



# The Irish Club

of Western Australia

## Sustainability and Future Direction Survey Report

*Prepared for the Management Committee on the 16<sup>th</sup> of February 2019*



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## Introduction

In early January 2019, the Management Committee of the Irish Club of Western Australia commissioned a survey to support the strategic planning work on the future direction and sustainability of the club. The aim of the survey was to give an opportunity for members, past members and non-members to share their thoughts, priorities and suggestions in regards to the club's future.

This survey was shared with members via email and Facebook on the 18<sup>th</sup> of January 2019 and was open to responses until midnight on the 25<sup>th</sup> of January 2019. Members were encouraged to further share the survey with others within the Irish community in Perth who were not members of the club. 652 responses were received in total over this period of time.

## Summary

1. Two-thirds of members surveyed (65%) were supportive of separate member and guest pricing for food, beverages, venue hire and events.
2. 83% of members surveyed believed it was very reasonable (61%) or somewhat reasonable (22%) to charge a fee for booking rooms at the club to cover operating costs.
3. 59% of non-members surveyed felt they were fully or somewhat aware of the services and facilities the club provides to the Irish community in Perth.
4. Satisfaction with the services the club currently provides to the Irish community in Perth:
  - i. 68% of members surveyed were very satisfied or somewhat satisfied.
  - ii. 41% of past members surveyed were very satisfied or somewhat satisfied.
  - iii. 31% of non-members surveyed were very satisfied or somewhat satisfied.
  - iv. 59% of non-members surveyed were neither satisfied or dissatisfied.
5. The top five rated features for the Irish Club heading into the future were:
  - i. A place to meet friends and like-minded people
  - ii. A place to eat and drink
  - iii. A family friendly venue for all ages
  - iv. Live bands/music
  - v. Easy access - parking
6. 63% of members surveyed thought the club is in the right location to meet their needs. This can be contrasted with past members and non-members, of which 60% and 56% respectively, felt that the club was **not** in the right location.
7. Of those who thought the club was not in the right location, 55% thought the club should be located north of the city. 25% thought the club should be located within the central business district.



## 1. Respondent Demographics

Table 1 - Are you Irish?

Identify as Irish	Respondents
Yes	537
No	115
<i>Irish Heritage</i>	61
<i>Irish Culture and Arts</i>	33
<i>Irish Family/Friends</i>	12
<i>Other</i>	9
<b>Total</b>	<b>652</b>

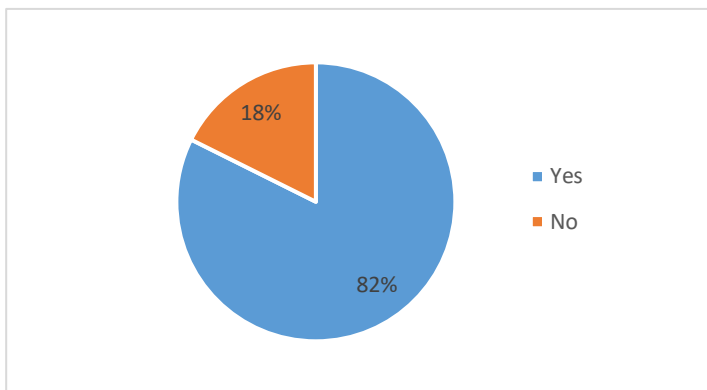


Table 2 - Gender

Gender	Respondents
Female	352
Male	300
<b>Total</b>	<b>652</b>

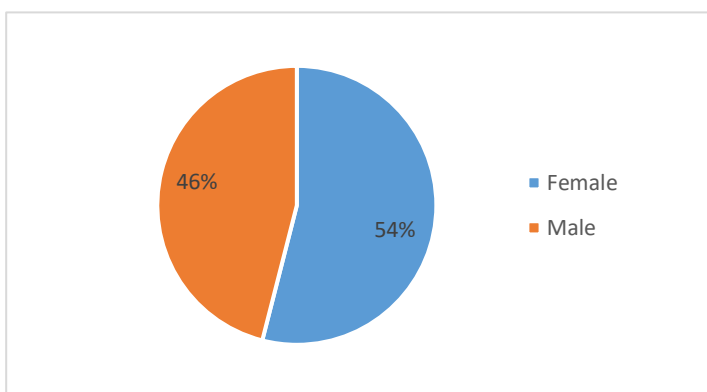


Table 3 - Age Group

Age Group	Respondents
18 to 30	70
31 to 45	320
46 to 55	100
55 +	162
<b>Total</b>	<b>652</b>

