



# SWIM BC MEMBERSHIP SURVEY

Data Analysis Report



A swimmer in a colorful swimsuit is captured mid-stroke in a pool, with water splashing around their head and arms. The pool has blue tiles and lane lines. The background is a blurred view of the pool's edge and surrounding area.

# Survey Objective:

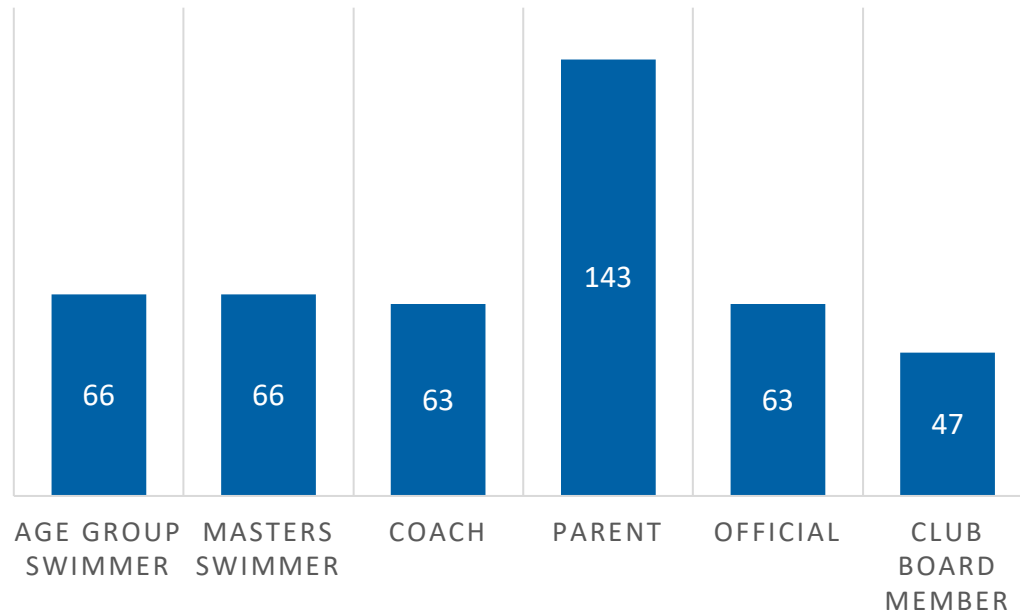
To hear from our membership to build a stronger and more resilient Swim BC moving into the future.



