

Survey findings - snapshot



The good news:

- Members are happy, most express gratitude (ACSI scored 67.3^A)
- WSWA is as good, if not better, than other organisations that suit members needs.
- Members feel they are informed about sports and activities
- Staff are very friendly
- The vast majority of respondents believe WSWA has improved their health and wellbeing
- Quality of services are significantly better than members expect prior to joining
- WSWA is very close to being the 'ideal' organisation

(^A Poor: <55 Average: 55 – 64 Good: 65 - 74 Excellent 75+)



The bad news:

- Equipment quality is believed to be average
- Members' think WSWA is understaffed
- Members' perceptions of sport range, recreation range and social activities are all just better than average (performance here in not outstanding, there's room for improvement)
- More than half of the respondents either don't know enough about it (44%) or disapprove (15%) of the direction WSWA is taking

**TELL US WHAT
YOU THINK**

Results by topics



- Who was surveyed?
- American Customer Satisfaction Index
- Service expectations, actual service experience and ideal service
- How WSWA rated on key attributes
- Key attributes – correlation observations
- How WSWA rated against expectations
- How WSWA rated against other organisations
- WSWAs charter
- Members comments regarding key charter criteria
- The future

Who was surveyed?



Who completed the survey:

- On someone else's behalf
25%

Age:

- 17 or younger: 29%
- 18-59: 63%
- 60 or older: 8%

Main involvement:

- #1 was competitive sport
(n=17)
- #2 was socialisation (n=12)
- #3 was recreation (n=11)
- #4 was non-competitive
(n=13)

Membership:

- 60% of respondents have been members for 6 or less years
- 92.6% believe they have paid their 2014 membership fee, others are not sure

Events:

- 75% have attended more than 5 events in the past year
- No one attended none

Main conditions:

- Paraplegia 26%
- Spina Bifida 26%
- Cerebral Palsy 26%

Most popular sports played:

- Wheelchair basketball
- Soccer
- Swimming

Sports not listed as played by anyone:

- Bowls
- Paracanoeing
- Sailing

Desired new sports:

- Horse riding
- Cricket
- Para ice hockey
- Water skiing

American customer satisfaction index



$$((\text{Overall service satisfaction} - 1) * w1 + (\text{expected service} - 1) * w2 + (\text{comparison to ideal service} - 1) * w3) / n * 100$$

$$= ((8-1) * 0.998 + (6-1) * 0.843 + (7.7 - 1) * 0.237) / 19 * 100$$

$$= (7 * 0.998) + (5 * 0.843) + (6.7 * 0.237) / 19 * 100$$

$$= 6.986 + 4.215 + 1.587 / 19 * 100$$

$$= 12.788 / 19 * 100$$

$$= \mathbf{67.3} \text{ (with generalized least squares factor loading weights)}$$

What does this mean?

ACSI is a satisfaction benchmark. Scores are compared to industry peers.

The **Health Care and Social Assistance sector** is considered best in class. It has an ACSI of 80 (with an average of 78 over past 5 years). Scores (regardless of sector) rarely exceed 80.



Service expectations, actual service experience and ideal service

Using the same service satisfaction questions as ACSI, two Paired T-test determine if gaps exist between scores.

Test for gap 1 asks: Do expectations of service prior to joining significantly differ compared to members' past years experience with services?

Answer: Yes, a significant difference exists (average expectation = 6 and average actual service experience = 7.89)

