

Plimmerton Boating Club Community Survey 2021



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1. Executive Summary

The survey attracted 1076 responses, with around 25% (c. 269) being members and around 75% (c. 807) being non-members. There was also a late arrival of a small sample (8), people who could be described as close to the club. These are included in the total number above. Their responses largely reflect those of the other groups.

Reliability of the survey:

The survey questions were designed by a specialist social scientist.

The sample size (proportion of the overall population who completed the survey) is excellent for members: standard sampling practices stipulate that of a 400-person membership population, a sample size (people responding) of 196 is desirable for statistical robustness. We received around 269.

The response rate for **non-members** (the wider Porirua population) is more of a judgment call, as this is a club survey not the NZ Census. Our researcher recommended a minimum of 300 people for robustness, and we received 807.

This indicates that trends that are clear in the data are highly likely to be real (rather than statistical anomalies).

More information is in Appendix 2.

Flow-on effects of the survey initiative:

The outreach activity to promote the survey had a positive effect in raising the Club's profile, and making people aware that it's planning for the future and is interested in what people think. Some of this is quantified via online analytics showing distinctly positive effects directly associated with the survey outreach activity.

There will also have been significant (though unquantified) benefits from exposure of the Club's activity and name via the signage and posters put up around the area, and outreach through respected community networks. More information is in Appendix 2.

Survey insights:

The survey elicited a significant amount of information, of varying degrees of depth and usefulness. However, some themes came through very strongly, and these are summarised below:

Age and gender:

The current membership is overwhelmingly male and over 45. This is a strategic issue for the club, as it indicates that the membership isn't refreshing. There is also a widely-held perception that the club is for older men, and only for those who have a boat. While to some degree this reflects the wider demographic of those people with time and ability to afford boating and club membership, it is also a strategic issue for any Club intentions to be more relevant to and therefore more used by the local community.

Communication:

Among members, there is generally a positive attitude towards communication, and members generally feel they know what they need to know, although there are some exceptions. Among non-members, there is a glaring lack of knowledge about the club: who can be a member, how to become a member, what is happening at the club and when clubrooms / bar, restaurant / coffee shop are open, and how it could fit with their lifestyle.

There is also a sense that the club isn't for non-members, and a lack of awareness of the restaurant and bar being open to non-members.

Hospitality element of the club:

There is a significant number, both members and non-members, who consider that the clubrooms are not welcoming, attractive and a place they would like to spend time. There is a pervasive perception that it is an exclusive old-boys' club, reinforced by the leaners, the Friday night atmosphere, the décor and the range of beers and wines.

The restaurant has supporters, but there is a lot of critical comment about the variability of quality, the restricted range of menu options, and the décor in the restaurant. There was a lot of comment around the need for something that competes with other offerings in the area, for creating a family-friendly atmosphere, for something that also attracts younger people and women.

Events:

Significant support was expressed for the quiz nights and the gin night, and there is a lot of support for trying more of those sorts of events. There were a large number of suggestions for different types of events: family-friendly, a wider range of boating- and fishing-focused events (including shore-based), and appealing to a broader demographic that extends to people who are new to boating and/or don't own their own boat.

Biggest strategic question

The biggest strategic question that arises from the survey relates to the nature of the club and what sort of vision we might want to work towards for its long-term sustainability and its place in the Plimmerton community.

A meaningful strategic response to many of the themes summarised here would require a departure from the current focus on the older male membership, which is not intentional or club policy, but the perception is that it is the default setting. At one end of the continuum of suggested changes, operationalising these changes would result in an adjustment to the current constitutional make-up of the club. The Committee will need to dedicate serious discussion and thought to this strategic question, and the Committee will need to decide how far it wants to go, in considering developments to the club's offerings.

Using the survey

It is clear that Committee would not be acting in good faith towards those who have participated in the survey if it failed to acknowledge the opportunity presented to them by

this body of information. A survey of this magnitude can only happen once every few years at most, and its high response rate makes it a robust source of facts about how the Club is perceived.

It would be a mistake to look in this survey for answers to specific decisions about operational matters – such as priorities for this year’s maintenance spending.

The power of this survey is to inform Committee’s course-setting for the club, the broad arc within which this Committee and future Committees navigate in their shorter-term operational decision-making. An important part of this is prompting the next layer down of discussions with Committee, members and stakeholders, on specific topics (such as asset management, constitutional arrangements, and volunteerism).

Using this document

The following pages are a condensation of the responses which were delivered through Survey Monkey and exported to a spreadsheet. Of necessity, the condensation involved some interpretation and some rounding of numbers etc, but it represents a faithful representation of the picture, and should be able to be read with confidence.

If committee members want to dig more deeply into the raw data, Paddy and Isabella are available to answer any questions.

2. Results: Members' Survey

Q.1 Are you a current Club member?

Yes 100%

Q.2 What kind of membership do you hold?

Associate member 25%

Family member 65%

Reciprocal member 0.5%

Other 11%

Q.3 How long have you been a member?

Less than 1 year 11

1-10 years 125

11-20 years 34

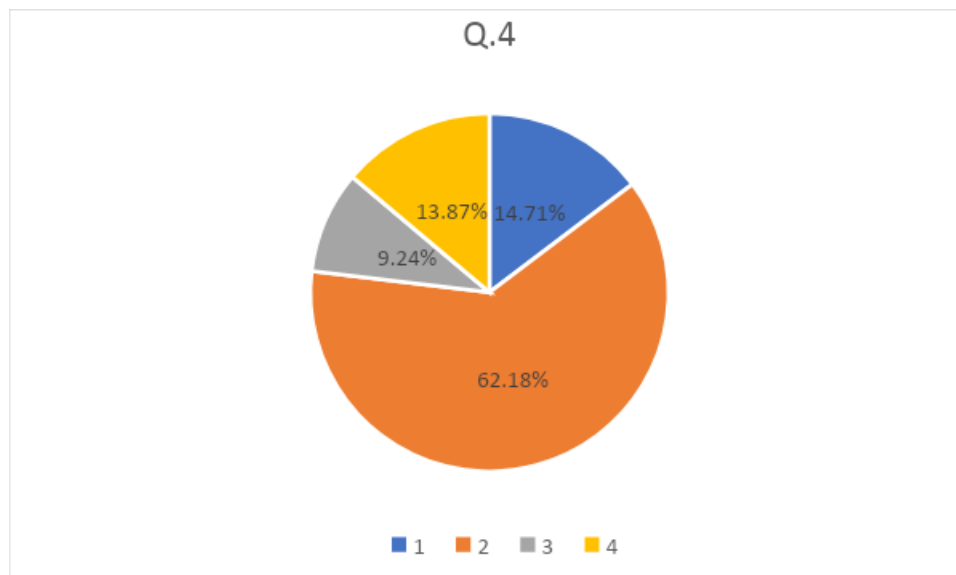
21-30 years 25

31-40 years 9

41-50 years 11

50+ years 17

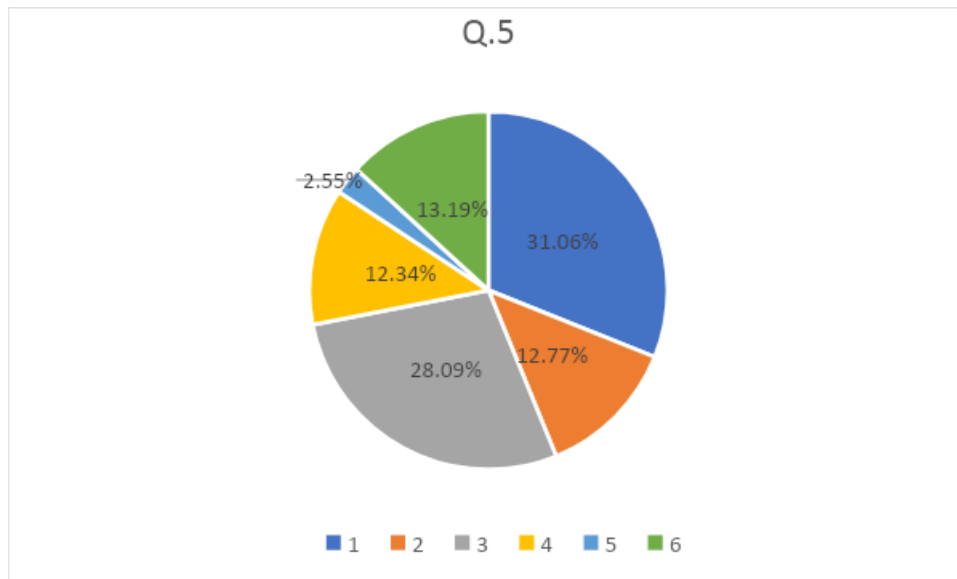
Q.4 What's the primary reason you're a member?



1. Non-boating facilities	14.71%	35
2. Boating facilities	62.18%	148
3. Connect with a community	9.24%	22

4. Other	13.87%	33
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Q.5 How often in the last 12 months have you used any of the Club services or facilities?



