



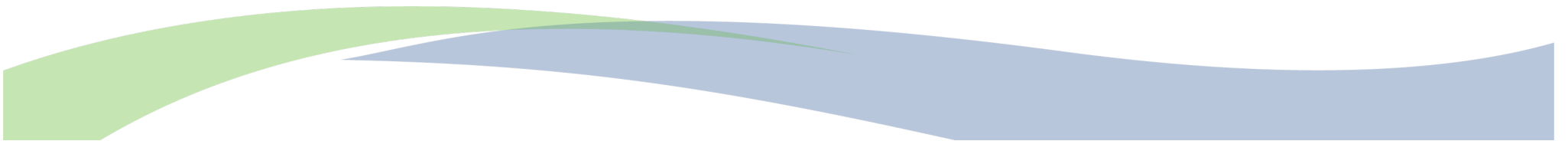
GIRL GUIDES
AUSTRALIA
VICTORIA

Girl Guides Victoria

Membership snapshot and trends

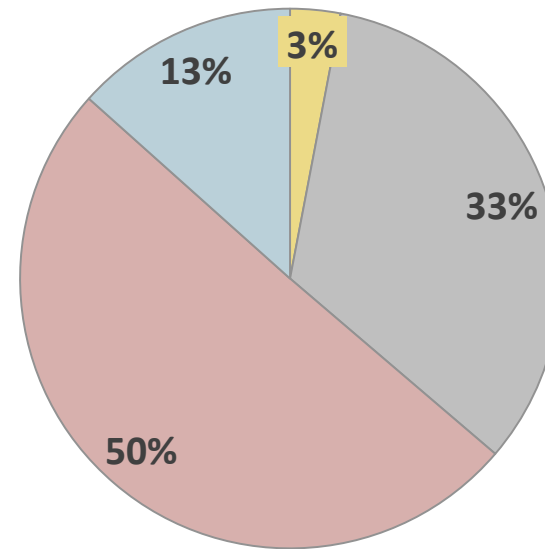
DECEMBER 2018

GGV – a snapshot



Half of active Guides are aged 11-14

Girl Guide Age Groups

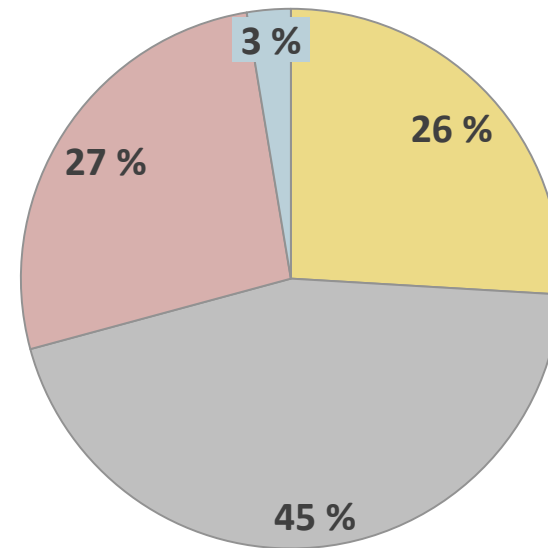


Age 5-7 Age 8-10 Age 11-14 Age 15-18

Approximately 70% of active Guides joined age 10 or younger

However, a significant number joined aged 11-14

Age joined Girl Guides



Age 5-7 Age 8-10 Age 11-14 Age 15-18

Just under half of active Guides have been members for > 3 years



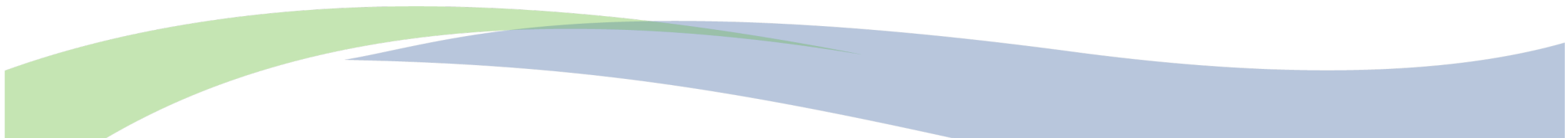
60%

60% of active Guides have been members 2-3 years

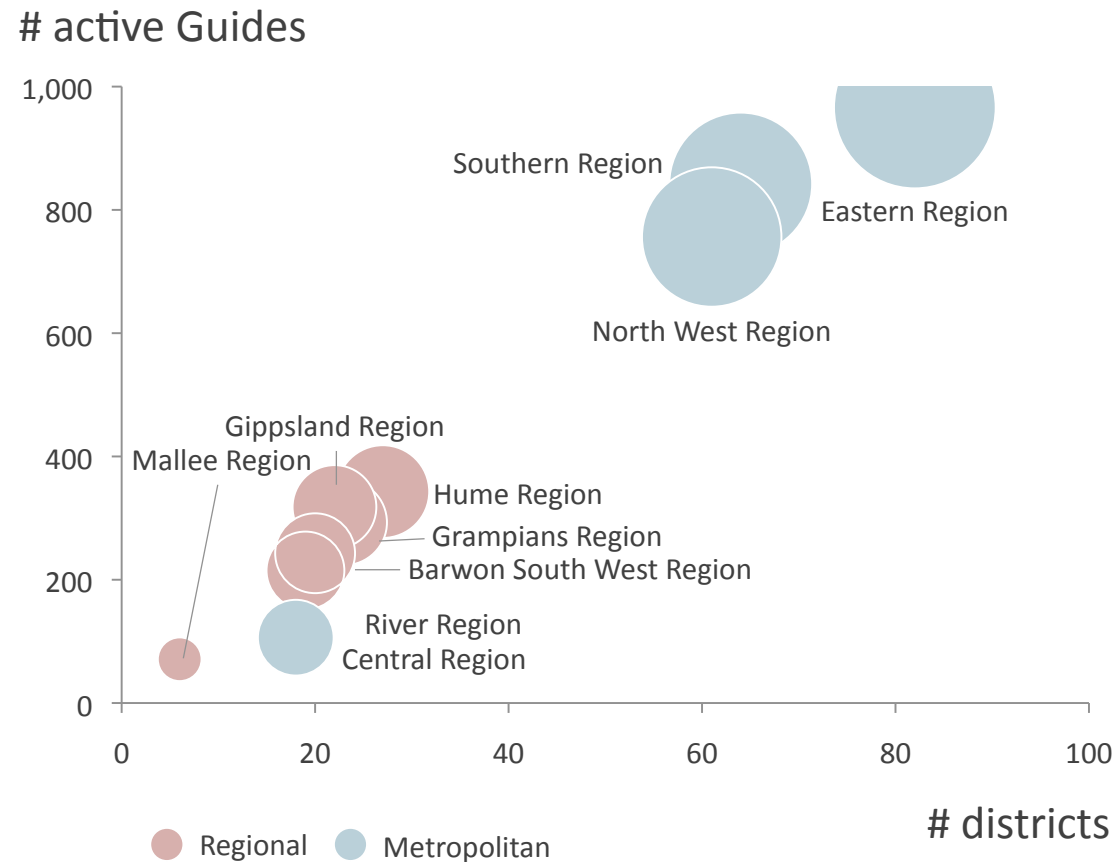
48% of active Guides who have been members >3 years



48%



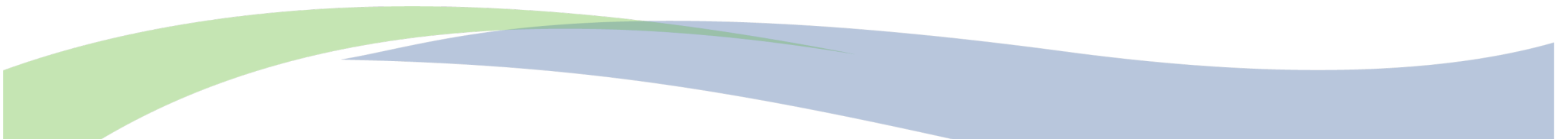
Metro regions have more districts and more Guides



