



# **DARTS ALBERTA**

**THE ALBERTA DARTS ORGANIZATION**

## **Darts Alberta Programs Feedback Survey Results Executive Summary**

**October 25, 2006**

---

This project, and many programs and services offered through Darts Alberta, are made possible through funding support of:



## Table of Contents

Executive Summary .....	3
Conclusions, Significant Findings and Recommendations.....	4
Appendices.....	13
Appendix A – Project Scope, Goals & Objectives .....	13
Appendix B – Darts Alberta Contact List.....	14

### *Note to Reader:*

This document contains only the Executive Summary and not any statistical data gathered from the survey. Contact the Darts Alberta President or Administrator for a copy of the complete report.

## Executive Summary

An on-line survey was developed and conducted by Darts Alberta to gather feedback on Darts Alberta Programs and Services from members and non-members throughout Alberta. A list of the project's goals and objectives are included in the appendices.

The survey was developed by the Darts Alberta Administrator and validated by the Darts Alberta Grants Subcommittee. The results were formulated and the report and conclusions were written by the Darts Alberta Administrator for presentation to the Darts Alberta Executive Committee. A contact list is included in the appendices.

The survey was developed through the use of Perseus SurveySolutions® Express on-line survey software and went live on October 1, 2005. Several mass emails were circulated to the Darts Alberta email database consisting of approximately 200 member and non-member dart players, organizers and executive members throughout Alberta. Survey results were gathered between October 1, 2005 and December 15, 2005.

To maximize participation, an incentive was provided where all survey participants would be entered in a draw for one of two vouchers of \$75.00 each toward entry fees at any Darts Alberta Ranked Tournament.

Although some statistical information was generic to all survey participants, the survey was structured in such a manner that in most cases if an individual specified that they were not aware of that program or service, the participant was forwarded to the next program or service without requesting feedback for improvements. As this survey was designed for Alberta residents, if a survey participant specified that they were from outside of Alberta, the participant was forwarded to the end of the survey.

A total of 99 individuals participated in the Darts Alberta Programs Feedback Survey, representing 98 residents of Alberta and 1 from out of province. The survey results included in this report is based solely on the information provided by Alberta residents.

# Conclusions, Significant Findings and Recommendations

## *Statistical Validity*

- The survey results provide an accurate representation of the Darts Alberta membership, based on a comparison of the demographics of survey participants vs. the current membership in relation to location, male/female ratio and adult/youth ratio.<sup>1</sup>
- Feedback was received from an excellent cross-representation of competitors from varying skills levels. Over 65% of survey participants rated themselves from recreational to intermediate level athletes, which is believed to be the greatest majority of the Darts Alberta membership.
- With over 80% of the survey participants being Darts Alberta members, this provides an excellent representation of member feedback.

## *Membership Feedback*

- Some of the primary reasons for not being a Darts Alberta member are:
  1. They just have renewed yet.
  2. They don't see any value or benefit.
  3. They are no longer a member of a Darts Alberta Member League.
- Membership retention is reasonably good with over 65% being members for 3 or more years.
- Although the majority believe that the membership cost is priced right, over 30% believe that the membership fees are 'Somewhat Too Low' or 'Too Low' when compared with the benefits received.

## *Recommendations*

- As there have been no changes to fees over the past 5 or more years, there may be an opportunity to review the current membership fees.
- There is an opportunity to consider methods of membership retention when individuals are no longer members of a Darts Alberta Member League.

## *Organizational Feedback*

- An overwhelming majority are 'Satisfied' to 'Very Satisfied' with the organization.
- An overwhelming majority rate the overall effectiveness of the current executive Committee as being 'Effective' to 'Very Effective'.

---

<sup>1</sup> This conclusion is based on the following comparison between the demographics of the Darts Alberta membership base vs. the demographics of the survey participants:

	Membership Demographics	Survey Participant Demographics
Calgary	28%	45%
Edmonton	35%	37%
Male	70%	60%
Female	30%	40%
Adult	99.5%	99%
Youth	0.5%	1%

- The vast majority believe the organization communicates ‘Well’ to ‘Very Well’.
- Non-members rate the organization’s communication higher than members.

