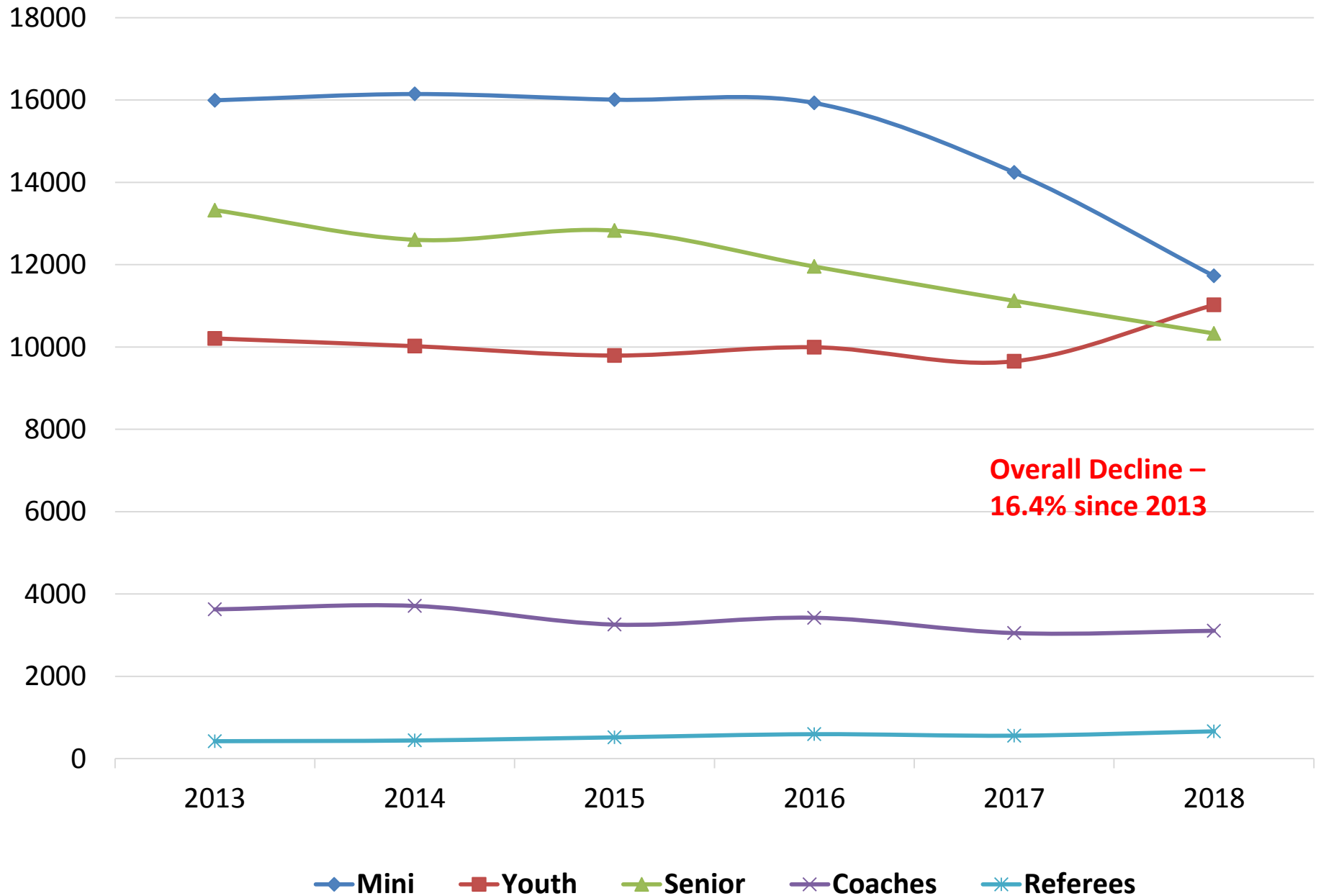


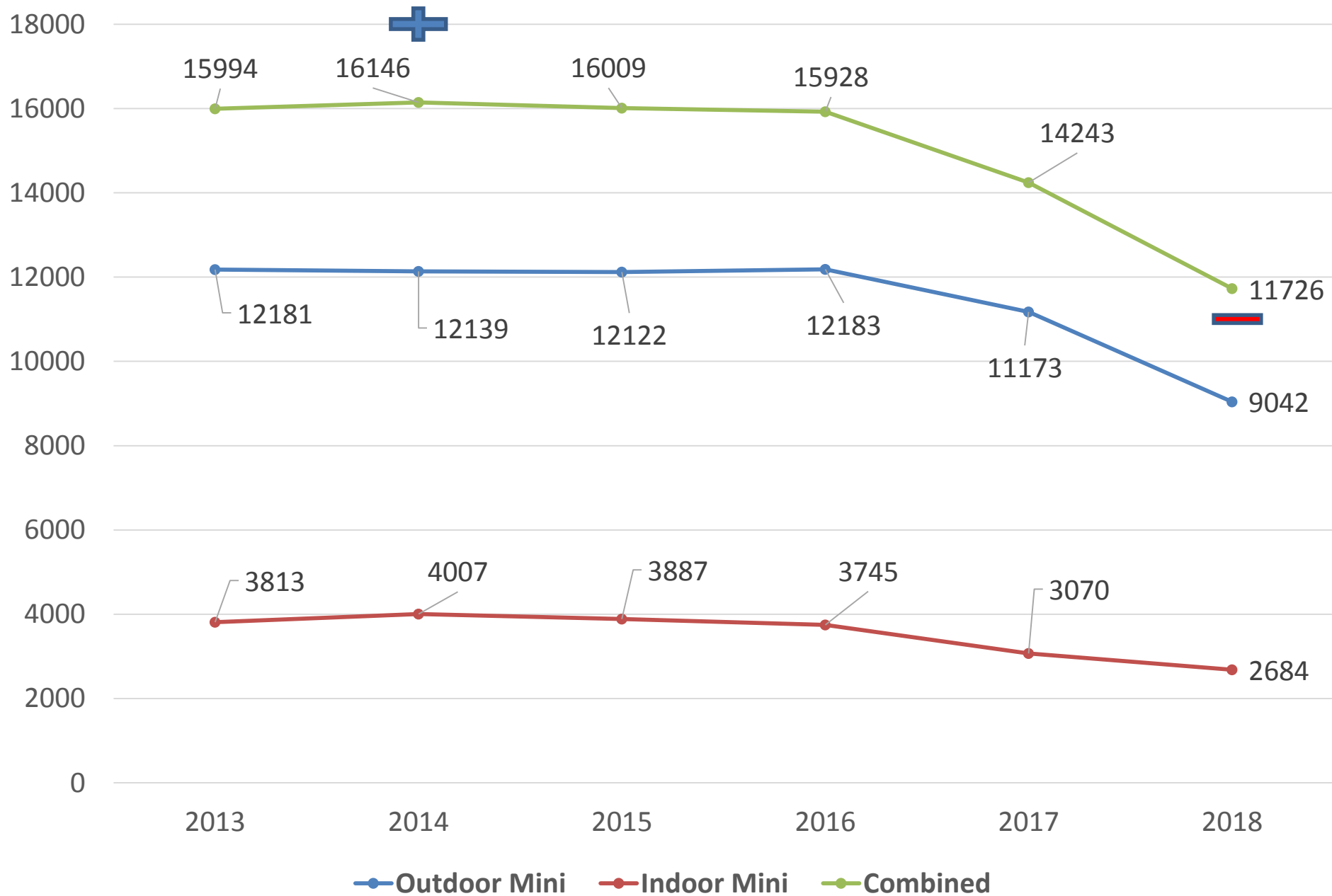
2018 SSA Registrations and Survey Data



Total Membership Registration 2013-18



Total Mini Registrations 2013-2018

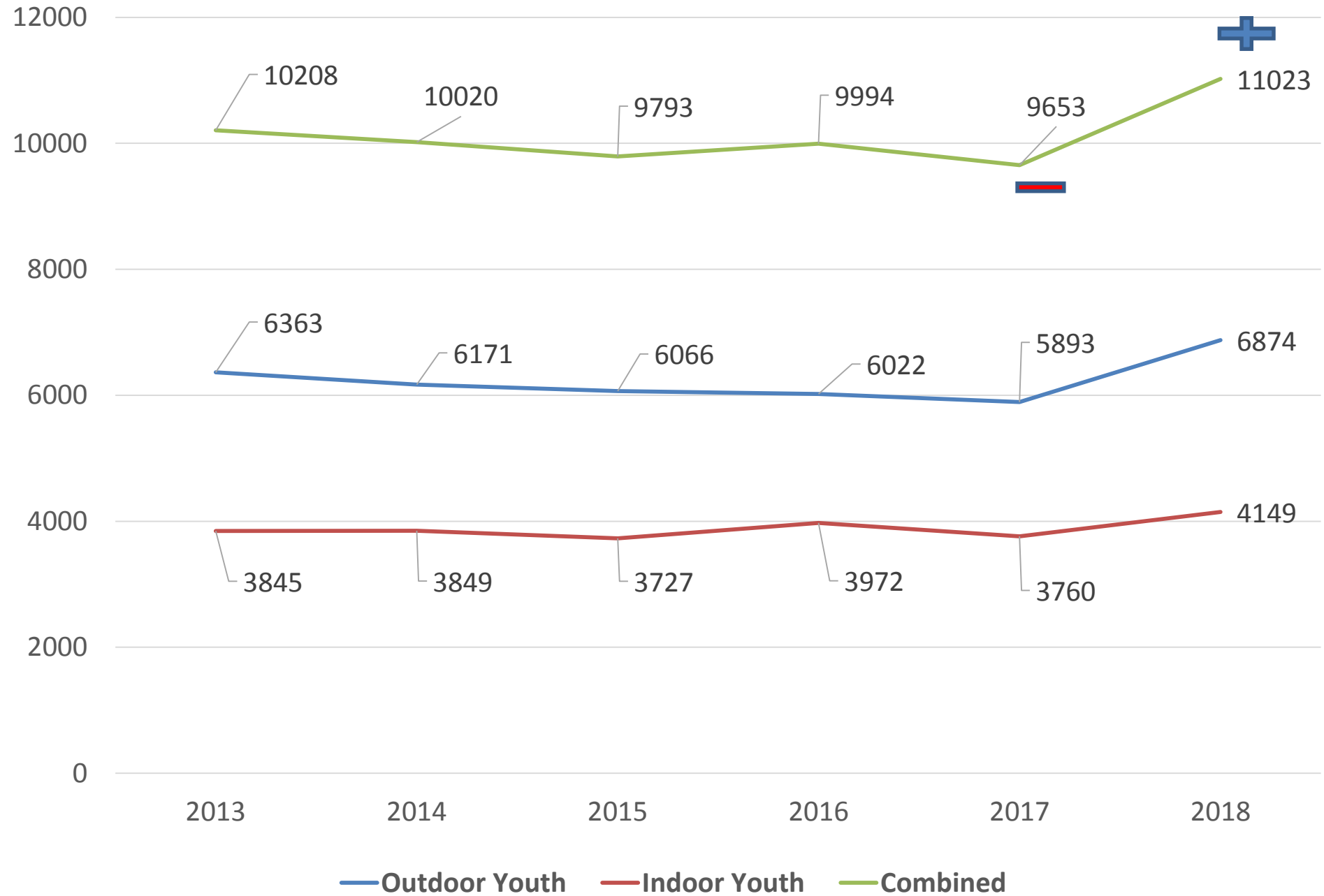


Registrations of 0–12 year olds from 2013-2018

*Does not include FSIN	2013	2014	2015	2016	2017	2018	Low	High	13vs18
Indoor Total Male Players - 0-12	3449	3729	3552	3524	3222	3396	3222	3729	-2%
Indoor Total Female Players - 0-12	1673	1627	1599	1582	1622	1632	1582	1673	-2%
Outdoor Total Male Players - 0-12	8563	8459	8653	8748	7931	7768	7768	8748	-9%
Outdoor Total Female Players - 0-12	6560	6062	5873	5823	5586	5540	5540	6560	-16%
Indoor Total - 0-12	5122	5356	5151	5106	4844	5028	4844	5356	-2%
Outdoor Total 0-12	15123	14521	14526	14571	13517	13308	13308	15123	-12%

Note: This data is recorded in accordance to Sask Sport.

