



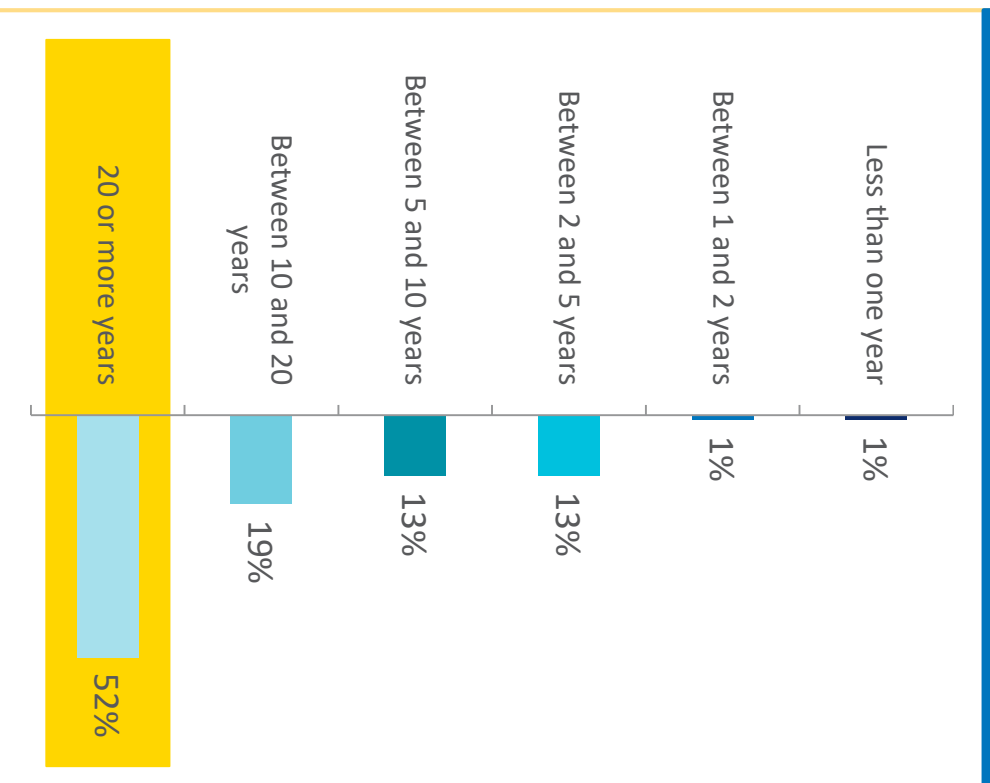
TAC Member Survey

Thredbo Alpine Club

May 2019 - 190201

TAC Membership

Q1. How long have you been a member of TAC?

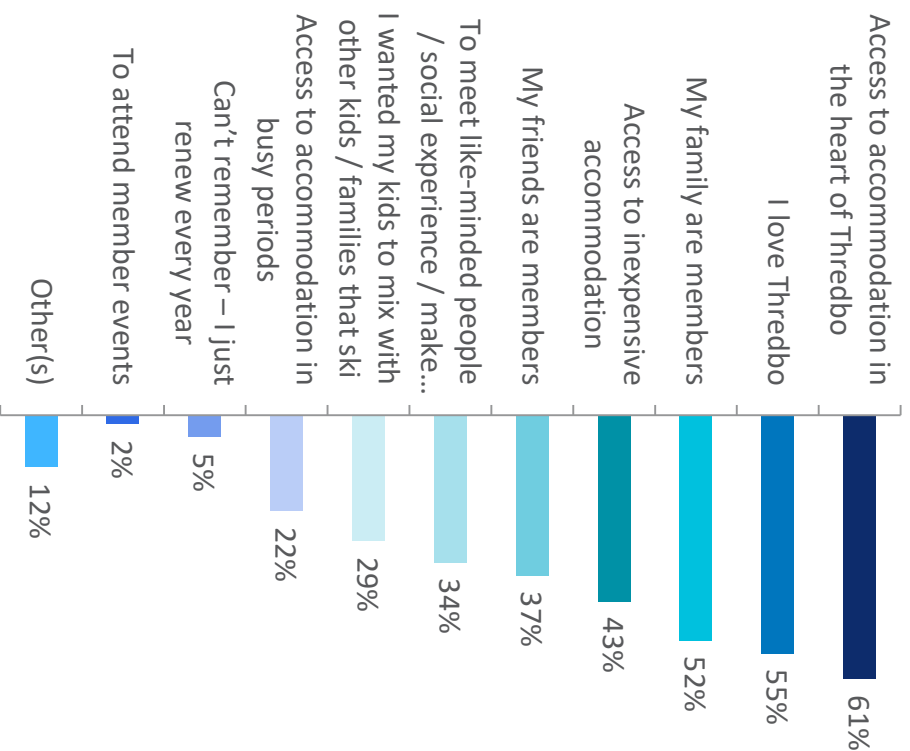


Base All respondents n=83

The majority of respondents had been members for 10 years or more

TAC Membership

Q2. Thinking about when you first joined TAC, why did you join TAC?



Base All respondents n=83

Q2. Thinking about when you first joined TAC, why did you join TAC? - Others

- Access to all season sport and recreation (not just skiing!!)
- Pete & Lona's Hospitality!
- My 21st present from my parents. 39 years ago
- I like the ski club atmosphere and the people in TAC
- Access to accommodation in a great location
- Friends were members when I joined, but some aren't now
- As a vehicle to skiing
- The catering!
- Was joined up by parents when i was 4 years old
- I designed & built the club and joined about the same time

TAC Membership

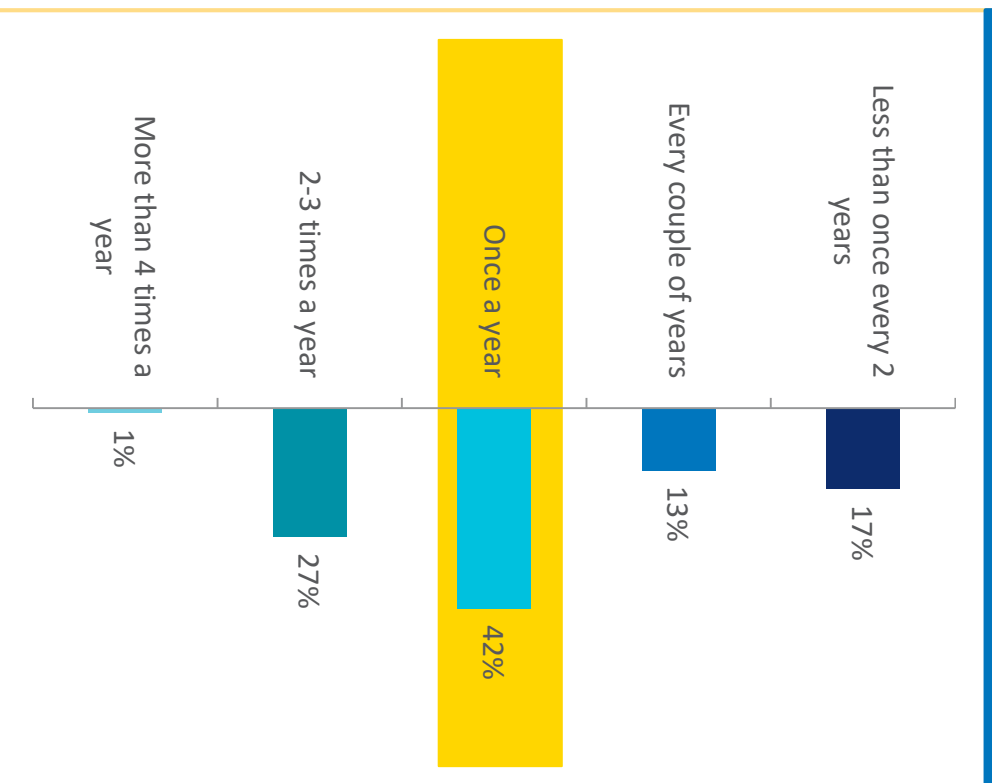
Q4. Why have you not visited the lodge in the last 2 years? –SUMMARY QUOTES

- “Life is busy. As I age! I prefer accommodation with facilities not shared!”
- “Hard to get a place in the lodge when I have free time”
- “Do not ski any more and go elsewhere in the summer”.
- “There are 10 skiers in the family and I can only take 2 guests”
- “Slowly phasing out skiing due to age”.
- “Live in Melbourne + have children too young to ski”
- “Not enough time and money”.
- “Holidays have been spent in other places”.

Base All respondents n=83

TAC Membership

Q5. How often do you use the Lodge?

