



Project



Membership
Engagement and
Satisfaction

Partner



Melbourne City
Football Club (formerly
Melbourne Heart)

Year

2015

Purpose



Melbourne Heart Football Club commissioned the Centre for Sport and Social Impact at La Trobe University to conduct Membership Satisfaction and Retention Surveys for seasons 2011-2012 and 2012-2013.

Method



A survey was emailed to all active members in March of 2012 and 2013. An incentive of the chance to win a signed team jersey was offered each year. A total of 668 usable responses were received in 2012 and 583 usable responses were received in 2013, providing a representative sample of Melbourne Heart members.

Application



The survey data provided demographic information on members to Melbourne Heart Football Club and information on member satisfaction with different aspects of the membership experience, their preferences for communications, engagement and for purchasing memberships and merchandise. The survey data also provided the club with information on where their media spend should be allocated and on member sponsorship recall for major sponsors and member preferences for future sponsorship categories.

