



Your Voice, Your Club

Monday, October 16, 2023

Welcome to Souths Rugby Union Community Feedback:

Thank you for participating and huge appreciation for your patience in receiving the feedback: this is being used to shape a new strategic plan with clear actions to strengthen the sustainability and growth of our Club.

There has been open and frank discussion with current Committee on all feedback. The survey is anonymous and confidential. Individual comments have generally been grouped into “trends” and only used individually if non-attributable. All names redacted.

Specific suggestions are with the committee for review and action. Community feedback is constructively phrased.

The timing of this information allows us all to get on the same page and lead into a productive and enjoyable AGM.

Direct quotes from your survey responses will be identified by “quotation marks”

“A place to call home and know, good mates are nearby”

All words in images are yours,

Who participated?

- 48% response rate of recipients
- 100% Completion Rate of those who started the survey
- 1 poor quality deleted.

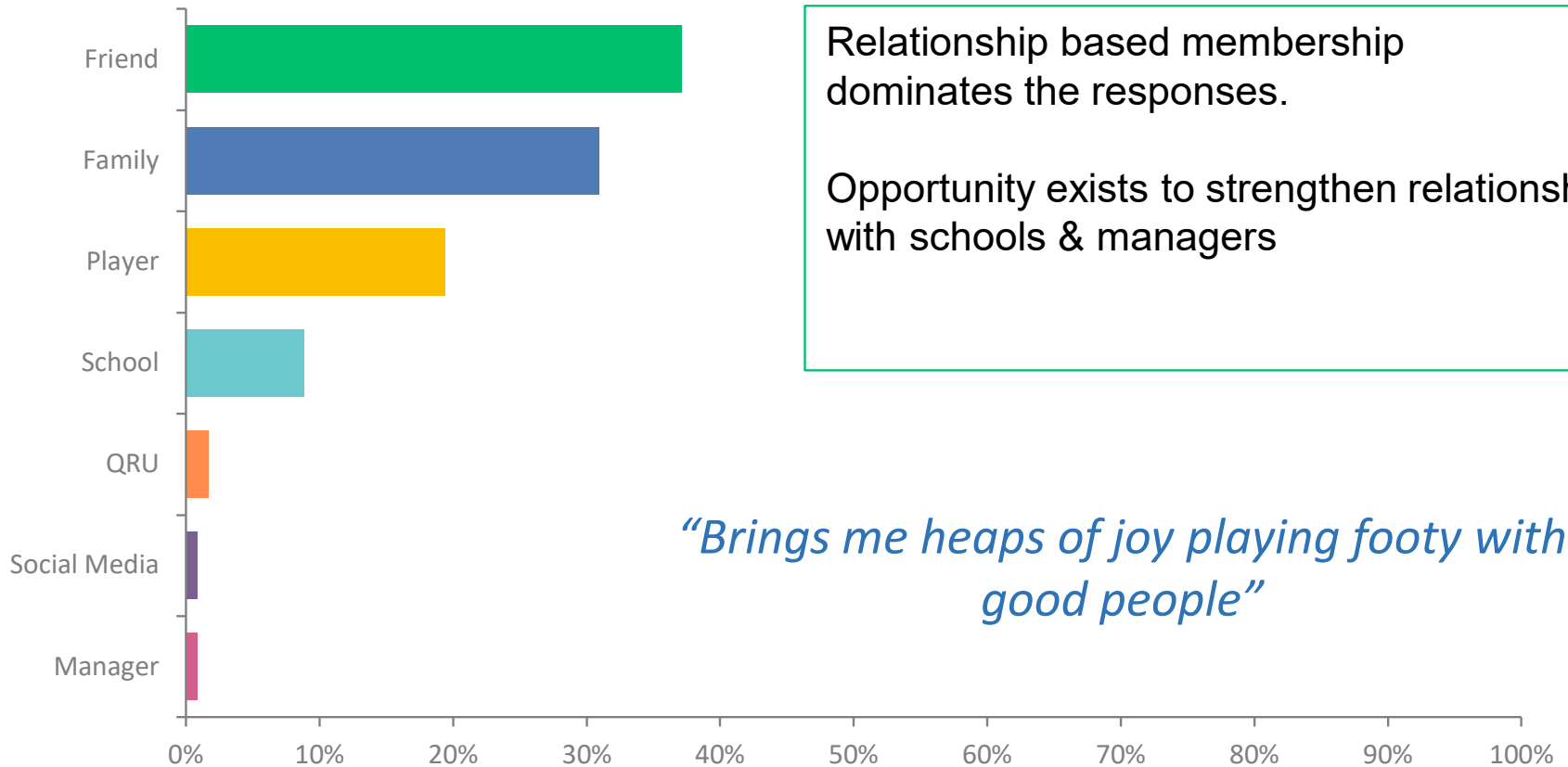
This represents:

- 12% response rate of 920 members which includes all players, Juniors & Seniors or
- 25% response rate of 454 total (excluding players)

Customer satisfaction/community surveys average 5 – 30% response rate.

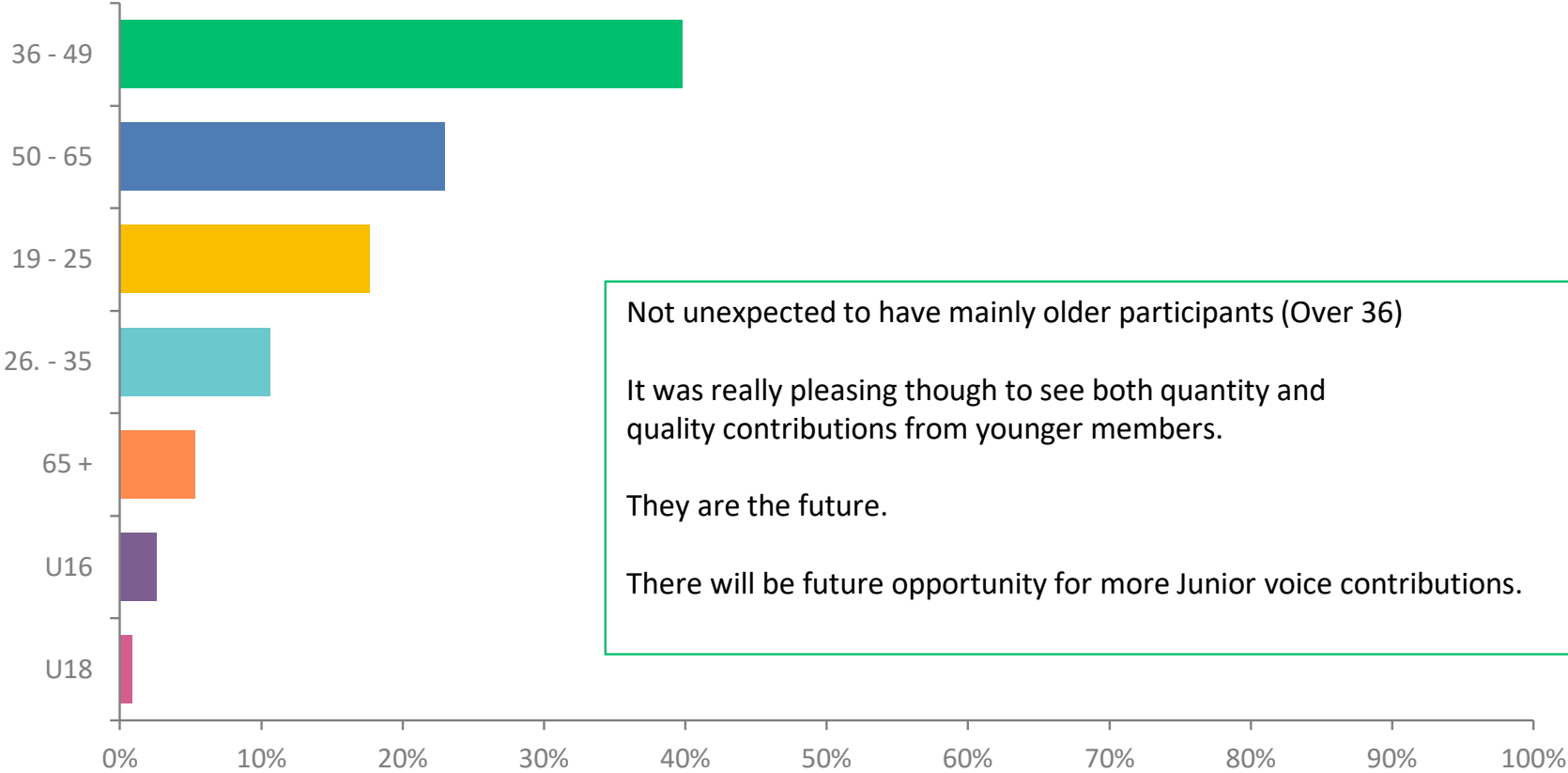
How did you first hear about Souths?