### *Policy Awareness*

- The awareness and level of knowledge regarding a specific policy would seem to have a direct correlation to the perceived direct impact a policy might have on an individual member.
- While over 40% were not aware that Anti-Doping, Conflict of Interest and Volunteer Screening policies exist, over 50% are ‘Somewhat’ to ‘Very’ knowledgeable of the Disciplinary Proceedings, Privacy Protection, and Violence and Harassment policies.

### *Recommendations*

- There is an opportunity to increase awareness of Darts Alberta Policies, through publishing articles specific to each policy.

### *Programs & Services Awareness*

- As logic would dictate, on average, the awareness and level of participation regarding specific programs and services seem to have a direct correlation with how long the program or service has been established.

DARTS ALBERTA PROGRAM OR SERVICE	# OF YEARS ESTABLISHED	% DID NOT KNOW THE PROGRAM EXISTED
Adult Zones & Provincial Championships Program	21 years	2%
Youth Development Programs (including Provincial Championships)	20 years	4%
Darts Alberta Ranked Tournament System	17 years	5%
Darts Alberta Level 1 Officiating Certification Program	3 years	20%
Elite Development Award (PDC Desert Classic)	3 years	22%
180 Recognition Program (180 Pins)	7 years	25%
Member League Grassroots Mentorship Program	3 years	40%
Member League Volunteer Recognition Program	3 years	40%
Member Grants Program (Financial Assistance)	3 years	40%
NDFC No-Cost Accidental Death & Dismemberment Insurance	3 years	40%
Intermediate Development Award (Participation Points)	2 years	40%
Member League Provincial Championship Program	2 years	45%

### *Recommendations*

- There is an opportunity to increase awareness of the newer programs and services, through publishing informational brochures and articles specific to each program.

### *NDFC No-Cost Accidental Death & Dismemberment Insurance*

- There appears to be a great lack of understanding of the benefit.
- There appears to be a lack of contact between the insurance company and members that have submitted their beneficiary designation cards.

### *Recommendations*

- There is an opportunity to increase member knowledge of the program through publishing an article specific to this benefit.
- There is an opportunity to provide better member access to beneficiary designation cards through distributing more cards or advising members of on-line submission.
- Make recommendation to the NDFC that more information regarding this benefit be published on the NDFC website.

### *Youth Development Programs (including Provincial Championships)*

- Although over 65% do not have youth or know youth that participate in youth development programs, less than 5% overall did not know that youth programs existed.
- Of the small number of youth competitors that participated in the survey, the majority rated a very low level of over satisfaction with the youth development programs.<sup>2</sup>
- Youth coaches or those that know youth competitors, the vast majority are ‘Satisfied’ to ‘Very Satisfied’ with the youth development programs.
- When asked to provide specific feedback regarding how to improve Youth Development Programs, the majority of feedback related to increasing competitive opportunities, coaching and mentoring, and marketing to recruit more participants, developing incentives for youth athletes to continue active participation when advancing to the adult level and increasing assistance provided to youth leagues.

### *Recommendations*

- There is an opportunity to conduct further research targeted specifically to youth competitors to determine their overall level of satisfaction.
- There is an opportunity to develop more competitions for youth athletes, including those with adult mentorship components.
- There is an opportunity to promote the National Coaching Program to youth coaches.

---

<sup>2</sup> With only 3 survey participants indicated direct participation in youth development programs, it is difficult to ascertain whether this is a true indication of the level of satisfaction amongst youth competitors.

- There is an opportunity to promote youth development programs to the youth communities through public advertisements, schools, community leagues and other youth related organizations.

### *Adult Zones & Provincial Championships Program*

- Since over 50% of the survey participants stated they compete at the adult zone qualifiers and provincial championships, the following feedback provides a very good representation of those participating in this program.
- An overwhelming majority are ‘Satisfied’ to ‘Very Satisfied’ with the Adult Zones and Provincial Championships.
- Even though over 15% compete only in Adult Zone Playoffs and never compete at the Provincial Championships, these zone participants are ‘Satisfied’ to ‘Very Satisfied’ with the program.
- The primary reasons for competing at the zone level, but not at the Adult Provincial Championship include:
  1. Time and work commitments.
  2. Too far to travel.
  3. Lack of ability or lack of confidence in their ability.
- When combining overall program satisfaction with the reasons some only compete at the zone level, one could perceive that the zone playoffs are providing satisfactory opportunities for those individuals to participate in more competitions at the local level.
- The primary reasons for not participating in the Zone Playoffs and Provincial Championships include:
  1. Lack of ability or lack of confidence in their ability.
  2. Time and work commitments.
  3. Lack of knowledge regarding the program and events.
- Although some specific feedback was received regarding the costs, competitor behaviour, and location, the vast majority of feedback related to the format structure at the Provincial Championships.
- Some of the participants’ recommendations for changes to Provincial Championships format include:
  1. Complete round robin or not always having to play the same people each day.
  2. Eliminate the round robin warm-up.
  3. Limit the number of participants that advance from the round robin to the knockout.
- Although some participants would prefer a complete round robin format, those that have relocated from other provinces have a higher opinion of the current Darts Alberta Provincials format.
- Although some participants believe the majority of the eastern provinces are structure with a complete round robin format, this may not necessarily be factual.

### *Recommendations*

- There is an opportunity to review the Provincial Championship structure to determine if the current format is developing the strongest team to represent the province at the National Championship.
- There is an opportunity to poll other provinces to determine what methods of Provincial Championship formats are used throughout Canada, as this may dispel myths that the majority of provinces utilize a complete round robin format.

### *Darts Alberta Ranked Tournament System*

- Since almost 50% of the survey participants stated they compete in ranked tournaments, the following feedback provides a good representation of those participating in this program.
- An overwhelming majority are 'Satisfied' to 'Very Satisfied' with the Darts Alberta Ranking Points structure.
- An overwhelming majority are 'Satisfied' to 'Very Satisfied' with the rules and formats associated with Darts Alberta Ranked Tournaments.
- There is little difference of opinion between those that actively compete vs. those that are simply aware of the ranked tournament system.
- The vast majority of feedback relating to the point structure of the Darts Alberta Ranked Tournament System included limiting the number of tournaments that count toward your total ranked points and reverting points to zero at the beginning of each season.
- The vast majority of feedback relating to the Darts Alberta Ranked Tournament rules and formats included making stage play a requirement, requiring consistency between the formats of men's and women's events and better enforcement of the rules and regulations.
- There would appear to be a lack of knowledge regarding how the point structure works, including a misunderstanding that year-end results would be different if the points were reverted to zero at the beginning of each season.

### *Recommendations*

- There is an opportunity to review all feedback received in order to continuously improve the Darts Alberta Ranked Tournament System.
- Due to the increasing number of Darts Alberta Ranked Tournaments each year and the time and financial commitment required to travel to each of these events, there is an opportunity to review the number of tournaments that should count toward overall ranking. This review could consist of comparing a previous year's ranking list based on two different systems to determining whether there are any vast differences in results.
- There is an opportunity to increase awareness of all Ranked Tournaments by publishing an annual calendar of events at the beginning of each season.
- There is an opportunity to increase membership knowledge through the publication of articles regarding how the Darts Alberta Ranking Point System works and how not reverting to zero only provides a benefit to seeding throughout the season.

### *Elite Development Award (PDC Desert Classic)*

- With over 75% being aware of this new incentive, this rated amongst the highest level of awareness for a relatively new program.
- Only a small percentage actively participates in Darts Alberta Ranked Tournaments as a result of this incentive.
- The vast majority believe the program are 'Satisfied' to 'Very Satisfied' with the Darts Alberta Ranking Points structure.
- The vast majority rate the overall effectiveness of this program as being 'Effective' to 'Very Effective'.
- The vast majority of feedback relating to the Elite Development Award included expanding the current award to more positions, a wildcard opportunity for those not in the top 2 ranked positions, limiting the number of tournaments that count toward ranking, more choose of the event to participate in and providing the next ranked athlete the opportunity to participate if winners can't attend or have already earned the award through the NDFC.
- As logic would dictate, there was a direct correlation between the feedback received regarding the Ranked Tournament point structure and the suggestions for improvements to this program's format.

### *Recommendations*

- Investigate the feasibility of expanding the program with a Wildcard Competition where the Participation Point System could be utilized as method of entry.

### *Intermediate Development Award (Participation Points)*

- In comparison with the Elite Development Award, there was a much lower rate of awareness that the program existed.
- Only a small percentage actively participates in Darts Alberta Ranked Tournaments as a result of this incentive.
- The vast majority of feedback relating to the Intermediate Development Award included requiring a minimum number of competitions, particularly outside of their region.

### *Recommendations*

- There is an opportunity to increase member knowledge of the program through publishing an article specific to this incentive.
- There is an opportunity to incorporate the Elite Development Award incentives into this program through a Wildcard Competition rather than basing the incentive on a random draw.
- There is an opportunity to receive the Intermediate Development Award to consider a tournament minimum eligibility.
- There is an opportunity to pursue discounted sport rate accommodations to assist in reducing costs for those traveling throughout Alberta to ranked tournaments, which could potentially increase participation.

### *Member League Provincial Championship Program*

- Although a number of challenges were experienced in the first year, the majority are 'Satisfied' to 'Very Satisfied' with the Member League Provincial Championship Program.
- There appears to be a general understanding that challenges are to be expected when new programs are developed, members are confident that this program will be improved over time.
- The vast majority of feedback relating to the Member League Provincial Championship Program included consistent enforcement of the rules, greater promotion of the program by the Member Leagues and marketing the program to non-member leagues to increase membership and program participation.

#### *Recommendations*

- As the program has been continuously improved since the time of this survey, it is suggested that the program continue to evolve in this same manner.
- With a new promotional brochure developed for the upcoming season, it is recommended that comparative data be reviewed at the end of this season to determine what effect this new marketing tools may have had on overall participation.
- There is an opportunity to utilize this program as a major benefit for recruiting new Member Leagues.

### *180 Recognition Program*

- The majority rate the overall effectiveness of the 180 Recognition Program as being 'Effective' to 'Very Effective'.
- There appears to be a perceived lack of value of this recognition amongst the elite level athletes.
- The vast majority of feedback relating to the 180 Recognition Program included restructuring to be more focused toward the novice to intermediate level athlete with the potential of a different recognition program for high performance athletes.

#### *Recommendations*

- There is an opportunity to review the current program to distinguish between novice to intermediate level athletes vs. high performance athletes.

### *Member League Grassroots Mentorship Program*

- The majority rate the overall effectiveness of the Member League Grassroots Mentorship Program as being 'Effective' to 'Very Effective'.
- When comparing data, there is little difference of opinion between different levels of competitors.
- When comparing against all other programs included in this survey, this program area received the greatest volume of detailed feedback.

- When considering the current program, the vast majority of feedback included some form of mandatory elite participation, and provided guidance to member leagues regarding their selection processes.
- When reviewing the feedback relating to the current program, there would appear to be a general lack of understanding of program specifics.
- Some of the participants' recommendations for other programs specific to grassroots level participation included:
  1. Competitions limited to grassroots competitors.
  2. Mentorship opportunities in a competition environment separate to Darts Alberta Ranked Tournaments (e.g. Pro-Am style partnerships).
  3. Skill development coaching clinics for grassroots level competitors.
- Although it has been challenging in the past to get sufficient elite participation, the vast majority of survey participants that rated themselves at elite athletes indicated they 'Likely' or 'Very Likely' would participate in a grassroots mentoring partnership.

#### *Recommendations*

- There is an opportunity to review the feasibility of restructuring the current program to include a tournament or series of tournaments specifically for grassroots level competitors.
- There is an opportunity to review the feasibility of initiating skill development clinics for grassroots level participants.

#### *Member League Volunteer Recognition Program*

- An overwhelming majority rate the overall effectiveness of the Member League Volunteer Recognition Program as being 'Effective' to 'Very Effective'.
- The vast majority of feedback relating to the Member League Volunteer Recognition Program included increasing awareness of program and providing members with the opportunity to nominate candidates.
- Although volunteers may not always feel appreciated, the feedback would indicate that members truly value the work done by volunteers and believe they should be recognized more for their contributions.
- Some of the participants' recommendations for other programs specific to volunteer recognition included hosting a function specifically for volunteers (e.g. volunteer workshop and recognition banquet, social activity), rewarding long standing volunteers and simply thanking volunteers more often.

#### *Recommendations*

- There is an opportunity to assist the member leagues with obtaining nominations from their members.
- There is an opportunity to investigate other recognition programs or functions for volunteers.

### *Member Grants Program*

- The vast majority rate the overall effectiveness of the Darts Alberta Member Grant Program as being 'Effective' to 'Very Effective'.
- Former applicants rate the effectiveness of the program much higher than those that are simply aware the program exists.
- The majority of feedback relating to the Member Grant Program included the lack of knowledge or understanding of the program, the complexity of the application process and expanding the program to provide a higher percentage of funding.

### *Recommendations*

- As the program has been continuously improved and the paperwork has been simplified since the time of this survey, it is suggested that the program continue to evolve in this same manner.
- There is an opportunity to increase member awareness and knowledge of the program through publishing an article specific to this program.

### *Darts Alberta Level 1 Officiating Certification Program*

- The vast majority rate the overall effectiveness of the Darts Alberta Member Grant Program as being 'Effective' to 'Very Effective'.
- Certified Officiators that have participated in the workshops rate the effectiveness of the program much higher than those that are simply aware the program exists.
- The majority of feedback relating to the Officiating Program included the need to increase availability of the workshops, promote awareness of the program and consider a practical component similar to the National Level 2 Program.

### *Recommendations*

- There is an opportunity to increase member awareness of the workshops through publishing an article specific to this program.
- There is an opportunity to increase the frequency of workshops provided sufficient registrants can be obtained.

# Appendices

## ***Appendix A – Project Scope, Goals & Objectives***

The purpose of the project was to conduct a survey to gather feedback from dart players and organizers from throughout Alberta, with the following goals and objectives:

1. To gather feedback on all Darts Alberta Programs and Services.
2. To utilize the feedback received through the survey in order to continuously improve all Darts Alberta Programs and Services.
3. To ensure members personal data is protected under the Darts Alberta Privacy and Personal Information Protection Policy.
4. To complete the project within a limited budget.
5. To offer incentives to ensure maximum participation.

## ***Appendix B – Darts Alberta Contact List***

Bill Hatter,  
President & Subcommittee Member  
Box 203  
Redcliff, AB T0J 2P0  
Phone: 403-548-2939  
Email: [president@dartsalberta.com](mailto:president@dartsalberta.com)

Anne Marie Coroluick,  
Treasurer & Subcommittee Member  
Medicine Hat, AB  
Phone: 403-548-7791  
Email: [amcorol@shaw.ca](mailto:amcorol@shaw.ca)

Margaret Heinermann,  
Subcommittee Member  
Calgary, AB  
Phone: 403-288-4842  
Email: [president@calgarypubdarts.com](mailto:president@calgarypubdarts.com)

Sandi Orr,  
Administrator  
18932 – 89 Avenue  
Edmonton, AB T5T 6B7  
Phone: 780-908-0475  
Email: [administrator@dartsalberta.com](mailto:administrator@dartsalberta.com)

Kevin Thorsteinson,  
Government Liaison & Subcommittee Member  
Calgary, AB  
Phone: 403-874-3278  
Email: [goldenharvestdarts@shaw.ca](mailto:goldenharvestdarts@shaw.ca)