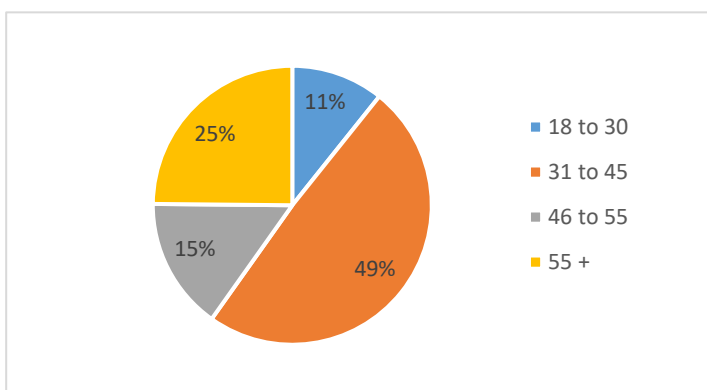
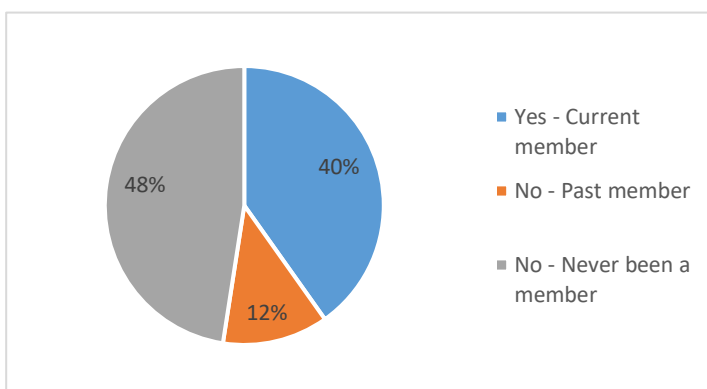


Table 4 - Are you a member of the Irish Club?

Member	Respondents
Yes - Current member	262
No - Past member	80
No - Never been a member	310
<b>Total</b>	<b>652</b>





## 2. Members Questions

Table 5 - What features do you like about the Club?

Top 5 Responses	Percentage of Members
Being amongst like-minded people sharing Irish culture	74%
Friendly staff and volunteers	66%
Food and beverage prices	55%
Club facilities	41%
Location in Subiaco	34%

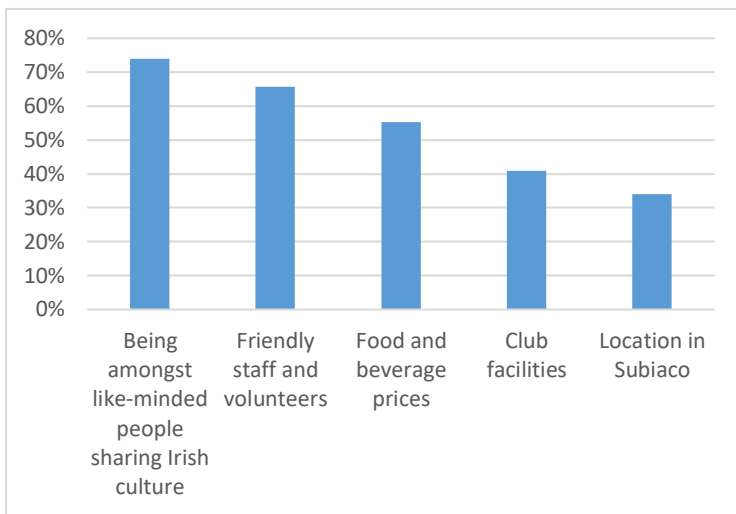


Table 6 - Supportive of separate member and guest pricing for food, beverages, venue hire and events?

