



# CYCLING NEW ZEALAND ANNUAL SURVEY 2021 SUMMARY OF RESULTS





# Who we heard from

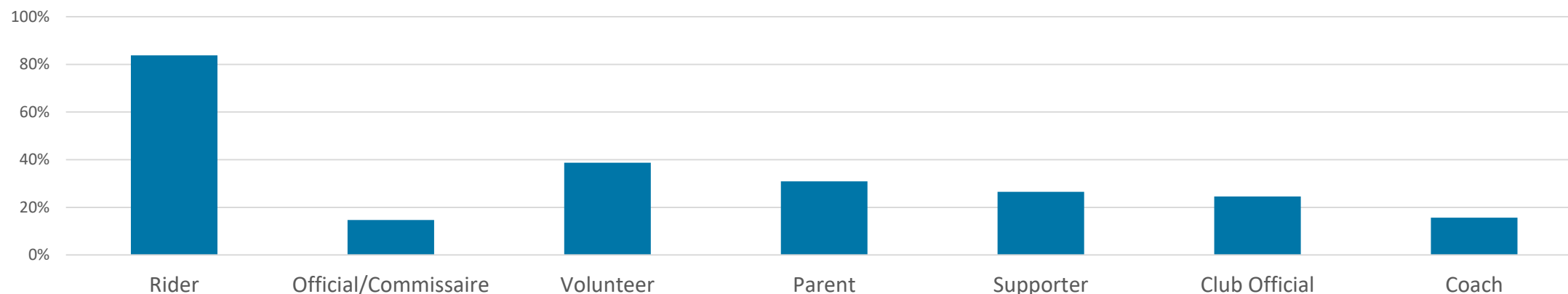
**204 respondents**

72% are current members of Cycling New Zealand

19% are past members of Cycling New Zealand

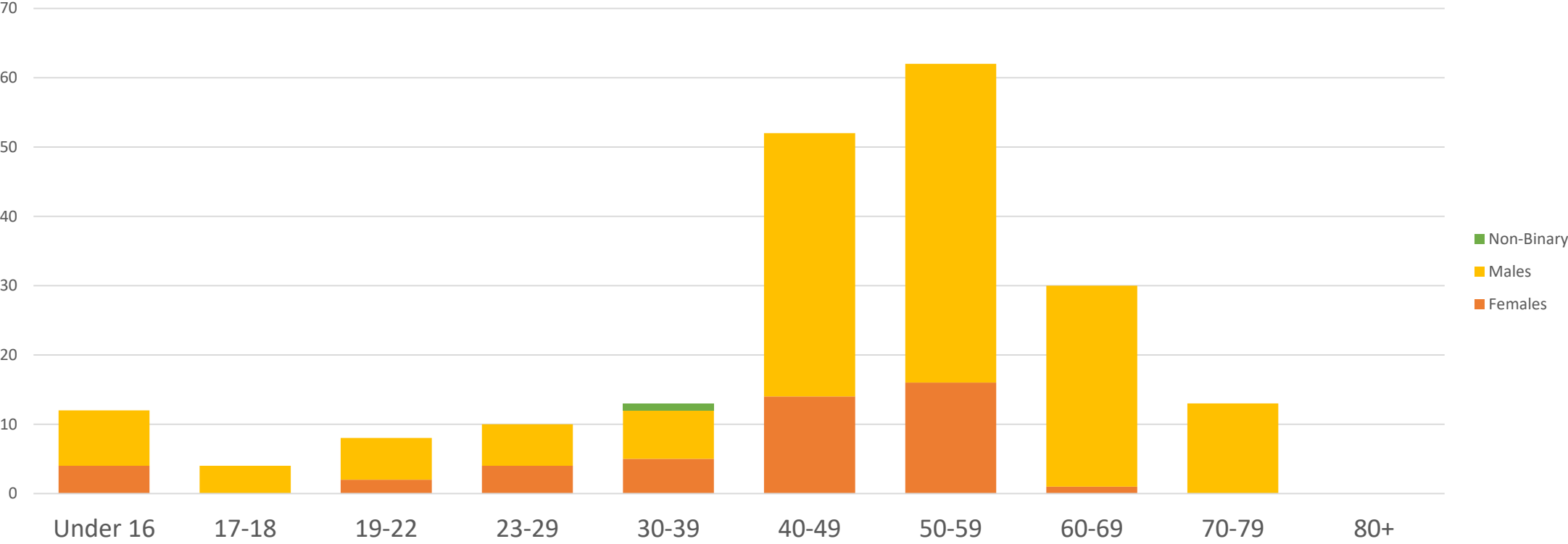
9% have never been a member of Cycling New Zealand

