

MEMBERSHIP SURVEY ANALYSIS

QUEENSLAND
RIFLE
ASSOCIATION



INTRODUCTION

Queensland Rifle Association (QRA) is reviewing how its full membership category is structured to ensure future membership options remain fair, flexible and reflective of how people participate in the sport. To support this work, all full members were invited to complete a short survey by 5 January to share their experiences, values and perspectives.

The purpose of the survey was to understand how full members engage with rifle shooting, what they value most about their membership, and how current fees and benefits are perceived. The survey also sought to test perceptions of value for money and price sensitivity using a recognised pricing methodology. Importantly, the survey's role was not to make decisions, but to gather clear, evidence-based insights so the Board can make informed decisions that support the long-term sustainability of both the organisation and its members.

A total of 258 responses were received, including 161 fully completed surveys. Respondents represented a broad cross-section of clubs, age groups, lengths of involvement and participation levels, providing a robust evidence base for future consideration.

Refer Appendix 1 for the full summary of the survey results.

OVERALL SUMMARY OF FINDINGS

The survey shows that QRA's membership base is highly experienced and actively engaged. More than half of respondents (53.9%) have been involved in QRA or shooting sports for over ten years, and 75% participate weekly or fortnightly. The age profile is weighted towards older members, with approximately 84% aged 50 or above.

Members place the highest value on club community and social connection (67%), competitive shooting opportunities (52%), and access to facilities and ranges (49%). Mental focus and discipline is also a meaningful value driver for a quarter of respondents, reinforcing the broader wellbeing role of the sport.

Overall satisfaction with membership is neutral to positive, with an average rating of 3.93 out of 5. Perceptions of fee fairness are slightly lower but still generally positive, with an average rating of 3.74. This indicates that while members largely accept the current fee level, value perceptions are more mixed.

Most respondents (60%) believe that everyone paying the same fee is fair. A substantial minority favour fees being linked to service use, competition level or participation frequency. This suggests growing recognition that participation patterns are diverse, even among members who support a flat-fee model in principle. However, there are strong messages in the comments regarding the cost, which is further discussed in the next section.

Within key barriers to participation, cost of equipment was the most commonly cited barrier (67%), followed by limited awareness of the sport (36%), cost of membership (31%), travel distance (26%).

PRICING ANALYSIS

To assist the Board in making informed decisions regarding future membership options and long-term sustainability, the survey explored how members perceive the value of their membership. Respondents were asked to consider all pricing questions against the current combined annual fee of \$202.50.

OVERVIEW OF THE VAN WESTENDORP MODEL

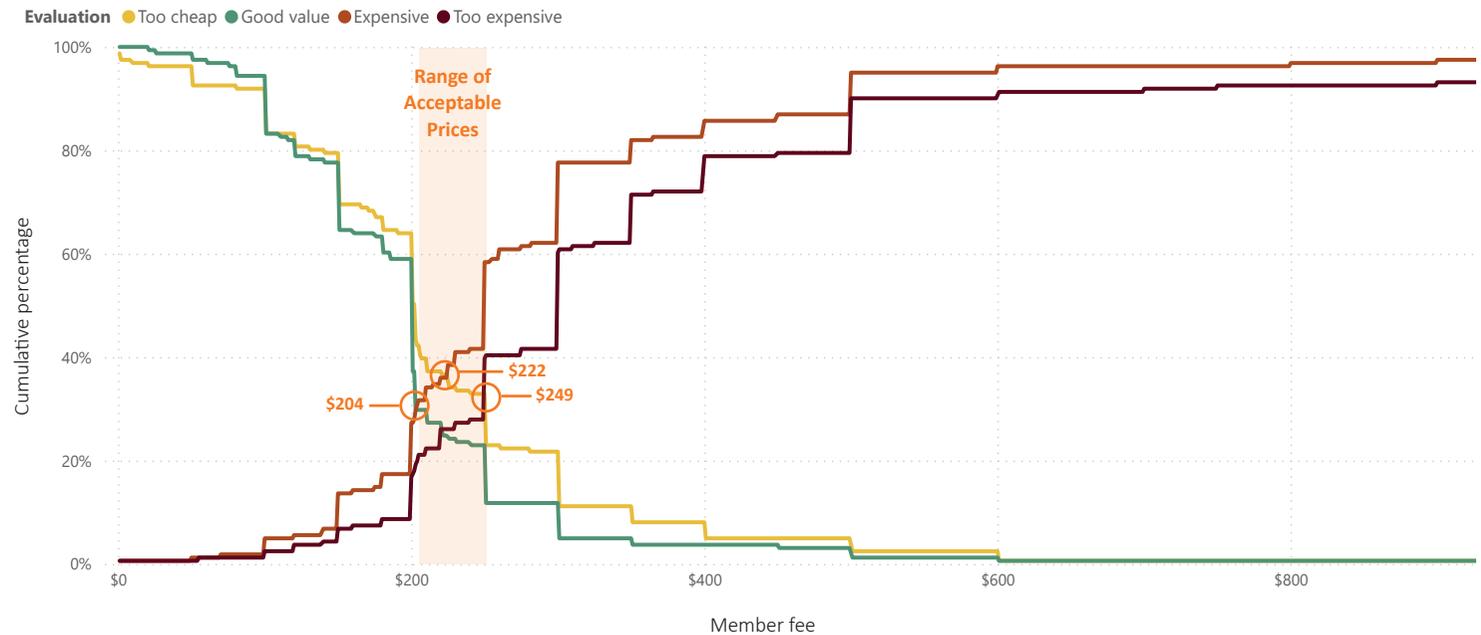
The Van Westendorp Price Sensitivity Meter is a widely used pricing model that assesses perceived value by asking respondents four questions about price thresholds: when a price is considered too cheap, good value, expensive and too expensive. By plotting cumulative responses, the model identifies key price points that indicate where value and resistance intersect.

