

Below is a summary of the responses from the 2017 Clubs Day Survey. Melbourne University Sport has provided short summaries of written responses, and where possible provided 2016 Semester 1 Weighted Averages for comparison on the right hand side of tables

Q1 Which Club do you represent?

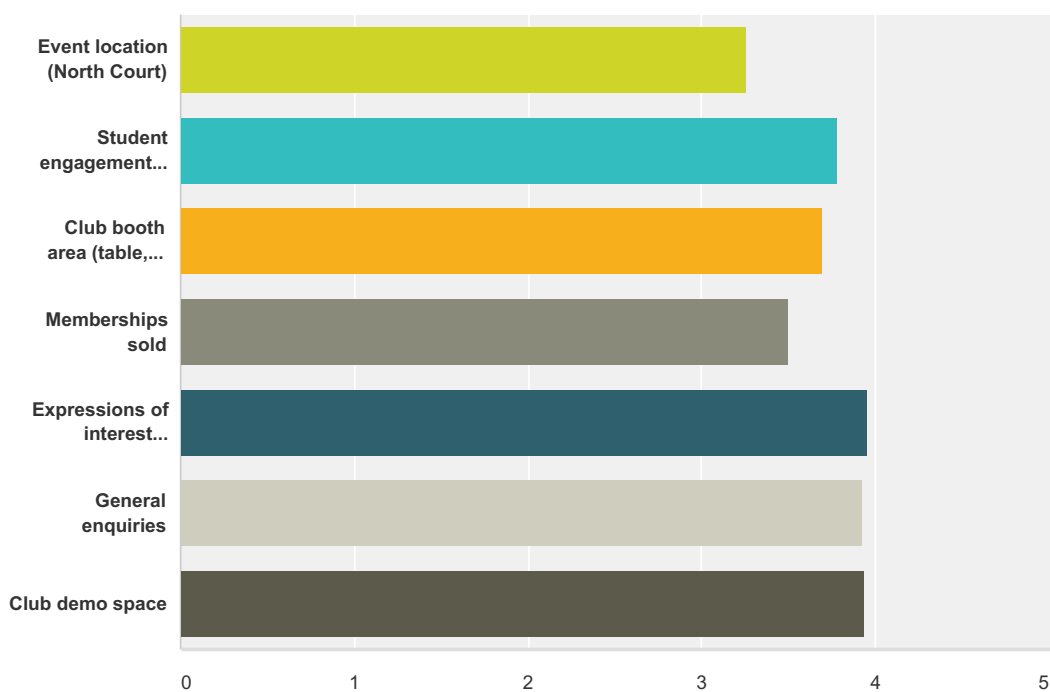
Answered: 27 Skipped: 0

Answer Choices	Responses
Aikido	3.70% 1
Athletics	3.70% 1
Badminton	3.70% 1
Baseball	3.70% 1
Basketball	3.70% 1
Boat	0.00% 0
Cricket	0.00% 0
Cheer	3.70% 1
Cycling	0.00% 0
Dancesport	3.70% 1
Fencing	0.00% 0
Football	3.70% 1
Futsal	3.70% 1
Gridiron	3.70% 1
Hockey	3.70% 1
Inline Skating	0.00% 0
Karate	3.70% 1
Kendo	7.41% 2
Lacrosse	3.70% 1
Mountaineering	3.70% 1
Netball	3.70% 1
Quidditch	0.00% 0
Rugby Union	0.00% 0
Skiing	0.00% 0
Snowboarding	0.00% 0
Soccer	0.00% 0
Softball	3.70% 1
Squash	0.00% 0
Swimming	3.70% 1
Surf Riders	0.00% 0
Table Tennis	3.70% 1

Taekwondo (Rhee)	0.00%	0
Taekwondo (WTF)	3.70%	1
Tai Chi & Wushu	0.00%	0
Tennis	3.70%	1
Touch	0.00%	0
Underwater	7.41%	2
Ultimate Frisbee	0.00%	0
Volleyball	3.70%	1
Waterpolo	0.00%	0
Waterski & Wakeboard	3.70%	1
Weightlifting & Powerlifting	3.70%	1
Total		27

