



# Eyre Peninsula Zone Football Task Force

## Appendix 3

### Player Questionnaire Analysis

### Summary of Findings

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## 1 Introduction

Collins Anderson Management has recently been commissioned by the Eyre Peninsula Zone Football Task Force to undertake a review of the current state and future of football on Eyre Peninsula. As part of the study, extensive consultation is to be undertaken with stakeholders of Football on Eyre Peninsula, including players. To achieve this, a player questionnaire was developed and circulated to all players representing their league during the Mortlock Shield Competition, held in Port Lincoln on the June long weekend.

All of the players representing the six leagues competing in the Mortlock Shield Competition were provided with the opportunity to participate in the survey. The majority of participants were approached during the long week competition while some leagues sought to provide all senior players within their respective leagues the opportunity to respond to the survey by distributing it to their players at a later date.

At the time of preparing this summary report a total of 145 player surveys have been received. This is a considerable sample of the football playing community on Eyre Peninsula and will provide us with a comprehensive set of data.

The following provides a summary of key findings to come from the 145 player surveys analysed.

## 2 Quantitative Questions

The first four questions of the survey were questions in which players were asked to rate certain aspects of football within their league or club. We were able to graph these results and the findings are presented below. Accompanying graphs can be found in Appendix A and B.

### 2.1 Q1: Satisfaction with the level of competition

Players were asked to rate their satisfaction with the overall standard of competition within the league.

23% of all players surveyed were very satisfied with the overall standard of competition, whilst 68% were satisfied. Only 7% of all players were dissatisfied with the standard of competition and 1% was very dissatisfied.

Overall it can be concluded that the standard of competition is meeting player's expectations as 91% of players were either satisfied or very satisfied with the standard of competition.

### 2.2 Q2: Satisfaction with standard of facilities

Players were asked to rate their satisfaction with the overall standard of the facilities within their league on a scale of very satisfied to very dissatisfied.

7% of players stated they were very satisfied, 79% said they were satisfied, 11% were dissatisfied and 2% of the players surveyed were very dissatisfied.

Overall results suggest that on average, players are satisfied with the level of facilities provided within their leagues.

### 2.3 Q3: League Management

Players were asked to rate the management of their league on a scale of excellent to poor.

When statistics were analysed it showed that 21% of players rated league management as excellent, 61% rated it a good, 16% rated it as average and 1% rated it as poor.

In conclusion, players perceive league management to be satisfactory with 82% of players rating league management as either excellent or good.

### 2.4 Q4: Club Management

Players were also asked to rate their own club management.

Results show that 46% of player's rate club management as excellent, 50% rate it as good and 4% rate it as average.

Results show that club management is seen as being satisfactory by players with 96% of players surveyed rating club management as either good or excellent.

When compared to the questions concerning league management, twice as many players rated club management as excellent (21% compared to 46%).

### 3 Qualitative Questions

The last three questions of the survey were open ended questions, with the aim of getting the players view on the future of football on Eyre Peninsula, what they thought could be done and any possible barriers that the success of football on Eyre Peninsula may face in the future. The main themes that emerged from the open ended questions have been summarised below.

#### 3.1 Q5: What is your view on the future of football on Eyre Peninsula?

The opinions of players in Eyre Peninsula leagues echoes those of other players in other regional areas, e.g. our standard of competition is good, we have lots of good talent, but there is a constant struggle to fill teams. Lack of numbers, and issues around the number of teams in the competition were themes that were constantly raised when players were asked what their view of the future of football on Eyre Peninsula was.

Over half of the players who responded in this survey indicated that many of the senior teams in their leagues, as well as at their clubs, were struggling to field teams. Current trends in farming, mining and fishing and the number of teams and grades are said to be contributing factors to the future sustainability of football. Obstacles such as fuel prices and required travel distances were also noted.