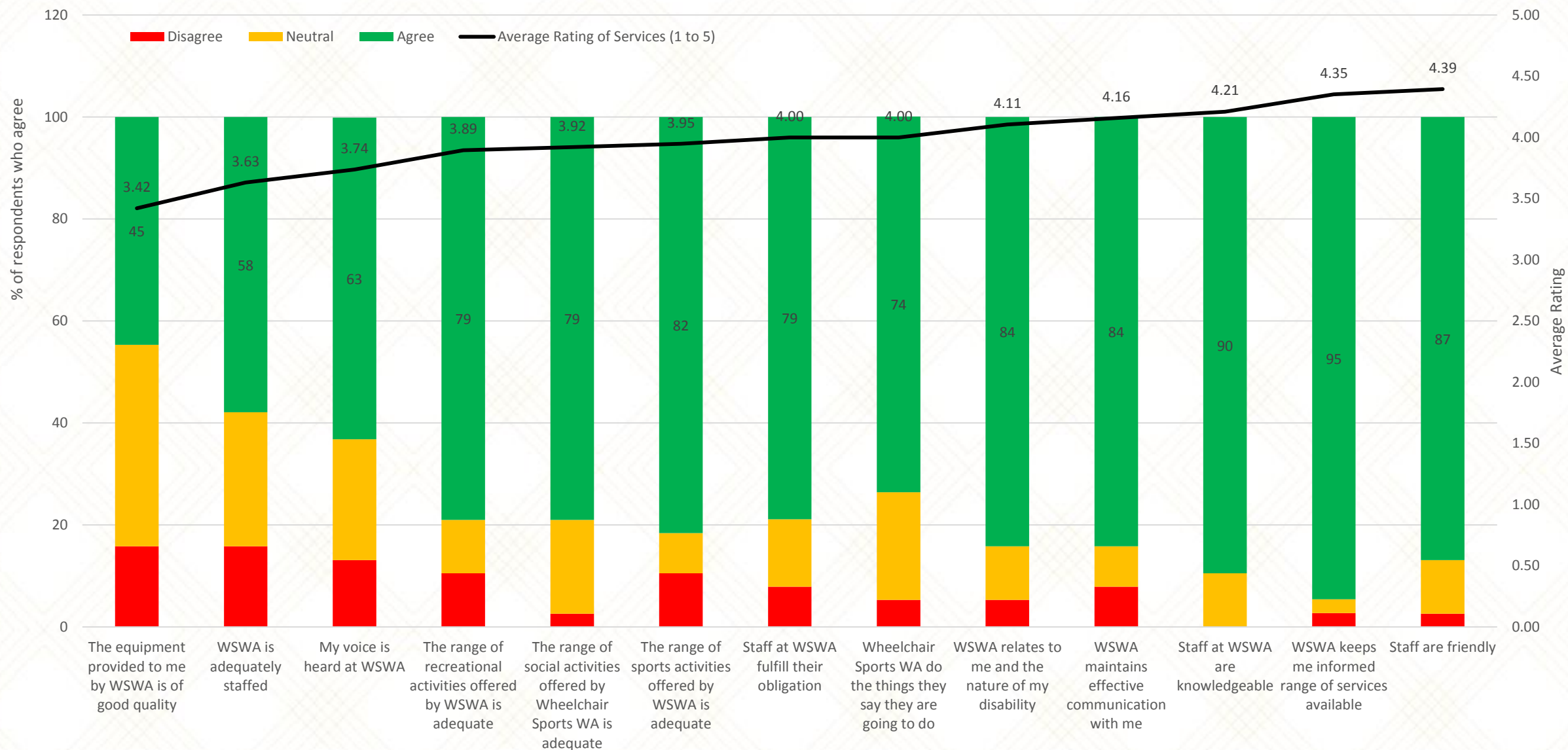
Conclusion: The quality of actual service experience is significantly better than members expect prior to joining.

Test for gap 2 asks: Do past years experience with services significantly differ compared to the service offered by an 'ideal' organisation?

Answer: No, a significant difference does not exist (average actual service experience = 7.89 and average 'ideal' service = 8)

Conclusion: There is no significant difference between the service experience offered by WSWA and the 'ideal' service organisation

How WSWA rated on key attributes (n=38)



Q: Please answer the following questions about the different aspects of the service you receive at WSWA in the past 12 months (1-Strongly Disagree to 5-Strongly Agree)

Key attitudes – correlation observations



Core services

- Range of sports (.654)
- Range of recreational activities (.616)
- Range and social activities (.593)



My voice is heard at WSWA
(scored low)

- Do the things they say (.706)
- Effective communication (.641)
- Range of recreational activities (.608)
- Range and social activities (.662)



Satisfied with the past year's
service (scored high)

- Effective communication (.434)
- Friendly staff (.447)
- Knowledgeable staff (.335)

