



ATHLETICS ASSOCIATION IRELAND

Members Survey

November 2007



BACKGROUND

- Historically AAI heavily dependent on the unstinting support of volunteers.
- A new operating plan drawn up in late 2006 to provide direction and focus for AAI.
- A new organisational structure and team of full-time professionals put in place, and integration process still in train.
- Against this background, the Board felt it was timely to explore members' attitudes to these changes.

APPROACH

- ➔ This research was based on a telephone survey among 153 members:
 - Selected on a strict random probability basis ...
 - From listings for 894 members provided by AAI
 - Stratified by Officials, Athletic Leaders, Coaches (level 1), Athletes and Club Secretaries on a pro rata basis ...
 - All informed by AAI about the research in advance ...
 - Interviewing conducted by B&A's specialist telephone interviewing unit ...
 - Between Thursday 9th - Tuesday 13th November, 2007.

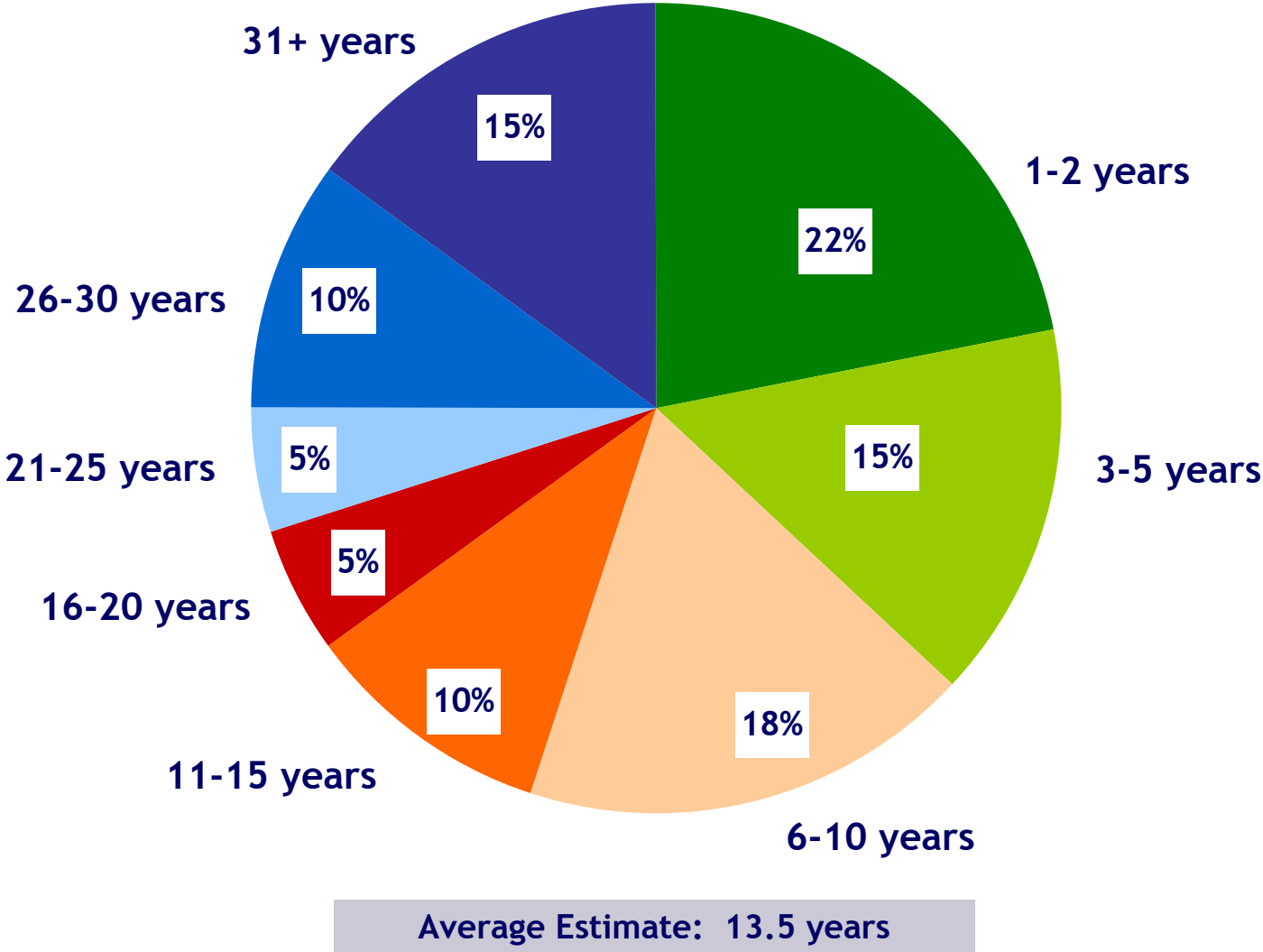
SCOPE

- This survey sought members' views on:
- AAI's overall contribution to the sport in Ireland
 - AAI's transformation programme
 - AAI's new professional structure
 - Suggestions for AAI board, to develop the sport
 - AAI coaching committee
 - AAI development team
 - AAI support services for volunteers
 - AAI coaching staff
 - Suggestions for AAI board, to develop coaching