Total Youth Registrations 2013-2018

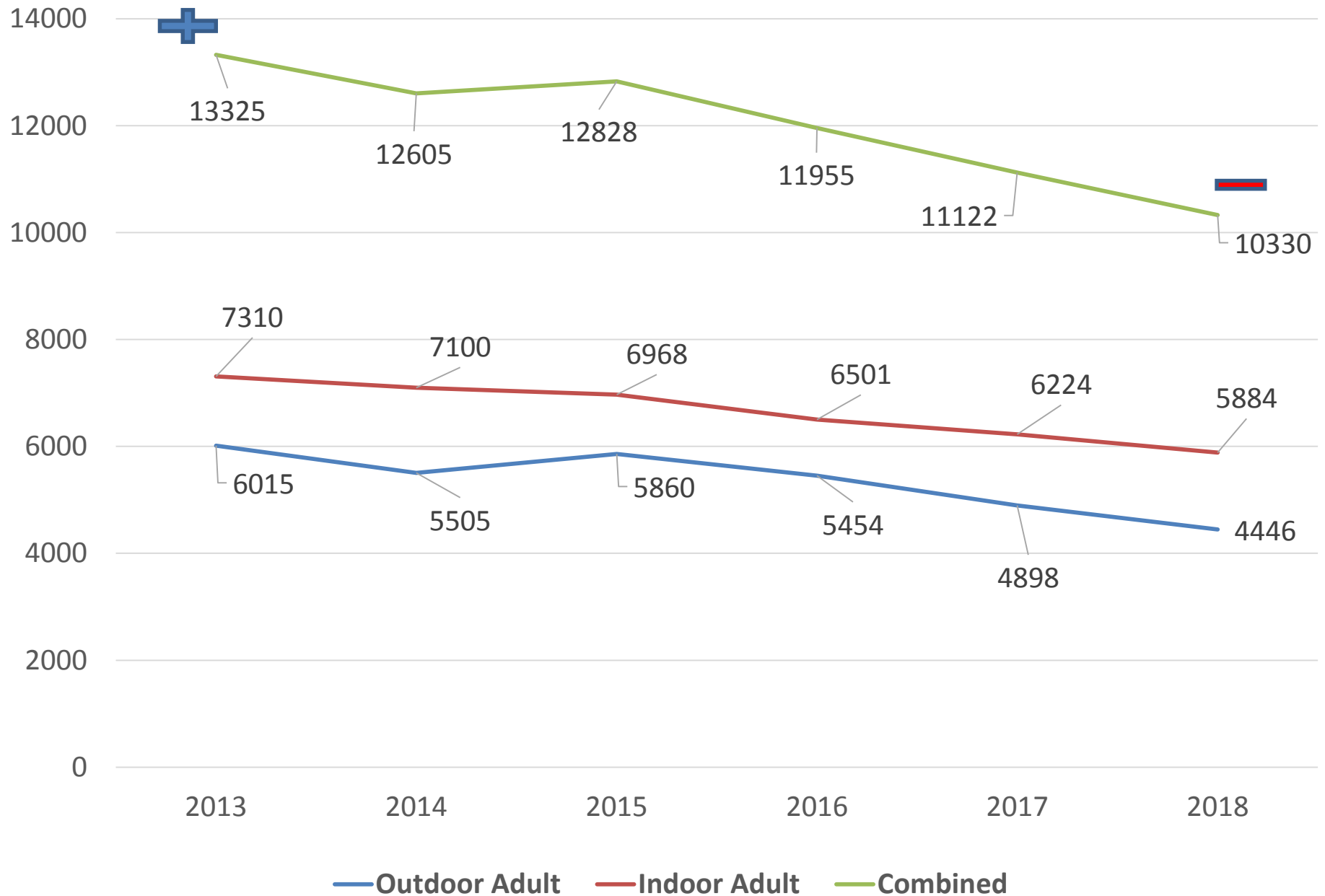


Registrations of 13-18 year olds from 2013-2018

*Does not include FSIN	2013	2014	2015	2016	2017	2018	Low	High	13vs18
Indoor Total Male Players - 13-18	1433	1452	1408	1559	1140	1056	1056	1559	-26%
Indoor Total Female Players - 13-18	1103	1168	1055	1052	846	749	749	1168	-32%
Outdoor Total Male Players - 13-18	2742	2123	2037	2208	2052	1482	1482	2742	-46%
Outdoor Total Female Players - 13-18	2305	1666	1625	1426	1585	1126	1126	2305	-51%
Indoor Total - 13-18	2536	2620	2463	2611	1986	1805	1805	2620	-29%
Outdoor Total 13-18	5047	3789	3662	3634	3637	2608	2608	5047	-48%

Note: This data is recorded in accordance to Sask Sport.

