

Athletics Manitoba Survey Results (2019)

A First Look: Some Key Themes

September 17, 2019

Outline

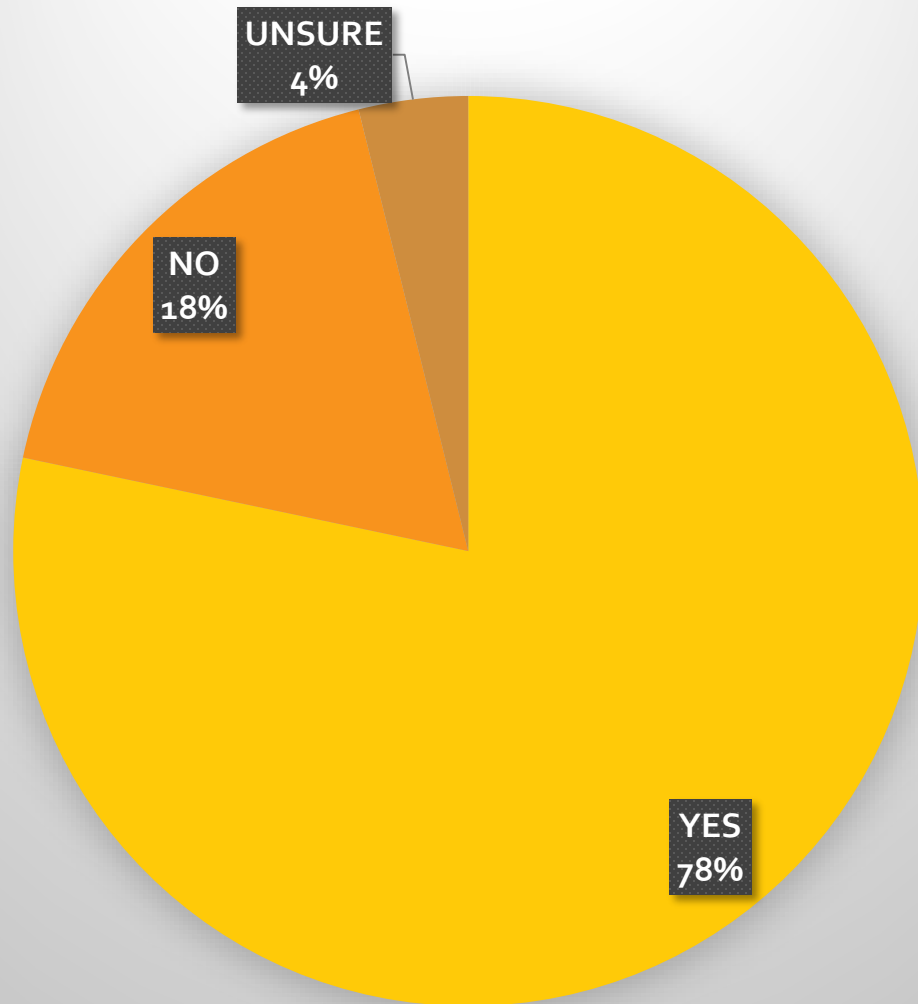
1. Overview
 - The Survey: when and how
2. Findings: who and what
 - Describing the respondents
 - What they said
3. Summary – Top 4 Themes

Overview

When + How

- The Survey was emailed to all Athletics MB contacts through our Mail Chimp mailing list.
- Monday, May 13th
 - 1126 recipients : 428 opens : 88 clicked
- Friday May 24th Reminder
 - ... : 408 opens : 49 clicked
- Final respondents: n= 129
 - *Fairly good response rate for surveys!*

Describing the Respondents: Current AM Member?



