



RANSA Members Survey

Members Summary May 2022



Survey Background

- ▶ Squadron Committee wanted feedback before 2022 AGM for future direction setting
 - ▶ Survey was to cover all aspects of membership as best as practical
- ▶ Structured online Survey Monkey survey drafted & members notified early March
 - ▶ 2 emails sent to all members with survey background signed by Bill Wyllie
 - ▶ Notice posted on web site
 - ▶ Survey open for 2.5 weeks closed 20th March 2022
- ▶ Total responses approx. 170 of which 153 were deemed to be valid
 - ▶ Completion rate of 88% is good for the length & complexity of the survey
 - ▶ Excellent overall response across all membership categories
 - ▶ Good comments to support or provide further insight to most question data points
 - ▶ Design of the survey provided multiple cross reference points to validate findings

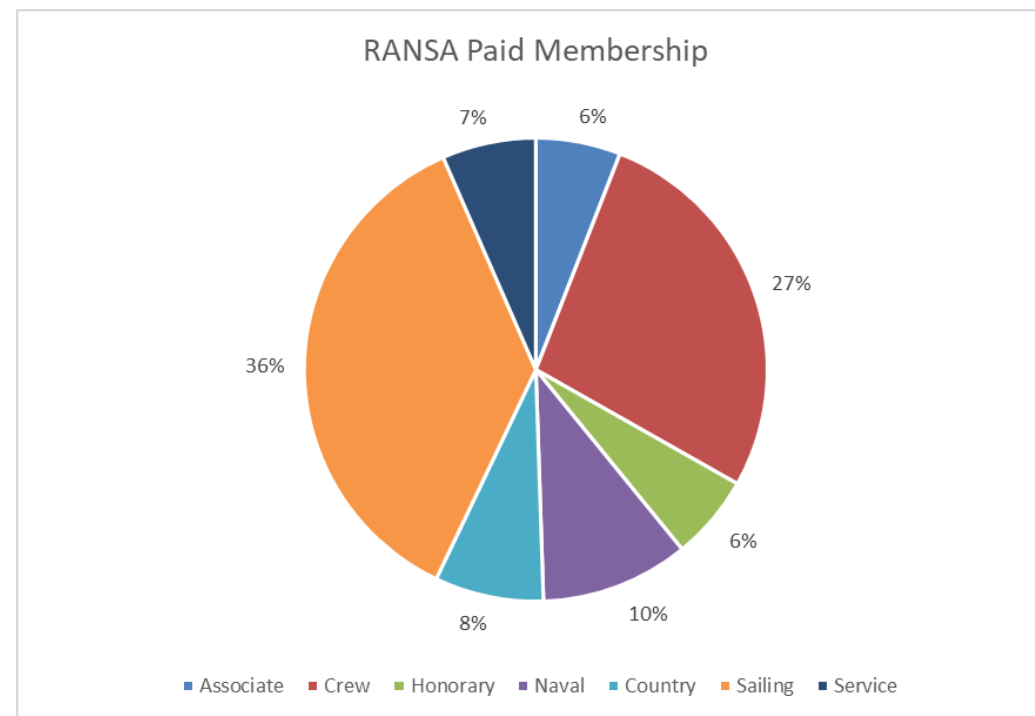
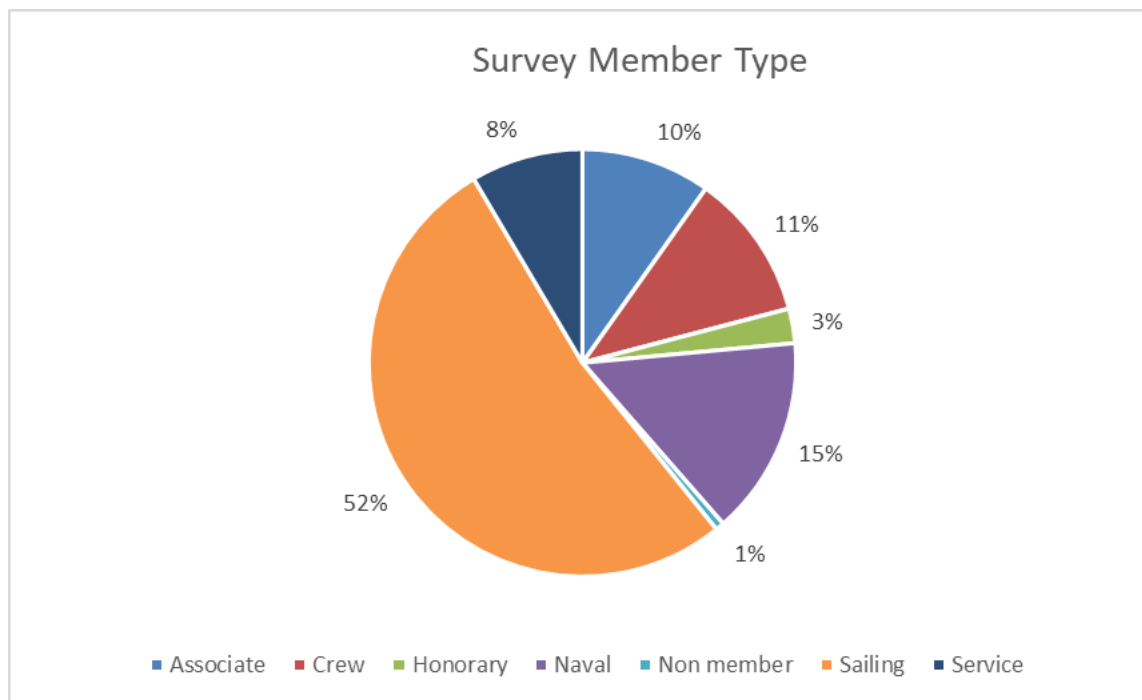


Executive Summary

- ▶ Excellent survey response with 32% of the total financial members completing
 - ▶ All membership groups and demographics covered to make survey a “valid voice”
- ▶ Outstanding overall RANSA rating of 8.8 (median 9)
 - ▶ Some dissatisfied members that were very anti café driving this dissatisfaction
 - ▶ Café specific rating was lower at 6.8 (median 8). Split views on café v.good to v.bad
- ▶ Key findings
 - ▶ a) RANSA heritage & Navy important b) work to do with café offering c) support for marina expansion d) good alignment with sailing program(s) e) more social and volunteer opportunities wanted f) improved comms with members required
- ▶ Recommendations
 - 1) Revitalise member experience to ensure renewals 2) Navy Bear quarterly food benchmark & review 3) Focus on heritage, Navy & volunteering 4) Marina & mooring sub group ASAP 5) Upgrade to clubhouse and facilities continues