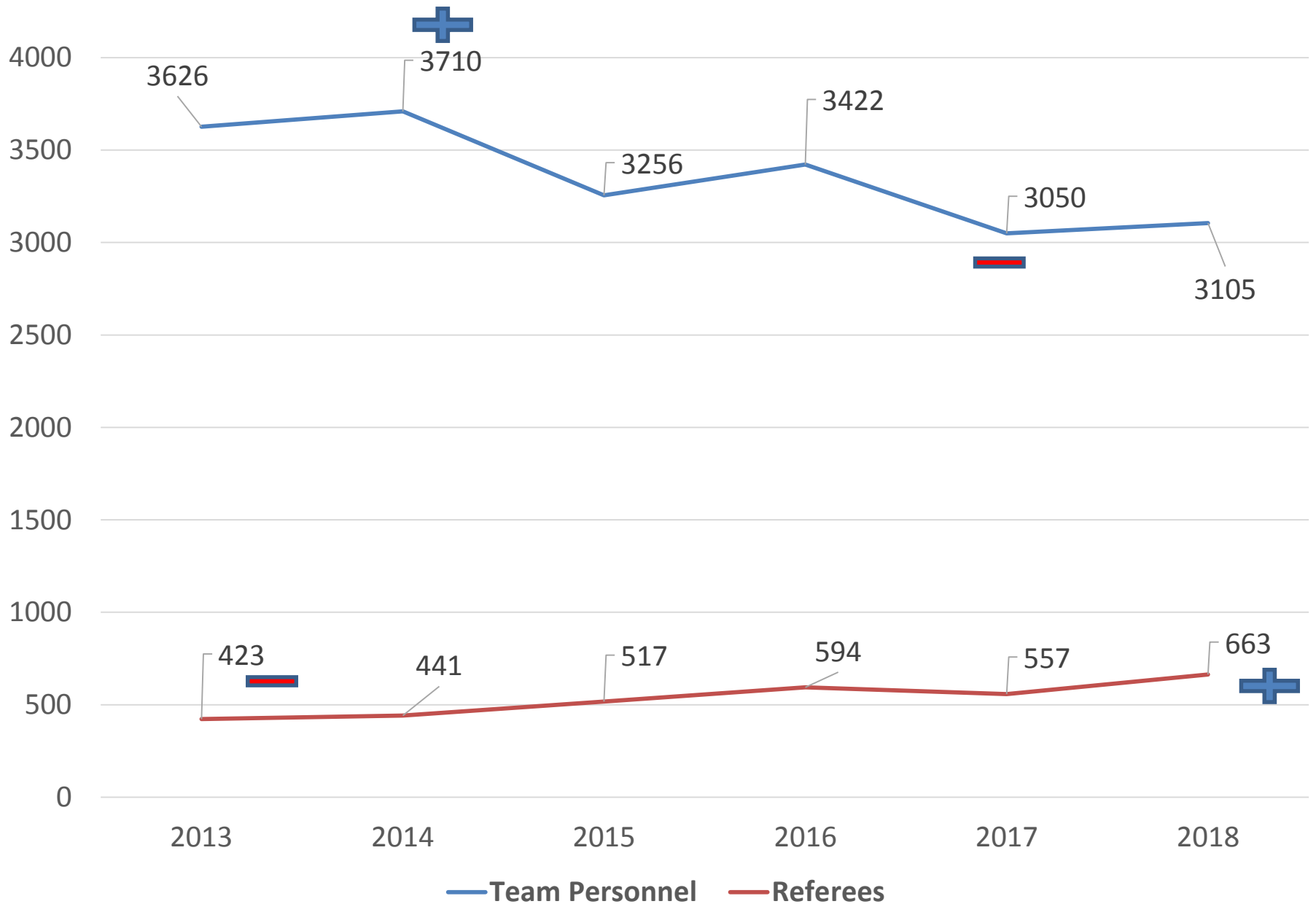
Total Adult Registrations 2013-2018



Registrations 19+ from 2013-2018


*Does not include FSIN	2013	2014	2015	2016	2017	2018	Low	High	13vs18
Indoor Total Male Players - 19+	3838	4486	3904	4081	3297	3243	3243	4486	-16%
Indoor Total Female Players - 19+	2669	2122	2409	2170	1758	1731	1731	2669	-35%
Outdoor Total Male Players - 19+	3429	3098	3530	2667	2435	2208	2208	3530	-36%
Outdoor Total Female Players - 19+	2190	1845	1644	1651	1395	1182	1182	2190	-46%
Indoor Total Male Players - Over 35	491	277	402	725	728	581	277	728	18%
Indoor Total Female Players - Over 35	312	215	253	411	441	329	215	441	5%
Outdoor Total Male Players - Over 35	416	336	464	725	701	490	336	725	18%
Outdoor Total Female Players - Over 35	240	226	222	411	367	566	222	566	136%
Indoor Total - Adult	7310	7100	6968	7387	6224	5884	5884	7387	-20%
Outdoor Total - Adult	6275	5505	5860	5454	4898	4446	4446	6275	-29%

Total Team Personnel & Referees 2013-2018



2018 Member Surveys

Priorities

- Based on priorities of the Strategic Plan and the concerning trends in our data, we recognize that recruitment and retention must remain to be a top priority for SSA. In order to be successful in these actions we must evaluate our current status and consider the environment.
 - These surveys assisted us in reviewing who is leaving and why?
 - What can be improved for our current members?
- 

Core Questions We Need To Able To Answer With This Survey Data

1. Are we providing **Value-For-Membership**?
2. Are we providing **Value-For-Money**?
3. Are we making people want to **play/participate** in the game?
4. Are we creating the right **soccer experience**?
5. Are we helping members **grow and develop**?
6. Are our **members satisfied** with us, and what we do?

Core Questions We Need To Able To Answer With This Survey Data

1. Where are we providing **quality**?
2. Where (specifically) do we need to **improve**?
3. What **trends** are we seeing?
 - ✓ Geographically (regionally, urban/rural)
 - ✓ By member organization (or groups thereof)
 - ✓ Over time (longitudinal analysis)
 - ✓ Program vs total function
 - eg. PSL vs all SSA competition events
 - ✓ Participant type
 - (Player, parent, coach, referee, volunteer)



INDIVIDUAL MEMBER SATISFACTION SURVEY

A large survey that goes to all SSA individual members (players, parents, coaches, event organizers) examining the overall state of the game of soccer in Saskatchewan, including satisfaction levels, competitive forces, barriers to playing, drivers to playing, MO performance, etc.



MEMBER ORGANIZATION SATISFACTION SURVEY

A survey to the SSA's approximate 60 member organizations establishing satisfaction levels with the SSA, its member offerings, value-add and service standards. It examines organizational-level issues, not individual-level matters.



NON-RETURNING PLAYER SURVEY

An annual survey to all players who have not returned to play soccer this year (from last year). The survey examines why they are not playing anymore, what might entice them to return and any other information pertinent to their cessation in the game.



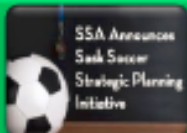
PLAYER PATHWAY SURVEY

Exploring the experiences players have playing soccer in their respective streams – grassroots, competitive and high performance. How much are the experiences they are having linking to what is required of sport programming in current Canadian Sport Policy (eg. fun, safety, excellence, accessibility)?



COMPETITION EVENT SURVEY

How much are competition participants (players, parents, coaches, referees) getting value from the SSA's competitions and how can they be improved? Do our competitions really make people want to continue to play the game, and if not, why not? This survey covers all SSA-run competition events (PSL, Sask Open, Provincials, etc).



SOCCER DEVELOPMENT EVENT SURVEY

Surveys programs the SSA runs for its individual members to help them develop the game of soccer. (eg. coaching courses, referee clinics, player development camps). How much are these programs actually helping the game grow and participants improve, and how much do members value these programs as a member benefit?



