

OCEANIA MASTERS CHAMPIONSHIPS - RESULTS OF THE SURVEY

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BACKGROUND

It would normally be expected that entrant numbers and standards would rise as competitions transition from local/state to National to Regional to World level. However in the case of the Oceania region, this is not the case, with numbers and to some degree standards of competition at the Oceania Championships being lower than National Championships. This survey attempted to understand this situation and suggest possible ways to lift the status of the Oceania Championships. In doing so it is important not to discourage entry from the smaller members of the Oceania Region.

SURVEY RESULTS

At the close of the Survey Monkey at the end of August, 209 responses were received, 173 through Survey Monkey and 36 by email. While only a small fraction of the total membership responded (about 3.8%) and the numbers therefore show about a 7% margin of error at a 95% certainty level, the responses do show some clear trends.

Discussion:

Question 1. Do you normally attend the Oceania Championships?

It was pleasing to see the greatest response was attendance wherever the Championships were held.

Question 2. How many Oceania Championships have you participated in?

Most respondents were newcomers to the Championships so it will be important to promote them as much as possible.

Question 3. How many events do you normally contest in at Oceania Championships?

Over 60% of respondents entered 4 or more events so care will need to be taken if considering program changes or shortening the duration of the Championships

Question 4. If you do not normally attend these Championships – what is your main reason (s) for not attending?

Cost of travel was the dominant reason so perhaps more effort needs to be made in sourcing economic travel and accommodation. Other strong reasons for non-attendance were injury and conflict with other events. A significant 20% indicated that the Championships were too long.

Question 5. If the length of the Championships is an issue what would you prefer? Please bear in mind that the shorter the length of time the more constricted the program would be (i.e. especially affecting multi-events and half marathon)

Preference is quite strong for a shorter Championships. Adding in email responses gives the following results:

4 days	21.6%
5 days	22.8%
6 days	14.0%
7 days	21.6%
8 days	4.1%
9 days	9.9%

Looking at these numbers from the bottom – 44.4% preferred 5 days or less and 58.0% preferred 6 days or less.

Question 6. Is there any way the structure of the program could be changed to make it more attractive to attend?

No significant suggestions arose that havnt already been thought of.

Question 7. Would higher class medals encourage you to attend?

While there were a few people who thought better medals would encourage them to attend, the majority thinking was no.

Question 8. Are there any other incentives that would encourage you to attend?

There were some interesting suggestions here:

- Hold the Championships in conjunction with the Australian and New Zealand Championships.

- Consolidate throws and multi-events for throwers to shorten their need to stay. The same could be said for sprints/jumps etc.

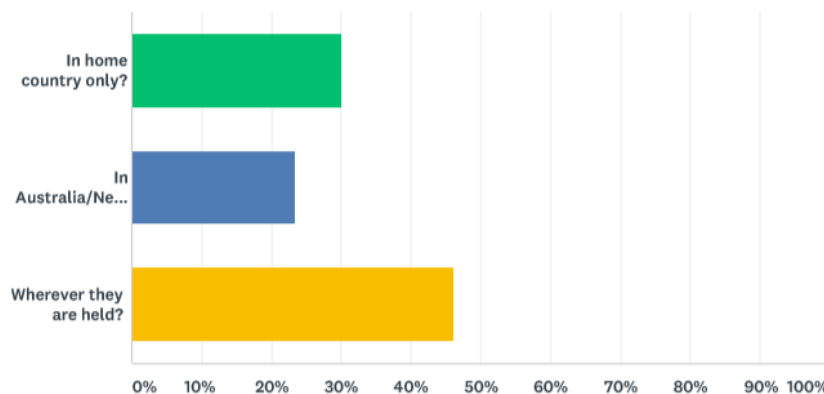
Suggestions for Further Consideration

1. Serious consideration should be given to a 5 or 6 day event. Australia conducts a 4 day program with around 600 entrants. This program does not include the Decathlon/Heptathlon or Half Marathon. Adding 2 days would certainly allow these to be added and it is possible it could all be fitted into 5 days. Five or 6 days would overcome the problem of competing on a Sunday which is of concern to especially many of the Island competitors. I suggest programming be investigated for a 5 and a 6 day program.
2. Consider combing the Championships with the Australian and New Zealand Championships when it is their turn to host.
3. Establish an ongoing relationship with a travel agent with a view to seeking preferential airfares and accommodation for entrants, including university and backpacker accommodation.
4. Consolidate the program as far as possible so that events for throwers, sprinters/jumpers, etc are grouped as far as possible to allow a shorter stay as a possibility.
5. Ensure that the Championships are well promoted in all Oceania Countries as well as the other WMA regions.

APPENDIX

Q1 Do you normally attend the Oceania Championships?

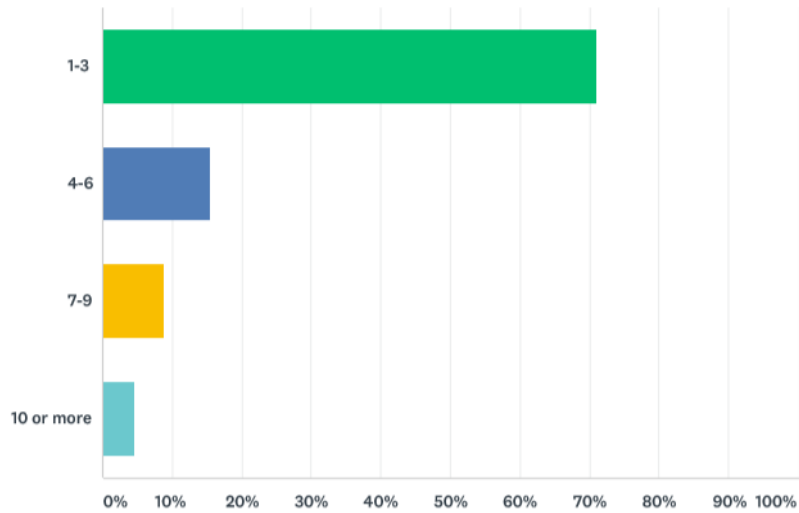
Answered: 149 Skipped: 24



ANSWER CHOICES	RESPONSES	
In home country only?	30.20%	45
In Australia/New Zealand only?	23.49%	35
Wherever they are held?	46.31%	69
TOTAL		149

Q2 How many Oceania Championships have you participated in?

