



NELSON CRICKET

VOICE OF THE PARTICIPANT SURVEY

2025/26 Report

ABSTRACT

The Nelson Cricket Voice of the Participant survey produces valuable insights which help shape the future of cricket in Nelson. This report provides a high level overview of the 2025/26 survey responses.

Executive Summary

Nelson Cricket has administered the Voice of the Participant Survey in 2-year intervals with the 2025-26 survey being the 3rd survey of this series. While the total number of responses (83) is up on the previous survey (2023/24), it remains a steady 6.7% of the total playing population.

The percentage of the playing population who responded decreases when factoring in the ability for parents, umpires, coaches, and supporters to respond. This low response rate makes it difficult to ascertain any significant trends or feelings from the data. However, it does provide a reasonable picture for how the community feels, and what matters to them.

When looking at the priority questions, sense of belonging to one's team, sense of belonging to one's Club, and whether someone will return next season, the results were mixed.

Sense of belonging to one's team remained steady at 92%, demonstrating that teams within the Nelson Cricket competitions are providing that sense of community and social interaction cricketers are seeking from their sport.

Surprisingly, the sense of belonging respondents felt for their team did not translate over to their Club. With the number of respondents who felt a strong sense of belonging with their Club dropping by 15% to 77% in 2025-26.

Despite the contrasting views on teams and clubs, the desire of people to return for the next season remains steady in the low 80's (81% in 2025-26 v 82% in 2023-24). With the majority of the remaining responses uncertain, rather than being disgruntled and stating they won't return.

The data has been analysed in conjunction with the open responses which have provided several key themes within the 2025/26 survey. These include;

1. Ground Quality

While the data itself suggests that the ground quality has improved since the last survey, open responses still suggest they are not up to standard. There is a strong belief that this impacts the ability to develop quality players, and in turn impacts the competitiveness of Nelson representative sides.

2. Competitions

The cyclical nature of competitions is coming back to the fore, with several respondents now calling for red-ball options to be added to the competition. This seems to be a consistent theme, adding and removing red-ball cricket every couple of years. In addition to red-ball, there are also calls for more cricket, by way of mid-week T20, and continued improvement of our Playing Conditions.

3. Women's Space

There was a significant number of comments relating to the women and girls space, with many of those being negative. While these comments represent a relatively small proportion of the overall participation base, they highlight differing views and experiences within this space, suggesting further collaboration and alignment may be beneficial to support the continued growth of women and girls' cricket across the region.

Overall, while the survey responses are limited in relation to the total playing population, the survey shows a cricket community which remains engaged, strongly connected to their teams, and likely to return next season.

However, there are key elements that Nelson Cricket needs to champion, including better pitch conditions, engaging competitions, and stronger transparency in decision making, to ensure that we continue to provide fun cricket experiences together.

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Overview

This document provides a high level overview of the 2025-26 Nelson Cricket Association Voice of the Participant survey with direct comparison to the 2023-24 responses where possible.

2025-26 received 83 responses (+9 on 2023-24) to the survey which had 43 questions (+2 on 2023-24). This response rate reflects 6.7% of our total playing membership, which is the same response rate as in 2023-24.

The increase in questions in 2025-26 was due to the decision to split certain general questions in order to obtain more meaningful information when analysing response.

Primarily this related to asking the respondent to provide their primary club and primary participation method, while then providing a secondary question for both to capture other clubs or roles.