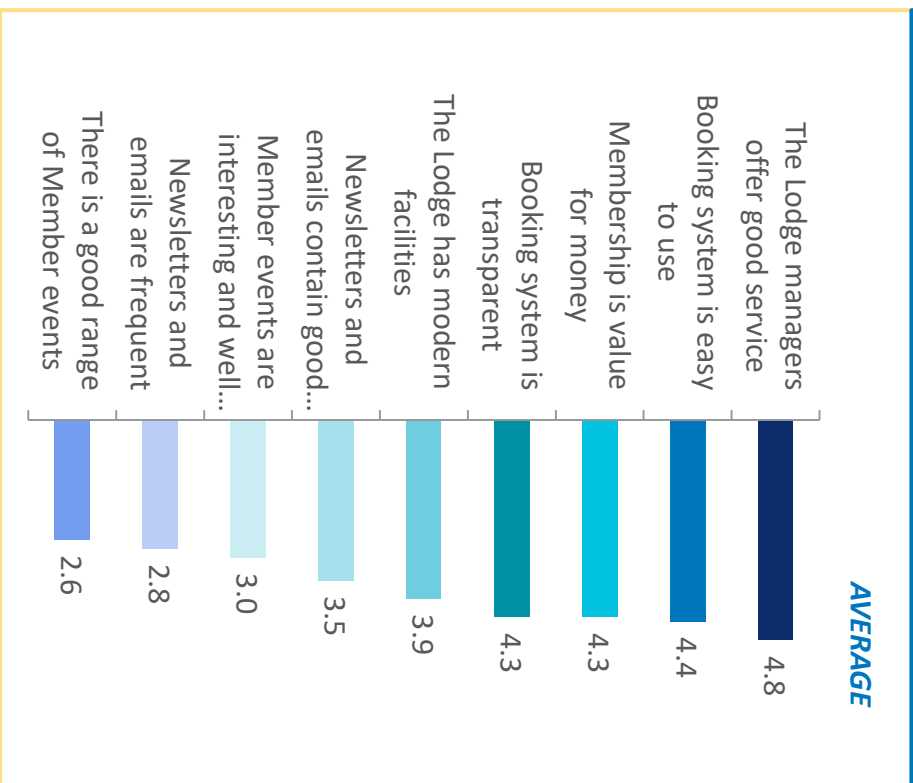


Base All respondents n=83

The majority of respondents use the lodge at least once a year

TAC Membership

Q6. Please rate the importance of the following aspects of your membership on a scale of 1-5 with 5 being extremely important and 1 being not important



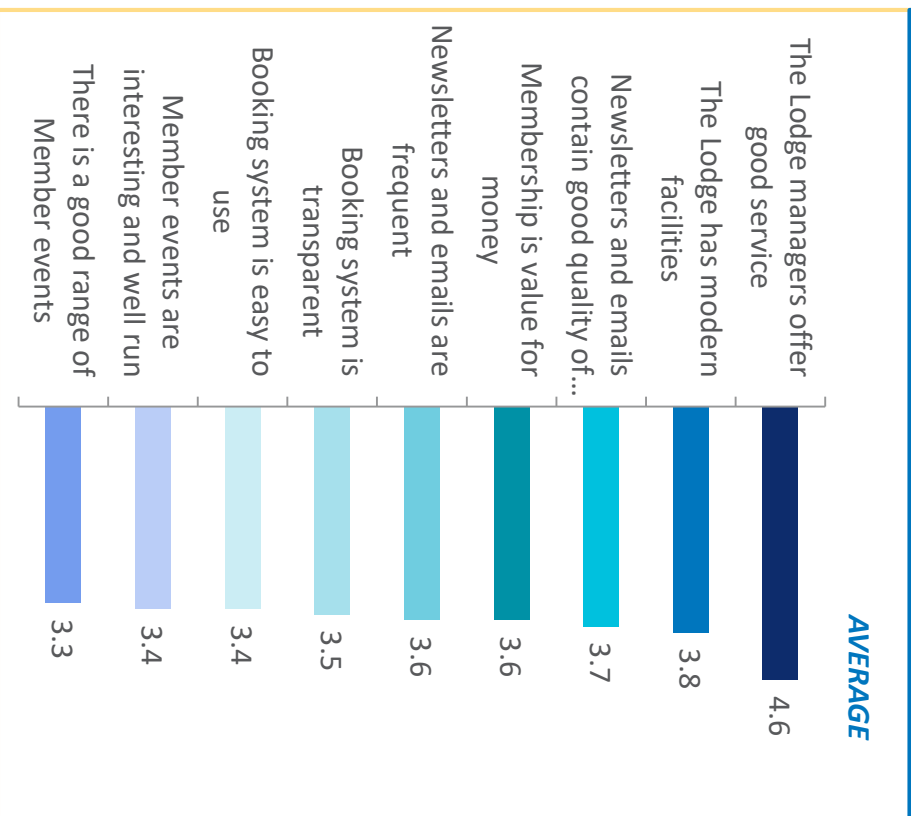
- The most important factors influencing membership are:
- The Lodge managers offer good service
 - The booking system is easy to use
 - Membership s value for money
 - The booking system is transparent

	Not Important	2	3	4	Extremely Important	Don't know	Not applicable
Membership is value for money	0%	4%	13%	31%	51%	0%	1%
The Lodge managers offer good service	1%	1%	0%	10%	86%	2%	0%
The Lodge has modern facilities	2%	1%	31%	34%	31%	0%	0%
Booking system is transparent	2%	4%	8%	28%	54%	2%	1%
Booking system is easy to use	4%	1%	5%	28%	59%	2%	1%
There is a good range of Member events	22%	19%	31%	14%	7%	1%	5%
Member events are interesting and well run	16%	16%	29%	17%	13%	6%	4%
Newsletters and emails are frequent	14%	23%	39%	19%	5%	0%	0%
Newsletters and emails contain good quality of information	5%	12%	32%	16%	4%	0%	0%

Base All respondents n=83

TAC Membership

Q7. Please rate your satisfaction with the following aspects of your membership on a scale of 1-5 with 5 being extremely satisfied and 1 being not at all satisfied



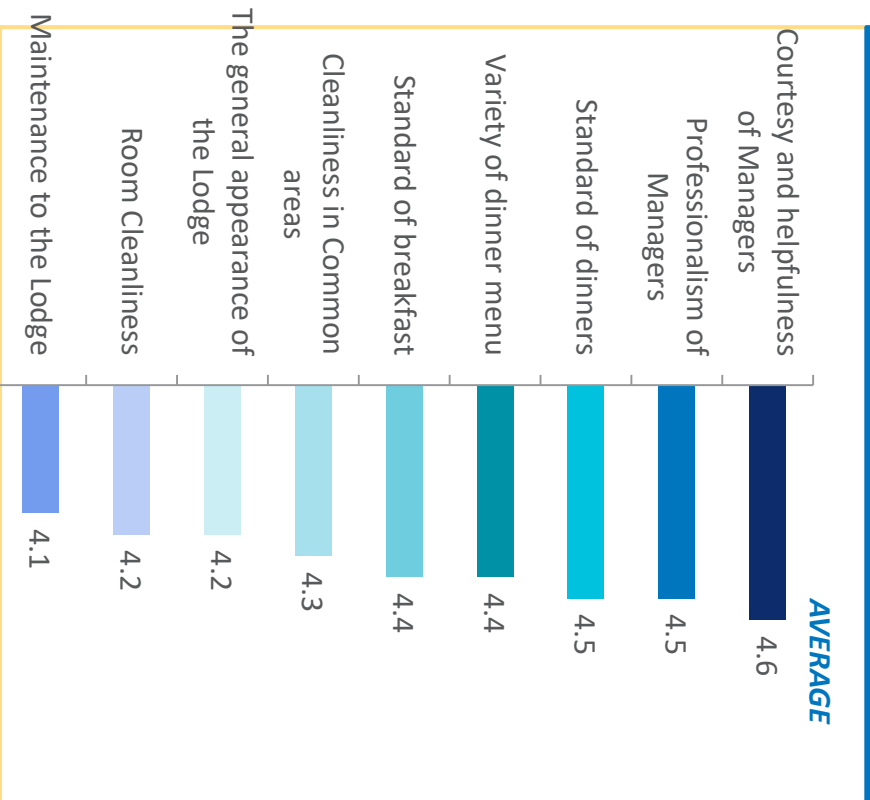
- The factors members are most satisfied with are:
- The Lodge managers offer good service
 - The Lodge has modern facilities

	Not at all satisfied	2	3	4	Extremely satisfied	Don't know	Not applicable
Membership is value for money	7%	8%	19%	45%	18%	2%	0%
The Lodge managers offer good service	0%	2%	8%	17%	69%	2%	1%
The Lodge has modern facilities	2%	5%	23%	48%	18%	4%	0%
Booking system is transparent	2%	13%	27%	39%	14%	5%	0%
Booking system is easy to use	5%	14%	25%	39%	14%	2%	0%
There is a good range of Member events	0%	12%	35%	17%	10%	12%	14%
Member events are interesting and well run	0%	12%	29%	19%	10%	18%	12%
Newsletters and emails are frequent	0%	6%	36%	37%	13%	2%	5%
Newsletters and emails contain good quality of information	1%	10%	27%	43%	16%	1%	2%

Base All respondents n=83

TAC Membership

Q8. Thinking about the last time you visited the Lodge, please rate your satisfaction with the following aspects of your stay on a scale of 1-5 with 5 being extremely satisfied and 1 being not at all satisfied



Base All respondents n=83

The factors members are most satisfied with from their last visit are:

- Courtesy and helpfulness of Managers
- Professionalism of the Managers
- Standard of dinners

	Not at all satisfied	2	3	4	Extremely satisfied
The general appearance of the Lodge	1%	3%	12%	45%	39%
Maintenance to the Lodge	1%	1%	12%	55%	31%
Cleanliness in Common areas	1%	0%	10%	43%	45%
Room Cleanliness	0%	3%	13%	44%	40%
Professionalism of Managers	3%	3%	5%	22%	68%
Courtesy and helpfulness of Managers	3%	1%	5%	17%	74%
Standard of dinners	0%	5%	6%	17%	71%
Variety of dinner menu	0%	9%	9%	19%	62%
Standard of breakfast	3%	4%	8%	25%	61%