Metro units average 12 youth members and regional units have 11¹

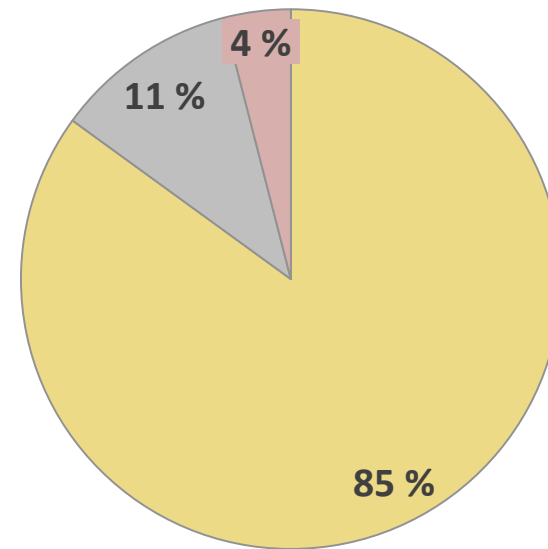
1. Active units with at least one youth member
Note: Size of bubble represents # of districts

Why Guides stay



The recent parents/guardians survey indicated most respondents are very happy with their Guides' experiences and the program

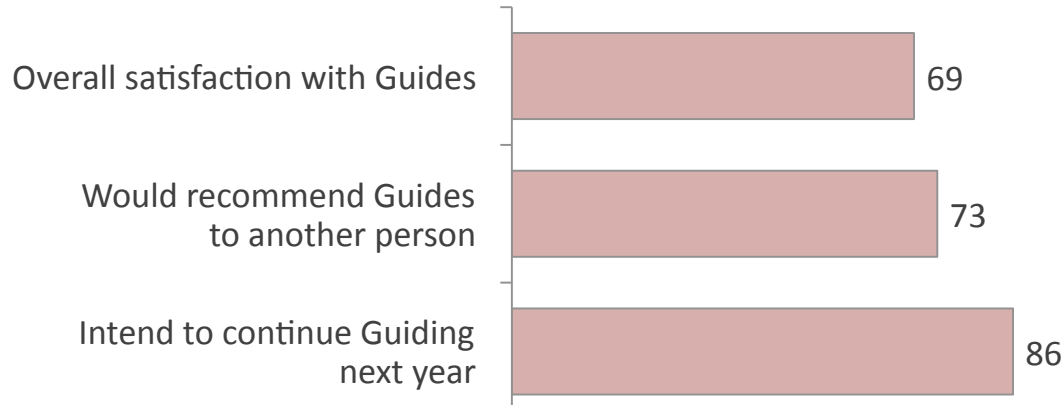
% responses across four survey questions



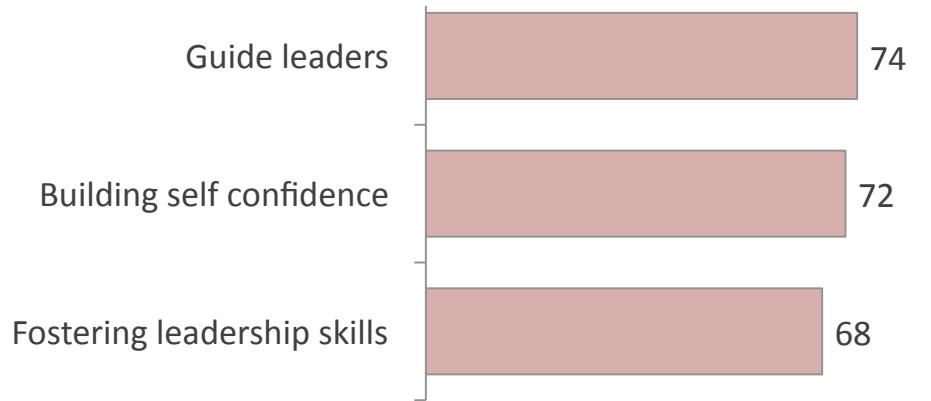
■ % positive across questions ■ % negative across questions
■ % neutral across questions

