

2023-24

# GymBC Member Club Survey Summary



## 1 Club Response Rate

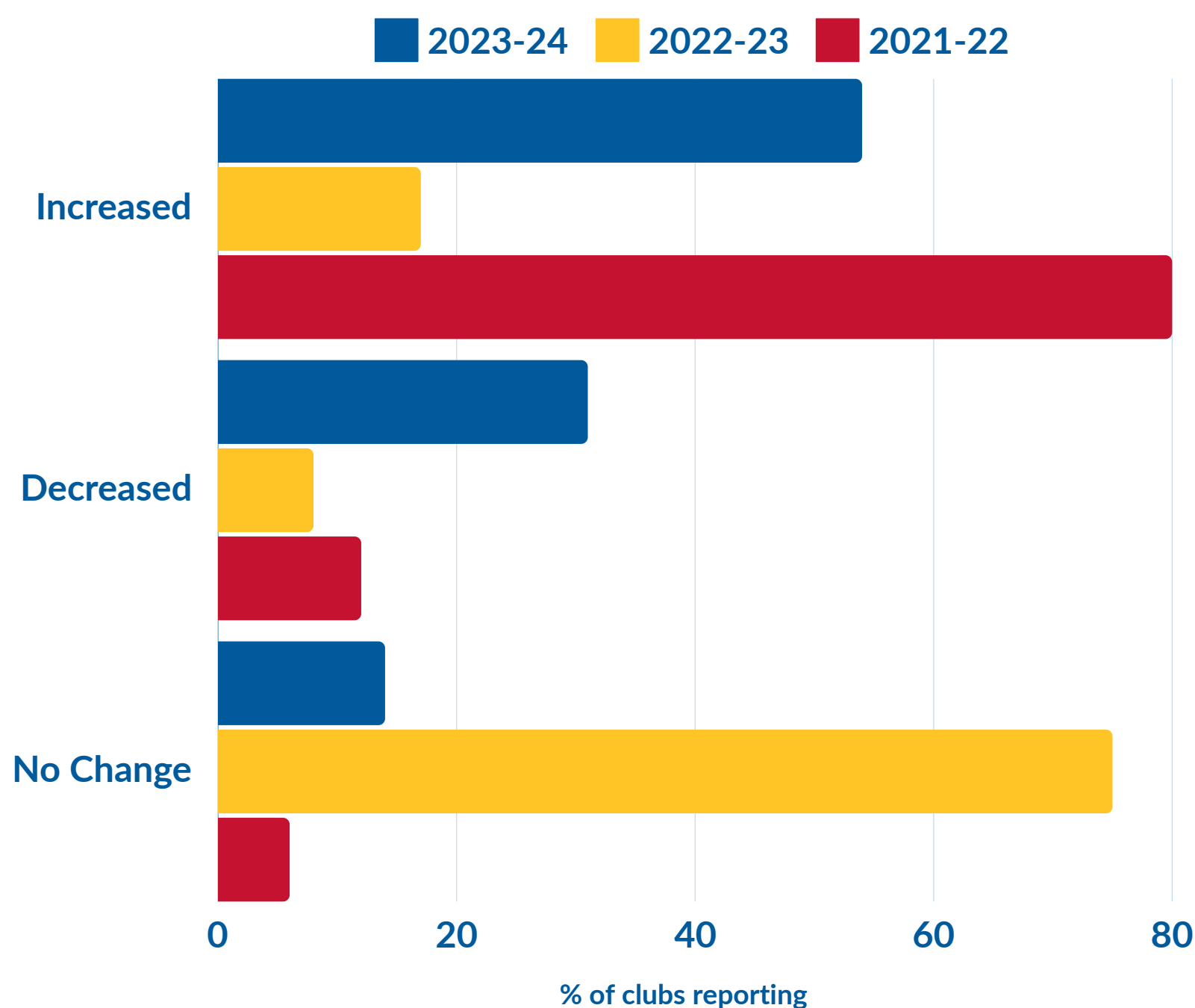
2023-24: 44%  
2022-23: 77%  
2021-22: 44%

Analysis doesn't necessarily compare the same clubs from year to year; just those that respond.

### Takeaways

- Low completion rate is assumed to be due to the timing of the 2023-24 Survey sent in June 2024 vs. January as previous 3 years.
- Continued increase in membership year to year, despite reports of club being over capacity. Where is this increase coming from?
- Clubs consistently reporting a lack of qualified coaches, creating challenges in accommodating all interested participants.
- GymBC to review the presentation and distribution of the annual member club survey to ensure accurate statistics and foster higher response rates..