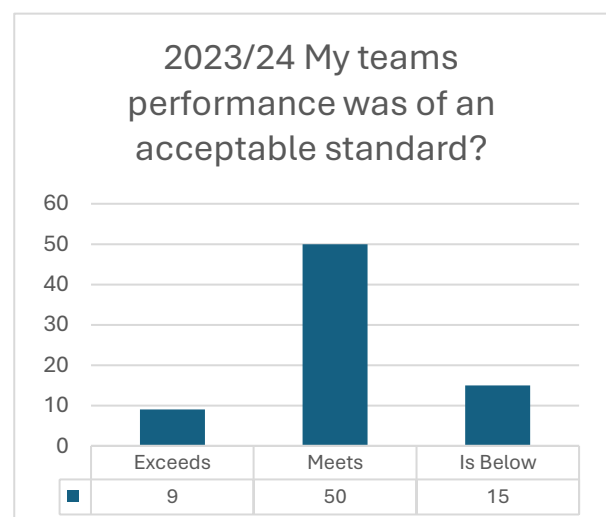
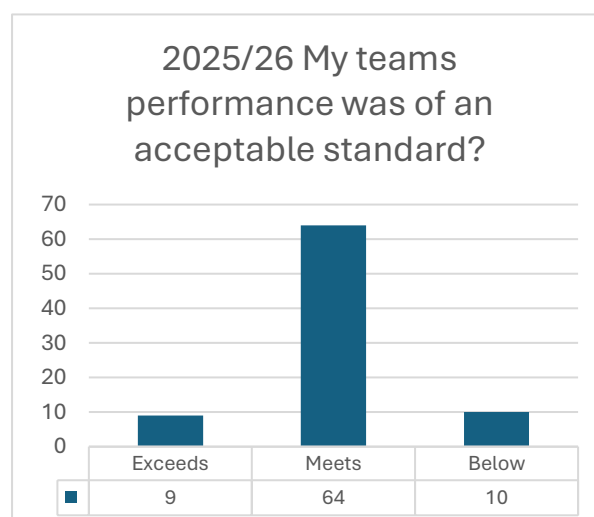
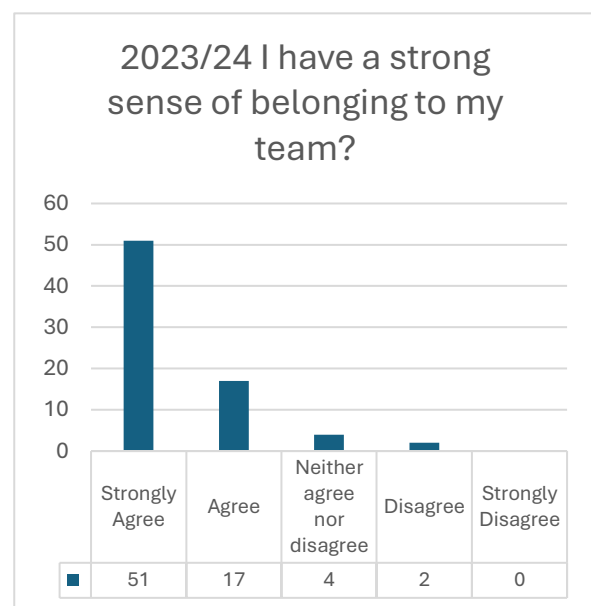
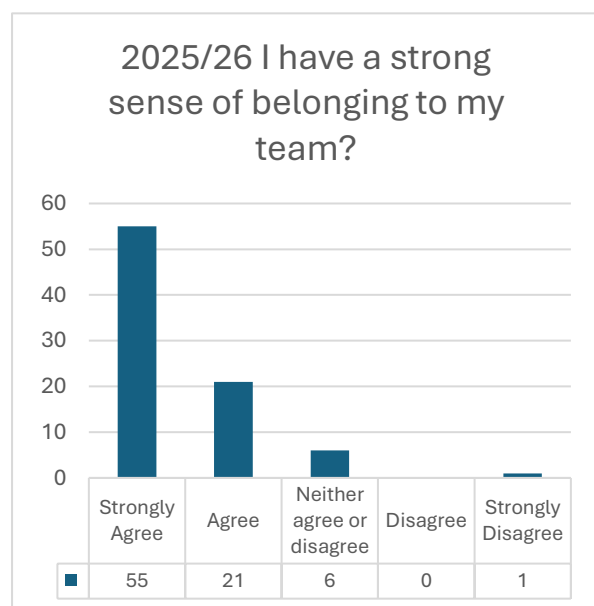
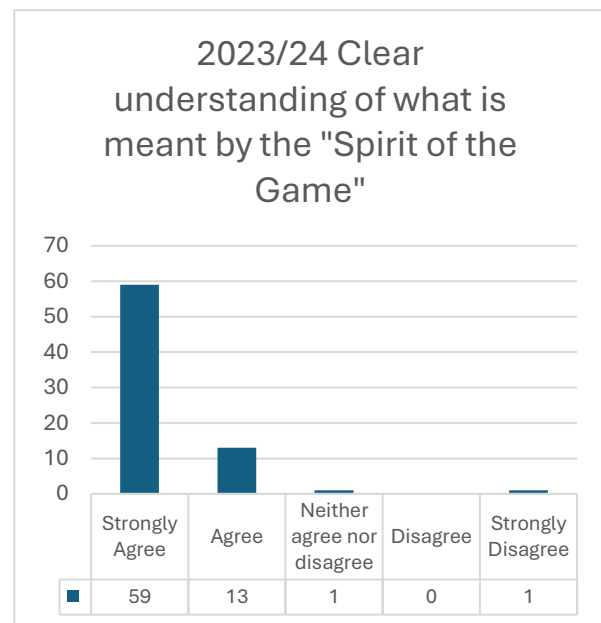
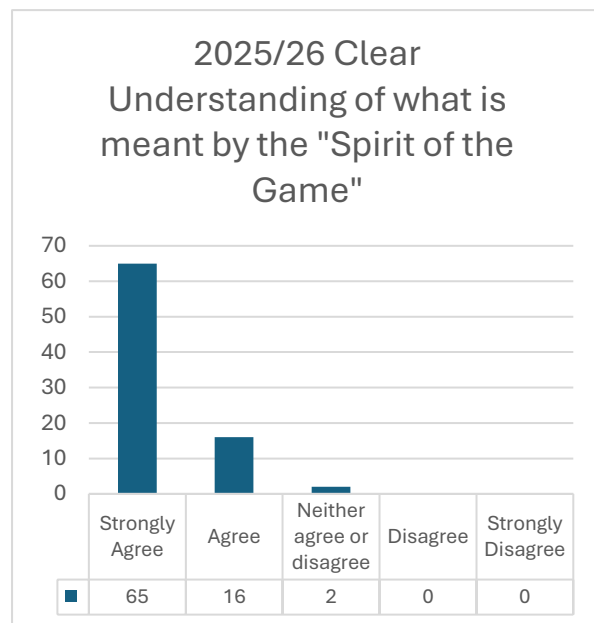
Survey Year	Number of Questions	Total Response
2021-22	42	105
2023-24	41	74
2025-26	43	83