**Respondents make up the following groups of people within cycling in New Zealand:**



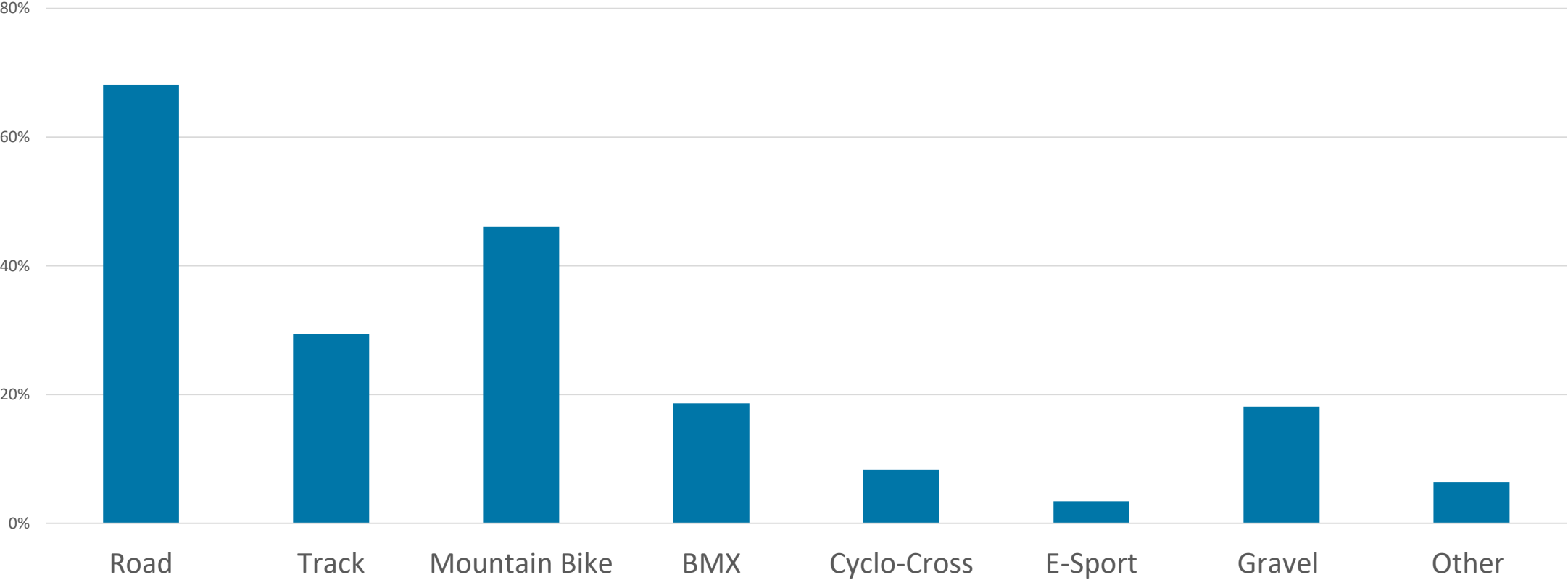


# By Age and Gender





# By Code





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## **What aspects of membership are the most important to our members? Listed in order of importance**

1. Participating in Club level events
2. Participating in National significant events (including National Championships)
3. Supporting the sport of cycling in New Zealand
4. A sense of belonging and connection to the sport of cycling
5. Supporting my local club as a non-rider
6. Third party insurance coverage
7. Discounts and special member offers



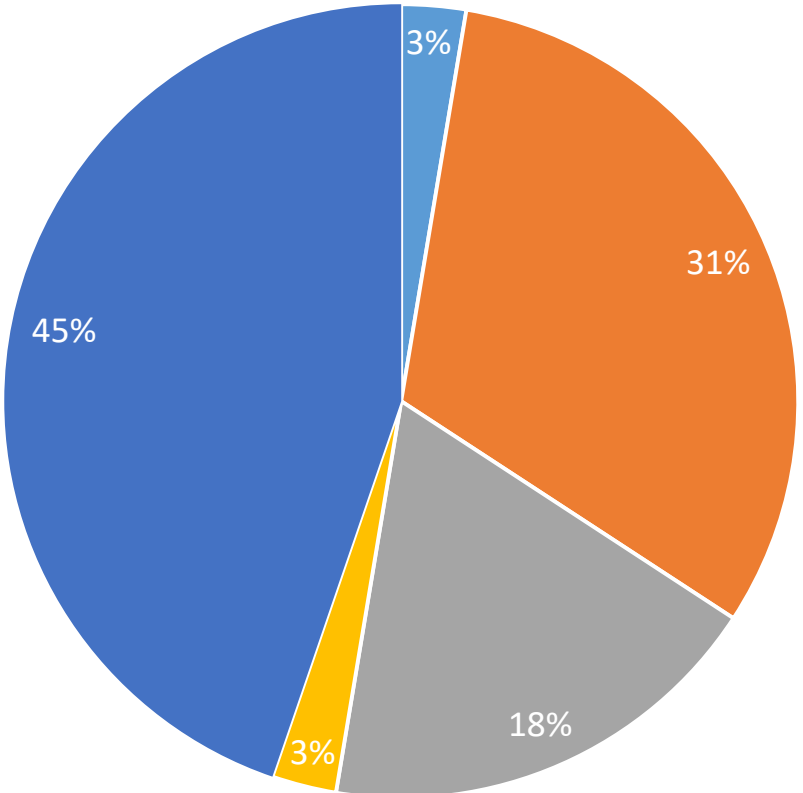
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## **What are the key reasons respondents are not Cycling New Zealand Members? Listed in order of most common answer**

1. I am a non-riding supporter
2. I just ride my bike for fitness
3. No membership option that suits me
4. I only participate in club activities (club racing, riders etc.) so choose to join my club only
5. I only participate in school events, so ride for my school only



# What are the key reasons respondents are no longer Cycling New Zealand Members?



- No longer riding my bike
- Only participate in club riding
- Don't see the value
- No option to suit me
- Other

