

CENTRE FOR TOURISM AND LEISURE MANAGEMENT

(Incorporating the CERM Performance Indicators® Project)



SHEPPARTON SPORTS STADIUM 2016 CUSTOMER SERVICE QUALITY SURVEY

Please help assess the services of this stadium by completing this questionnaire. It should take no more than about 10 minutes. Your answers will be treated confidentially, and you can choose to withdraw from this research at any time.

Complete the questionnaire to reflect your opinions, not those of any child or other person that may be in your care.

This research is being conducted for Greater Shepparton City Council in conjunction with CERM PI, University of South Australia Business School. For general enquiries please contact Raylene Jones, email raylene.jones@unisa.edu.au.

This project has been approved by the UniSA's Human Research Ethics Committee.

ABOUT YOU AND HOW YOU USE THIS STADIUM...

Please tick **ONE BOX** only for each question (with the exception of Q2) and provide information where requested

1. What is the **main** program / activity that you **usually** participate in at this stadium?

Please tick **ONE BOX** only

- | | | | | | |
|---|--------------------------|--------------------------|----|--------------------------|----------------------------|
| 1 | <input type="checkbox"/> | Basketball | 10 | <input type="checkbox"/> | Corporate Sports Challenge |
| 2 | <input type="checkbox"/> | Competition badminton | 11 | <input type="checkbox"/> | Ready Steady Go Kids |
| 3 | <input type="checkbox"/> | Social badminton | 12 | <input type="checkbox"/> | School holiday program |
| 4 | <input type="checkbox"/> | Competition table tennis | 13 | <input type="checkbox"/> | Aussie Hoops |
| 5 | <input type="checkbox"/> | Social table tennis | 14 | <input type="checkbox"/> | Aussie Net |
| 6 | <input type="checkbox"/> | Netball | 15 | <input type="checkbox"/> | Martial arts |
| 7 | <input type="checkbox"/> | Junior stadium netball | 16 | <input type="checkbox"/> | Wheelchair basketball |
| 8 | <input type="checkbox"/> | Strength training | 17 | <input type="checkbox"/> | Other _____ |
| 9 | <input type="checkbox"/> | Tai Chi | | | |

2. Do you also participate in other programs / activities at this stadium?

Please tick **ALL RELEVANT** boxes

- | | | | | | |
|---|--------------------------|--------------------------|----|--------------------------|----------------------------|
| 1 | <input type="checkbox"/> | Basketball | 10 | <input type="checkbox"/> | Corporate Sports Challenge |
| 2 | <input type="checkbox"/> | Competition badminton | 11 | <input type="checkbox"/> | Ready Steady Go Kids |
| 3 | <input type="checkbox"/> | Social badminton | 12 | <input type="checkbox"/> | School holiday program |
| 4 | <input type="checkbox"/> | Competition table tennis | 13 | <input type="checkbox"/> | Aussie Hoops |
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| 7 | <input type="checkbox"/> | Junior stadium netball | 16 | <input type="checkbox"/> | Wheelchair basketball |
| 8 | <input type="checkbox"/> | Strength training | 17 | <input type="checkbox"/> | Other _____ |
| 9 | <input type="checkbox"/> | Tai Chi | | | |

ABOUT YOU AND HOW YOU USE THIS STADIUM...

Please tick **ONE BOX** only for each question and provide information where requested

3. Do you *usually* attend this stadium?

- 1 Alone (if yes, please go to Q 5)
2 With others (family, friend, partner, etc)

4. Does your visiting group *usually* include?

- 1 Children under 5 years of age
2 Children 5 to 15 years of age
3 No children

5. How far do you normally travel to attend this stadium?

- 1 5km or less
2 Over 5, to 10 kms
3 10 to 25 kms
4 Over 25 kms

6. How do you usually get to the stadium?

- 1 Private car
2 Walk
3 Bicycle
4 Public transport

7. *On average*, how many times do you visit the stadium?

- 1 Less than once per week
2 Once per week
3 Twice per week
4 Three plus times per week

8. How long do you spend at the stadium each visit?

- 1 Less than 30 minutes
2 About 30-60 minutes
3 About 60-90 minutes
4 Over 90 minutes

9. At which time do you *most often* use the stadium?

- 1 Before 9am
2 Between 9am and noon
3 Between noon and 3pm
4 Between 3pm and 6pm
5 After 6pm

10. How long have you been using this stadium?

- 1 Less than 1 month
2 1 month to less than 6 months
3 6 months to less than 1 year
4 1 year to less than 2 years
5 2 years to less than 5 years
6 5 years or more

11. My age group is:

- 1 15-19 years
2 20-29 years
3 30-39 years
4 40-49 years
5 50-59 years
6 60-69 years
7 70 years and over

12. I am:

- 1 Male
2 Female

Do you have a chronic illness/permanent disability?

13. **disability?**
1 No
2 Yes

14. I was born in:

- 1 Australia
2 Overseas English speaking country
3 Non-English speaking country

Do you identify as being Aboriginal and/or Torres Strait Islander origin?

15. **and/or Torres Strait Islander origin?**
1 No
2 Yes

16. My postcode is:

YOUR THOUGHTS ON SERVICE QUALITY AT THIS STADIUM...