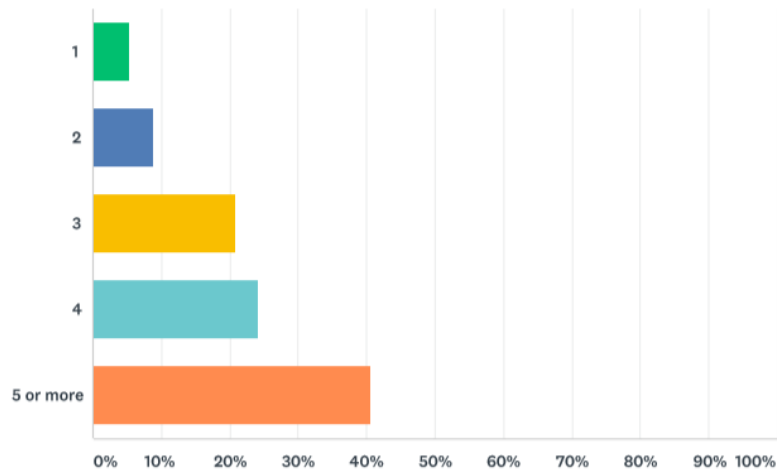
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ANSWER CHOICES	RESPONSES	
1-3	71.14%	106
4-6	15.44%	23
7-9	8.72%	13
10 or more	4.70%	7
TOTAL		149

Q3 How many events do you normally contest in at Oceania Championships?

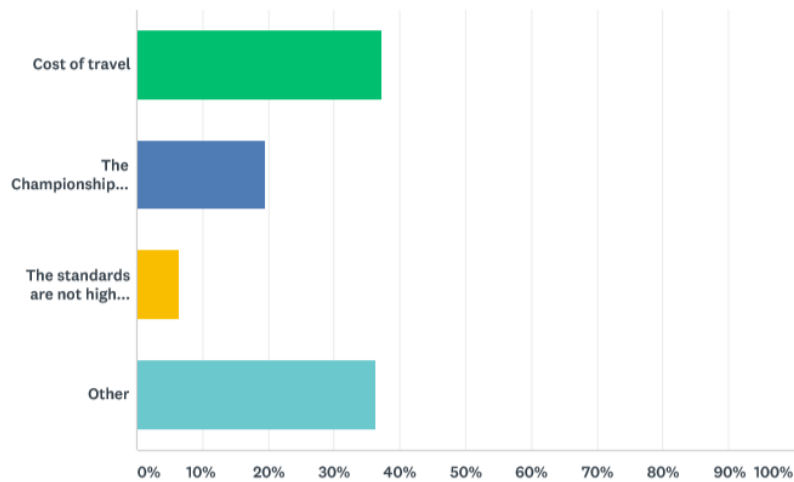
Answered: 148 Skipped: 25



ANSWER CHOICES	RESPONSES	
1	5.41%	8
2	8.78%	13
3	20.95%	31
4	24.32%	36
5 or more	40.54%	60
TOTAL		148

Q4 If you do not normally attend these Championships – what is your main reason (s) for not attending?

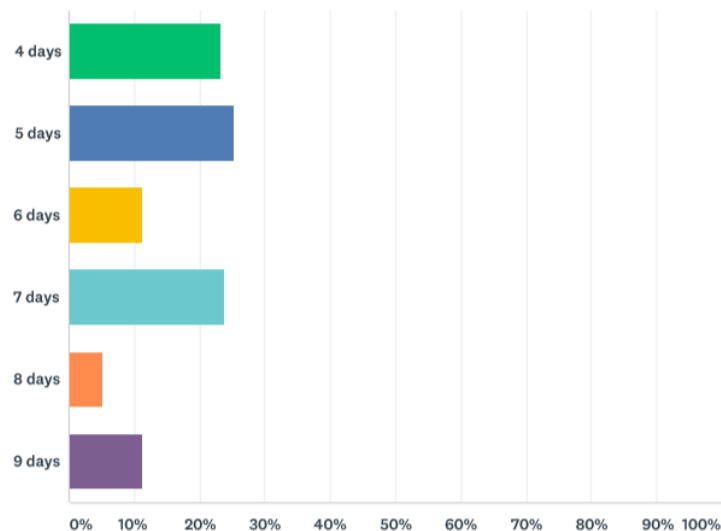
Answered: 137 Skipped: 36



ANSWER CHOICES	RESPONSES	
Cost of travel	37.23%	51
The Championships are too long – normally held over 7-9 days	19.71%	27
The standards are not high enough	6.57%	9
Other	36.50%	50
TOTAL		137

Q5 If the length of the Championships is an issue what would you prefer? Please bear in mind that the shorter the length of time the more constricted the program would be (i.e. especially affecting multi-events and half marathon)

Answered: 134 Skipped: 39



ANSWER CHOICES	RESPONSES	
4 days	23.13%	31
5 days	25.37%	34
6 days	11.19%	15
7 days	23.88%	32
8 days	5.22%	7
9 days	11.19%	15
TOTAL		134