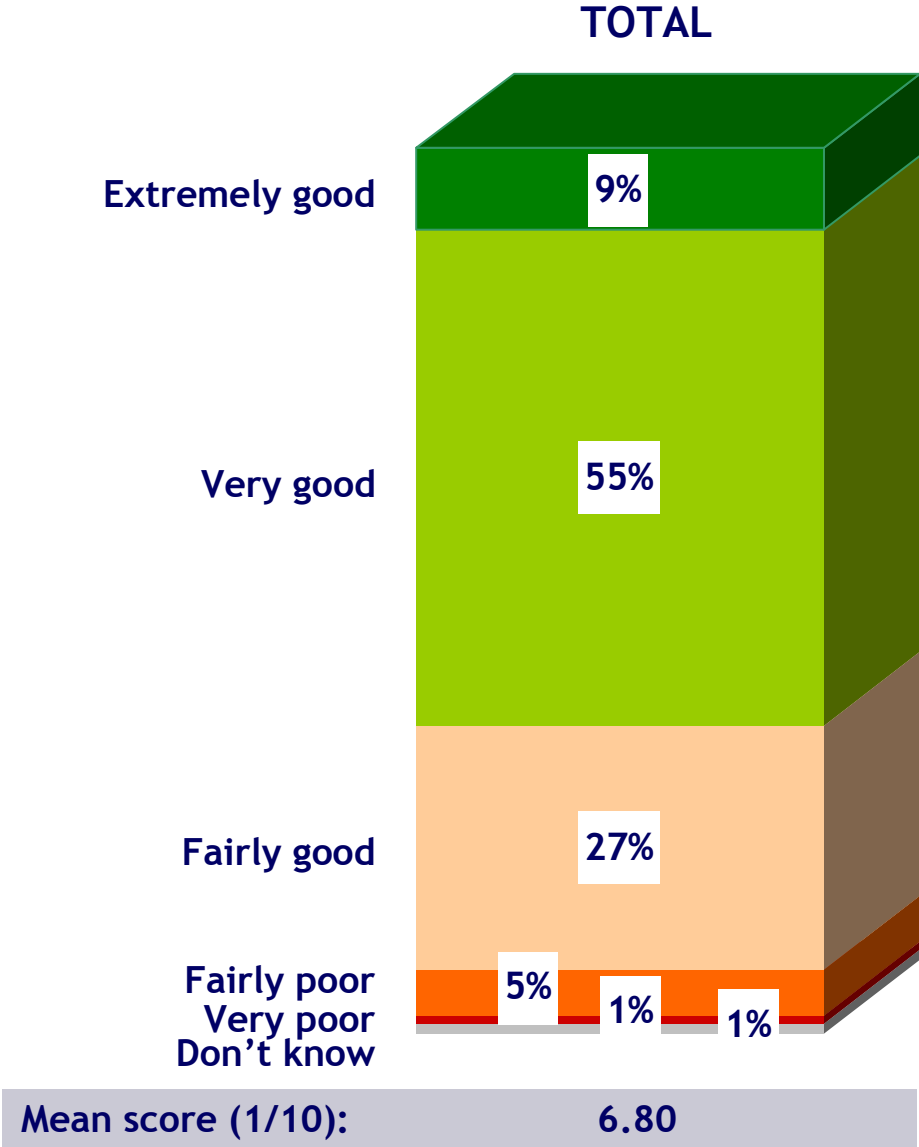
SCOPE

- AAI 'high performance' team
 - AAI team management at major championships
 - AAI support services for athletes
 - AAI director of athletics for elite athletes
 - AAI board performance in developing the sport
 - Performance of AAI's chief executive officer
- ➔ Most of these measures based on a standardised 10 point scale (suggestions recorded in verbatim form).

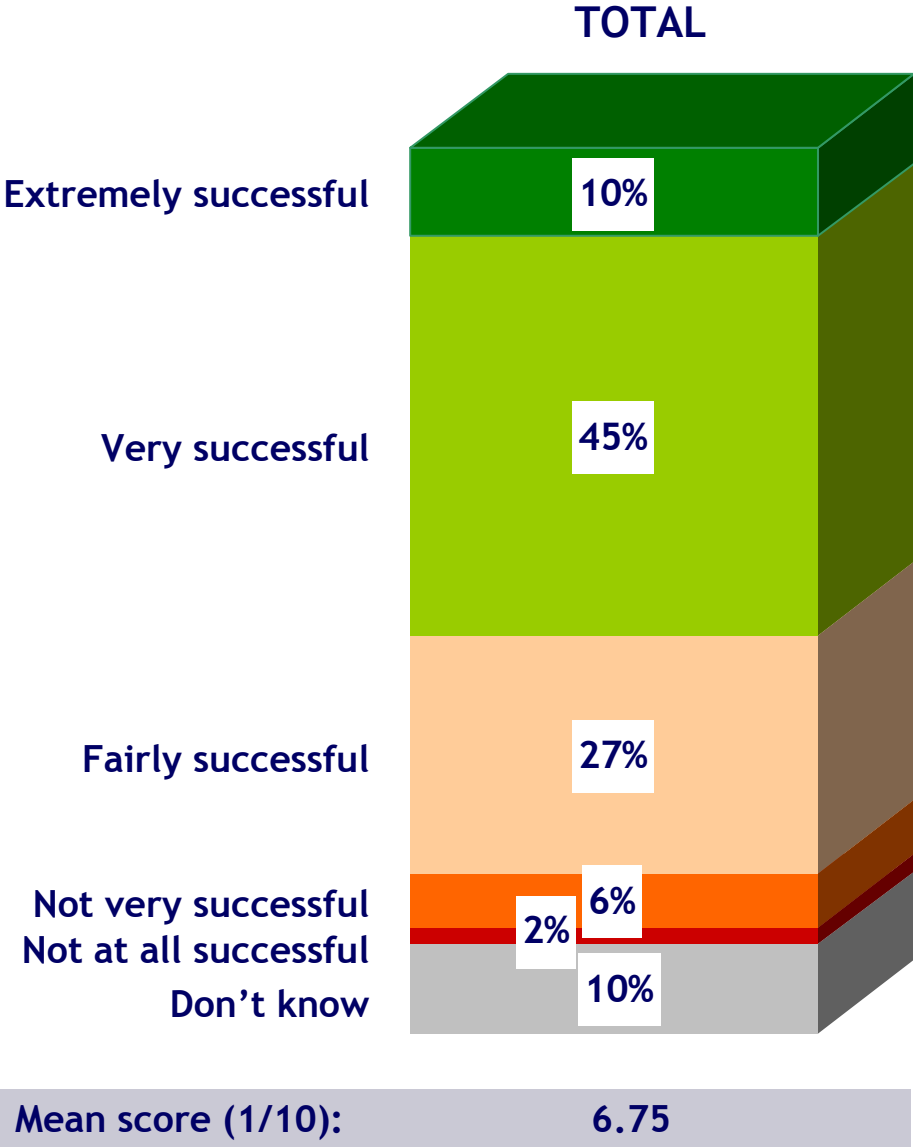
NO. OF YEARS INVOLVED IN AAI (Total)