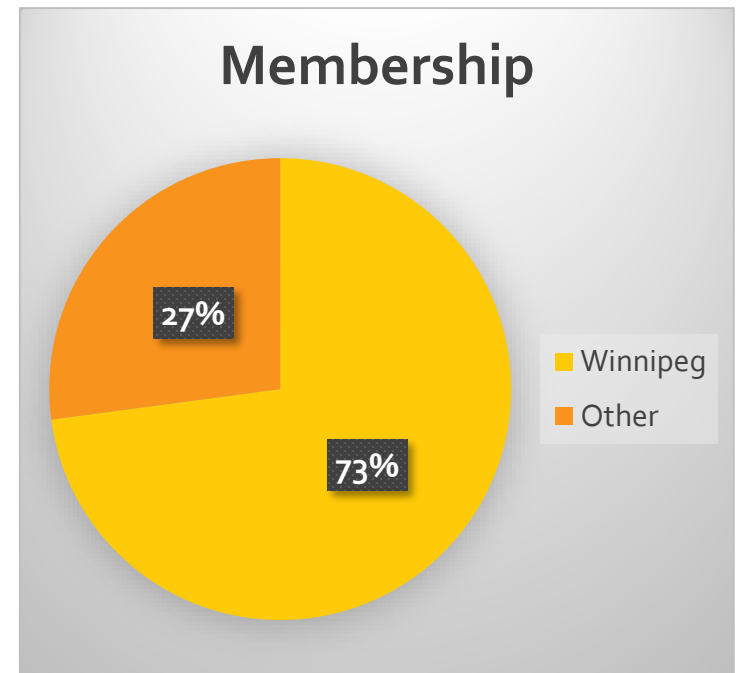
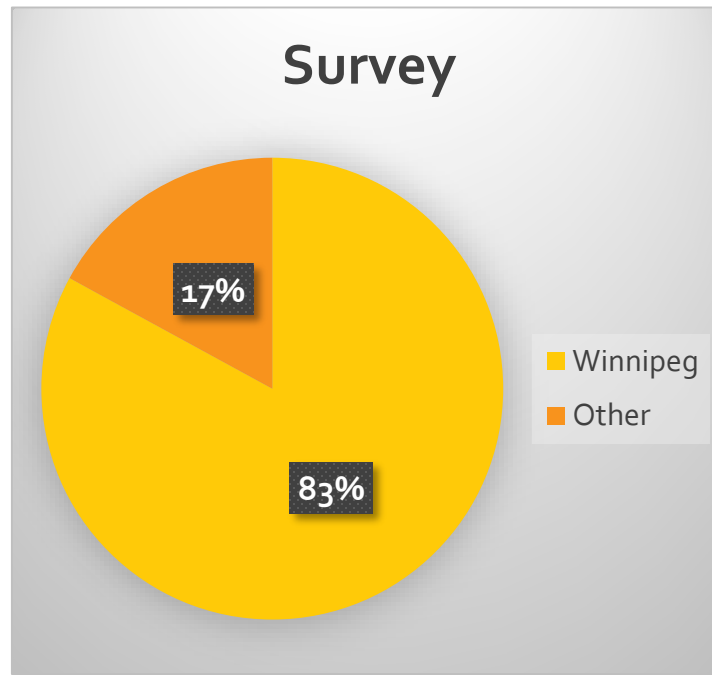
Describing the Respondents: Who Answered?

Survey		Membership	
Athletes ...			
15-18 yrs	14	U16+U18	181
19-26 yrs	12	U20	76
27-40 yrs	5		
41-60 yrs	4	Senior	114
61 +	19	Masters	44

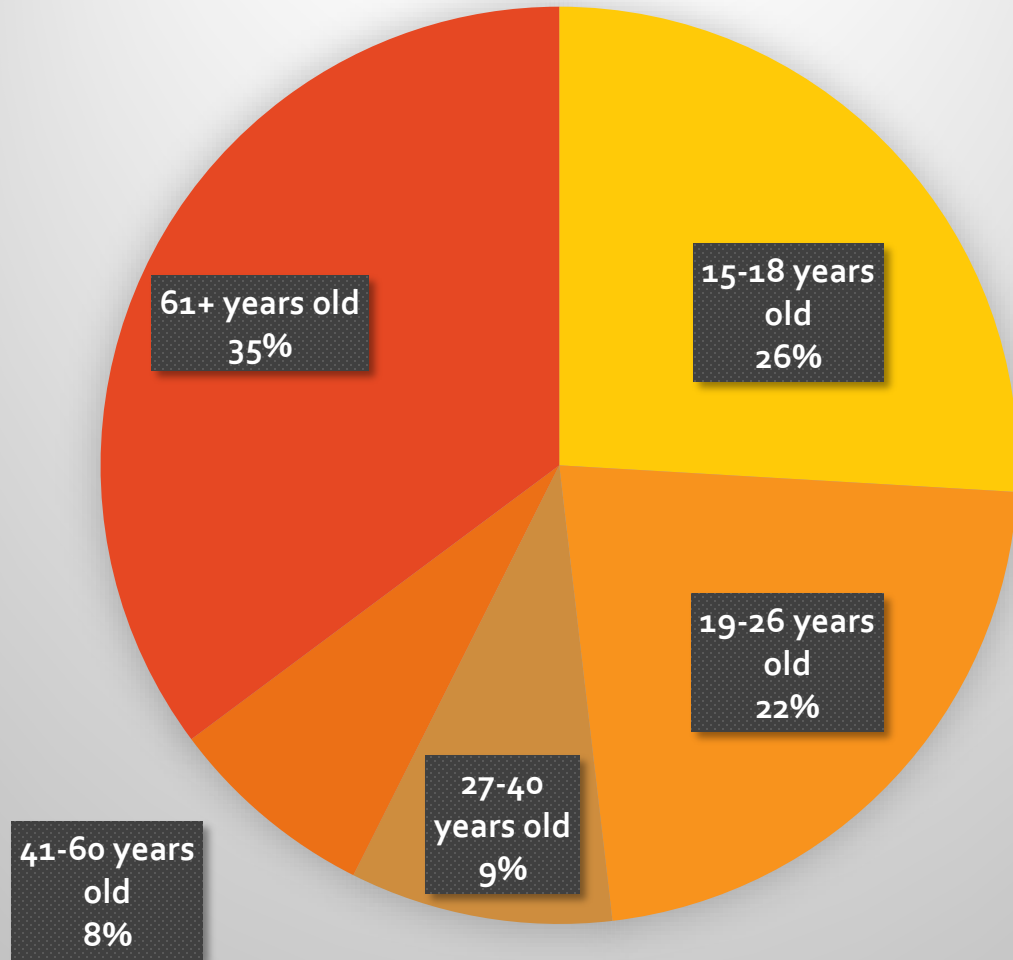
Coaches	28	Coaches	33
Officials	23	Officials*	17

* Officials include some unregistered

Describing the Respondents: Location of Residence?



