

# Surveying for Sport

A Practical Guide

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Office of Sport

January 2026



# Why do we need to survey?



Sporting organisations may run surveys:

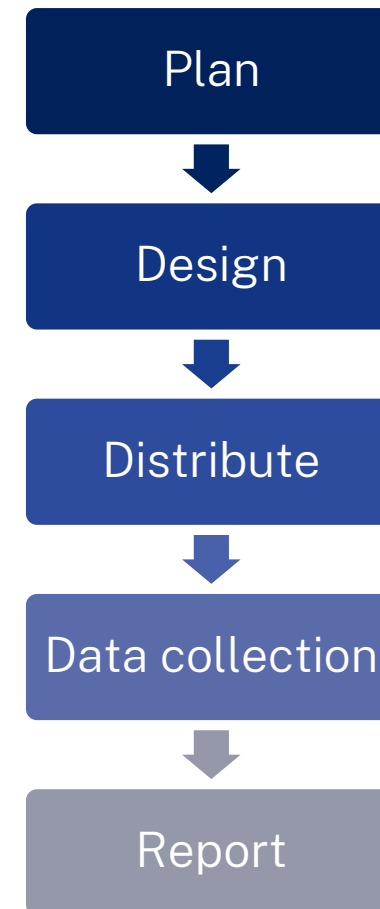
- to capture the **voice of the community** – such as player, official and other stakeholder feedback
- to build an **evidence base** to support development of strategies and policies
- to **improve service delivery** - get detailed feedback on specific product offerings such as programs, talent pathways etc.



## Handy tip!

- What does your organisation need to know about your different stakeholders?
- What surveys were run before? Have they been effective?
- What would the experience have been like for the survey participants?

# What does surveying involve?





# Plan

# Defining the purpose of a survey



Start by clearly defining the purpose of your survey. Purpose must be a very high-level actionable statement on what you wish to get out of this survey.

Ask yourself these questions:

- What do I want to find out? Why?
- What information do I need to collect?
- How will I use it?



## Handy tip!

Keep the survey purpose in mind throughout the process, to stay on focus ensuring every survey question supports this purpose.

## Example

You have organised a training program that has just concluded.

**What do you want to find out:** understand the participant experience.

**Why:** to improve the program

**What information do I need to collect:** feedback from participants

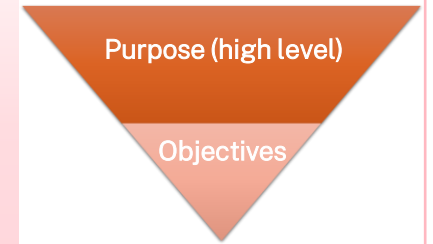
**How will I use it:** to assess the program

## Purpose

Measure customer satisfaction of the training program.

# Defining objectives

Objectives : Breakdown of purpose into measurable components . Must be SMART –specific, measurable, achievable, relevant and time bound. No more than 3-5 objectives to keep survey concise and engaging .



## Clear well-defined objectives help you:

- ✓ **Keep the survey focused** on the questions that matter
- ✓ **Eliminate unnecessary or confusing items**, reducing respondent burden
- ✓ **Improve engagement and completion rates** by keeping the survey relevant
- ✓ **Align data collection with the overall purpose** of the research
- ✓ Enable more **accurate, meaningful analysis** and reporting
- ✓ **Avoid wasted time, effort, and resources** during survey design and analysis



### Handy tip!

Create your survey questions in a table (Spreadsheet or Document). This makes it easy to check that every question has a clear objective, fits the right question type, and links directly to the survey purpose.

Section	Question	Answer Option	Question type	Objective

# Community consultation survey example

## Purpose

- To obtain community feedback to guide Marble NSW's strategic planning and ensure that the needs of the sporting community are met

## Objectives

- Identify areas of strength and improvement in service delivery
- Identify growth and development opportunities for the sport and Marbles NSW
- Identify strategies to raise the profile of the sport and promote further investment

## Background

- Identify target respondents for the section: **Participants**
- Introduction to the section: Please rate your level of agreement with the following statements about your experience with Marbles/Marbles NSW

Section	Question	Answer Option	Question type	Objective
Service Delivery	The quality of coaching at training sessions enhances my enjoyment of the sport.	Strongly disagree, Disagree, Agree, Strongly Agree	Single choice	Identify areas of strength and improvement in service delivery
Service Delivery	What could be the areas of improvement?	Free-text	Open-ended	Identify areas of strength and improvement in service delivery

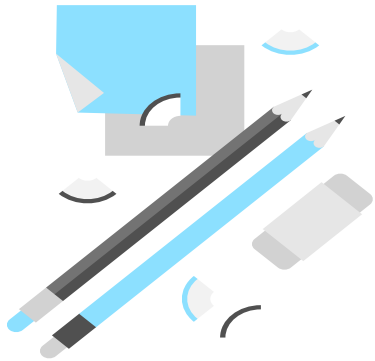


### Handy tip!

Use a spreadsheet or table-formatted document to draft your survey questions. Each question should connect to an objective. Well-defined objectives help you identify what must be asked versus what can be removed to keep the survey tight and effective.

# Identify survey recipients

Essential steps for identifying survey recipients and shaping a survey distribution plan.



**Handy tip!**

Know exactly who you want to hear from – whether it’s a certain age group or cohort involved in a specific activity.

Step	Description	Example - Sports Club
1. <b>Define Target Group</b>	Identify who you want feedback from	Players, parents, coaches, volunteers
2. <b>Obtain Contact Details</b>	List of actual contacts	Membership database, team lists
3. <b>Check Alignment</b>	Ensure list matches target group	Exclude inactive members
4. <b>Address Barriers</b>	Consider language and access issues	Provide multilingual and offline options
5. <b>Select Approach</b>	Survey all or a sample of the target group	Invite all members or use random sampling

# Types of surveys



**Paper/Mail surveys:** Traditional method used for specific demographics or environments when digital devices aren't practical and physical records are needed.