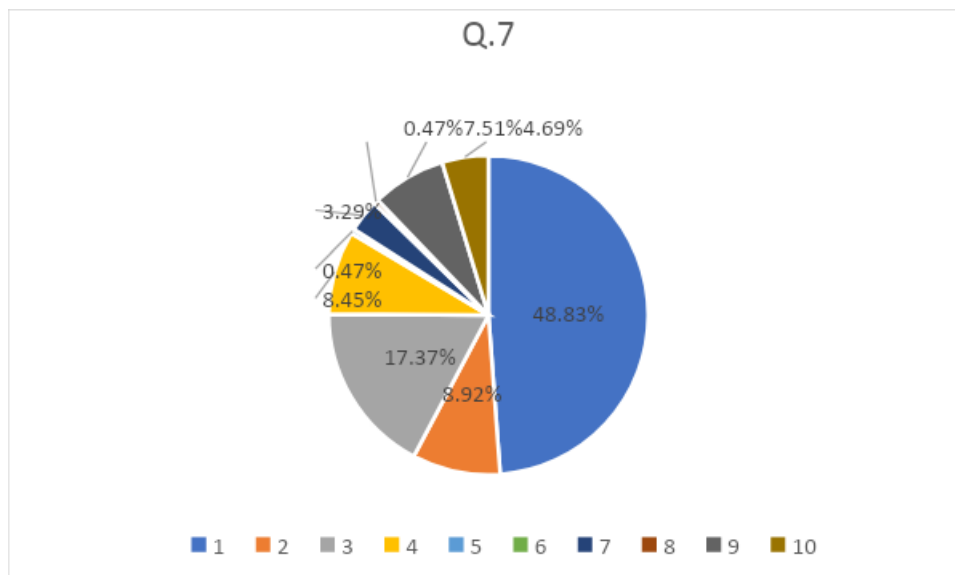
1. Weekly	31.06%	73
2. Fortnightly	12.77%	30
3. Monthly	28.09%	66
4. Once a season	12.34%	29
5. Not at all	2.55%	6
6. Other	13.19%	31

Q.6. Please tell us which of these Club offerings you're aware of:

Reason	Aware	Vaguely aware	Unaware
Launch a boat/craft	97.18%	1.88%	0.94%
	207	4	2
Store a boat/craft	93.9%	5.63%	0.47%
	200	12	1
Use of clubrooms bar/restaurant	97.18%	1.88%	0.94%
	207	4	2
Use of clubrooms Slipway Bar/Coffee Haven	76.06%	16.43%	7.51%
	162	35	16
Carpark, toilets, showers	88.73%	9.39%	1.88%
	189	20	4
Rec on grounds (walking, jetty fishing, swimming etc)	88.73%	7.98%	3.29%
	189	17	7
Water safety education	39.44%	34.74%	25.82%
	84	74	55
Open mic night, quiz night etc	73.24%	20.19%	6.57%

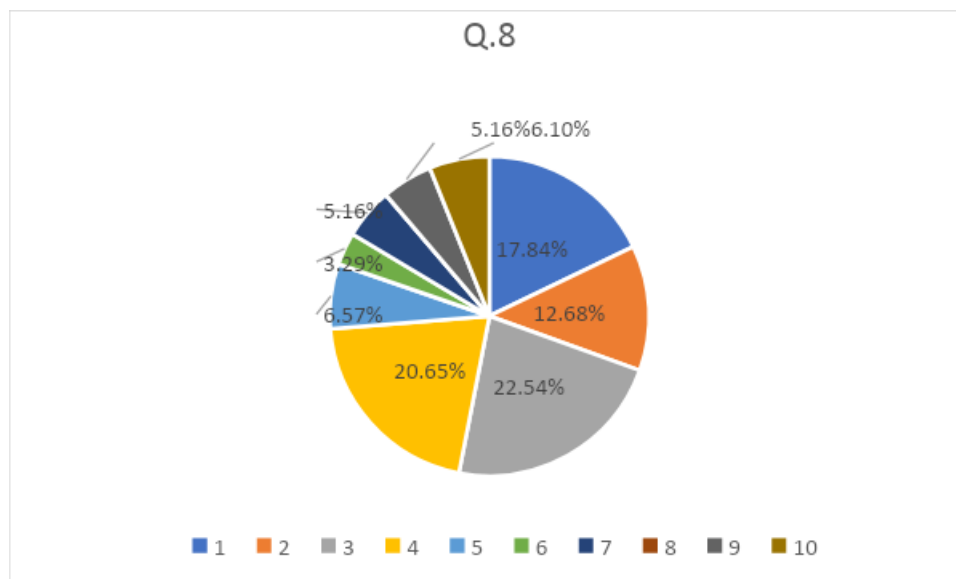
	156	43	14
Skills training (radio courses etc)	30.99%	30.05%	38.97
	66	64	83
Boating events (fishing comp, regattas etc)	87.32%	11.74%	0.94%
	186	25	2

Q.7 What is the primary reason you use the Club? (please pick one)



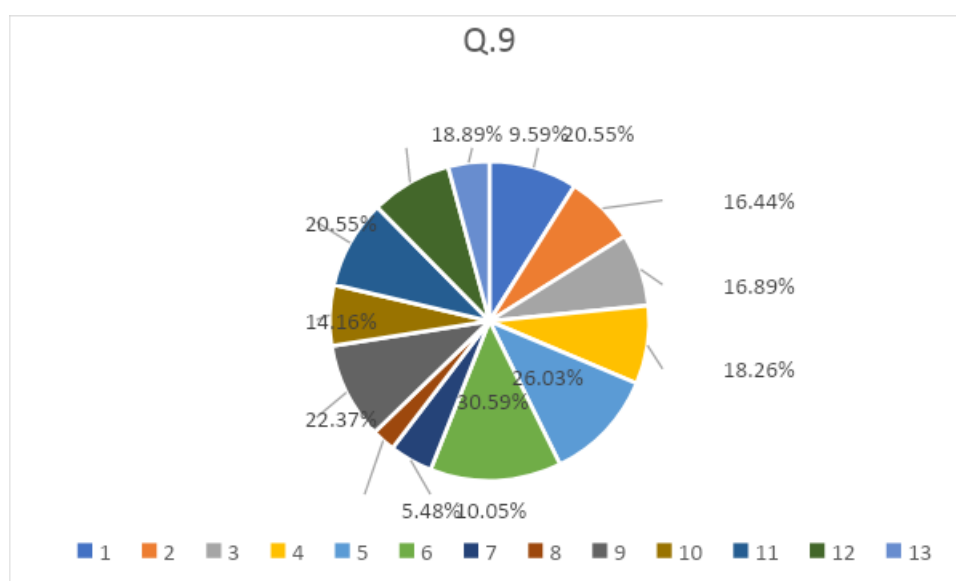
1. Launch boat/craft	48.83%	104
2. Store boat/craft	8.92%	19
3. Socialise in clubrooms	17.37%	37
4. Use restaurant, bar, Coffee Haven	8.45%	18
5. Use carpark, toilets	0.47%	1
6. Play or recreate on grounds	0.00%	0
7. Meet friends	3.29%	7
8. Learn re water safety	0.47%	1
9. Be part of boating events	7.51%	16
10. Other	4.69%	10

Q.8 What is the secondary reason you use the Club (please pick one)



1. Launch boat/craft	17.84%	38
2. Store boat/craft	12.68%	27
3. Socialise in clubrooms	22.54%	48
4. Use restaurant, bar, Coffee Haven	20.65%	44
5. Use carpark, toilets	6.57%	14
6. Play or recreate on grounds	3.29%	7
7. Meet friends	5.16%	11
8. Learn re water safety	00.00%	0
9. Be part of boating events	5.16%	11
10. Other	6.10%	13

Q.9 Thinking about the future, what would you like to do at the Club that you are not currently doing? (Tick as many as you like)



1. None	20.55%	45
2. Launch boat/craft	16.44%	36
3. Store boat/craft	16.89%	37
4. Try out new activity on or off the water	18.26%	40
5. Socialise in clubrooms	26.03	40
6. Use restaurant, bar, Coffee Haven	30.59%	67
7. Use carpark, toilets	10.05%	22
8. Play or recreate on grounds	5.48%	12
9. Meet friends	22.37%	49
10. Learn re water safety	14.16	31
11. Be part of boating events	20.55%	45
12. Become more involved in club activities	16.89%	37
13. Other	9.59%	21

Q.10 What's been your best experience at the Club? Don't forget to tell us why it was good.

The following are the qualitative responses given to the question. Where possible, they have been grouped, and the number beside them indicates how many people gave that answer. Where statements were more complex, they have been included as individual comments for the reasons given below..

Life membership & being commodore 1

General: (includes friendly people) 11

Club events, incl test matches, America's cup, gin night, qiz night, open mic and music: 16

Staff (incl communication): 7

Junior sailing: 10

Boating gen, incl storage: 8

Restaurant: Includes pricing and range. Mention was made of it being basic but good, lot of support for the Sunday carvery and family atmosphere 19

Boat ramps and filleting facilities: Mention made of showers (good) and parking options after boat launch. 27

Social contact: Friday nights, the draw and raffles 40.

Venue for outside events: 11

View: 7

Participating in regattas: 12

Watching water events: 2

Training events other than Academy: 1

General recreation – rockpools, fishing from jetty, hanging out NB, one mention of the jetty being well kept: 5

Location and convenience: 3

Q.11 What's been your worst experience at the Club? Don't forget to tell us why it was bad.

The following are the qualitative responses given to the question. Where possible, they have been grouped, and the number beside them indicates how many people gave that answer. Where statements were more complex, they have been included as individual comments for the reasons given below..

Facilities:23

Incl. toilets, appearance and cleaning, numbers on sheds not replaced after painting, loose rails on deck, looking old and tired (clubrooms), lights & power for sheds, ramp needs dredging, full fish bins, slime on ramp, ramp too steep for some trailers

No Bad experiences: 42

Busy at ramp & inconsiderate behaviour: 21

Includes public fishing at ramp, swimmers at ramp, intoxicated youths blocking ramp, lack of courtesy between boaties

Restaurant : 21

Includes food quality, types of food, slow service, not competitive with other cafes etc nearby, chicken had supermarket stickers still on legs!, smoke from deck wafting in over tables

Friday nights: 5

Old men standing round leaners, blokey, and bit working men's club, noisy and crowded, doesn't cater to younger people, not very social and relaxing for younger people/women. Obnoxious, drunk members.

Closed public holidays 2

Staff/personnel 4

Includes some personal remarks.

Perceived dominance of yachting: 4

Includes reluctance to pay Yachting NZ Affiliation fee in sub, when not a yachty.

No fishing competition: 6

Includes no fish auction after the comp, and some resentment of the cancellation this year. Seen as being because committee don't care about it and can't be bothered.

Communications: 3

Includes website and webcam upgrade, but also hard to get and understand info!

Cliquey atmosphere: 2

Being told bar's closing: 3

The following comments are included because they are typical of a number of comments, or because they contain ideas which might be able to be acted on or should be discussed:

The food is really average despite the best location ever. It's not good enough to pull me away from dinner in town on Friday night or even home cooking. It's got a working men's club vibe. Also looking old and tired paintwork wise. Sad really because there is a lot of money in PLim that's looking for something more elegant like a wine bar with something simple done really well.

There's a few arrogant boaties - people who disrespect the moana and the kaimoana, who leave a lot of waste (meat) and rubbish around the cleaning station. The worst part for me is seeing how much fish is wasted that could be chilled and distributed (Legasea) or at least disposed of not into Landfill. The waste, consumption (and wealth) is a bit off putting.

Q 12.What discourages you from using the Club more? Please be honest and give as many reasons as you like.

The following are the qualitative responses given to the question. Where possible, they have been grouped, and the number beside them indicates how many people gave that answer. Where statements were more complex, they have been included as individual comments for the reasons given below..