Describing the Respondents: Age groups?



Summary: Who Responded?

- Response rate was reasonably good!
 - Lots of Athletics Manitoba Members
 - Coaches and Officials very well represented, along with older athletes
 - Regional distribution of Winnipeg vs rural similar to membership

Findings:

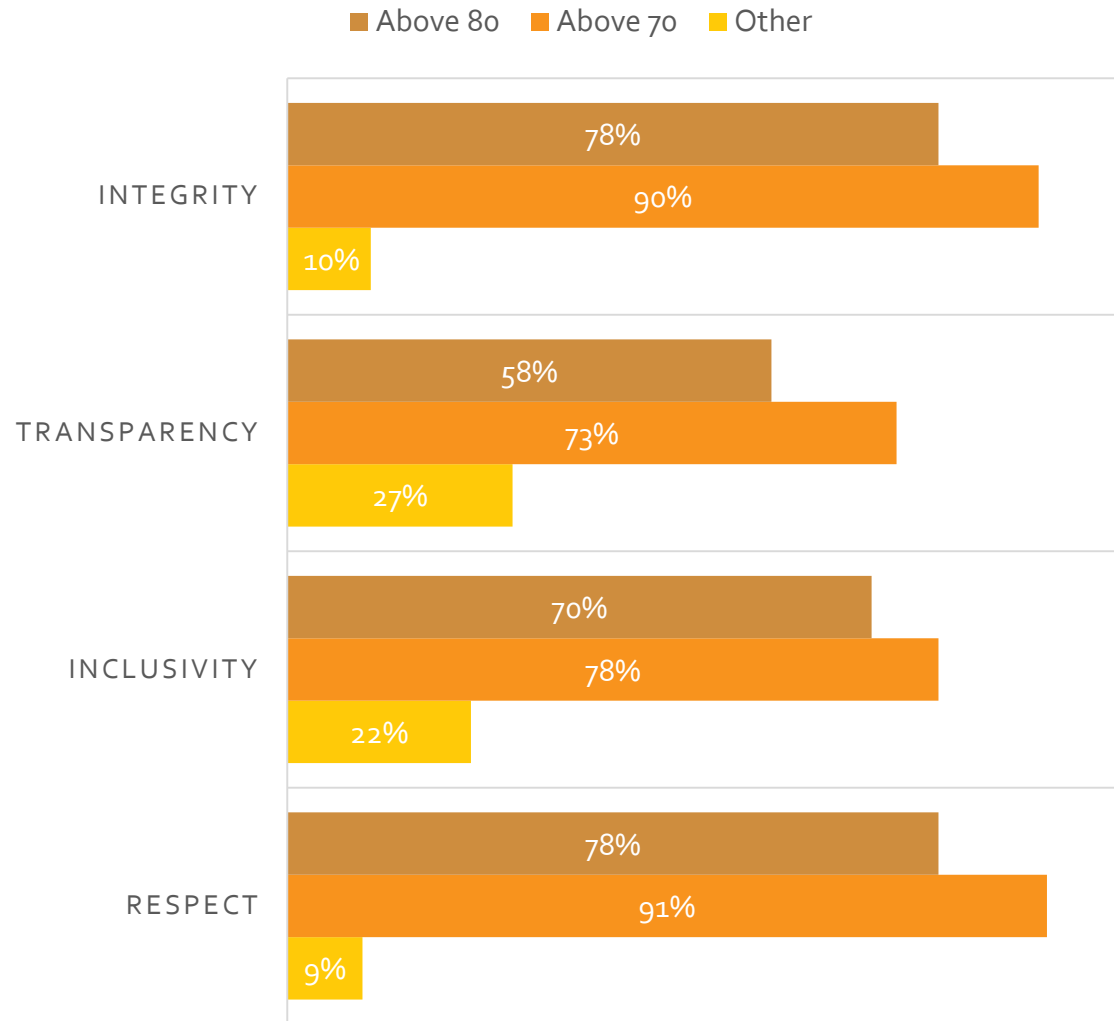
Theme 1 – Agreement with Athletics Manitoba's Values

Athletics Manitoba Values	Rating Range	Average Rating
<i>Respect</i>	40-100	88
<i>Inclusivity</i>	4-100	82
<i>Transparency</i>	23-100	79
<i>Integrity</i>	40-100	89
<i>Innovation</i>	10-100	68
<i>Mutual Support</i>	20-100	78
<i>Feel valued?</i>	17-100	77

High Scores on Values! (Part 1 ...)

Legend....