MEMBER ORGANIZATION DEVELOPMENT EVENT SURVEY

Exploring how useful the events and courses the SSA runs to help develop its member organizations are. (eg. AGM, Awards Night, Member education series, SSSPI, etc). Are these events genuinely making the SSA's member organizations stronger and more capable and do they value them?



OUTREACH EVENT SURVEY

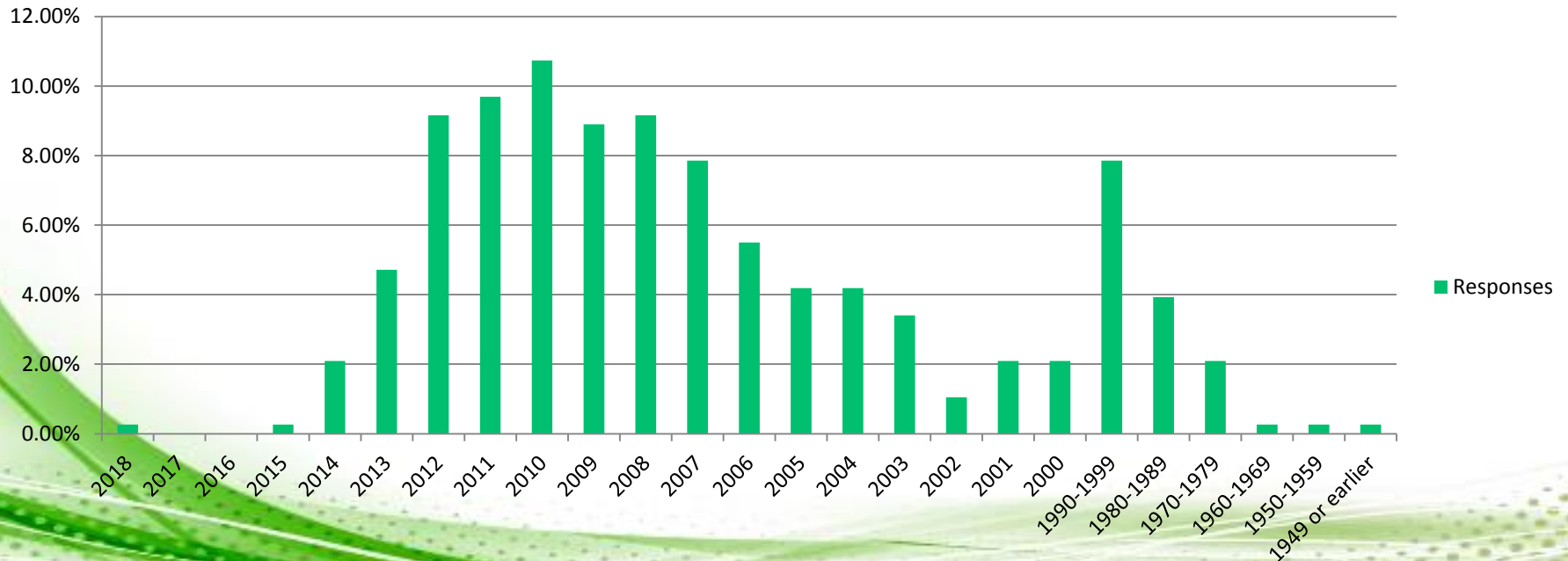
Examining the effectiveness of events the SSA runs outside of its membership, to promote the game of soccer and drive new membership (eg. Soccer Jam, Soccer Day in Canada, etc). Do these events make a difference and do participants actually become SSA individual members and join the organized game?

2017-2018 Non-returning Player Survey

Survey Methodology

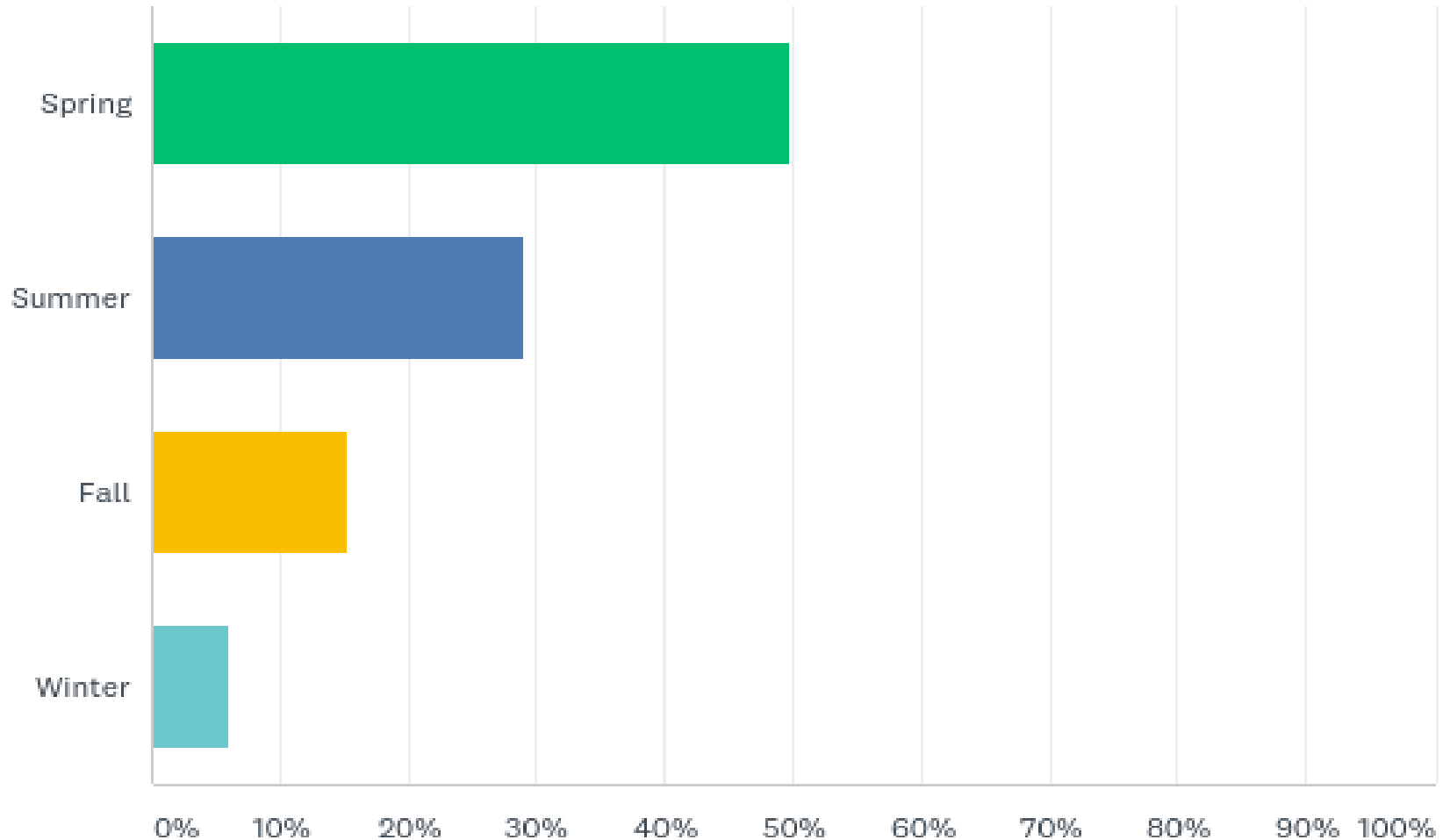
- Non-returning Population Base: 8,893
 - Sent to all participants who did not register with the SSA, or an SSA MO for the 2017 indoor or 2018 outdoor season.
- Total number of respondents: 382
- Sample size: 4.24%