Time and opportunity	14
Nothing	7
Distance I live from club	5
Restaurant (incl. lack of variety)	4
Peak times difficult for launching	2
Overgrown garden at gate dangerous	2

Blokey Atmosphere and other atmosphere/culture: 16

Includes club in timewarp, old blokes at leaners, more comfy lounge style seating needed, not very obvious when open for drinks/meals, not maximising the advantage of the setting, not very inviting, noisy, intimidation/cliuey/unfriendly

Restaurant – atmosphere food and wine: 28

Includes tired menu, would like more healthy options, better wines to add to the existing list for people who would pay more, not very exciting décor – needs facelift, noisy for diners with sport on telly etc

Secure boat storage, deal with overcrowding etc: 6

Includes limiting boat washing time, lighting near jetty,

Cost, but more about their own ability to afford 2

A greater variety of entertainment options, some background music: 3

Comments:

The following comments are included because they are typical of a number of comments, or because they contain ideas which might be able to be acted on or should be discussed:

The old fellas holding the bar up. the general tired vibe it has. No keelers. No advancement of skills offered for people who are keen sailors like me but who are not beginners. There's no 420 fleet for example for advance after work training. I have had to move most of my sailing elsewhere which is a pain when the best conditions are outside my front door.

The cleanliness, presentation, quality of the facility (incl food and beverage). The club is such an amazing resource in an amazing location, however sadly it feels un-cared for and hasn't evolved and leveraged the incredible assets it has.

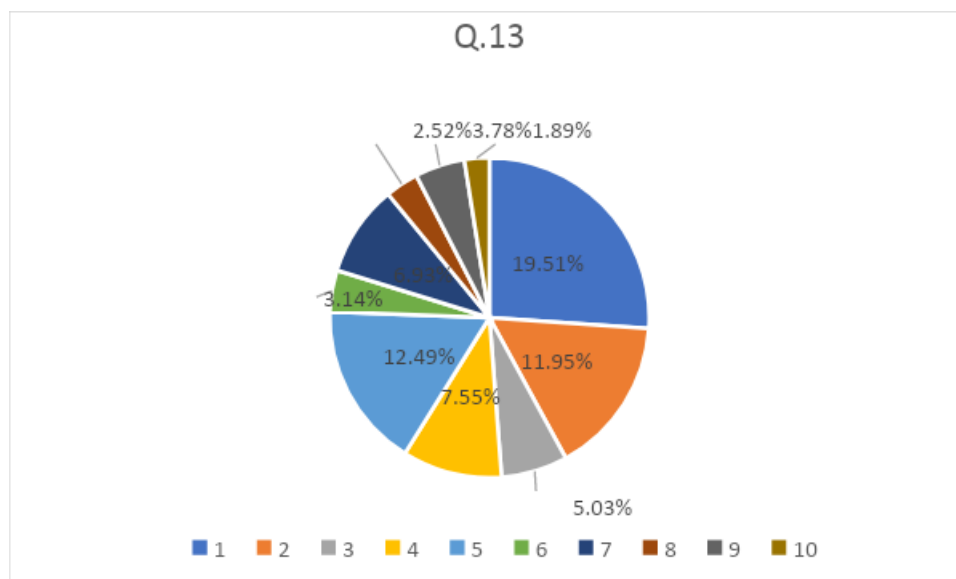
You need activities, to encourage members to use it, get rid of the bar leaners (it's old school), more craft beers on tap, it's got an amazing views, more functions needed, but must be supported by members, meals cooked downstairs, faster service, it needs a good driving team to get things done.

The lack of organisation when the sailing is on, the sailors abandon trailers and equipment all over the show and young kids running around without any awareness of large vehicles and trailers maneouvring. The attitude of some of the sailors especially the vice commodore who has openly said that the power boaties are a cash cow to support the sailors.

The seeming reluctance for progress, an old boys network that resists any form of change

Because of where I live , there would be lot of time/distance involved in using the club.

Q.13 Thinking about your answer to the last question. What is the main reason you don't use the Club more? Please explain your reason and give a specific example if you can.



1. Time	19.51%	31
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2. Club	11.95%	19
3. No boat	5.03%	8
4. Where I live	7.55%	12
5. Food	12.49	19
6. Drink	3.14	5
7. Events	6.93%	11
8. Nothing	2.52%	4
9. Distance	3.78	6
10. Facilities	1.89	3

Q.14 To what extent do the facilities currently meet your needs?

Facility	Not at all	Not Really	Somewhat	Well	Really Well	N/A
Toilets, showers, changing rooms	8.57% 15	7.43% 13	26.86% 47	31.43% 55	14.86% 26	10.86% 19
Fish cleaning	12% 21	6.86% 12	17.71% 31`	21.14% 37	22.86% 40	19.43% 34
Boat washdown	9.71% 17	4% 7	13.14% 23	33.71% 59	24.57% 43	14.86% 26
Boatsheds	31.43% 55	2.29% 4	2.86% 5	10.86% 19	10.29% 18	42.29% 74
Boat parking	17.71% 31	2.86% 5	9.71% 17	22.29% 39	16.57% 29	30.86% 54
Slipways	10.29% 18	4% 7	11.45% 20	28.57% 50	30.86% 54	14.86% 26
Jetties	8.57% 15	4% 7	14.86% 26	30.29% 53	30.29% 53	12% 21
Slipway Bar & Coffee Haven	23.43% 41	13.71% 24	16% 28	12.57% 22	6.86% 12	27.43% 48
Upstairs dining	4.57% 8	11.43% 20	24% 42	31.43% 55	20.57% 36	8% 14
Upstairs bar	4.57% 8	8% 14	27.43% 48	30.86% 54	20% 35	9.14% 16
Carparking	4.57% 8	6.86% 12	18.86% 33	38.29% 67	24.57% 43	6.86% 12
Access inc. chair lift	17.71% 31	6.29% 11	6.29% 11	25.14% 44	16% 28 Need for better boat sheds	28.57% 50

The following are the qualitative responses given to the question. Where possible, they have been grouped, and the number beside them indicates how many people gave that answer. Where statements were more complex, they have been included as individual comments for the reasons given below..

Need for better boat shed/storage – numbers on them

3

Acoustics in club and restaurant (incl curtains, ceiling mufflers)	10
Revamp of the club premises (incl entry, toilets, lounge area, seats outside, more laid back seating, better signage so people know where things are)	43
Revamp of restaurant/bar. (incl Thursday night meals, more café style, sofas, platters, Sat/Sun lunch, use downstairs kitchen with dumb waiter)	63
Opening hours	2
Nothing	23
Launch area/slipway (incl dredge for more depth, slippery ramp, floating jetty, wider ramp)	2
Enforce jetty rules or remove jetty fishing	5
Webcam working properly	3
Communication (incl more information, use of noticeboards, better use of website, Facebook)	9
More events (inc Housie, darts, table tennis, music acts, educational activities, ice cream stall in summer, special nights eg Christmas, watching sporting events)	9
More parking/policed parking	7
Fish bins move or empty more often	5
Bigger filleting area	3
Fishing competition/more fishing activities/auction afterward	5
Welcome for new members incl information pack	3
Toilets/showers are very 1950s	8
Boat washing facilities – increase or limit times	7
Keeping gate clear of shrubs	2
Comments:	
<i>The following comments are included because they are typical of a number of comments, or because they contain ideas which might be able to be acted on or should be discussed:</i>	
Toilets like ‘Trainspotting’	
Hire venue out for 21sts (lack of awareness?)	
Target more sailing members	
A fulltime café downstairs that sells bait	
Long-term – replace the building c/f Worser Bay	
Put a jetty donation on subs	

Q15 What three changes would most improve your experience of the facilities? Any idea is good, and they could be changes in the short term or long term.

The following comments are included because they are typical of a number of comments, or because they contain ideas which might be able to be acted on or should be discussed:

Another wash down area for boats with fixed garden hose and fittings. More frequent emptying of the fish waste bins, more education/control over public fishing on the wharfs i.e more clear signage/enforcement of lines out of water when boats are coming and going, also children jumping off and swimming by the wharfs happens when boats are there which is dangerous. Also liaising with MPI for spot checks of catch to follow the laws

I am responsible for the whole design of the boat ramp at Owhiro Bay, pushing the project through public meetings and surveys also through the resource consent process. I had the WCC build the ramp to my angle and deck material. As a result I do not know if anyone has slipped over on the Owhiro bay ramp. Your ramp is too steep and slippery, I have slipped over on it. Access onto the wharf from a boat at low tide is very dangerous especially in a westerly pushing the boat away from the ramp. I think thought should be given to making the ramp wider to take a floating pontoon. That would mean removing the wharf nearest the club rooms then so be it

It kind of feels like a watering hole for the old guard who don't want anything to change. Like an extension or their home lounge. Radical upgrade to the food and beverages on sale. Ditch the working men's club tall leaning tables, big signage about the community being welcome to attend and new menu etc, run a development sailing squad and do boat maintenance courses.

A Legasea style fish system - excess fish/frames into cold storage for distribution (I would be super happy to distribute, for eg). 2) onsite recycling 3) better education around mana whenua rights and general sustainability practice - too much waste!

1. Some kind of NICE outdoor dining/drinking (alcoholic or non). 2. Clean and tidy (bathrooms, entrance, club itself). 3. Improved quality/types of food. Make sure it is attractive and clear that public can access the grounds. E.g. make a nice pathway to the east side of the club that connects by the public toilets.

WEBCAM WEBCAM WEBCAM!!!! I've offered to help sort it out for free. Also, there's never any paper towels in the dispenser in the women's bathroom (by boat sheds not in club) and often no toilet paper! Also, it would be really really great if the club purchased or installed a couple of moorings that club members could use, like somewhere near the club, in the main harbour, down the coast like near boom rock, down the sounds etc. The reasoning is, I often want to keep the boat in the water and sleep on it and go out again the next day, but there's always people around fishing, drinking etc, I don't feel safe tied up at the jetty by myself. I wish there was some solution... (I wouldn't be able to sleep just anchored).

Better food. Better club space and dining space with better access to outdoors. More boating activities. More club boats available and a wider range of craft from SUP, kayaks, wing, windsurf, fishing boat. Associated craft events, lessons & training.

Development of an outdoor bar/cafe area downstairs with views A better range of craft beer Work on creating a stronger club culture, life memberships, sailing/power competitions, open days, supporting the community with loan of rooms etc.

At the moment the food is quite good but I would like it to be even better, if we had a reputation for great quality family friendly food service and promoted it to the community I think we would prosper, a better selection of craft beers and wine, a real fishing tournament

Q16 Any further comments about the club facilities?

The following are the qualitative responses given to the question. Where possible, they have been grouped, and the number beside them indicates how many people gave that answer. Where statements were more complex, they have been included as individual comments for the reasons given below..