Top Priorities - Unprompted

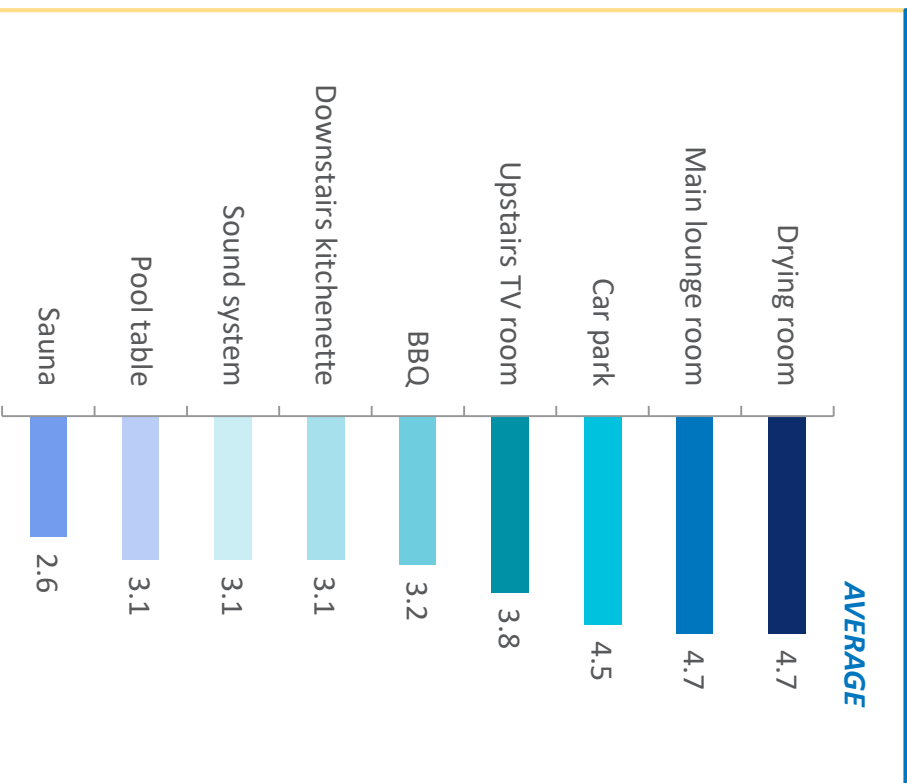
The priorities amongst members could be categorised into four main areas:

1. Changes or improvements to parts of the lodge. In particular:
 - I. The bathrooms, including locks on female toilet doors, non-slip flooring and general updating
 - II. Updating the main lounge room décor and facilities
 - III. Revamp the downstairs kitchenette
2. Continuing to provide good quality managers
3. Keep up maintenance and cleanliness to the lodge
4. Maintain or improve respectful behaviour amongst club members

Base All respondents n=83

TAC Membership

Q10. Please rate the importance of maintaining the following facilities at the club on a scale of 1-5 with 5 being extremely important and 1 being not important



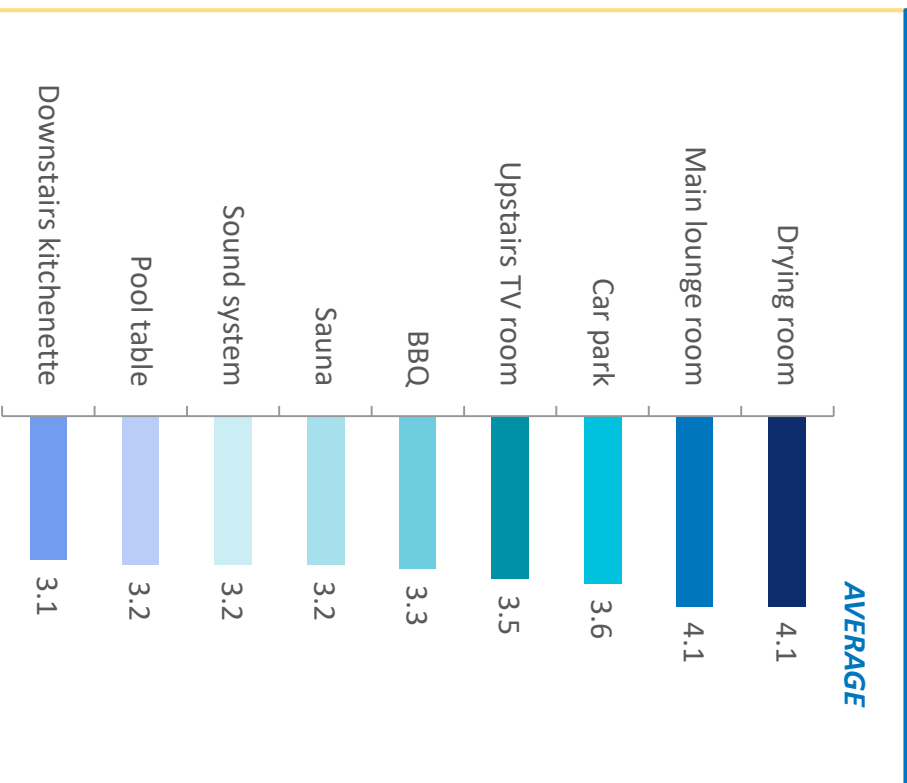
- The most important facilities to maintain are:
- Drying room
 - Main lounge room
 - Car park

	Not Important	2	3	4	Extremely Important	Don't know	Not applicable
Car park	4%	2%	5%	16%	71%	0%	2%
Downstairs kitchenette	18%	13%	27%	18%	22%	2%	0%
Sauna	35%	18%	13%	17%	14%	2%	0%
Sound system	16%	17%	29%	19%	18%	1%	0%
Pool table	19%	13%	22%	31%	13%	1%	0%
Drying room	0%	1%	1%	19%	78%	0%	0%
Upstairs TV room	7%	8%	17%	33%	35%	0%	0%
Main lounge room	1%	0%	5%	13%	81%	0%	0%
BBQ	16%	13%	27%	23%	19%	1%	1%

Base All respondents n=83

TAC Membership

Q11. Please rate your satisfaction with the following aspects of your membership on a scale of 1-5 with 5 being extremely satisfied and 1 being not at all satisfied



Respondents were most satisfied with the following facilities:

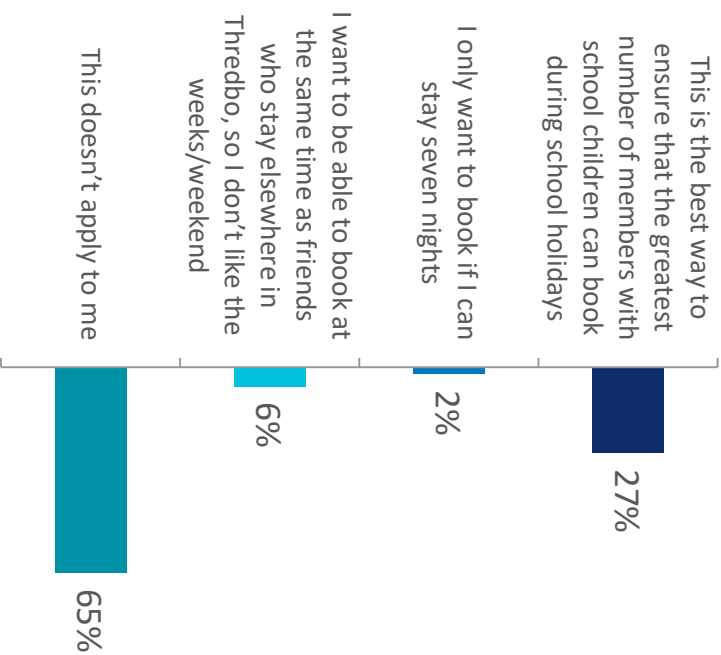
- Drying room
- Main lounge room
- Car park

	Not at all satisfied	2	3	4	Extremely satisfied	Don't know	Not applicable
Car park	4%	7%	27%	40%	18%	1%	4%
Downstairs kitchenette	8%	11%	29%	20%	7%	10%	14%
Sauna	7%	5%	22%	18%	6%	19%	23%
Sound system	4%	8%	31%	24%	4%	13%	16%
Pool table	7%	6%	27%	17%	8%	7%	28%
Drying room	0%	1%	18%	43%	30%	6%	1%
Upstairs TV room	4%	10%	29%	33%	14%	2%	8%
Main lounge room	0%	1%	16%	49%	31%	1%	1%
BBQ	1%	6%	23%	17%	5%	29%	19%

Base All respondents n=83

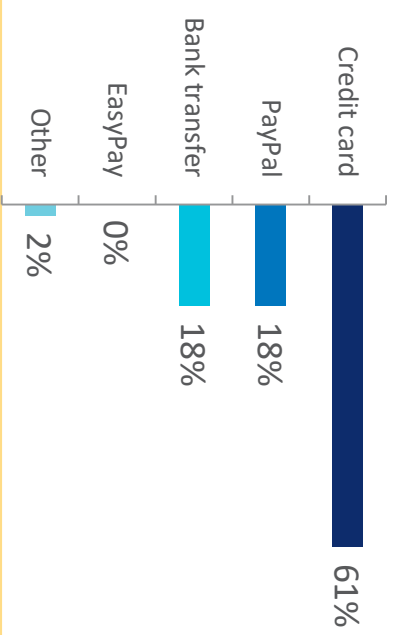
Bookings and Payment

Q12. The next question relates to booking during school holidays. Currently the three weeks of the July school holidays are divided into four 5-day booking periods. Please select the statement that best describes how you feel about this system?



Base All respondents n=83

Q13. What is your preferred method of payment when booking accommodation?

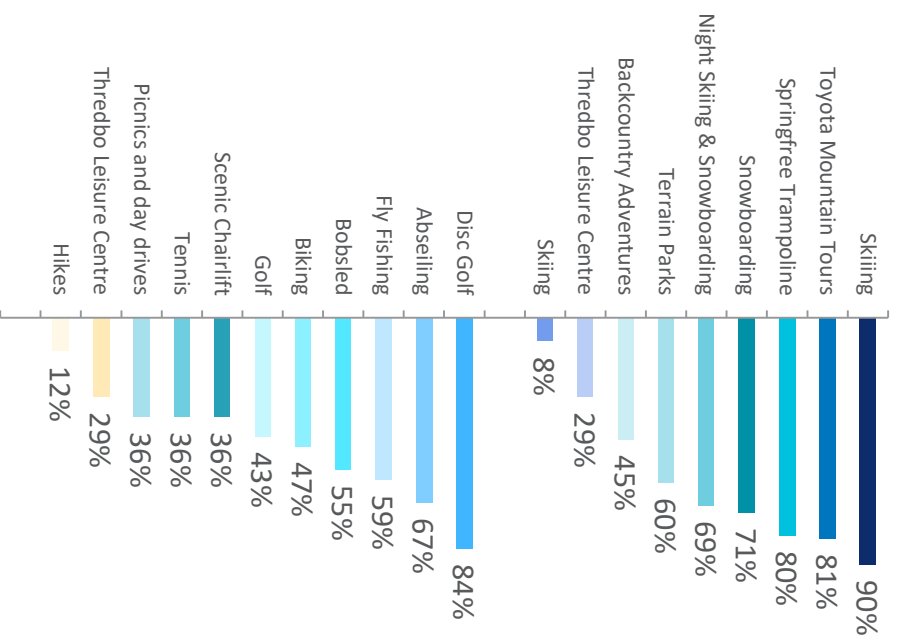


Q13. What is your preferred method of payment when booking accommodation?
- Other

