

2018-19 ATHLETICS WA SURVEY REPORT

Released 20 August 2019

1. OVERVIEW & KEY RECOMMENDATIONS

The 2018-19 Season Survey was distributed to the Athletics WA email database, in addition to the Officials mailing list and through digital channels to the broader athletics community. There were 378 total respondents, and overall feedback was generally positive in terms of satisfaction ratings for Strive competition and State Championship events.

The Survey initially asked the respondent to identify their primary role in the sport (athlete, parent of athlete, coach, official or other) and then prompted the respondent with a series of questions specific to their role, on the Strive competition season, membership preferences and State events.

The Survey results have been considered in conjunction with data gathered throughout the 2018-19 Season, such as competitor numbers and frequency, to provide a more comprehensive understanding of our audiences.

Through the results and competition data, we have identified some key areas of feedback to address, as below.

STRIVE COMPETITION

COMPETITION DAY

The overall preference for the day on which competition is held is Friday nights, which was clear within the athlete (65%), parents of athletes (65%) and coaches (70%) respondent groups. The second preference was more distributed, with Saturday afternoon slightly more popular than other options. Mid-week competitions were a popular second choice with athletes, however these were identified as problematic with officials. As such, mid-week competitions have only scheduled when there is a conflicting event on the weekend, or the stadium is unavailable.

The top preference for competition day for officials was in line with the other respondent groups, with Friday being the most common choice for first preference, followed by Saturday afternoons. Officials were also asked to indicate competition days they are unlikely to be available to officiate – mid week, Saturday morning and Sunday afternoon were identified as problematic with availability, however no officials indicated they were likely to be unavailable on Friday evenings.

FREQUENCY OF EVENTS

Majority of respondents indicated they would like to compete in any one event up to 10 times per season, which is consistent with the competition offering (most events offered 9 times per season plus State and National Championships). Most disciplines are offered once a fortnight, which ensures



equity across events ensures all competitors have the same opportunity to compete and is in line with other States' competition offerings.

LATE ENTRIES

The removal of late entries results in more accurate timetabling of events and competitions running consistently on time during the 2018-19 Season. We received numerous feedback on the entries deadline, requesting a regular day/time. As such, the closing date for entries will now be Thursday at midday for all competitions, with the exception of the three Wednesday night competitions.

The entry deadline allows time for competition administration, including the timetable, officials roster and start lists. Entries for Strive open approximately 2 weeks prior to competition, providing ample time for online entry. Reminder emails are sent to all members 24-48 hours prior to the deadline, with social media posts also providing further prompts to assist members.

STATE AND SPECIAL EVENTS

PROGRAMMING / COMPETITION FORMAT

In the 2019-20 Season, State Championship events and competition format will align with National Championship event in terms of number of attempts for field events and age in which an athlete must be to participate in specific events (e.g. Steeplechase).

STATE RELAY CHAMPIONSHIPS

We sought feedback on several aspects of the State Relay Championships. Whilst feedback on a different relay format (where athletes would run in teams by zone rather than club) was inconclusive, the overall response indicated a preference to continue to align our State Relay Championships with the LAWA State Relay Championships and a demand for field relay events to be included. Field relays will be offered for the 2019-20 State Relay Championships, with the format to be confirmed with the final program.

DOUGLAS MEMORIAL SHIELD

The satisfaction rating on the DM Shield was the lowest of all competitions/events, with only 48% indicating they were satisfied. Feedback suggests the competition structure and lack of competing clubs were the main concerns, suggesting this should be reviewed for the 2019-20 season to improve participation. The format of the Douglas Memorial Shield is currently being reviewed in consultation with the Competition Advisory Group and will be confirmed with the final program.

MEMBERSHIP

Respondents were generally satisfied with their membership (either club or independent), with club members indicating they joined a club primarily for coaching or training facilities, the club community and lower weekly competition fees. 29% of respondents who are independent members said they chose independent membership because they're also Little Athletics members.

OFFICIATING

ROSTERS

The officiating roster was a common theme in feedback, with some respondents indicating they would like to see improvement in the variety of allocated roles and/or development opportunities provided at Strive competition. Throwing events were also commonly referenced, with programming issues and warm up times flagged as concerns. These items will be reviewed moving forward into the 2019-20 season.

VOLUNTEERS

Throughout the athlete/parent feedback, there were numerous complaints about the need for parents to volunteer, or a lack of officials on event sites. These comments demonstrate a potential area for improvement, through increasing our audience's understanding of the role of officials and volunteers in athletics. A key priority for Athletics WA is to encourage more members of our athletics community to become involved in officiating or continue their officiating pathway after Little Athletics.

With this in mind, for the 2019-20 season we will reintroduce club rosters, whereby each club will be allocated one competition per season where they will be asked to provide four volunteers. This provides further opportunity for athletes, parents and community members to be introduced to officiating and encouragement be more regularly involved.

2. RESPONDENTS

2.1. OVERALL RESPONSE

Athlete	191
Coaches	20
Officials	36
Parents of athletes	120
Other	11
TOTAL	378 respondents

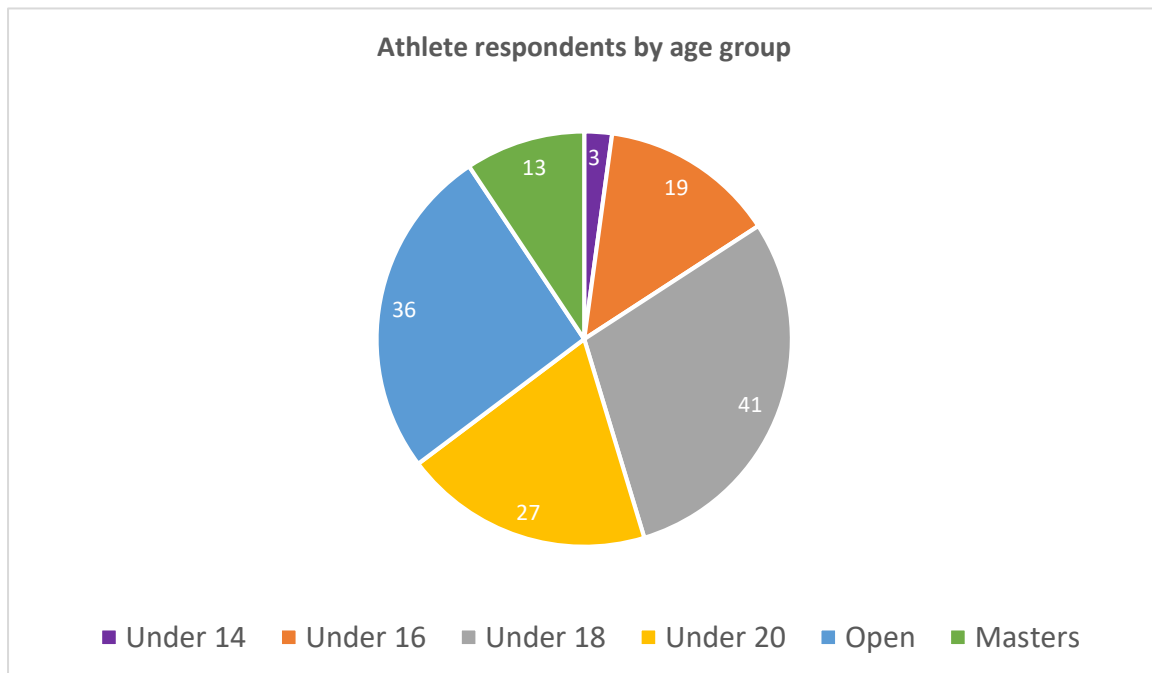
2.2. RESPONDENTS BY EVENT GROUP

Primary event group* the respondent (or their child) competes in or coaches	Athletes	Parents of Athletes	Coaches	Total
Sprints and Hurdles (100, 200, 400m, Short & Long Hurdles)	72	55	17	144
Middle Distance (800, 1500m)	41	27	10	78
Long Distance (3000m +)	20	11	5	36
Walks	8	2	3	13
Cross Country	14	7	4	25
Pole Vault	1	3	0	4
High Jump	10	15	2	27
Long/Triple Jump	22	29	6	57
Shot Put	20	15	3	38
Discus	21	12	4	37
Javelin	21	12	4	37
Hammer Throw	10	7	1	18