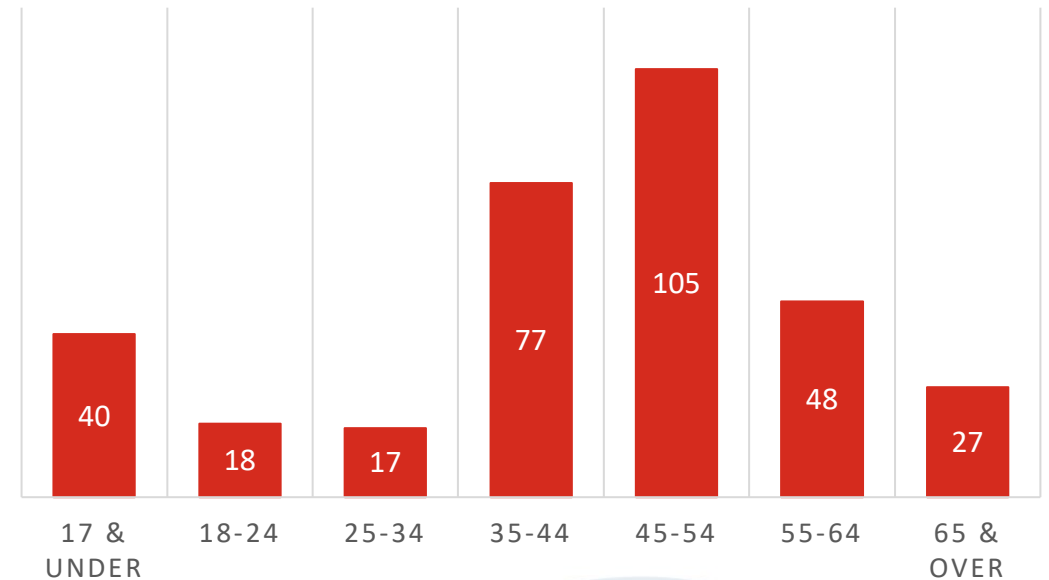
# DEMOGRAPHICS

351 Survey Respondents

## QUESTION: WHAT IS YOUR MEMBERSHIP TYPE?

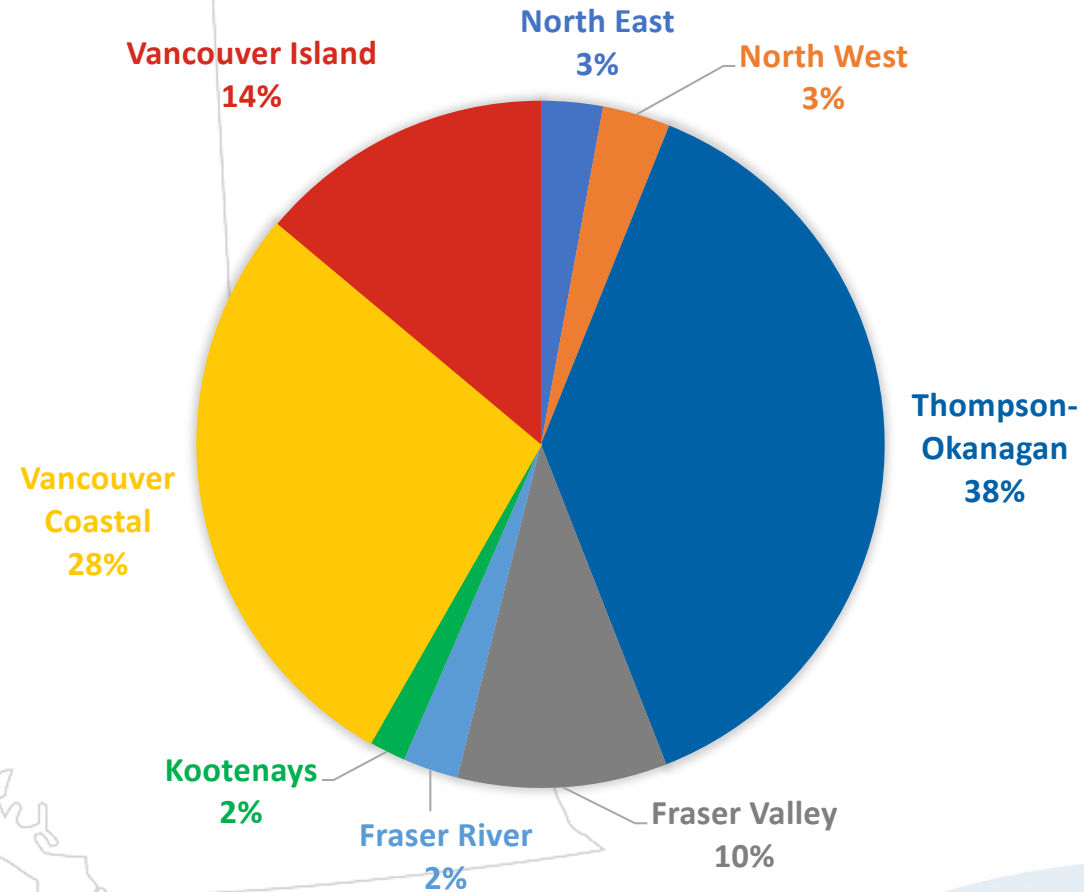


## QUESTION: WHAT IS YOUR AGE?



# DEMOGRAPHICS

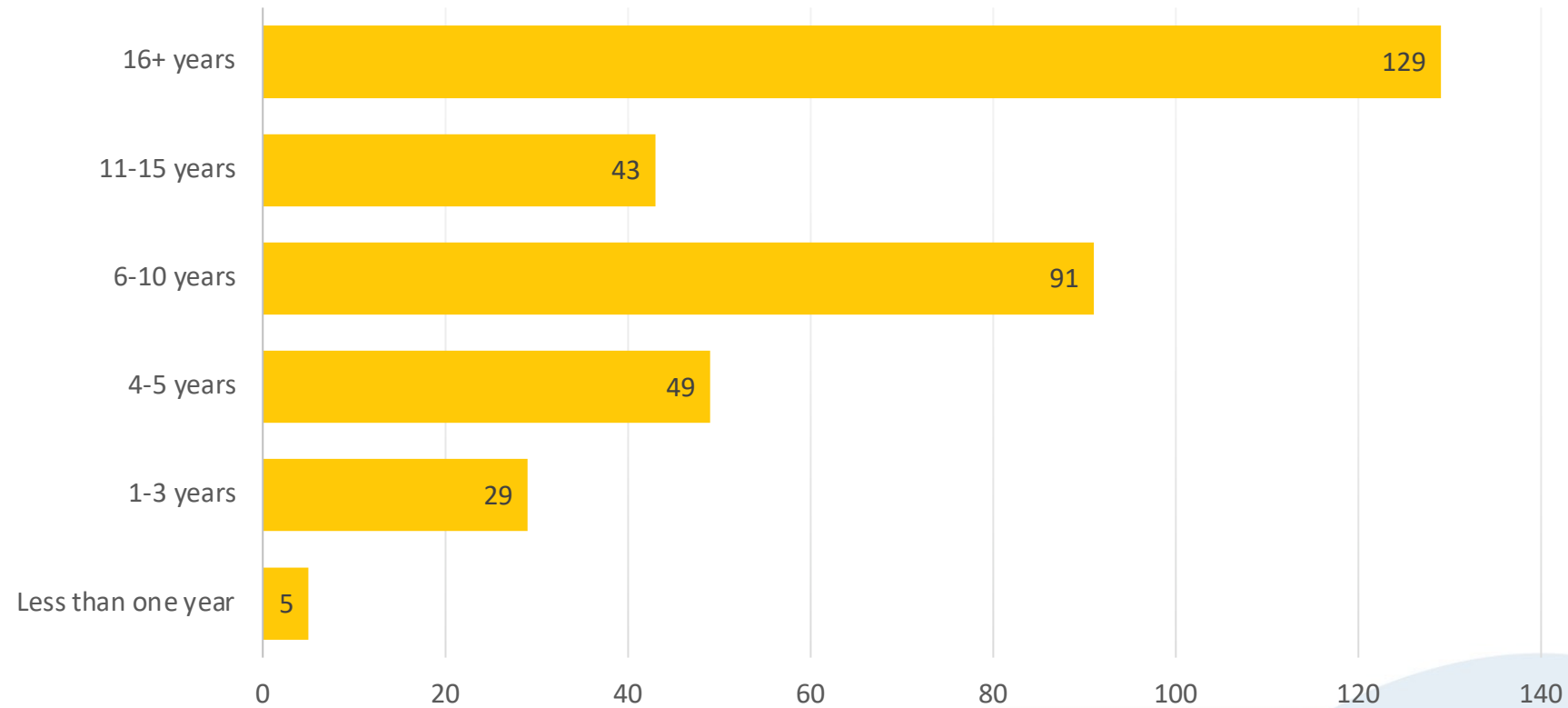
QUESTION: WHAT REGION DO YOU LIVE IN?





# DEMOGRAPHICS

QUESTION: HOW LONG HAVE YOU BEEN INVOLVED IN THE SPORT OF SWIMMING?





**SECTION 1:  
COMMUNICATION**



# COMMUNICATION

QUESTION: HOW WOULD YOU PREFER SWIM BC COMMUNICATE PERTINENT INFORMATION WITH YOU?

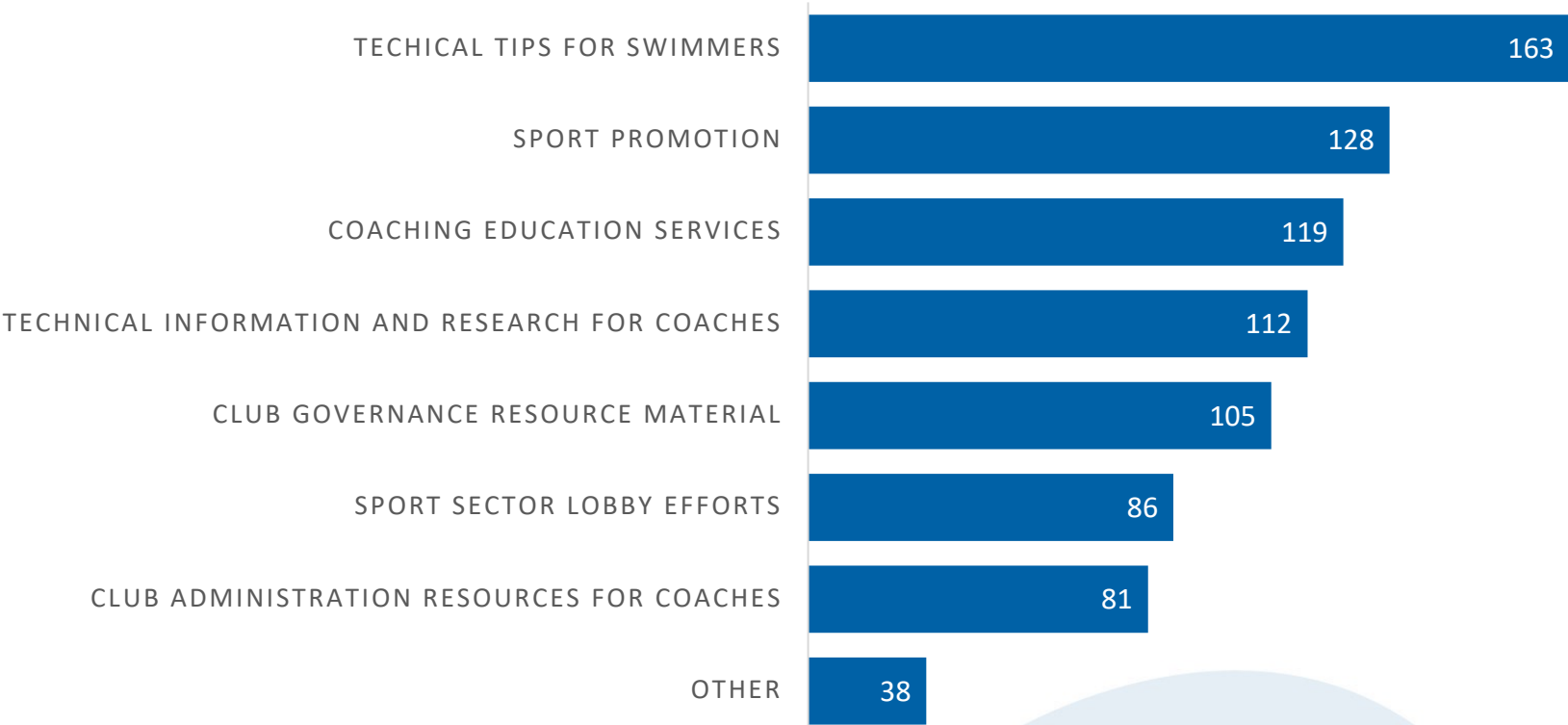
	1	2	3	4	5	Score
General Membership Bulletin	51%	33%	8%	4%	3%	1.77
Targeted Membership Bulletin	36%	42%	15%	4%	3%	1.96
Website “News” and/or “TouchPad” post	7%	14%	45%	19%	14%	3.20
Instagram	8%	9%	15%	43%	24%	3.68
Twitter	3%	4%	15%	24%	54%	4.24

Survey participants ranked communication styles from 1 to 5, with 1 being the most preferred and 5 being the least. The Table shows where each communication style ranked. Each communication style was given a score out of 5. The closer the score is to 1 the higher that communication style is preferred by participants. The percentage of participants who ranked each communication style is included with the highest percentage for each style being highlighted.



# COMMUNICATION

QUESTION: THINKING OF YOUR SPECIFIC ROLE AS A MEMBER OF SWIM BC, WHAT SERVICES COULD SWIM BC ENDEAVOR TO DEVELOP THAT WOULD HELP SUPPORT YOU?





# COMMUNICATION

## Selected Comments

Education aimed at coaches of adult athletes; “Masters” have different needs at different ages, too. I coach 20 something’s up to 70 somethings.

More parent focused information to support swimmers of all ages and stages.