- Cheque
- Bpay

Interests

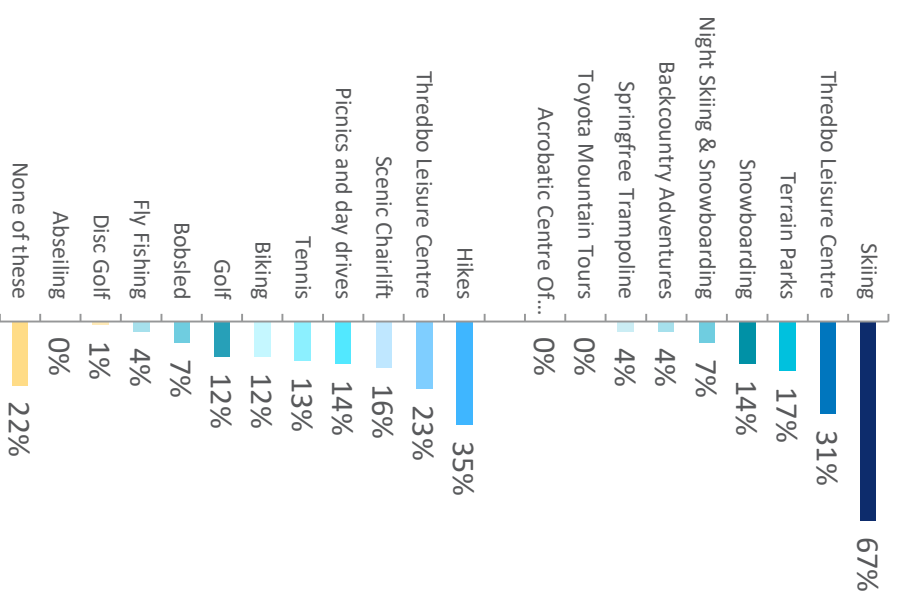
Q14. Interested in ...?



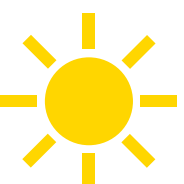
WINTER ACTIVITIES



Q14b. Have done in the past year?



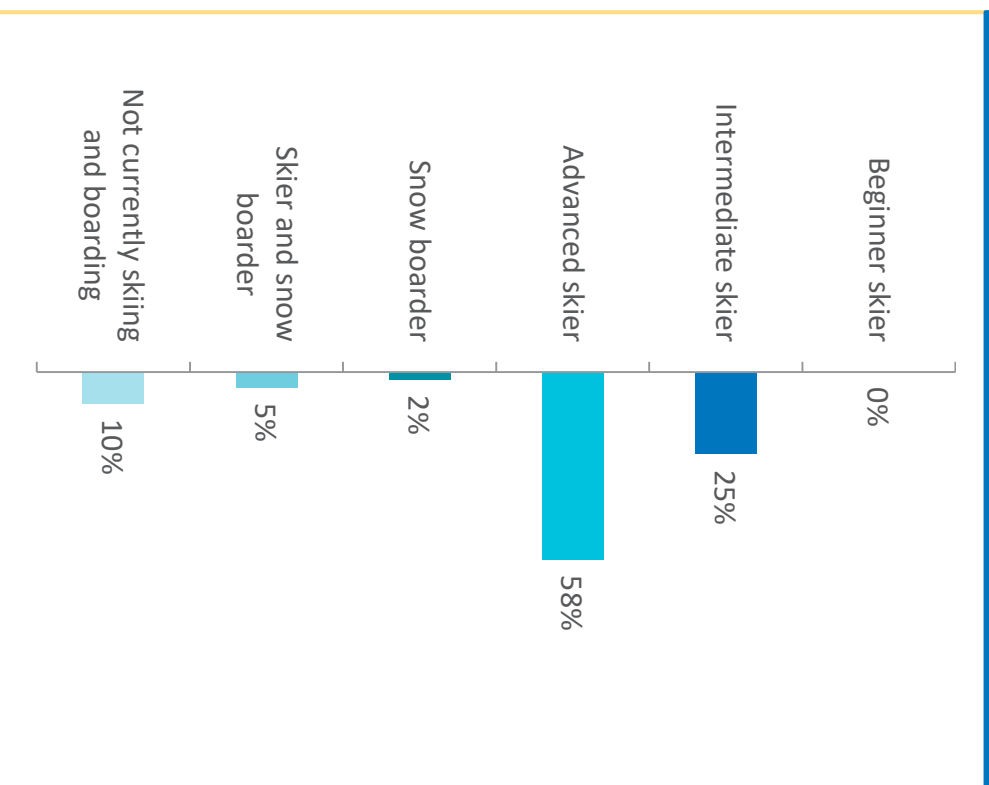
SUMMER ACTIVITIES



Base All respondents n=83

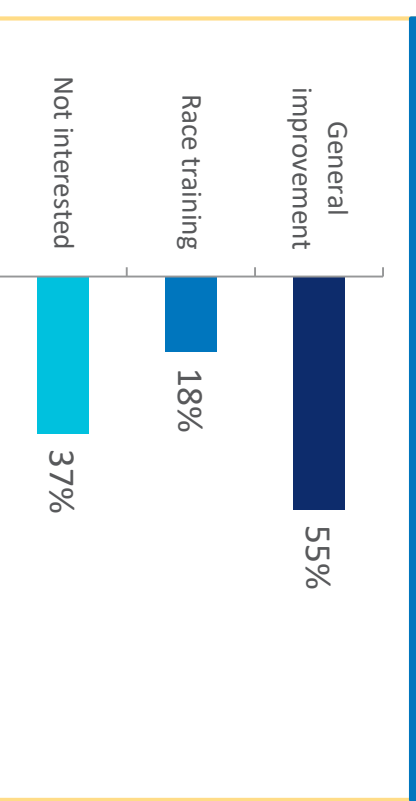
Skiing Experience

Q15. What is your level of skiing?

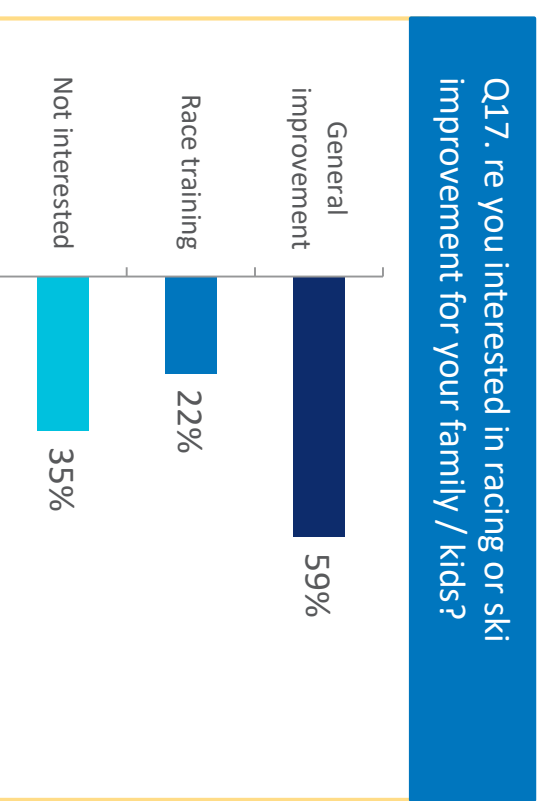


Base All respondents n=83

Q16. Are you interested in racing or ski improvement for yourself?

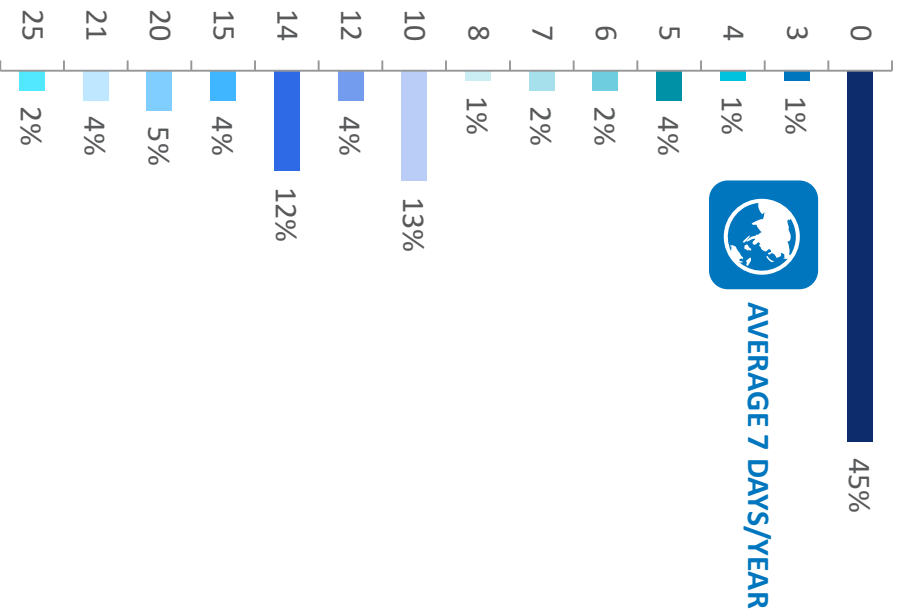


Q17. re you interested in racing or ski improvement for your family / kids?