This report directly compares to the last survey to clearly highlight any trends, whether positive or negative.

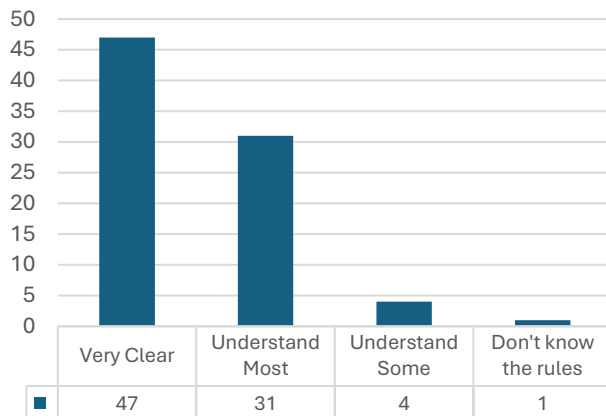
Last Survey Trends and Advancements (2023/24)

Category	"Trends"	Notes / Advancements
Culture	- There were issues identified with the culture within the female space. - There was perceived favouritism among pathway teams.	Issues within the female space continue, despite an enormous amount of effort and resource being put into this space.
Competitions	- In general, fields and venues are not at the level expected from the community. - Skill levels vary too much, particularly in younger grades. - There is a perceived lack of consistency in rules and how they are applied. - It was felt key rules could be communicate more frequently. - Frustrations occurred when there were changes to the competition structure, format, or dates once it had already started. - Plastic pitches were considered unsafe by the community.	While ground appropriateness scores have increased, comments suggest it is still a major issue. Midweek games and red ball cricket still hold some favour, however it appears to be with the minority.
Clubs	- Some issues of bullying younger players. - Younger players were not necessarily given the chance to perform.	Support within Clubs, and appropriate policies have improved.
Players	- Veteran cricket is under-supported. - There is no pathway for U13s, especially boys.	Appropriate pathways are in place, with better awareness around what is available.
Nelson Cricket	- Concerns re-player discipline within representative teams which requires addressing. - The standard of competition is dropping. - Belief more needs to be invested in community cricket. - We can expect more from Clubs, which in turn would improve cricket as a whole. - Need to respond to complaints or requests for information.	Nelson Cricket has taken steps to improve policies and procedures, and for the most part this has been recognised. Unfortunately, issues within the female space continue.

