

Member Survey Executive Summary

In January 2022, GGA Partners issued a survey to all members to better understand current satisfaction levels and strategic priorities for the future of the Club. A total of 1,222 surveys were received from members out of the 2,451 total surveys sent, representing a response rate of approximately 50%. The survey results were statistically significant to +/- 2.0% confidence interval at a 95% confidence level, meaning that the survey results would not vary more than +/-2.0% if the survey was answered by the entire membership, 19 out of 20 times.

The response rate from Shareholder members was even higher at nearly 60%. The average age of respondents was 53.4 years, only 1.2 years younger than the average age of the membership at large (54.6 years). Through the survey results, the Club was able to gain valuable insight into member priorities. Member feedback was studied by GGA Partners and Club leadership in order to develop the Clubs go-forward Strategic Plan ([LINK TO STRATEGIC PLAN](#)). Below are some of the key findings upon which the strategic plan was developed:

- Overall satisfaction among respondents was high across the various touchpoints evaluated at the Club that impact the member experience. Satisfaction scores ranged from 3.28 to 4.15 on a 5 point scale and members were most satisfied with the golf lessons (4.15) and athletic facilities (4.09).
- The athletic facilities were utilized the most by survey respondents, with 52% of respondents indicating they use the facilities more than once a week. Despite being well-used, survey respondents indicated a desire to use these facilities more often and expand athletic offerings.
- The Spike Bar was the second most utilized space at the Club and was reportedly used more than once per week by 37% of survey respondents. The overall dining experience at Derrick received a satisfaction rating of 3.61/5.00, with 40% of respondents selecting the dining experience as an aspect of the Club that is not meeting expectations.
- Members expressed a desire for the Club to consider offering a wide range of menu options that address a variety of occasions and tastes, and for the Club to reflect health and wellness in its food offerings. When asked to select capital projects of interest that pertain to dining, 83% of members support the addition of a patio that offers outdoor lounge space and views of the golf course.
- When asked which non-F&B related capital projects members believe the Club should consider in its future plans, the addition of outdoor playgrounds and lawn space was most desired, followed closely by pickleball courts. Additionally, 67% of survey respondents indicated they would support tailored programming by demographic or member profile and believe it would elevate the member experience further.
- 82% of survey respondents indicated that they do not currently use the curling facilities and based on actual Club utilization data, 97% of all members do not use the curling facility at all. 67% of non-curler respondents and 58% of all respondents in general believed that the Club should evaluate options to leverage the curling space differently for the enjoyment of the majority of the members.
- When asked to consider their vision for the future of Derrick, respondents believed that the Club should first prioritize being a four-season club, followed by providing convenient access to its amenities and services, offering family-friendly activities and a strong social environment, and a goal of being the best family club in Edmonton and Alberta.