* respondents could select more than one event

2.3. AUDIENCE OVERVIEW: ATHLETES

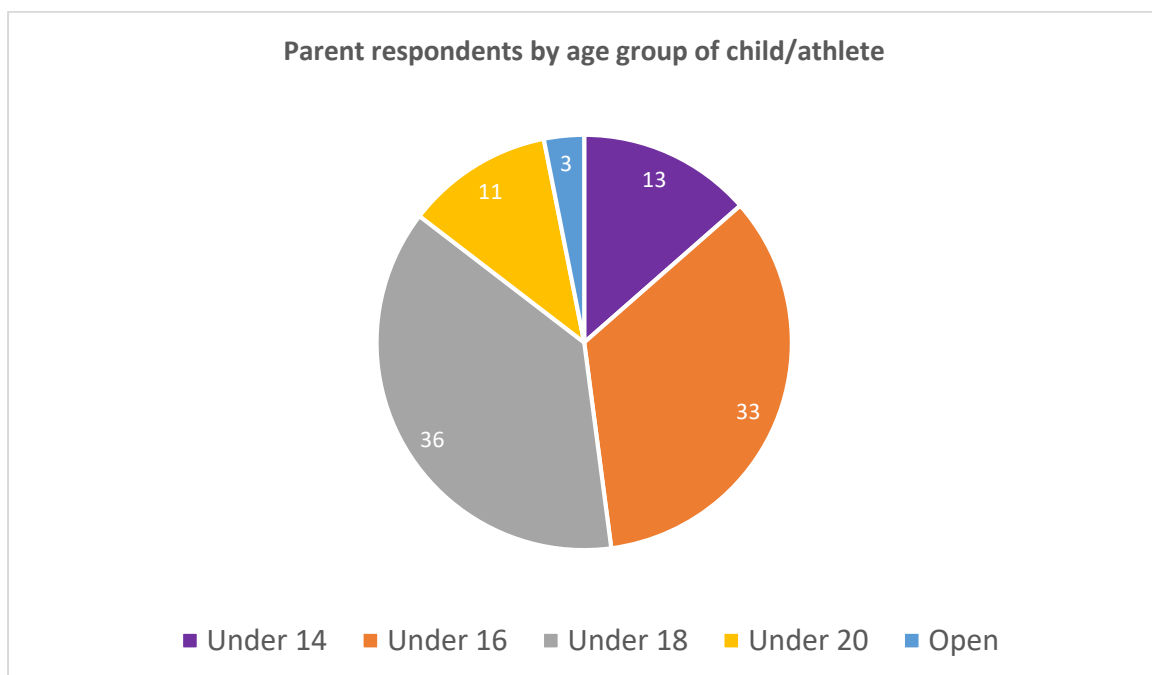
- 30% of respondents were members of a Little Athletics Club/Centre
- 52% of respondents rated their personal competition performance 'good' or 'excellent', with 37% selecting 'average'
- 83% of respondents have a coach
- 81% of respondents were members of a club
- Of the 19% of respondents who were independent members, 29% were casual competitor members (able to compete in 3 competitions plus State Championships) and 71% were regular competitor members (unlimited competitions)
- 60% of respondents competed at least once a fortnight, despite the overall season average being 5 times per athlete
- 50% of athletes competed in one event per competition and 39% of athletes competed in 2 events per competition
- 70% of respondents competed at the 2019 WA Coles State Championships
- 32% of respondents competed at the 2019 WA All Schools Championships
- 26% of respondents competed at the 2019 Jandakot Airport Track Classic and a further 25% attended as spectators



2.4. AUDIENCE OVERVIEW: PARENTS OF ATHLETES

- 60% of parent respondents were parents of athletes who are both Little Athletics and AWA members
- Majority of respondents' children were within the Under 16 and Under 18 age groups (see table below)
- 81% of respondents indicated their child is a member of a club

- The number of times the athlete competed per season varied amongst this group, with 36% indicating their child competed every week, 31% up to 5 times during the season and 23% every second week
- 55% of respondents indicated their child competed in 2 events per competition
- 81% of respondents indicated their child competed at the WA Coles State Championships
- 66% of respondents indicated their child competed at the WA State All School Championships
- 15% of respondents indicated their child competed at the 2019 Jandakot Airport Track Classic and 27% attended as a spectator



2.5. AUDIENCE OVERVIEW: COACHES

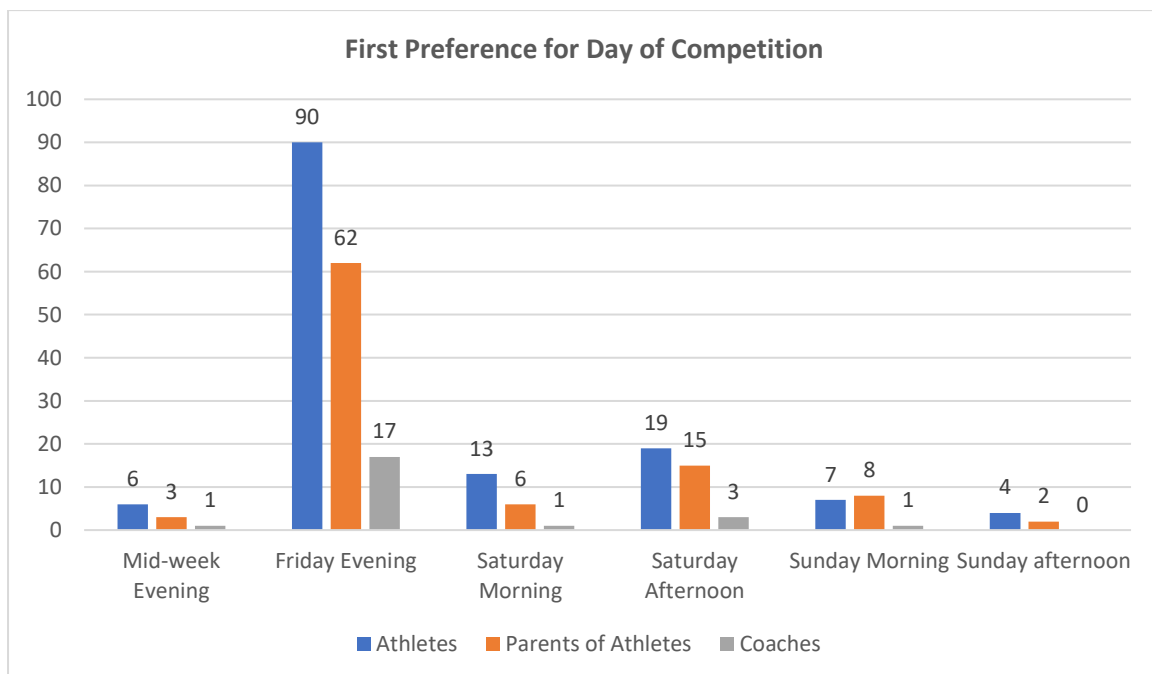
- 92% of coaches indicated their athletes competed at the WA Coles State Championships
- 44% of coaches indicated their athlete/s competed at the Jandakot Airport Track Classic, with 20% attended just as a spectator
- 83% of coaches indicated their athletes competed at the WA All Schools Championships
- 72% of coaches would like their athletes to compete at Strive weekly