Q2 Please rate your satisfaction of Clubs Day for the following:

Answered: 27 Skipped: 0

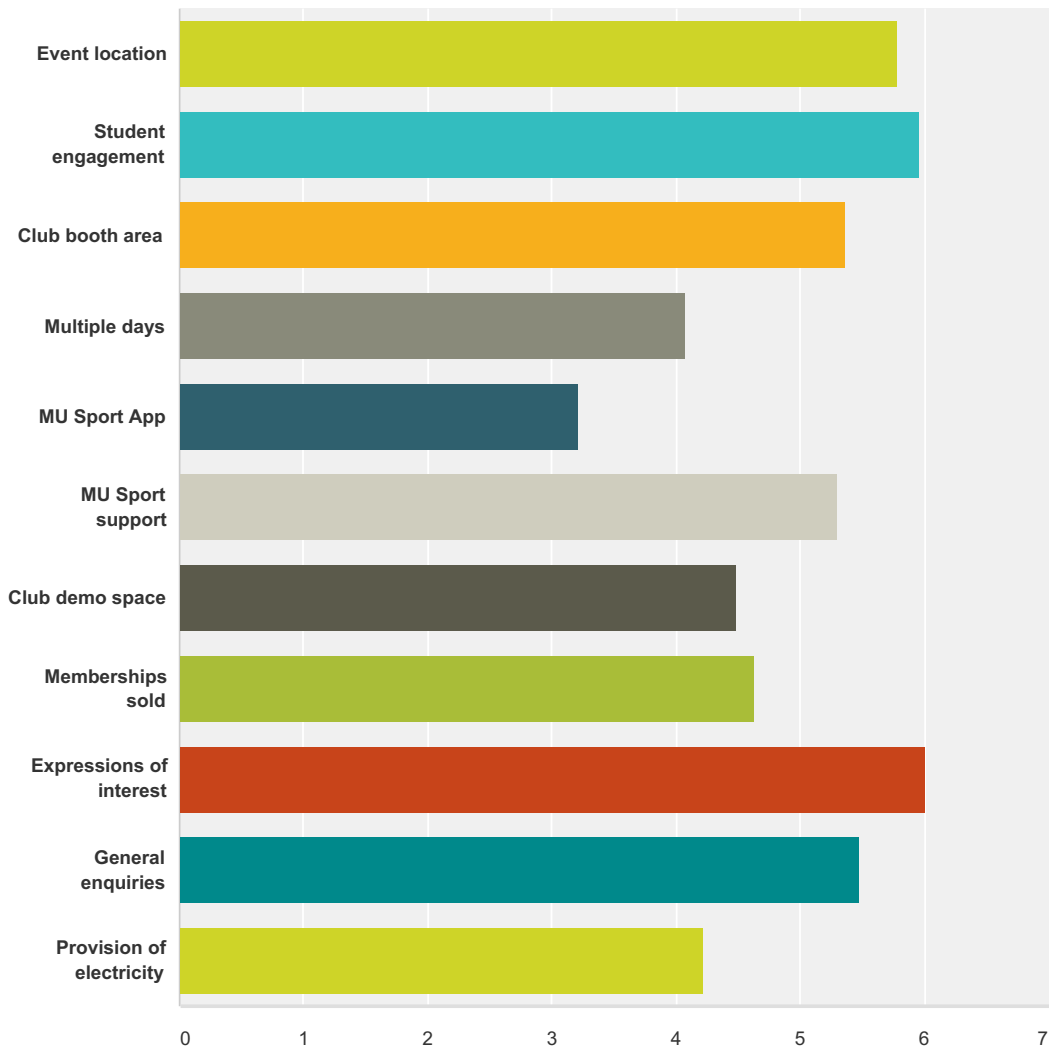


Weighted Average Sem 1 2016

	Very dissatisfied	Dissatisfied	Unsure	Satisfied	Very satisfied	N/A	Total	Weighted Average	Day 1	Day 2
Event location (North Court)	11.11% 3	18.52% 5	14.81% 4	44.44% 12	11.11% 3	0.00% 0	27	3.26	4.03	3.18
Student engagement (festival atmosphere, crowd size)	3.70% 1	11.11% 3	3.70% 1	66.67% 18	14.81% 4	0.00% 0	27	3.78	4.13	2.32
Club booth area (table, chair, display space)	3.70% 1	7.41% 2	7.41% 2	77.78% 21	3.70% 1	0.00% 0	27	3.70	4.13	3.86
Memberships sold	3.70% 1	11.11% 3	14.81% 4	33.33% 9	11.11% 3	25.93% 7	27	3.50	4.00	2.24
Expressions of interest (contact information)	3.70% 1	7.41% 2	7.41% 2	44.44% 12	29.63% 8	7.41% 2	27	3.96	4.32	2.45
General enquiries	3.70% 1	7.41% 2	11.11% 3	48.15% 13	29.63% 8	0.00% 0	27	3.93	4.21	2.55
Club demo space	0.00% 0	3.70% 1	14.81% 4	22.22% 6	18.52% 5	40.74% 11	27	3.94	3.96	3.38

Q3 Please rate the importance of the following elements of Clubs Day:

Answered: 27 Skipped: 0



	Not at all important	Low Importance	Slightly important	Neutral	Moderately important	Very important	Extremely important	Total	Weighted Average	Weighted Average 2016
Event location	0.00% 0	0.00% 0	0.00% 0	7.41% 2	25.93% 7	48.15% 13	18.52% 5	27	5.78	5.89
