Rotary Club of Dunedin. Opinion survey for members regarding finding a new meeting venue.

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This survey was carried out because we are currently looking for a new club meeting venue so that we could identify what aspects of a new club venue are most important for members. Questions were asked about venue 'look and feel', food availability, parking availability, sound and visual quality, and timing for meetings.

The online survey was created in Qualtrics software and launched on March 29th via a link in the Club Bulletin sent to all members. The survey closed on April 7th with a total of 36 respondents (though not all respondents answered all questions). No data about participants was collected, e.g. age, or number of years membership in the club. This is a limitation of this survey, particularly since there were only 36 respondents. For future, it is suggested to run another survey targeting people we think could be potential future club members, where demographic information would be collected.

The key results were that the quality of sound and visuals was the most important attribute for the venue, that Central Dunedin and within walking distance of the CBD, and with reasonable parking availability was the most preferred location, that members would be most happy with a lunchtime meeting, that Thursday is the most preferred day of the week for our meetings followed by Tuesdays. Respondents offered some suggestions for potential venues in Q6, the final question.

The responses to the 6 questions are shown in the charts below.

Q1 - Please rate how important to you, are the following attributes of the venue for our regular club meetings.

Figure 1 shows summarized data combining the percent of respondents who rated the aspect of the venue as either highly important or extremely important.

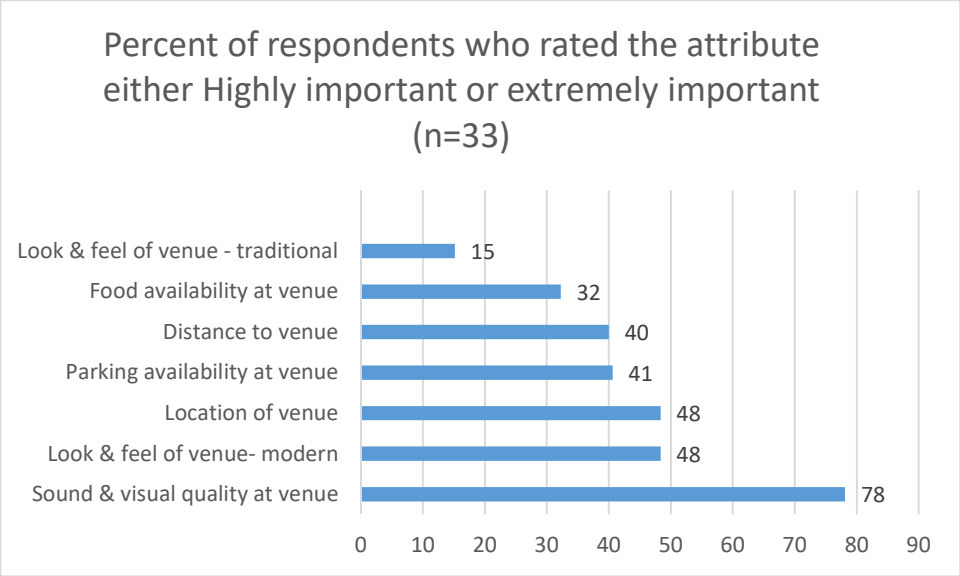


Figure 1. Chart showing proportion of respondents who rated the for various attributes of the venue as either highly important or extremely important.

Figure 1 shows that sound and visual quality is the most important aspect for any new venue. Also noticeable is that food availability, and a traditional look and feel are less important, Figure 2 below, shows more detail of the importance ratings.

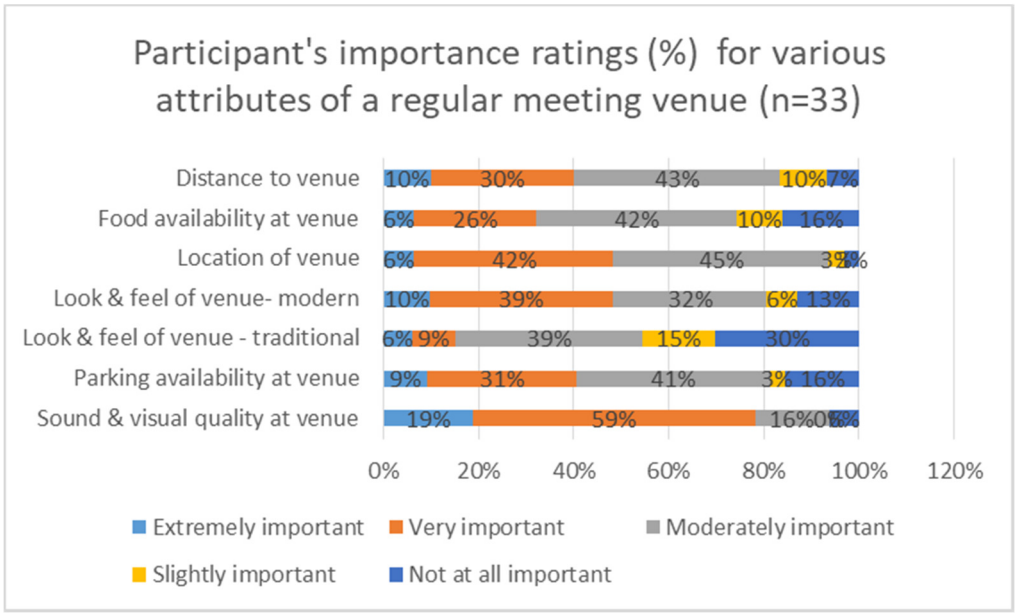


Figure 2. Percent of participants who rated various aspects of a venue from not at all important to extremely important.

