

SICC Survey 2022 Results – Preliminary Report

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Overview

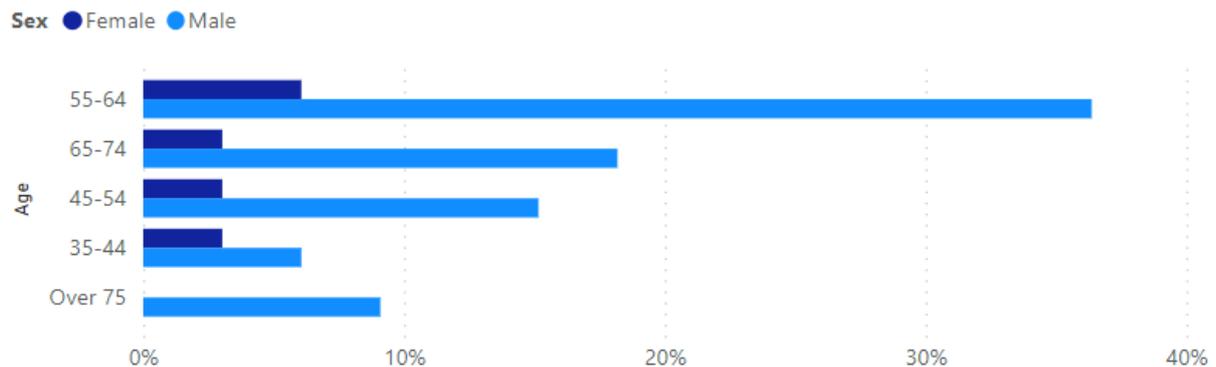
Back in June this year our club launched its first-ever member survey. The committee issued this survey to help make important decisions about the way our club operates and how we engage with our members. The survey was open to all members through to August 31 2022 and asked important questions to:

- Understand how we can Improve how we deliver our member services
- Provide new services that attract and retain our members
- Foster better social engagement with our members and communities

Preliminary results of this survey are presented in this report.

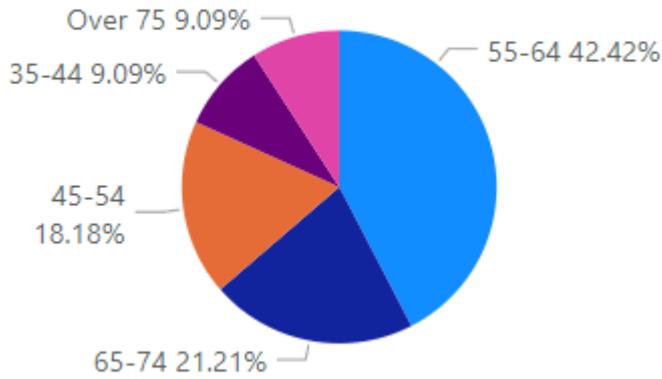
Member Demographics

12% of the nearly 300 members surveyed provided responses to this survey, making the results of this survey quite a good snapshot of our member population. 15% of these responses came from our female members.



The 55-64 age group represents the biggest population of our club at 42%. The 55-74 age group represents the highest proportion of members who are interested in club runs and social engagements. The 45-54 and over 75 age groups, however, are mainly interested in club registration.

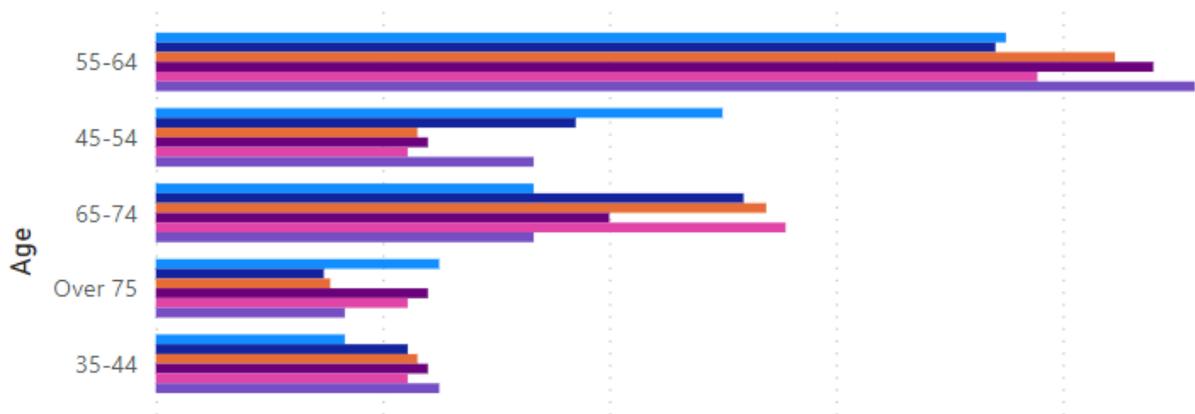
Age Breakdown



The overwhelming majority of our members – our empty nesters in particular - are in the club for the social engagement.