RANGE OF ACCEPTABLE PRICES

The survey results indicate that the acceptable price range for full membership sits between approximately \$204 and \$249 per annum. Pricing below this level increases the proportion of members who perceive the fee as “too cheap”, raising concerns about the Association’s ability to sustain service levels and deliver member benefits.

The upper bound of the acceptable range is identified at approximately \$249, where perceptions of the fee shift more strongly towards being expensive. More than 60% of respondents indicated that fees above this level would be considered expensive, suggesting that pricing beyond this point would risk eroding perceived value and member support.

QRA VAN WESTENDORP PRICE SENSITIVITY METER



INTERPRETATION OF RESPONSE PATTERNS

A notable pattern in the responses is that many members nominated a higher price when asked “At what cost per year would you start to question whether QRA could continue providing the same level of services and member benefits?” than when asked “At what cost would QRA membership represent good value for money?”.

This suggests that members differentiate between personal value and organisational sustainability. In other words, while some members may feel the current fee is at or near their personal value limit, they simultaneously recognise that QRA requires sufficient revenue to maintain facilities, insurance, advocacy and governance functions. This reflects a degree of organisational loyalty and realism about cost pressures, even among those who express affordability concerns.

As part of the pricing analysis, responses were also segmented by key participation and demographic variables, including frequency of participation, length of involvement, age group and self-described level of involvement (for example regular club participant versus active competition shooter).

This segmentation was undertaken to test whether particular cohorts exhibited materially different price sensitivity, value perceptions or tolerance thresholds. While minor variations were observed between groups, no consistent or statistically meaningful patterns emerged.

COMPARISON WITH OPEN-RESPONSE COMMENTARY

While the OPP indicates theoretical tolerance for a higher fee, the open responses reveal caution about any increase in isolation. Many members explicitly state that fees already feel high relative to perceived benefits, particularly for regional members or those with limited access to central facilities. There is consistent resistance to fee increases unless they are accompanied by clearer benefits, improved communication, visible reinvestment and greater flexibility.

Taken together, the pricing analysis suggests that future changes should not be framed simply as a fee increase or decrease. Instead, members are signalling openness to differentiated pricing models where value is received.

OPEN RESPONSE ANALYSIS

The open-ended questions provide critical context to the quantitative findings, highlighting both practical suggestions and underlying sentiments.

QUESTION: “WHAT ONE CHANGE WOULD MAKE QRA MEMBERSHIP MORE VALUABLE FOR YOU IN THE FUTURE?”

Across the top themes, the most common suggestions included:

FACILITIES AND INFRASTRUCTURE

Members frequently called for improved access to training-appropriate ranges, particularly 100m facilities and longer-distance ranges.

“Access to proper training facilities like a 100m range.”

“100m facilities for development of loads and basic shooting techniques.”

TRAINING AND CAPABILITY DEVELOPMENT

There is strong demand for structured coaching, officiating pathways and accessible learning opportunities.

“Actual access to coaching and learning. There is no formal access or provision for the average punter.”

“Training for officials and volunteers needs to be supported, not blocked.”

CLUB SUPPORT AND FUNDING

Many respondents expressed frustration that membership fees do not visibly flow back to clubs.

“All fees are taken by QRA HQ. Nothing comes back to clubs for local improvements or training.”

“Support clubs to build capability rather than centralising everything.”

COMMUNICATION AND TRANSPARENCY

Members want clearer, more regular communication and a more supportive leadership culture.

“A more accessible and supportive leadership culture.”

“Clearer communication and less bureaucracy.”

INSURANCE AND RISK PROTECTION

Several members highlighted insurance as a core value driver.

“A higher level of insurance whilst at the range and travelling to and from the range.”

QUESTION: "DO YOU HAVE ANY OTHER COMMENTS, SUGGESTIONS OR IDEAS ABOUT QRA MEMBERSHIP OR FEES?"

The dominant themes reinforced earlier findings:

AFFORDABILITY AND CONCESSIONS

Members frequently raised concerns about affordability, particularly for retirees and regional members.

"Some discount for those of us on pensions."

"Fees are very expensive compared to the level of facilities."

TIERED OR FLEXIBLE MEMBERSHIP

There was strong support for differentiated membership options.

"A tiered membership starting at a low level where members can upgrade to higher participation classes."

"Lower tiers for shooters who only wish to shoot at their local club."

VALUE FOR MONEY AND TRANSPARENCY

Respondents emphasised the need to better demonstrate how fees are used.

"Fees are a cost. Shooting is not a cheap sport, but value needs to be clearer."

"Members should see where the money goes."