Ongoing online video of difficult judging situations (eg. backstroke finishing infractions; breaststroke pullout infractions, etc)

Info on the difference between governance and operations with regards to boards.

It might be useful to provide clubs with financial and information management best practices

A booked time slot that swimmers can attend for one-on-one coaching to improve a specific stroke, help with a specific technical question, or receive individualized tips to reach a specific goal



## SECTION 2: COMPETITION



# COMPETITION

**Key Findings:** On average, the Swim BC membership feels that competitions are well structured

FREQUENCY OF COMPETITION IS

**4.2 out of 10**  
Just Right

LENGTH OF COMPETITION IS

**6.1 out of 10**  
The right amount of time

AMOUNT OF EVENTS OFFERED

**5.2 out of 10**  
Right amount of events

AMOUNT OF VOLUNTEERS

**4.2 out of 10**  
Just Right

# COMPETITION

## LEVEL OF COMPETITION

**87%**

Feel that the level of  
competition is  
appropriate

## ENJOYMENT OF COMPETITION

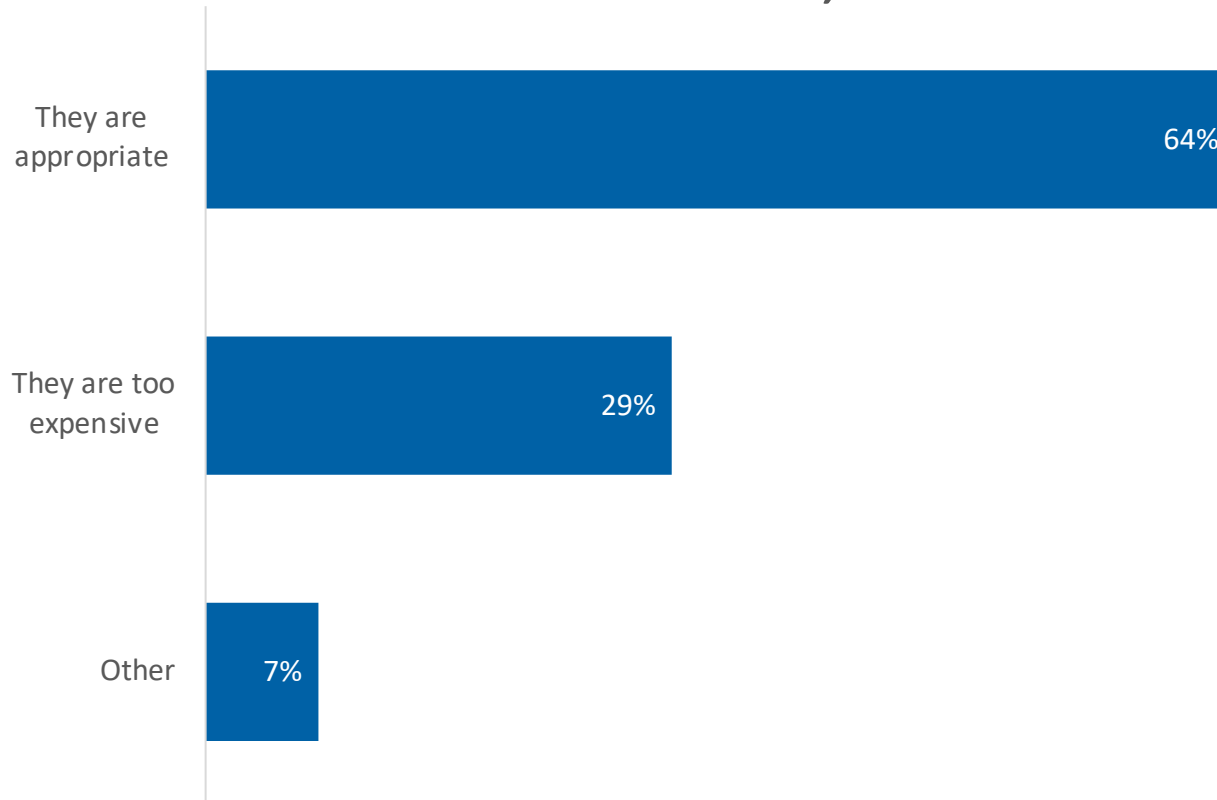
**85%**

Feel that the  
competitions are  
exciting to participate in



# COMPETITION

QUESTION: WHEN CONSIDERING THE ENTRY FEES PAID FOR COMPETITIONS, DO YOU FEEL:



## Selected Comments

All meet fees should be the same for each club.

Unsure. Would always like to pay less. When travelling to meets, paying for hotel, food etc, the 'whole' financial package is expensive.

A flat fee would be better than per event fees, for example \$20 entry fee as it gets expensive with multiple children in swimming.