Answer	Respondents
Supportive	170
No opinion	42
Not supportive	50
<b>Total</b>	<b>262</b>

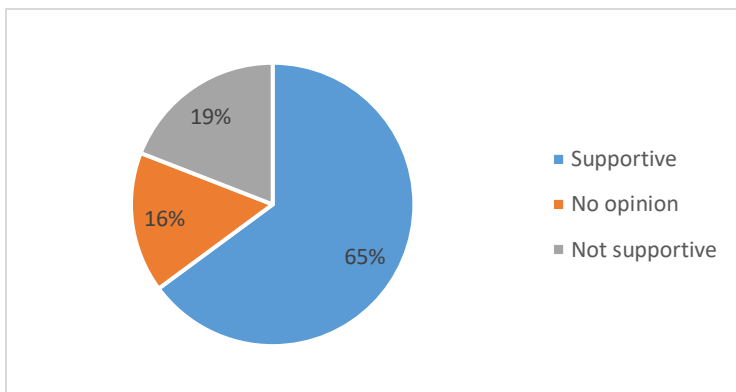
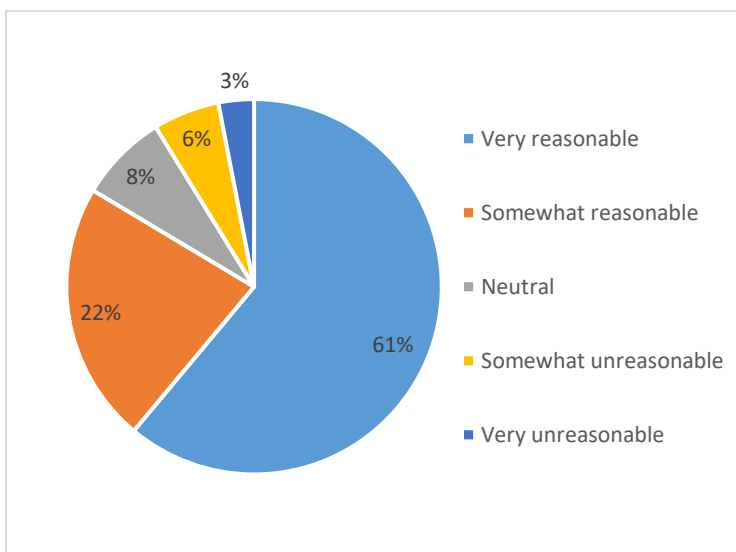


Table 7 - How reasonable do you believe it is to charge a fee for booking rooms at the club to cover operating costs such as electricity, water, gas and staff wages?

Room Booking Fees	Respondents
Very reasonable	160
Somewhat reasonable	59
Neutral	20
Somewhat unreasonable	15
Very unreasonable	8
<b>Total</b>	<b>262</b>





## Additional Services

The survey requested members identify additional services they would like to see provided in a free text box that was optional to complete.

28 out of 102 responses received from members in this section discussed their desire for more activities and events to be provided at the club to entice further attendance. Below is a sample of the responses received:

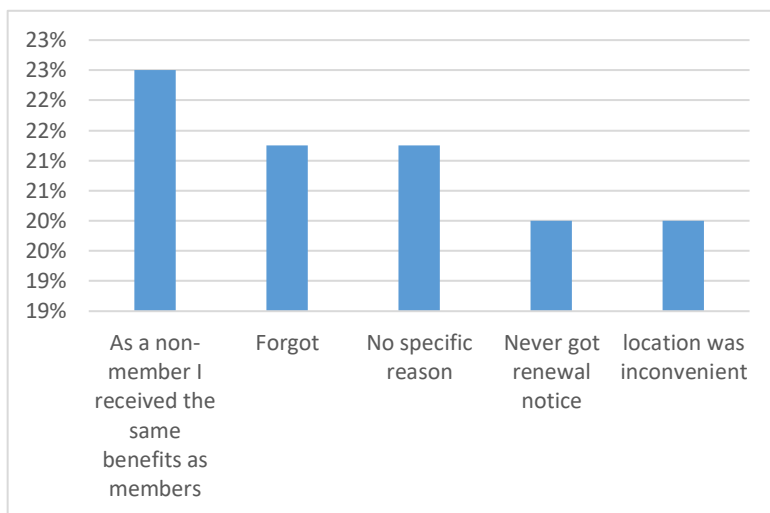
- *“More social gatherings for families! Similar to Xmas in July”*
- *“...Fun Quiz Nights, Poker / Pool / Darts comps for the men are always popular, Jive Nights like back home. Inviting local Irish dancing schools to hold their class feis in the club. Welcoming all Irish sporting clubs to host their awards/ celebrations there. Inviting the girls of the Irish mammy’s group to have a morning tea or catch up there with the kids once a week.”*
- *“More Irish bands - folk music”*
- *“Social evenings, drinks & mingle to get to know others in the Irish community. Quiz nights, storytelling, shenanigans.”*
- *“Irish language lessons for kids”*
- *“Perhaps an Irish movie night. quiz night. Irish dancing classes for beginners.”*

Other minor themes included identification of a range of building and location related issues.