Responses were consistent between metro and regional parents

Overall



Guiding elements

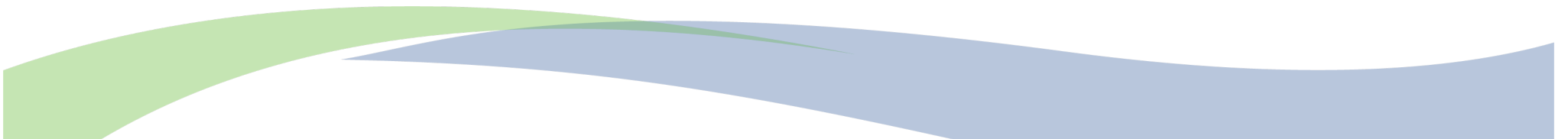


% agreed

Leaders inspire Guides to keep Guiding

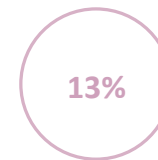
Source: GGV satisfaction survey, 2014

Why Guides leave

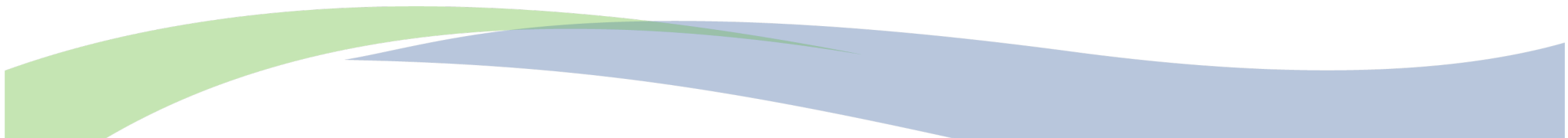


Most Guides who leave do so within the first two years

63% of inactive Guides left within 2 years of joining

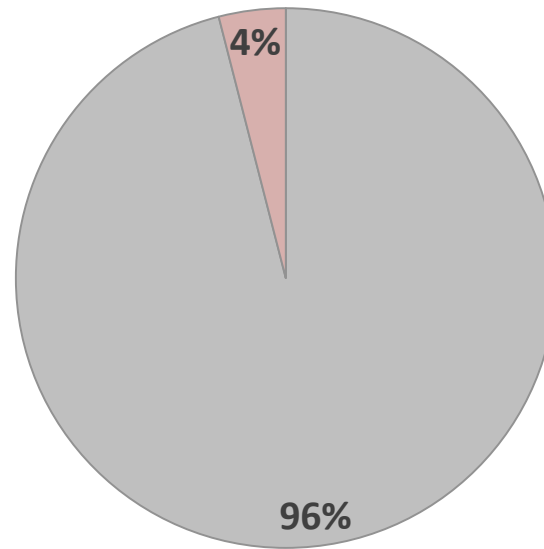


Only 13% of inactive Guides were members for more than three years

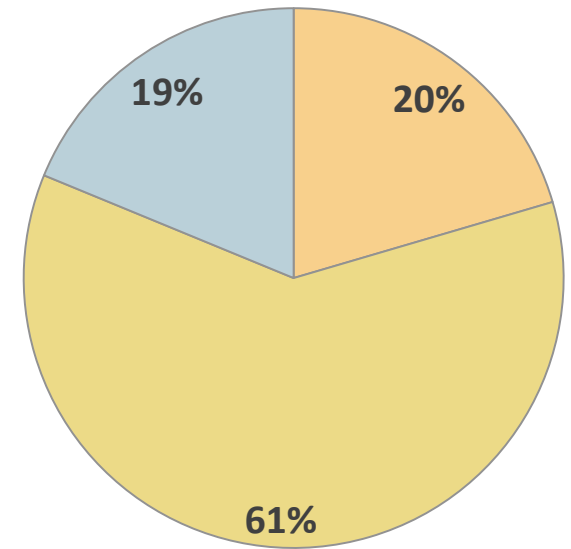


More than half of Guides who leave do so between the ages of 11-14

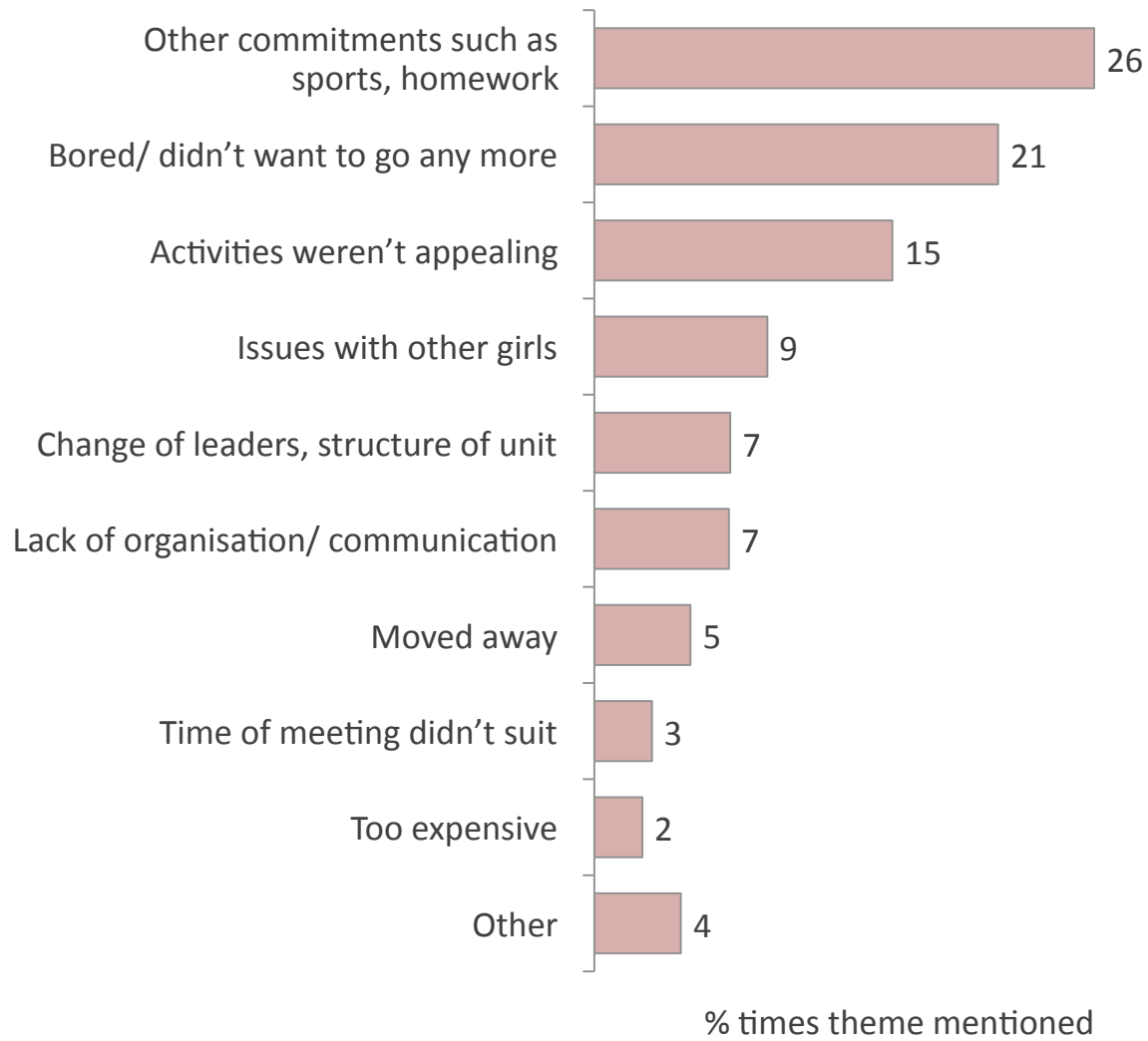
Age Guides leave



Under 18 18+

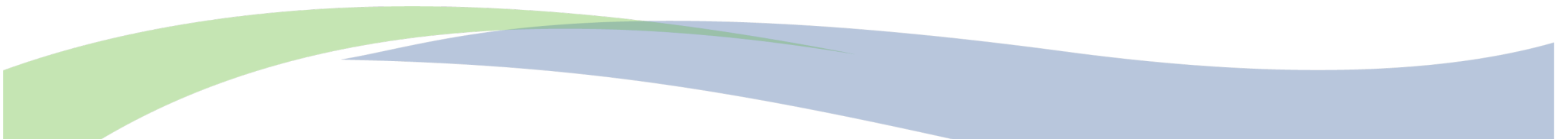


Age 8-10 Age 15-17
Age 11-14



Other
commitment
s the main
reason for
leaving
Guides

What now



There are no obvious patterns or barriers to growth

1. Some units are experiencing growth while others stagnate or decline
2. There is no one type of demographic profile – socio-economic status, language background, or geographic location that indicates an area where Guiding is currently strong
3. There is therefore no obvious barrier to growth into these peer group areas

Four areas of potential growth have been identified

1. Focussing on 'core business'
2. Focus on areas of high population growth
3. Encourage units with high growth to continue
4. Mentoring of smaller districts by larger ones

1. Focussing on 'core business'

- The majority of current youth members are in the mid to late primary school age
- By targeting this demographic (8-11 or perhaps 7-12) it is possible to add numbers into existing units and that most readily suit existing Leader experience and programming.
- Improving administration/organisation of unit with more central support/training could increase retention in these age groups
- Targeted communication and advertising by age group relevance



Source: June 2018 parents survey

2. Focus on areas of high population growth

- Newer suburbs are areas of high population growth and tend to have significant numbers of primary school aged children
- To date, Guiding groups have not tended to be in newer suburbs
- Establishment of new groups in these areas, or targeted promotion of existing nearby units may be valuable

3. Encourage units with high growth to continue

- Some units appear to have capacity to grow youth members compared to numbers of adults
- Targeted recruitment support for these areas (after careful consideration of actual Leader capacity) may be a relatively quick way to grow membership compared to establishment of new units.

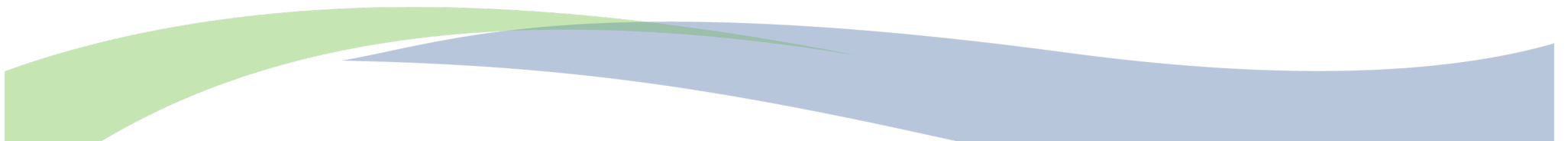
4. Mentoring of smaller districts by larger ones

- Where demographic matched neighbouring districts have significantly different Guiding patterns, there may be scope to provide cross-district support for recruitment and/or programing



Appendices

2018 parents/ guardians survey



In June 2018, parents/guardians of active Guides were sent a short survey

They were asked...

- When I think about my Guide heading to her meeting next week, I feel...
- With regards to my Guide's interactions with her Leaders, I feel...
- With regards to my Guide's experience of the Guide programme, I feel...
- With regards to my Guide's experience with the other girls at Guides, I can see...

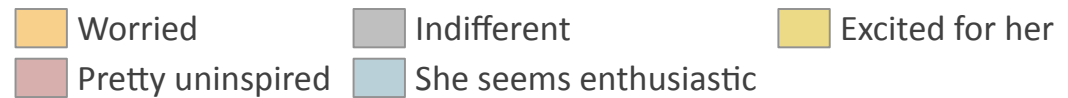
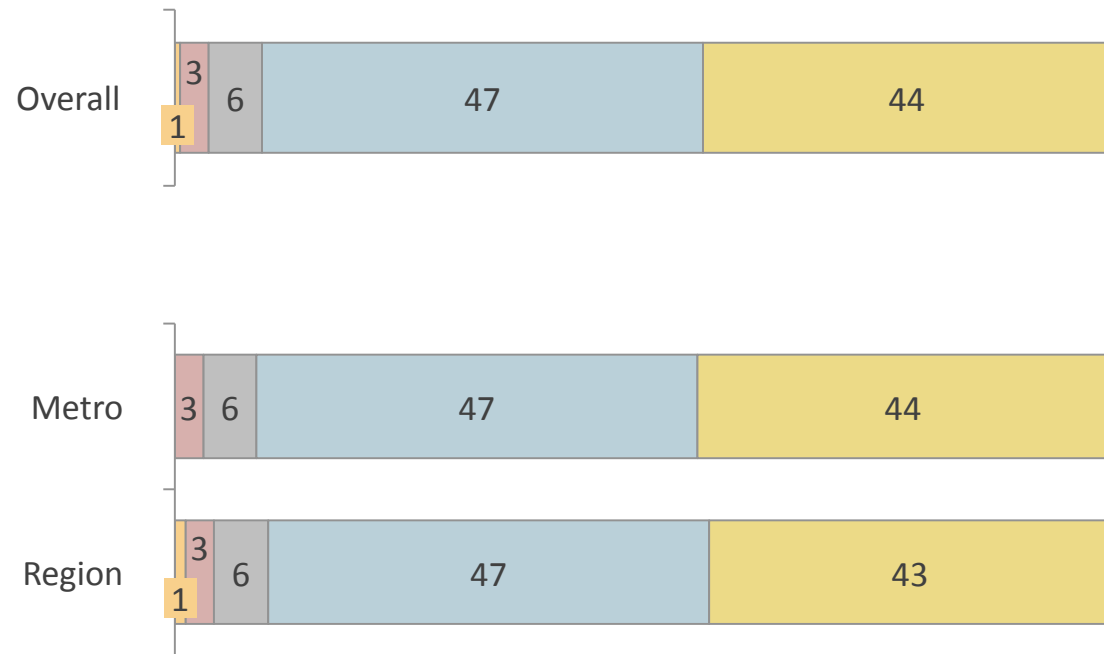
And given the opportunity to provide comments

