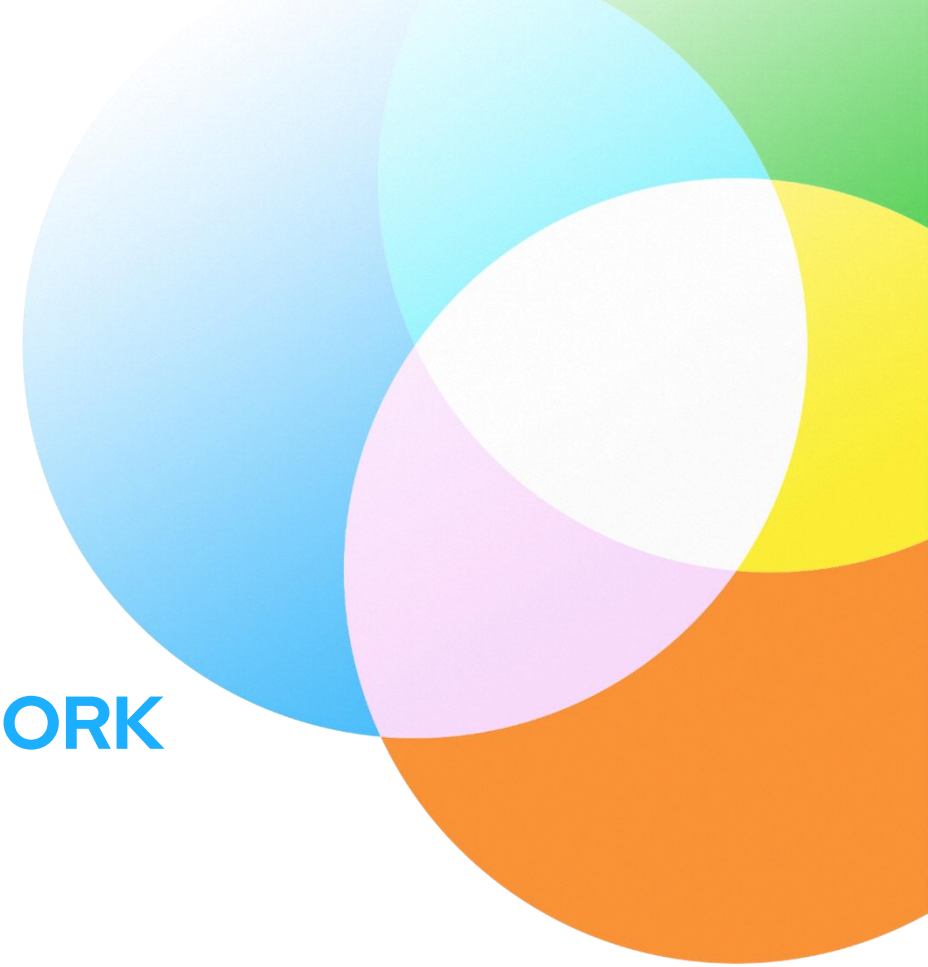




RESEARCH & DECISION MAKING FRAMEWORK

PHASE B

DECEMBER 2022



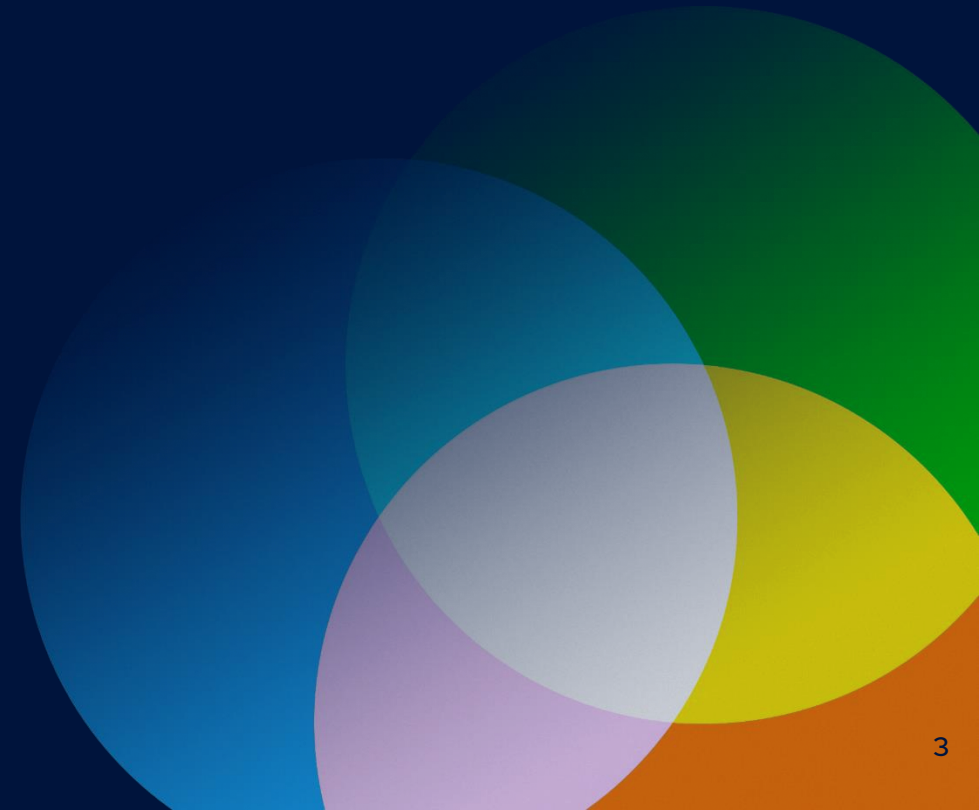
PHASE B CONSISTS OF BESPOKE RESEARCH AND THE DEVELOPMENT OF AN EVALUATION FRAMEWORK

	1. Research Process Evaluation	2. Peer Review Results	3. Implement New Research	4. Evaluation Framework
Objective	Perform a rigorous review of the approach and methodology undertaken in the 2017 research conducted by GNZ.	Evaluate the data and insights drawn from the 2017 research and the strategic direction recommended.	Undertake a revised research study of GNZ members to provide up-to-date insights and recommendations,	Build an evaluation framework that can provide weighting to different factors and segments' perspectives.
Key Tasks	<ul style="list-style-type: none"> Assess the design, delivery and process undertaken by Gymnastics NZ in the <i>Change to the Calendar of Events</i> research carried out in 2017. Critically review this approach and the suitability of the methodology employed for this piece of research and stakeholder consultation. 	<ul style="list-style-type: none"> Using specialist analysis software, re-analyse the data collected as part of the <i>Change to the Calendar of Events</i> research carried out in 2017. Challenge or affirm the key insights of this research/consultation process considering the current feedback GNZ are receiving regarding changes to the calendar of events. Where appropriate provide additional key insights not covered in the 2017 findings. Outline supporting or dissenting recommendations for GNZ to consider in reviewing the strategic decisions that have followed the original research/consultation process. 	<ul style="list-style-type: none"> Design and deliver an updated research study to the GNZ members now the previous study is 5 years old. Collaboratively design a questionnaire with GNZ that mirrors (where appropriate pending phase A) key questions and allows GNZ to add new questions that reflect any updated objectives or consideration for the organisation. Analyse the data collected and provide key insights and implications that will underpin strategic decision making. Provide strategic recommendations for GNZ. 	<ul style="list-style-type: none"> Design an evaluation framework to be populated with the GNZ member survey insights. Create a weighting structure that can be applied to this framework to allow GNZ to prioritise specific decision making criteria; the insights of specific member segments (e.g. to upweight the perspective of elite gymnasts.) and promote transparency. Provide key insights and implications that will underpin strategic decision making. Provide strategic recommendations for GNZ.
Output	An independent assessment of the process and methodology used in the <i>Change to the Calendar of Events</i> research carried out in 2017.	An insights review and updated strategic recommendations.	An updated key insights report and strategic recommendations.	Strategic recommendations and an evaluation framework that can weight various criteria and segments' perspectives among the GNZ members.

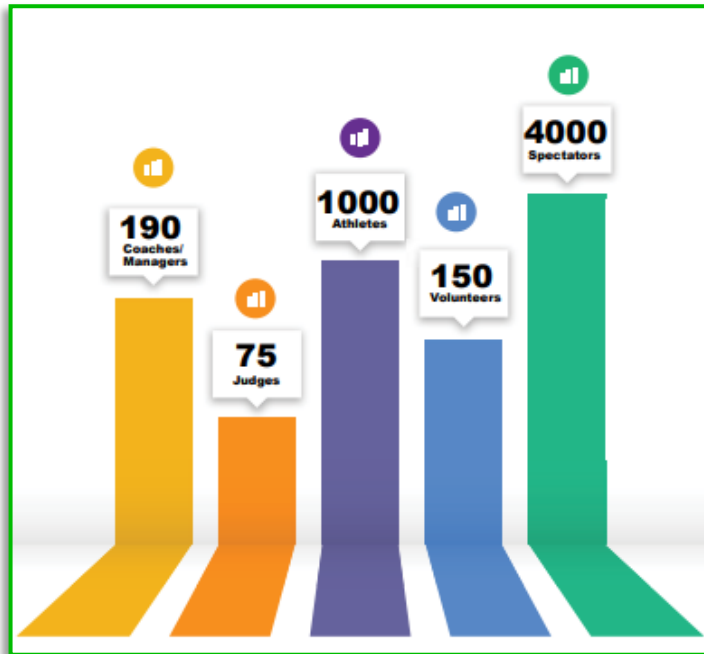
Phase A

Phase B

3. RESEARCH & FRAMEWORK METHODOLOGY



Stakeholder Capacity	Sample
Club administrator/Committee member	151
Coach	164
Judge	128
Parent	718
Athlete	101
Total	953



Distribution Check	2018	2022
Volunteers	10.6%	12.0%
Coach	13.4%	13.0%
Judge	5.3%	10.1%
Parent/Athlete	70.7%	64.9%

RESPONDENT SAMPLE AND DISTRIBUTION

The 2022 GNZ study was distributed to a total of 953 respondents over the two weeks the study was in field during November 2022 (November 07 to November 20).

The respondent distribution has been compared to a representative sample of the GNZ audience per a 2018 GNZ annual report. In this instance volunteers have been compared with club administrator/committee members and athletes have been compared to parents of athletes/athletes.

This comparison suggests a *slight* over-representation of club administrator/committee members and judges and a comparative *slight* under-representation of parent/athletes. But in both cases these are within a reasonable margin of error.

Given the total sample collected and the sample distribution proximity we can have confidence the results of this study are likely to be reflective of the wider GNZ community.

BESPOKE RESEARCH QUESTIONNAIRE DESIGN

The 2022 GNZ study was primarily designed to provide the insights to underpin a decision making framework in relation to the date of the National Gymnastic Championships.

However, the study was designed with a dual-question pathway to provide additional insights in relation to a possible GFA event/festival.

Respondents were directed to the **Competitive Question Pathway** and/or the **GFA Question Pathway** based on the capacity they were involved with gymnastics and the competitive level of this involvement. Some respondents would have participated in both parts of the questionnaire if they were involved in both competitive and non-competitive capacity with gymnastics.

Demographic/Screening

- Stakeholder capacity
- Club province
- Discipline/programme engagement
- Competitive level

Competitive Question Pathway

- National championships date preference (Positive 5-point Likert scale)
- School holidays vs school term preference
- Implications & impact sentiment for unchanged national championship date
- National championships date preference (1-6 Ranking scale)
- Implications & impact sentiment for changed national championship date
- Open qualitative fields for further opinions and feedback

GFA Question Pathway

- Importance of GFA annual event (Importance 5-point Likert scale)
- Reasons why this event *should* be held
- GFA event date preference (1-6 Ranking scale)
- School holidays vs school term preference
- Reasons why this event *should not* be held
- Open qualitative fields for further opinions and feedback

Sentiment Factors

50%

Sentiment Factors	Weighting
Positivity sentiment (Likert scale)	50.0%
Ranking sentiment (Ranking value)	50.0%

Impact Factors

50%

Impact Factors	Weighting
Ability for clubs to effectively deliver other programmes	5.0%
Athletic periodisation - peaking/resting windows	7.2%
Clash with participating in other sports	3.0%
Clash with public holidays	2.8%
Coach, volunteer and judge availability	5.2%
Coach/Judge/Volunteer overload	5.8%
Competitive pathway and progression	5.8%
Conflict with schooling and exams	5.8%
Family/recreational time and life balance	4.8%
Financial pressure on clubs	3.6%
Focus on training and development for athletes	6.0%
Injury risk/load management for athletes	7.6%
Mental health of athletes	8.0%
International calendar alignment	4.4%
Opportunities for clubs to run fundraisers	2.0%
Retention/recruitment levels	6.0%
The competition qualifying period	6.4%
Training clashes with summer holidays	4.2%
Venue availability for events	3.4%
Weather, illness and other winter seasonal issues	3.4%

DECISION MAKING FRAMEWORK METHOD AND WEIGHTING

The most pertinent data from this study that has underpinned the development of the decision making framework to consider the optimal date for the National Gymnastic Championships is split between **Sentiment Factors** and **Impact Factors**.

The **Sentiment Factors** include two metrics - a positivity sentiment and a ranking sentiment. The positivity sentiment is measured on a 5-point Likert scale ranging from *very negative* to *very positive* which takes the top two boxes to reflect positive sentiment towards a date choice. The ranking value forces respondents to rank the options in terms of their preferred to least preferred choice. We have applied a score for each rank to determine the aggregate ranking value of each option. These two factors have been equally weighted.