## 3. Past Member Questions

Table 8 - Why did you cease or not renew your membership?

Top 5 Responses	Percentage of Past Members
As a non-member I received the same benefits as a member	23%
Forgot	21%
No specific reason	21%
Never got renewal notice	20%
location was inconvenient	20%

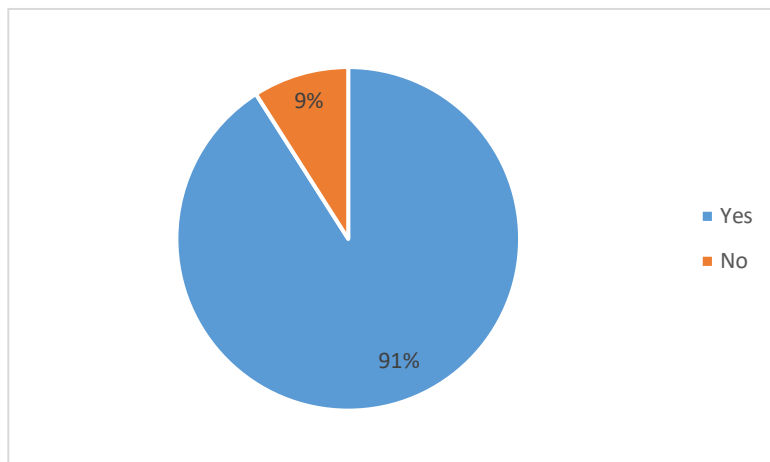




## 4. Non-Member Questions

Table 9 - Have you ever visited the club?

Visited Club Before?	Respondents
Yes	282
No	28
<b>Total</b>	<b>310</b>



### Impressions

The survey requested non-members discuss their impressions of the club in a free text box that was optional to complete.

84 out of 206 responses received from non-members in this section discussed the club's facilities as being old, dark, outdated, rundown and/or uninviting. Below is a sample of the responses received:

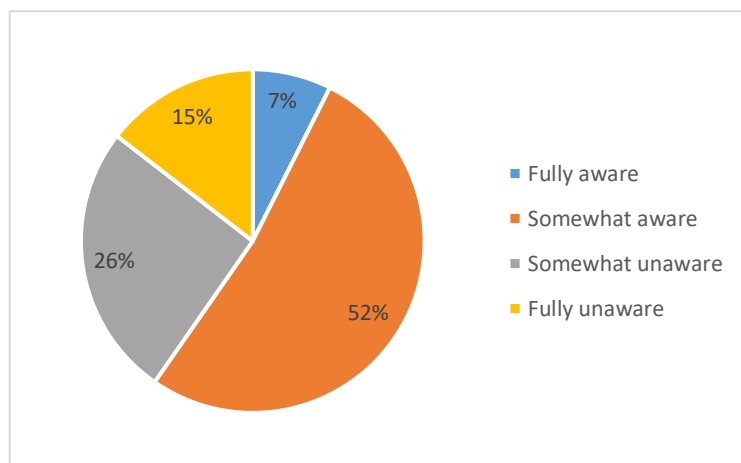
- "Needs a major revamp"
- "Run down & unappealing"
- "Tired"
- "Dated"
- "Old and run down"
- "Could do with an interior update"

42 out of the 206 responses received from non-members in this section discussed the club as being friendly and having a good atmosphere. Below is a sample of the responses received:

- "Friendly. Good atmosphere. Feels like a proper Irish community club."
- "Lovely club and very friendly staff"
- "Very Irish. Craic was good. Always had a good night there. Atmosphere is Brilliant"

Table 10 - How aware are you of the services and facilities the club provides to its members and the broader Irish community?

