



2016 End of Season Club Member Satisfaction Survey

Following the completion of the 2016 season, all club members were invited to participate in a club satisfaction survey to inform the club's strategic planning process and to ensure that you, our members, are being heard.

Highlights:

- 93% of respondents agreeing that they are a satisfied member of the club
- 89% would recommend PBJFC as a club of choice for their friends and family
- 80% are happy with the ease of the registration process
- Positive feedback relating to the club's revamped website
- 85% agree that Zwar Park drainage and coaches' boxes have improved the match day experience
- 70% believe that the club can improve its facilities

The Club Committee has segmented the detailed results into 3 categories for further action:

- (1) Positive feedback
- (2) Room for improvement
- (3) Inconclusive results

The Committee has considered the survey results and developed a set of:

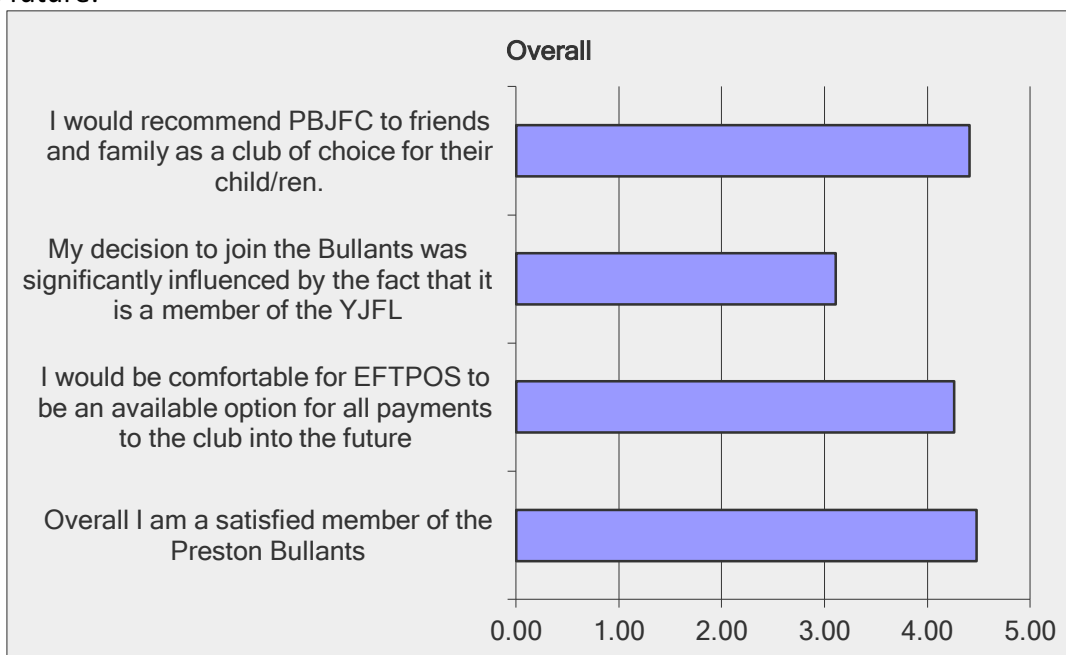
- (4) Planned Actions

Overwhelmingly, the feedback was positive, however some members were able to provide insight into ways that the Club can improve the experience for its members.