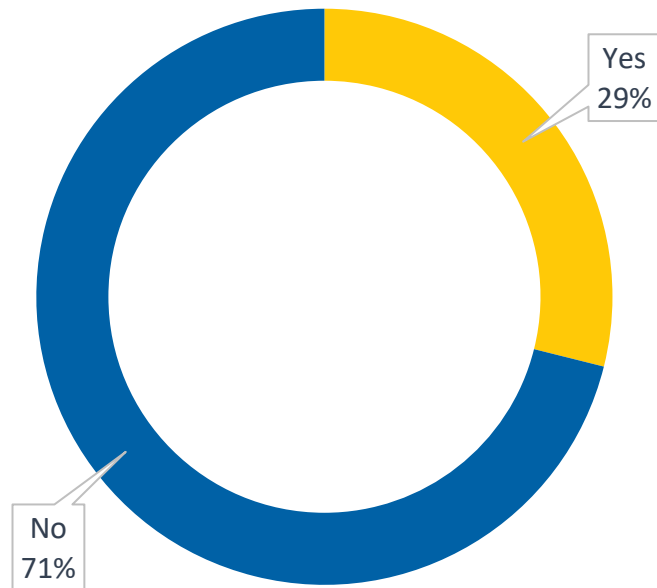


**SECTION 3:**  
**BC SWIMMING CONGRESS**

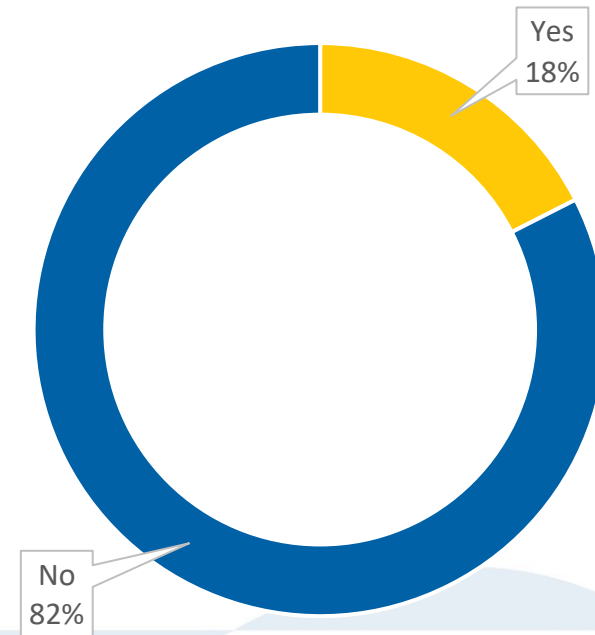
# BC SWIMMING CONGRESS

**Key Findings:** Most members are unaware of the BC Swimming Congress

**QUESTION: ARE YOU FAMILIAR WITH THE BC SWIMMING CONGRESS?**



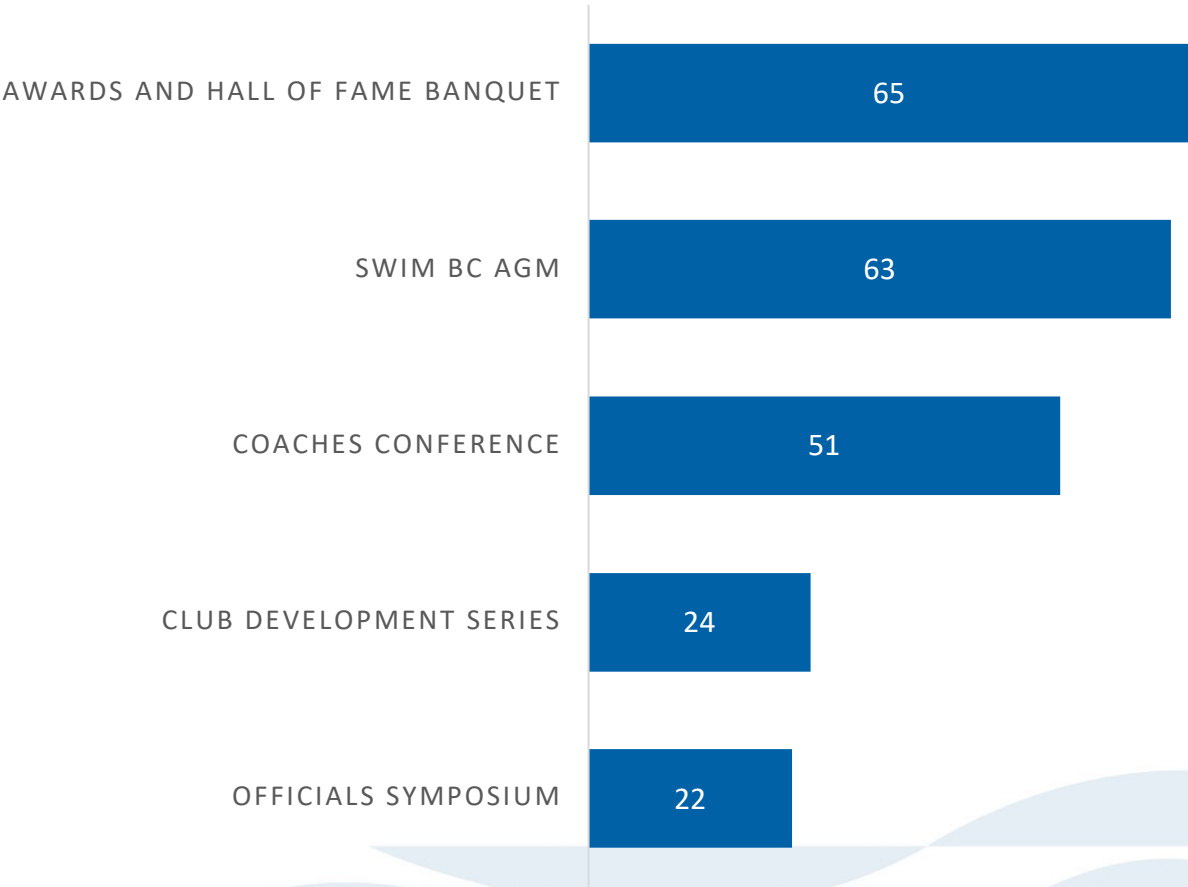
**QUESTION: HAVE YOU EVER ATTENDED THE BC SWIMMING CONGRESS**







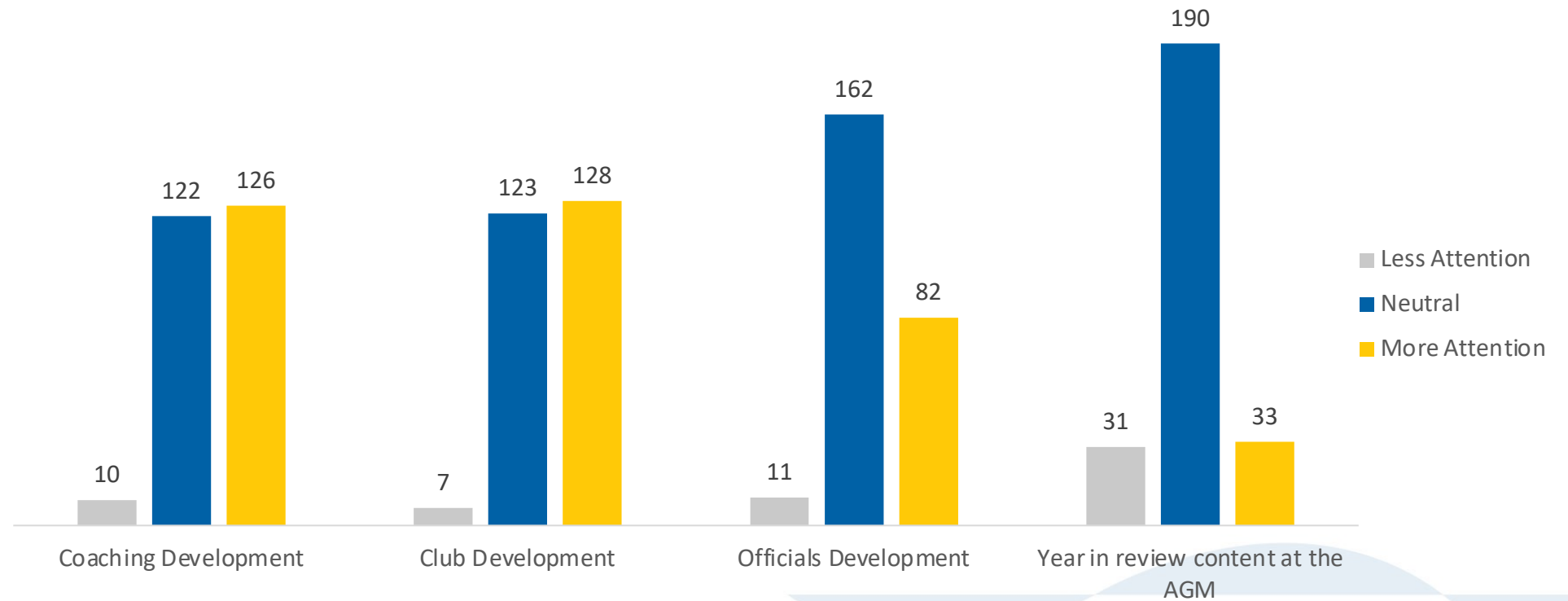
QUESTION: WHICH COMPONENTS OF THE BC SWIMMING CONGRESS HAVE YOU PARTICIPATED IN?



# BC SWIMMING CONGRESS

**Key Findings:** Members want the the content of the BC Swimming Congress to remain at the same level or get more attention.

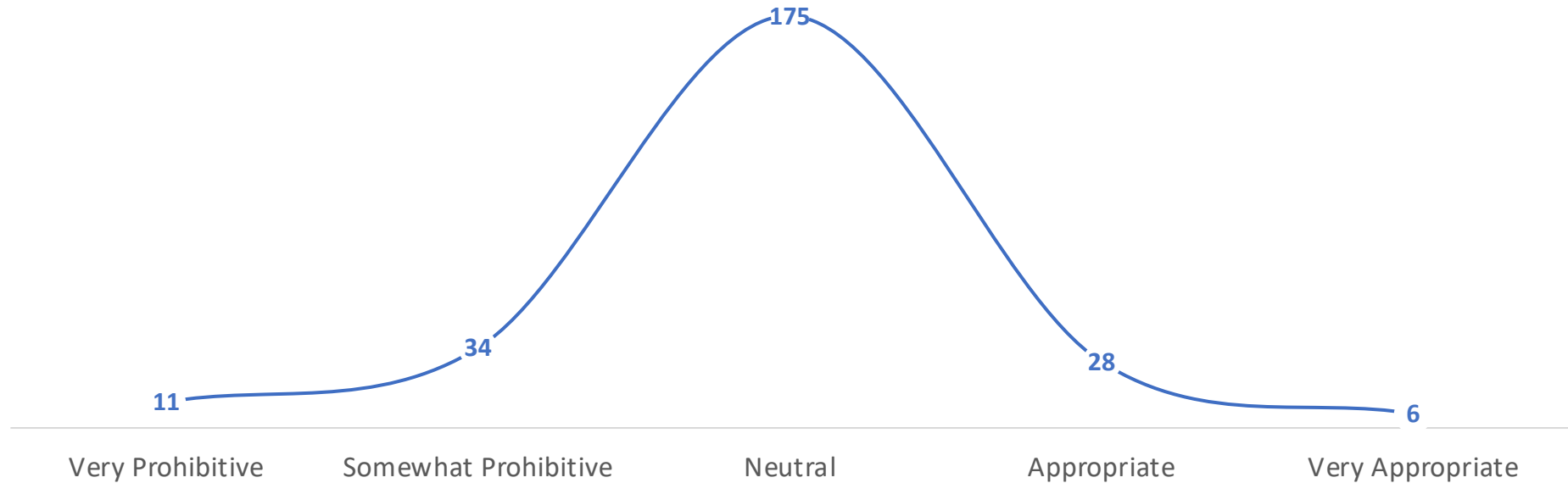
**QUESTION: PLEASE INDICATE HOW MUCH ATTENTION YOU FEEL SHOULD BE DIRECTED TO THE FOLLOWING BC SWIMMING CONGRESS CONTENT:**



# BC SWIMMING CONGRESS

**Key Findings:** Most of the respondents don't have a strong opinion on the expense of attending the BC Swimming Congress. There are equal number of people who feel it's Appropriate or Prohibitive.