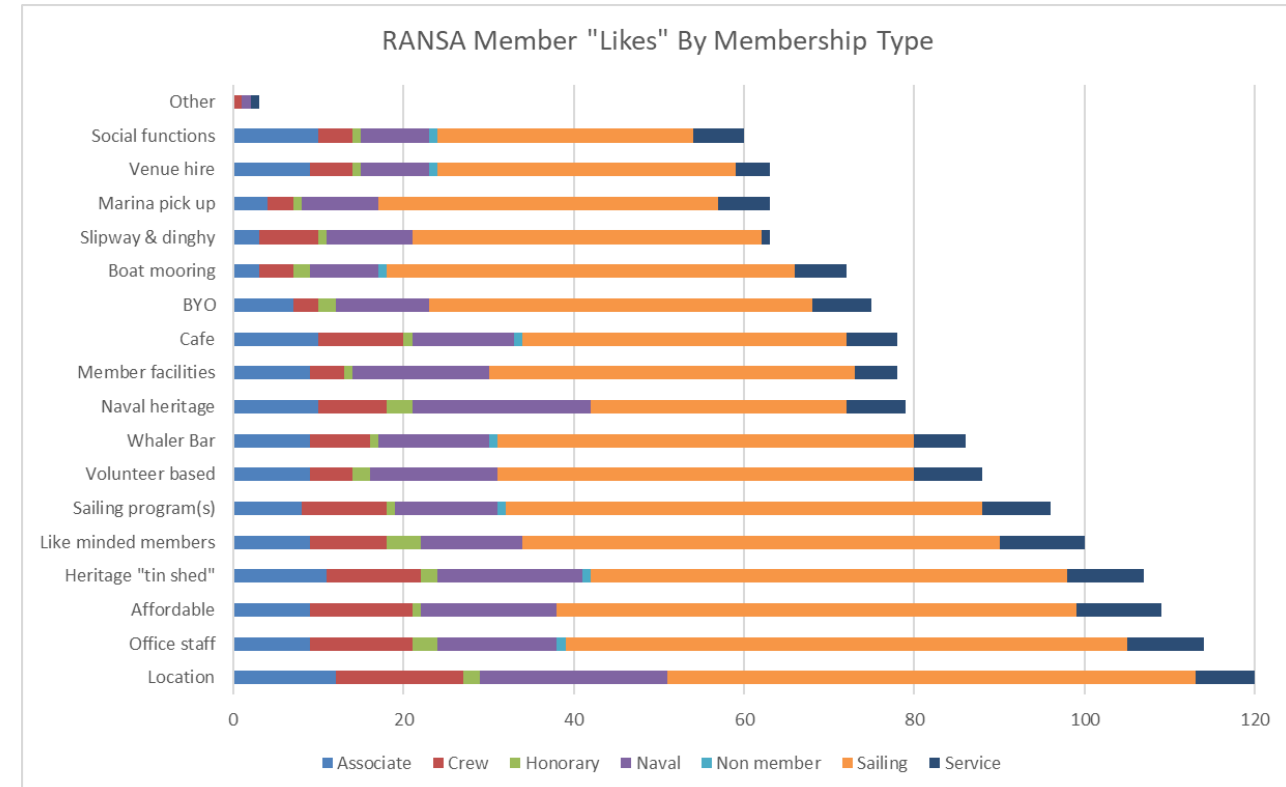
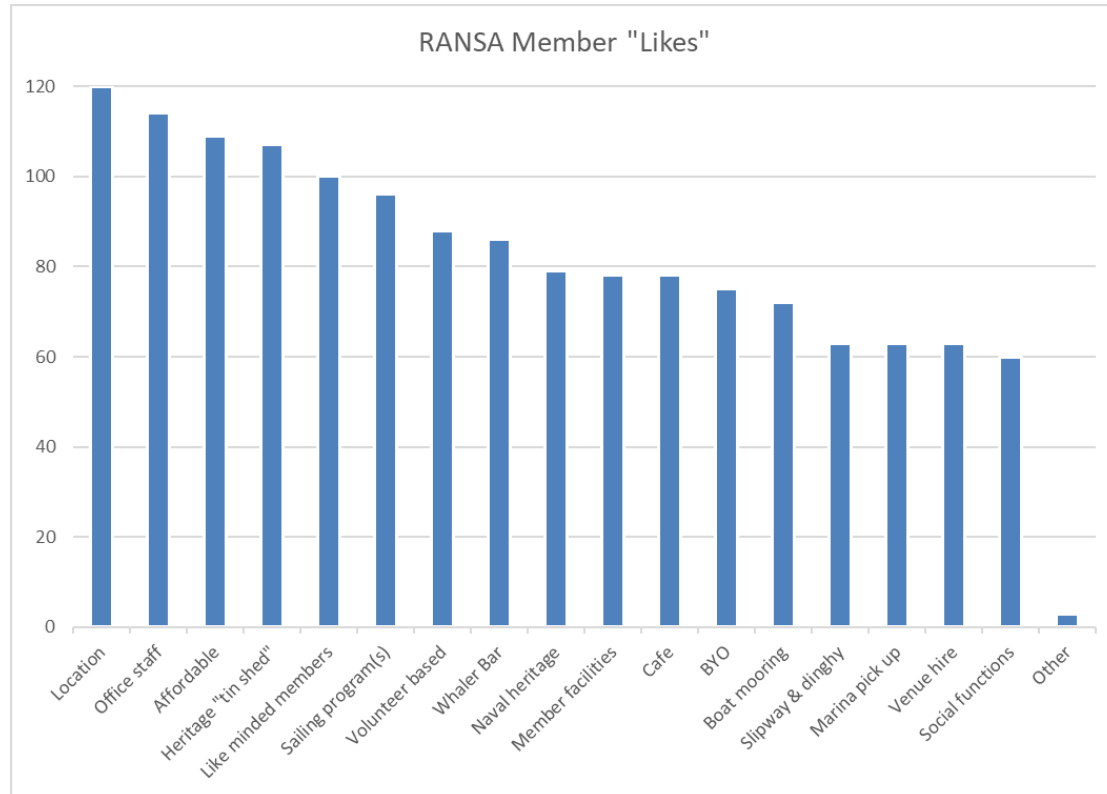


Participating Member Details



Note: Fully paid members at time of survey ex Revolutionise Sport

RANSA "Likes"

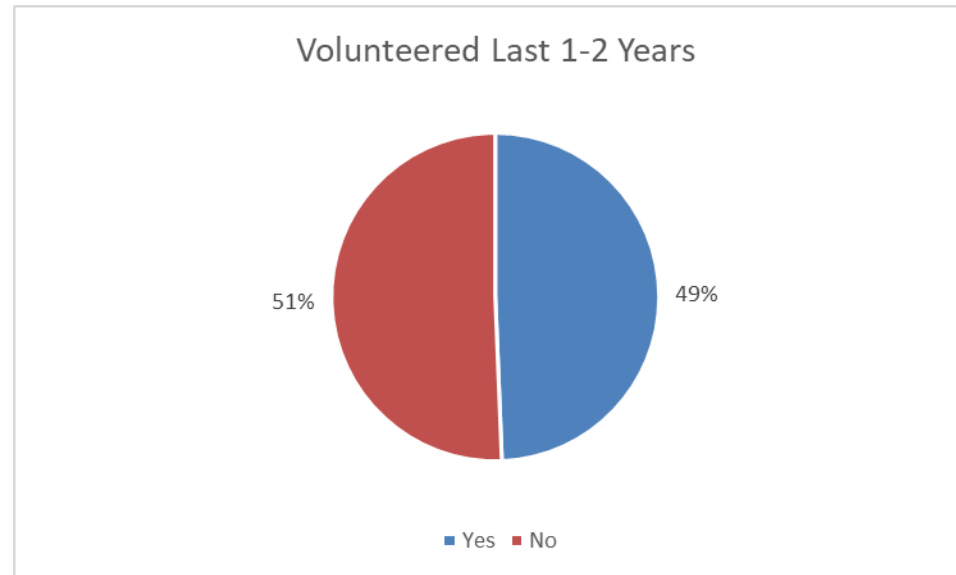




RANSA Likes Observations

- ▶ “Likes” do vary by membership class i.e. Naval vs Associate vs Sailing
- ▶ Unique RANSA attributes feature strongly
 - ▶ Office staff, tin shed, Naval heritage, facilities inc. Whaler Bar, BYO, volunteer etc
- ▶ Café rates quite strongly in the mix
- ▶ Comments often could be summed up by these words “relaxed atmosphere, unpretentious, affordable, camaraderie, not flashy, tin shed, vibrancy (café)”
- ▶ The key to this is its uniqueness. It is not trying to be like other sailing clubs, and this must be a focus going forward. How to modernise and adapt but still retain its character is the challenge

Volunteering



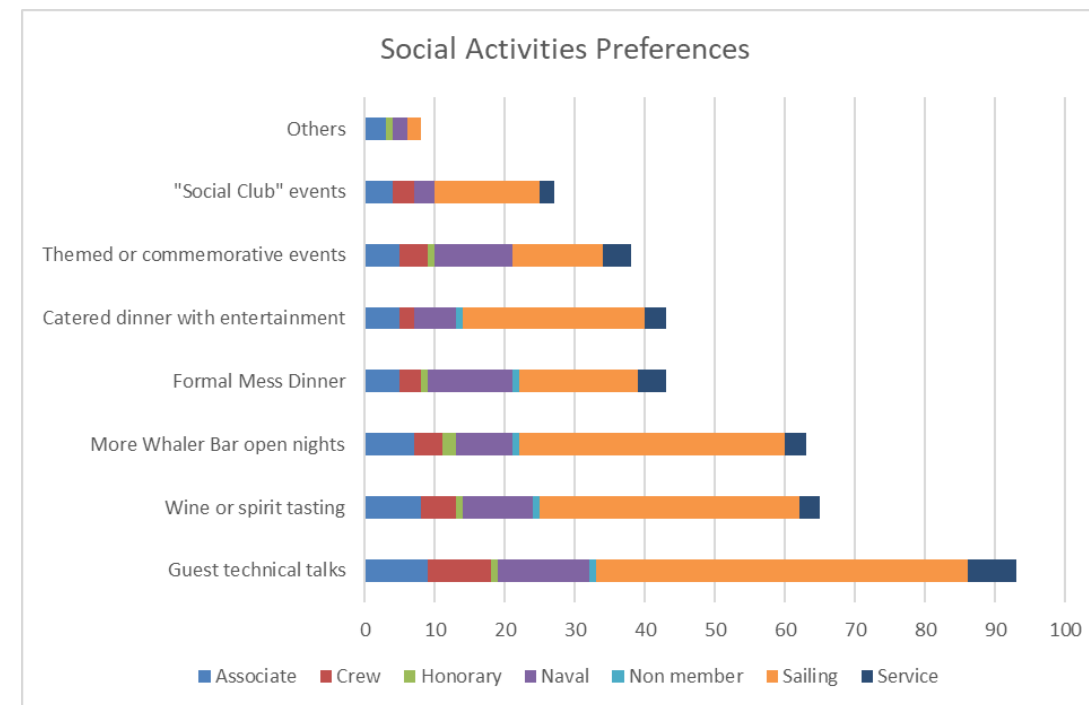
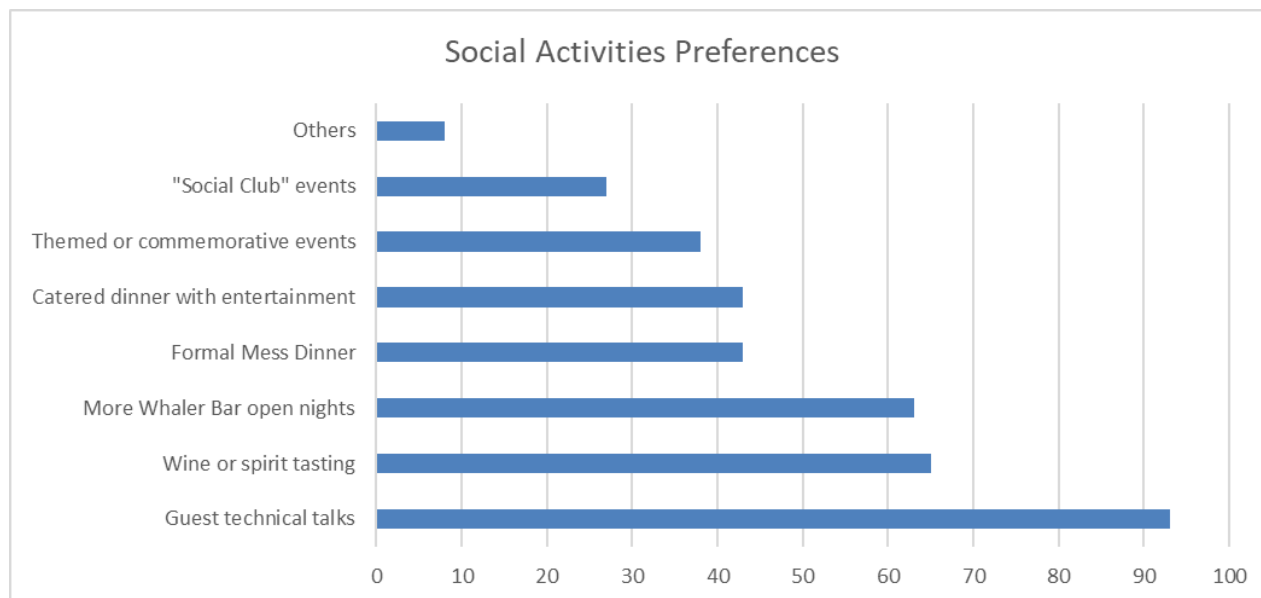