Very grateful for them	12
Toilets/showers	3
Needs facelift/needs more community support	2

The following comments are included because they are typical of a number of comments, or because they contain ideas which might be able to be acted on or should be discussed:

They need to be opened up for everyone in the community to use, I understand this has an impact on the charitable status of the club but the club needs to move with the times, there is nothing down that end of Plimmerton for locals yet this is probably where most locals are concentrated.

The meals are fantastic, the restaurant and bar staff are friendly well-mannered and so helpful.

Love living in Plimmerton & belonging to such a great club

The manager is a super star and we love her. This is no criticism of her. It's more just about the lost potential of a gold mine that we're all sitting on but not doing anything with. We want the next America's cup crop to be coming out of Plimmerton not Murray's Bay!

The club has such incredible potential and it's sad to see it looking un-cared for and not utilising its potential. It feels like it needs a clear vision and strategy that everyone is excited about and helps to deliver. I suggest you will need someone with positivity, energy, organising skills and great customer service to help deliver change for the club.

Cleaning windows so can enjoy the most amazing view food that you feel can bring family friends to enjoy

The club is in such a great spot. People park at the shops then walk to the boat club and turn around and walk back to have a coffee etc. We should be encouraging them to park by the club, then walk to the shops and coffee etc upstairs in the club with the great view.

Be good to encourage/facilitate more interaction between members eg so I could find someone to go boating with.

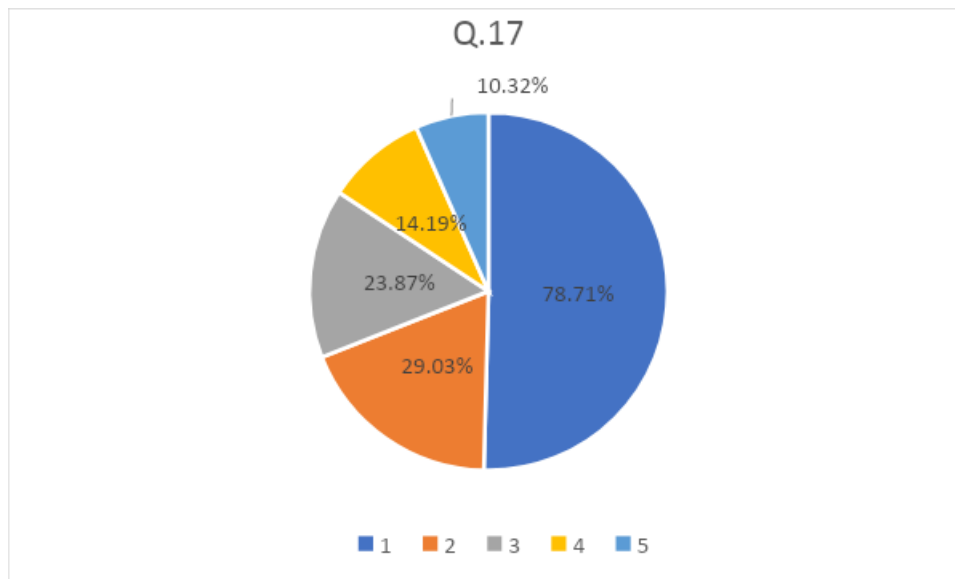
A bit tired – needs to get new, young members. Could be a great casual dining & café place to bring people together. Be good to lose the sports bar feel.

What about an open day to raise awareness of what is possible – coming for meals etc.

Better information at the entrance – information cabinets

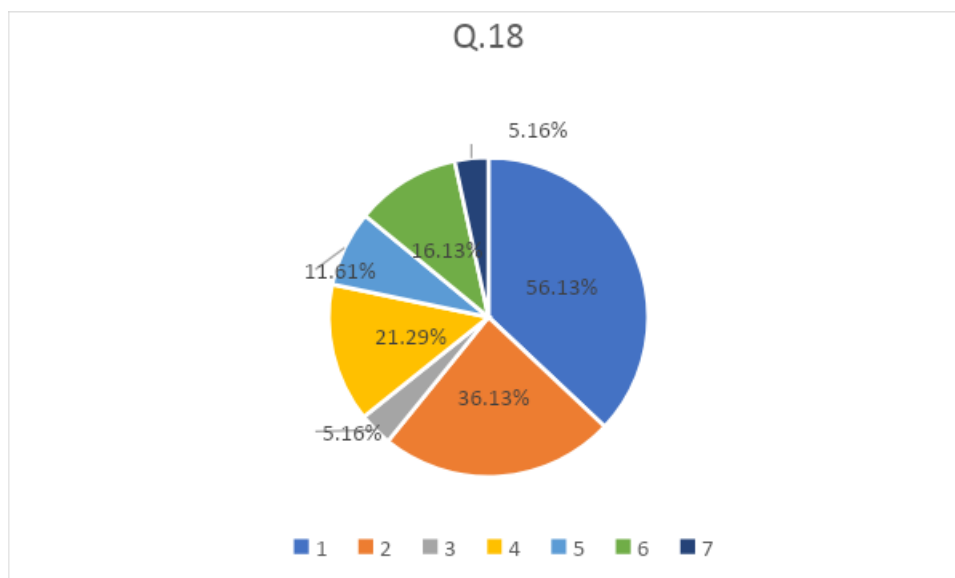
The current manager is very welcoming.

Q17 How do you currently find out what's on at the Club? Tick all that apply.



1. Reefline	78.71%	122
2. Word of Mouth	29.03%	45
3. Facebook	23.87%	37
4. Posters in clubroom/by door	14.19%	22
5. Text alerts	10.32	16

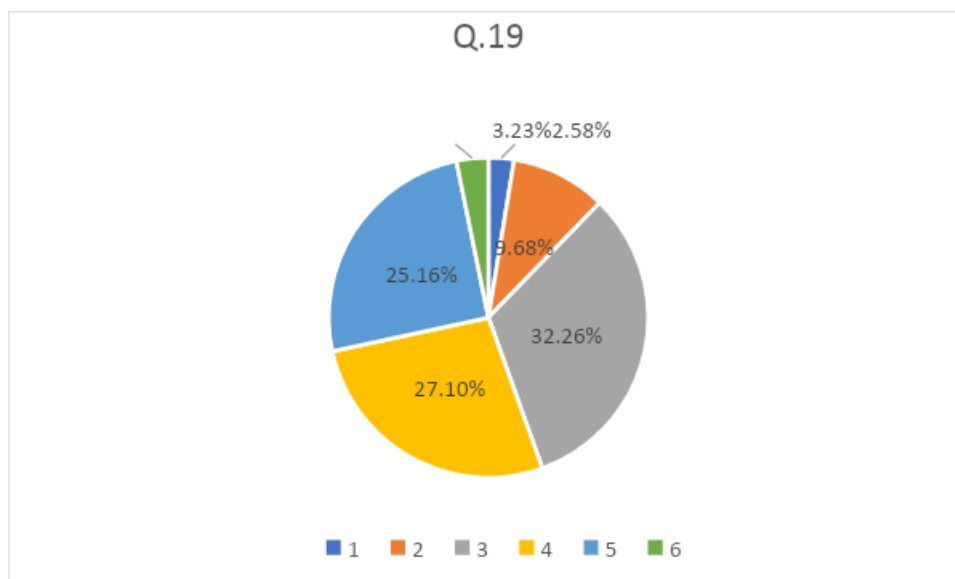
Q.18 How would you prefer to find out what's on at the club?



1. Same as now-it's good	56.13%	87
2. Reefline	36.13%	56
3. Word of mouth	5.16%	8
4. Facebook	21.29%	33
5. Posters	11.61%	18
6. Text alerts	16.13%	25

7. Other	5.16%	8
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Q.19 Overall, how would you rate the quality of communications from the Club?



1. Very poor	2.58%	4
2. Poor	9.68%	15
3. OK	32.26%	50
4. Good	27.10%	42
5. Very good	25.16%	39
6. I'm not sure	3.23%	5

Q.20 Why did you choose your answer in the last question?

The following comments are included because they are typical of a number of comments, or because they contain ideas which might be able to be acted on or should be discussed:

I don't connect. Too busy

Events aren't well communicated, don't promote the club as well as they could

So many emails are corrected and sent late in the week

The only communication I get is the annual invoice

Good. I always know what's happening

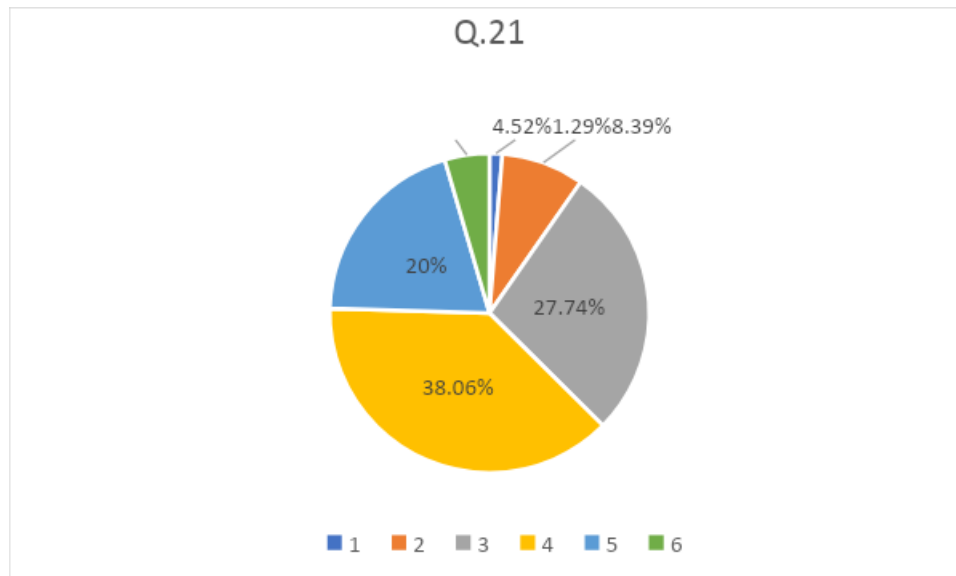
Reefline is just the same message every time

Could be a bit jazzier and more of a pull factor – needs to be more of a sense of it being a happening place.

Good level of satisfaction with basic information

Regular attendees very well informed

Q.21 Overall, how would you rate the frequency of communication from the club?



