

SCOUTS AUSTRALIA

UNDERSTANDING THE NEEDS AND
DESIRES OF AUSTRALIAN FAMILIES
FOR A NATIONAL YOUTH PROGRAM

PHASE 2 YPR RESEARCH
AUGUST - OCTOBER 2014



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RESEARCH OBJECTIVES

In August 2014, Scouts Australia commissioned McCrindle to undertake Phase 2 of their commissioned research for the Youth Program Review.

This report presents the result of the Phase 2 research – a quantitative research approach presenting the results of two nation-wide surveys, including a survey to Australian parents and a survey to Scouting parents. This first survey provides valuable insights on the needs and desires of Australian families, the values they would like instilled in their children, their expectations of a children's and youth development program, and their perception of Scouts Australia. The second survey, completed by Scouting parents, provides a valuable layer of comparison for the national data, helping to shed light on the characteristics and desires of Scouting parents and to compare these to the data provided by Australian parents across the nation.

Both surveys were designed in consultation with Scouts Australia, integrating many of the themes that emerged from the Phase 1 research, and seeking to more fully answer the target market issues questions that undergird the YPR research:

- 1. Describe the lives of Australian children, adolescents and young adults and the factors that might impact on their participation in Scouting.*
- 2. Describe the lives of Australian parents and the factors that might impact on their children participating in Scouting.*
- 3. What are the needs and desires of Australian children, adolescents and young adults today and what might those needs and desires be in 20 years' time?*
- 4. What are the needs and desires of their parents in relation to their children (as listed above)?*
- 5. List the developmental milestones of Australian children, adolescents and young adults by gender so that our program can be aligned to meet the needs of key developmental milestones.*
- 6. What are the significant developmental milestones that must be considered when creating the Scout program?*
- 7. When should we progress youth members to a new section?*
- 8. What type of youth members are attracted to Scouting?*
- 9. What are the values of our community today?*
- 10. What values and principles do parents want instilled in their children today?*
- 11. Who are our competition and what makes them successful?*
- 12. Create a detailed description of the youth we should be attracting to Scouting.*

RESEARCH METHODOLOGY

This Phase 2 YPR Research was conducted from August 2014 through to October 2014 through the use of two quantitative studies.

NATIONAL PARENT STUDY

The National Parent Study was a survey of Australian parents with children of the ages of 6 to 18 at the time of the research. The survey was in field from 21 August to 26 August 2014, featuring 1,208 started responses and 1,078 completed responses.

These respondents were not aware that the survey was commissioned by Scouts Australia and answered most sections without reference to Scouting, but to an unnamed 'children's and youth development program'. The exception to this was the section, 'Scouts Evaluation by National Parents' which was completed by 876 Australian parents who had heard of Scouts Australia.

SCOUTS PARENT STUDY

The Scouts Australia Parent Study was a survey of current Scouting parents who had at least one child aged 6 to 18 in Scouting at the time of the research. The survey was in field from 12 September to 29 September 2014, featuring 2,156 started responses and 1,858 completed responses.

ABOUT THIS REPORT

Throughout this report, comparisons are made between the responses provided by national parents in the National Parent Study (in navy-blue) and Scouting parents in the Scouts Parent Study (in green-yellow).

While most of the data in this report is comparable, it is important to consider that national parents responded to the concept of a "children's or youth development program" while Scouting parents responded specifically to the Scouts program. While a number of the questions are therefore testing for a slightly different variable, they do however provide an insightful method of comparing the differences in focus between national and Scouting parents. Where questions differed, the question presented to Scouting parents is listed beneath the national parent question.

There were also slight variations between the National Parent Study and Scouts Parent Study. Some questions were only asked of national parents to keep the survey more concise. In the Scout survey, three questions were asked specifically of children within each age category. These are located in The Interests of Children, Timing Preference, and Child Inhibitors to Continuing Involvement with Scouts.

Some of the data throughout this report has been simplified for the reader, such as combining "extremely important" and "very important" variables for comparison between the two study groups. The full data for all abridged survey questions are available in the Appendix to this document.

KEY RECOMMENDATIONS

Honesty and respect are the most significant values parents would like instilled

Across both national and Scouting parents, the two values that emerged significantly above the rest were honesty and respect. Australian families are looking for youth programs that are able to instil solid and traditional values in their children through positive and trusted adults.

Trustworthiness, responsibility, and confidence next significant values

Following honesty and respect, Australian families are looking to have a sense of trustworthiness, responsibility and confidence instilled in their children. Trustworthiness highlights the strong depth of character that parents would like instilled; responsibility highlights the sense of ownership and initiative they would like to develop in their children; and confidence highlights the need for a setting in which children are encouraged, supported, and cared for.

Parents and family most significant life-shapers, followed by friends and peers

Understanding that friends and peers are the most significant life-shaping factors after parents and family can be helpful for Scouts to engage in the importance of the social dynamics that occur within Scouting. This is especially important as 'having friends who are involved' was on par with 'fun' as a motivating factor to join a new youth program. Focusing on continuing to develop a program that is beneficial to Scouting members can foster positive flow-on effects from one child's experience. In a similar way, a negative Scouting experience is detrimental to not just one Scout Group or one family, but to the broader reputation of the Scouting program and to the retention of current members.

Fun and social elements most important to young people, seeing kids grow and keeping them active most important to parents

For both national and Scouting parents, the element of fun is the most significant factor that would motivate their children to first become involved with a program. Focusing on the fun elements of the Scouts program through a well-planned and structured organisation is essential for retaining existing families and attracting new families. For parents, providing opportunities for their children to grow and seeing them active are the two most significant drivers that are important for them.

Working with schools to engage new families

National parents felt it was significantly more important to them that they received a recommendation from school (43% found this extremely or very influential compared to 11% of Scouting parents) for a new program. Effective partnerships with schools would be an essential way for Scouts to build a solid communication platform in the community.

Providing transparency in fees to help Australian families engage firstly with Scouts

Cost is the third-most important factor for national families in involving their children in a new program (after seeing the kids grow and keeping them active). As fees vary from troop to troop depending on the activity, Scouts should seek to create a way in which costs could be predictable for families. Australian families are seeking for predictability in their budgets during a time of increasing cost of living pressures and for the cost of a program to be manageable within their family incomes.

Enhance the positive values provided by Scouts in public communication and marketing

If parents were to engage in a new children's or youth program, they would be actively looking for an environment that is safe, promotes physical activity, helps their children grow in confidence, and provides a positive social environment for them. Scouts provides an avenue

through which these desires are achieved – therefore ongoing marketing in the community addressing key areas that parents are looking for is a vital way to bridge the gap with Australian families.

Respond to the desire that Australian families have to get their kids outdoors

When national parents were asked what they would most want a program to provide, ‘outdoor adventures’ superseded options for arts, music, sporting competitions, academic learning, or child/youth events.

The need for a focus on key family segments – single parent families and families with children with disabilities

With the increase of single parent families in Australia, there is a growing need for children to have various role models and opportunities. Scouting has the potential to provide the optimal environment in which children can gain new experiences and through which parents, and especially single parents, can be supported in raising their children. Several of the comments throughout the Scouts survey also highlighted the opportunity for Scouts to provide support and services suitable for young people with varying needs and disabilities.

Life skills, communication skills, and social skills most desirable skills to develop in children

National parents placed a strong emphasis on overall life skills. Partnering the outdoor skills provided by Scouts (and deemed most important by Scouting parents) with broader life, communication, and social skills is a key asset of the Scouts program. This is particularly important in Scouts’ public communication efforts including marketing and communication strategies. Scouts parents also place significant importance on general life skills and social skills, but place a significantly higher emphasis on outdoor skills than national parents.

Potential to hold the Scouts program on a weekly weekend day rather than weeknight

Moving the Scouts program to a 2 hour weekend morning or afternoon best suits 1 in 3 national families (34%). Scouts families, however, mostly prefer a 2 hour weekly weeknight program (90%). It is therefore important for Scouts to consider offering a weekend program to cater for those national families who would prefer a Saturday morning (23%) or Saturday afternoon (19%).

Australian families have strong awareness and overall positive perceptions towards Scouts

Most Australian parents of children 6 to 18 have heard of Scouts (81%) and of those who have heard, 1 in 8 have a personal connection to Scouts (13%). Even more significant, 3 in 4 national parents ‘definitely’ or ‘somewhat’ trusts Scouts to instil positive values to their children. Australian families feel that the activities provided by Scouting have the opportunity to be relevant to young people today, and that Scouts is effective in instilling many of its values to Scouting members.

A range of factors provided for why both parents and children would discontinue their involvement

Scouting parents and children provide a range of factors for why they would discontinue their family’s involvement in Scouting. For parents, the most significant factor is the inconvenience of the program time or date for their children. This is something that could be adjusted depending on the preferences of families across different Scout Groups and Formations. Parents indicated that their children would discontinue if they lost interest, no longer engaged with the content, or took on other activities. This highlights the ongoing need to create a program that is increasingly fun and exciting to retain current Scouting members.

PHASE 2 YPR RESEARCH

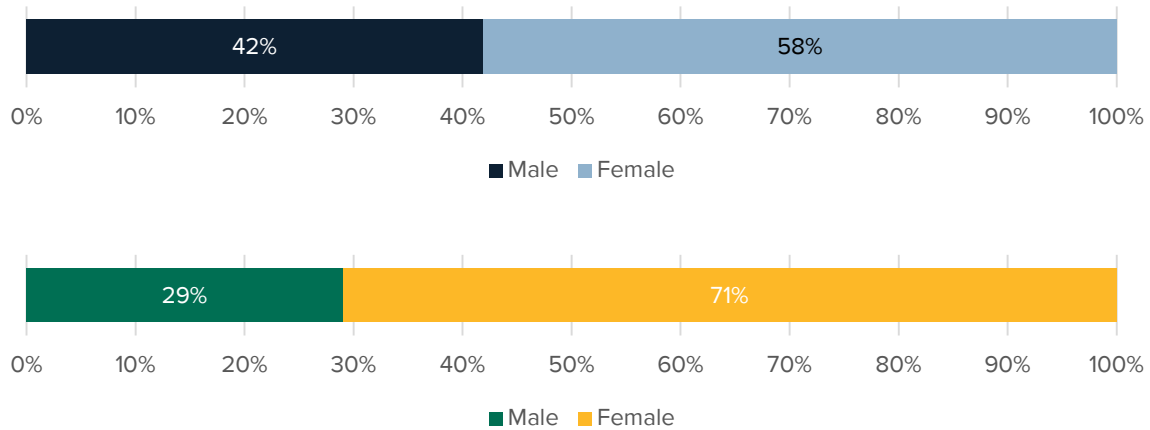
DEMOGRAPHIC OVERVIEW

	NATIONAL SURVEY #	NATIONAL SURVEY %	INTERNAL SURVEY #	INTERNAL SURVEY %
<i>GENDER</i>				
<i>Male</i>	506	42%	625	29%
<i>Female</i>	702	58%	1,531	71%
<i>TOTAL</i>	1,208	100%	2,156	100%
<i>AGE</i>				
<i>Under 18</i>	4	0%	32	1%
<i>18 - 19</i>	1	0%	3	0%
<i>20 - 34</i>	231	19%	133	6%
<i>35 - 49</i>	719	60%	1,592	74%
<i>50 - 68</i>	252	21%	391	18%
<i>69+</i>	1	0%	5	0%
<i>TOTAL</i>	1,208	100%	2,156	100%
<i>STATE REPRESENTED</i>				
<i>NSW</i>	394	33%	450	21%
<i>VIC</i>	289	24%	326	15%
<i>QLD</i>	260	22%	293	14%
<i>TAS</i>	27	2%	177	8%
<i>NT</i>	9	1%	33	2%
<i>SA</i>	101	8%	430	20%
<i>WA</i>	105	9%	333	16%
<i>ACT</i>	13	1%	94	4%
<i>TOTAL</i>	1,198	100%	2,136	100%

DETAILED DEMOGRAPHIC ANALYSIS

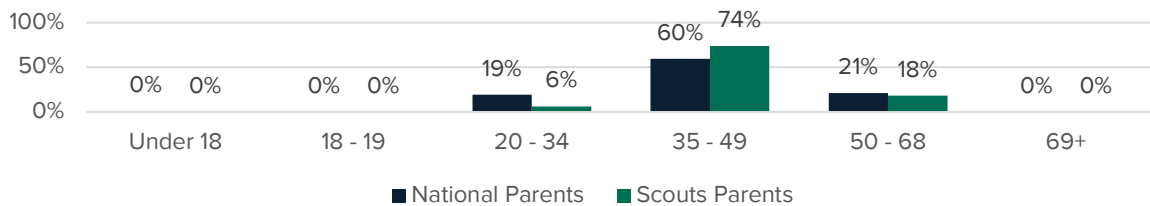
GENDER AND AGE

Q. What is your gender?



Parents in the national survey comprised of a slightly larger proportion of males (42%) than the Scouting parent respondents (29%), and both surveys featured a stronger representation of female than male parents.

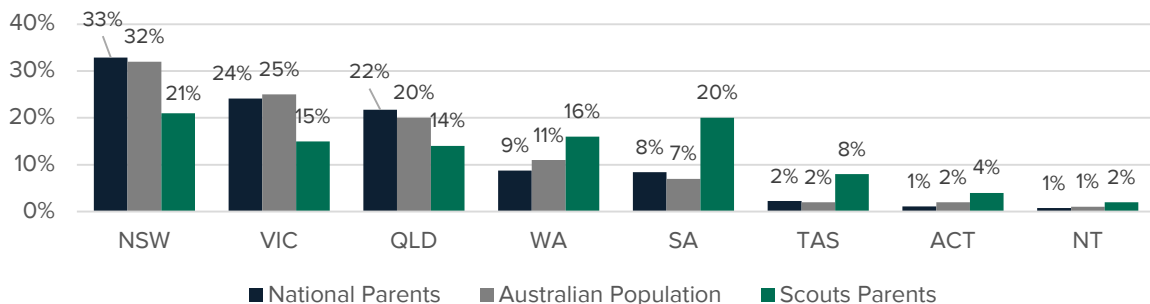
Q. What age will you be in 2014?



National parents were slightly younger than the Scouting parents surveyed, with 92% belonging to Generation X (35-49 year-olds; those born between 1965 and 1979) and the Baby Boomer generation (50-68 year-olds; those born between 1945 and 1964), compared to 81% of Scouting parents who belonged to these two generation profiles.

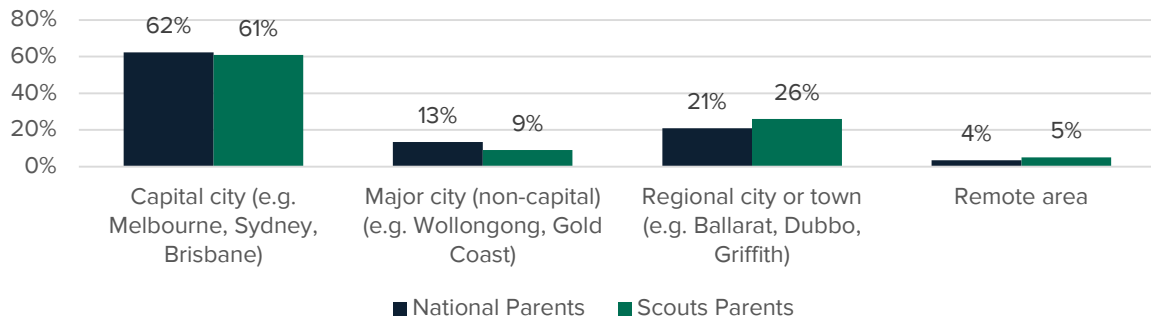
LOCATION

Q. Which state or territory do you live in?



National parents closely represented Australia’s population distribution across the states and territories, while Scouting parents were more strongly represented in South Australia, Tasmania, the ACT, and the Northern Territory. This may reflect the variation in the number of Scouting parents across the different states and territories but could also reflect the efforts of various branches in disseminating the survey.

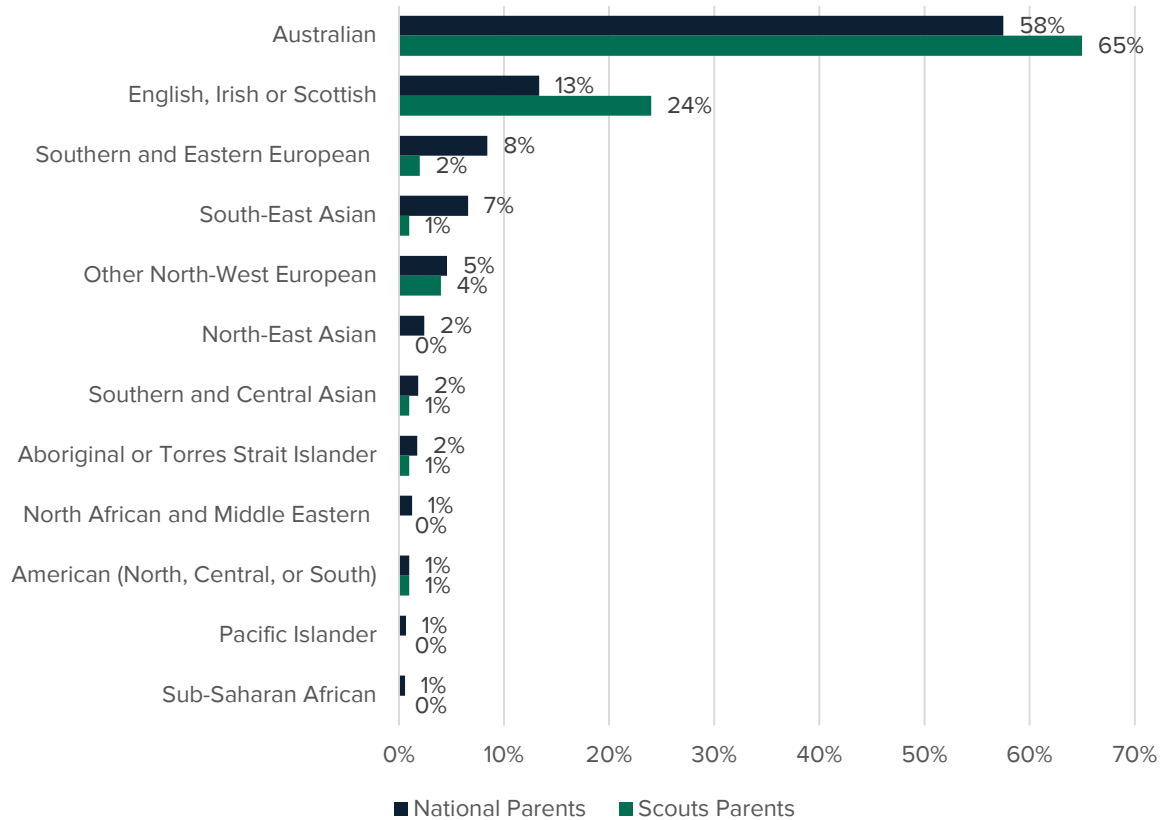
Q. Which of the following best describes where you live?