FACILITIES AND MEMBER EXPERIENCE

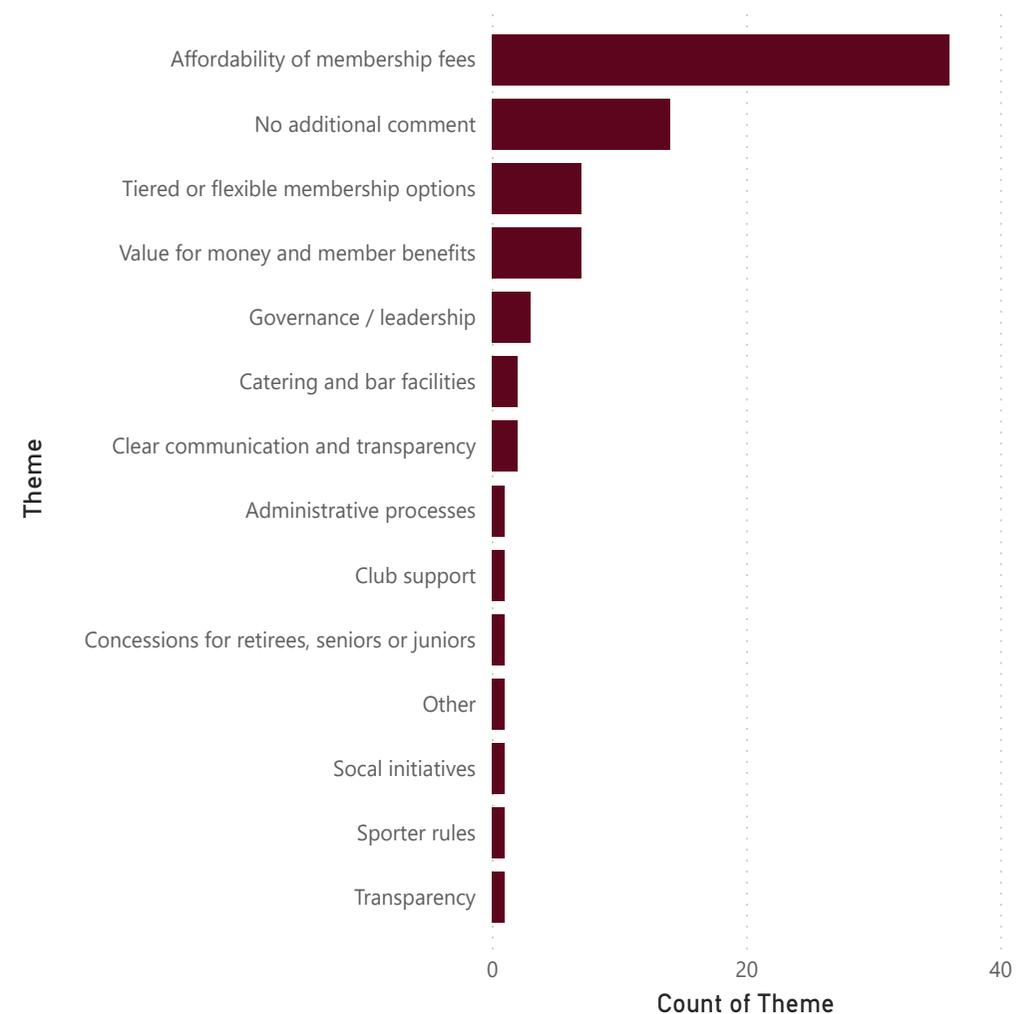
Operational issues such as catering, access and club culture were also raised.

"Get the bar open again."

"That place should be open every Saturday for members to have a feed."

Overall, the open responses reinforce that members are not simply focused on price. They are seeking fairness, flexibility and clarity. The consistent call is for a membership that provides tangible benefits and visibly supports both clubs and the long-term future of the sport.

Do you have any other comments, suggestions, or ideas about QRA membership or fees?



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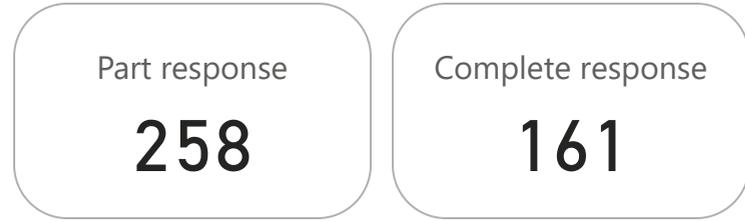
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MEMBERSHIP SURVEY ANALYSIS