Non-Returning Player Birth Year – Survey Responses



When did the players leave?

Question 6 – At what point over the past year, did the player stop playing organized soccer in Saskatchewan?



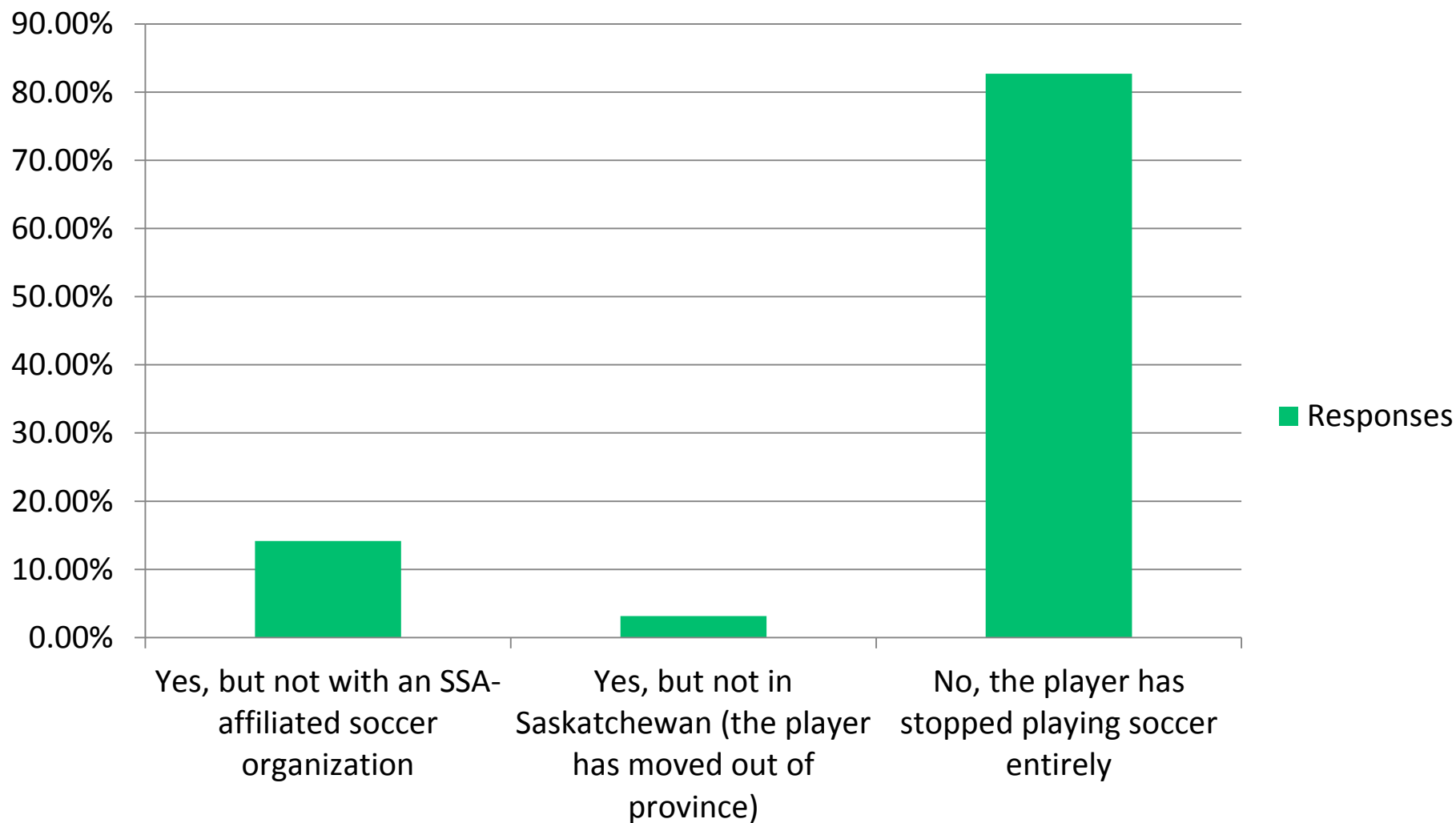
Where did the players leave from?

Question 7 – At what level did the player play last year?

Answer Choices	Responses	
	Answered	382
Recreational U8 or younger	42.67%	163
U9-U12 recreational / House League	20.42%	78
Adult recreational (+U18)	9.42%	36
U9-U12 development / competitive	8.12%	31
U13-U18 recreational / House League	7.07%	27
U13-U18 rep / competitive	6.54%	25
Adult competitive (+U18)	3.66%	14
U13-U18 high performance (provincial, REX/Whitecaps, national)	2.09%	8
	Skipped	0

Does The Player Still Play?

Question 8 - Does The Player Still Play Soccer at All?



Why did the players leave?

Question 16 – What would you consider to be the primary reason for the player not continuing to play organized soccer?

