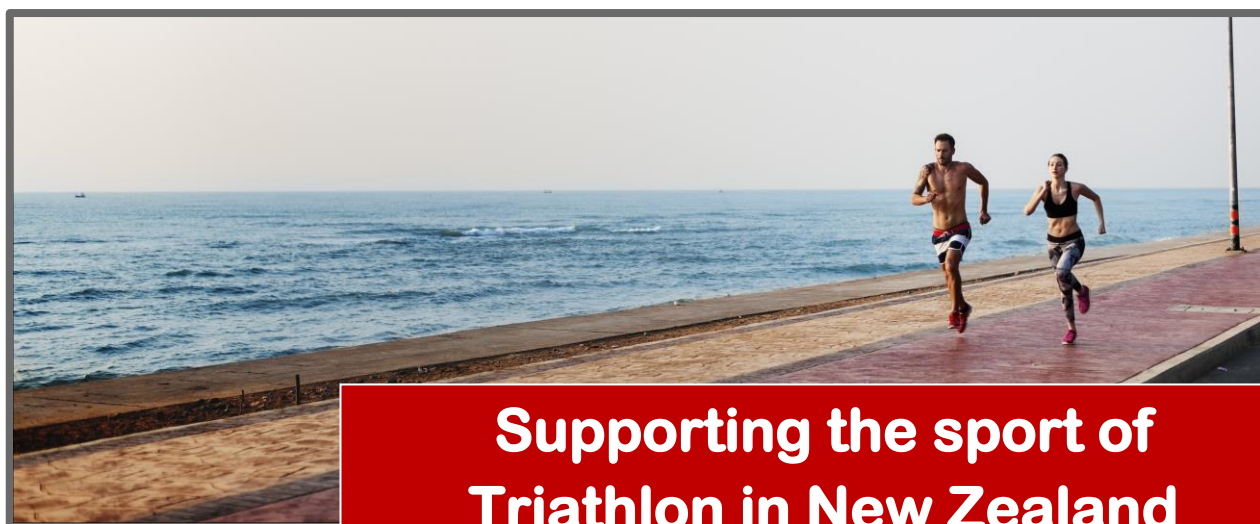




**Triathlon New Zealand**  
**Participation in Triathlon Research Project**  
**2018**

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# Project Summary

## Purpose

To accurately measure participation within the sport of Triathlon in New Zealand from the ages of 5 to 79 years. This will serve as a benchmark to compare with externally provided research data from Sport New Zealand and previously conducted participation data in 2012.

The aim is to provide clarity on the Triathlon participation to:

- Underpin commercial activity for Triathlon in New Zealand
- Support community partners (clubs, coaches and event partners) with a 'picture for their sport'
- Clearly understand market gaps and local community development opportunities – utilising the 2012 data as the benchmark

## Scope

In this review we want to understand all participation that falls under the National governing body, Triathlon New Zealand. Those sports include:

- Triathlon
- Duathlon
- Aquathon
- Aquabike
- Off Road Triathlon

## Focus Points

- Participation at school (Primary / Intermediate / Secondary) organised events
- Youth participation – organised events – e.g Weetbix
- Participation – All organised events through event promoters
- Participation – All organised events through Triathlon clubs

## Deliverables

### **Complete research project consistent with methodology undertaken for 2012**

- Complete data collection
- Produce written report of data findings
- Communicate report finding to CE

### **Develop online data collection survey and target data collection groups (that can be utilised to collect basic participation data)**

- Identify key questions that could be included in an online survey (derived from the wider data collection framework)
- Identify key groups/individuals that could complete the online survey annually

## Research Findings

### Overall summary of results from 2018 research

Summary of question responses from those that responded:

<b>Overall Survey Results</b>	<b>2012</b>	<b>2018</b>
Participation total	160,891	190,380
Participation unique	115,079	133,266
Survey Responses	81%	77%
School students that participate in Triathlon	69,319	85,561
Schools that offer a Triathlon	16%	40%
School interest to offer a Triathlon	15%	63%
Interest to offer a Triathlon Non-Schools	37%	65%
Link with local Tri Club	3%	11%

<b>Schools Survey Results</b>	<b>2018</b>
Responses	26%
Run a Triathlon, Duathlon, Multipsort, Aquabike or Aquathlon event	40%
Have an interest to run an event	63%
Schools that TRINZ could help by providing general resources to deliver an event	77%
How many children take part in an event	23,282
Ethnicity of children taking part in events majority European/Pakeha	87%
Age majority of children taking part in events 7-11 years old	75%
Children that take part in Weetbix Triathlons	47%
Children do not do any training before Weetbix events	81%
Do want support for training before Weetbix events	30%
Schools that connect with local Triathlon events	51%
Schools that link up with local Triathlon clubs	11%
Schools that would like to link up with local Triathlon clubs	47%
Schools that would like to subscribe to the TRINZ newsletter	40%

