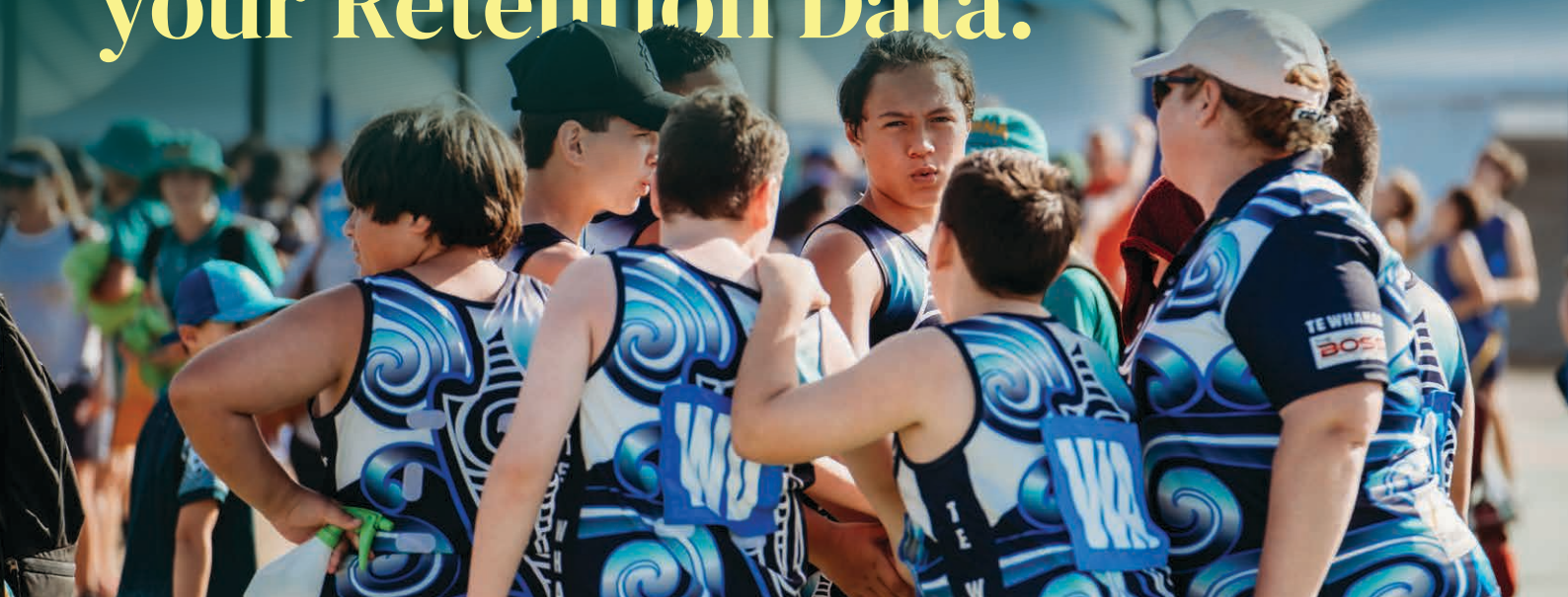


Understanding your Retention Data.



Use your data to understand where players are staying, where they are leaving and where you can make a difference.

Understanding retention data can help your club or association identify patterns in participant and focus your efforts where they are most needed.

You don't need completed data systems or detailed analysis. Start with the information you already have and use it alongside feedback from players and families.

WHAT IS PLAYER RETENTION?

Player retention looks at how many participants continue their netball journey over time.

For example – Of the players who participate in 2026, how many returned to play in 2027?

Retention can also be considered at different points in a participant's journey, such as moving between age groups, competitions or participation formats.

The aim isn't simply to find a number. It's to understand what the number is telling you.

START WITH WHAT YOU KNOW

Your club or association may already have useful information through:

- Registration data
- Team lists
- Competition records
- Previous seasons registrations
- Player transfers
- Player or family feedback
- Conversations with coaches and team managers

You don't need perfect data to get started.

START WITH THREE SIMPLE QUESTIONS

1. How many players returned?
2. Who didn't return?
3. Where are we seeing the biggest changes?

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LOOK FOR PATTERNS

Rather than looking at your overall retention, break the information down to identify where changes are occurring.

Consider looking at:

- Age groups – Are some age groups more likely to leave than others?
- Transition Points – Are players leaving when they move? E.g. Into a new age group, from junior to senior netball, from school to club, into a more competitive competition.
- Participation Types – Are players more likely to stay in some programs or competitions than others?
- Seasons – Is retention improving, declining or staying similar from year to year?
- Teams or Cohorts – Are there particular teams or groups where players are leaving?

Look for patterns rather than individual players.

SIMPLE RETENTION MEASURES

You don't need to use every measure. Choose the ones that are useful for your organisation.

- Return rate – How many players come back from another season
- Retention rate – The proportion of players who remain involved over a defined period
- Dropout/Attrition – How many players do not continue
- Transition Retention – How many players continue through a key transition
- Re-engagement – How many former players return to netball
- Participant experience – How players rate their experience
- Intention to Return – Whether players say they want to continue

KEEP IT SIMPLE

For many clubs, starting with return rate is enough.

How many of our players came back this season?

Once you understand this, you can start exploring who is returning, who isn't and why.

FIND YOUR RETENTION PRIORITY

Once you have looked at your data and feedback, identify one area where you can make a difference.

For example:

- Your data shows – A drop in players continuing from junior to senior netball
- Your feedback shows – Players are concerned about increased competition and losing their friends
- Your retention priority could be – Support the transition from junior to senior netball

You can then develop a retention goal and actions around this priority.

USE YOUR DATA TO SET A RETENTION GOAL

Your data should help you decide what to focus on.

Example:

- What we know – 70% of our 15-19 year old players returned last season
- What we want to achieve – Increase this to 75%
- Our goal – Increase the number of 15-19 year old players returning next season from 70% to 75%.
- Our actions – Talk to players before the end of the season about their future participation, promote senior and social participation options, connect junior and senior players and review the transition experience.

NUMBER TELL ONLY PART OF THE STORY

A change in retention doesn't automatically mean that something is going wrong.

Players may leave because their circumstances change, including study, work, family or other commitments.

Equally, a strong retention rate doesn't mean there are no opportunities to improve.

That's why the best approach is to combine:

- Data – What is happening?
- Feedback – Why might it be happening?
- Action – What can we do about it?
- Review – Did it make a difference?

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FROM DATA TO ACTION

- Look – Review your registration and participation information
- Identify – Find patterns, changes and transition points
- Ask – Use player and family feedback to understand what's happening
- Prioritise – Choose one area where you can make a difference
- Act – Set a simple retention goal and take practical action
- Review – Check your data and feedback again

THE GOAL ISN'T PERFECT DATA

You don't need to become a data analyst. The purpose of looking at retention data is simply to help your organisation answer:

Who are we retaining, where are we losing players and what can we do to create an experience that encourages them to stay?

Use your data to start the conversation, listen to your players, and focus your efforts where they can have the greatest impact.

Retention data is most useful when it shows not only where participation changes, but also which transition points deserve the closest attention so clubs can focus their actions where they are most likely to improve continuation.

KEY TAKEAWAY

Use your retention data to understand where players are staying, where they are leaving and where you can make a difference. Combine data with player feedback to identify priorities, act and create experiences that encourages players to stay involved in netball.