

Team Manager and Team Member Surveys

When should these surveys be used?

These surveys have been designed for team-based events where the event organiser does not have direct email access to the individual members of each team. This is a common situation at sports tournaments, where all email communication is channelled through the team manager.

What is the purpose of each survey?

The Team Manager survey is mainly designed to capture information about team expenditure in the host region, and elsewhere in New Zealand. Only money spent on behalf of team members is captured, as the Team Manager will not have oversight of personal expenditure by individual team members. Personal expenditure by individual team members should be captured through a post-event online survey of individual team members (see below).

The Team Member survey is designed to capture several important pieces of information including:

- The number of people that have travelled to the host region to accompany or support a team member. This provides valuable insight into friends and family visitation caused by the event. Double-counts can occur when someone accompanying or supporting a team member is also involved in the event. This is because people who are involved in the event are usually counted through another process, using accreditation databases. The survey therefore asks the respondent to exclude anyone with an official role in the event, to avoid counting the same person twice.
- How many nights the respondent will stay in the host region, and elsewhere in New Zealand (if relevant). This can be used in subsequent regional and national tourism-related calculations.
- Which section of the aircraft did the respondent travel to New Zealand in. This is only relevant if you have New Zealand Major Events funding and need to meet their evaluation requirements. MBIE uses this information to help it estimate the value to New Zealand of international airfare purchases.
- The email address of the team member. Having this will allow you to send each team member a post-event online survey. In the post-event online survey you will be able to ask each team member about their personal expenditure, their perceptions of the event and the host region, and anything else required for the evaluation process.

How should the surveys be distributed?

The surveys have been designed to be printed out as paper surveys which can be distributed, completed and collected at the event. This is not a very efficient data collection process, but in some cases it is the only way you'll be able to get direct access to individual team members. The other option is to ask each team manager to forward a post-event online survey to each member of their team soon after the event, but this is often a low priority for team managers and can result in very low response rates (which leaves you with no data to work with).



In our experience the best approach is to print out enough copies for everyone prior to the event, and then strongly encourage/incentivise team managers and individual team members to respond. Surveys should be distributed to team managers at the beginning of the event, which is usually possible through registration of briefing processes. Team liaisons should be charged with regularly reminding team managers of the importance of completing the surveys.



TEAM MANAGER SURVEY (to be completed by Team Manager)

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Thank you for taking the time to complete this survey. Your answers will help us to fulfil the evaluation requirements of our government stakeholders, without whom this event would not have been possible

Where is your team from?

How many spectators have travelled to <host region> to support members of your team?
Please exclude people with an official role in the event e.g. athletes, coaches, managers, officials,

TEAM EXPENDITURE

Please exclude personal expenditure by individual team members (this will be captured elsewhere)

Money paid to the event organiser \$NZ

Direct purchases of goods & services in <host region> \$NZ

Direct purchases of goods & services elsewhere in NZ \$NZ

TOTAL TEAM EXPENDITURE \$NZ

Please provide your email address so we can contact you if we have any questions



TEAM MEMBER SURVEY (one survey to be completed by each member of the team)

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Thank you for taking the time to complete this survey. Your answers will help us to fulfil the evaluation requirements of our government stakeholders, without whom this event would not have

Which team are you part of?

What is your role in the team (e.g. athlete, manager, coach, physio etc)?

How many people have travelled to <host region> to accompany or support you?
Please exclude people with an official role in the event e.g. athletes, coaches, managers, officials,

How many nights will you stay in New Zealand during this visit?
Only answer this question if you don't live in New Zealand.

How many nights will you stay in <host region> during this visit?
Only answer this question if you don't live in <host region>.

Which airline did you arrive in New Zealand with?
Only answer this question if you don't live in New Zealand.

Which section of the aircraft did you travel in? (please circle)
Only answer this question if you don't live in New Zealand.

First class Business Premium Economy

Please provide your email address so we can ask you a few questions after the event