Member Interests

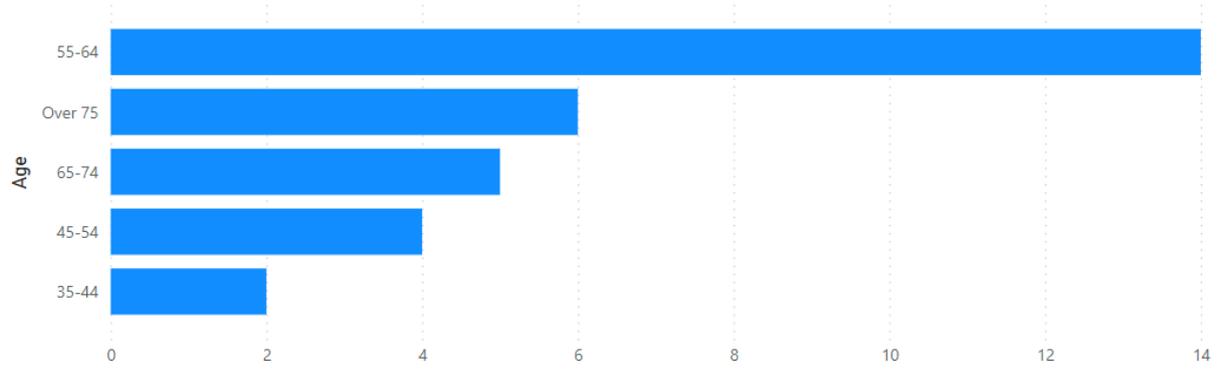
● Club Rego ● Club Runs ● Social ● Italian Cars ● Meetings ● Magazine



Italian Cars

75% of the survey respondents claimed they own one or more Italian cars, the majority being FIATs, Alfa Romeos and Abarths, although our members own Maseratis, Lancias and Vespas. The 35-44 and 55-64 age groups represent the proportion of members who own more than one Italian car.

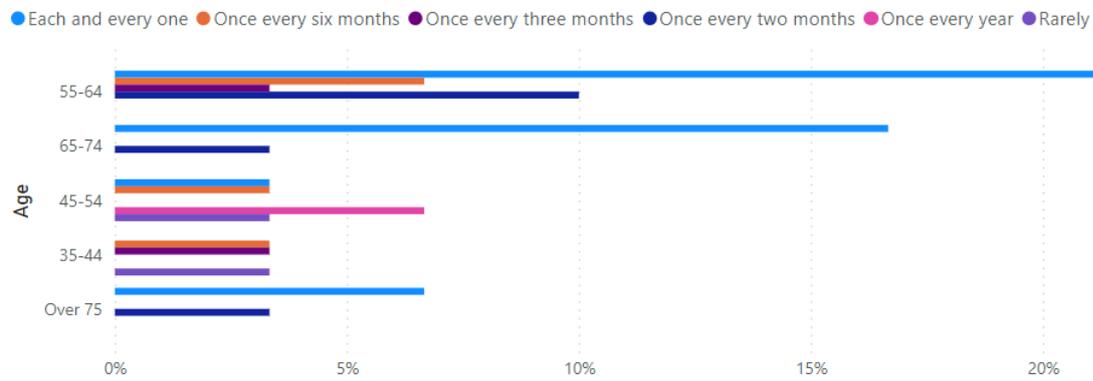
Historic Registration by age



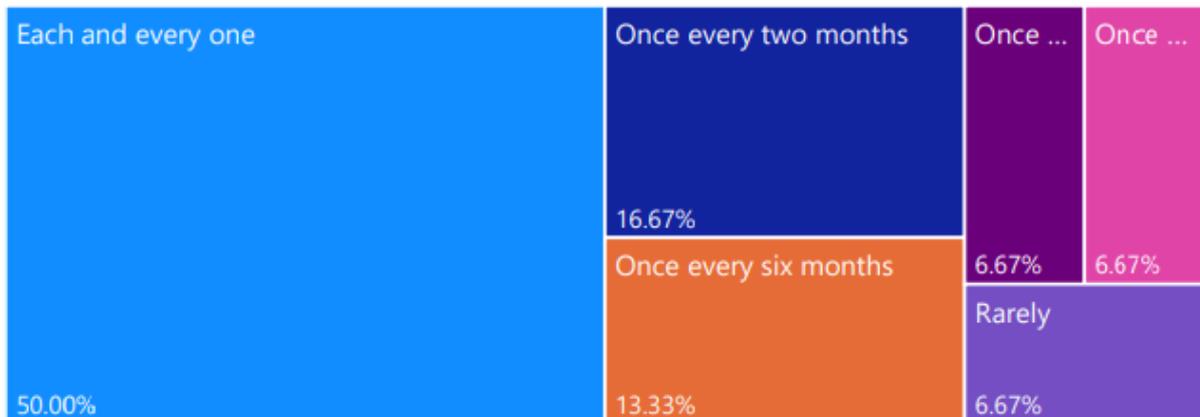
Club Runs

50% of our survey respondents attend every one of our club runs. Again, the highest proportion of members who do attend these club runs are 55 years and older.