Awareness of Club Services	Respondents
Fully aware	23
Somewhat aware	162
Somewhat unaware	80
Fully unaware	45
<b>Total</b>	<b>310</b>

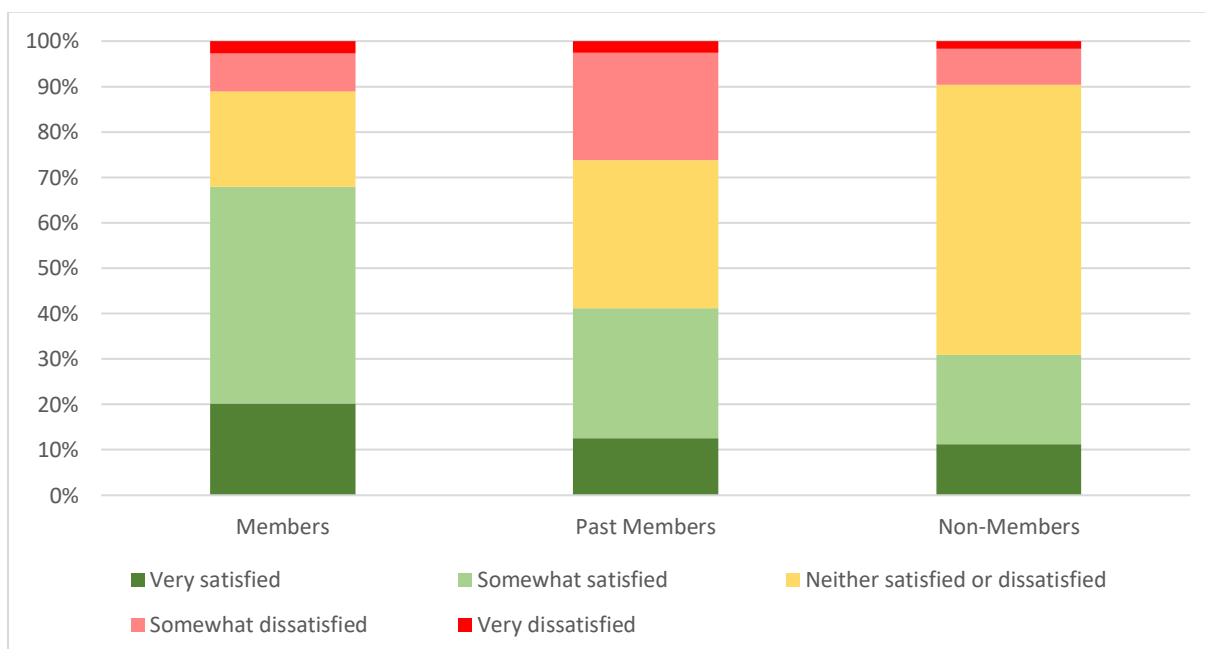
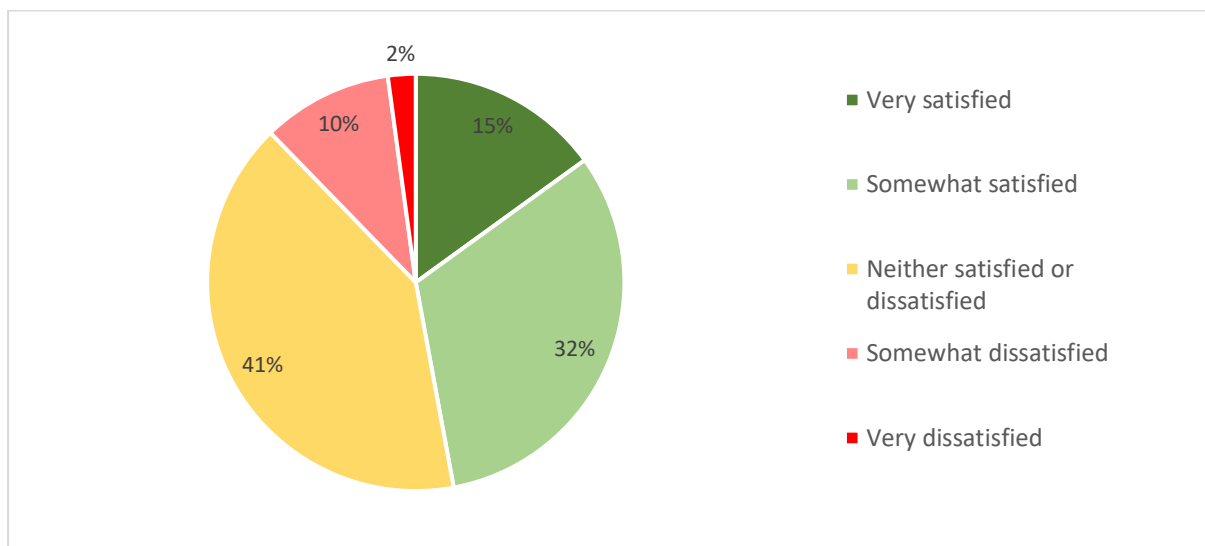