1. Very poor	1.29%	2
2. Poor	8.39%	13
3. OK	27.74%	43
4. Good	38.06%	59
5. Very good	20%	31
6. Not sure	4.52%	7

Q.22 Why did you choose that answer in the last question

The following are the qualitative responses given to the question. Where possible, they have been grouped, and the number beside them indicates how many people gave that answer. Where statements were more complex, they have been included as individual comments for the reasons given below..

Comms are good	7
N/A for me	1
Believe the news could be splashed a bit more	4
Always hear from someone or being there Friday night	3
Emails are good	26
Don't remember having got anything	4
Adequate	21
Have missed events through not knowing	1
Would be happy with monthly	1
Facebook and text would be good	2

Could be better	5
Earlier in the week would be good	1
Q.23 How well-informed do you feel about peer-to-peer activities?	
Irregular emails, only word of mouth	2
Not well connected	4
Communications come when needed	12
Often hear after something has happened	6
Not interested	6
Not seen any so far	23
Didn't know they happened	33
Upcoming events board would be good	1

Q.24 Why did you choose your answer in the last question?

Just repeating what was in Q.23

Comments:

The following comments are included because they are typical of a number of comments, or because they contain ideas which might be able to be acted on or should be discussed:

I've never heard of anything happening! I didn't even know it was a thing..

I attend the club often enough that I hear what's going on but I do think an Upcoming Events Board could make a difference

Q.25 How well informed do you feel about formal activities organised by the club?

Very Poor	Poor	Adequate	Well	Very well
6	13	39	37	6

Q.26 Why did you choose the answer in the last question?

The following are the qualitative responses given to the question. Where possible, they have been grouped, and the number beside them indicates how many people gave that answer. Where statements were more complex, they have been included as individual comments for the reasons given below..

Generally feel information is passed on	46
Late emails/not many emails and no hard copy at the club	7
Seem to be fewer emails lately, and I've missed events	3

Facebook is good, but not updated very often	4
Think more could be done to pack more punch – notices outside gate and public toilets, more razzmatazz in emails etc	5
Word of mouth through attending club good	3

Q.27 What kinds of activities would you like to see more of at the club?

The illustration below is a word map, in which the survey design records the number of uses of particular words, with the largest words indicating the largest number of uses of the word.

Nothing Family sailing gin etc Social nights stuff club go
events Bands fishing sure boat functions co
mmunity None fishing
comps good activities music Social
events n courses

The following comments are included because they are typical of a number of comments, or because they contain ideas which might be able to be acted on or should be discussed:

Public talks about relevant marine, ecological and community issues. I want to broaden my sailing and skippering skills. I hadn't realized there are courses that get run at the club. More boat safety courses, maybe working in more with the Coastguard for training, Coastguard Day Skipper Courses; Boat Maintenance courses; Club BBQ's.

Family movies night, social events, community events, more use of the club for activities like yoga and other interests in the community, more stuff for families, kids fishing comps from the wharf or boats for example. Or family nights at the club (you have such a captive audience here). Novelty events eg raft race, kids fishing comp, treasure hunt. Organised social stuff for kids would be cool too -we'd definitely take part in something like a "organised biscuit race".

Food nights from other countries. More wine and other tasting of cheese and other ingredients. Promoting restaurant and encouraging people to dine more regularly. Gin evening was great . More events like that.

Dancing, bands, events, live entertainment. A now-and-again sing along with a meal. Social events such as the gin tasting, wine tasting, gin and whisky tasting and theme dinners. Gin evening was great . More events like that. Casual activities like drop in and have a drink and a platter in a lounge atmosphere. More music acts.

More fishing and diving orientated activities. Fishing Comp - community events, live music etc. Organised fishing trips/competitions. Member accessed digital noticeboard?? Ie say I feel like a fish but friends busy etc, be good to be able to put somewhere "Anyone wanna come out for a fish on my boat or is someone going out anyway and got room for one more" etc. Anything that encourages part-timers like me who don't have boating mates to get out on the water would be welcome.

Giving disadvantaged persons a chance to go fishing/boating. Perhaps a "have a go event. Sailing for non sailors or fishing for non fishers

Club member outing in our boats, eg group flotilla to a particular area such as Mana Island fishing spots, or picnic at green point, etc.

Membership or recruitment activities that create some activity and energy around the club

Q.28 Of those activities, which would you be prepared to contribute to (payment, volunteering)?

The illustration below is a word map, in which the survey design records the number of uses of particular words, with the largest words indicating the largest number of uses of the word.

entry

fee sailing events Bands NA time Yes organised help Fishi

ng fee course pay Depends N boating sure Anything ha

ppy Payment Happy pay

Q.29 What would make you willing to give more time to the club (volunteering, helping out, being on committee)?

The following comments are included because they are typical of a number of comments, or because they contain ideas which might be able to be acted on or should be discussed:

Time

Awareness

Being asked

Working bees

A good vision for the future supported by the whole club.

Reorientation towards boating events and away from restaurant/bar.

Feeling like the Club was more of a community facility.

Yes. But only for high quality things that advance sailing.

I would need to be clear on and excited by the vision and strategy for a positive club future. I would need to know that committee members are open minded to change and all get behind a clear club vision and plan to achieve it. I would need to know I wouldn't regularly be involved in committee disputes (e.g. Yachtys having one vision, Power boaties having a different vision).

If they brought back the fishing auction.

Feeling more part of the club, as a relatively new member I haven't found it a welcoming place.

Achieving set projects that bring benefit to the community

Clear out of the current committee

Q.30 If you would like to be part of follow-up, please give details

32 people gave details

Q.31 Do you own a boat or other watercraft?

Yes 81

No 19

Q.32 What kind of boat or watercraft do you own?

Motorboat 86

Kayak 20

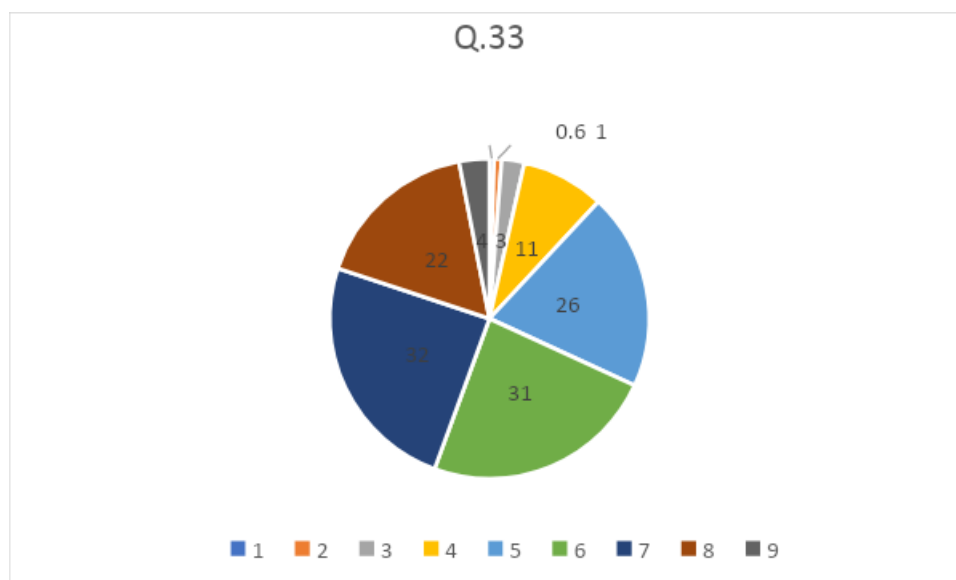
Yacht 22

Dinghy 10

SUP 5

Jetski 2

Q.33 What age are you?



Under 18 0.6

18-25 1

26-35 3

36-45 11

46-55	26
56-65	31
66-75	22
Over 75	4

Q.34 What ethnicity do you identify with?

NZ Pakeha	89
Maori	5
Indian	0.6
Prefer not to say	4.7
Other	6

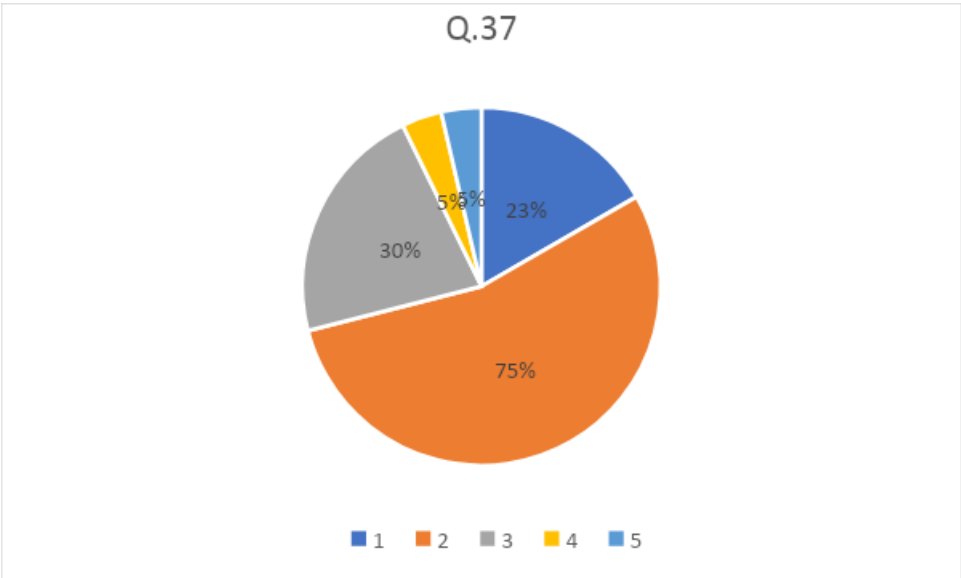
Q.35 What is your gender?

Male	75
Female	21
Non-binary/gender fluid	0.6
Prefer not to say	3

Q.36 How many children under 18 are there in your household?

0	58
1	13
2	15
3	7
4	3
5+	3

Q.37 What forms of social media do you use?



