

Australian Taekwondo Member Offering & Participation SUMMARY RESEARCH REPORT

BACKGROUND

Australian Taekwondo (AT) engaged Mark Simpson Consulting to undertake a research project seeking to explore and understand the perceptions, needs and wants of its member clubs.

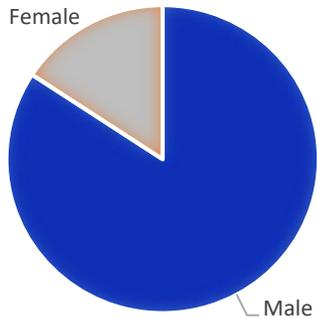
The objectives of the project were to:

- help AT to understand member clubs' perceptions, needs and wants
- use these insights to make recommendations to improve Australian Taekwondo's membership offering
- in working through the above, unify and galvanise the martial art and the sport around common objectives.

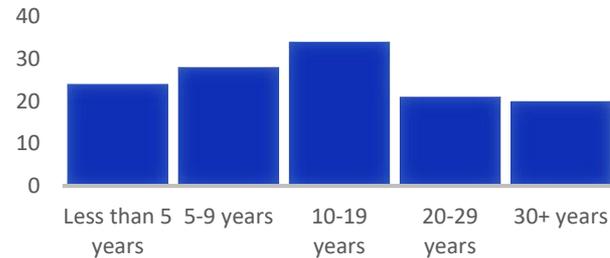
The approach included internal consultation with AT state and territory board representatives followed by a desktop market scan, Focus Groups and a national survey of Head Instructors.