- 'Other':**
- Too expensive & time consuming
  - Only needed membership for particular race(s)
  - No clubs to join in my area
  - Parent of rider
  - Recovering from injury
  - Hiatus from cycling







# High Performance Programmes & Pathways

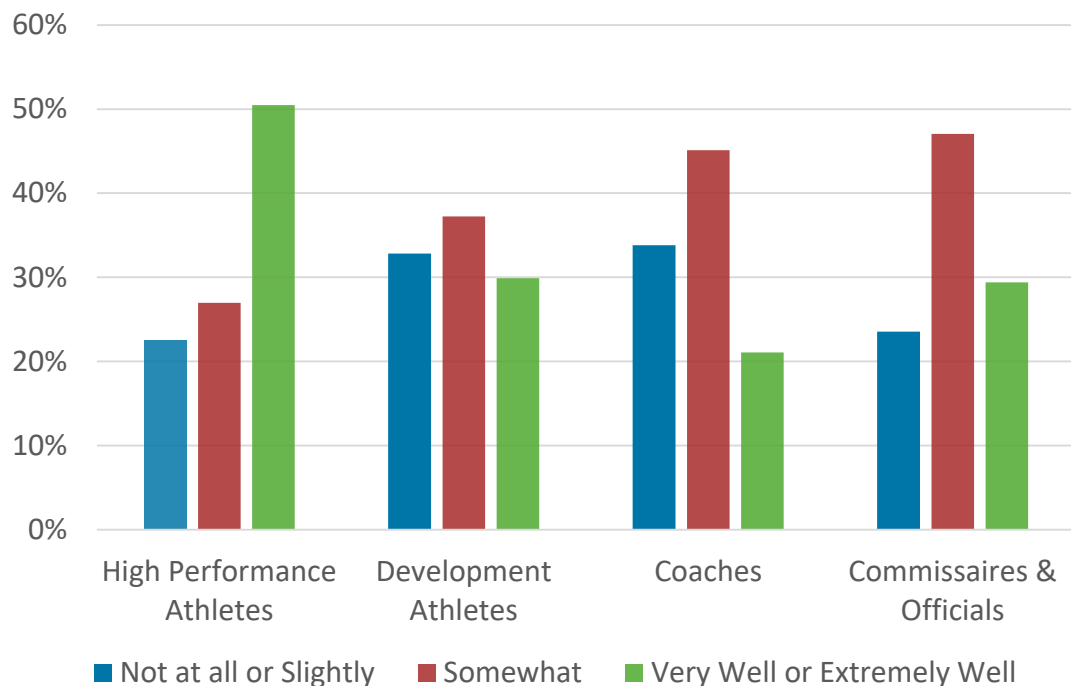
Unlocking people potential through  
their chosen cycling code







## How well does Cycling New Zealand deliver a functional pathway for the following groups:



## Key comments from respondents

- Increased focus on development athletes & retention of young riders during final school years/post school to keep them in cycling
- More support for clubs overall and for the delivery of development pathways within the regions
- Encourage enjoyment in cycling for young & recreational riders without the pressure of performance
- Identifiable pathways for all codes, with measurable and transparent guidelines of pathways
- More education on the necessary nutritional requirements for young athletes
- More frequent courses for volunteers, officials and coaches, across all codes but specifically Mountain Bike & BMX. More communication around the pathways and opportunities to get involved
- Development of pathways for female athletes, officials, commissaires and coaches
- New learning opportunities for existing volunteers/officials to promote growth in capabilities
- Create a progressive coaching structure to develop future coaches