The locations in which National and Scouting parents lived were closely similar, with national parents slightly less likely to live in regional cities or towns (21% cf. 26% Scouting parents).

ETHNICITY AND ANCESTRY

Q. Which of the following best describes your family ancestry?



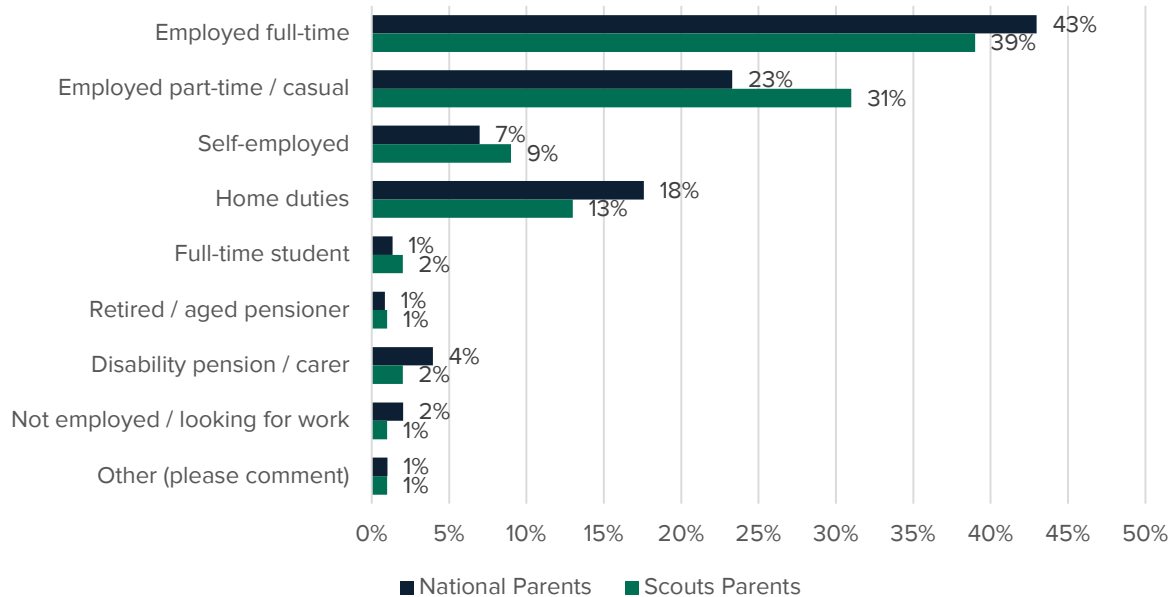
National parents were more likely to report their family ancestry as Southern and Eastern European (8% cf. 2% Scouting parents), South-East Asian (7% cf. 1% of Scouting parents), North-East Asian (2% cf. 0%), Southern and Central Asian (2% cf. 1%), Aboriginal and Torres Strait Islander (2% cf. 1%), Pacific Islander (1% cf. 0%), and Sub-Saharan African (1% cf. 0%). They were less likely to report their ancestry as Australian (58% cf. 65%) or English, Irish, or Scottish (13% cf. 24%).

When looking at 2011 ABS Census data, 70% of Australians identify their ancestry as 'Australian', English, Irish, Welsh and New Zealander which are traditionally Anglo-Saxon backgrounds, with the remaining 30% comprised of other ancestries. This proportion, however, is significantly higher among Scouting parents, with 9 in 10 (89%) indicating their family ancestry to be 'Australian' or 'English, Irish, or Scottish.'

This demonstrates opportunities for Scouts to expand its reach to families in Australia that come from non-Anglo-Saxon backgrounds.

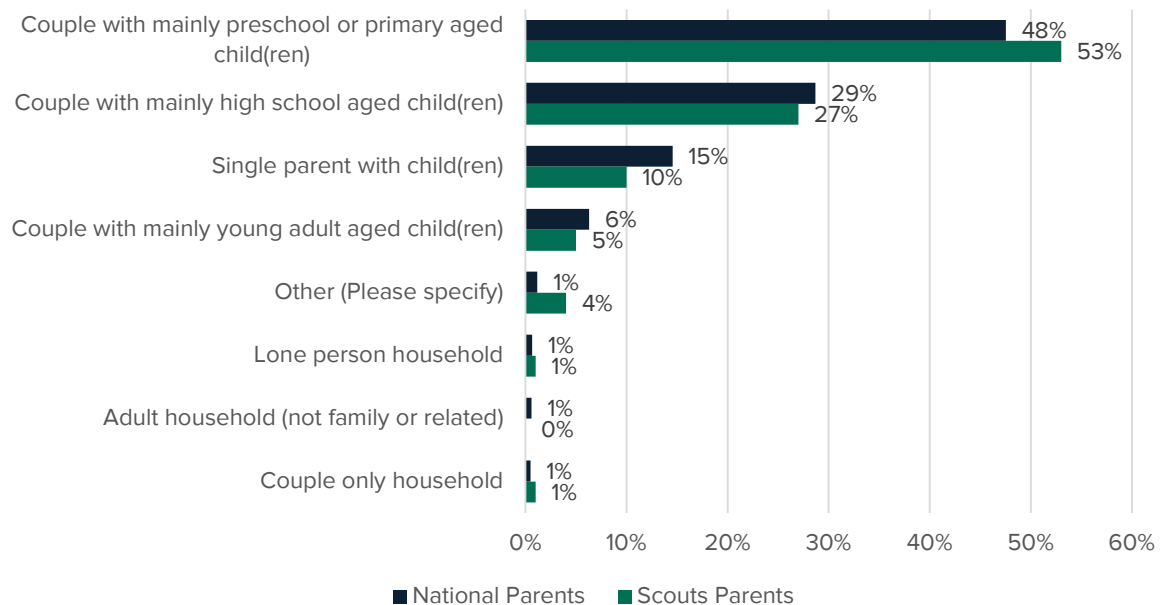
EMPLOYMENT STATUS, HOUSEHOLD TYPE, AND INCOME

Q. Which of the following best describes your employment status?



National parents were slightly more likely to be employed full-time than Scouting parents (43% cf. 39%) and less likely to be employed part-time or casually (23% cf. 31%). They were slightly more likely to be employed with home duties (18% cf. 13%), as disability pensioners, and not employed.

Q. Which of the following best describes the household you currently live in?

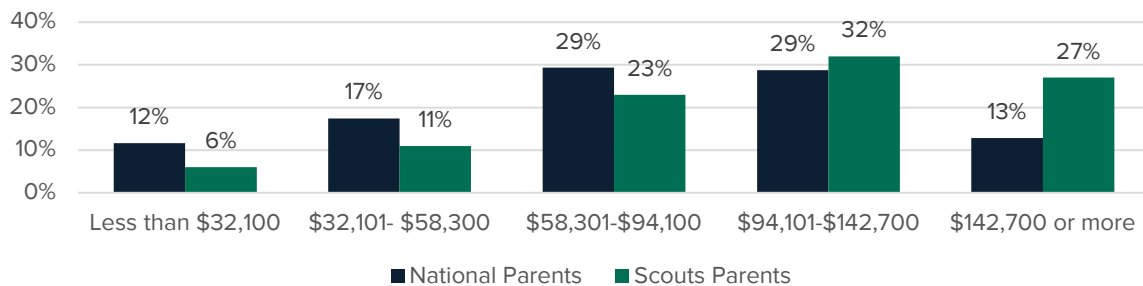


As respondents were parents of 6-18 year-olds, most belonged to couple households with children (83% national parents; 85% Scouting parents) or single parent households with children (15% national parents, 10% Scouting parents).

The 'other' option chosen by national parents and Scouting parents included a mixture of the above categories, multi-generation households, extended family households, children with a wide spread of ages, foster or guardian parent households, and grandparent households.

Q. Which of the following best represents your household's gross annual income? (i.e. before taxes)

Note: Household income refers to the combined income of you and your partner or your income if you are not married or in a de-facto relationship.



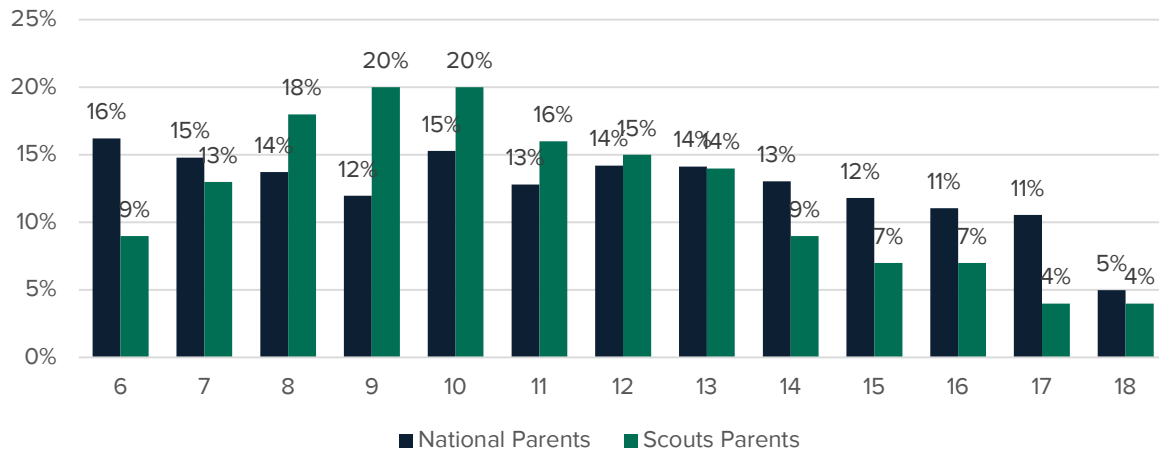
National parents were slightly more likely to belong to Australia's lower income quintiles than Scouting parents. While just 2 in 5 (42%) national respondents belonged to the top two income quintiles, this was the case for 3 in 5 Scouting parents (59%).

Scouting parents therefore have a larger gross annual income than the average Australian household income and are more strongly represented in the upper income quintiles which normally represent 20% of Australian households each.

CHILDREN REPRESENTED

Q. What ages are each of your children aged between 6 and 18?

[To Scouting parents: What ages are each of your children that are involved in Scouting?]



National parents represented a broad range of children across all ages between 6 and 18, as did Scouting parents. Scouting parents were more likely to represent younger children in the survey than national parents, particularly as they were responding as a parent of a current Scouting member. When looking at the volume of members across the age categories, this indicates that Scouts currently caters more strongly to younger children than older adolescents.

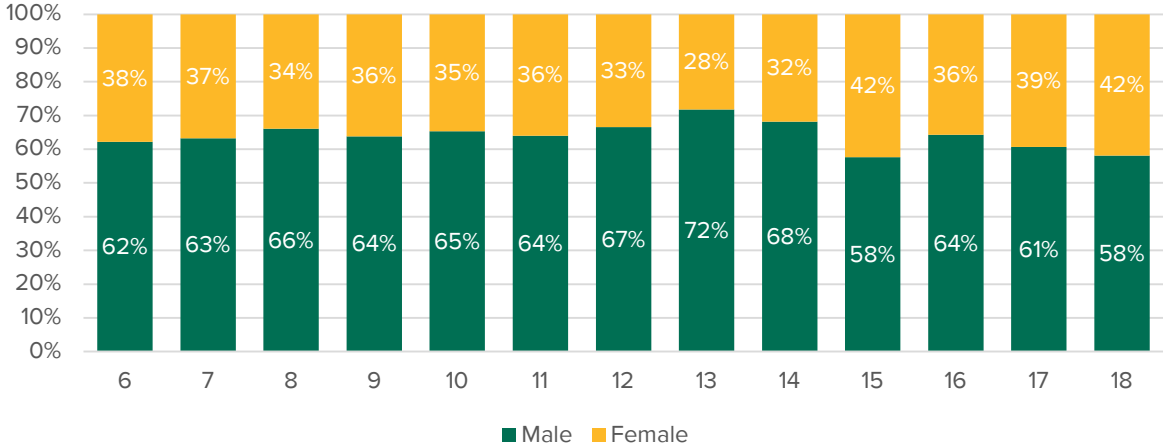
Q. Please select the gender and age of any child(ren) in your household aged between 6 and 18 [National Parents].

Gender	Male	Female	Total Responses
Child 1	612	571	1,183
Child 2	295	315	610
Child 3	77	78	155
Child 4	20	21	41
Child 5	4	4	8
Child 6	2	0	2

	6	7	8	9	10	11	12	13	14	15	16	17	18	Total Responses
Child 1	120	112	85	67	92	76	91	102	94	90	99	93	44	1,165
Child 2	56	43	53	60	69	53	55	53	37	46	34	19	10	588
Child 3	17	18	17	15	13	11	17	12	12	4	3	7	2	148
Child 4	4	6	6	2	3	3	5	3	5	0	0	0	1	38
Child 5	1	1	2	1	0	1	0	1	0	0	0	0	0	7

National parents were parents to a total of 1,999 children (51% of which were male and 49% were female).

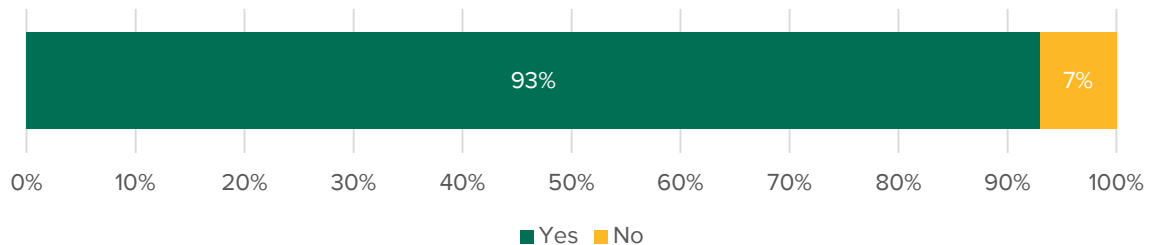
What is the gender of your child(ren) across the ages you have selected?



Scouting parents were more likely to be parents of boys. The largest representation of female participants is found in the upper age categories of the Scouts program, among 15 year-old Scouting members and 18 year-old Scouting members (42%). The largest representation of male participants is found among 13 year-old Scouting members (72%).

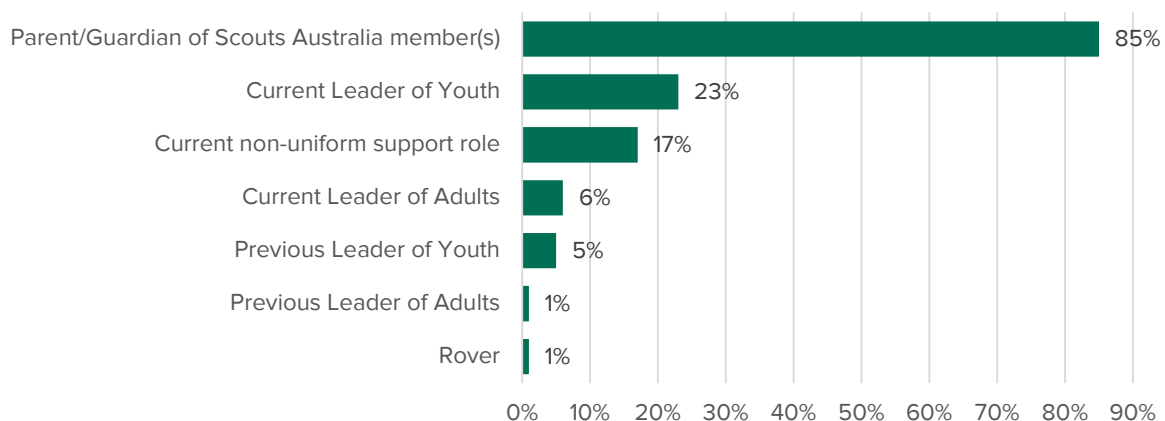
CURRENT INVOLVEMENT WITH SCOUTS

Are you the parent/guardian of a current Scouting youth member aged 6-18?



What is your involvement with Scouts Australia?

Please select all options that apply.



The internal Scouts survey screened individuals out who answered 'no' to the question, "Are you the parent/guardian of a current Scouting youth member aged 6-18?" 7% of individuals attempting the survey were screened out (n = 152).

Therefore, all individuals completing the Scouts survey should have selected that they are current parent/guardians of Scouts Australia members. Despite this, 85% selected that they are current parents/guardians of Scouts members, and a number also indicated that they had additional roles. 1 in 5 Scout parents completing the survey (23%) was also a current Leader of Youth, and 1 in 6 (17%) indicated that they were currently in a non-uniform support role. Others had been involved previously or were currently in Leader of Adult roles.

Q. What are the three most important values you would you like to see instilled in your child(ren) by coaches, educators, mentors, and family members?