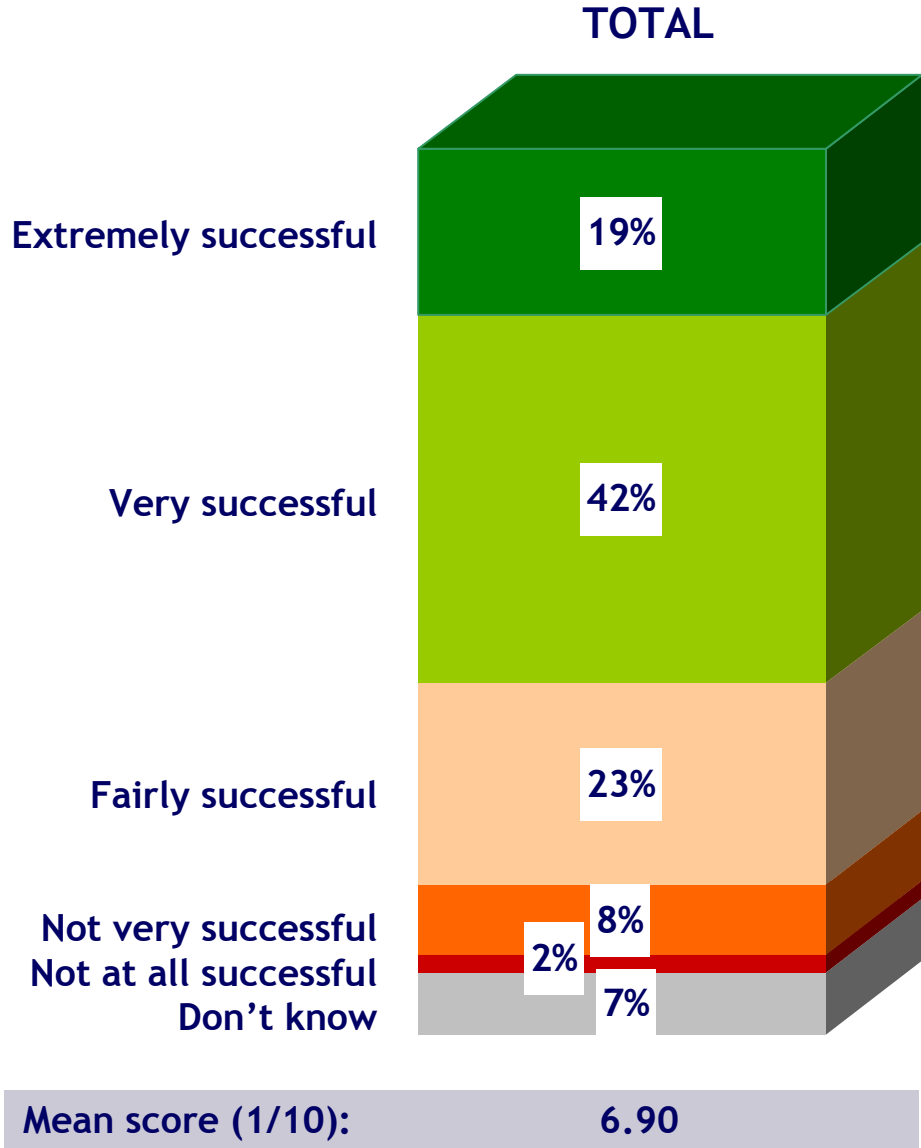
AAI CONTRIBUTION TO THE SPORT IN IRELAND



SUCCESS OF AAI TRANSFORMATION PROGRAMME



PERFORMANCE OF NEW PROFESSIONAL STRUCTURE

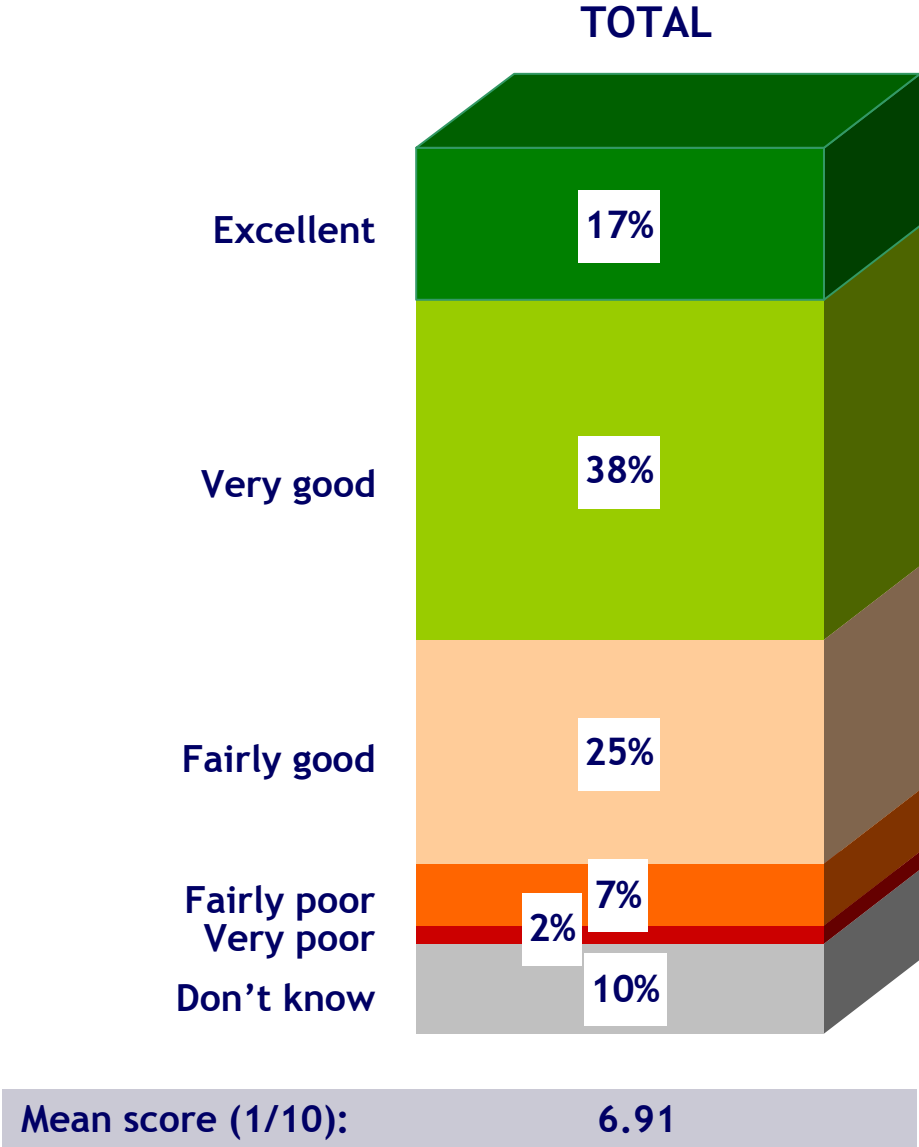


RECOMMENDATIONS TO BOARD - DEVELOPING THE SPORT (Total)