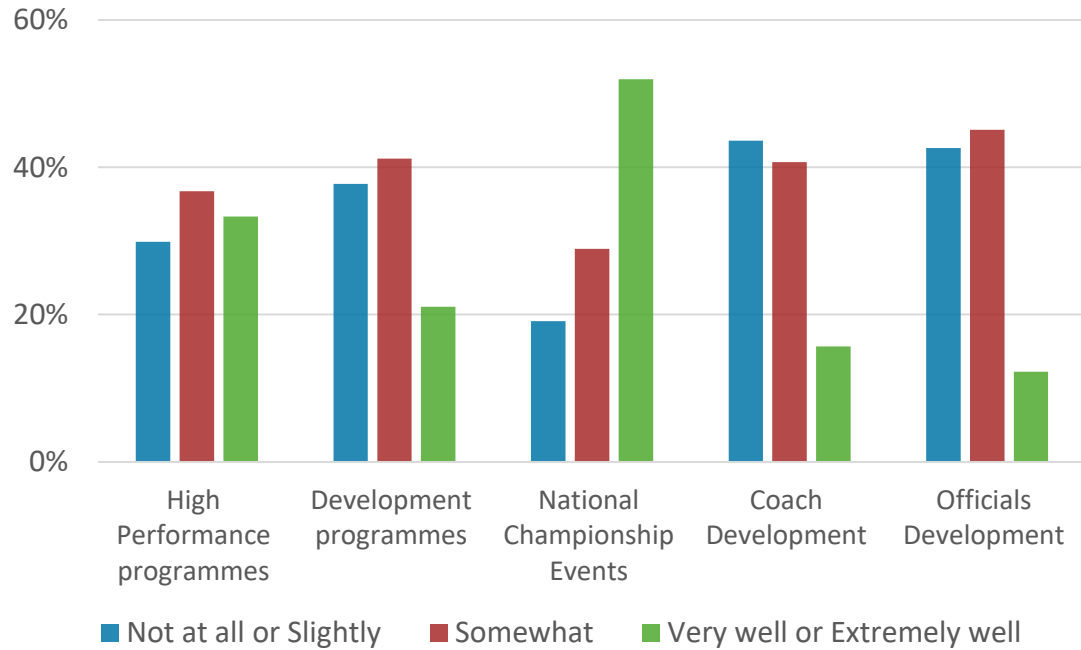
# Partnering

Collaboration and respect  
across our ecosystem





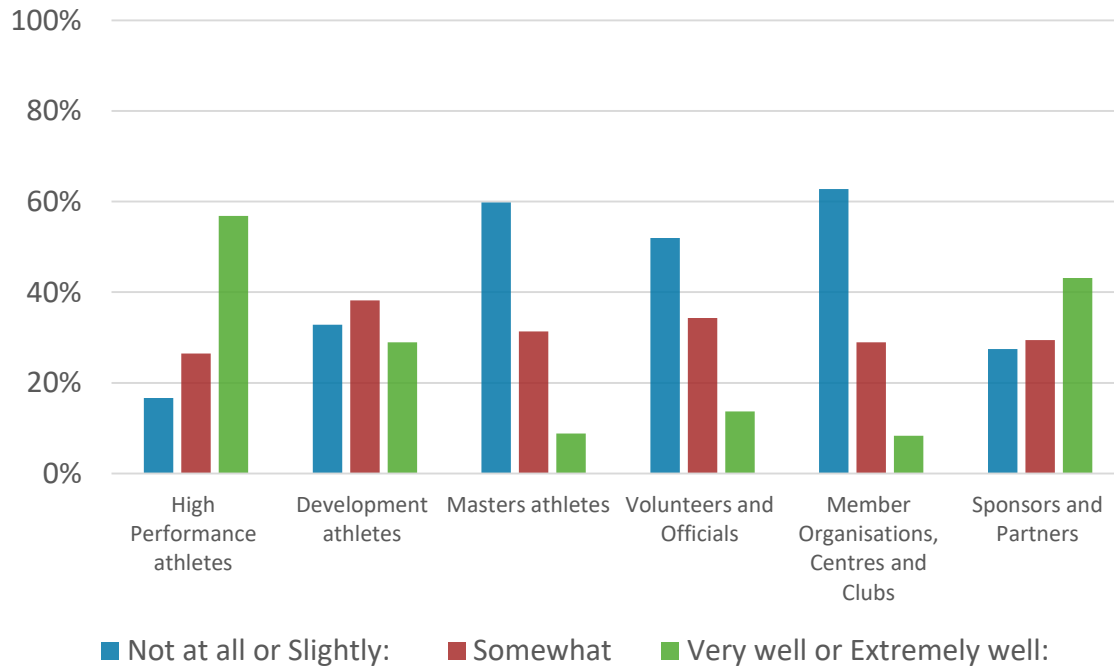
## How well does Cycling New Zealand communicate the following work that we do as an organisation in the following areas:



## Key comments from respondents

- Utilizing different channels of communication (email, social media, website) to increase spread of information about what Cycling New Zealand is doing
- Greater communication around what Cycling New Zealand offers specific to each cycling code, and the objectives of each area of work
- Showcasing different areas of work – e.g. features on coaching opportunities, volunteering, officials, and the different levels & requirements for progression
- Diary of annual training opportunities to allow for pre-planning
- Increased exciting and engaging content that tells the stories of those already in the roles to inspire others who want to get into those positions. Personal stories – e.g. why do people become commissaires, what do they get out of it?

## How well does Cycling New Zealand promote and recognise the following groups of people in our cycling eco-system:



## Key comments from respondents

- Greater focus on club riders and beginners – young riders need to be encouraged and supported
- Reporting and promoting what the centres and clubs do – encouragement for clubs and the efforts they put in. Clubs are the backbone of the sport, however seems to be little link between clubs and higher levels of the sport
- Development of high performance athletes social media channels and greater awareness of what the cycling scene is like elsewhere in the world, particularly for road athletes
- More community based stories and information - they are the foundation of the eco-system of the cycling community in NZ
- Consistency across the cycling codes in sharing of stories and content
- Clearer information about the clubs system and how this links to Cycling New Zealand – can be a bit confusing for those coming into clubs
- More exposure of masters athletes and other domestic athletes not in the national program