Volunteering Observations

- ▶ Comments included the lack of opportunity to meet like minded members and do things at the club often due to lock downs preventing some of the previous activities such as working bees
- ▶ Who people should approach with their skills in order to contribute
- ▶ Time &/or availability along with sufficient awareness of what was needed and when was often mentioned as an inhibitor
- ▶ Lack of recognition of past volunteers was mentioned a few times
- ▶ Having a functioning House Committee to coordinate was mentioned
- ▶ We know volunteering is a significant gap. It appears there are members willing to volunteer, but the communication and organisation to make this happen is too ad hoc and often last minute. A priority for the Squadron Committee and any House Committee



Q7 Social Activities Preferences





Social Activities Observations

- ▶ Great opportunity for Mike to align activities with member preferences
- ▶ Most can be easily executed
- ▶ Technical talks can be a “quick win” with winter Wednesdays approaching
 - ▶ Leverage member network for guest speakers
 - ▶ Fits in with “like minded members” and “Whaler Bar” use and likes
- ▶ Wine or Spirit tastings had proved popular & will be supported by suppliers
- ▶ Naval heritage alignment opportunities for other social functions
 - ▶ Potential for guest Navy or ADF speakers?
- ▶ Tie in a volunteering focus with setup of some of these activities as a way to get members to meet and feel included

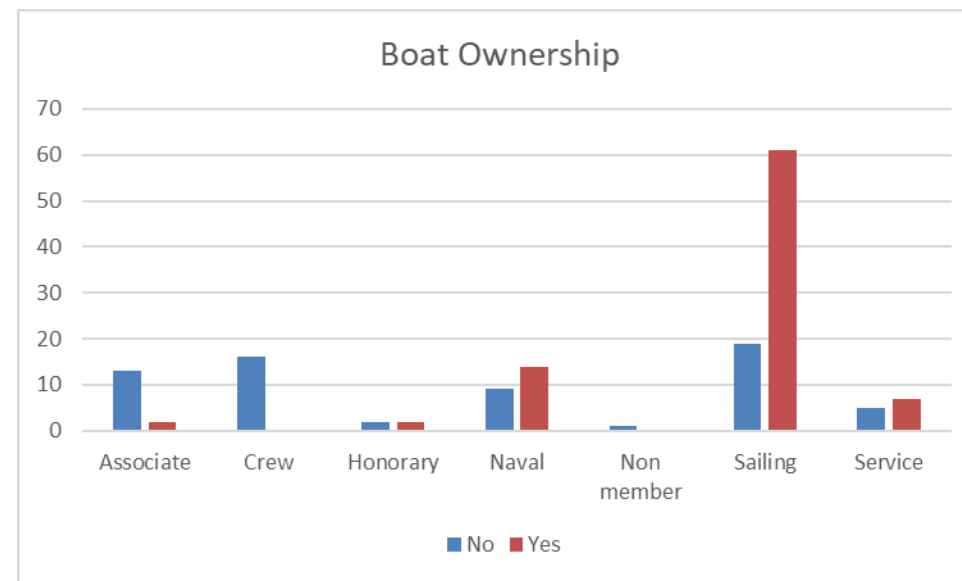
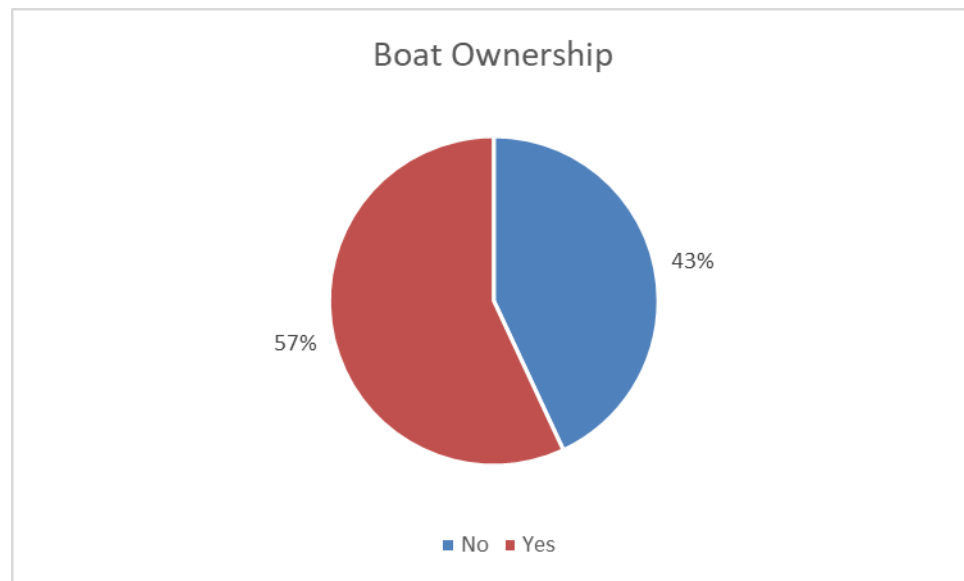


What Would Improve RANSA Experience

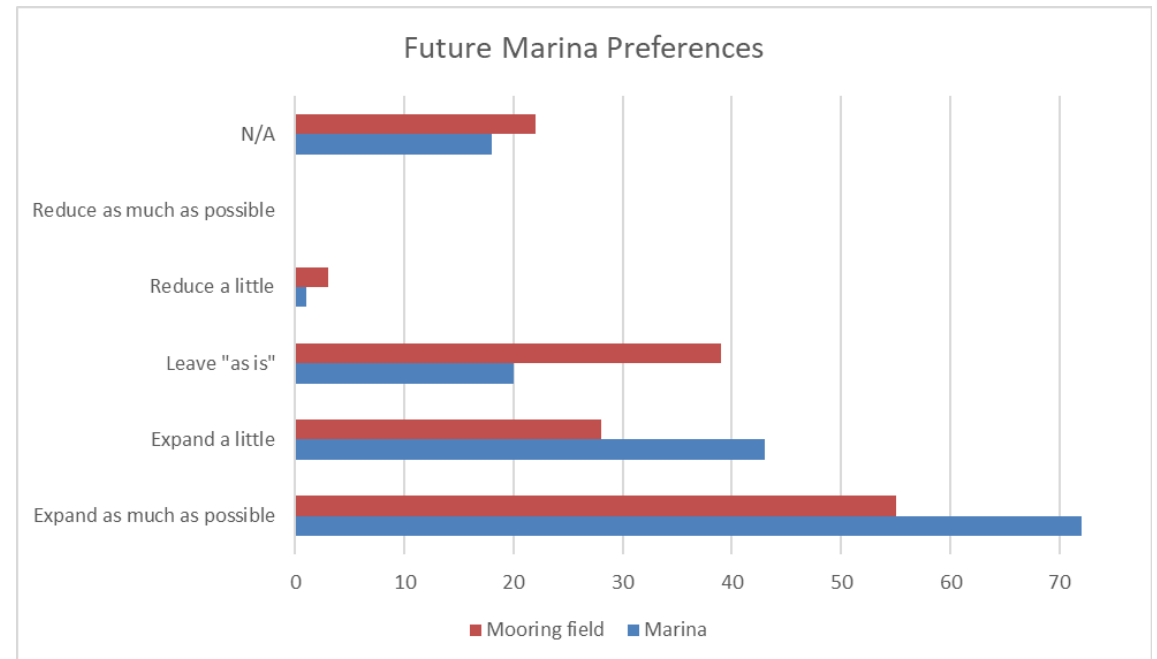
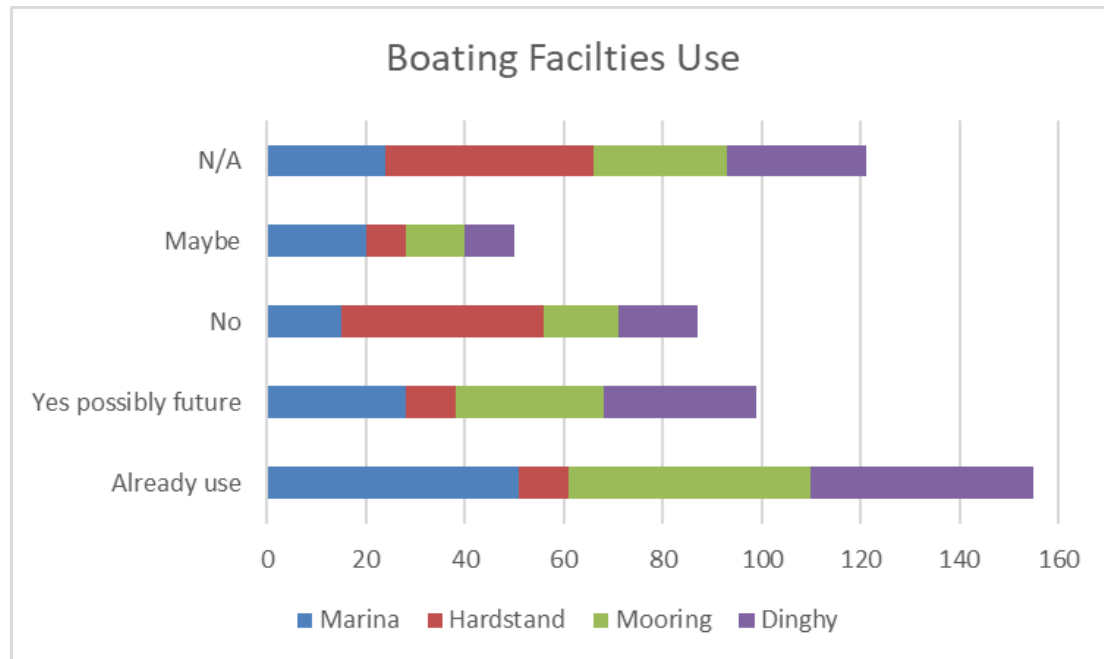
- ▶ Comments were in line with previous question(s) answers. Some themes were
 - ▶ More social functions including guest talks
 - ▶ Reduce/remove café
 - ▶ Improve parking
 - ▶ Fix/improve dinghies – weight & handling, OB motor option, repairs to boats and oars
 - ▶ Twilight tender service
 - ▶ Improve marina facility &/or temporary moorings
 - ▶ Meet & greet nights for new members & visibility of Squadron Committee members
 - ▶ Many along the lines of “Keep up the good work” or “Keep it as it is”
- ▶ Some comments indicated lack of awareness of some of the facilities or member benefits i.e. member only areas, reduced fees for Associates. Better communication & reinforcement of what exists today for members required