## QUESTION: WHAT IS YOUR OPINION OF THE OVERALL EXPENSE OF ATTENDING THE BC SWIMMING CONGRESS?



# BC SWIMMING CONGRESS

QUESTION: WHAT OTHER CONTENT WOULD YOU LIKE TO SEE INCLUDED IN THE BC SWIMMING CONGRESS?

Masters Swimming - increasingly a big area for post-age group swimmers and lifelong health and fitness.

Development programmes for the swimmers aged 12 and up.

There was a speaker who talked on Governance Boards, it was great and had some great information. Think that would be a good topic to bring back.

I like the ability now to attend zoom conferences and keep the costs down.

More women in coaching content.



# BC SWIMMING CONGRESS

QUESTION: WHAT OTHER CONTENT WOULD YOU LIKE TO SEE INCLUDED IN THE BC SWIMMING CONGRESS? (CONTINUED)

More education for board members on how to properly run a club. This was well-done the year I went but boards turn over frequently. A manual would also be helpful.

More information about retention of swimmers and volunteers.

Opportunity for open roundtable discussion. Clubs tend to run in a vacuum

Other coaching resources outside of traditional swimming backgrounds. It would be great to have some coaching insights from other sports appropriate for age group swimming (ie. WHL Hockey Coach) or different perspective (ie. Sport Business focus)

Finance and Information Management for club administrators. How to build a swim community using communication tools.



**SECTION 4:  
SAFE SPORT**

## SAFE SPORT MOVEMENT

QUESTION: ARE YOU AWARE OF THE SAFE SPORT MOVEMENT?

**66%**

Yes

**33%**

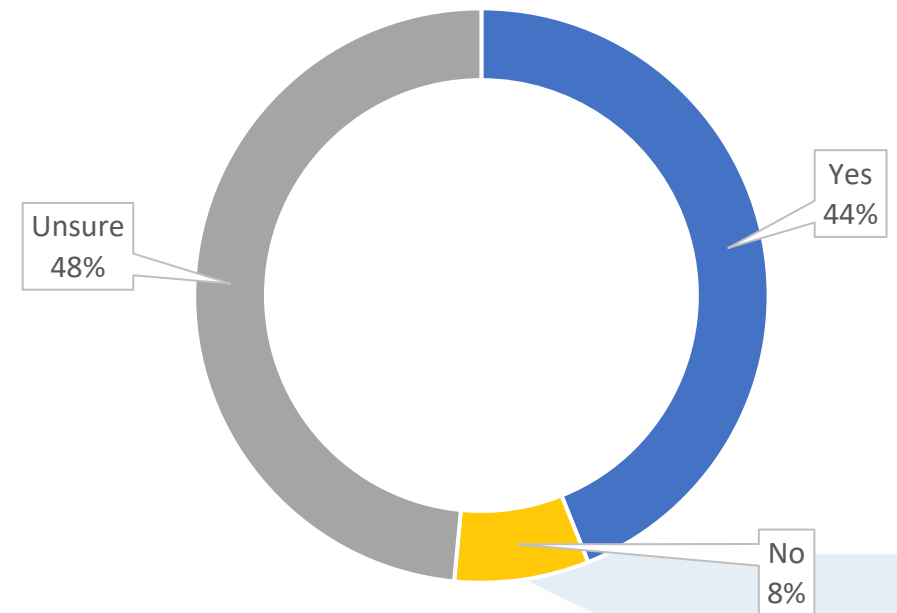
No

QUESTION: PLEASE INDICATE YOUR OPINION ABOUT THE EFFORTS SWIM BC IS MAKING TO ADDRESS SAFE SPORT?

**3.4 out of 5**

Neutral to Adequate

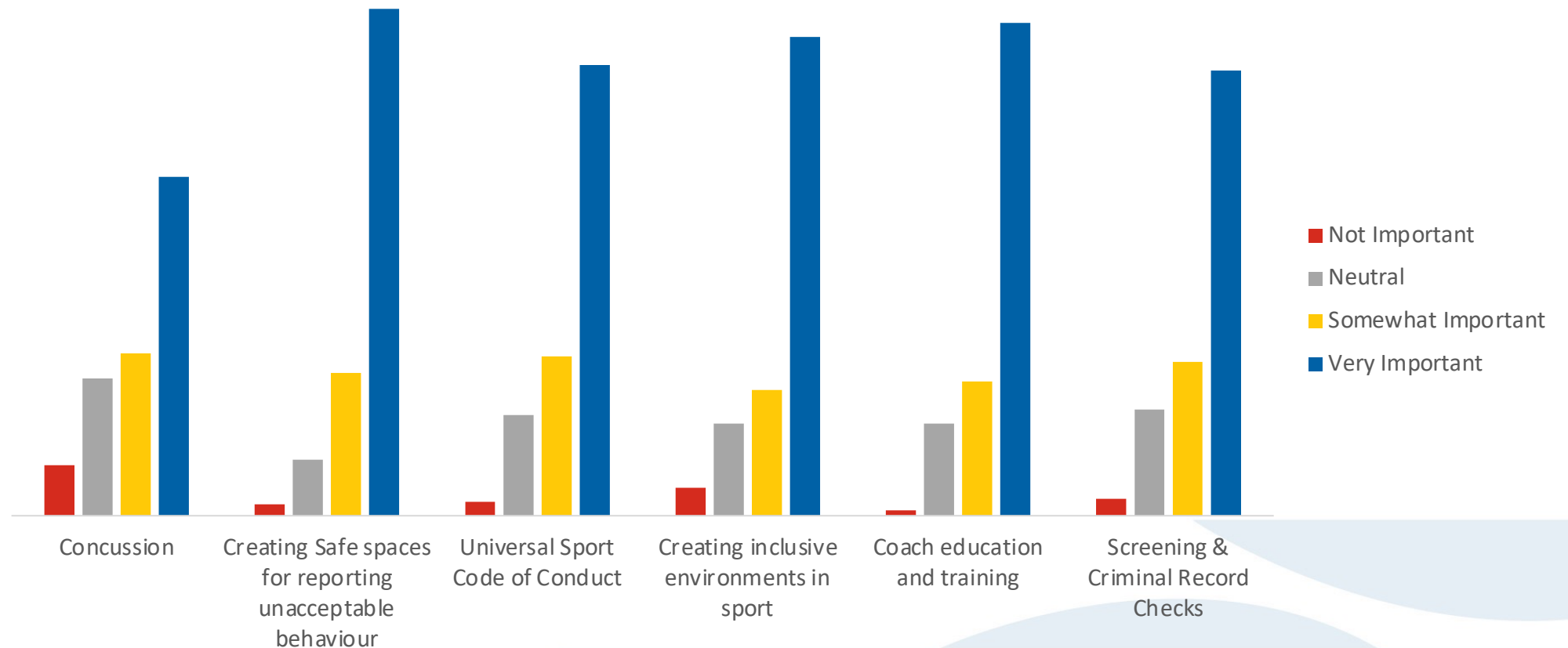
QUESTION: DO YOU FEEL THAT SWIM BC'S CURRENT POLICIES ARE PROVIDING A SAFE SPORT ENVIRONMENT?



# SAFE SPORT MOVEMENT

**Key Findings:** All aspects of Safe Sport are important to our membership. More focus on Safe Sport would be a positive step forward.

**QUESTION: PLEASE INDICATE HOW IMPORTANT ARE THE FOLLOWING ASPECTS OF SAFE SPORT ARE TO YOU**





# SAFE SPORT MOVEMENT

QUESTION: PLEASE LET US KNOW IF THERE ARE ANY SPECIFIC POLICIES OR RULES SWIM BC SHOULD DEVELOP TO ENHANCE OUR SPORT

Access for people with disabilities could use more attention

All coaches, club leaders should attend continuing education in SafeSport.

