



**Harbourside Netball
Centre**

Harbourside Netball Centre Name Change Consultation Report 2020

To: The Harbourside Netball Centre Board

Sponsor: Tracy Walters, Centre Manager, Harbourside Netball Centre Inc.

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Executive Summary

A total of 172 respondents provided their completed feedback forms by the close off date of Friday 25th September.

Of the 172 responses, **69% agreed with the proposed name change and 31% disagreed**. This was made up of 119 responses for the proposed change, and 53 against.

[These results support the proposed name change from the Harbourside Netball Centre to Tauranga Netball Centre.](#)

Background

The Harbourside Netball Centre Board informed it's 3500 members of a proposed name change from the Harbourside Netball Centre to the Tauranga Netball Centre via a letter on the 21st of July 2020 (See Appendix 1).

Rationale was provided for the name change and everyone involved with Harbourside Netball Centre were invited and encouraged to provide feedback on the proposal by Friday 25th September 2020 via a "Change of Name Feedback Form" (see Appendix 2). Weekly reminders were sent right up to the last week for submissions.

All submissions were collated and analysed and compiled into this report by an independent third party.

Technical Summary

The Dataset

The dataset created for this report comprises of the "raw data" taken from the Proposal feedback forms from the 172 people who responded. The simplicity of the feedback form and the data received has meant that the validity of the dataset is sound with no major data errors identified (gaps where questions were not answered or were incorrect).

Respondent Confidentiality

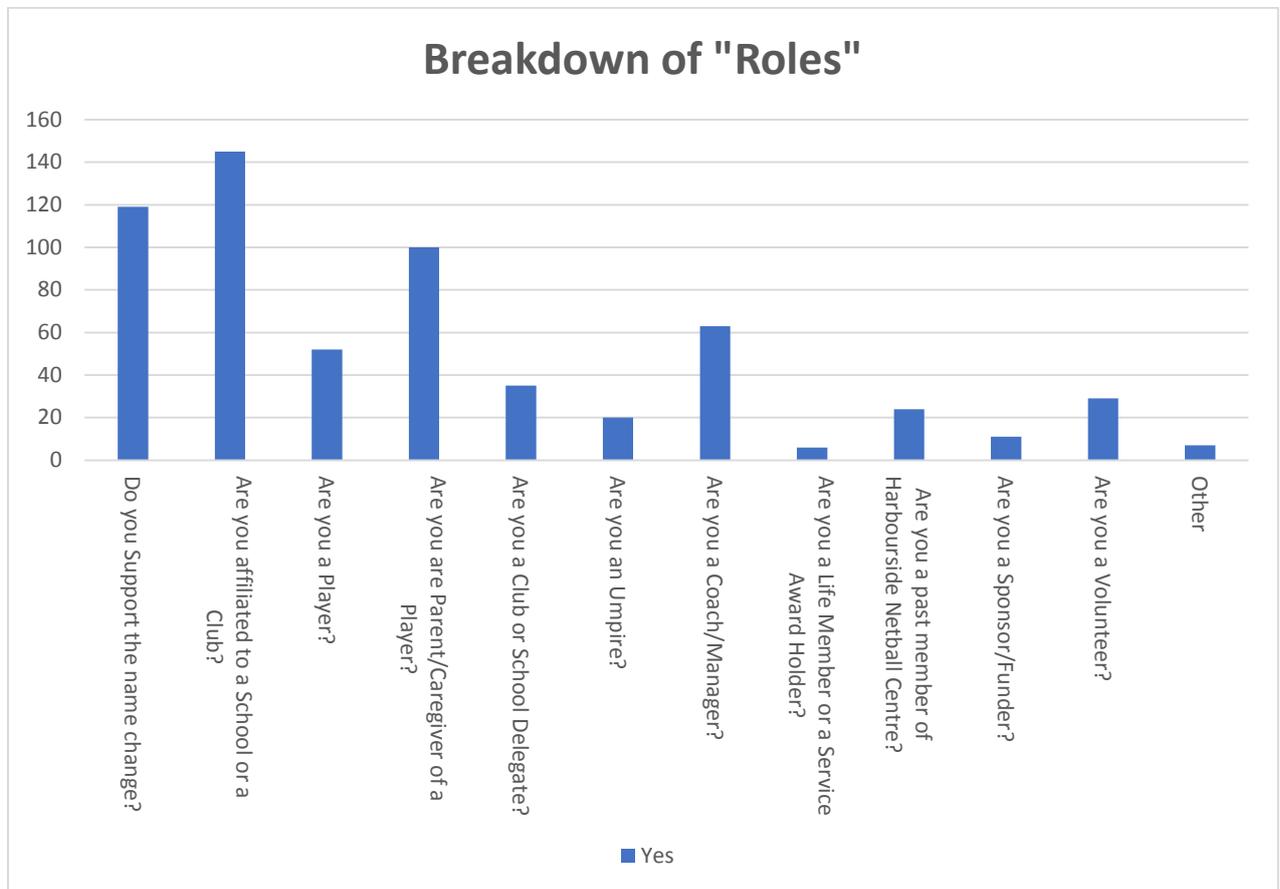
Confidentiality of everyone who completed the feedback forms is integral, therefore, the data was anonymised with all reference to individual's names being removed.