## Response & Completion Summary

Survey Groups	Completion Breakdown	2018	%
Tri Clubs	Tri Club Group	38	71%
	Opened	28	
	Completed	20	
Event Providers	Event Provider Group	17	70%
	Opened	10	
	Completed	7	
Regional Sport Trusts	Regional Sport Trusts Group	18	70%
	Opened	10	
	Completed	7	
Coaches	Coach Group	25	70%
	Opened	23	
	Completed	16	
Schools	Primary & Secondary Group	2354	26%
	Opened	1300	
	Completed	332	

### Survey Notes & Assumptions:

- Survey was moved to a digital platform for 2018 to build a digital platform for future surveys.
- Sample size smaller in 2018 vs 2012. Set assumptions on totals for comparison.
  - Unique participants estimated at around 70-75% of total participants
  - Margin of error estimated at 3-5% on percentage totals
  - Total participation assumption multiplier of 5.25 from 2012-2018 sample size to build participation totals. Calculated from responses @2007 responses in 2012/ 382 responses in 2018.
  - Margin of error on participant totals estimated at 5,000-10,000
  - Completion based on those groups that completed the survey from those that opened the survey.
  - Unopened, opted out and bounced surveys not counted. Reasons for non-completion partially collected.
- More questions added in 2018 survey from 2012 survey around funding and help that could be provided by TRINZ for events.
- 36,263 total event participants from sample size in 2018

## Tri Clubs specific summary of results from research

<b>Tri Clubs Survey Responses</b>	<b>2018</b>
Responses	71%
Organise an event	90%
Have an interest in running an event that answered no	80%
Number of events delivered by clubs	156
Number of event participants at Tri Club events	15,191
Ethnicity of majority attending events is European/Pakeha	89%
Majority age range of event participants 25-44 yrs	94%
Most clubs use their own resources to run events	100%
Clubs need event operations knowledge to help deliver events	46%
Biggest barrier to deliver events is funding and other	50%
TRINZ can help overcome these barriers by providing funding	46%
Clubs that would like to connect with other clubs	100%
Clubs that do receive funding to deliver events	66%
Clubs that would be interested in accessing funding for events	94%
The majority of club funding for events is gained from Trust funding	86%
Clubs that are interested in delivering community development programmes	76%
Clubs interested in subscribing to the TRINZ newsletter	12%

## Tri Coaches specific summary of results from research

<b>Tri Coaches Survey Responses</b>	<b>2018</b>
Responses	70%
Organise an event	18%
Have an interest in running an event that answered no	13%
Number of events delivered by coaches	15
Number of event participants at coach events	1,491
Ethnicity of majority attending events is other	66%
Majority age range of event participants 16-65 yrs	75%
Most coaches use Tri Club resources to run events	100%
Coaches need Triathlon equipment knowledge to help deliver events	66%
Biggest barrier to deliver events is venue and funding	50%
TRINZ can help overcome these barriers by providing funding	60%
Coaches that would like to connect with other clubs	100%
Coaches that do receive funding to deliver events	25%
Coaches that would be interested in accessing funding for events	37%
The majority of coach funding for events is gained from Private funding	66%
Providers that link with local Tri Clubs	75%
Coaches interested in subscribing to the TRINZ newsletter	83%

## Event Providers specific summary of results from research

<b>Event Provider Survey Responses</b>	<b>2018</b>
Responses	70%
Organise an event	100%
Have an interest in running an event that answered no	100%
Number of events delivered	47
Number of event participants at events	16,535
Ethnicity of majority attending events is European/Pakeha	83%
Majority age range of event participants 25-44 yrs	85%
Most Providers use their own Tri Club and other resources to run events	50%
Providers need event Triathlon expertise to help deliver events	85%
Biggest barrier to deliver events is funding and other	50%
TRINZ can help overcome these barriers by providing funding	100%
Providers that would like to connect with Tri clubs	85%
Providers that do receive funding to deliver events	85%
Providers that would be interested in accessing funding for events	100%
The majority of Provider funding for events is gained from Trust funding/Private	57%
Providers that link with local Tri Clubs	71%
Providers interested in subscribing to the TRINZ newsletter	33%