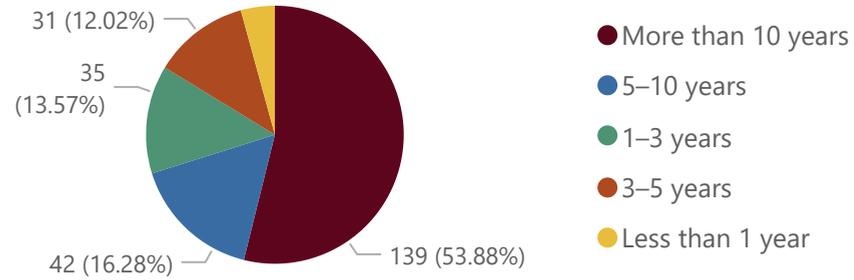
APPENDIX 1

Queensland Rifle Association
MEMBERSHIP SURVEY ANALYSIS | MEMBER OVERVIEW

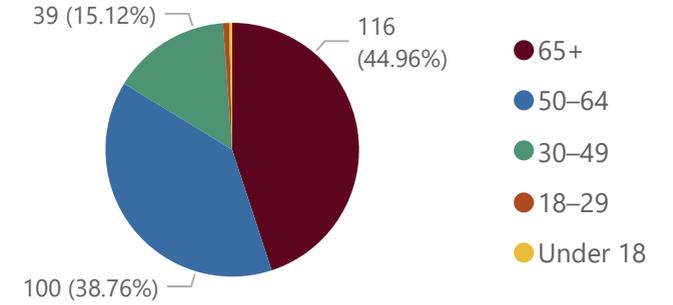
Survey responses



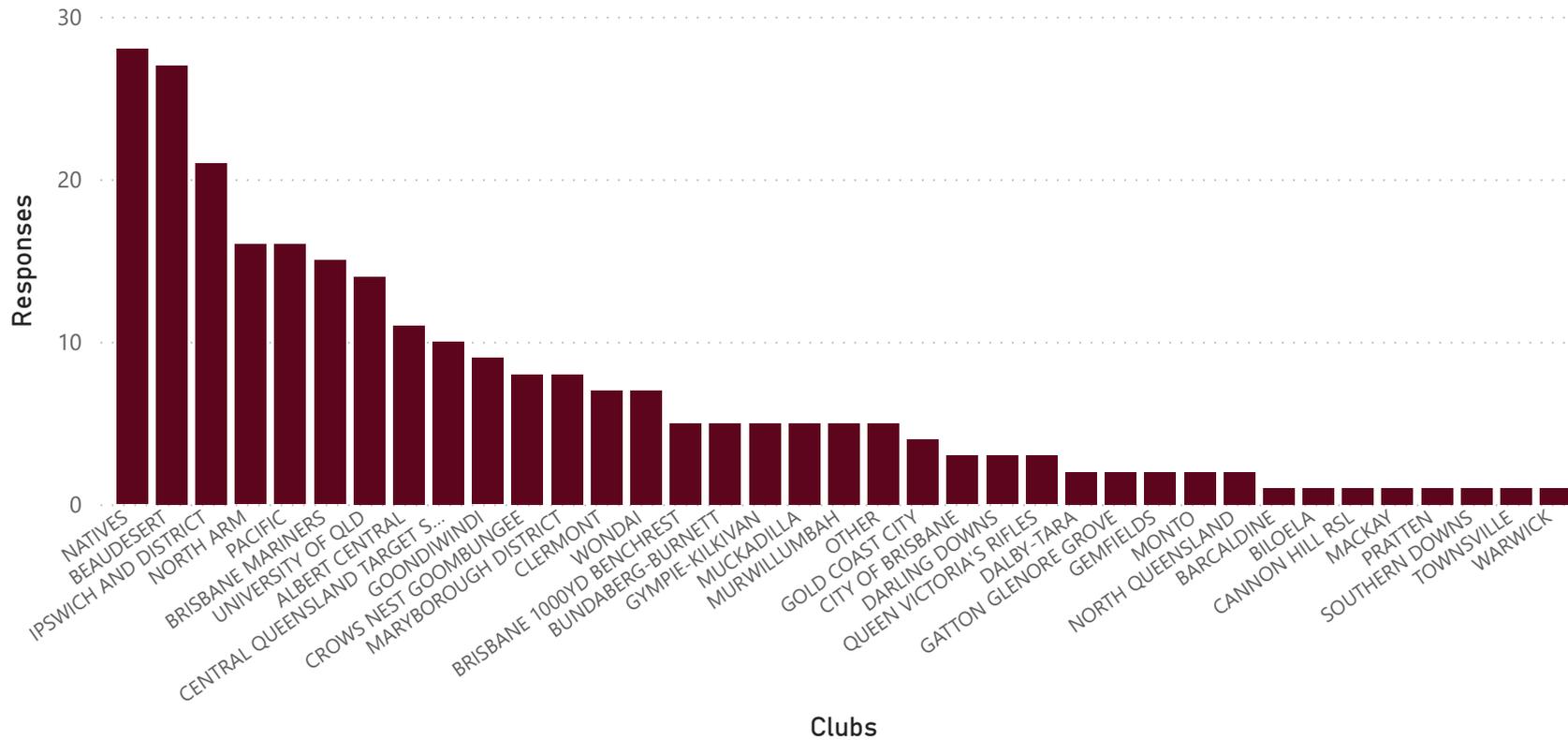
Length of involvement with QRA or shooting sports



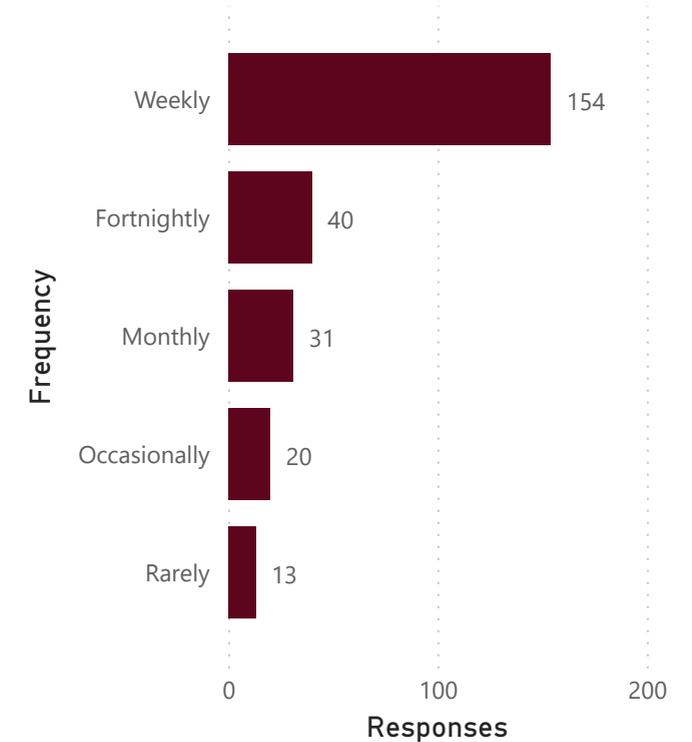
Age groups



Clubs



Frequency of participation in shooting activities



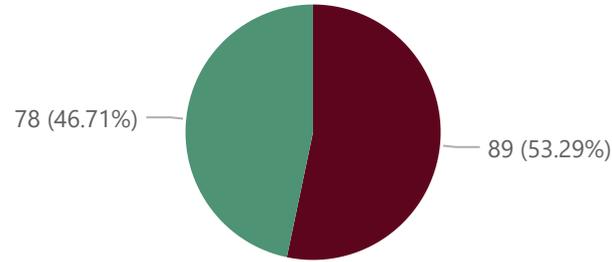
Queensland Rifle Association
MEMBERSHIP SURVEY ANALYSIS | MEMBERSHIP EXPERIENCE

How satisfied are you with your current membership experience?