Some players in their response included suggestions for improving the sustainability of football on the Eyre Peninsula, these included;

- Odd number of teams so that teams would get a bye
- Two rounds instead of three, giving people time to play association matches and have a couple of weeks off during the year.
- Make the season shorter
- Change colts to Under 17's instead of Under 16's
- Promote junior football to get as many young people playing as possible

The persistent theme throughout this question was the inadequate numbers of player, volunteers or crowd numbers. Merging clubs and even leagues was suggested by quite a few players, to even out competition and to ensure the long term viability of football on Eyre Peninsula.

Despite concern about team numbers and the struggles to fill team vacancies, a number of players were positive about the future of football on Eyre Peninsula and were particularly optimistic about the young talent in the leagues.

#### 3.2 Q6- What would you like to see happen to support football on Eyre Peninsula?

An over-riding theme to come from respondents answering this question was the need to develop the sport and review the structure of football on Eyre Peninsula. While a number of players suggested money and extra funding to improve facilities or attract more players, the majority of players would like to see more youth development. Coaching clinics for players, coaches, umpires and volunteers by high profile persons was also suggested. This could not only improve the skills

of those involved in local football, but the high profile facilitators would be used to attract more interest in the sport. Some players also indicated that the mining boom presented an opportunity to recruit more players.

Players would also like to see more support and involvement from the Australian Football League (AFL) and South Australian National Football League (SANFL) representatives. Some other suggestions included;

- Transport supplied for travel to games
- More night games for all clubs
- Netball should follow football (Port Lincoln)
- Employment opportunities to allow youth to stay in the region
- Coaching clinics (Umpiring, training, etc.)

Players would like to see an expansion of country football in the future and they believe this can be achieved through a number of development opportunities and getting all of the community involved. Continual development of junior football and a review of team and league structure were repeated suggestions to this question.

### 3.3 Q7- What do you consider would be the barriers to achieving the above?

The logistics of travel and other professional and personal commitments were what the majority of players cited as being the obstacles to achieving the future they wanted for football. There was some emphasis on the lack of funding or sponsorship that would allow them to pursue the development of their leagues.

Players also cited the lack of opportunities, employment or otherwise as a factor in not retaining population numbers, which ultimately affects how many potential players are available for a team.

There was also some concern that certain clubs would not embrace any suggested change and if something is going to happen, people would need to get motivated to make it happen.

## 4 Summary

From the players' perspective, the standard of competition within the leagues is satisfactory, the facilities are satisfactory and overall league and club management is good to excellent.

Players agree that football on Eyre Peninsula is struggling, but mainly in a club's ability to adequately field teams. Lack of numbers, but good quality of young talent is a recurring theme from the survey results.

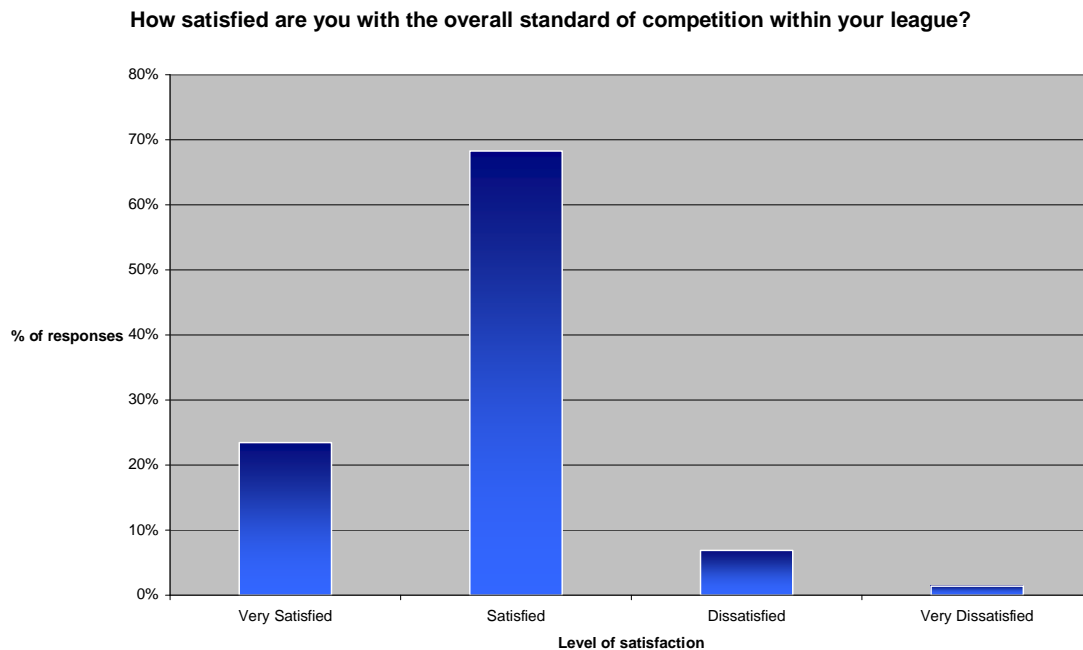
The players see opportunities for growth and development of their leagues through coaching clinics, involvement with some high profile players and promoting the game to young members in the community. Players also suggest that the structure of football on Eyre Peninsula needs to be revised and possible re-zoning/merging undertaken.