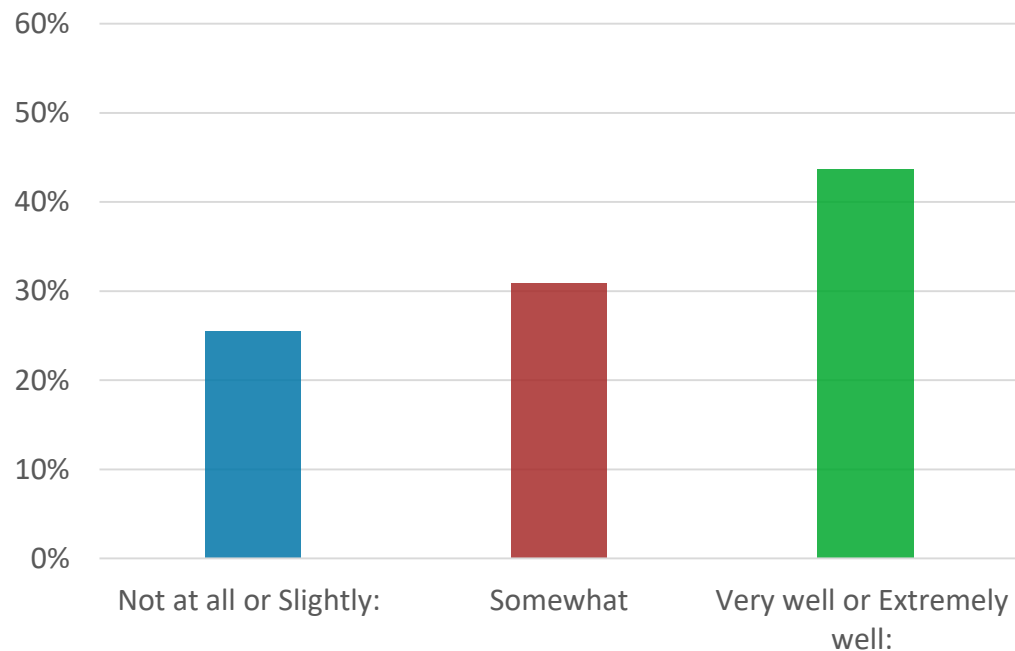


# Quality Experiences

Attracting and retaining more people in the sport of cycling



## How well does Cycling New Zealand support the delivery of safe and fair events?



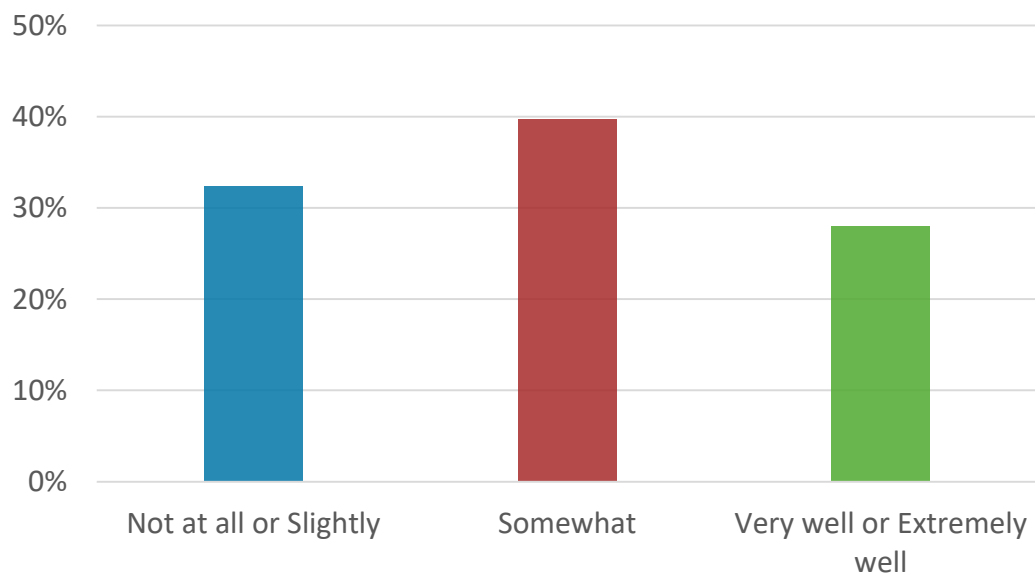
### Key comments from respondents

- Provide more assistance to clubs trying to navigate traffic management for hosting club events. Consider club capability support such as traffic management training
- Furthered support for clubs and private event organizers to provide racing opportunities around the country
- Partnering with local clubs to deliver events and attract participants. Clubs are struggling and should be leveraging the breadth of audience available through Cycling New Zealand
- Awareness and protocols around head injuries





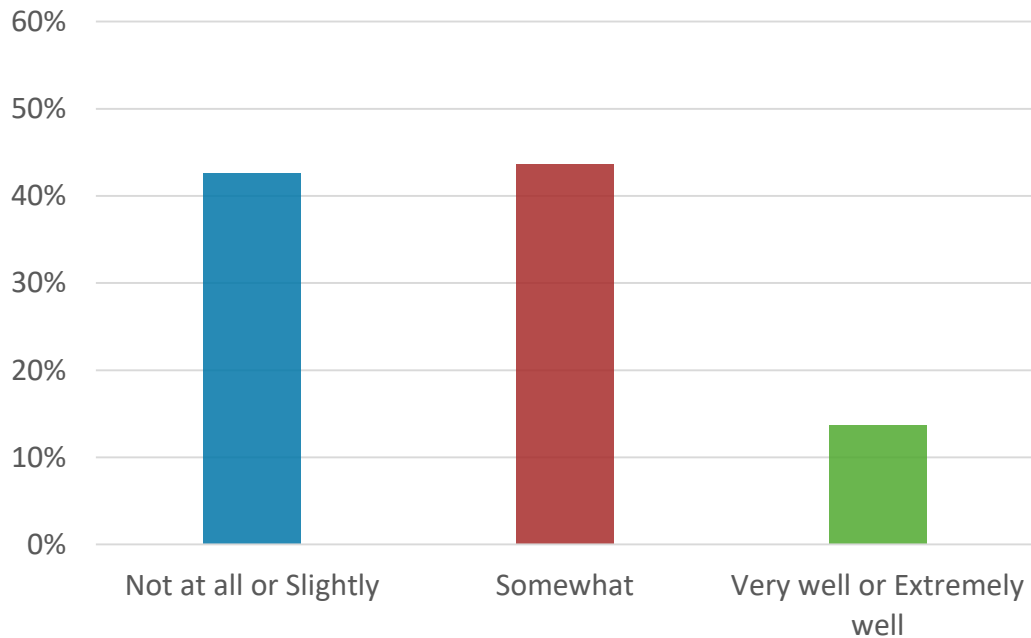
## How well does Cycling New Zealand coordinate a cohesive, meaningful and appropriate calendar of nationally significant events, including targeted international hosting opportunities?