Student engagement	0.00% 0	0.00% 0	0.00% 0	3.70% 1	22.22% 6	48.15% 13	25.93% 7	27	5.96	6.32
Club booth area	0.00% 0	0.00% 0	0.00% 0	22.22% 6	29.63% 8	37.04% 10	11.11% 3	27	5.37	5.79
Multiple days	7.41% 2	11.11% 3	11.11% 3	29.63% 8	25.93% 7	7.41% 2	7.41% 2	27	4.07	4.58
MU Sport App	14.81% 4	18.52% 5	7.41% 2	48.15% 13	11.11% 3	0.00% 0	0.00% 0	27	3.22	3.58
MU Sport support	0.00% 0	7.41% 2	0.00% 0	14.81% 4	25.93% 7	37.04% 10	14.81% 4	27	5.30	5.11

Club demo space	7.41% 2	11.11% 3	3.70% 1	22.22% 6	25.93% 7	18.52% 5	11.11% 3	27	4.48	4.58
Memberships sold	11.11% 3	14.81% 4	0.00% 0	22.22% 6	3.70% 1	22.22% 6	25.93% 7	27	4.63	4.61
Expressions of interest	0.00% 0	0.00% 0	0.00% 0	7.41% 2	18.52% 5	40.74% 11	33.33% 9	27	6.00	6.05
General enquiries	0.00% 0	0.00% 0	3.70% 1	7.41% 2	33.33% 9	48.15% 13	7.41% 2	27	5.48	5.92
Provision of electricity	3.70% 1	18.52% 5	11.11% 3	25.93% 7	11.11% 3	18.52% 5	11.11% 3	27	4.22	4.53

Q4 How many students did your Club sell memberships to on Clubs Day?

Answered: 27 Skipped: 0

The majority of clubs indicated that they do not sell memberships, with clubs that do decide to sell memberships indicating they sold anywhere between 10-150.

Q5 How many students gave their contact information (expression of interest) on Clubs Day?

Answered: 25 Skipped: 2

Clubs indicated EOI's ranging from 20 up to a few hundred.