## Graphed Results- Questions 1-4, Overall

Figure 1: Q1 Satisfaction with standard of competition within league, overall, 2007

(n= 145)

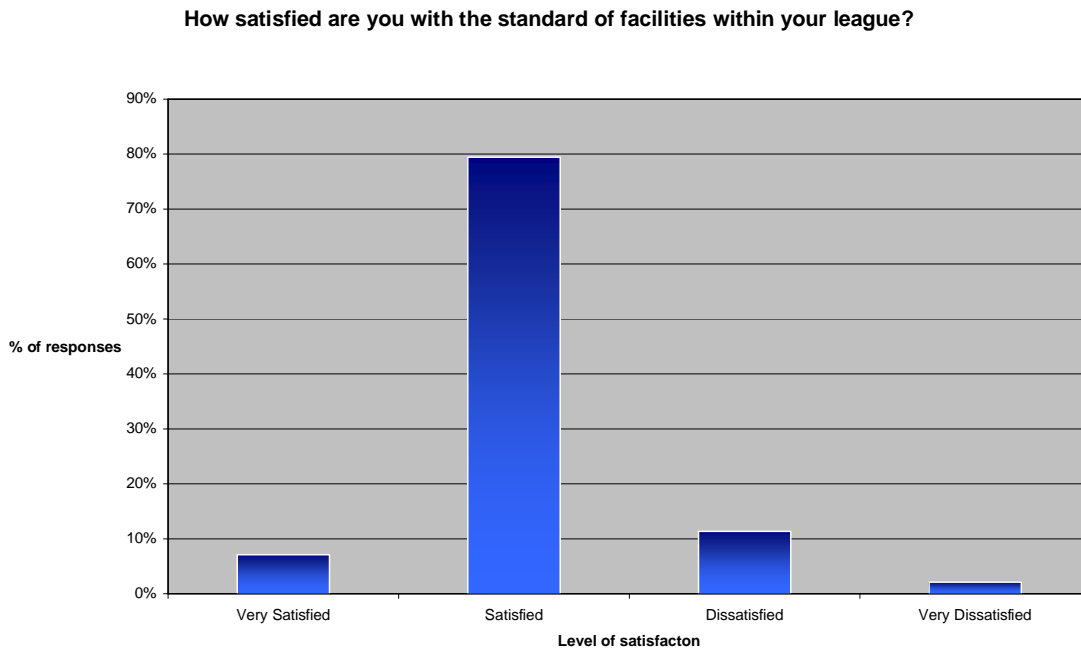


Respondents in this survey were asked to rate their personal level of satisfaction with the overall standard of competition in their respective football leagues. Results show that on average, 23% of respondents were very satisfied, 68% were satisfied, 7% were dissatisfied, and 1% was very dissatisfied.