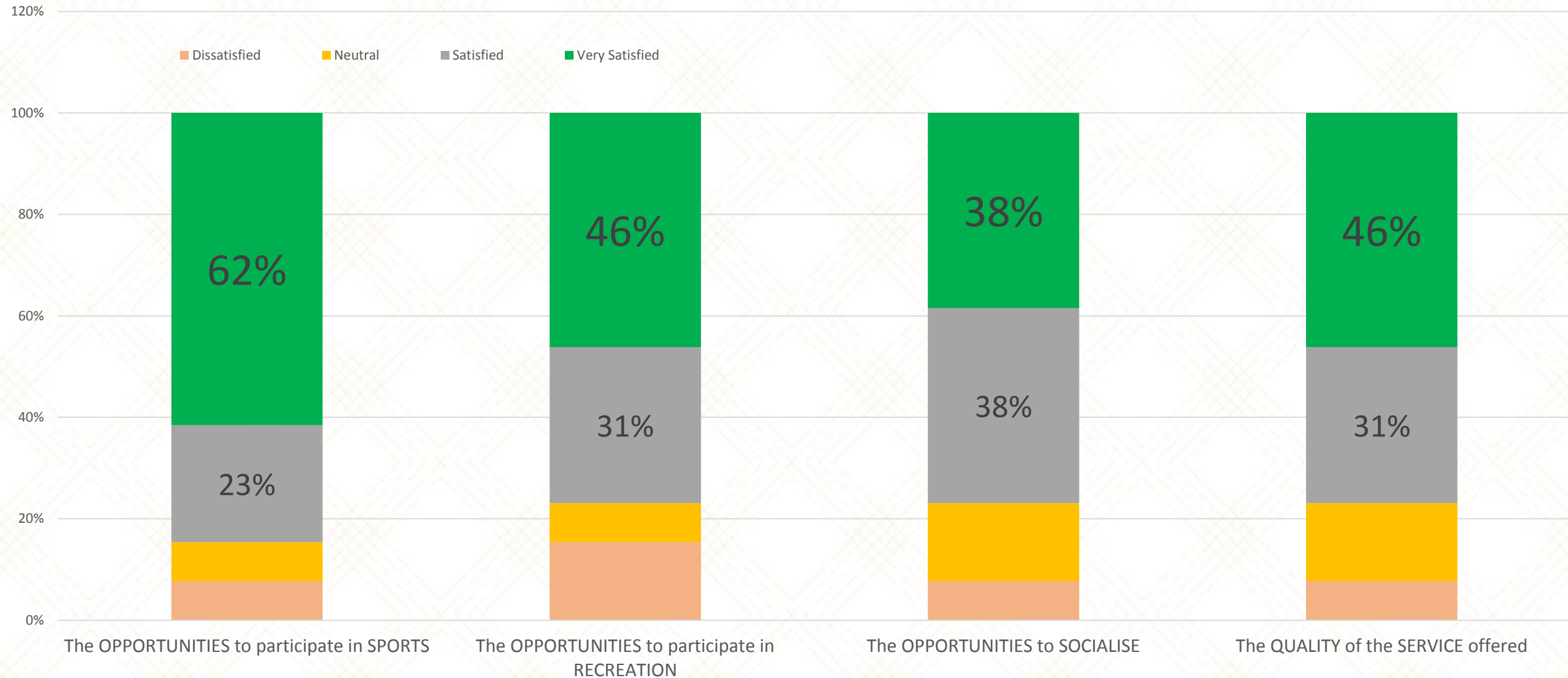


WSWA relates to me and the
nature of my disability
(scored high)

- When members say 'my voice is heard' they mean 'core services'
- When members say that are satisfied with the past year's service, they mean 'core services + communication + follow through'
- When member say 'WSWA relates to me', they mean 'the staff relate to me'