The Impact Factors are comprised of 20 variables. These have been weighted by importance reflective of the GNZ board objectives (as scored by importance 1-20 among the GNZ board).

In both cases the decision making framework is a flexible and adjustable model and these weightings can be changed if required.

DECISION MAKING FRAMEWORK METHOD AND WEIGHTING

Six variables have been evaluated through the decision making framework - the National Gymnastic Championships date windows as listed (right).

The decision making framework provides an **Evaluation Score** for each of these six options based on the sentiment of the GNZ community. This score can be outputted as a reflection of the total audience or can be isolated to show the perspective of any one of the five stakeholder capacity segments.

The **Evaluation Score** is designed to ingest a myriad of data-drive considerations and produce a singular and digestible means of assessing the evaluation variables. The score will range from 0 to 100 (in practice a score of 100 would be highly unlikely and represent a perfect level of positive sentiment and positive impact).

Evaluation Variables	Stakeholder Segments
January, February or March	Total Audience
April, May or June	Club admin/Committee member
July, August or September	Coach
October, November or December	Judge
Term Two School Holidays - July	Parent
Term Three School Holidays - October	Athlete

Sentiment Factors

50%

+

Impact Factors

50%

=

Evaluation Score

4. DECISION MAKING FRAMEWORK





TERM THREE SCHOOL HOLIDAYS - OCTOBER ARE A CLEAR PREFERENCE

The decision making framework tool is a separate Excel document. This report summarises the key insights and outputs from this framework to provide strategic decision making recommendations.

The easiest place to start is to assess the evaluation score for each of the date window options by both the total audience and each individual stakeholder segment. The scores have been coloured on a traffic light gradient - low (red) to high (green).

The decision making framework evaluation is definitive. Term Three School Holidays - October is the leading choice for the GNZ community both in totality and split by different stakeholder segments.

The second leading choice is equally unanimous with the October to December window scoring highest for each audience segment. This may only strengthen the argument for the October school holidays given both the first and second leading option are inclusive of October.

Overall the ordering and preferences are aligned across the GNZ community in the aggregate.

	Evaluation Score					
	Total Audience	Club Admin	Coach	Judge	Parent	Athlete
January, February or March	19.7	29.8	22.9	24.5	18.0	24.9
April, May or June	22.9	30.5	27.7	29.3	22.4	28.6
July, August or September	38.5	41.6	43.8	43.6	35.9	39.8
October, November or December	48.7	53.0	52.4	53.4	47.3	40.1
Term Two School Holidays - July	32.2	37.6	33.3	34.0	31.2	37.5
Term Three School Holidays - October	56.4	60.8	60.6	60.7	54.8	47.4

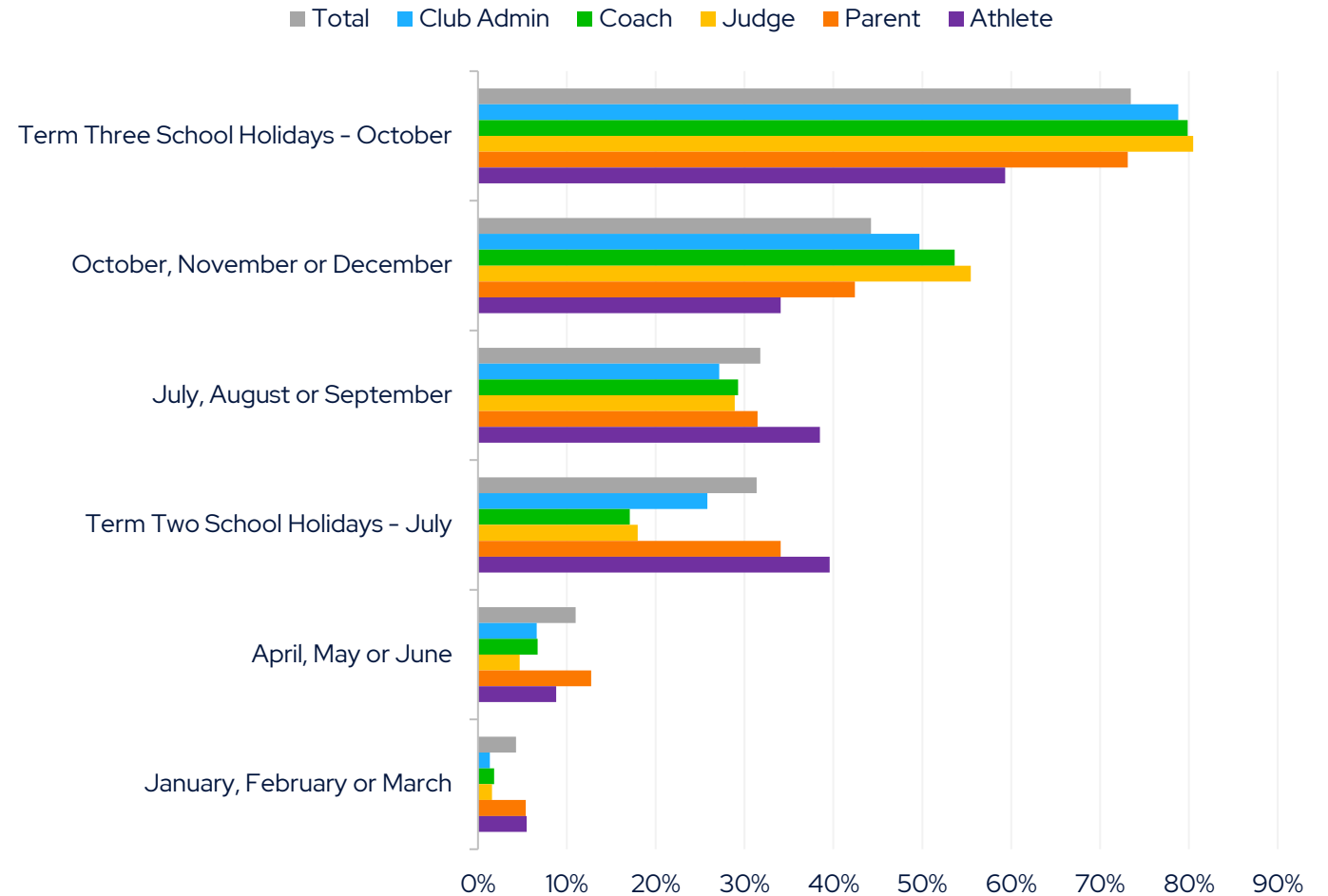
POSITIVE SENTIMENT LIKERT SCALE SCORING

Sentiment factors were measured using two metrics. The first was a 5-point Likert scale ranging from *very negative* to *very positive* which takes the top two boxes to reflect positive sentiment towards a date choice (ordered high to low by the total audience score).

73.5% of the total GNZ community indicated a positive sentiment for the National Gymnastics Championships placement in the Term Three School Holidays in October.

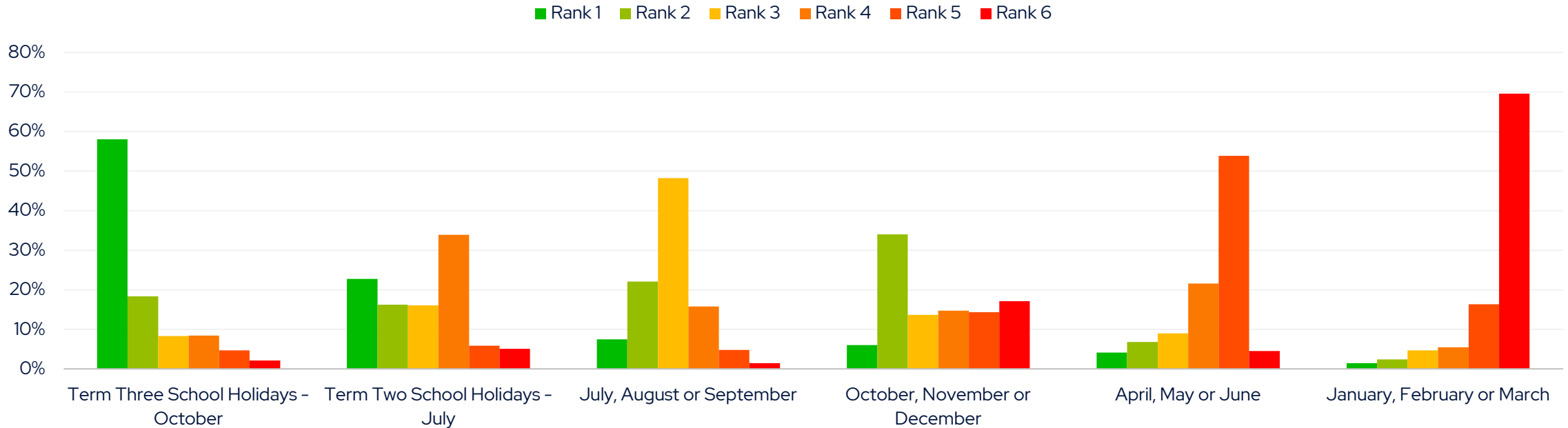
Athletes were the most divided segment. However, even in the case of Athletes, 59.3% still felt positively about the October Term Three School Holidays option. Term Two School Holidays in July represented the second leading choice for Athletes with 39.6% showing a positive sentiment for this option.

Whilst not utilised as a data input into the decision making framework, the study also asked respondents to simply state their preference for the National Gymnastics Championships placement in term of school holidays vs terms. The ratio of preference was strongly in favour of school holidays across the board.



	Total	Club Admin	Coach	Judge	Parent	Athlete
School Holidays	83.9%	86.1%	87.2%	90.6%	81.8%	89.0%
School Terms	16.1%	13.9%	12.8%	9.4%	18.9%	11.0%

TOTAL AUDIENCE RANK SCORING



In addition to measuring sentiment on the 5-point Likert scale we also prompted respondents to rank their National Gymnastics Championships placement preferences 1 to 6. This metric compliments the Likert scale by forcing a choice that carries an opportunity cost on respondents. Whilst they could in theory have a positive feeling on the Likert scale towards all date options in the case of ranking they must choose a clear order of preference. To input this data into the decision making framework a score was applied in reverse order i.e. when a variable was ranked number one it received a score of six. These scores were tallied in the aggregate and prorated to 100.

The Term Three School Holidays in October are still the leading preference by this measure with 58.0% of total respondents ranking this option #1. Whilst the October to December window received the highest proportion (38.0%) of #2 rank it received fewer #1 ranks than the Term Two School Holiday and July to September. On the negative end of the scale it is clear there is no appetite for the National Gymnastics Championships anywhere between January to June.

See the appendix for the equivalent table for each of the stakeholder segment ranking scores in detail.

TOTAL AUDIENCE IMPACT FACTOR SCORING PART 1

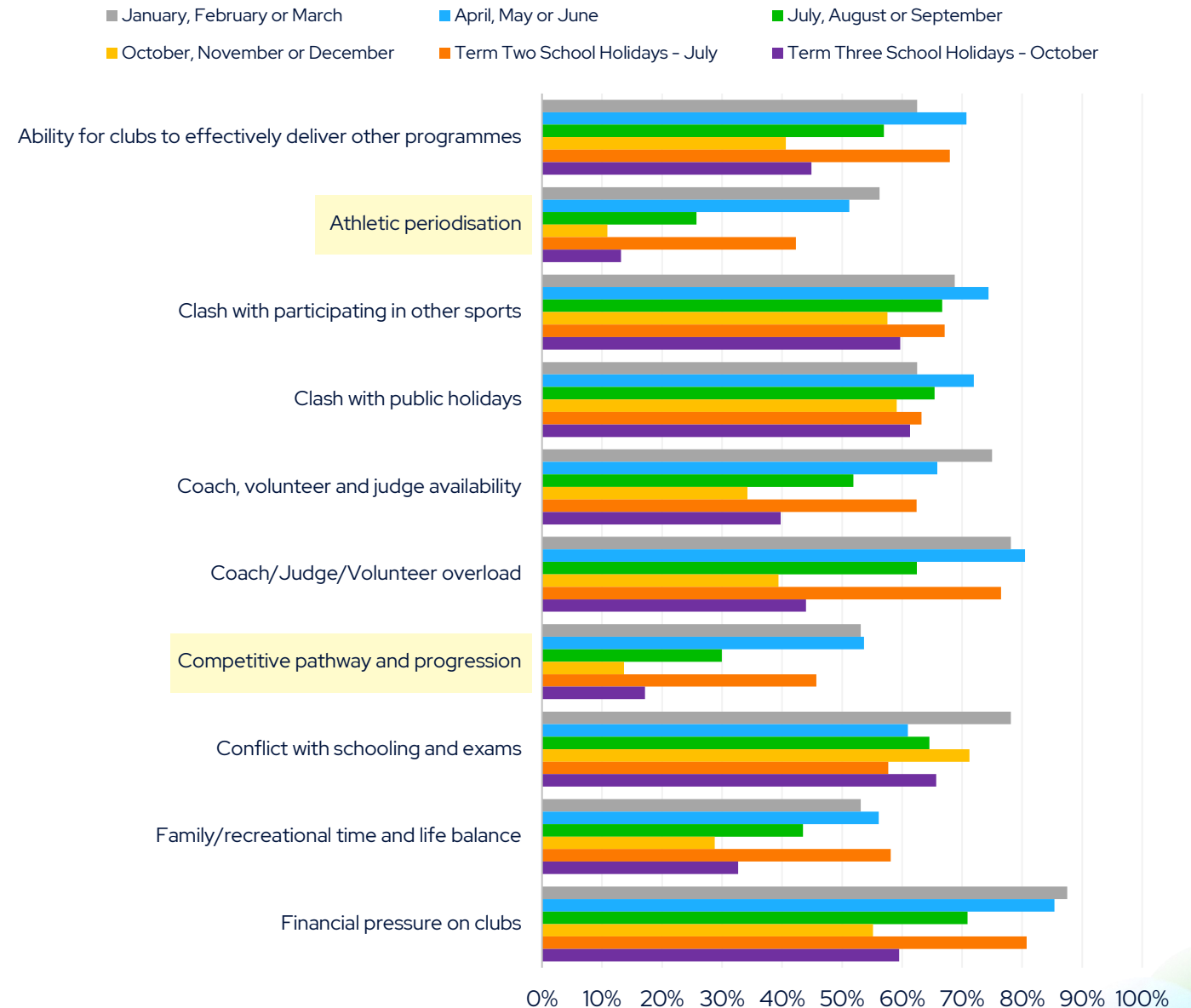
The impact factors consisted of 20 variables provided by GNZ designed to track the negative/positive potential impact on a variety of areas that could effect clubs and athletes.