Survey respondent demographics and club information

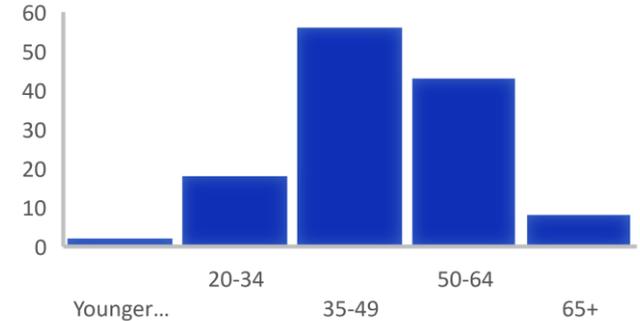
GENDER



TENURE AS OWNER/ HEAD INSTRUCTOR

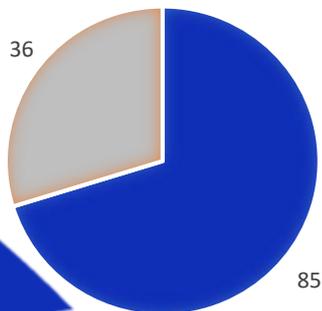


AGE

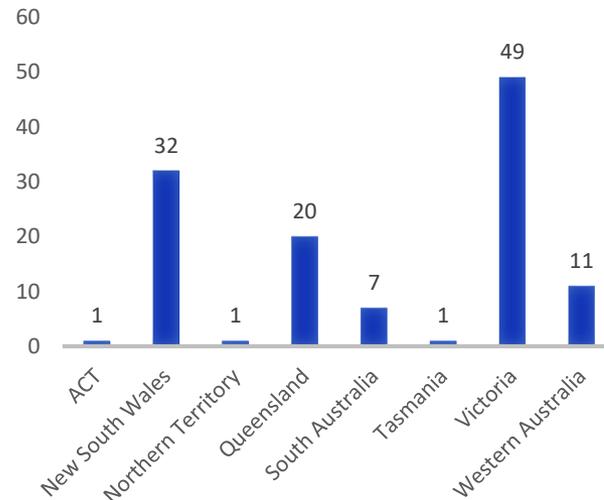


METRO/ REGIONAL

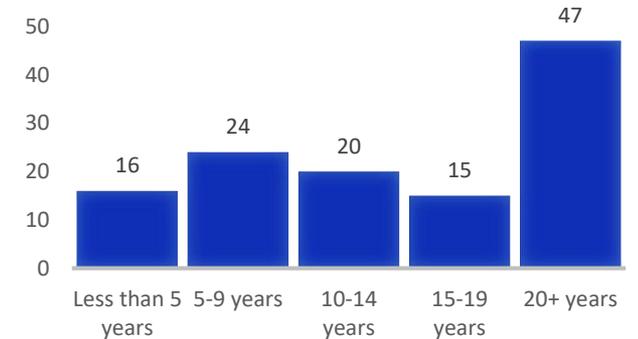
■ Metropolitan ■ Non-metropolitan



STATE



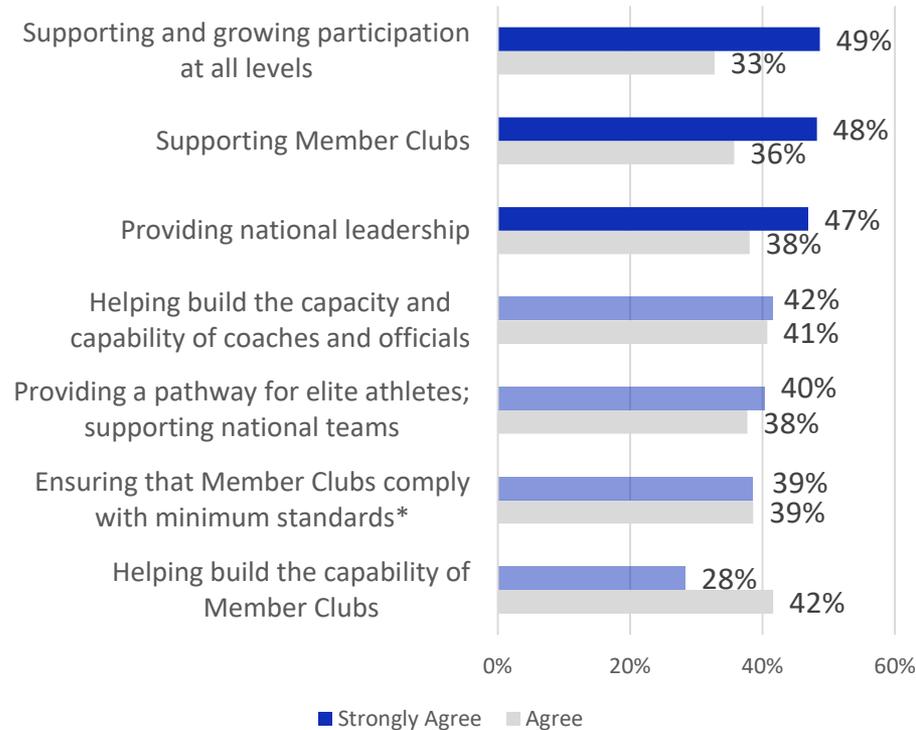
CLUB OPERATING HISTORY (# YEARS)



KEY FINDINGS

The role of AT – Opinions and Perceptions

Head Instructors want AT to provide leadership and support, including supporting participation growth at all levels. This aligns strongly with AT's internally defined role



*e.g. hold appropriate insurance and accreditations, have member protection safeguards etc

Figure 4 – AT's role

Q14. State how strongly you agree or disagree that the following should be the responsibility of Australian Taekwondo [5-point scale, 'Strongly Disagree' to 'Strongly Agree'] (n=114)

The current membership offering

Awareness

There is limited awareness and understanding as to the full scope of AT's member offering. Only 31% of respondents correctly stated that member clubs receive all of these benefits