However, because of the identification of the Teams / Clubs that respondents are affiliated with, as well as some of the feedback, there is a possibility of associating respondents with these results. This needs to be considered if sharing the entire contents of this report any wider than the Harbourside Netball Centre Board.

Security of Data

All data involved with creating this report will be emailed to the sponsor (Tracy Walters), then deleted from the device of the author (Kat Keelan).

Analysis of Responses



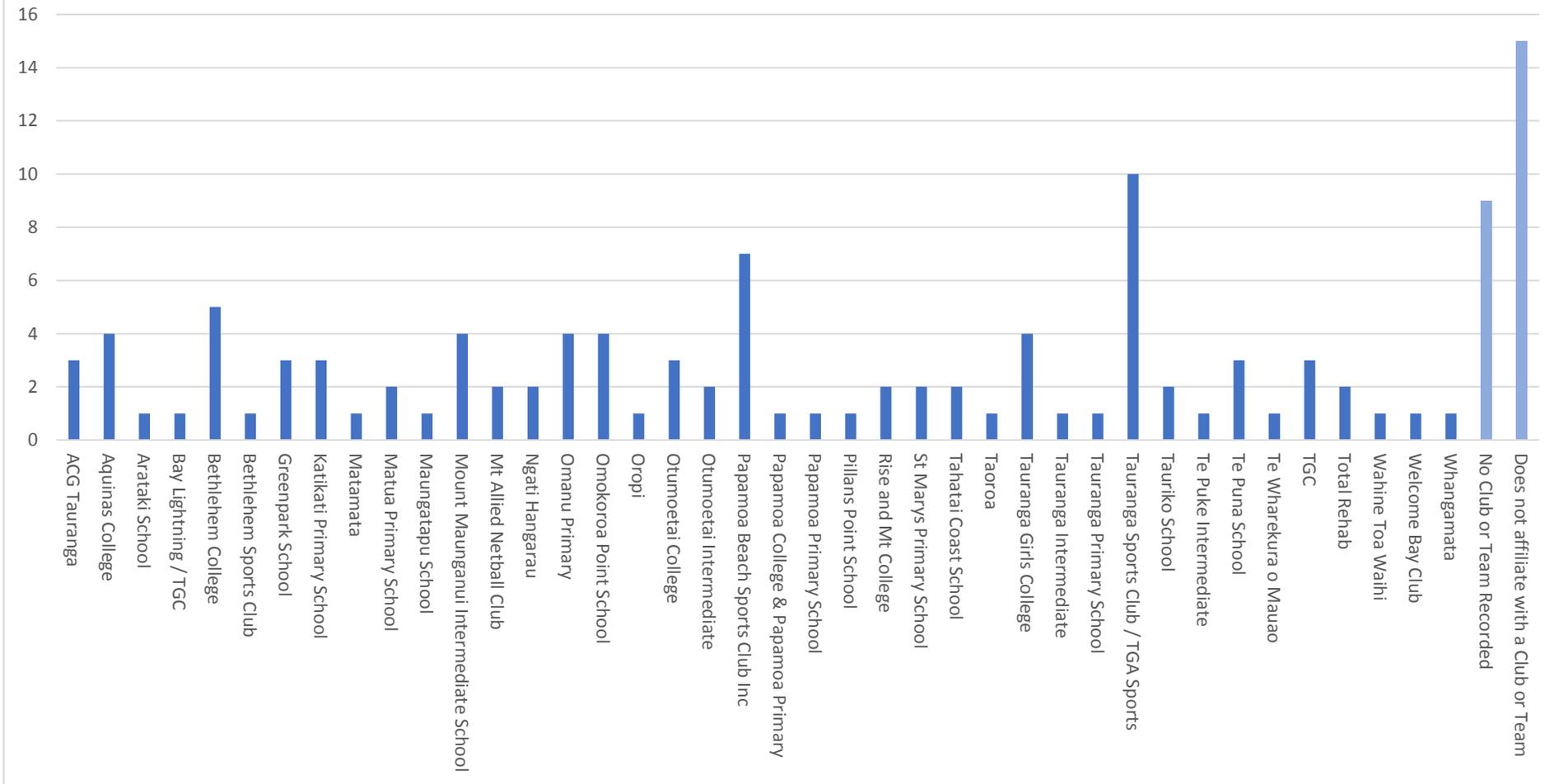
The most responses were received from Parents or Caregivers of a Player, this equated to 100 responses. Coaches and Managers were the next highest represented group with 63 responses. The least amount of responses was received from Life Members or a Service Award Holder – 6 responses in total.