## 5. Future Direction Questions

Table 11 - How satisfied are you with the services the club currently provides to the Irish community in Perth?

Satisfaction	Members	Past Members	Non-Members	Total
Very satisfied	53	10	35	98
Somewhat satisfied	125	23	61	209
Neither satisfied or dissatisfied	55	26	184	265
Somewhat dissatisfied	22	19	25	66
Very dissatisfied	7	2	5	14
<b>Total</b>	<b>262</b>	<b>80</b>	<b>310</b>	<b>652</b>



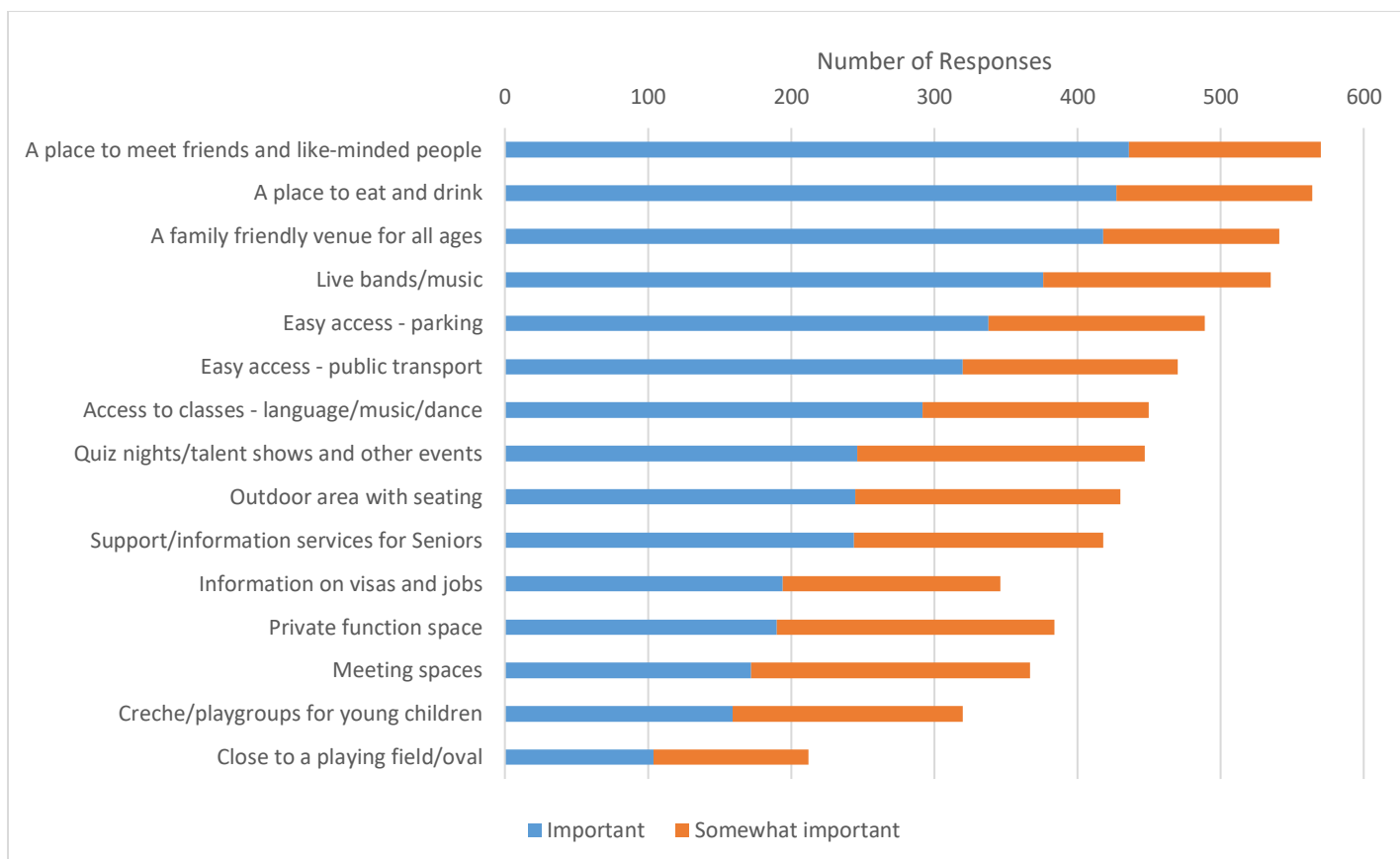




## Club Features

Table 12- How important are the following features for the Irish Club heading into the future?

Features	Important	Somewhat important	Neutral	Somewhat unimportant	Unimportant
A place to meet friends and like-minded people	436	134	29	24	29
A place to eat and drink	427	137	29	28	31
A family friendly venue for all ages	418	123	48	30	33
Live bands/music	376	159	50	29	38
Easy access - parking	338	151	87	29	47
Easy access - public transport	320	150	91	41	50
Access to classes - language/music/dance	292	158	109	35	58
Quiz nights/talent shows and other events	246	201	130	29	46
Outdoor area with seating	245	185	103	53	66
Support/information services for Seniors	244	174	116	47	71
Information on visas and jobs	194	152	152	55	99
Private function space	190	194	142	54	72
Meeting spaces	172	195	152	62	71
Crèche/playgroups for young children	159	161	165	68	99
Close to a playing field/oval	104	108	186	90	164





## Club Location

Table 13 - Do you think the club is in the right location to meet your needs?

Location	Members	Past Members	Non-Members	Total
Yes	166	32	136	334
No	96	48	174	318
<b>Total</b>	<b>262</b>	<b>80</b>	<b>310</b>	<b>652</b>