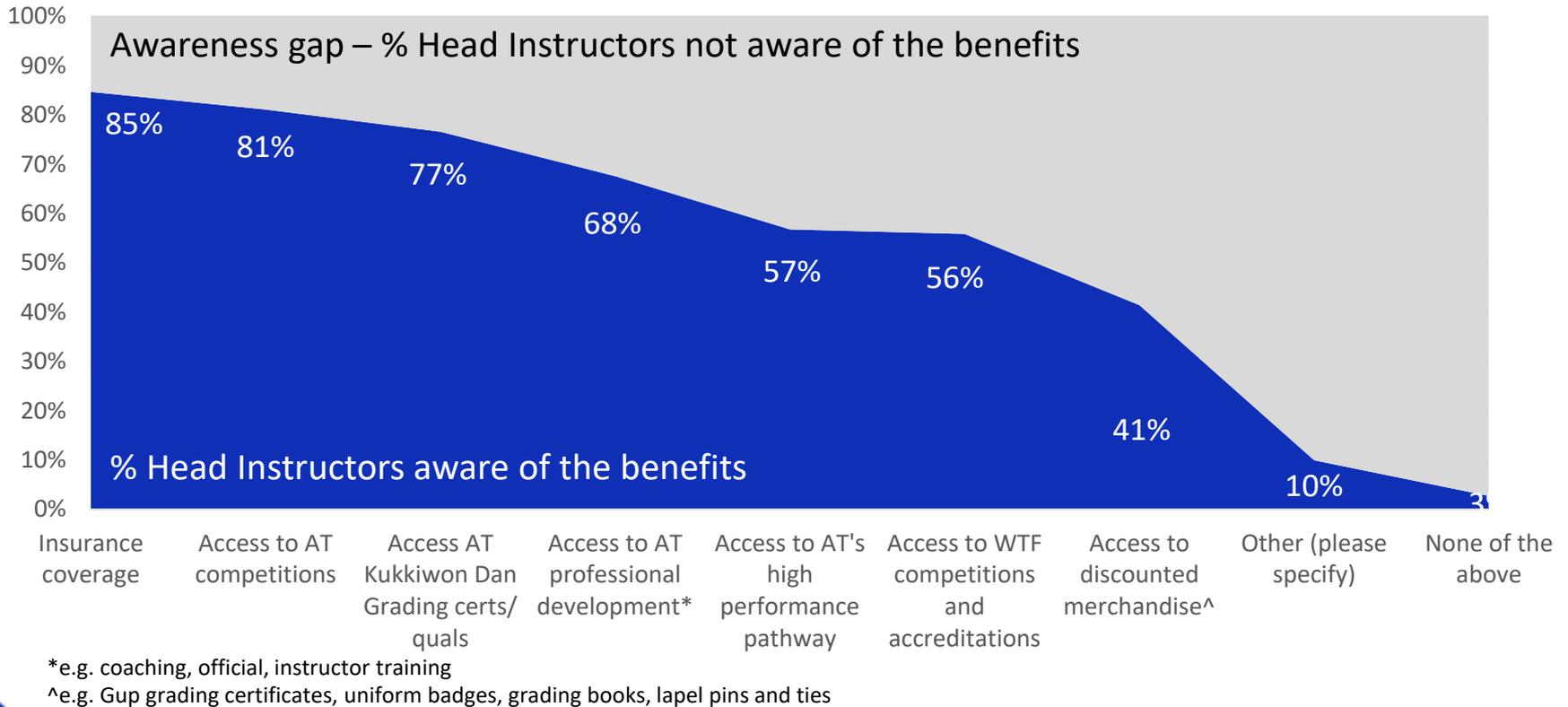


Figure 6 – Reported features and benefits of AT's membership offering

Q16. Which, if any, of the following do clubs receive for registering their members with Australian Taekwondo? Select all that apply (n=111)

What is important to clubs?

Motivators and priorities

Owners and Head Instructors place high priority on the growth and development of their members