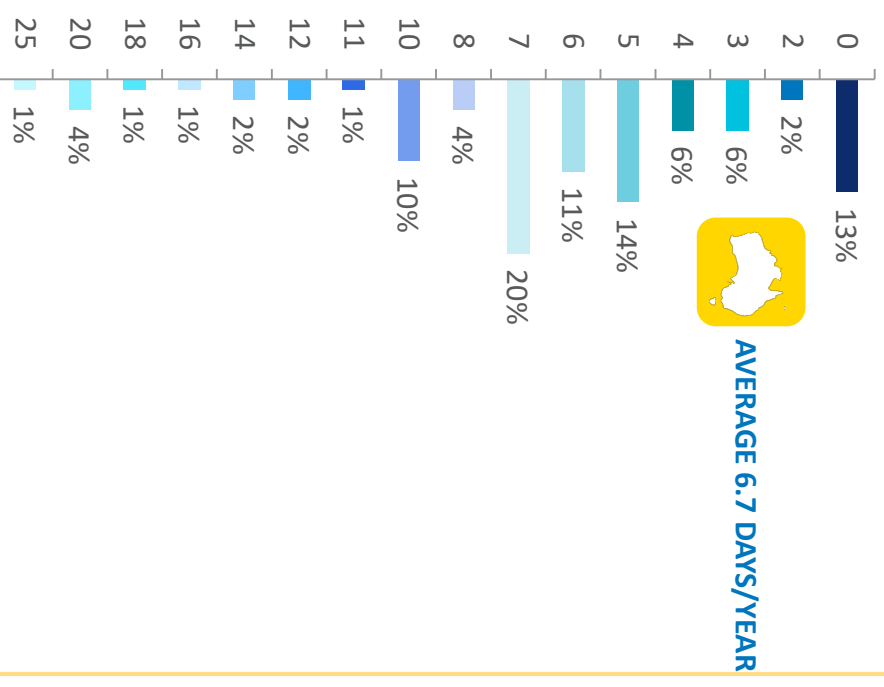


Time Spent Skiing

Q18. Over the last few years, how many days a year do you ski (estimate)? - Overseas



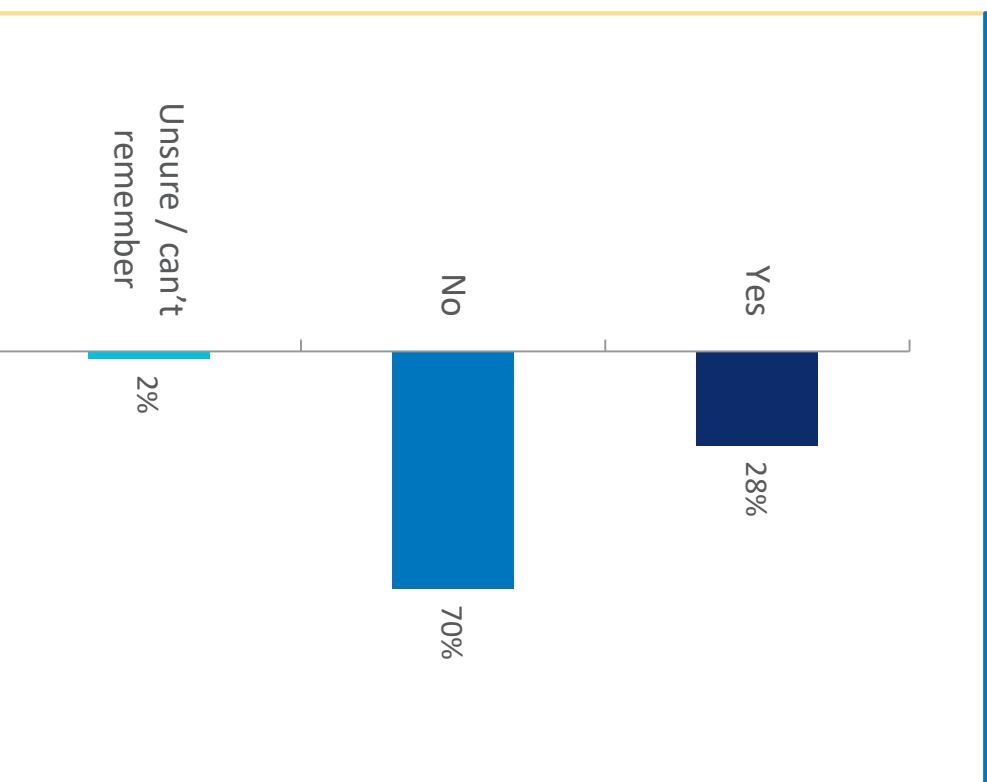
Q18. Over the last few years, how many days a year do you ski (estimate)? – Australia



Base All respondents n=83

Member Events

Q19. Have you been to any Member events in the past 12 months?



Base All respondents n=83

Member Events

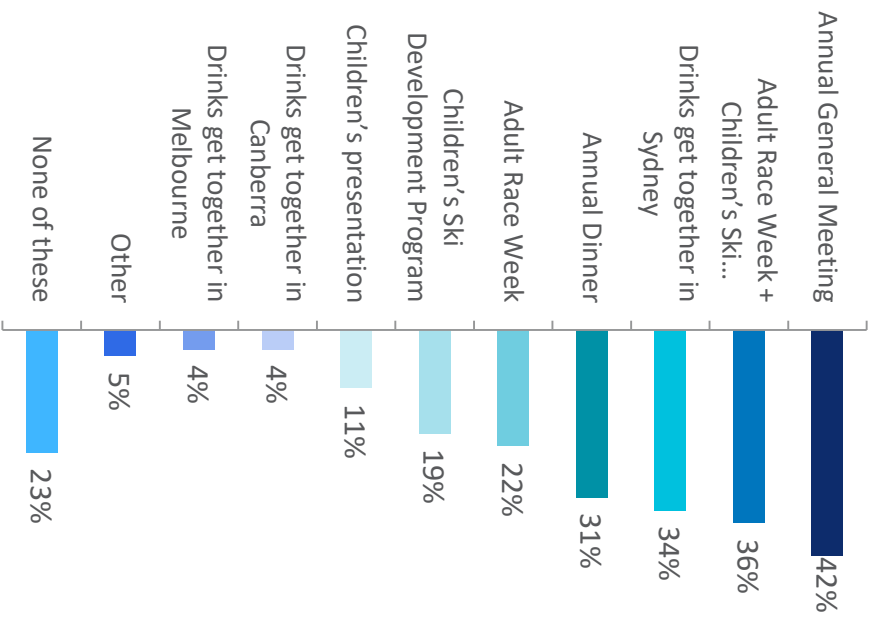
Q19b. Why not? – SUMMARY QUOTES

- “Have not been available”.
- “Not interested”.
- “The member events are in Sydney and I live in the country”.
- “Live interstate”.
- “We were busy”.
- “I feel like I am in the wrong age bracket (too young)”.
- “Not sure if I would know many people”.

Base All respondents n=83

Event Interest

Q20. Which of the following events would you be interested in attending in the next 12 months?



Base All respondents n=83

Q20. Which of the following events would you be interested in attending in the next 12 months? - Other

- What happened to the Warren Miller nights?
- On the weekend only
- Opening weekend party
- Am overseas so can't attend

Event Feedback

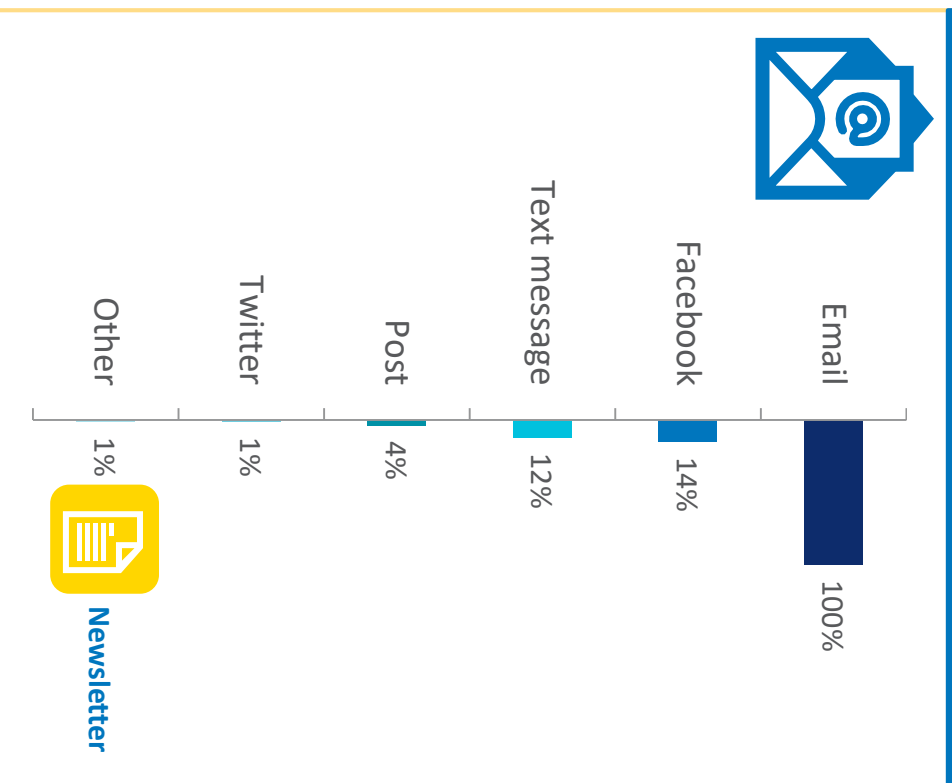
Q21. Do you have any feedback on how you would like Adult Race Week / Children's Ski Development Program to be run?
—SUMMARY QUOTES

- “Less races and more recognition for 1-5 places in the adult races we have”.
- “Cross country could be scrapped”. It was well run in 2018.
- “Don't preclude kids who can't ski yet from the learn to ski program.”
- “Promote amongst all members”.
- “I don't think we need to have a fancy dress night as there seems to be little interest in it”.
- “Children's Ski Development programme works well”.
- “Introduction of Championship Male and Female in Super-G and Slalom”.
- “Need to train on Slalom, Super G and Ski cross courses”.
- “Snowboarding lessons, similar to that offered for skiers”.

