

THE UNIVERSITY OF  
SYDNEY

# Hockey Australia Research Survey Report 2022



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## Synopsis & Recommendations

- Hockey Australia conducted their 2022 National membership survey. The SPRINTER group at the University of Sydney were engaged to analyse responses and help to inform strategic decisions within Hockey Australia that aim to achieve the organisations strategic directions; increase initiation and retention within the Hockey community.
- In 2022, growth in Hockey Australia memberships was observed, from 93,923 members in 2021 to 95,798 members in 2022.
- Hockey is successfully engaging new and re-engaging lapsed members, with 27,237 (28%) of their members new in 2022.
- More than one in four hockey members (n=25,362; 27%) members who participated in 2021 but did not return for the 2022 hockey season. Retention was lowest for members aged 0-6 years and 18-25 years, females, Aboriginal and/or Torres Strait Islanders, and members living in regional and remote areas. *Continue recruiting new members, but also develop and implement evidence-based strategies to increase retention in members aged 18-25 years, females, Aboriginal and/or Torres Strait Islanders, and members living in regional and remote areas.*
- Excellent survey response from members, providing confidence in the findings and these findings are likely to represent the broader Hockey community. However, response rates are lower than 2021 (Returning members ↓5.8%, new members ↓5.4%, and lost members ↓2.1%). *Taking time to thank participants, feedback results and articulate how Hockey Australia have listened to the insights will promote long term engagement with the annual survey*
- Overall, members are satisfied with their hockey experience. Since 2020, returning member satisfaction has increased and remained high during 2021 and 2020. In 2022, 89% of returning members and 56% of lost members were satisfied with their hockey experience.
- Fun was the overwhelming motivator for new, returning, and lost members. *Prioritising having fun within the hockey community culture, for players and non-players, is essential to keep members engaged.*
- New members reported that improving skills was more important for them. *Providing skill development opportunities should be prioritised among new members, 0–17-year olds, and Aboriginal and/or Torres Strait Islander members.*
- Maintaining opportunities for playing competitively is more important for returning members, males, and members living in major cities.
- Providing opportunities to socialise at hockey is more important for older members (55+ years), Aboriginal and/or Torres Strait Islander members, and members living in the most

disadvantaged areas. *It is important to identify the target audience for specific hockey programs and strategically design programs that align with their motivations and meets their needs.*

- Top reasons for lost members not returning included other, medical, injury, age, cost, and no time. *The membership survey should allow members to provide more details on these 'other' reasons.*
- For groups with the highest risk of being not returning, the top reason for 0-6 years was starting another sport, for 18-25 years was no time, for females was medical, specifically injury, and for members living in regional and remote areas was medical, specifically injury. *Research recommends that children aged 0-12 should be encouraged to try multiple sports and avoid specialisation in one sport. Strategies to improve retention should be targeted towards members 12 years and above. Injury prevention and management information could be integrated into routine hockey communication. Members need a clear understanding of the factors that increase the risk of injury, and how to effectively manage injuries that do occur.*
- Top strategies to encourage more people to engage with hockey were reducing the cost for returning and lost members, and nothing for new members.
- 'Other' strategies revolved around engaging young children in the school environment. *Continue and increase promotion through schools – i.e., Hockey school roadshows and Sporting School programs.*
- Word of mouth is the most effective way to get new people to engage with hockey, with two thirds of new members hearing about hockey from friends and family. *Create innovative approaches to encourage current members to invite friends and family to engage with hockey. For example, Hockey could encourage existing members to post about their hockey experiences on social media.*
- The quality of registration data has improved, and this is the first-year survey data analysis could be done for members with a disability and members who identified as Aboriginal.

*Continue the high-quality evaluation and making it 'the hockey way' is encouraged for future strategy and program development*

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## About us

The Prevention Research Collaboration (PRC) is a globally renowned, multi-disciplinary research centre tackling preventable disease based in the Charles Perkins Centre at The University of Sydney. Our academics and researchers work alongside policymakers, practitioners, non-government organisations, global health organisations and the community, to deliver public health research and education across physical activity, nutrition, tobacco, obesity prevention and more.

The SPort and Active Recreation INTervention and Epidemiology Research (SPRINTER) group are a specialised group of the PRC which aims to promote the successful integration of public health within the sports sector. SPRINTER work collaboratively with commonwealth and state governments and the sport and recreation sector more broadly to lead and shape Australia's sport and physical activity system through the delivery of world class research translated into policy and practice.

## Background

SPRINTER and Hockey Australia have established a research partnership. This partnership builds on the strong historical partnership between SPRINTER and Hockey NSW since 2017.

The purpose of the partnership is to integrate research into the culture of Hockey Australia and all state and territory organisations, ensuring an evidence based strategic planning, design, implementation, and evaluation approach. Key outcomes of the partnership also relate to increasing participation in Hockey Australia and reducing membership churn within the Hockey members.

## Purpose

This report presents findings from the 2022 National Hockey Membership survey. This survey was conducted to enhance understanding of the hockey membership across Australia to inform strategic decisions within Hockey Australia that aim to achieve the organisations strategic directions; increase initiation and retention within the Hockey community.

## Research design

A cross-sectional study was conducted using all member registration data from Hockey Australia and an online survey of Hockey Australia participants who a) returned for the 2022 season; b) were new in the 2022 season; and c) did not return (i.e., lost) for the 2022 season).

## Data collection

All Hockey member registration data for 2021 and 2022 was securely transferred to SPRINTER for analysis. Registration data includes date of birth, sex, English spoken at home (Yes/No), disability (Yes/No), Aboriginal identity (Yes/No), and postcode.

Hockey Australia invited their current (n=95,798) and lost (n=25,362) members to complete an online survey by email (between 5<sup>th</sup> July and 8<sup>th</sup> August 2022). The survey was designed and administered by Hockey Australia. Survey questions asked about reasons for playing hockey, satisfaction with the hockey experience, reasons for not returning to hockey and things that hockey could do to encourage more people to play the sport.

Survey questions on satisfaction with the hockey experience and reasons for not returning to hockey have remained consistent between 2020 and 2022 allowing comparisons between years. However, the question about reasons for playing hockey changed in 2022 to only allow one response per respondent, and therefore, comparisons across years are not meaningful.

## Data analysis

Socioeconomic status and location were classified using postcode of residence using Australian Bureau of Statistics methods. Socioeconomic status was determined using the Socio-Economic Index for Area (SEIFA), specifically the Index of Relative Socio-Economic Disadvantage<sup>1</sup>. The SEIFA ranks areas in Australia based on relative socioeconomic disadvantage into percentiles, which were converted into quartiles (1 = most disadvantaged; 4 = least disadvantaged). The Accessibility and Remoteness Index of Australia categorises areas in Australia into major cities, inner regional, outer regional and remote areas<sup>2</sup>.

Descriptive statistics, including frequency and proportions, were calculated and Chi-Squared tests were conducted to assess differences between groups. Demographic subgroups most likely to be lost by Hockey Australia were identified using logistic regression models. All analyses were performed in SAS Enterprise Guide 9.4 (SAS Institute, Cary, NC, USA).

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<sup>1</sup> Australian Bureau of Statistics. Census of population and housing: socio-economic indexes for areas (SEIFA) - Technical paper, 2006 (No.2033.0.55.001). Canberra: Australian Bureau of Statistics; 2016.

<sup>2</sup> Australian Bureau of Statistics. Australian Statistical Geography Standard (ASGS): Volume 5 - Remoteness Structure, July 2016. (Canberra. 1270.0.55.005)2018.

## Changes in demographic characteristics of all Hockey Australia members

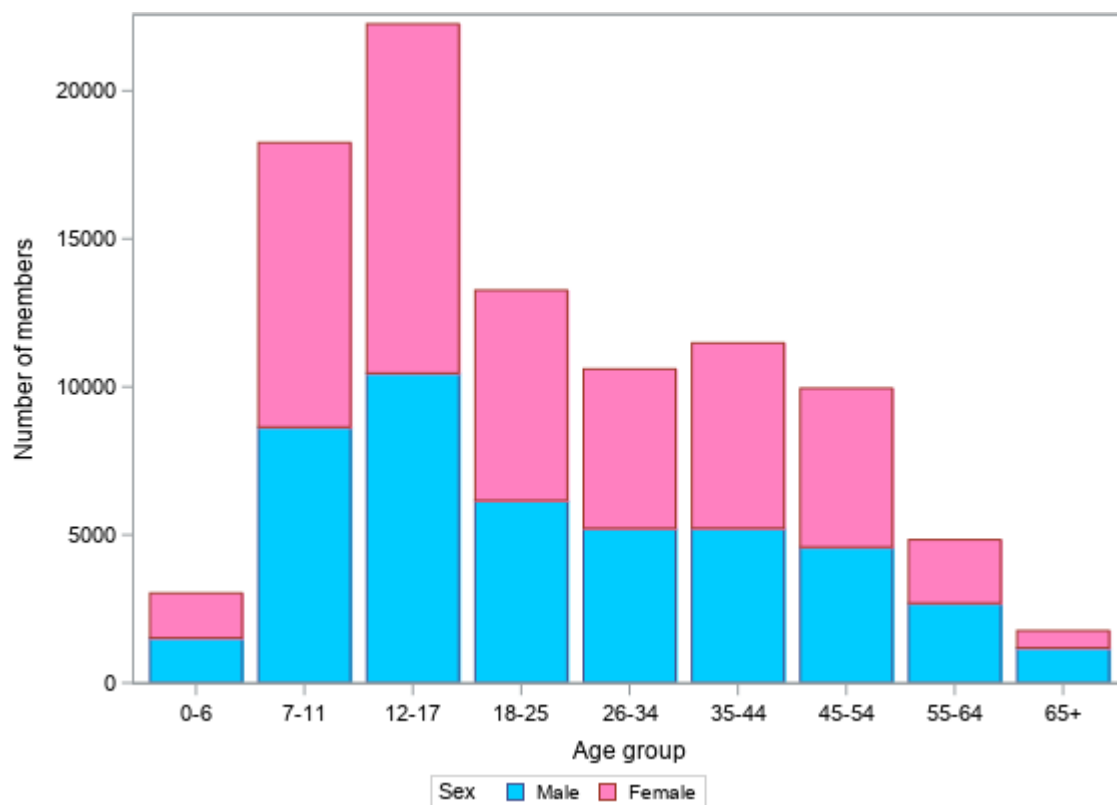
- In 2022, growth in Hockey Australia memberships was observed, from 93,923 members in 2021 to members in 2022 (+2.0%) (Table 1). This increase was driven by substantial increases in older members, especially older female members (55-64 years females: +20.8%; 65+ years females + 30.5%).

Table 1 Demographics characteristics of membership data for all members across 2021 and 2022

	2021	2022	Proportion change
	N	N	%
<b>All members</b>	93,923	95,798	+2.0
<b>0-6 years</b>			
Female	2,780	1,512	-83.9
Male	2,331	1,517	-53.7
<b>7-11 years</b>			
Female	9,688	9,608	-0.8
Male	8,580	8,640	+0.7
<b>12-17 years</b>			
Female	11,143	11,796	+5.5
Male	9,968	10,461	+4.7
<b>18-25 years</b>			
Female	6,763	7,101	+4.8
Male	5,857	6,160	+4.9
<b>26-34 years</b>			
Female	5,252	5,381	+2.4
Male	5,160	5,219	+1.1
<b>35-44 years</b>			
Female	5,976	6,257	+4.5
Male	4,969	5,223	+4.9
<b>45-54 years</b>			
Female	4,694	5,361	+12.4
Male	4,429	4,587	+3.4
<b>55-64 years</b>			
Female	1,697	2,142	+20.8
Male	2,348	2,691	+12.7
<b>65+ years</b>			
Female	403	580	+30.5
Male	862	1,180	+26.9

Note. socioeconomic status and remoteness were not included in this table due to changes in missing data across years.

## Demographic characteristics of all Hockey Australia members in 2022



**Figure 1 Current Hockey members in Australia by age group and sex**

In 2022, there were 95,798 hockey members in Australia, with a relatively even sex distribution (52% female; 48% male; *Figure 1*).

Of all current members 68,561 (72%) were returning members and 27,237 (28%) were new members (*Table 2*

The detailed responses are available for review in the excel dashboard supplement to this report.



## Appendix

). In 2021, there were 93,923 hockey members, and of these, 25,362 (27%) were lost.

*Table 2 Demographics characteristics of membership data for those who returned, new and did not return to hockey Australia in 2022*

	Returning		New		Lost	
	N	%	N	%	N	%
<b>All members</b>	68,561	71.6	27,237	28.4	25,362	27.0
<b>State</b>						
ACT	3,256	4.8	1,349	5.0	830	3.3
NSW	17,403	25.4	5,421	19.9	7,157	28.2
NT	800	1.2	357	1.3	330	1.3
QLD	11,618	17.0	4,813	17.7	3,900	15.4
SA	4,883	7.1	1,745	6.4	1,546	6.1
TAS	2,399	3.5	1,021	3.8	685	2.7
VIC	11,861	17.3	4,881	17.9	4,944	19.5
WA	16,313	23.8	7,596	27.9	5,970	23.5
Missing	28	0.0	54	0.2	0	0
<b>Age category</b>						
0-17 years	29,246	42.7	14,447	53.1	10,696	42.2
18-25 years	10,366	15.1	3,008	11.0	5,076	20.0
26-34 years	7,798	11.4	2,840	10.4	3,143	12.4
35-44 years	8,321	12.1	3,178	11.7	2,716	10.7
45-54 years	7,474	10.9	2,503	9.2	2,402	9.5
55-64 years	3,935	5.7	906	3.3	1,001	4.0
65+ years	1,421	2.1	353	1.3	326	1.3
<b>Sex</b>						
Male	33,209	48.4	12,477	45.8	11,497	45.3
Female	35,146	51.3	14,594	53.6	13,653	53.8
Other	206	0.3	166	0.6	212	0.8
<b>English main language</b>						
Yes	16,520	24.1	3,212	11.8	4,268	16.8
No	271	0.4	142	0.5	90	0.4
Missing	51,770	75.5	23,883	87.7	21,004	82.8
<b>Disability</b>						
Yes	847	1.2	493	1.8	237	0.9
No	67,100	97.9	26,233	96.3	24,562	96.9
Missing	614	0.9	511	1.9	563	2.2
<b>Aboriginal identity</b>						
Yes	1,864	2.7	913	3.4	899	3.5
No	65,113	95.0	25,301	92.9	23,541	92.8
Missing	1,584	2.3	1,023	3.8	922	3.6
<b>Socio-economic status</b>						

<b>1<sup>st</sup> Quartile (most disadvantaged)</b>	8,642	12.6	3,459	12.7	3,752	14.8
<b>2<sup>nd</sup> Quartile</b>	17,588	25.7	7,283	26.7	7,482	29.5
<b>3<sup>rd</sup> Quartile</b>	12,900	18.8	5,128	18.8	4,933	19.5
<b>4<sup>th</sup> Quartile (least disadvantaged)</b>	23,495	34.3	8,745	32.1	8,793	34.7
<b>Missing</b>	5,936	8.7	2,622	9.6	402	1.6
<b>Location</b>						
<b>Major Cities</b>	34,205	49.9	12,411	45.6	12,666	49.9
<b>Inner Regional</b>	17,428	25.4	6,860	25.2	7,355	29.0
<b>Outer Regional and remote</b>	11,084	16.2	5,350	19.6	4,958	19.6
<b>Missing</b>	5,844	8.5	2,616	9.6	383	1.5

Note. there is a high proportion of missing data for main language spoken at home.

## Lost members

Subgroups of members who were significantly more likely to be lost included (*Table 5*):

- Members in Victoria were 79% more likely to drop out and members in New South Wales (NSW) were 61% more likely to be lost (VIC OR: 1.79, 95% CIs 1.65, 1.95; NSW OR: 1.61, 95% CI 1.48, 1.76; reference group = ACT).
- Members aged 0-6 years were 237% more likely to be lost and members aged 18-25 years were 109% more likely to be lost (0-6 years OR: 3.37, 95% CIs 2.86, 3.98; 18-25 years OR: 2.09, 95% CIs 1.84, 2.37; reference group = 65+ years).
- Female members were 11% more likely to be lost (OR: 1.11, 95% CIs 1.07, 1.14; reference group = males).
- Members who identified as Aboriginal and/or Torres Strait Islander were 22% more likely to be lost (OR: 1.22, 95% CIs 1.13, 1.33; reference group = does not identify as Aboriginal and/or Torres Strait Islander).
- There were no socioeconomic differences in terms of lost members.
- Members who lived in inner regional areas were 15% more likely to be lost and members living in outer regional and remote areas were 24% more likely to be lost (inner regional OR: 1.15, 95% CIs 1.1, 1.2; outer regional and remote OR: 1.24, 95% CIs 1.18, 1.30; reference group = major cities).
- Members with a disability were 26% less likely to be lost (OR: 0.74, 95% CIs 0.64, 0.86; reference group = no disability).

## Demographic characteristics of Hockey Australia members who completed a survey

Hockey Australia invited 121,1606 current and lost members to participate in the 2022 National Hockey Membership survey. In total, 11,156 (9.2%) members responded to the online survey.

- Of all returning members, 7,641 (11.1%) completed a survey (*Table 3*).
- Of all new members, 2,409 (8.8%) completed a survey.
- Of all lost members, 1,106 (4.4%) completed a survey.

Across all survey participants, the response rates increased with age, and was higher for female members, members with a disability, members who did not identify as Aboriginal and/or Torres Strait Islander, members living in less disadvantaged areas, and major cities.

*Table 3 Demographics characteristics and response rates of those who completed a survey by lost, new and returning hockey Australia members in 2022*

	Lost members			New members			Returning members		
	N	%	Response rate*	N	%	Response rate*	N	%	Response rate*
<b>All members</b>	1,106	100.0	4.4	2,409	100.0	8.8	7,641	100.0	11.1
<b>State</b>									
ACT	33	3.0	4.0	195	8.1	14.5	424	5.6	13.0
NSW	300	27.1	4.2	388	16.1	7.2	2,599	34.0	14.9
NT	15	1.4	4.5	37	1.5	10.4	77	1.0	9.6
QLD	176	15.9	4.5	480	19.9	10.0	1,333	17.5	11.5
SA	72	6.5	4.7	166	6.9	9.5	411	5.4	8.4
TAS	24	2.2	3.5	93	3.9	9.1	206	2.7	8.6
VIC	301	27.2	6.1	522	21.7	10.7	1,428	18.7	12.0
WA	182	16.5	3.0	525	21.8	6.9	1,127	14.8	6.9
<b>Age category</b>									
0-17 years	303	27.4	2.8	1,127	46.8	7.8	2,048	26.8	7.0
18-25 years	163	14.7	3.2	163	6.8	5.4	619	8.1	6.0
26-34 years	123	11.1	3.9	277	11.5	9.8	654	8.6	8.4
35-44 years	147	13.3	5.4	424	17.6	13.3	1,274	16.7	15.3
45-54 years	191	17.3	8.0	270	11.2	10.8	1,572	20.6	21.0
55-64 years	133	12.0	13.3	108	4.5	11.9	958	12.5	24.3
65+ years	46	4.2	14.1	40	1.7	11.3	516	6.8	36.3
<b>Sex</b>									
Male	506	45.8	4.4	1,038	43.1	8.3	3,586	46.9	10.8

<b>Female</b>	598	54.1	4.4	1,358	56.4	9.3	4,044	52.9	11.5
<b>Other</b>	2	0.2		13	0.5		11	0.1	
<b>English main language</b>									
<b>Yes</b>	262	23.7	6.1	274	11.4	8.5	2,347	30.7	14.2
<b>No</b>	5	0.5	5.6	10	0.4	7.0	38	0.5	14.0
<b>Missing</b>	839	75.9		2,125	88.2		5,256	68.8	
<b>Disability</b>									
<b>Yes</b>	22	2.0	9.3	52	2.2	10.5	126	1.7	14.9
<b>No</b>	1,005	90.9	4.1	2,239	92.9	8.5	7,386	96.7	11.0
<b>Missing</b>	79	7.2		118	4.9		129	1.7	
<b>Aboriginal identity</b>									
<b>Yes</b>	20	1.8	2.2	72	3.0	7.9	168	2.2	9.0
<b>No</b>	989	89.4	4.2	2,187	90.8	8.6	7,195	94.2	11.1
<b>Missing</b>	97	8.8		150	6.2		278	3.6	
<b>Socio-economic status</b>									
<b>1<sup>st</sup> Quartile (most disadvantaged)</b>	142	12.8	3.8	293	12.2	8.5	960	12.6	11.1
<b>2<sup>nd</sup> Quartile</b>	299	27.0	4.0	700	29.1	9.6	2,008	26.3	11.4
<b>3<sup>rd</sup> Quartile</b>	247	22.3	5.0	509	21.1	9.9	1,676	21.9	13.0
<b>4th Quartile (least disadvantaged)</b>	410	37.1	4.7	903	37.5	10.3	2,970	38.9	12.6
<b>Missing</b>	8	0.7		4	0.2		27	0.4	
<b>Location</b>									
<b>Major Cities</b>	609	55.1	4.8	1,307	54.3	10.5	4,606	60.3	13.5
<b>Inner Regional</b>	341	30.8	4.6	631	26.2	9.2	2,144	28.1	12.3
<b>Outer Regional and remote</b>	151	13.7	3.0	461	19.1	8.6	864	11.3	7.8
<b>Missing</b>	5	0.5		10	0.4		27	0.4	
<b>Experience</b>									
<b>0</b>	0	0.0	NA	1,245	51.7	NA	0	0.0	NA
<b>1-2</b>	174	15.7	NA	168	7.0	NA	552	7.2	NA
<b>3-4</b>	123	11.1	NA	126	5.2	NA	951	12.5	NA
<b>5-10</b>	255	23.1	NA	285	11.8	NA	1,608	21.0	NA
<b>11-15</b>	146	13.2	NA	187	7.8	NA	792	10.4	NA
<b>16-20</b>	94	8.5	NA	127	5.3	NA	593	7.8	NA
<b>21-24</b>	43	3.9	NA	69	2.9	NA	342	4.5	NA
<b>25+</b>	271	24.5	NA	200	8.3	NA	2,521	33.0	NA
<b>Missing</b>	0	0	NA	2	0.1	NA	282	3.7	NA

