



NATIONAL SQUASH CLUB WEEKEND
NATIONAL SURVEY RESULTS

DISTRICT	NORTHLAND	AUCKLAND	WAIKATO	BAY OF PLENTY	EASTERN	CENTRAL	WELLINGTON	CANTERBURY	MIDLANDS	OTAGO	SOUTHLAND	TOTALS
PARTICIPATING CLUBS IN EACH DISTRICT	12	25	19	17	10	24	25	20	8	17	19	196
SURVEY RETURNS RECEIVED BY EACH DISTRICT	12	15	19	8	3	21	25	17	7	17	12	156
DID THIS EVENT PROVE TO BE A SUCCESS FOR YOUR DISTRICT	YES	SOME	YES	YES	70/30	90/10	YES	80/20	90/10	YES	80/20	
WAS THE QUALITY OF MATERIAL SATISFACTORY	YES	YES	YES	YES	70/30	YES	YES	YES	YES	YES	YES	
WAS THE INFORMATION ON MATERIAL SATISFACTORY	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	
DID YOUR CLUBS DISTRIBUTE THE PRINTED MATERIAL ON TIME	YES	YES	80/20	YES	70/30	80/20	YES	YES	YES	YES	YES	
WAS THE TIMING OF THIS EVENT OKAY	YES	YES	YES	YES	YES	80/20	YES	70/30	YES	30/70	60/40	
DID YOUR CLUBS MEMBERS HELP WITH THIS EVENT	YES	YES	YES	SOME	YES	90/10	YES	YES	90/10	YES	YES	
WERE YOUR CLUBS PREPARED ON THE DAYS	YES	YES	YES	SOME	YES	YES	YES	YES	80/20	YES	YES	
WOULD YOU CONSIDER HOLDING ANOTHER EVENT	YES	YES	70/30	SOME	YES	YES	YES	YES	YES	YES	50/50	
IF YES PLEASE INDICATE WHEN IT SHOULD NEXT HAPPEN	APRIL	SEPT (1)	YEARLY	MARCH	MARCH	MARCH	MARCH	MARCH	APRIL	MARCH	APRIL	
HOW MANY NEW PEOPLE VISITED YOUR CLUBS - MALE	43	117	121	80	28	235	315	159	54	133	58	1183
HOW MANY NEW PEOPLE VISITED YOUR CLUBS - FEMALE	31	55	129	95	25	178	242	111	44	53	45	922
HOW MANY JOINED YOUR CLUBS	21	31	56	29	7	99	132	50	22	49	57	501
WHAT WAS THE PREDOMINANT AGE GROUP	30 +	20 - 40	MIXED	MIXED	?	MIXED	20-40	MIXED	MIXED	MIXED	?	
HOW MUCH REVENUE DID YOU YOUR CLUBS RECEIVE	2,270	3,539	7,875	4,250	25	8,960	20,470	6,320	0	2,200	500	\$56,409.00
DID MANY COME AS A FAMILY	30%	40%	70%	50%	40%	40%	30%	40%	30%	30%	20%	
RELATIVE COMMENTS FROM DISTRICTS												
Omit the words "free gear" on material	ALL	Definitely to held annually & reviewed annually					OT	More time needed to deliver material				NL
Obviously the clubs that put in more effort received more return.	BP	2/3 of visitors from paper & radio ads					WK	Media release from NZ came too late				CD
Special Membership deals should be offered on day	AK	Members didn't put in a lot of effort.					WK	Need more help from club members on day				CD
Event clashed with the start of Saturday winter sports.	AK	Too much printed material					WK	No 0800 calls received				SN
Dedicated 0800 number that is ongoing	CB	Organise better Club programmes for the day					WN	Timing not good for country clubs				SN
Concerns about effectiveness of LetterBox channel	CB	Use Local Radio with prize draws for participants					WN	Free sausage sizzle & exhibition matches				ES
Clubs MUST obtain information about visitors	CB	More Posters & Club phone numbers on material					WN	Have a give away 7 day membership in March				ES
Visitors not able to pay - no cheque book no eftpos	OT	People still enquiring about it after event					NL	Clubs will be better prepared next year				MD
DISTRICT 0800 SQUASH - CALLS RECEIVED	?											