There were 7 respondents within the “Other” category who described their roles as:

- A sports Coordinator.
- A member who donated a trophy.
- A member that runs the canteen.
- 2 members who described themselves as #1 Supporters.
- 2 Board members.

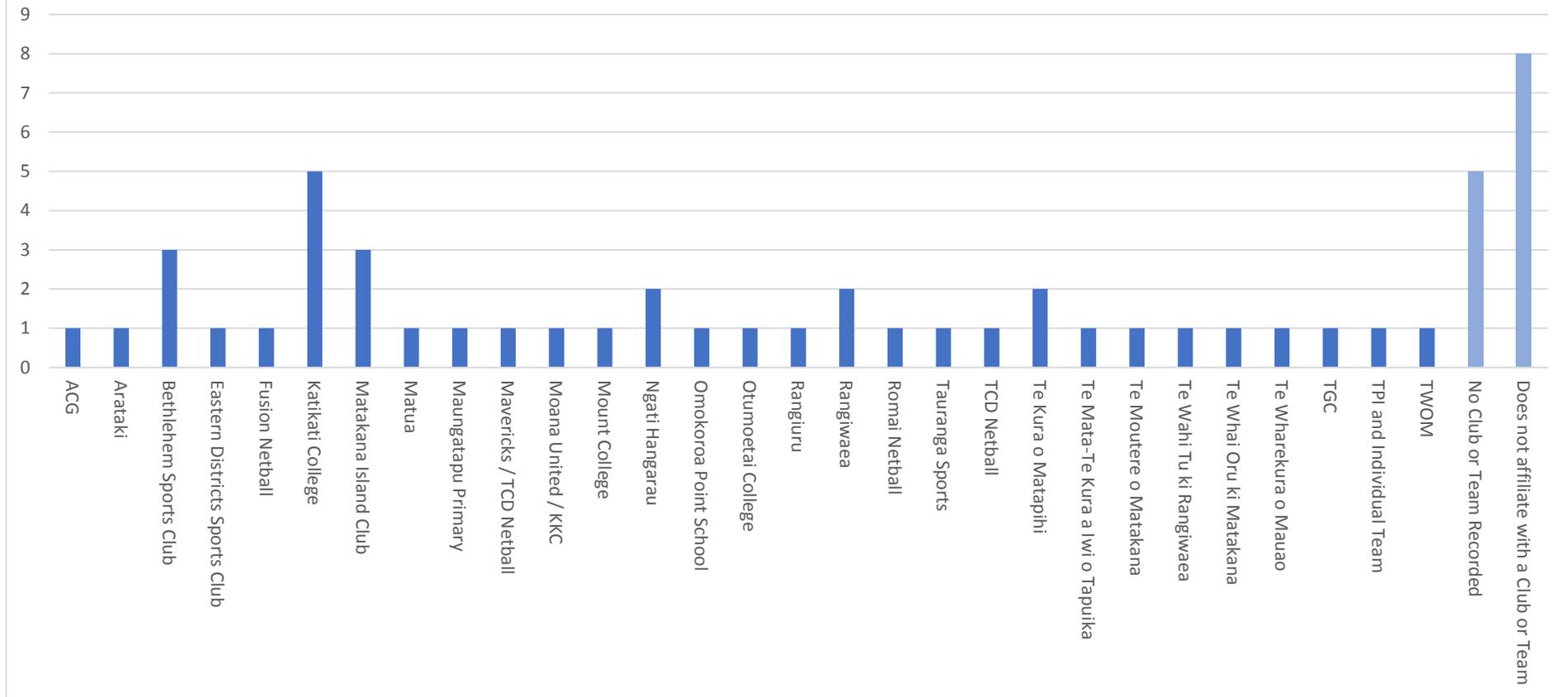
Note; many respondents often chose multiple roles when describing how they were connected with Harbourside Netball Centre.