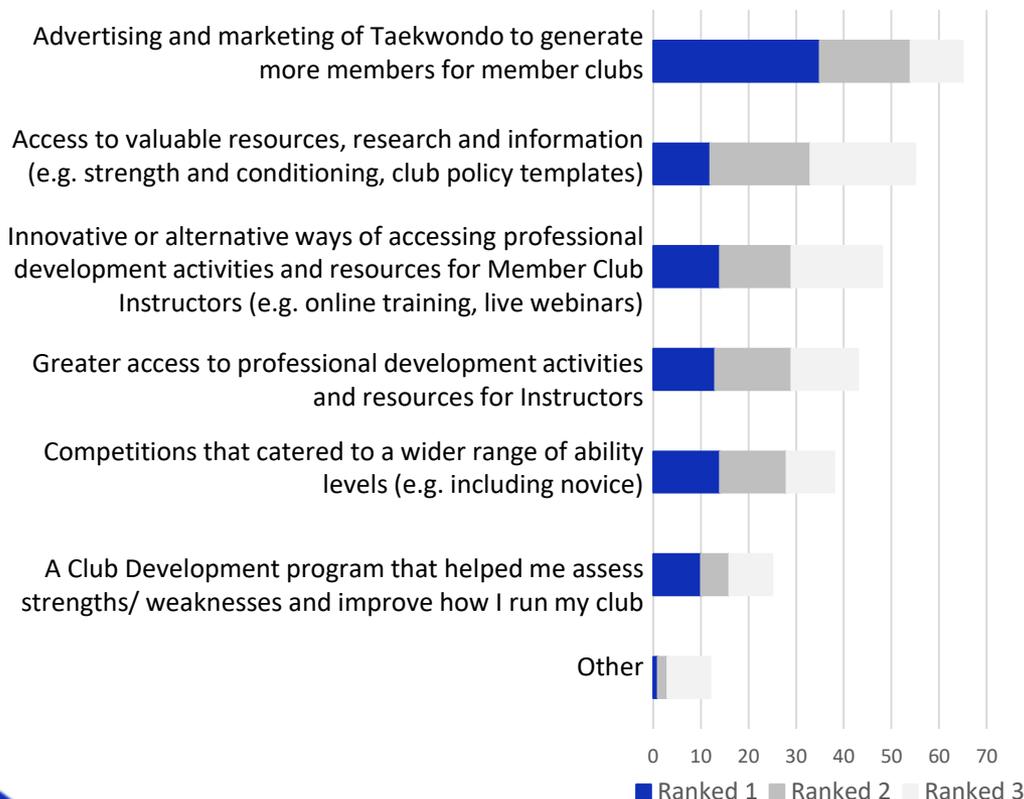
Figure 9 – Priorities of member clubs

Q12. Of the following outcomes, select the three which are the highest priorities for your club

What clubs are seeking from a membership

Valuable initiatives

The initiative seen as most valuable for respondents was marketing/ advertising



- » Respondents were asked to rank their top three most valuable initiatives from a list of six
- » A total of 64% of respondents ranked advertising and marketing in their top three, with more established clubs more likely to rank this option in their top three than younger clubs
- » Other initiatives ranked as valuable included:
 - Provision of resources and access to professional development to support instructors, officials and Owners
 - Access to resources, research and information
 - Alternative or innovative ways of accessing professional development activities or resources for instructors
 - Greater access to professional development activities and resources for instructors.
- » This desire for capability building and development of instructors and officials was also strongly expressed in the Focus Groups

Figure 14 – Most valuable initiatives for clubs

Q25. For the following initiatives, rank the top three that would be the most valuable to your club if they were to be offered by Australian Taekwondo. Rank the most valuable as number 1 through third most valuable as number 3. (n=102)

Recommendations

AT should focus its member offering around member club priorities and challenges, increase flexibility to better meet the broad range of needs and actively communicate the benefits

Six recommendations were subsequently made to with respect to AT's member offering and participation planning and are also cognisant of AT's available resources.

RECOMMENDATION 1 – AT should refocus its member offering to address common areas of priority, needs and challenges...

in the short term, these areas of focus include:

- » Growing participation
- » Developing and supporting key personnel
- » Maintaining the benefit of competitions

RECOMMENDATION 2 – AT should adjust the model of its member offering to be more flexible and customer focussed

RECOMMENDATION 3 – AT needs to continually communicate to and educate stakeholders as to the value proposition of its member offering...

Recommendations - continued

AT should aim to “lead and service” the Taekwondo community, integrate information for stakeholders and actively work to rebuild trust in its brand

RECOMMENDATION 4 – AT needs to define and ‘live’ its role as “leading and servicing” the Taekwondo community

This means:

leading by developing and communicating a compelling and shared vision of what the sport and martial art aspires to

supporting the community in its effort to deliver on that vision by offering value member services and resources

RECOMMENDATION 5 – AT should play a role as an information integrator for its stakeholders

RECOMMENDATION 6 – AT needs to actively work to rebuild trust in the organisation and its brand.