A modern feel, location, parking and distance to venue, and are all considered to be moderately to highly important for the majority of the respondents. The following questions in the survey aimed to delve a little deeper into our members opinions on various aspects of a new venue. Question 2 was to find out their preferences regarding the location and distance from the central business district.

Q2 - Please indicate your preference for how far the venue is located from the central city

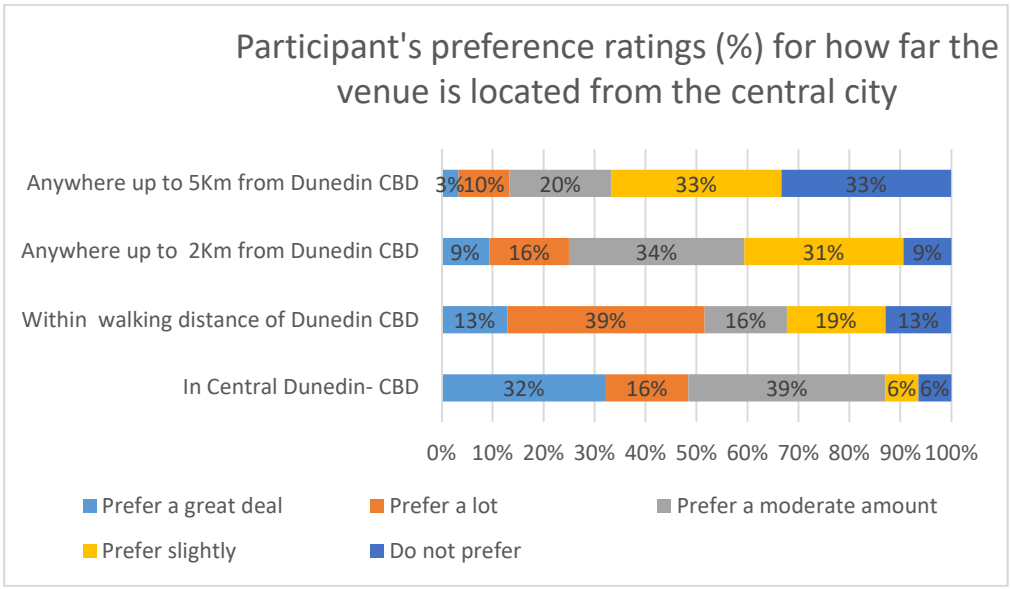


Figure 3 Participants preferences for location and distance from the CBD

Figure 3 shows the preference for the location for a new venue amongst members who responded to this survey is for a location close to the Central Business District, though up to 2km is acceptable, while up to 5km is unacceptable for one third of the respondents.

Question 3 in the survey sought to identify the most preferred time for a meeting. Figure 4 shows the results.

Q3 - How happy are you to have meetings at the following times?