Respondents where presented with this list to consider the implication across each variable alongside the proposed National Gymnastics Championships placement options on a 5-point Likert scale ranging from *very negative* to *very positive*.

To input this data into the model the positive score has been used i.e. the top two boxes of the Likert scale - *positive and very positive*. However, we can also look at this data in reverse to see which date options would lead to the largest negative impact on the GNZ community as we have here (right)

Highlighted are two of the highest weighted factors per the GNZ board objectives. In both cases we can see the total audience perspective shows that both the October to December and Term Three School Holiday Windows are likely to have the lowest negative impact on these high priority factors.

This chart shows the 1-10 impact variables.



TOTAL AUDIENCE IMPACT FACTOR SCORING PART 2

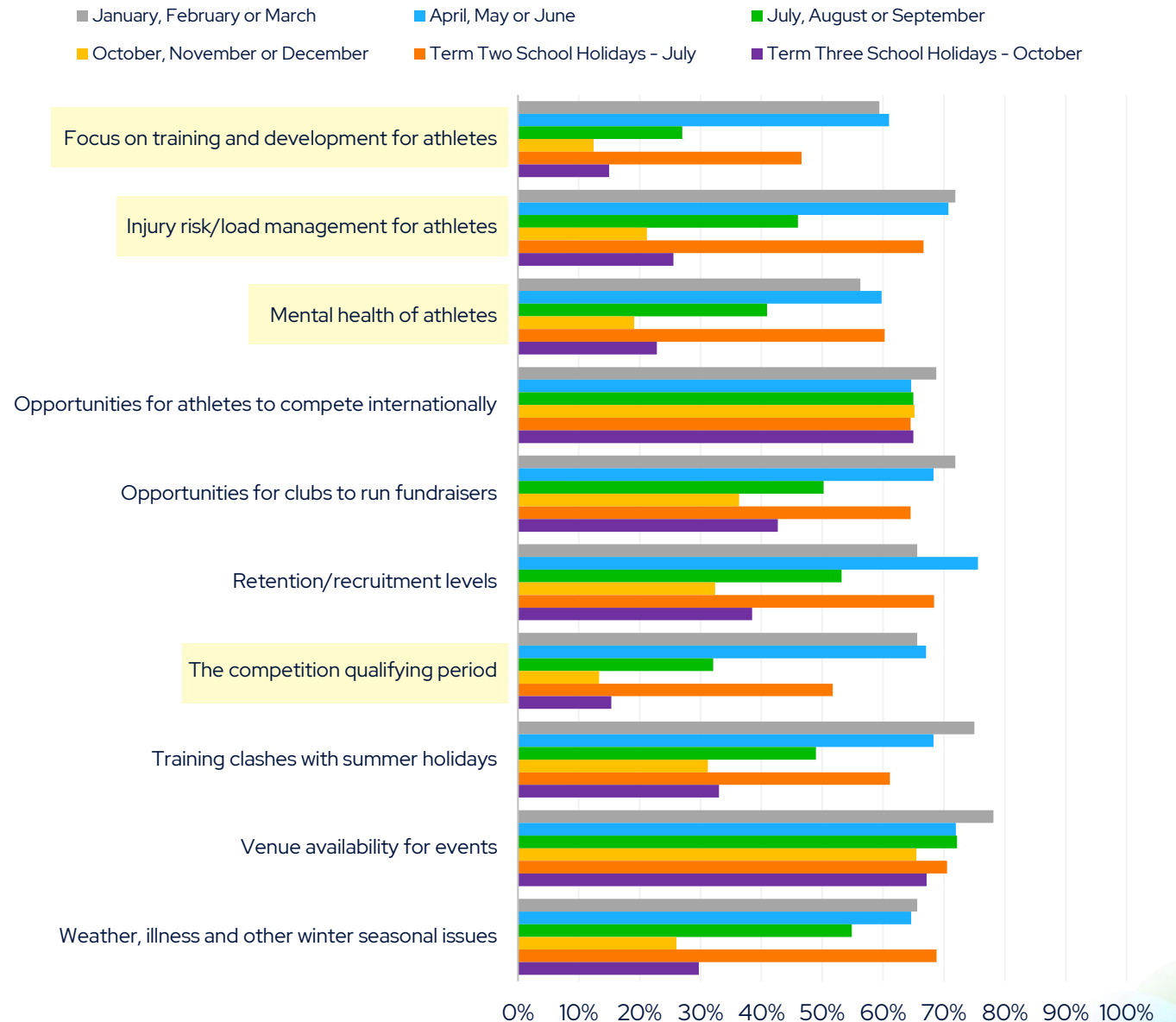
Continuing the assessment of the impact factors we have again highlighted some of the impact variables designated as the most important to GNZ.

The insight is consistent across these priority impact variables with the October to December and Term Three School Holiday Windows are likely to have the lowest negative impact on these high priority factors.

Indeed, there is a consistent trend across all 20 of the impact factors that suggests the October to December and Term Three School Holiday Windows are likely to have the least negative impact.

This data shows the perspective in totality, see the appendix for the equivalent table for each of the stakeholder segment impact scores in detail.

This chart shows the 11-20 impact variables.



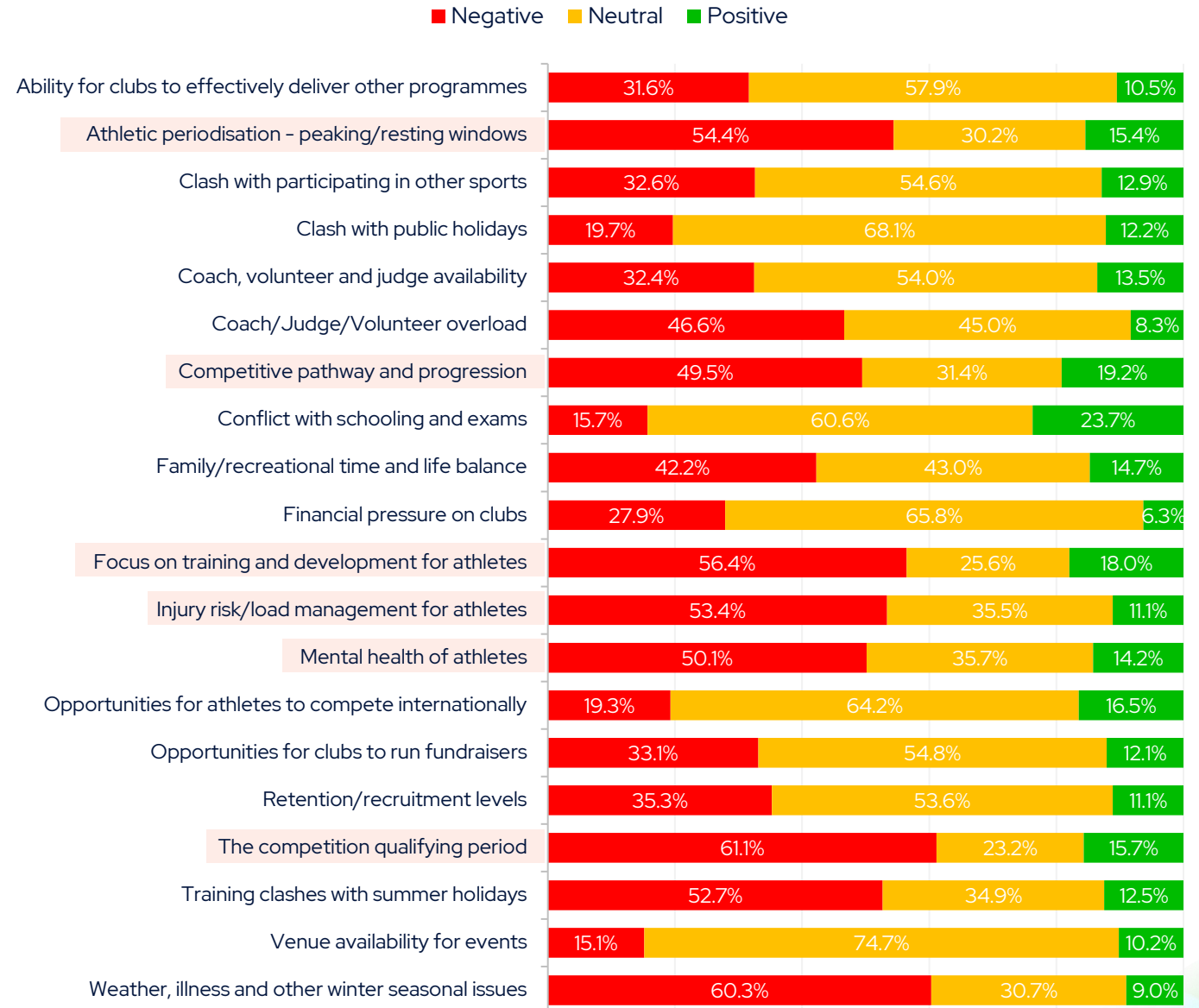
UNCHANGED DATE POTENTIAL IMPACT

Within the study we also asked respondents to consider the potential impact of not moving the National Gymnastics Championships from the current calendar placement.

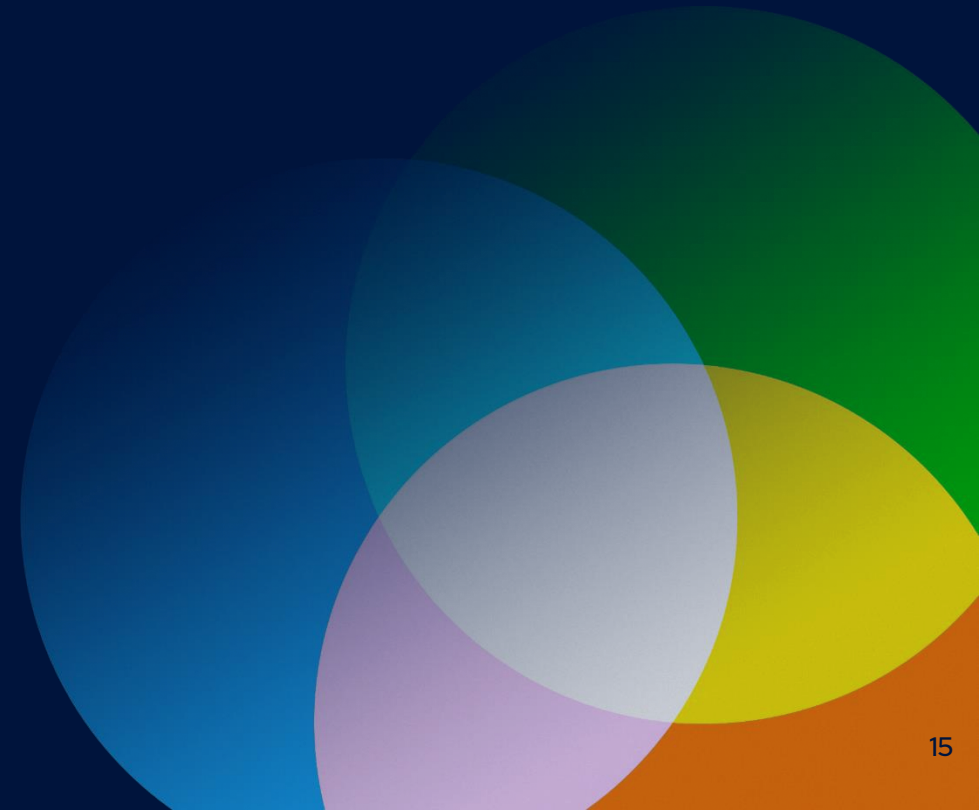
Again this is on a 5-point Likert scale and in this instance we have shown the bottom two scores (1 very negative or 2 fairly negative) as negative, the middle score (3 neutral) as neutral and the top two scores (4 fairly positive or 5 very positive) as positive.

The same six impact variables have been highlighted - these represent the factors considered the most important by the GNZ board. There is a clear risk of negative impact across the GNZ community in the areas that GNZ consider most important by *not* moving the current date of the National Gymnastics Championships.

For each of the highlighted variables greater than half of the total respondents consider the current date of the National Gymnastics Championships as being negative.



4. SUMMARY & RECOMMENDATIONS



OCTOBER IS THE DEFINITIVE CHOICE FOR THE GNZ COMMUNITY

Honoco recommends **Term Three School Holidays in October** as the optimal placement for the National Gymnastic Championships.

The bespoke research undertaken for this project gathered 953 responses from a representative sample of the GNZ community. This is a significant sample and reliable distribution to support insights reflective of the GNZ community and the integrity of our decision making framework.

Sentiment on both a positive Likert scale and on a ranking scale clearly supported the Term Three School Holidays in October window. This was the case in terms of both the total audience and by each stakeholder segment.

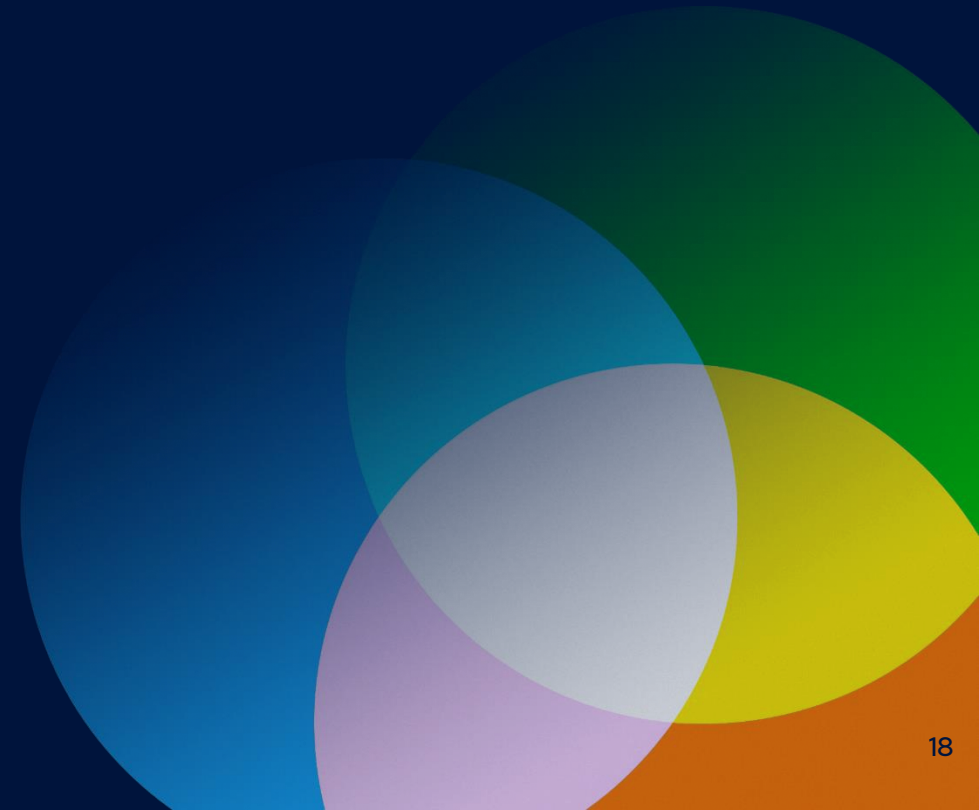
Similarly, this calendar choice would likely have the least negative impact across the range of potential impact factors identified in collaboration with GNZ. Conversely, the current placement of the National Gymnastic Championships is having a negative impact. Particularly on the most important factors identified by GNZ, including: mental health of athletes, injury risk, athletic periodisation, the competitive qualifying period, the competitive pathway and focus on development for athletes.



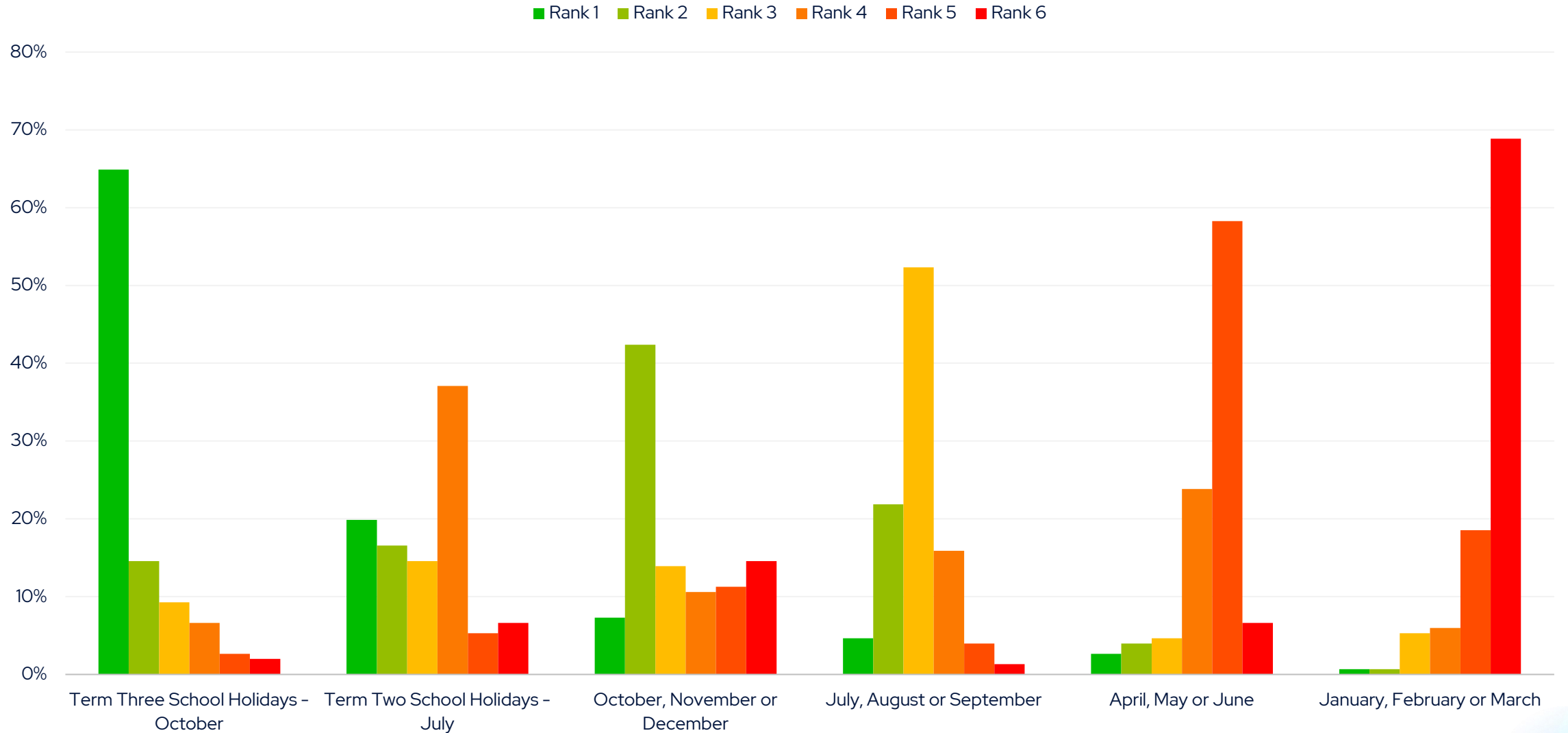
A. APPENDIX



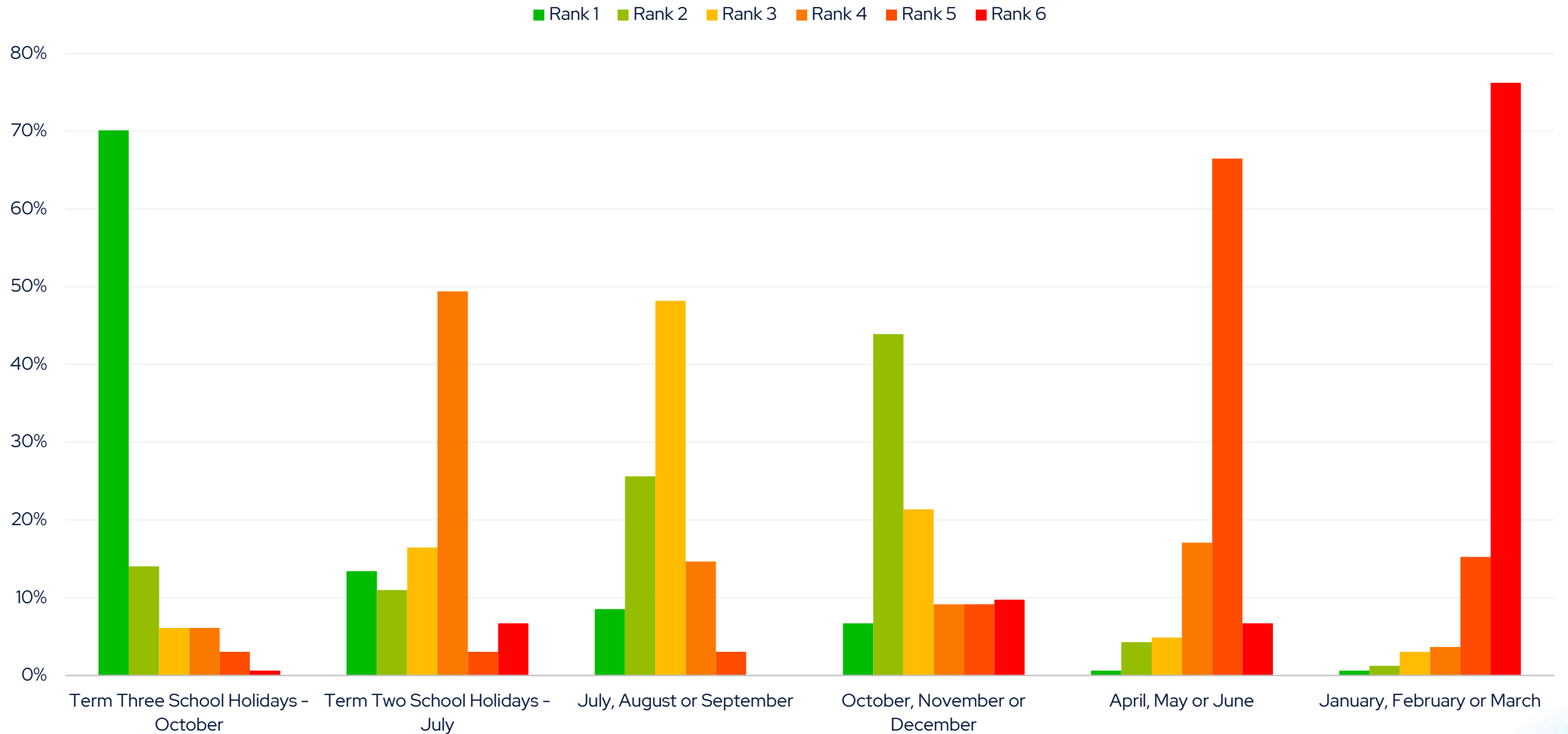
A. DECISION MAKING FRAMEWORK DETAILED INPUTS



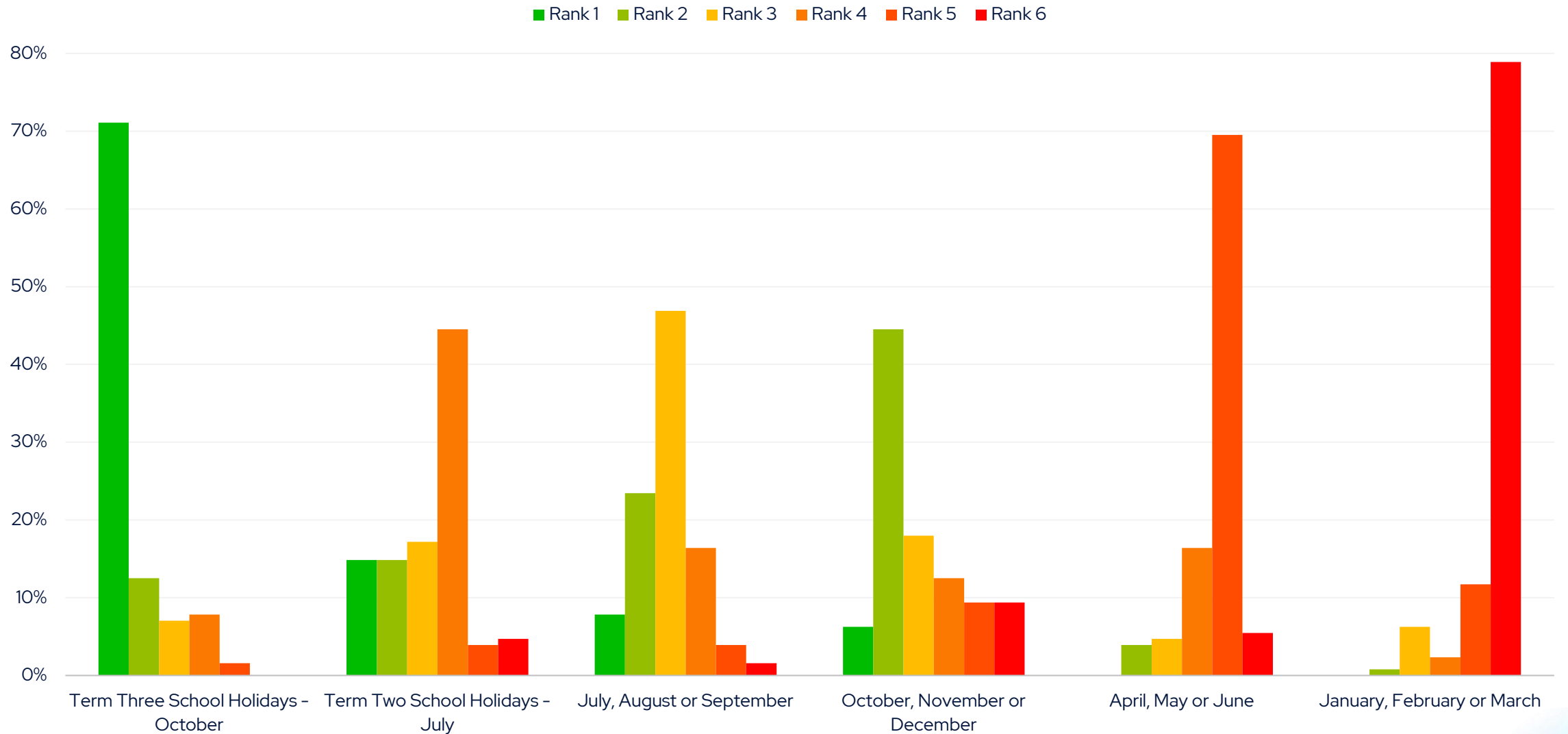
CLUB ADMINISTRATOR/COMMITTEE MEMBER RANK SCORING