Answered: 113 Skipped: 0



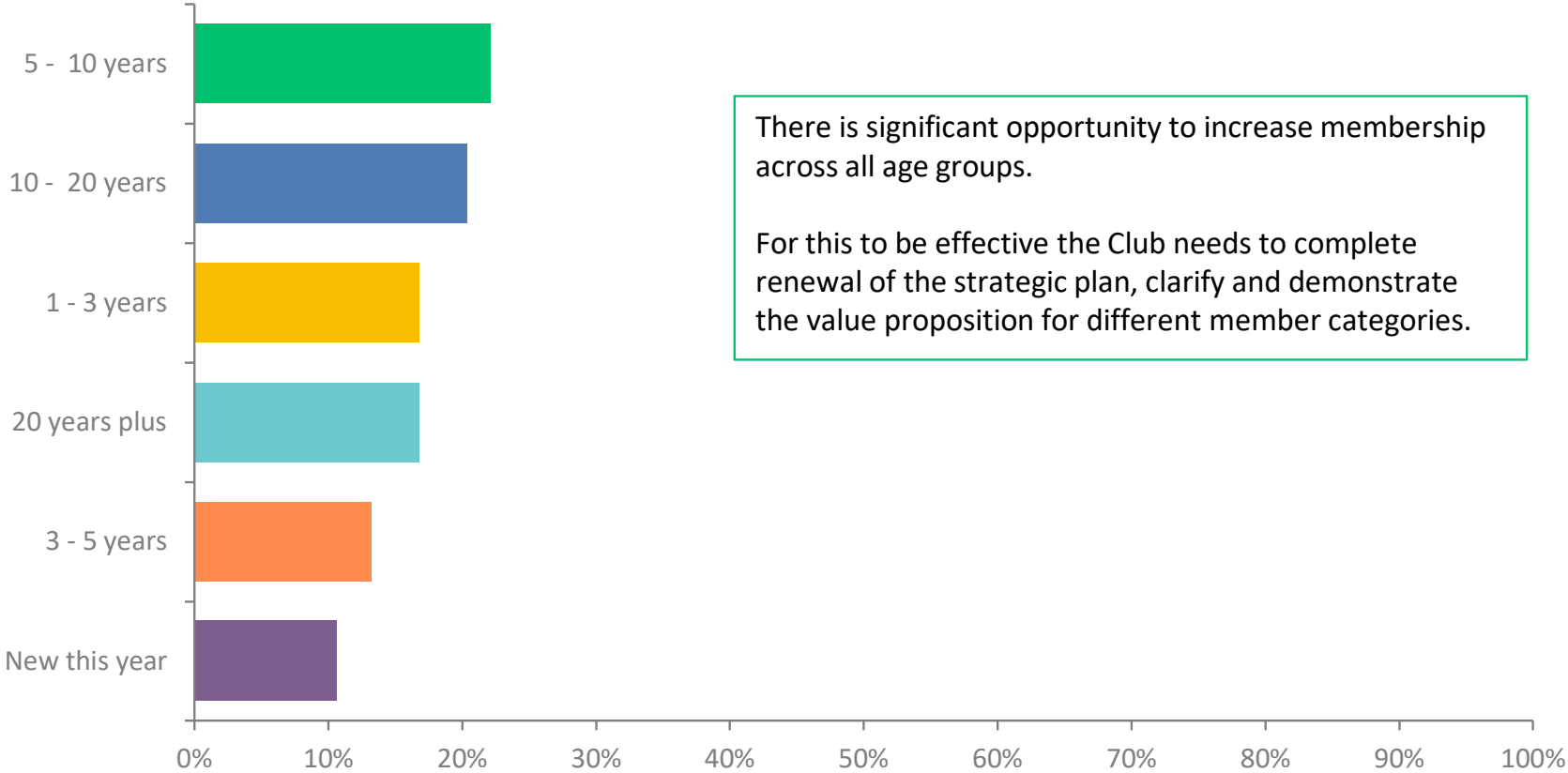
Participant age groups

Answered: 113 Skipped: 0



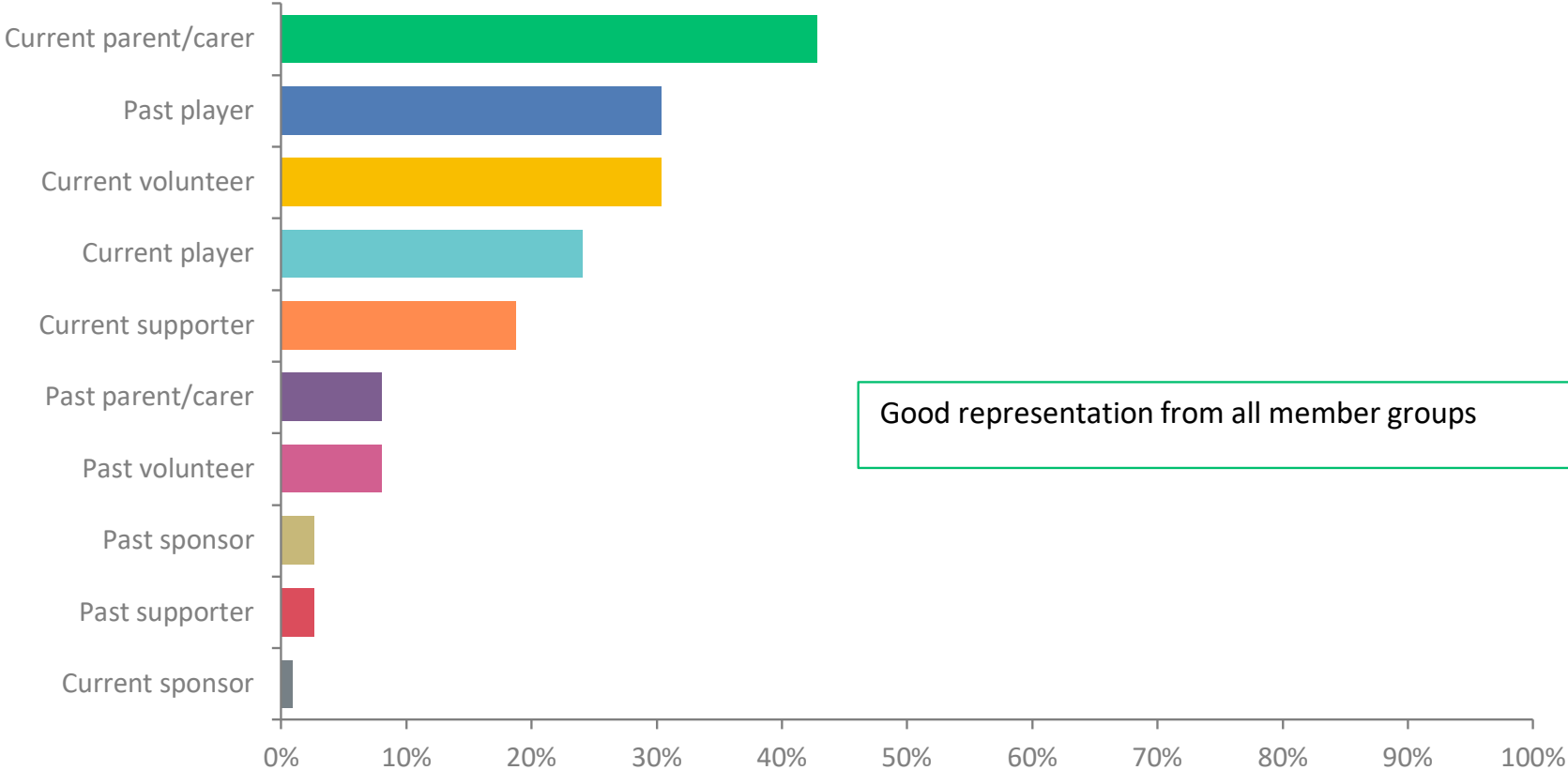
How long have you been a member at Souths

