li> <li>• Everyone is given a fair go on the courts</li> <li>• The club encourages good sportsmanship</li> <li>• The club provides a safe and welcoming environment for families / children</li> </ul>	<p>What this means...</p> <ul style="list-style-type: none"> <li>• Well-run (organised and efficient) and financially stable</li> <li>• Transparency (governance, objectives, finances)</li> <li>• Good etiquette on and off the courts</li> <li>• Club uniform – smart and fosters pride</li> <li>• Partnerships – brands / businesses want to be associated with</li> <li>• Ability to secure local government funding</li> <li>• Competing in events regionally</li> <li>• Regularly involved in the wider sports area e.g. at regional and national levels</li> <li>• Builds profile – interacts with other clubs</li> <li>• Caring but firm with the rules</li> <li>• Strong retention of members and development of new membership</li> </ul>
<p>What this doesn't mean...</p> <ul style="list-style-type: none"> <li>• Disinterested in players' development</li> <li>• Incomplete or no player pathway</li> <li>• Obstructive or hierarchical</li> </ul>	<p>What this doesn't mean...</p> <ul style="list-style-type: none"> <li>• The club is cliquey / old guard / elitist</li> <li>• People don't acknowledge or talk to each other</li> <li>• People get ignored or rebuffed</li> </ul>	<p>What this doesn't mean...</p> <ul style="list-style-type: none"> <li>• Finances are a mess</li> <li>• Inward looking and lacking good organisation</li> </ul>
<b>Good social environment</b>		
<p>What this means...</p> <ul style="list-style-type: none"> <li>• Regular contact and interaction between members, mix things up e.g. men play with women and juniors</li> <li>• Mid-week tournaments</li> <li>• Good sized social area with appropriate amenities e.g. kitchen, bar</li> <li>• End of season prize giving – not just the best performing player but fair play and volunteer awards</li> <li>• Social events and function throughout the season e.g. cinema, quiz nights, fancy dress, dinners, BBQs</li> <li>• Events that are alcohol free as well as ones with alcohol</li> <li>• Include partners / family where appropriate</li> <li>• Promote safety and comfort</li> <li>• Well-organised induction</li> </ul>		
<p>What this doesn't mean...</p> <ul style="list-style-type: none"> <li>• Siloed approach to players / teams</li> <li>• No events or out of play activities</li> </ul>		