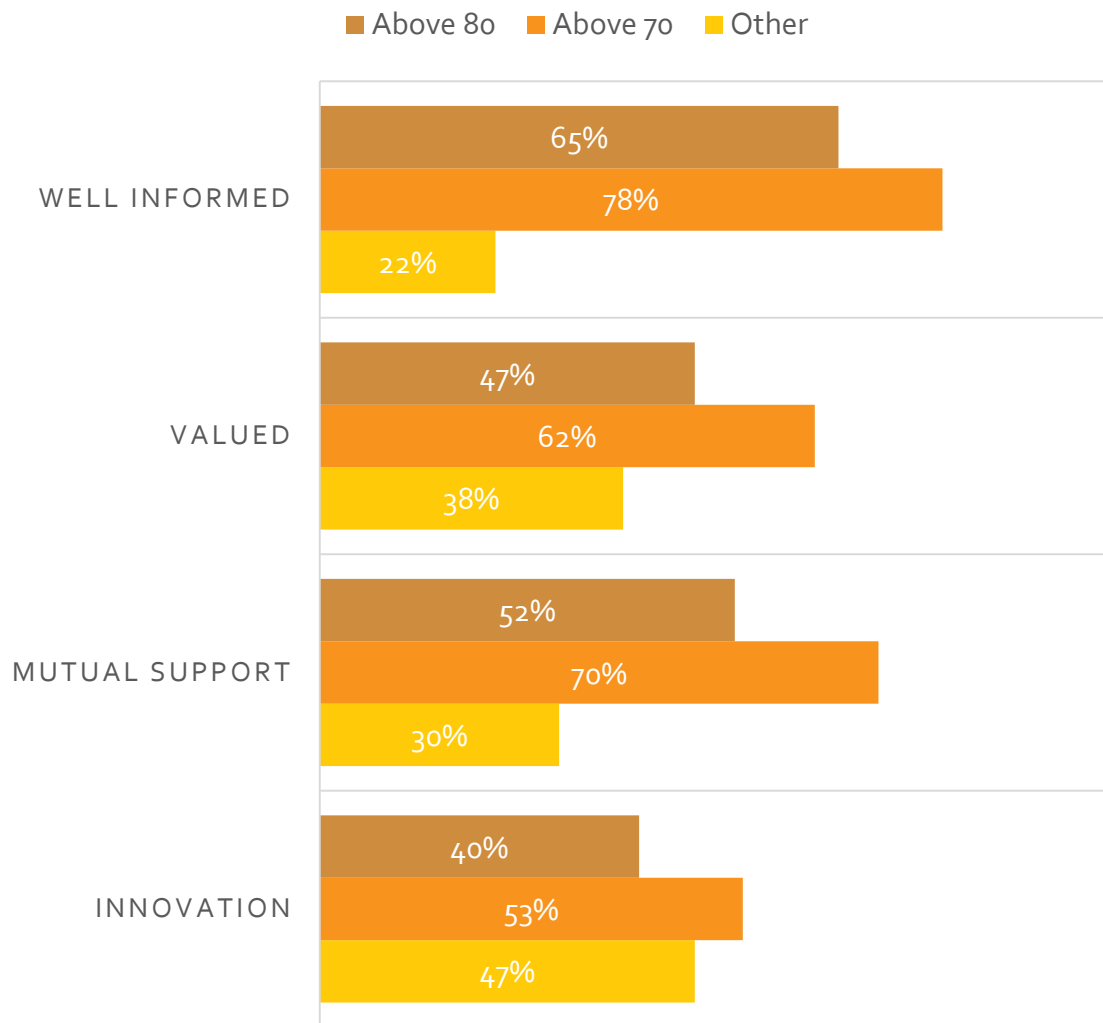
- Ranked over 80 points 'agree'
- Ranked over 70 points 'agree'
- Ranked less than 70 points 'agree'