### Key comments from respondents

- Working with Member Organisations to understand what kind of events competitive riders want – develop events and opportunities to increase participation and engagement at a regional & national level. Understanding why athletes don't get involved with National Championships
- There is a need for a defined season for each discipline, with significant regional events being recognised and coordinated as lead-ins to National Championships
- Would like to see more international events held across codes
- More domestic racing opportunities for Mountain Bike disciplines

## How well does Cycling New Zealand support increased capability, sustainability and success of our sporting partners (clubs and member organisations) in the cycling eco-system?

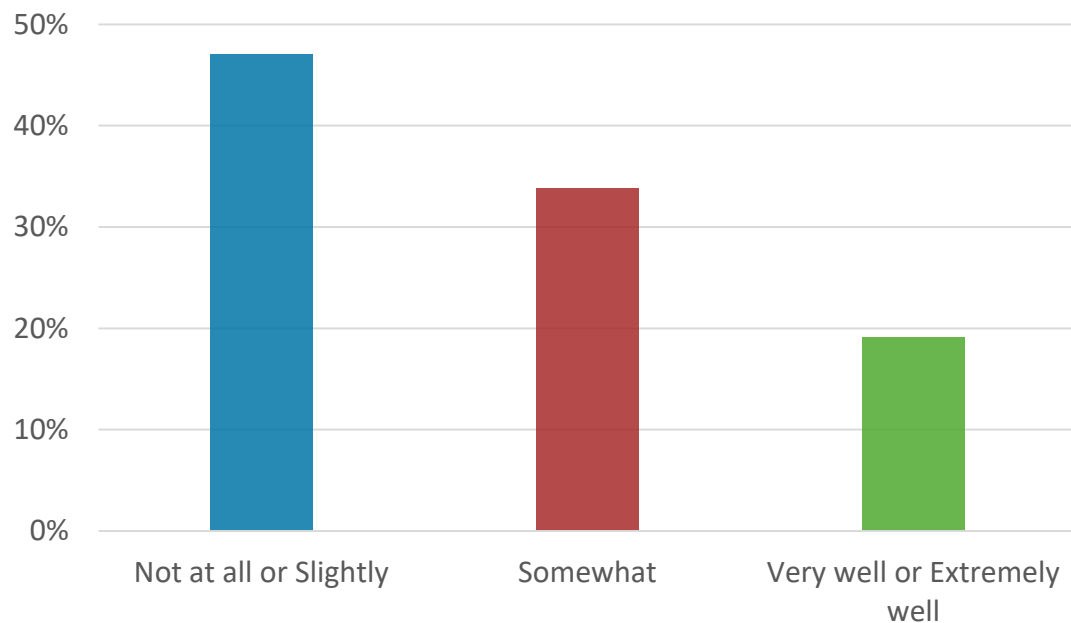


### Key comments from respondents

- Needs to have better presence at all levels. Clubs and schools are the feeder system for any of the up and coming and potential high performance cyclists
- A more cohesive plan for what clubs should be delivering to their member base is needed. Clubs are currently largely driven by their Masters-aged riders and the beginner/junior and development side of club membership is largely being ignored
- Clubs need help with embracing new racing opportunities such as Cyclo-Cross and E-racing to help re-invigorate the sport for their members
- More encouragement through clubs around the participation and development of women riders
- Provide more resources for structure, framework, administration, health and safety processes, paperwork and systems within clubs. This will enable clubs to focus on doing their job
- Co-promotion of events that are not Cycling NZ events and facilities



## How well does Cycling New Zealand deliver a membership structure that caters for all those who connect, support, participate or compete in the sport of cycling in New Zealand?



### Key comments from respondents

- Family membership option would be very welcomed
- Offer a wider range of options for different levels and types of riders/non-riders
- Capture the involvement of social and recreational riders not linked to clubs or connected with Cycling New Zealand
- Increased communication around what being a Cycling New Zealand member means. Demonstrate and highlight the value of why someone should be a member of the structure
- Provide ways for members to connect with each other and clubs more, and for members to connect with CNZ