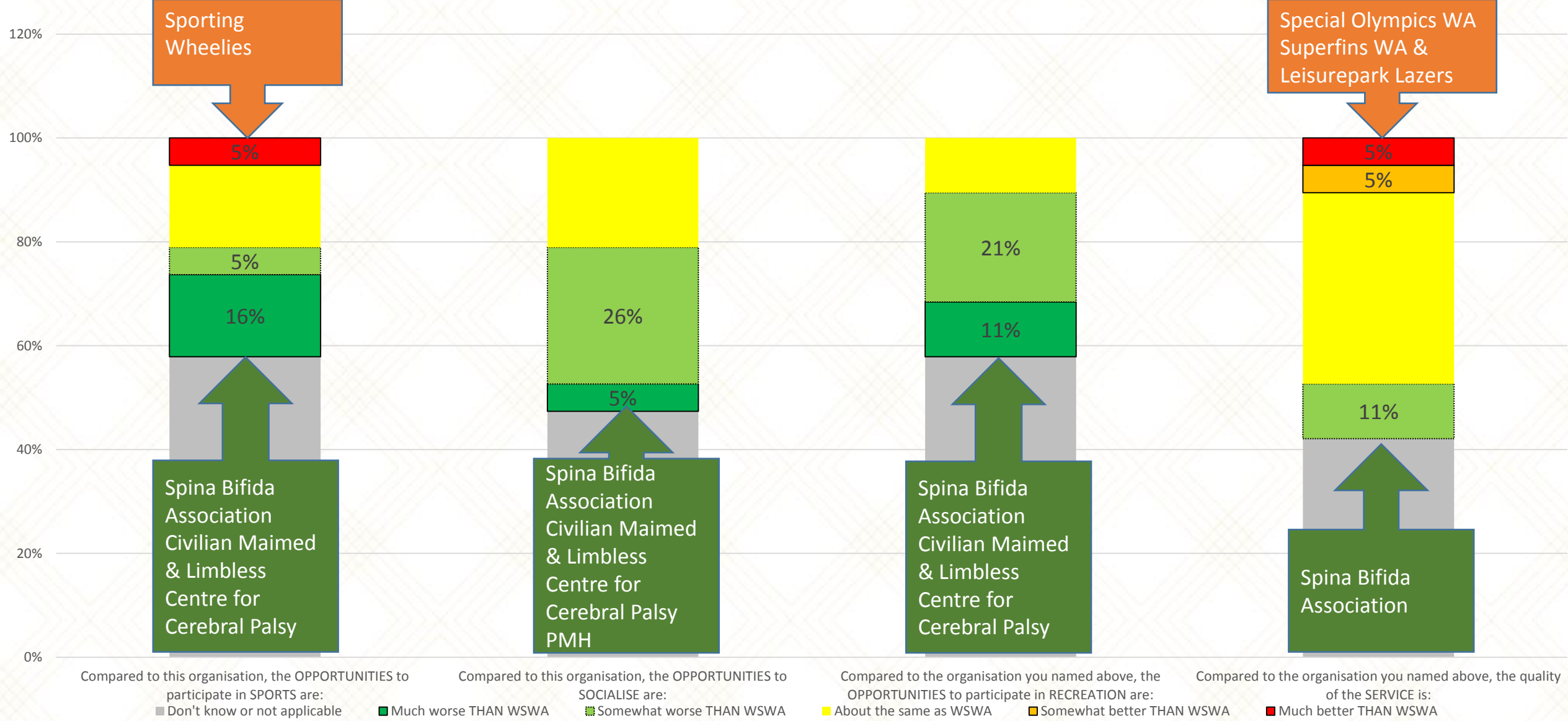


How WSWA rated against expectations (n=13)



Q: Please rate how satisfied you are regarding the opportunities and services afforded to by WSWA (1-Very Dissatisfied to 5-Very Satisfied)

How WSWA rated against other organisations (n=19)