35% of participants responded

Source: June 2018 parents survey

>90% of respondents are excited for their Guide or feel their Guide is enthusiastic about attending meetings

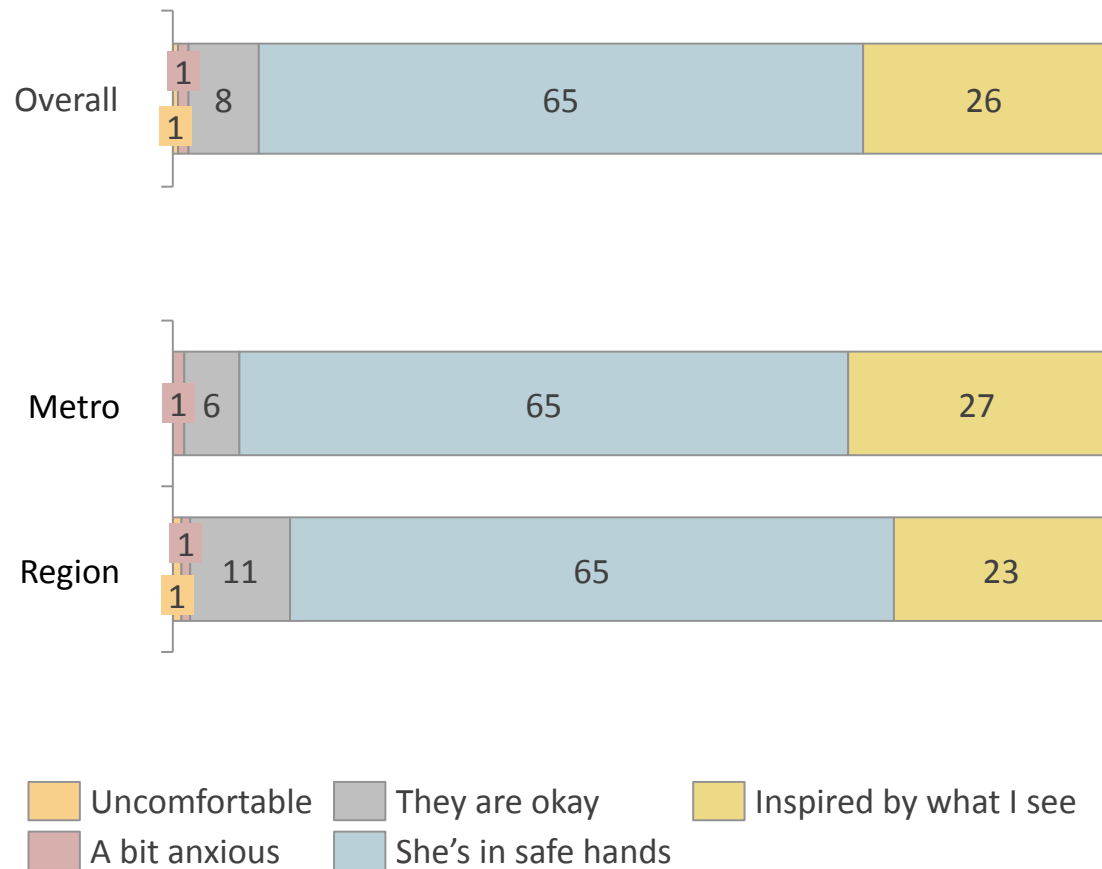
When I think about my Guide heading to her meeting next week, I feel...



Source: June 2018 parents survey

65% of respondents feel their Guide is in safe hands at their meetings

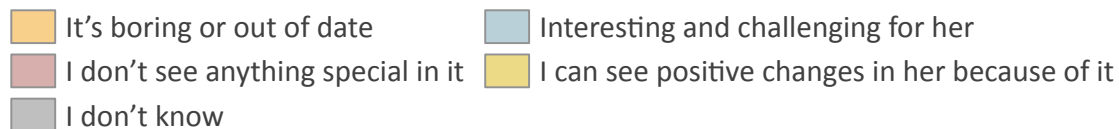
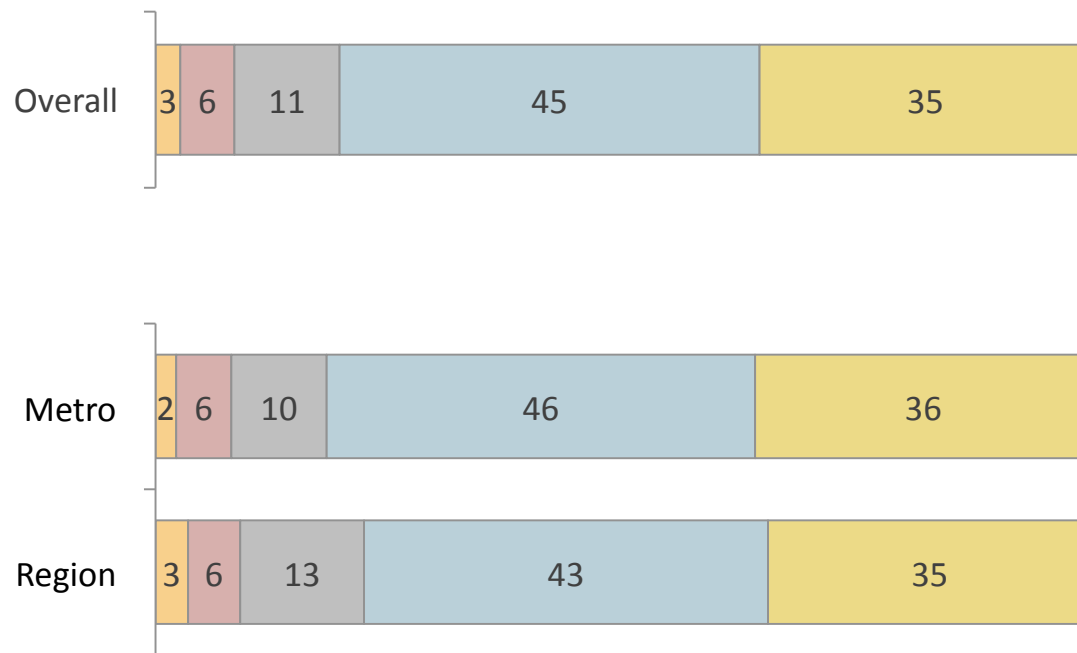
With regards to my Guide's interactions with her Leaders, I feel...