Q12 Boat Ownership



Boating Facilities



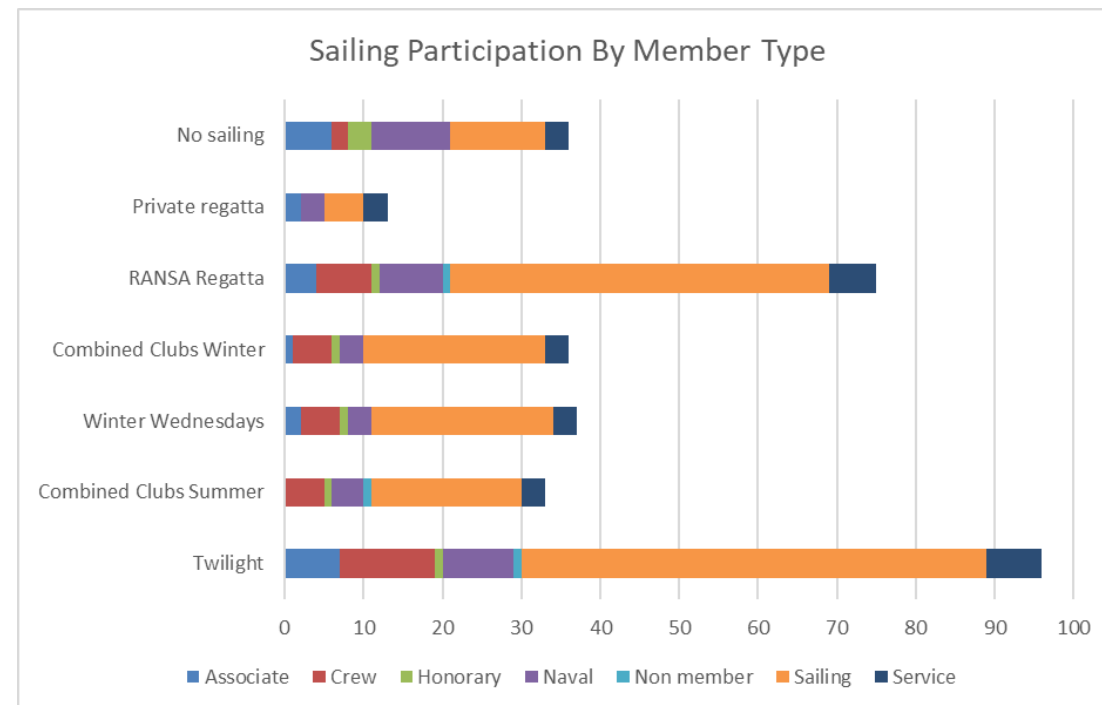
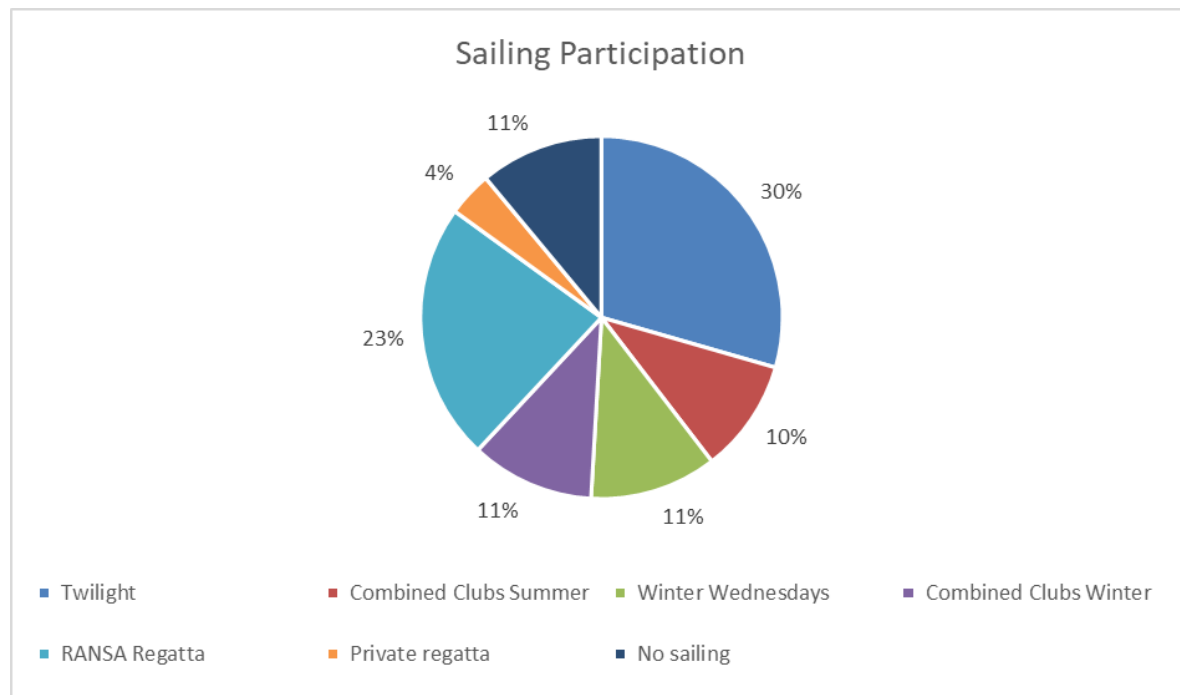


Boating Facilities Observations

- ▶ Very timely and pertinent question given age of marina & LMC discussions
- ▶ 57% of members responding said they owned a boat
- ▶ There were more combined responses to “yes possibly in future” and “maybe” than either “no” or N/A regarding future use
- ▶ Marina and to a slightly lesser extent mooring field expansion is supported
- ▶ An assumption maybe that with the right marina &/or mooring facilities existing or potential boat owners might look to relocate to RANSA
- ▶ Comments were supportive but “do not become a CYC”, “any expansion of either should cater for larger vessels” or “improve temporary marina &/or mooring access”, “better berthing options = more members = good”



Q15 Sailing Participation





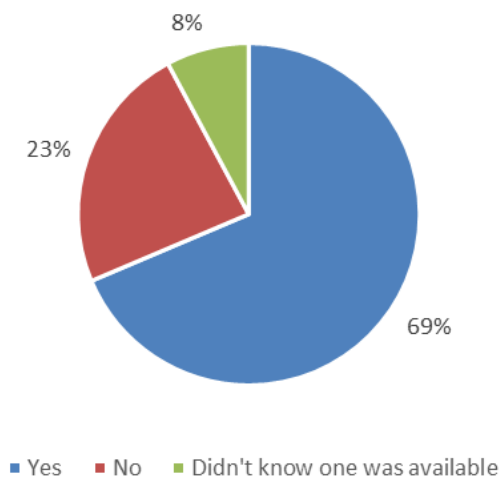
Race Course Changes

- ▶ The majority of responses were to leave as is for all series
- ▶ A few responses favoured a prevailing wind course if possible
- ▶ A few comments were made regarding Twilight start line congestion