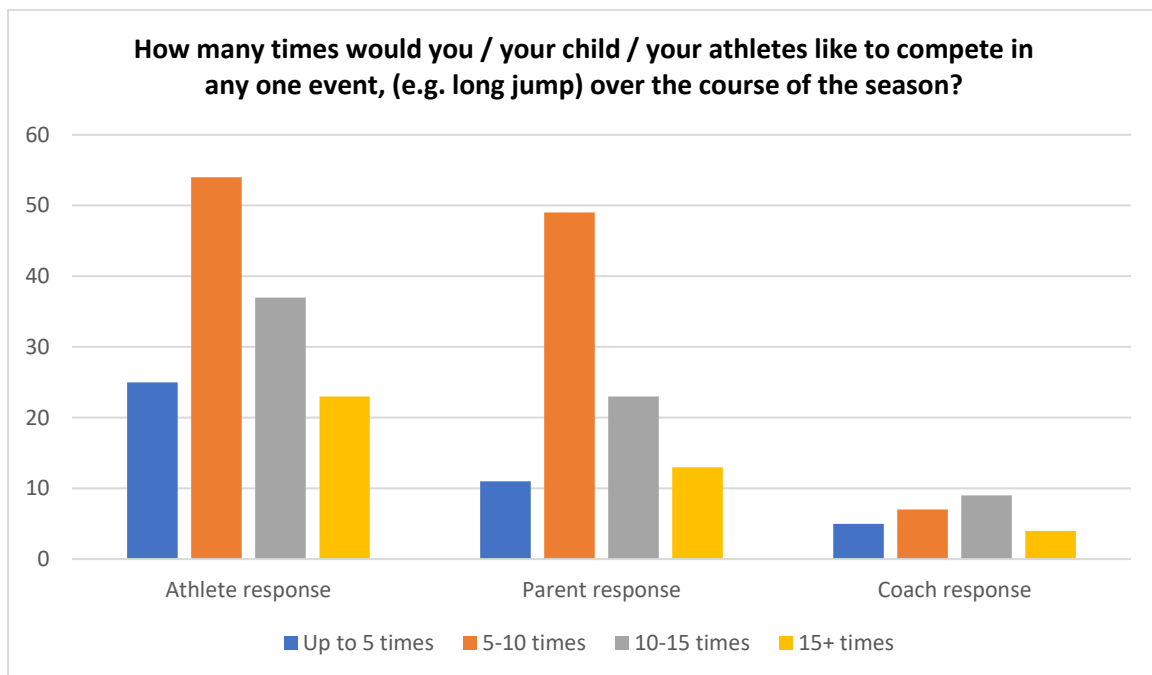
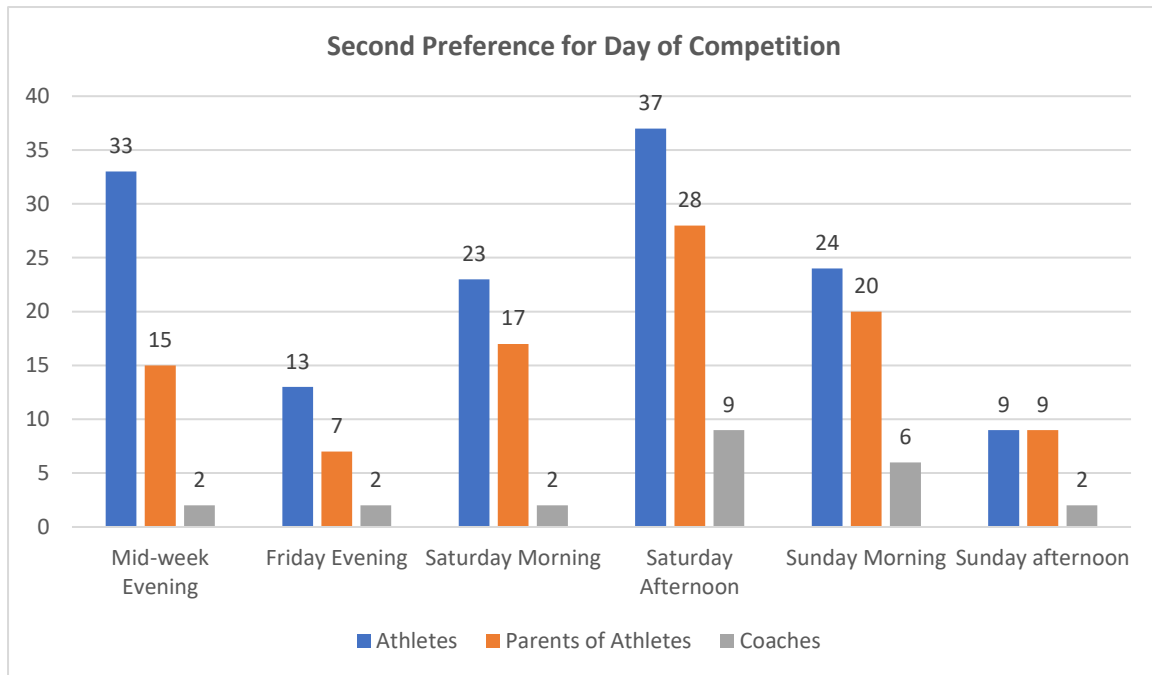
3. STRIVE COMPETITIONS

The survey was constructed to gather information to inform decisions for the 2019-20 Calendar and provide insight into member satisfaction with the 2018-19 season.

3.1. PROGRAMMING

The overall preference for the day on which competition is held is Friday nights, which was clear within the athlete (65%), parents of athletes (65%) and coaches (70%) respondent groups. The second preference was more distributed, with Saturday afternoon slightly more popular than other options.





The overall response indicated athletes would like to compete in any one event between 5-10 times (42%) or 10-15 times (26%) per season. Of the respondents, 41% would like to compete up to 5 times a season and 15% over 15 times per season. The competition calendar provides 9 Strive opportunities, in addition to State Championship events, indicating the current competition calendar meets the needs of the majority of our member base.

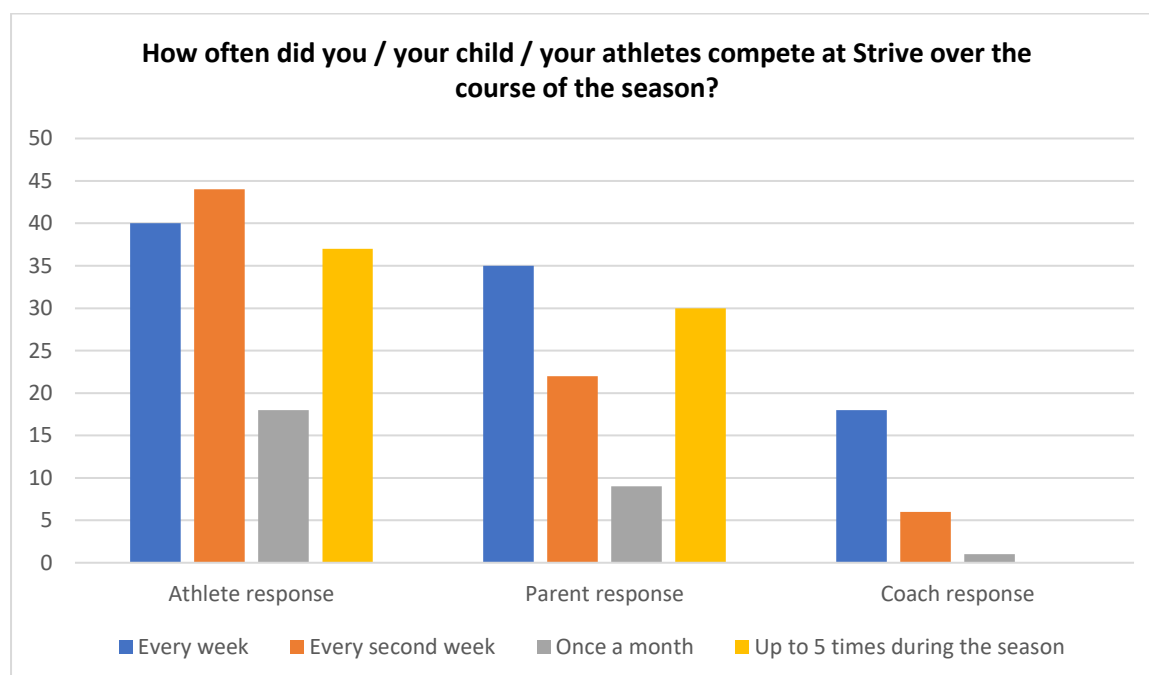
This was reflected in a following question, where respondents were asked to rate their satisfaction level with the number of competition opportunities provided throughout the 2018-19 Season. A total of 76% of respondents indicated they were neutral or satisfied with competition opportunities.