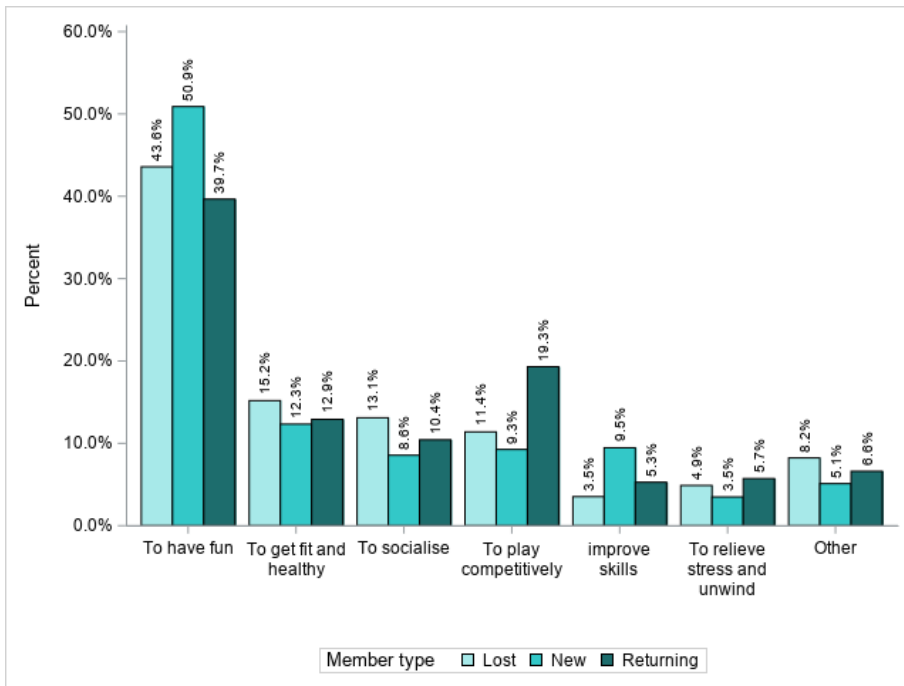
Note. there is a high proportion of missing data for main language spoken at home. NA = not available.

\*Response rates were calculated based on all returning (n= 7,641), new (n= 2,409), and lost (n= 1,106) members.

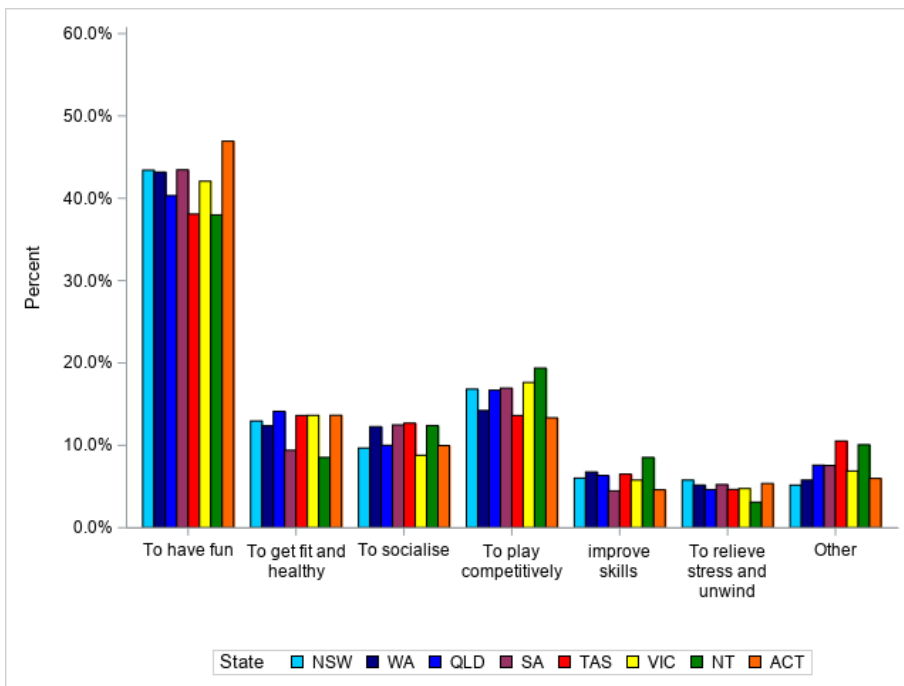
## What are the main reasons for playing hockey?

For all members, but especially new members, 'To have fun' was the most commonly reported reason for playing hockey (Figure 2).

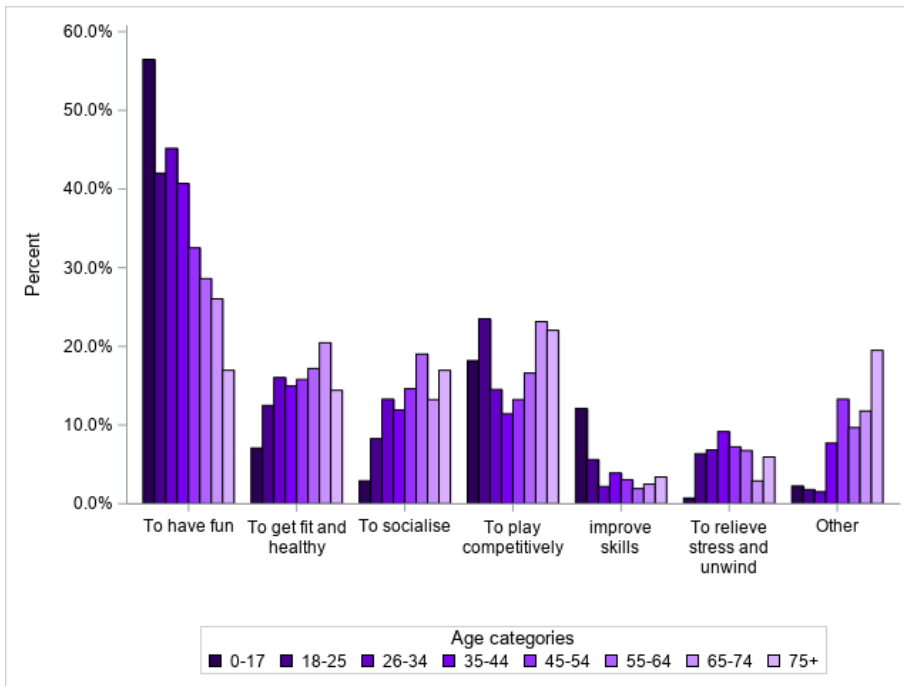
- New members were more likely to report that improving skills was their motivation, while returning members were more likely report that their motivation was to play competitively.
- The main reasons to play hockey were consistent across each State and Territories with the top reasons being 'To have fun', 'To play competitively'
- Younger age groups were more likely to report fun and improving skills as their main reasons for playing hockey, while older age groups were more likely to report 'To get fit and health' and 'To socialise' (Figure 4). Members between 26-45 are not motivated by playing competitively compared to younger and older age groups.
- Males were more likely to report playing competitively as their motivation compared with females (
- Figure 5).
- Members living with a disability were more likely to report fun as their motivation compared with members not living with a disability (Figure 6).
- Members who identified as Aboriginal and/or Torres Strait Islander were more likely to report socialising and improving skills as their motivation compared with members who do not identify as Aboriginal and/or Torres Strait Islander (Figure 7).
- Members living in the most disadvantaged areas were more likely to report having fun and socialising, whereas members living in the least disadvantaged areas were more likely to report getting fit and healthy and playing competitively (Figure 8).
- Members living in outer regional and remote areas were more likely to report socialising, whereas members in major cities were more likely to report playing competitively (Figure 9).



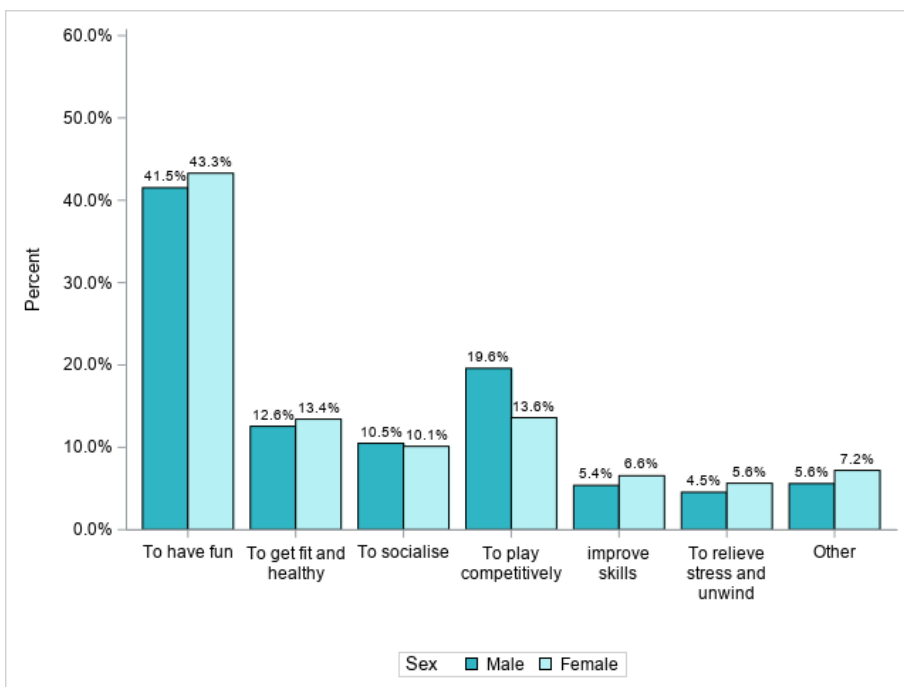
**Figure 2 Main reasons for playing hockey for members in Australia by new, returning and lost members**



**Figure 3 Main reasons for playing hockey for members in Australia by state**

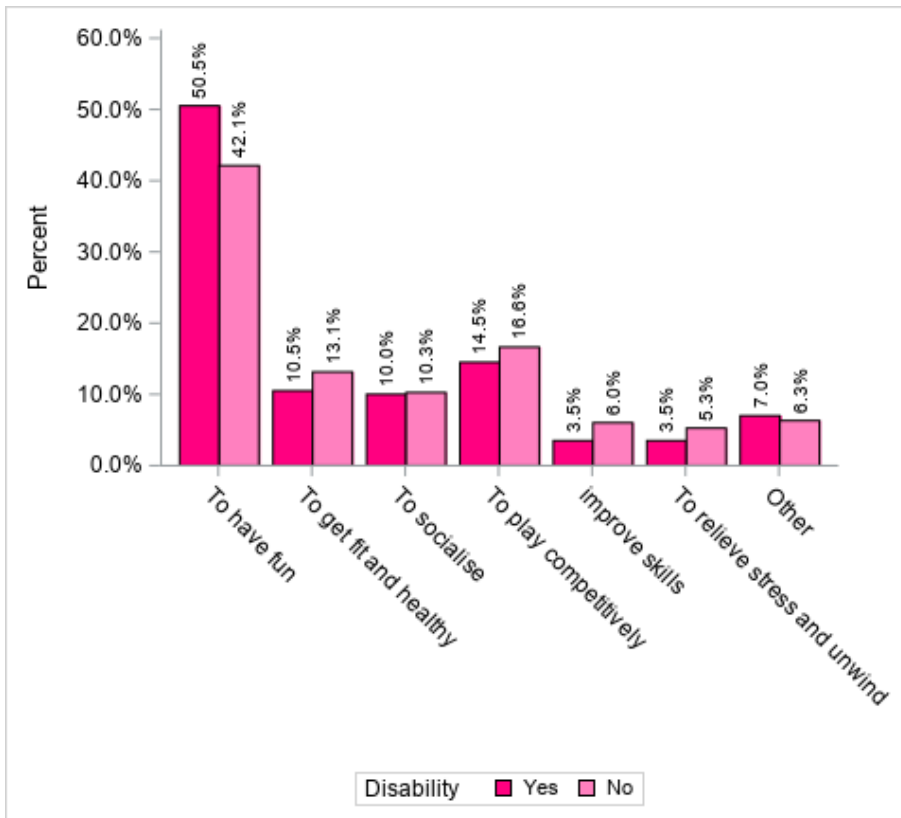


**Figure 4 Main reasons for playing hockey for members in Australia by age**

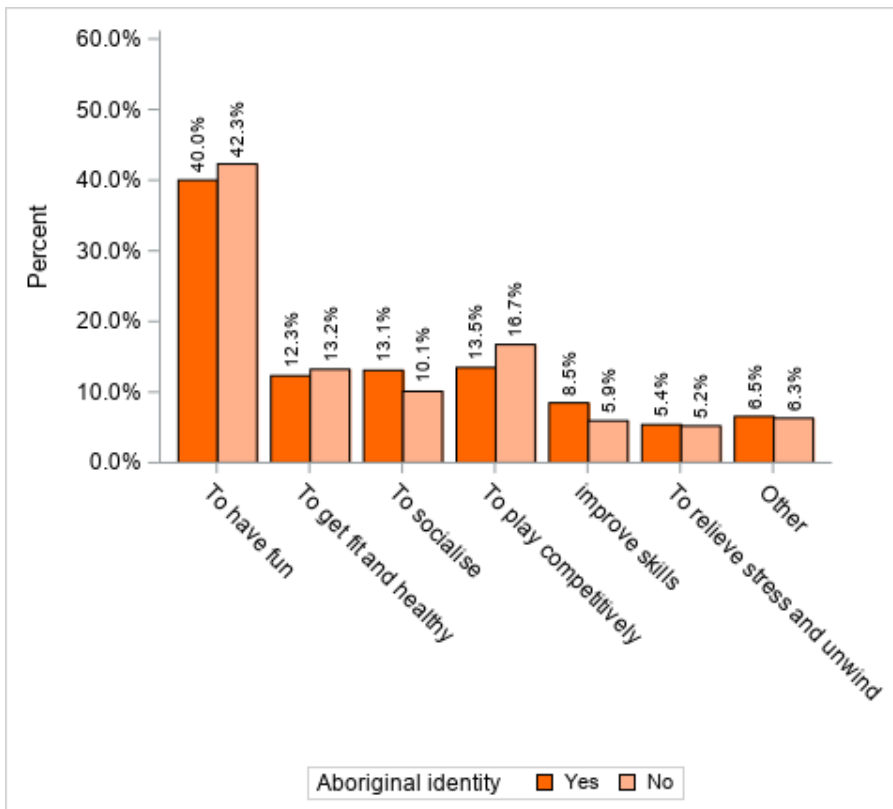


**Figure 5 Main reasons for playing hockey for members in Australia by sex**

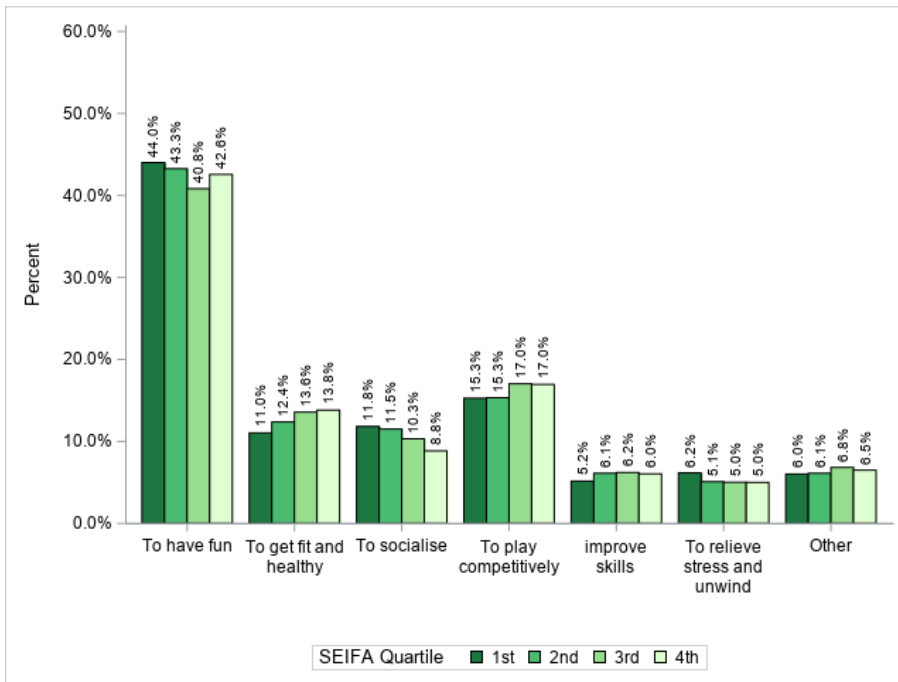




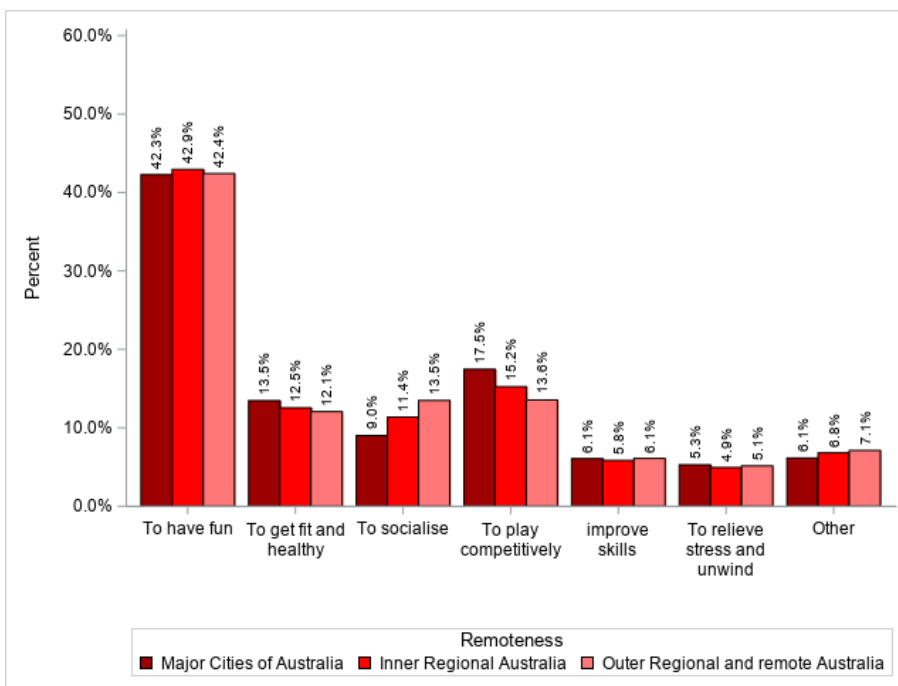
**Figure 6 Main reasons for playing hockey for members in Australia by disability**



