

THE VOICE OF THE PARTICIPANT 2021 SUMMARY OF FINDINGS

The Voice of the Participant (VOP) is a nationwide survey that aims to capture the voice of sports club members. In 2021, almost 2,000 members from the tennis community responded to the survey.

main drivers of the tennis experience

All 3 key drivers score higher than the average compared to total all sports average.

- 1 Value for money
85%
- 2 Being friendly & welcoming
84%
- 3 The social environment at the club
76%

“I WAS ALWAYS A NETBALL PLAYER, I DECIDED TO GIVE UP CLUB NETBALL AND TAKE UP TENNIS WHICH I’VE ALWAYS HAD AN INTEREST IN. THE CLUB MEMBERS WERE ALL WELCOMING AND HELPFUL, THEY PAIRED US NEWBIES WITH EXPERIENCED PLAYERS WHEN WE WERE NERVOUS ON CLUB DAYS TO HELP UP LEARN. SUCH A GREAT CLUB WITH GOOD PEOPLE.

Player, 40-44 years, Hawke’s Bay

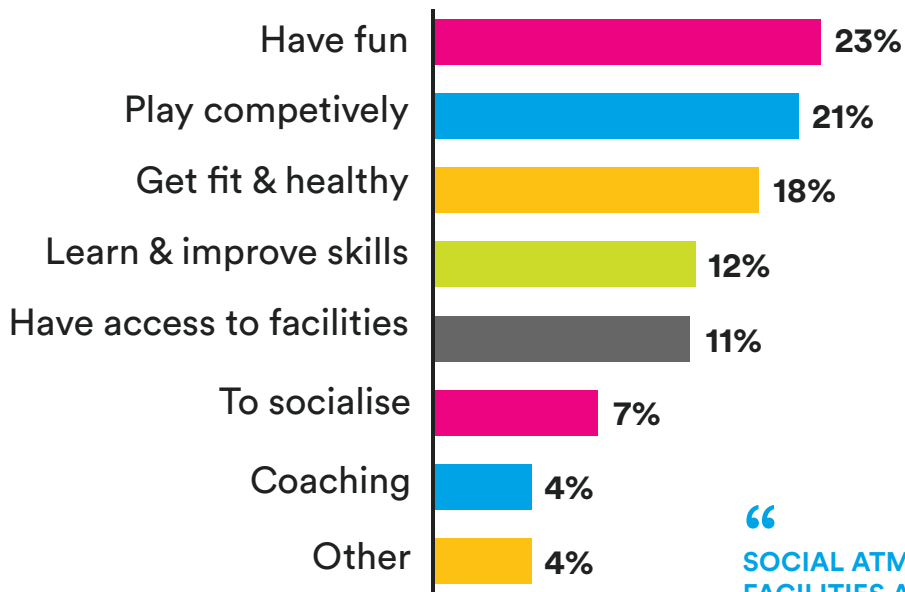
top 5 focus areas for improvement



“IT WOULD BE NICE IF THE CLUB ROOMS WERE MODERNISED AND ALSO MORE OPEN AND WELCOMING TO MEMBERS (SO WE FELT WE COULD HANG OUT AFTER COACHING WITH OTHER KIDS AND THEIR PARENTS).

Parent of player, 8 years, Wellington-Wairarapa

reason for being part of the tennis community



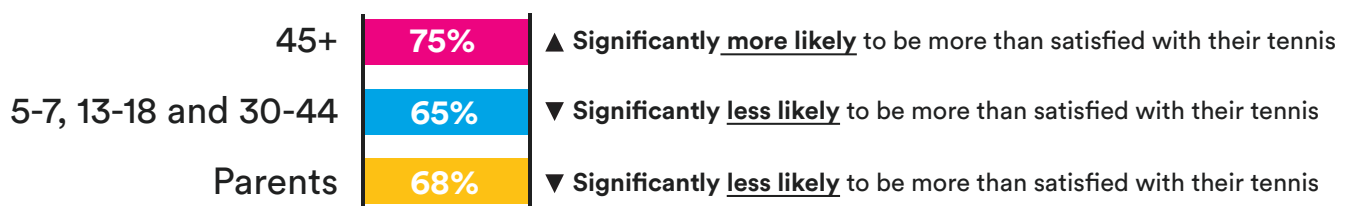
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SOCIAL ATMOSPHERE, GOOD FACILITIES AND EASY ACCESS TO COMPETITIVE TEAMS.

Player, 20-24 years, Wellington-Wairarapa

who took part

1,901 total participants >> 1,661 players (87%)
240 parents (13%)

overall satisfaction



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I ENJOY THE SOCIAL SIDE OF TENNIS, AS WELL AS PLAYING. I HAVE FOUND THE MEMBERS VERY WELCOMING. MY WIFE PLAYS WITH THE LADIES AND ENJOYS THE COACHING.

Player, 70-74 years, Auckland