**Interview style surveys:** Face to face structured interviews suited for detailed, qualitative feedback.



**Telephone surveys:** Using Computer Assisted Telephone Interviewing (CATI) for interactive, live data collection.



**Social media/website Polls:** Using interactive features on social media platforms (e.g., Instagram, Facebook, LinkedIn) or audience response systems (e.g., Mentimeter, Poll Everywhere, Slido) for quick, high engagement and top of the mind responses.



**Kiosks:** Placing tablets or screens at physical locations to capture immediate feedback.



**Mobile/SMS surveys:** Instant, on-the-go feedback using SMS or mobile apps



**Online survey Tools ( Most popular ):** Using digital platforms to reach large, diverse, audience quickly and effectively .

*Digital and online surveys are the most common method, and this will be our main focus.*



## Handy tip!

Choose the survey method that best fits your audience, the complexity of information you need, your privacy and security requirements, and the resources and tools available.

# Advantages of online survey tools

Features that make online tools appealing are:



Ease of use



Question types and logic features (e.g- Branch/skip logic, matrix style question types, ranking etc)



Analytics and Reporting



Privacy, Security and compliance



Integration with existing reports (e.g CRM systems, Microsoft 365)



Cost



**Flexibility – Online survey tools give you the option of anonymous or invitational surveys. Let's explore what each offers.**

# Anonymous vs invitational surveys

## Anonymous Survey

### What is an Anonymous Survey?

- Anonymous surveys collect no identifiable information, and responses cannot be linked to individuals.

### Benefits of Anonymous Surveys

- Encourages honest, candid feedback on sensitive topics.
- Reduces fear of judgement or repercussions.
- No Personally Identifiable Information (PII) is stored → lower privacy risk.

## Invitational Survey

### What is an Invitational Survey?

- Invitational surveys is a method where specific, identified individuals are invited to participate via a personalised and unique link .

### Benefits of Invitational Surveys

- Higher data quality and control
- Personalisation of invites
- Allows targeted follow-ups
- Enables tracking over time (e.g., season to season insights).
- Supports segmented analysis

## Which one should you use?

### Choose **ANONYMOUS** when:

- Topics are sensitive (culture, wellbeing, coaching behaviours).
- No follow-up with individuals is needed.

### Choose **INVITATIONAL** when:

- Follow up may be required (safety, complaints, support).
- Longitudinal insights or subgroup analysis are needed.

## What is the value delivered?

**ANONYMOUS** surveys deliver value through honesty and psychological safety, making them best for assessing culture, perceptions, and settings.

**INVITATIONAL** surveys deliver value through actionability and follow-up, allowing sport organisations to respond, support, and improve services more directly.

# Protecting participant data

Surveys can often collect **personally identifiable information (PII)** such as **names, emails, phone numbers, and addresses**. Safeguarding this data builds trust, increases participation, and ensures compliance with ethical and legal standards (including the Australian Privacy Principles of the Privacy Act 1988 (Commonwealth)).



## Informed & Voluntary Consent

- Provide a clear explanation of the **survey's purpose, procedures, data usage and privacy measures**.
- Ensure participation is **voluntary**, with the **right to withdraw** at any time.
- Use accessible, non-technical language



## Collect Only What You Need

- Limit collection of **identifiable information** to what is strictly necessary.
- Avoid gathering **sensitive data** unless essential and clearly justified.



## Transparency About Data Use

- State how the data will be **used, stored, and who will have access**.
- Ensure **data is only used for the stated purpose**.
- Provide a **contact point for questions** (e.g., club privacy officer or survey lead).



## Privacy Protection & Confidentiality

- Reassure participants about **confidentiality** and how you prevent misuse or unauthorized disclosure.
- Communicate clearly if the survey is **anonymous or confidential** and what that means.



## Secure Storage & Data Security

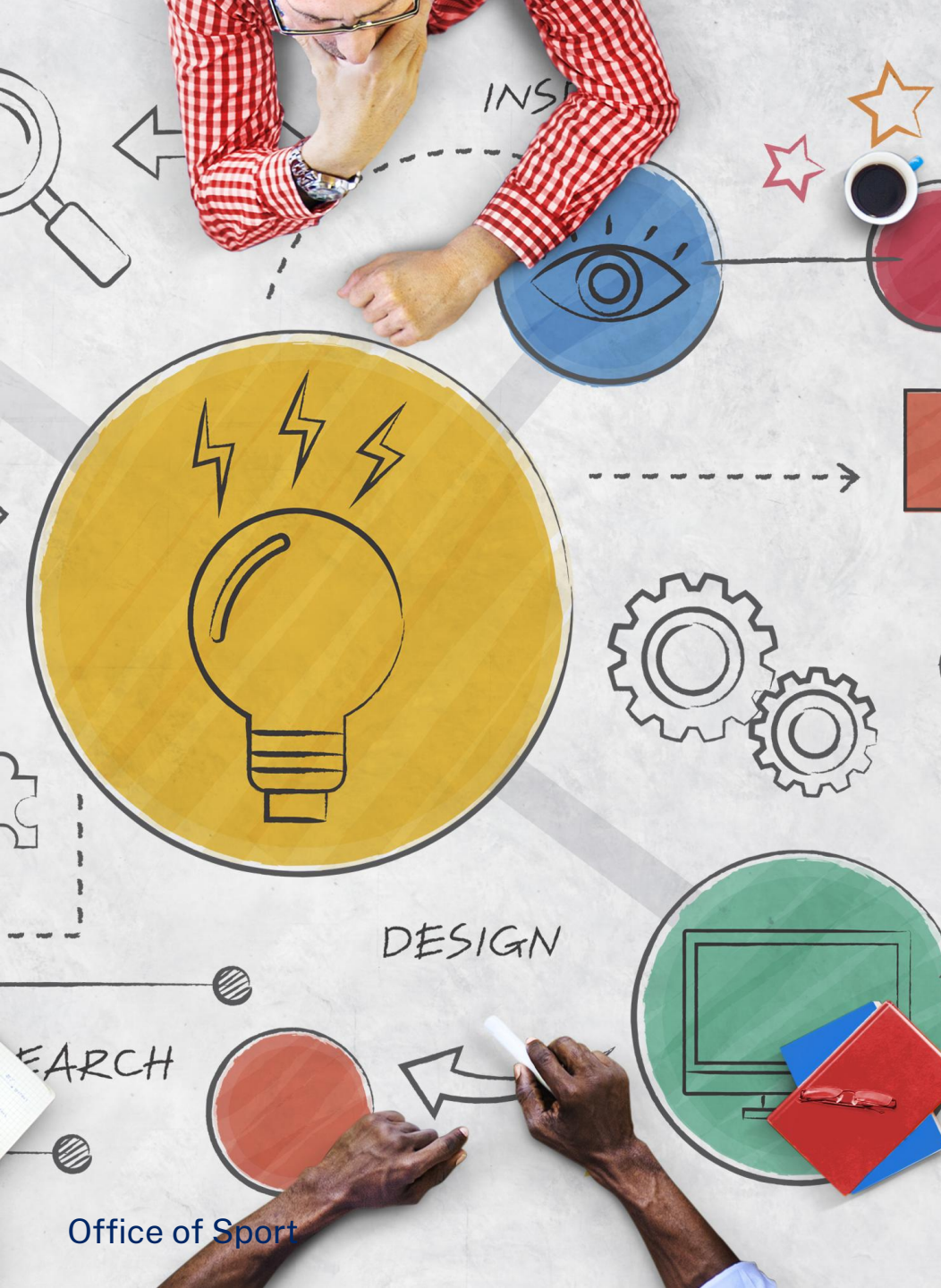
- Use **platforms with strong encryption (SSL/TLS)** and compliance with recognised privacy standards.
- Store data **securely, restrict access to authorised personnel**, and protect against breaches.