**Figure 7 Main reasons for playing hockey for members in Australia by Aboriginal identity**



**Figure 8 Main reasons for playing hockey for members in Australia by socioeconomic status**

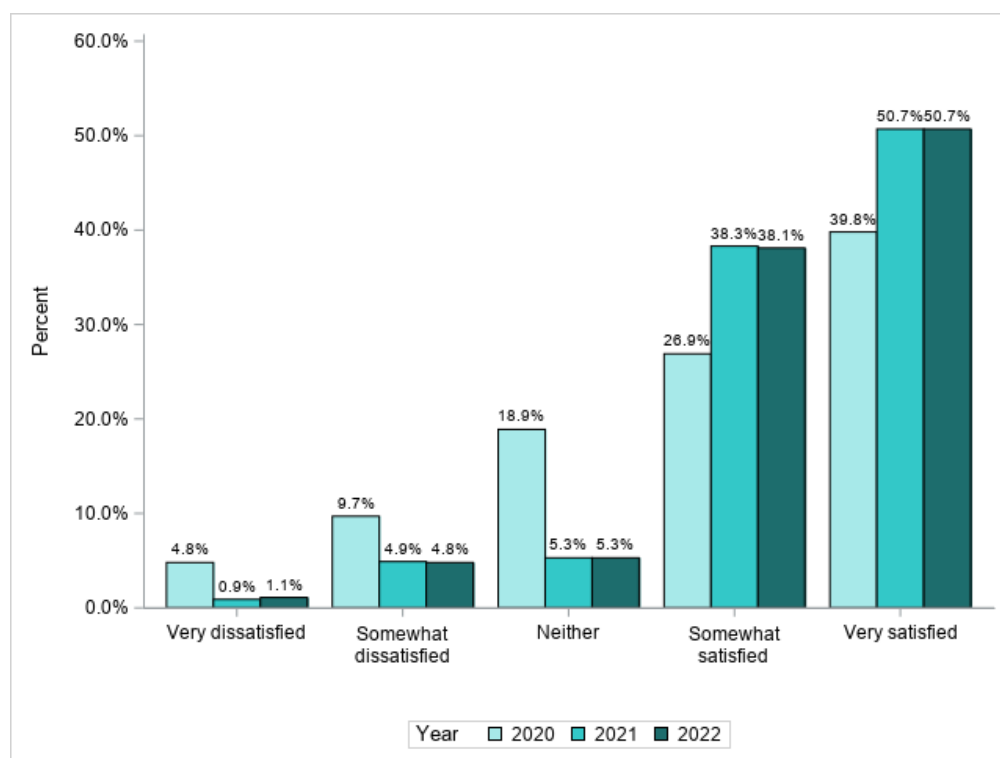


**Figure 9 Main reasons for playing hockey for members in Australia by remoteness**

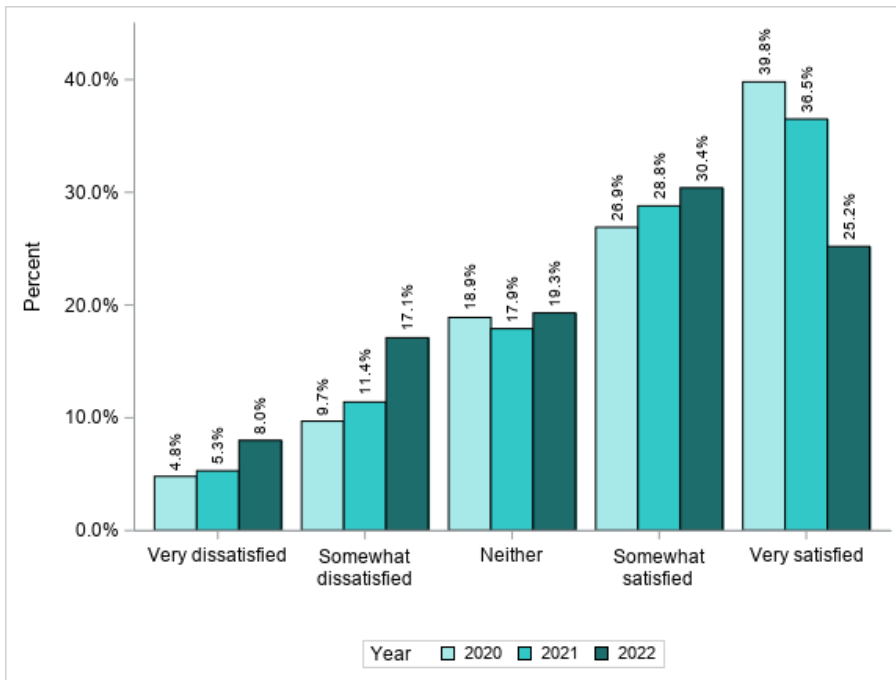
## How satisfied are members with the hockey experience?

Returning member satisfaction has increased from 2020 and remained high during 2021 and 2022 (Figure 10). However, lost member satisfaction has decreased over time (Figure 11).

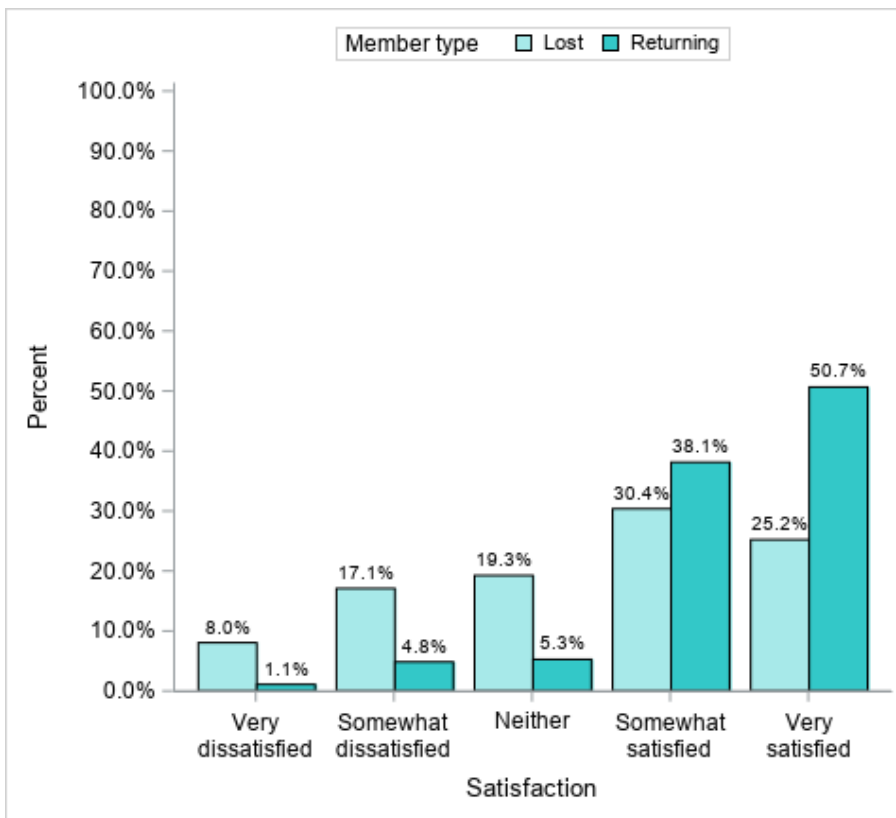
- In 2022, 89% of returning members and 56% of lost members were satisfied with their hockey experience (Figure 12).
- The 0-17 and 65+ year age groups were most likely, and the 26-34 year age groups was least likely to feel very satisfied with their hockey experience (Figure 14).
- Members who identified as Aboriginal and/or Torres Strait Islander were more likely to report feeling very satisfied compared with members who did not identify as Aboriginal and/or Torres Strait Islander (Figure 17).
- Satisfaction levels were similar across sexes (Figure 15), members with and without a disability (Figure 16), socioeconomic status groups (Figure 18), and remoteness (Figure 19).



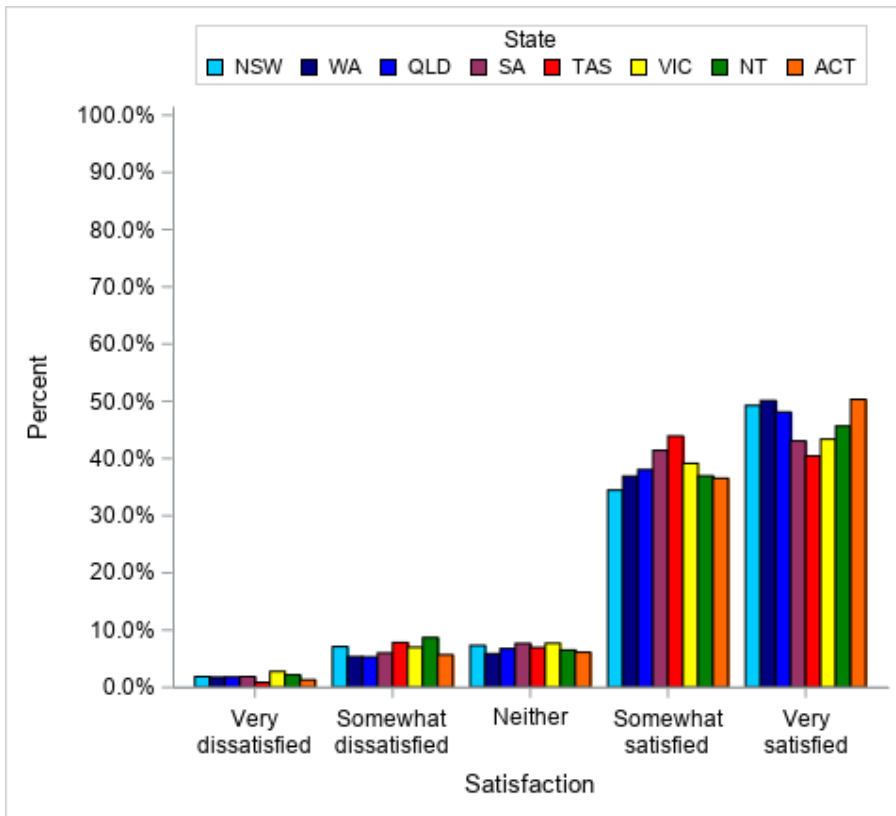
**Figure 10** Satisfaction with the hockey experience for returning members in Australia over time



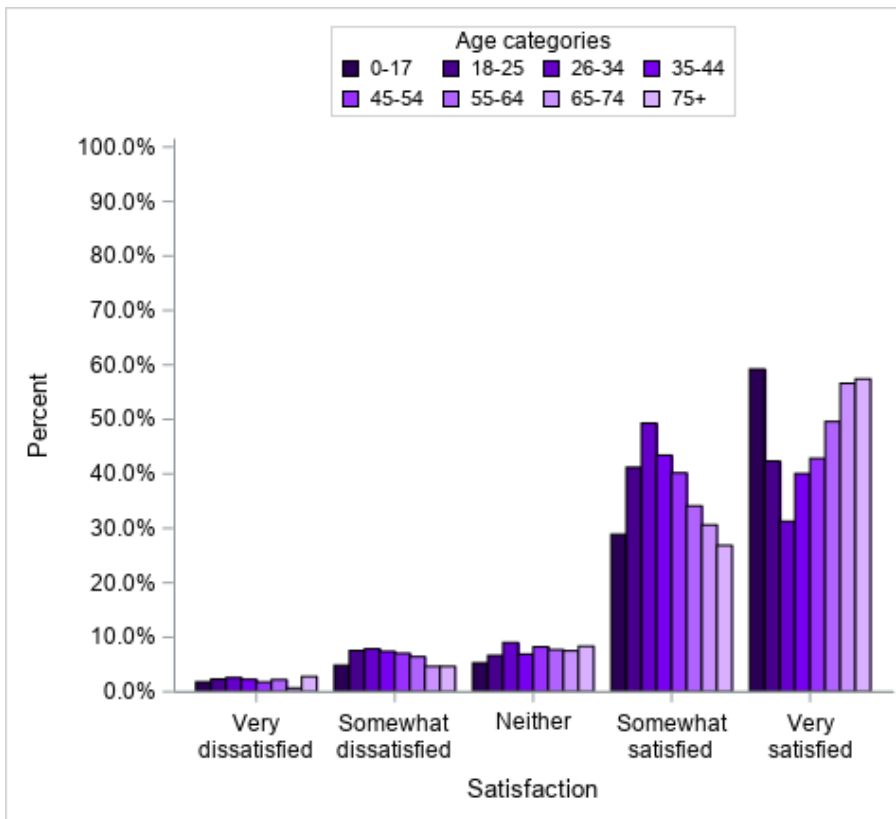
**Figure 11** Satisfaction with the hockey experience for lost members in Australia over time



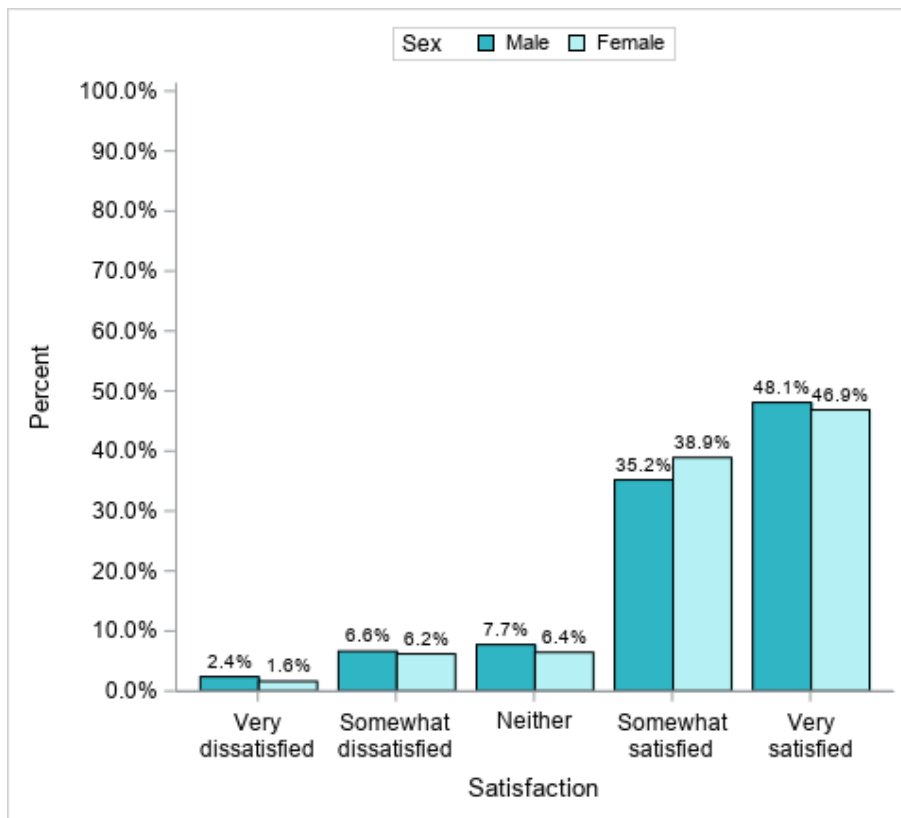
**Figure 12** Satisfaction with the hockey experience for members in Australia by returning and lost members



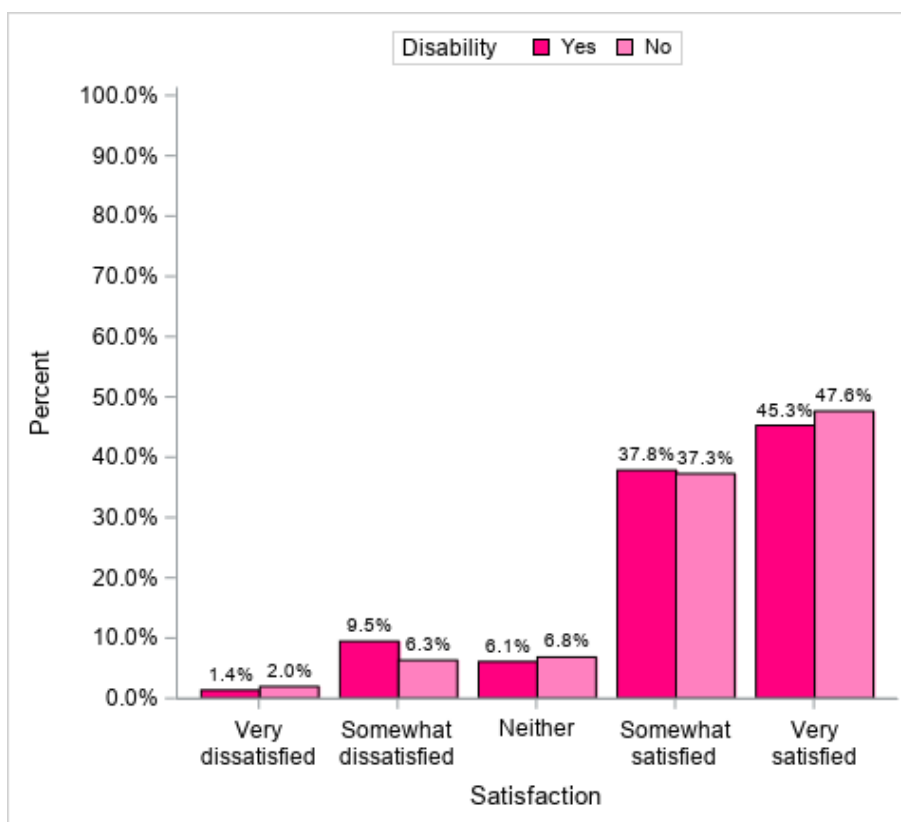
**Figure 13** Satisfaction with the hockey experience for members in Australia by state



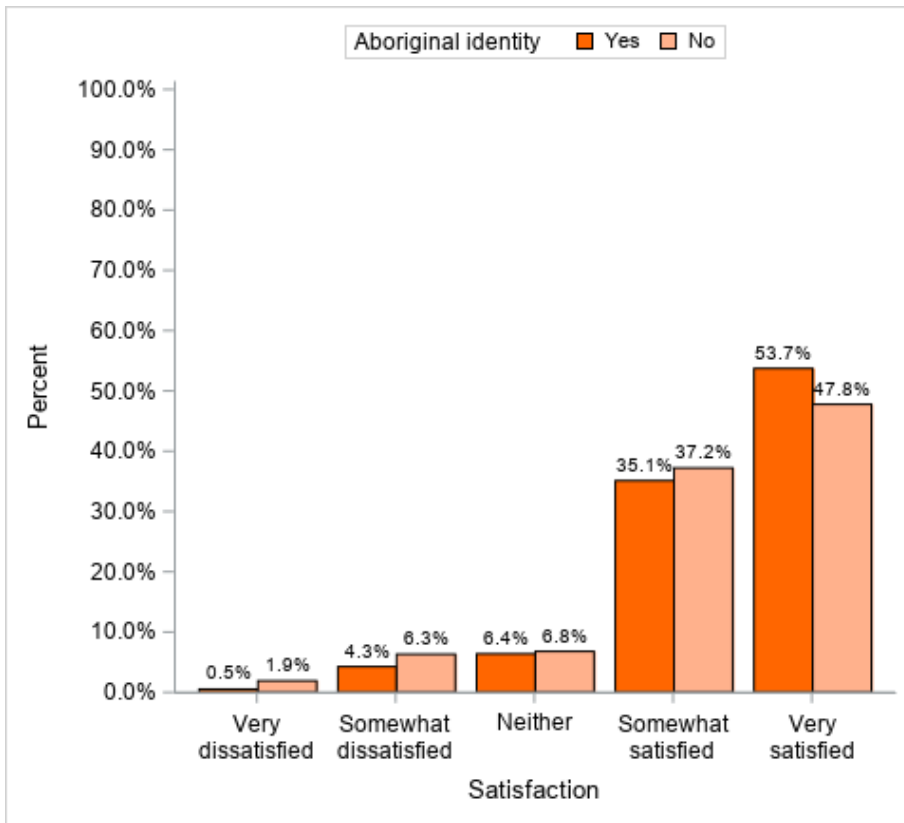
**Figure 14** Satisfaction with the hockey experience for members in Australia by age



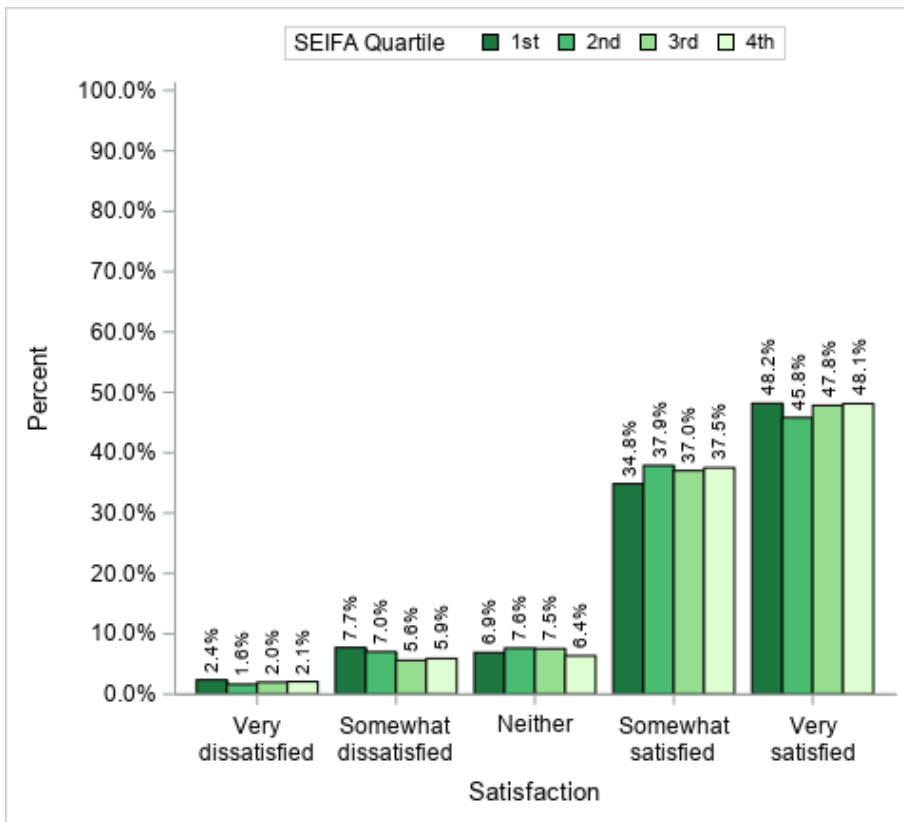
**Figure 15** Satisfaction with the hockey experience for members in Australia by sex