Answered: 113 Skipped: 0



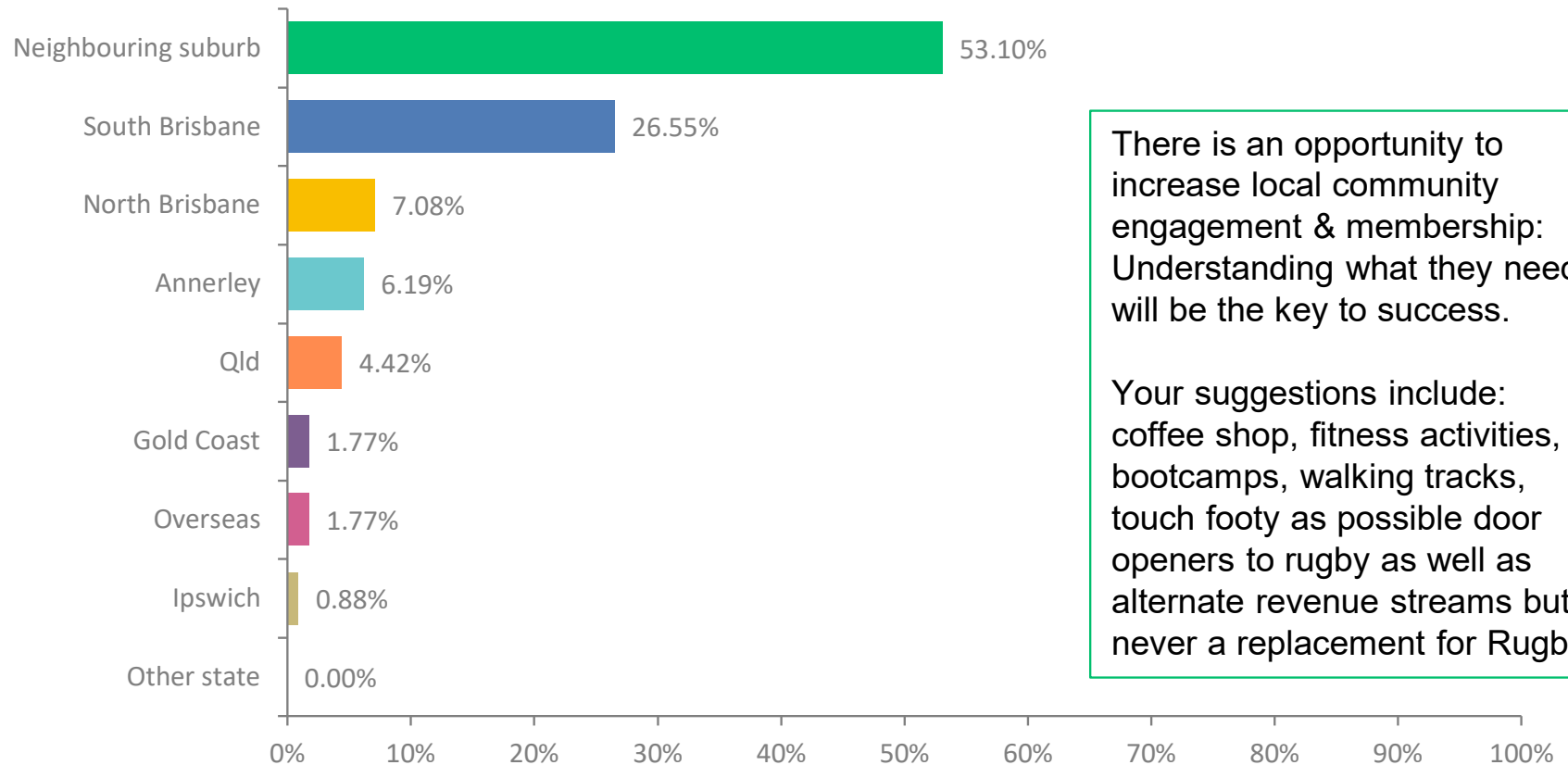
Your connection to Souths

Answered: 112 Skipped: 1



Your proximity to Souths grounds

Answered: 113 Skipped: 0

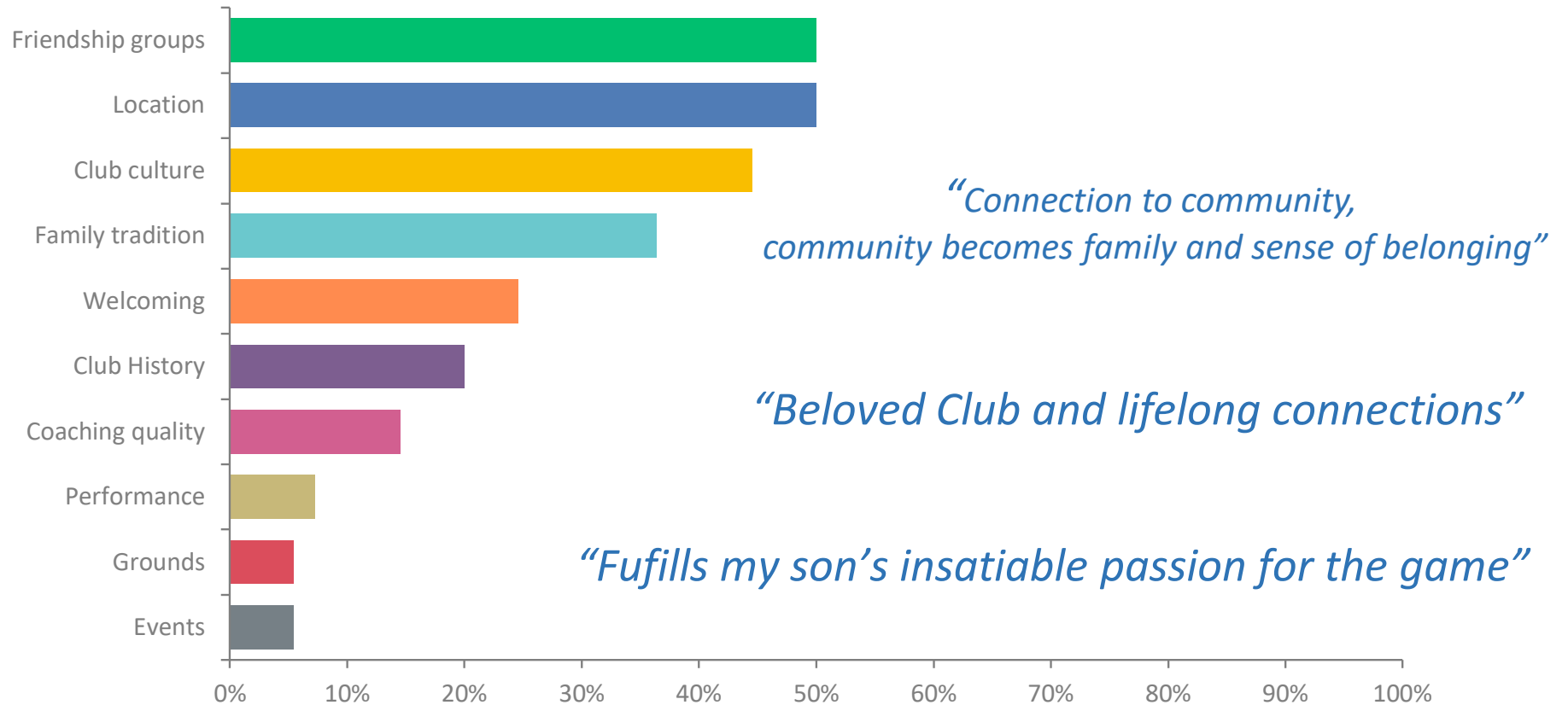


There is an opportunity to increase local community engagement & membership: Understanding what they need will be the key to success.

Your suggestions include: coffee shop, fitness activities, bootcamps, walking tracks, touch footy as possible door openers to rugby as well as alternate revenue streams but never a replacement for Rugby Union.

Why you choose Souths Rugby Union Club:

Answered: 110 Skipped: 3



“Teamwork. Good values. Discipline. Physical Fitness”

“Fun”

“Hopefully meeting like minded people wanting the best rugby,
An all-inclusive sport, has to offer. And so good to have
a physically challenging sport to expel the excess energy.”