Respondents satisfaction with the number of competition opportunities

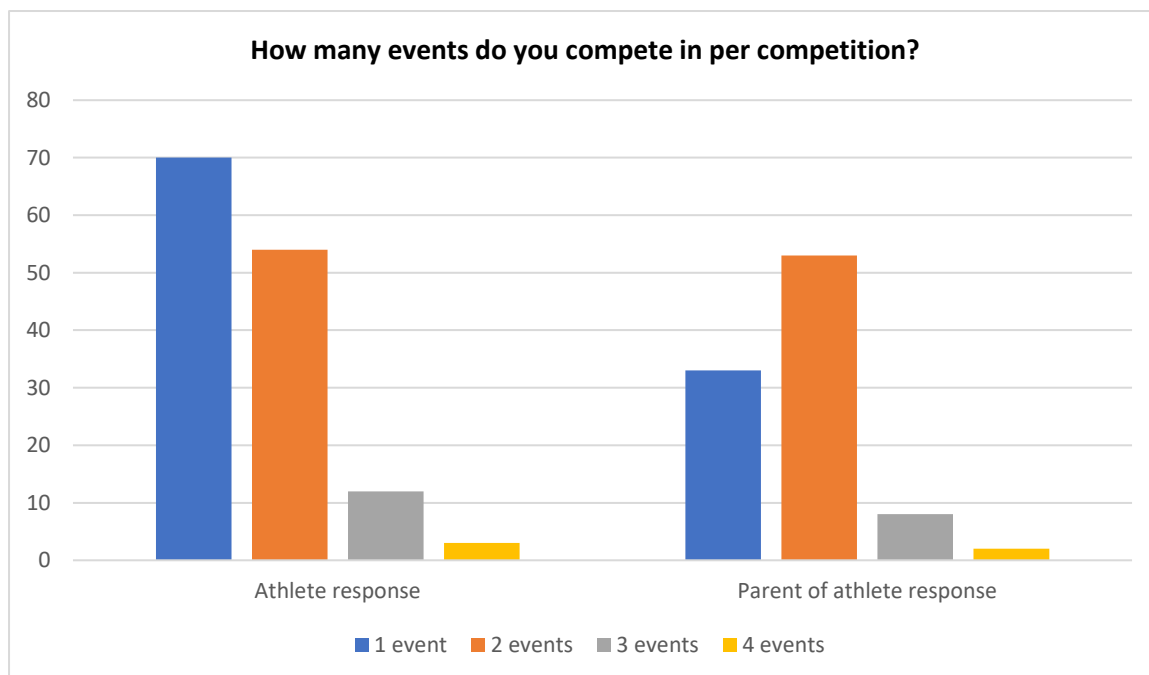
	Athletes	Parents of athletes	Coaches	TOTAL	TOTAL (%)
Very dissatisfied	17	11	4	32	11%
Somewhat dissatisfied	21	14	5	40	14%
Neither satisfied nor dissatisfied	24	13	3	40	25%
Somewhat satisfied	47	36	4	87	30%
Very satisfied	30	22	8	60	21%

3.2. PARTICIPATION

The following questions related to participation and frequency.



A review of competition entries throughout the 2018-19 Season, determined that athletes competed at Strive competitions on average 5 times (excluded State events). This question indicates the survey response was received from our members who compete more than the average.



Majority of athletes compete in 1-2 events per night, with the response from parents indicating a junior athlete are more likely to compete in two events per night.

3.3. ENTRY PROCESS

The entry process refers to the online registration system, where athletes are required to submit their entry prior to a set date and time for competition. During the 2018-19 season, this was generally midday on Wednesday for a Friday competition and midday of Thursday for a Saturday/Sunday competition. No late entries were accepted after the cut off. Members received registration reminders through email and social media.

How satisfied were you with the entry process for Strive meets during the 2018-19 Season?

	Athletes	Parents of athletes	TOTAL	TOTAL (%)
Very dissatisfied	9	7	16	7%
Somewhat dissatisfied	12	11	23	10%
Neither satisfied nor dissatisfied	21	8	29	12%
Somewhat satisfied	54	27	81	34%
Very satisfied	43	43	86	37%

The removal of late entries resulted in more accurate timetabling of events and competitions running to schedule during the 2018-19 Season. Following feedback requesting consistency, the closing date for entries will now be Thursdays at midday for all Friday/Saturday/Sunday competitions. This will only vary for mid-week competitions, which are only occur when another event is being held on the weekend.

3.4. OVERALL SATISFACTION

How satisfied were you with the overall competition experience of Strive meets during the 2018-19 Season?

	Athletes	Parents of athletes	Coaches	TOTAL	TOTAL (%)
Very dissatisfied	8	9	2	19	7%
Somewhat dissatisfied	13	10	6	29	11%
Neither satisfied nor dissatisfied	23	16	7	46	17%
Somewhat satisfied	50	32	9	91	34%
Very satisfied	45	29	5	79	30%

Overall, majority of respondents indicated they were satisfied (64%) or neutral (17%) with the overall experience of Strive meets. The competition timetable and the events on offer were cited as the primary reasons for both positive or negative satisfaction rating.

4. WA COLES STATE CHAMPIONSHIPS

The 2019 WA Coles State Championships were conducted from the 15-17 February 2019.

4.1. OVERALL SATISFACTION

How satisfied were you with the overall WA Coles State Championships competition experience?

	Athletes	Parents of athletes	Coaches	TOTAL	TOTAL (%)
Very dissatisfied	2	0	1	3	1%
Somewhat dissatisfied	9	9	4	22	11%
Neither satisfied nor dissatisfied	15	7	7	29	14%
Somewhat satisfied	46	25	9	80	39%
Very satisfied	29	38	5	72	35%

Overall the range of reasons provided for giving the above rating was too diverse to draw significant conclusions, however the competition timetable was consistently listed as a reason the respondent was satisfied or dissatisfied.

4.2. TIMETABLE

How satisfied were you with the WA Coles State Championships competition timetable?

	Athletes	Parents of athletes	Coaches	TOTAL	TOTAL (%)
Very dissatisfied	3	1	2	6	3%
Somewhat dissatisfied	9	6	3	18	9%
Neither satisfied nor dissatisfied	20	11	4	35	17%
Somewhat satisfied	45	37	7	89	43%
Very satisfied	27	24	6	57	28%

The response to the competition timetable was generally positive, with only 12% indicating they were dissatisfied. Following a review of the 2019 WA Coles State Championships timetable and rules and regulations, these will be adjusted in 2020 to align with the Australian Championships in terms of age groups and competition formats.

5. WA ALL SCHOOLS CHAMPIONSHIPS

The 2019 WA All Schools Championships were conducted from the 2-4 November 2018.

5.1. COMPETITION TIMETABLE

How satisfied were you with the competition timetable for the 2018 WA All Schools Championships?

	Athletes	Parents of athletes	Coaches	TOTAL	TOTAL (%)
Very dissatisfied	0	0	0	0	0%
Somewhat dissatisfied	2	5	1	8	6%
Neither satisfied nor dissatisfied	12	11	7	30	22%
Somewhat satisfied	19	33	8	60	43%
Very satisfied	18	18	5	41	29%

Majority of respondents indicated they were satisfied (72%) with the competition timetable, with an additional 22% indicating they were neutral.

5.2. COMPETITION EXPERIENCE

Respondents were on the most part satisfied with the competition experience of the WA All Schools Championships (72%) and whilst reasons provided for this response varied across the provided options (competition timetable, events on offer, competition fees, quality of competitors, entry process, facilities and equipment and quality of officiating), the most frequent reasons were the competition timetable and events on offer.

