

Key results

Key metrics summary

Overall, how is Tennis NZ performing?

Satisfaction		NPS		Likelihood to rejoin		Value for money		Joining process [^]	
78%▲		+65▲		91%		87%		68%	
2019	All Sports 2019/ 20	2019	All Sports 2019/ 20	2019	All Sports 2019/ 20	2019	All Sports 2019/ 20	2019	All Sports 2019/ 20
72%	67%	+59	+47	92%	85%	85%	77%	67%	61%

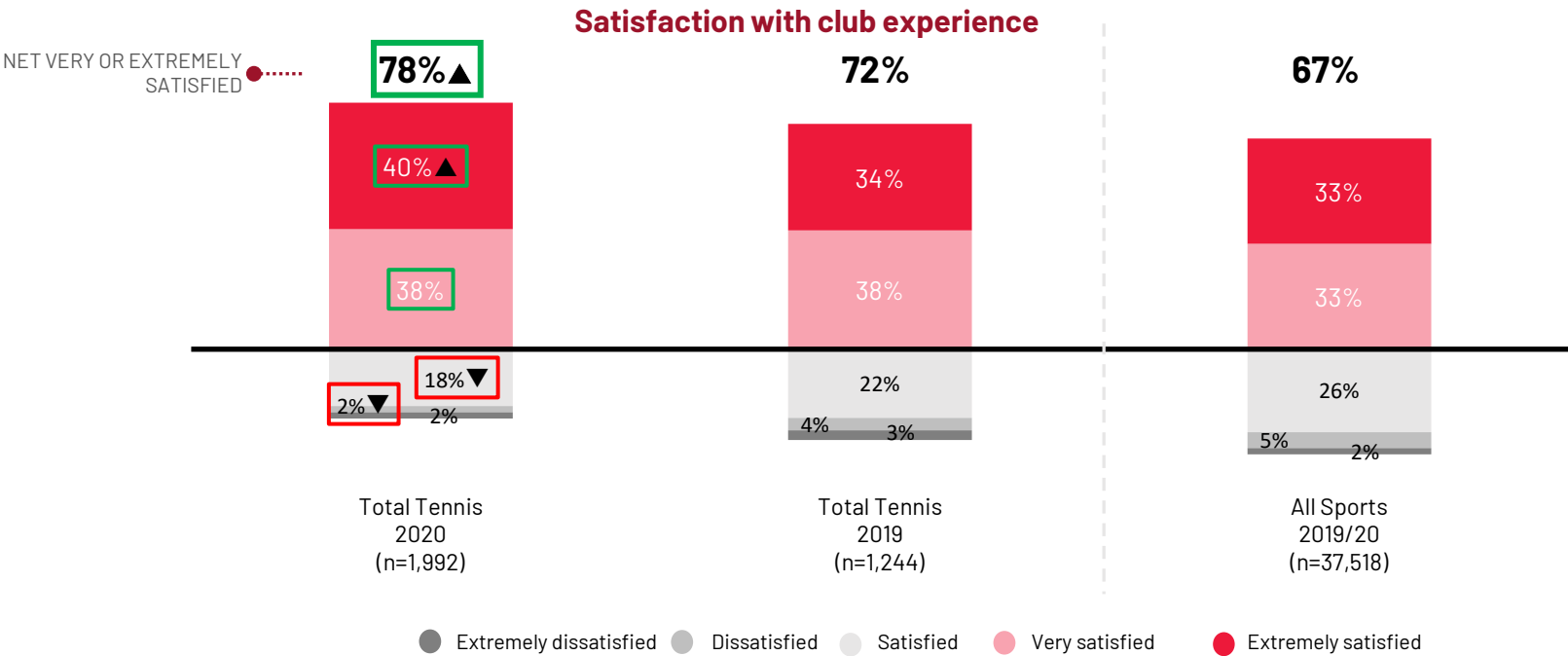
Base: Q6/Q7/Q11 All Respondents (Excluding Don't know/ Can't say), Q9 Members (Excluding Don't know/Can't say), Q20 New Members (Excluding Don't know/ Can't say)
 Total Tennis/All Sports 2019/20: Q6 (n= 1,992/ 37,518)/ Q7 (n=2,000/ 37,234)/ Q11 (n=1,962/ 36,779)/ Q9 (n=1,904/ 35,107)/ Q20 R6 (n=188/ 8,538)

▲▼ Significantly higher/lower than Total Tennis 2019

□□ Significantly higher/lower than All Sports 2019/20

Almost eight in ten members are more than satisfied with their Tennis experience

Tennis respondents are more positive about their overall experience compared with 2019 (78% vs. 72%). This is highlighted by a significantly higher result for extremely satisfied (40% vs. 34%) and a lower result for dissatisfied or extremely dissatisfied (4% vs. 7%).