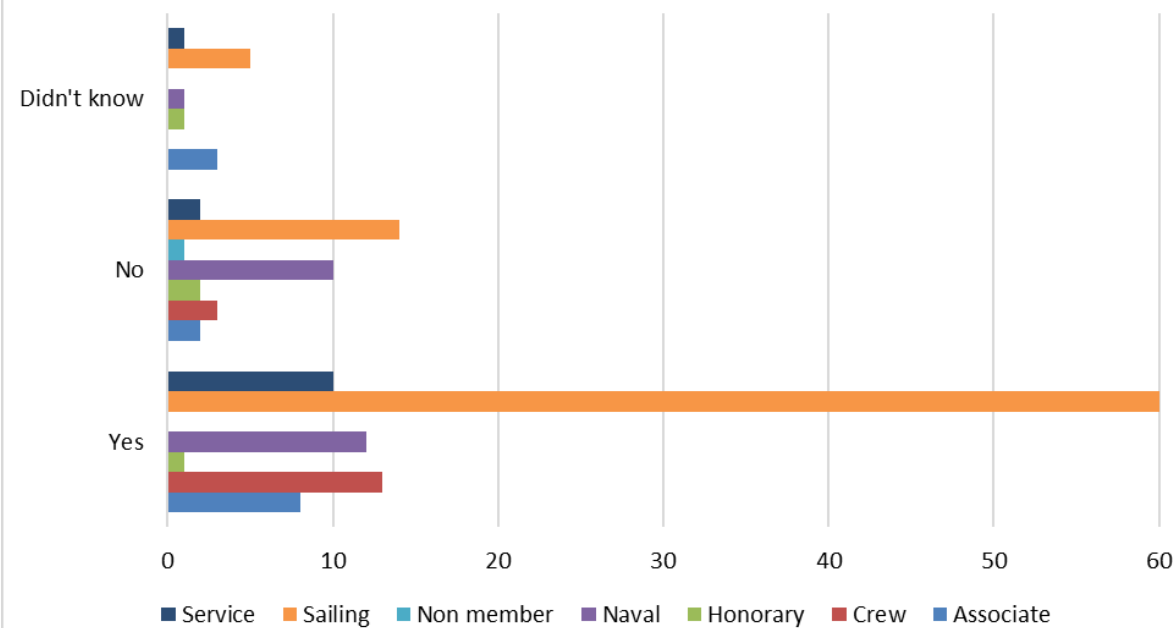


Q20 Café Discount

Use of Cafe Discount



Use of Cafe Discount By Member





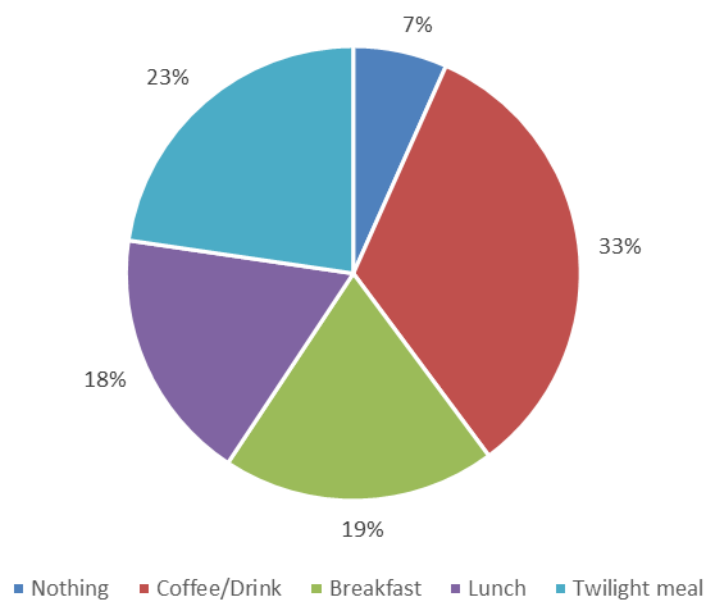
Q20 Café Discount Observations

- ▶ Majority of respondents have used the discount, but there are still number that have not yet used or were not aware of the member benefit
- ▶ Comments varied from “works well/great” to “too expensive/forgot to apply discount/don’t have member card”
- ▶ Room for improvement with differing NB staff and member awareness to get to a consistent member experience

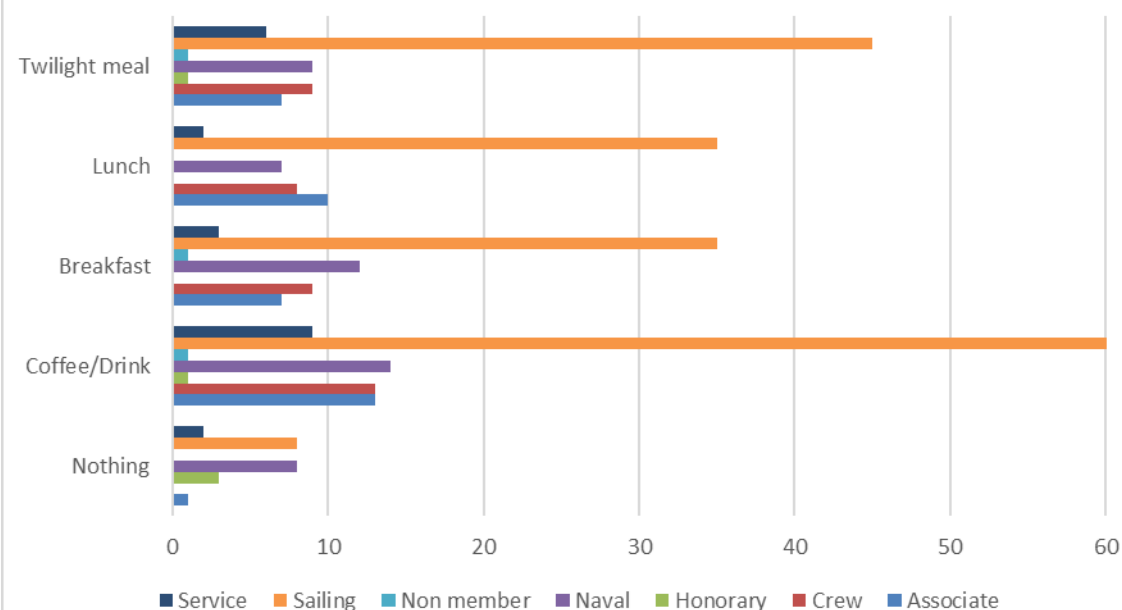
Q21 Café Food Use



Cafe Food Use



Cafe Food Use By Member

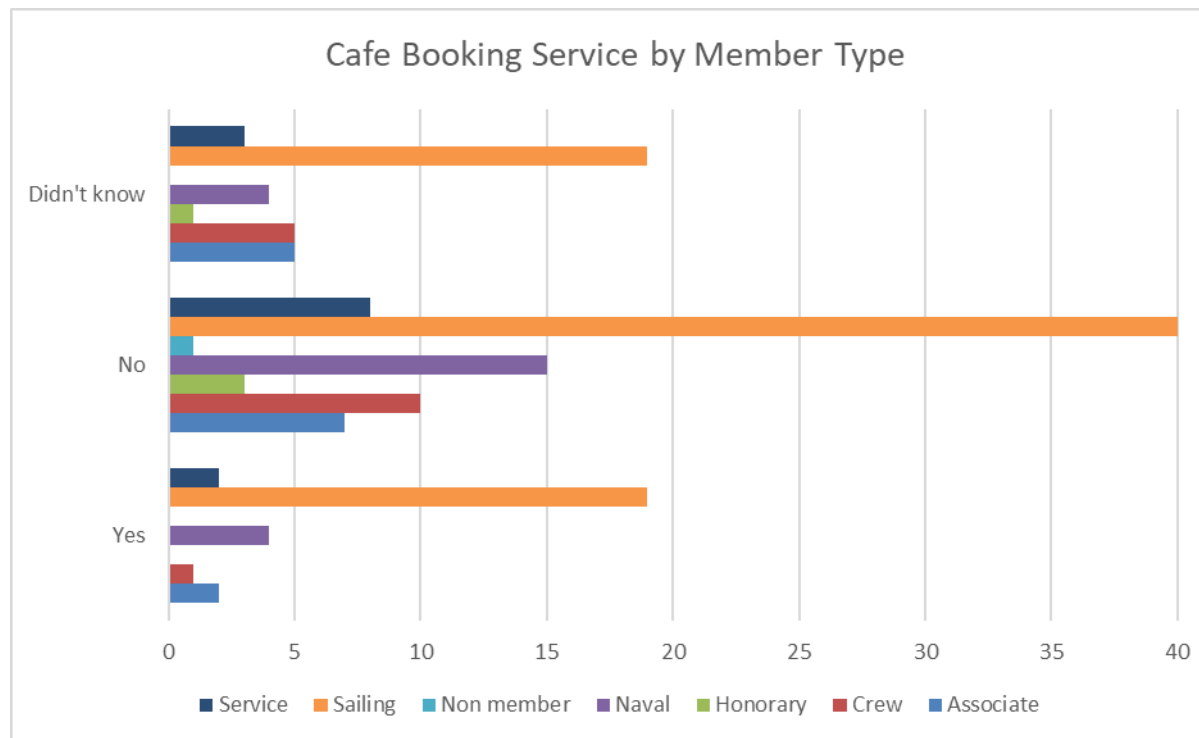
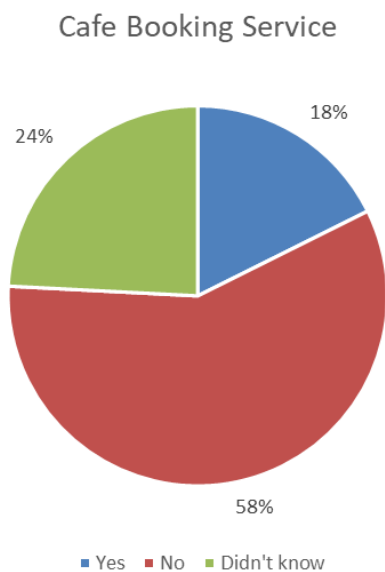




Café Food Observations

- ▶ Comments overall varied from generally “OK to great” but there were not a significant number as a percentage of the respondents to be definitive
- ▶ The few negative comments were regarding overall “value” i.e. price, quantity, quality mix
- ▶ Those that responded “nothing” were either out of Sydney residents or strongly negative “anti café” members that refused to patronise anyway
- ▶ For those that visit regularly suggestions were around “more specials or seasonal options to supplement the core menu”, “better snack light meal options such as wrap or sandwich”
- ▶ For the café to be seen as valuable the food offering must align with the majority of members expectations.