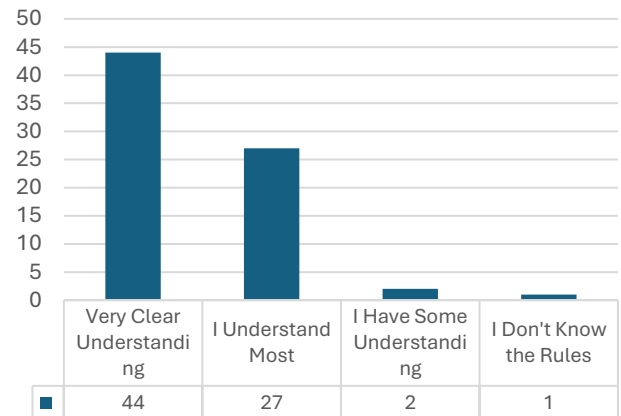
2025/26 Survey Results



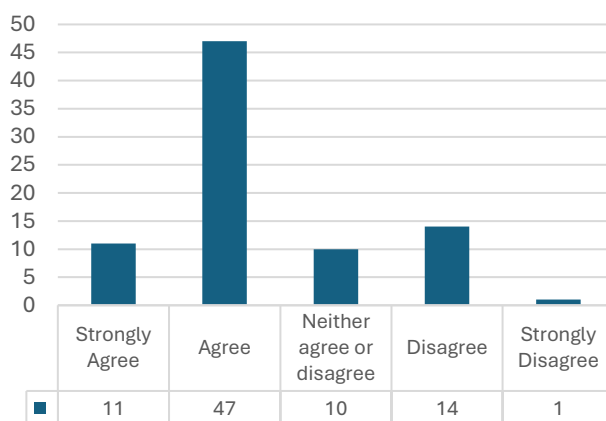
2025/26 What describes your understanding of the playing conditions for your grade?



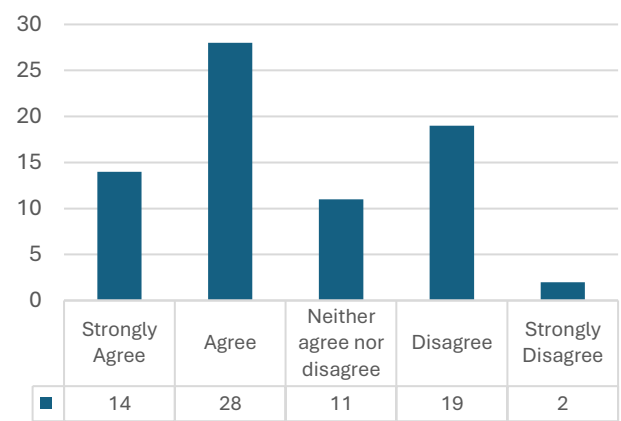
2023/24 What describes your understanding of the playing conditions in your grade



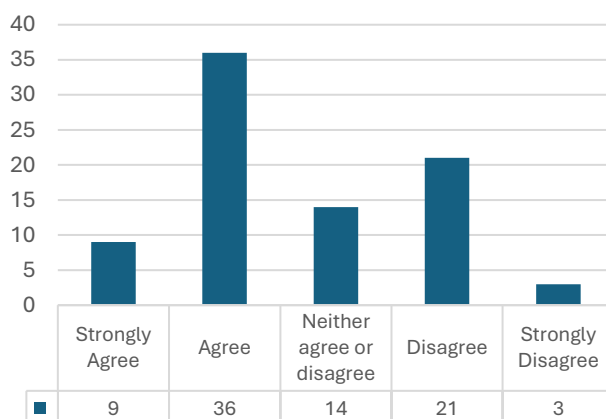
2025/26 Grounds our team play on have sufficient facilities (i.e., toilets and shade etc)