How satisfied were you with the overall competition experience at the 2018 WA All Schools Championships?

	Athletes	Parents of athletes	Coaches	TOTAL	TOTAL (%)
Very dissatisfied	1	0	1	2	1%
Somewhat dissatisfied	1	4	2	7	5%
Neither satisfied nor dissatisfied	11	13	7	31	23%
Somewhat satisfied	20	27	5	52	39%
Very satisfied	17	20	6	43	32%

6. JANDAKOT AIRPORT TRACK CLASSIC

The Jandakot Airport Track Classic was held on Saturday the 16 March 2019. The overall feedback on the Jandakot Airport Track Classic was positive, with a 79% satisfaction rating for both the competition experience and entertainment value.

The quality of competitors, competition timetable and events on offer were all indicated as reasons for the positive rating.

The 11% of respondents who were not satisfied with the competition experience of the Jandakot Airport Track Classic, listed the events on offer and the quality of competitors as the primary reason.

6.1. COMPETITION EXPERIENCE

How satisfied were you with the competition experience of the Jandakot Airport Track Classic?

	Athletes	Parents of athletes	Coaches	TOTAL	TOTAL (%)
Very dissatisfied	5	0	1	6	5%
Somewhat dissatisfied	2	3	2	7	6%
Neither satisfied nor dissatisfied	11	5	6	13	10%
Somewhat satisfied	27	11	5	43	34%
Very satisfied	28	21	8	57	45%

6.2. ENTERTAINMENT VALUE

How satisfied were you with the entertainment value of the Jandakot Airport Track Classic?

	Athletes	Parents of athletes	Coaches	TOTAL	TOTAL (%)
Very dissatisfied	2	1	0	3	2%
Somewhat dissatisfied	5	4	1	10	8%
Neither satisfied nor dissatisfied	9	7	4	13	10%
Somewhat satisfied	26	14	7	47	37%
Very satisfied	29	18	6	53	42%

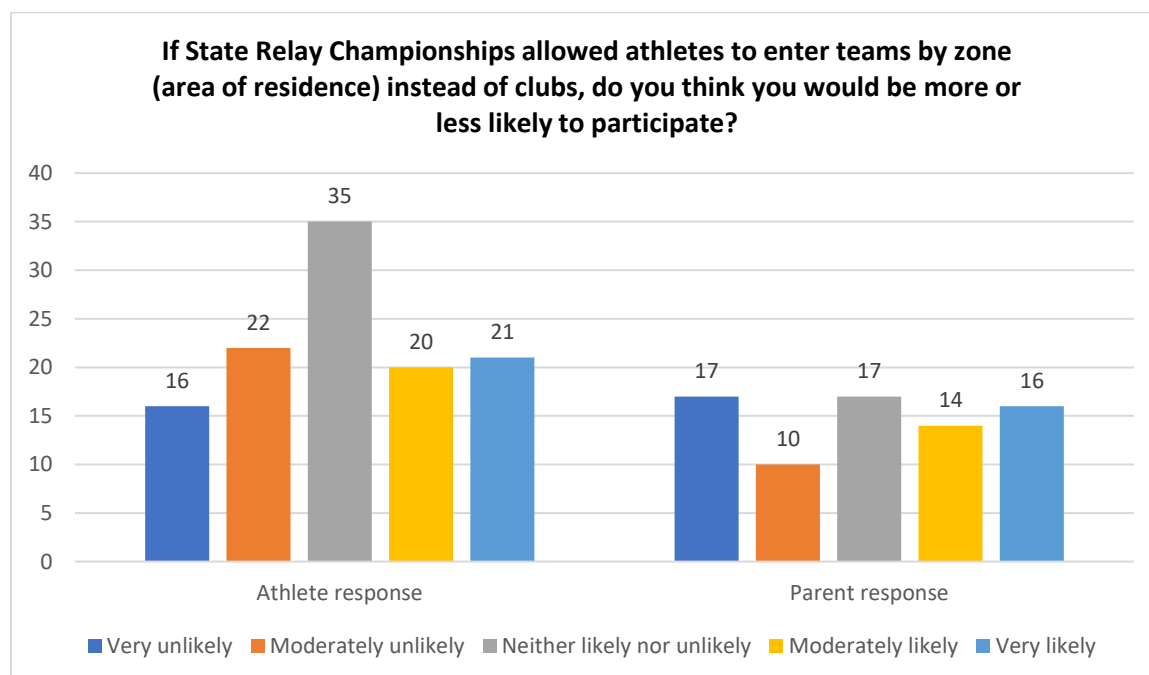
7. STATE RELAY CHAMPIONSHIPS

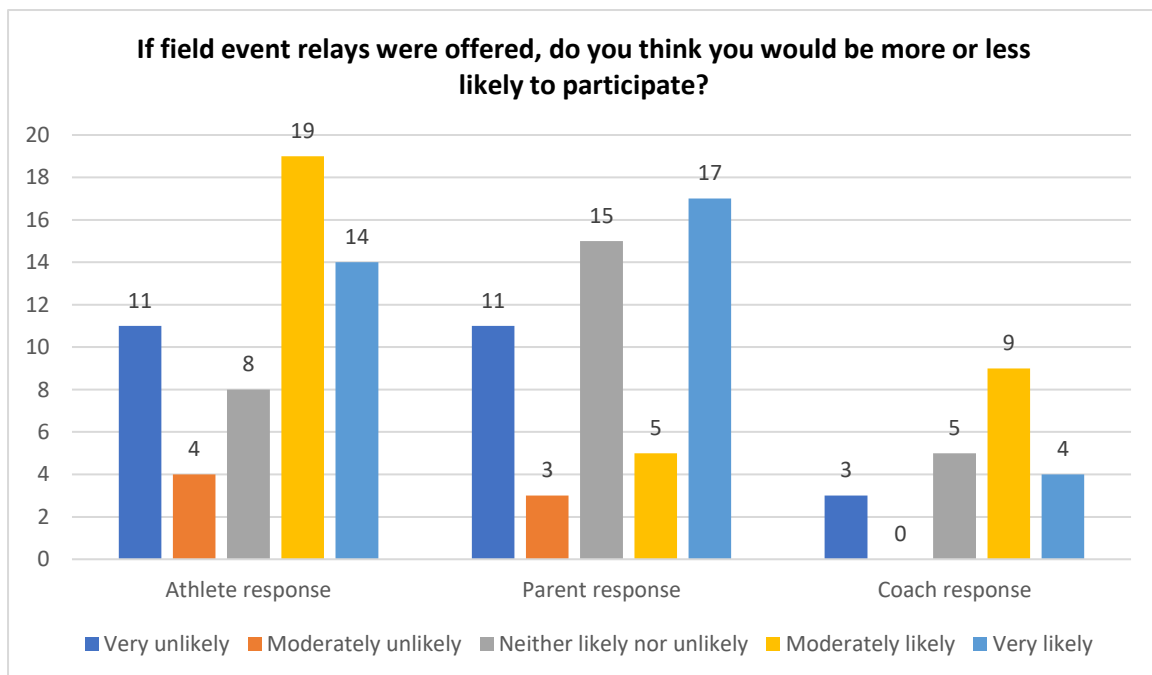
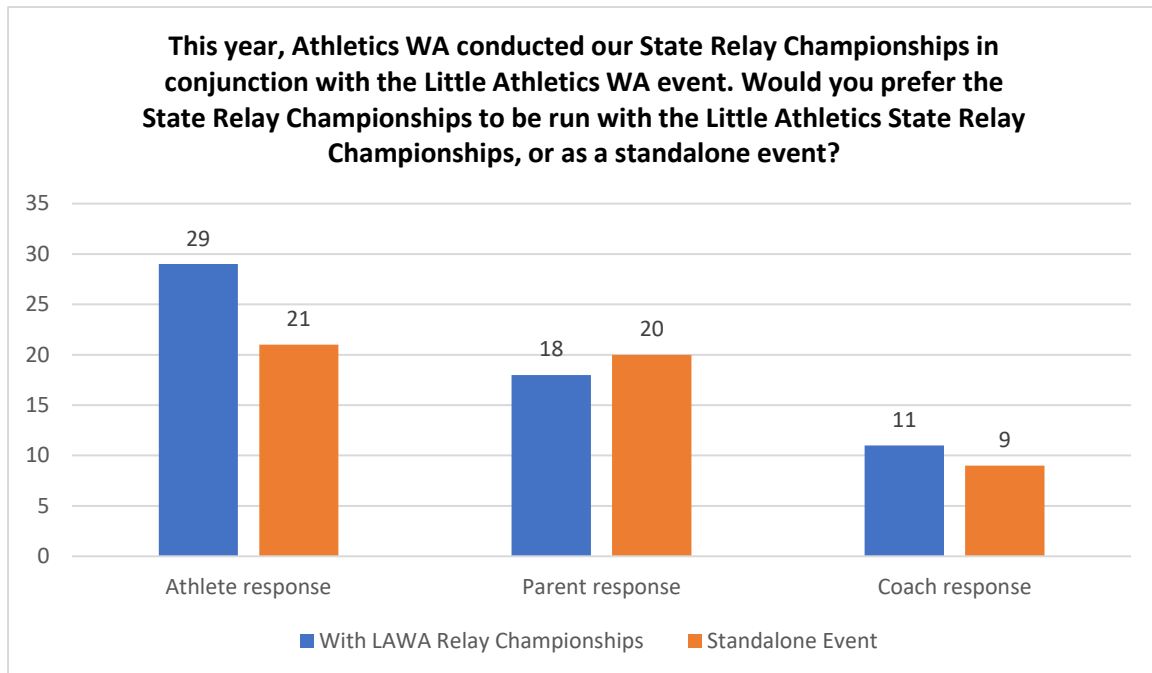
The State Relay Championships (4x100m, 4x400m and Medley Relay) were held in conjunction with the Little Athletics State Relay Championships event on the 14 December 2018. There was a 59% satisfaction response rate from respondents who participated (or whose child or coached athlete participated), with majority indicating this was due to the atmosphere and events on offer.