Those significantly more likely to be more than satisfied are:

- No significant differences.

Those significantly less likely to be more than satisfied are:

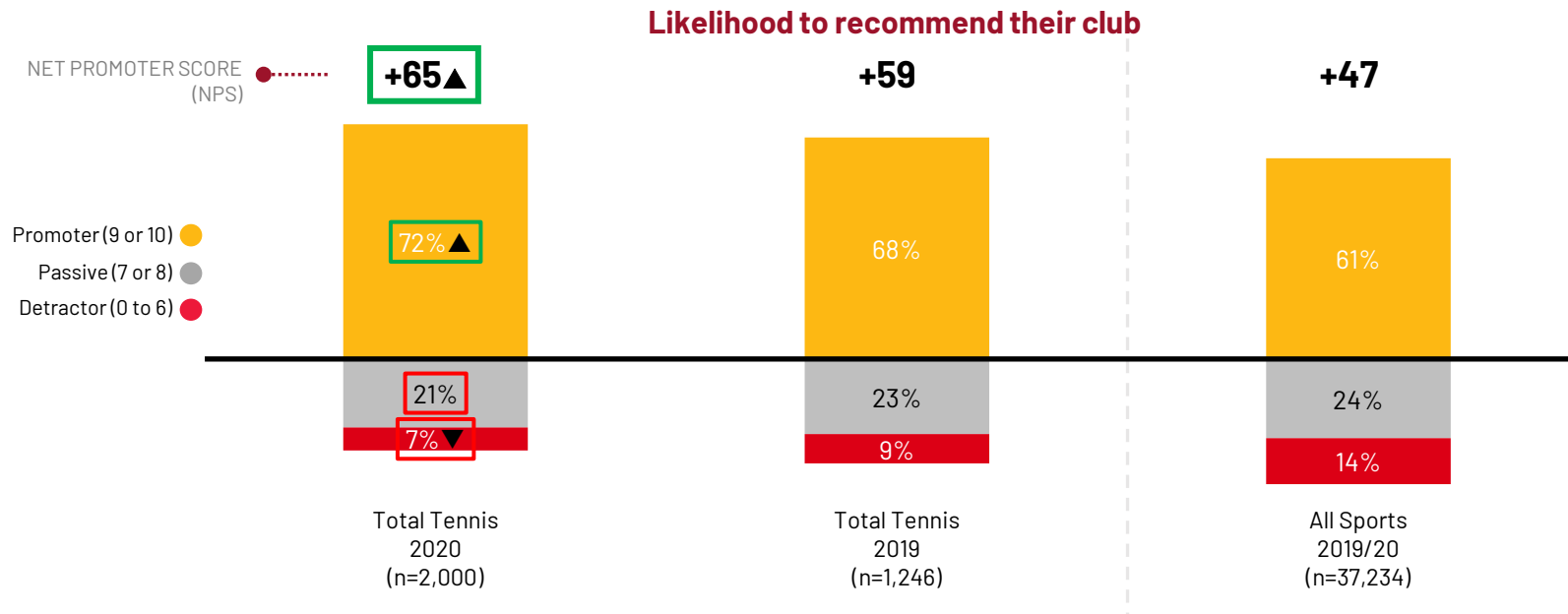
- Those of **Asian or Indian ethnicity** (67% vs. 78%)
- **Parents of players** (69%).

Base: All respondents (Excluding Don't know/not applicable)
 Q6. To what extent are you satisfied or dissatisfied with the/ your child's overall experience of playing Tennis at your/ their club?