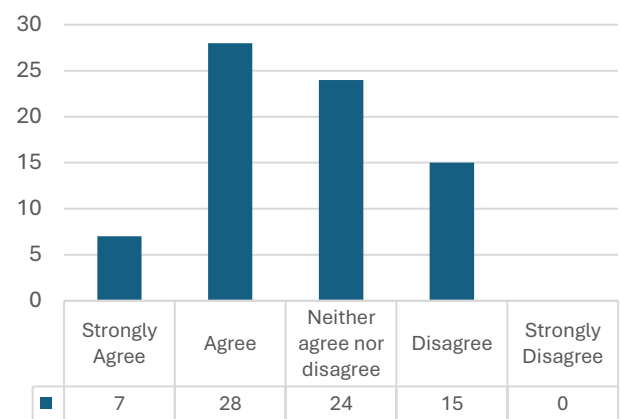
2023/24 The grounds our team plays on has sufficient facilities to cater for our team needs



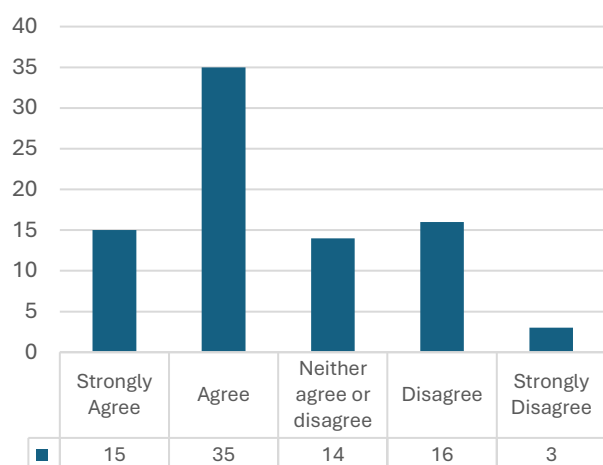
2025/26 The grounds we play on are of an acceptable standard for our grade?



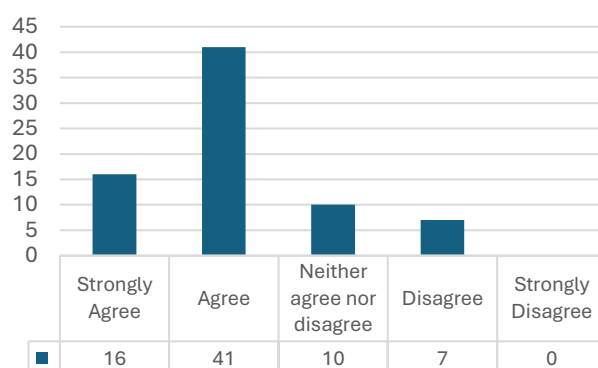
2023/24 The grounds our team plays on are at an acceptable standard for our grade



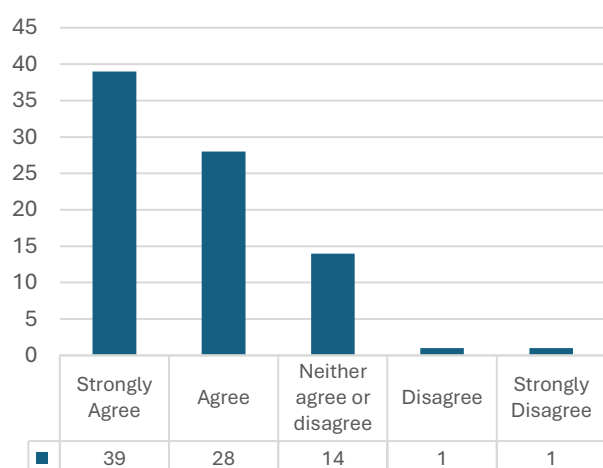
2025/26 There are enough formats available ?



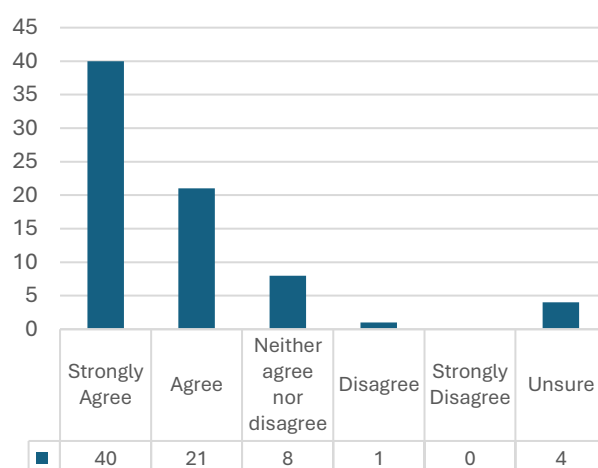
2023/24 There are enough formats available for players to participate in cricket within Nelson