How satisfied were you with the overall competition experience at the State Relay Championships?

	Athletes	Parents of athletes	Coaches	TOTAL	TOTAL (%)
Very dissatisfied	0	2	4	6	9%
Somewhat dissatisfied	0	1	2	3	4%
Neither satisfied nor dissatisfied	3	10	5	18	27%
Somewhat satisfied	9	3	5	17	25%
Very satisfied	12	9	2	23	34%

In order to review reasons for participation, or lack thereof, in the State Relay Championships, respondents were asked if they would be more or less likely to compete if relays were run by zone (area of residence) and/or if they would participate in field relays.





The response received regarding zoned teams was not conclusive, however more respondents preferred the State Relay Championships held in conjunction with the LAWA State Relay Championships and this will continue for the 2019-20 Season.

Field relays will be included in the 2019-20 State Relay Championships, providing an additional competition opportunity for field athletes and a more inclusive approach for all athletes.

8. DOUGLAS MEMORIAL SHIELD

The Douglas Memorial Shield (DM Shield) was held across four competitions during the Strive Track and Field Season, where clubs could earn points in specific events and nominated one athlete per night for double points.

The survey received 60 responses from athletes, or parents or coaches of athletes relating to the Douglas Memorial Shield. Of the respondents, 48% were satisfied, 33% neither satisfied nor dissatisfied and 18% dissatisfied with the competition. The primary reasons given those who indicated they were satisfied were the competition structure, point scoring and relay events. For those who were dissatisfied, this was largely due to the competition structure and the lack of clubs participating in the event. The feedback suggests the Douglas Memorial Shield competition should be reviewed in 2019-20 to maximise participation amongst clubs.

If you participated in the Douglas Memorial shield competition, how satisfied were you with the overall experience?

	Athletes	Parents of athletes	Coaches	TOTAL	TOTAL (%)
Very dissatisfied	0	1	4	5	8%
Somewhat dissatisfied	3	2	1	6	10%
Neither satisfied nor dissatisfied	9	9	2	20	33%
Somewhat satisfied	12	1	2	15	25%
Very satisfied	8	3	3	14	23%

9. CLUB QUESTIONS

Athletes and parents of athletes who indicated they were club members during the 2019-20 Season were asked further questions relating to their club experience.

Why did you decide to join a club?

	Athletes	Parents of athletes	TOTAL	TOTAL (%)*
Coaching	45	38	83	48%
Training Facilities	38	15	53	31%
Lower weekly competition fee	38	29	67	39%
Club v club and relays	14	6	20	12%
Club community	45	32	77	45%
Other	10	13	23	13%

**Respondents could select multiple options, so the total % represents the portion of the 173 respondents to this question who selected that option*

How satisfied are you with the services (e.g. coaching, training facilities, support, etc.) your Club provided for the fee paid?

	Athletes	Parents of athletes	TOTAL	TOTAL (%)
Very dissatisfied	1	3	4	3%
Somewhat dissatisfied	7	3	10	6%
Neither satisfied nor dissatisfied	9	11	20	13%
Somewhat satisfied	32	13	45	28%
Very satisfied	41	38	79	50%

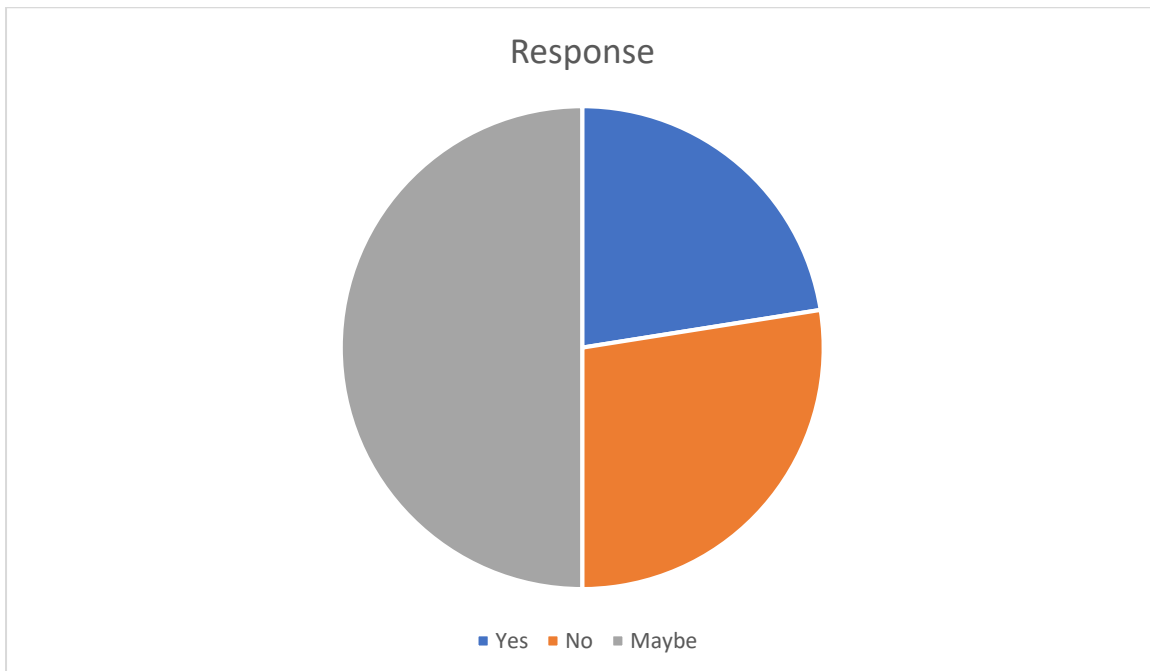
10. INDEPENDENT QUESTIONS

Athletes and parents of athletes who indicated they were independent members during the 2019-20 Season were asked further questions relating to their experience.

How satisfied were you with your Independent Membership during the 2018-19 season?