Detailed Responses

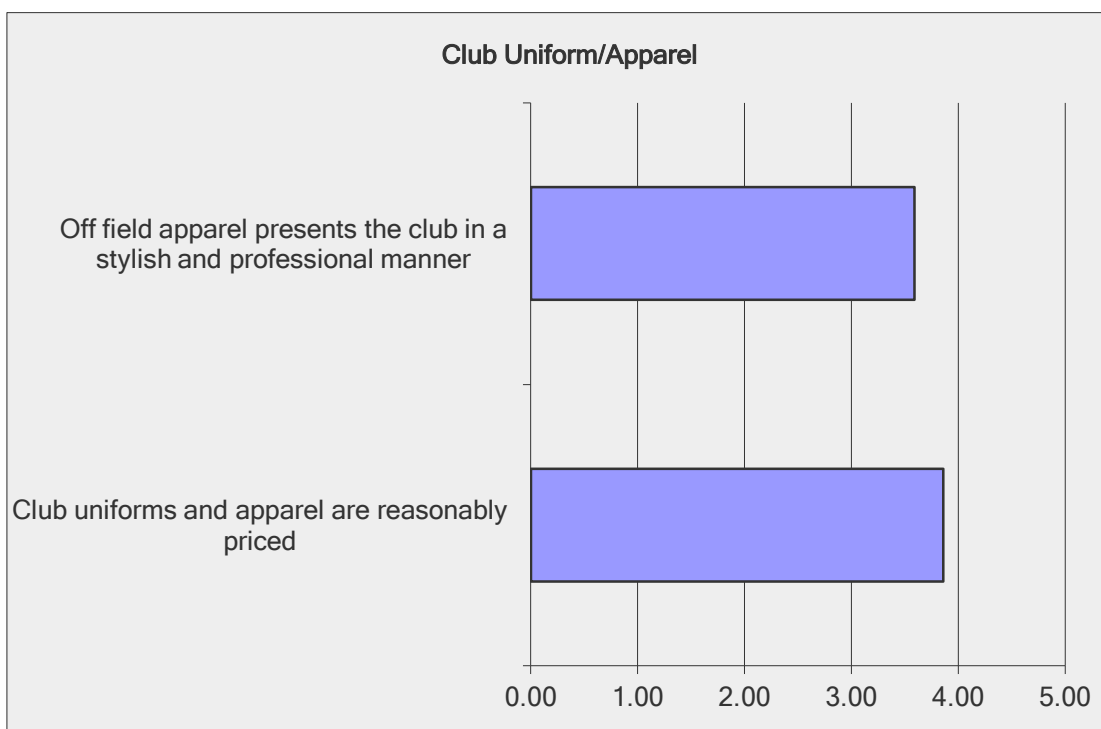
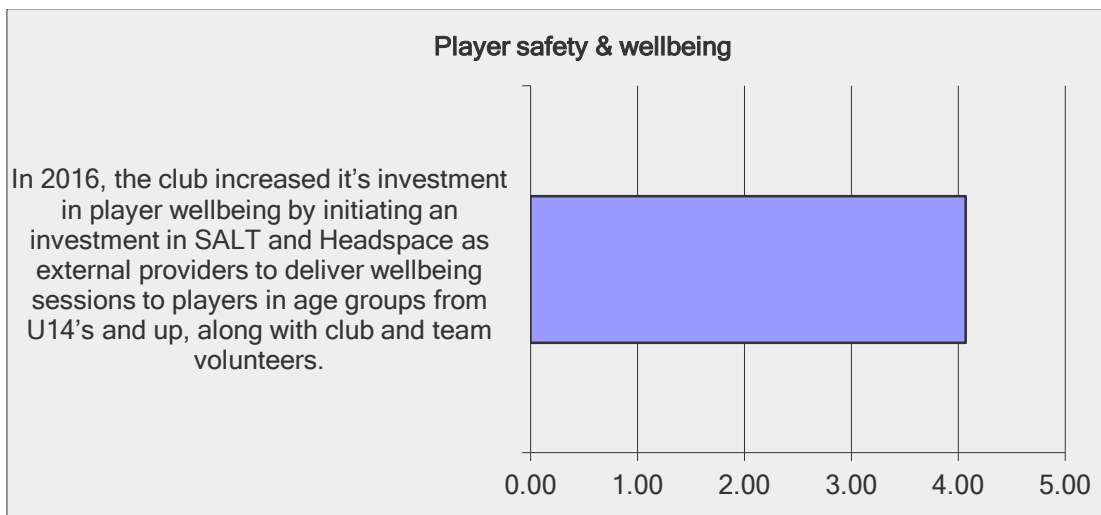
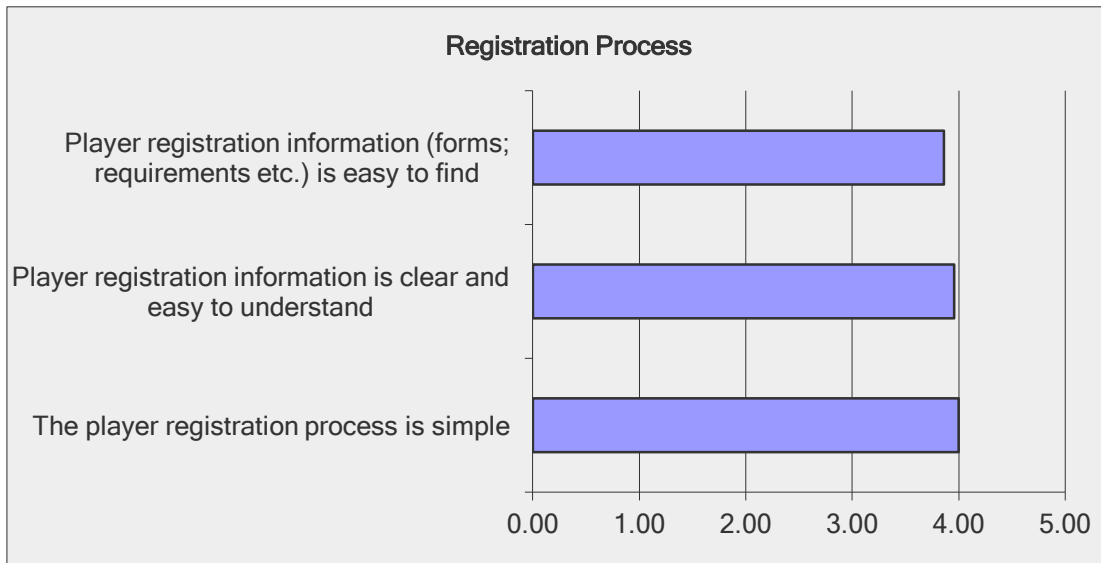
(1) Positive feedback