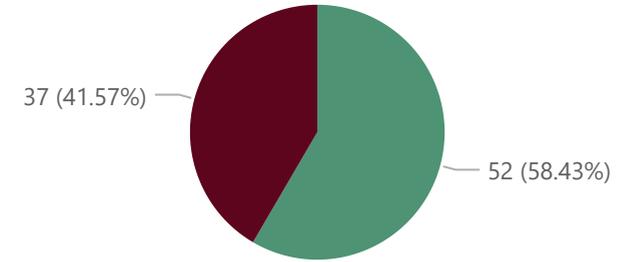
Please select the response that best describes your membership with other shooter sports.

● Other shooting sports ● QRA only

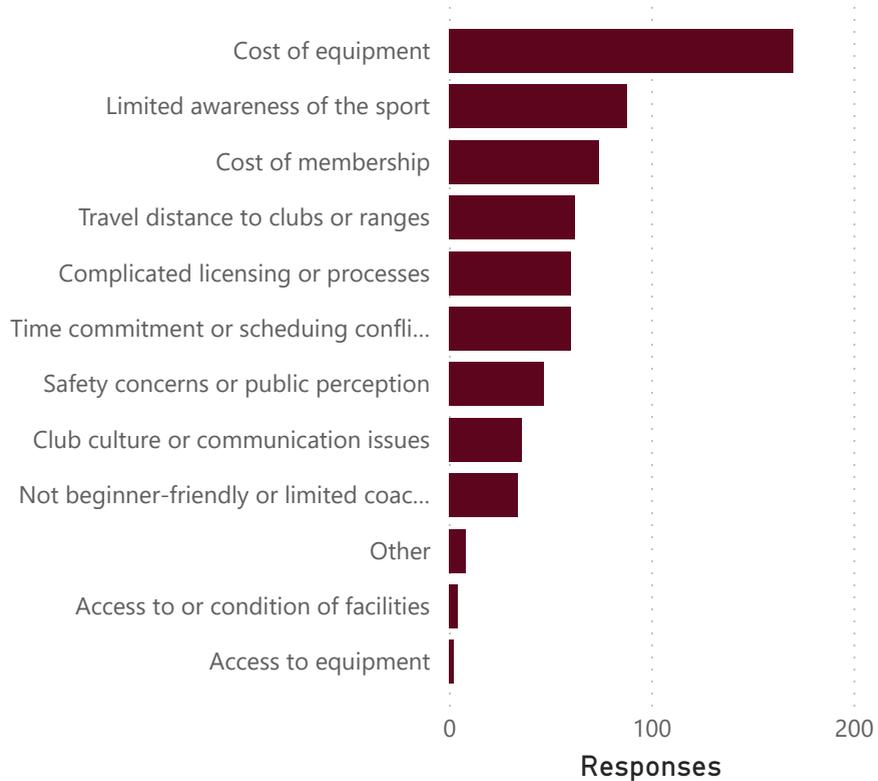


Are you more engaged with QRA than the other shooting sports?