Club Runs by age

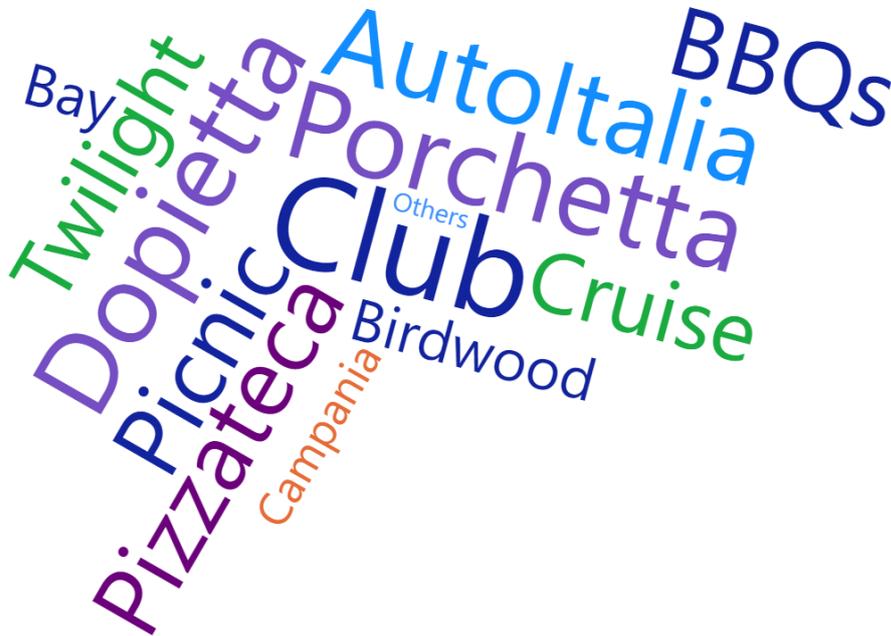


Club Run Attendance



Social Gatherings

When it comes to club social gatherings, Scuderisti look for two critical things: A destination to drive to with our cars, and a feast at that destination. By far the most successful gatherings include a feast at the end of a drive, or an Italian car-themed feast. Pizzateca, AutoItalia (the best of both) and Club BBQs are among the most loved social gatherings. The #1 social gathering is the ever-famous Porchetta at Dopietta. Well done boys!



Club Meetings

54% of our survey respondents showed an interest in our club meetings. Of those that do, 48% of those attend every meeting – making that 9 regular attendees. The overall satisfaction ratings out of 5 for the meeting criteria are as follows:

- Meeting Format – 70% (3.5 out of 5)
- Meeting Location – 61% (3 out of 5)
- Venue Service – 59% (2.95 out of 5)

The key piece of feedback received on the club meetings refers to the need for more variety in the agenda (guest speakers), an option for attendees to participate via Zoom, and the need for a venue with adequate meeting space and parking availability.

