



NETBALL
NEW ZEALAND
POITARAWHITI AOTEAROA

2021 Voice of the Participant

REASON FOR BELONGING [Top 3]



31%
Have fun

30%
Play competitively



18%
Learn/improve skills

MOST IMPORTANT DRIVERS

1

Value for Money
62% Very/Extremely Satisfied

2

Being Professional & Well-Managed
58% Very/Extremely Satisfied

3

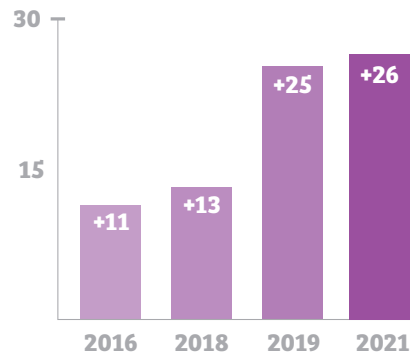
Encouraging me to Fulfil my Potential
48% Very/Extremely Satisfied

NEEDS IMPROVEMENT

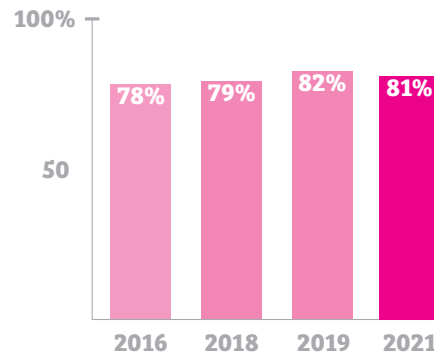


Quality of Officiating

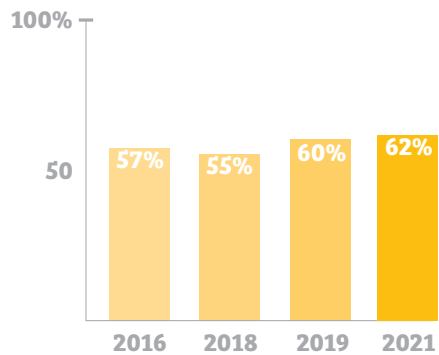
FOUR KEY METRICS



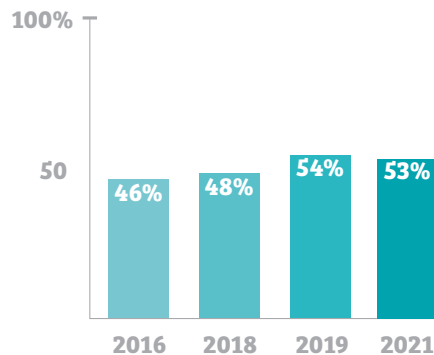
**Net Promoter Score (NPS)
Likelihood for participants
to recommend their Centre.**



**Four in five members intend to
rejoin their centre next season.**



**Three in five respondents
perceive value for money
from their centre.**



**More than 50% of participants
are more than satisfied with
their Centre experience.**

DEMOGRAPHICS

- Primary/Intermediate and Secondary age groups have the most positive Netball experience.
- 19-34 year-olds report a less positive sentiment towards their Centre.
- Māori have significantly lower scores for all the key metrics. Similarly, those of Pasifika have lower scores across all metrics except for likelihood to rejoin.

KEY INSIGHTS



Just under half [45%] indicated that they have experienced or witnessed inappropriate behaviour at least occasionally while playing netball. Despite this result being lower than it was in 2018 [50%], it is still significantly higher than the all sports 2020/21 result.



NetballSmart – Three in five [64%] have heard of NetballSmart of the NetballSmart dynamic warm up. Around half use the NetballSmart dynamic warm up at least occasionally prior to training and games.



Injury rates remain consistent with 2019.



83% of parents believe their child's coach has an emphasis on fun and enjoyment.

REGIONAL DIFFERENCES

- Respondents from Netball Waikato/Bay of Plenty are the most satisfied with their Centre experience and most likely to recommend their Centre.
- Netball South respondents are most likely to perceive value for money from their centre [67%].
- Respondents from Mainland, Netball South and Netball Northern are most likely to re-join next season.

For a full report visit www.netballnz.co.nz

