



PARENT SURVEY

2023

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EXECUTIVE SUMMARY



SPORT BOP PARENT SURVEY

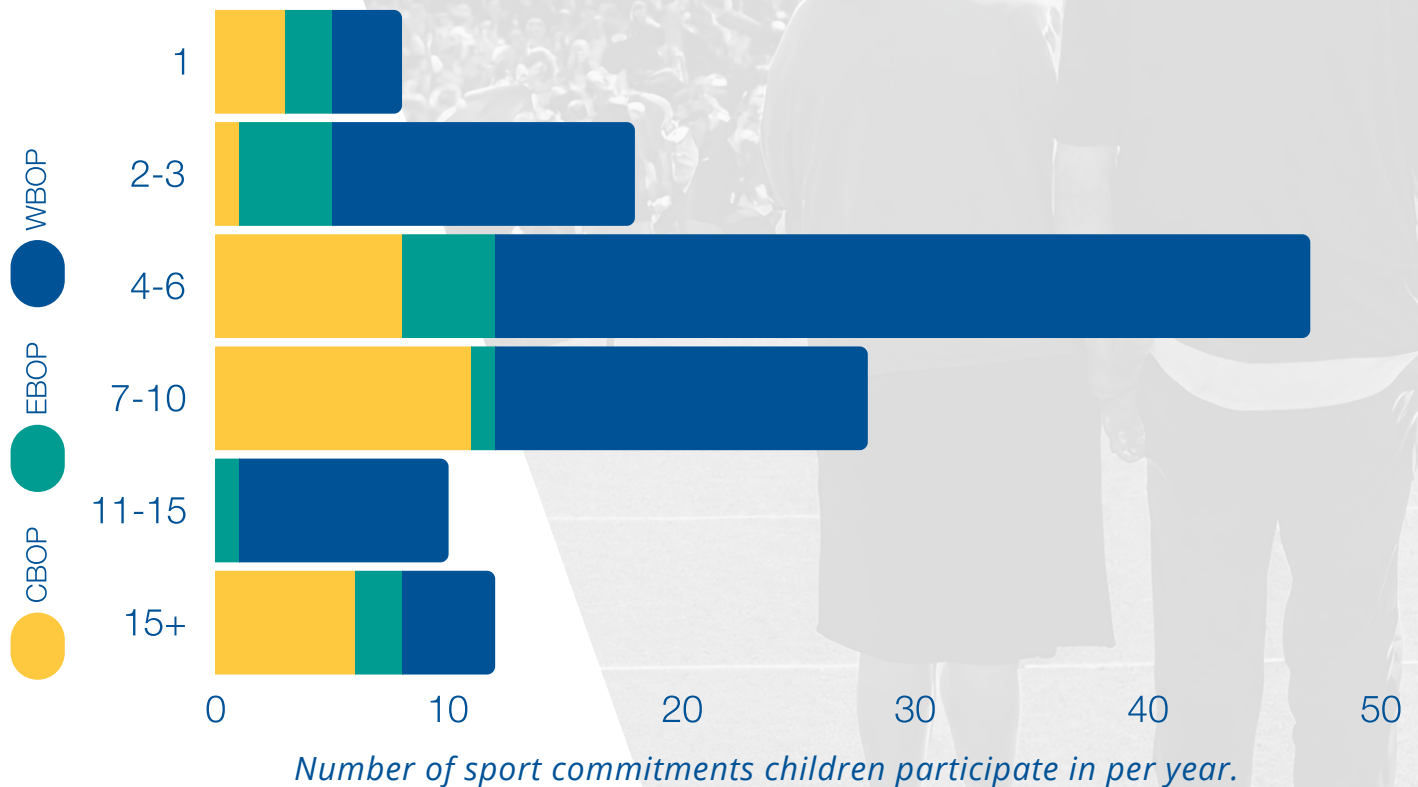
Sport Bay of Plenty wanted to get an understanding of what makes a good experience for parents of children involved in sport.

Between April and September this year, we interviewed 467 parents and guardians at local tournaments and events, capturing helpful insights, observations and connections along the way.

The survey had its limitations. Canvassing at AIMS Games presented the challenge of many parents having travelled into our rohe.

The main data collection was AIMS, mostly involving children aged 10-13 with other events including basketball, netball and hockey with a varied age range, from year 1 school students all the way to U-18s.

NUMBER OF SPORT COMMITMENTS



3.2

Average annual sport commitments per child

Parents were asked the total number of sports and levels their children participated in within one year.

To the surprise of most parents, the figures were high, with a high percentage answering 4-6 and 7-10 sports per year.

For some parents this means finding a way to support their children in over 15 different sport commitments in one year, with average sport commitments per child being 3.2 (one commitment may be reps, or club, or school sport).

GOOD SPORTING EXPERIENCE FOR PARENTS

Seeing their children having

FUN

remains the key indicator of an enjoyable parent sporting experience!



Just

1.5%

of parents said the result of the match/race was important

Overwhelmingly, seeing their children enjoying themselves and having fun remains a key factor in what makes an enjoyable parent experience. Other key factors included good team culture, seeing the child develop and grow, good sportsmanship, fairness and good communication from schools and clubs.

Adequate facilities, including parking, viewing platforms, seating and coffee/food can also lead to positive experiences.

If parents feel welcomed and can see their child having fun in a culture where they are experiencing the value of sport this will go a long way.

BARRIERS

We asked 'what are the two main barriers for parents that make it challenging to enable their children to play sport?'

The barriers that came out on top were cost and the logistics of work and other family commitments.

