



# NATIONAL CENSUS 2024



## **CLUBS NEW ZEALAND CENSUS 2024**

### **Measuring the contribution of the New Zealand Club Industry.**

Thank you for taking part in the Clubs New Zealand Census 2024, the national survey of all Clubs New Zealand member clubs.

This census will provide a national snapshot of the club sector. It will present invaluable information to key industry stakeholders about the important role that clubs play in both their local communities and at a national level.

### **How long will it take to complete?**

We recommend that you review all questions prior to commencing the census. Once you have compiled all relevant information, completion of the Clubs New Zealand Census 2024 should take approximately 1 hour.

### **How do I complete it?**

You can complete the census on your computer by typing your responses into the applicable question fields. We recommend that you regularly save the census to your computer as you are working on it to prevent any loss of data. Alternatively, you can print the census out or request a hard copy for you to complete.

### **When do I need to complete it by?**

Completion is due by Thursday 30 November 2024.

### **What if I need help completing the Clubs New Zealand Census 2024?**

For general queries regarding the census please call Clubs New Zealand National Office on 0800 4 CLUBS or email [enquiries@clubsnz.com](mailto:enquiries@clubsnz.com)

### **Privacy / Confidentiality**

Clubs New Zealand is committed to fulfilling our obligations under the Privacy Act 2020 in undertaking this survey and managing personal and confidential information.

### **Where do I return the complete Clubs New Zealand Census 2024?**

Completed census' can be returned to [lucy@clubsnz.com](mailto:lucy@clubsnz.com) or mailed to: Lucy Waterreus, Clubs New Zealand, PO Box 11479, Wellington, 6142

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## PART 1 – GENERAL QUESTIONS

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### 1. What is the legal name of your club?

Please enter the full legal name of your club as registered in the box below.

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### 2. Which region does your club belong to

Please choose one answer

- Northland
- Greater Auckland
- Waikato – Thames Valley – King Country
- South Waikato – Bay of Plenty
- Wanganui – Taranaki - Manawatu
- Wellington – Wairarapa – Horowhenua – Hawkes Bay & Poverty Bay
- Nelson – Marlborough – Buller & West Coast
- Canterbury – North Otago
- Otago - Southland

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### 3. Which of the following best describes your type of club?

Please choose one answer from the list below that best describes your Club.

- RSA
- Community
- Workingmen's / Cosmopolitan
- Bowling
- Golf
- Yacht / Boating
- Other Sporting
- Other (enter details in the box below)

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**4. What was your Club's most recently completed financial year end?**

*Please choose one answer*

- 31/10/2023
- 30/11/2023
- 31/12/2023
- 31/01/2024
- 29/02/2024
- 31/03/2024
- 30/04/2024
- 31/05/2024
- 30/06/2024
- 31/07/2024
- 31/08/2024
- 30/09/2024

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**5. Does your club have financial statements prepared for your most recently completed financial year-end?**

*Please choose one answer*

- Yes, Audited Financial Statements  
*Please use the audited financial statements for the year end selected in Question 4 when answering the following questions in this survey.*
- Yes, Unaudited (reviewed) Financial Statements  
*Please use the unaudited financial statements for the year end selected in Question 4 when answering the following questions in this survey.*
- No  
*Please use your clubs internal accounting records for the year end selected in Question 4 when answering the following questions in this survey.*

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**6. How many members did your club have, as at your Club's most recently completed financial year-end?**

*Please answer by entering a whole number in the box below. If you are unsure of the exact number, please provide your best estimate.*

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**7. How many male and female members does your club have?**

*Please answer by entering a whole number in the grid below. The total number of male and female members should be equal to the number of members entered in question 6. If you are unsure of the exact distribution, please provide your best estimate.*

Male	
Female	

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**8. What is the percentage age breakdown of members?**

*Please answer by entering the percentage of members applicable for each age bracket. The total of each bracket when added together should be equal to 100. If you are unsure of the exact distribution, please provide your best estimate.*

Under 18	
18 – 40	
41 – 65	
65+	



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## PART 2 – SPORTING AND RECREATIONAL FACILITIES

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**10. Please select any of the below sporting and recreational facilities which are operated by your club.**

*Choose all that apply*

- Bowling Green(s)
- Gym / Fitness Centre
- Sporting Field(s)
- Golf Course
- Tennis Court(s)
- Squash Court(s)
- Billiard Table(s)
- Pool / 8 Ball Table(s)
- Dart Board(s)

*Other – List here*

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**11. Please select any of the below non-sporting and recreation facilities which are operated by your club.**

*Choose all that apply*

- Meeting Room / Conference Facilities
- Function / Event Spaces
- Memorial Area
- Children's Play Area
- Live Entertainment
- Library
- Accommodation
- Bar(s)
- Bistro / Restaurant
- Café
- Courtesy Van/Transport

*Other – List here*



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**12. Please select any of the below adjuncts or sub-clubs that are part of your club.**

*Choose all that apply*

- Indoor Bowls
- Outdoor Bowls
- Petanque
- 500
- Cribbage
- Euchre
- Texas Holdém
- 8-Ball
- Billiards
- Snooker
- Fishing
- Clay Target Shooting
- Darts
- Golf
- Mah Jong
- Table Tennis
- e-Sports/e-Gaming
- Travel
- Wine & Food
- Racing Section
- Friendly Club
- e-Sports/e-Gaming
- Other (Please list other adjuncts or sub-clubs in the space provided below)

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## PART 3 – EMPLOYMENT AND TRAINING

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**13. What is the total number of employees at your Club (excluding contractors)?**

*Please answer by entering a whole number in the box below. If you are unsure, please provide your best estimate.*

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**14. Please indicate how many employees at your club (excluding contractors) fall into the employment categories below.**

*Please answer by entering a whole number in the grids for all that apply. The total number of employees should be equal to the number of employees answered in question 12. If you are unsure, please provide your best estimate.*

Full-time	
Part-time	
Casuals	

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**15. Do you provide vocational training? (Excluding training provided by Clubs New Zealand)**

*Vocational training includes any training courses attended by employees to improve their skills and/or education.*

- Yes  
 No

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**16. What were the total salaries and wages paid to employees for your clubs most recently completed financial year end?**

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**17. Does your club employ contractors for any of the following functions?**

*Select all that apply.*

- Cleaning
- Catering
- Security
- Cash handling
- Maintenance
- Information technology
- Management
- Does not employ contractors.

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**18. Does your club have a paid CEO / General Manager / Secretary Manager?**

- Yes
- No

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**19. In the next 12 to 24 months, does your club expect to:**

*Please choose one answer*

- Initiate redundancies
- Increase employment
- Keep staffing levels about the same

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**20. In the last 12 months has an employee or past employee raised a personal grievance against the club?**

- Yes
  - No
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## PART 5 – GOVERNANCE

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**21. How many Officers (committee, executive, board) does your club have?**

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**22. Does your club have an induction process for new officers?**

- Yes  
 No

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**23. Has your clubs current Executive completed a Clubs New Zealand ClubSmart or Governance course?**

- Yes → *Skip to question 24.*  
 No

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**24. Why has your current Executive not completed a Clubs New Zealand ClubSmart or Governance Course?**

- Have completed other Governance training  
 Have not had the time  
 Do not require training  
 Other (enter details in the box below)

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**25. Does your club have any of the following?**

A strategic plan	<input type="checkbox"/> Yes	<input type="checkbox"/> No
A succession plan for the committee	<input type="checkbox"/> Yes	<input type="checkbox"/> No
A succession plan for senior management	<input type="checkbox"/> Yes	<input type="checkbox"/> No
An annual learning and development budget	<input type="checkbox"/> Yes	<input type="checkbox"/> No

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**26. When was the club's constitution last updated?**

*Please provide a date in the box below i.e., 01/01/2024. If you are unsure, please provide your best estimate.*

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## PART 6 – VOLUNTEERS

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### 27. Are there any volunteers involved with your club?

Yes

No → Skip to question 28.

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### 28. Please state the number of volunteers in each category below.

*Please answer by entering whole numbers in the grid below. If you are unsure of the exact number, please provide your best estimate. If there are no volunteers, please leave the field blank.*

	Number of volunteers	Average number of hours contributed per month
Officers (committee, executive, board)		
Trading (bar, food)		
Facility maintenance and upkeep		
Other volunteers including volunteers in sporting and non-sporting sub-clubs		

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## PART 7 – GAMING

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**29. Does your club have gaming machines?**

Yes

No → Skip to question 33.

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**30. What was your gross Gaming Machine Proceeds for your clubs most recently completed financial year-end?**

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**31. What was your total Authorised Purpose Payments (excluding GST) for your clubs most recently completed financial year-end?**

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**32. How many gaming machines does your club operate?**

*Please answer but entering whole numbers in the grid below.*

IGT	
Aristocrat	
Konami	
Ainsworth	
Consolidated/Star Games	
Other	
TOTAL	

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**33. Does your club have a TAB?**

- Yes → *Please provide the number of SST's and/or manned terminals below.*  
 No

SST's	
Manned Terminals	



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## PART 8 – FOOD AND BEVERAGE

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### 34. What licences does the club hold under the Sale and Supply of Alcohol Act 2012

*Select all that apply*

- Club Licence
  - Permanent (Queens) Charter
  - On Licence
  - None
- 

### 35. Which breweries does your club have a supply contract with?

*Select all that apply*

- Dominion Breweries (DB)
- Lion
- Other

*Other – List here*

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### 36. Select the option that best describes your clubs catering offering

- Club Run
  - Contract Caterer
  - Not applicable → *Skip to question 38.*
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**37. Select which styles of dining are offered at your club**

*Select all that apply*

- Fine Dining (Al a carte)
- Casual Dining (Al a carte)
- Carvery/Buffer
- Bistro
- Café
- Take away
- Other

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**38. What are the clubs' days of operation?**

*Select all that apply*

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

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## PART 9 – COMMUNITY SUPPORT

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The level of community support that clubs provide is a key area of interest. Unfortunately, this information is often not captured in the annual report of clubs and to a large degree the level of community support is unknown. Hence completion of this section will enable valuable data to be collected.

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**39. Please provide details of your club’s community support, by way of cash grants and donations and details of your clubs “in kind” community support for your clubs most recently completed financial year end.**

*A worked example can be found below. If you are unsure, please provide your best estimate.*

<b>Type of community support</b>	<b>Cash donations</b>	<b>“In Kind” Value</b>
Aged care and aged services		
Disability and carer services		
Youth services		
Health and hospitals		
Veteran welfare services		
Community service groups (e.g. Lions, Probus, Rotary)		
Disaster relief and response funding / emergency services		
Domestic violence / women’s services		
Community transport		
School and education programs		
Homelessness / tenants services		
Mental Health, counselling services		
Job creation / employment / training schemes		

Professional sport		
Adjuncts and club sport		
Nonprofessional sport		
Cultural / ethnic programs		
Other		
<b>Total</b>		

### How do I calculate cash donations & “In-kind” values?

#### *Working Example 1*

Consider a golf club that holds a charity fund-raising day for 100 players. There are several ways in which the club provides community support. Below is an example of possible cash payments and in-kind support that may occur:

<b>Sport and Recreations</b>	<b>Type and Value of Support</b>
Donation to charity of 50% of paid green fees	Cash Donation of \$6/player: \$600
Reduced green fees from \$20 to \$12 per player	“In-kind” value of \$8/player: \$800
Free refreshments for players	“In-kind” value: \$500
Free use of club room, 1 day x \$350	“In-kind” value: \$350
Club volunteers: 8 hours x 20 volunteers x casual rate of \$20/hr	“In-kind” value: \$3,200

For this example, the response in the survey would look as follows.

Type of community support	Cash donations	“In Kind” Value
Sport (nonprofessional) and recreation	\$600	\$4,050

#### *Working Example 2*

The club gives a \$1,000 grant donation to a school breakfast program. The survey would look as follows:

Type of community support	Cash donations	“In Kind” Value
School and education programs	\$1,000	\$0.00

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## PART 10 – FINANCE

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**40. What was your total revenue for the most recently completed financial year-end?**

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**41. What was your Surplus/Deficit (prior to depreciation) for the most recently completed financial year-end?**

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**42. What was the written-down value of fixed assets (i.e. property, plant and equipment) as at your clubs most recently completed financial year-end?**

*Enter the information in the spaces below; please round to the nearest hundred dollars. Please itemise your fixed assets under the following headings, if something is not applicable then please leave blank.*

<b>Asset Description</b>	<b>Written down Value (\$)</b>
Club Land	\$
Club Buildings (excluding land)	\$
Club Plant and Equipment	\$
Sports Facilities & Equipment (excluding land)	\$
Accommodation facilities (excluding land)	\$
Gaming Machines and Equipment	\$
Motor Vehicles	\$
Other	\$

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**43. Please select which best describes the land on which your premises is located.**

*Please choose one answer.*

- It is owned by the Club
- It is crown land
- It is leased from a third party
- It is leased from council
- Don't know

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**44. What amount of debt funding will your club require in the next 12 to 24 months?**

*Please choose one answer.*

- No debt funding required → Skip to question 46.
- Less than \$1 million
- Equal or greater than \$1 million but less than \$5 million
- Equal or greater than \$5 million but less than \$10 million
- \$10 million and above

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**45. Why does your club need more debt funding?**

*Please choose one answer*

- Ongoing capital expenditure
- Future club refurbishment
- Accommodation development
- Other

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**46. What banking provider does your club predominately use?**

*Please select all that apply.*

- ANZ
- ASB
- BNZ
- The Co-Operative Bank
- Heartland Bank
- Kiwibank
- Southland Building Society
- TSB
- Westpac
- Other (enter details in the box below)

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## PART 11 – INSURANCE

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### 47. Please select which types of insurance coverage your club currently has

*Select all that apply.*

- Material Damage – for buildings, plant and stock
- Cashflow – protection of your trading income
- Machinery breakdown
- Motor Vehicle
- Public Liability
- Association Liability
- Statutory Liability
- Employers Liability
- Fidelity – Employee theft
- Liability Consequential Loss
- Other (enter details in the box below)

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### 48. What is most important for your club when considering insurance?

*Select all that apply.*

- Cost
- Level of coverage
- Brand/Company
- Other (enter detail in the box below)



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## PART 12 – SYSTEMS AND TECHNOLOGY

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**49. What Point of Sale System (POS) is your club currently using?**

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**50. Is your membership database managed from within your POS?**

- Yes  
 No (please enter the system you use to manager your membership database)

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**51. What accounting system is your club currently using?**

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**52. What payroll system are you using?**

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**53. What providers do you use to broadcast sports/television within your club?**

- SKY Television  
 Free to Air  
 Other (please provide details below)

**54. What music system(s) do you use within your club?**

- AMS Music
- Orange Door
- Other (please provide details below)

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## PART 13 – FUTURE OUTLOOK

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**55. Does your club have any plans to merge or amalgamate with another club?**

- Yes  
 No → *Skip to question 57.*
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**56. Which option best suits the reason for your club to amalgamate with another club?**

Please choose one answer.

- Financial pressures  
 Significant financial distress  
 Strategic positioning  
 Other (enter details in the box below)

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**57. Do you expect your club to remain open within the following periods?**

- Less than 5 years  
 5 years → *Skip to question 59.*  
 10 years → *Skip to question 59.*  
 15 years → *Skip to question 59.*
- 

**58. Please indicate why you believe your club will cease to remain open for 5 years or more.**

- Under financial pressure  
 Too much competition in the area  
 Declining population  
 Demographic changes  
 Other (enter details in the box below)

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**59. In the space provided, briefly describe what you believe are the biggest challenges facing your club right now.**

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**60. In the space provided briefly describe what you believe are the biggest opportunities for your club**

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**61. In the space below list three important issues that you believe Clubs New Zealand could assist your club with**

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Thank you for taking the time to complete this census, the feedback we receive from you will help shape our understanding of the club industry in New Zealand and inform the future direction of Clubs New Zealand.

Please return the completed survey via:

Email to [lucy@clubsnz.com](mailto:lucy@clubsnz.com)

Or

Post to:

Lucy Waterreus  
Clubs New Zealand  
PO Box 11749  
Wellington 6142

**Once we have received your completed survey you will be entered in the draw to win one of 20 \$100 Prezzy Cards.**