

Surveying Players and Families.



Player retention starts with understanding why people enjoy netball, what keeps them connected and what may make it harder for them to continue.

Regularly asking players and families about their experience can help Clubs and Associations identify what is working well and where there are opportunities to improve.

You don't need a long survey or complicated process. A short survey can provide valuable insights and help your organisation take practical action during the season.

WHY ASK FOR FEEDBACK?

Player and family feedback can help you:

- Understand what participants enjoy about your club
- Identify issues that may affect players' decision to continue
- Understand what makes players feel welcomed and connected
- Identify opportunities to improve coaching, communication and team officials
- Understand whether participation commitments are manageable
- Use feedback to set retention goals and priorities

Remember – Feedback is most valuable when you use it to make improvements and let participants feel heard and valued.

WHO SHOULD YOU ASK?

Players

Ask players about their own experience, including:

- Enjoyment
- Friendships and social connection
- Belonging
- Coaching
- Team environment
- Communication
- Flexibility
- Intention to continue

Families

Families can provide valuable insight into the broader experience, particularly for junior participants.

Ask about:

- Communication
- Club organisation
- Understanding of expectations
- Participation commitments
- Cost and accessibility
- Overall experience
- Intention to return

Tip – You don't need to survey everyone separately every time. Choose the approach that works best for your club.

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WHEN SHOULD YOU ASK?

There are three useful opportunities:

- Start of Season – Understand expectations and establish a baseline
- Mid-Season – Identify issues early while there is still time to respond
- End of Season – Understand what worked, what could improve and whether players and families intend to return

Tip – A short mid-season check in can be particularly useful because it gives your club an opportunity to respond before players make decisions about the following season.

KEEP YOUR SURVEY SIMPLE

Aim for 5 to 10 questions and keep it to a few minutes.

Use a combination of:

- Rating questions – Use statements such as I enjoy playing at this club with rating answers such as Strongly Disagree / Disagree / Neutral / Agree / Strongly Agree
- Open ended questions – Use questions that begin with Who, What, When, Where, How. Such as: What is one thing we could do to improve your experience? Use open text field answer option to allow players and families to provide detail

QUESTIONS YOU COULD ASK PLAYERS

Enjoyment

- I enjoy playing netball at this club
- I have fun when I play netball

Friends & Connection

- I enjoy playing with my teammates
- I feel connected to the people I play with
- I have opportunities to build friendships through netball

Belonging

- I feel welcomed and included at this Club
- I feel like I belong at this Club
- I feel valued as a member of the Club

Coaching & Team Environment

- My coach supports and encourages me
- My team environment is positive
- I feel comfortable being myself within my team

Flexibility

- The commitment required works for my current circumstances
- I have participation options that meet my needs

Future Participation

- I would like to continue playing netball next season
- I would recommend this Club to a friend

QUESTIONS YOU COULD ASK FAMILIES

- We receive clear and timely information from the club
- We understand what is expected of players and families
- We feel welcomed by the club
- We understand the participation options available
- The commitment required is manageable for our family
- Overall, we are happy with our family's experience at the club
- We intend to return next season
- What could our club do to improve your family's experience?

KEEP IT SIMPLE

You don't need to ask every question every time.

A club could start with just eight questions:

- I enjoy playing netball at this club
- I have fun when I play
- I feel connected to my teammates
- I feel welcomed and included
- I feel like I belong at this club
- My coach supports and encourages me
- The commitment works for me
- I would like to continue playing next season

Then ask one open ended question:

- What is one thing we could do improve your experience?

This check in can be completed in 2-3 minutes.

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WHAT DO YOU DO WITH THE FEEDBACK?

Look for Common Themes

For example:

- What's working? Friendships, Coaching and Team environment
- What could improve? Communication, Flexibility, Grading and Social connection

Choose 1-2 Priorities

Don't try to fix everything at once.

Ask:

- What is one change we can realistically make that will improve the participant experience?

Take Action

Turn feedback into practical changes.

Close the loop

Tell players and families what you heard and what you are going to do.

For example:

- *"Thank you to everyone who completed our player and family survey. You told us that communication and team connection are areas we can improve. This season, we will focus on providing clearer information and creating more opportunities for teams to connect."*

USE FEEDBACK TO SUPPORT YOUR RETENTION GOAL

Survey feedback can help your club identify why players are staying or leaving and inform your retention priorities.

For example:

- Feedback – Players enjoy playing but don't feel connected to the wider club
- Retention Priority – Strengthen belonging and club connection
- Goal – Improve players' sense of belonging by the end of the season
- Actions – Welcome new players, create opportunities for teams to connect, increase communication about club activities and recognise player contributions

USE THE FOUR RETENTION THEMES

When reviewing your feedback, consider the four key themes from the retention research:

- Friends – Do players feel connected to their teammates and have opportunities to build friendships?
- Fun – Are players enjoying their experience and having fun?
- Flexibility – Does the way the club operates fit participants' changing commitment and circumstances?
- Belonging – Do players feel welcomed, included, valued and connected to the club?

These four areas provide a simple lens for identifying opportunities to improve the participant experience and support retention.

KEY TAKEAWAY

You don't need a complicated survey to understand your players and families. Ask simple questions, listen to what they tell you and use their feedback to make practical changes. The goal is to create an experience where players have fun, feel connected and want to continue their netball journey.