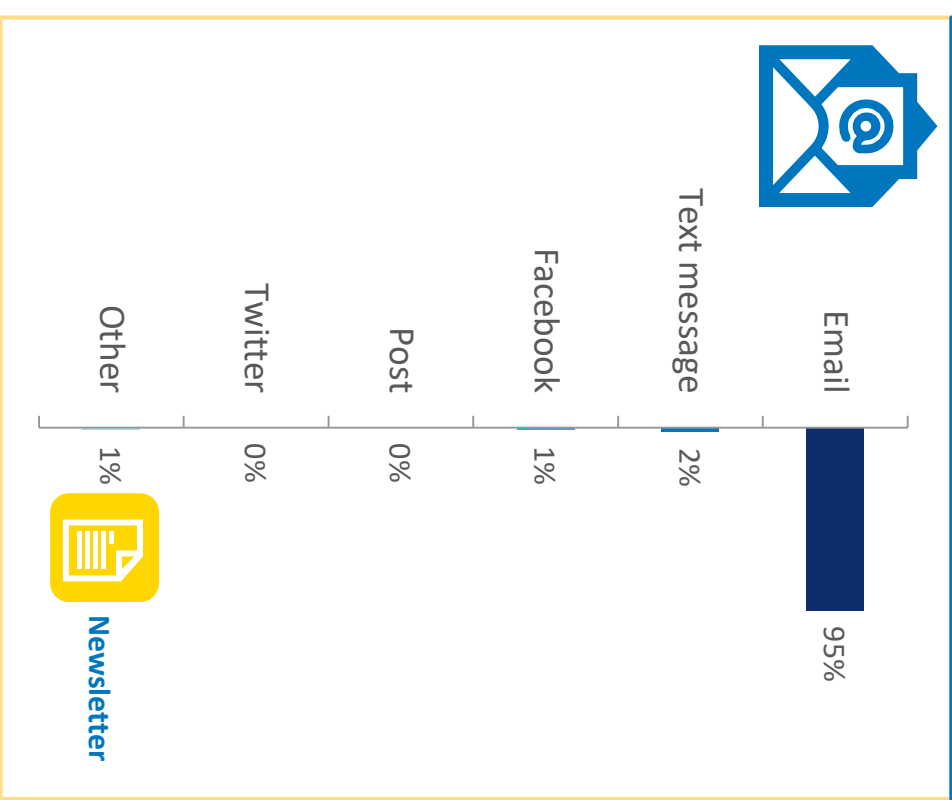
Base All respondents n=83

Communication

Q23. What are the modes of communication that you use for receiving notifications from TAC?



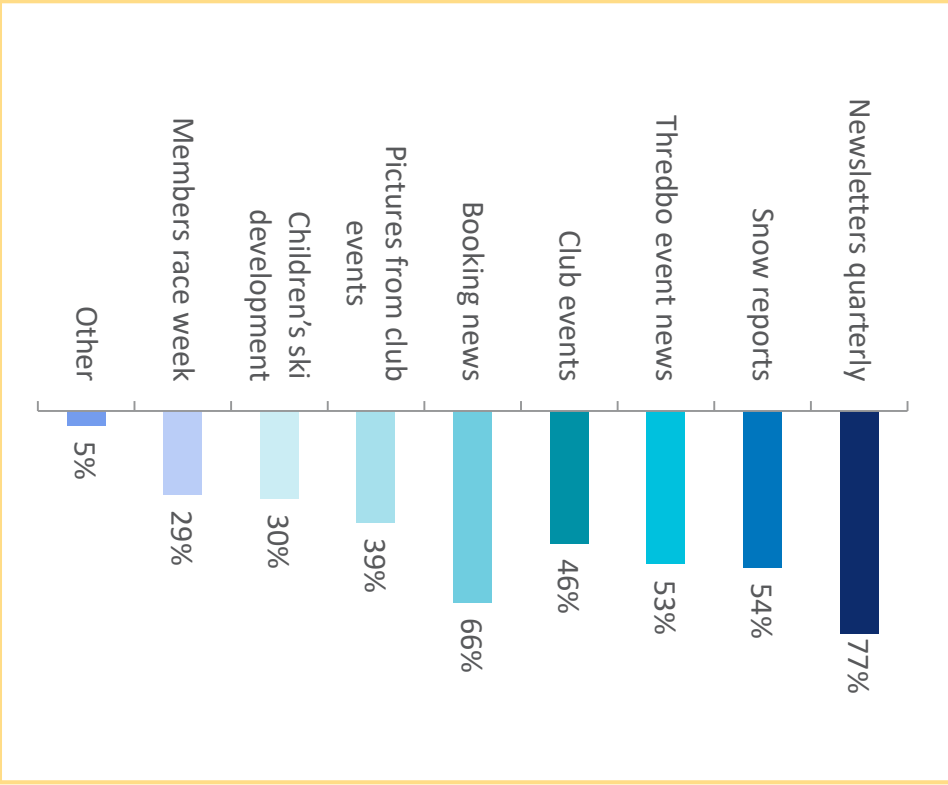
Q24. What is the mode of communication that you prefer for receiving communications from TAC?



Base All respondents n=83

Club Information

Q25. What club information are you interested in?



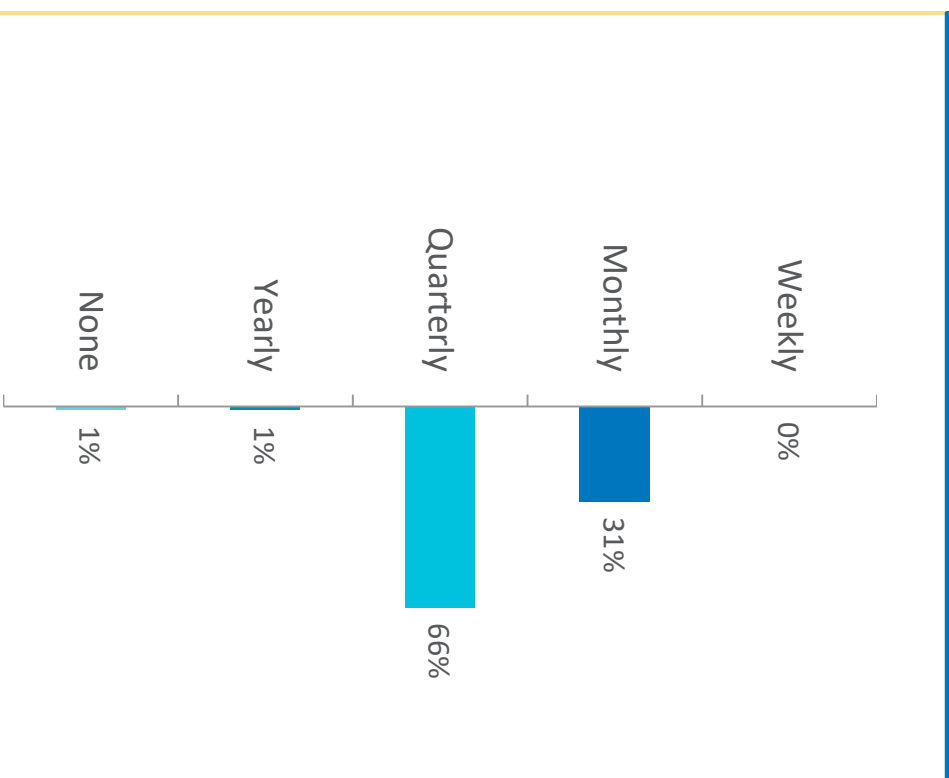
Base All respondents n=83

Q25. What club information are you interested in? - Other

- Sporadic Newsletter as events and news unfold.
- How about Member news? Births. Vales. Board member achievements against their portfolios ie portfolio reports. Member competitions. Club marketing
- Already get Snow and Thredbo reports from KT..
- Updates regarding club decisions/ planning

Communication Regularity

Q26. How regularly do you want to receive communications from the club?



Base All respondents n=83

Club Satisfaction

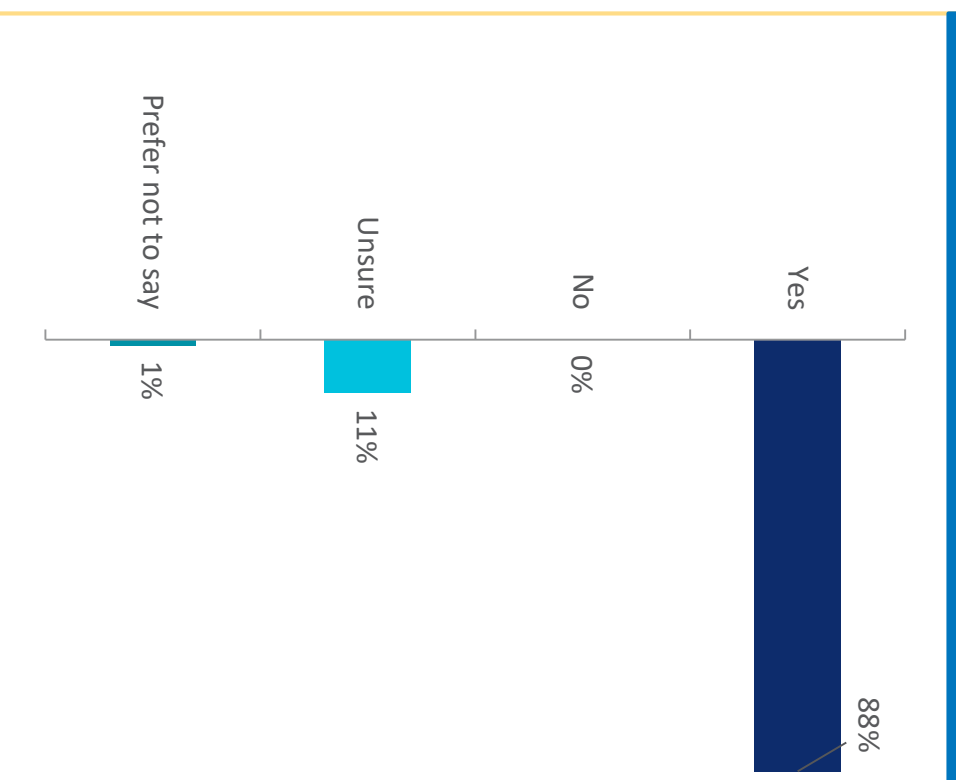
Q27. What do you think is the ONE thing the club does well for Members? – SUMMARY QUOTES

- “It provides superb accommodation for skiing at Thredbo with member friends”.
- “Employing Peter and Lona”.
- “Provide accommodation and meals in busy periods”.
- “Provides the opportunity to socialise and exercise. in a comfortable and welcoming environment”.
- “Provide a decent quality facility”.
- “Provides excellent dinner, bed & breakfast in the heart of Thredbo”.
- “Offers communal areas for people to chat to other members”.
- “Sense of belonging”.
- “Value for money”.
- “Member interaction”.
- “Great ski club where members assist each other to have a wonderful skiing holiday”.
- “Children’s ski development programme”.