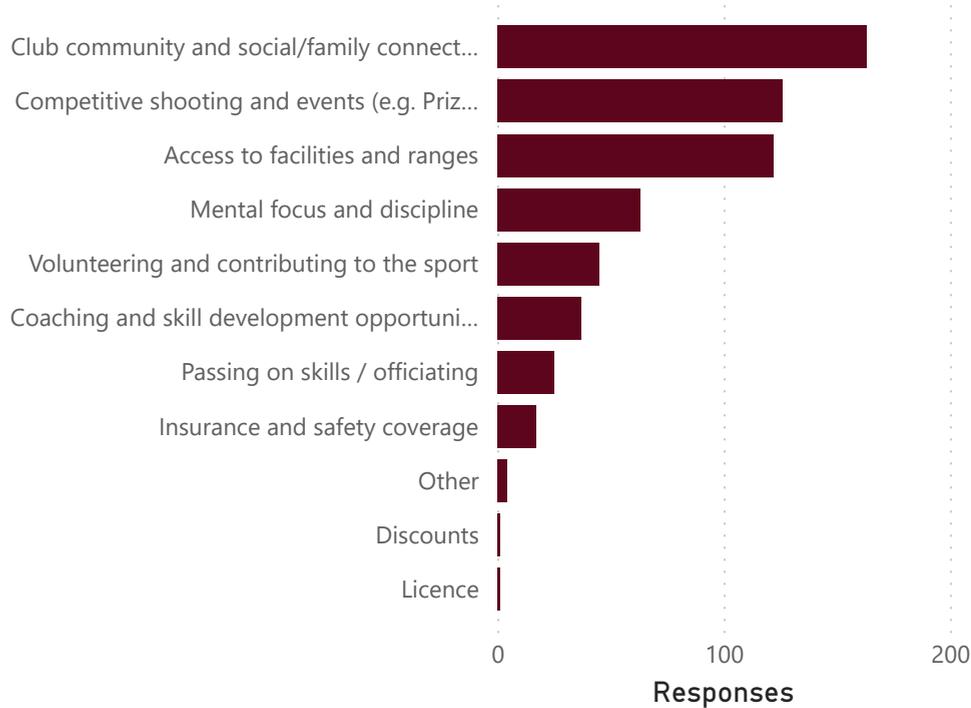
● Yes ● No



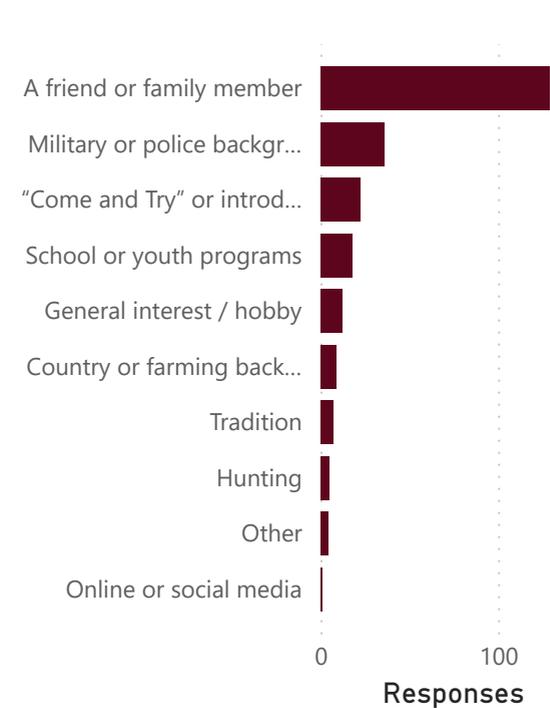
What challenges or barriers have you seen that might stop someone from joining or staying involved in QRA or their local club?



What do you value most about being a QRA member?



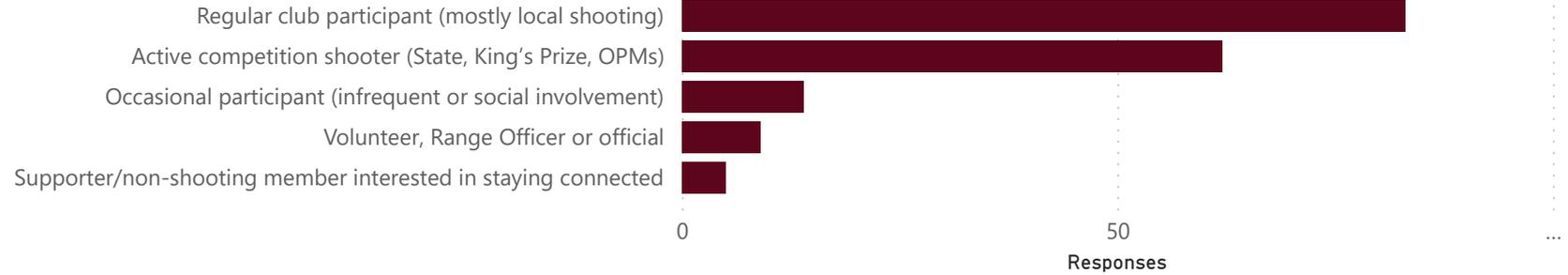
What first attracted you to rifle shooting?



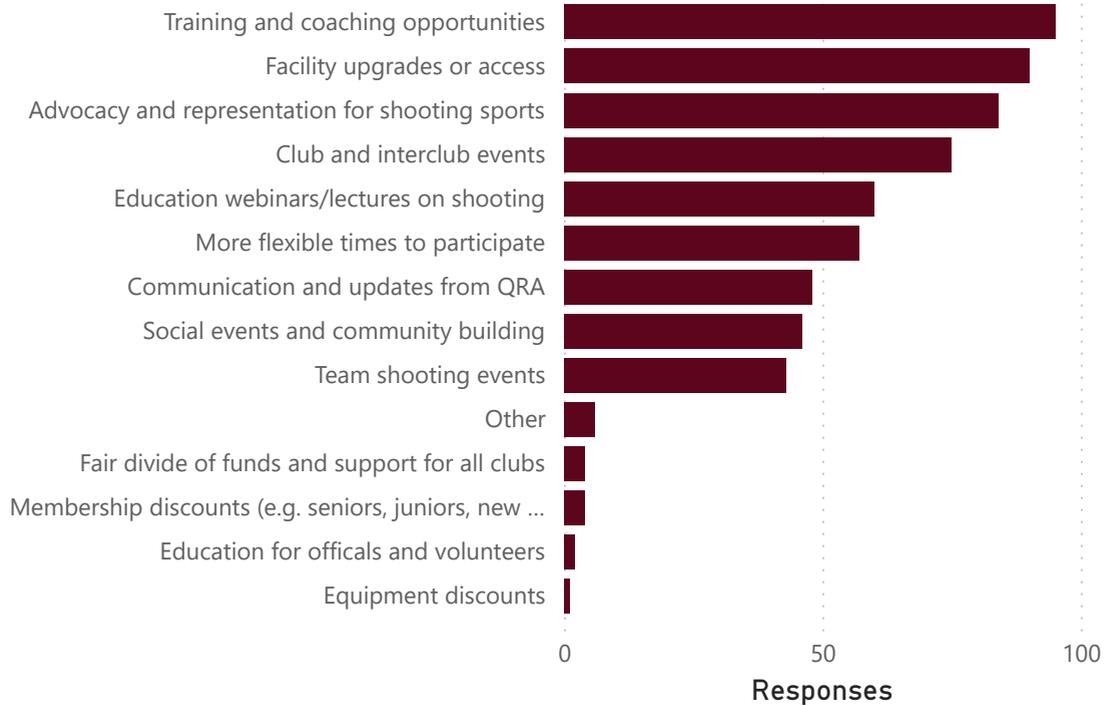
How fair do you think the current full membership fee is for what you receive?