▲▼ Significantly higher/lower than Total Tennis 2019
 □ Significantly higher/lower than All Sports 2019/20

Tennis respondents generally speak positively about their Tennis club

Tennis' NPS is significantly higher than it was in 2019 (+65 vs. +59), it is also significantly higher than the All Sports 2019/20 average (+47).



Those significantly more likely to be promoters are:

- Those from **Southern Tennis** (81% vs. 72%)
- **Females** (75%).

Those significantly more likely to be detractors are:

- Those of **Asian or Indian ethnicity** (15% vs. 7%)
- Aged **19-34** (14%)
- Those from **Northern Tennis** (12%).

Base: All respondents (Excluding don't know)
 Q7. If someone asked you/ your child, how likely are you/they to recommend your/ their Tennis club to them, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely?

▲▼ Significantly higher/lower than Total Tennis 2019

□□ Significantly higher/lower than All Sports 2019/20

What is going well?

For those who love their club (promoters), we observe positive themes around the social and welcoming aspect of tennis clubs.

"The club is very friendly and welcoming. It is not too busy, so there is usually a court available to play. There is a good balance of fun and competitive vibe. The clubhouse and courts are clean and functional."

Player and parent, 45-49 years, Northern

"Good mix of abilities, social and friendly, well organized, fun, good facilities including indoor courts for wet weather."

Player, 60-64 years, Waikato Bays

"I was welcomed in and looked after, I didn't know anybody but several members were and have been very helpful and supportive. We play competitive, we play socially, people always turn up, the club grounds and facilities are wonderful."

Player and parent, 50-54 years, Southern

"10 courts with 8 lights - great clubhouse facility, large membership base and social leagues up to 4 times per week available to play."

Player, 50-59 years, Central

What people love

"The social aspect of the club is awesome, lots of friendly and inviting people there. Also love how they did the coaching sessions at an affordable price, that's how I got into the Tennis club because I enjoyed it."

Player, 25-29 years, Waikato Bays

"Fantastic facilities, experienced coaches and a great inclusive environment."

Parent, 5-7 years, Southern

"It has amazing coaches, a great community feel, awesome committee, fantastic events, mid-week and weekend inter club and a fantastic junior and mid-week ladies program. The latter has a child care option which is brilliant for mums."

Player and parent, 45-49 years, Canterbury

"Well organised club play sessions. Good opportunity to play interclub competitions. Excellent social interaction."

Player, 75+ years, Auckland

"The standard of Tennis is high and the competitions are intense and enjoyable. It is a great place to socialize."

Player, 60-64 years, Southern

What can be improved?

For young people – who are less likely to recommend their club – we observe themes around quality and availability of coaching.

"The coaching experience was not positive. Are still a member of this club as it is the closest to home but, training/ coaching is at another club from a coach not affiliated with this club."

Parent, 8-10 years, Canterbury

"It's not very clear on what's available for new players, that don't know anyone at the club."

Player, 40-44 years, Northern

"More organised playing events throughout the year that facilitate competitive play at all levels."

Player, 65-69 years, Auckland

"More members meaning more opportunities to be in an interclub grade where all team members are suited to the grade."

Player, 50-54 years, Northern

More experienced coaches who are energetic and enthusiastic and pass that info the kids. Also not holding back when it comes to correcting them."

Parent, 5-7 years, Northern

What could improve

"A bit more welcoming, a better spread of ages as members."

Player, 45-49 years, Canterbury

"The club tends to focus on middle age and older persons and youth, there appears to be a gap in age contribution in between these groups which could be a missed opportunity."

Player, 45-49 years, Northern

"Maybe better advertising/marketing to encourage more members for better turn outs during social Tennis, or a Facebook group/ page to have better communication between members."

Player, 25-29 years, Northern

"More choice in coaches."

Parent of player, 8-10 years, Central

"The condition of the Tennis courts. The practice wall. Overall facilities."

Player, 20-24 years, Auckland

Base: All respondents excluding don't know/none

Q8a. What is it that you love about your/ your child's club?

Q8b. What would need to improve at your club for you to give it a score of 9 or 10?