Overall, this data suggests that the majority of players are satisfied with the standard of competition within their league, as 91% of respondents were at least satisfied with the standard of competition.

Figure 2: Q2 Satisfaction with standard of facilities within league, overall, 2007

(n= 141)

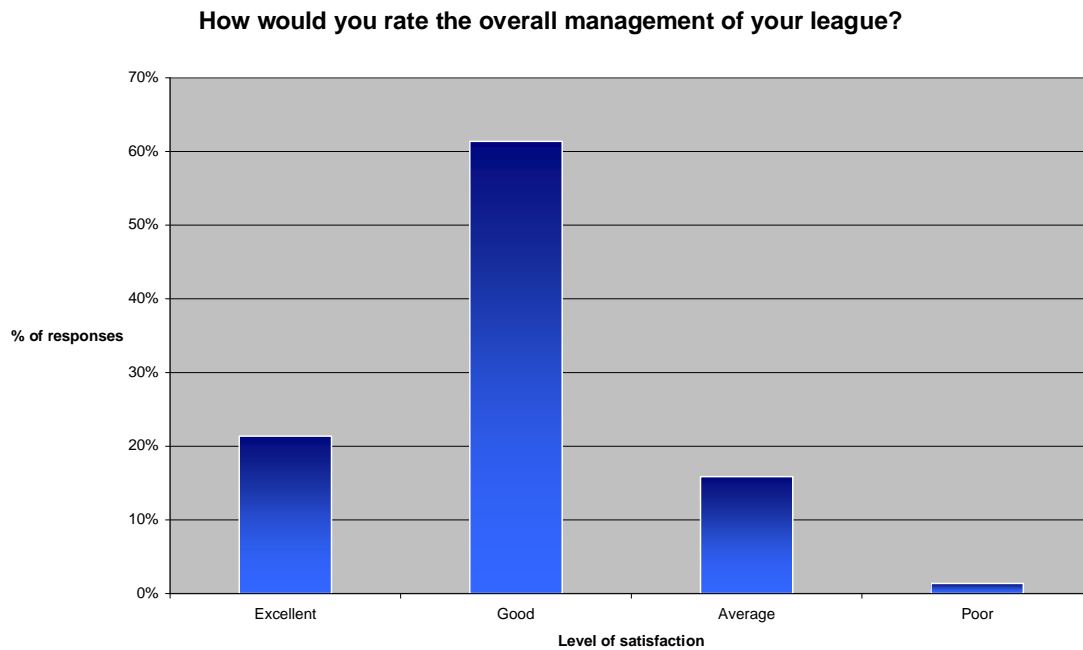


When asked about the satisfaction with the standard of facilities within their leagues, 7% of players stated they were very satisfied, 79% said they were satisfied, 11% were dissatisfied and 2% of the players surveyed were very dissatisfied.

Overall, results suggest that players are satisfied with the standard of facilities in their football league as 89% of players were either very satisfied or satisfied.

Figure 3: Q3 League management, overall, 2007

(n= 145)