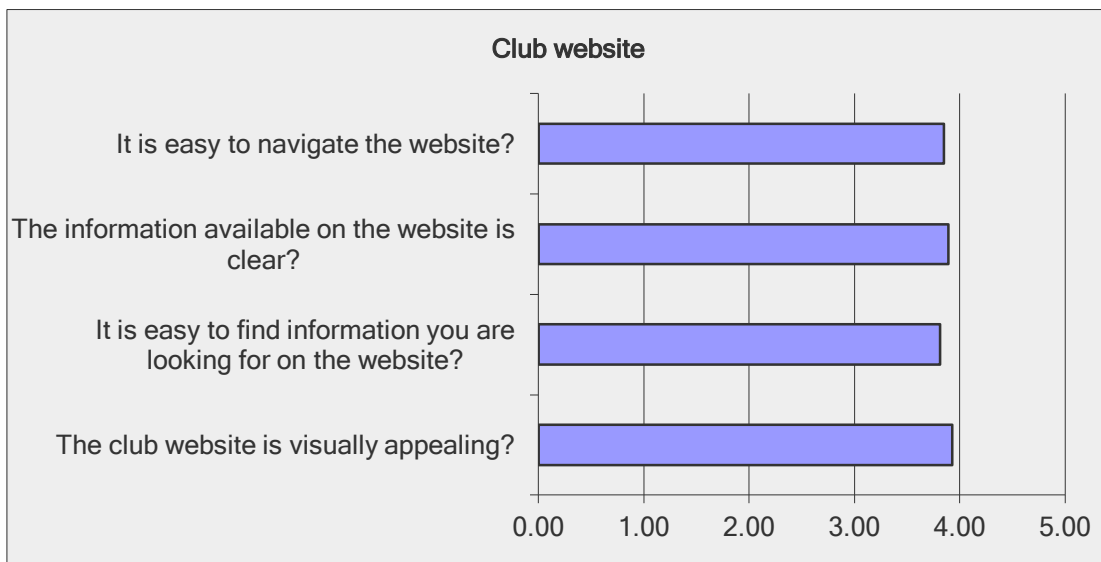
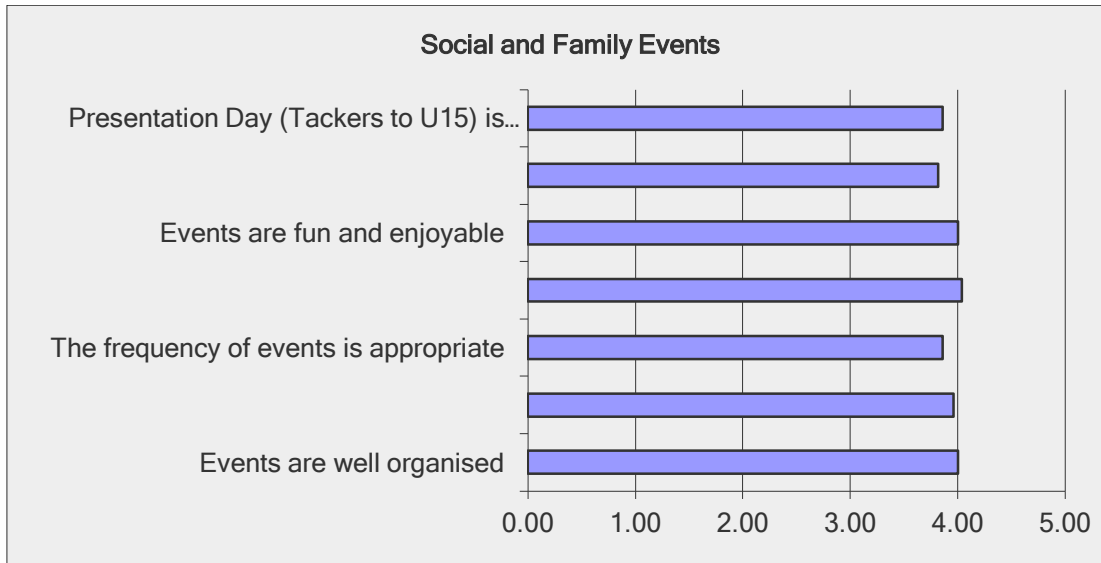
A range of positive feedback was received. The committee will continue to build on these strengths into the future:





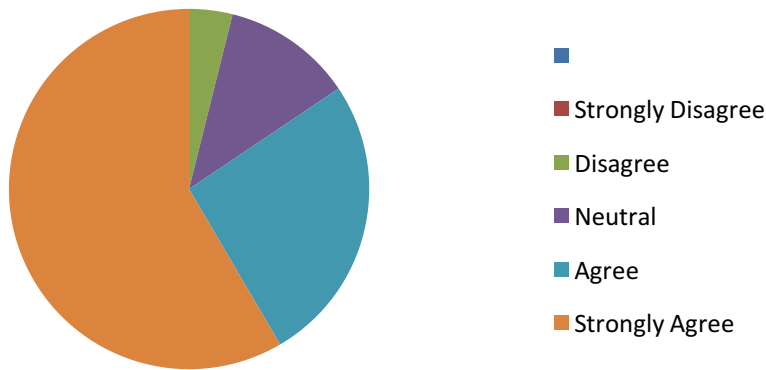
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Overall I was Satisfied with Team Management



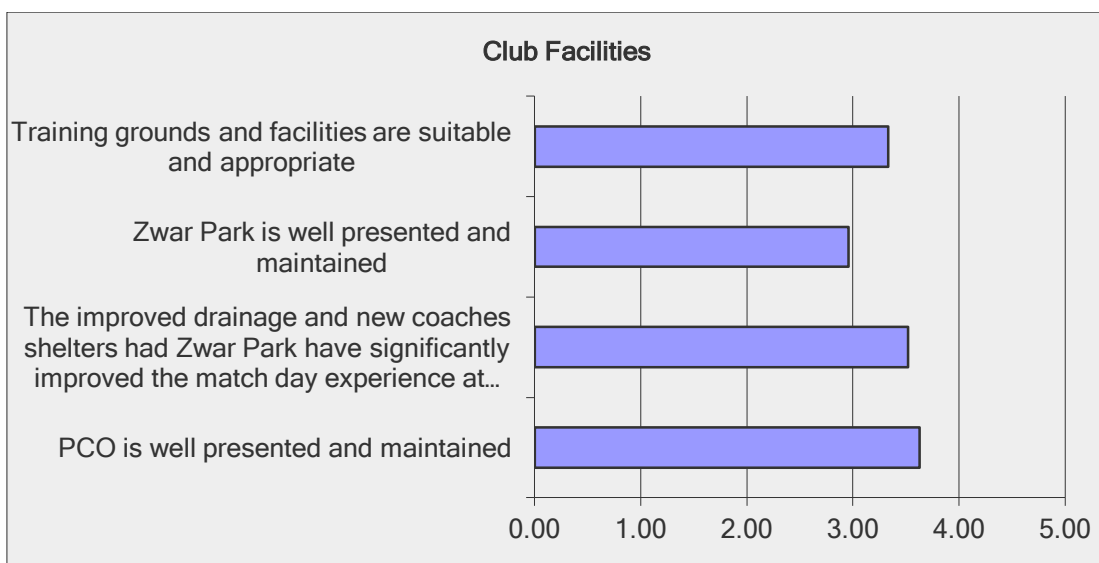
(2) Room for improvement

The Committee acknowledges the feedback from members on aspects of the club that can be improved. These will be considered as part of the Strategic Planning process and will remain a focus for the Committee in the short to medium term.