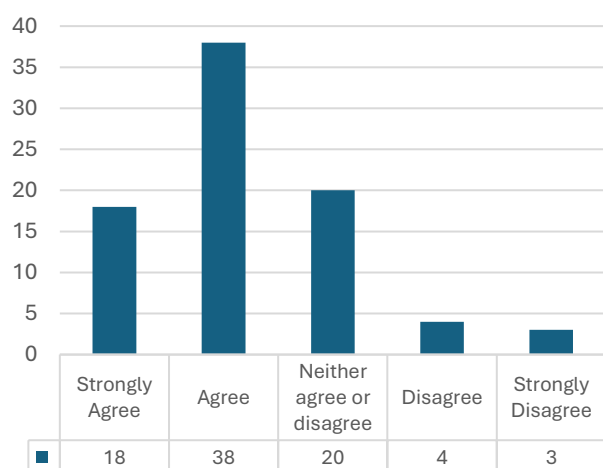
2025/26 I will continue to play cricket next season?



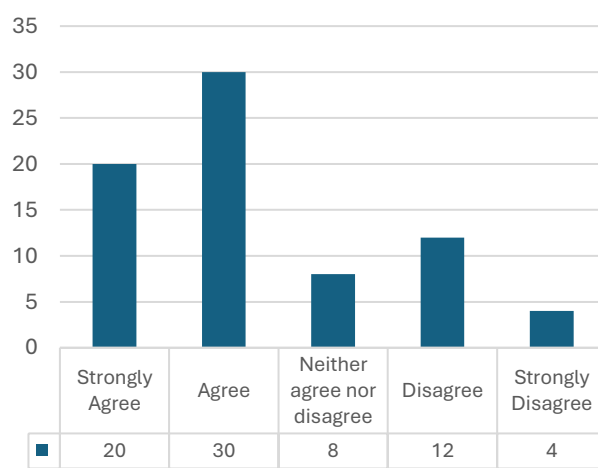
2023/24 I will continue to play next season



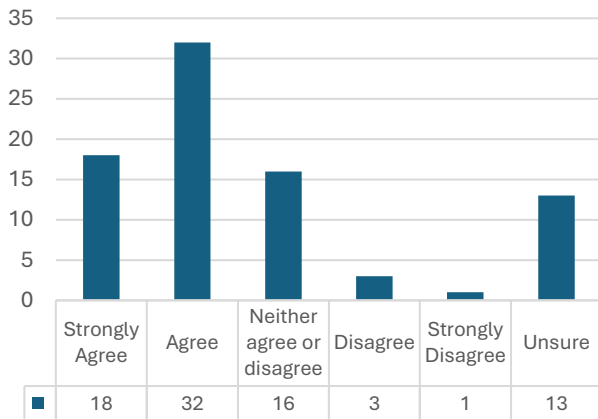
2025/26 Is PlayHQ valuable to you?



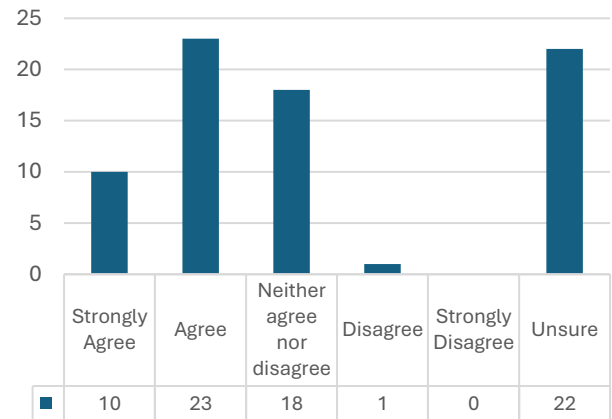
2023/24 PlayHQ is valuable to you



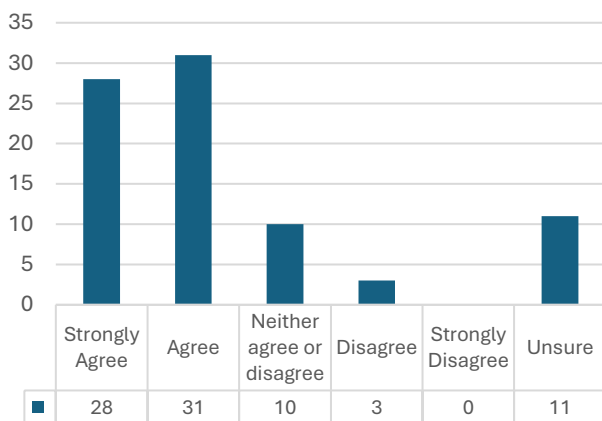
2025/26 Club has suitable member protection policies in place?