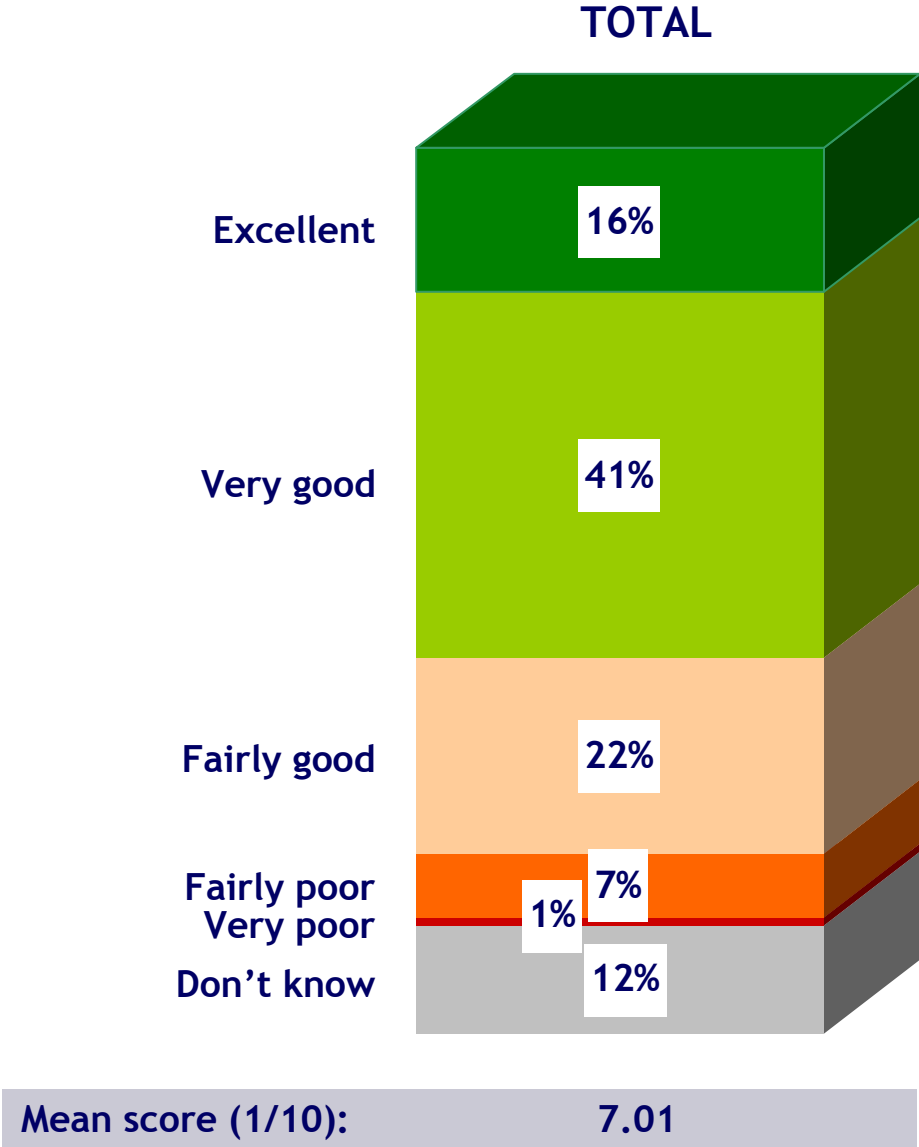
Base:	153
	%
Advertise it better/more	15
Try harder to involve younger people	14
Provide more facilities nationwide	11
Promote the sport in primary schools	10
Encourage it more in schools	8
Get coaches more involved with schools	6
More experienced coaches (retired athletes)	6
More training courses	6
More grassroots programmes to draw from mainstream sports	6
Make it less competitive	5
More incentives for younger athletes	5
More communication from board (particularly at lower levels)	5
More indoor facilities for winter time	5
More publicity in the print media	4
More efficient structure to competitions	4

(All other answers 3% or less)