Q6 How many students did your Club engage with that did not purchase a membership or leave their contact information (expression of interest) on Clubs Day?(Please provide an estimate if you did not complete a running tally sheet on Clubs Day)

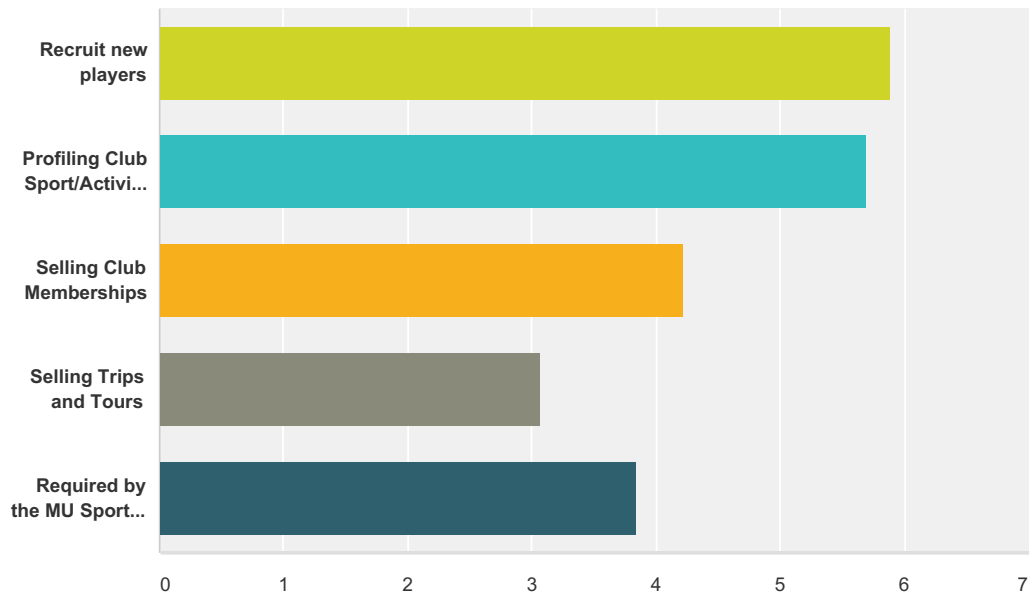
Answered: 24 Skipped: 3

Most clubs indicated that the majority of students were providing contact information or some form of expression of interest. Accumulating Q4 Q5 and Q6 most clubs had a significant amount of interactions with students.

Total interactions is estimated just over 5,000 across all clubs.