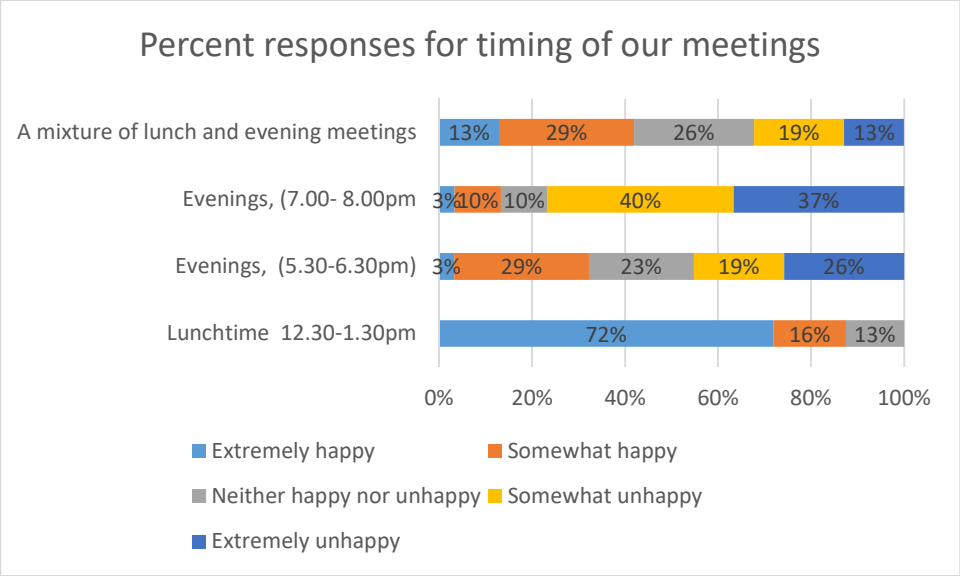


Figure 4 Percent responses for various time options for a club meeting

Figure 4 demonstrates a clear preference for keeping our traditional lunchtime meeting, though there is some acceptance towards a mixture of lunch and evening meetings. If any evening meetings are to be considered, the 5.30-6.30 timing is preferred over 7pm- 8pm, which would make nearly 50% of our respondents extremely to somewhat unhappy!

Question 4 of the survey was an open ended question for participants to indicate any other time, only one response was received and that was 'breakfast'. It will be a good idea to ask about breakfast timing in our proposed 'non-members' survey to follow.

Question 5 asked participants to rank which day of the week they'd most prefer for a meeting. The result came back clearly as Thursday as shown in Figure 5 below.

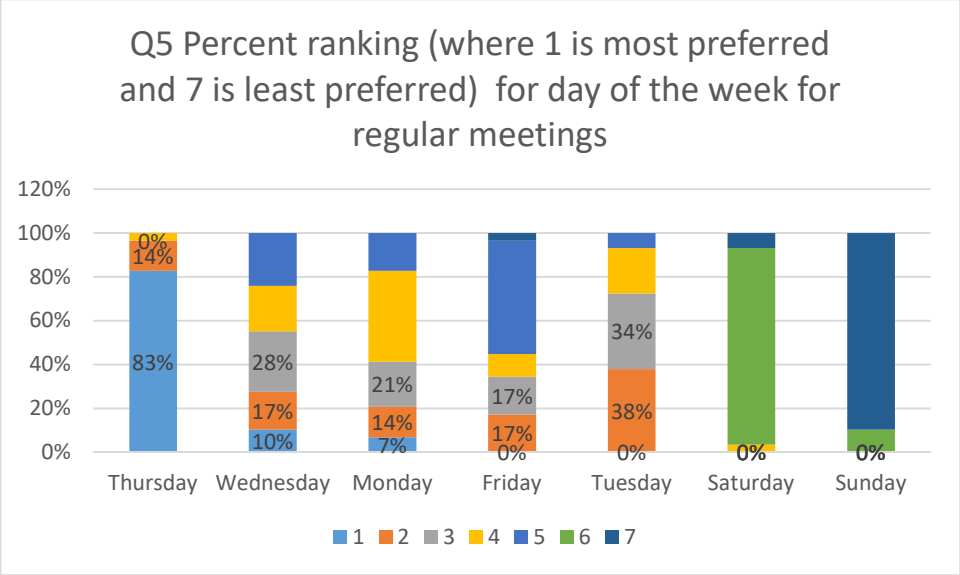


Figure 5 Participant's ranking for preferred day of the week for meetings.

While Thursday is clearly the most preferred option, with 83% of respondents in this survey selecting it as their most preferred option, the next ranked in second place was Tuesday at 38%. Clearly weekends are not an option for regular club meetings! We didn't' ask in this survey about the suitability of hands on activities, but we should include it in our next 'non-members' survey.

The final question in the survey, question 6 asked for participants to suggest venues they would like us to check out. The responses were:

- Vault 21 has a large room upstairs, club 19 next to Innocent bystanders has large facility
- Custom House, Back to Scenic hotel,
- No suggestions
- Otago Golf Club, Dunedin Club
- Otago Golf Club
- would prefer walking distance of central city but Balmacewan golf club would also be good.
- In an ideal world it would be good to have a CBD venue with reasonable parking - not possible in a post Covid 19 world. No suggestions other than Balmacewen Golf Course
- Otago Golf Club
- Distinction Hotel might be worth a look.
- Kingsgate (little selfish as only next door)
- Otago Golf Club,
- Would prefer CBD if a lunch meeting but prefer outsde CBD if evening meeting
- Law Courts would be cheap and cheerful
- LPHS staff room, if available evening meetings

This ends the survey. A modern look and feel is preferred over a more traditional one, and a Thursday lunchtime remains as the preferred choice of timing. Food availability is polarizing, it's considered highly important to moderately important by about one third of respondents, but equally only slightly important or not important for about 30% of respondents.

Finally the ideal venue is somewhere that offers quality sound and visual aspects, is located preferably in Central Dunedin, but OK further away if there is parking availability. It also needs to be a lunchtime meeting, so flexibility and options for food availability need to be addressed.

We also need to consider that our selected venue is affordable for our club. This important and relevant aspect wasn't addressed in this survey but we need to benchmark any new venues under consideration with our previous two venues, Cobb and Co, and Scenic Circle Dunedin.