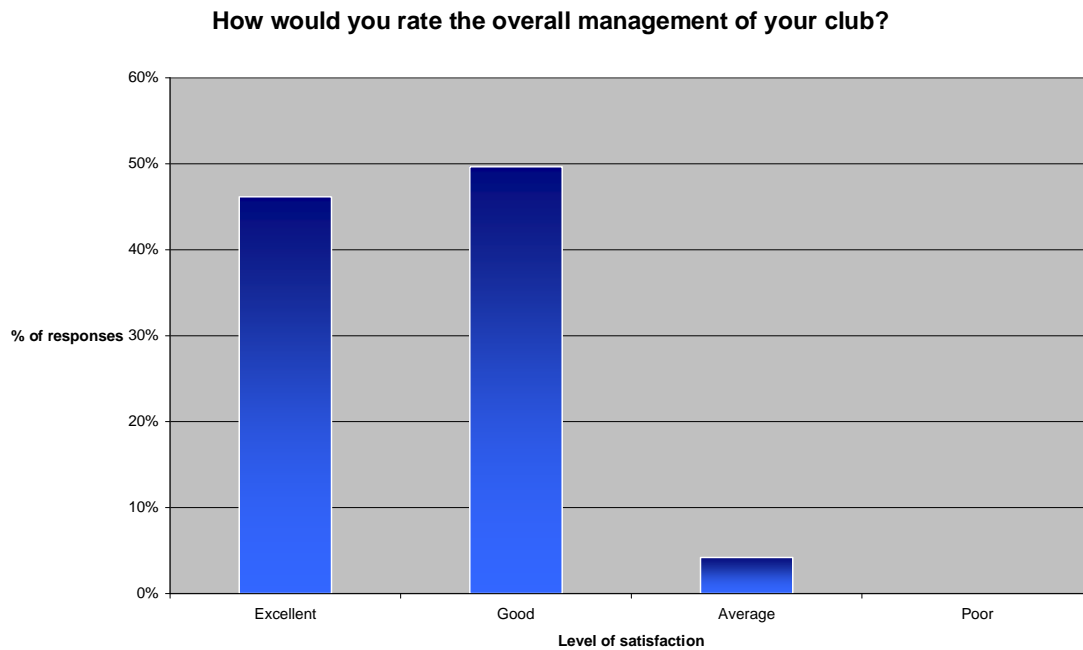


Players were asked to rate their league management on a scale of excellent to poor. When analysed, results show that 21% rated management as excellent, 61% rated it as good, 16% rated overall league management as average and 1% rated it as poor.

In conclusion, players perceived the overall management of their league to be good to excellent, as only 17% rated it lower than these two variables.

Figure 4: Q4 Club management, overall, 2007

(n= 143)



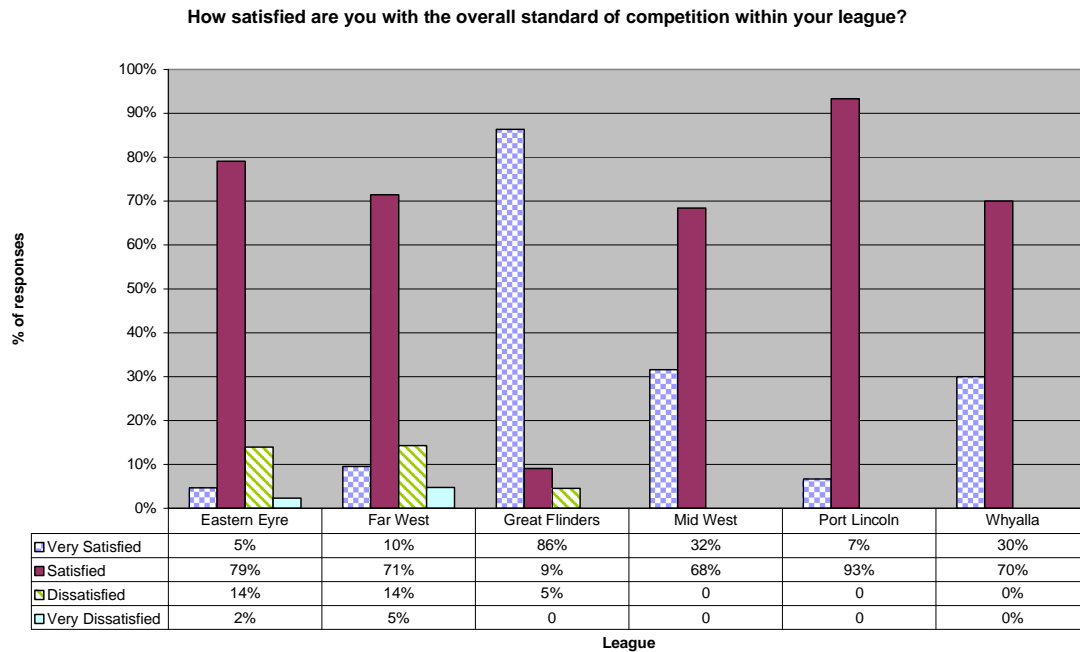
Respondents were asked to rate the level of management at their particular football club. Five possible answers could have been given and of the 143 players, who responded, 46% rated it as excellent, 50% said it was good; and 4% rated club management as average. No respondents rated club management as poor.