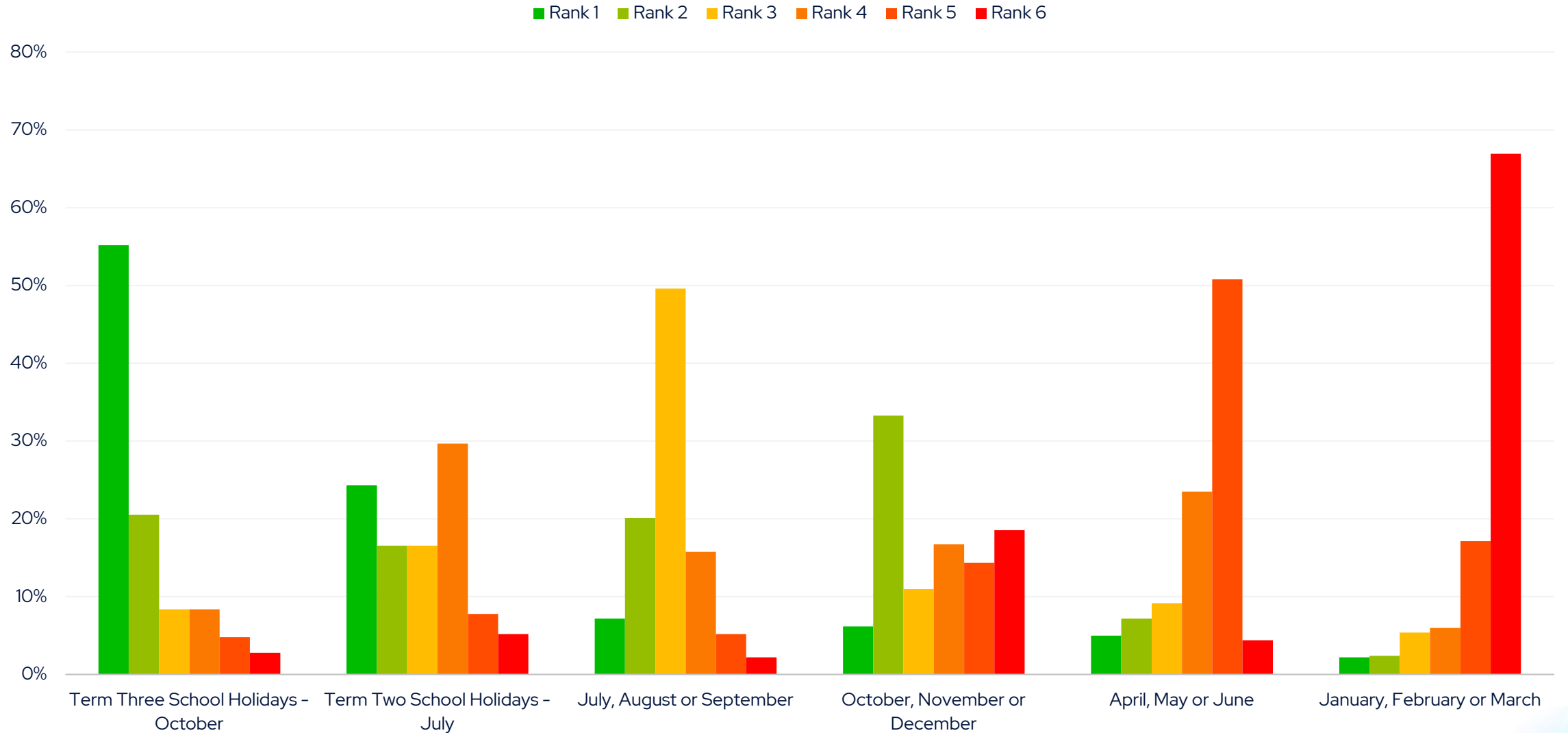
COACH RANK SCORING



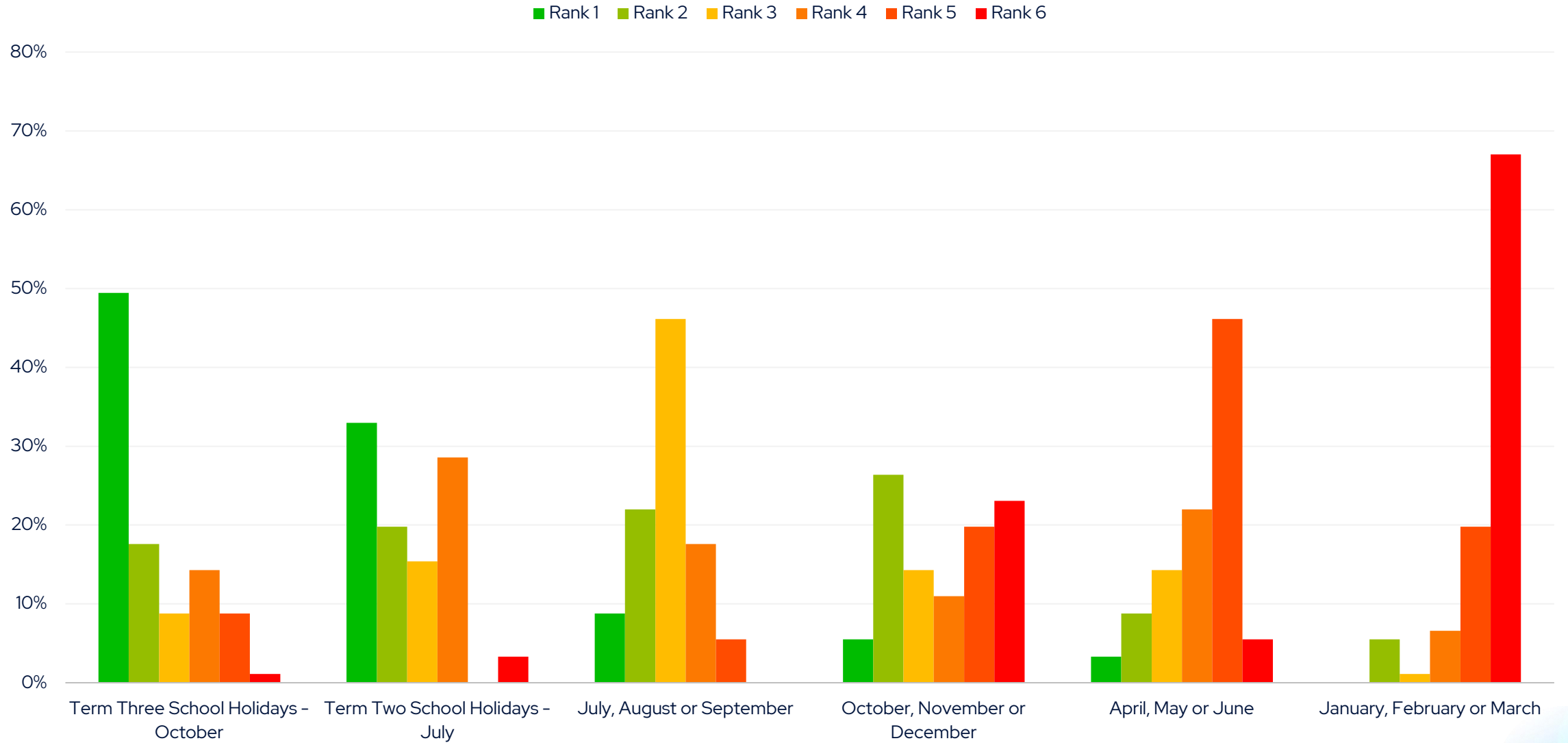
JUDGE RANK SCORING



PARENT RANK SCORING



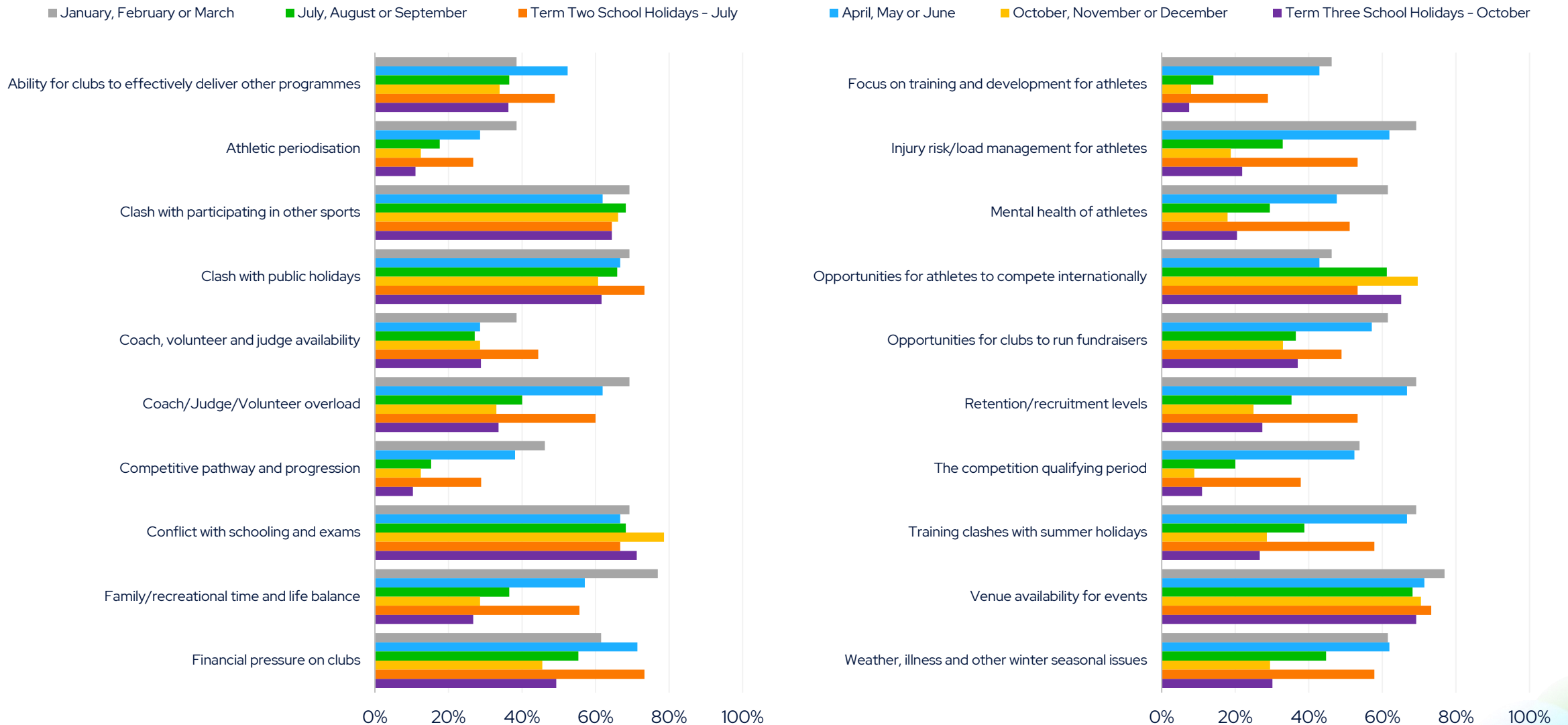
ATHLETE RANK SCORING



CLUB ADMIN/COMMITTEE POTENTIAL NEGATIVE IMPACT FACTORS



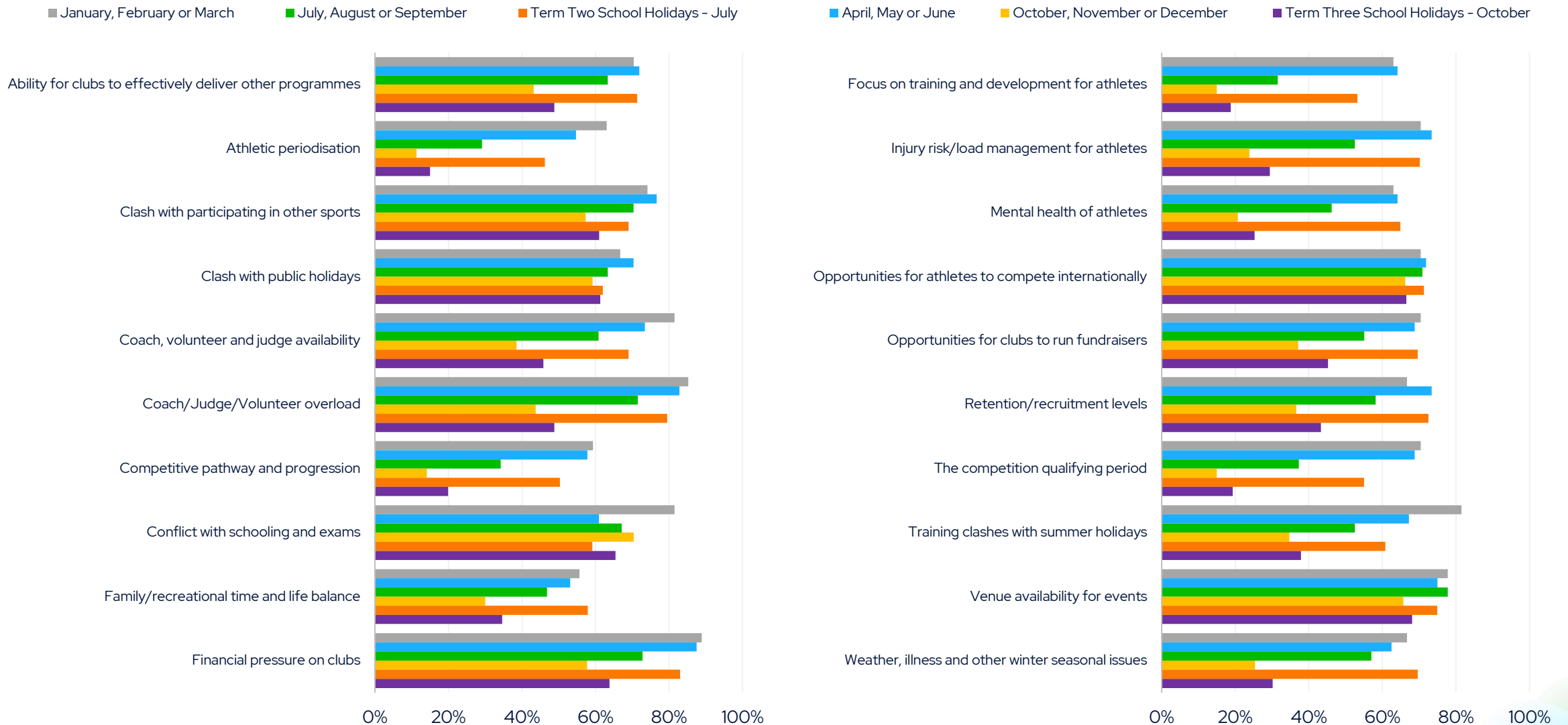
COACH POTENTIAL NEGATIVE IMPACT FACTORS