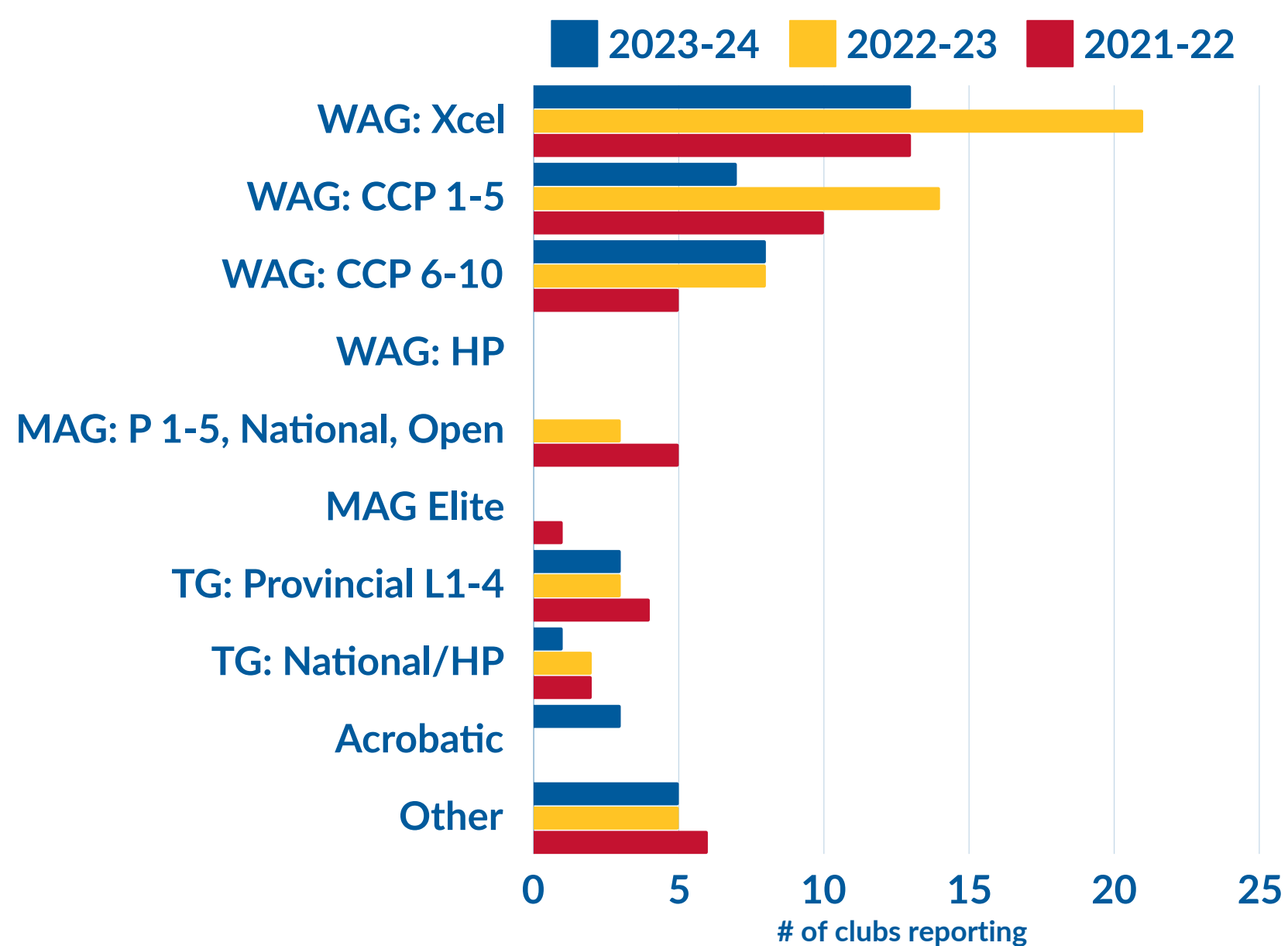
## 2 Change in Club Membership Rates



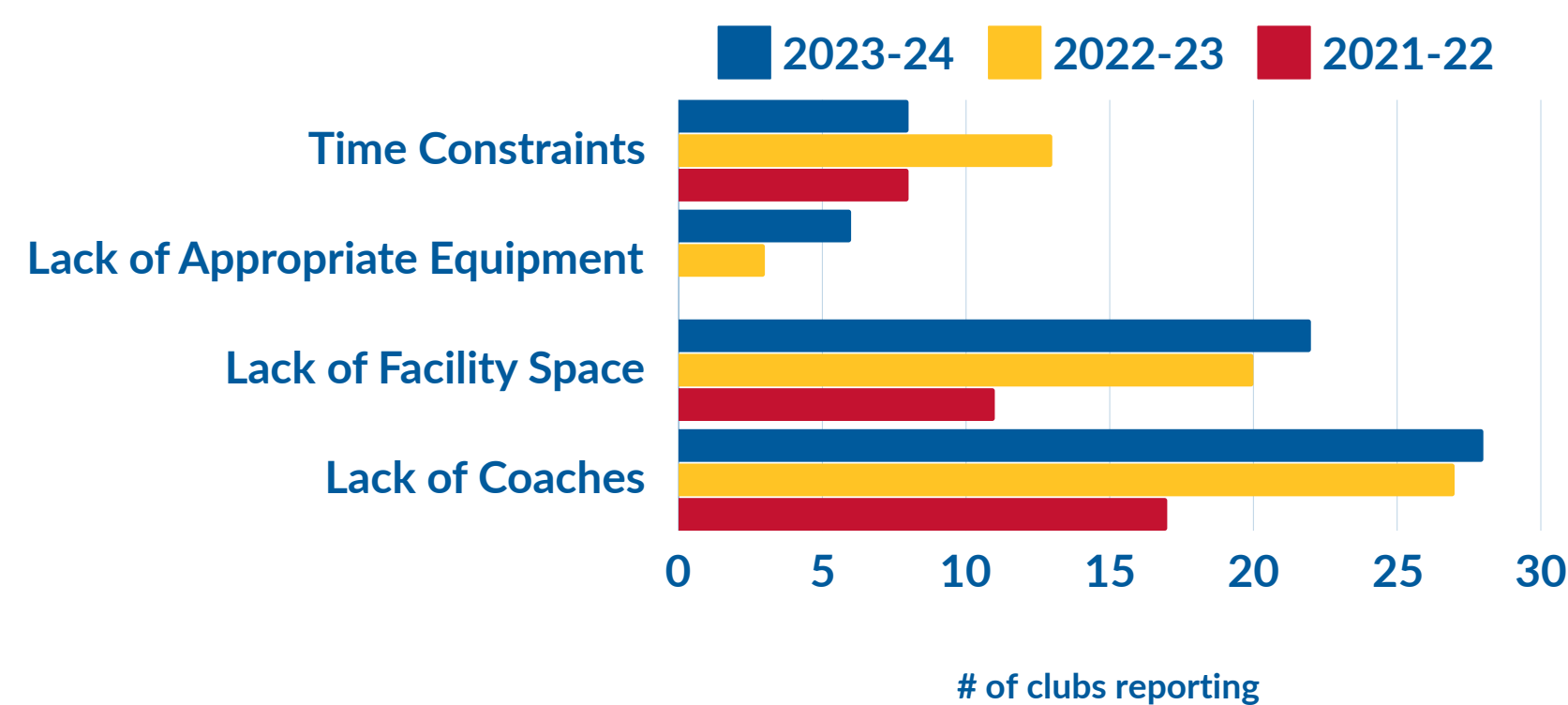
## 3 Notable Notes

- Explore opportunities for GymBC to standardize club communication tools and registration platforms.
- Clubs identify the need for more support in developing effective policies and procedures, in addition to those currently available on the new GymBC website. Specifically, a catastrophic incident plan template is needed as 42% of clubs report not having one.
- Overall, GymBC communications are increasing to club satisfaction based on survey results over the previous three years.
- GymBC to continue offering educational opportunities ensuring reach in all areas of the province.

## 4 Program Demands Exceed Capacity (Comp)



## 5 Barriers to Fulfilling Demand (Comp)



## 6 Main Barriers Faced (GFA)

Member clubs facing excess demand in GFA programming consistently highlight a shortage of qualified coaches, exacerbated by the high costs and perceived complexity of certification. Additionally, clubs report difficulties in funding equipment and facility upgrades. Active Start GFA Programming is the leading program requested among GFA clubs.

## 7 GymBC Strategic Plan Priorities

GymBC member clubs identified their top priorities for the next strategic plan.

1. **Coach Development:** Accessible training and support in recruiting and retaining coaches, notably for Recreational/GFA programs.
2. **Judge Development:** More education and professional development opportunities.
3. **Provincial Training Facility:** Crucial for centralizing resources, and growing competitive programming.