This was closely followed by travel which included traffic and roadworks and the extra time and stress this puts on a journey.

"It's our job to enable it."

"We make it work."

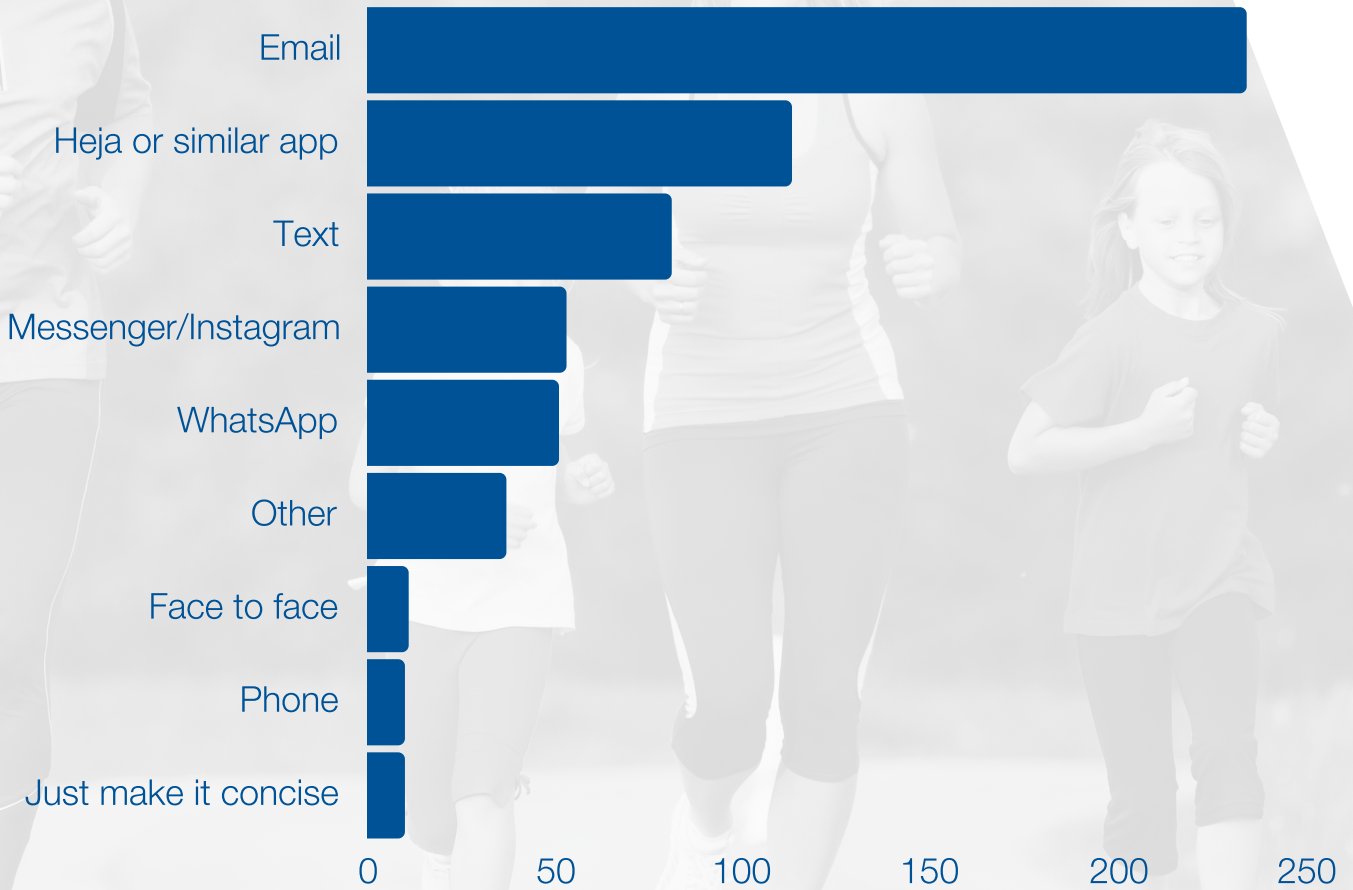
Despite many barriers, 35% of parents indicated no barriers suggesting they simply make it work.

Parents suggest a feeling that it is their role to enable their children to play sport. This brings extra pressure to sporting parents.

"There is a lot of pressure from parents to be the best. It's toxic for the kids. Too much, too soon, too intense. Seasons extending and kids not getting a rest. "

COMMUNICATIONS

Preferred method of communication



Parents appeared almost universal in that they favour information uniformly delivered through one designated platform. This prevents searching for information further on. Choosing a system and sticking with it appears the preference.

Consistently parents said that they needed to know logistical information such as date, time, location and cost as soon as possible. A standardised way to do this helps parents.



VOLUNTEERING



70%

Most parents still manage to volunteer within sport despite logistical and time-related barriers.

The roles parents volunteered in varied in terms of time and expertise with manager and coach the most popular answers.

32% Manager

31% Coach

Other roles included administrator, scorer, governance, official, driver, event support, cook/chef and more.

SUMMARY

- Children have high levels of sport commitments putting pressure on parents
- Parents, above all else, want their children to have fun participating in sport
- There is scope to further investigate whether improved facilities for parents may improve sideline behaviour
- External factors such as cost, logistics, family commitments and travel were major barriers to parents enabling their children to play sport
- Parents will very often put their children ahead of these needs, doing all they can to provide sporting opportunities
- Communication methods are preferred in a uniform and easy to follow fashion
- The majority of parents still manage to volunteer within sport, in varied roles.

Sport BOP would like to acknowledge and thank all those who helped collate the information included in this document.

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