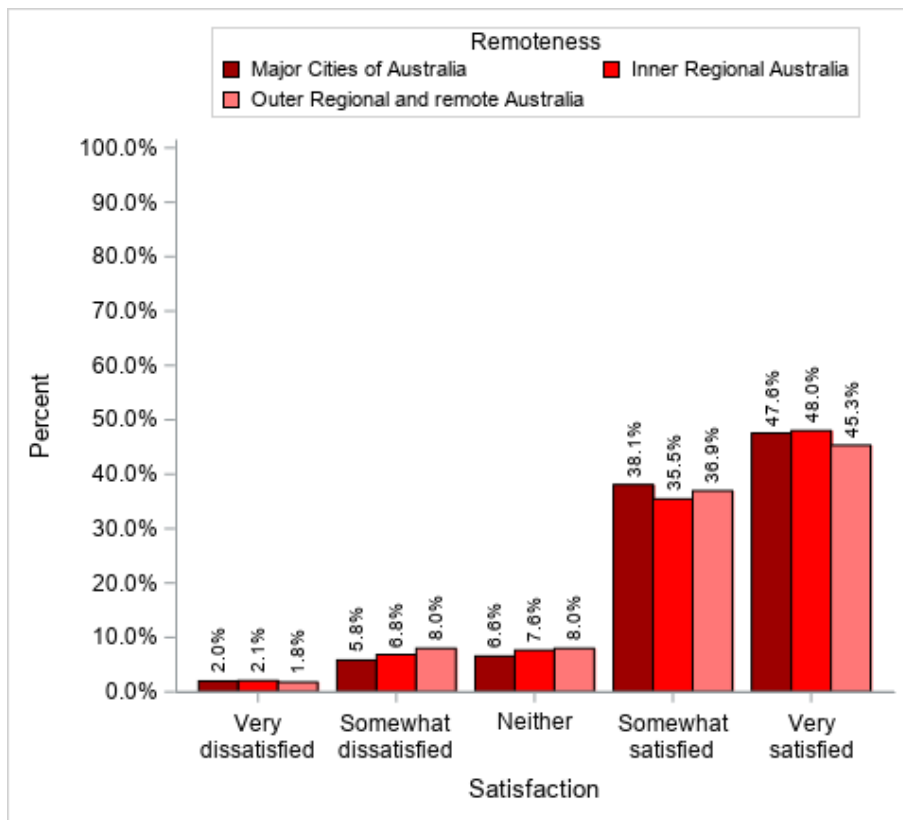
**Figure 16** Satisfaction with the hockey experience for members in Australia by disability



**Figure 17** Satisfaction with the hockey experience for members in Australia by Aboriginal identity



**Figure 18** Satisfaction with the hockey experience for members in Australia by socioeconomic status

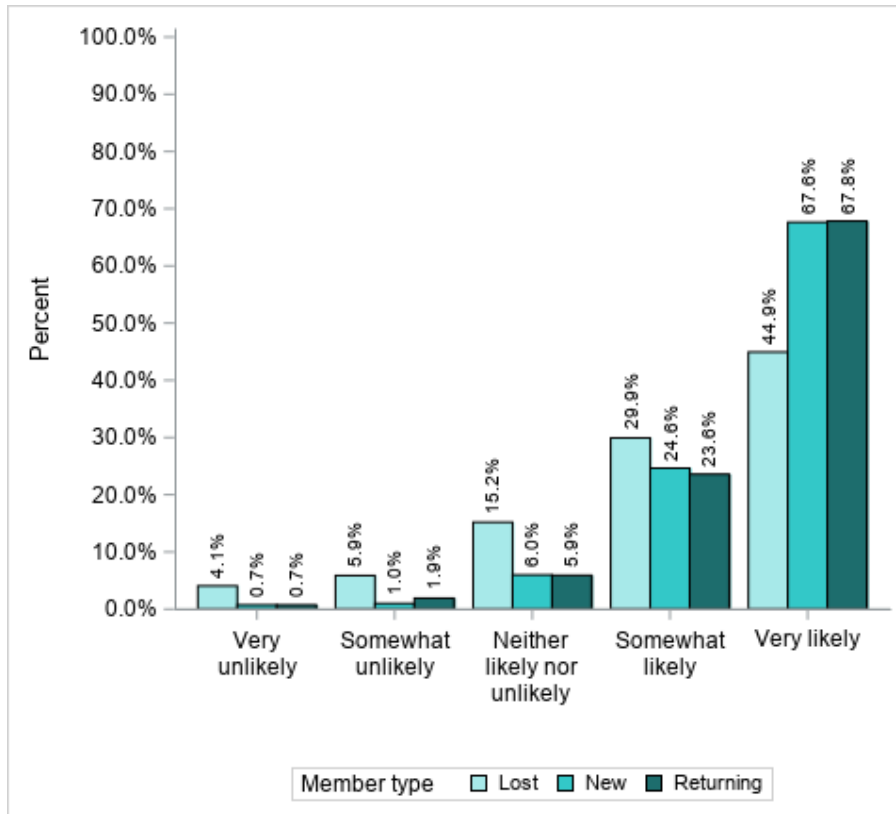


**Figure 19** Satisfaction with the hockey experience for members in Australia by remoteness



## How likely are members to recommend hockey to family and friends?

Members were asked how likely they would be to recommend hockey to their family and friends and 75% of lost members, 92% of new members and 91% of returning players said that are somewhat or very likely to recommend hockey (Figure 20).

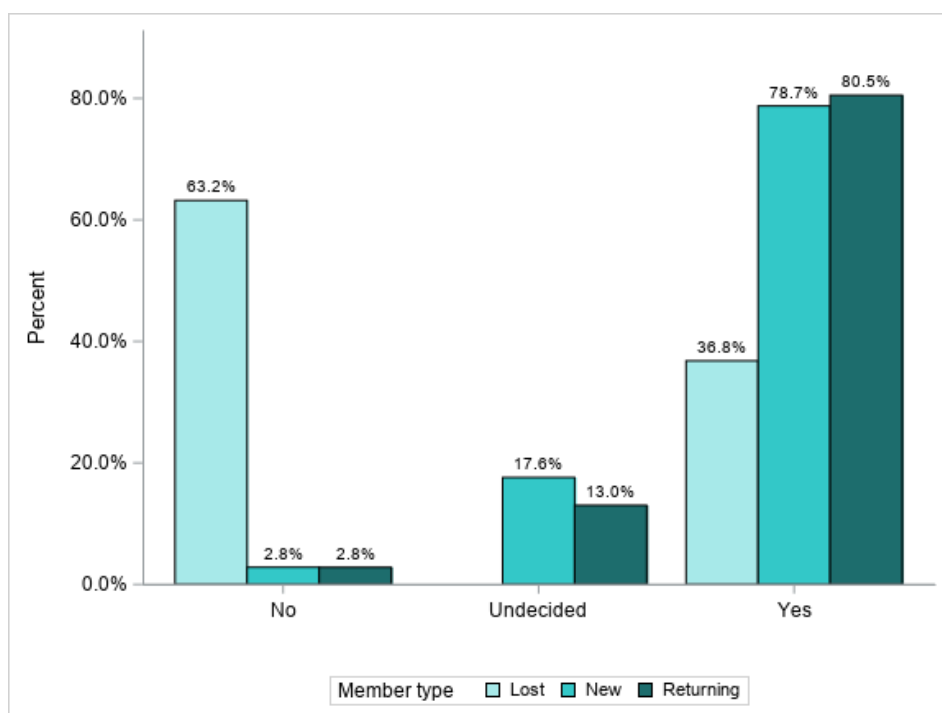


**Figure 20** How likely members are to recommend hockey to their friends by lost, new and returning members

## Will members return next season?

Most members reported they are planning to return next season.

- Of new players, 78% are planning to return, 3% are not planning to return next season, and 18% are undecided (Figure 21).
- Of returning players, 81% are planning to return, 3% are not planning to return next season, and 13% are undecided.
- Of lost members, 37% are planning to return, and 63% are not planning to return next season.
- Of members with a disability, 69% are planning to return, compared with 77% of members without a disability (Figure 25).
- Of members living in the most disadvantaged areas, 71% are planning to return, compared with 78% in the least disadvantaged areas (Figure 27).



**Figure 21 Planning to return to hockey for lost members in Australia by lost, new and returning members**

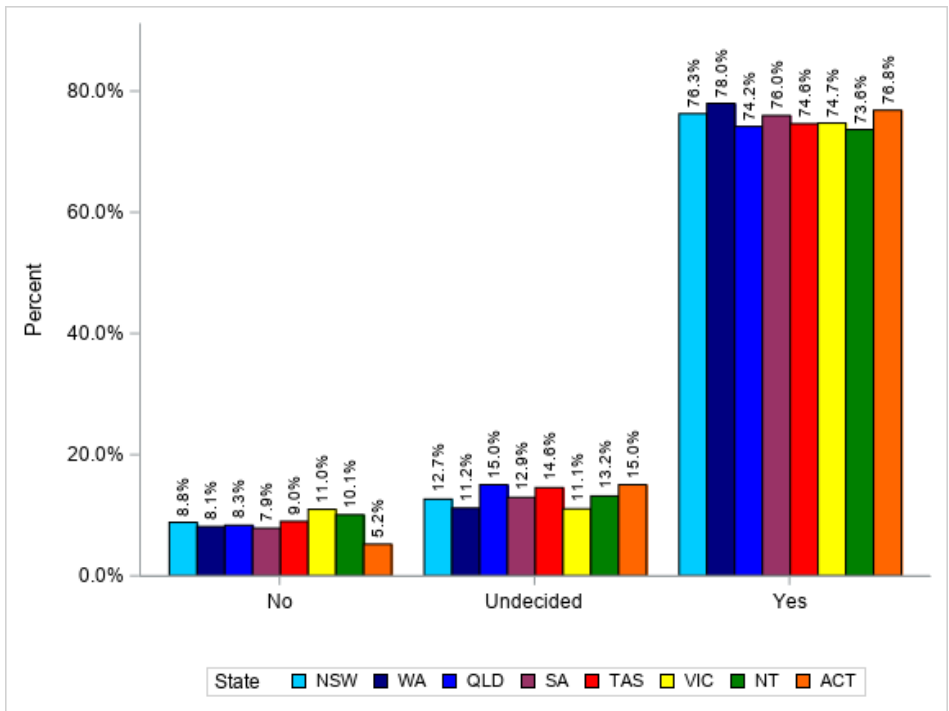


Figure 22 Planning to return to hockey for lost members in Australia by state

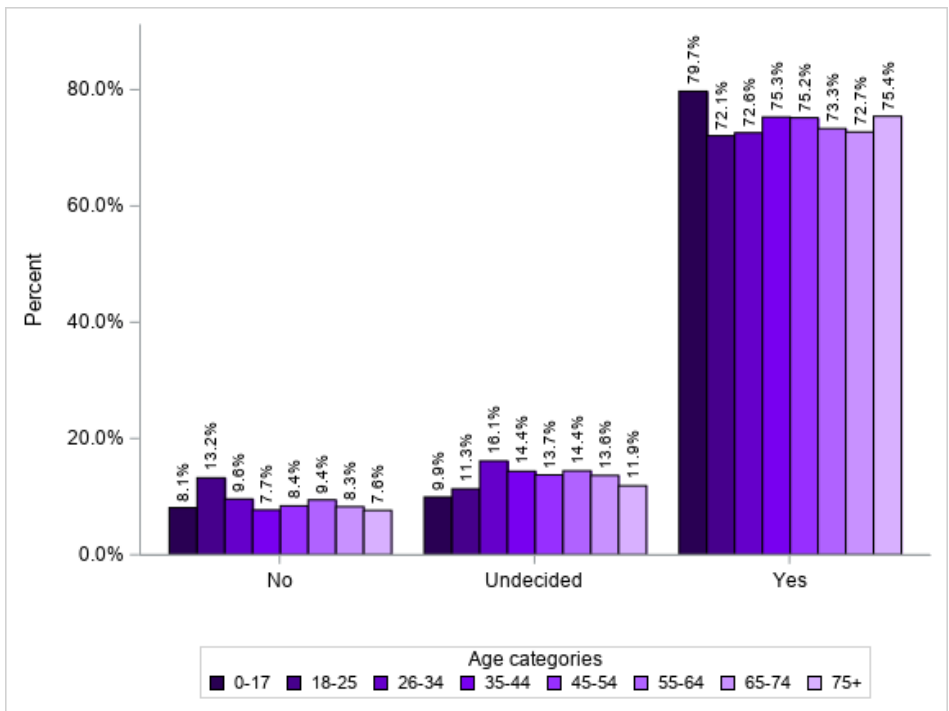
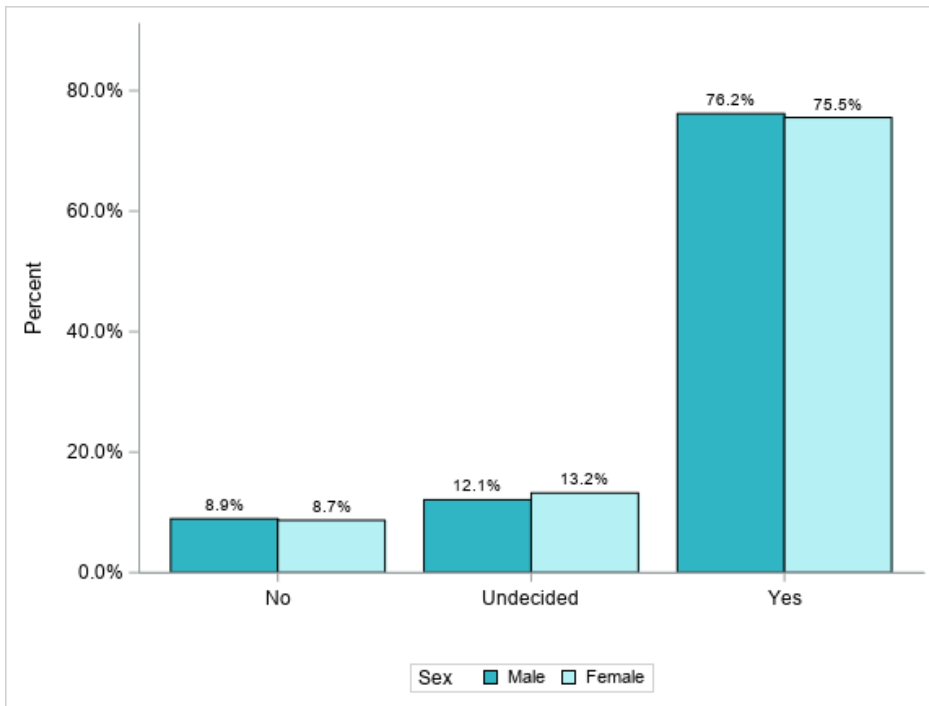
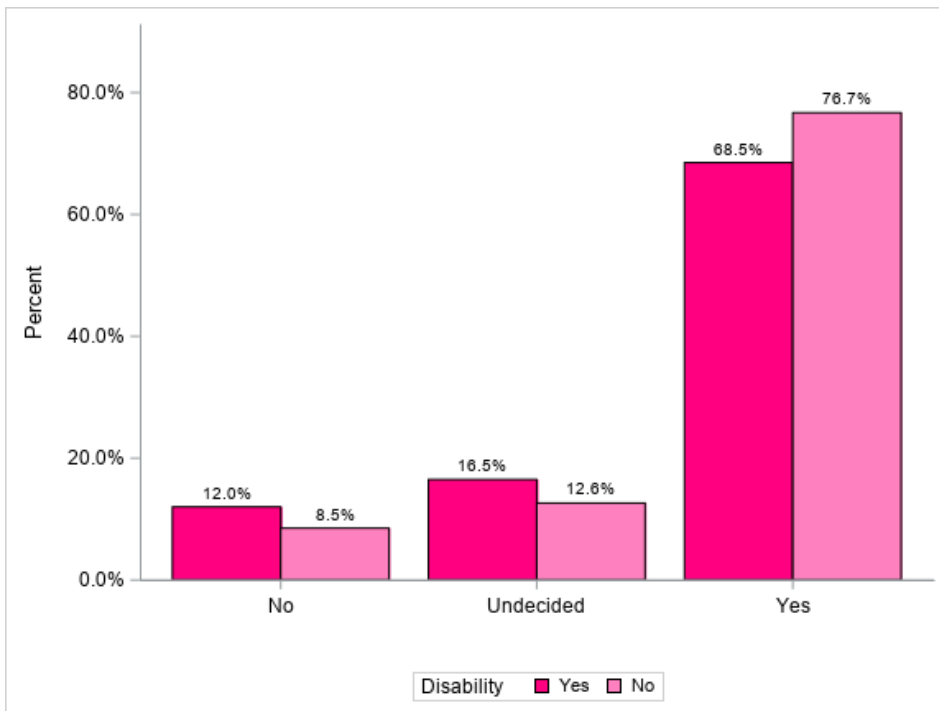


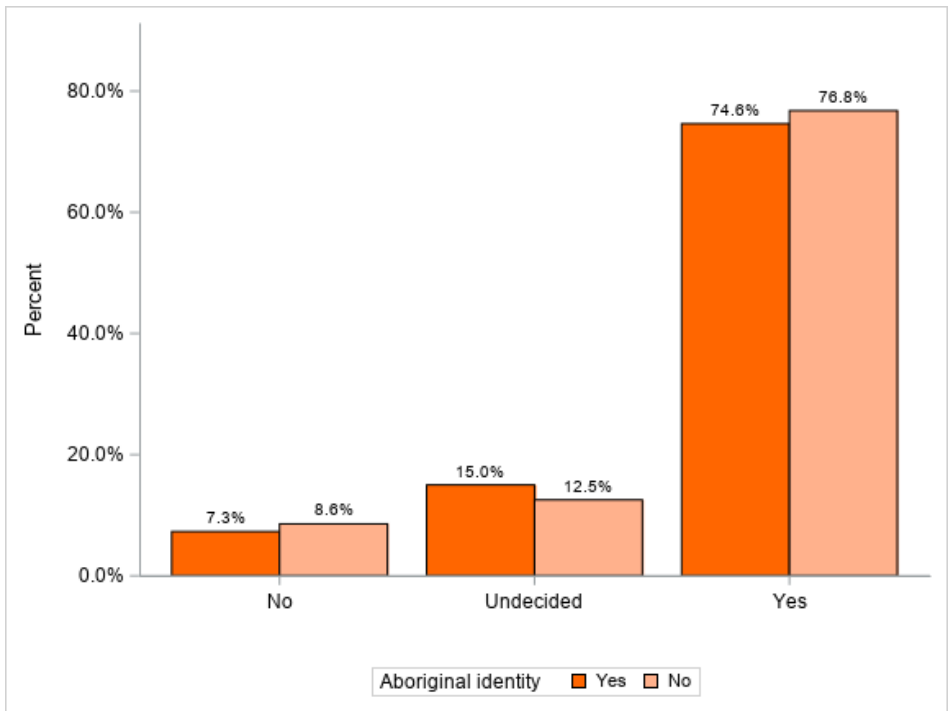
Figure 23 Planning to return to hockey for lost members in Australia by age



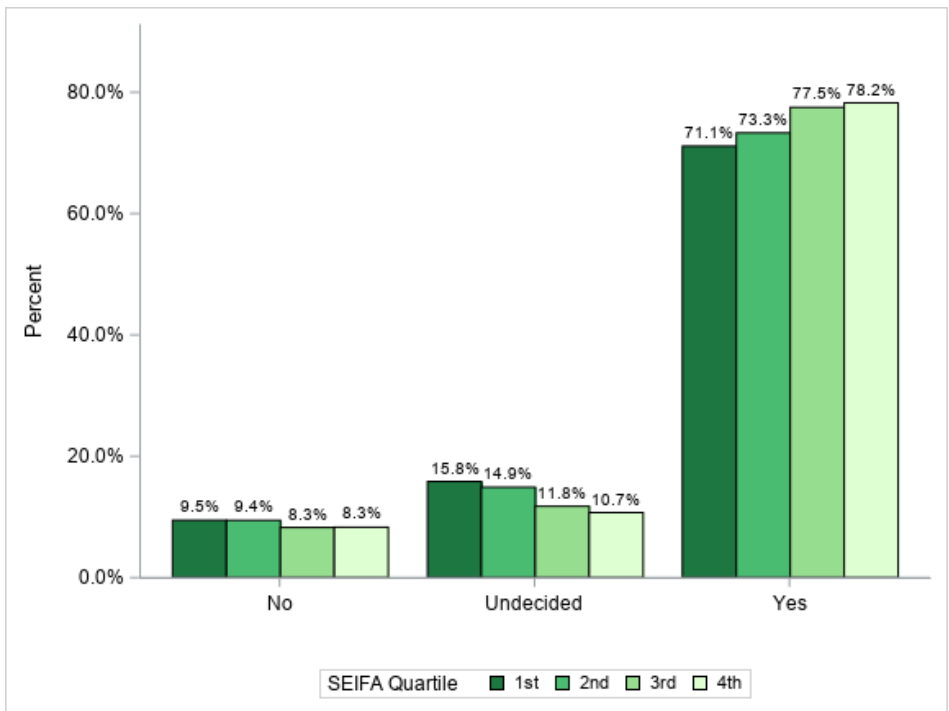
**Figure 24 Planning to return to hockey for lost members in Australia by sex**