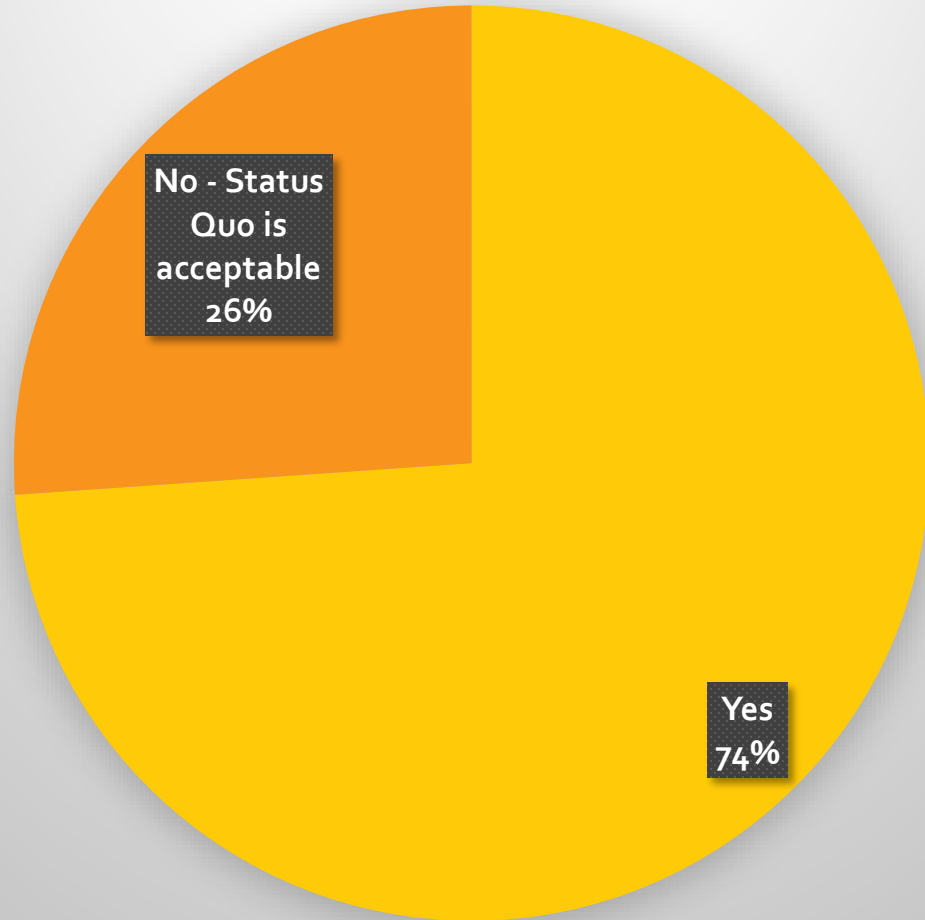
High Scores on Values! (Part 2 ...)

Legend....

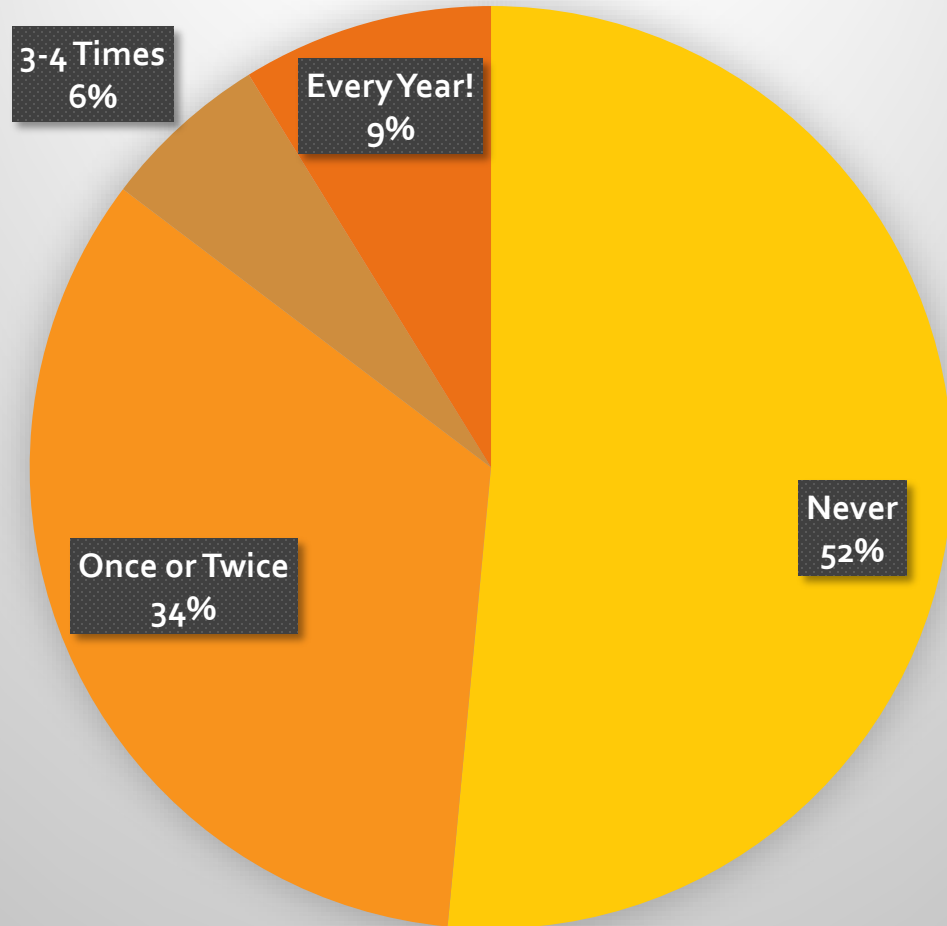
- Ranked over 80 points 'agree'
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Findings:
Theme 2 –
Recognition
... Want More
Recognition?