Create a mechanism to identify coaches and volunteers that may be using their influence inappropriately.

I believe boards need an avenue to discuss these types of issues. Helping to apply proper discipline with respect to by-laws, either club level or governing body level. In some cases, access to legal advice that does not cost the club an excess amount of money.

Making a safe environment for transgender swimmers.

## Selected Comments (continued)

Practical guidelines for things like travel when the travel group is very small for an event. More education for everyone around what acceptable coach behaviour is and is not.

The biggest barrier is athletes finding a trusted person to report to who is also empowered to take meaningful action on behalf of athletes.

One of the issue we have is that Masters don't always fit into your policies that the younger swimmers fall into. Every policy should be approached with "Masters" and "Youth" in mind.



**SECTION 5:  
PARTICIPATION**

# PARTICIPATION

QUESTION: AS AN AGE GROUP SWIMMER, PLEASE SELECT WHICH STATEMENTS  
BEST REPRESENT YOU

Ranked highest to lowest

- 1) I love to race
- 2) I love the fitness swimming provides
- 3) I am motivated by the opportunity to achieve my highest goals
- 4) I enjoy the camaraderie of teammates
- 5) I enjoy the leadership my coaches provide
- 6) I love the structure of the sport

I love to improve my stroke

I just enjoy swimming



# PARTICIPATION

QUESTION: AS A MASTERS SWIMMER, PLEASE SELECT STATEMENTS WHICH BEST REPRESENT YOU

Ranked highest to lowest

- 1) I enjoy the camaraderie of teammates
- 2) I love the fitness swimming provides
- 3) I love the structure of the sport
- 4) I love to race
- 5) I enjoy the leadership my coaches provide

I love all the swimmers and positivity. I look forward to seeing my masters friends who I only see at meets due to where we live.

I am motivated by the opportunity to achieve my highest goals.

# PARTICIPATION

QUESTION: AS A COACH, PLEASE SELECT STATEMENTS WHICH BEST REPRESENT YOU

Ranked highest to lowest

- 1) I enjoy the satisfaction of assisting swimmers in reaching their potential
- 2) I appreciate the opportunity to work with swimmers of all ages
- 3) I enjoy the challenge of working in the human performance paradigm
- 4) I appreciate working with youth
- 5) I enjoy the lifestyle that the career provides
- 6) I appreciate working with masters
- 7) I am motivated by the recognition I receive

# PARTICIPATION

QUESTION: AS A PARENT OF A SWIMMER, PLEASE SELECT STATEMENTS WHICH  
BEST REPRESENT YOU

Ranked highest to lowest

- 1) I value the life skills the sport provides my child
- 2) I recognize the values the sport instills in my child
- 3) I value the sense of achievement my child receives
- 4) I am following my child's lead and supporting him/her
- 5) I value the safe environment the sport provides and supports

I value the sense of competition the sport provides as it then relates to real life

I value the relationships my child has formed through swimming

# PARTICIPATION

QUESTION: AS AN OFFICIAL, PLEASE SELECT STATEMENTS WHICH BEST REPRESENT YOU

Ranked highest to lowest

- 1) I love to "give back" to the sport
- 2) It is a role I enjoy while my swimmer is participating
- 3) I officiate to offset club fees
- 4) I officiate because I have to
- 5) I enjoy the achievement of certification

Enjoy watching new talent in the water as well helping foster new officials on deck.

Officiating improves my knowledge of technique for the purposes of training and coaching

Contribute to the success of the club my child belongs to.

# PARTICIPATION

QUESTION: AS A CLUB BOARD MEMBER, PLEASE SELECT STATEMENTS WHICH BEST REPRESENT YOU

Ranked highest to lowest

- 1) I love to give back
- 2) I want the best environment for my swimmer to excel
- 3) I enjoy leadership roles
- 4) Non-profit governance interests me
- 5) I was "voluntold"