Source: June 2018 parents survey

Guides are seen as having a positive impact by 80% of respondents

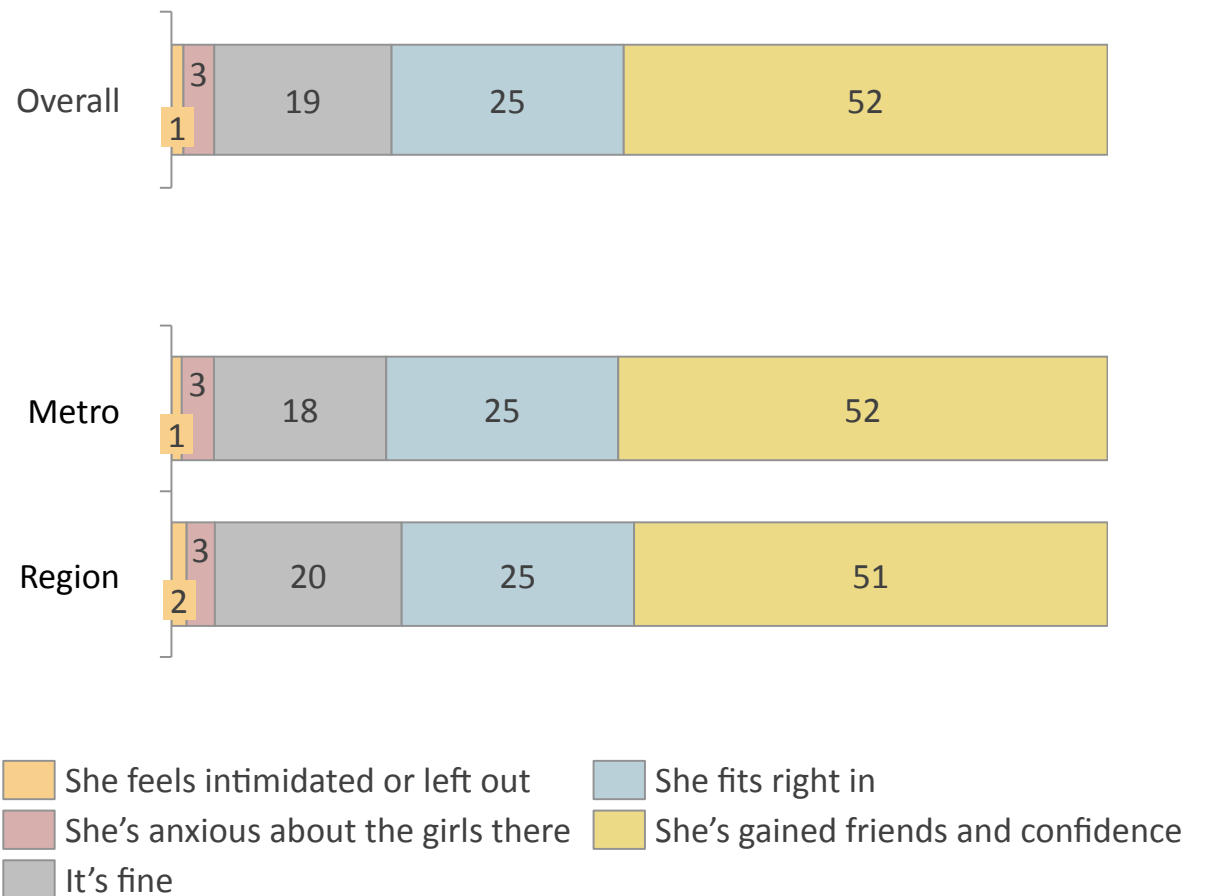
With regards to my Guide's experience of the Guide programme, I feel...



Source: June 2018 parents survey

77% of respondents feel their Guide enjoys spending time with her fellow Guides

With regards to my Guide's experience with the other girls at Guides, I can see...

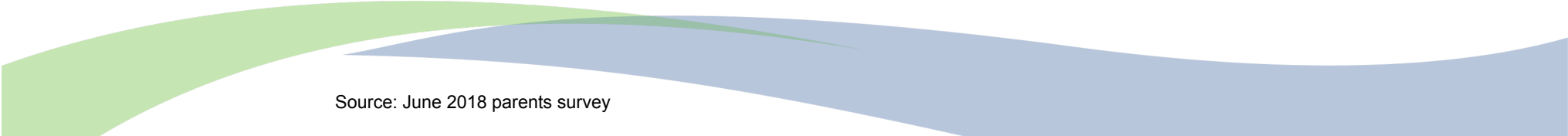


Source: June 2018 parents survey

Half of all survey respondents provided comments

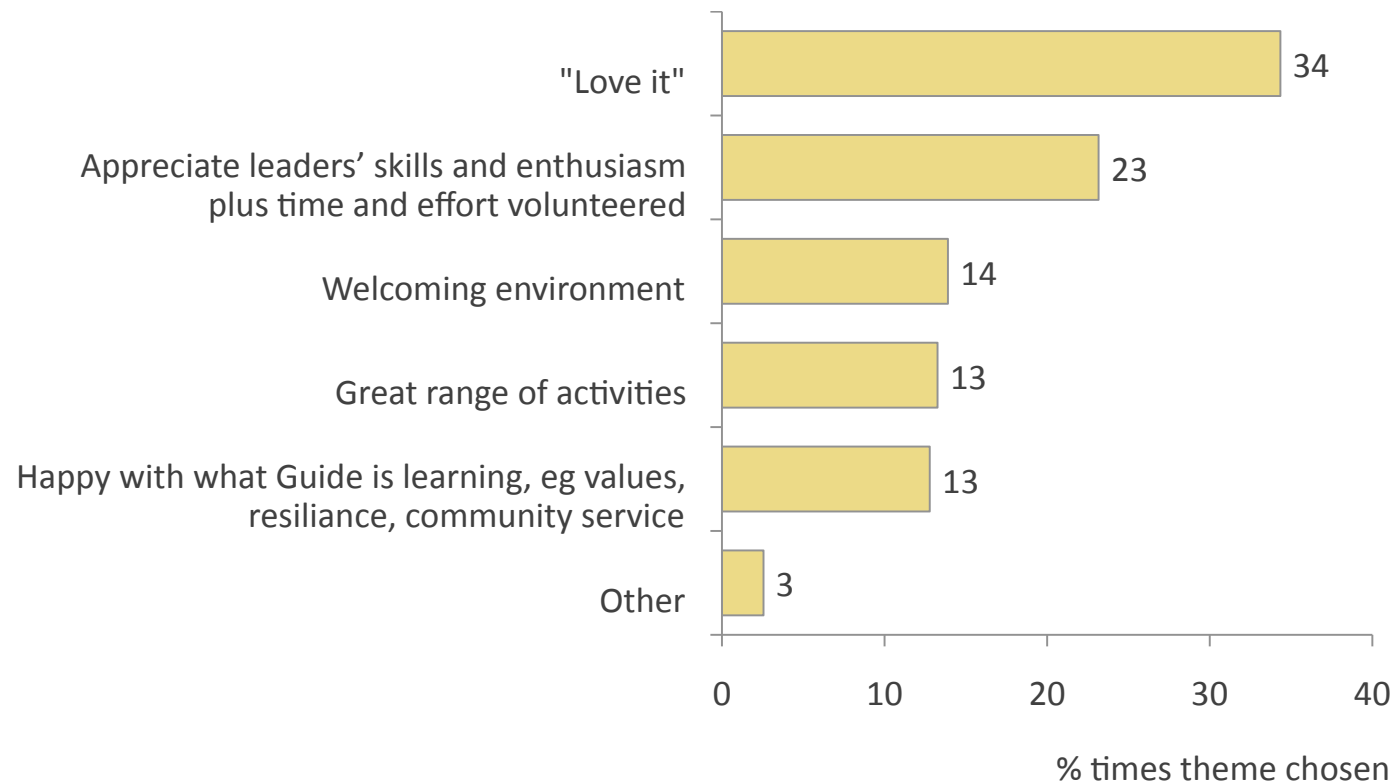
When asked 'Any other comments'...