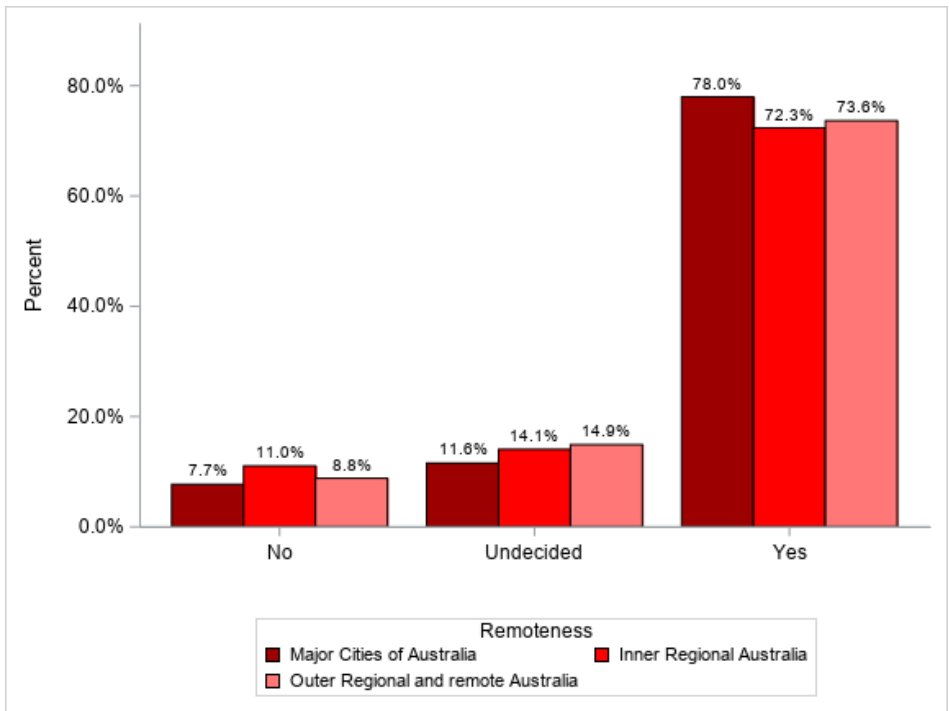
**Figure 25 Planning to return to hockey for lost members in Australia by disability status**



**Figure 26 Planning to return to hockey for lost members in Australia by Aboriginal identity**



**Figure 27 Planning to return to hockey for lost members in Australia by socioeconomic status**

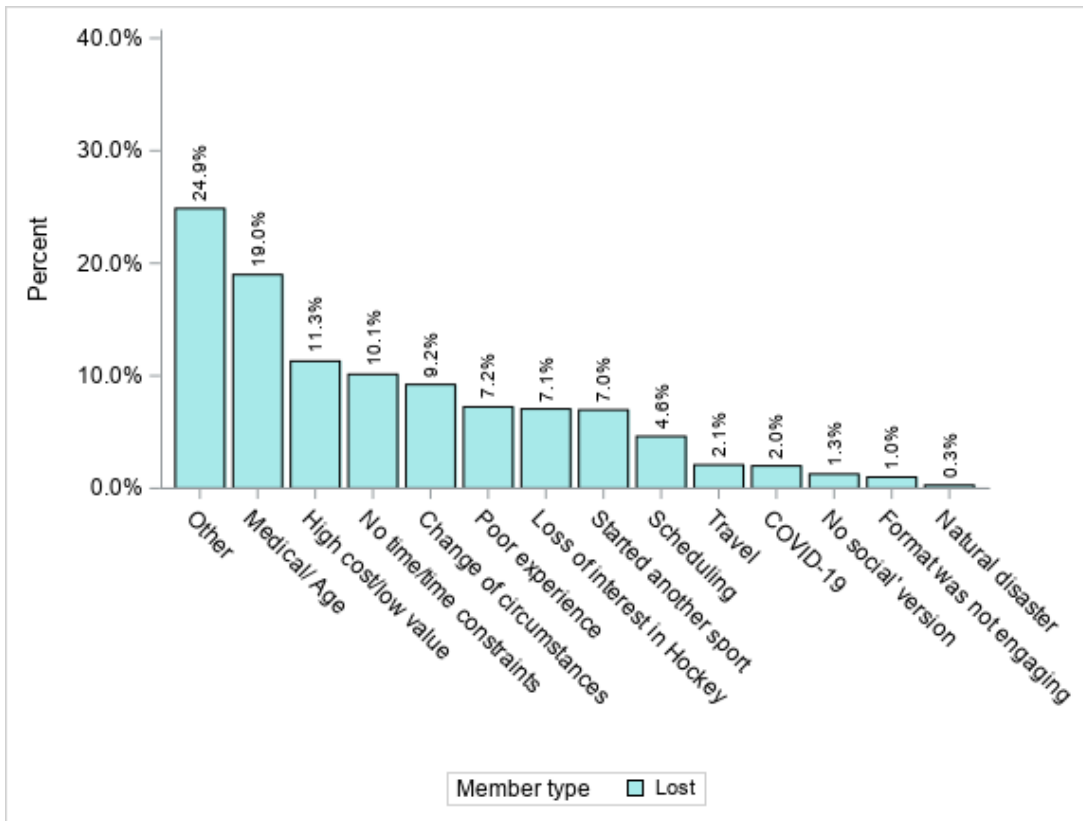


**Figure 28 Planning to return to hockey for lost members in Australia by remoteness**

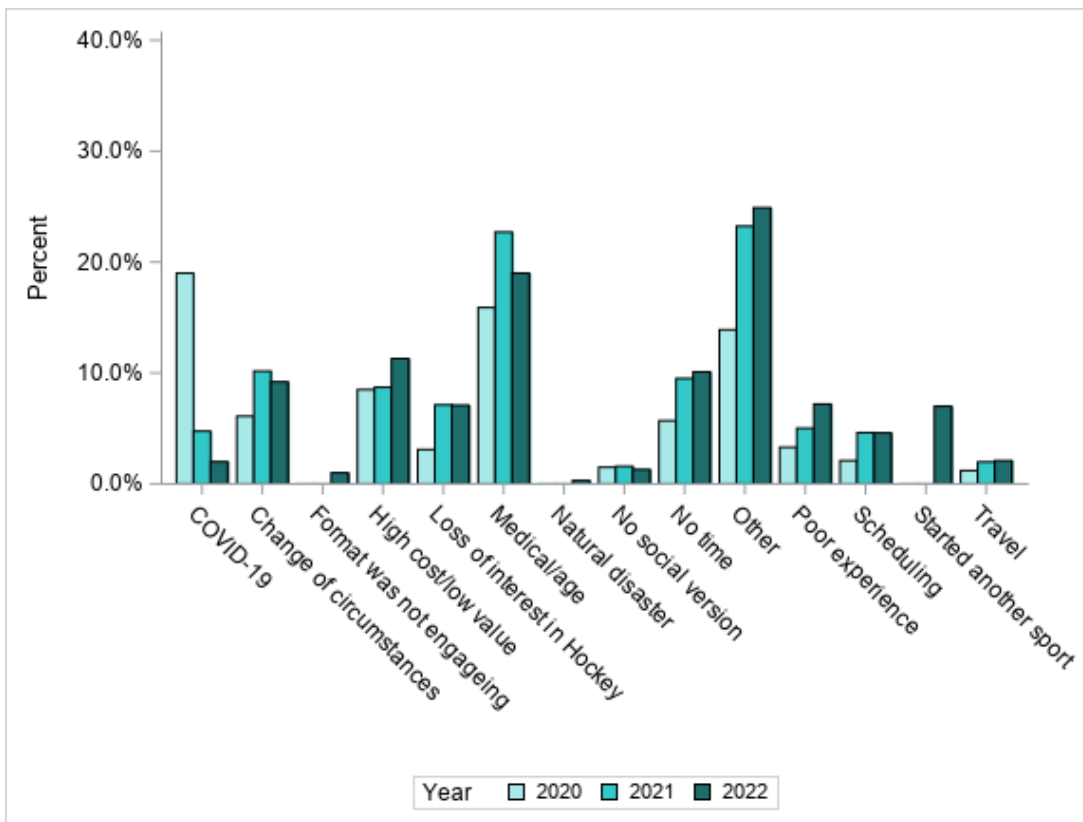
## What are the main reasons for no longer participating in hockey?

Top reasons for no longer participating in hockey included other (25%), medical/age (19%), high cost/low value (11%) and no time/constraints (10%) (Figure 29).

- Top reasons for no longer participating in hockey are relatively similar across years, apart from COVID in 2020 (Figure 30). Note. some of the response options have changed over time (e.g., started another sport was added in 2022).
- Lost members who are not planning to return next season were more likely to report high cost/low value, poor experience, loss of interest, and started another sport compared with lost members who are planning to return (Figure 31).
- Medical and age-related reasons increased with age, high cost/low value and no time was highest among the 18-34 year age group, change in circumstances was highest in the 18-44 year age groups, and lost interest and tried another sport was highest among 0-17 year olds (Figure 33).
- Females were more likely to report change in circumstance, whereas males were more likely to report loss of interest in hockey (Figure 34).
- Members living with a disability were most likely to report medical/age and high cost/low value compared with members not living with a disability (Figure 35).
- Members who identify as Aboriginal and/or Torres Strait Islander were more likely to report high cost/low value, no time and scheduling compared with members who did not identify as Aboriginal and/or Torres Strait Islander (Figure 36).
- Members living in the least disadvantaged areas were more likely to report no time/time constraints and scheduling compared to members living in the most disadvantaged areas.
- Members living in major cities were more likely to report no time/time constraints and scheduling, whereas members living in outer regional and remote areas were more likely to report change in circumstances and travel.

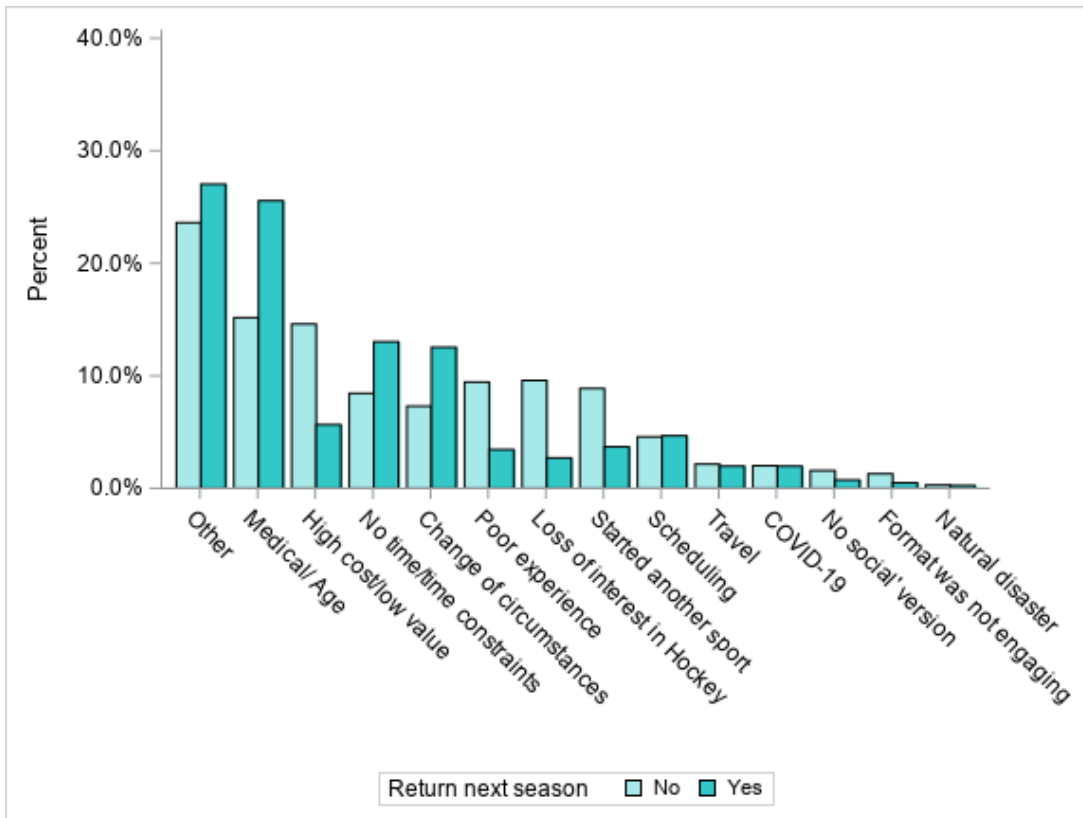


**Figure 29 Reasons for no longer participating in hockey for lost members in Australia**

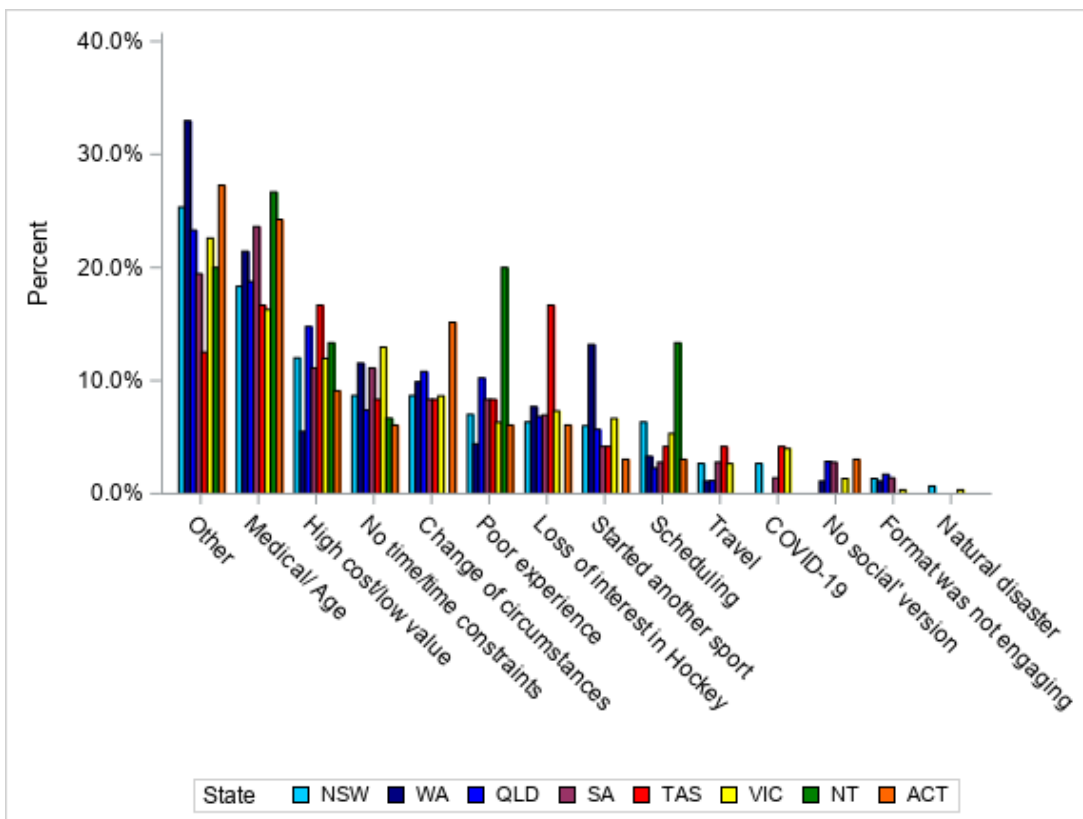


**Figure 30 Reasons for no longer participating in hockey for lost members in Australia over time**





**Figure 31 Reasons for no longer participating in hockey for lost members in Australia by intention to return next season**



**Figure 32 Reasons for no longer participating in hockey for lost members in Australia by state**

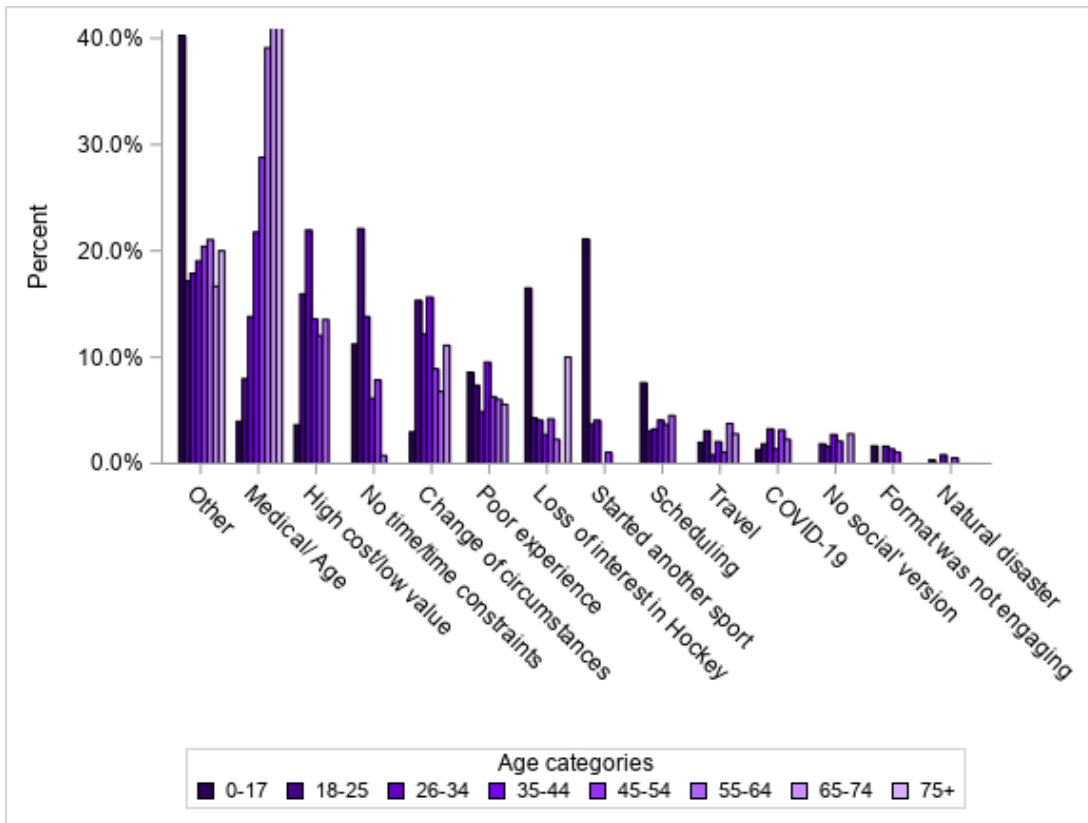


Figure 33 Reasons for no longer participating in hockey for lost members in Australia by age