Clubs / Teams of the 119 Respondents who said 'Yes' to the Proposal



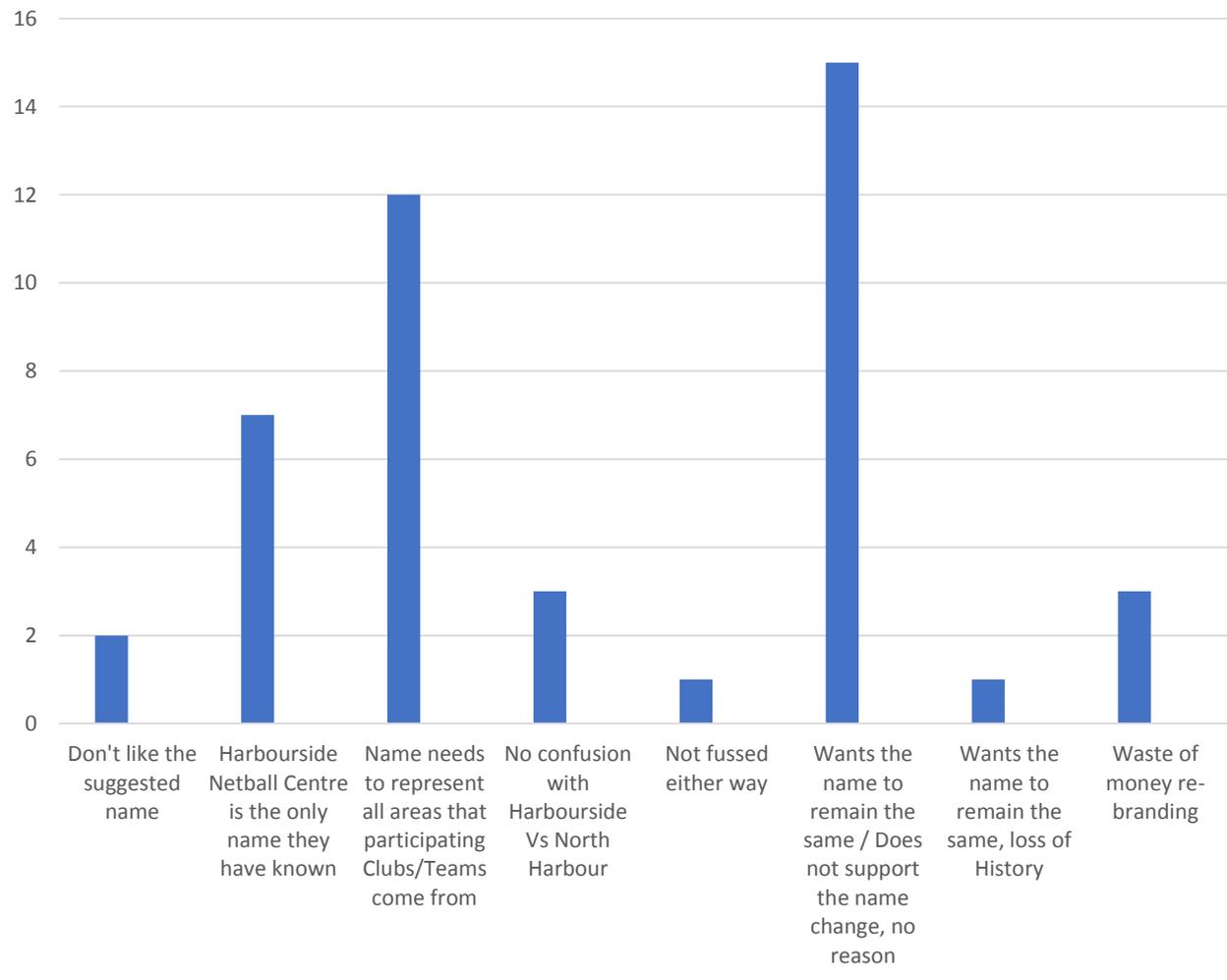
Overall, the number of “votes” in agreement with the proposal are relatively consistent / even across the 44 netball clubs / teams that responded, with a small gap between the highest number of votes – being 9 and the lowest, being 1.