1. None mentioned	23
2. Facebook	75
3. Instagram	30
4. Twitter	5
5. Other	5

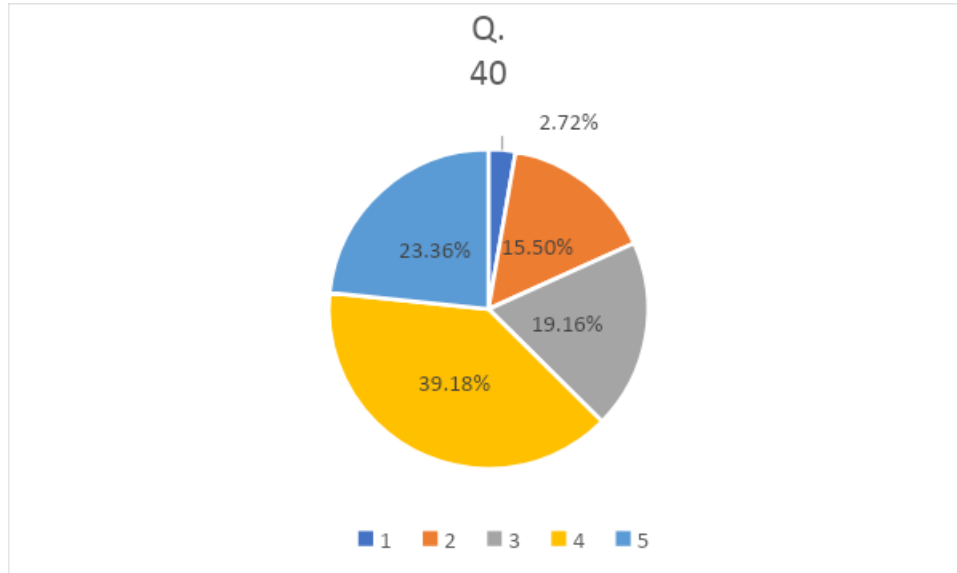
Q.38 What area do you live in?

Upper Hutt	5
Lower Hutt	0.6
Porirua	66
Kapiti	7
Wellington	7
Other	14

Q.39 Draw

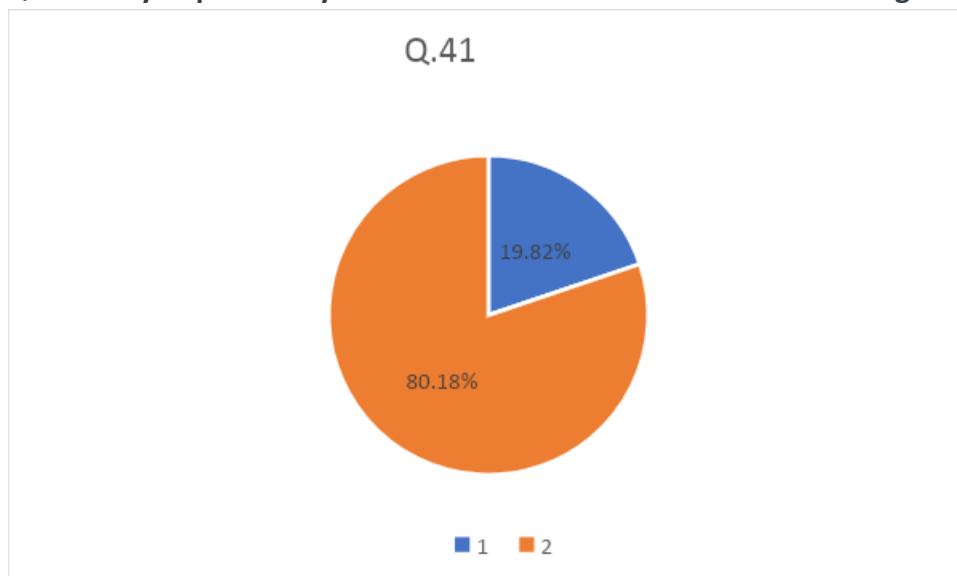
3. Results: Non-Members survey

Q40 How familiar are you with Plimmerton Boating Club?



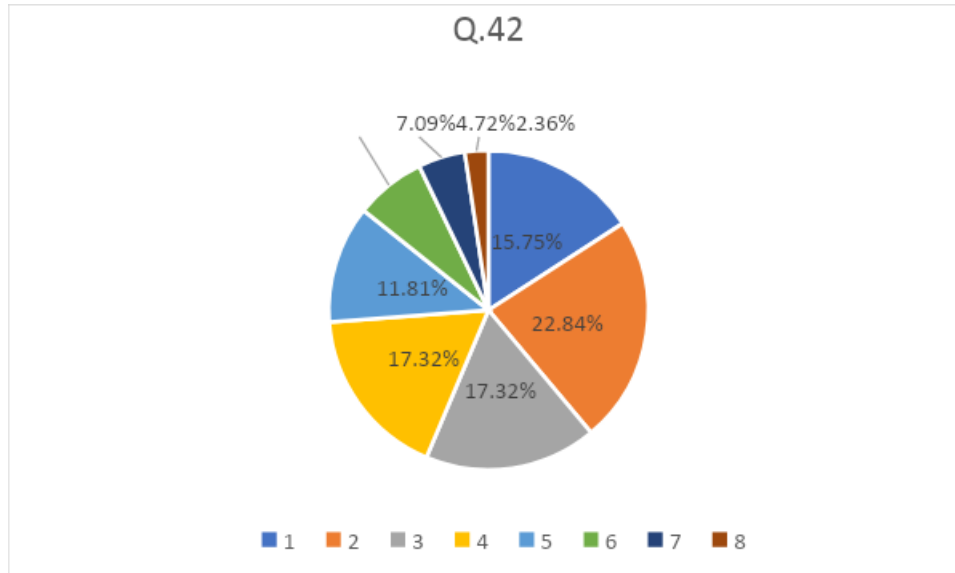
1. Didn't know it existed before this survey	2.72%	22
2. Not familiar	15.57%	126
3. Neither familiar or unfamiliar	19.16%	155
4. Reasonably familiar	39.18%	317
5. Very familiar	23.36%	189

Q41 Have you previously been a member of the Plimmerton Boating Club?



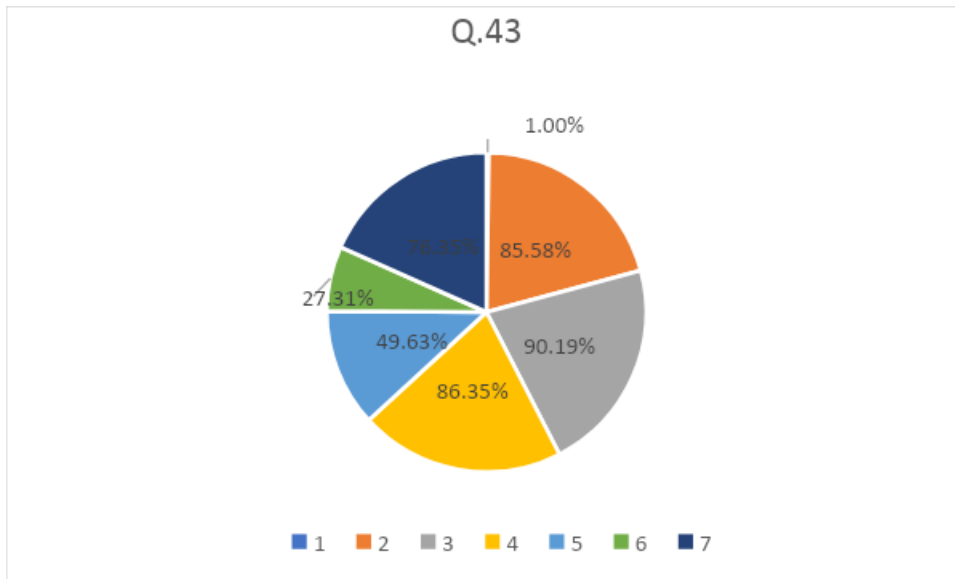
Yes	19.82%	131
No	80.18%	530

Q42 What made you decide to end your membership?



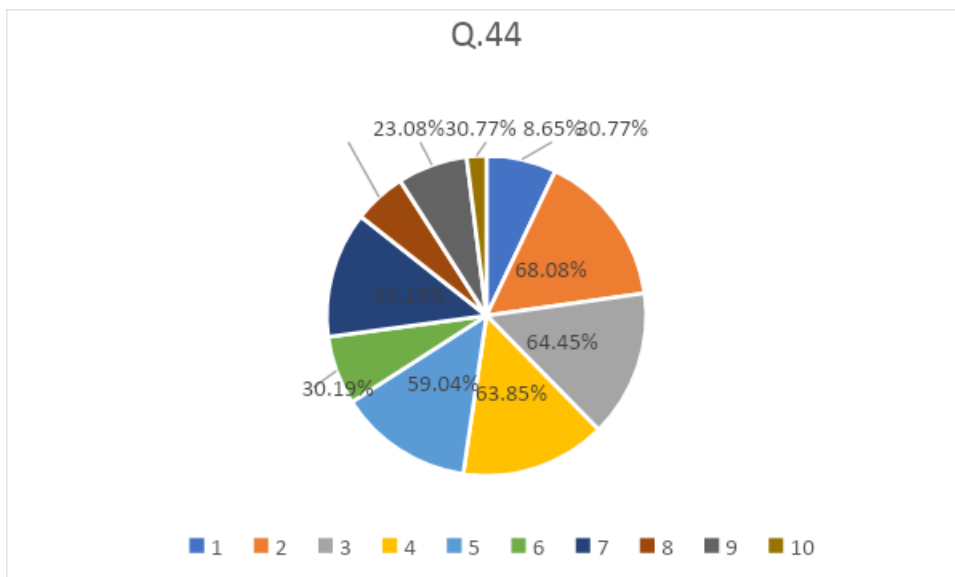
1. No longer have boat	15.75%	20
2. Stopped sailing	22.84%	29
3. Sold boat	17.32%	22
4. Moved away	17.32%	22
5. Were involved with kids	11.81%	15
6. No longer using	7.09%	9
7. Lack of time	4.72%	6
8. Not using facilities enough	2.36%	3

Q43 Which of these current Club offerings are you aware of? Tick as many as you like.



1. None of them	0.96%	5
2. Launch a boat	85.58%	445
3. Clubrooms	90.19%	469
4. Carpark/toilets	86.35%	449
5. Recreation on grounds (walking/fishing)	49.62%	258
6. Water safety education	27.31%	142
7. Boating events	76.35%	397

Q44 Have you ever used any of the Club's facilities? Tick as many as you like



1. Launching a vessel	30.77%	160
2. Walking through the club grounds	68.08%	354

3. Looking at views from club grounds	64.45%	335
4. Having a drink at the bar	63.85%	332
5. Having a meal in the restaurant	59.04%	307
6. Attending quiz nights and other events	30.19%	157
7. Attending a private function	55.19%	287
8. Meeting a member at the club	23.08%	120
9. Swimming, jetty fishing or jetty jumping	30.77%	160

Q45 What (if anything) would encourage you to become a member or become more involved in the Club? Give as many reasons as you like.