## Regional Sport Trusts specific summary of results from research

<b>RST Survey Responses</b>	<b>2018</b>
Responses	70%
Organise an event	80%
Have an interest in running an event that answered no	42%
Number of events delivered	17
Number of event participants at events	3,046
Ethnicity of majority attending events is European/Pakeha	60%
Majority age range of event participants 12-15 yrs	80%
Most RSTs use their Tri Club resources to run events	80%
RSTs need event Tri expertise and local tri links to help deliver events	50%
Biggest barrier to delivery events is venue and other	50%
TRINZ can help overcome these barriers by running these events	70%
RSTs that would like to connect with Tri clubs	100%
RSTs that do receive funding to deliver events	33%
RSTs that would be interested in accessing funding for events	75%
The majority of club funding for events is gained from Trust funding	83%
RST that want to connect to local Tri Clubs	83%
Clubs interested in subscribing to the TRINZ newsletter	8%

## Project calendar and hours

<b>Triathlon New Zealand Research Project Timeline</b>						
<b>Date</b>	<b>Day</b>	<b>Action</b>	<b>Preparation</b>			
1-Mar	Thu	Survey questions set up				
2-Mar	Fri	Survey questions set up				
3-Mar	Sat					
4-Mar	Sun					
5-Mar	Mon	Questions reviewed and adjusted by Tri NZ				
6-Mar	Tue	Questions reviewed and adjusted by Tri NZ				
7-Mar	Wed	Questions reviewed and adjusted by Tri NZ				
8-Mar	Thu	Final adjustments to questions				
9-Mar	Fri	Survey sent out to Clubs and Coaches				
10-Mar	Sat					
11-Mar	Sun					
12-Mar	Mon	Survey sent out to Schools and Event Providers				
13-Mar	Tue	Presentation to AUT about TriNZ project				
14-Mar	Wed	3 x students signed up to follow up surveys				
15-Mar	Thu					
16-Mar	Fri	Mailchimp reminder to all collectors				
17-Mar	Sat		<b>Student Hours</b>			
18-Mar	Sun		Josh	William	Natasha	
19-Mar	Mon	Student meeting to confirm involvement - AUT students	2	2	2	
20-Mar	Tue					
21-Mar	Wed					
22-Mar	Thu	Project Meeting	1	1	1	
23-Mar	Fri	Mailchimp reminder to all collectors				
24-Mar	Sat					
25-Mar	Sun					
26-Mar	Mon					
27-Mar	Tue					



28-Mar	Wed	Student follow up	3	2	2
29-Mar	Thu	Student follow up	3	2	2
30-Mar	Fri	Easter Break			
31-Mar	Sat				
1-Apr	Sun				
2-Apr	Mon	Easter Break			
3-Apr	Tue	Mailchimp reminder to all collectors			
4-Apr	Wed	Student follow up	2	2	2
5-Apr	Thu				
6-Apr	Fri	Student follow up	2	2	2
7-Apr	Sat				
8-Apr	Sun				
9-Apr	Mon	Project Meeting	1	1	1
10-Apr	Tue	Mailchimp reminder to all collectors			
11-Apr	Wed	Student follow up	3	3	3
12-Apr	Thu				
13-Apr	Fri	Student follow up	3	3	3
14-Apr	Sat				
15-Apr	Sun				
16-Apr	Mon				
17-Apr	Tue	Student follow up	4	4	4
18-Apr	Wed	Student follow up	4	4	4
19-Apr	Thu	Student follow up	2	2	2
20-Apr	Fri	Student follow up	3	3	3
21-Apr	Sat				
22-Apr	Sun				
23-Apr	Mon	<b>REPORT DRAFT TO TRI NZ + INVOICE</b>	3	3	3
24-Apr	Tue				
25-Apr	Wed				
<b>26-Apr</b>	<b>Thu</b>				
27-Apr	Fri				
28-Apr	Sat				
29-Apr	Sun				
<b>30-Apr</b>	<b>Mon</b>		<b>36</b> Josh	<b>34</b> William	<b>34</b> Natasha

## Appendices

### 1. Terms of reference

See attached Triathlon New Zealand document

### 2. Data collection tools

- Survey Monkey
- Emails
- Phone Calls

Three students worked on the project for 30+ hours each, total 90+ hours.

- Natasha Sanford
- William Burt
- Josh Periera

### 3. Survey data

See attached:

- Tri Club Survey
- Coaches Survey
- Event Provider Survey
- Regional Sport Trusts Survey
- Government & Private School Survey

### 4. Consultant details

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