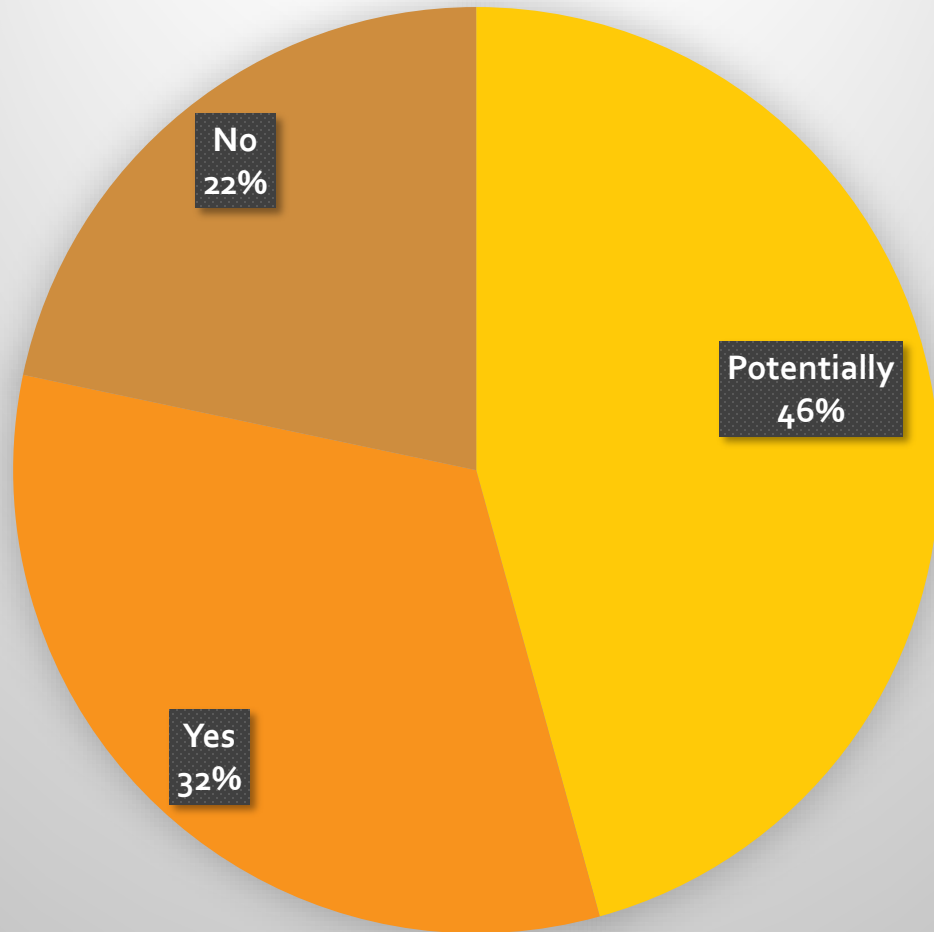


Findings:
Theme 2 -
Recognition
... attended
Awards
Banquet?



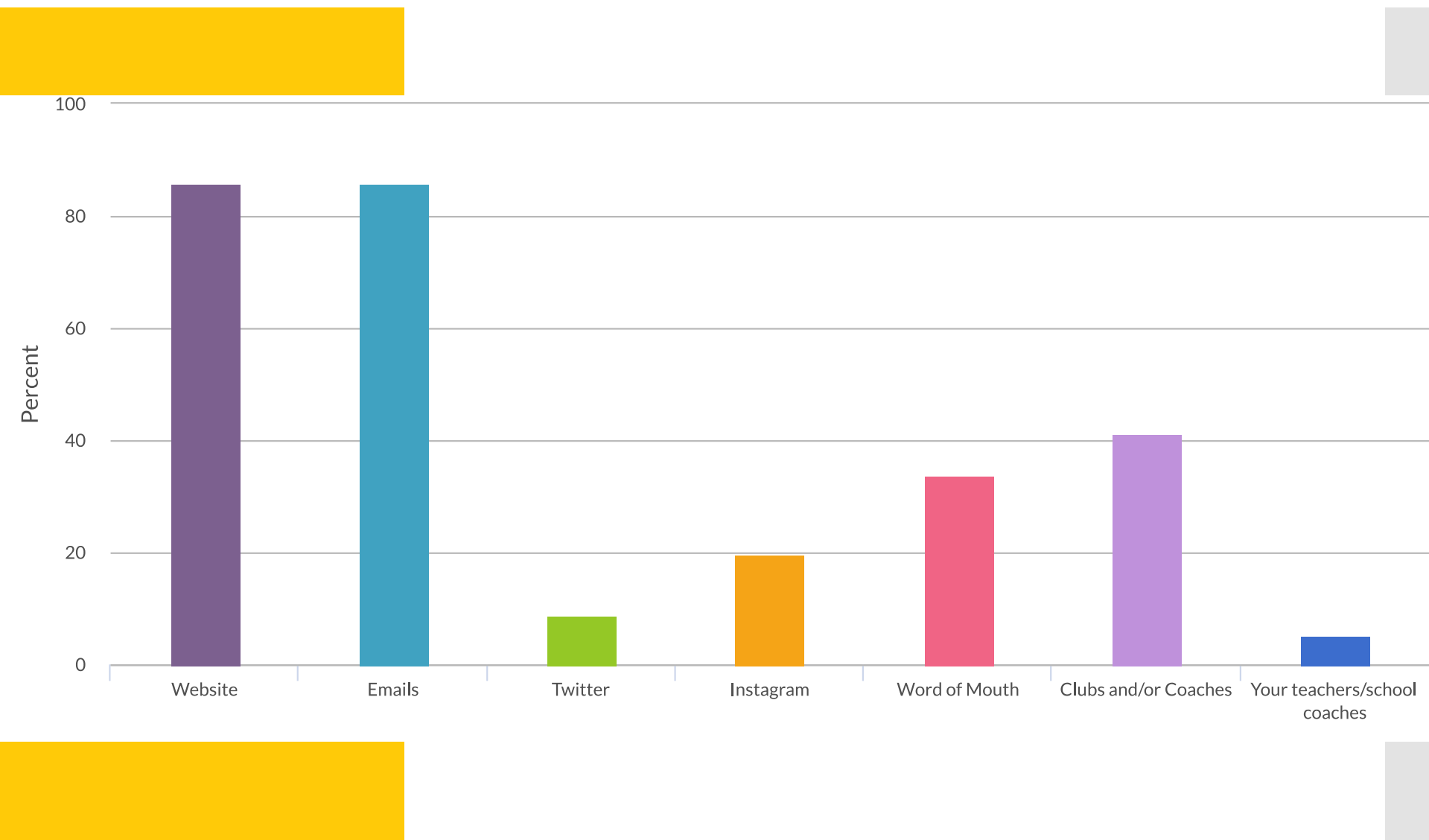
Interpretation: Not a lot of people have come to the banquet ...