Q22 Café Booking





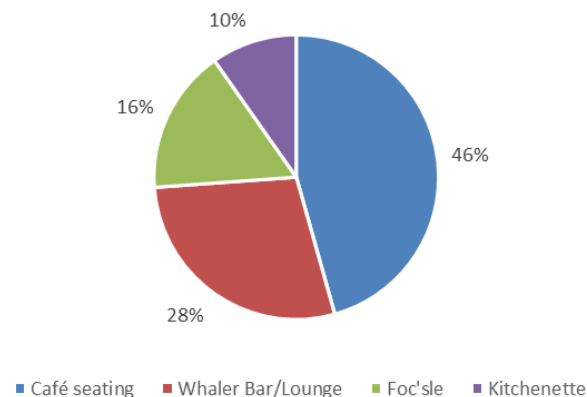
Café Booking Observations

- ▶ The majority have not used the café booking system as an associated member benefit or did not know it was available
- ▶ There were very few comments to this question to provide further insight
- ▶ Comments mentioned
 - ▶ There are member only areas, so no need to book
 - ▶ Never had a problem with seating
 - ▶ System did not work well
 - ▶ Café lets anyone sit in members areas
- ▶ Further awareness and reinforcing of this option with both café staff and members required

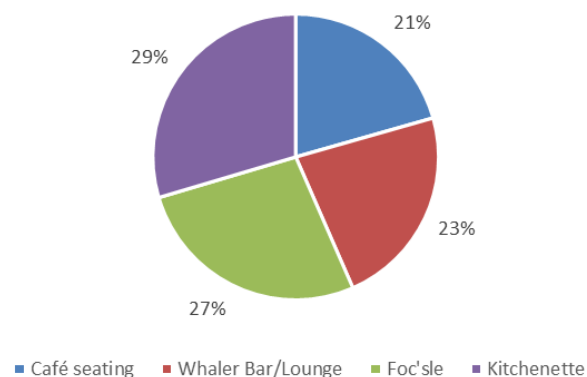


Q23 Members Only Areas

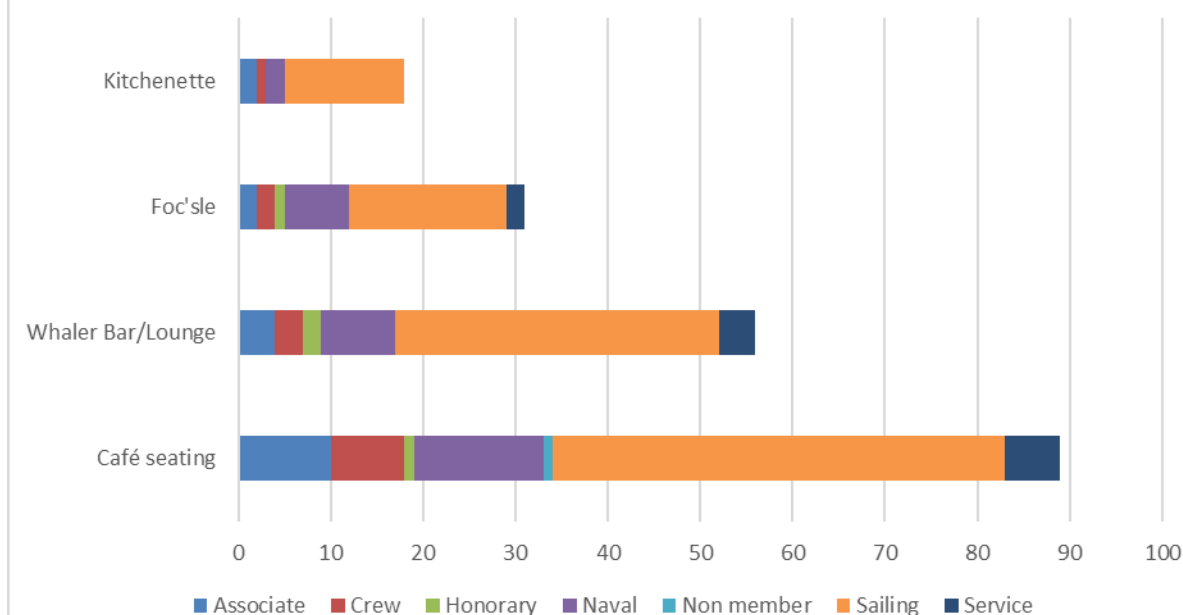
"Yes" Used Reserved Areas



"No" Used Reserved Areas



"Yes" Used Reserved Areas by Member Type

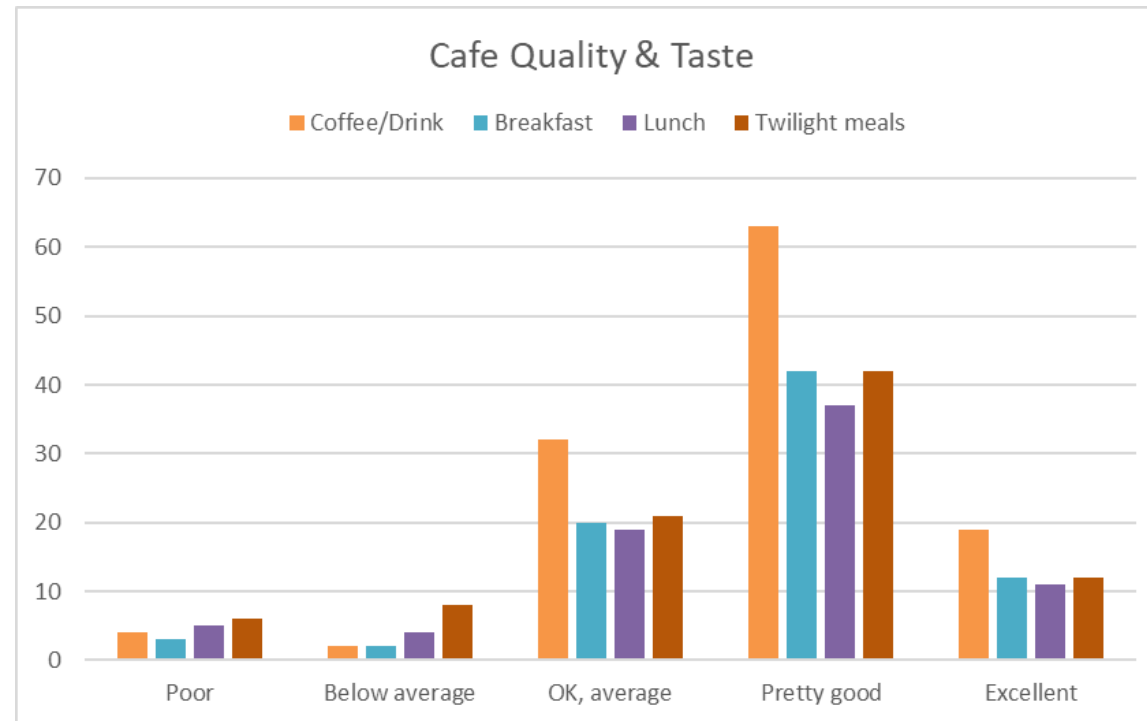




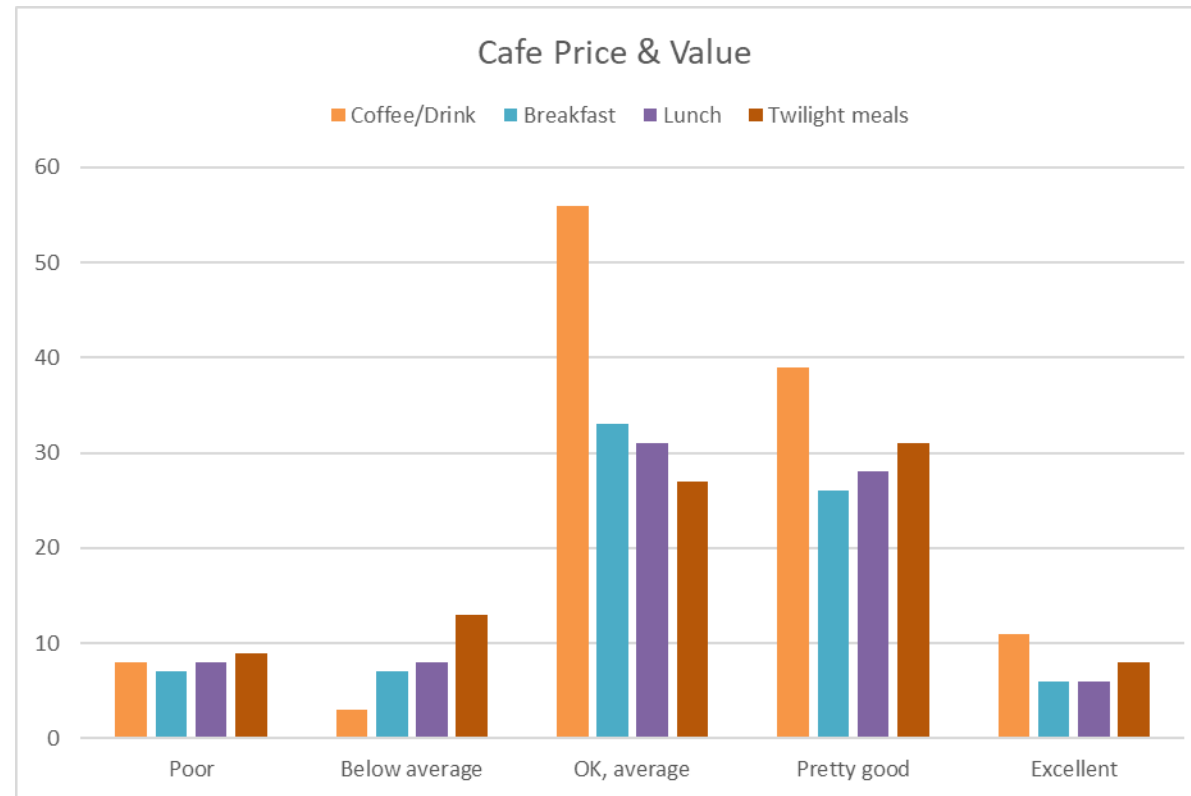