SCOUTING PARENTS

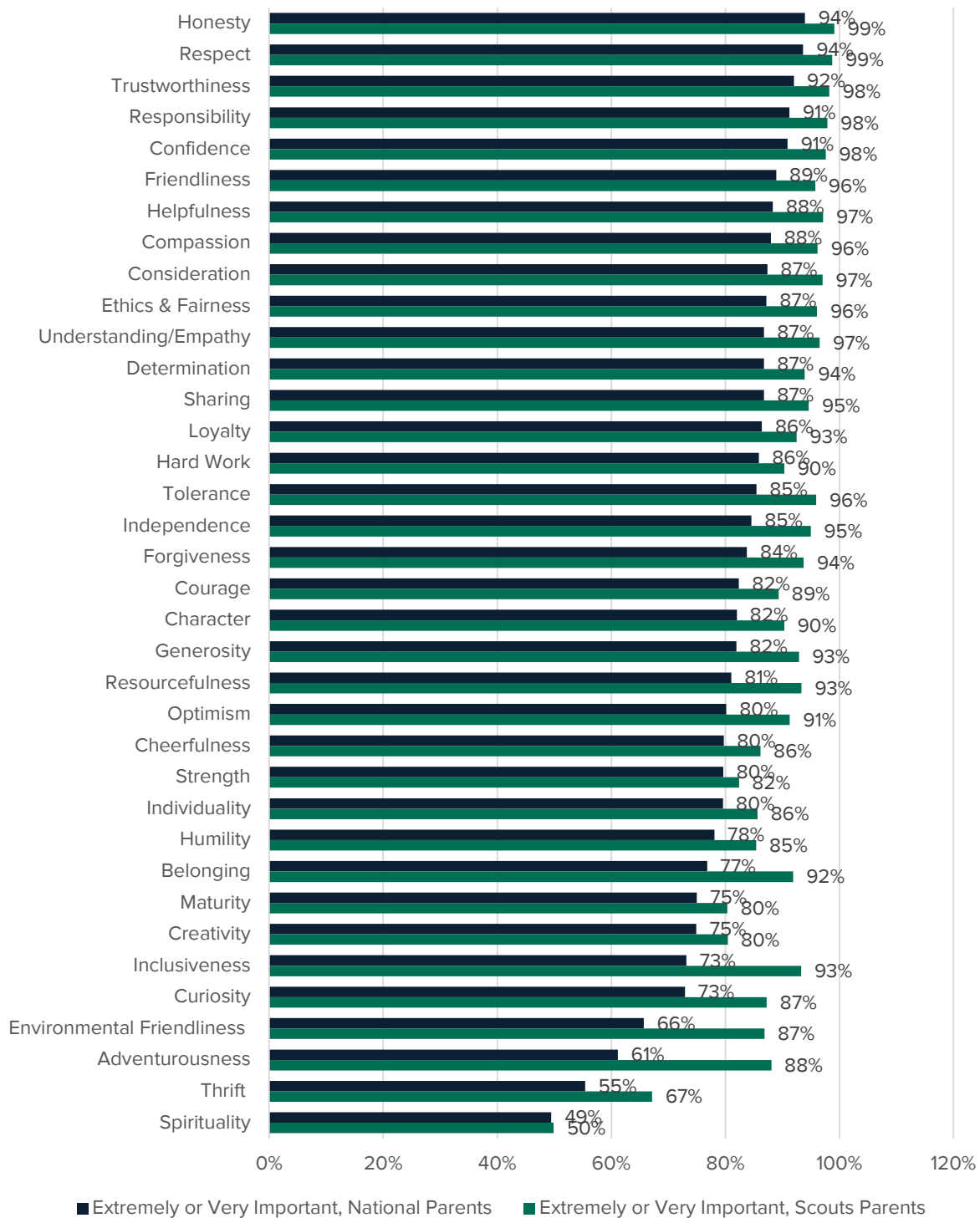
The Top 5 values that Scouting parents would like to have instilled in their children by the Scouting program are **respect** (718), **honesty** (368), **teamwork** (343), **leadership** (283), and **independence** (233).

The size of the words in the word cloud below highlights the number of times they were mentioned by Scouts, with the largest of these, **respect**, mentioned 718 times. The second word cloud depicts the smaller words in the first word cloud, including only those words that were mentioned 84 times or less (the size of word **fun** in the first cloud).



EVALUATION OF PROMPTED VALUES

Q. In thinking about your child(ren) at their current developmental stage, how important is it that they learn the following values?



National and Scouting parents both indicated that the Top 5 values they deem most important for their children to learn are **honesty, respect, trustworthiness, responsibility** and **confidence**.

These 5 values were closely followed by **compassion, ethics and fairness, understanding/empathy, friendliness, and consideration** for national parents. Scouting parents had the same Top 10 list as national parents apart from tolerance replacing friendliness.

Top 10 Values, National and Scouting parents

	NATIONAL PARENTS	Mean rank	SCOUTING PARENTS	Mean rank
1	Honesty	1.38	Respect	1.23
2	Respect	1.4	Honesty	1.23
3	Trustworthiness	1.52	Trustworthiness	1.31
4	Responsibility	1.53	Responsibility	1.33
5	Confidence	1.56	Confidence	1.34
6	Compassion	1.64	Ethics and Fairness	1.42
7	Understanding/Empathy	1.67	Consideration	1.42
8	Ethics and Fairness	1.67	Tolerance	1.43
9	Friendliness	1.69	Compassion	1.43
10	Consideration	1.7	Understanding/Empathy	1.44

Organised according to mean rank from extremely important (1) to not at all important (5).

NATIONAL PARENTS DEMOGRAPHIC INSIGHTS

Mothers were more likely than fathers to consider each value listed as extremely or very important to their child's current development. In particular, females valued a sense of **belonging** (83%) and **inclusiveness** (79%) more so than their male counterparts (68% and 65% respectively).

Similarly, females also placed more importance on being **generous** (87% cf. 75% of males), **environmentally friendly** (71% cf. 58% of males) and having **understanding/empathy** (92% cf. of 79% of males).

Parents aged 50-68 were the most likely to value **maturity** as extremely or very important, compared to 73% of parents aged 35-49 and 72% aged 20-34.

SCOUTING PARENTS DEMOGRAPHIC INSIGHTS

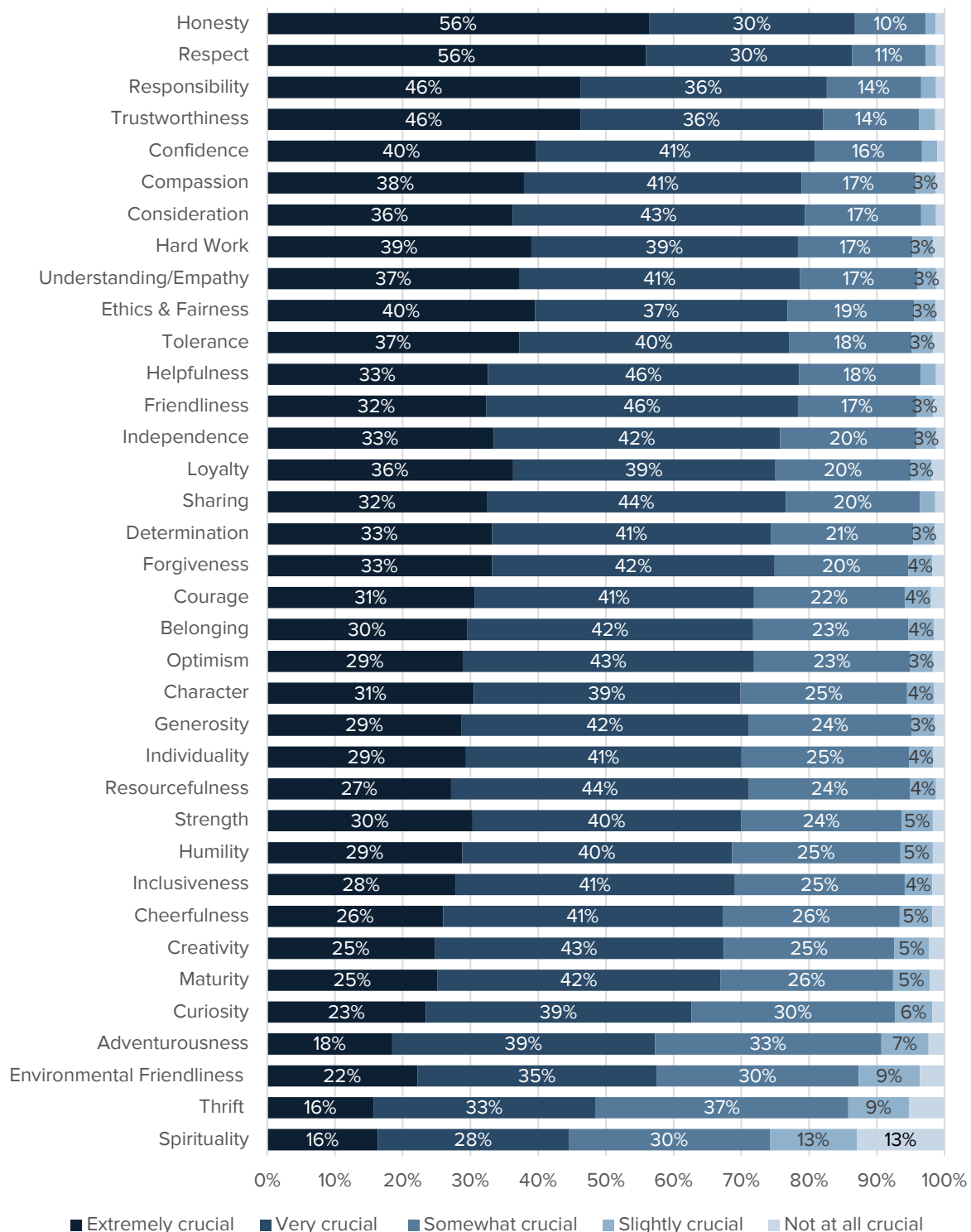
Females were more likely to consider **environmental friendliness** (90% cf. 78% of males), and **spirituality** (53% cf. 42% of males) and **strength** (86% cf. 74% of males) as extremely or very important to their child's current development.

Spirituality was also considered to be extremely or very important for over half of Queensland (54%) and Western Australian (54%) respondents, compared to 47% of those residing in NSW and VIC. **Thrift** was considered less important for those residing in NSW (63%) compared to those living in VIC (73%) or QLD (73%).

INSTILLING OF PROMPTED VALUES

Q. In thinking again about these values, how crucial is it that a children's or youth development program instills each of these values in your child(ren)?

[National parents]



This question was asked only of national parents, gauging their desire for a children's or youth development program to instill each of the prompted values from the previous question. The Top 10 list for this question was the same for national parents as the previous one, with the exception of **hard work** entering the Top 10 in place of **friendliness**.

Top 10 Values, National Parents

	NATIONAL PARENTS	MEAN RANK
1	Honesty	1.61
2	Respect	1.62
3	Responsibility	1.76
4	Trustworthiness	1.77
5	Confidence	1.84
6	Compassion	1.89
7	Consideration	1.89
8	Hard Work	1.89
9	Understanding/Empathy	1.89
10	Ethics and Fairness	1.9

NATIONAL PARENTS DEMOGRAPHIC INSIGHTS

Females were again more likely to believe that instilling **generosity** (75%) and **understanding/empathy** (83%) is extremely or very crucial for youth development programs, compared to 65% and 73% of males respectively.

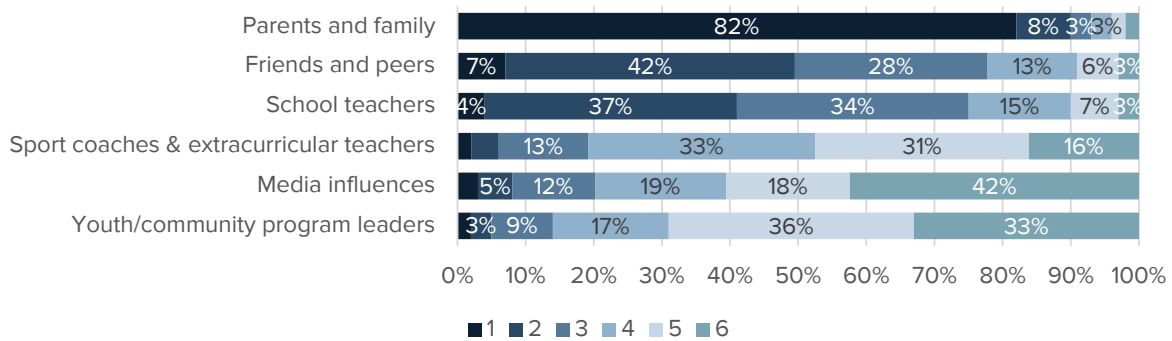
Parents aged 20-34 were the most likely to consider **environmental friendliness** (66%) extremely or very crucial to a children's youth development program. Comparatively, 57% parents aged 50-68 and 55% 35-49 felt the same.

EXTERNAL LIFE SHAPERS

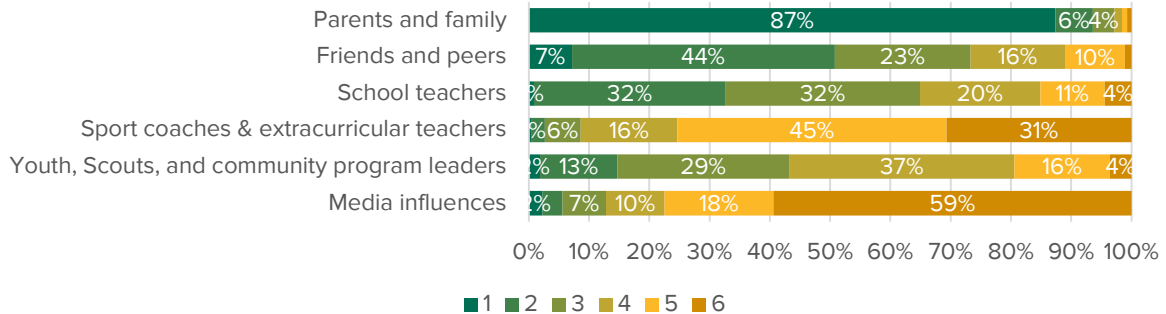
MOST INFLUENTIAL EXTERNAL FACTORS

Q. In thinking about the factors that most shape your child(ren) and the values they hold, what factors are most influential in shaping who they become?

Please rank the following factors with the most influential being at the top.



Q. In thinking about the factors that most shape your child(ren) and the values they hold, what factors are most influential in shaping who they become?



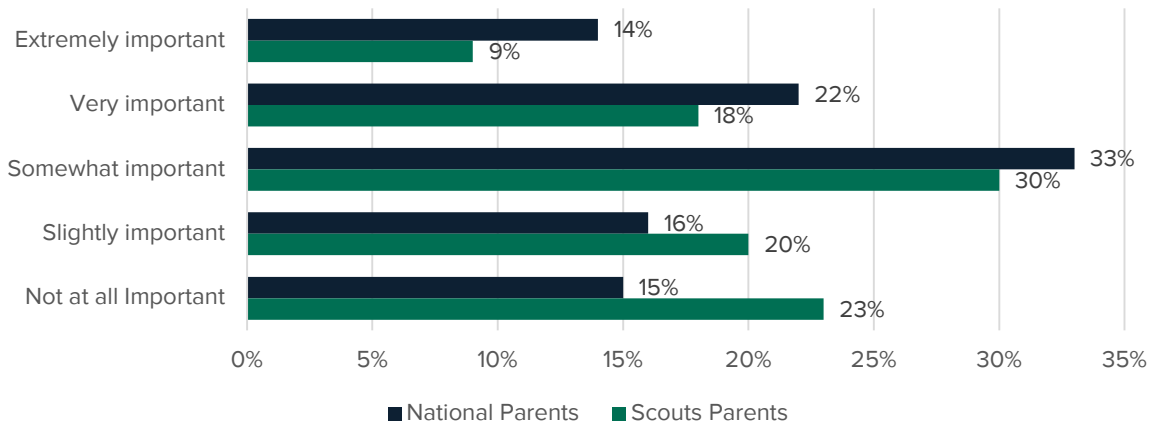
	NATIONAL PARENTS	Mean rank	SCOUTING PARENTS	Mean rank
1	Parents and family	1.4	Parents and family	1.24
2	Friends and peers	2.79	Friends and peers	2.81
3	School teachers	2.94	School teachers	3.21
4	Sport coaches and extracurricular teachers	4.36	Youth, Scouts, and community program leaders	3.63
5	Media influences	4.7	Sport coaches and extracurricular teachers	4.94
6	Youth/community program leaders	4.81	Media influences	5.16

For national and Scouting parents, the most influential life-shapers were **parents and family**, followed by **friends and peers** and **school teachers**. For national parents, **sports coaches and extracurricular teachers** took fourth place, while **youth/community program leaders** came in fourth for Scouting parents.

THE FOUNDATIONS OF A PROGRAM

ELEMENTS OF SPIRITUALITY

Q. How important is it to you that spiritual growth and elements of spirituality are included through a children's and youth development program?



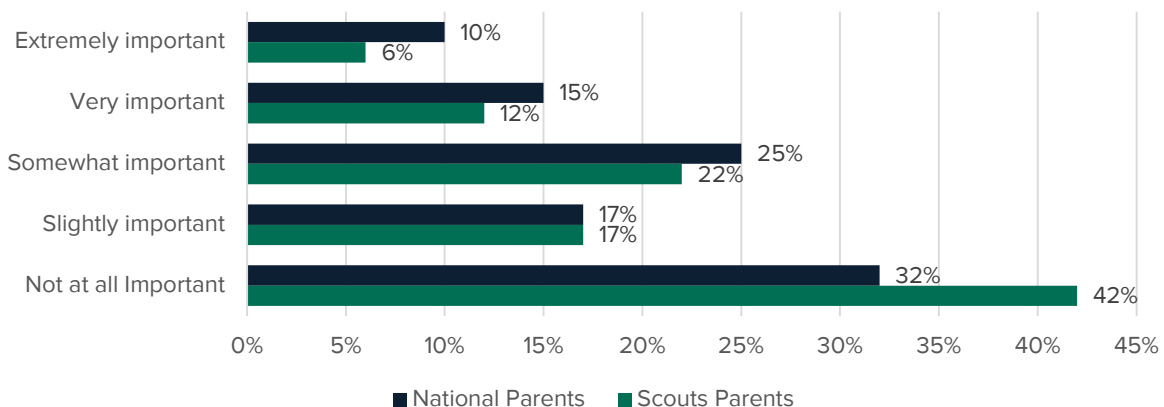
[To Scouting parents: How important is it to you that spiritual development and elements of spirituality are included through the Scouting program?]

Spirituality, in Scouting, is the development of personal values and a Scouting member's relationship with those values.

National parents were slightly more open to having elements of spirituality in a children's and youth development program than Scouting parents were to including spiritual development and elements of spirituality in the Scouting program. While over 1 in 3 national parents (36%) indicated this was extremely or very important to them, this was true for just 27% of Scouting parents.

FOUNDED ON RELIGIOUS VALUES

Q. How important is it to you that the values instilled by a children's or youth development program are founded on religious values?



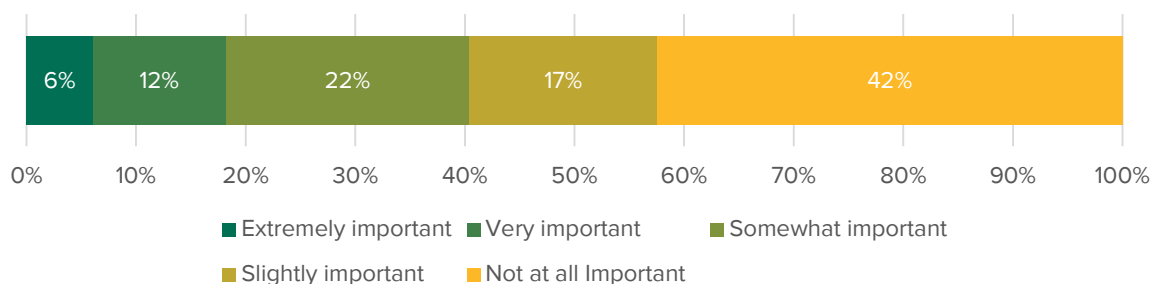
[To Scouting parents: How important is it to you that the values instilled by the Scouting program ARE founded on religious values?]