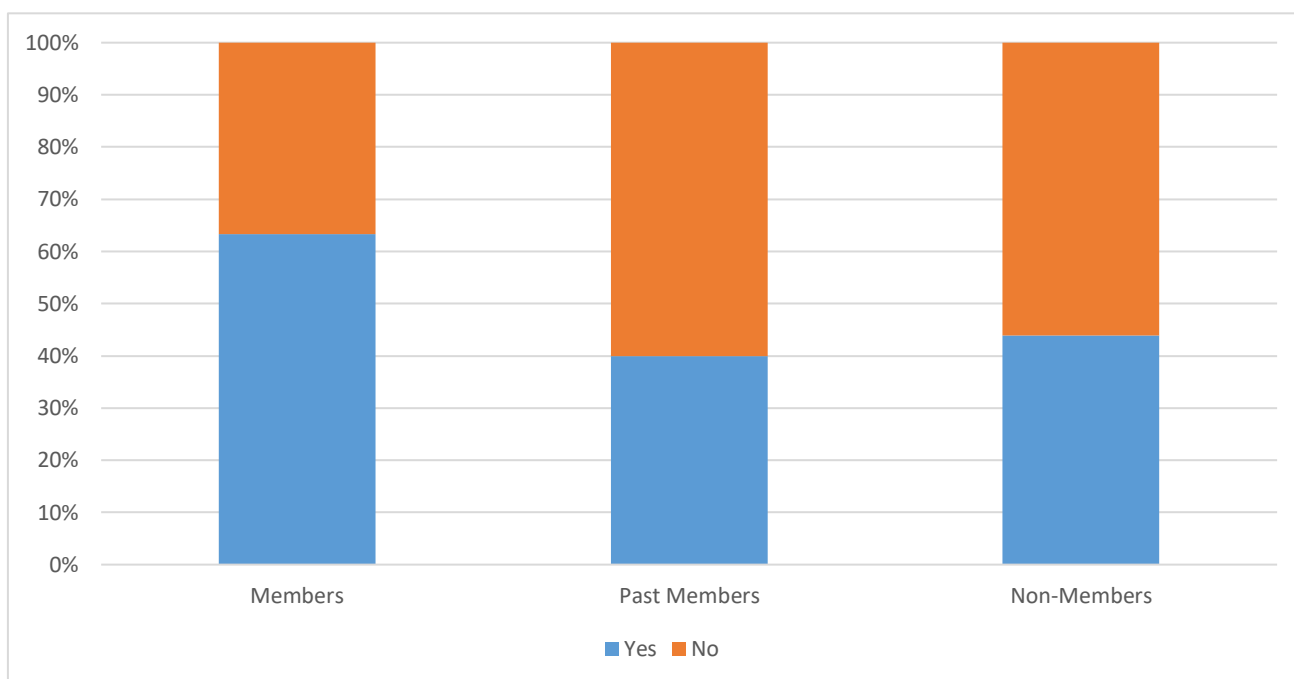
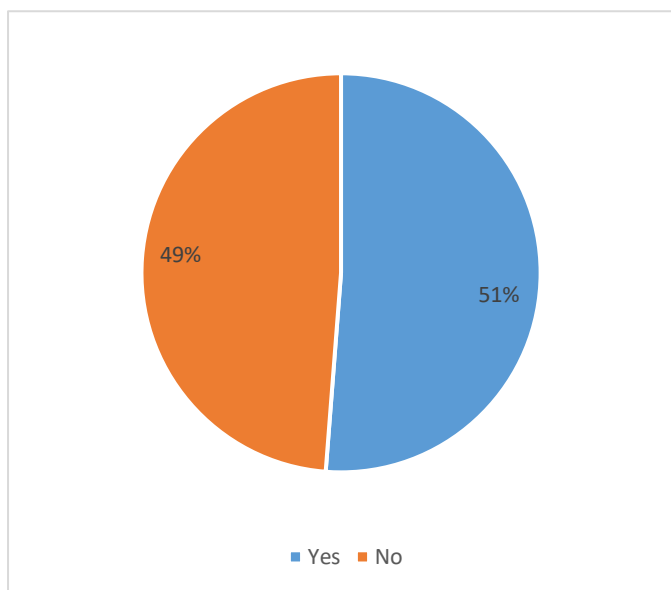
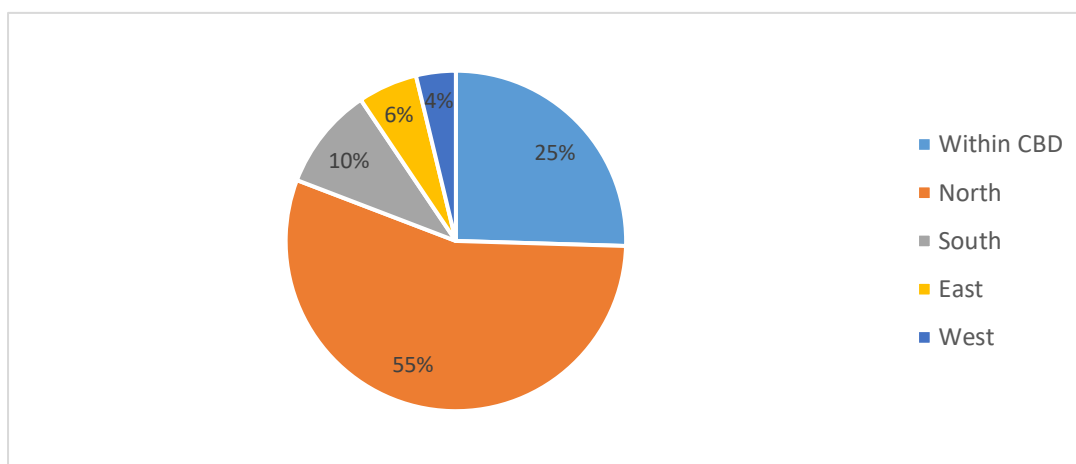




Table 14 - If not, where would the club be better located?

Location	Members	Past Members	Non-Members	Total
Within the CBD	22	10	49	<b>81</b>
North of the City	52	29	95	<b>176</b>
South of the City	9	5	17	<b>31</b>
East of the City	8	3	7	<b>18</b>
West of the City	5	1	6	<b>12</b>
<b>Total</b>	<b>96</b>	<b>48</b>	<b>174</b>	<b>318</b>



## Other Comments

Finally, the survey gave respondents an opportunity to provide any other commentary they felt was appropriate in a free text box that was optional to complete. This information will be reviewed by the management committee and consolidated to share with members at a future opportunity.