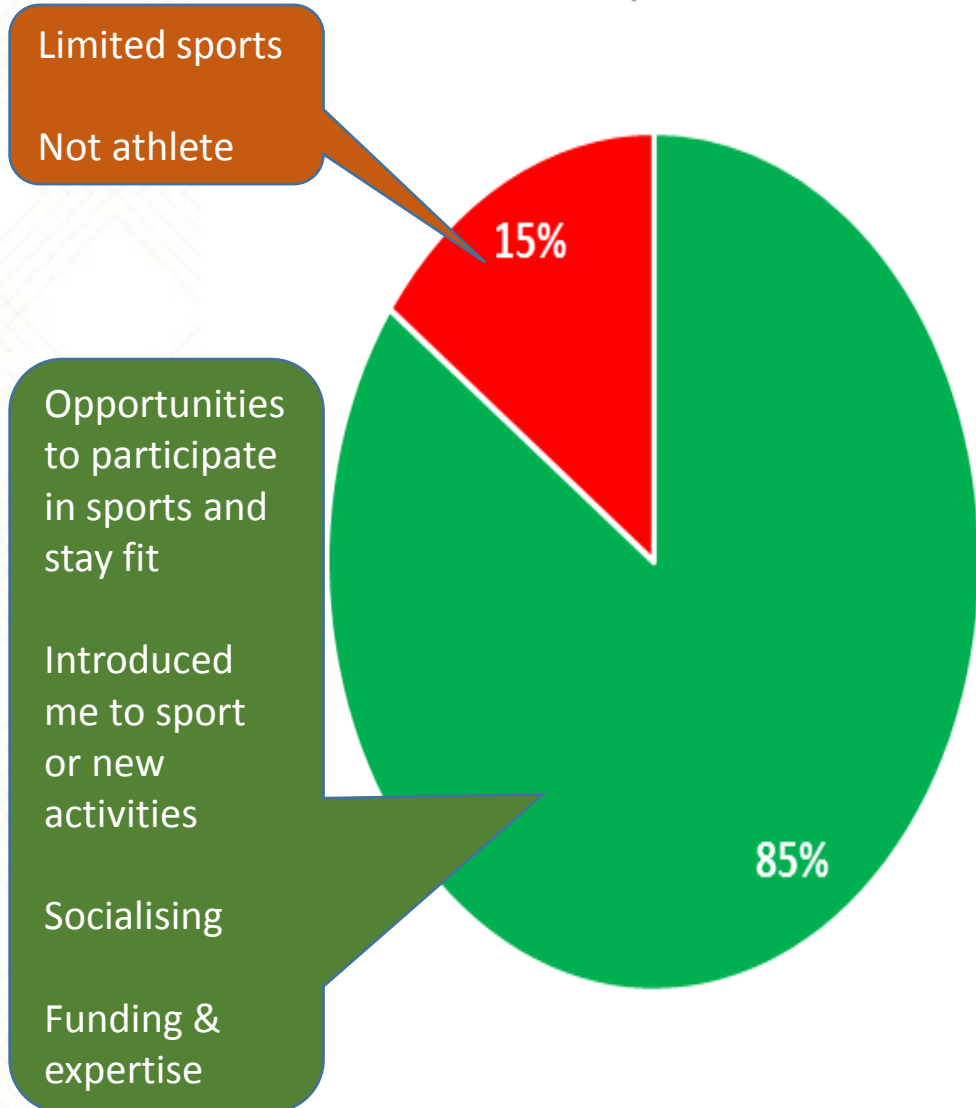


Q: (after naming a familiar disability organisation) how would WSWA compare to that organisation on the following? (1-Much worse than WSWA to 5-Much better than WSWA)

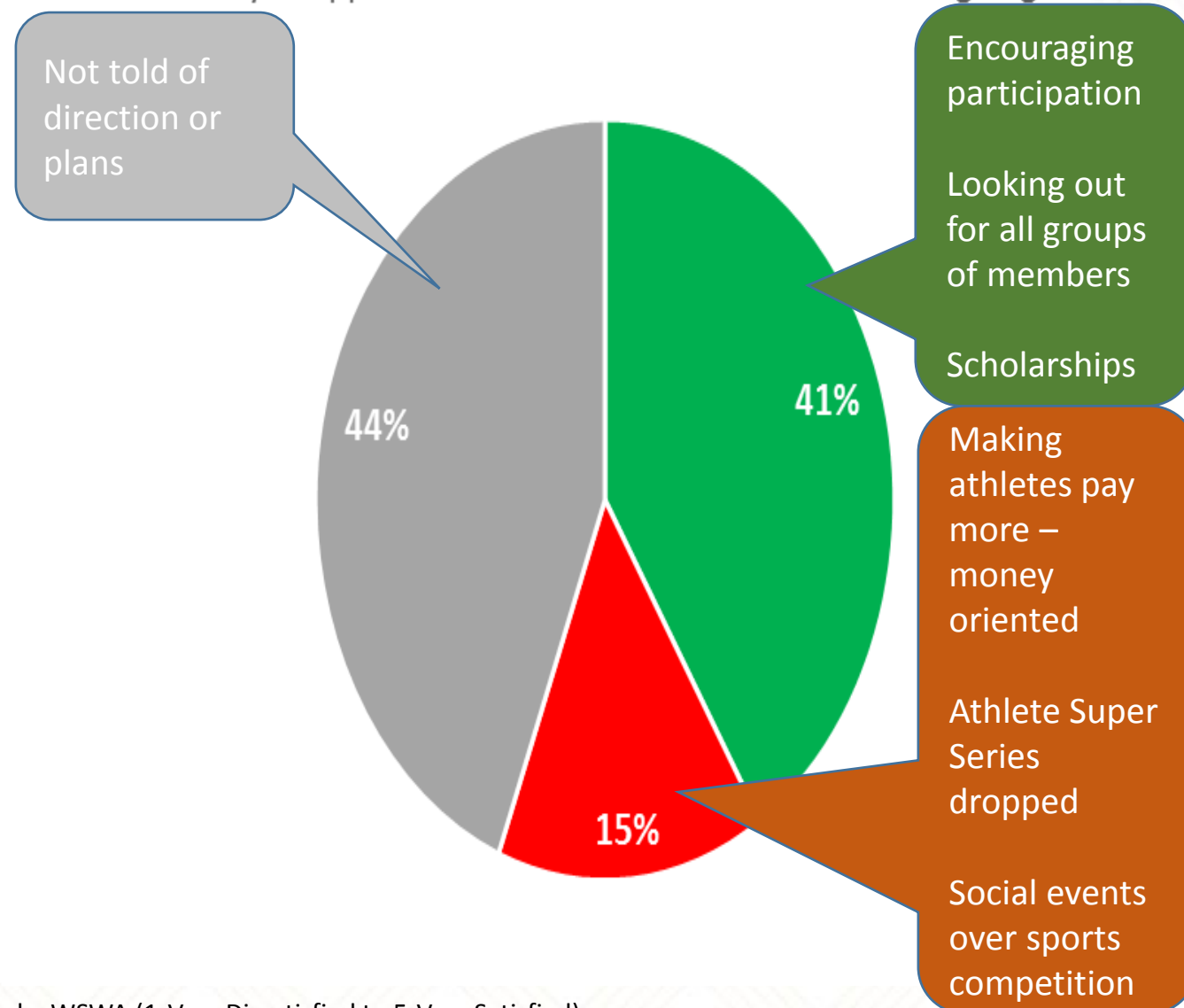
WSWA and its charter (n=19)



Has WSWA enhanced your health & wellbeing?



Do you approve of the direction in which WSWA is going?



Q: Please rate how satisfied you are regarding the opportunities and services afforded to by WSWA (1-Very Dissatisfied to 5-Very Satisfied)

WSWA and its charter – verbatim comments



Regarding *health and wellbeing* – only positive comments were made

- No one else has ever offered what we have through WCS
- Being a voice for people with a disability
- Socialising with others in a wheelchair is important
- WCSWA introduced me to sport
- Chance to catch up with old friends
- Provided me with funding
- It's good to have many organisations that all help in their own way
- Making it possible to be able to try new activities and meeting new people
- Without WCS I wouldn't have been able to participate in my chosen sport

Regarding approval with WCSs *direction* – positive and negative comments were made

- Not sure which way they are heading
- Athlete super series dropped
- Attendance at social events seems to take precedence on competing in sport
- Is there a new vision/mission?
- I know they have had some teething issues in the past few weeks
- I haven't read or been told of the direction WCS wants to head in
- They are finding more ways/loopholes to make athletes pay more. The vibe has gone from supporting athletes. Staff wages appear to be quite high
- Very grateful for all the hard work and commitment to the athletes wellbeing

The future



ACSI, comparisons to other organisations and charter questions all point to members that are happy, but they know they could be happier. ***Members need a greater sense that their voice is heard + Members need to know the direction the organisation is heading.***

What could change?

- Equipment (received the lowest mean scored)
- Core organisational services – range of sports, range of recreational activities and range of social activities
 - These are associated with service satisfaction and members' feeling their voice is heard
 - Possible new sports include: horse riding, cricket para ice hockey and water skiing
- With the exception of 'adequately staffed', all staff related variables scored well
 - Members like the staff a lot, but think more staff are needed to run the service.

What needs to be maintained?

- Effective communication – scores high, yet 44% don't know much about the direction the organisation is taking
- Staff knowledge – scores high
- Staff behaviour – staff friendliness was the highest rated variable
 - These are associated with members feeling WSWA relates to them
 - Appears personalise care has been achieved

WSWA is close to ideal, but members want more – they want better equipment and a wider variety of core organisational services.