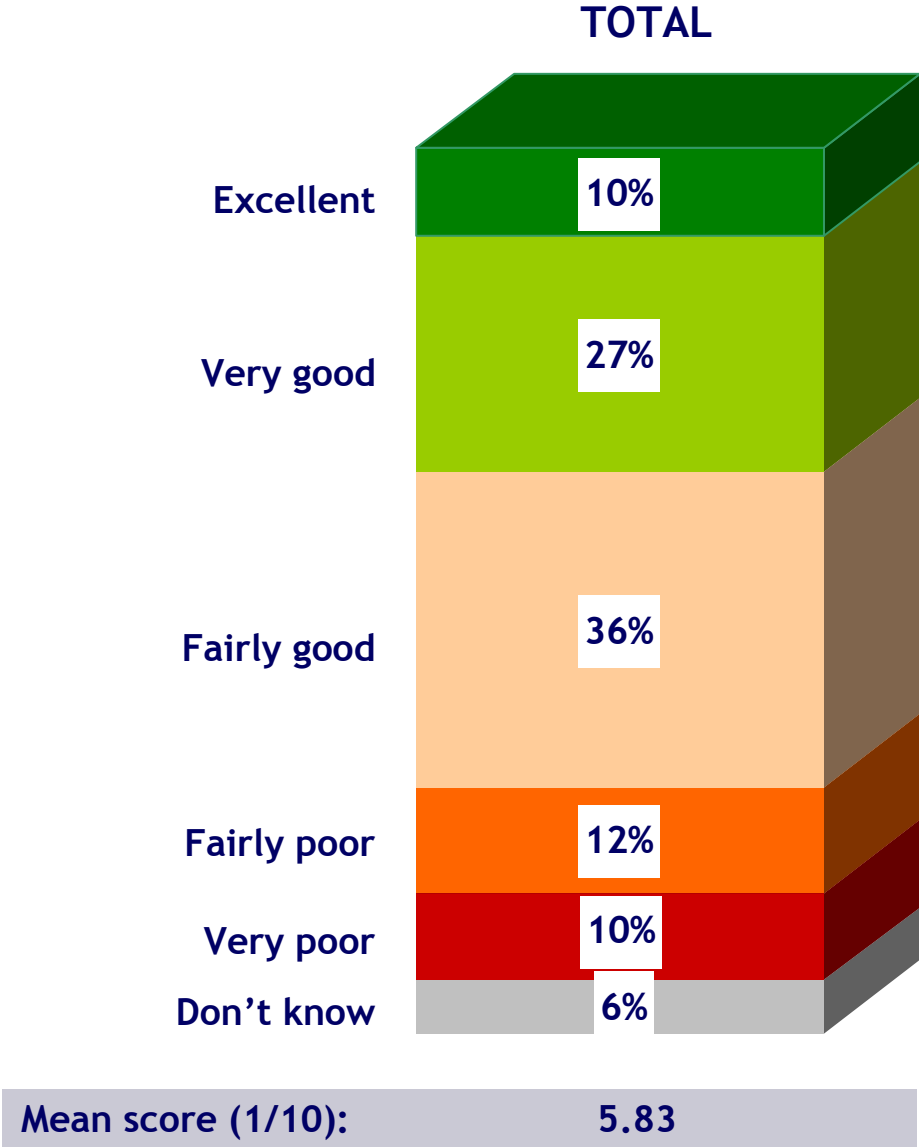
PERFORMANCE OF AAI COACHING COMMITTEE



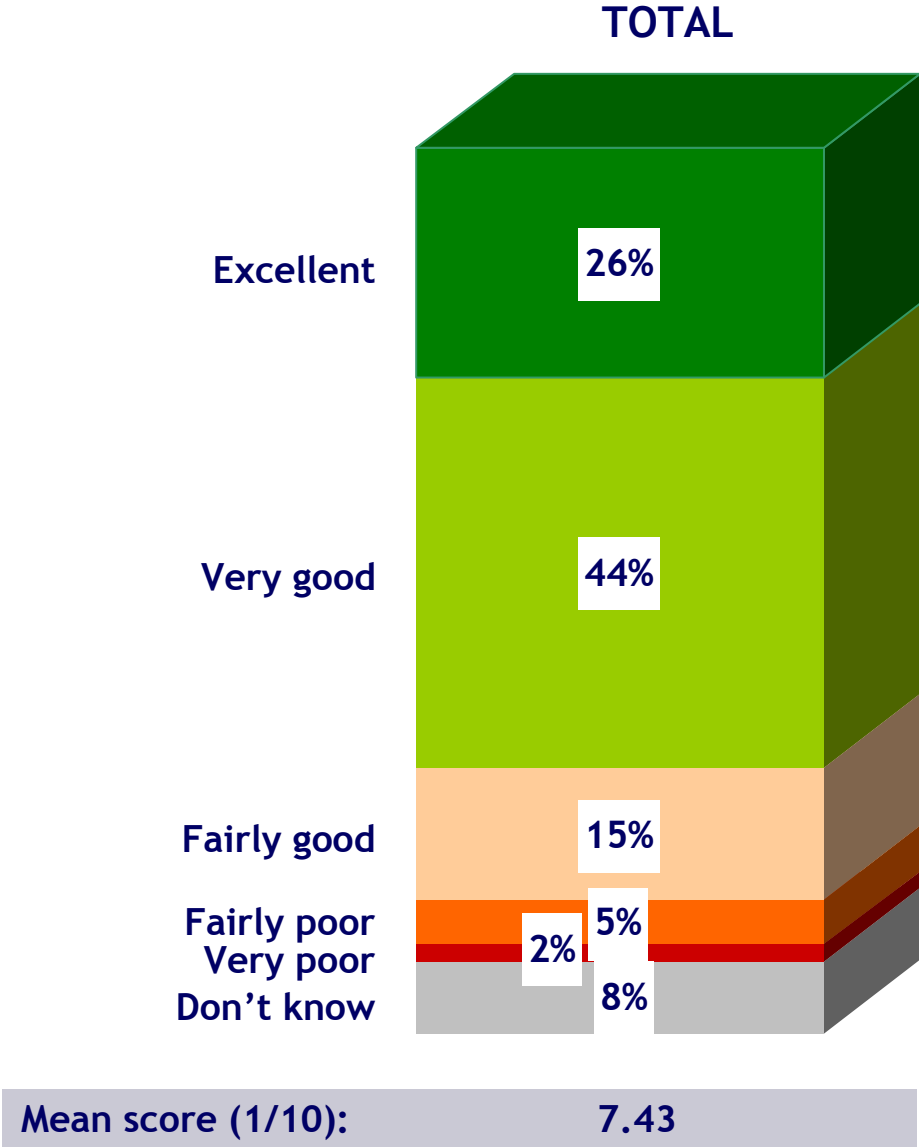
PERFORMANCE OF AAI DEVELOPMENT TEAM



AAI SUPPORT SERVICES FOR VOLUNTEERS



PERFORMANCE OF AAI COACHING STAFF



RECOMMENDATIONS TO BOARD TO DEVELOP COACHING (Total)

Base:	153
	%
Provide more training courses	20
Every club should have qualified coaches	16
Make coaching available to everyone	12

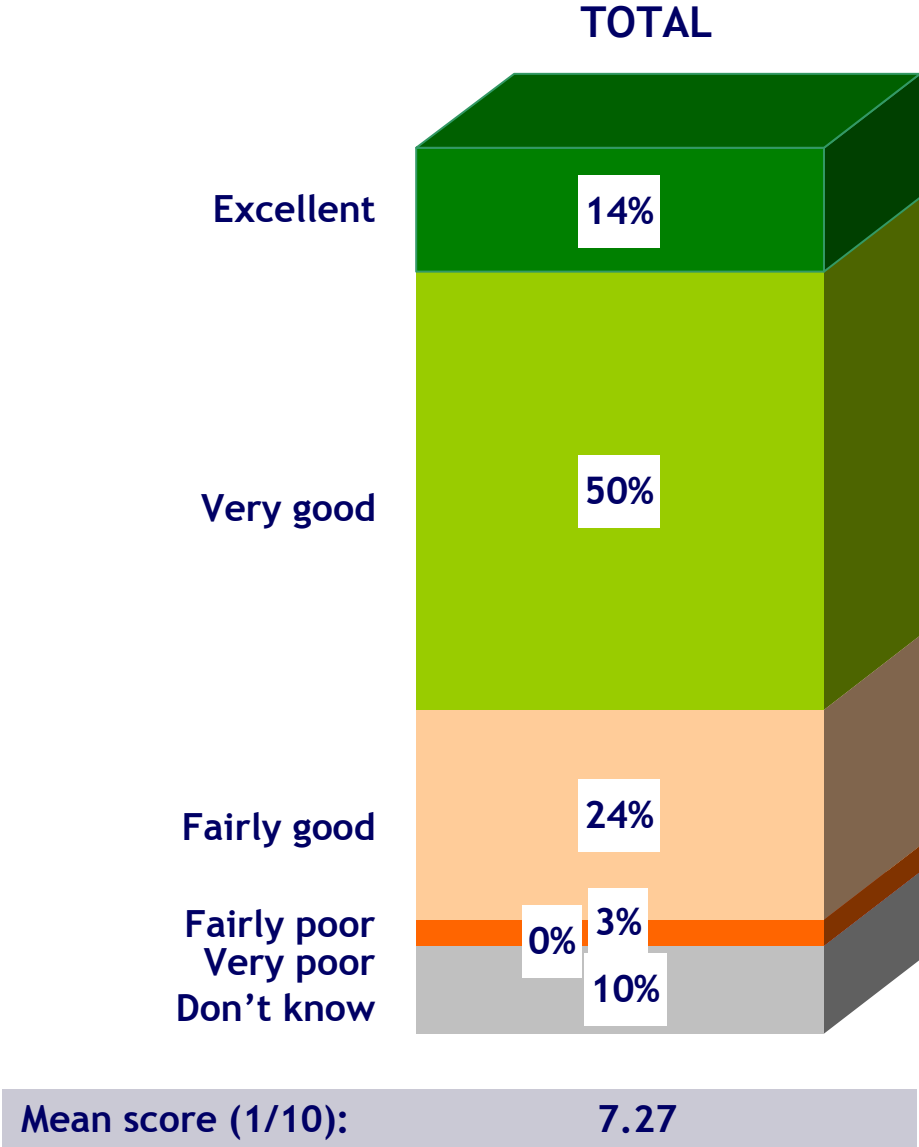
Increased communication between professional + club coaches	9
Recruit new volunteers as trainee coaches/overcome shortages	8
New training/fresh skills training for older coaches	8

More training courses in rural areas/smaller towns	7
Coaching should be expanded to include schools/colleges	7
Maintain current coaching standards	5