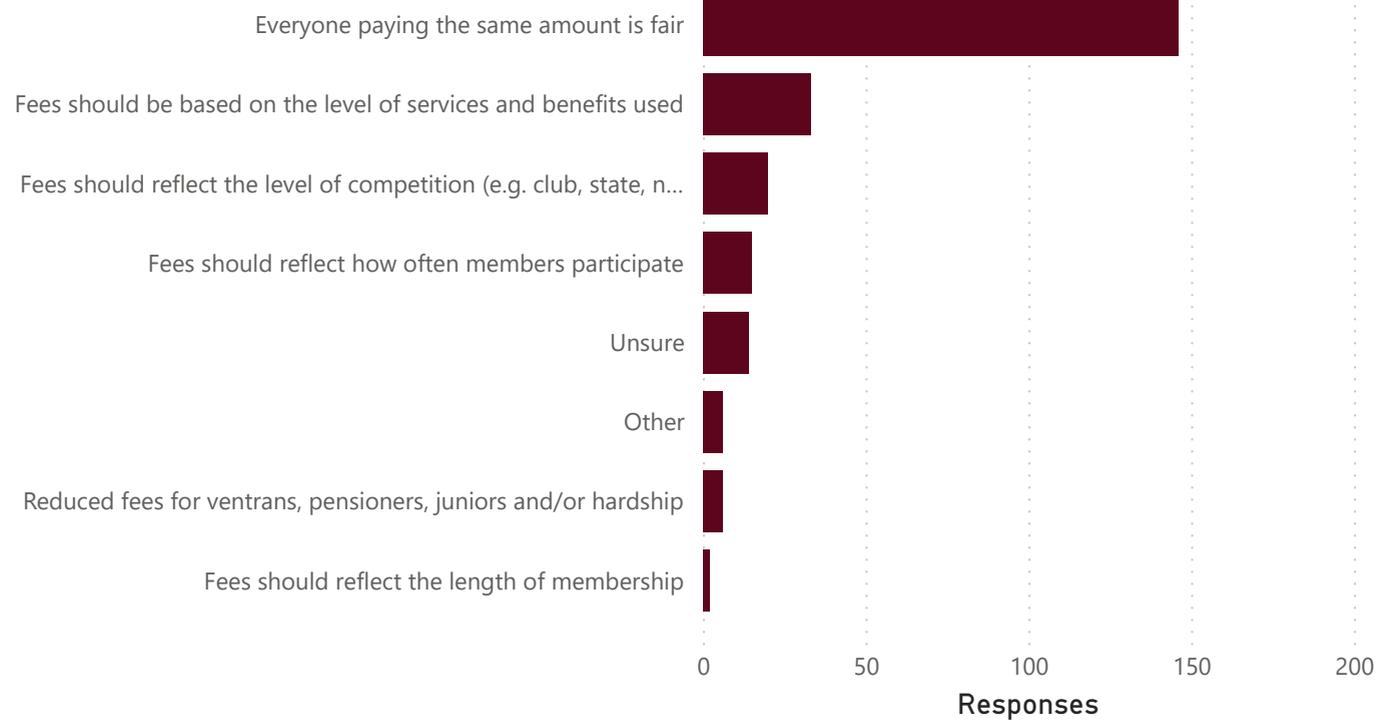
If QRA introduced different membership levels for full members, which option would best describe your current level of involvement?



Which general benefits would you most like to see improved for all members, regardless of tier?



Which statement best describes your view of the current fee structure?



Van Westendorp Model

Indifference Price Point (IPP)

\$204

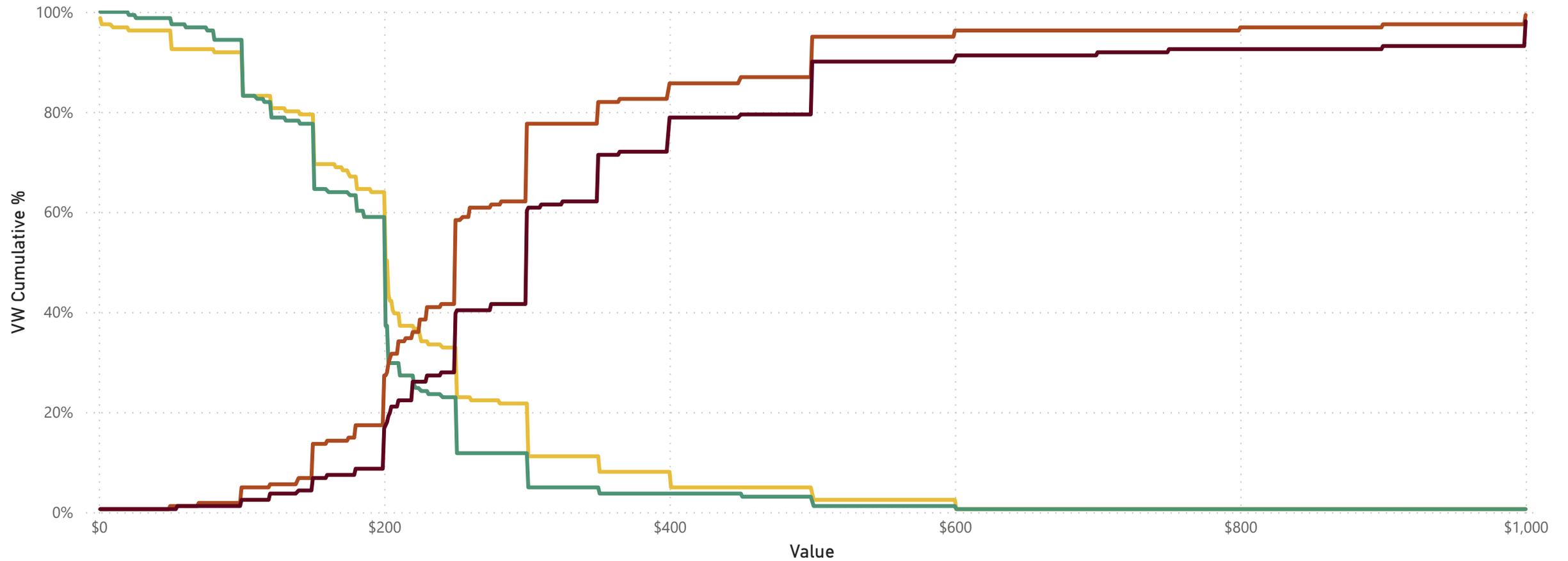
Optimal Price Point (OPP)