Findings:
Theme 2 -
*Hall of Fame
increase
Banquet
interest?*



Interpretation: But a Hall of Fame may not be the answer ("potentially" is not strong endorsement).

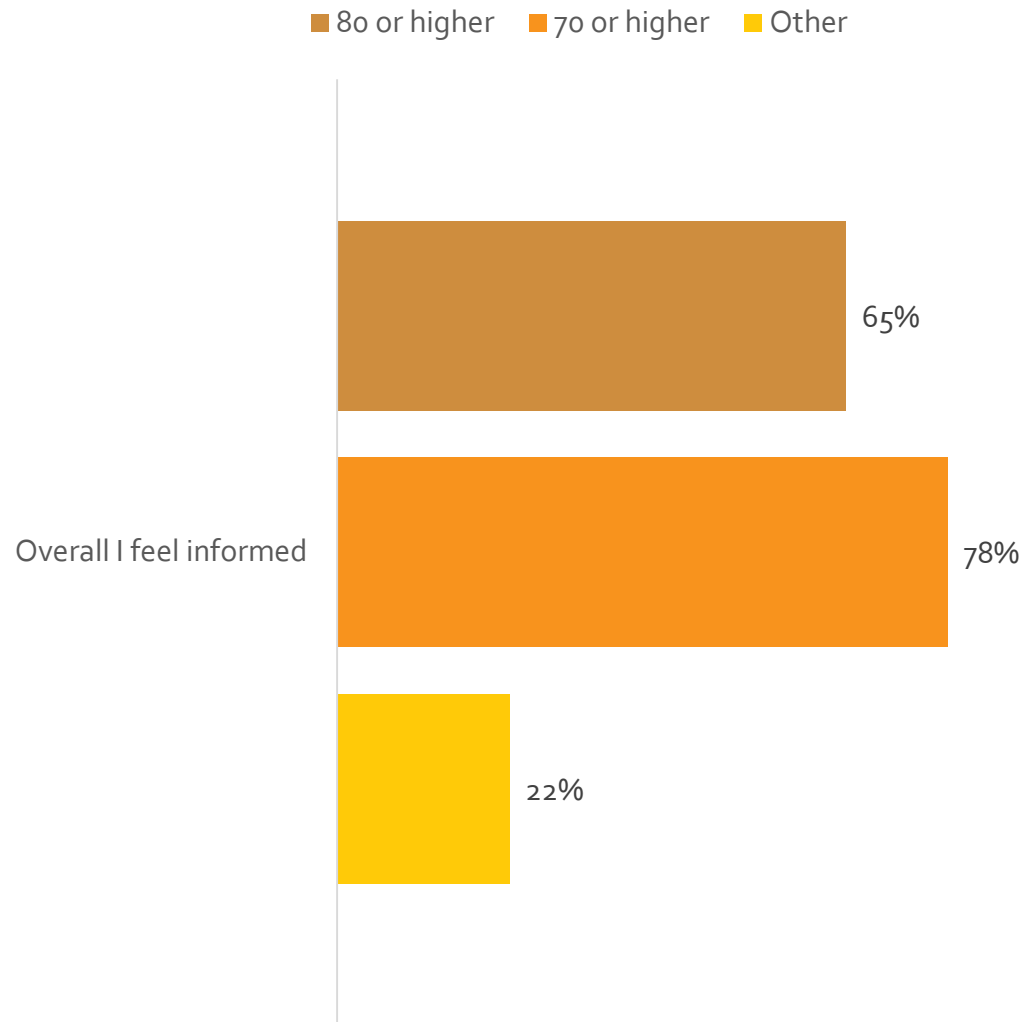
Findings: Theme 3 - Communication ... *Sources of Information?*