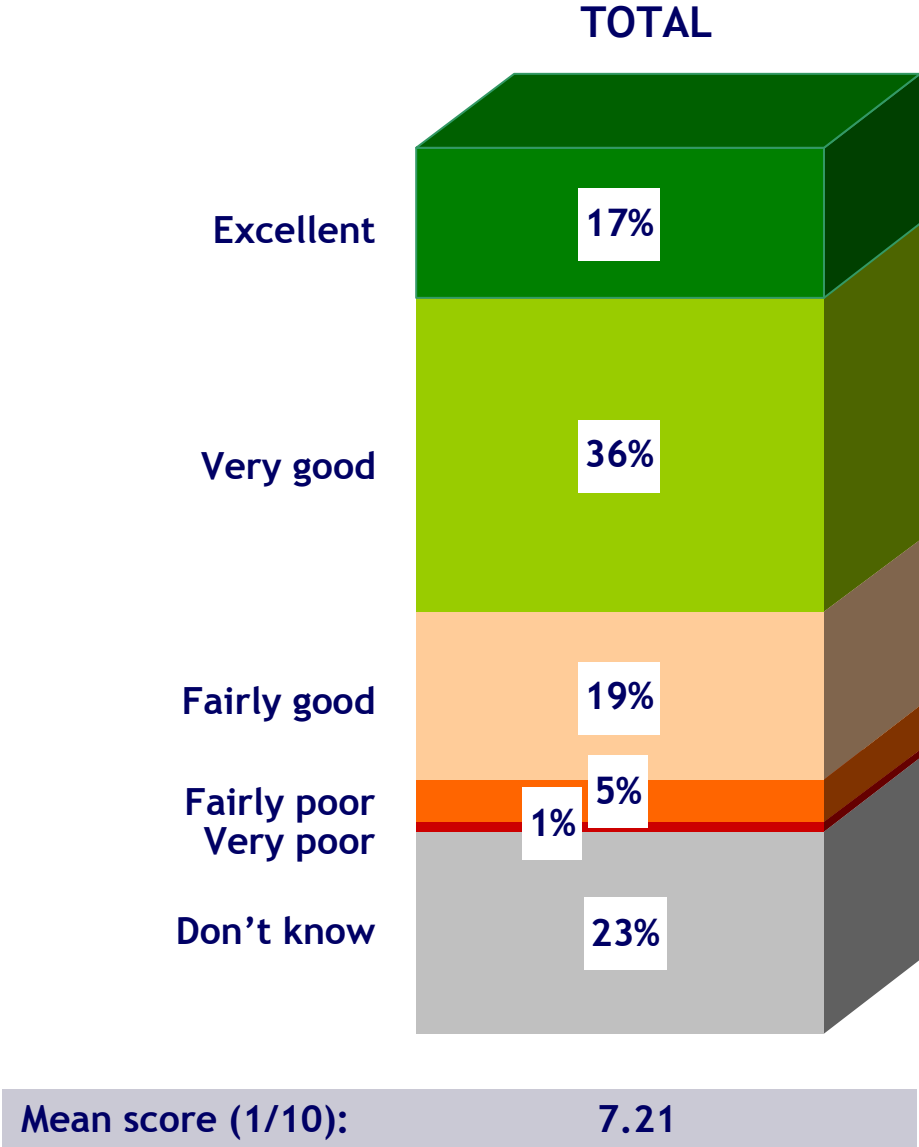
More local + county squads	5
Assessments or tests at the end of coaching day/programmes	4

(All other answers 3% or less)

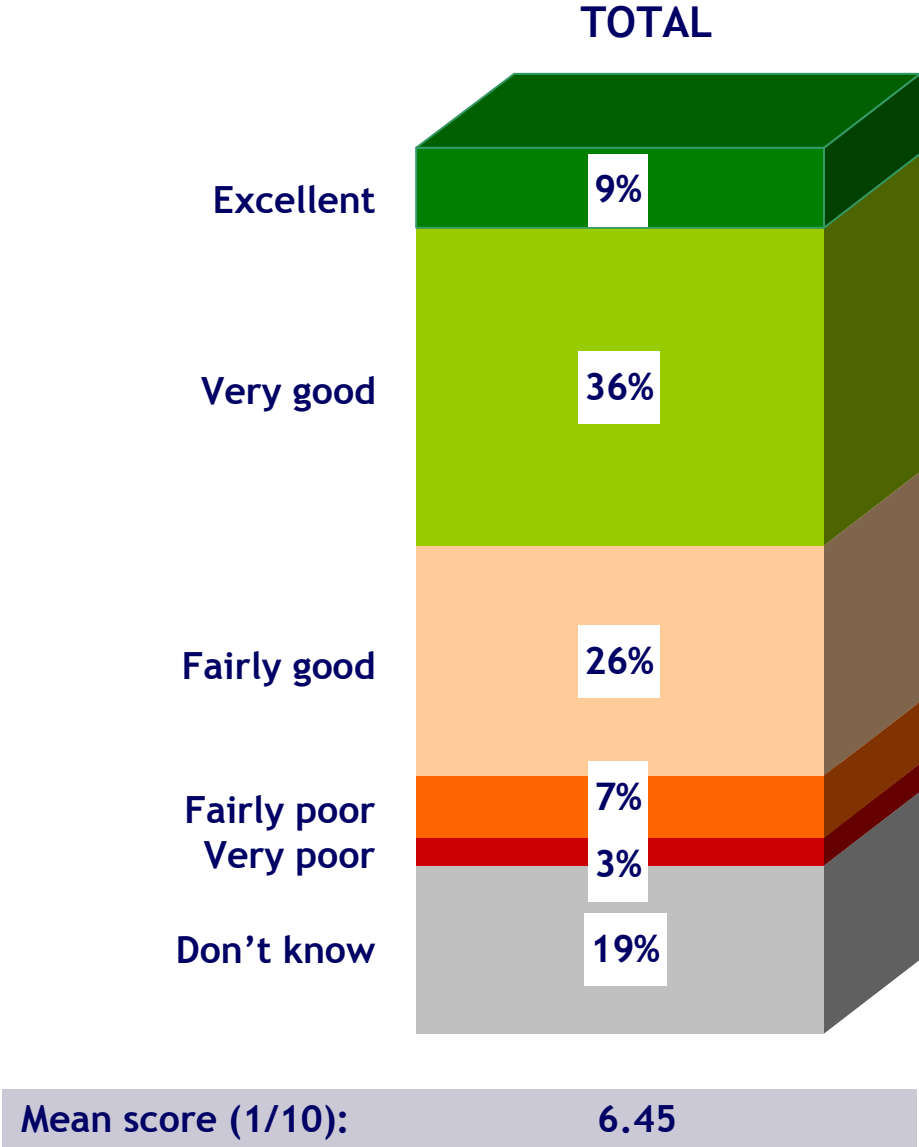
PERFORMANCE OF AAI 'HIGH PERFORMANCE' TEAM