This data suggests that the average feeling toward the management at different football clubs on Eyre Peninsula is very positive. Only a combined total of 4% rated it as average, so players are satisfied with the current level of club management.

## Graphed Results- Questions 1-4, League comparison

Figure 5: Q1 Satisfaction with standard of competition within league, by league, 2007

Eastern Eyre (n= 43), Far West (n=21) Great Flinders (n=22,) Mid West (n=19), Port Lincoln (n=30), Whyalla (n=10)



The above graph displays the breakdown of question 1 amongst the 6 leagues. Eastern Eyre, Far West and Great Flinders are the only leagues to have a proportion of players rating the standard of competition less than satisfactory. Mid West, Port Lincoln and Whyalla had 100% of players rating the standard of competition as satisfactory or very satisfactory.

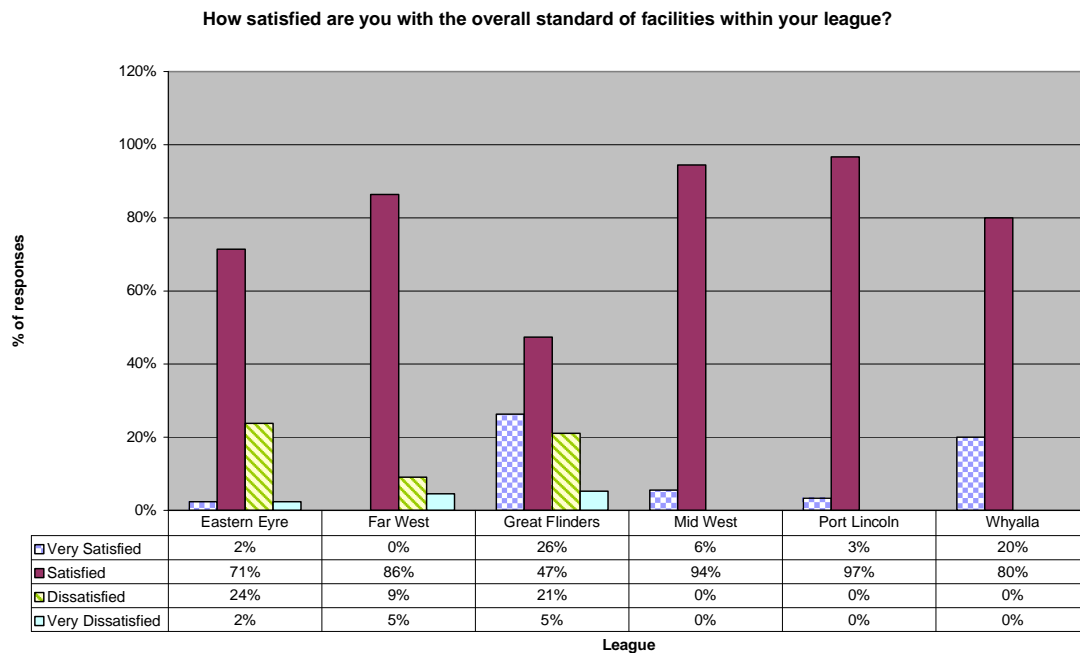
Although Great Flinders had 5% that rated the competition as dissatisfied, 9% rated it as satisfactory and an overwhelming 86% rated it as very satisfactory.

In relation to the level of competition within the leagues, at least 84% from each league rated it as satisfactory to very satisfactory. Mid West, Port Lincoln and Whyalla are the most satisfied with competition within the leagues, with Great Flinders marginally less satisfied followed by Eastern Eyre and Far West.