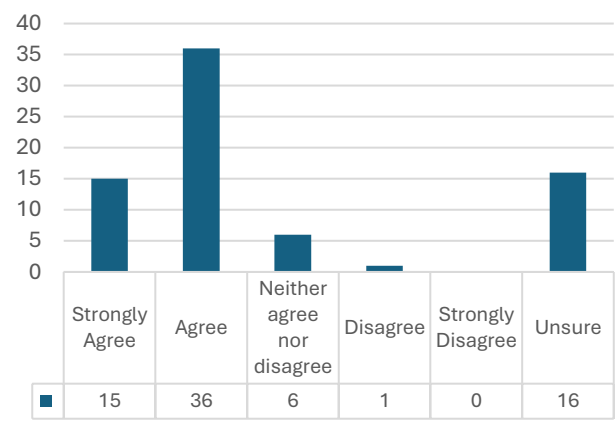
2023/24 Our Club has suitable member protection policies in place



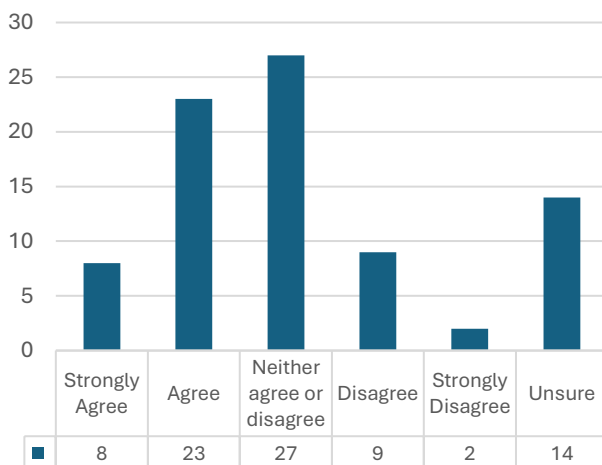
2025/26 Our Club sufficiently honours, acknowledges, and retains its history?



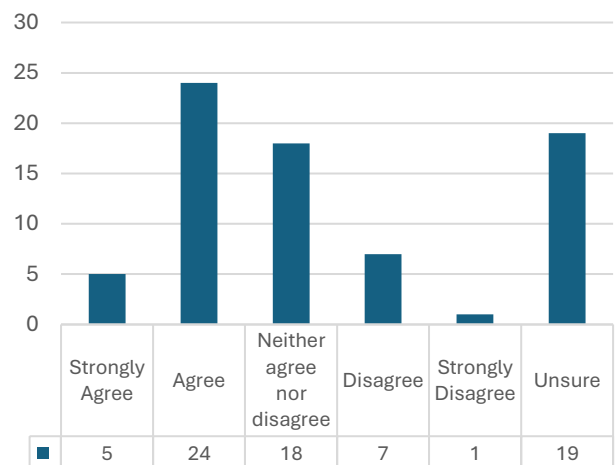
2023/24 Our Club sufficiently honours, acknowledges and retains it's history



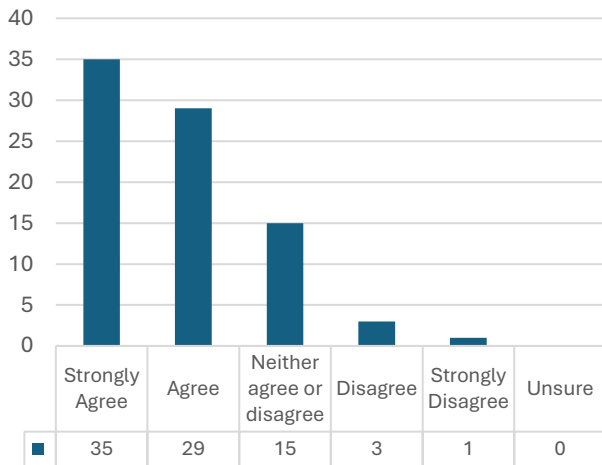
2025/26 Club has enough volunteers?