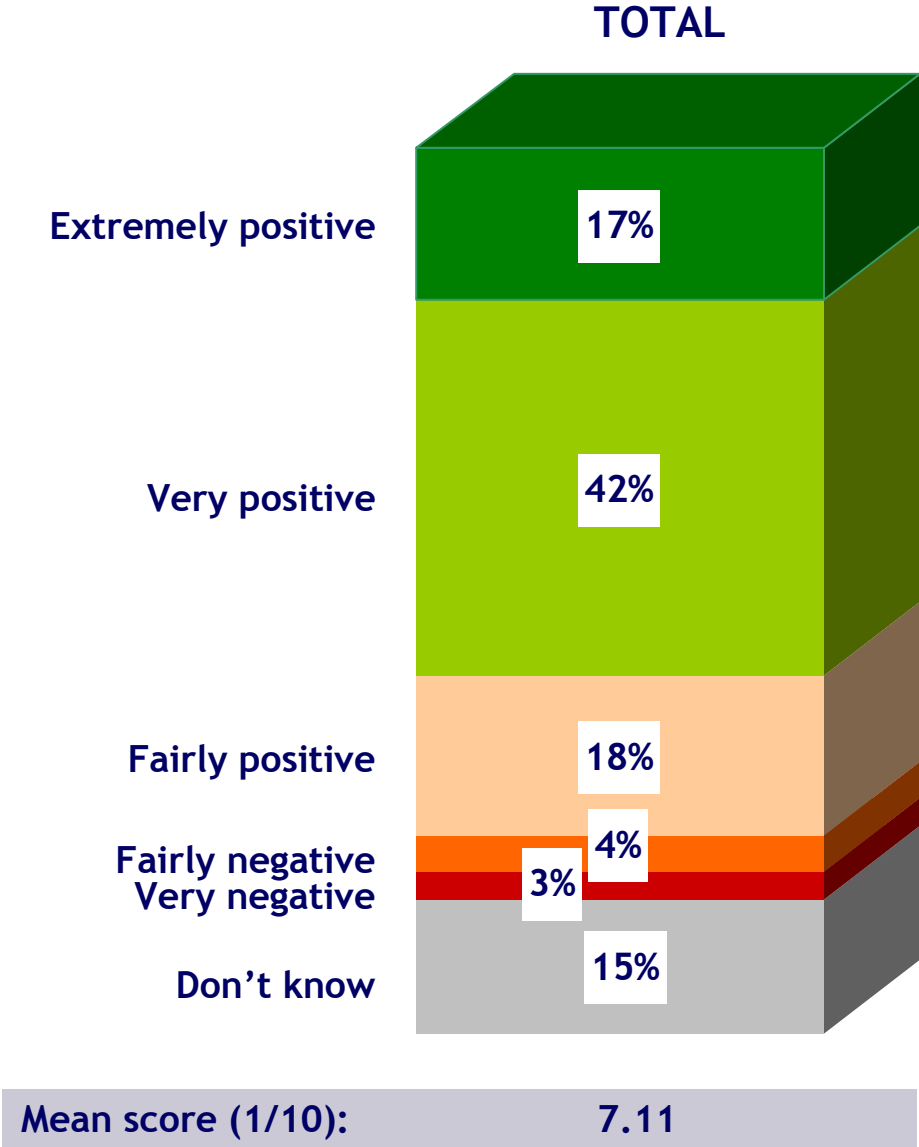
AAI TEAM MANAGEMENT AT MAJOR CHAMPIONSHIPS