JUDGE POTENTIAL NEGATIVE IMPACT FACTORS



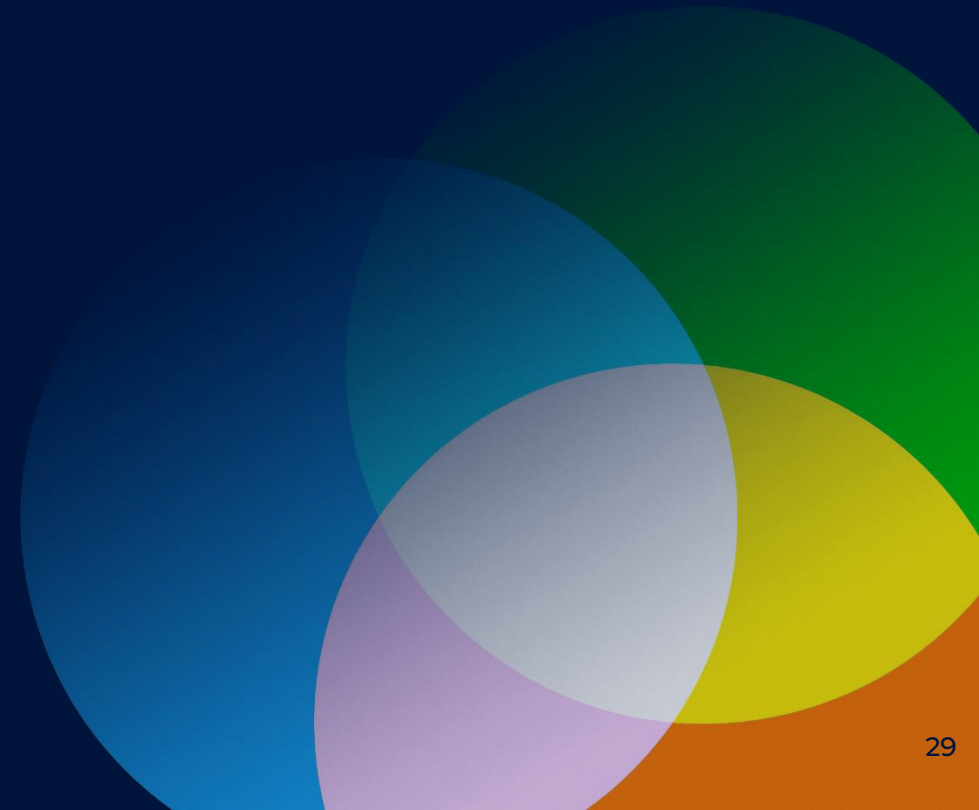
PARENT POTENTIAL NEGATIVE IMPACT FACTORS



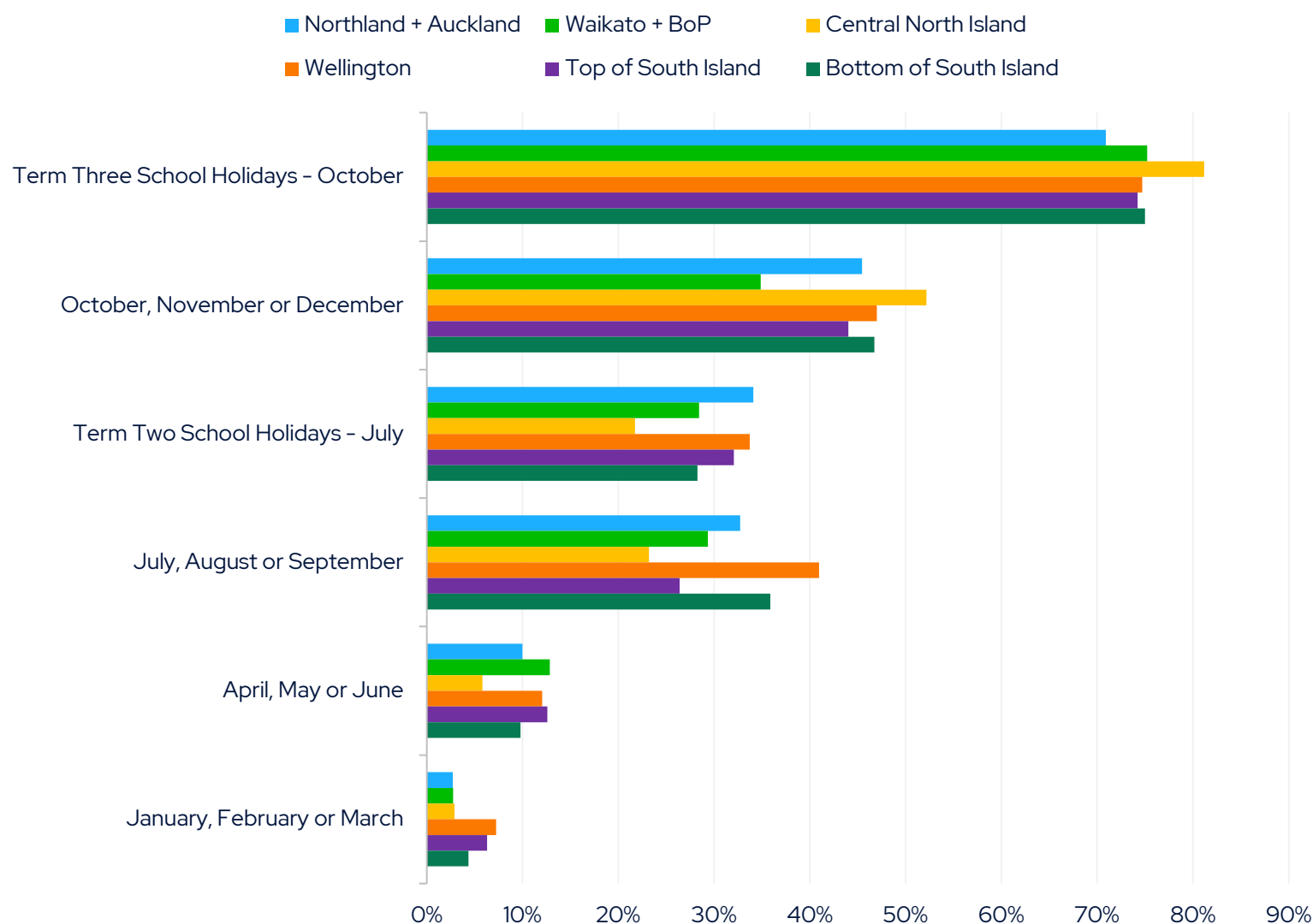
ATHLETE POTENTIAL NEGATIVE IMPACT FACTORS



A. REGIONAL SENTIMENT



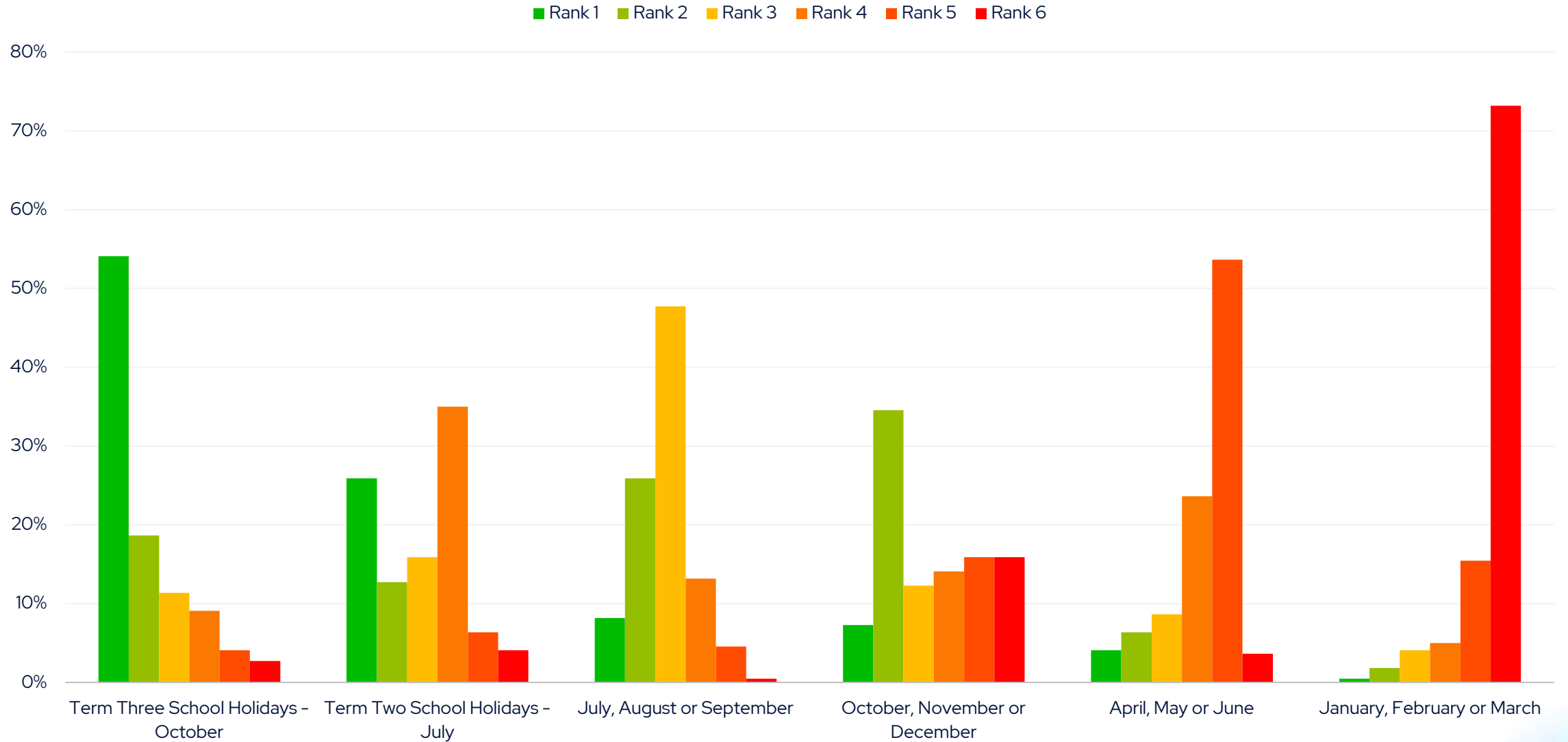
REGIONAL POSITIVE SENTIMENT LIKERT SCALE SCORING