Base All respondents n=83

Membership Renewal

Q28. Do you intend to renew your membership?



Base All respondents n=83

Membership Lapse

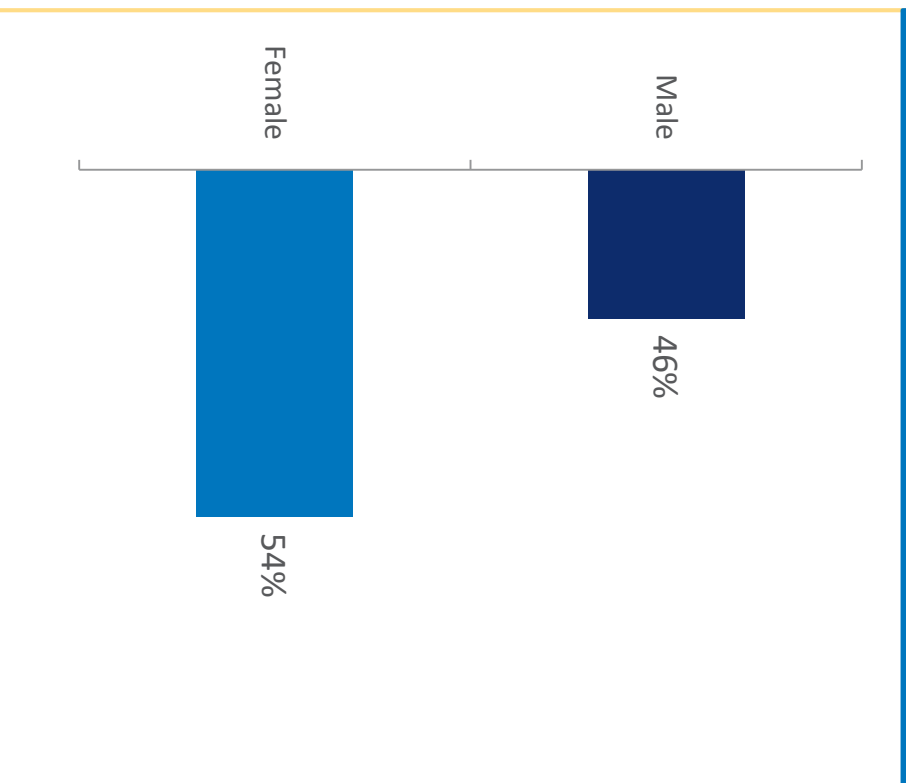
Q29. What are your main reasons for planning to let your membership lapse? – SUMMARY QUOTES

- “Not value for money, when considering annual fee”.
- “Live north /interstate”.
- “Knees!!”
- “As a single person I have to share a room”

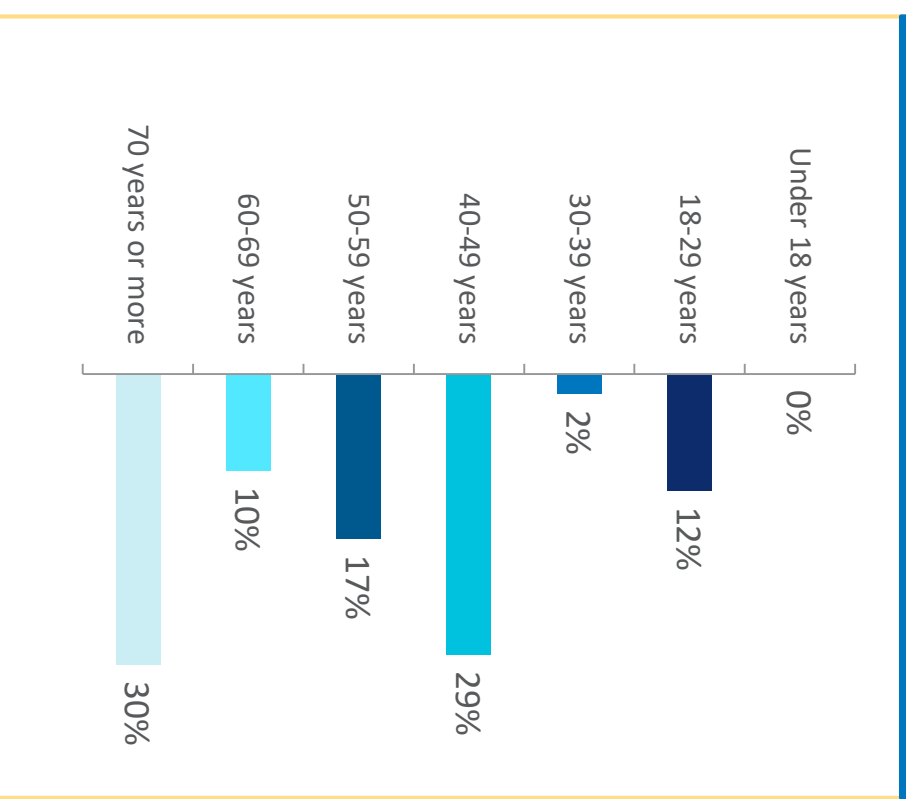
Base All respondents n=83

DEMOGRAPHICS

Q40. Gender



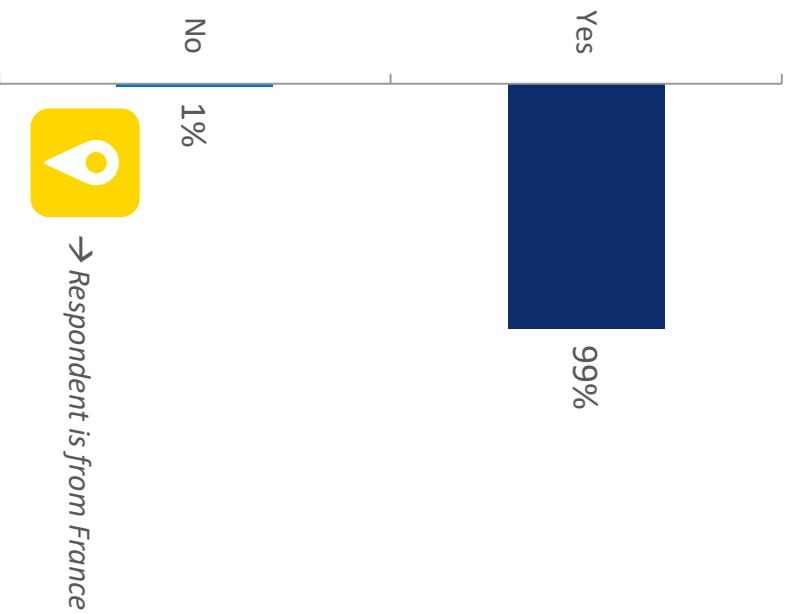
Q41. In which of the following age groups do you fall?



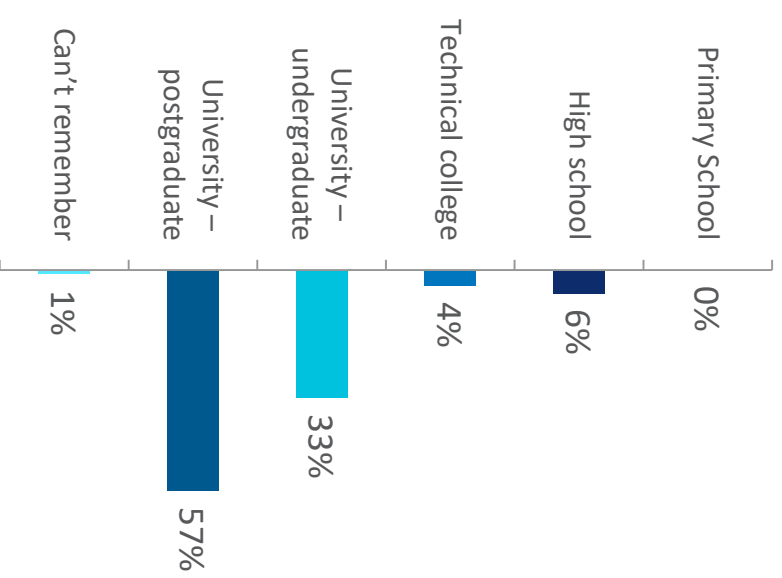
Base All respondents n=83

DEMOGRAPHICS

Q30. Do you live in Australia?



