



VOLLEYBALLBC

# ANNUAL MEMBER SURVEY



## Safety & Belonging

### **“I feel safe participating in volleyball”**

**82-97% respondents agreed with this statement.** Coaches agreed most positively with Referees most likely to disagree. Females agreed less strongly than males.

#### **Key Highlights**

Generally people feel that **volleyball is safe or no more dangerous than other sports.**

Coaches play a key role in the player and referee experience - and their behaviours need to be appropriate and positive.

*“This has been a very negative experience for our daughter due to coaching style”.*

Coaches and Club Directors feel that parent behaviour has become more challenging to handle.

*“Seems to be increasing heckling from parents/spectators that makes the volleyball court not safe for players and referees.”*

One of volleyball's benefits is the team - but team culture and dynamics may negatively impact an individual if they are not positive.

*“Toxic behaviours by team members were not addressed by coaches or club staff”*

Members would like VBC to provide more resources especially around mental health, conflict resolution, and support for coaches, parents and athletes.

### **“I feel a sense of belonging within the volleyball community”**

**77-88% respondents agreed with this statement.** Adult Players and Coaches agreed most positively with Youth Players most likely to disagree. Females agreed less strongly than males.

#### **Key Highlights**

Many felt that the **volleyball community was incredibly welcoming.**

However, certain groups or demographics do not feel as supported as others. These included those new to the sport, females, certain ethnic backgrounds, and regions of BC,

*“Volleyball has a predominant white majority and it is an upper class sport in BC.”*

Coaches play an essential role in creating belonging and inclusion. Team cohesion is also seen central element of belonging - and this needs to be intentionally fostered.

*“Last year the team was very divided. Negative girls, cliques, criticism from teammates on court”*

Members would like VBC to encourage volleyball to be more inclusive by:

- More oversight & enforcement of rules.
- Providing training and education.
- Increasing grassroots opportunities for certain groups.
- Communicating and promoting this value.
- Managing complaints when they arise.
- Increasing staff presence at VBC events.
- Adopting inclusive language and policies.

# Participation

**What do you enjoy most about the VBC programs that you participated in?**

## Youth Players

- Competition
- Fun and enjoyment
- Skills Development and Growth

## Adult Players

- Fun and enjoyment
- Competition
- Social Connection

**Are there any barriers that limit your participation in volleyball programming?**

1. Cost.
2. Lack of time or conflict with other activities.
3. Lack of programs where I live.
4. Limited availability of spots or teams.
5. No suitable programs for my ability level or age.
6. Discrimination or do not feel welcome.

# Satisfaction & Customer Service

**Please rate your satisfaction with the programs, events and services that VBC provides**

**Satisfaction levels improved from 2024 across all member groups.**

Satisfaction levels were 4.5 out of 5 for 76% Youth Players, 68% Adult Players, 81% Referees, 72% Coaches, and 78% Club Directors.

**VBC could improve satisfaction levels by:**

1. Improving organization of activities.
2. Improving customer service and communication, including improving the website and registration.
3. Reducing costs and addressing affordability.
4. Providing more events or programs.
5. Enforcing rules, governance, or accountability.
6. Providing more support for coaches, spectators, clubs and referees.
7. Increasing perks or benefits.

**If you have contacted us with a question, how responsive have you found us to be?**

**Responsiveness ratings improved from 2024 across all member groups, except Adult Players.**

Responsiveness was rated 3+ out of 5 for 79% Youth Players, 61% Adult Players, 100% Referees, 87% Coaches, and 100% Club Directors.

**VBC could improve communication by:**

1. More efficient and effective customer service.
2. Improving timeliness and accuracy of communications to participants, particularly linked to club tournaments and adult programming.
3. Increasing more personal, in-person, or tailored communications.
4. Improving the website and social media.
5. Providing more support to new participants.
6. Being more open to feedback.

# Top Themes & Next Steps

## Top Themes

- Improve our organisation, especially around the delivery of the club competition and adult leagues. Our earlier release of tournament schedules was appreciated but participants still perceive some disorganization.

*"The small steps taken in the last couple of seasons have been noticed and appreciated. Thank you! Looking forward to more improvements in the near future."*

- Closely linked with #1 is to improve customer service and communication – timeliness of response times: A big subset of this is to improve the website and registration experience.
- Reduce costs or address affordability.

*"Down the cost or help the club not travel quite often."*

- Provide more events or programs and/or extend the season.
- Enforce rules, governance or accountability.

*"Review rules before the start of a season. Hold team captains/coaches accountable for their team's behaviours."*

- Increase support for coaches, spectators, clubs, and referees.
- Increase perks or benefits.

## Next Steps

- We have reviewed and analyzed all survey responses to improve our current programs and activities. Program Managers have received detailed survey results from their respective areas.
- Your feedback on communication, member engagement, and belonging will directly inform a 2026 action plan to implement improvements for each member group.
- We will re-issue the Annual Member survey in 2026 to track satisfaction and engagement measures, and to identify priorities and areas of improvement.
- VBC Board and staff will annually track progress against our 2025-2028 Strategic Plan's goal to *"Develop an operating model for Volleyball BC that is focused on sustainable growth and member service."*

## Finally, many individuals also offered positive feedback...

*"I am very happy with my daughter's experience.. She has made wonderful friends, has had a blast going to tournaments, and has learned a lot! It has been great for us parents too."*

*"Thank you for your continued growth and improvement. You are providing excellent opportunities for our youth."*

*"I was a very vocal displeased person in the past. I see how hard you are working and it is appreciated!"*



Got questions?

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