


# AQUATIC SPORT MONITORING & EVALUATION

2018/19



**“Aquatic Sport is a foundation pillar of a strong lifesaving movement.”**

- Tom Mollenkopf, Immediate Past President

## THE PROJECT

A review of LSV Sport in 2018 identified challenges and solutions and set a series of recommendations from the participating membership, including the overarching goal of ‘better before bigger’.

One of the five key recommendations from the report was ‘Improving evaluation: A focus on better analysis and evidence for decision making, with a greater emphasis on feedback, while providing more timely and relevant information for stakeholders.’

The subsequent evaluation project includes the development and implementation of a Sport M&E plan for 2018/19 focussed on the summer beach lifesaving competition.

## OBJECTIVES

To determine for the 2018/19 summer season:

- The level of participation in Sport.
- The level of satisfaction with Sport as an indicator of retention.
- The overall experience with Sport including potential barriers and enablers to participation.

# RESULTS

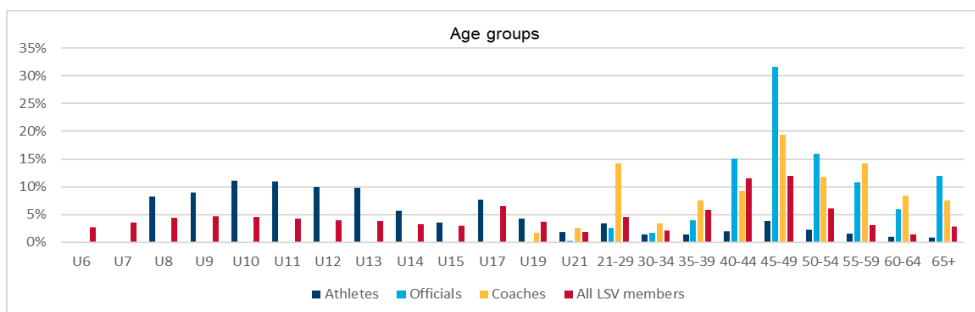
## PARTICIPATION



**10% of membership involved in lifesaving sport**

## RECOMMENDATIONS

- Set targets to improve the representation of coaches by gender and club.
- Set targets to improve the representation of officials by age.
- Address lower participation rates from U14 onwards.



## SATISFACTION

Overall  
**7.2/10**

Carnivals  
**7.1/10**

Communication  
**7.4/10**

U14 Restructure  
**7.6/10**

## RECOMMENDATIONS

Increase:

- Overall satisfaction from 7.2 to 8/10.
- Satisfaction with carnivals from 7.1 to 8/10.
- Satisfaction with LSV's communication about carnivals from 7.4 to 8/10.

## COMMUNICATION



Improvements needed:

- Event scheduling.
- Earlier notification of carnival cancellations.
- Explain the decision-making process.

## MEMBER EXPERIENCE

Positive factors:

- Team camaraderie
- Health & fitness benefits
- The social aspect
- The competition



Negative factors:

- Carnival locations
- Event scheduling
- Travel distances
- Length of carnivals

## RECOMMENDATIONS

Review of communications to focus on event scheduling, carnival cancellation and location, explanation of how decisions are made and the timeframes around the decision-making process.

## FURTHER RESEARCH

- Improve data capture and analysis to improve accuracy and usability of data reporting, particularly in relation to participation rates.
- Identify the reasons why more current members don't participate in Sport.
- Establish benchmarks for other areas of Sport.

## RECOMMENDATIONS

- Improve carnival locations based on most appropriate environmental conditions.
- Earlier communications around event scheduling and changes/cancellations, have an alternative rather than cancel if possible.
- Review timings of carnivals.