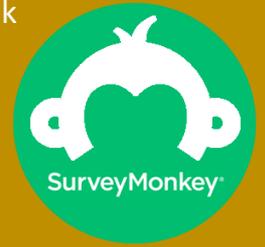




COMMODORES COLUMN JULY 2019

The Survey Monkey Report (so far)

The Members' Opinion Survey was sent out through **Survey Monkey** about a week ago, and already we have more than 100 responses. However, if you have not yet given us YOUR opinion by completing the survey then we have not received the most important survey response – YOURS.



If you are still to respond to the survey, then please find the email with the link through Survey Monkey (*it may be in the "Junk" folder in your email*).

If you have not received an email with the Survey Monkey link then please contact the office and they will assist you to ensure that you are able to provide your opinions.

The survey will remain open for another couple of weeks.



The majority of the responses received by Survey Monkey to date have been provided by Senior members; therefore, Social members are under-represented in the survey responses.

Four of the survey questions asked your opinion of the food and beverage service currently offered by the Club. Survey Monkey say that more than 80% of members believe that the prices are reasonable for the Club's regular Wednesday and weekend dining. The quality of food provided for regular dining is rated as "Acceptable" or "Very good" with fewer than 5% of members giving a rating of "Poor".

The responses for Club events such as Prize nights and Melbourne Cup, whilst still positive, were less well reviewed with 15% of respondents stating that the price for these events is too high but fewer than 5% rated the food quality as poor.

When we step into the bar, the responses remain very positive. About 95% of members rated that range and prices of beer as "Very good" or "Acceptable". Similarly, about 95% of members rated the selection of wines as "Acceptable" or "Very good", although about 10% of members rated the price of wine as "Poor". Pleasingly, 70% of members rated to service provided by our bar staff as "Very good" with only 2% being dissatisfied and rating our bar staff as "Poor".



Remaining with the hospitality theme, your responses show clearly that CYC members are more likely to attend "Casual Club events" than "Formal Club events". The positive responses (*members responding "Yes" they will attend an event*) for "Casual events" ranged from 2% up to 35% with six being 20% or greater. Whereas the positive responses to "Formal events" were generally lower ranging from 3% to 25% with only five having about 20% of members stating they will attend.



Amongst the suggested formal events, I am pleased to report that “Charity Dinner and Fund Raiser” is the event which members are most likely to attend with more than 70% of you responding “Yes” or “Maybe”. At the other end of the scale, more than 85% of members stated that they would NOT attend a Karaoke night!

Question 17 which asks about the types of “Casual entertainment events” you are likely to attend. The most popular casual events are Saturday or Sunday “Sundowner with Live Entertainment” with about 70% of members responding “Yes” or “Maybe” they would attend. The Sunday Sundowners are slightly more popular with 35% of members stating “Yes” they will attend such an event. “Summer Dance Party” and “New Year’s Eve Party” were the least popular of the suggested casual events with nearly 70% of members responding “No” they would not attend such an event.

In a couple of weeks, I will extract another interim report from Survey Monkey on the opinions of members. A report with detailed analysis of the survey results will be provided to the AGM.

See you soon at a Club event.

We have some ripper events for you to enjoy during the rest of winter. Christmas in July is on Wednesday 24th July. Booking early as this event will be booked out.

Bring a table along for the Charity Lunch on Friday 30th August to support “Lifeline” and “Youth Focus”.

More details of these events are available in this Midstream Newsletter.



Bill MacLeod
COMMODORE