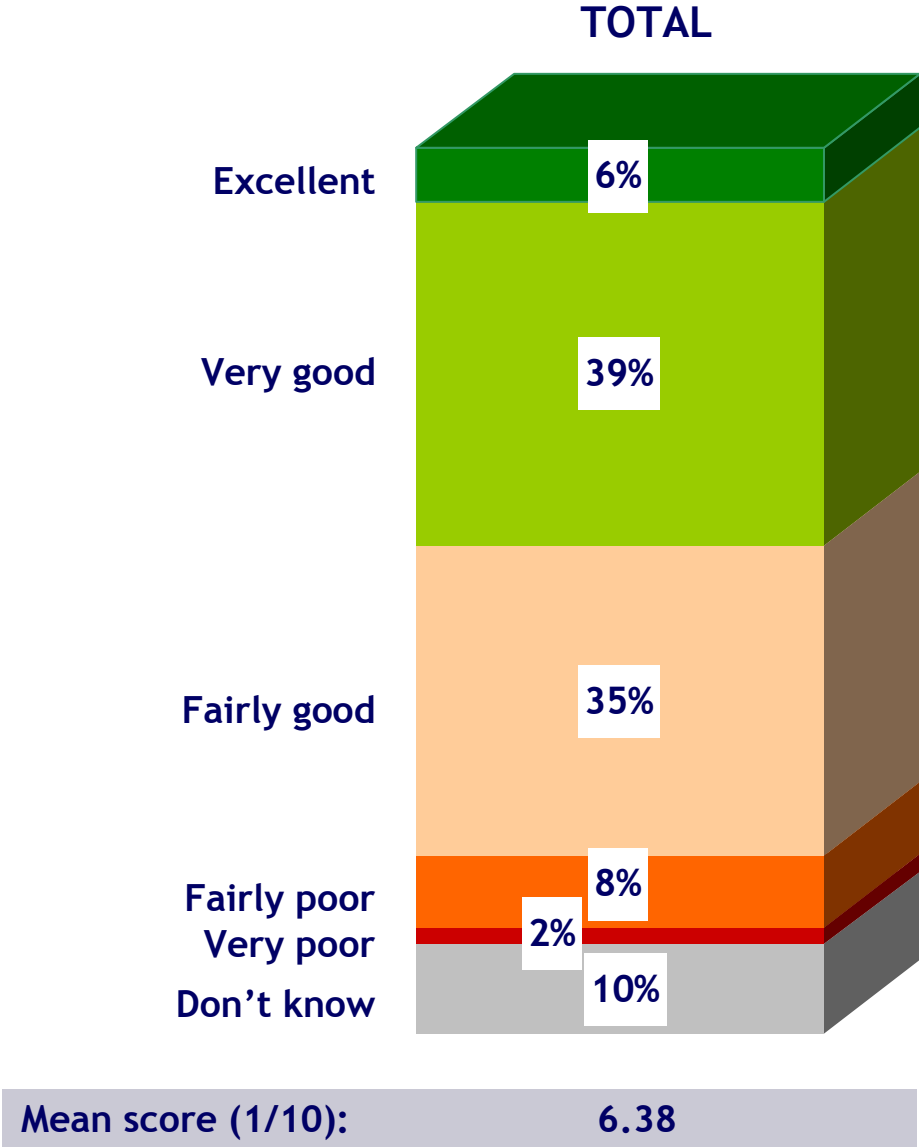
AAI SUPPORT SERVICES FOR ATHLETES



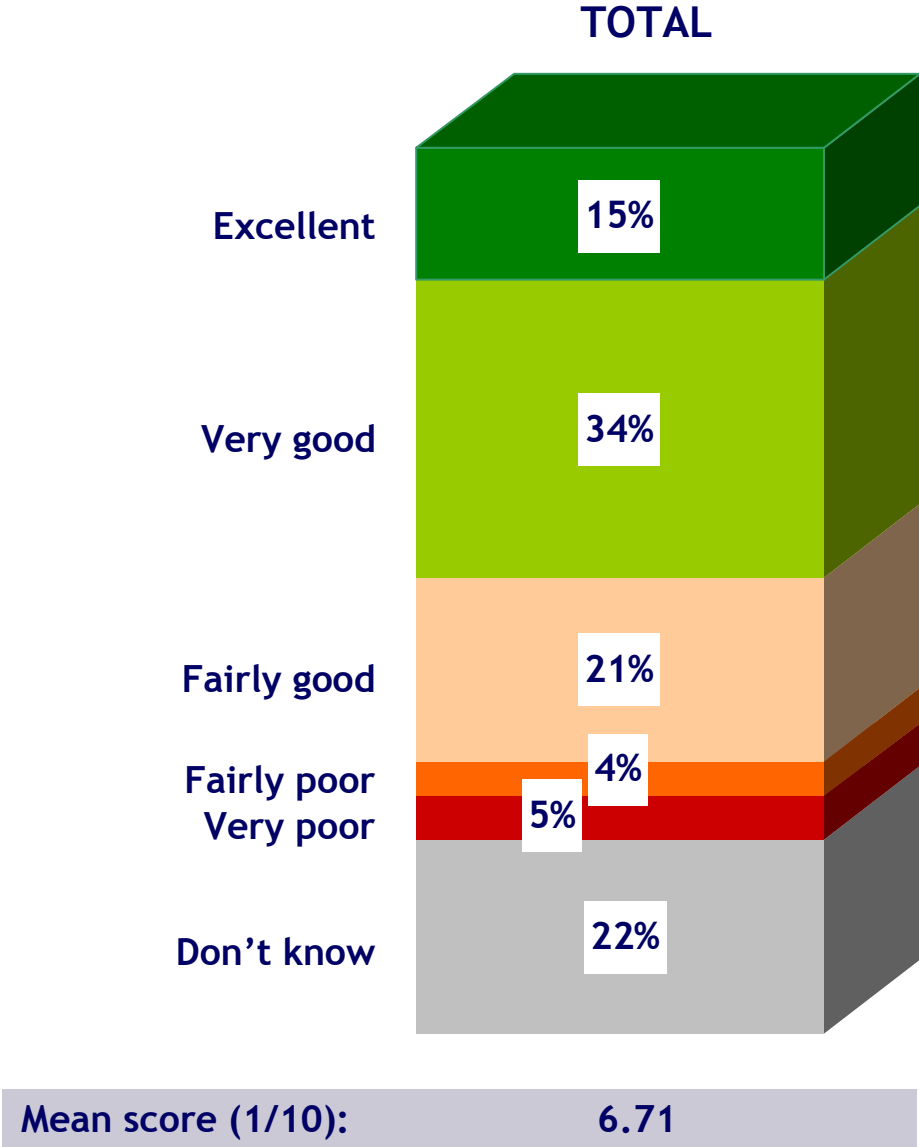
IMPACT OF DIRECTOR FOR ELITE ATHLETES' PROGRAMME



PERFORMANCE OF AAI BOARD



PERFORMANCE OF CEO



SUMMARY OF MEAN SCORES (1-10)

	Mean Score
AAI contribution to the sport in Ireland	6.80
Success of AAI Transformation programme	6.75
Performance of AAI's new professional structure	6.90
Performance of AAI Coaching committee	6.91
Performance of AAI Development team	7.01
AAI support services for Volunteers	5.83
Performance of AAI coaching staff	7.43
Performance of AAI 'High Performance' team	7.27
AAI team management at major championships	7.21
AAI support services for athletes	6.45
Impact of Director for elite athletes programme	7.11
Performance of AAI Board	6.38
Performance of CEO	6.71
Mean score on all measures	6.83

SURVEY SAMPLE PROFILE

Base:		153			153
<u>GENDER</u>		%	<u>MEMBERS</u>		%
	Men	52		Officials	23
	Women	48		Athletic leaders	39
				Coaches (level 1)	11
<u>AGE</u>				Athletes	4
	15-19 years	7		Club Secretaries	23
	20-30 years	20			
	31-40 years	9	<u>YEARS IN AAI</u>		
	41-50 years	34		1 - 2 years	22
	51+ years	31		3 - 5 years	15
				6 - 10 years	18
				11 - 20 years	15
				21+ years	30
				(Average years)	(13.5)

APPENDIX : SAMPLE DESIGN

Base:	Contact lists	No.s of interviews	Sample profile
	No.s	No.s	(%)
Officials	192	35	(23)
Athletic leaders	350	59	(39)
Coaches (level 1)	110	17	(11)
Athletes	38	6	(4)
Club secretaries	204	36	(23)
TOTAL	894	153	(100%)

SUMMARY

This survey was based on telephone interviews with a representative sample of 153 members of AAI, and the key findings were as follows:-

- The overall picture indicated a broadly positive disposition towards recent changes in AAI structures and staffing.
- Two-thirds (85%) rated AAI's contribution to the sport as extremely or very good.
- Just over half (55%) felt that the AAI transformation programme has been extremely or very successful.
- 6 in 10 (61%) described the new professional structure as extremely or very successful.
- When invited to recommend how the AAI Board might develop the sport, the most likely suggestions included - advertise it better (15%), try harder to involve younger people (14%), more facilities nationwide (11%), promote the sport in primary schools (10%), encourage it more in schools in general (8%).

SUMMARY

- Over half (55%) rated the AAI coaching committee's performance as excellent or very good.
- The AAI development team received a similar response, with 57% rating it as excellent or very good.
- There was a more divided reaction on AAI support services for volunteers; 37% rating them as excellent/very good, 37% as fairly good and 22% as fairly/very poor.
- AAI coaching staff are held in high regard: 70% describing their performance as excellent or very good.
- Recommendations for AAI Board action to improve the development of coaching were most likely to highlight the following - provide more training courses (20%), qualified coaches for every club (16%), make coaching available to everyone (12%), increased communication between professionals + club coaches (95), new training/fresh skills for older coaches (85), more training courses in rural areas/smaller towns (7%), expand coaching to include schools + colleges (7%).

SUMMARY

- The AAI 'high performance' team also has a strong reputation; two-thirds (64%) considered their performance as excellent or very good.
- AAI team management at major championships was viewed in generally positive terms; just over half (53%) rating them as excellent or very good.
- However, there was some qualification on AAI support services for athletes; 45% saw them as excellent/very good, 26% as fairly good and 10% as very/fairly poor.
- The appointment of a Director for the AAI elite athletes' programme was widely welcomed; 59% saw this move as extremely/very positive; 18% as fairly positive and just 7% negative.

SUMMARY

- Perceptions of AAI's Board performance suggested room for improvement; 45% viewed it as excellent/very good; 35% as fairly good, and 10% as very/fairly poor (10% not sure).
- The CEO's performance was seen in a somewhat better light; 49% rating it as excellent or very good; 21% as fairly good, and 9% as very/fairly poor.
- In summary, the overall tenor of these survey results indicate that in general, AAI's recent structural changes have been accepted and endorsed by the membership.
- However, there are three main areas in which they see particular scope for improvement - support services for volunteers, support services for athletes and AAI Board performance.

AAI - MEMBERS SURVEY



SUMMARY



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