

Strategy Survey Feedback/Review - August 2016

Brief Summary:

A member survey was created to seek feedback against a shortened list of current TSNZ priorities which were identified from an Executive Strategy Brainstorming event in February 2016.

The survey was a relatively informal opportunity to gather feedback from members, it was simple, fairly rudimentary and requested members to review the list of 17 'issues' and rank them in priority 1-17 in order of their own personal preference of importance. 1 being the most important, 2, 3, 4, & 5 etc becoming less important.

The 17 issues were a cross section of the 50+ items on the TSNZ Strategy brainstorming event held previously, and the aim was to get direction from membership, rather than the Executive simply assuming that they 'knew' what the members wanted them to work on.

The survey was anonymous and if members considered that there were additional priorities not documented on the list, then they could add these on the bottom of the form.

Greater than 130 surveys were handed out at the Teams of Ten event, each with a conversation on the aim of the survey. With >50 surveys completed and returned on one single day there was an indication from our members that there was definitely an appetite for the ability to give feedback.

At this point feedback was from mainly North Island members. South Island member feedback was also key to round off the statistical review. Due to the survey context needing to be understood for members to complete it, it was decided that during the following months of June & July the surveys would be distributed through several South Island indoor competitions on the indoor calendar, with a final roundup at the Andrew & Faulkner shoot in Oamaru.

The feedback was very encouraging. Hearing that the TSNZ Executive had commenced work on a new strategy for the sport; the options for moving forward with several work streams being able to be identified, established and work on concurrently; our members saying 'we've never had a chance to give feedback like this before'.

The below is a brief summary of the data, the Executive felt it pertinent at our August meeting that we share some of the information & priorities that our members believe are important. It is important to note that this is not a summary document of steps being taken, however are a few of my own personal thoughts of work streams that can and might be worth investigating further for the current Executive.

Regards

Denva Wren

Member of the TSNZ Executive

Survey Summary:

Number of surveys completed 93

39% South Island members

61% North Island members

Summary order of recommended items of work:

1. Coaching & development
2. Stagnant membership
3. Having a visible pathway for shooters
4. Information on competitions and shooting in general
5. Executive openness and communication with membership
6. Developing clear budget and financial plan
7. Building relationships
8. Website/webshop upgrade
9. Electronic targets and modern technology
10. Trading arm plan and strategy
11. ISSF vs non-ISSF rules
12. Designated match participation
13. Outdoor committee/working party
14. What do I get for my affiliation
15. Long outdoor nationals program
16. Harassment-free policy review
17. Disag markers and procedures

Focus areas - possibilities for TSNZ Strategy & Communication Plan

Coaching/development

National plan and structure
Regional or island coaches
External trainers/coaching courses - level 1 & 2
Funding opportunities
2+ coaching courses in each region per year

Communication plan/member engagement

Posters
Website
Facebook
Material to share
Tools for clubs to be able to use to encourage membership

TSNZ Budget and Financial plan (both short and long term plans)

Membership fees
Trading arm
Funding (external options)
Effective cost control

JDS

Outdoor Committee

- ISSF vs Non ISSF rules
- Engagement and participation in events
- Shortened nationals program
- Technology options (targets and marking)

Indoor Committee

- Stagnant membership
- Engagement and participation in events
- Local coaching strategies/plans

Safety

- Range safety certification
- Range officer certification
- Club shooter/range induction

There was a mix of other comments from the survey, a short summarised list follows:

Range safety

Executive operating within their constitution

Change in targets (indoor) and effects on shooter engagement/morale

Offers for coaching support and help

Indoor committee (not just outdoor)

Neutral markers in the marking rooms for important matches - ie MQS matches for ISSF/outdoor events

Outdoor nationals programme (concerns over the current long programme)

JDS rifles & equipment, funding and current plan