The most common opportunities for improvement that were identified by members were in relation to:

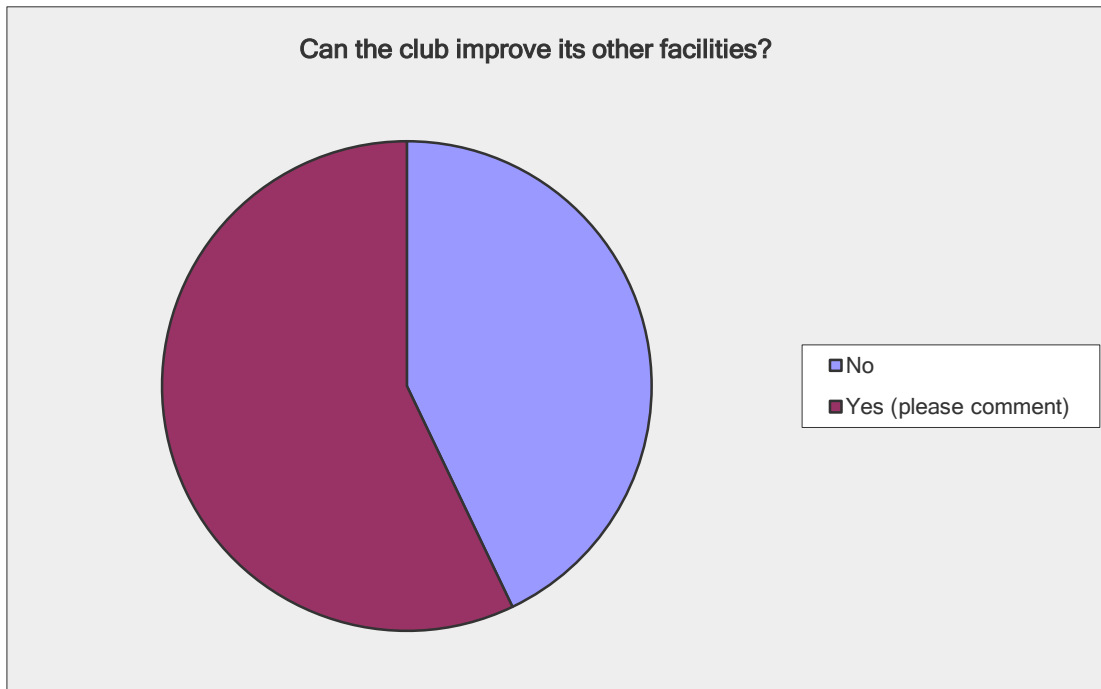
- Zwar Park facilities
- Social functions – The Committee implemented a change to the serving process at this year’s Pizza Night to ensure that our youngest members were able to get their fair share/slice.

These (amongst) others form part of the Committee’s Planned actions (refer to **(4) Planned Actions** below)