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# Organisational Capability

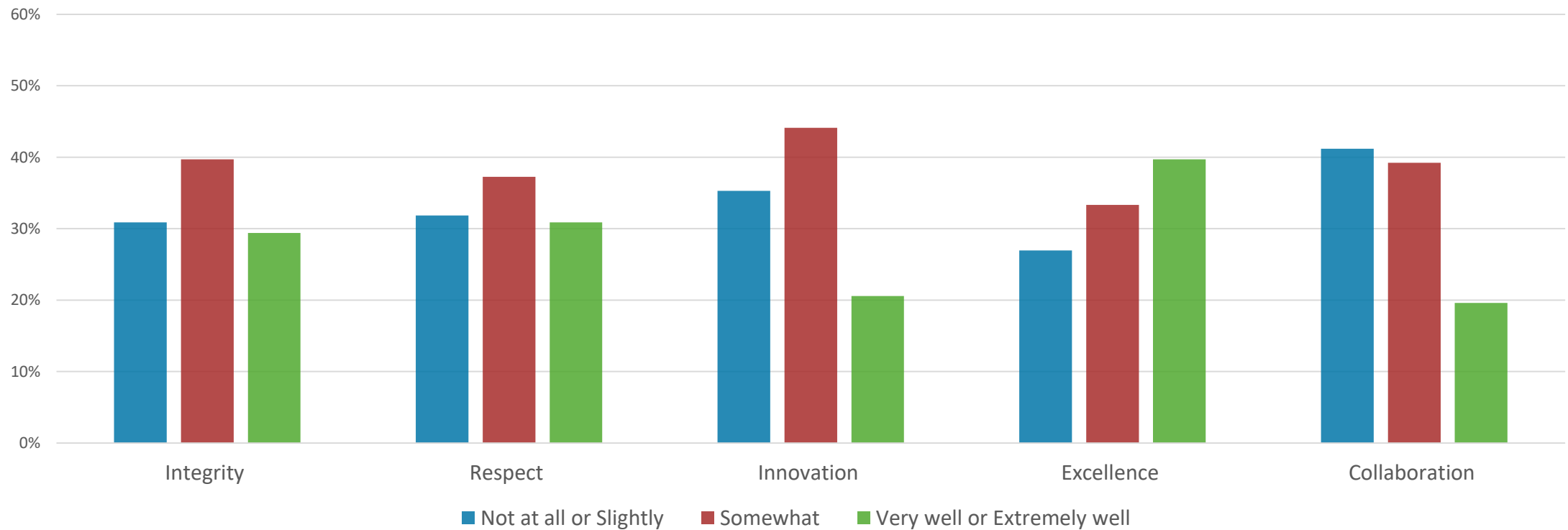
A collaborative, sustainable and  
successful system

 **CYCLING**  
NEW ZEALAND

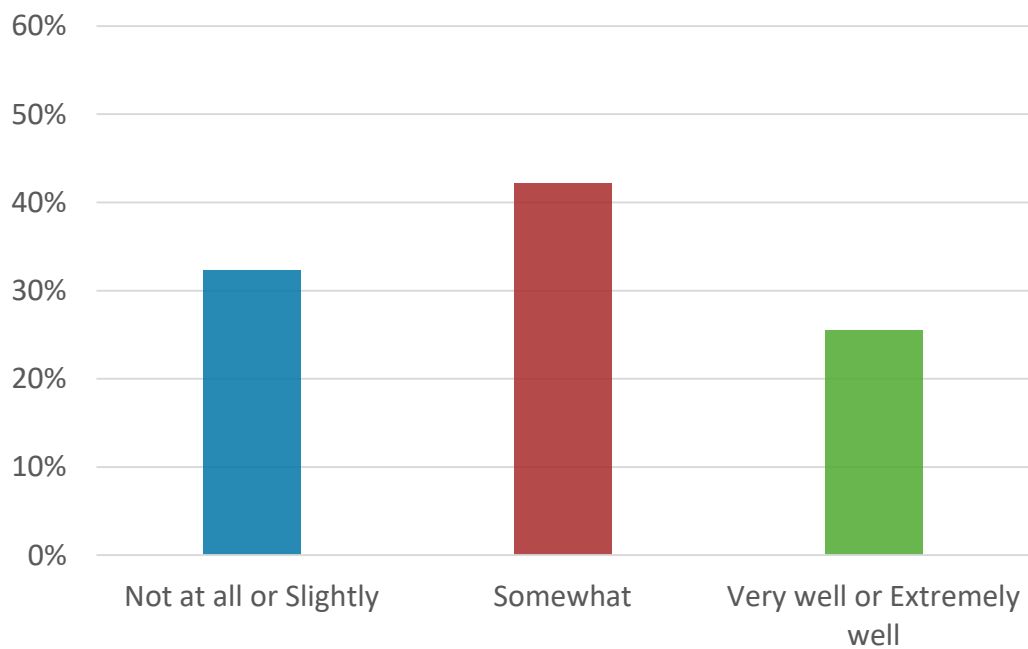
PRINCIPAL PARTNER  
 **APL**  
WINDOW SOLUTIONS