The following are the qualitative responses given to the question. Where possible, they have been grouped, and the number beside them indicates how many people gave that answer. Where statements were more complex, they have been included as individual comments for the reasons given below..

Having a boat 14

Might join 14

Decent restaurant 23 (incl more variety, vegetarian options)

Longer opening hours 2

Availability of coffee (incl. coffee bar downstairs with outdoor seating) 8

Not interested 11

Sailing events 3

Knowing other members 2

Better facilities 14 (incl boat storage, parking, jetties)

Community/family activities 7

Discounts – may be linked to lack of knowledge re associate membership 9

Sailing for girls 9

The following comments are included because they are typical of a number of comments, or because they contain ideas which might be able to be acted on or should be discussed:

An environment that made it feel less like a 'male' pub so I could drop in as a single female and not feel awkward. More like a cafe environment. The lack of insulation makes it very noisy. This puts a lot of people off going. Membership needs to be reasonably priced with gold card discount. Nicer surroundings in the restaurant. It's not inviting. More development of the wharf to make it more interactive. History of the club displayed at the club rooms.

Two things. First, a shuttle service to Camborne (happy to pay if not too much). Would love to come for drinks but getting home a mission. Second, I'd love it if my boys and I could hire kayaks on a still day (2 re shuttle)

If the club offered more than just Boating activities such as use of the bar and restaurant (as they do at Australian surf clubs) I would consider joining. The facilities would need to be improved to make it more inviting for these kinds of social events.

Coffee and outdoor venue for the beach front walkers and families so they spend some money at this end of Plimmerton. Safe place for kids to jump off jetty and a nice raft like Days Bay to swim to. All things to encourage families to see it as a weekend destination and refueling stop. We are happy to renew our membership even though we don't have a boat if it's affordable and we are always keen to come and watch the rugby there. In fact I reckon a lot of local people don't even know they can come there to watch even as non members - some flyers especially for the big games would help. People get thirsty yelling at the refs.

I would go there so often because it is the best views along the coast by far. The bars and restaurants in Mana are trapped by the railway tracks and SH1. The club could take a leaf out of international venues where the view and the sunsets are the main event. Lots of seating outside. Think like the east coast of Australia. Bars after bar after restaurant and cafe all along the waterfront. And more food and drinks variety as well as some music. Doesn't need to be loud but adds to the atmosphere. I think it is the biggest opportunity. What else is there north or Wellington with such a location? The Fisherman's Table? Terrible. You could take some ideas from Seashore Cabaret too. Simple tables and stools outside are so popular. Everyone loves a sea view. I'd take friends there all the time. But the tired decor, TVs with sport on so loud, no nice music playing and closed in from the outside is a real turnoff

Not sure, would like to be able to use bar and restaurant more. Also maybe events for kayakers and paddle boarders, competitions etc Being more open to public. I'm thinking about the surf clans we've been to in Australia where you can go for a meal

More-welcoming sign and approach, both to the club grounds and the upstairs area. Better manage noise levels when the bar and restaurant are operating. More congenial arrangement of the 'restaurant' area when it's operating as a restaurant - it resembles a workplace smoko room. Have more community activities in the grounds - in a way that doesn't impede boaties.

I sail a laser at Paremata BC. I have looked at your facilities - storage, rigging/launching areas and racing/sailing area which are better than Paremata. Q: have you thought of amalgamating both clubs, domiciled at your club?

An area where you can sit and have a drink like a pub or lounge not all tables. A decent selection of craft beers. I walk from Cluny to get a decent beer in Mana.

It feels like an old man club so creepy for me, I'd love to see a business come in and modernise the space

Really good restaurant, water “toys” you could rent, like kayaks, paddle boards, fishing equipment, etc

It’s a prime spot. I could imagine a classy upmarket wine bar vibe with same style of food to match (think Auckland viaduct) and I could look to become a member.

It’s hard to see from your website what you offer, for example can non-members attend the bar and restaurant during opening hours or do we need to be members?

**Q46 What (if anything) would discourage you from becoming more involved in the Club?
Give as many reasons as you like.**

The following are the qualitative responses given to the question. Where possible, they have been grouped, and the number beside them indicates how many people gave that answer. Where statements were more complex, they have been included as individual comments for the reasons given below..

Costs	78	
(includes membership fees – mixture of people who think they're too high and people who don't know)		
Nothing	80	
(mainly people who wouldn't join, but also about 20% who think it's fine, and like it)		
Age of person precludes membership	5	
Food and bar	16	
(includes calls for wider range of beers)		
If it is a booze barn/pub atmosphere	14	
Believes that membership carries obligation to volunteer/be active	4	
If the club doesn't change	9	
Website not very helpful/hard to access information	3	
Not knowing anyone there	3	
Having to own a boat/vessel	22	
No place for dogs	3	
Not enough time to get involved	17	
Feels like it's for private members/unfriendly members/seems too posh	33	
The process of becoming a member	2	
Sailing courses and opportunities only for kids	2	
Too many rules	3	
Facilities	12	
(includes chaotic jetty)		
Not family-friendly	2	
Only accommodates experienced sailors	1	

The following comments are included because they are typical of a number of comments, or because they contain ideas which might be able to be acted on or should be discussed:

Maybe if they created a more upmarket cafe and bar area with outside seating for summer. The venue would be an amazing spot to create a cafe and bar to bring in revenue from members of the public.

If it doesn't get quite the overhaul it's a major missed opportunity. If it's just another old school place for men watching rugby and drinking beer it won't attract any new clientele. It's got the feel of a tired old bowls club. But what a location! The best on the coast north of Wellington and South of Paraparaumu- or Taranaki even. Doesn't need to be hugely expensive. Primary focus - opening up seating to outside to make the most of the views and the connection with the sea. Imagine watching the orca while having a drink!

Exclusivity and members only access. Reduced coffee access. High fees. Significant capital costs. Us and them membership.

Membership... would rather not have to join. Also in the past it seemed to be set up as a drinking hole for members that tended to be older

Exclusive club feel. Have to be a boatie to join.

I don't really want to get involved if it is just a bunch of pale male stales hanging out...

Suggest maybe different membership fees. Maybe for casual members and boat members. At the moment it is not clear if and when locals can use the club or restaurant and facilities etc.

Locked front gate, unable to get in or know about facilities, pricing etc

Conservative views on sailing, anti new sports

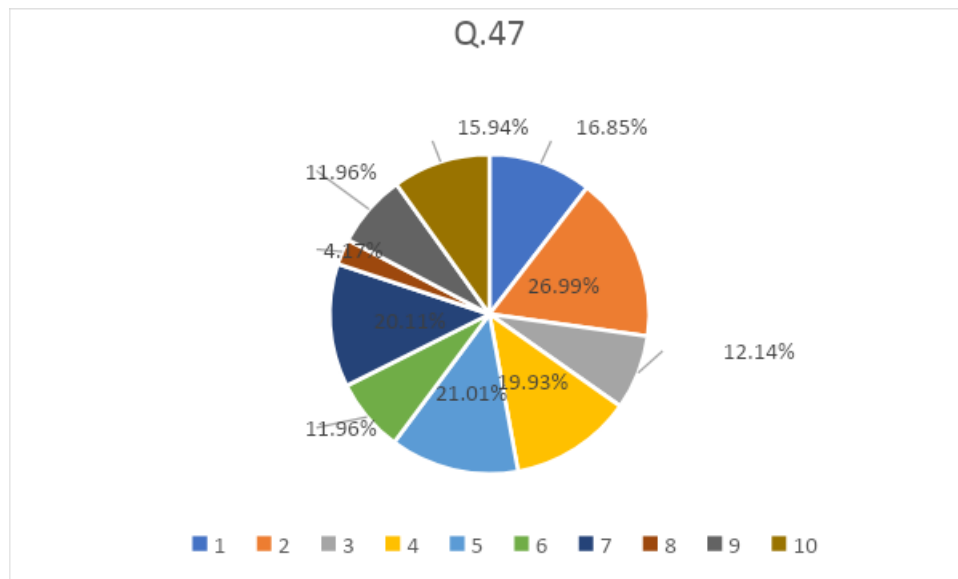
Hard to know what's on ie the website is really out of date. Be great if you could drop in for drinks and dinner but I'm never sure when it's open.

I'm a keelboat sailor and keep mine in Wellington city, even though I live in Pukerua Bay. I don't think Plimmerton has the right kind of boating for me, but I am keen my children learn and get involved with small boats locally

It seems to be just a place for people to drink, like walking into an old RSA the two times I went there to eat. Not very inviting or friendly, and will die off like RSAs unless changes are made

Are the club friendly are they family friendly? Need to promote what it offers to members. Is it a snobby group of rich boat owners?

Q.47 Thinking about your answer to the last question. What is the main reason/s you wouldn't become more involved in the Club? Please tick up to 3.



1. Nothing	16.85	93
2. Already too busy with other commitments	26.99%	149
3. None of the offerings appeal to me very much	12.14%	67
4. Membership is too expensive	19.93%	67
5. It doesn't feel like it's for people like me	21.01	116
6. There are other places I already go to to do all the things the club offers	11.96%	66
7. I'm not interested in boating	20.11%	111
8. It's hard to get to	4.17%	23
9. It's not open very often	11.96%	66

Q.48 Are you a member of another boating club or water-based recreation club?

Yes	21.3%	128
No	78.67%	472
Total		600

Q. 49 Which club are you a member of?

Club Vista 2

TBBC 1

Mana 49

Napier Sailing Club 3

Kaiaua BC 1

Waitakere BC 1
Porirua Rowing Club 2
Porirua Canoeing & Kayak 2
Worser Bay 3
PCKC 1
Dragon Boat 2
Evans Bay 3
Titahi Bay Surf 1
Titahi Bay BC 2
Kapiti BC 7
Waikawa 1
Waikanae BC 10
Takapuna 1
WJSC 1
Taupo BC 1
Kapiti Underwater 1
Seaview 1
EBYMBC 1
Netley Sailing 1
RPNYC 7
Foxton 1
Lowry 1
Paremata 7
Mana Kayaking 1
Overseas 2
Manawatu/Tangimoana 1
Sea Scouts 1
Wellington Windsurfing 1
Hutt Valley Angling 1

Wellington Windsurfing/Windsurfing NZ 1

Titahi Bay Fishermans 1

Q50 If you would you be willing to talk further with us about improving the Club please include your name and phone number or email address. (These contact details won't be used for any other purpose)

74 gave email addresses

Q51 Do you own a boat or a watercraft (e.g. kayak, SUP, waka ama,...)