	Response	Response (%)
Very dissatisfied	1	3%
Somewhat dissatisfied	3	8%
Neither satisfied nor dissatisfied	6	15%
Somewhat satisfied	16	40%
Very satisfied	14	35%

If there was no increase in fees to join a Club, would you choose to join a Club instead of an Independent Membership?



What is the primary reason/s (up to 3) that you chose Independent Membership?

	Response	Percentage
I am at Little Athletics member	18	29%
I only wanted to compete in a few competitions	7	11%
I am new to athletics and wanted to try it out first	4	6%
I only wanted to compete at a Championships (e.g. WA All Schools Championships, WA State Championships)	6	10%
Low membership fees	8	13%
I don't need club training facilities	11	17%
Other (please specify)	9	14%

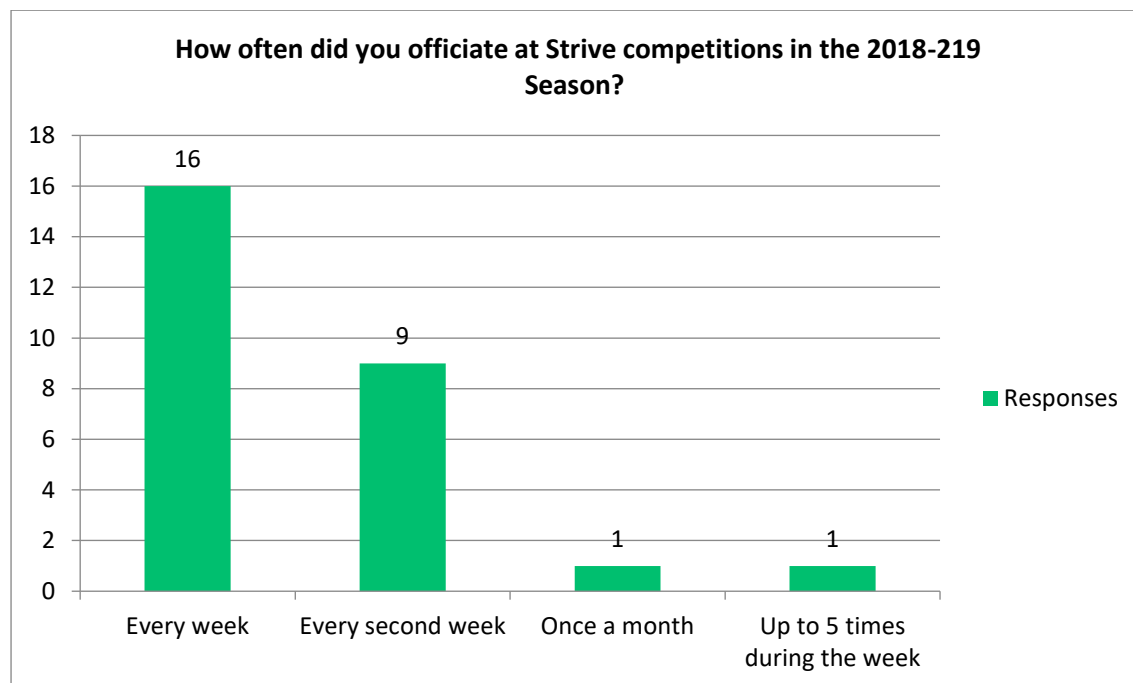
11. OFFICIALS RESPONSE

Respondents who indicated their primary role in the sport was as an official were asked a series of specific questions relating to their officiating experiences with Athletics WA. There were a total of 27 respondents for this group,

Main events respondents regularly officiate

Answer Choices	Currently officiate		Interested in officiating	
	Percentage	Count	Percentage	Count
Sprints and Hurdles (100/200/400/Hurdles)	37.04%	10	48.15%	13
Middle Distance (800, 1500m)	37.04%	10	40.74%	11
Long Distance (3000m +)	33.33%	9	40.74%	11
Walks	33.33%	9	37.04%	10
Cross Country	18.52%	5	37.04%	10
Pole Vault	18.52%	5	22.22%	6
High Jump	33.33%	9	51.85%	14
Long/Triple Jump	25.93%	7	48.15%	13
Shot Put	48.15%	13	33.33%	9
Discus	48.15%	13	33.33%	9
Javelin	48.15%	13	33.33%	9
Hammer Throw	44.44%	12	29.63%	8
Competition Administration/Results	7.41%	2	18.52%	5
Photo Finish	0.00%	0	18.52%	5
TIC	3.70%	1	22.22%	6
Technical	3.70%	1	22.22%	6

STRIVE COMPETITION

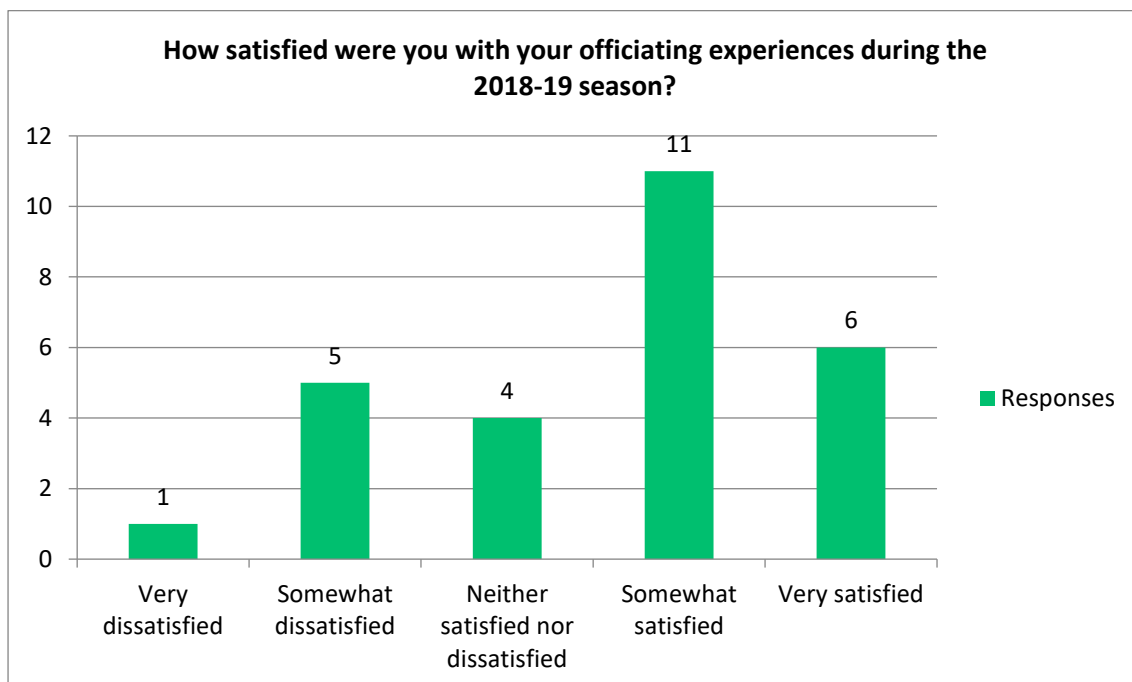
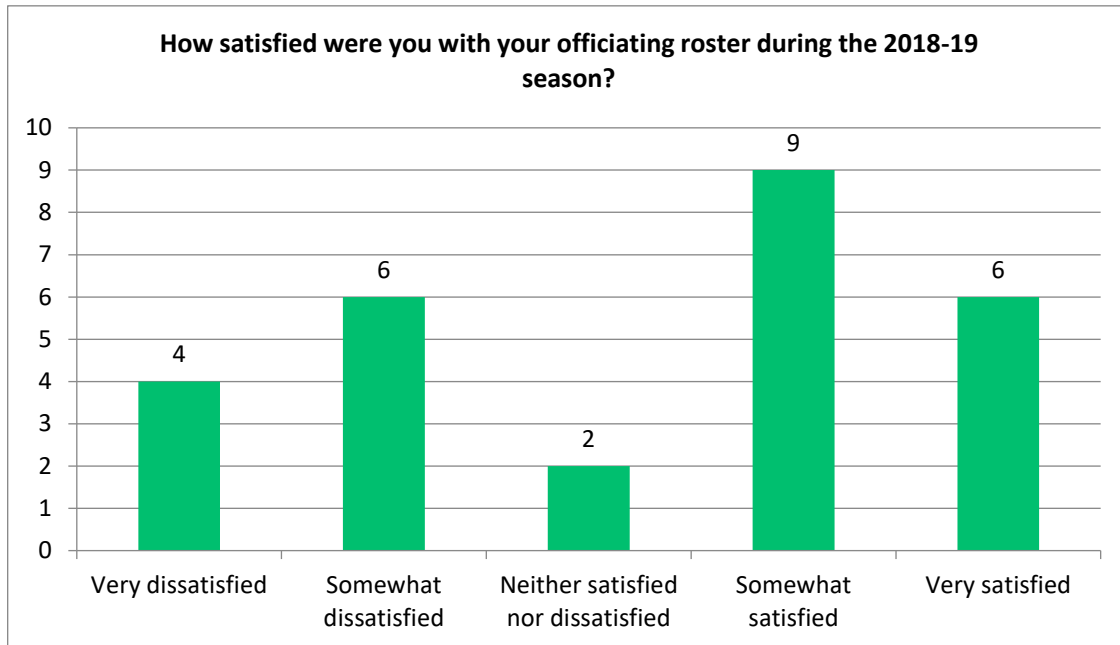