## Ethical Considerations in Community Sport Context

- Respect **participant autonomy** – especially young people, Indigenous communities, people with disability, culturally diverse groups, and volunteers.
- **Avoid coercion: incentives**, if used, must be **fair, voluntary**, and not pressure participants

# Design



# Survey design

Survey design is one of the most important steps in the entire process. The quality of your questions directly affects the quality of the insights you receive, so getting this stage right sets the foundation for everything that follows.



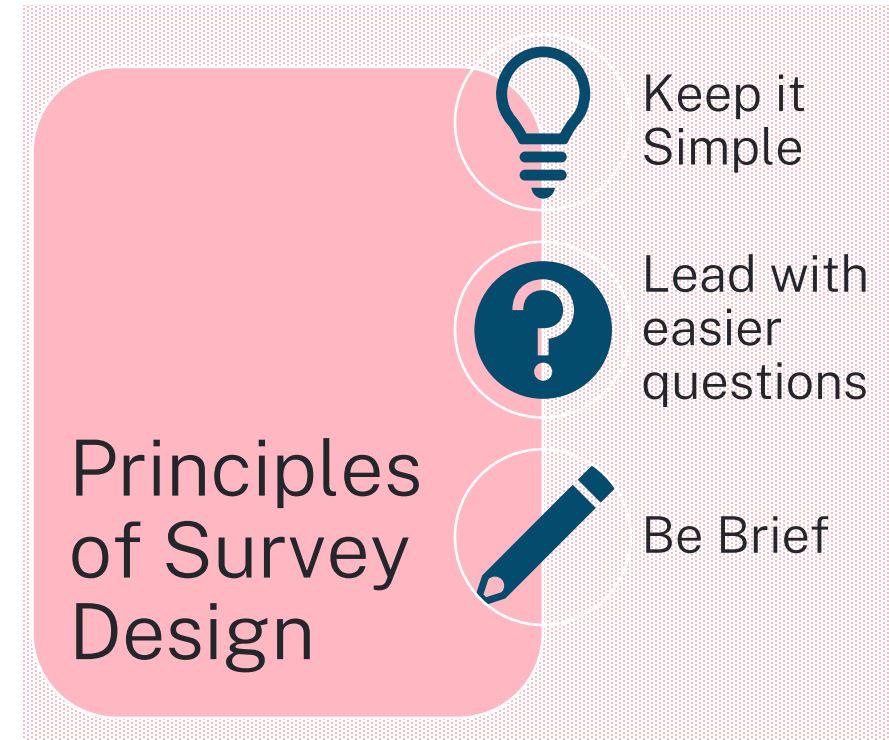
**Clear Language** reduces confusion so respondents can interpret questions the way you intend.



**Question wording, order, and format** all influence results, so thoughtful design helps avoid accidental bias.



**A well-designed survey sets up every later step for success** — from respondent selection to data analysis.



# Keep it simple

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## Wording

- Give **clear instructions** and set expectations
  - ✓ Time it will take to complete
  - ✓ Tasks or information required
- Highlight key information
- Use **simple, consistent language** with as few words as possible
- Remove technical or legal jargon

## Structure

- **Group relevant questions** together
- Avoid having multiple sections for different scenarios –instead, consider:
  - ✓ Making separate surveys for distinct purposes or customer groups
  - ✓ Using ‘conditional branching’ to customise the questions respondents see based on their previous responses (online only)

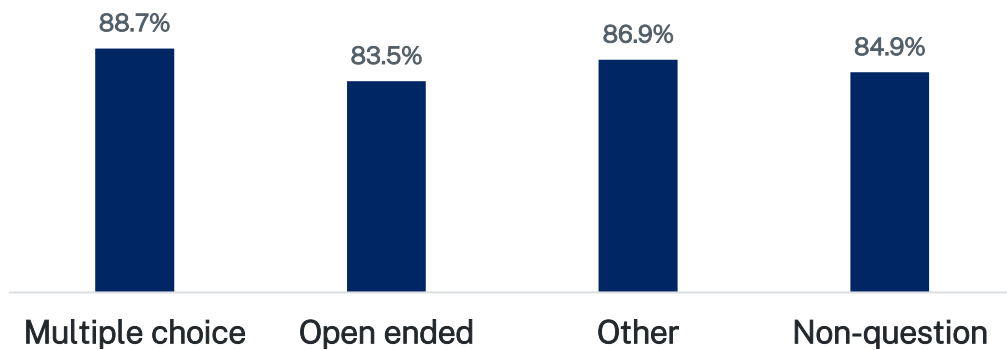
# Lead with easier questions

## Start with a simple question (also known as “ramping”)

Opening your survey with an easy, low-effort question helps build momentum and can significantly improve completion rates. Data shows:

- Multiple choice first question: 88.7% completion
- Open-ended first question: 83.5% completion

Completion rate by “first” question type

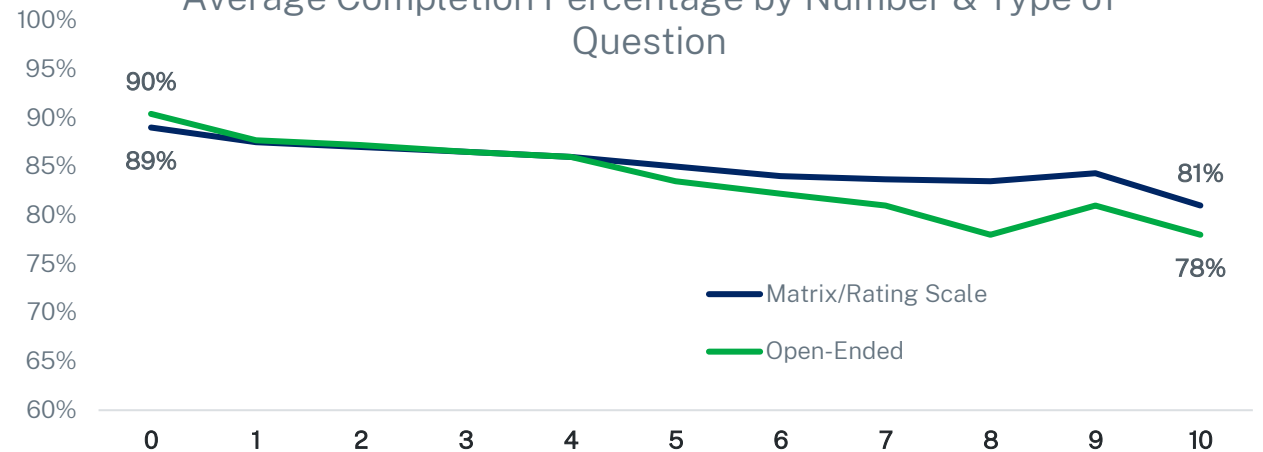


## Limit the number of open-ended questions

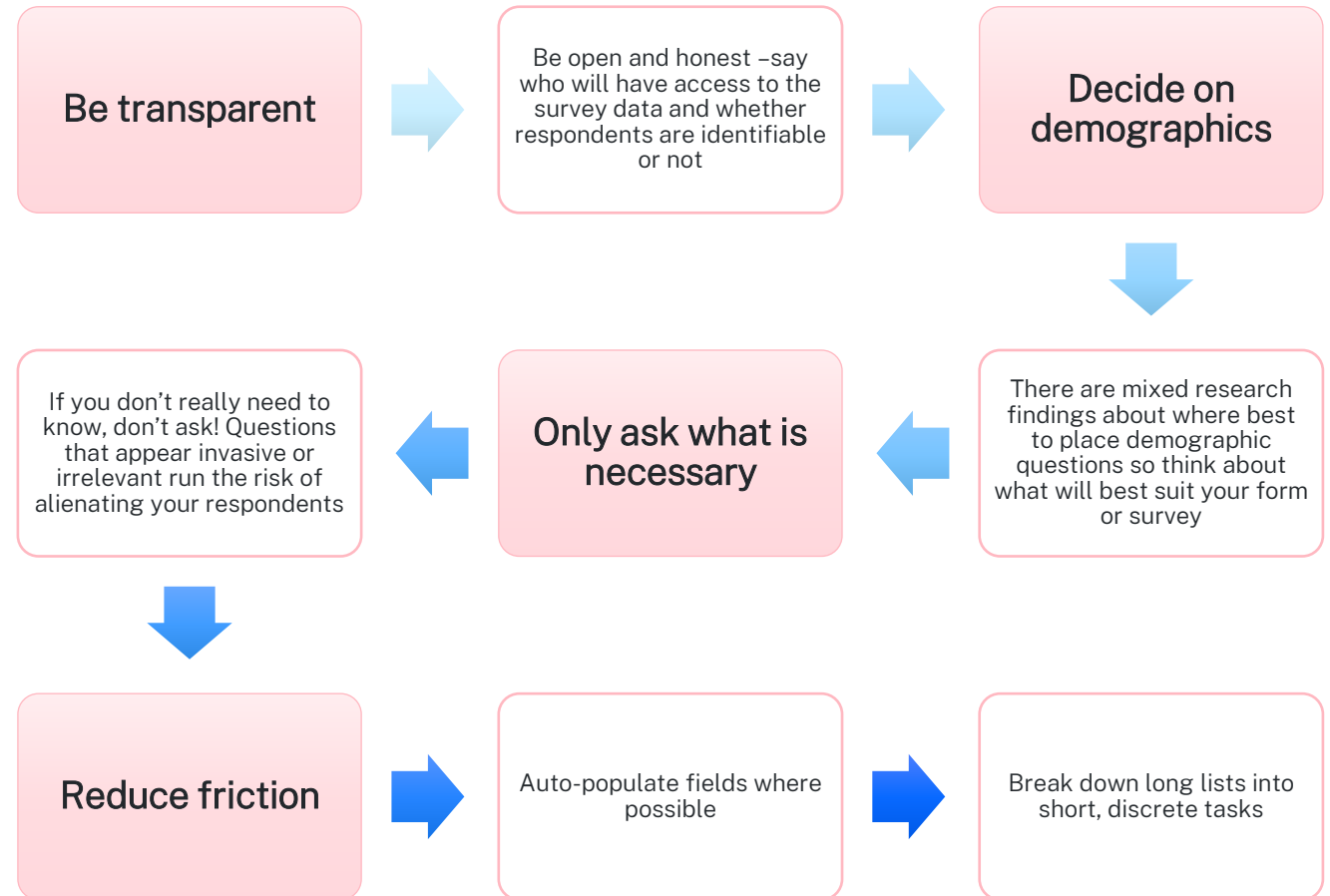
Open-ended questions require more effort from respondents, which can reduce overall completion rates. Research shows that:

- Surveys with 1 open-ended question have an average **completion rate** of **88%**
- Surveys with 10 open-ended questions **drop to 78%**

Average Completion Percentage by Number & Type of Question



# Be brief



# Closed vs open-ended questions

## Selecting the right type of question is essential

Closed questions provide quick, structured information, while open-ended questions reveal in-depth, insightful feedback.

Closed Questions		Open-Ended Questions
The respondent chooses from pre-populated answers (includes drop down, check boxes and ranking)	<b>Definition</b>	The respondent provides feedback in their own words
Would you prefer spaghetti or hamburgers for dinner?	<b>Example</b>	What would you like for dinner?
Easier for respondents to complete Easier for analysts to analyse and quantify responses	<b>Pros</b>	Rich, insightful data including unanticipated responses Captures respondents' own words / 'voices'
You need a clear understanding of the survey topic and problem to begin with	<b>Cons</b>	More effort for respondents to answer Harder for researchers to analyse and interpret data
Respondents aren't particularly interested in the topic You need quantifiable data You want to categorise respondents, e.g. demographics	<b>Use when</b>	Undertaking preliminary research or expert interviews You want to give respondents space for extra comments Your survey population is small e.g. event feedback

# Survey question design

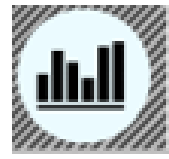
## Do's



Keep it simple and concise



Write to your audience



Cover all options



Be balanced

## How do I fix this?

### Survey Introduction

“Our organisation is seeking feedback from current members to answer a 5-question survey on talent pathways within Marbles NSW ”

*Keeping it simple:* “We have a few questions about your recent experience with the Marble NSW’s talent pathways program”

### How was your training session today?

Okay | Good | Fantastic | Unforgettable | Mind-blowing

### How satisfied were you with the training session today?

*Balanced scale:* Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied

# Survey question design

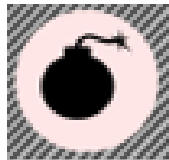
## Don'ts



Asking leading questions



Double-Barrel questions



Loaded questions



Have too many response options

## How do I fix this?

### Leading question

How great are our hard-working coaches?

- How would you describe the quality of coaching in Marbles NSW?

### Double-barrelled question

How would you rate the training and onboarding process?

- **Replace with (part 1):** How would you rate the training materials?
- **Replace with (part 2):** How would you rate the onboarding process?

# What is wrong with the response options below?

*Please choose the reasons for your club applying for this grant's programs (please click all that apply)*

- promote our club and the activities we run in the community
- increase our membership base significantly
- build new facilities that will improve members' access to the sporting activities we run
- improve our existing facilities to make it safer and compliant with industry standards
- sponsor player uniforms and make it affordable for our members
- sponsor sports equipment for our members
- subsidise membership fees for potential members facing financial hardship
- subsidise talent program fees for members facing financial hardship

- ⊗ Options not mutually exclusive
- ⊗ Too detailed and specific
- ⊗ Words repetitive and cumbersome
- ⊗ List too long and cognitively heavy

## How do I fix this?

*Please choose the reasons for your club applying for this grant's programs (please click all that apply)*

- Promote the club and raise community awareness
- Grow membership
- Develop or upgrade club facilities
- Provide financial support to members (e.g., uniforms, equipment, fees)
- Other – (please specify)

- ✓ Avoids overlap
- ✓ Keeps items at the same level of detail
- ✓ Easier for respondents
- ✓ Gives cleaner and more meaningful data

# What is wrong with the text below?

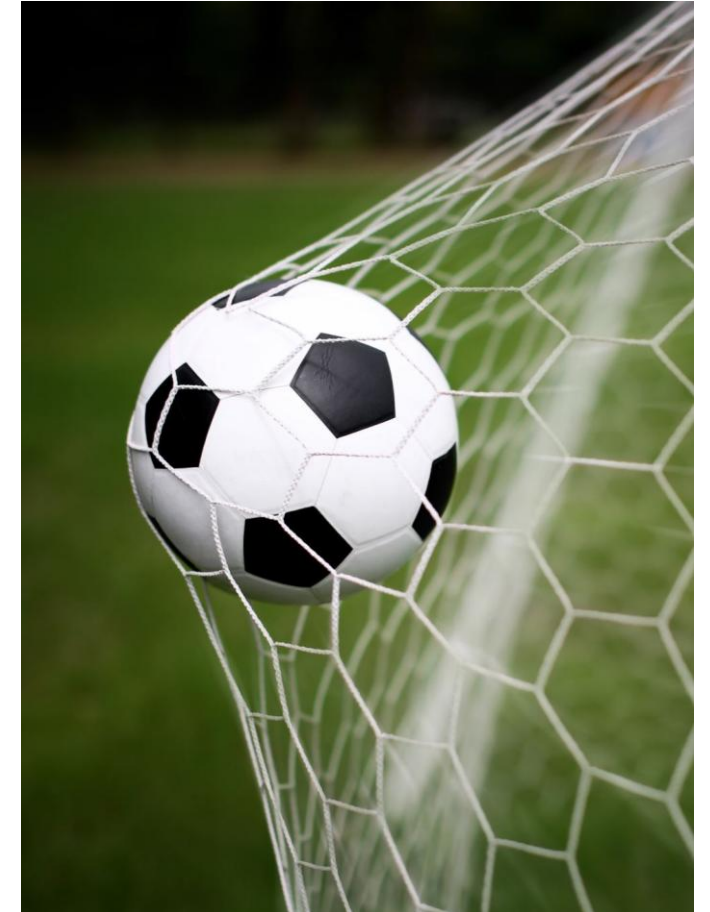
## Section Introduction

Please share your experiences as a **participant or a trainer** relating to the *Respectful Relationships in Sport* workshops. < followed by questions >

## Context

Marbles NSW has run a few workshops on respectful relationships as part of their domestic, family and sexual violence prevention program. Coaches were provided online training to enable them to then run workshops training players.

The board of directors want to get feedback from both coaches and players to understand impact of the program and meet requirements of the program funder.



# Solution example

What is your involvement in *Respectful Relationships in Sport* workshop?

- a. I am a participant > Participants' section
- b. I am a trainer > Trainers' section

## Participant Experience Section

<sample random question>

1. Please rate your experience of the workshop below:

- Quality of training ☆☆☆
- Relevance of materials ☆☆☆

## Trainer Experience Section

<sample random question>

1. Please rate the participants' engagement below:

- Materials and videos ☆☆☆
- Openness to key messages ☆☆☆
- Participation in discussions ☆☆☆

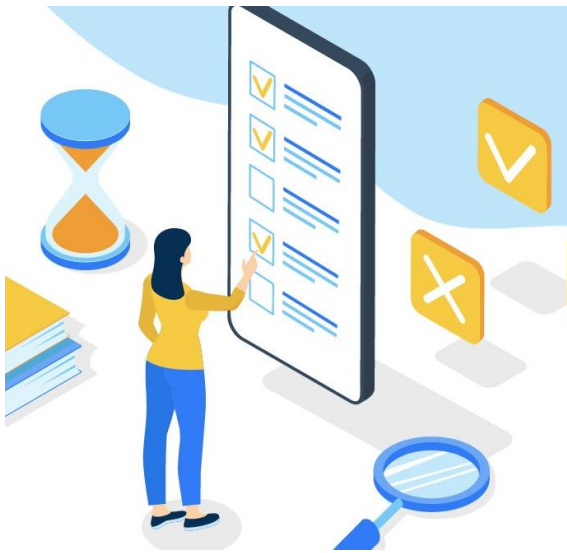


# Distribute

# Before distribution

## Giving it a test run...

Run a **series of tests** to check for potential issues and fix these before you distribute the survey



### 1. Check the flow

- Walk through the survey **several times** yourself.
- **Role-play as different target groups** (e.g., parent, junior player, coach)
- Ensure that the **order and transitions make sense**.

### 2. Troubleshoot Issues

- Identify and **fix confusing and highly sensitive questions**.
- Confirm **completion time is short**, ideally < 10–12 minutes to **reduce survey fatigue**.

### 3. Carry out pilot testing

- Have a **colleagues or potential target group members** test the survey to obtain different perspectives.
- Ask for feedback on **clarity, confusing wording, mobile usability, or question difficulty**.
- This helps identify **technical or formatting issues** before launch.

# Plan timing, frequency & survey accessibility

## Distribution Timing

### Avoid:

- school holidays
- major tournament periods
- end-of-season burnout

### Aim for periods when respondents:

- have fewer competing priorities
- are emotionally engaged (e.g. mid-season check-ins)

### Handy Tip!

Avoid launching surveys during finals week or registration peaks.

## Frequency Considerations

One strong initial distribution gets the largest response.

Follow-up reminders produce progressively smaller response waves.

### Balance is key:

- too few → low awareness
- too many → survey fatigue

### Handy Tip!

After the initial invite, aim for 1-2 reminders spaced 7 days apart

## Accessibility

Enhance survey experience, reach and inclusivity through these best practices:

- Make it **mobile-friendly** with responsive design and intuitive navigation. Most participants respond using mobile phones
- Offer surveys in **accessible formats** including online and paper-based
- Ensure digital surveys comply with **accessibility standards: WCAG** (Web Content Accessibility Guidelines) and **Section 508**
- **Use survey tools** – these already have **inbuilt accessibility features**
- **Run accessibility checks** using survey tools or 3<sup>rd</sup> party accessibility checkers

# Common survey distribution channels

In sport, stakeholders engage through different platforms – selecting the right mix of channels is essential to maximise reach and response rates.



## Email

- Ideal when you have an existing mailing list
- Use:
  - clear **call-to-action**
  - **personalised greeting**
  - **compelling subject line**
- Always link to a **mobile-friendly survey**



## Social Media

- #Examples such as Facebook, Instagram, LinkedIn, X
- Use engaging copy, images or short videos, hashtags
- Paid ads useful for targeted reach (e.g. junior parents)

**#Office of Sport does not endorse any social media platforms.**



## Website & Blog

- Homepage banners
- Pop-ups (used sparingly)
- News articles announcing the survey

# Common survey distribution channels

## SMS / Messaging Apps



- Very high open rates
- Best for short surveys, reminders, time-sensitive feedback

## In-Person & QR Codes



- At training sessions, games, Committee meetings, Events and conferences

## Online Communities



- Using organisation Facebook groups, Sport-specific forums, associations

## Digital Workspaces



- Best for internal surveys for staff/officials using Intranet virtual collaboration tools including built-in polls

# Communication & participation strategies



Clear communication, personalisation and appropriate reminders, and respect for participants' time and privacy lead to higher response rates and better-quality data.

## Clear Communication

- Clearly explain the **purpose of the survey** and why it matters.
- Describe **how the data will be used** and how results will be shared.
- Set expectations for:
  - survey **length**
  - approximate **completion time**

### Example

*"Your feedback will help shape coach education and facility priorities for next season."*

## Incentives

- **Incentives** can significantly boost participation
- Options include:
  - **small reward** for all respondents
  - **prize draw** for one or more participants
- Reinforces that **respondents' time is valued**

### Example

Entry into a draw for club merchandise or registration discount.

## Personalisation

- Establish connection and relevance through:
  - Crafting compelling messaging
  - Personalising survey invitations (name, role, job title)
- **Timely** follow-up with reminders

## Anonymity & Trust

- Ensure **anonymity or confidentiality** where possible
- Clearly state **how privacy is protected**

# Launching online surveys

A smooth, well-managed launch combined with timely reminders turns good survey planning into positive survey engagement experiences and reliable data.

## Launch the Survey

- Distribute via planned channels (email, SMS, QR codes, survey platforms)
- Double-check:
  - **survey link functionality**
  - **Mobile display**
  - **Correct email groups and lists**
- When managing large recipient bases, use **bulk email tools** (mailing lists, CRMs) to:
  - **Stagger distributions** to avoid spam filters
  - Manage **response tracking**

## QR Codes/In-person Launch

- Display QR codes prominently at planned events:
  - training sessions
  - matches
  - meetings and events
- Include a short instruction (e.g. “*Scan to give 3-minute feedback*”)
- Check QR codes link directly to the live survey

## Final checks, reminders and monitoring

- Monitor response rates daily after launch
- Respond quickly to access or technical issues
- Track channel performance (which channels drive responses using website analytics tools #such as Google Analytics etc.)
- Distribute reminders as per plan – frequency, targeted to non-responders only, timings, brief but appreciative messaging
- Be ready to close the survey on schedule and communicate next steps to participant.

#Office of Sport does not endorse any specific tools

# Data Collection



# Collect and validate data



## Export and review data

- **Extract/export responses** (raw data) from your survey platform; save raw data securely (e.g., Excel or in tool analysis view).
- **Scan the data** to understand your audience (who responded, from which teams/roles) before you prepare it.
- It is good practice to **take a working copy** for clean-up and analysis (leave the original export for back-up and audit purposes).

# Collect and **validate data** - clean survey data



**Remove ineligible respondents**  
- that don't meet target criteria/audience



**Check for duplicates**  
- same email/IP address, identical anonymous response



**Delete unfinished responses**  
- unless partial information is useful



**Detect straight lining**  
- same choices selected across questions



**Flag odd completion times**  
- survey completed too fast/too slow



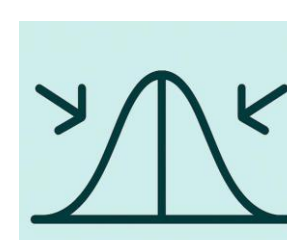
**Spot impossible/inconsistent answers**  
- e.g. "never train" & "train 5x/week"



**Review open ended text**  
- look for nonsense/keyboard smash



**Validate data formats**  
- check format for dates/emails/whole



**Screen for outliers**  
- Extreme claims e.g. 120 years old, play 100 hours/week



**Fix obvious typos**  
- if it makes your report clearer.

## Example

Exclude responses from non-members when the survey targets **registered players** only.

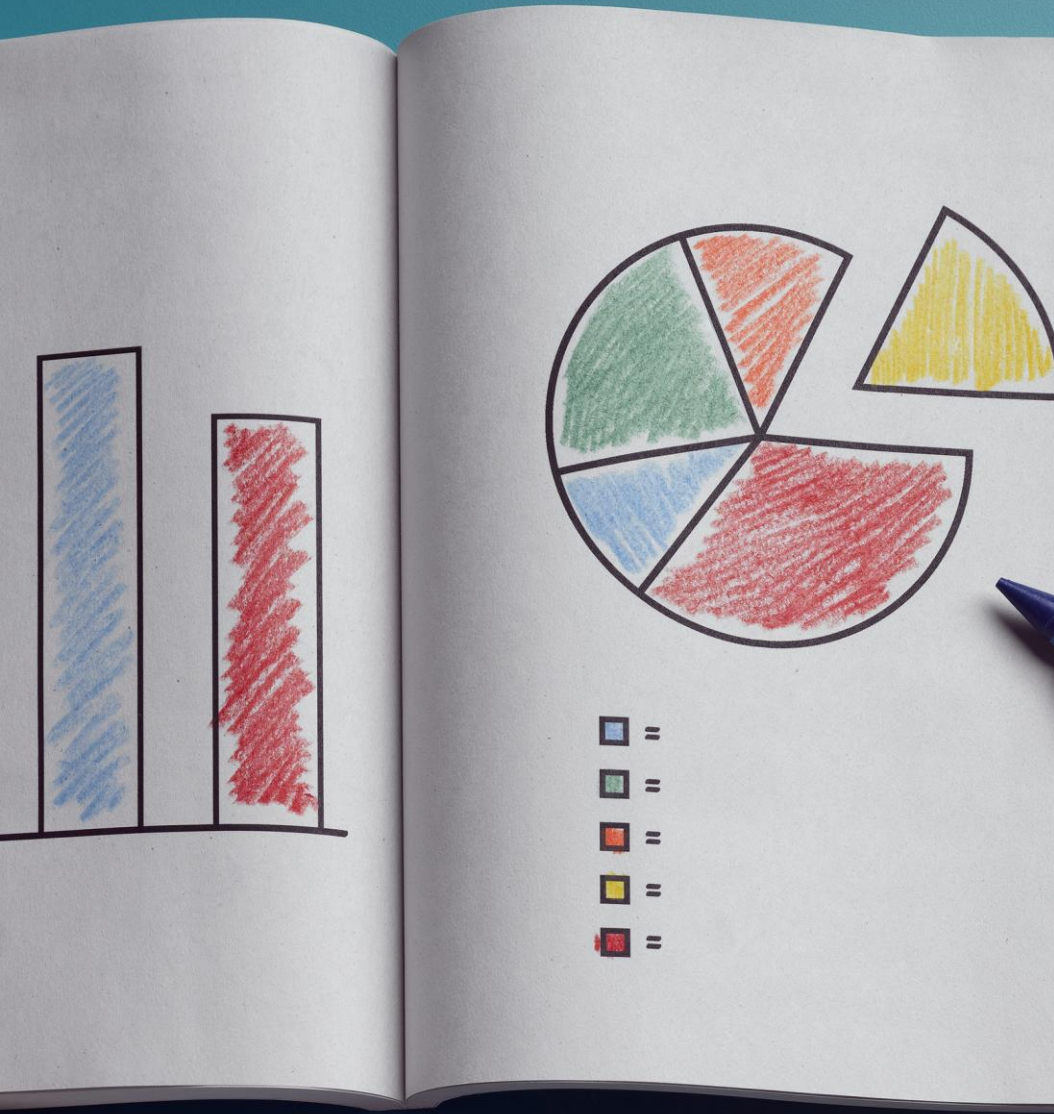
# De-identification: protecting participant data



## How Confidential Data is Protected






- Remove or obscure PII (names, emails, addresses).
- Replace identifiers with **codes/pseudonyms**.
- **Aggregate small groups** so individuals can't be identified.
- Store PII separately with **restricted access**.
- Ensures that even if accessed, data **cannot be linked** back to respondents.