“Belonging”



“A CHANCE TO MAKE IT”

“Meets an insatiable
appetite
for Rugby Union”

“Making new friends”

“Feeling included”

“Learning to be a team that wins and loses together”

“Inclusivity, connection, sense of purpose through volunteering and giving back”

“Shared experiences, challenges and victories on the field create lasting memories and lifelong friendships.”

“Brings me heaps of joy playing footy with good people”

“Engaging in new cultures”

Fitness - Social connection - Helps shape me as a person

“Life skills and an understanding of giving and receiving and doing your best”

The benefits of Souths:

**“A PLACE TO CALL HOME,
AND KNOW GOOD MATES
ARE NEARBY”**

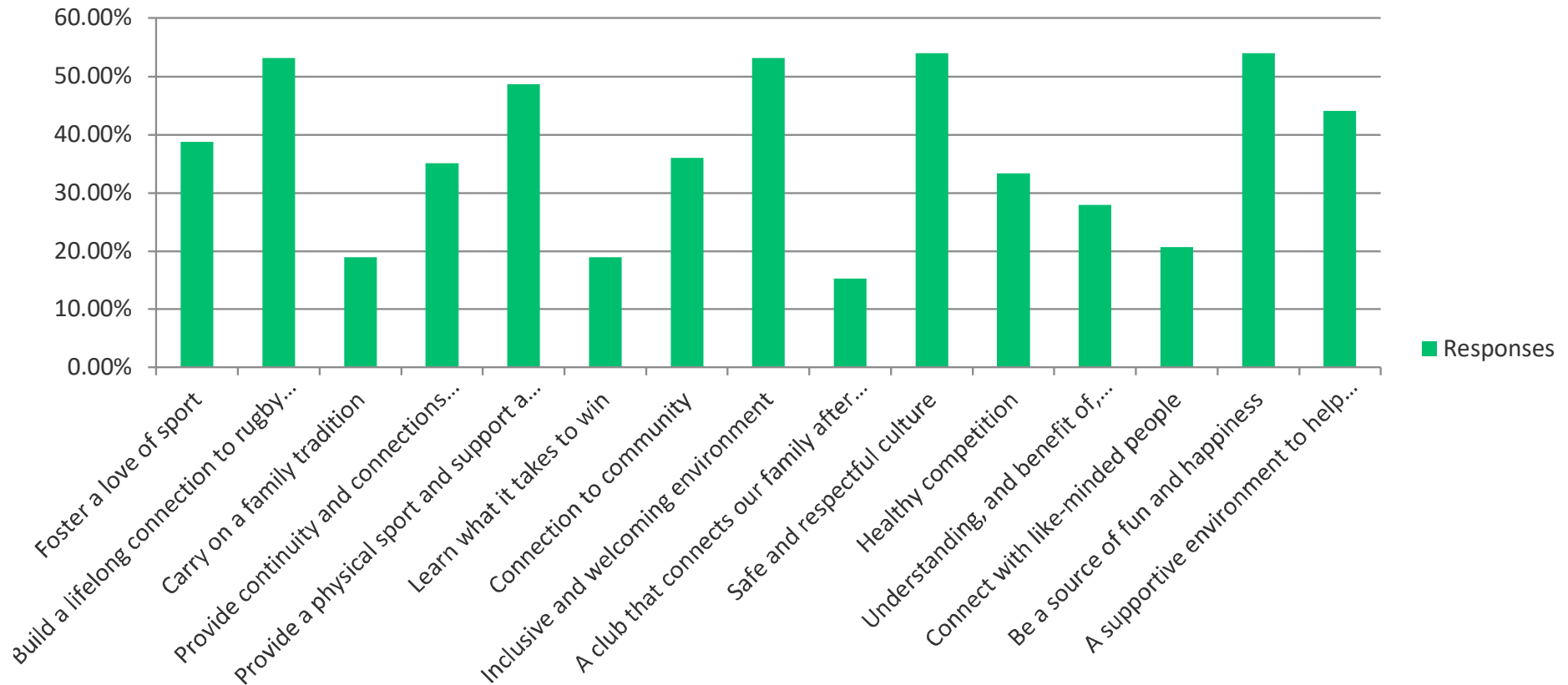


“A game for all, a club for all”

“Knowing what winning feels like”

“Life lessons sport teaches you”

What do you hope the Club will do for you, your child or family?