It should be noted that should the majority of players currently dissatisfied or very dissatisfied within the Eastern Eyre and Far West Leagues, 16% & 19% respectively, chose not to continue playing football, then this would have a dramatic effect on player numbers within those leagues.

Figure 6: Q2 Satisfaction with standard of facilities within league, by league, 2007

Eastern Eyre (n=43), Far West (n=21), Great Flinders (n=19,) Mid West (n=18), Port Lincoln (n=30), Whyalla (n=10)



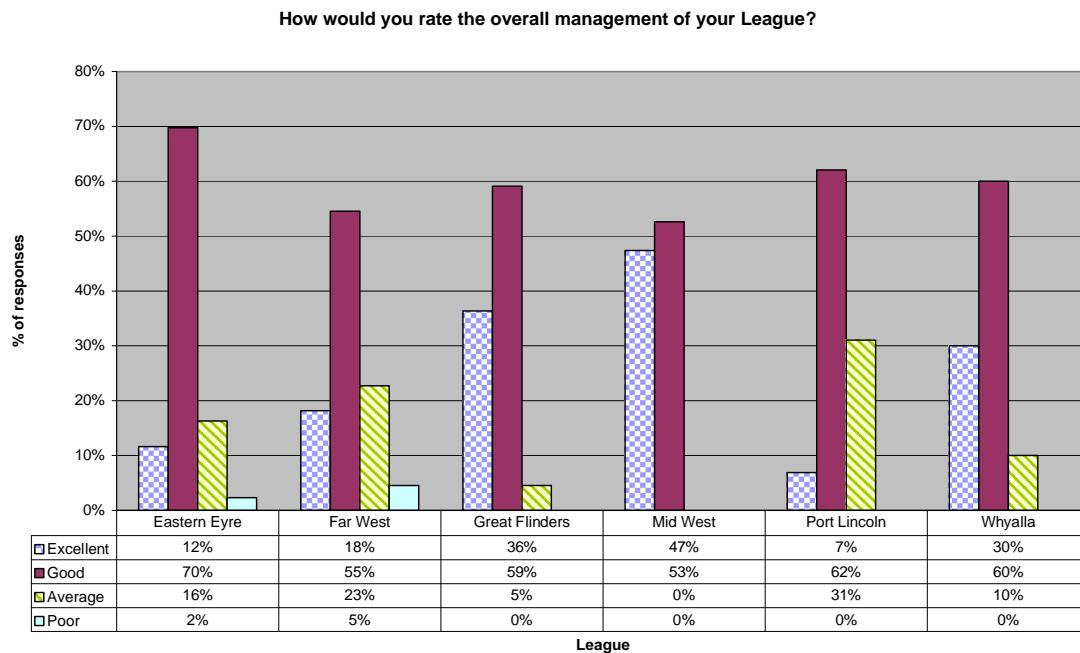
Players were asked to rate their satisfaction with the facilities within their league. This graph displays the breakdown of responses and gives an indication of the average opinion of the players in each league.

Great Flinders has the greatest distribution of votes with 26% rating the facilities as very satisfactory, 47% rating it a satisfactory, 21% were dissatisfied and 5% were very dissatisfied. Far West players were on average satisfied with the facilities (86%) but 9% were dissatisfied and a further 5% were very dissatisfied with the level of facilities. The remaining three leagues, Mid West, Port Lincoln and Whyalla only had players rating the facilities positively.

In conclusion, Mid West, Port Lincoln and Whyalla players are the most satisfied with facilities within their leagues. Great Flinders, followed by Far West and Eastern Eyre players are not as satisfied with the standard of facilities.

Figure 7: Q3 League management, by league, 2007

Eastern Eyre (n=43), Far West (n=22) Great Flinders (n=22,) Mid West (n=19), Port Lincoln (n=29), Whyalla (n=10)



Mid West players were the most positive about the management of their league as they all answered with either good (53%) or excellent (47%), and when compared to other leagues, the greatest proportion of their players rated league management as excellent.