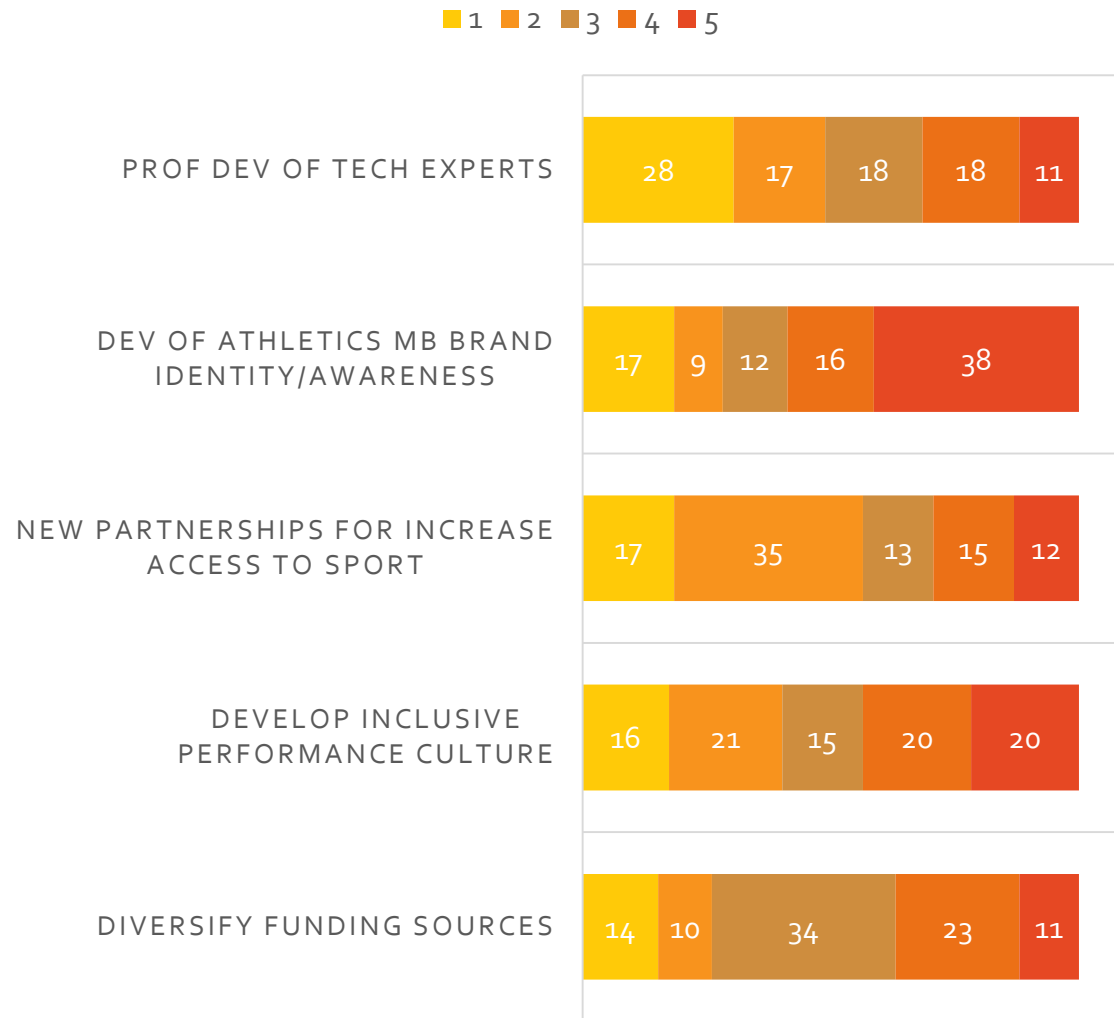
Findings: Theme 3 – Communication .. *Feeling Informed*

Legend....

- Ranked over 80 points 'agree'
- Ranked over 70 points 'agree'
- Ranked less than 70 points 'agree'



Findings: Theme 4 - *Priorities* ... analysis by #1 rankings



**Findings:
Theme 4 –
Priorities**
*... what
about 1+2
combined?*

**Combining Top Two Priority Themes = “Positive”
Responses**

Development of Technical Experts	45 (... #2)
Brand Identity	26
New Partnerships to Increase Access to Sport	52 (... #1)
Develop Inclusive Culture	37
Diversify Funding Sources	24

Findings:
Theme 4 –
Priorities
... what
about other
suggestions?

Additional Themes and Ideas: n=22

Development of Technical Experts	3
Rural Development	2
New Partnerships	3
Masters Development	2
Club Development	3
Athlete Support	3
Facilities Development	3

Summary: Top 4 Themes

- Theme 1: Respondents agreed that Athletics Manitoba's values are effective and resonate.
 - "Innovation" might be something to explore.
- Theme 2: Recognition
 - Many respondents would like more recognition ... many don't regularly attend the Banquet but even a Hall of Fame may not address that.
- Theme 3: Communication
 - Most people feel informed.
 - Most get their information from email or the website.
- Theme 4: Priorities
 - #1. New partnerships to increase access to sport
 - #2. Development of technical experts
 - Remember other items, ideas and suggestions in future planning.