Yes	46.4%	262
No	53.5%	302

Q52 What type of watercraft do you own?

SUP 34

Kayak/Paddle board etc 125

Sailing vessel 40

Power boat 75

Waka ama 3

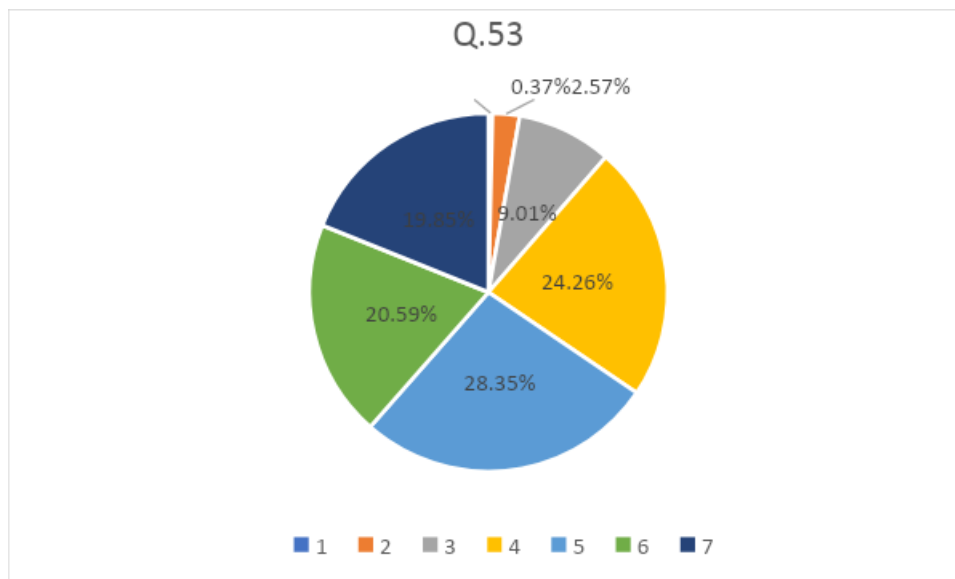
Dinghy 9

Rhib 2

Jetski 11

Plastic duck for bath 1 (my personal favourite!)

Q53 What age are you?



1. Under 18	0.37%	2
2. 18-25	2.57%	14
3. 26-35	9.01%	49
4. 36-45	24.26%	132
5. 46-55	28.35%	127
6. 56-65	20.59%	112
7. Over 65	19.85%	108

Q.54 What is your ethnicity?

NZ European	88.05%	479
Maori	9.19%	50
Samoan	0.55%	3
Cook Island Maori	0.55%	3
Tongan	0.18%	1
Niuean	0%	0
Chinese	0.18%	1
Indian	0.92%	5
Prefer not to say	2.02%	11
Other	8.09%	44
Total		544

Q.55 What is your gender?

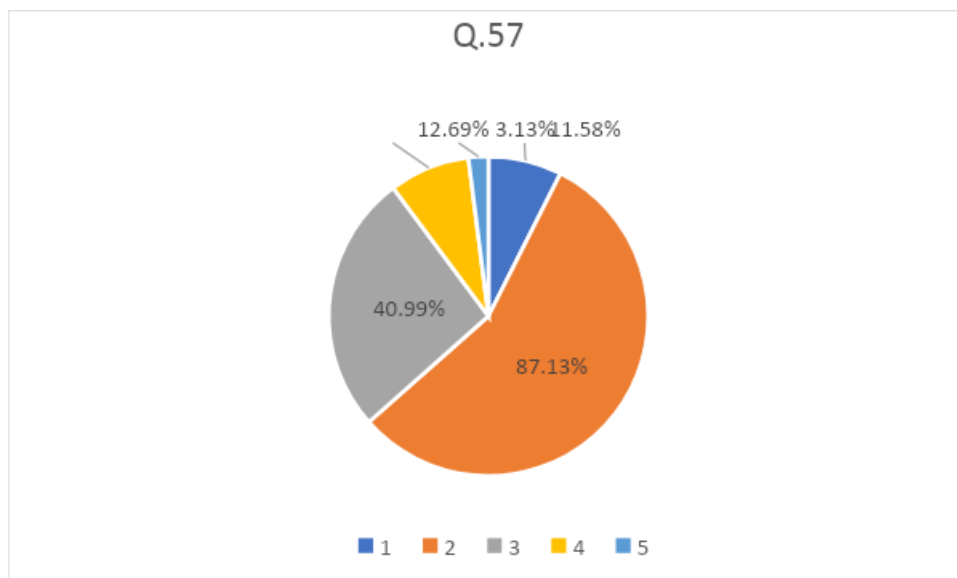
Male	44.9	242
Female	53.68	292
Non-binary/gender diverse	0.74	4
Prefer not to say	1.10	6

Total		544
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Q. 56 How many children under 18 are in your household?

0	51.10	278
1	12.50	68
2	24.08	131
3	8.82	48
4	2.21	12
5+	1.29	7
Total		544

Q. 57 What social media do you use?



1. None of those mentioned	11.58	63
2. Facebook	87.13	474
3. Instagram	40.99	223
4. Twitter	12.68	69
5. Other	3.13	17

Q.58 What area do you live in?

Upper Hutt	1.84	10
Lower Hutt	4.6	25
Porirua	69.67	379
Kapiti	8.09	44
Wellington	7.17	39
Other	8.64	47

Q. 59 If you would like to receive our emails about upcoming events please enter your email address

215 gave a follow-up address

252 answered

Q.60 Draw

Appendix 1: Survey methodology and outreach impact

In summary: The Plimmerton Boating Club survey collected good data in numbers that far exceeded our expectations, with excellent cost-efficiency thanks to well-targeted use of funds and in-kind / volunteer work to share it.

The below outline specifics of the survey methodology and outreach methodology.

It also includes some observations of the reputation impact of outreach activity. This was not a primary goal for the survey but is an extremely valuable byproduct.

1. SURVEY AND PROMOTION METHODOLOGY

Survey method and robustness

The survey questions were created by specialist social scientist Wendy Boyce, built into an online survey format using Survey Monkey.

Basic survey logic was used to minimise the number of questions that people needed to answer.

For those who had valuable insights but no longer have a geographic nor membership connection to the Club, a separate survey was provided with a subset of the questions.

Channels of promotion

Outreach (sharing) was primarily by sharing the Club's website link, on which a red button on the front page took people directly to the Survey Monkey survey, through Facebook "boosted posts" (paid advertising). This is a widely accepted method to gather quantitative data from a large number of people. Similar methods are used by large corporate organisations like banks and insurance companies.

Further outreach was by

- dedicated posting in local community Facebook groups (Dog Walkers of Plimmerton, Pukerua Bay Community Hub, Paremata Residents' Association, Porirua Buy/Sell/Swap, and all boating clubs from Worser Bay to Kāpiti),
- emails to members
- local organisations (e.g. Plimmerton Kindy, Plimmerton Residents Association, Mana Cruising Club) sharing of our material by through their own communication channels – e.g. including it in a regular newsletter
- coreflute signs put up at the bridge over Taupō Stream/by railway crossing; both entrances to the Railway Station; the Club's jetty, fish cleaning bench, rigging area, main gate and front fence
- posters up at the Mana bridge launching ramp, and carpark; Plimmerton village windows (e.g. cafes, Four Square); Club toilets/showers; Club outside noticeboard

Demographic comparison

To have confidence that a survey's results are real (and not statistical anomalies), the best indicators are

1. the n or sample size (number of people who responded) as a proportion of the wider population,
2. the similarity of the sample's characteristics to the wider population.

From the demographic comparison we can see that the demographic makeup of PBC membership is different to the population demographics of the wider Porirua area: overwhelmingly male and over 45 whereas Porirua has an equal gender split between female and male, and is a relatively young city in population terms.

However, there is much less difference between our non-member respondents and the overall Porirua data showing **that our wider survey pool was appropriately representative of the wider community.**

		Porirua	Non-member respondents	Member respondents
Age	Under 35	31.8%	12%	5%
	36-45	22.7%	24.3%	11.2%
	46-55	21.4%	28.4%	26.4%
	56-65	14.5%	21%	31.4%
	66+	5.3%	20%	22.3%
Ethnicity*	Pākehā/European	61.9%	88%	85%
	Māori	22.3%	9%	4.5%
	Other	37.3%	12.5%	10.5%
Gender**	Female	51.2%	53.5%	77.6%
	Male	48.8%	44.7%	21.7%
	Non-Binary/other	-	1.8%	0.6%
Children***	0	29.3%	51.1%	58.6%
	1	13.7%	12.5%	13.1%
	2	24.4%	24.1%	15.2%
	3	16.6%	8.8%	7.1%
	More	16%	3.5%	6%

Notes

*Ethnicity can add to more than 100% as respondents can choose multiple answers

**Only Female/Male options were offered in 2018 census – no other/non binary etc

***Figures for Porirua are slightly different as the data shows those who have children, not just those living at home which is what our questions asked.

Many of the '0 Children' respondents will have adult children not at home.

Cost per respondent of surveying

Survey Monkey Costs	\$196
Marketing Support (time)	\$1050

Facebook promotion	\$125
Pro bono / volunteer time	\$0
Total costs	\$1371
Total number of respondents	1068
Cost per survey response	\$1.28

2. INDICATORS OF THE IMPACT OF OUTREACH ACTIVITY

The added exposure from this initiative will have had flow-on benefits for the Club's reputation.

In addition to raising awareness of the Club's existence, having an active dialogue with members and the public about the future of the Club makes people view the Club more positively. The Club will be viewed as more progressive and responsive, and a good choice for people making decisions for their discretionary dollar.

Facebook performance

The boosted posts through Facebook reached over 13,000 people from Wellington to Levin and the Hutt Valley. "Reached" means Facebook served the ad to these people at least once – this is that it would have appeared in their feed, not a measure of whether they actually saw it (vs scrolled past it).

Clickthrough (people actually clicking on the ad in their feed) is the most meaningful measure.

We got a total of 537 clicks, a clickthrough rate of 4% which is respectable.

New "follows" of the Club Facebook page were up 8% on normal rates (10.2% during the campaign compared to 1.2% in the two months prior to the campaign), boosting follower numbers by 134 to 1450.

Page likes increased by 3.4% during the campaign, compared to 1.4% in the two months prior to the campaign, up by 44 to 1340.

Emails via Mailchimp to members were opened by 68% of recipients, up 10% on normal open rates.

There were other positive indicators such as lots of personal comments "nice to see the Club doing this", and digital comments such as the below:

