

# DID YOU KNOW?

**2023 Equestrian Queensland  
Member Survey Answers**

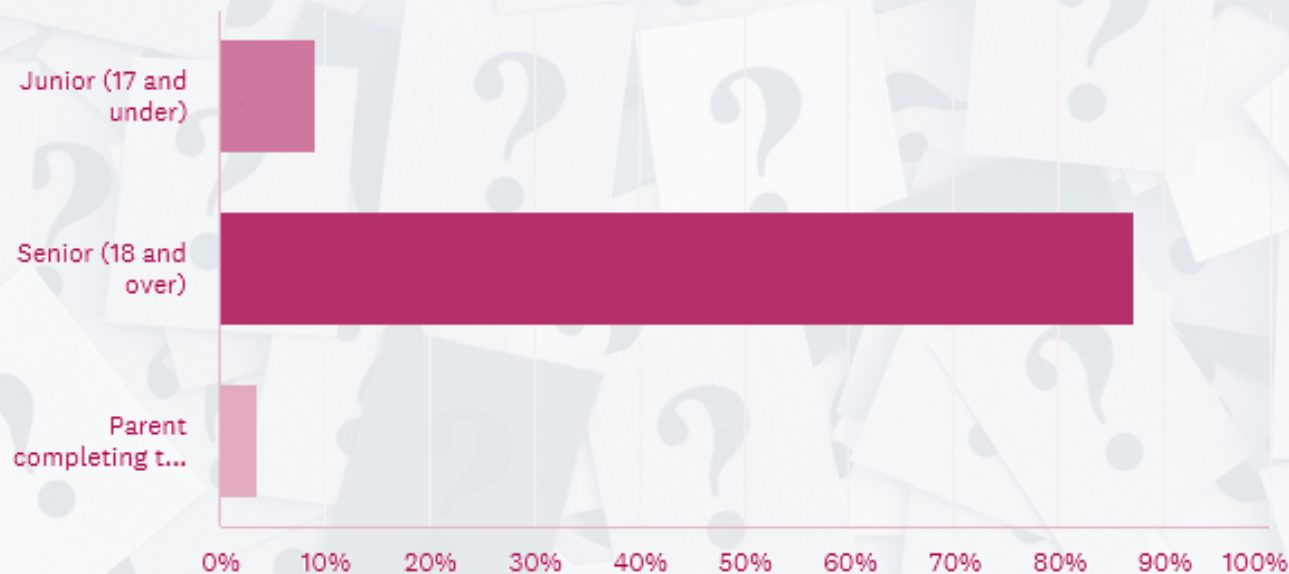
# DID YOU KNOW?



## 2023 EQ Member Survey Answers

Q 1. Are you?

*The strongest response was Senior (18 and over).*



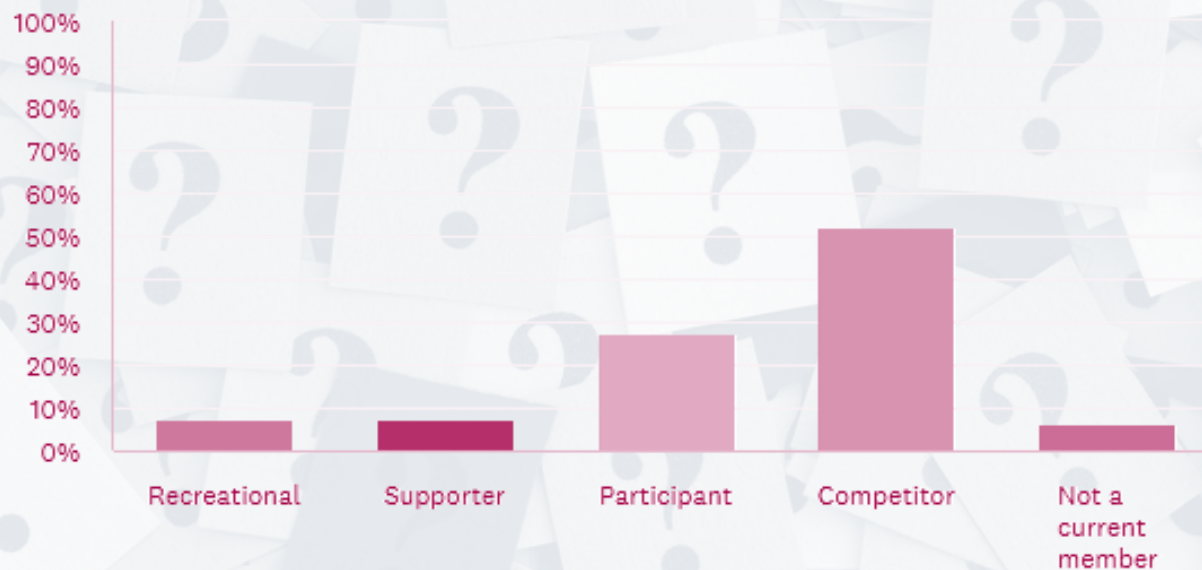
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## 2023 EQ Member Survey Answers

Q 2. Are you a current Equestrian Queensland Member?

*The strongest membership category was Competitor 51.93%*





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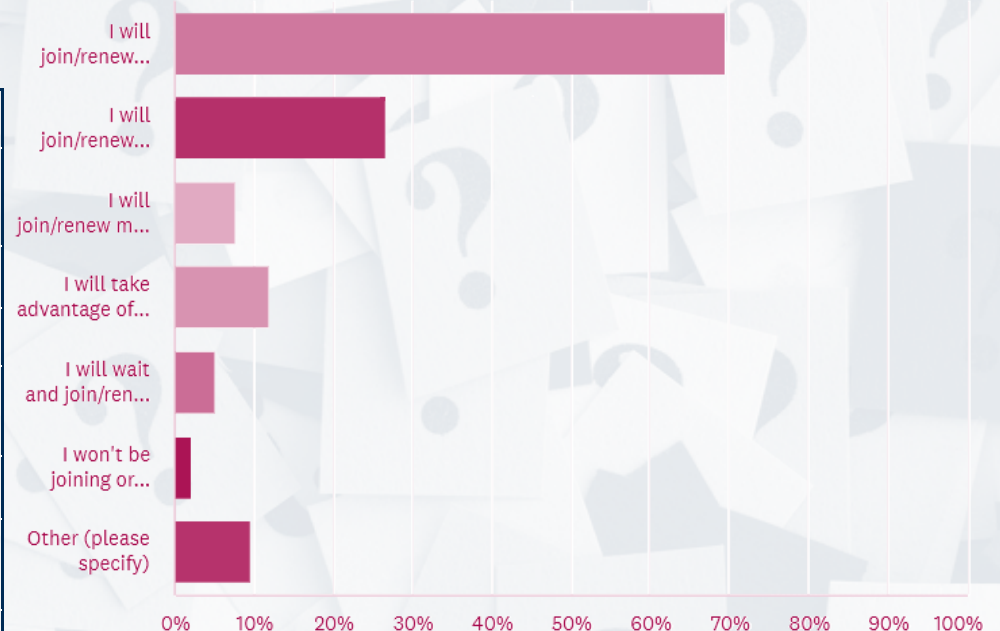


## 2023 EQ Member Survey Answers

*Q 3. Which of the following will meet your needs when joining or renewing your 2024 membership?*

*69.44% will join/renew prior to 31 January 2024 to receive a \$55 (joining/lapsed fee) discount.*

Answers	Responses
<i>I will join/renew prior to 31 January 2024 to receive a \$55 (joining/lapsed fee) discount</i>	<b>69.44%</b>
<i>I will join/renew prior to 31 January 2024 to avoid any CPI increase</i>	<b>26.71%</b>
<i>I will take advantage of the Paypal x4 payment option</i>	<b>11.87%</b>
<i>I will join/renew my EQ Membership as a lower category and upgrade later (only paying the difference in Membership costs)</i>	<b>7.72%</b>
<i>Other</i>	<b>9.50%</b>
<i>I will wait and join/renew my EQ Membership prior to participating when needed</i>	<b>5.04%</b>
<i>I won't be joining or renewing my EQ Membership in 2024</i>	<b>2.08%</b>



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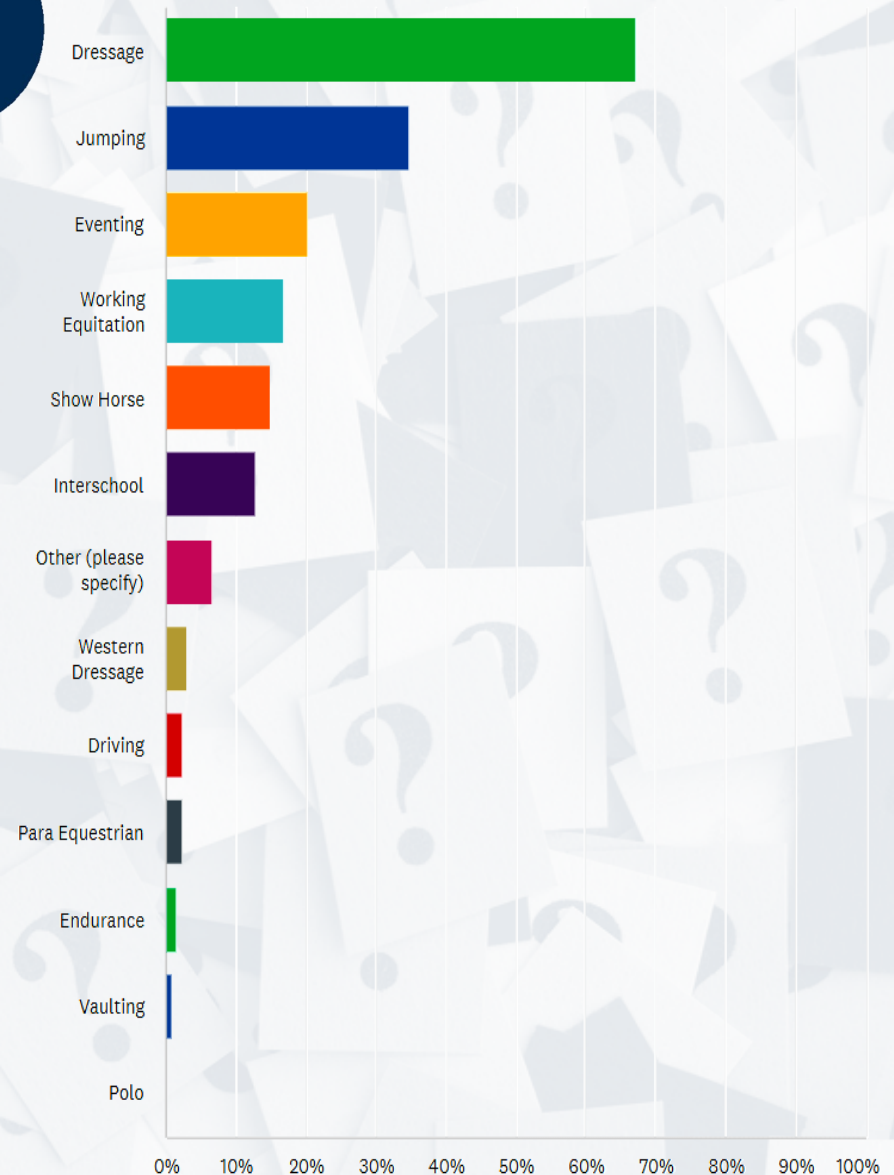


## 2023 EQ Member Survey Answers

Q 4. Which of the following disciplines are you actively involved in?

*Dressage was the highest discipline with 67.06%.*

Answers	Responses
<b>Dressage</b>	<b>67.06%</b>
<b>Jumping</b>	<b>34.72%</b>
<b>Eventing</b>	<b>20.18%</b>
<b>Working Equitation</b>	<b>16.91%</b>
<b>Show Horse</b>	<b>14.84%</b>
<b>Interschool</b>	<b>12.76%</b>
<b>Other</b>	<b>6.53%</b>
<b>Western Dressage</b>	<b>2.97%</b>
<b>Driving</b>	<b>2.37%</b>
<b>Para Equestrian</b>	<b>2.37%</b>
<b>Endurance</b>	<b>1.48%</b>
<b>Vaulting</b>	<b>0.89%</b>
<b>Polo</b>	<b>0.00%</b>



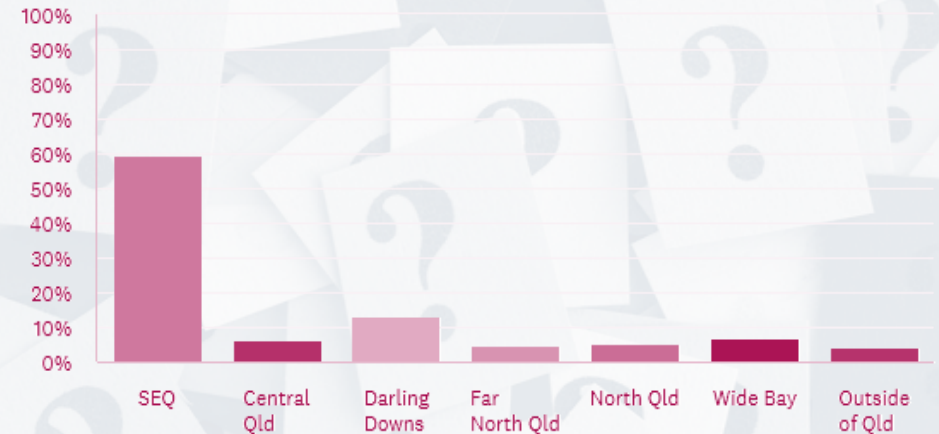
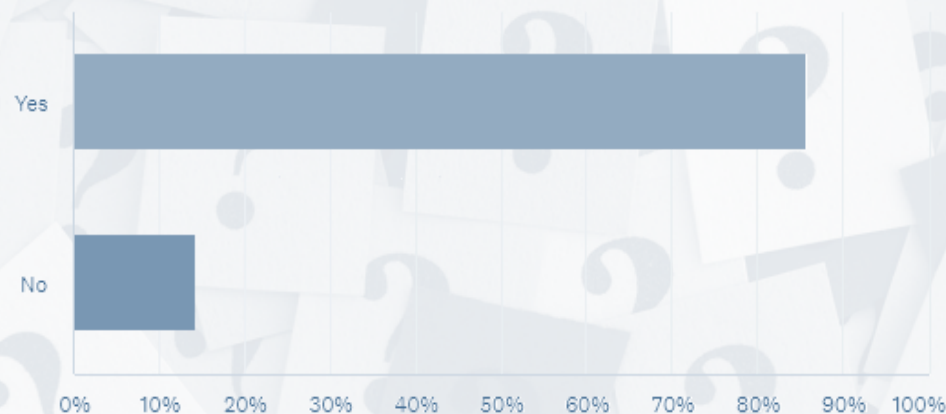
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## 2023 EQ Member Survey Answers

*Q 5. Are you a current member of an Equestrian Club? (below)*

*77.93% answered Yes.*



*Q 6. Which region do you live in? (above)*

*59.64% answered SEQ.*



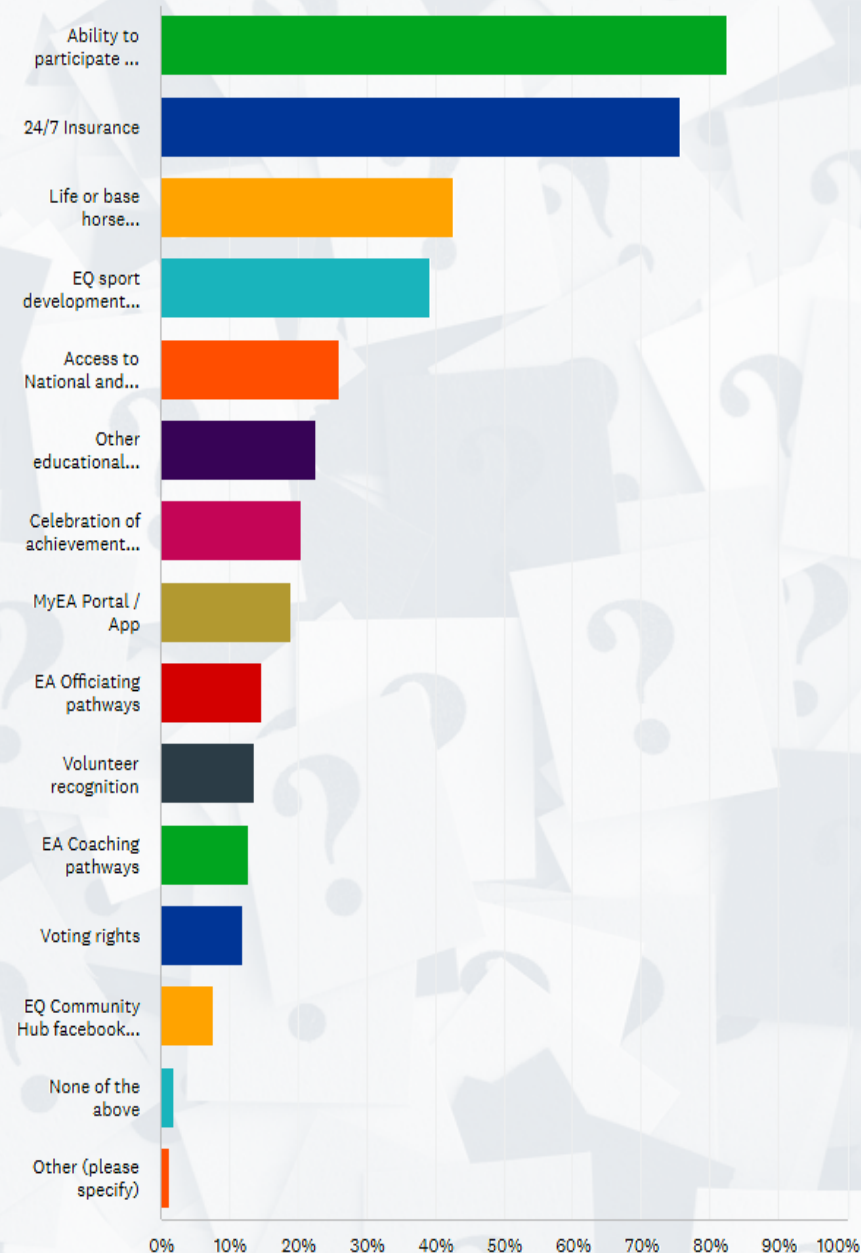
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## 2023 EQ Member Survey Answers

Q 7. Which of the following membership benefits do you feel are important and relevant to you?

*The greatest response was the ability to participate in competition being 82.62%*

Answers	
Ability to participate in competitions	82.62%
24/7 Insurance	75.61%
Life or base horse registration	42.68%
EQ sport development funding (e.g. subsidised clinics/workshops etc)	39.33%
Access to National and State communications	25.91%
Other educational opportunities (delivered by webinars, forums etc)	22.56%
Celebration of achievement (e.g. EQ Annual Awards and EQ Thank-you Series)	20.43%
MyEA/App	18.90%
EA Officiating pathways	14.63%
Volunteer Recognition	13.72%
EA Coaching pathways	12.80%
Voting Rights	11.89%
EQ Community Hub Facebook Group	7.62%
None of the above	1.83%
Other	1.22%



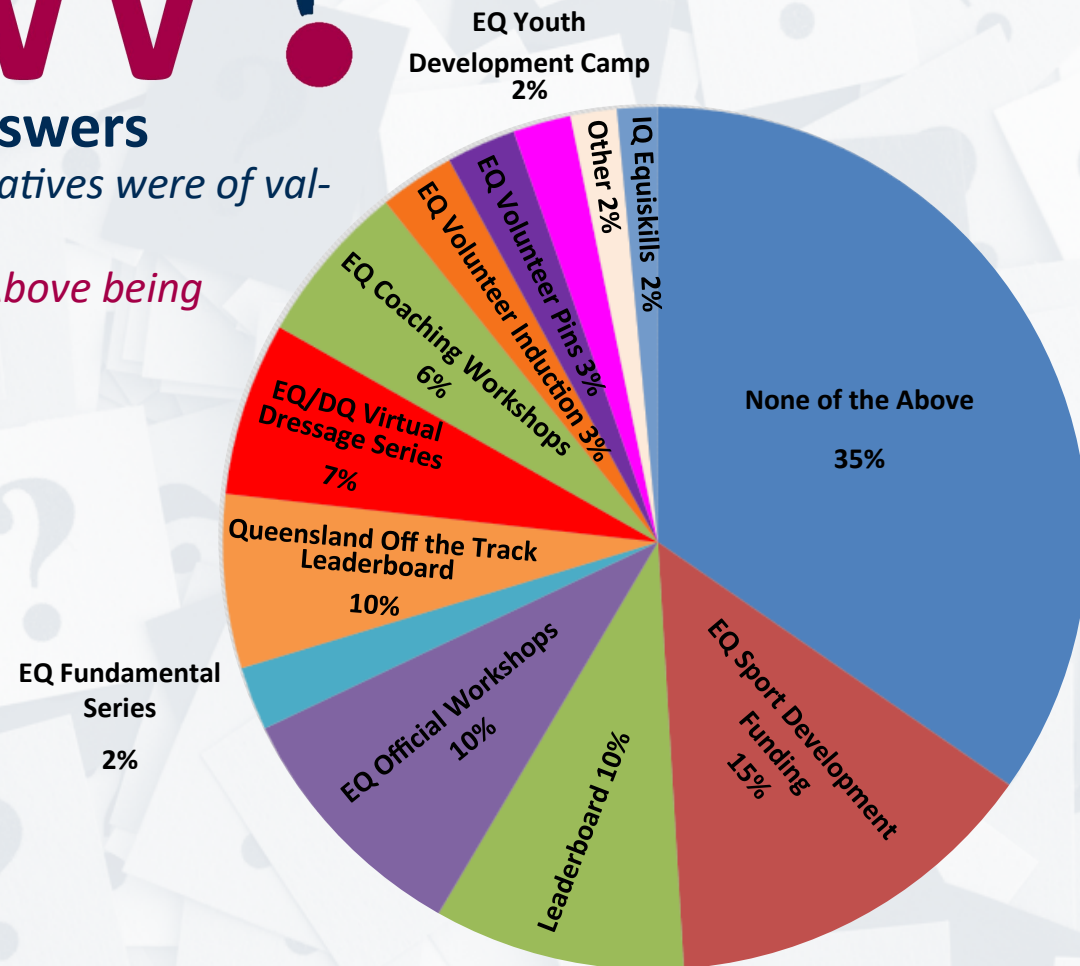
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## 2023 EQ Member Survey Answers

Q 8. Which of the following 2023 EQ initiatives were of value to you?

*The greatest response was None of the Above being 42.07%*

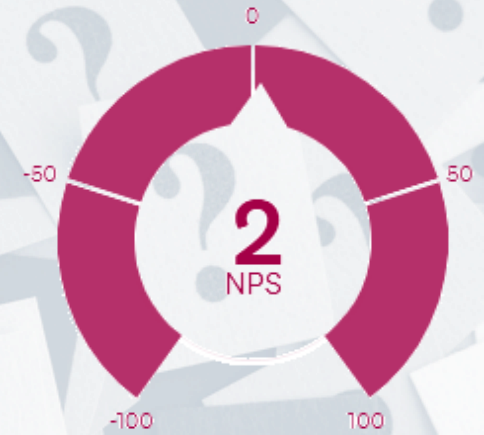




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## 2023 EQ Member Survey Answers

Q 9. How likely is it that you would recommend EQ membership to a friend or colleague?



Net Promoter Score (NPS) rating 2

DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)
------------------	----------------	------------------

34%  
110

30%  
100

36%  
118

■ DETRACTORS (0-6) ■ PASSIVES (7-8) ■ PROMOTERS (9-10)



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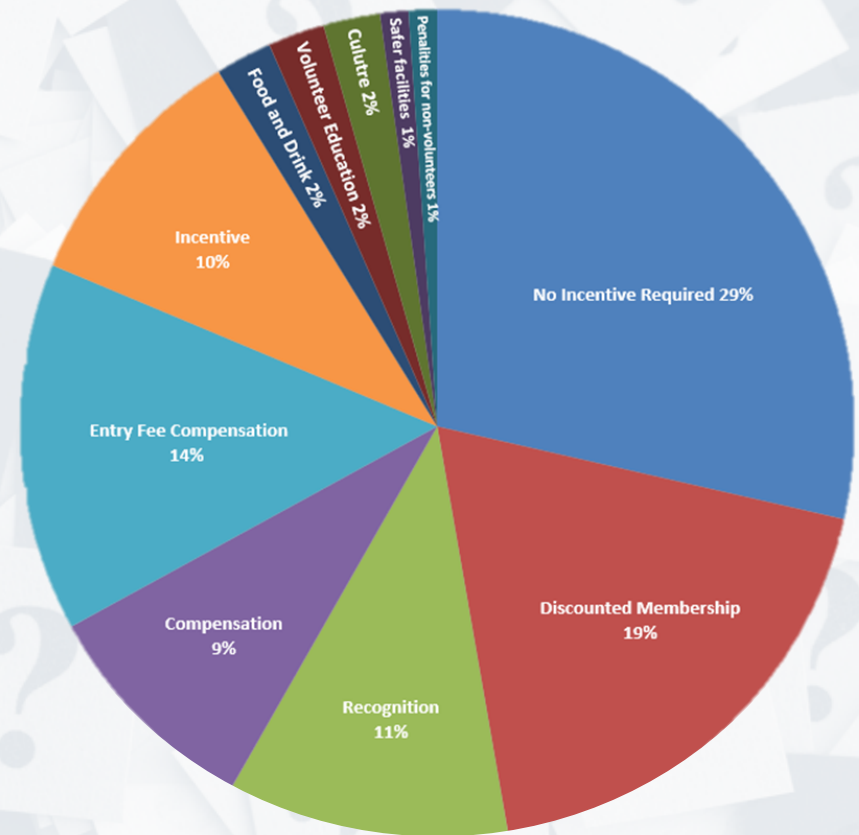
## 2023 EQ Member Survey Answers

Q 10. Would an appreciation program entice you to volunteer at events?

*The strongest response was No being 62.86%*

*Of the response with Yes being 37.14%, suggested incentives are:*

Answers	Score
Compensation	9%
Culture	1%
Discounted Membership	19%
Volunteer Education	2%
Food and Drink	2%
No Incentive require	29%
Recognition	11%
Entry Fee Compensation	27%
Vouchers	8%
Safe facilities	1%
Penalties for non-volunteers	1%



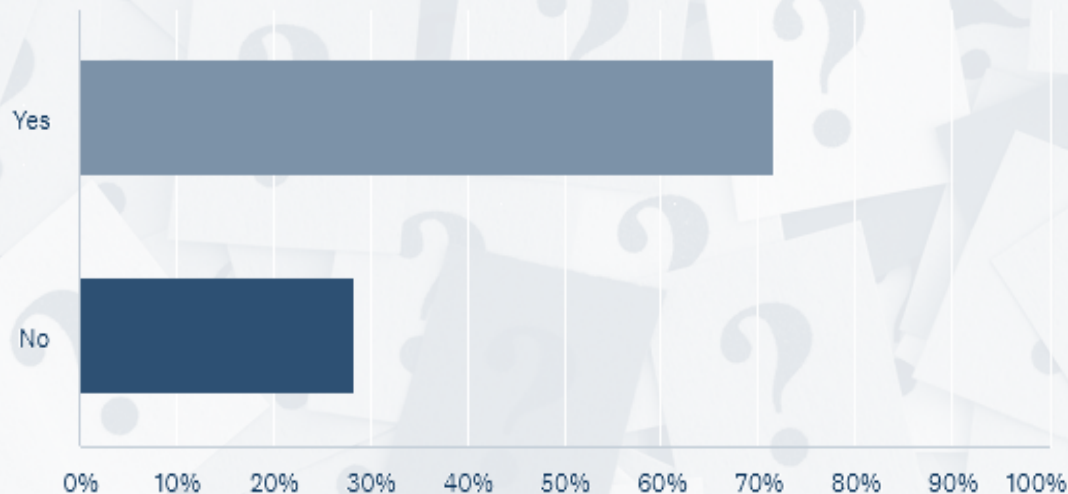


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## 2023 EQ Member Survey Answers

*Q 11. Are you aware that EQ offers grants (Sport Development Funding) to EQ Sport Committees, Affiliated Clubs, Coaches and Officials which provides development opportunities?*

*71.75% answered Yes.*





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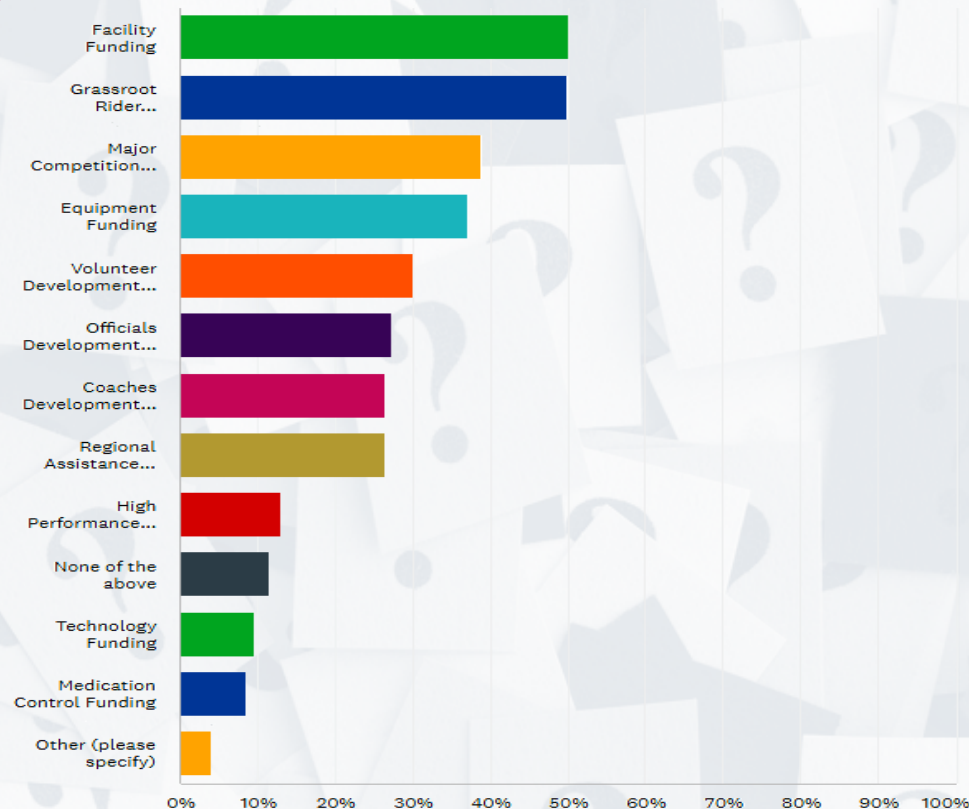


## 2023 EQ Member Survey Answers

Q 12. Which of the following funding priorities are relevant and important to you?

*The highest response was Facility Funding being 50.16%*

Answers	Responses
Facility Funding	50.16%
Grassroot Rider Development Funding	49.84%
Major Competition Event Funding	38.73%
Equipment Funding	37.14%
Volunteer Development Funding	30.16%
Officials Development Funding	27.30%
Coaches Development Funding	26.35%
Regional Assistance Funding	26.35%
High Performance Funding	13.02%
None of the Above	11.43%
Technology Funding	9.52%
Medication Control Funding	8.57%
Other	4.13%



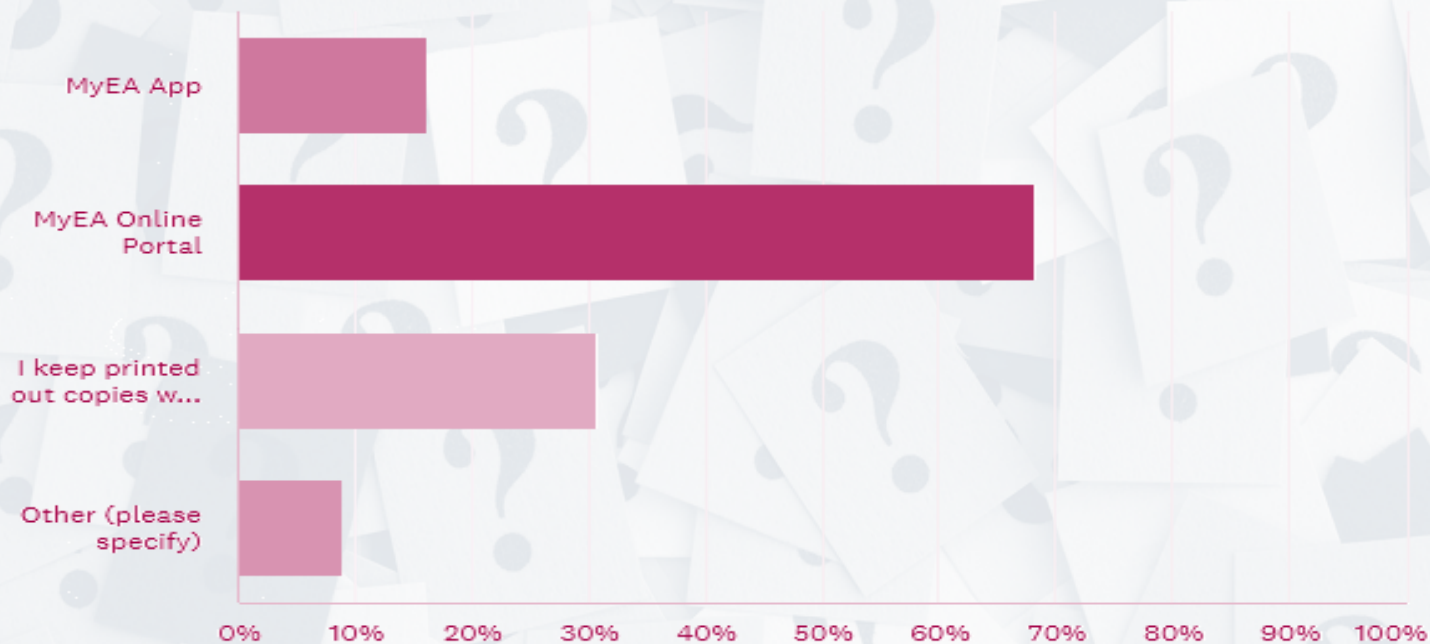
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## 2023 EQ Member Survey Answers

*Q 13. How do you access your membership, horse registration/s or competition licence details?*

*The strongest response was MyEA Online Portal being 68.25%*



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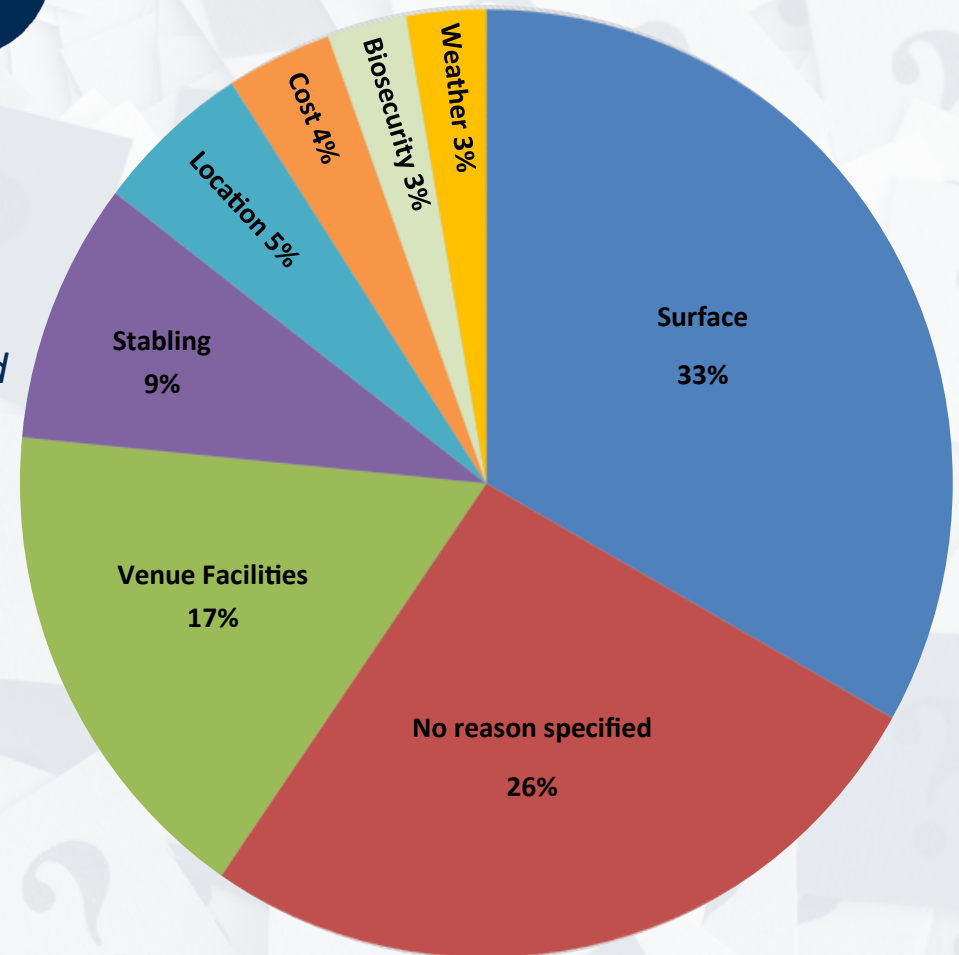


## 2023 EQ Member Survey Answers

Q 14. Were there any competitions or events that you did not attend for facility reasons?

*70% of people answered no.*

*Of the 30%, 33% answered surface as the reason why they did not attend a facility*



■ Surface ■ No reason specified ■ Venue Facilities ■ Stabling ■ Location ■ Cost ■ Biosecurity ■ Weather



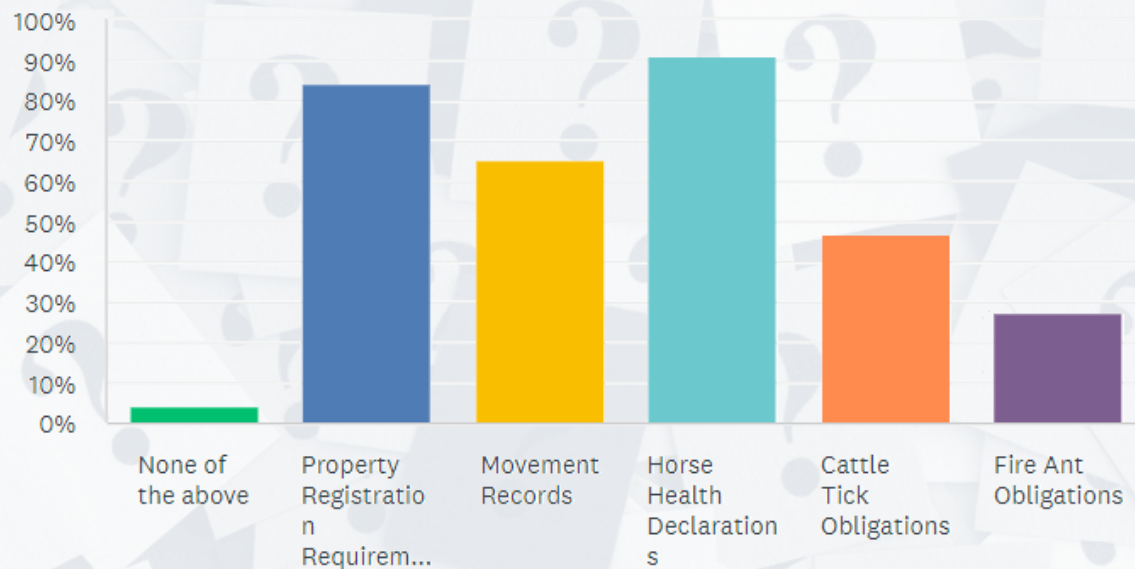
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## 2023 EQ Member Survey Answers

*Q 15. Select the following biosecurity obligations that you are confident with?*

*The greatest response was Horse Health Declarations with 90.79%*



Answers	Responses
None of the above	4.44%
Property Registration Requirements (PIC)	84.44%
Movement Records	65.08%
Horse Health Declarations	90.79%
Cattle Tick Obligations	46.67%
Fire Ant Obligations	27.62%

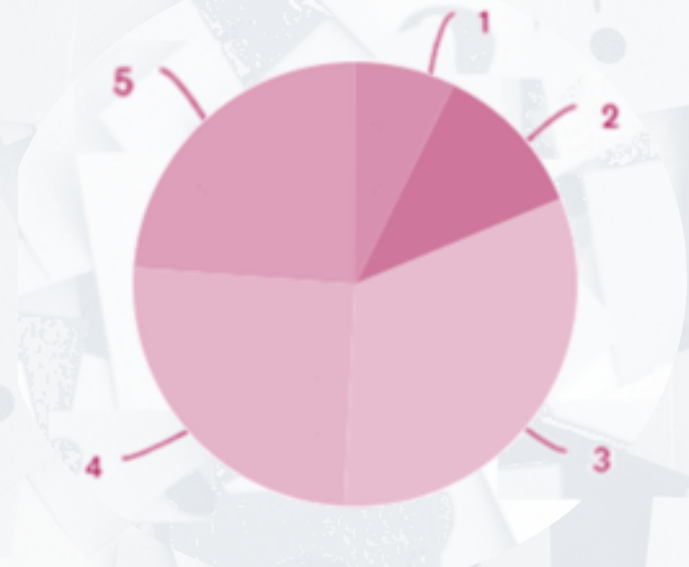
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## 2023 EQ Member Survey Answers

*Q 16. Overall, how satisfied have you been with Equestrian Queensland's culture?  
(1 being completely dissatisfied, 5 being completely satisfied)*

3.5 😊  
average rating



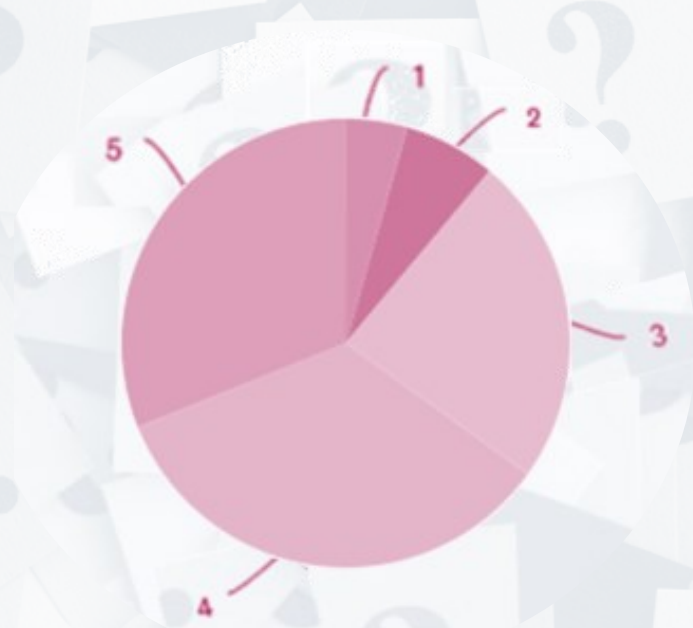
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## 2023 EQ Member Survey Answers

*Q 17. Overall, how satisfied have you been with Equestrian Queensland's communication?  
(1 being completely dissatisfied, 5 being completely satisfied)*

3.8   
average rating





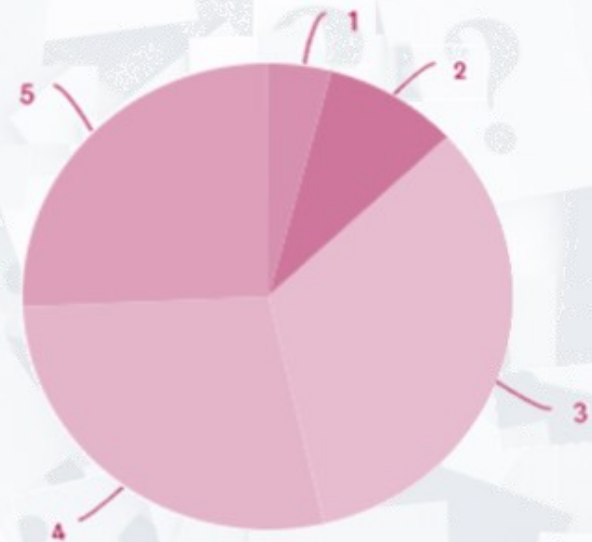
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## 2023 EQ Member Survey Answers

*Q 18. Overall, how satisfied have you been with Equestrian Queensland's processes?  
(1 being completely dissatisfied, 5 being completely satisfied)*

3.6   
average rating



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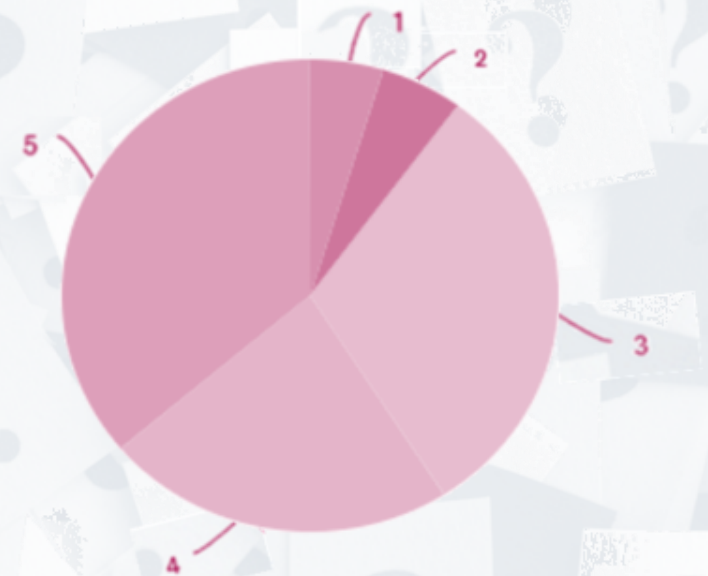


## 2023 EQ Member Survey Answers

*Q 19. Overall, how satisfied have you been with Equestrian Queensland's responsiveness?  
(1 being completely dissatisfied, 5 being completely satisfied)*

3.8 

average rating



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## 2023 EQ Member Survey Answers

*Q 20. Do you have any comments / feedback you would like to give EQ? Would you like a call to discuss?*