Answer Choices	Responses	
	Answered	303
Other (please specify)	33.33%	101
Player wanted to focus on another sport	28.38%	86
Player (or their parents) unhappy with the soccer program (or the club/academy/association as a whole)	13.86%	42
Player not enjoying soccer anymore	11.22%	34
Financial reasons	5.61%	17
Time commitment required is too high	2.31%	7
Player wanted to focus on unorganized physical activities	1.65%	5
School or academic commitments have taken priority	1.65%	5
Employment priorities or work commitments have taken priority	1.32%	4
Player has finished high school and decided to stop soccer after moving away	0.66%	2
	Skipped	79

What are they doing now?

Question 18 – Which sport has the player chosen primarily to focus on instead of soccer?

Answer Choices	Responses	
	Answered	83
Baseball	37.35%	31
Other (please specify)	13.25%	11
Gymnastics	10.84%	9
Hockey	9.64%	8
Swimming / water sports	7.23%	6
Basketball	6.02%	5
Dance sports	4.82%	4
Football (gridiron)	4.82%	4
Skating	2.41%	2
Lacrosse (box or field)	2.41%	2
Martial arts (taekwondo, judo, karate, etc)	1.20%	1
Rugby	0.00%	0
Athletics (track & field)	0.00%	0
Tennis	0.00%	0

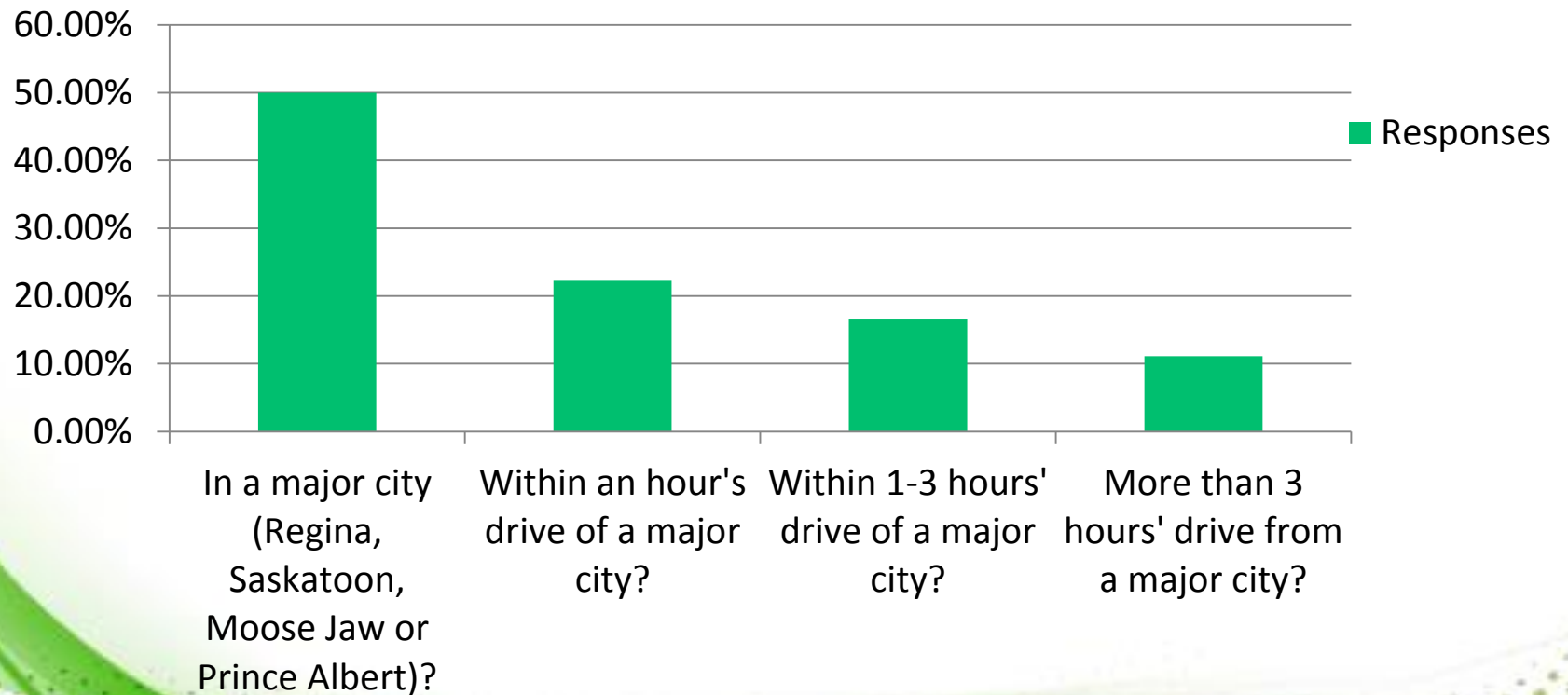
Skipped

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2018 Member Organization Satisfaction Survey

- Population Base: 129
 - Sent to all of our member organization contacts in 2018
- # of Respondents: 18 (11 Regular Members, 3 Associate Members, 3 Don't Know)
- Sample size: 13.95%

Q3: Is your soccer organization located:

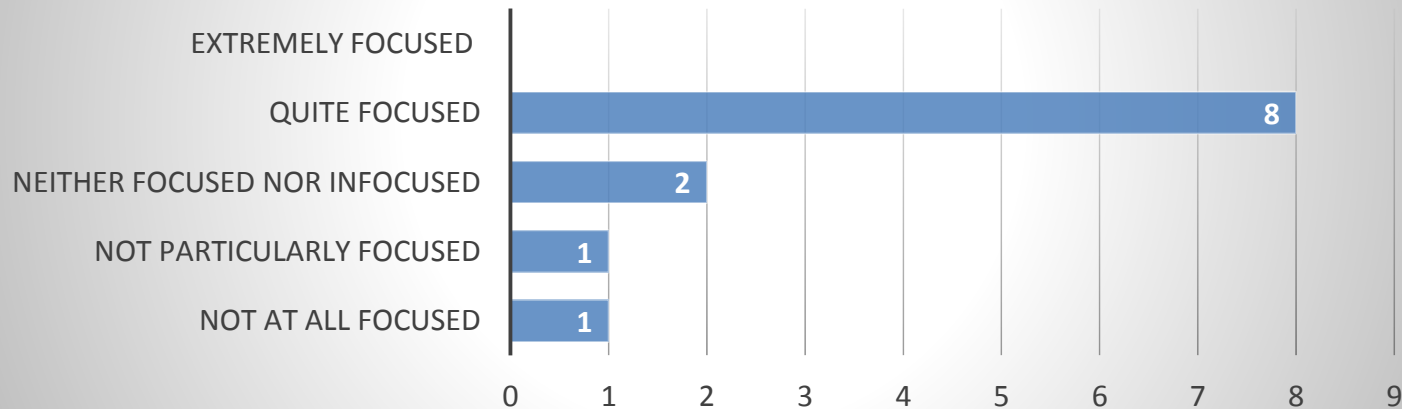


2018 Member Organization Satisfaction Survey

Are our members satisfied with us, and what we do?