Clubs / Teams of 53 Respondents who said 'No' to the Proposal



The largest number of “votes” against the proposal was 5 and the lowest 1, which is relatively consistent / even across the 29 clubs / teams that responded.

Main Feedback Themes from 44 Respondents Against the Proposal



Of the 53 Respondents that voted “No” to the proposal, 44 provided feedback. Their feedback has been categorised into 8 main feedback themes.

Of this feedback 15 respondents did not support the name change but didn't provide any reason – this was the largest grouping of the 44.

The second largest grouping was 12 respondents whose feedback was about the “Name needing to represent all areas that participating clubs / teams come from”. This group thought that “Tauranga Netball Centre” didn't best reflect these surrounding areas spanning from Katikati to Te Puke.

Feedback from Respondents

"I have known the centre as Harbourside since I can remember however, whatever the decision I will always support the centre".

"Great idea. Will make us more identifiable as a region".

"I have played netball at Harbourside for the last 20 years. My daughter has represented Harbourside Rep teams from intermediate all the way through to College and U19s. Being away at tournaments at other centres I have never come across confusion with our name Harbourside with North Harbour".

"I have travelled to many tournaments both as a Manager and a Parent for Reps. Teams and spectators always ask where we are from. They assume we are from the North Shore in Auckland. To play under "Tauranga" will encompass our area that the girls represent and give them a greater sense of belonging and pride..."

"I like the new name".

"Leave as is, there's no reason for a name change".

"I played all of my netball at Harbourside from 5 right up through the age groups & played for BOP Coast, I personally would hate to see the name changed, I now have my 5 yr old playing & I want her to grow up being able to say she played at Harbourside just like mum. It's not just a name, it was another home for me growing up".

"...Helen was always looking for innovation and forward thinking from the Board members that governed her role. She was always forward thinking and wanted her netball centre to be the best in not only the Regions but also New Zealand. To realise Helen's dream, we need to move on and move forward, lock the door behind us and open new doors to progress"...

"I think it's a good idea. Makes it clearer, especially to know where our rep teams come from".

"I Support the name change and would like to see it linked to our geographic placement and also reflective of our Maori connections and language".

"I would support a name change that includes the whole of the Bay from Katikati to Te Puke. TAURANGA MOANA NETBALL CENTRE would include all those areas along the Moana from Katikati through Tauranga to Te Puke. WAIARIKI NETBALL CENTRE or BAY OF PLENTY NETBALL CENTRE (since there are clubs affiliated that are outside the Tauranga District area). Just some ideas".