- 66% of respondents provided positive comments
- 32% provided negative comments
- 3% provided neutral comments



Source: June 2018 parents survey

Positive comment themes

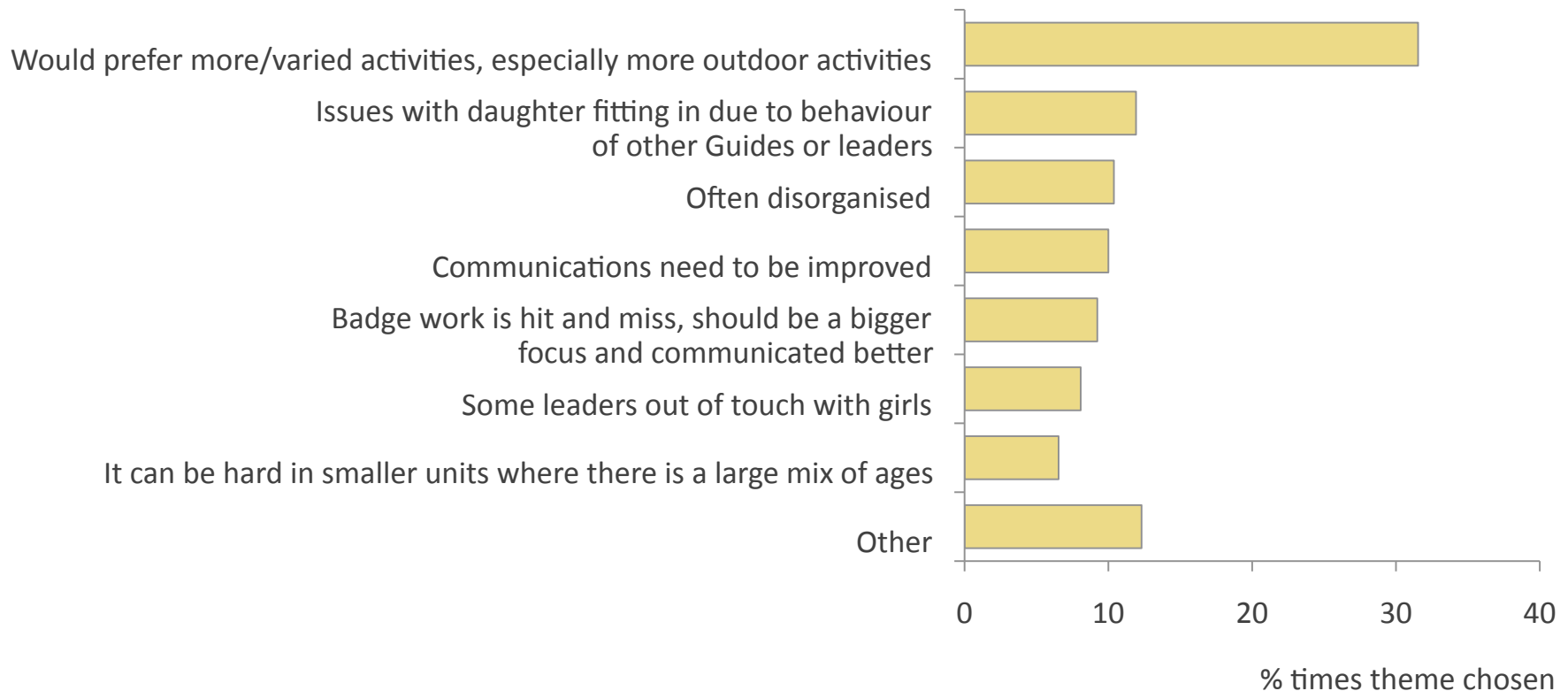


Source: June 2018 parents survey

Positive comment examples

- "My daughter has found a band of sisters in her Brownie troop and hopefully has made friends for life!"
- "Guides is the one activity that both my girls have continued to go to year after year - everything else has only lasted a little while."
- "I am always amazed at the energy and creativity of our Leaders. They do a great job in engaging and challenging the wide variety of interests amongst the group."
- "Our daughter loves guides, it inspires and excites her. She is delighted by all the outdoor activities and is thirsty for adventure, she takes her responsibilities seriously and seeks to be a responsible and active member of her community since joining guides."
- "Our Leaders are passionate, enthusiastic, committed and understand age appropriate activities the girls will like."

Negative comment themes

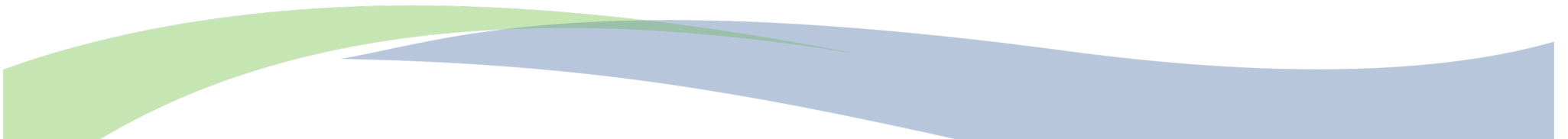


Source: June 2018 parents survey

Negative comment examples

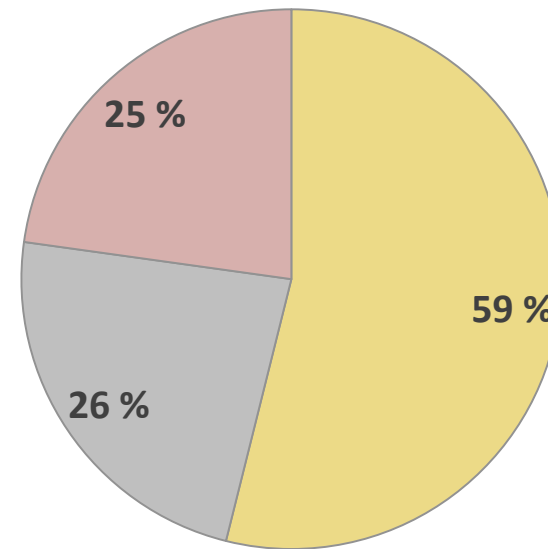
- "The program is old fashioned. The group Leader does not allow for new ideas or encouraging new ways of guiding. Guides should be active in the community, attending outdoors Guide events and encouraged to achieve specialist badges. This does not happen here. We continue to attend as my daughter enjoys it, but I do wonder if it is equipping her with anything more than eating afternoon tea!"
- "I would love her to do more outdoors and challenging stuff at the weekly meetings. I think they are so ready for more challenges."
- "It would be nice if she/we knew what was going to be happening each week so she can be prepared for what's going to happen and it would help ease any anxiousness she may be feeling about what might be going to happen at Guides."
- My daughters only comment recently, has been the fact she would love to do more work towards badges."

Guide Leaders



The 2018 Leaders found that although almost 60% of Leaders were responded positively, there is room for improvement

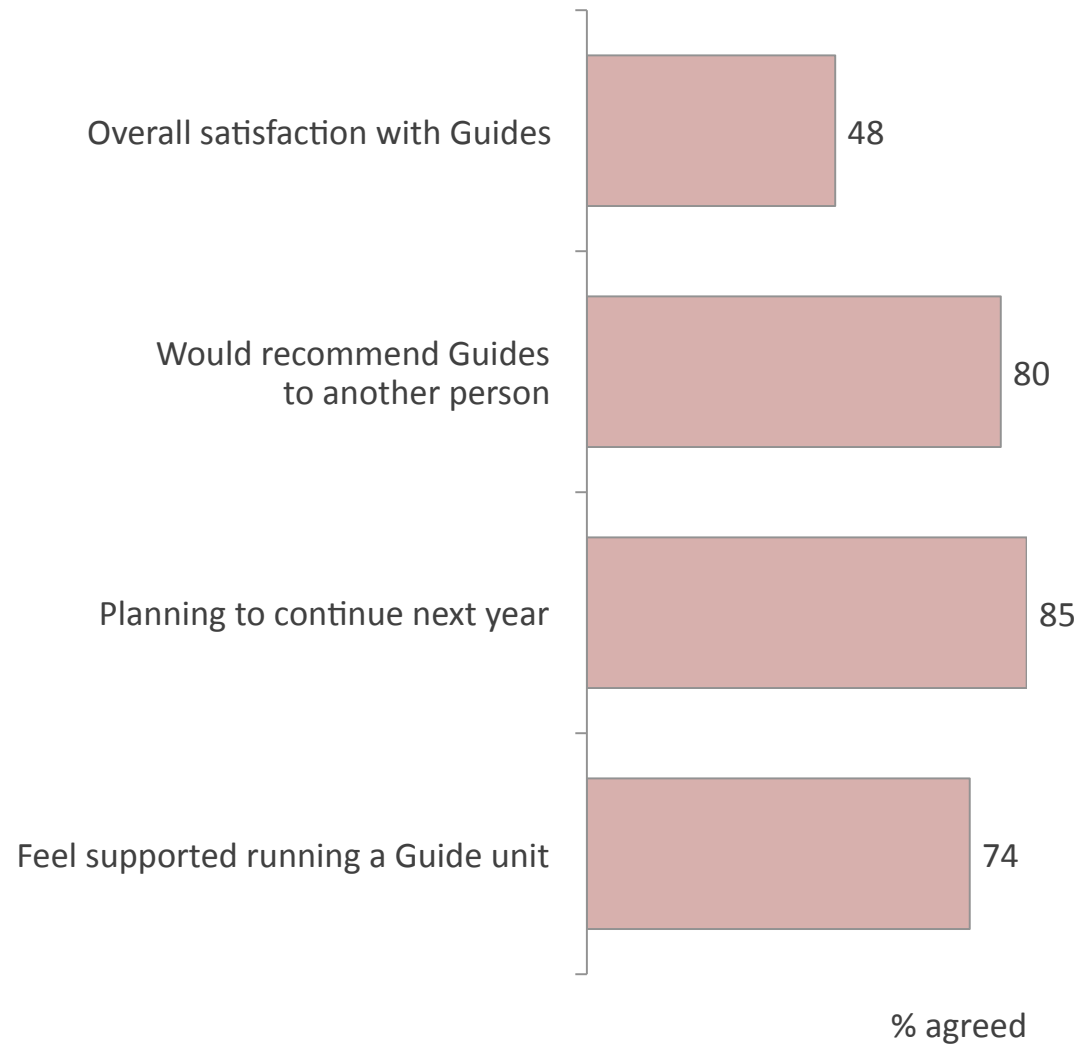
% responses across five survey questions