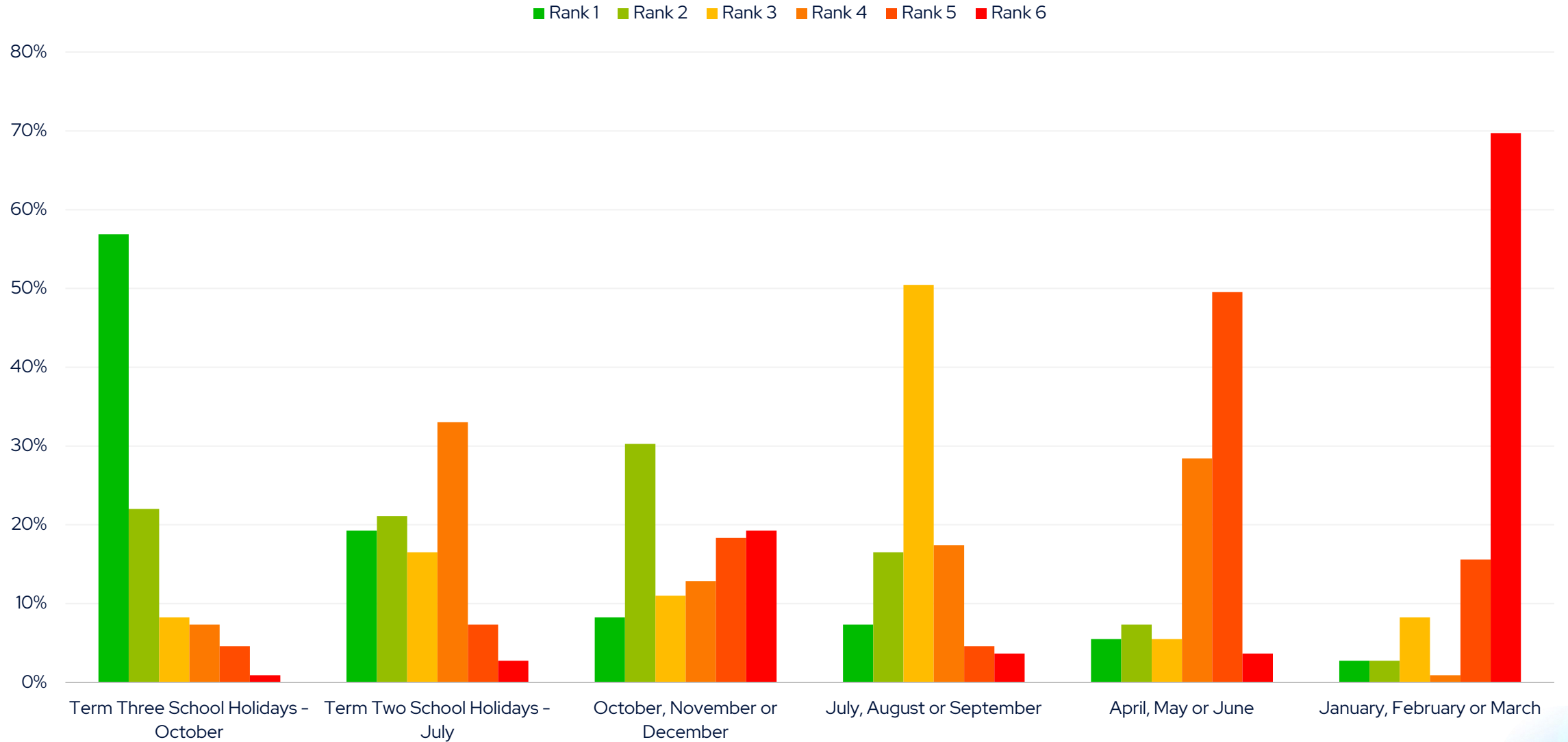
	School Holidays	School Terms
Northland + Auckland	84.09%	15.91%
Waikato + BoP	82.57%	17.43%
Central North Island (TAR, HB, MW)	91.30%	8.70%
Wellington	79.52%	20.48%
Top of South Island (inc. CAN)	83.02%	16.98%
Bottom of South Island	85.87%	14.13%



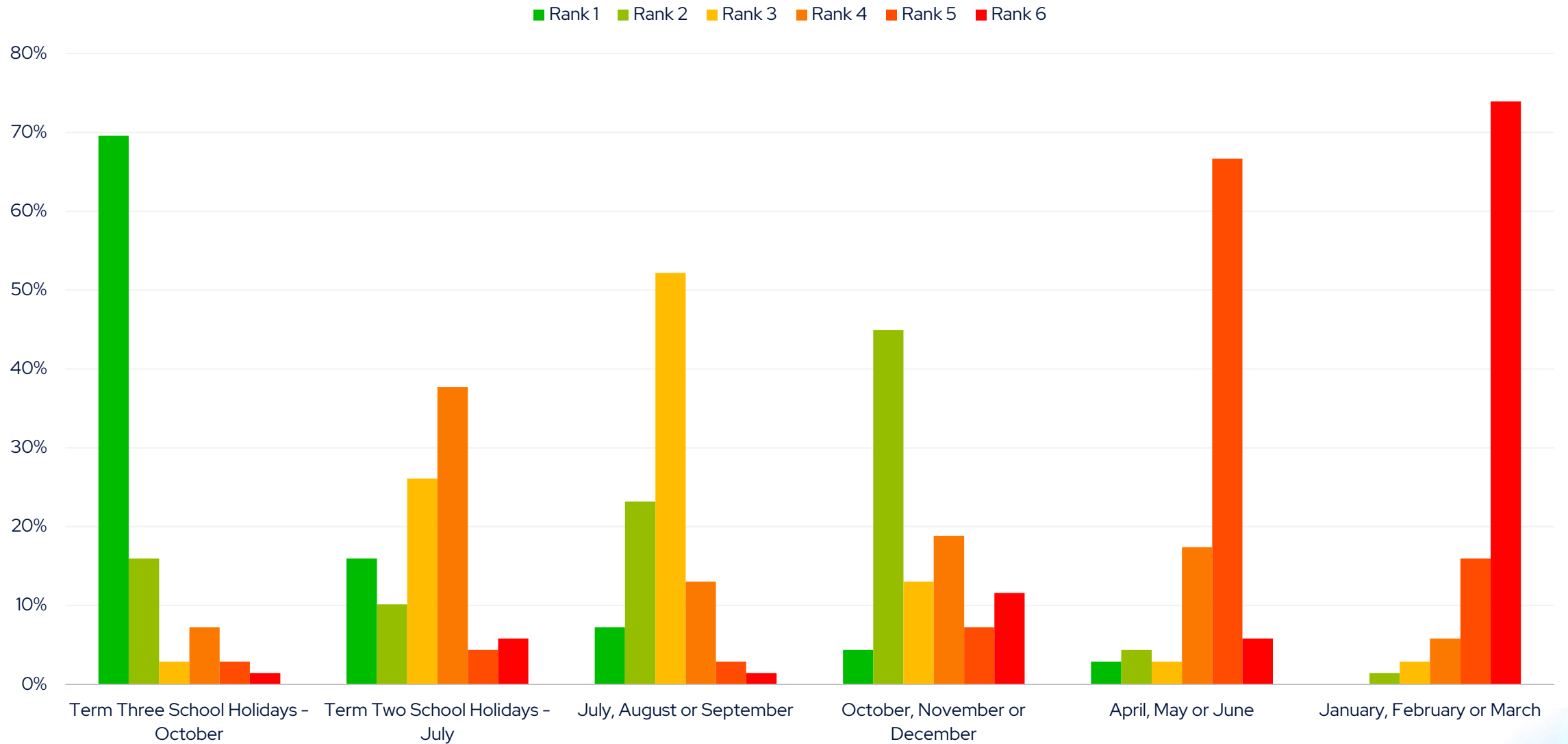
NORTHLAND + AUCKLAND RANK SCORING



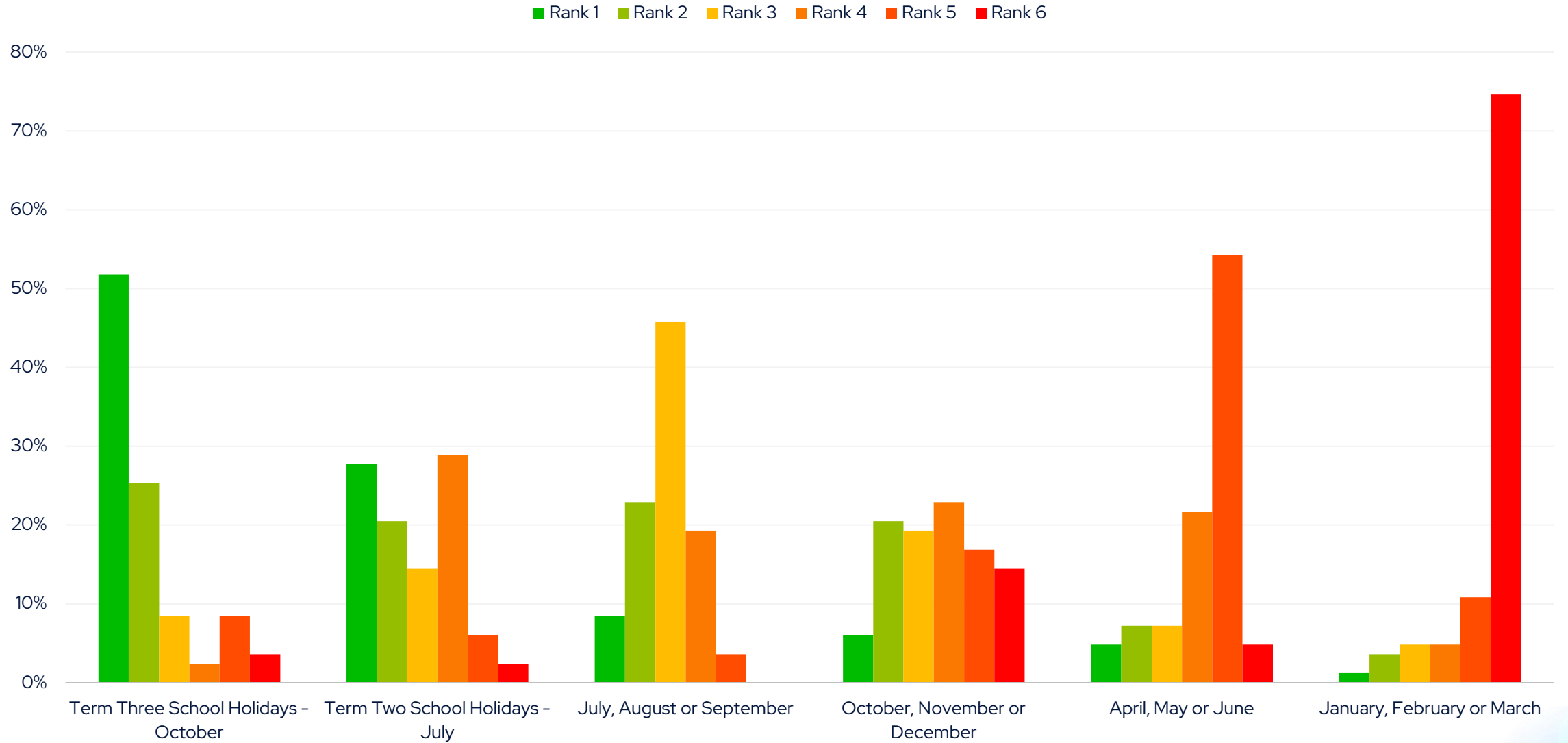
WAIKATO + BOP RANK SCORING



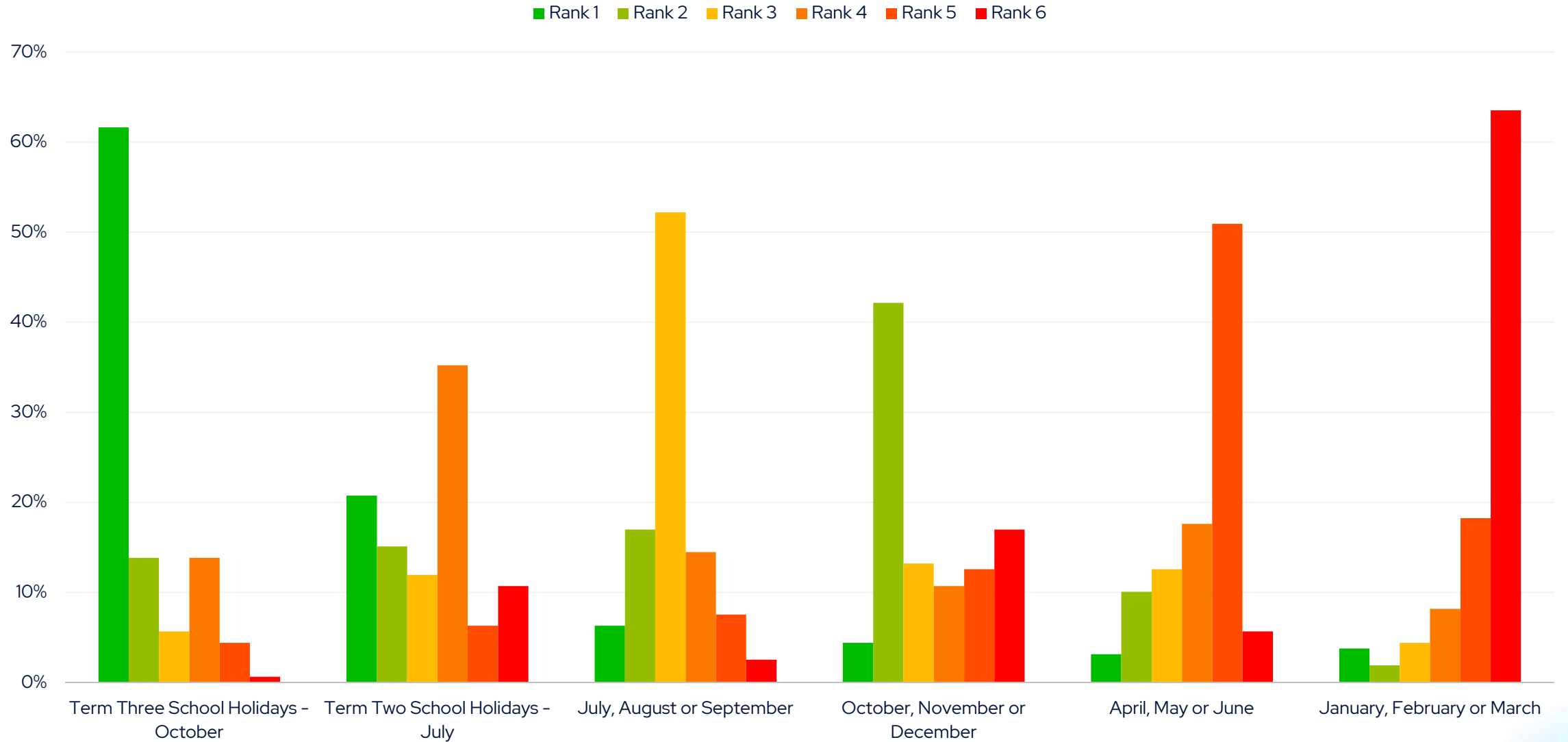
CENTRAL NORTH ISLAND RANK SCORING



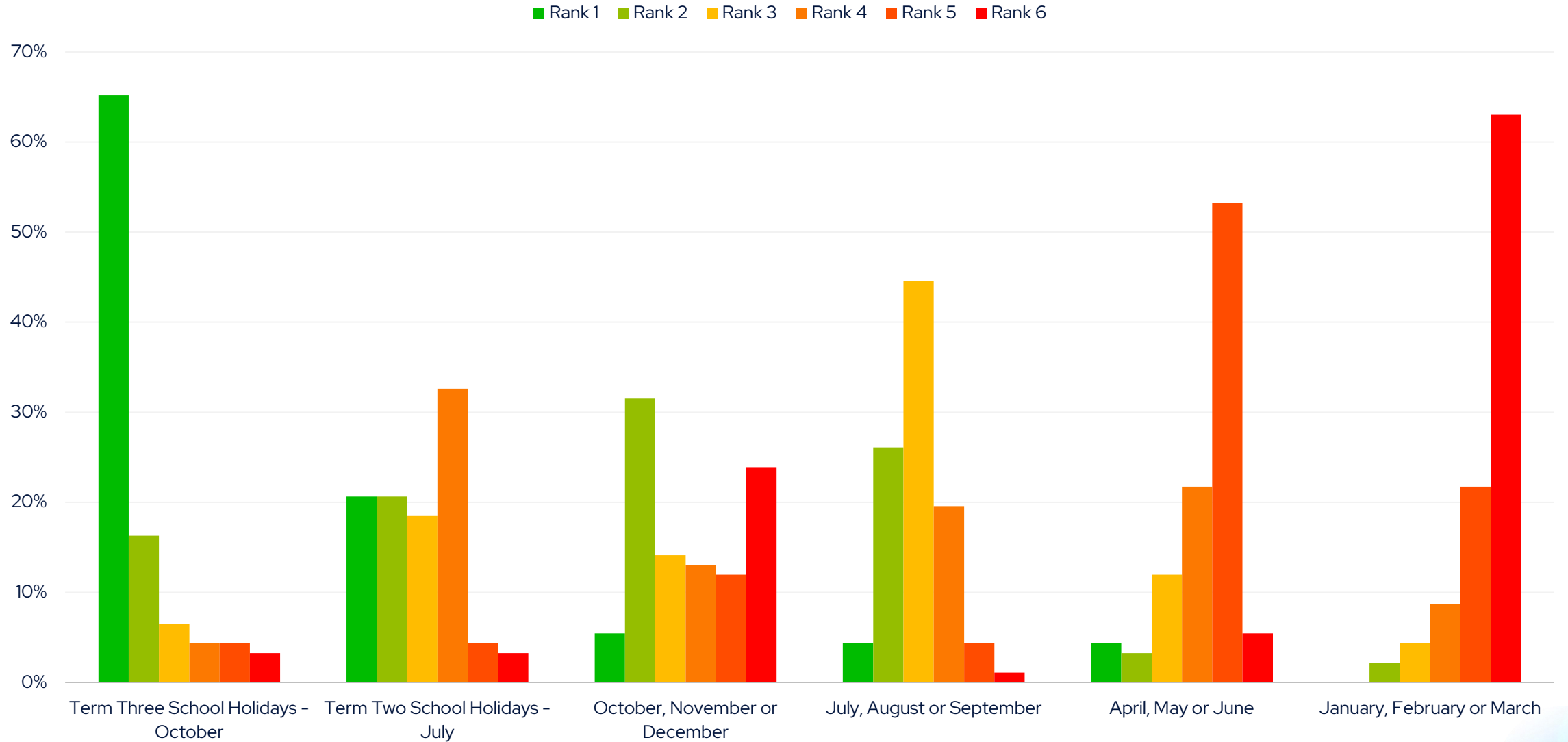
WELLINGTON RANK SCORING



TOP OF SOUTH ISLAND RANK SCORING



BOTTOM OF SOUTH ISLAND RANK SCORING



A. GFA EVENT INSIGHTS



PROSPECTIVE GFA EVENT INSIGHTS

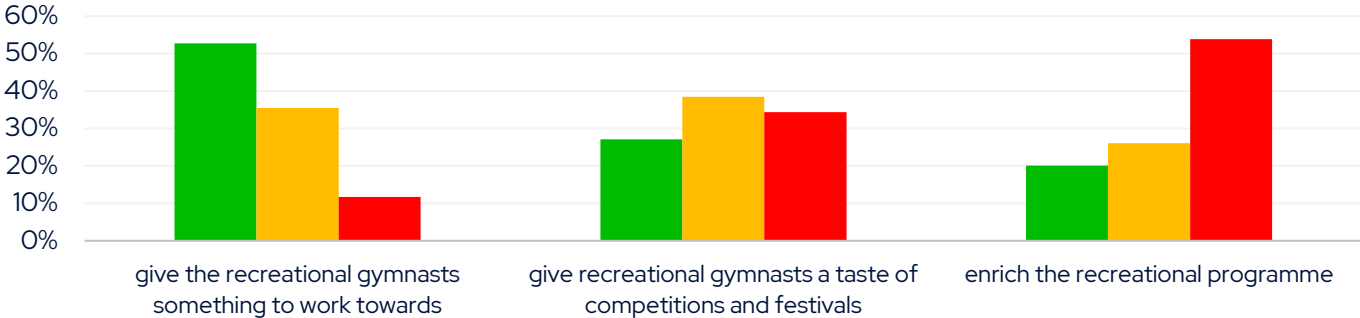
Importance of an annual GFA Event

■ Not important ■ Neutral ■ Important



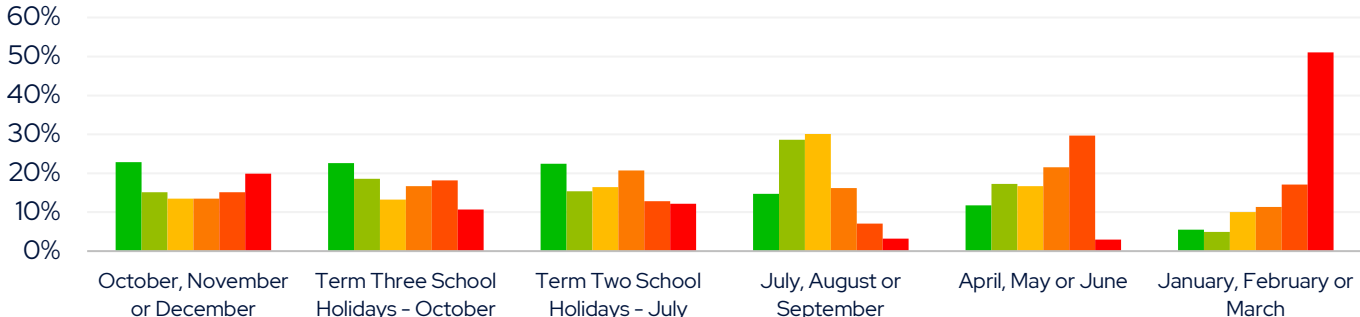
Reasons for an annual GFA Event

■ Rank 1 ■ Rank 2 ■ Rank 3



Date Preference for an annual GFA Event

■ Rank 1 ■ Rank 2 ■ Rank 3 ■ Rank 4 ■ Rank 5 ■ Rank 6



As outlined during the research methodology, respondents who had no involvement on the competitive side of gymnastics were directed to another set of questions considering a prospective GFA event.

The majority of respondents directed to this question pathway felt continuing the annual gym for all event (such as the 2022 NZ GymClub Challenge) was an important endeavour.

The leading reason in support of this event was identified as providing recreational gymnasts something to work towards with 52.8% of respondents ranking this as the primary reason they would like to see this event held.

The date placement for this event was much less definitive than observed for the prospective date of the Nationals. The October to December window had the largest number of #1 ranks, closely followed by Term Three School Holidays October. However, outside of the January to March window being seen as a clear negative choice, there was little consensus.



GFA EVENT INSIGHTS AUDIENCE COMPARISON

Solely Involved in GFA

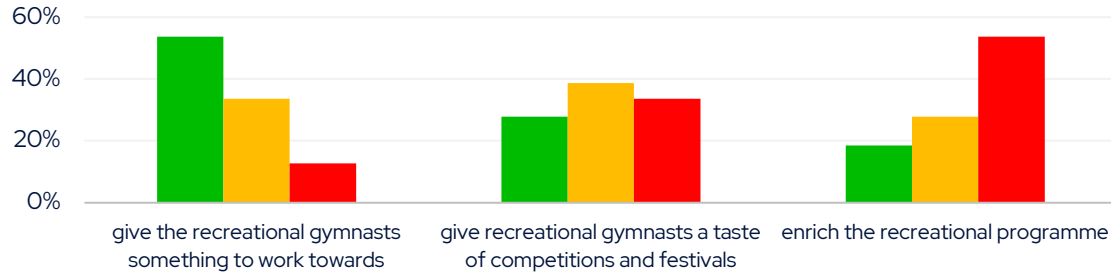
Importance of an annual GFA Event

■ Not important ■ Neutral ■ Important



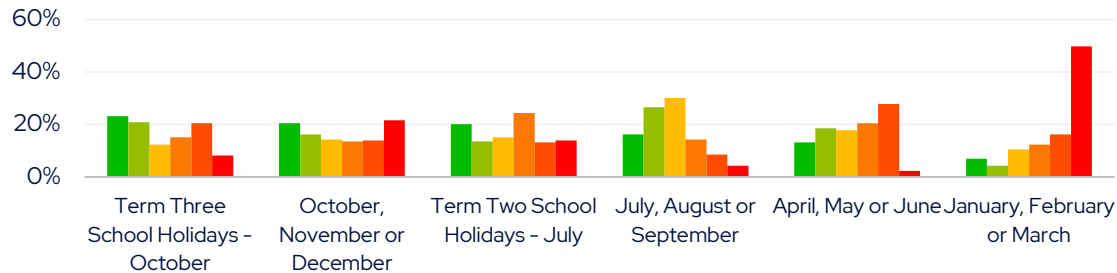
Reasons for an annual GFA Event

■ Rank 1 ■ Rank 2 ■ Rank 3



Date Preference for an annual GFA Event

■ Rank 1 ■ Rank 2 ■ Rank 3 ■ Rank 4 ■ Rank 5 ■ Rank 6



Involved in both GFA and Competitive

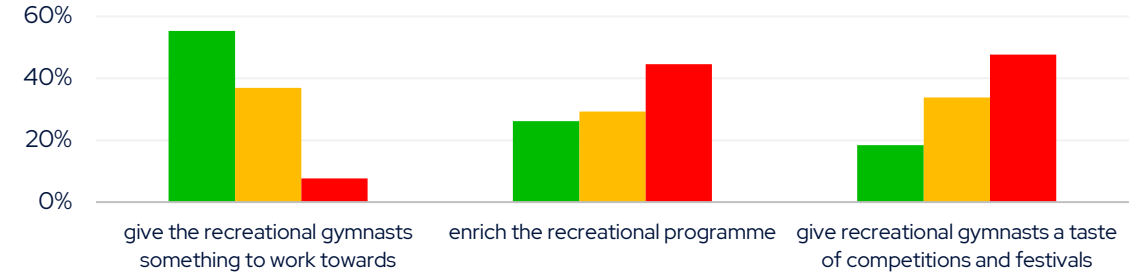
Importance of an annual GFA Event

■ Not important ■ Neutral ■ Important



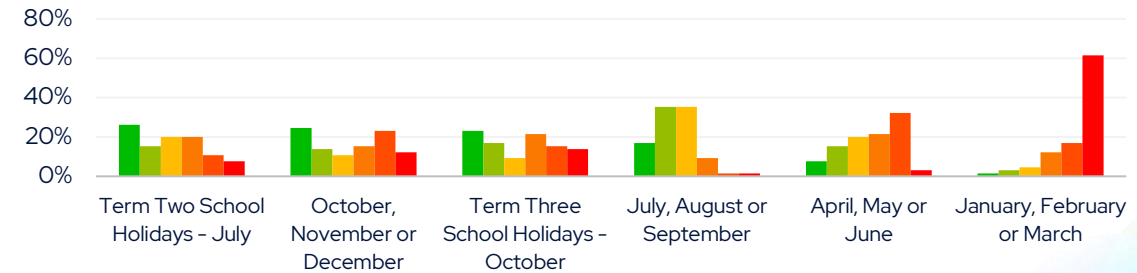
Reasons for an annual GFA Event

■ Rank 1 ■ Rank 2 ■ Rank 3



Date Preference for an annual GFA Event

■ Rank 1 ■ Rank 2 ■ Rank 3 ■ Rank 4 ■ Rank 5 ■ Rank 6



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