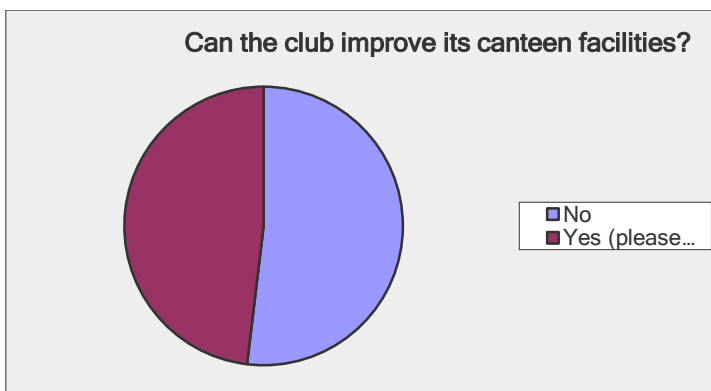
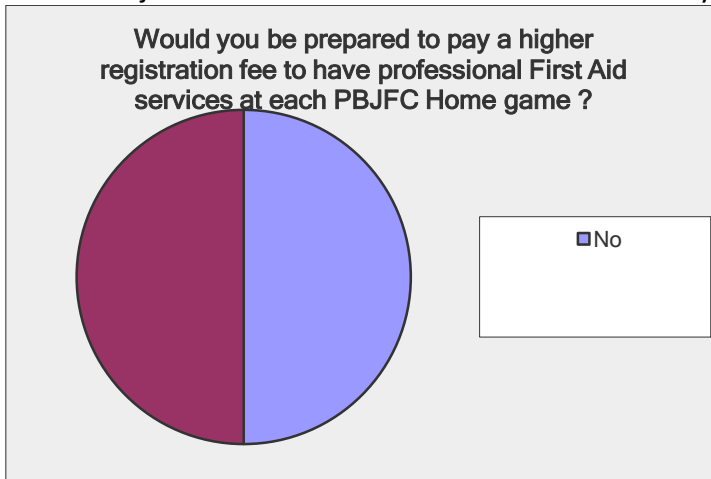


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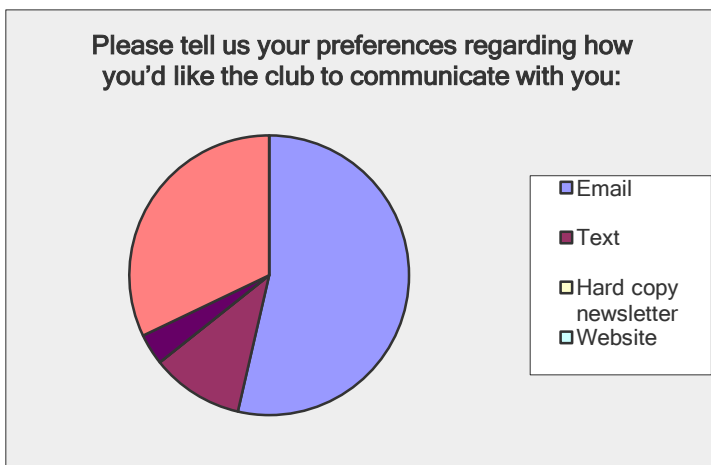
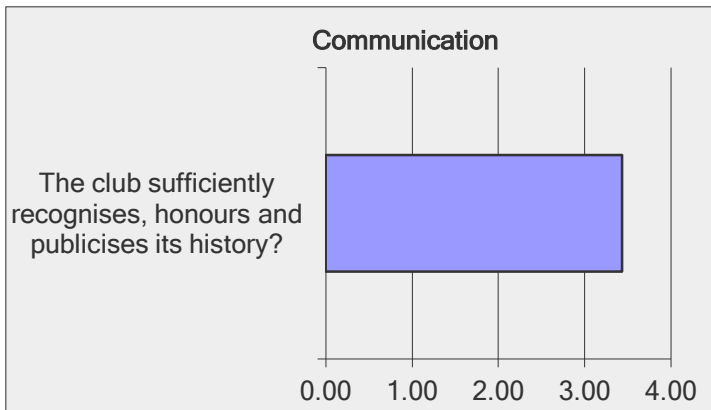
(3) Inconclusive results

A few of the survey items produced results that displayed a range of opinions across our membership base. The Committee will continue to monitor and review the club's performance in these areas. These will again be the subject of the club's 2017 end-of-season survey.





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(4) Planned Actions

- **Zwar Park facilities**
 - The Committee continues to work with Council and to seek State Government funding support to facilitate continued improvement to facilities at Zwar Park. This is now a heightened priority for the Committee following our successful implementation of 2017 Girls' Teams.
 - Incremental improvements: The Committee will continue to work with Darebin Council to maintain and improve the amenity of the facility. The Committee has some significant aspirations including the possibility of:
 - a fence around Zwar
 - an improved scoreboard
 - toilets revamp
 - review canteen operations, including the range of food and drinks (inc. coffee) available
- **Social functions**
 - Thank you to members for their feedback. The committee will continue to review these on a yearly basis.
- **Apparel range**
 - The Committee thanks members for their feedback. The committee will continue to review the range of apparel available on a yearly basis.