These will assist in shaping priorities within our strategic plan.

And what you really value at Souths...

“Fostering love of rugby for all abilities
and for girls and boys”

“Togetherness”

“Not too full of itself”

“**THE BOYS AND GOOD FOOTY**”

The coaches and the work they put in”

South’s rugby club has earned our love and admiration for the positive impact it had on our children’s lives. The welcoming environment, dedicated volunteers, Supportive coaches (including new volunteers) and a sense of community have Created a nurturing space for our kids to thrive and grow.”

The beautiful team we’ve found ourselves in.” **“Once a magpie, forever a magpie”**

“The inclusive community and family based nature is cherished incredibly.”

Feels like my rugby home

“My son gets to belong to a team”

Very welcoming club for not only the player but the parents. Has been great.”

“Bonds that will never be broken”

“And the bar on a Friday night”

This frustrates us:



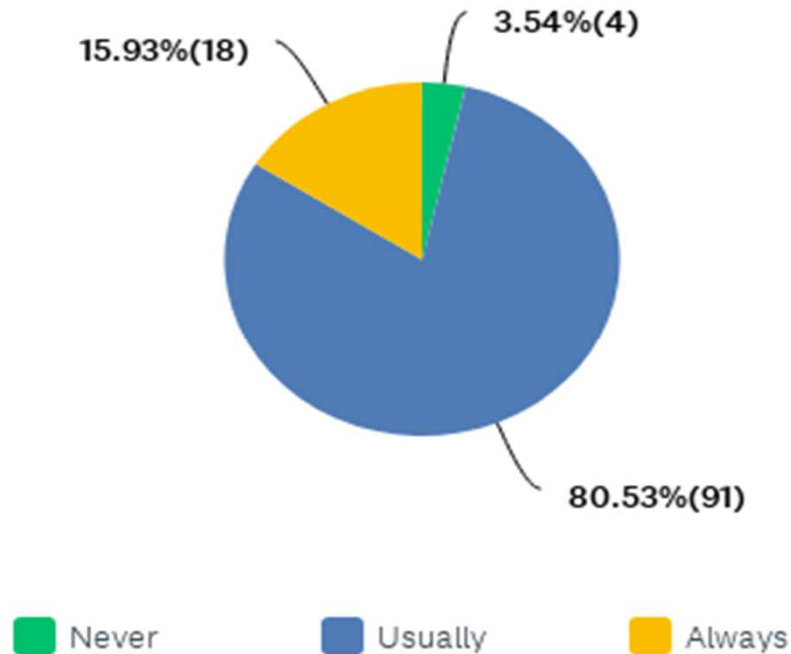
"All for One, One for All"



All specific comments were also provided in to the Committee for review and action.

Q17: The Club sets high standards and clear expectations for behaviour, both on and off the pitch, which members uphold.

Answered: 113 Skipped: 0



This can be improved with communication, role modelling by all and by making our values : “***Just how we do things here***”

Our community will be happier and healthier without:

“Our main source of frustration lies in the evident internal conflicts and the negative reflection it has on our beloved club, South's. The ongoing infighting contradicts the core values of both South's and Australian Rugby. We strongly urge the juniors committee to address these issues and work towards unity. We are here to play and uphold the integrity and excellence of our sport and its players.”

“95% of us aren't interested in the politics”

“Grubby behaviour”



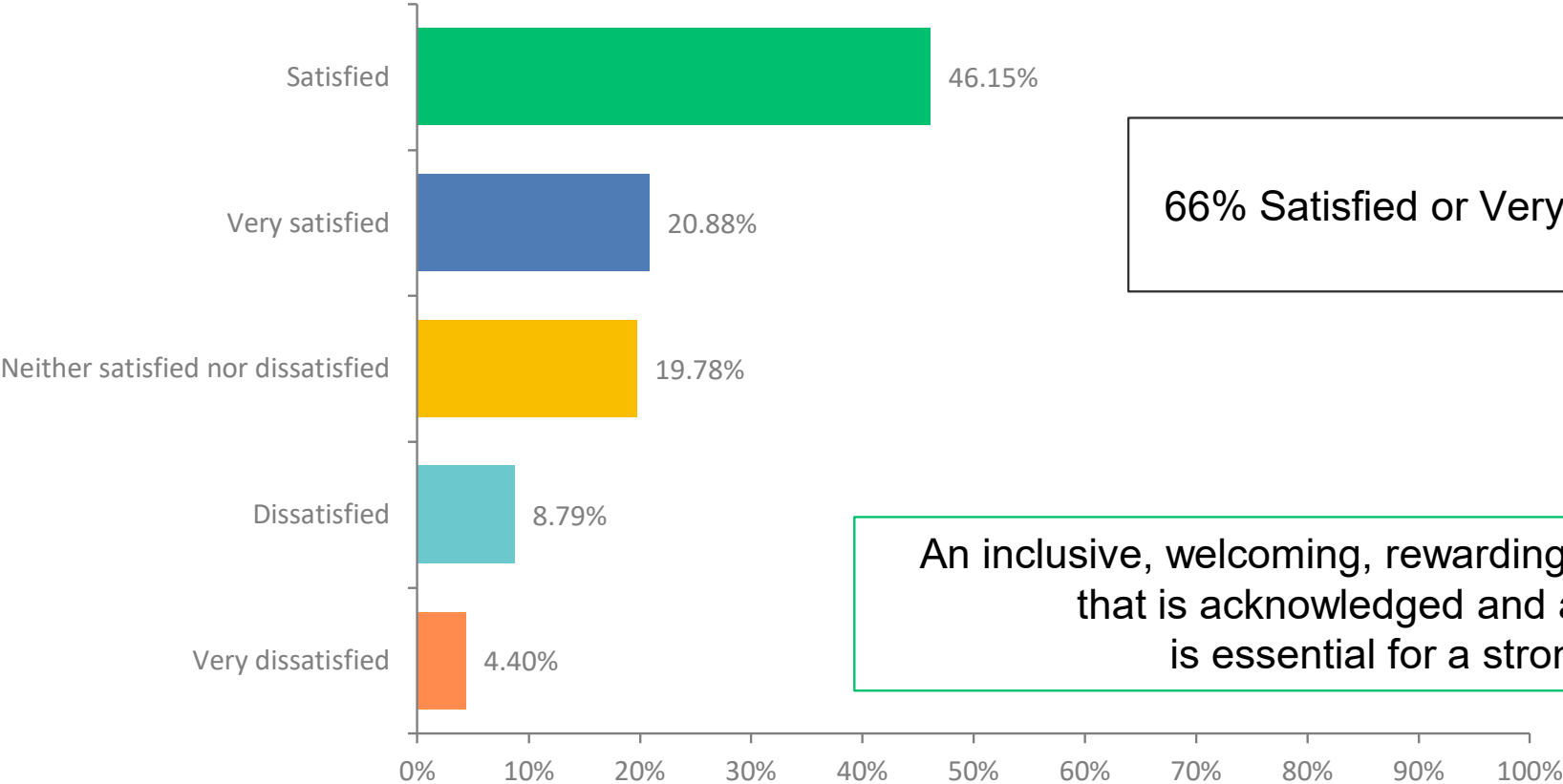
Your choice of Club Values at Souths – a winning combination!