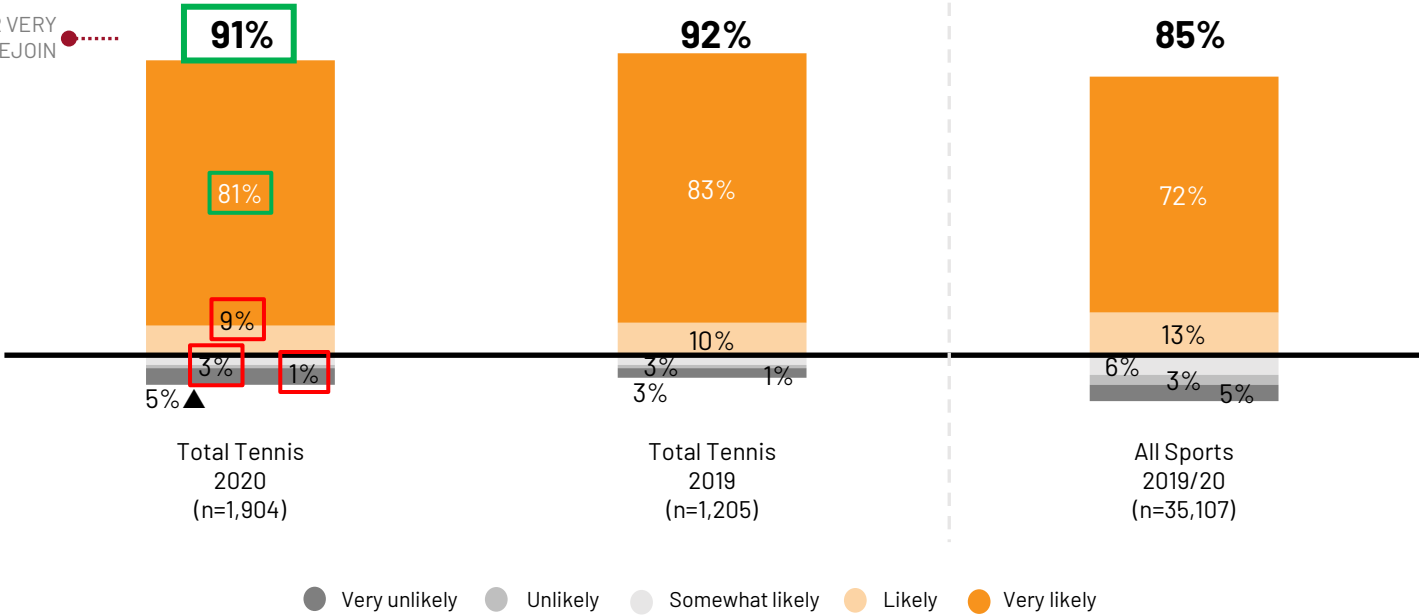
Q8c. What would need to improve at your club for you to improve your rating?

Nine in ten members intend to rejoin their club next season

Those involved in Tennis are significantly more likely to rejoin their club next season compared with All Sports 2019/20 (91% vs. 85%).

Likelihood to rejoin

NET LIKELY OR VERY LIKELY TO REJOIN



Those significantly more likely to rejoin are:

- No significant differences.

Those significantly less likely to rejoin are:

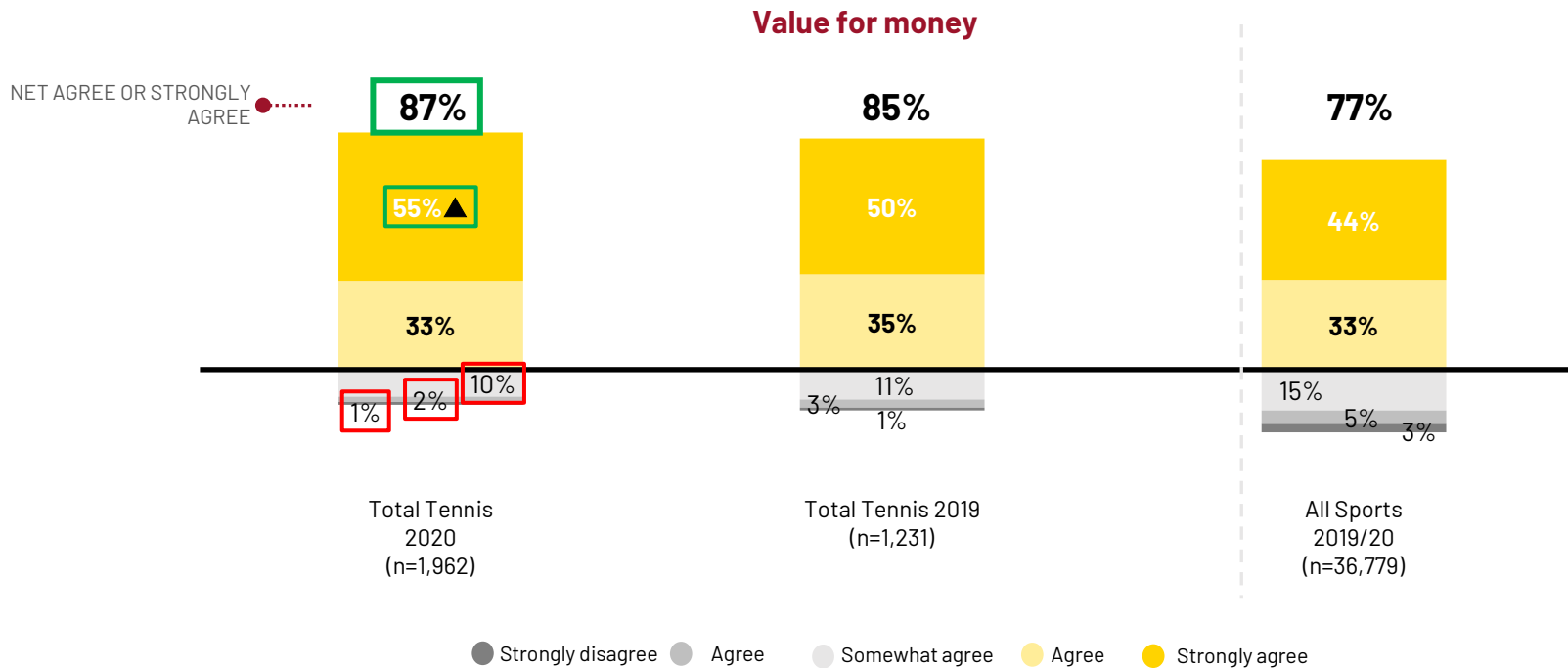
- Aged **5-12** (80% vs. 91%)
- **Parents on behalf of players** (83%)
- Of **Asian or Indian ethnicity** (83%)

Base: All respondents who are members (Excluding Don't know/not applicable)
 Q9. How likely are/ is you/ your child to play for or rejoin <insert club from Q2a> next season?

▲▼ Significantly higher/lower than Total Tennis 2019
 □□ Significantly higher/lower than All Sports 2019/20

Almost nine in ten respondents perceive value for money from their Tennis club

Tennis respondents are significantly more likely to agree or strongly agree that they are getting value for money from their club compared with All Sports 2019/20 (87% vs. 77%).



Those significantly more likely to perceive value for money are:

- No significant differences.

Those significantly less likely to perceive value for money are:

- Aged **19-34** (77% vs. 87%)
- Those of **Asian or Indian ethnicity** (81%)

Base: All respondents (Excluding Don't know/not applicable)
 Q11. To what extent do you agree or disagree with the following...The opportunities, services and benefits that I/ your child receive/ receives from my/ their club make it well worth the money I/ you or they pay

▲▼ Significantly higher/lower than Total Tennis 2019

□□ Significantly higher/lower than All Sports 2019/20

The main reason to belong to a club is to play competitively

Compared to the All Sports average, Tennis members are significantly less likely to belong to their club *to play competitively* (24% vs. 31%). Those aged **13-18** years (34% vs. 24%) or **19-34** (33%) are significantly more likely to belong *to play competitively*.

Parents are significantly more likely to indicate the main reason their child belongs to a Tennis club is to *learn/improve skills* (36% vs. 7% of players) and *receive coaching* (17% vs. 1% of players).

Respondents of **Maori** or **Asian/ Indian** ethnicity are significantly more likely to belong to their club to *learn/improve skills* (both 16% vs. 9%).