Top three preferences for competition day

DAY	First preference	Second preference	Third preference
Mid-week evening (e.g. Weds/Thurs)	3.70% 1	18.52% 5	22.22% 6
Friday evening	59.26% 16	25.93% 7	11.11% 3
Saturday morning	0.00% 0	11.11% 3	14.81% 4
Saturday afternoon	33.33% 9	18.52% 5	18.52% 5
Sunday morning	3.70% 1	25.93% 7	22.22% 6
Sunday afternoon	0.00% 0	0.00% 0	11.11% 3

Indication of competition days where respondents would likely be unavailable to officiate

DAY	Unavailable (%)	Unavailable (Responses)
Mid-week evening (e.g. Weds/Thurs)	59.09%	13
Friday Evening	0.00%	0
Saturday morning	50.00%	11
Saturday afternoon	18.18%	4
Sunday morning	31.82%	7
Sunday afternoon	50.00%	11

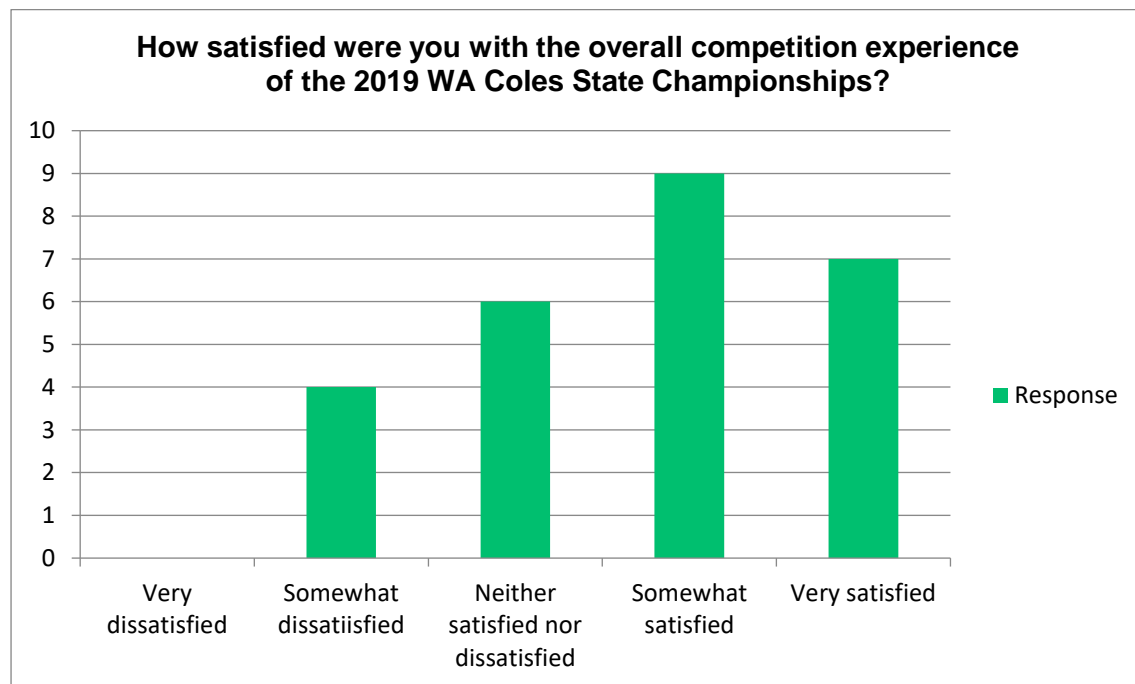


62% of officials were satisfied with their officiating experiences, with the majority indicating this was due to fellow officials and the quality of competitors.

Of the 23% of officials who indicated they were not satisfied with their experience, majority indicated this was due to a lack of variety in role assignment.

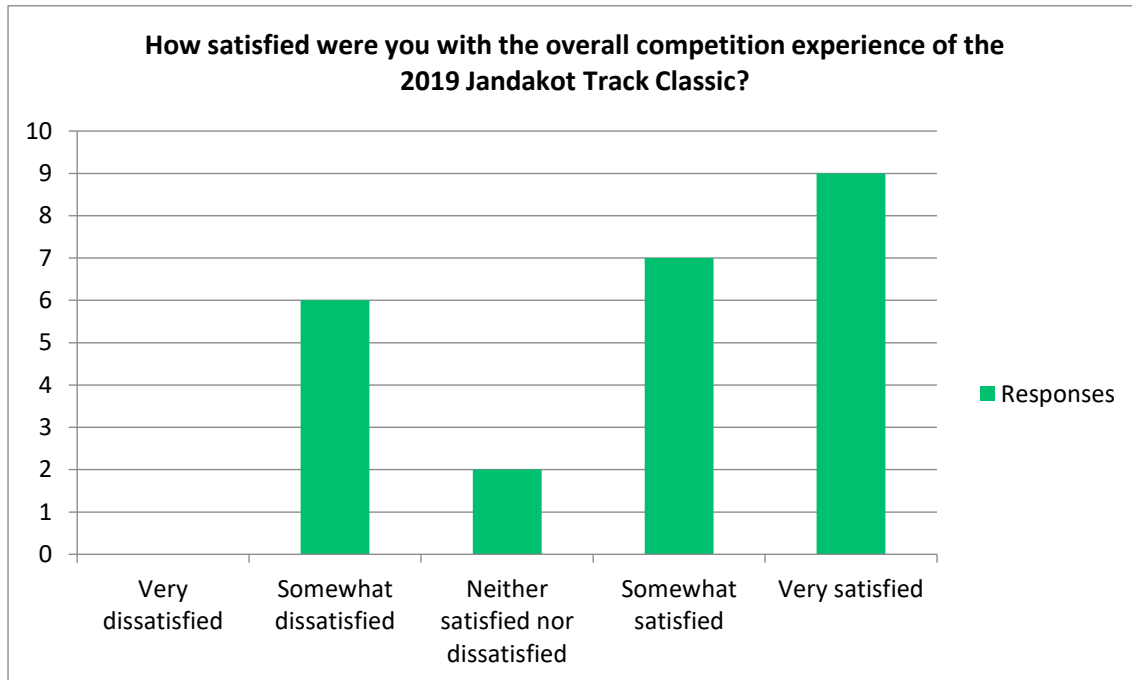
2019 WA COLES STATE CHAMPIONSHIPS

Majority of officials who responded to the survey officiated at the 2019 WA Coles State Championships (89%).



JANDAKOT AIRPORT TRACK CLASSIC

From the respondents, 81.5% officiated at the Jandakot Airport Track Classic.



WA ALL SCHOOLS CHAMPIONSHIPS

From the respondents, 70% officiated at the WA All Schools Championships.

