

IHNZ Club Survey 2024 Summary

This document provides a summary of the 2024 Club Survey responses. For the full report, please see your club for a copy.

All clubs were given a survey to complete in which many questions were asked - challenges faced, financial matters, membership, strategic planning, retention and expectations going forward.

Summary of Survey Responses

1. Grants and Financial Stability:

- **Importance:** Grants are crucial for club operations, covering maintenance, venue rentals, and rink fees, which support financial stability and event hosting.
- **Challenges:** Securing grants is difficult due to high financial requirements and lack of expertise in application processes. Some clubs consider hiring professionals for grant applications.
- **Benefits:** Grants help reduce costs for members, support events, and maintain financial stability.
- **Current State:** Many clubs struggle to secure grants but recognize their potential for growth and sustainability.

2. Membership Numbers:

- **Challenges:** Uncertainty in scheduling, financial pressures, and competition from other sports affect membership numbers. Poor management and conflicting commitments also contribute to declines.
- **Positive Influences:** Quality coaching and increased rink time help maintain or increase membership. Clubs should target specific age groups and engage in community outreach.
- **Growth Initiatives:** Clubs should focus on specific demographics, improve facilities, and enhance marketing efforts through social media and community engagement.

- **Suggestions:** Clubs propose restructuring conferences, improving event scheduling, and increasing international competition opportunities.
- **Promotion:** Reviving the vibrant hockey atmosphere and encouraging club support for all grades are seen as important.

3. Financial and Strategic Planning:

- **Current Practices:** Most clubs adhere to budgeting practices and reported positive financial performance in 2023. However, many lack strategic plans, which could improve financial stability and effectiveness.
- **Regional Support:** The Southern Region faces unique challenges, and clubs call for greater support and engagement from the board.

4. Community Engagement:

- **Collaboration:** Clubs engage in collaborations with local groups, sports organizations, and schools to promote inline hockey.
- **Challenges:** Some clubs struggle to balance community engagement with the demands of keeping the club operational.

5. Marketing and Advertising:

- **Strategies:** Clubs utilize social media, websites, and traditional advertising methods like flyers and newspapers to attract new members.
- **Events:** Open days, public skate sessions, and promotional offers are used to engage potential members.

6. Member Retention:

- **Strategies:** Clubs focus on keeping fees low, fostering a positive club culture, and engaging members through social activities and communication.
- **Challenges:** Some clubs struggle with retention due to financial constraints and lack of resources.
- **Financial Management:** Affordability is crucial to prevent member disengagement.

7. Future Challenges:

- **Financial Pressures:** Clubs anticipate ongoing challenges with maintenance costs, travel expenses, and facility issues.

- **Membership Retention:** Retaining members, particularly juniors, and competing with other sports remain key concerns.
- **Facility and Development Issues:** Securing permanent rinks and improving facilities are crucial for long-term sustainability.
- **Collaboration:** Clubs need to work together more effectively to overcome competition and logistical hurdles.

8. Expectations from the New Board:

- **Governance and Leadership:** Clubs expect the new board to strengthen governance structures, improve financial management, and enhance communication with clubs.
- **Strategic Planning:** Developing a strategic plan with clear goals and supporting youth development are key expectations.