Members Only Areas Observations

- ▶ Café members only area seating is most visible/patronised and therefore most used as a members only benefit across all member classes
- ▶ Whaler Bar/Lounge does appear to be used but only to a limited extent
- ▶ Kitchenette and Foc'sle are still relatively new additions, so use is in line
- ▶ Whaler Bar/Lounge still unrenovated and in non operating hours is not very inviting with glass sliding doors often closed or locked, lights off and bar stools
- ▶ General awareness &/or usage of these areas as member benefits appears low
- ▶ Post covid an opportunity with volunteers to finish or further improve some areas and reinforce before membership renewals go out

Q24 Café Quality & Taste



Q25 Café Price & Value

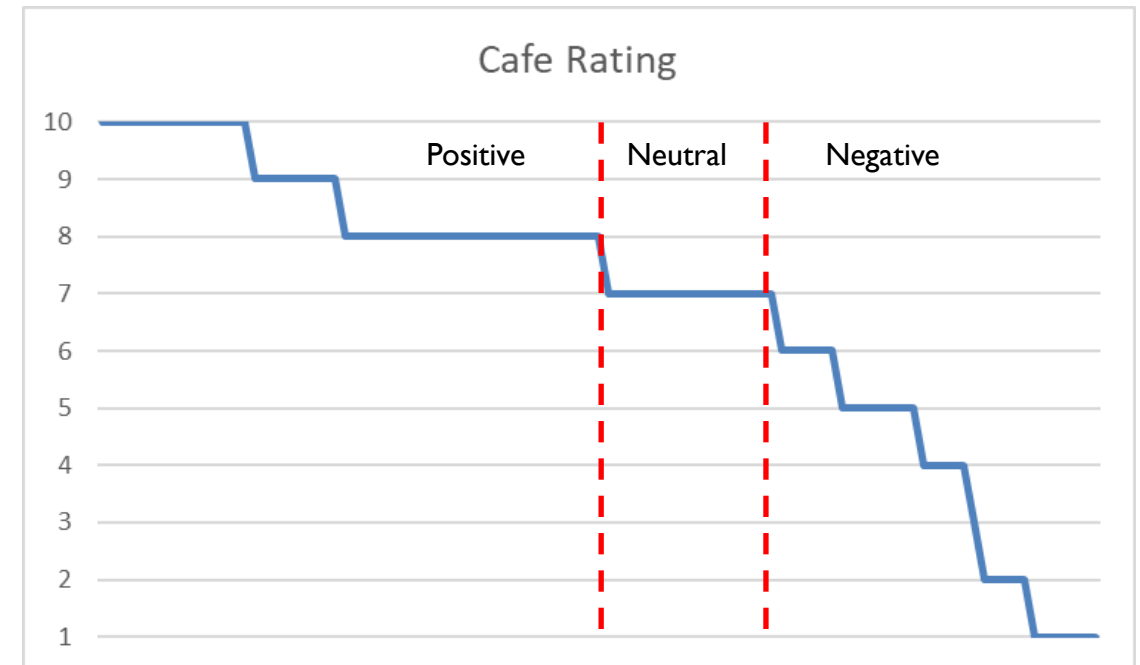
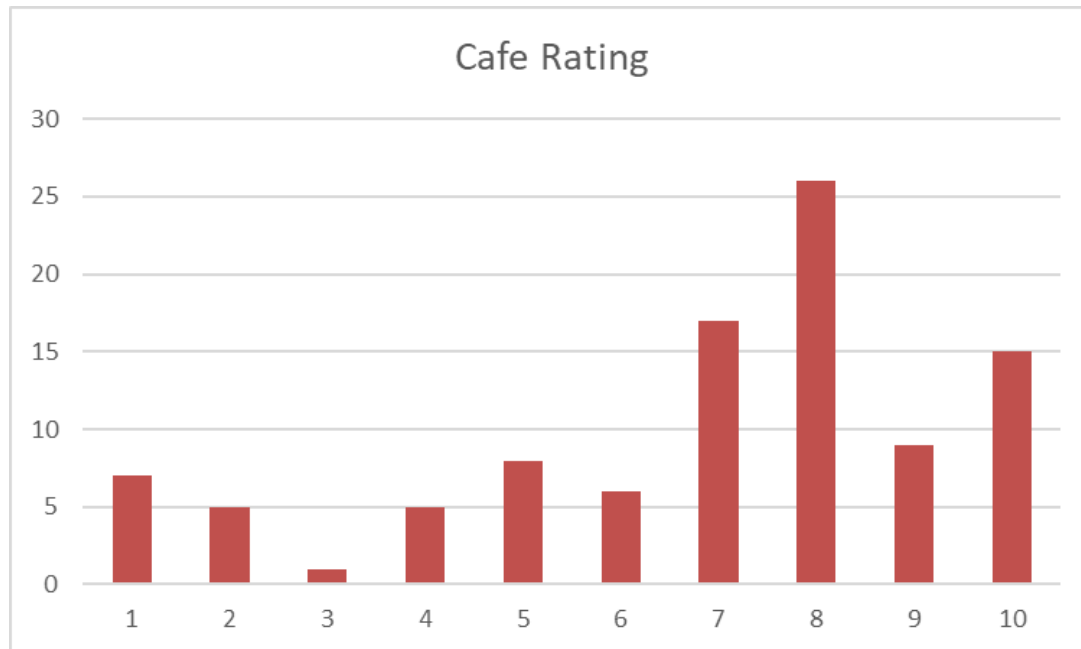