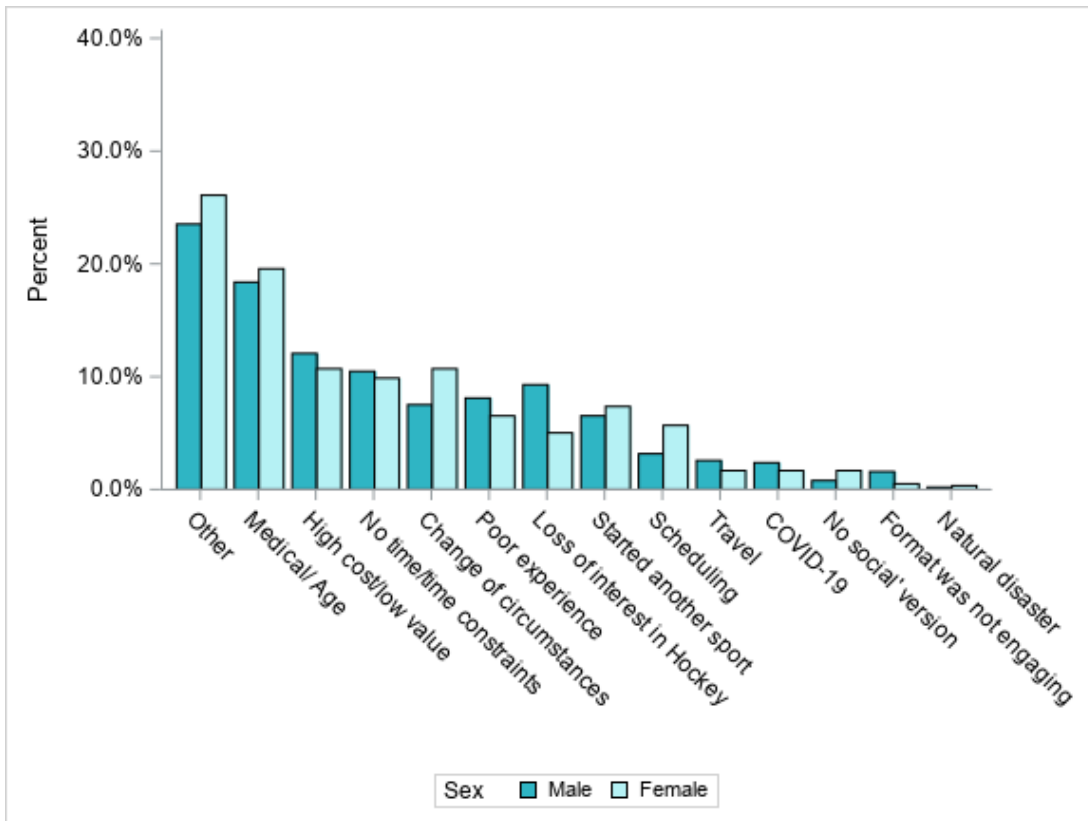
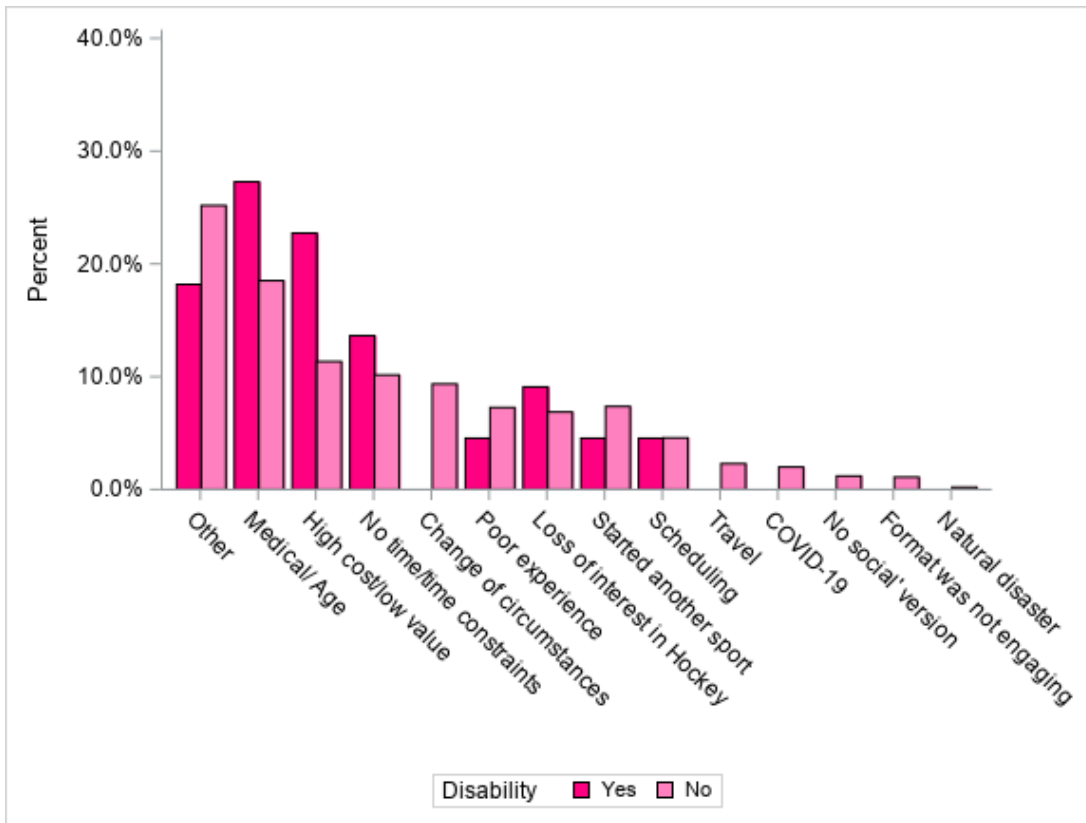
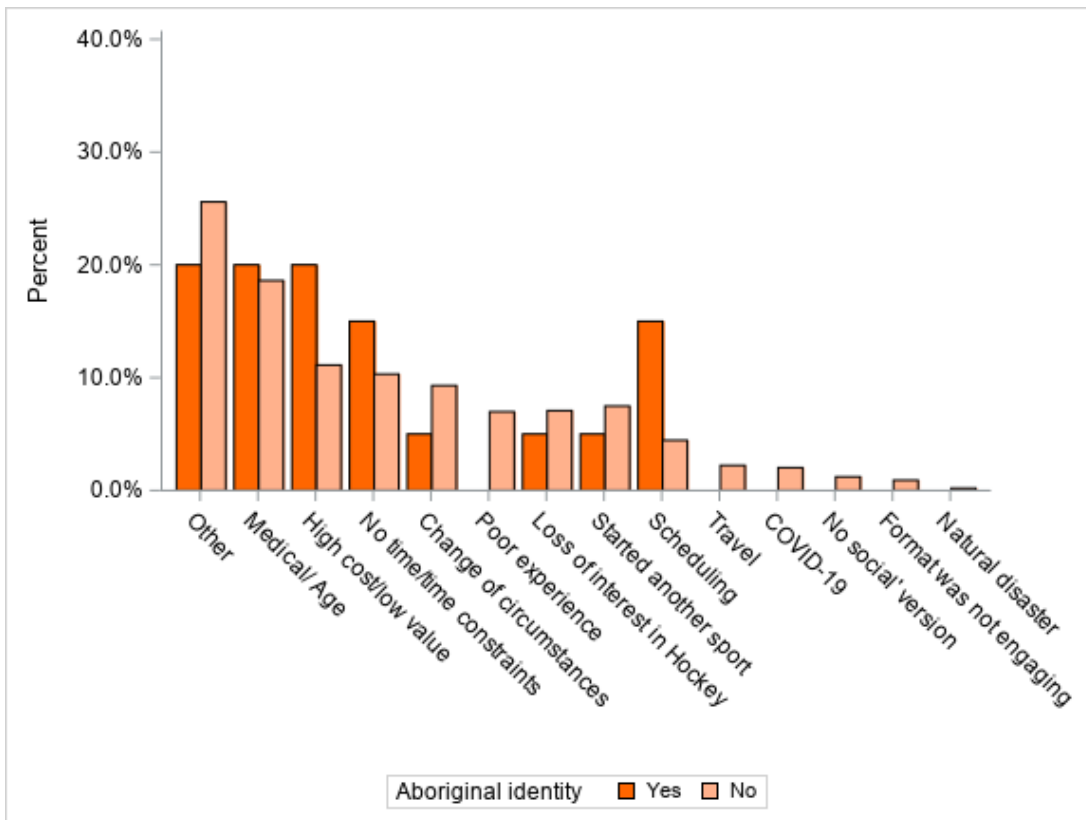


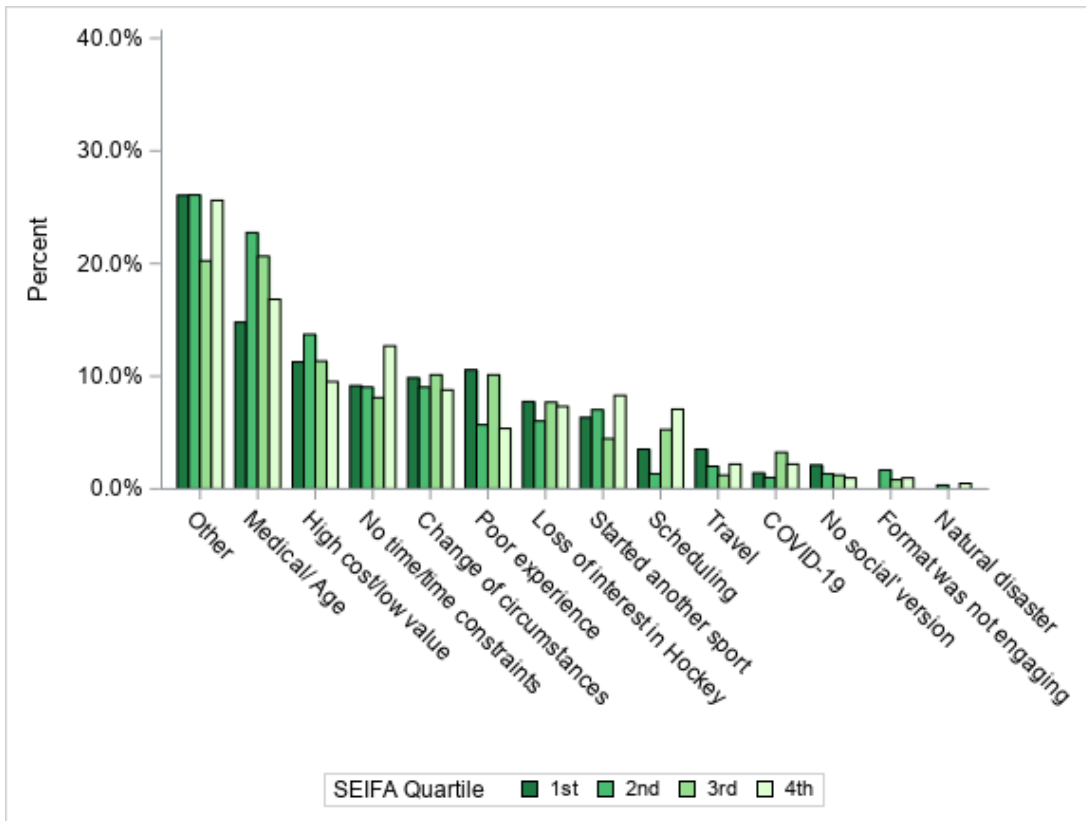
Figure 34 Reasons for no longer participating in hockey for lost members in Australia by sex



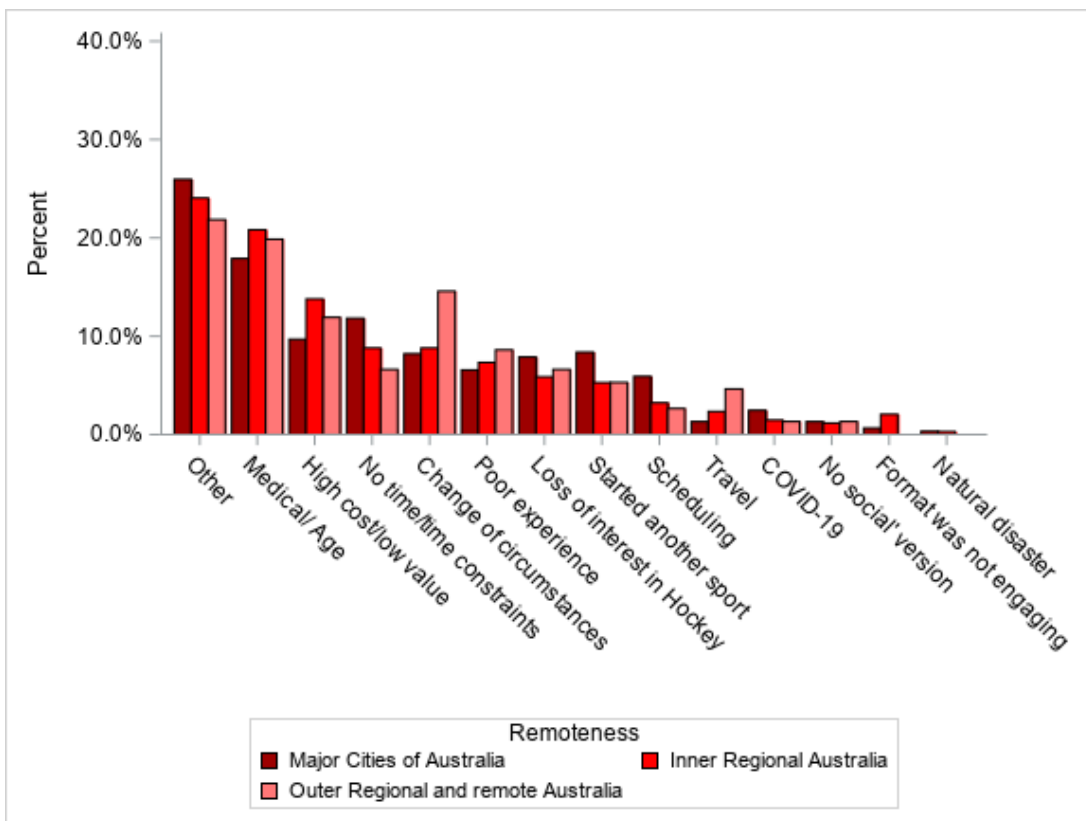
**Figure 35 Reasons for no longer participating in hockey for lost members in Australia by disability**



**Figure 36 Reasons for no longer participating in hockey for lost members in Australia by Aboriginal identity**



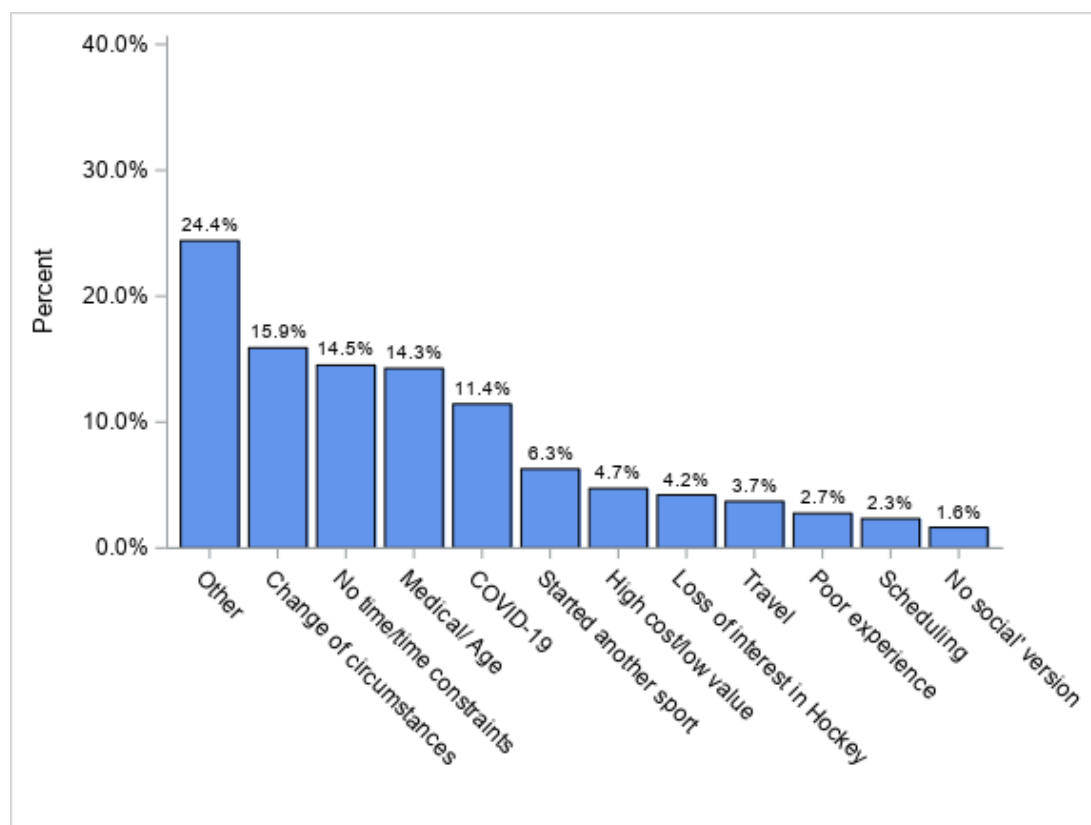
**Figure 37** Reasons for no longer participating in hockey for lost members in Australia by socioeconomic status



**Figure 38** Reasons for no longer participating in hockey for lost members in Australia by remoteness

## Reasons for taking a break from hockey

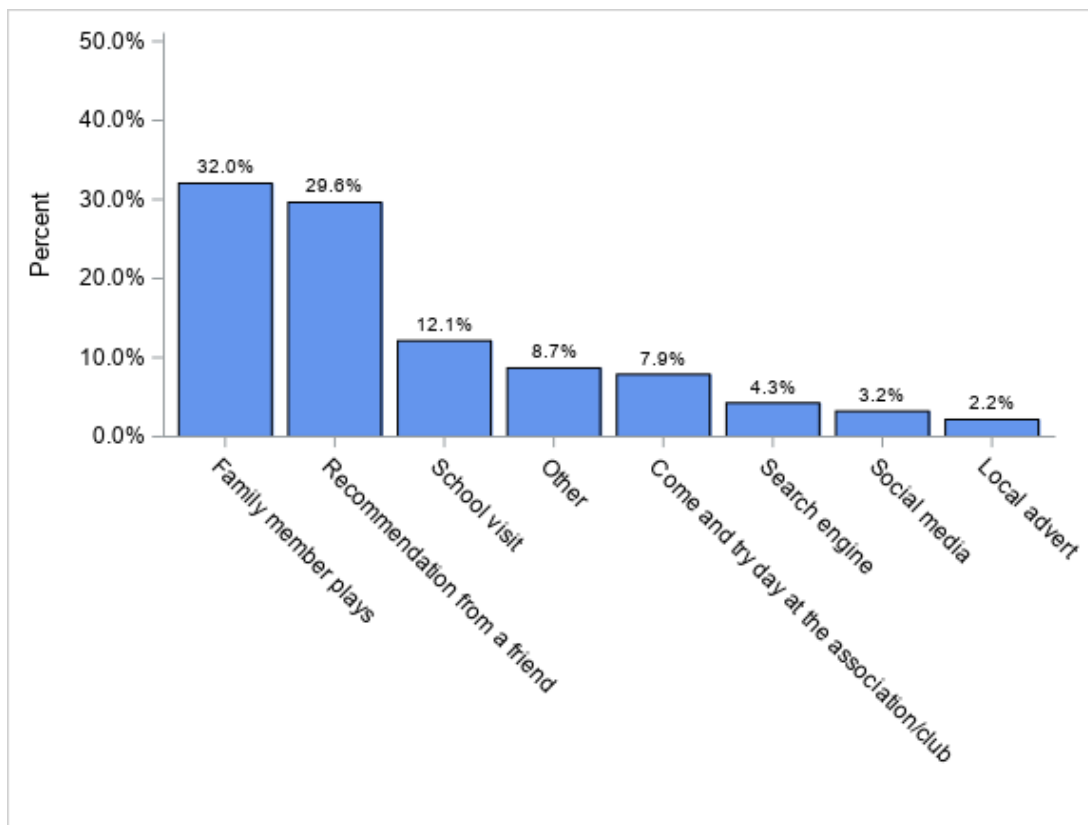
Of the 2,409 new members who completed a survey, 1,245 (52%) were trying hockey for the first time and 1,164 (48%) were returning from a break. For those who took a break, their top reasons for taking a break were other (24%), change in circumstance (16%), no time/time constraints (15%), and medical/age (14%).



**Figure 39 Reasons for taking a break from hockey for 'new' members in Australia**

## How did new members hear about hockey?

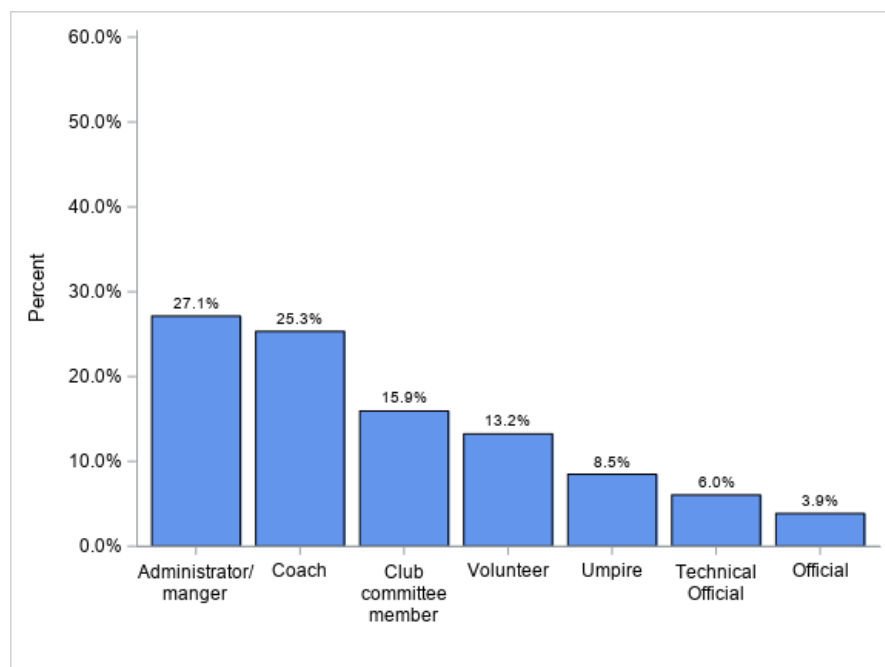
For the 1,245 new players who were trying hockey for the first time, 32% heard about hockey from family members who play and 30% were recommended to play by a friend.