Teamwork * Respect * Integrity * Inclusivity * Family * Friendship* Passion

If you have volunteered in the past or are currently a volunteer, overall, how satisfied were you with the experience?

Answered: 91 Skipped: 22



66% Satisfied or Very Satisfied is our baseline.

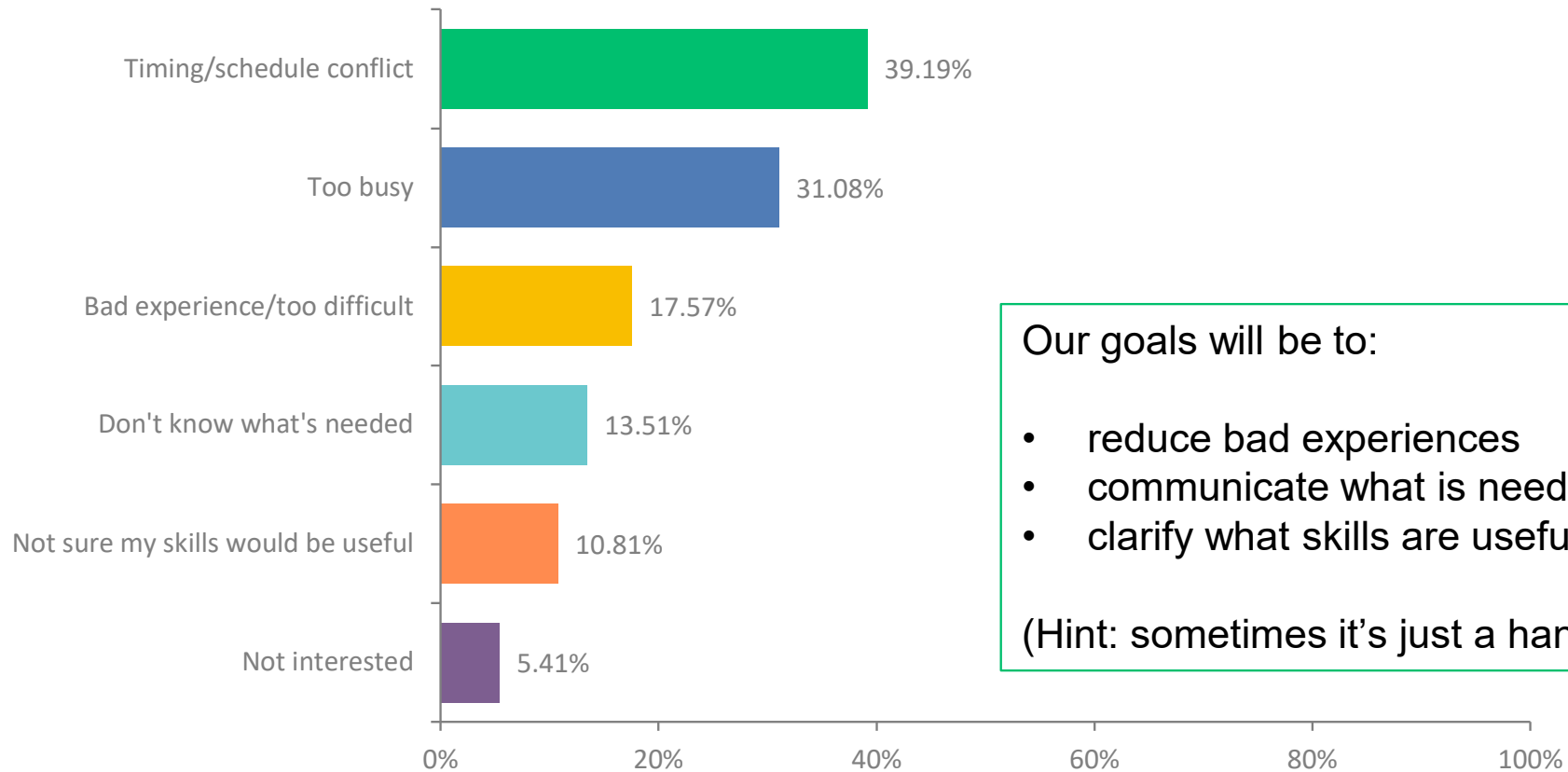
An inclusive, welcoming, rewarding and fun experience, that is acknowledged and appreciated, is essential for a strong Club.

Being a Souths Rugby Union volunteer is about:



What, if anything, prevents you from volunteering?

Answered: 74 Skipped: 39



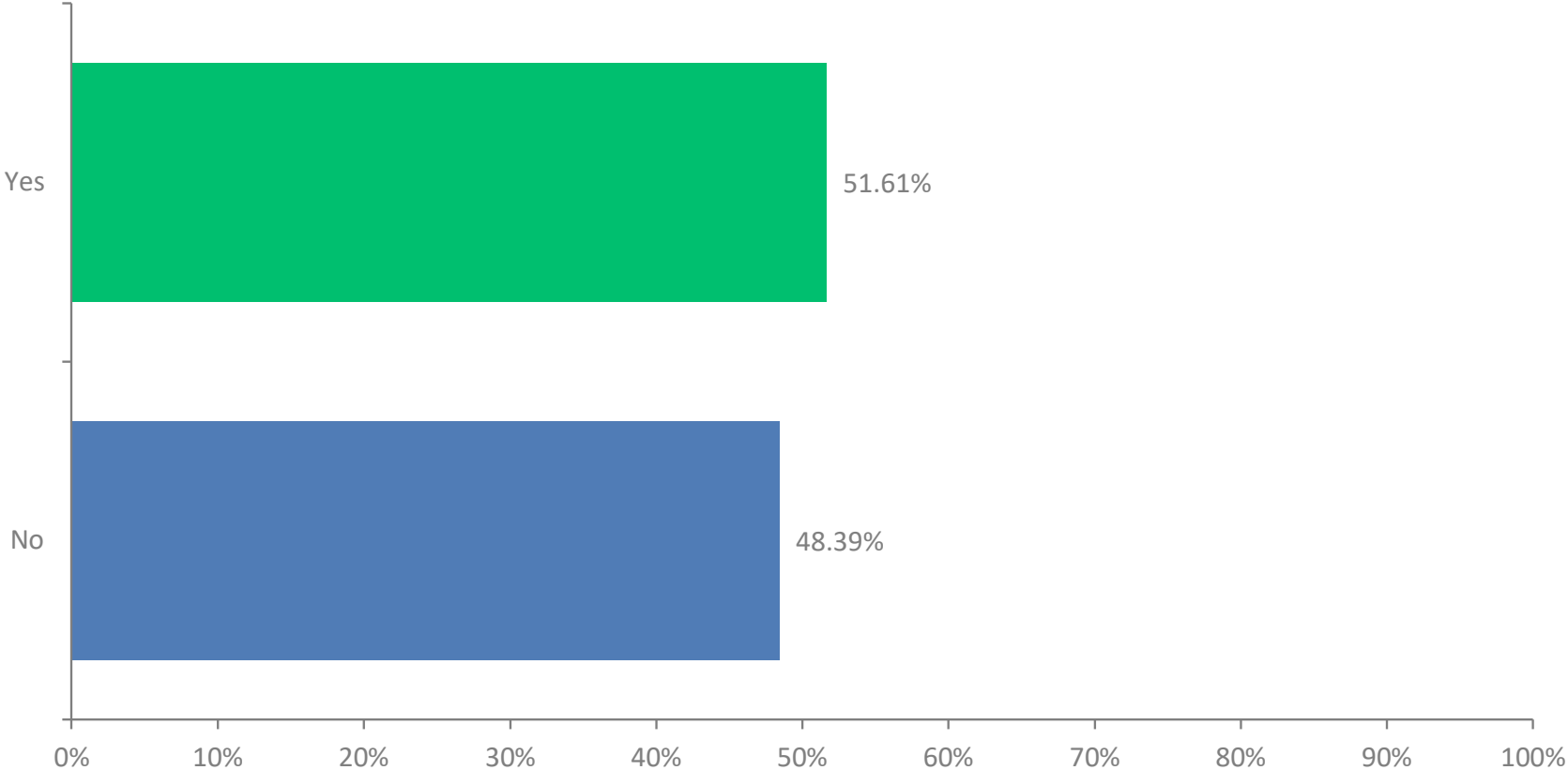
Our goals will be to:

- reduce bad experiences
- communicate what is needed
- clarify what skills are useful

(Hint: sometimes it's just a hand & smiling face!)

Instead of volunteering would you consider a small contribution towards the payment of casuals?

Answered: 93 Skipped: 20



Q13: You gave the following ratings to Club performance in:

Greatest Club Satisfaction



Greatest Club Improvement Opportunity



	STILL LACING UP THE BOOTS	WE'RE DOING OKAY	TOTAL
Performance on the pitch (all ages)	9.91% 11	90.09% 100	111
Player safety and welfare	11.61% 13	88.39% 99	112
Quality of coaching	11.61% 13	88.39% 99	112
Player experience	16.07% 18	83.93% 94	112
Safety and security	16.96% 19	83.04% 93	112
Game day experience	16.22% 18	83.78% 93	111
Pathway to Premier	21.70% 23	78.30% 83	106
Club Culture	28.57% 32	71.43% 80	112
Membership Value	28.18% 31	71.82% 79	110
Environmentally friendly	27.36% 29	72.64% 77	106
Volunteer engagement	32.43% 36	67.57% 75	111
Events	31.82% 35	68.18% 75	110
Grounds & facilities	36.04% 40	63.96% 71	111
Quality of equipment	37.61% 41	62.39% 68	109
Governance	40.74% 44	59.26% 64	108
Sponsor engagement and experience	44.76% 47	55.24% 58	105



Q13: Your perceptions of Club Performance:

Answered: 113 Skipped: 0

What are we doing well?



What can we do better?



A good example of where a values-based culture co-created with members can unite the Club

Q13

To be No 1 you know we need Good Governance to:

- Attract and retain members
- Support club direction, growth and development
- Provide a springboard for on-field success
- Provide an example for the rest of the club
- Reduce risks and maximises opportunities
- Be attractive to funding partners and potential sponsors



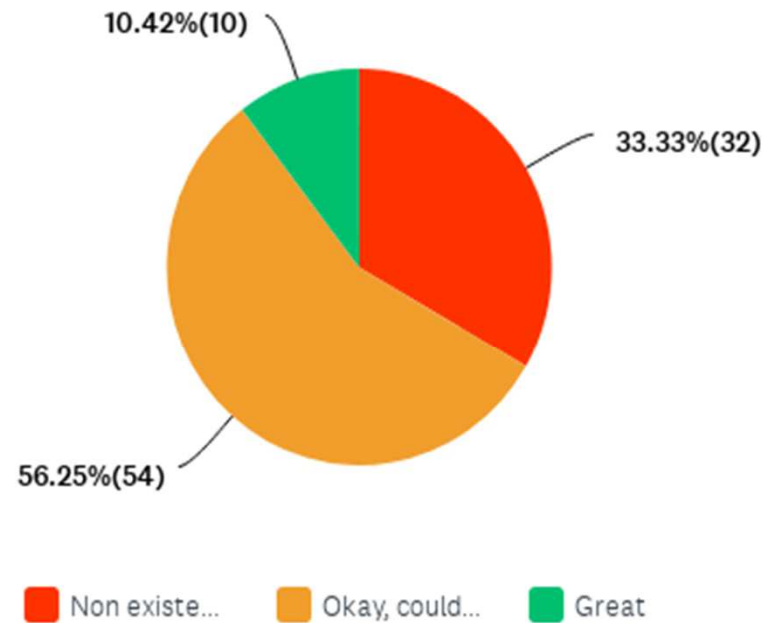
To score a 10 with you we also need the right finances:



“a functional and financially profitable governance structure in place”



Q10 Great clubs have strong connections between all ages and support each other. Please rate the relationship between Juniors and Seniors?



All specific comments were also provided into the Committee for review and action.

Positive feedback included Colts program, senior player transition to coaching and new training sessions at Juniors. We can do more though!

Answered: 104 Skipped: 9

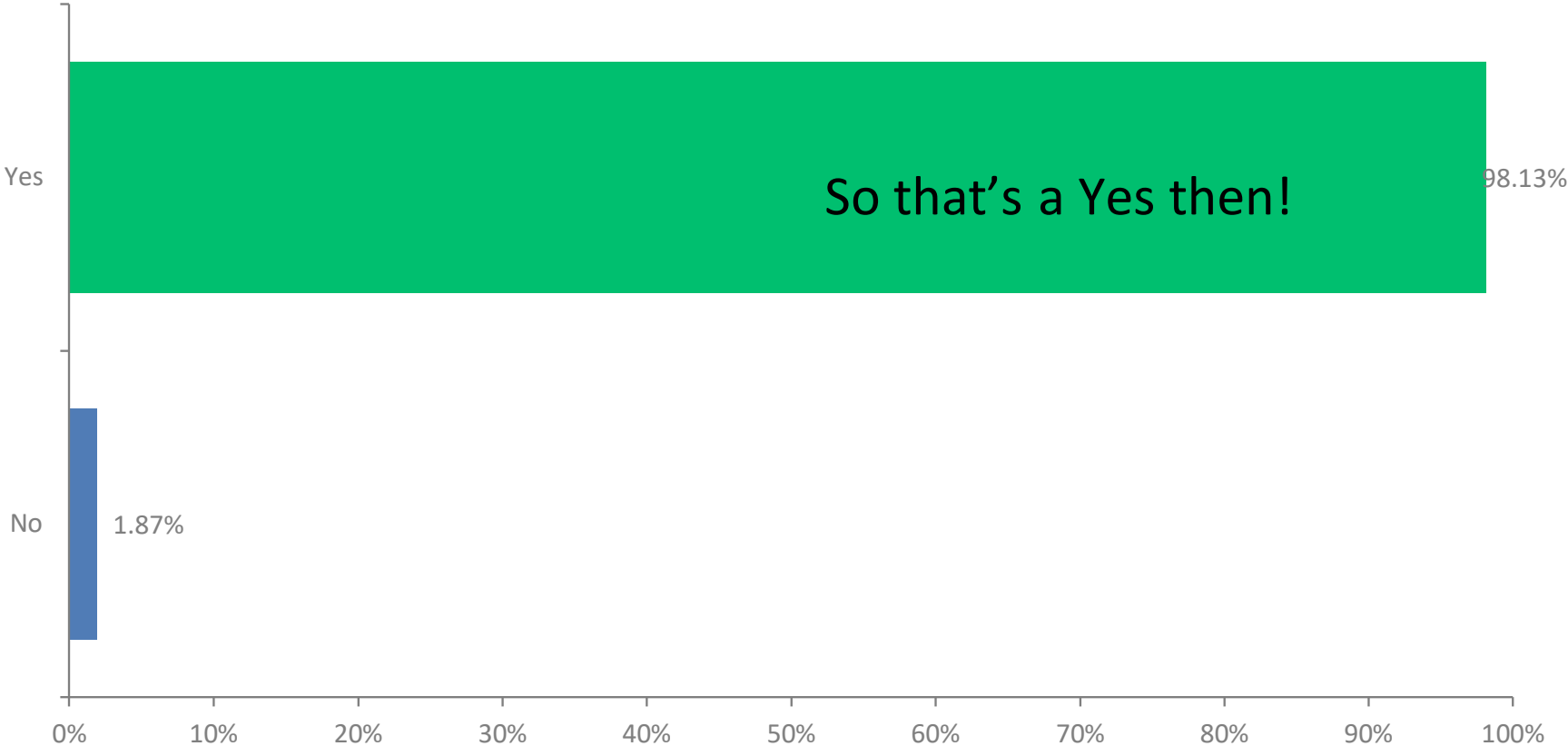
One Club, One Family is a common theme: connecting Juniors & Seniors and optimizing player transitions