# Report



# Visualise and report data

Preparing survey data through structuring, formatting, sorting and highlighting, helps transform raw spreadsheets into insights that readily accessible.

Tools	Best for	Strengths	Limitations
 <b>Survey tools/platforms</b> (#examples include Survey Monkey, Qualtrics)	Survey tools with inbuilt analysis & visual reporting features	Survey specific, easy to use, no coding, no additional costs	Only available for survey data
 <b>Spreadsheet tools</b> (#examples include MS Excel, Google Sheets)	Quick calculations, small-medium datasets, ad hoc analysis	Universally accessible, flexible, good for quick analysis	Manual, can get messy, limited visuals for complex data, free
 <b>Dashboard reporting tools</b> (#examples include Tableau, MS Power BI)	Building advanced, interactive dashboards and business reports	Highly customisable, user-interactive, powerful visual analytics supporting large datasets	Steep learning curve, licence fees required, not survey specific
 <b>Statistical analysis tools</b> (#examples include R, SPSS)	Advanced statistical analysis, automation	In-depth analysis & advanced analytics	Complex, technical, less attractive visuals
 <b>Graphic visualisation/chart tools</b> (#examples include Canva, Flourish)	Create visually appealing charts for presentations & reports	User-friendly, quick to create, visually impressive results	No deep analysis, limited data exploration/interactivity



### Handy tip!

1. Standardise labels and categories so charts read cleanly.
2. Use simple visuals (bar/stacked bar/pie for composition; line for trends) depending on audience needs

### Example

Create a stacked bar chart of facility satisfaction by venue and team that can be used for a committee briefing.

# Office of Sport does not endorse any visualisation tools.

# Analyse data

## Using tools

Tools can help with simplifying and streamlining data analysis. **#Examples of tools** includes Google Forms, Survey Manager, Qualtrics or SurveyMonkey. **#Office of Sport does not endorse any survey tool/platform.**

- **Start with your top survey question/s** aligned to survey goals. This high-level question sets the direction for your analysis and helps you understand the primary sentiment arising from the survey response.
- **Skim all items** - note standout patterns before deep dives
- **Code open-ended responses** into themes or tags; consider text/sentiment tools.
- **Segment results** (e.g., age, role, location; create custom sport segments like “junior vs senior”, “community vs pathway”).
- **Correlate with existing data** (registration, injury logs, attendance) for context.
- **Compare to historical/benchmarks** if available. A comparative analysis can reveal trends and highlight changes over time (e.g. season-on-season change).

## Example - Top Survey Question

### **“Would you register again with our club for next season?”**

This question helps the organisation understand overall member satisfaction, retention likelihood, and priority areas for improvement.

Answer choices	%	Count
Yes	68%	476
No	14%	98
Not sure	18%	126
Total	100%	700

### Initial Analysis

The majority of respondents (68%) indicate they are likely to return next season, showing a broadly positive member experience. However, the 32% who are unsure or unlikely to return signals a need to explore deeper.

### Follow-through

This high-level insight becomes the foundation for analysing more detailed survey questions (e.g., satisfaction with training times, team allocation, facilities, or club communication).

# Generate insights

This involves identifying key metrics and trends appearing from survey responses.

- **Slice and dice** by demographics/roles to find trends, gaps, surprises. Use data filters to compare different groups of participants by age, gender etc.
- Ask **“So what?”** questions. Convert numbers into **actual impact and recommendations** for actions.
- Link **qualitative + quantitative data** (e.g., themes in comments that align with high/low ratings)
- **Highlight unexpected results** and contradictions to inform follow up.
- For smaller program evaluations, use **descriptive statistics** (frequencies, averages, highest/lowest) to keep it simple and clear.



## Example – Futsal facilities survey

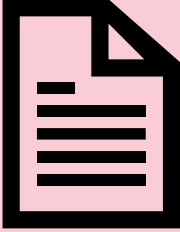
1. “Facilities satisfaction is **65%** positive overall, but only **42% among girls under 15** - comments cite lack of **lighting and changerooms** as reasons.”
2. “Suggestions for improvement of facilities have multiple mentions of **poor condition of Court 3**”.
3. **Recommended actions:** To prioritise improvements in lighting and changeroom for females, and follow-up assessments into maintenance/upgrades required for Court 3.

# Share results

Your data is clean. You have visualised your survey and uncovered lots of interesting findings.  
**What next?**

## Report structure

- **Introduction** (what/why/when/who the report is for)
- **Key takeaways** (to address “TL;DR” = “Too long; Didn’t read”)
- **Methodology** (respondents, length, type)
- **Results by topic/question** with narrative and best visualisations
- **Interpretation** (current patterns vs goals/history)
- **Recommendations & Next Steps** (owners, timelines)
- **Full results & appendices/data access** for transparency



Example

- a) Publish a **summary infographic** to club members
- b) present a **detailed report with an executive summary** to the committee.

# Share results

## Tailor the Report to Your Audience

### Format styles

Visuals/brand (club colours, examples, quotes).

### Tailor content

Make it audience-specific:

- **Board:**  
5–7 key insights + decisions required
- **Coaches:**  
team level actions (training times, communication)
- **Facilities/Operations:**  
Venue specific issues (lighting, changerooms)

## Close the Loop

- Share back “What we heard / What we’ll do” to build trust and increase future response rates.
- Assign owners & timelines for recommended actions
- Set next survey checkpoints (e.g., mid season pulse, end of season review), where relevant.

### Example

Email members a one pager: “You told us fixtures and lighting are priorities → We’re trialling earlier junior start times and upgrading Court 3 lighting by May.”

## Key takeaways

- Good surveys start with **clear purpose** and **objectives**.
- **Design** questions that are simple, unbiased and targeted.
- **Distribute** surveys at the right time through the right channels.
- **Collect and clean data** carefully to ensure quality and accuracy.
- **Analyse results** to generate insights that drive meaningful action.

*Good Surveying = Better decisions, stronger programs and a more engaging community!!*

Please contact [data.insights@sport.nsw.gov.au](mailto:data.insights@sport.nsw.gov.au) if you  
need further assistance