While many of Australia’s not-for-profit organisations and associations disseminate values that are founded on religious values, Scouts is a youth organisation which is independent of any single faith or religion.

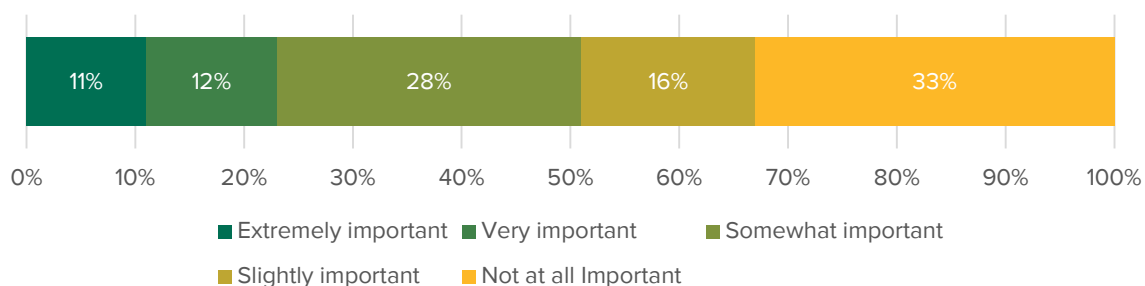
When asked how important it was to them that a children’s or youth development program be founded on religious values, this was extremely or very important to just 1 in 4 national parents (25%). When Scouting parents were asked how important it was to them that the Scouting program be founded on religious values, just 1 in 5 (18%) felt it was extremely or very important to them.

Overall Scouting parents did not show a strong preference for having the values instilled by Scouting founded on religious values and 2 in 5 Scouting parents stated that this was not at all important to them (42%). This was further illustrated when Scouting parents were asked the inverse of the first question – that is, if it was important to them that the values instilled by the Scouting program are **not** founded on religious values. A significant proportion of parents did not have strong views on this second question and a third (33%) said this was not at all important to them.

How important is it to you that the values instilled by the Scouting program ARE founded on religious values?



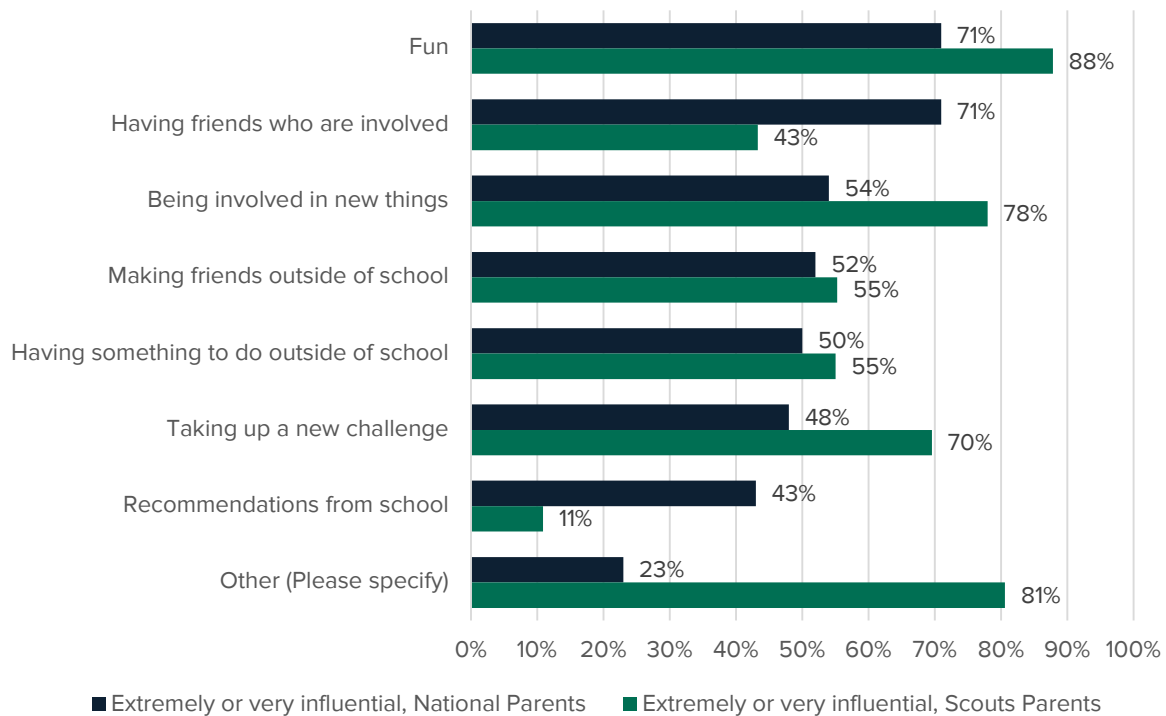
How important is it to you that the values instilled by the Scouting program ARE NOT founded on religious values?



INITIAL INVOLVEMENT IN A PROGRAM

THE DECISION OF CHILDREN

Q. How influential would the following factors be in motivating your child(ren) to first become involved with a children's or youth development program?



[To Scouting parents: How influential were the following factors in motivating your child(ren) to first become involved with Scouts?]

To national parents, **fun** and **having friends who are involved** were the two most influential factors that would motivate their children to become involved in a children's or youth development program.

For Scouting parents, **fun** (88% indicated this to be extremely or very influential) and **being involved in new things** (78%) were the two most influential factors in their children first becoming involved in Scouts. **Taking up a new challenge** was also a significant motivating factor, deemed to be extremely or very influential for 70% of Scouting parents.

NATIONAL PARENTS, 'OTHER'

National parents placed more emphasis on their children **having friend's involved** (71% cf. 43% of Scouting parents) and receiving **recommendations from school** (43% cf. 11%). These highlight potential areas for Scouts to focus on as it seeks to broaden its national youth program. Increasing its partnership with schools and encouraging its program participants to bring their friends to Scouts are two key avenues through which the Scouts program may continue to grow.

Other factors that would motivate national parents to involve their children in a program relate to the type of activities being provided, as well as having a potential connection to a church or

community program, the cost of the program, having family and friends who are already involved, having the time to get involved, learning something new in a program, having a personal recommendation from another parent or child for a program, or for the program to have a particular focus on sport.

SCOUTING PARENTS, 'OTHER'

Scouting parents, comparatively, felt their 'other' reasons were particularly influential in first getting involved in Scouts.

Providing experiences for their children was important for Scouting parents, with many indicating that getting outdoors and doing outdoor activities such as camping, being adventurous, getting more exercise, taking up a new hobby in a new environment, and having strong role models in their lives as well as leaders that they could look up to was the most motivating factor for them.

Developing skills and values was also important, including the building of confidence, learning to challenge others, growing in achievement, gaining discipline, learning new life skills and outdoor skills, gaining responsibility, growing in independence, and learning to have respect for others.

Being part of a reputable and established program was also important to families, as was the belongingness and inclusivity provided by the program. They sought to give back to the community and to be a part of a group of people that provided a positive social environment for their children through Scouts.

The way in which many Scouting parents had initially involved their children were through various means. A significant number of individuals indicated that they themselves or other family members had been involved with Scouts. Others had friendship or peer group connections with the Scouting program, had responded to television advertisements including features involving Bear Grylls, or had received a recommendation from a School or other adult in their community.

NATIONAL PARENTS DEMOGRAPHIC INSIGHTS

Younger parents (aged 20-34), were the most likely to indicate their child to be motivated by the prospect of **taking up a new challenge** (57% cf. to average 48%), **making friends** (65% cf. to average 53%) and **having something to do outside of school** (62% cf. to average 50%).

SCOUTING PARENTS DEMOGRAPHIC INSIGHTS

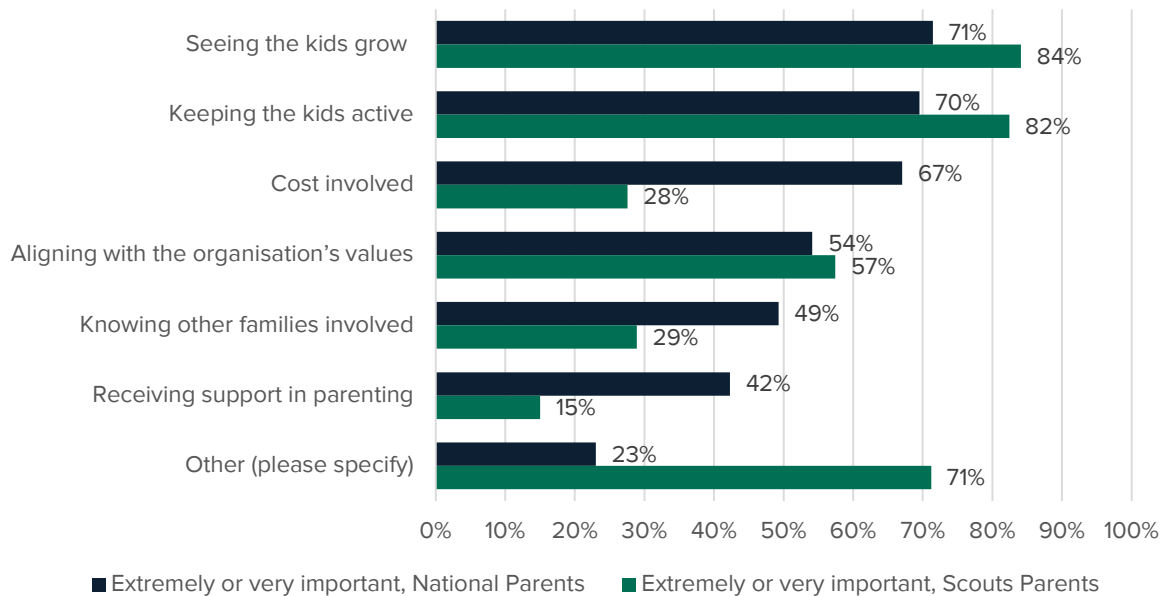
Female parents were more likely to view **taking up a new challenge** as extremely or very influential (72%) compared to males (63%). This factor was also more likely to be reported amongst younger Gen Y parents (79%) aged 20-34 than Baby Boomer parents aged 50-68 (63%).

Making friends outside of school is considered to be of greater importance for Gen Y parents (66%) than Baby Boomer parents (52%), as was **having something to do outside of school** (67% cf. 50% for Baby Boomer parents).

Having friends who are involved with Scouts was more important for parents in remote areas (57%) than for the average 43%. For those living in major cities, **making friends outside of school** was considered extremely or very important (68% compared to the average 55%), with a similar pattern occurring for **having something to do outside school** (64% cf. 55% average).

THE DECISION OF PARENTS

Q. How important would the following factors be to your decision as a parent in involving your child(ren) in a children's or youth development program?



[To Scouting parents: How important were the following factors to your decision as a parent in involving your child(ren) in Scouts?]

Australian parents would be most interested in involving their children in a development program to **see their kids grow** (71% stated this was extremely or very important to them), **keep their kids active** (70%), and get involved at a **cost** that is not too difficult for them to manage (67%).

Like national parents, Scouting parents also agreed that **seeing the kids grow** and **keeping the kids active** are the most important factors in involving their children in the Scouts program (84% and 82% deemed these as extremely or very important, respectively).

For national parents, **knowing other families involved** was deemed more important (49%) than for Scouting parents (29%), as was **receiving support in parenting** (42% cf. 15% Scouting parents). The former of these is particularly important for Scouts Australia to consider as it communicates to potential families (placing Scouts in the context of community connection and relationships) as well as highlighting the affordable cost of the Scouting program. Scouts would also do well to focus its language and marketing communication on the latter, helping Australian families understand that the Scouts program will support them in training their children.

NATIONAL PARENTS, 'OTHER'

National parents highlighted a number of other factors that were important to them as parents. These include seeing their children being active and getting outdoors, building their confidence, having new experiences, and getting involved with something their child is interested in, as well as living healthily, being safe, and participating in sports. Having their child learn values and being a part of a like-minded community were also important to them. Practically speaking, these parents felt that the proximity of the program to their home,

appropriate session times, and being able to find the time to participate was of important to them.

SCOUTING PARENTS, 'OTHER'

Scouting parents indicated a number of other factors that influenced their decision as a parent to get involved, and many of these mirrored the responses provided for the factors that had motivated their *children* in the previous question. A number of parents mentioned that they themselves or their families had been involved with Scouts and that they resonated with the values and ethos provided by Scouting. Parents were looking for activities and adventures in the outdoors, their child to get involved in a social, community-oriented and supportive environment, gain new life and social skills and build new friendship opportunities.

NATIONAL PARENTS DEMOGRAPHIC INSIGHTS

Mothers were more likely to consider the prospect of **cost involved** (72%) and **keeping the kids active** (73%) extremely or very important when deciding to involve their child in a youth development program, compared to 61% and 64% of fathers, respectively.

South Australian families were less likely (58%) to consider **seeing their kids grow** as an extremely or very important factor to involving their child in a youth development program, compared to the average 71%.

SCOUTING PARENTS DEMOGRAPHIC INSIGHTS

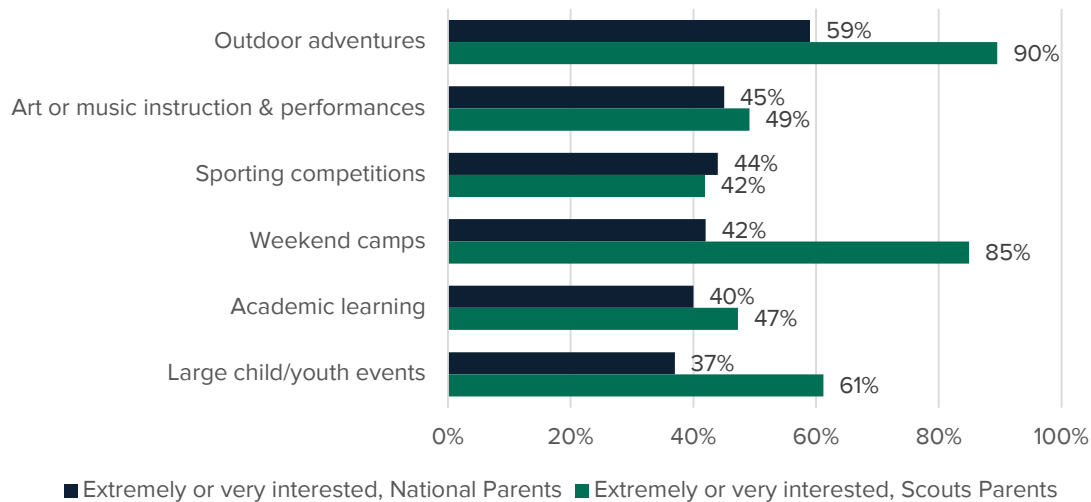
Mothers were more likely to report **cost** as an extremely or very important factor in their decision to involve their child in a youth development program (30% cf. 21% of males).

Cost is also considered to be an extremely or very important factor for Gen Y parents (42%) compared with Baby Boomer parents (23%). As may be anticipated, **cost** is also a bigger factor for families with a lower gross household income (61% for less than \$32,100 cf. steadily decreasing to 14% for incomes of above \$142,700 a year).

Receiving support for parenting is more important for younger parents (26% 20-34 year-olds) than their older counterparts (14% for those aged 50-68).

THE INTERESTS OF CHILDREN

Q. If your child(ren) were looking to get involved with a children's or youth development program, how INTERESTED would they be in the following activities?



[To Scouting parents: How interested is your X (6-18) year-old child in the following extracurricular activities?]

Please note that this question was asked of national parents regarding the interests of their youngest child, while for national parents this graph represents the combined responses of children across all age categories between 6 and 18.

When thinking about how interested their youngest child is in particular activities, national parents indicated that to them **outdoor adventures** attract the most interest (59%). **Art or music instruction and performances, sporting competitions, weekend camps, academic learning** and **large child/youth events** were all of similar importance with roughly 2 in 5 parents indicating that their youngest child would be interested in these activities.

When Scouting parents were asked how interested their child was in the extracurricular activities, **outdoor adventures** (90%) along with **weekend camps** (85%) gathered the most interest. **Large youth/child events** was rated as the next most interesting (61%).

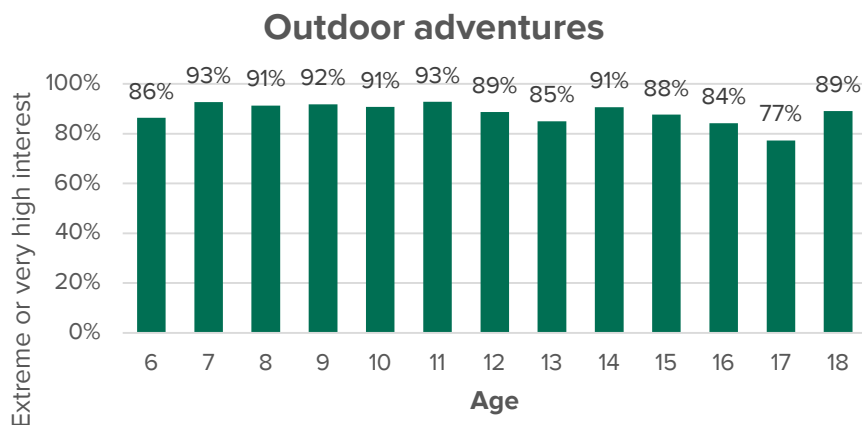
Outdoor adventures attracted the highest interest from both national and Scouting parents. The research indicates that Scouting parents believe their children would be twice as interested in **weekend camps** as national parents. Scout parents also indicated more interest in large child/youth events than national parents.

NATIONAL PARENTS DEMOGRAPHIC INSIGHTS

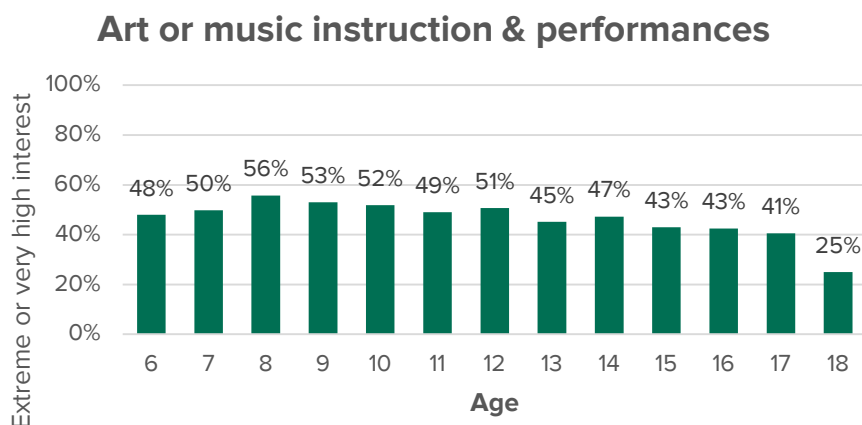
Females were more likely to be extremely or very interested in a youth development program that offered **outdoor adventures** (63%) compared to 54% of their male counterparts. 2 in 3 (66%) parents aged 20-34 felt the same, compared to the average 59%.