Specific suggestions are in review for 2024 season.

Do you support the development of a second field at Chipsy Wood Oval?

Answered: 107 Skipped: 6



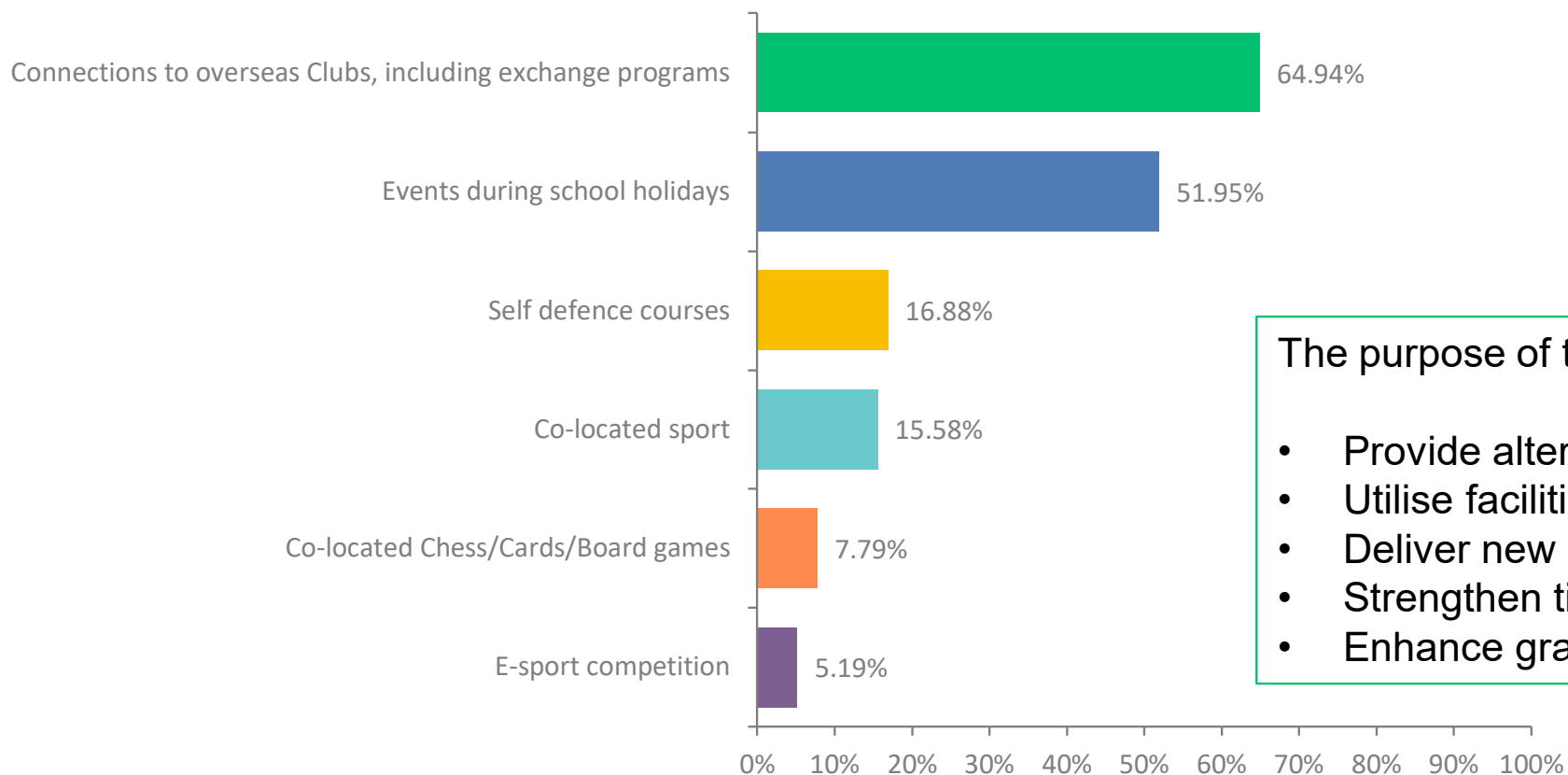
What are the benefits of a second field at Chipsy Wood Oval?

ANSWER CHOICES	RESPONSES	
Increase game day capacity	78.85%	82
Accommodate the growing participation in women and girls program	70.19%	73
Improved player experience and connection between ages	66.35%	69
Strengthen long term viability of a 75 year old community sport Club	64.42%	67
Enhance revenue potential	58.65%	61
Support increased community participation	53.85%	56
Additional critical space for modified programs.	50.0%	52
Enhance member experience	44.23%	46
Improve safety	35.58%	37
TOTAL		543



What partner activities or facilities would you be interested in at the Club?

Answered: 77 Skipped: 36



The purpose of these could be to:

- Provide alternate income streams
- Utilise facilities in off-season
- Deliver new benefits to members
- Strengthen ties with local community
- Enhance grant applications

There is no question that Souths is a Rugby Union Club for

85% of you would recommend Souths Rugby Union Club to a friend, player, family or sponsor?

Answered: 107 Skipped: 6



That's a great result,
Our goal is 100%

Actions arising and progress to date in addition to Business as Usual:

Action	Progress
Review finances and complete 2022 audit. Now public record.	Complete
Ongoing management and delivery of Master Plan and Grant Applications	On track
Review and address any “risks” or “duty of care” items arising from survey	On track
Review strategic plan with community consultation Additional surveys in progress and to be issued to key stakeholders	On track
Review Club Governance to improve Club performance	Complete
Draft new strategic plan 2024 to 2028 with SMARTER actions <i>- Specific, Measurable, Achievable, Realistic, Timed, Ethical and Recorded</i>	In progress
Create stakeholder engagement strategy Supporting communication & social media plan	To commence
Review 2023 performance and coaching, identify gaps, and opportunities to build connection and capability across the whole Club	On track

And to leave you with a player's words

*“Gives me not only something to look forward to each week,
but improved my mental and physical state,
a sense of community and long-lasting friendship,
and hopefully a future as a professional athlete”*



This is why we do what we do at Souths