# How well does Cycling New Zealand demonstrate its values?



## How well does Cycling New Zealand embrace diversity?



### Key comments from respondents

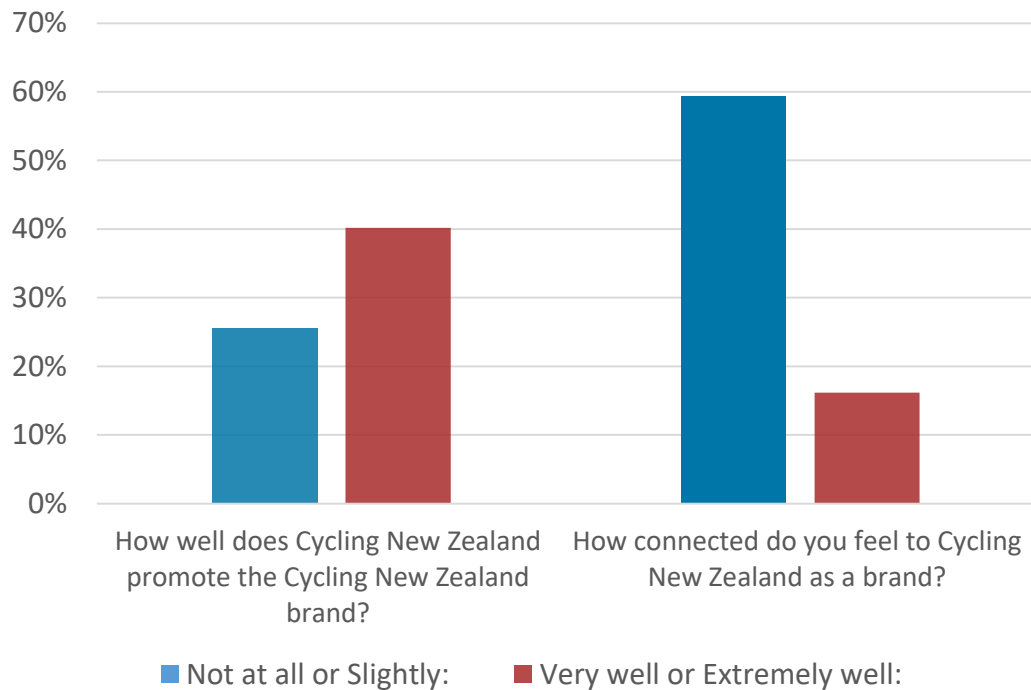
- More promotion and work around ways to make cycling more accessible to all
- Need to get into schools or help the clubs do this at a local level
- Look at strategies for tackling the issue of gender diversity in the sport. Look at ways to get more women and girls involved in the sport across all levels of the sport
- Very little diversity in the sport currently. Look at how we can embrace lower socio-economic communities and promote cycling to create a more diverse group of riders
- Continued inclusion of events which cover juniors, elite, masters & para. Such an inspiring environment.





## How well does Cycling New Zealand promote our brand?

## How connected do you feel to Cycling New Zealand as a brand?

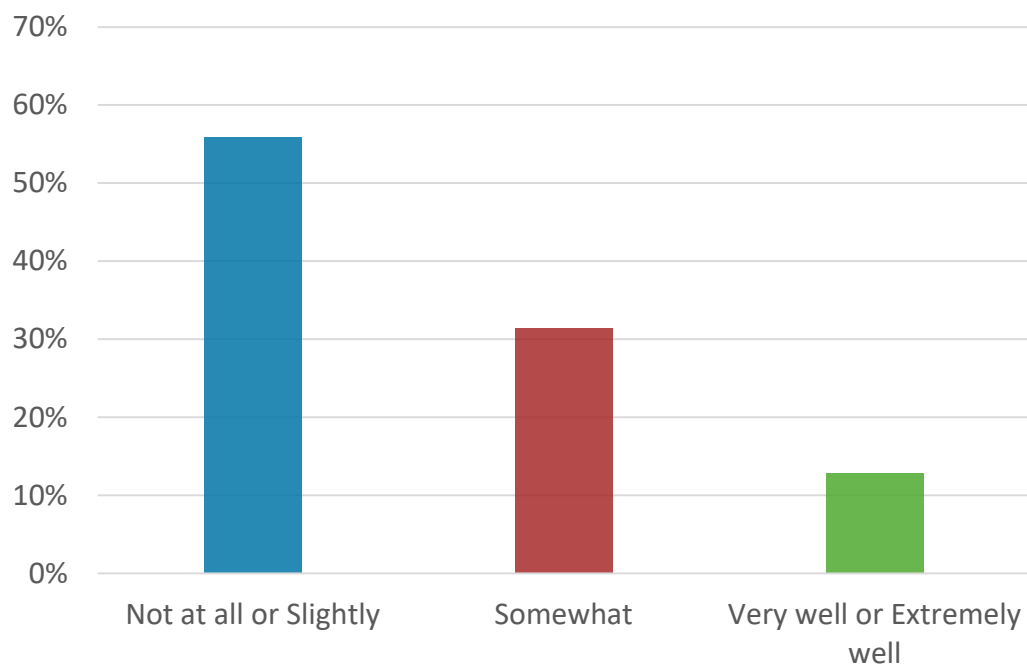


## Key comments from respondents

- The brand needs to better represent regional and club cycling
- Consistency in promotion of all codes of cycling in NZ
- Cycling New Zealand merchandise
- The brand needs to better represent and co-ordinate regional and club cycling. This and high performance cycling do not feel connected
- So much of “feeling connected” is about people. There could be more friendly engagement with the cycling community/general public in all settings
- Better promotion, better support for developing athletes, better club engagement



## How well does Cycling New Zealand tell our collective story?



### Key comments from respondents

- More focus on grassroots and local involvement in cycling. While high performance and success is an important aspect because it inspires the next generation of kids who want to be Olympians or ride the Tour de France or Giro Rosa, only focusing on this point misses the opportunity to inspire the next commissaire, coach, official or club president to get involved at a more grassroots level.
- Better representation for everyday cyclists to help grow cycling both as a competitive sport and as a recreational activity. Currently missing a large number of people out there who just love cycling
- The story is very one dimensional - the story needs to be about ALL codes