% positive across questions % negative across questions
 % neutral across questions

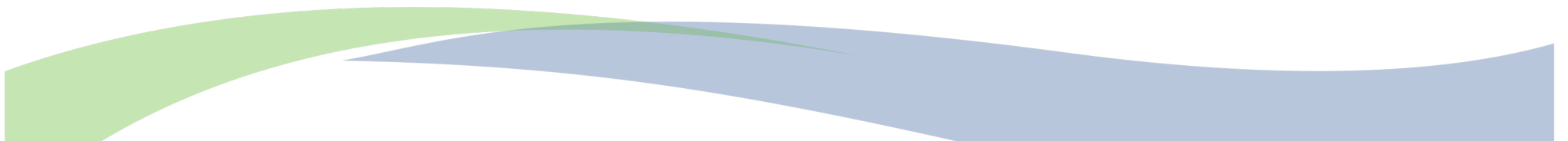
Responses were slightly more positive from regional Leaders

Source: September 2018 Leaders survey



Although levels of satisfaction are moderate, Leaders are planning on continuing

2018 Leaders survey



In September 2018, Leaders were sent a five question survey

They were asked...

- When I think about my next Guide meeting I feel...
- As a Unit Leader, I feel...
- When I think about the effort I put in, I feel...
- When I think about my team, I feel...
- When I think about the training I've received I feel...

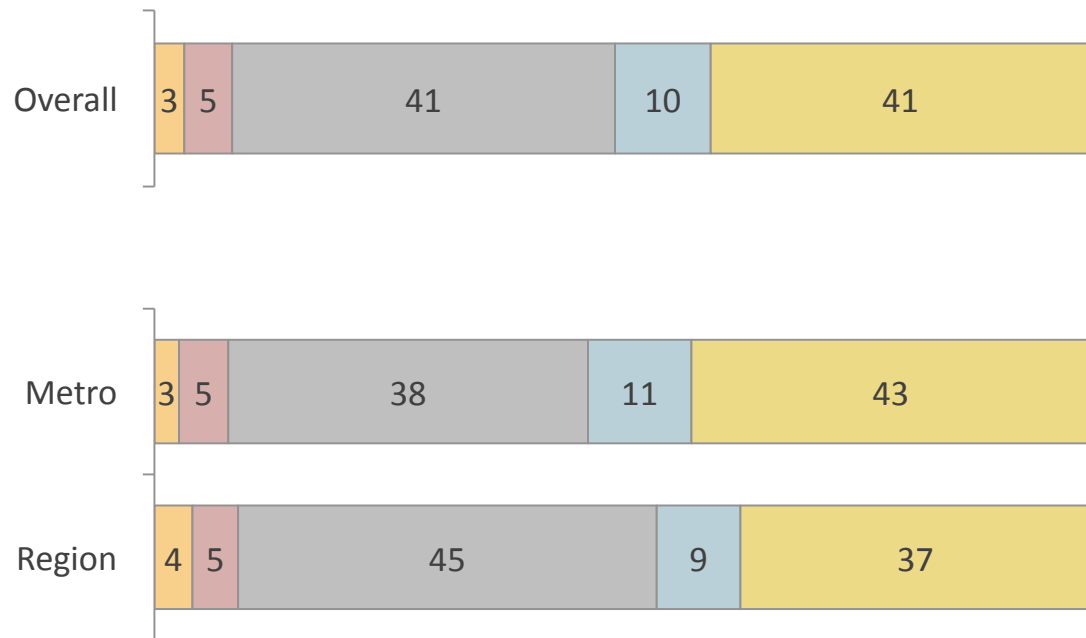
And given the opportunity to provide comments

52% of participants responded

Source: September 2018 parents survey

Close to half of all responses neutral about their next meeting

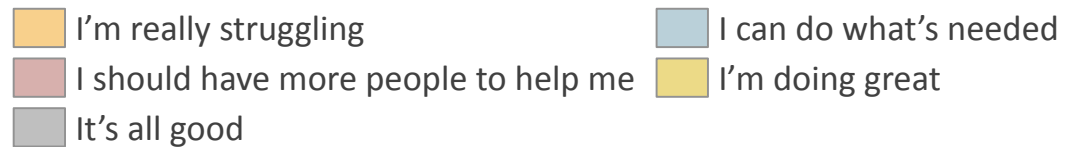
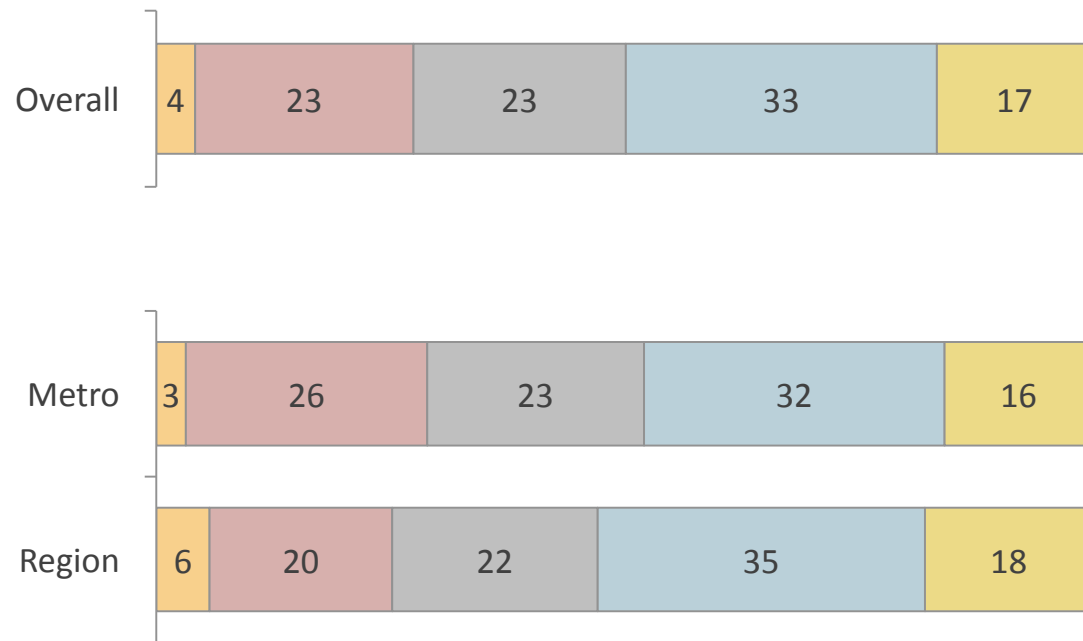
When I think about my next Guide meeting I feel...



