



# MEMBER PROFILE: ADULT PLAYER

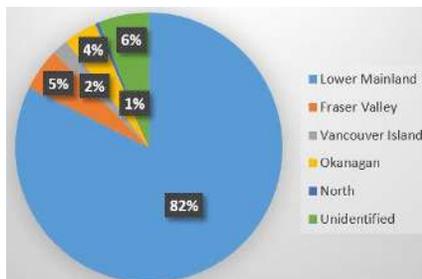
## NUMBER & GENDER BREAKDOWN

3476 participants (2019)

|                                    | FEMALE | MALE |
|------------------------------------|--------|------|
| <i>Adult leagues &amp; skills:</i> | 43%    | 46%  |
| <i>Adult Tournaments:</i>          | 43%    | 57%  |

Note: some opted not to identify

## GEOGRAPHIC BREAKDOWN (2021)



## PARTICIPATION IN VBC PROGRAMS

- Adult indoor tournaments.
- Adult leagues – indoor and outdoor.
- Some teenage participants.

## EXPERIENCE IN VOLLEYBALL

- Played adult recreational volleyball
- Played high school volleyball
- Played club volleyball
- Played post-secondary volleyball

## MY MOTIVATION TO PLAY

1. Having Fun
2. Social Connection
3. Achieving my goals for personal development

## MY TOP 3 THINGS FOR VBC TO DELIVER

1. Adult recreational programs.
2. Beach events and Vancouver Open
3. Indoor Provincial Championships.

## MY PERSONALITY

I am fun, friendly and social. I like playing with my friends and I have often been involved in VBC leagues/events for a while

## MY GOALS IN VOLLEYBALL

Play as long as I can in programs that do not take too much commitment. Play with my friends and enjoy the social aspects. Learn the skills to be able to play recreationally.

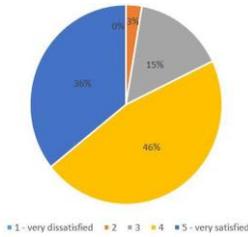
## MY COMMUNICATION WITH VBC

I get most of my info from the VBC website, e-newsletter, or by email. I am most likely to email VBC with questions rather than to telephone. I use Instagram & Facebook for social media.

I want to receive content on VBC events/activities, volleyball tips & tricks, and prizes or competitions. VBC can improve communication by tailoring content specific to adult participants and making it easier to find relevant information.



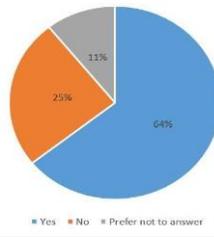
### MY SATISFACTION WITH VBC



**88% are “highly likely” or “likely” to refer VBC to friends and family. To improve my score, VBC could....**

1. Provide more opportunities to play.
2. Improve communication and organisation.
3. Be more transparent with opportunities for input.

### DO I FEEL PART OF VBC?



**To provide more value, VBC could....**

- Improve organization of leagues and tournaments.
- Provide more chances to play.
- Be more transparent about decisions.
- Improve communication.
- Be open to feedback.

### OPPORTUNITIES TO IMPROVE

- Post-program surveys and other tools for consultation and feedback.
- Tailored content that is specifically relevant to adult players
- Easy to find info and registration.
- Increased attention to the social side of participation.
- Consistent customer service and program delivery.
- Expand programs.
- Increase connection between adult players and coaching and refereeing.

### OUR VALUE PROPOSITION

We provide a welcoming and supportive place to play volleyball, connect socially, and keep active. Our high quality and well-run tournaments and events allow you to play competitively whatever your level. We make it easy for you to find information about the volleyball system and explore other options to get involved.

### PRIORITIES FOR ACTION

#### COMMUNICATION & CONSULTATION

- ✓ Establish a standard post-program survey to provide the chance for feedback and recommendations for improvements.
- ✓ Improve timeliness and sharing of information about tournaments, especially ranking.
- ✓ Increase social media recognition and profile campaigns for adult programs.
- ✓ Create an improved adult section on the new volleyballbc.org
- ✓ Provide live results for tournaments via website or media
- ✓ Create a Recreational Player Committee or Advisory Group.
- ✓ Create a dedicated Adult Player newsletter and other communication channels with tailored content.
- ✓ Develop adult-specific content beyond simply marketing VBC programs.

#### CONNECTION & COMMUNITY

- ✓ Create and implement standards for adult programs and tournaments to create a consistent experience.
- ✓ Develop and implement standard training for Adult league coordinators and event staff.
- ✓ Explore opportunities to expand programs to include new formats and demographics (eg. grass, under 21s etc).
- ✓ Expand VBC adult programs and events outside of the Lower Mainland.
- ✓ Create and promote connections between adult players and youth volleyball, coaching, and refereeing.
- ✓ Enhance the social component, facilitating connections and community (eg. member benefits, sponsorship)

**READ OUR MEMBER ENGAGEMENT & COMMUNICATION PLAN AND FIND OUT MORE AT VOLLEYBALLBC.ORG**