- When asked how effective SSA's current membership structure is, SSA was given an average rating of 3.5 out of 5
- SSA received a 73% overall satisfaction rating.
- The majority of our MO's feel our strategic plan is quite focused (chart)
- Overall interaction and dealings with SSA staff rated 4 out of 5.

Q10: How well-focused do you feel SSA's strategic plan is on your needs as a MO?



2018 Member Organization Satisfaction Survey

Q11: Average Rated SSA Service for Member Organizations

SSA Service	Weighted Average
Funding support (including MAP grants)	4.27
Coach development services (inc' coaching course, clinics)	3.79
SSA insurance coverage	3.79
Club/association development services (inc' SSSPI, policies, etc)	3.78
Online registration system (Goalline)	3.64
Member education seminars (includes SSA conferences & AGM sessions)	3.58
Referee development services (inc' referee accreditation courses)	3.5
Soccer outreach events (eg. Soccer Day In SK, Soccer Jam, etc)	3.27
SSA corporate sponsor programs/benefits	2.5
Facility development support	2

Responses

16




2018 Individual Member Satisfaction Survey

- Population Base: 12,296
 - Sent to all of our current players, coaches, team personnel and volunteers in 2018
- # of Respondents: 786
 - 492 Parents
 - 155 Players
 - 76 Coaches
 - 40 Volunteers/Other
 - 19 Team Personnel
 - 4 Referees
- Sample size: 6.4%
- 63% of the responses were from individuals living in a major city
- Majority of the individuals (31%) have been involved in soccer for 2-4 years
- Overall Satisfaction rate is over 70%.

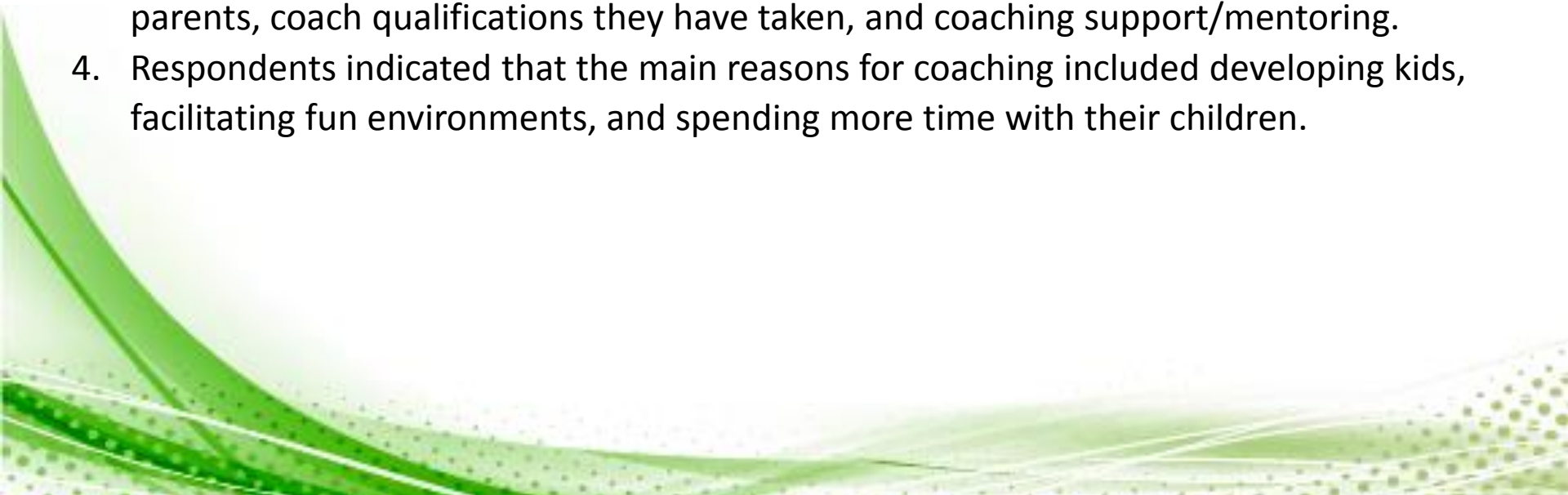
2018 Individual Member Satisfaction Survey

Players

1. 55% of respondents said that the online registration process was quite easy to very easy.
 2. 85% of parents stated that they registered their child in soccer so they would be more physically active.
 3. Close to 60% of respondents identified that soccer is fun and their children asked them to play.
 4. Only 40% of players thought their soccer environment matched their abilities and ambitions in the game.
 5. 82% of respondents felt the soccer environment their child was exposed to was safe, inclusive and welcoming
- 

2018 Individual Member Satisfaction Survey

Coaches/Team Personnel

1. Majority of the coaches who attained new qualifications felt that the courses enhanced their coaching abilities.
 2. Feedback received indicated that education around Long Term Player Development Model is key in shaping the right environment for players to keep playing. There are some comments related to younger age groups not having competitive games. The LTPD model shows why competitive games are not focused on in the younger age groups. This indicates greater education is required in this area.
 3. When coaches were asked what has made coaching easier they selected, supportive parents, coach qualifications they have taken, and coaching support/mentoring.
 4. Respondents indicated that the main reasons for coaching included developing kids, facilitating fun environments, and spending more time with their children.
- 

Where can Saskatchewan Soccer Association improve?

- We recognize our rural members don't feel they get as much value as the urban members do.
 - Increase education and awareness of the framework and pathway for soccer program delivery.
 - Improve assistance with sponsor programs and benefits
 - Enhance our ability to provide further lead time for SSA member interactions
 - Research facility development support
 - Increase promotion of alternative soccer programming (futsal, walking soccer, beach soccer)
 - Increase promotion of soccer registration
 - Improve and evaluate current online registration system
 - Continue to host and facilitate big exposure events. Promote the game in Saskatchewan!
- 