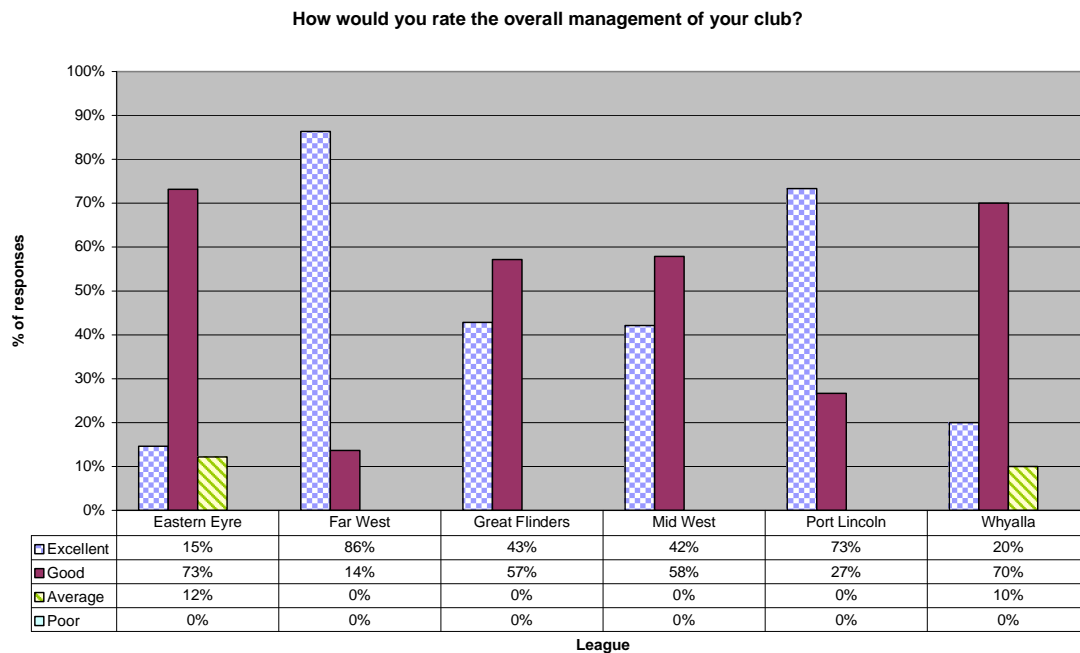
Port Lincoln had the greatest percentage (30%) amongst the leagues to rate league management at average, however the majority rated it as either good (60%) or excellent (7%).

Far West had the greatest distribution of responses with 18% rating it as excellent, 55% rating it as good, 23% rating it as average and 5% rating it as poor.

In relation to satisfaction with league management Mid West players were the most satisfied, followed by Great Flinders, Whyalla, Port Lincoln, Eastern Eyre and Far West.

Figure 8: Q4 Club management, by league, 2007

Eastern Eyre (n=43), Far West (n=22), Great Flinders (n=21,) Mid West (n=19), Port Lincoln (n=30), Whyalla (n=10)



In question 4, the players were asked to rate the level of management at their respective clubs. Far West, Great Flinders, Mid West and Pt Lincoln had 100% of respondent's rate management of their respective clubs as either good or excellent. Eastern Eyre and Whyalla when compared to the other leagues were the only two league to get 'average' votes from their players (12% and 10% respectively) in regards to the management of their clubs. Eastern Eyre (15%) and Whyalla (20%) also had a lesser percentage of players when compared to Far West (86%), Great Flinders (43%), Mid West (42%) and Port Lincoln (75%) in regards to rating club management as excellent.

Far West had an overwhelming 86% rate club management as excellent, followed closely by Port Lincoln who had 73% of players rate club management as excellent.

In relation to club management, Far West, Port Lincoln, Mid West and Great Flinders players are the most satisfied, with Eastern Eyre and Whyalla marginally less satisfied.