17. Please evaluate each item in terms of:

Expectations - What you expect

Performance - How well we are doing

		Expectations						Performance						
		Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	Very Strongly Agree	Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	Very Strongly Agree	Don't Know
The stadium should...														
1	always be clean	1	2	3	4	5	6	1	2	3	4	5	6	*
2	be well maintained	1	2	3	4	5	6	1	2	3	4	5	6	*
3	have high quality and well maintained equipment	1	2	3	4	5	6	1	2	3	4	5	6	*
4	have clean pool water	Not applicable						Not applicable						
5	have pool water at the right temperature	Not applicable						Not applicable						
6	have up-to-date information (i.e. activities, results, events)	1	2	3	4	5	6	1	2	3	4	5	6	*
7	be well organised & well run (i.e. bookings, opening /closing times)	1	2	3	4	5	6	1	2	3	4	5	6	*
8	have a suitable range of activities available	1	2	3	4	5	6	1	2	3	4	5	6	*
9	have programs / activities that start and finish on time	1	2	3	4	5	6	1	2	3	4	5	6	*
10	have programs / activities that are relevant to your needs	1	2	3	4	5	6	1	2	3	4	5	6	*
11	provide value for entry fee	1	2	3	4	5	6	1	2	3	4	5	6	*
12	have programs / activities that provide value for money	1	2	3	4	5	6	1	2	3	4	5	6	*
13	ensure behaviour of others does not detract from your experience	1	2	3	4	5	6	1	2	3	4	5	6	*
14	have safe and secure parking	1	2	3	4	5	6	1	2	3	4	5	6	*
15	have suitable parking (i.e. number of spaces, drop off zones)	1	2	3	4	5	6	1	2	3	4	5	6	*
16	have suitable food and drink facilities	1	2	3	4	5	6	1	2	3	4	5	6	*
17	provide adequate child minding	Not applicable						Not applicable						
The stadium's staff should...														
18	be friendly	1	2	3	4	5	6	1	2	3	4	5	6	*
19	be responsive	1	2	3	4	5	6	1	2	3	4	5	6	*
20	be presentable	1	2	3	4	5	6	1	2	3	4	5	6	*
21	be experienced/knowledgeable	1	2	3	4	5	6	1	2	3	4	5	6	*
22	Instructors should be experienced/knowledgeable	1	2	3	4	5	6	1	2	3	4	5	6	*

18. What aspect(s) of the stadium do you particularly enjoy? _____

19. Have you experienced a problem(s) with the stadium in the last 12 months?

1 No (please go to Q. 22)

2 Yes (please explain, then go to Q. 20) _____

20. Did you report the problem to staff?

1 No (please explain why not, then go to Q. 22) _____

2 Yes (please go to Q. 21)

21. Was the problem resolved satisfactorily?

1 No

2 Yes

YOUR THOUGHTS ON BENEFITS AT THIS STADIUM...

22. Please evaluate each item in regard to:

Importance - How important they are to you
Achievement – Were they achieved at this stadium

		Importance					Achievement				
		Not at all	Low	Neutral	High	Very High	Not at all	Low	Neutral	High	Very High
1	Improved health	1	2	3	4	5	1	2	3	4	5
2	Improved physical fitness	1	2	3	4	5	1	2	3	4	5
3	Improved well-being	1	2	3	4	5	1	2	3	4	5
4	Relaxation	1	2	3	4	5	1	2	3	4	5
5	Reduced stress levels	1	2	3	4	5	1	2	3	4	5
6	Improved skill level	1	2	3	4	5	1	2	3	4	5
7	Socialising with family &/or friends	1	2	3	4	5	1	2	3	4	5
8	Improved performance in competitive sport	1	2	3	4	5	1	2	3	4	5
9	Enjoyment	1	2	3	4	5	1	2	3	4	5

23. Please tell us how likely you would be to recommend this stadium to others:

Very unlikely	Unlikely	Maybe not	Neutral	Maybe	Likely	Very likely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6	7

24. Overall, how satisfied are you as a customer of this stadium?

Very dissatisfied	Dissatisfied	Somewhat dissatisfied	Neutral	Somewhat satisfied	Satisfied	Very satisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6	7

Thank you for your time and consideration given to this questionnaire

In accordance with University ethics requirements, your response will be managed in a confidential manner, with only the combined responses of all participants in this survey being reported back to the stadium. However, the researcher cannot always guarantee the confidentiality of material sent via email/internet.

Aggregated outcomes of research efforts may be reported in professional forums, and will be available to respondents of this survey on request. Summaries of the findings will be provided to management to promote to respondents of the survey. This data will provide information to help management improve services at the stadium. In addition, some questions will be used primarily to advance research.

The questionnaire data will be stored according to UniSA's confidentiality and ethics protocols at the UniSA Centre for Tourism & Leisure Management; accessible only to members of the research team for 5 years.

If you have any ethical concerns about the project or questions about your rights as a participant, please contact UniSA Human Research Ethics Committee, Executive Officer (phone +61 8 8302 3118; email vicki.allen@unisa.edu.au).