Single parents with children were the most likely group to be extremely or very interested in a program with **outdoor activities** (68%) compared to the average 59%. They were also the most likely to value **large child/youth events** (48%) in the same way, compared to the average 36%.

Across Scouting parents, this question was asked specific to the age of each child.

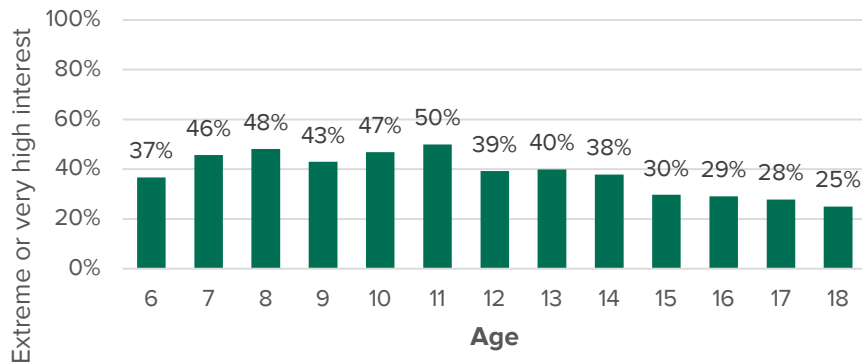


Reported interest in **outdoor activities** does not show any strong trends across age groups, with at least 4 in 5 parents reporting extreme or very high levels of interest for their children for all ages.



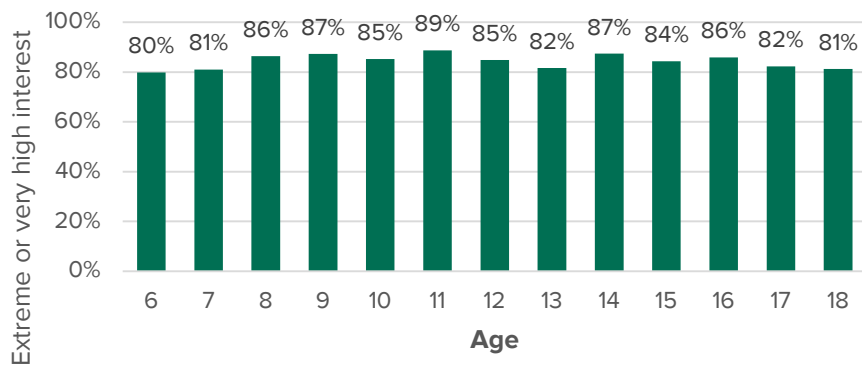
Interest in **art or music instruction and performances** peaked at age 8 (56%) and declined steadily by age 17 (41%). The lowest interest was shown by 18 year-olds.

Sporting competitions



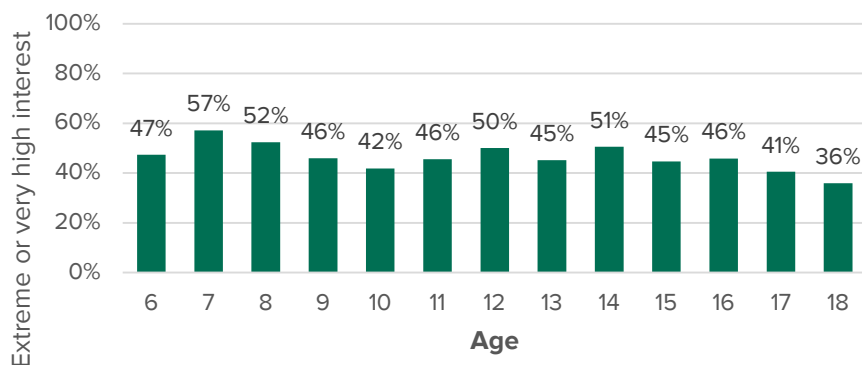
Reported interest for sporting competitions was highest between the ages of 7-11, and then saw a notable drop in interest. This may indicate that Scouts is competing with organised sports for children aged 12 and older.

Weekend camps



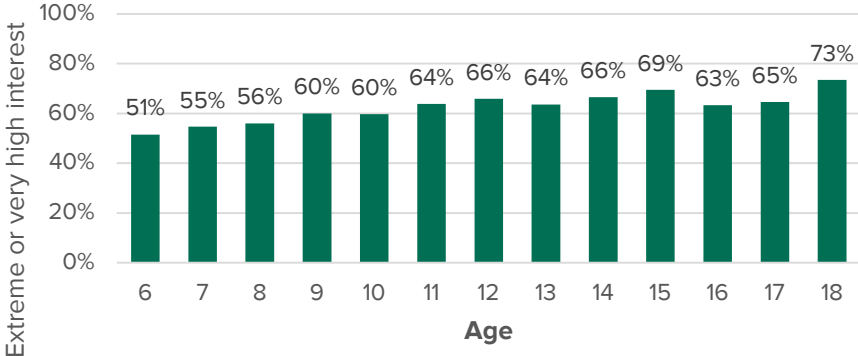
Reported interest in **weekend camps** does not show any strong trends across age groups, with at least 4 in 5 parents reporting extreme or very high levels of interest for their children for all ages.

Academic learning



The age groups that report interest above 50% in **academic learning** activities were 7-8 year-olds and 12-14 year-olds. The lowest interest was shown for 18 year-olds.

Large child/youth events

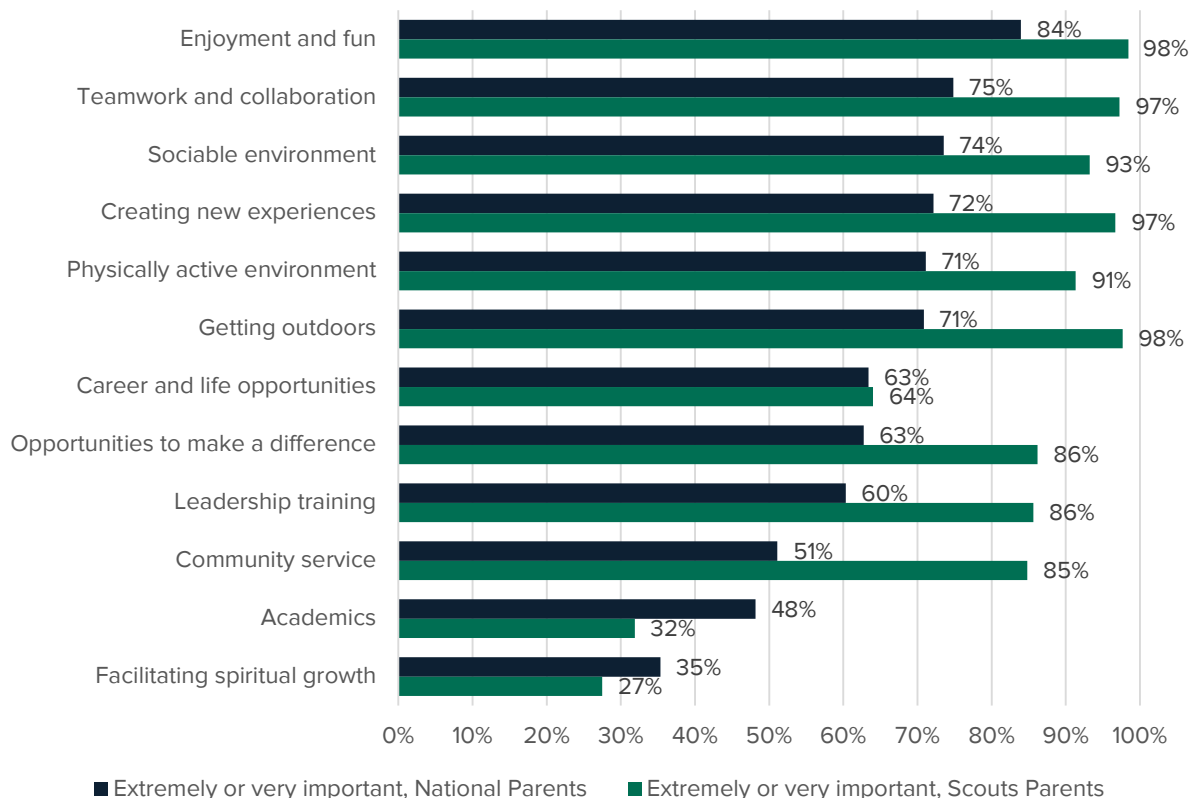


Interest in **large child/youth events** increased steadily from age 6 (51%) up to age 18 (73%).

PROGRAM-SPECIFIC OFFERINGS

CHARACTERISTICS AND OPPORTUNITIES

Q. Imagine your child(ren) are participating in a children's or youth development program. How important is it to you that this program provides the following characteristics and opportunities for your child(ren)?



[To Scouting parents: How important is it to you that Scouts provides the following characteristics and opportunities for your child(ren)?]

When evaluating the specific **characteristics and opportunities** provided by a children's or youth development program, national parents indicate that **enjoyment and fun** are the most important elements (84%). **Teamwork and collaboration**, being in a **sociable environment**, **creating new experiences**, being in a **physical environment**, and **getting outdoors** were each rated extremely or very important to over 7 in 10 national parents.

Scouting parents evaluated this question specific to the Scouting program and indicated that to them, opportunities for **enjoyment and fun** (98%), **getting outdoors** (98%), **teamwork and collaboration** (97%) and **creating new experiences** were the most important elements of the Scouts program. This was followed closely by being in a **sociable** (93%) and **physically active environment** (91%). Scouting parents also value **opportunities to make a difference**, **leadership training**, and **community service** more than national parents (23% point difference, 25% point difference, and 34% point difference, respectively).

While **academics** (48%) and **facilitating spiritual growth** (35%) were the least important characteristics for national parents, these characteristics were more important to national parents than what Scouting parents felt the Scouting program should offer to their children.

NATIONAL PARENTS DEMOGRAPHIC INSIGHTS

Females were likely to consider **creating new experiences** (77% cf. 66% of males), **opportunities to make a difference** (67% cf. 56% of males), and **teamwork and collaboration** (79% cf. 69% of males) extremely or very important for their child to learn if they were to participate in a youth development program.

Parents of a younger age (20-34) were the most likely to consider **opportunities to make a difference** (72%) extremely or very important to them if their child was to participate in a youth development program.

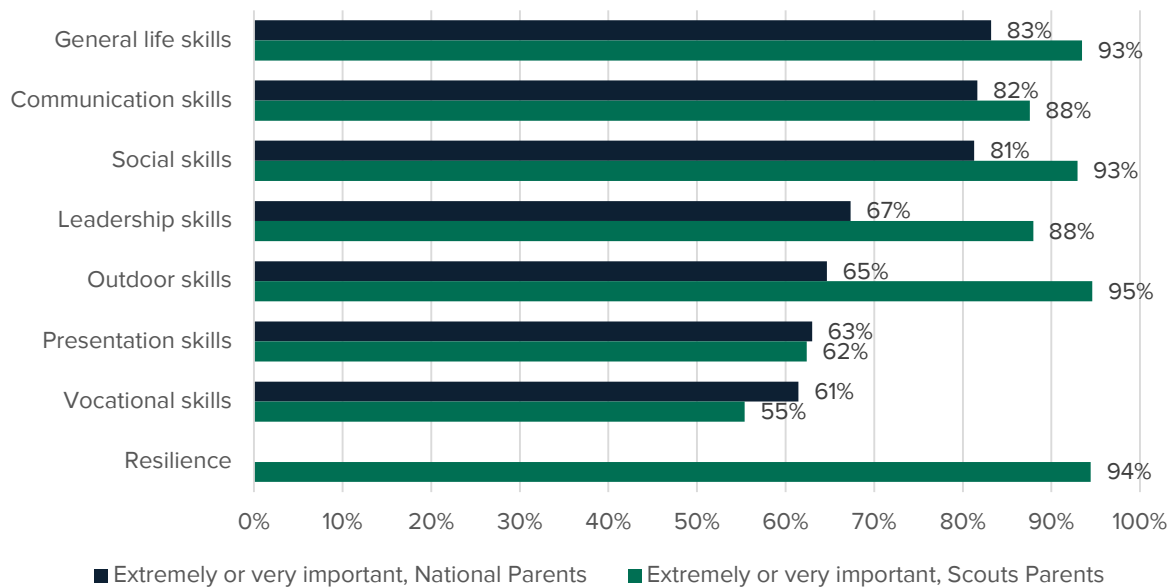
SCOUTING PARENTS DEMOGRAPHIC INSIGHTS

Females were more likely to consider it extremely or very important that Scouts provide the opportunity for **community service** (89%) than males (75%), as well as **opportunities to make a difference** (89% cf. 80% of males).

Gen Y parents aged 20-34 (43%) were more likely to report **academics** and **career and life opportunities** (75%) as extremely or very important for Scouts to provide than Baby Boomer parents aged 50-68 (27% and 64% respectively).

SKILLS

Q. How important to you would it be that this children's or youth development program develop the following SKILLS in your child(ren)?



[To Scouting parents: how important is it to you that scouts develops the following skills in your child(ren)?]

Please note that the skill 'resilience' was not asked of national parents.

If Australian families were to engage in a children's or youth development program, developing **general life skills**, **communication skills**, and **social skills** would be most important to them (83%, 82%, and 81% rated as extremely or very important, respectively). National parents indicated that these elements were more important to them than their children learning **leadership skills**, **outdoor skills**, **presentation skills** and **vocational skills**, although these skills were also important to parents (between 61% and 67% deemed these skills as extremely or very important).

For Scouting parents, **outdoor skills** (95%) were the most important set of skills for the Scouting program to instil in their children, followed by **resilience** (94%), **social skills** (93%), and **general life skills** (93%). The most significant difference between what skills Scouting parents were looking for in the Scouts program and what national parents were looking were outdoor skills (30% point difference) and leadership skills (21% point difference).

Scouts Australia could emphasise the aspects of its program that focus on developing life skills, communication skills, and social skills, in order to attract a broader spread of Australian families. This is pertinent for Scouts when developing marketing and communication strategies.

NATIONAL PARENTS DEMOGRAPHIC INSIGHTS

3 in 4 (75%) respondents living in VIC found **leadership** to be an extremely or very important skill for a youth development program to instil in their child, compared to the average 67%.

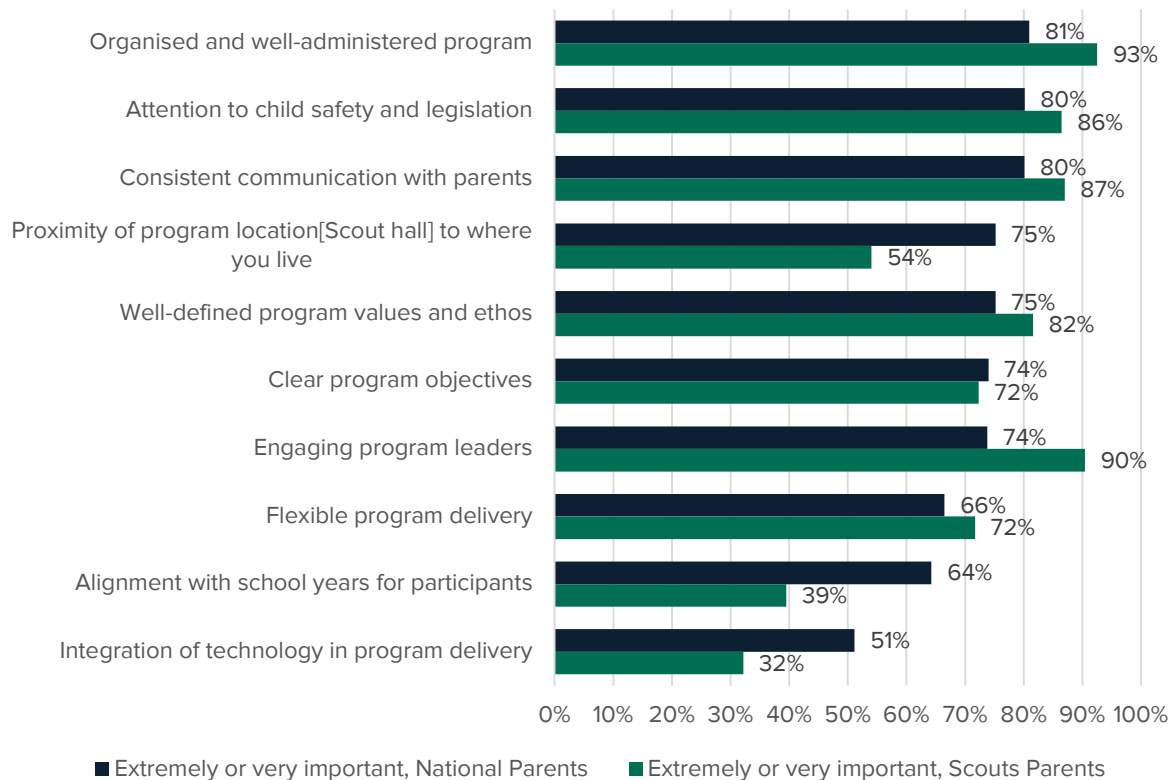
SCOUTING PARENTS DEMOGRAPHIC INSIGHTS

Vocational skills are considered more important to females (58%) than their male counterparts (49%). Younger parents (aged 20-34) are also the most likely (77%) to consider this skill to be extremely or very important for their child to develop, compared to 55% of parents aged 35-49 and half (50%) of parents aged 50-68.

It would also seem that younger parents aged 20-34, are the most likely to consider **presentation skills** to be extremely or very important for Scouts to develop in their child, indicated by 4 in 5 (81%) respondents, In comparison 62% of parents aged 35-49 and 56% aged 50-68 felt the same.

PROGRAM EVALUATION

Q. How important would the following elements of the children's or youth development organisation's program be to you as a parent?



[To Scouting parents: How important are the following elements of the Scouting PROGRAM to you as a parent?]

The elements that are most important to Australian families in an extra-curricular children's or youth program are that it is **organised and well-administered** (81% deemed this as extremely or very important), that it pays close attention to **child safety and legislation** (80%), and that its **communication is consistent with parents** (80%).

3 in 4 national parents also expressed that it was extremely or very important to them that the **program location is close to where they live** (75%), that the program has **well-defined values and ethos** (74%), **clear program objectives** (74%), and **engaging program leaders** (74%).

The **alignment of the program with school years**, the **proximity of the program location to where they live**, and the **integration of technology throughout the program delivery** were three elements that national parents emphasised much more strongly than Scouting parents (25%, 21%, and 19% point differences, respectively). Conversely, Scouting parents were more likely to emphasise the importance of **having engaging program leaders** (90% cf. 74% national parents) and also strongly desired an **organised and well-administered program** (93% cf. 81% national parents).

NATIONAL PARENTS DEMOGRAPHIC INSIGHTS

Mothers were more likely to consider a range of elements as extremely or very important, compared to fathers.

Elements considered extremely or very important	Female	Male
Engaging program leaders	79%	66%
Flexibly program delivery	72%	59%
Alignment with school years for participants	69%	58%
Attention to child safety and legislation	85%	74%

A flexible program delivery was considered to be extremely or very important to 4 in 5 (80%) single parents with children, compared to the average 2 in 3 (66%) respondents.

SCOUTING PARENTS DEMOGRAPHIC INSIGHTS

Mothers were more likely to consider the **proximity of Scout hall to where they live** (58% cf. to 44% males) and **attention to child safety and legislation** (89% cf. 80% of males) to be extremely or very important to them.

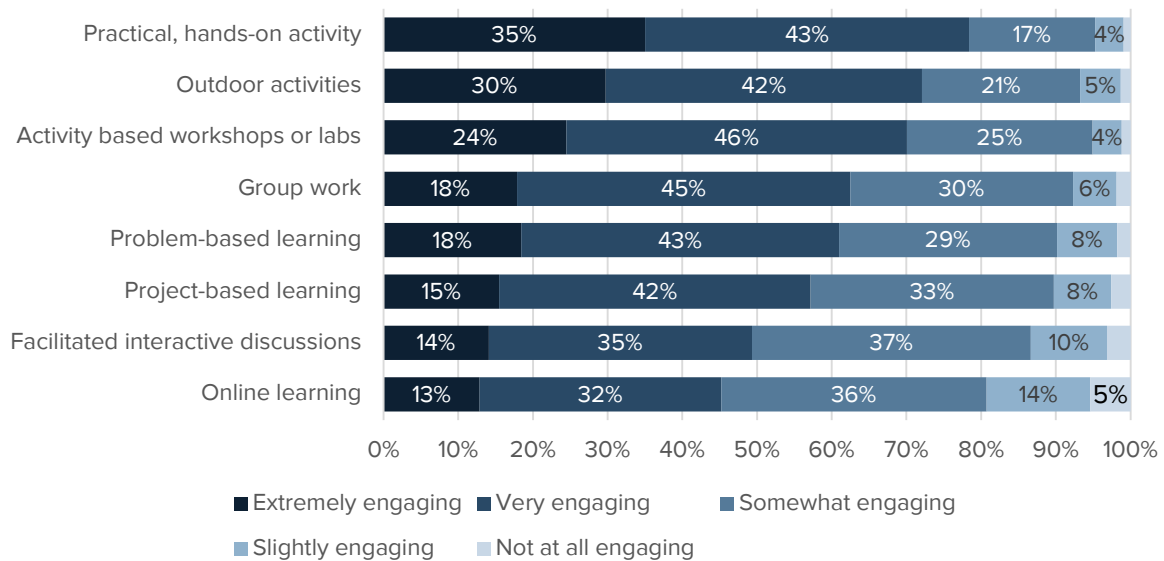
The emerging generation of parents, those aged 20-34, are more likely to consider **clear program objectives** and **the integration of technology in the program delivery** to be extremely or very important to them, compared to the generations of parents before them.

Elements considered extremely or very important	20-34	35-49	50-68
Clear program objectives	81%	71%	72%
Integration of technology in the program deliver	43%	31%	30%

PROGRAM DELIVERY

LEARNING DELIVERY OPTIONS

Q. In thinking about your child(ren) getting involved in a children's or youth development program, how engaging would the following learning delivery options be to your child? [National Parents]



Please note that this question was only asked of national parents, not of Scouting parents in the interest of survey length.

When asking Australian parents their desired learning delivery options, respondents indicated that **practical, hands-on activities** and **outdoor activities** were most engaging to their children (deemed as extremely or very engaging by 78% and 72% of parents, respectively). 7 in 10 parents (70%) also indicated that activity-based workshops or labs were extremely or very engaging to their children.

Less popular among national parents were facilitated interactive discussions (deemed to be extremely or very engaging by 49% of parents) and online learning (45%).

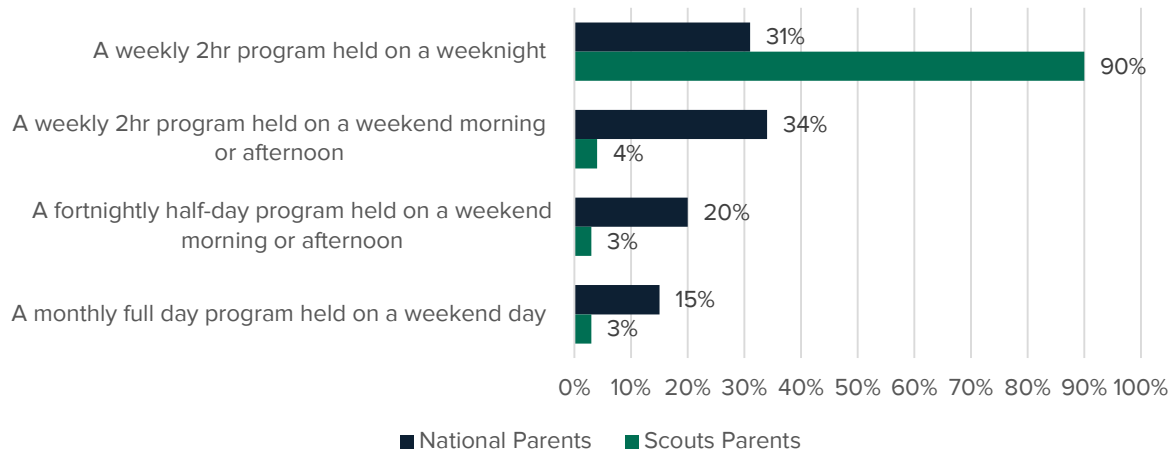
This data highlights parents' ongoing desire that their children practically engage in their learning environment, and for a children's or youth development program to provide alternative methods to engagement than those traditionally provided by schools.

NATIONAL PARENTS DEMOGRAPHIC INSIGHTS

Younger parents, aged 20-34, were the most likely (64%) to find **project based learning** extremely or very engaging for their child, compared to 59% of 50-68 year-olds and 55% of 35-49 year old parents.

PROGRAM FREQUENCY AND TIMINGS

Q. If your child(ren) were to participate in a new children's or youth development program, which of the following program frequencies and timings would best suit your family diary?



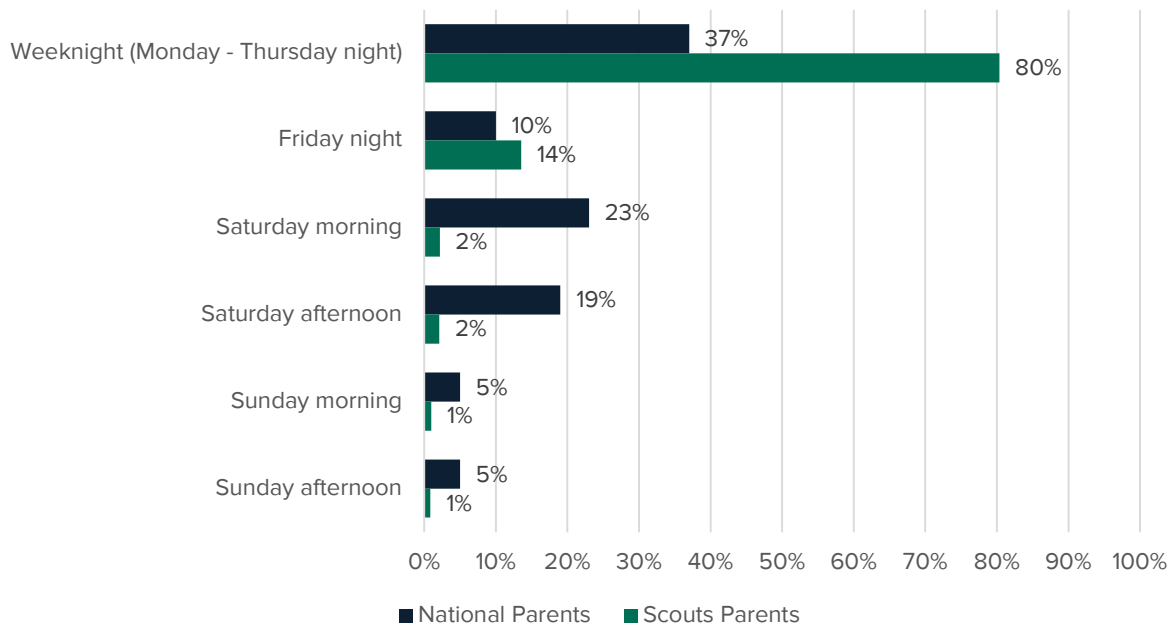
[To Scouting parents: In thinking about Scouting's program delivery, which of the following program frequencies and timings would best suit your family diary?]

National parents would most prefer a children's or youth development program to run on a 2 hour weekly basis held on a weeknight (31%) or a weekend morning (34%), whereas Scouts families indicate that the Scouts program best suits their family diary on a weekly weeknight basis (90%). National parents are also much more open to a program running fortnightly on a weekend morning or afternoon (20%) than Scouting parents (3%), or a full day monthly program (15% cf. 3% Scouting parents).

This highlights the potential for Scouts to expand its program to run on a weekend morning or afternoon rather than, or in addition to, a midweek program, as this would appeal to the 1 in 3 Australian families that prefer a 2 hour timing arrangement. There is also significant opportunity for Scouts to consider a fortnightly half-day program held on a weekend morning or afternoon, a preference indicated by 1 in 5 Australian parents.

A WEEKLY PROGRAM

Q. If your child(ren) were to participate in a weekly children's or youth development program, which of the following times of the week would best suit your family diary? Please choose just one option.



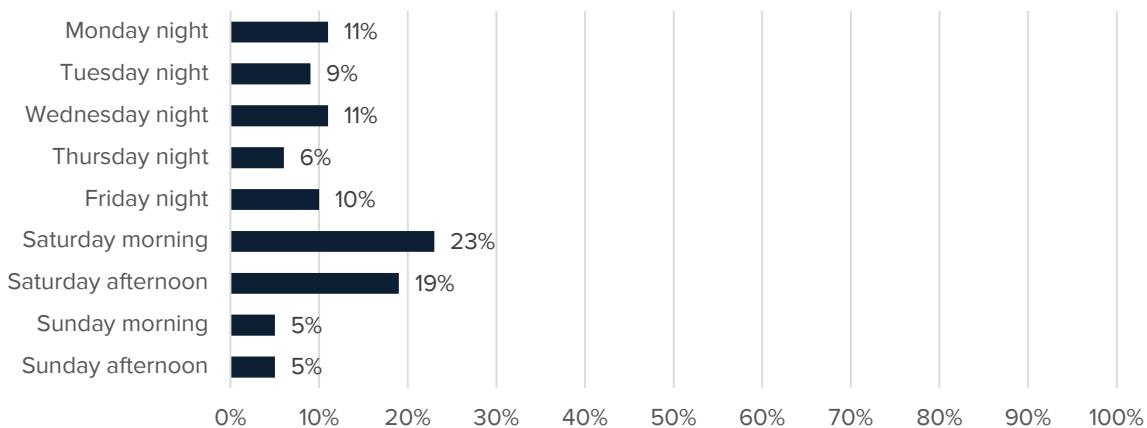
[To Scouting parents: Which of the following times of the week would best suit your family diary for your X (6-18) year-old child's involvement in a weekly Scouts program? Please choose just one option.] Please note for this question, the responses provided by all Scouting parents on behalf of the ages of each of their children were collated to provide the above comparison with the national data.

Scouting parents prefer a **weeknight** (80%) as the best time suited to their family diary. This trend is not as strong for National parents with only 37% preferring weeknights.

National parents have a much stronger preference for a regular weekend time slot with over half of the respondents preferring the weekend (53%) when compared with Scouting parents (6%). As such, there is considerable scope for Scouts to expand into a regular weekend time slot. On the other hand this also indicates that removing a regular weeknight program would impact negatively on existing Scouting parents.

TIMING PREFERENCE BY WEEKNIGHT, NATIONAL PARENTS

Q. If your child(ren) were to participate in a WEEKLY children's or youth development program, which of the following times of the week would best suit your family diary? Please choose just one option.

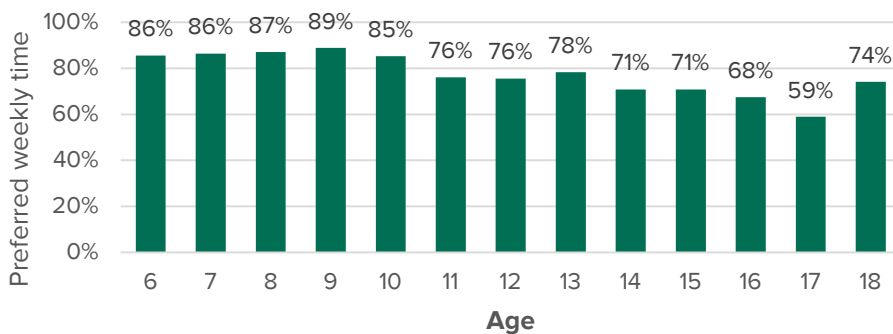


Please note that the breakdown by weeknight was only asked of National parents.

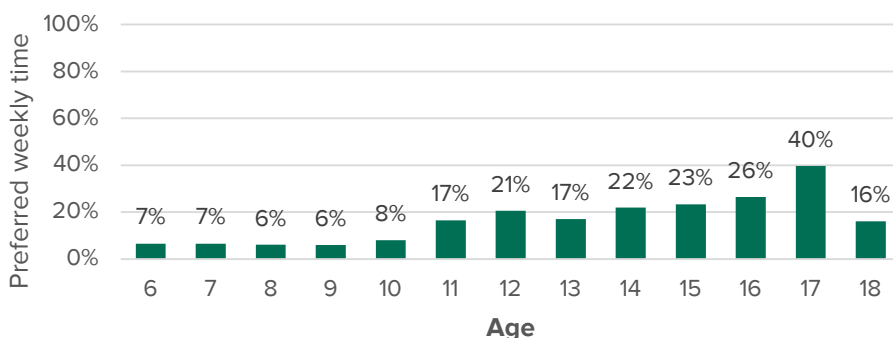
National parents showed no strong preference for one weeknight over another, with an exception of Thursday night (6%) which was half as popular as the other weeknights.

TIMING PREFERENCE BY AGE, SCOUTING PARENTS

Weeknight (Monday - Thursday night)



Friday night



Please note that the breakdown by age was only asked of Scouting parents. Please note that there were not enough responses in the weekend options to provide the same level of analysis by age.

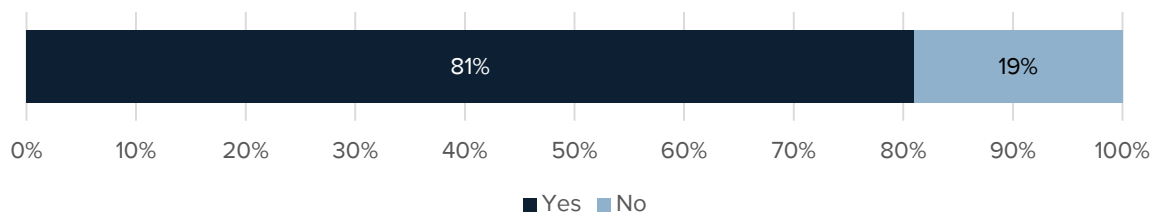
These two graphs highlight the same scenario – as the children increase in age from 6 to 17, the proportion of Scouting parents who prefer Friday night over other weeknights increases (from 7% to 40%). Once the child turns 18, Friday night drops back down (18%) as a preferred night.

The graphs show that preference for a Friday night time slot is distinctly greater for children aged 11 and up when compared with children aged 6 to 10.

SCOUTS EVALUATION BY NATIONAL PARENTS

CONNECTION WITH SCOUTS

Q. Have you heard of Scouts Australia or the Scouting movement?

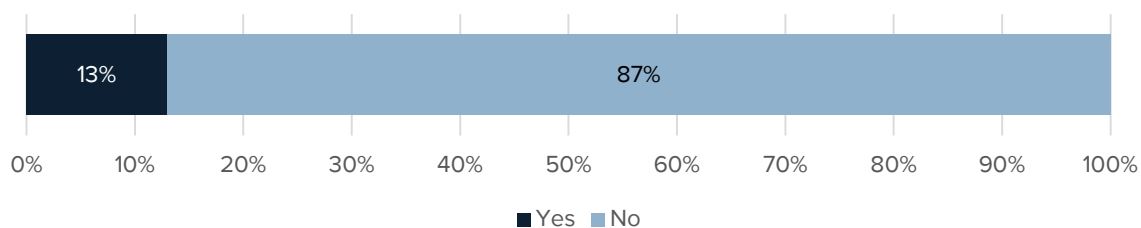


81% of Australian parents with children aged 6-18 have heard of Scouts Australia. The individuals who indicated 'Yes' to this question (n = 876) were asked to evaluate Scouts through a series of questions provided in this questions, while those answering 'No' (n = 202) did not continue through this section of the survey.

NATIONAL PARENTS DEMOGRAPHIC INSIGHTS

National parents living in a regional city or town were the **most likely to have heard of Scouts Australia**, at 90% compared to the average 81%.

Q. Do you have any personal connection to Scouts Australia?

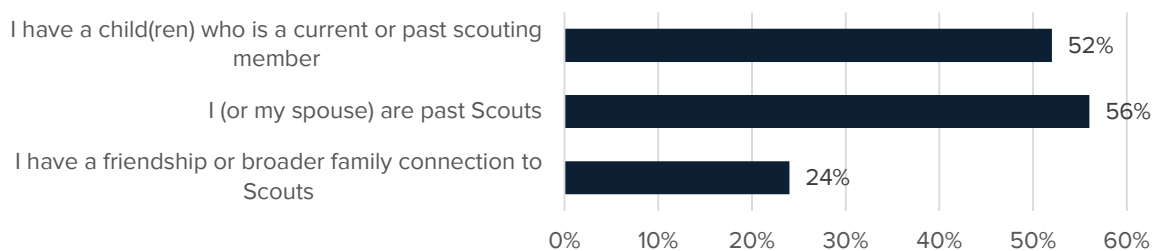


Of those who had heard of Scouts Australia before (n = 876), 13% reported having a personal connection with Scouts (n = 113).

NATIONAL PARENTS DEMOGRAPHIC INSIGHTS

Survey respondents living in VIC (18%) were the most likely to have a **personal connection to Scouts Australia**.

Q. What sort of personal connection do you have with Scouts Australia?



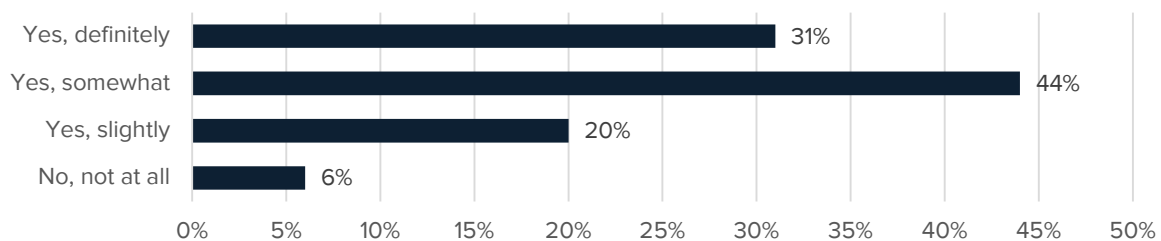
Australian parents with a personal connection with Scouts were most likely to be past Scouts themselves (56%), or have children who were current or past Scouting members (52%). Others reported having a friendship or broader family connection with Scouts (24%).

NATIONAL PARENTS DEMOGRAPHIC INSIGHTS

Of those with a personal connection to Scouts, males were more likely to have been a **past Scout** (67%) than females (45%).

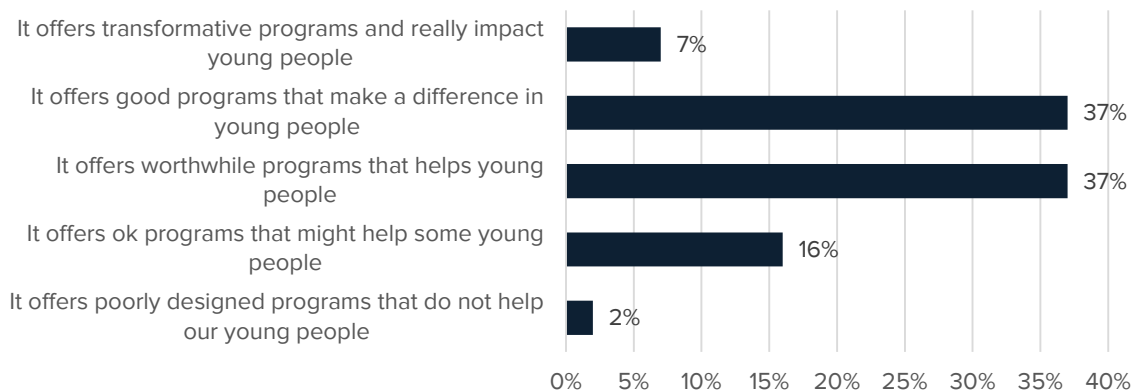
EVALUATION OF SCOUTS

Q. Would you TRUST Scouts Australia as a youth organisation that could instil positive values to your child(ren)?



3 in 4 Australian parents of children aged 6 to 18 indicate that they 'definitely' or 'somewhat' trust Scouts Australia as an organisation that could instil positive values to their children (75%). This highlights that the long-standing work of Scouts in communities across Australia has developed largely positive perceptions of the program among Australian families.

Q. When you think about Scouts and the scouting movement, which of the following statements would you say best describes its engagement and relevance to young people today?



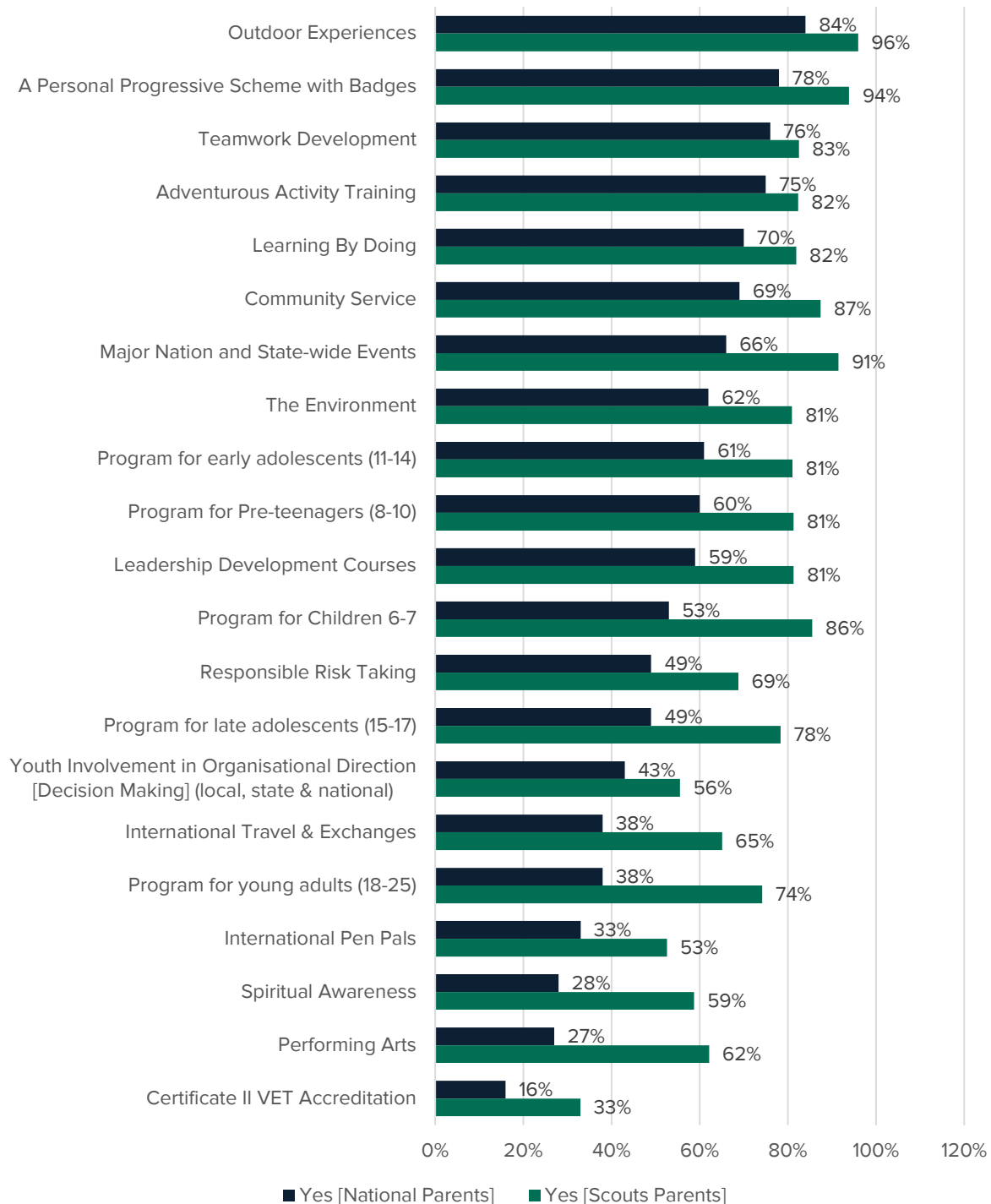
Australian families not only indicate that they would trust Scouting to instil positive values in their children, but also that the movement and its programs contribute positively to the lives of young people across the nation.

4 in 5 Australian parents of children aged 6 to 18 indicate that Scouts and the Scouts movement offer worthwhile, good, or transformative programs (81%). Just 2% of Australian parents would say that Scouts offers poorly designed programs that do not help young people. These are strong, positive endorsements for the Scouting program, its engagement of young people, and its ongoing relevance for young people today.

It would be interesting to compare these results with a quantitative study of young Australians, deriving whether perceptions on the relevance of the Scouting program to them would be as positive as the perceptions of parents.

AWARENESS OF SCOUTS

Q. Scouts Australia provides a number of program offerings for Australian young people aged 6 to 25. Please respond to each of the following program offerings by selecting whether you KNOW of that offering.



Australian families are knowledgeable about Scouts and its program provisions, and nearly 6 in 7 Australians (84%) are aware that Scouts offers **outdoor experiences**. 3 in 4 Australian parents of children aged 6 to 18 are aware that Scouts provides a **personal progressive badge scheme** (78%), **teamwork development** (76%) and **adventurous activity training** (75%). More than two thirds of Australian parents are also aware that Scouts provides **learning by doing** (70%), **community service** (60%), and **major events** (66%).

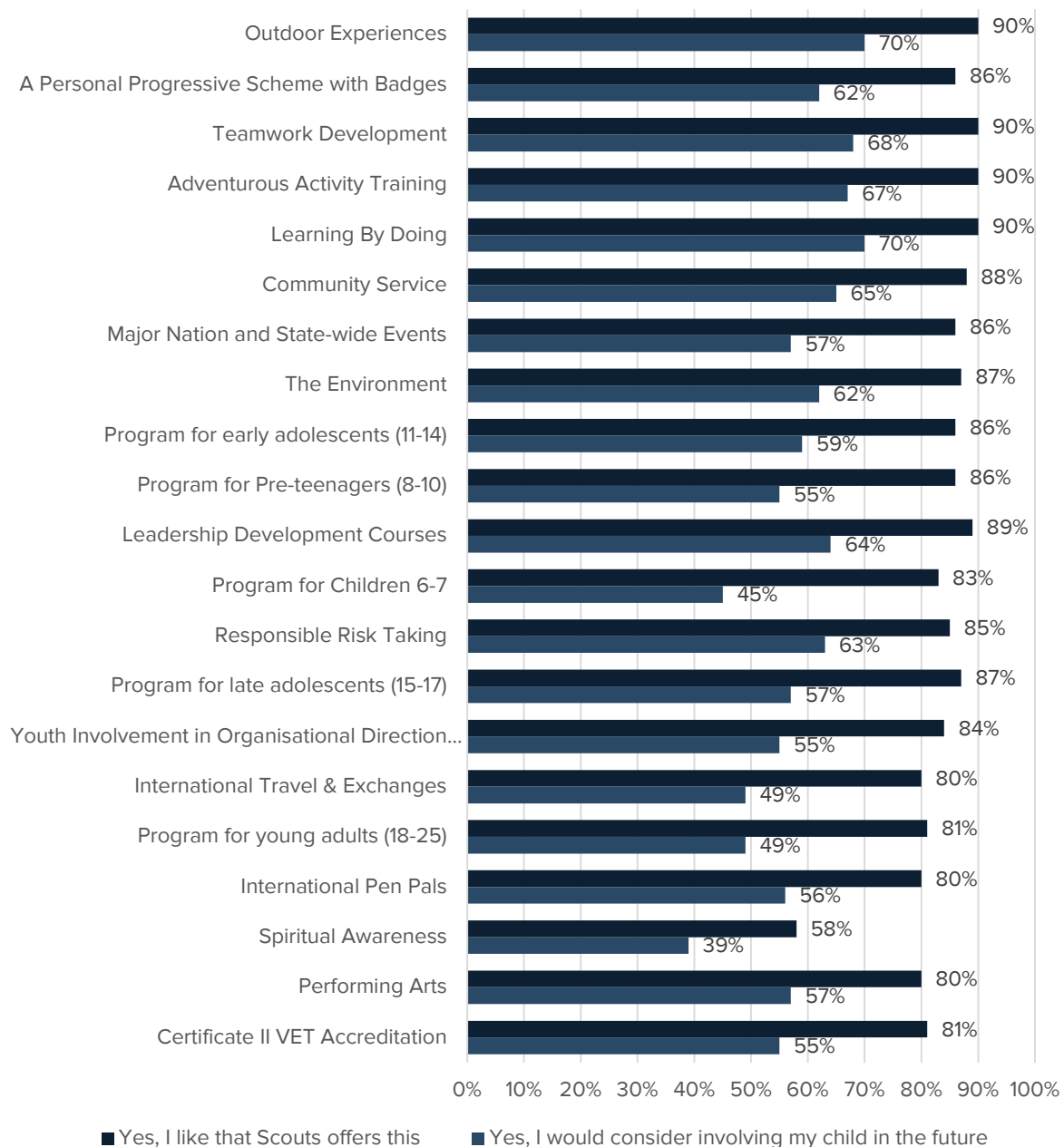
Australian parents are less aware of Scouts' integration of spiritual awareness (28%), performing arts (27%), and Certificate II VET accreditation (16%).

Scouting parents are strongly aware of most of Scouts Australia's offerings, being particularly aware of the **outdoor experiences** (96%), **personal badge scheme** (94%), and **nation or state-wide events** (91%). Less than two thirds of Scouting parents are aware, however, of opportunities for **international travel and exchanges** (65%), **performing arts** (62%), **spiritual awareness** (59%), **youth involvement in local, state, or national decision-making** (56%), **international pen pal opportunities** (53%), and **formal accreditation** (33%).

Scouting parents are significantly more aware of Scouts' **programs for young adults** (36% point difference), **performing arts** (35% point difference), **programs for children aged 6-7** (33% point difference), and **spiritual awareness** (31% point difference) than national parents.

APPROVAL OF OFFERINGS, NATIONAL PARENTS

Q. Please respond to each of the following program offerings by selecting a) whether you like that Scouts Australia provides that offering and b) whether you would consider involving your child(ren) in that offering now or in the future. [National parents



Please note this question was not asked of Scouting parents, in the interest of survey length.

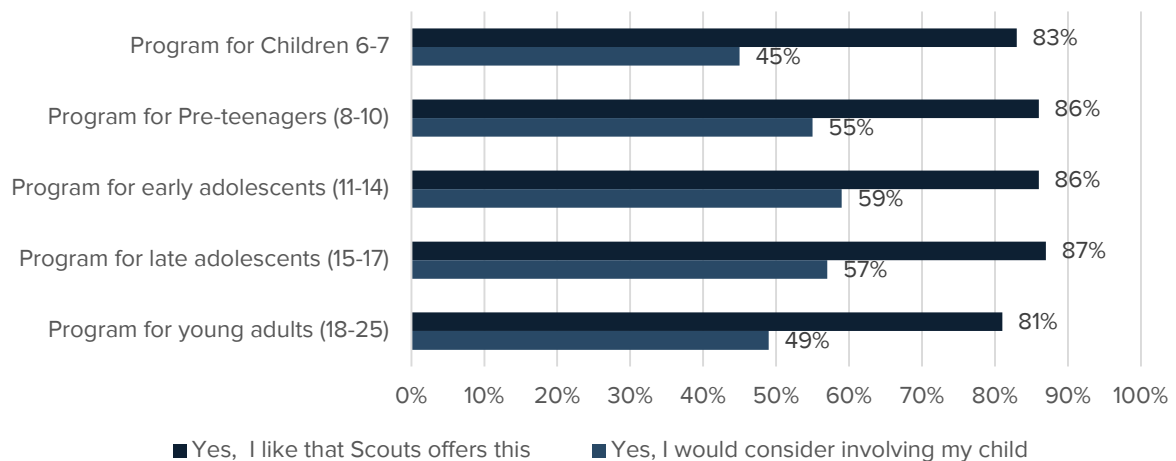
National parents are extremely positive about the inclusion of various program elements into the Scouts program. More than 4 in 5 (80%) like that Scouts offer all of the elements contained in the question, except for the offering of spiritual awareness (58%). National parents are especially positive of Scouts' provision of **outdoor experiences** (90%),

adventurous activity training (90%), teamwork development (90%), and learning by doing (90%).

When asked whether they would consider involving their children in the range of offerings that Scouts provides, Australian parents were strongly positive. More than two thirds indicated that they would consider involving their children in **outdoor experiences (70%), learning by doing (70%), teamwork development (68%), and adventurous activity training (67%).** More than 3 in 5 indicated that they would consider involving their children in **community service (65%), leadership development (64%), responsible risk taking (63%), a personal badge scheme (62%), or the topic of the environment (62%).** Other programs were also strongly desirable, and on average, 58% of Australian parents would consider involving their children in one of the mentioned program offerings.

These are very positive results for Scouts Australia, highlighting high levels of trust from Australian families and the positive reputation of its programs.

Evaluation of Program by Age

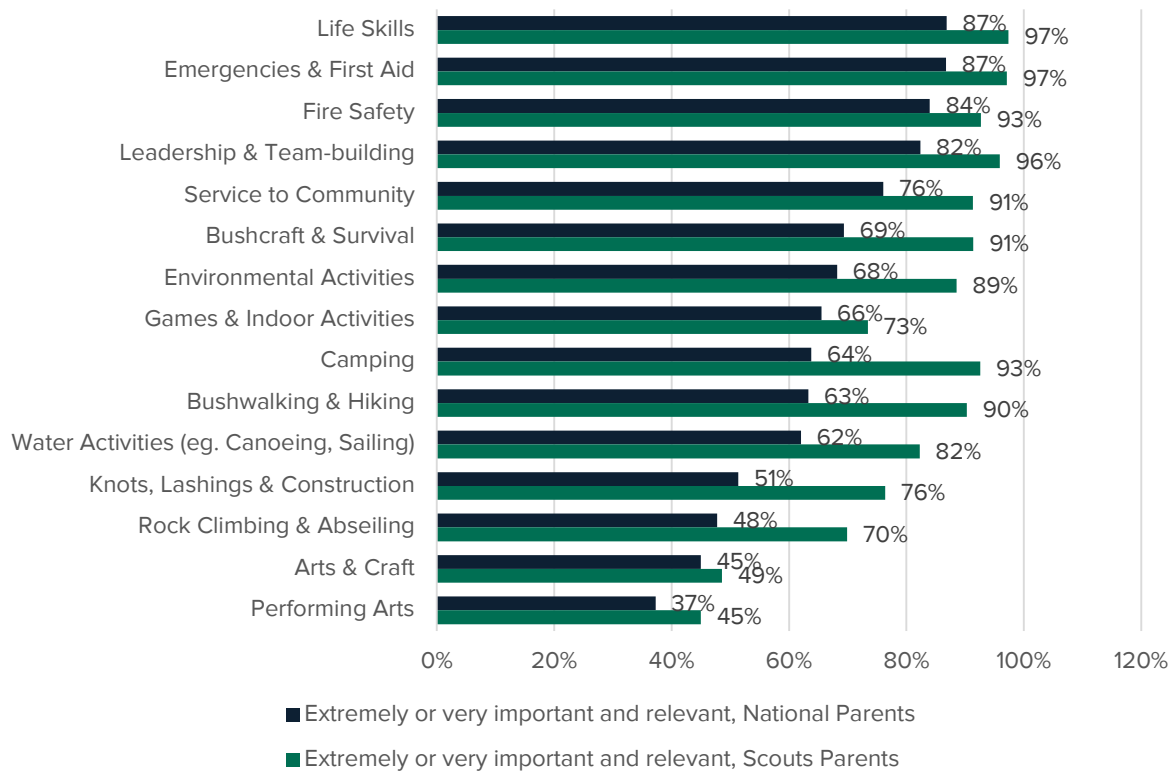


When considering the delivery of a Scouting program for specific ages, national parents were extremely positive towards the delivery of a Scouting program across each of the age groups with more than 4 in 5 parents stating that they 'like' that Scouts offers programs for each age group.