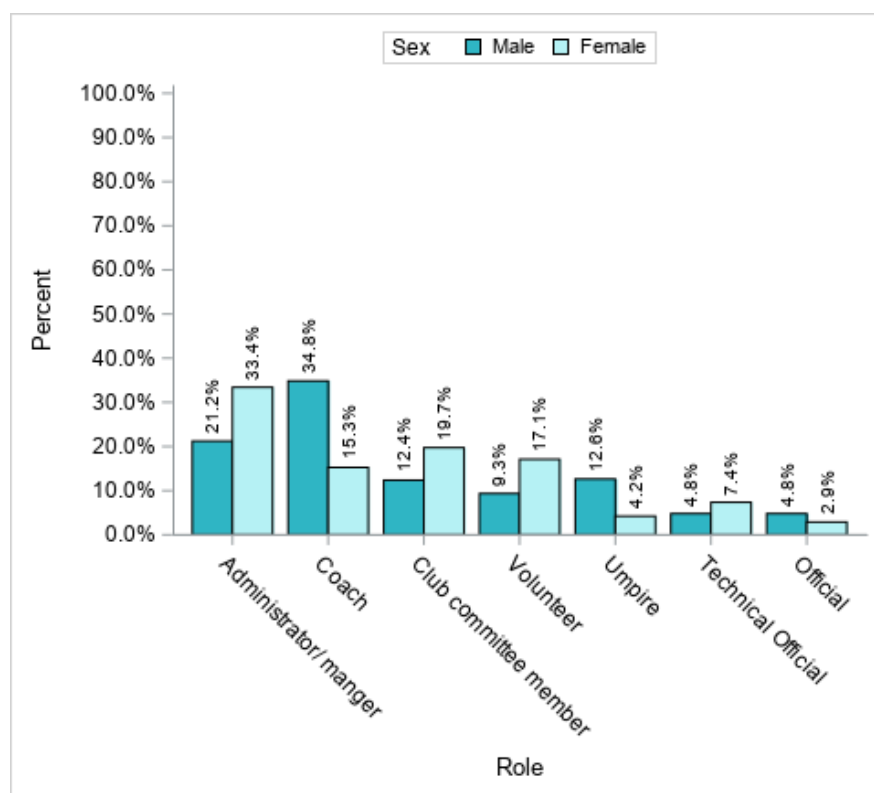
**Figure 40** How new members trying hockey for the first time heard about hockey

## Non-player roles

Among survey participants, 7% (n=778) reported non-player roles with hockey, and most of these members were administrator/managers (Figure 41). Women were more likely to be administrators/managers, committee members, and volunteers, while men were more likely to be coaches and umpires (Figure 42).

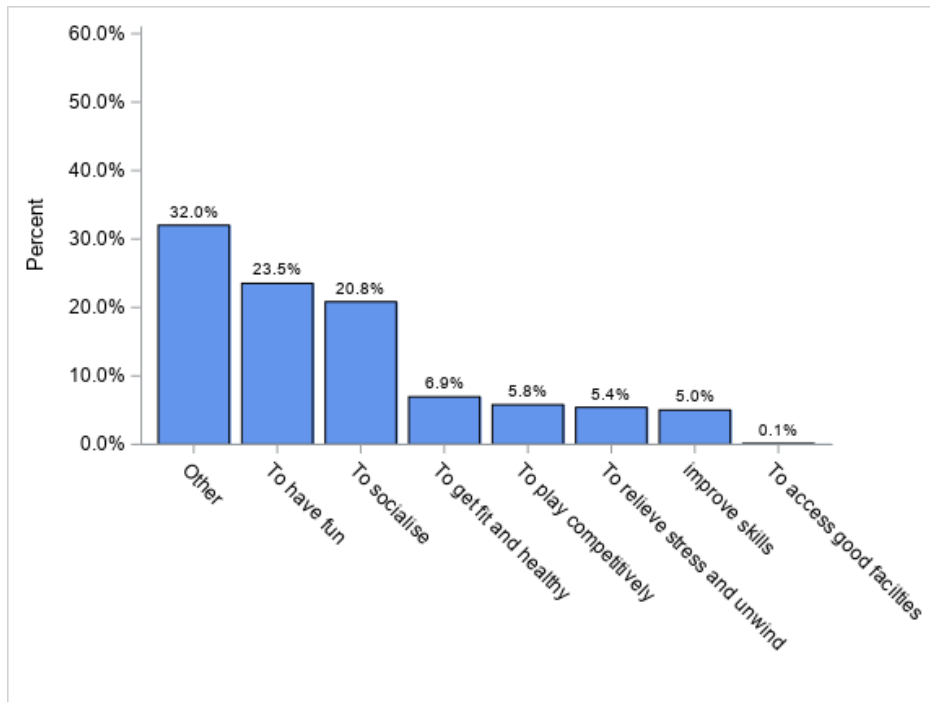


**Figure 41 non-player roles for hockey members in Australia**



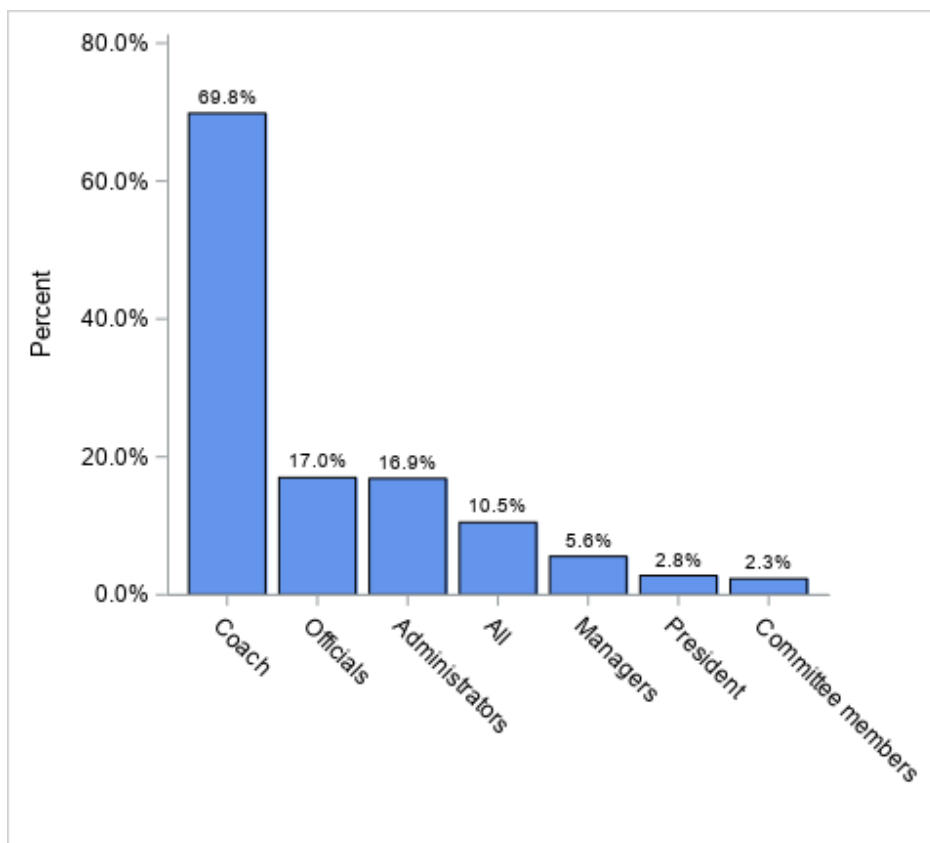
**Figure 42 non-player roles for hockey members in Australia by sex**

Their top reasons for volunteering included other (32%), to have fun (24%), and to socialise (21%) (Figure 43).



**Figure 43 Main reasons for participating in hockey for volunteers in Australia**

Hockey members identified that the coach is the volunteer role that has had the greatest impact on their hockey experience (Figure 44).



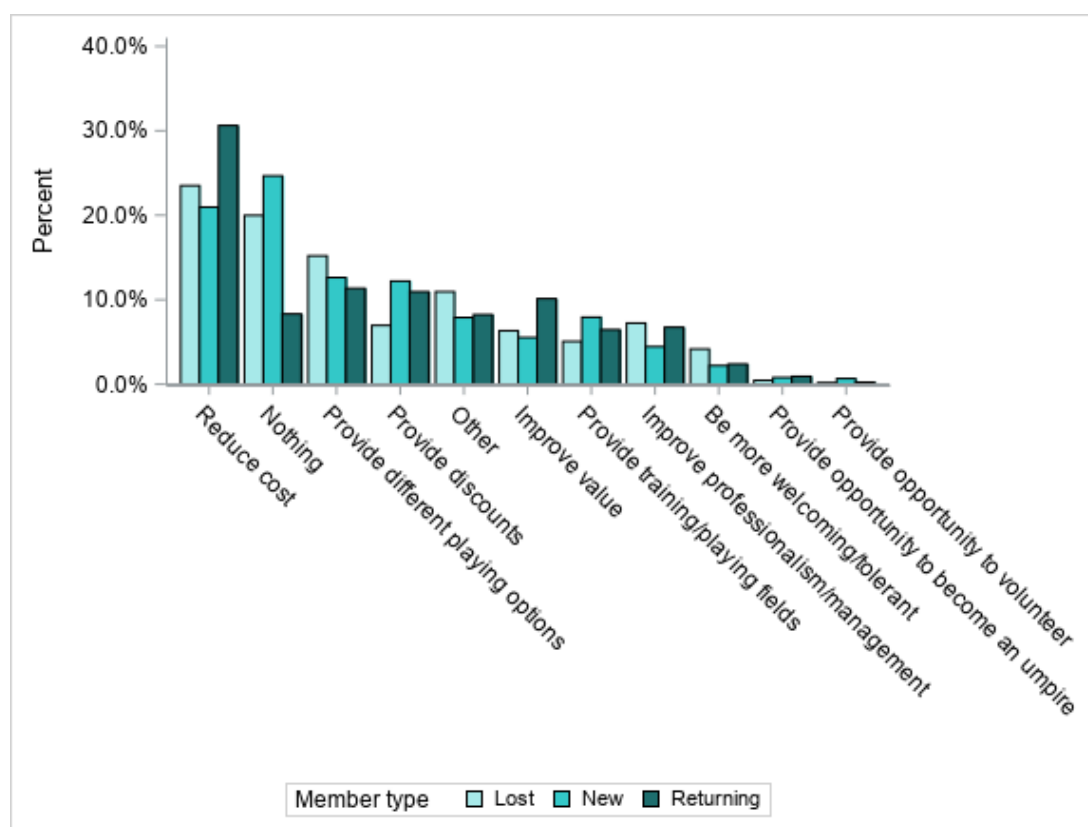
**Figure 44 The volunteers with the most impact for members in Australia**



## What strategies Hockey Australia could implement to encourage more people to engage in hockey?

For returning and lost members, the most commonly suggested change was reducing the cost, whereas for new members the most commonly suggested change was nothing (Figure 45). Lost members were more likely to report that Hockey should provide different playing options compared with returning and new members. Members were more likely to suggest that Hockey could reduce the cost if they were aged 18-34 years (Figure 47), females (Figure 48), members without a disability (Figure 49), members living in the most disadvantaged areas (Figure 51), and members living in inner regional areas (Figure 52). Of the members who selected 'other', 20% (n=191) recommended that Hockey engages more with children at school. Examples of responses include 'Having hockey promoted in schools at grass roots level', 'Greater engagement at schools to target young players early', 'Promotion through school programs', 'Run clinics at schools' and 'Increase exposure to kids via hook into hockey in schools'.

The detailed responses are available for review in the excel dashboard supplement to this report.



**Figure 45 Strategies Hockey Australia could implement to encourage more people to engage by new, returning and lost members**

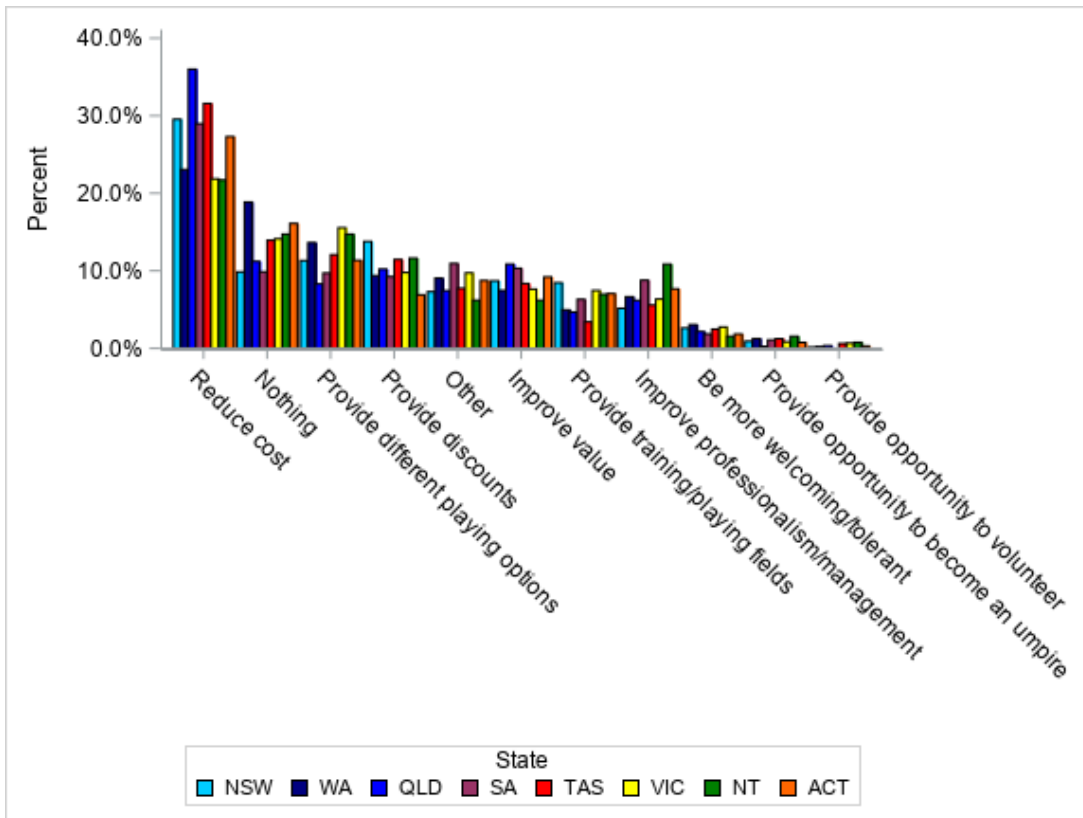


Figure 46 Strategies Hockey Australia could implement to encourage more people to engage by state

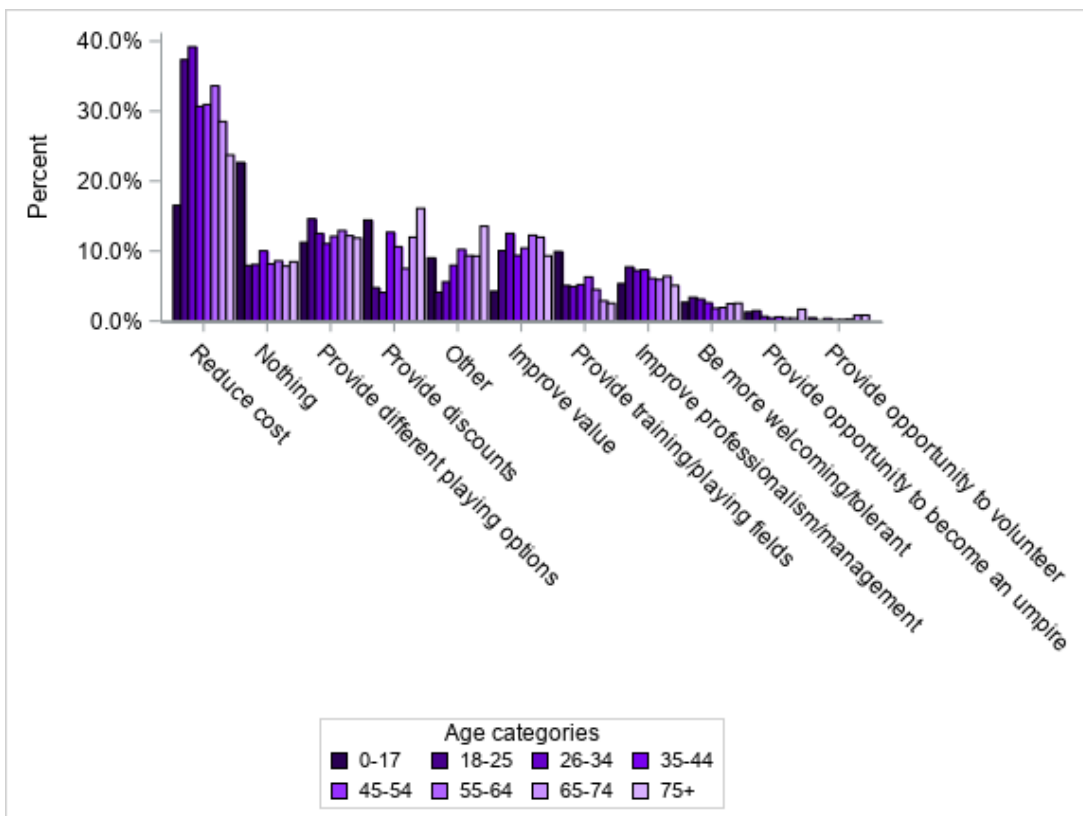


Figure 47 Strategies Hockey Australia could implement to encourage more people to engage by age

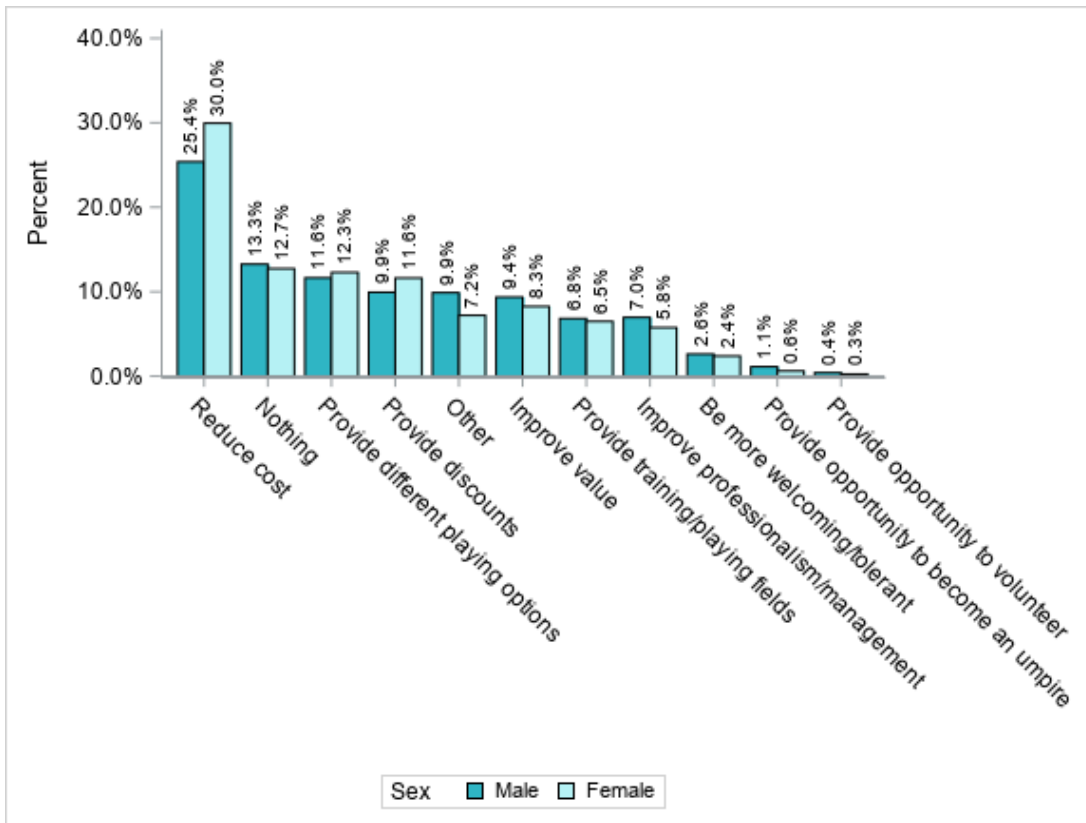


Figure 48 Strategies Hockey Australia could implement to encourage more people to engage by sex