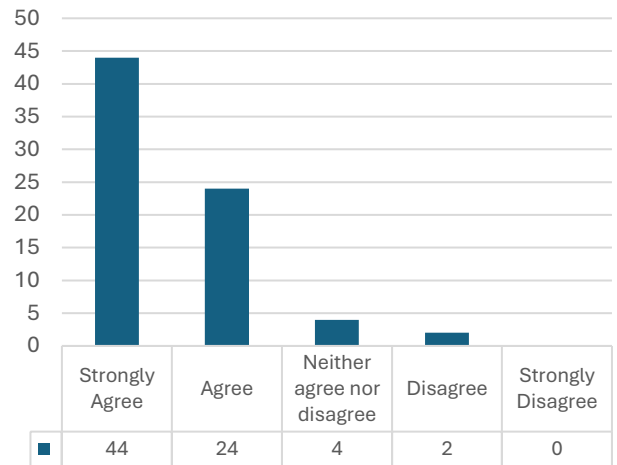
2023/24 Our Club has enough volunteers



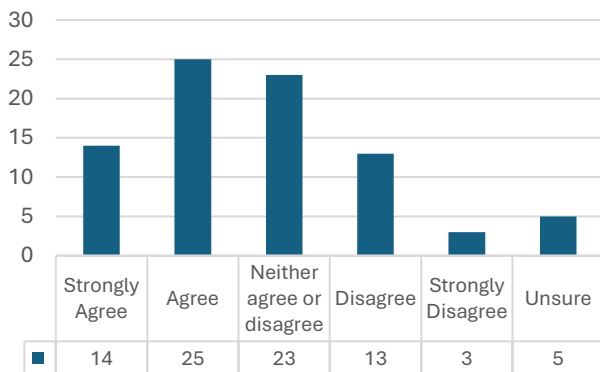
2025/26 Strong sense of belonging to my Club?



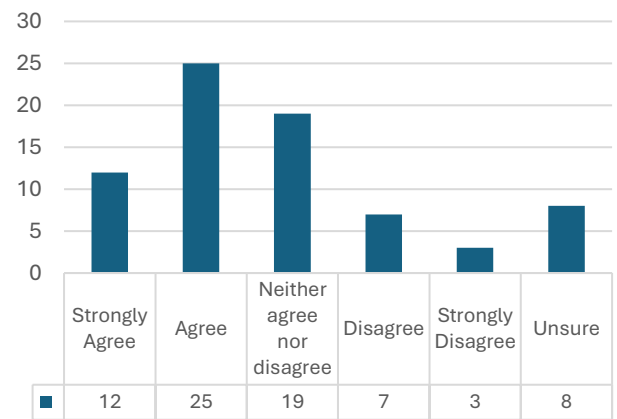
2023/24 Strong sense of belonging to my Club



2025/26 I understand and I am clear on the roles and responsibilities within Nelson Cricket?



2023/24 I understand the roles & responsibilities within Nelson Cricket



2025-26 Takeaways

Topic	Explanation
Women & Girls Cricket	While the culture within Nelson Cricket generally remains strong, the women and girls space continues to be polarised, with differing opinions / experiences.
Competitions	Each Club, team, and individual will have a different perspective around what formats are required / should be played. Nelson Cricket continues to engage with Clubs annually around formats and Playing Conditions to ensure they are developed in collaboration.
Grounds & Facilities	Facilities appear to have improved, however the quality of the pitches remain a concern. More work is required with Councils to ensure the cricket community feel they are getting value for money.
Communication	In general, the comments acknowledge the efforts that Nelson Cricket have undertaken to be more collaborative and improve overall communications. However, this needs to continue to ensure positive experiences and growth.
PlayHQ	With PlayHQ fully embedded, there seems to be more acceptance of PlayHQ. While perceived value remains steady, the negative sentiment has reduced significantly.
Club Governance	Overall, the club governance is improving with strong improvements in a number of key areas including member protection policies, disability inclusion, and volunteer recognition.