Café Quality & Value Observations

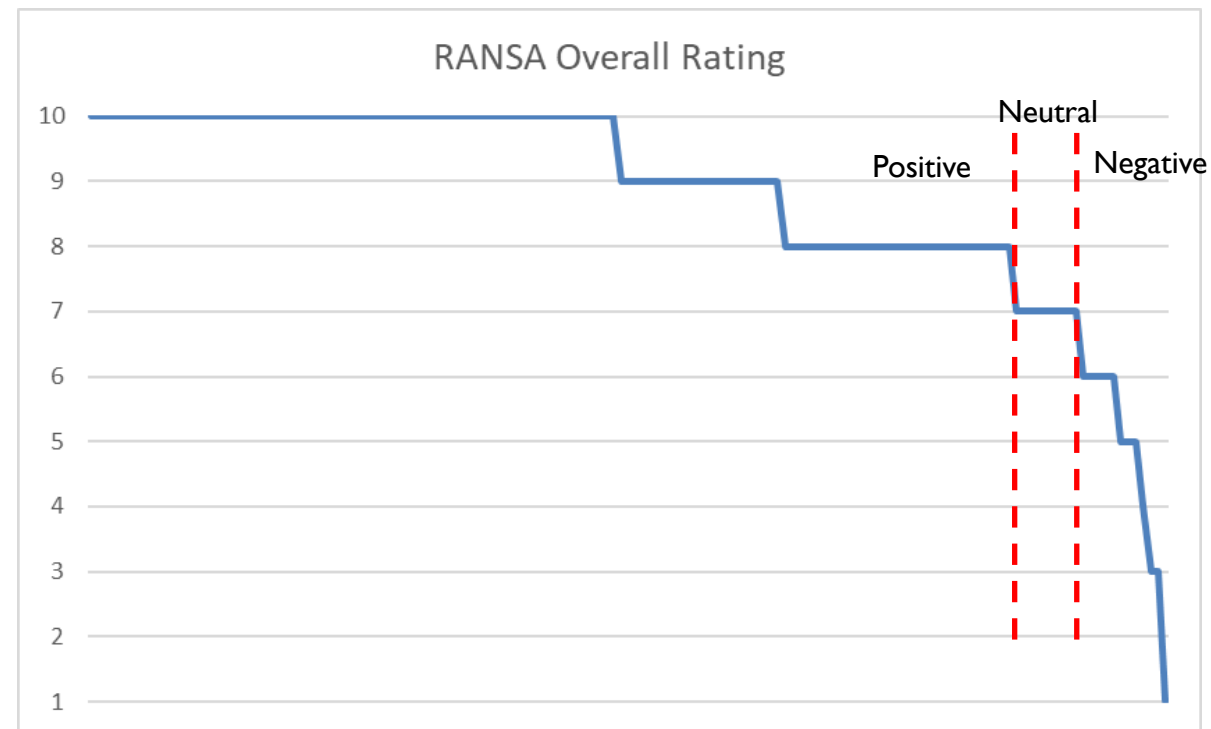
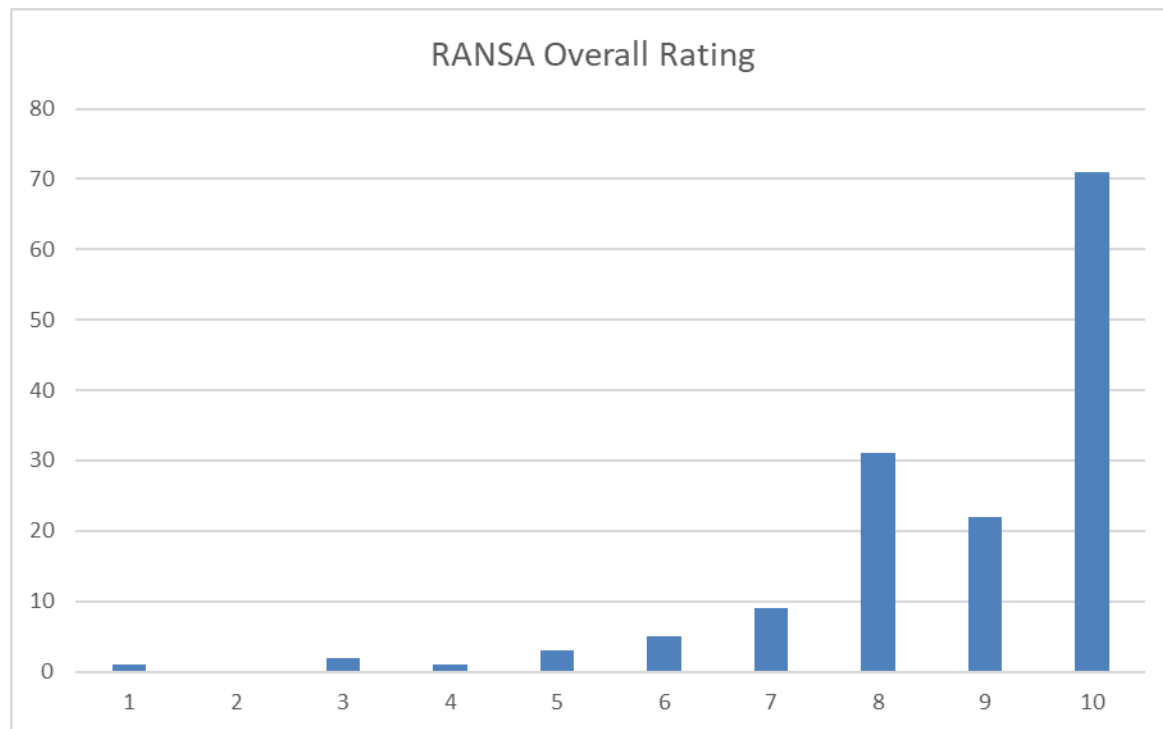
- ▶ There were some strong positive experiences, but less so in the comments compared to the ratings. Ratings were generally “middle of the road”
- ▶ Comments re limited variety of menu offerings or lack of weekly specials
- ▶ Some thought the offerings from CYC & D'albora were superior
- ▶ No one mentioned in the comments that NB was great value, more mentioned the food & portion provided was priced above what they thought was good value
- ▶ A benchmark or review of the NB offering against other local menus should be undertaken by RANSA and NB quarterly to ensure the menu offered meets member expectations

Q26 Café Specific Rating



Average = 6.8 Median = 8

Q27 RANSA Rating



Average = 8.8 Median = 9



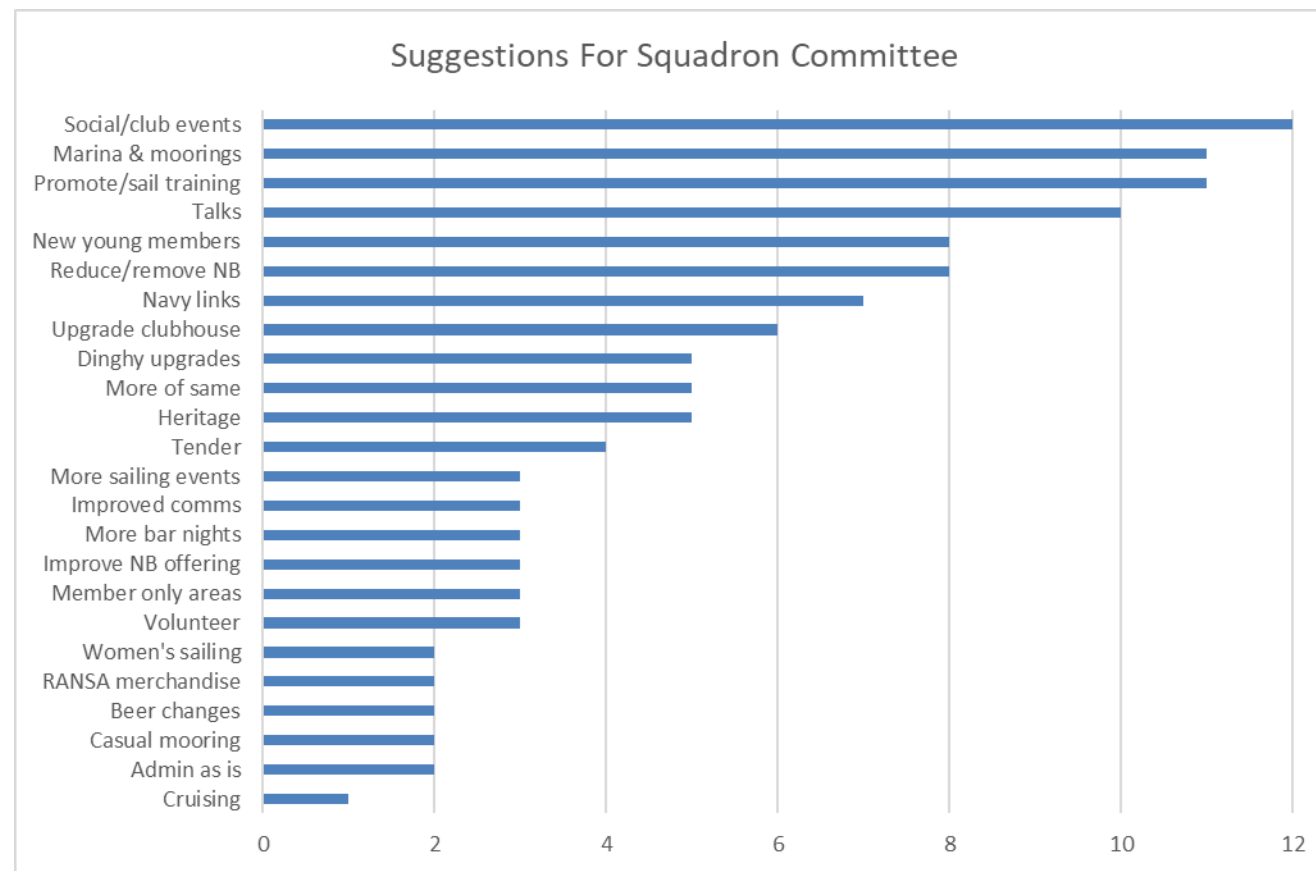
RANSA Rating Observations

- ▶ Overall satisfaction with RANSA is very high by comparable survey standard
 - ▶ Average of 8.8 and median of 9 are exceptional scores
 - ▶ Generally all age groups & membership types except Honorary are distinctly positive
 - ▶ There are a minority of very negative views however
- ▶ Factors leading to the positive rating can be found across all questions
 - ▶ No one thing driving positive rating, but a combination of many
- ▶ Suggestions on improvements need to be acted upon to continue positives
 - ▶ Functions, social, volunteering, café improvements, House Committee etc
- ▶ RANSA “steady as she goes” along with sympathetic progress recognising its heritage and character an important take away from this survey



Suggestions For Squadron Committee

- ▶ Comments are manually counted, sorted & grouped by similar topics
- ▶ Marina renew and update supported
- ▶ Promote/sail training covers many similar topics – mentoring, courses, promoting RANSA as a sailing club etc
- ▶ Social & talks need to be #1 focus
- ▶ Marina & moorings was slightly expand
- ▶ Upgrade clubhouse is about maintenance, better heads, slipway/work area & overall facilities
- ▶ Tender is for a Twilight service





Recommendations Summary

1. Re-vitalise the member experience to enhance membership renewal
 - ▶ Social functions, House Committee/ Rear Commodore, member only areas, volunteering opportunities etc
2. Review Navy Bear to continue to align to members expectations
 - ▶ Provide survey feedback, close VVIP actions, review Twilight menu etc
3. Heritage, Navy & volunteering
 - ▶ Capitalise and strengthen good relationships with Navy & ADF, Navy One, ADSFA Regatta etc to encourage more ADF RANSA memberships
4. Marina & moorings
 - ▶ Use survey data to continue to liaise with LMC, Navy, Members and other stakeholders around replacement options of EOL marina
5. Clubhouse facilities and member benefits
 - ▶ Continue to invest in upgrading clubhouse including Whaler Lounge, Foc'sle and other member facilities. Grants team/committee to assist with funding for special projects such as start boat