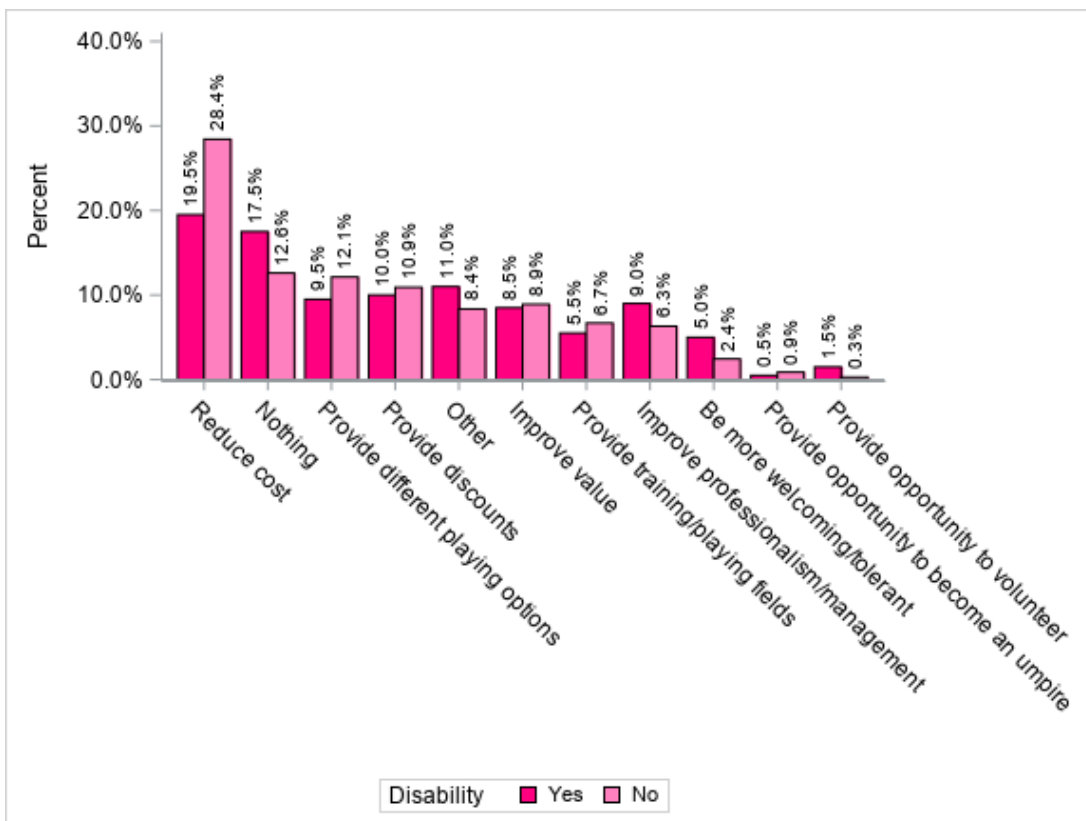
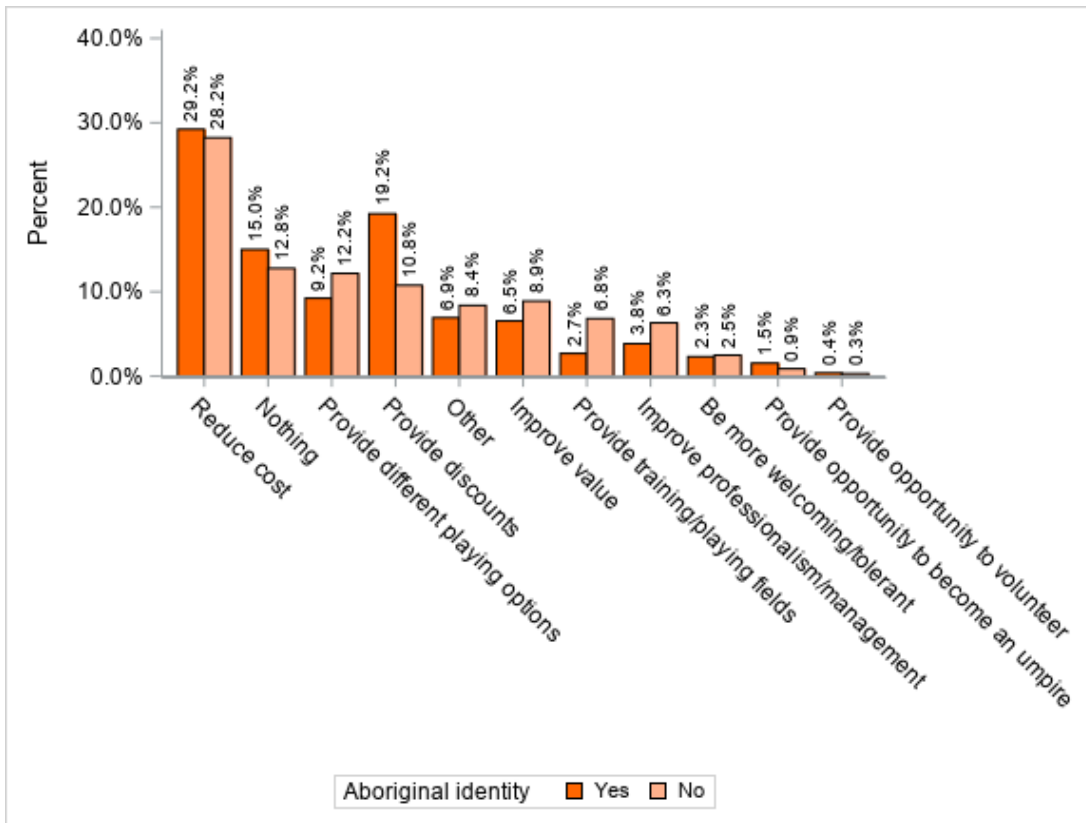
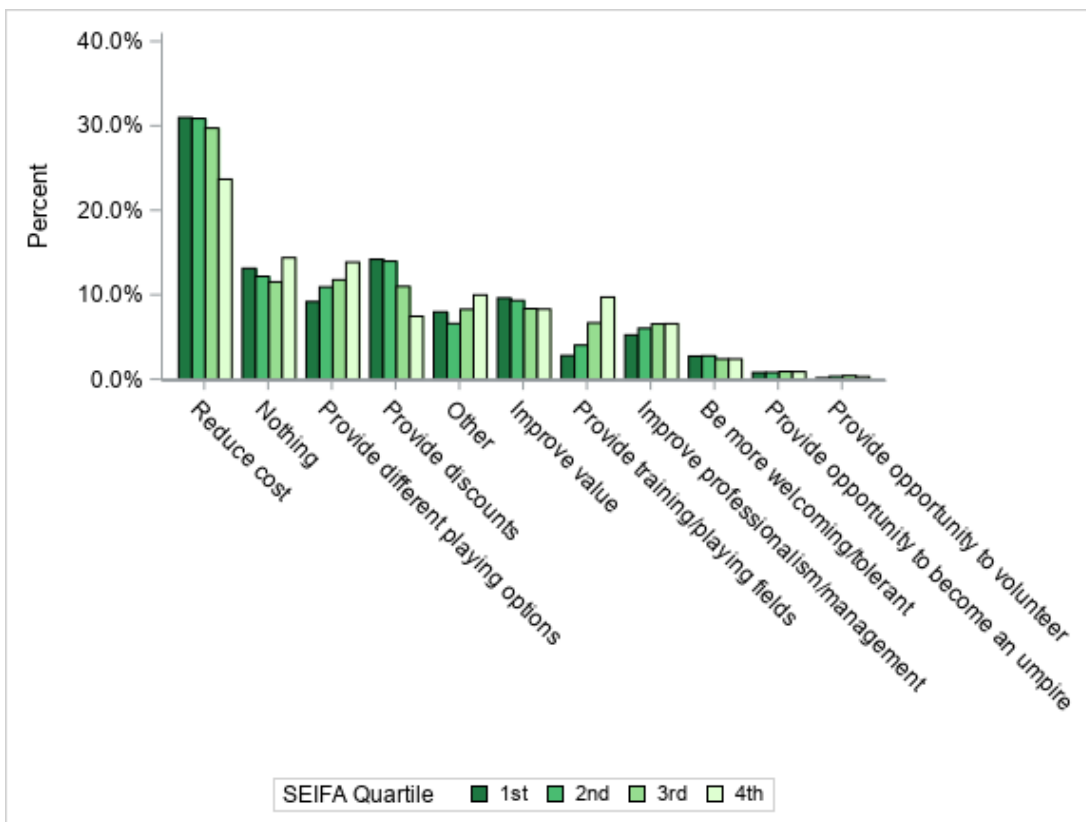


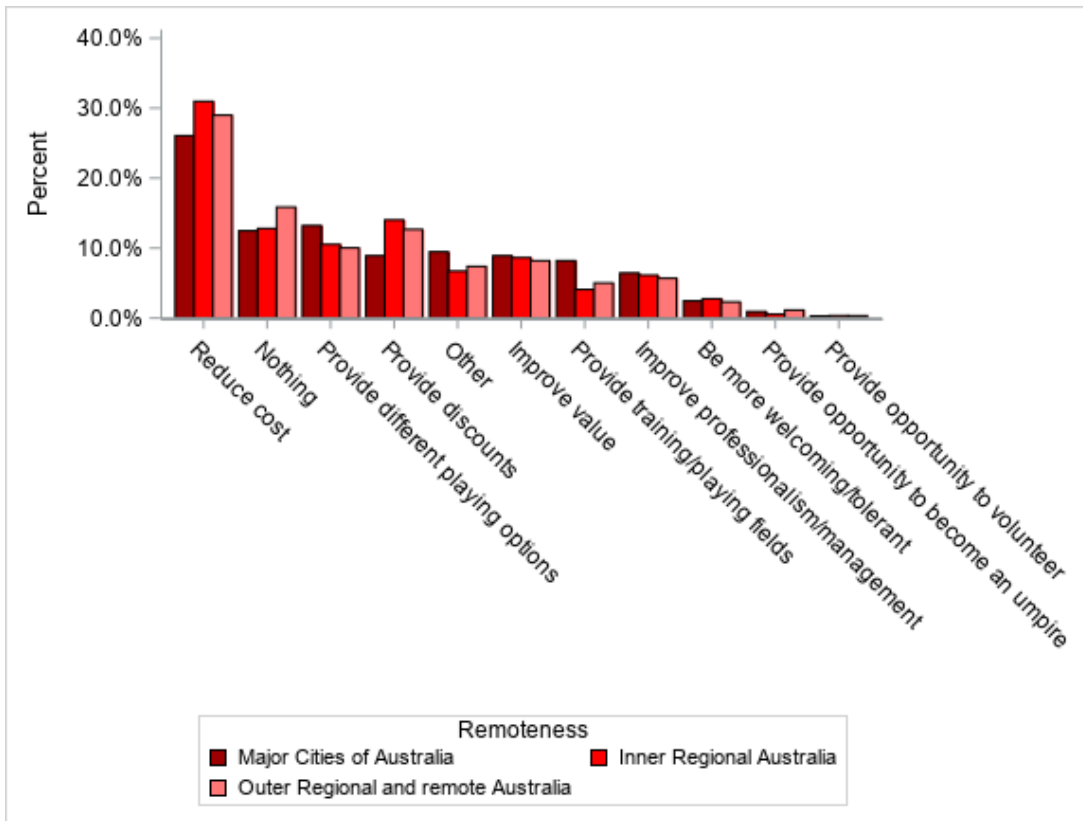
Figure 49 Strategies Hockey Australia could implement to encourage more people to engage by disability



**Figure 50 Strategies Hockey Australia could implement to encourage more people to engage by Aboriginal identity**



**Figure 51 Strategies Hockey Australia could implement to encourage more people to engage by socioeconomic status**



**Figure 52 Strategies Hockey Australia could implement to encourage more people to engage by remoteness**

## Game Development

Of the 11,156 members who responded to the survey, 6,026 (54%) responded to the additional game development questions. Of the lost members, 385 responded (35%); of the new members 975 responded (40%); and of the returning members, 4,666 responded (61%).

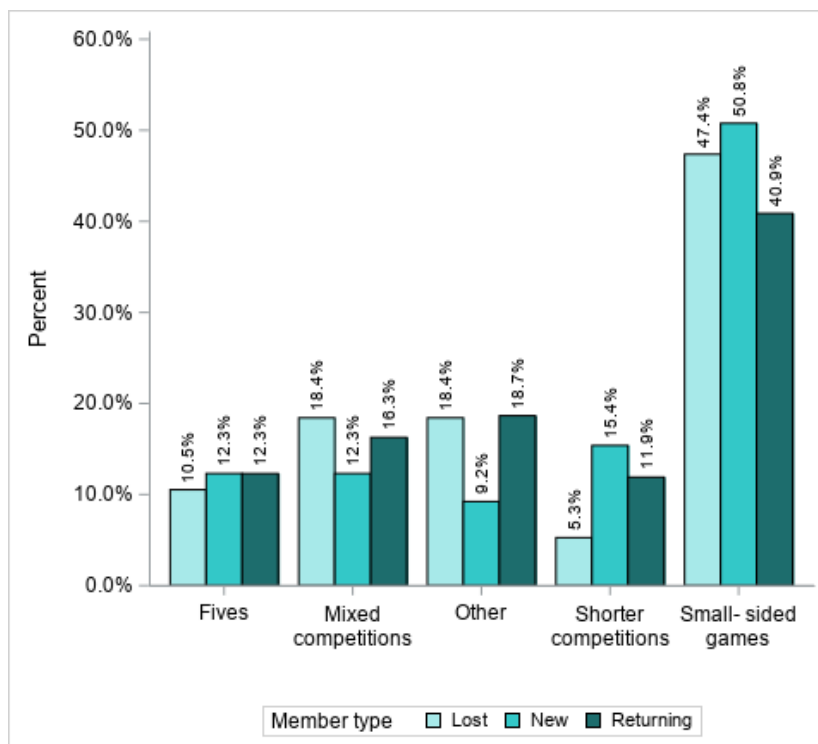
Of the 6,026 members, 5,655 (94%) reported that they think the traditional 11 aside is the best possible hockey experience. Lost members were the least likely to report that think the traditional 11 aside is the best possible hockey experience (lost: 90%; new: 93%; returning: 94%).

*Table 4 Hockey members thoughts on whether the traditional 11 aside is the best possible hockey experience in 2022*

	No		Yes		All	
	N	%	N	%	N	%
<b>All members</b>	371	6.2	5,655	93.8	6,026	100.0
<b>Member type</b>						
Lost	39	10.1	346	89.9	385	6.4
New	67	6.9	908	93.1	975	16.2
Returning	265	5.7	4,401	94.3	4,666	77.4
<b>State</b>						
ACT	25	6.9	340	93.2	365	6.1
NSW	114	6.4	1,670	93.6	1,784	29.6
NT	7	9.1	70	90.9	77	1.3
QLD	71	6.5	1,021	93.5	1,092	18.1
SA	25	6.3	373	93.7	398	6.6
TAS	10	6.0	158	94.1	168	2.8
VIC	69	5.7	1,153	94.4	1,222	20.3
WA	50	5.6	842	94.4	892	14.8
<b>Age category</b>						
0-17	91	6.2	1,384	93.8	1,475	24.5
18-25	25	4.7	507	95.3	532	8.8
26-34	27	4.3	605	95.7	632	10.5
35-44	65	6.1	1,009	94.0	1,074	17.8
45-54	82	6.6	1,162	93.4	1,244	20.6
55-64	49	6.8	669	93.2	718	11.9
65-74	27	9.4	259	90.6	286	4.8
75+	5	7.7	60	92.3	65	1.1
<b>Sex</b>						
Male	186	6.3	2,785	93.7	2,971	49.3
Female	184	6.0	2,861	94.0	3,045	50.5
<b>Disability</b>						
Yes	11	10.0	99	90.0	110	1.8
No	346	6.0	5,439	94.0	5,785	96.0
<b>Aboriginal identity</b>						

Yes	4	2.9	132	97.1	136	2.3
No	341	6.1	5,289	93.9	5,630	93.4
<b>Socio-economic status</b>						
1 <sup>st</sup> (most disadvantaged)	37	5.3	667	94.7	704	11.7
2nd	94	5.8	1,519	94.2	1,613	26.8
3rd	80	6.1	1,236	93.9	1,316	21.8
4 <sup>th</sup> (least disadvantaged)	159	6.7	2,214	93.3	2,373	39.4
<b>Location</b>						
Major cities	221	6.1	3,402	93.9	3,623	60.1
Inner regional	103	6.3	1,529	93.7	1,632	27.1
Outer regional and remote	45	6.1	698	93.9	743	12.3
<b>Experience</b>						
0	28	7.4	349	92.6	377	6.3
1-2	38	11.7	286	88.3	324	5.4
3-4	39	6.8	539	93.3	578	9.6
5-10	48	4.0	1,154	96.0	1,202	20.0
11-15	36	5.4	634	94.6	670	11.1
16-20	24	4.9	466	95.1	490	8.1
21-24	8	2.7	285	97.3	293	4.9
25+	142	7.3	1,800	92.7	1,942	32.2

Of the 371 (6%) who said 11 aside was not the best experience, the top alternate format suggested was small-sided games (Figure 53).



**Figure 53** The best modified format for members in Australia by new, returning, and lost members





## Appendix

Table 5 Adjusted odds ratios of hockey Australia members not returning to hockey in 2022

	Odds ratio (95% CIs)
<b>State</b>	
ACT	Reference
NSW	1.62 (1.49, 1.76)
WA	1.46 (1.34, 1.59)
QLD	1.36 (1.24, 1.48)
SA	1.24 (1.13, 1.37)
TAS	1.10 (0.98, 1.24)
VIC	1.79 (1.64, 1.95)
NT	1.49 (1.28, 1.75)
<b>Age category</b>	
0-6	3.37 (2.86, 3.98)
7-11	1.79 (1.57, 2.03)
12-17	1.30 (1.14, 1.47)
18-25	2.09 (1.84, 2.37)
26-34	1.73 (1.52, 1.97)
35-44	1.37 (1.2, 1.56)
45-54	1.35 (1.18, 1.54)
55-64	1.07 (0.93, 1.23)
65+	Reference
<b>Sex</b>	
Male	Reference
Female	1.11 (1.07, 1.14)
<b>Disability</b>	
No	Reference
Yes	0.74 (0.64, 0.86)
<b>Aboriginal identity</b>	
No	Reference
Yes	1.22 (1.13, 1.33)
<b>Socio-economic status</b>	
4 <sup>th</sup> (least disadvantaged)	Reference
3 <sup>rd</sup>	0.97 (0.92, 1.01)
2 <sup>nd</sup>	0.99 (0.94, 1.03)
1 <sup>st</sup> (most disadvantaged)	1.04 (0.98, 1.09)
<b>Location</b>	
Major Cities	Reference
Inner Regional	1.15 (1.1, 1.2)
Outer Regional and remote	1.24 (1.18, 1.3)

Note. The Odds ratio is a measure of association and is interpreted as the likelihood of an outcome (i.e., not returning to hockey) for each demographic group compared to the reference group (e.g., ACT or the most disadvantaged areas).

# What our members have told us

In 2020, Hockey Australia contracted the SPRINTER group from the University of Sydney and undertook a survey with its member base to better understand their members' engagement with the sport.

## Who we are



## Why we play

### Returning players said:

1. to have fun
2. to play competitively
3. to get fit and healthy
4. to socialise
5. to relieve stress

### New players said:

1. to have fun
2. to get fit and healthy
3. to improve skills
4. to play competitively
5. to socialise



of new members heard about  
hockey through word of mouth



THE UNIVERSITY OF  
SYDNEY

# What our members have told us



## Satisfaction



members were satisfied with the hockey season

## Who is dropping out?

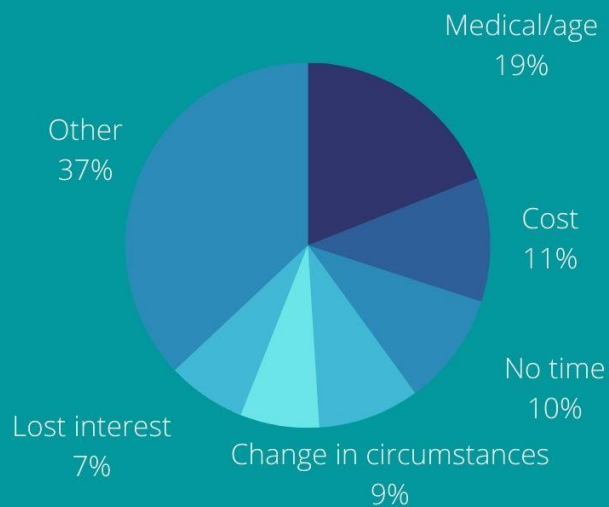
Aboriginal/ Torres Strait Islanders

Females

18-25 years

live in rural or remote areas

## Why are they dropping out?



### Top strategies hockey could implement to encourage more members:

1. reduce cost
2. nothing
3. provide difference playing options

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