Q7 Please rate the importance of the following Clubs Day aspects

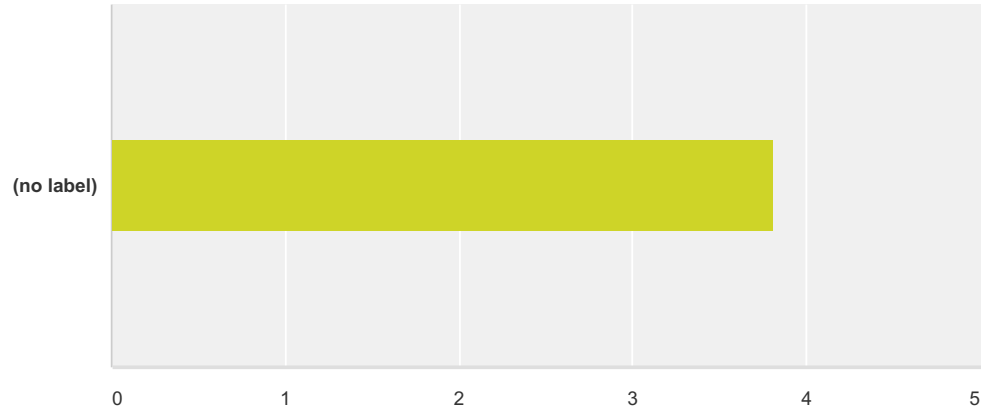
Answered: 27 Skipped: 0



	Not at all important	Low importance	Slightly important	Neutral	Moderately important	Very important	Extremely important	Total	Weighted Average	Weighted Average 2016
Recruit new players	0.00% 0	0.00% 0	7.41% 2	0.00% 0	22.22% 6	37.04% 10	33.33% 9	27	5.89	6.47
Profiling Club Sport/Activities	0.00% 0	3.70% 1	0.00% 0	3.70% 1	25.93% 7	48.15% 13	18.52% 5	27	5.70	5.63
Selling Club Memberships	11.11% 3	22.22% 6	3.70% 1	14.81% 4	7.41% 2	25.93% 7	14.81% 4	27	4.22	4.29
Selling Trips and Tours	25.93% 7	29.63% 8	0.00% 0	18.52% 5	14.81% 4	3.70% 1	7.41% 2	27	3.07	2.55
Required by the MU Sport agreement	11.11% 3	14.81% 4	0.00% 0	40.74% 11	22.22% 6	7.41% 2	3.70% 1	27	3.85	4.16

Q8 Provide your satisfaction about MU Sport communications regarding planning and setup for Clubs Day

Answered: 27 Skipped: 0

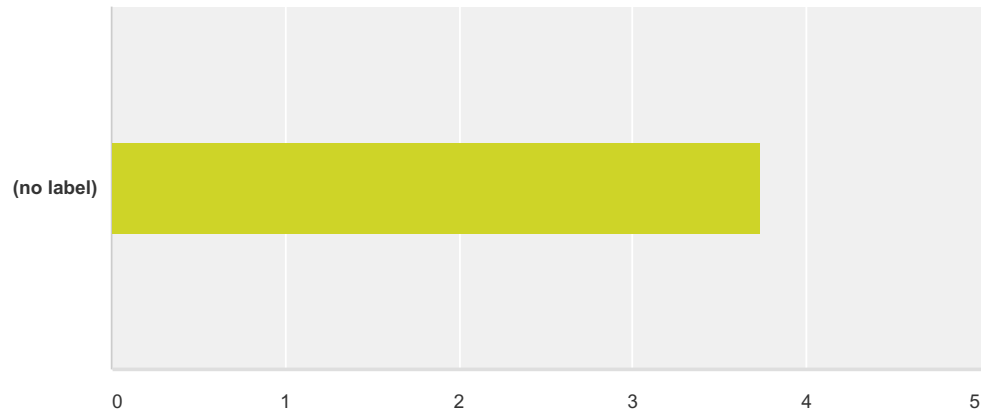


	Strongly Dissatisfied	Dissatisfied	Neither Satisfied or Dissatisfied	Satisfied	Strongly Satisfied	Total	Weighted Average
(no label)	3.70% 1	11.11% 3	11.11% 3	48.15% 13	25.93% 7	27	3.81

Clubs generally were happy with MU Sport communications and would like to receive information as early as possible.

Q9 All things considered, how would you rate your overall satisfaction of Clubs Day?

Answered: 27 Skipped: 0



	Strongly Dissatisfied	Dissatisfied	Neither Satisfied or Dissatisfied	Satisfied	Strongly Satisfied	Total	Weighted Average
(no label)	3.70% 1	11.11% 3	7.41% 2	62.96% 17	14.81% 4	27	3.74

<i>Weighted Average 2016</i>
3.92

**Q10 Please provide any further comments,
feedback or suggestions you have from
2017 Semester 1 Clubs Day.**

Answered: 16 Skipped: 11

Many Clubs suggested a preference to have Clubs Day held on Concrete Lawn.

Concrete Lawn is MU Sport's priority space for Clubs Day. The Shimmerlands event required Clubs Day to be conducted on North Court.

One or two clubs that sold memberships indicated a preference for a second day in Week 1. There was feedback that the day was a good festival atmosphere.

Clubs can recruit/promote their activities at anytime throughout the year and can contact the clubs coordinator for assistance.