I want the best environment for  
ALL swimmers to excel

I want the club to succeed

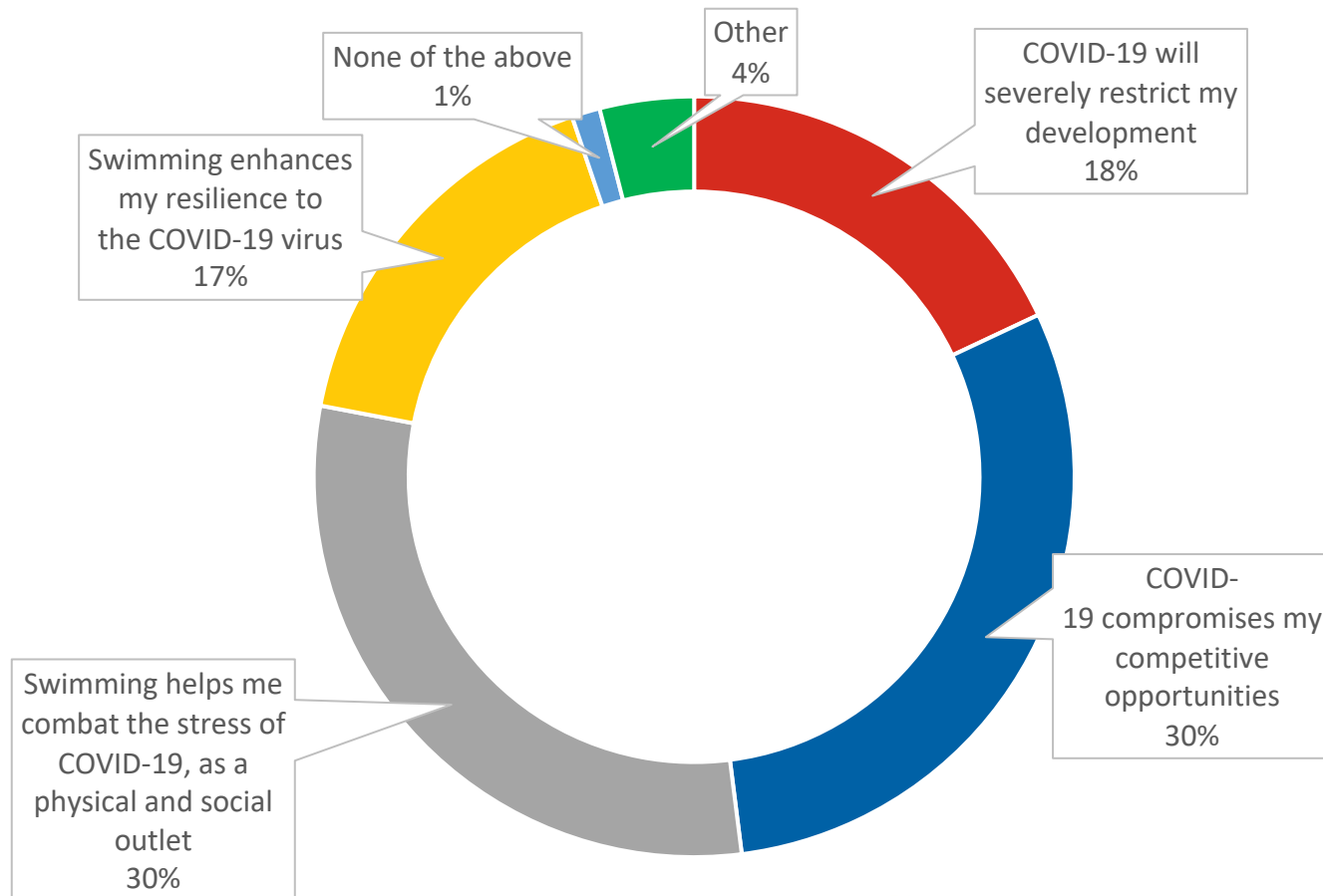




**SECTION 6:  
COVID-19**

# COVID-19

QUESTION: AS A SWIMMER, WHICH STATEMENTS  
BEST APPLY TO YOU



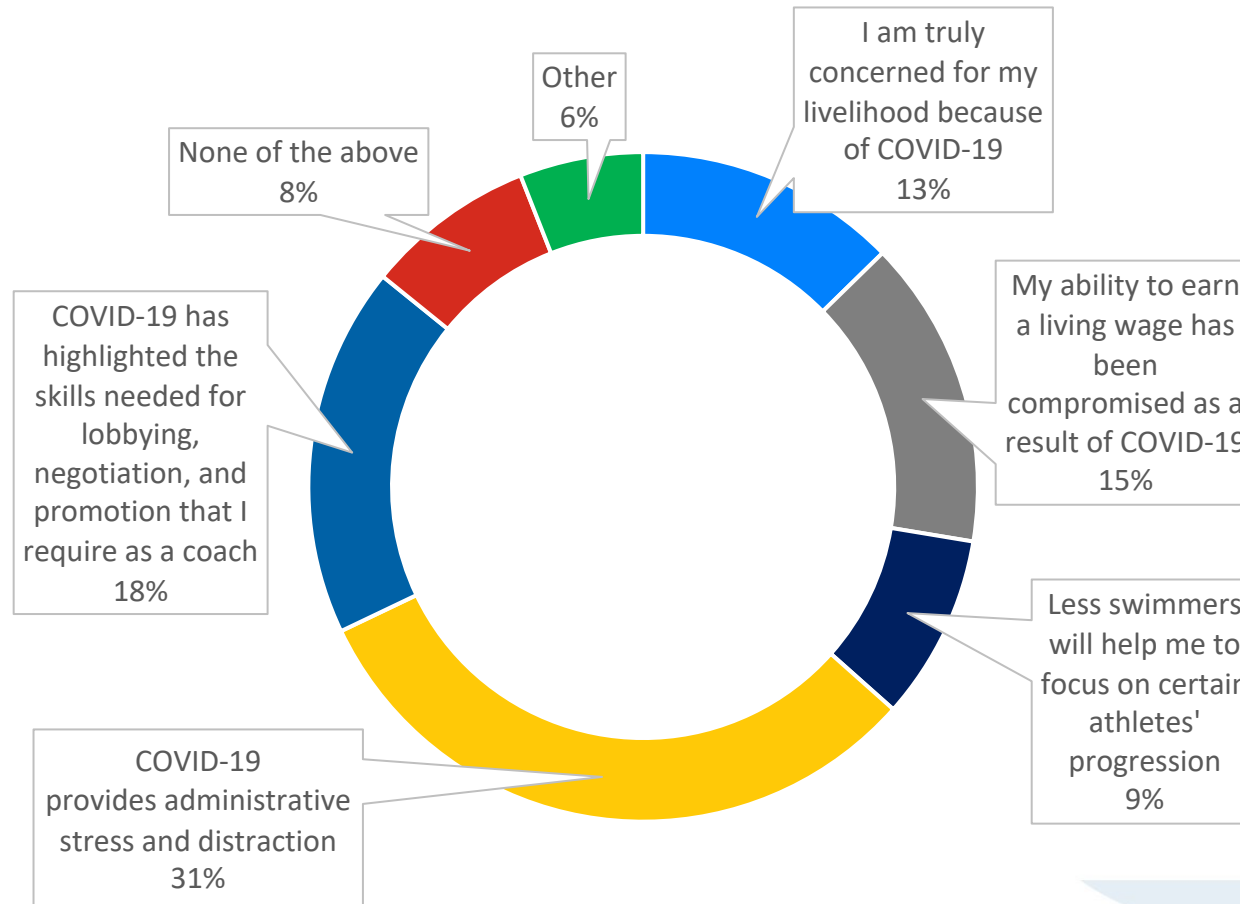
It's made me pivot to other sports.

I am completely unable to access swimming due to Covid

Covid along with a few health issues have put my swimming pretty much on hold due to lack of pool time

# COVID-19

QUESTION: AS A COACH, WHICH STATEMENTS BEST APPLY TO YOU

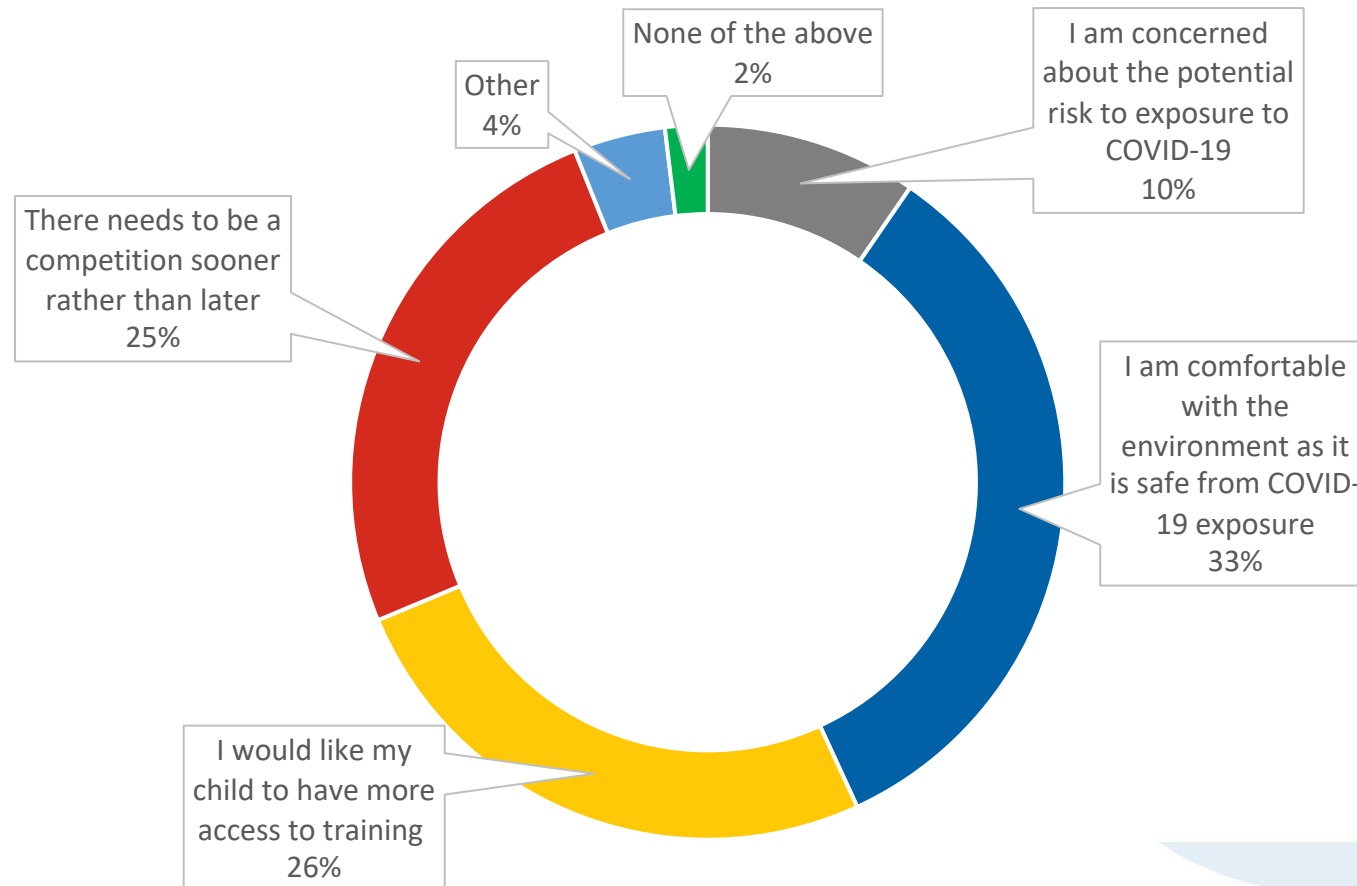


Concerned about the club 2-3 years from now with the loss of recruitment and drop out from COVID fatigue.

Working within the restrictions of the local facility is stressful. This is for all items covid or not. Advocacy & support by Swim BC at the facility level would be appreciated. It would be great if facilities supported and recognized the benefits of swim clubs and swim meets.