Feedback that the Board could consider

“The HEART of our centre is not just the name, it is the people and the love they give to one another, and the passion and time they contribute to their well-loved Netball Centre - no matter what it is called”.

“Our members live within the Tauranga region and the name of the centre should reflect this. The history of the centre and origin of Harbourside will forever be imbedded in the centre. A name change does not erase this, it is another part of the journey”.

“I would like to add a suggestion - to retain the history of the club, can you please add a tab to the website to acknowledge the merger mentioned in the info provided to us, along with important people. The history remains very important and should not be lost”.

“The history of the name could be respected by calling the new building Harbourside or having the tournaments called Tauranga Harbourside Netball Tournament. However, when travelling we need to uphold the mana of the area through naming the team accordingly”.

Conclusion

The data shows that 69% of responding respondents agreed with the proposal to change the name of the Harbourside Netball Centre to Tauranga Netball Centre.

Based on this result the Harbourside Netball Centre Board could make the “final decision” to go ahead with the name change remit at the Annual General Meeting.

Appendix 1

21st July 2020



Dear Harbourside Netball Centre Members,

The letter is to advise the Harbourside Netball Centre Board is asking for feedback regarding a proposed name change.

Harbourside Netball Centre be renamed as Tauranga Netball Centre.

This change would be a significant change in regards to the history of the centre and we understand would be heartfelt by many members past and present, so we ask that prior to feedback you consider the impacts, benefits and possible solutions you may have to add.

Rationale

- Harbourside Netball was named when Tauranga Netball Association and Mt Maunganui Netball Association amalgamated. Three years prior to that, the Mount Borough Council amalgamated with Tauranga District Council and we are now known as Tauranga City.
- The Tauranga region spans from Katikati to Te Puke and we would like to see this represented in our name which allows us to become instantly geographically identifiable and also to give our players a sense of belonging and pride in the region in which we live and represent. The centre is now situated in Tauranga City.
- We would like our netball representatives to represent the Tauranga region by name as all other regions/netball centres currently do.
- When applying for funding which is imperative to the survival of the centre it is important the funders instantly realise the region the netball centre services.
- When seeking sponsorship Tauranga Netball Centre is a more favourable proposition for potential sponsors with their business being highlighted as Tauranga based rather than Harbourside Netball Centre which does not give a direct Tauranga connection.

We encourage and welcome our members to provide feedback on this proposed change as it concerns our identity in our immediate and national netball community.

All feedback is to be sent to manager@harboursidenetball.co.nz by 4pm Friday 25th September 2020.

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For and on Behalf
Harbourside Netball Centre Board

Appendix 2

HARBOURSIDE NETBALL CENTRE



Proposed Name Change Feedback Form

Question – Please tick relevant box	Yes	No
Do you support the name change?	<input type="checkbox"/>	<input type="checkbox"/>
Would you like to add your name?	<input type="checkbox"/>	<input type="checkbox"/>
Are you affiliated to a Club or School?	<input type="checkbox"/>	<input type="checkbox"/>
If so what club or school?	<input type="text"/>	
How are you connected to Harbourside Netball Centre?		
Are you a Player?	<input type="checkbox"/>	<input type="checkbox"/>
Are you a Parent/Caregiver of a player?	<input type="checkbox"/>	<input type="checkbox"/>
Are you a Club or school delegate?	<input type="checkbox"/>	<input type="checkbox"/>
Are you an Umpire?	<input type="checkbox"/>	<input type="checkbox"/>
Are you a Coach/Manager	<input type="checkbox"/>	<input type="checkbox"/>
Are you a Life Member or Service Award Holder?	<input type="checkbox"/>	<input type="checkbox"/>
Are you a past member of Harbourside Netball Centre?	<input type="checkbox"/>	<input type="checkbox"/>
Are you a Sponsor/Funder	<input type="checkbox"/>	<input type="checkbox"/>
Are you a Volunteer?	<input type="checkbox"/>	<input type="checkbox"/>
Other?	<input type="checkbox"/>	<input type="checkbox"/>
If other, please write here	<input type="text"/>	

Feedback on name change: