

# 2018 Membership Survey Report





# 2018 Membership Survey

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The last survey was undertaken in 2013.

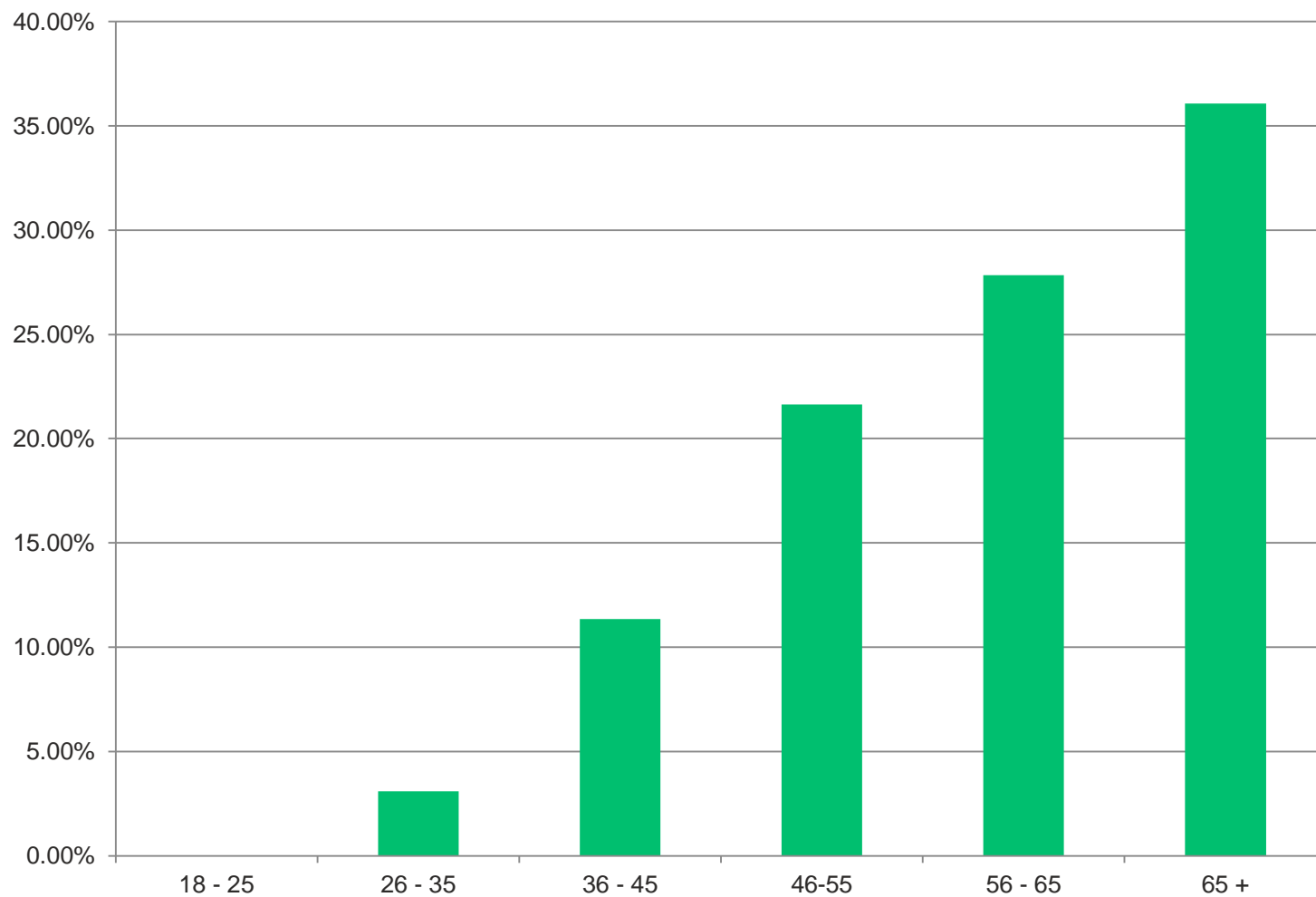
## 2018 Survey

- ~ 210 Members
- 97 Respondents to Survey
  
- Typical Time Spent: 12 mins 40 secs
- 94% Completion Rate

*which means 103 people opened the survey but only 97 did the survey*

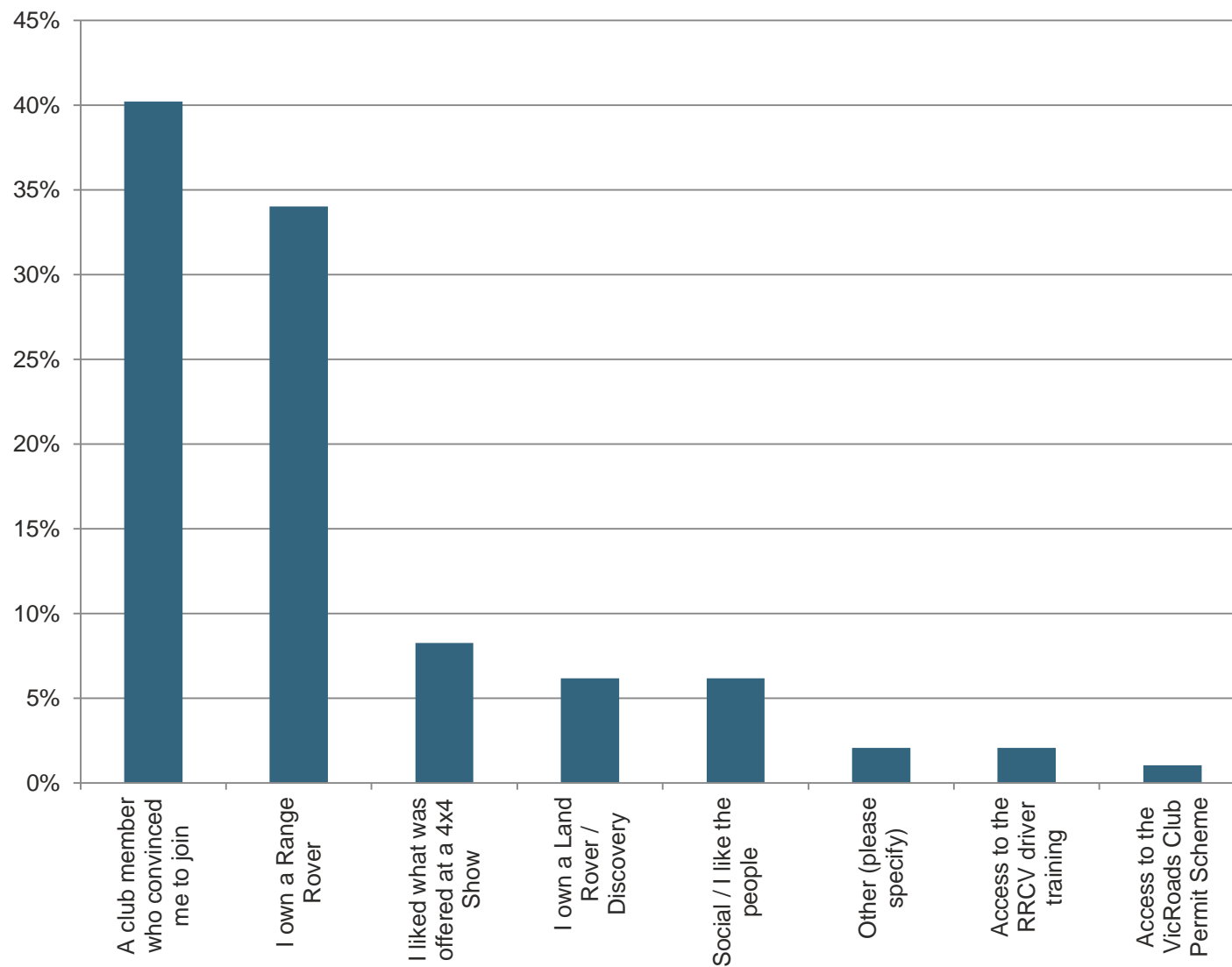


# Membership Age Bracket



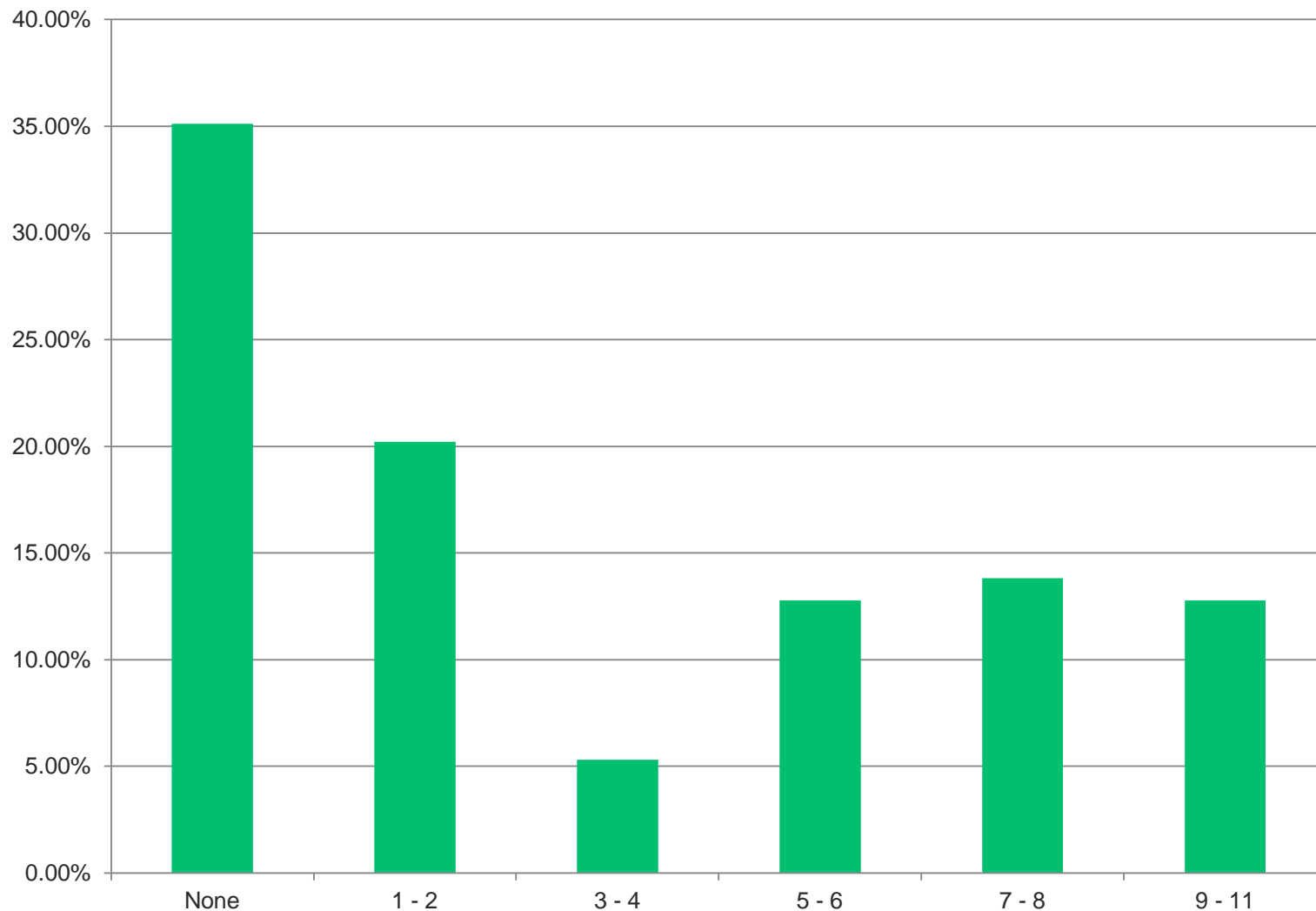


# Primary Reason You Joined RRCV





# Do You Attend the Monthly Meeting





# Level of Interest in Club Events

## Rank & Event Type

## Relative Weighting

1. 4WD Day Trips	Weekend (Sat or Sun)	2.07
2. 4WD Overnight Trips	Weekend / Long Weekend	1.99
3. Monthly Club Meeting		1.89
3. Information Evenings		1.89
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5. Social Functions		1.24
6. 4WD Day Trips	Weekday (Mon – Fri)	1.07
7. Non 4WD Trips		0.87
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## 8. Extended / Outback Trips \*

\* Was not an option provided in the pre-defined list, but was offered up by respondents in the open response section answer section.



# 4WD Trip Preference

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## Trip Type

## Relative Weighting

1. Day Trip	Medium	2.12
2. Travelling Camping	Medium	1.93
3. Base Camping	Medium	1.91
4. Travelling Camping	Med / Hard	1.61
5. Day Trip	Hard	1.53
5. Extended Interstate Trips		1.53
7. Base Camping	Med / Hard	1.52
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8. Base Camping	Easy	1.40
9. Travelling Camping	Easy	1.38
10. Day Trip	Easy	1.30



# Other Events (Open Response)

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A summary from the 19% of respondents that provided information indicated people would like more of the following:-

## Maintenance Related

- Get to Know Your Vehicle
- Mechanical Information / Vehicle Mechanics / Vehicle Maintenance
- Range Rover Specific Information

## Technology Sessions

- How to use Technology\*
- How to use Hema Maps

Extended Trips with regular fuel stops (touring)





# Specific Trips Victoria

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The following areas/locations are indicated by members as specific trips they would like:

- Walhalla / Aberfeldy Area
- Bright / Harrietville
- Warburton
- Woods Point
- Border Track / Sunset Country
- Native Dog Flat



# Interstate Trips

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General Areas identified for Interstate Trips:-

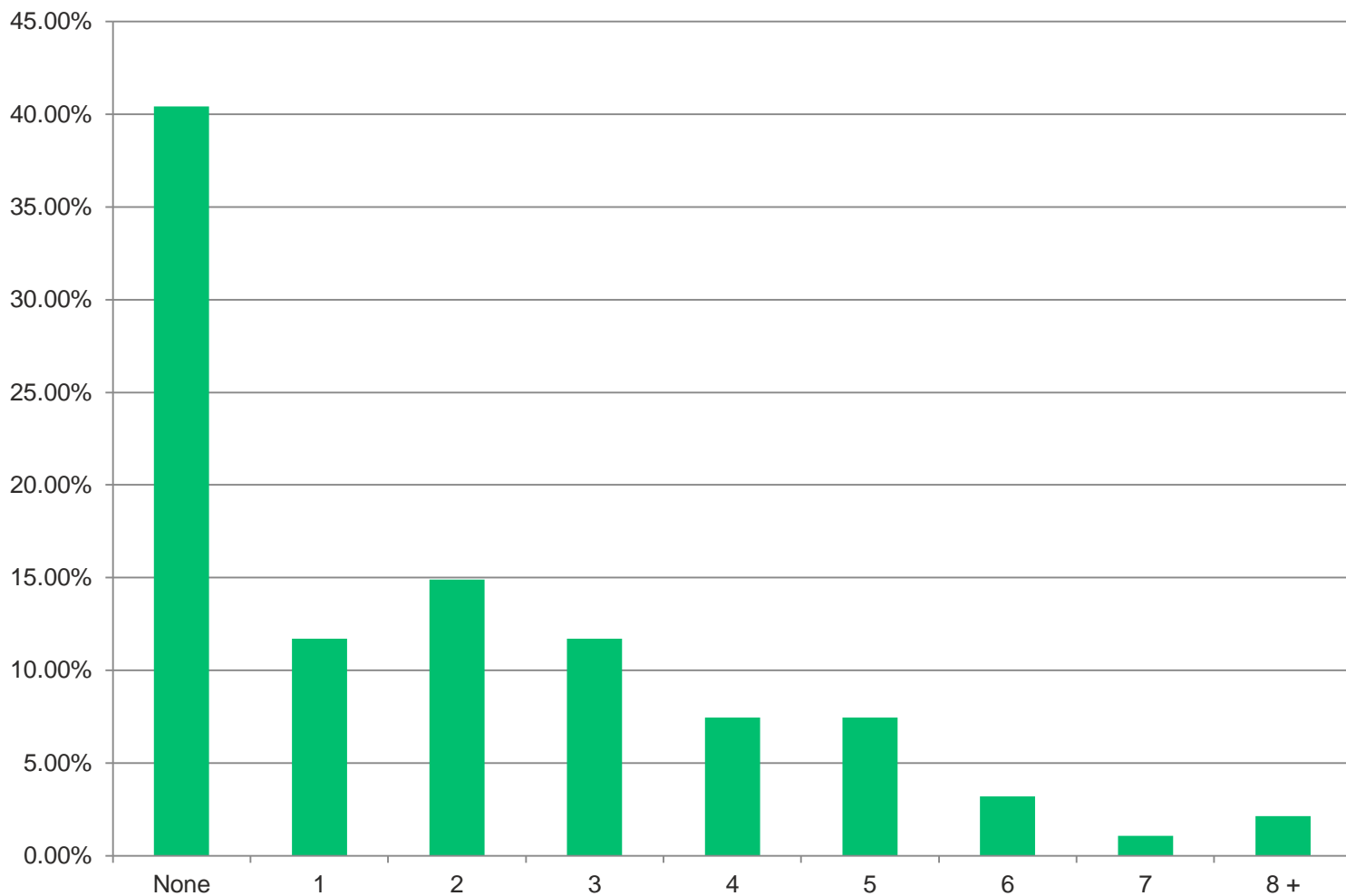
- Central Australia
- Kimberley
- Simpson Desert
- Snowy Mountains / Kosciuszko Area
- Tasmania

Specific Trips indicated as desired by the membership:-

- Cape York
- Robe
- Flinders Rangers
- Fraser Island



# Participation in 2017 Events / Trips





# Frequency / Availability of Trips

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## Frequency

- 80% Consider there are sufficient trips
- 20% Consider there should be more trips

## Availability

- 86% Consider availability of places on trips is about right
- 13% Consider trips are too full and cant get on them
- 1% It's easy to get on trips



# What Matters Most

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The Things that matter MOST at the monthly meeting are:

- Speaker and Discussion Topic
- Upcoming Trip Information
- Trip Reports



# Desired Speaker Topics

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From the List provided:-

<u>Topic</u>	<u>Relative Weighting</u>
1. Locations & Places of Interest	2.29
2. Vehicle Equipment	2.14
3. Camping Equipment	1.54
4. Something totally different & unexpected	1.34
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5. Recovery Equipment	1.31
6. Driving Skills	1.23
7. General Equipment	1.03
8. Camp Cooking & Food	1.00



# Specific Speaker Topics You Want

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From the 15% of respondents that provided information:

1. Vehicle Modifications
2. Recovery from Difficult Situations
3. Range Rover Maintenance
4. DIY Lights
5. 4WD Insurance
6. Service & Repair Suppliers
7. Photographic Skills
8. Camper Trailer Discussion



# Training – What You Want

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## Training Package

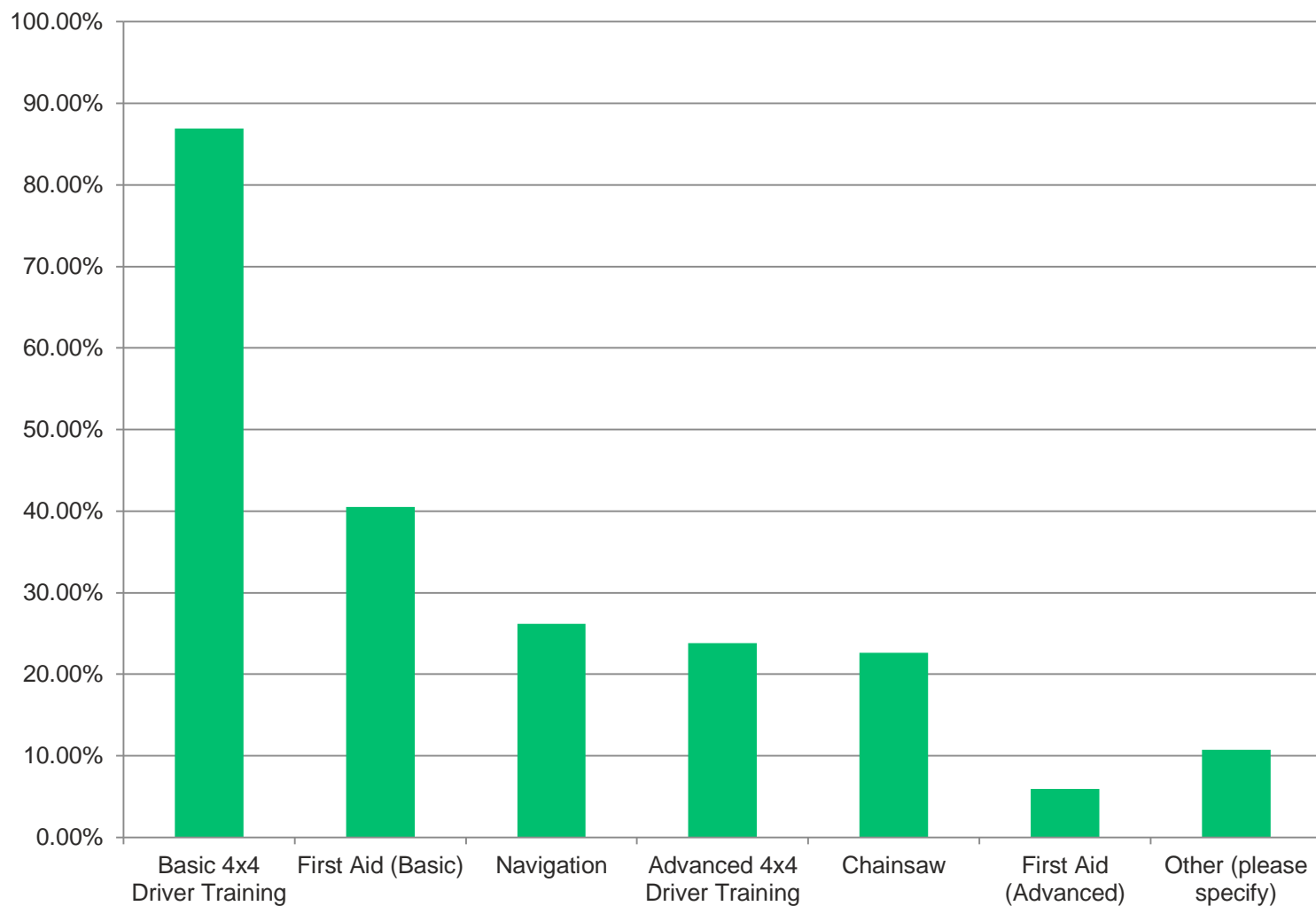
## Count of Respondents

1. Advanced 4WD Training	50
2. Navigation	46
3. First Aid	44
4. Chainsaw	33
5. Vehicle Maintenance / Bush Mechanics	
6. Vehicle Recovery	
7. Winching	





# Skills & Training Profile





# What You Like About The Club

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Overwhelmingly the response is:-

- The fraternity & camaraderie.
- The trips that we do – range & variety, and accessibility of places on trips to people of all levels of driving competence.
- The depth of 4WD experience and the willingness to share experience with those less knowledgeable.



# How Can The Club Improve

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Responses can be categorized generally as:-

- Improved online presence (Facebook)
- Mentor / Buddy system for new members
- Special Interest Groups for RR owners / More RR stuff
- More day trips / with reserved places for new members
- Improved welcome to new members
- Some better detail at meetings around upcoming trips
- Venue Issues