# COVID-19

QUESTION: AS A PARENT, WHICH STATEMENTS BEST APPLY TO YOU

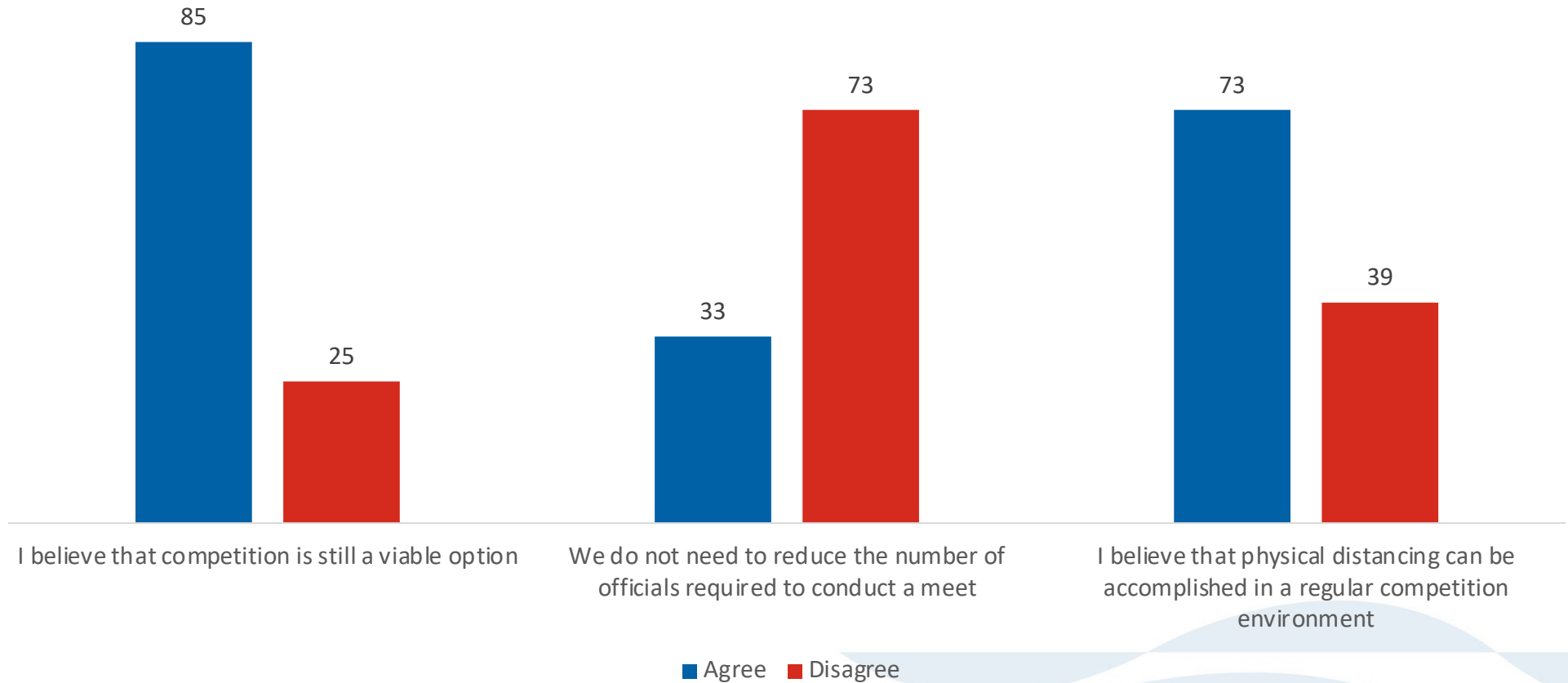


While I fully understand people are doing their best, it would be good if sports organizations had more "consistent" relationship with municipalities across the province. There can be vast differences in the level of access and support a club gets from their local government.

I think competitions in person can wait. Reimagined Competitions (like virtual) would be okay.

# COVID-19

QUESTION: AS AN OFFICIAL, DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS



**QUESTION: AS AN OFFICIAL, DO YOU AGREE OR DISAGREE WITH THE  
FOLLOWING STATEMENTS**

Selected Comments

If pools were designed with adequate deck space, I feel we could do limited competitions, but on most crowded decks, I would not feel safe. Keep in mind that many senior officials belong to older, more at-risk, age groups.

We need more support from local pool/facilities with regards to their facility guidelines to be able to organize safe competitions

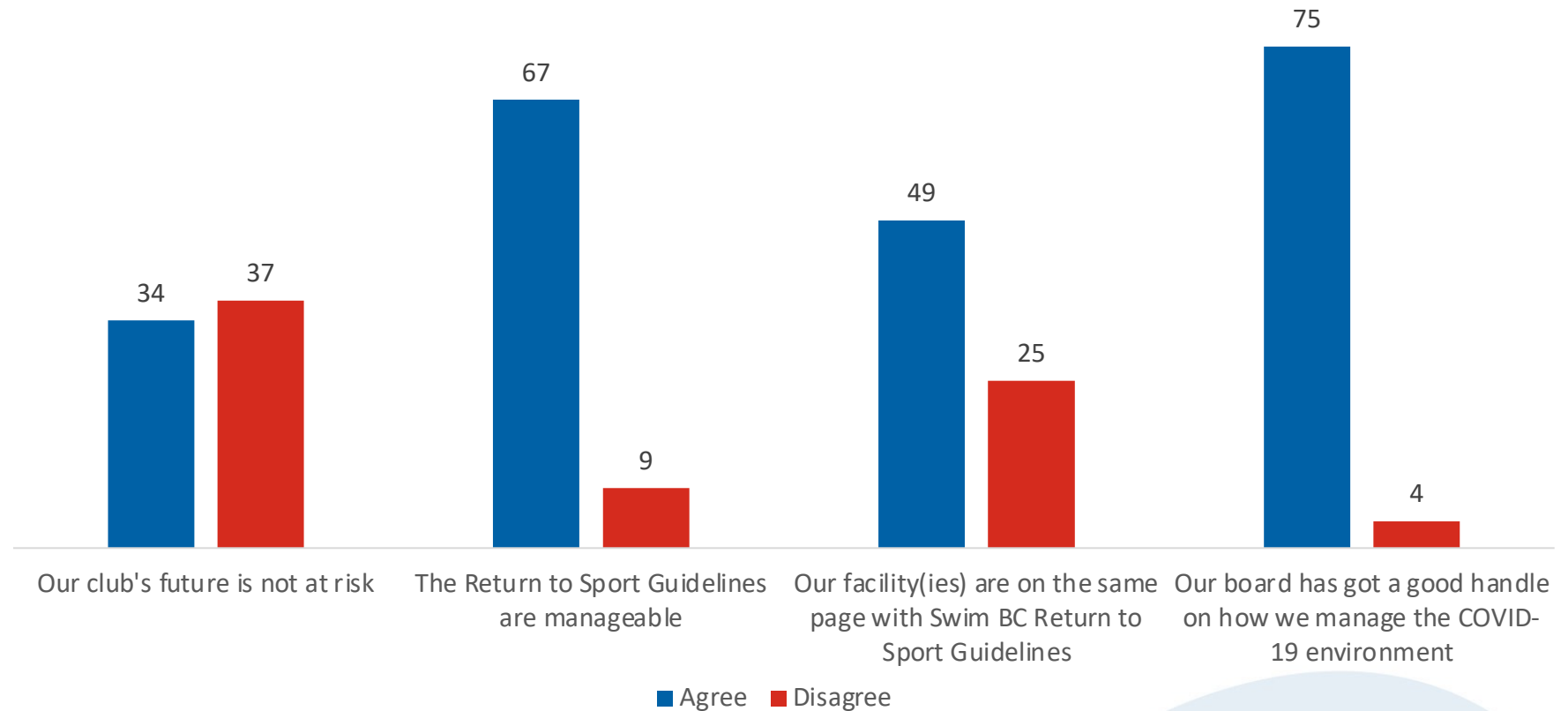
Reduce timers to one per lane. Other officials are all at a safe distance from each other.

I agree to the above, with small numbers and clear rules



# COVID-19

QUESTION: AS A CLUB BOARD MEMBER, DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS



**QUESTION: AS A CLUB BOARD MEMBER, DO YOU AGREE OR DISAGREE WITH  
THE FOLLOWING STATEMENTS**

Selected Comments

Mainly the Head Coach arranged the COVID 19 environment within the facility and Swim BC guidelines and continually adjusts within changing requests by the facility (honestly, some of the facility guidelines are not "common sense covid"; however, we follow so the athletes can swim)

Keeping and recruiting volunteers is very challenging when we don't see the other parents.

The suspension of adult group sport has put our Masters club at serious risk for survival.



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