\$249

Price Gap (IPP to OPP)

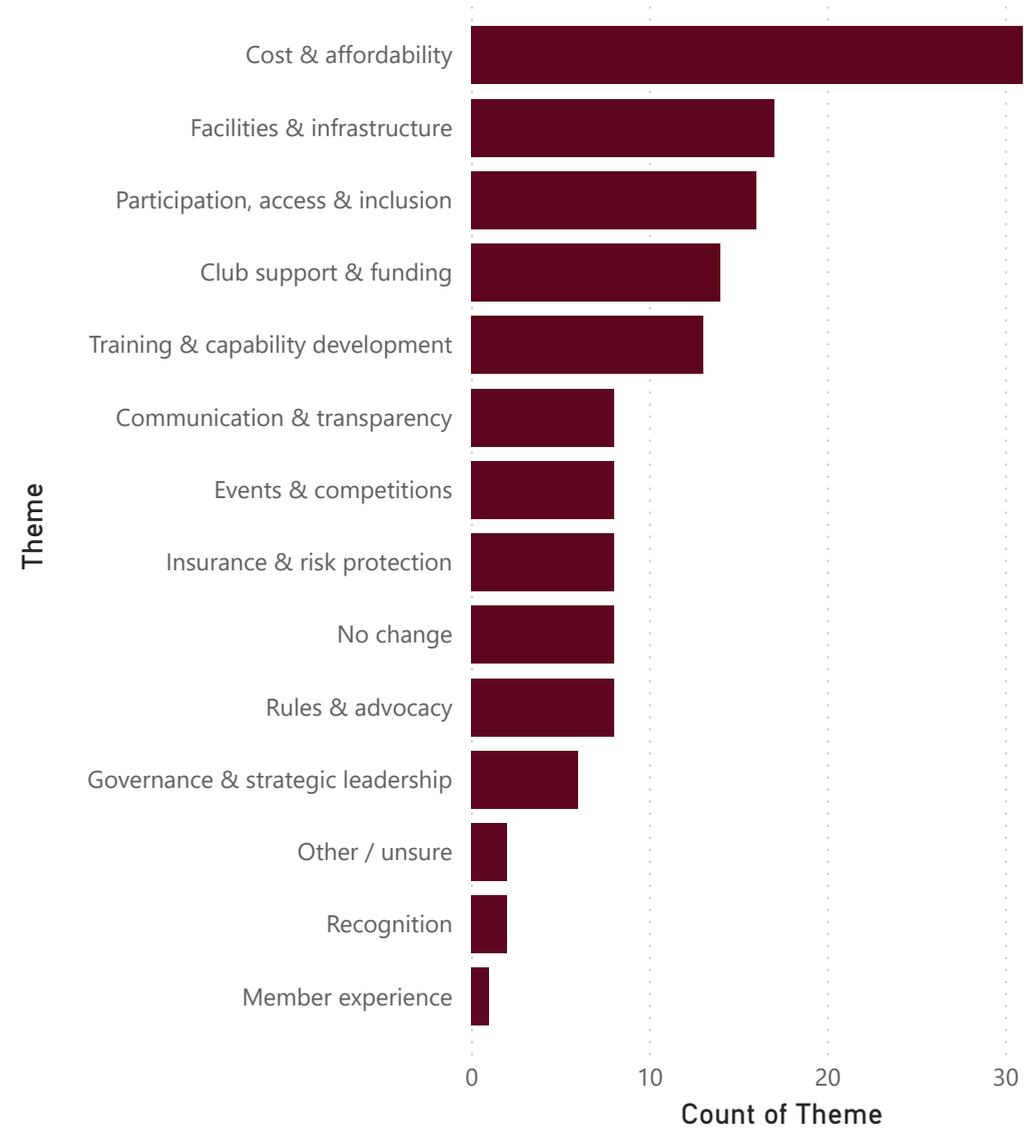
\$204 - \$249

Evaluation ● Too cheap ● Good value ● Expensive ● Too expensive



Queensland Rifle Association
MEMBERSHIP SURVEY ANALYSIS | OPEN RESPONSE THEMES

What one change would make QRA membership more valuable for you in the future?



Do you have any other comments, suggestions, or ideas about QRA membership or fees?