Source: September 2018 Leaders survey

23% of responses would like more assistance, a theme replicated in the comments

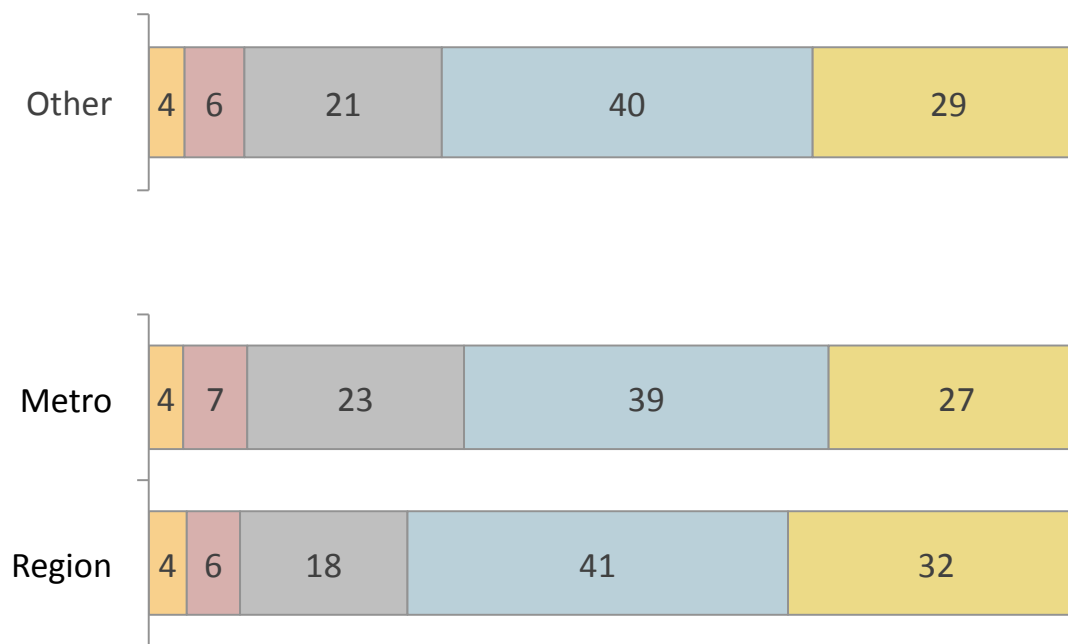
As a Unit Leader, I feel...



Source: September 2018 Leaders survey

While all Leaders feel appreciated, regional Leaders feel more appreciated than their metro peers

When I think about the effort I put in, I feel...

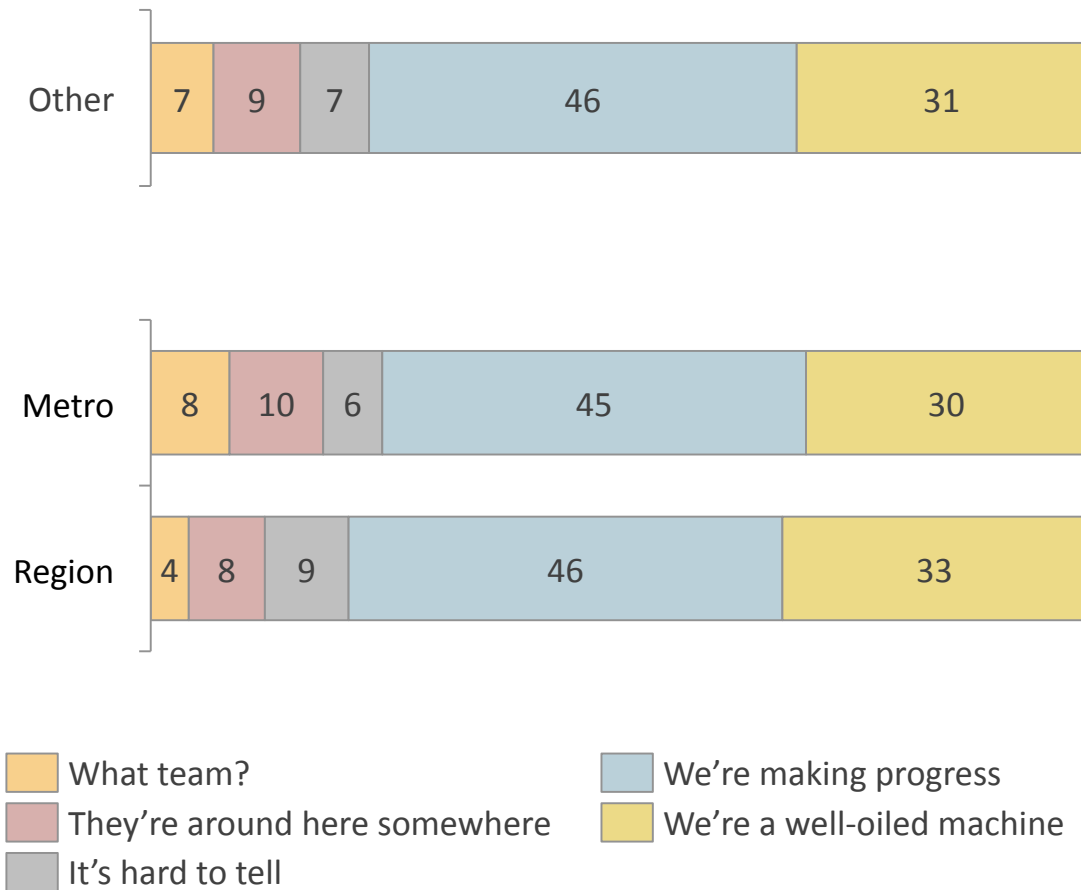


- I could be a robot
- Invisibility has its advantages
- I'm not sure anyone notices
- They appreciate me but forget to say it
- Everyone knows how much I do

Source: September 2018 Leaders survey

Almost a quarter of respondents are not sure their team is effective

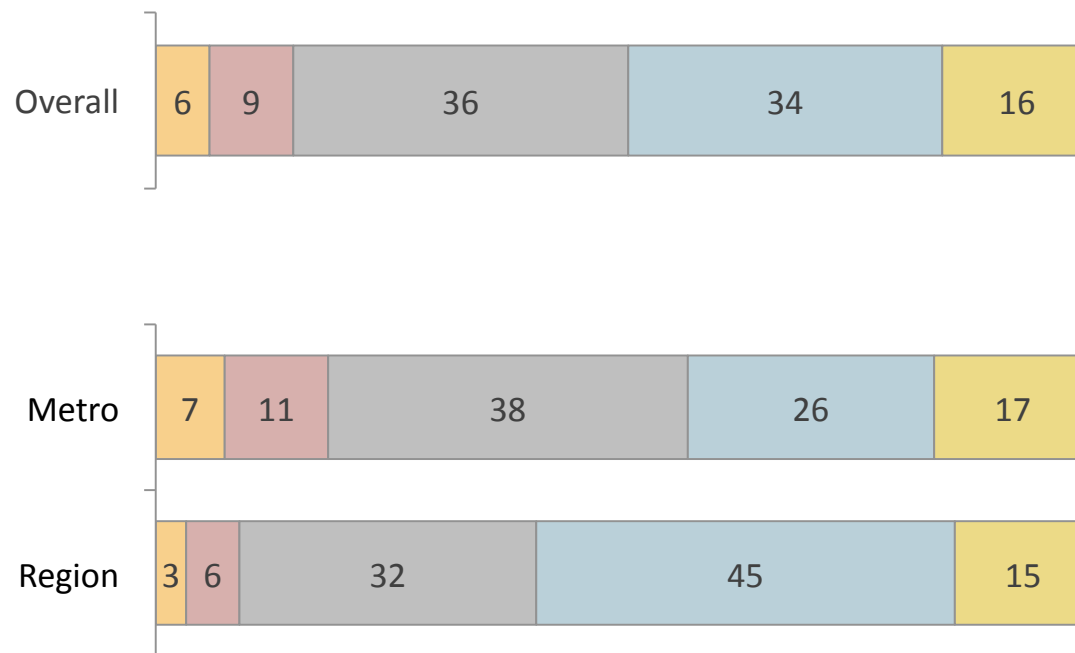
When I think about my team, I feel...



Source: September 2018 Leaders survey

Only a small number of responses feel training sets them up for success

When I think about the training I've received I feel...



Source: September 2018 Leaders survey

Many comments contained suggestions for improvement along two main themes

More help!

- Volunteer requirements are too onerous and put people off
- Units/regions/districts short of Leaders
- There aren't enough/relevant resources offered
- Admin/paperwork requirements could be simplified

- There is not enough training on different topics
- The training that exists is long winded and not current
- Travelling to training is difficult for regional Leaders
- Some training would work well online

Training



Thank you to

*Imogen Curtis, Lauren Wheatley,
Tess Birch and Helen Reid*

for compiling and interpreting this data.



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