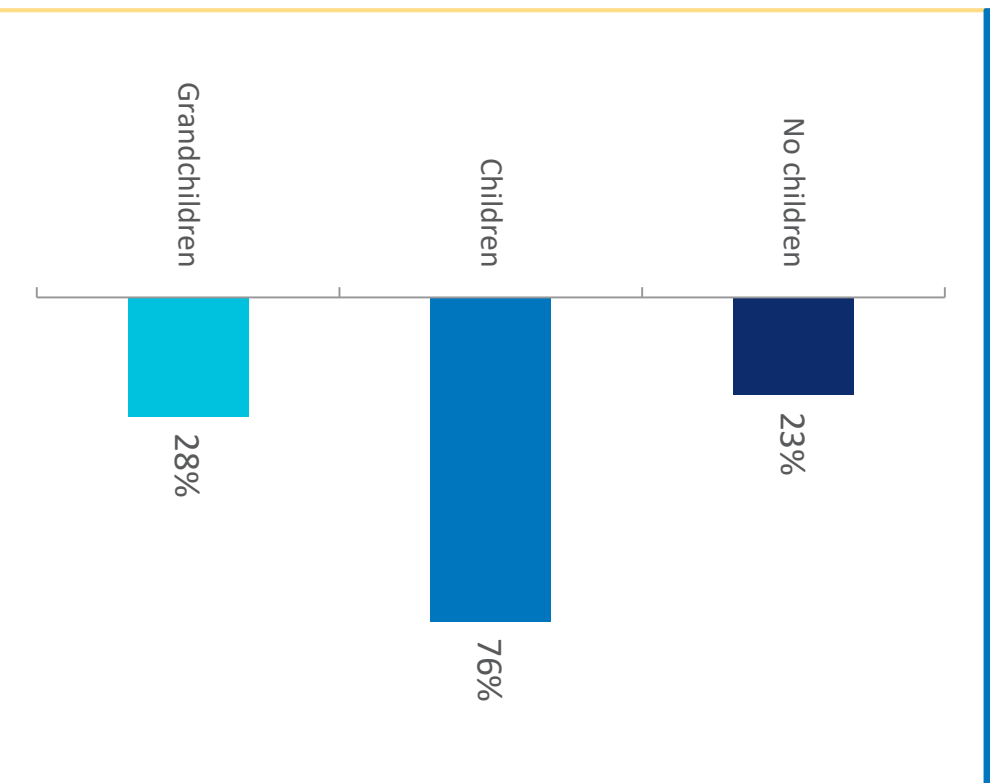
Q33. What is the highest educational level you have attained to date?



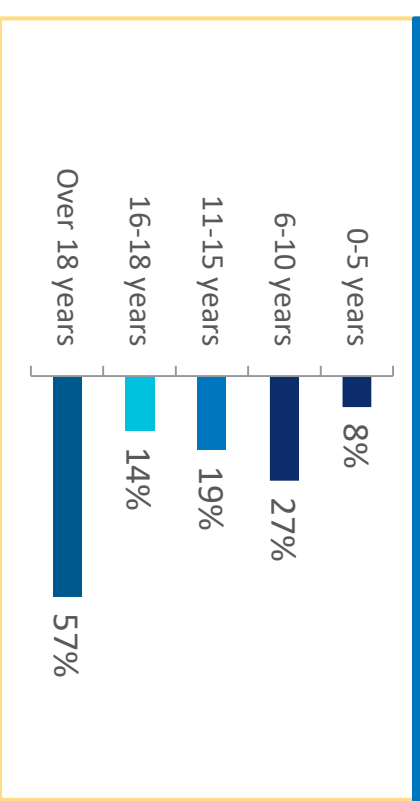
Base All respondents n=83

DEMOGRAPHICS

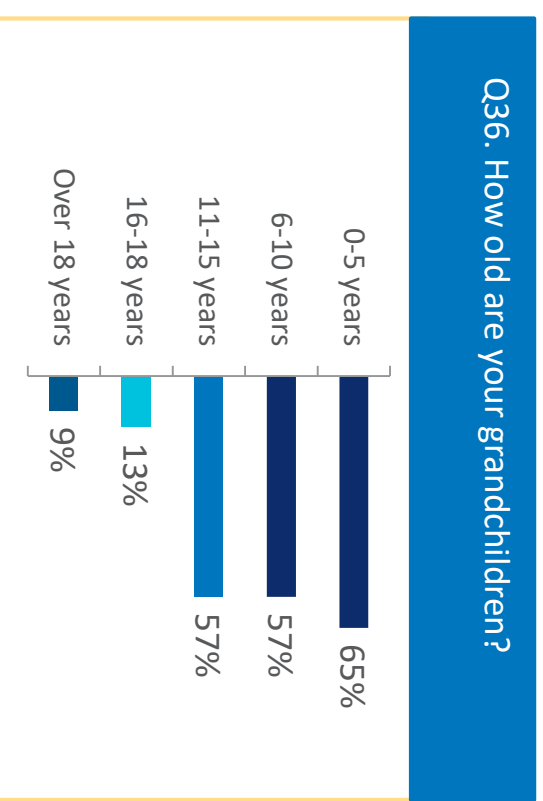
Q34. Do you have...?



Q35. How old are your children?



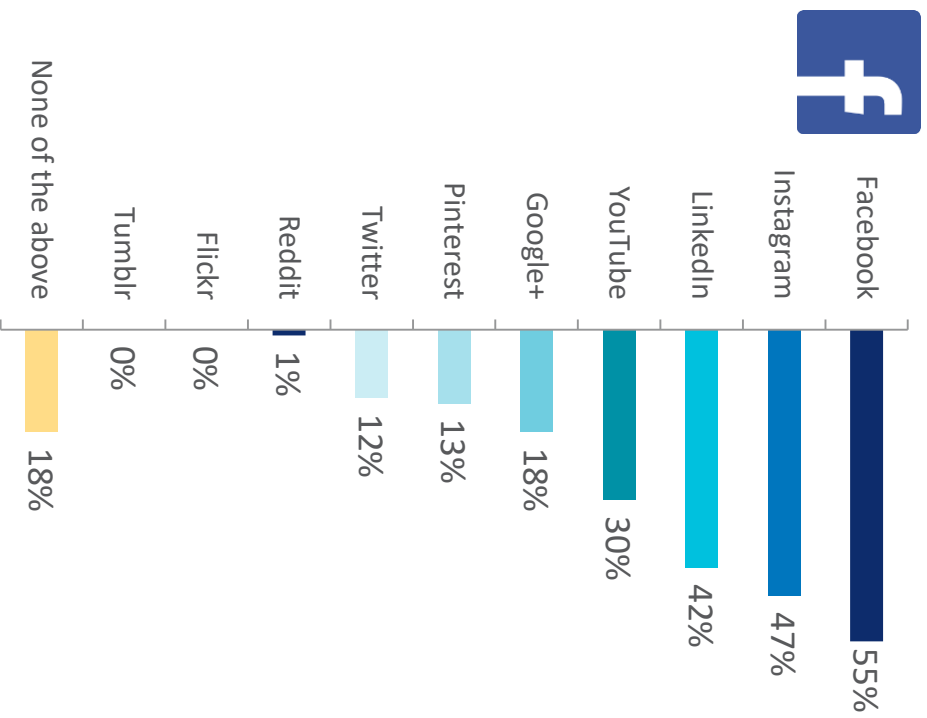
Q36. How old are your grandchildren?



Base All respondents n=83

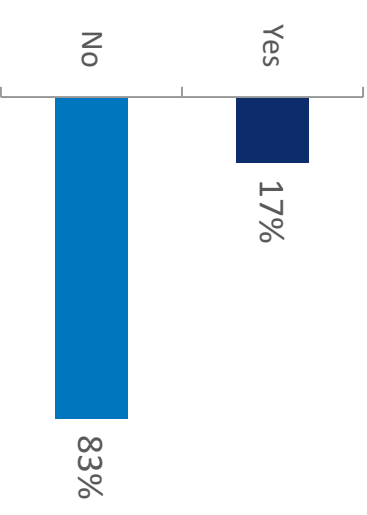
DEMOGRAPHICS

Q37. Do you use any of these social media sites for professional or personal purposes?



Base All respondents n=83

Q38. Do you follow any of the club's social media sites?

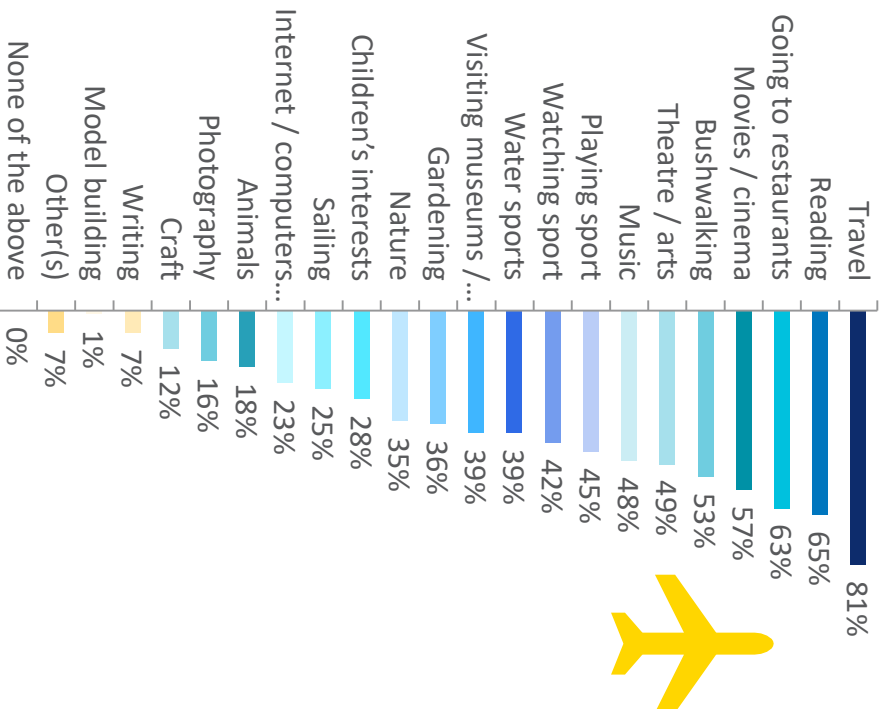


Q38. Do you follow any of the club's social media sites?

- Facebook
- Facebook – it's the only one I'm aware of!
- Facebook occasionally
- Facebook sometimes
- Facebook/Website
- Tac
- Berlowitz

DEMOGRAPHICS

Q39. What hobbies do you like to do in your spare time?



Q39. What hobbies do you like to do in your spare time? - Other(s)

- Skiing
- Volunteering/Woodwork
- Classical music concerts
- Play golf 2-3 times per week
- Cycling
- Working on my boat/ skiing in fine snow
- OS

Base All respondents n=83