Club Meeting Ratings by age

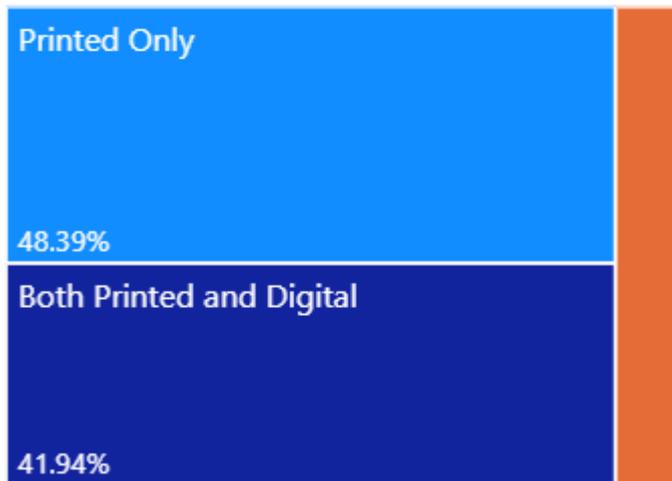


Club Magazine

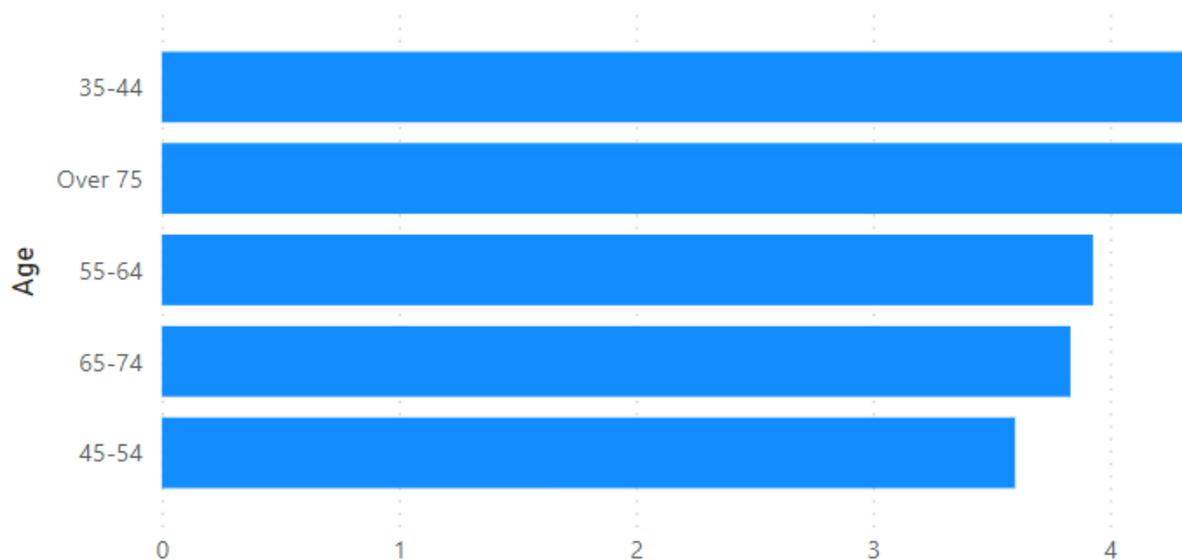
72% of our survey respondents showed an interest in our club magazine and they read every issue we publish. Over 90% of the respondents prefer a printed copy of the magazine – half of which also like to receive a digital copy as well. 80% of the respondents say that they like receiving quarterly magazines.

The overall average satisfaction rating of our magazine is 80% (4 out of 5).

Club Magazine Format



Club Magazine Ratings by age



Overall Direction - Likes

The single biggest positive impression on our club is its people. The friendly and welcoming atmosphere that our passionate members bring a level of camaraderie which makes attending events and club runs enjoyable. The fact that our club brings an inclusive atmosphere into each of its events – including the ladies’ lunch – makes for a very welcoming, inclusive club that caters to families. Listed below are a snapshot of the impressions left by our members:

- Friendly and welcoming group of people.
- I like the social aspect of our club. We are family friendly, and inclusive. I think the Lady's Day Lunches are a great idea as it demonstrates our club is not made up of just men interested in their cars. I also like the friendly atmosphere of the club and I think we have the balance between the social aspects and the car side about right.
- Spending time with members, learning more about other member car models, forming a network of members that can assist me.
- Well managed, smallish club. Good atmosphere and friendly. Lots of social events.
- The club has been very welcoming even though I don't have an Italian car! The previous owner of the car highly recommended the club and first impressions haven't disappointed.
- It is a social club and of a size that you can get to know people. It's not self-obsessed and not a large club so maintains that community feel.
- Friendly group who make my wife and I feel welcome.

Overall Direction – Suggestions for Improvement

The greatest opportunity this survey provides is for our members to suggest ideas for improvement. Whilst many members were happy with the club as-is, several great ideas were suggested for us to consider such as the following:

- An optional Teams or Zoom call so you may get people who dial in if can't make the meetings in person
- Interstate sister club affiliation (e.g. VIC)
- More interesting meetings (guest speakers and special interest events)
- Show and shine events
- Have events which attract more partners and families.
- An informal register of reliable specialists to deal with all the quirky problems we experience with our cars.
- Shared experiences and knowledge base is invaluable to a novice like me!
- Celebrate more Italian cultural events.
- For me greater member engagement and participation – considering people will have different requirements in terms of life commitments.

Conclusion & Next Steps

The responses we've received from our members are an important first step towards defining our club's strategy and to set goals for the 2022 and 2023 year ahead. The data we have received suggests that our club is fundamentally good – it is well managed, right sized and provides a blend of social and car enthusiast activities that put people – family – first and foremost in mind.

The incoming 2022-2023 committee will take these results and analyse the detailed data, so that this valuable information is considered in defining our club's strategy and goals for the coming year to further drive engagement and continued participation by its members.