National parents were most likely to consider involving their 8-10 year-old, 11-14 year-old, and 15-17 year-old children in the Scouts program (55%, 59% and 57%, respectively). It is interesting that while Scouts caters strongly for 6-7 year-old children, this was the age for which the least proportion of national parents stated they would potentially involve their children in Scouting (45%).

RELEVANCE OF SCOUTS ACTIVITIES

Q. How would you assess the relevance and importance of the following activities offered by Scouts Australia to Australian young people?



Australian families are positive regarding the relevance and importance of Scouts activities to the lives of young people.

National parents of children aged 6 to 18 indicate that the activities which Scouts offers that are most relevant and important for Australian young people are **life skills** and **emergency and first aid** training, both of which were deemed as extremely or very important and relevant by 87% of parents. More than 4 in 5 national parents also indicated that **fire safety** (84%) and **leadership and team-building** (82%) were extremely or very important to today's young people.

The assessment made by Scouting parents mirrored that of national parents for the top two areas of relevance. Scouting parents placed significantly more emphasis on the importance of **camping** (29% point difference), **bushwalking and hiking** (27% point difference), and **knots, lashings, and construction** (25% point difference). They also more highly emphasised **bushcraft and survival**, **rock climbing and abseiling**, **environmental activities**, and **water activities** (all between 20-22% point difference to national parent responses).

NATIONAL PARENTS DEMOGRAPHIC INSIGHTS

Females (80%) were more likely than males (70%) to consider **service to community** an extremely or very important and relevant activity offered by Scouts.

Younger parents were the most likely to consider **bushcraft and survival** (77%) extremely important and relevant compared to the average 69%. Similarly, **knots, lashing and construction** were also considered extremely or very important and relevant for younger parents aged 20-34 (61%) compared to the average 51%.

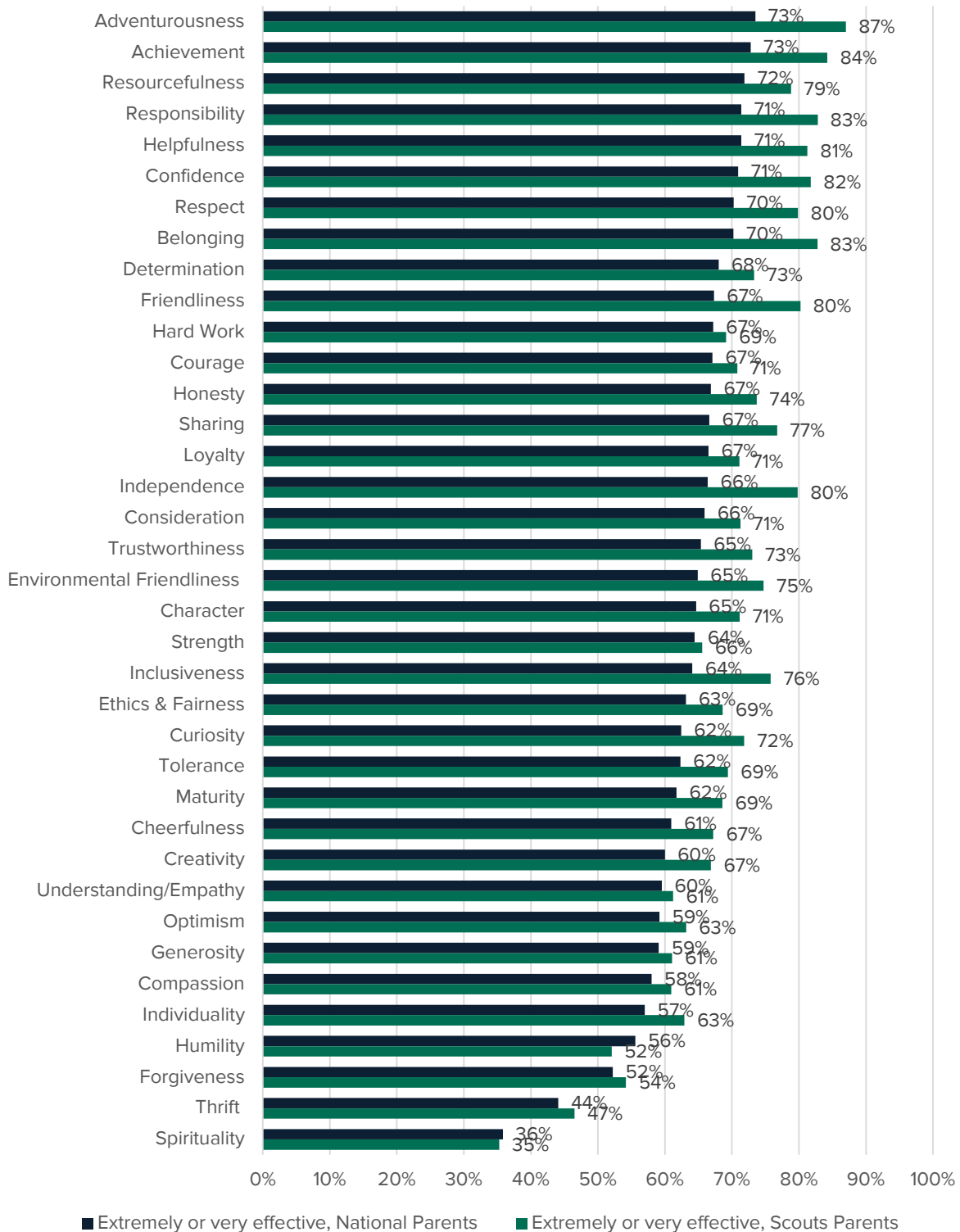
SCOUTING PARENTS DEMOGRAPHIC INSIGHTS

Females are likely to consider **arts and craft** (54% cf. 40% of males), **environmental activities** (91% cf. 82% of males), and **performing arts** (48% cf. 36% of males) to be extremely or very important and relevant activities offered by Scouts.

Parents living in Victoria are the most likely to consider **performing arts** to be an extremely or very important and relevant activity for Scouts to offer, indicated by over half (52%) of respondents in this group, compared to the average 45%.

EFFECTIVENESS OF SCOUTS IN INSTILLING VALUES

Q. To the best of your knowledge, how effective is Scouts in instilling the following values to Scouting members?



National families indicated that Scouts is best at instilling the values of **adventurousness**, **achievement**, **resourcefulness**, **helpfulness**, **responsibility**, **confidence**, **respect**, and **belonging** – all deemed to be extremely or very effectively instilled by Scouts by more than 7 in 10 national parents.

More than 4 in 5 Scouting parents expressed that Scouts is extremely or very effective at instilling **adventurousness**, **achievement**, **responsibility**, **belonging**, **confidence**, **helpfulness**, **friendliness**, and **respect**.

The most significant differences between Scouting parents and national parents were in their evaluation of the values of **adventurousness** (deemed 14% points higher by Scouting parents), **belonging**, **friendliness** and **independence** (13% points higher by Scouting parents), and inclusiveness (12% points higher by Scouting parents).

NATIONAL PARENTS DEMOGRAPHIC INSIGHTS

The emerging generation of parents were more likely than older parents to consider Scouts extremely or very effective in instilling the following values:

Elements	20-34	35-49	50-68
Achievement	82%	72%	68%
Adventurousness	82%	72%	71%
Courage	76%	67%	61%
Consideration	73%	65%	62%
Curiosity	73%	61%	59%
Creativity	72%	58%	58%

SCOUTING PARENTS DEMOGRAPHIC INSIGHTS

Female respondents were more likely to evaluate Scouts as extremely or very effective in instilling **courage** (74% cf. 64% of males), **generosity** (64% cf. 53% of males), **hard work** (73% cf. 60% of males), **strength** (69% cf. 58% of males) and **thrift** (49% cf. 39% of males) in their children, compared to their male counterparts.

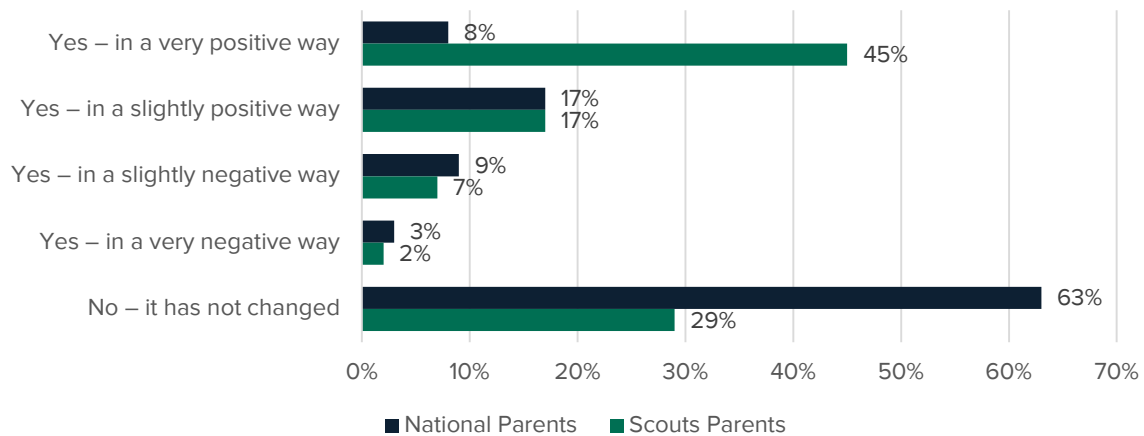
Compared to the national average, respondents from Victoria consistently gave a higher rating for Scouts instilling a range of values.

	NSW	VIC	QLD	SA	WA
Courage	68%	81%	70%	68%	70%
Hard work	68%	79%	67%	65%	70%
Independence	81%	90%	77%	75%	81%
Individuality	60%	73%	64%	59%	60%
Strength	63%	75%	67%	63%	64%
Trustworthiness	71%	84%	70%	70%	71%

ATTITUDE TOWARDS SCOUTS

Q. Has your attitude towards Scouts Australia changed over the last 5-10 years?

[To Scouting parents: Has your attitude towards Scouts Australia changed since your child(ren) joined the program?]



The perceptions and attitudes of Australians towards Scouting is more likely to have changed positively than negatively over the last several years.

Nearly two thirds of national parents (63%) indicated that their attitude towards Scouts has not changed in the last 5-10 years. National parents were **twice** as likely to have changed their attitude in a positive way than in a negative way over this period of time (25% cf. 12%).

Scouting parents are also much more likely to have had positive experiences with Scouts than negative experiences since their children joined the program. They are **seven times** more likely to have changed their attitude in a positive way than a negative way (62% cf. 9%) since their children joined the program. This is a significant gain for Scouts.

SCOUTING PARENTS DEMOGRAPHIC INSIGHTS

Parents of Scouts living in **Victoria** were the most likely to have had their attitude changed in a very or slightly positive way (indicated by 70% compared to the average 62%).

NET PROMOTER SCORE

The Net Promoter Score (NPS) is based on the fundamental perspective that every organisation's stakeholders can be divided into three categories: Promoters, Passives, and Detractors.






By asking "On a scale of 0 to 10, how likely would you be to recommend Scouts to families looking for a youth organisation for their child(ren) to be a part of?" the NPS model can track the perception of families and get a clear and repeatable measure of parental perception in the community. Parents respond on a 0-to-10 point rating scale and are categorized as follows:

- **Promoters** (score 9-10) are loyal enthusiasts who will keep engaging and refer others, fuelling growth.
- **Passives** (score 7-8) are satisfied but unenthusiastic community members who are vulnerable to competitive offerings.
- **Detractors** (score 0-6) are unhappy community members who can damage your brand and impede growth through negative word-of-mouth.

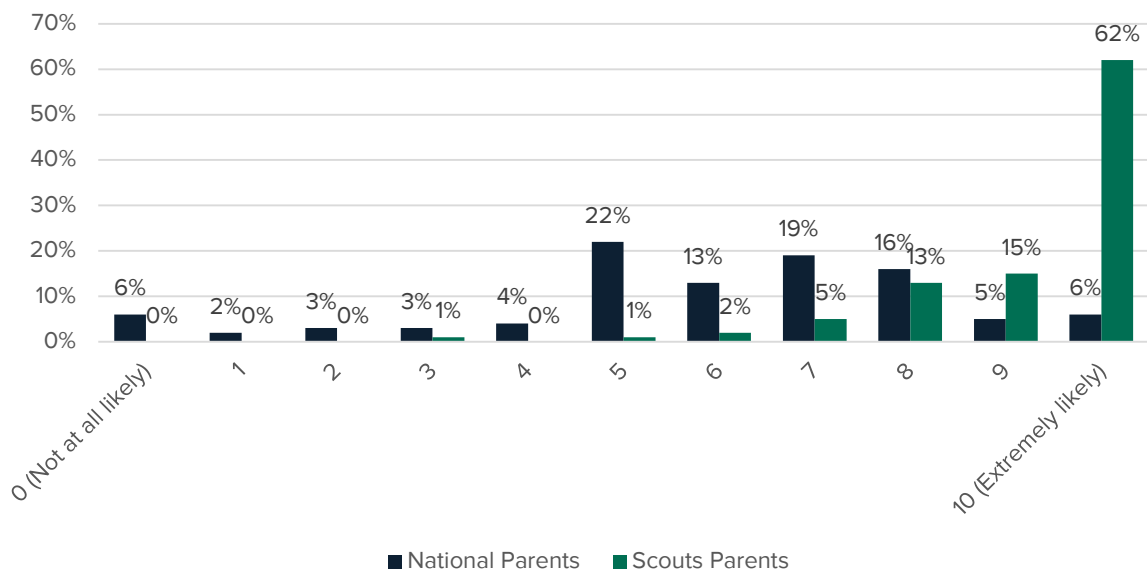


$$\text{NET PROMOTER SCORE} = \% \text{ PROMOTERS} - \% \text{ DETRACTORS}$$

In order to provide a context to Scout's NPS, a score above 0 is considered a good score, with organisations often receiving a negative result.

#1 TELCO		-29
#1 AIRLINE		-12
#1 GROCERY		-9
#1 BANK		8
#1 INSURANCE		8

Q. On a scale of 0 to 10, how likely would you be to recommend Scouts to families looking for a youth organisation for their child(ren) to be a part of?



The NPS provided by Australian parents towards Scouting is **-42** and that provided by Scouting parents is **75**.

NPS scores are normally used by organisational stakeholders to indicate their level of engagement with the organisation. While the Australian national parent score is low, this could be due to insufficient exposure of parents to the Scouts as an organisation and the Scouting program. Some of the reasons as to why national parents provided a detractor score (0 to 6) are provided in the responses below.

The internal Scouting parent score of 75 is an extremely positive score.

SCOUTING PARENTS DEMOGRAPHIC INSIGHTS

Older parents were the most likely to recommend Scouts, with those aged **50-68** obtaining a **NPS of 73**, while the **35-49's** obtained a **NPS of 72**, and the **20-34's** a **NPS of 69**. While there is some variation here with slightly lower NPS scores among emergent parent groups, the differences in these NPS scores are not statistically significant enough to draw conclusions about any of these age categories of parents.

Parents of Scouts in **Victoria** were the most likely to recommend Scouts to families looking for a youth organisation to be a part of.

	NSW	VIC	QLD	SA	WA
NPS	70	84	67	68	72

*TAS, NT and ACT did not obtain enough respondents to calculate an accurate NPS.

NATIONAL PARENTS

PROMOTERS

Promoters, those providing a rating of 9 or 10 and comprising 11% of national parent respondents, are likely to recommend Scouts to family and friends, based on the organisation's strong reputation and the social and learning opportunities it provides for children.

It think it is great if the child starts at a young age where they can establish friendships.

Great organisation doing great things...

Sounds like a very worthwhile movement for young people.

My daughter loved the Scouts and only left because her sporting commitments clashed...

[Scouts] is a great experience for kids and they learn a variety of things.

PASSIVES

Passives, those providing a score of 7 or 8 and comprising 35% of national parent respondents, hold generally positive views about Scouts, though a lack of personal experience and limited knowledge of the organisation has an impact on their scores. Some are unsure about the commitment that Scouts requires of families and the financial costs involved. Others, while they believe Scouts has a strong reputation, point to the range of competing activities available to children today.

I don't have personal experience, so only going on reputation.

I don't know a lot of detail about them but it seems to be a positive organisation with the right values.

My only hesitation is that it might be costly and a large commitment of time.

I have heard that the Scouts are great – I've never been involved but have friends who love it.

They have a long tradition of excellence in giving kids and young people purpose and direction.

I don't think it is for all families.

I think they are good organisation but almost too many others...heaps of things for kids to do these days.

DETRACTORS

Detractors, those giving a score between 0 and 6 and comprising 53% of national parent respondents, cite a range of reasons for their apprehension in recommending Scouts to others. These include a lack of knowledge and experience with Scouts, concerns about the consistency of programs across locations, the calibre, qualifications and trustworthiness of leaders, and issues of affordability. There is also a sense that Scouts is not for everyone, and that it has no longer as relevant as it once was.

My daughter was in [a similar organisation] for a while and from my perspective it was far too expensive, and they got very little out of it...

I know of people who are Scouts and they enjoy it, but it isn't for our family.

Although I fully like what the Scouts offer, I would need to be assured that the leaders are adequate and live by what they teach.

I have heard too many bad reports about leaders being abusive.

My main concern with Scouts would be the people that run it to know what sort of people they are and that I can trust them.

Even though I think Scouts sounds good, it is not the type of thing my child would be keen to do, so I don't see myself recommending it.

Would like more information about how Scouts has changed and modernised to be more relevant now.

Time and affordability is a huge factor.

SCOUTING PARENTS

PROMOTERS

Promoters, those providing a score of 9 or 10 and comprising 77% of Scouting parents, are likely to recommend Scouts Australia to friends and family, based on their families' positive experiences with Scouts and how well it suited their children. Many of these parents are grateful to Scouts for the positive effects it has had on their children's development, and a number of respondents indicate that they actively recommend Scouts to other families. They value the supportive environment that Scouts offers.

Well balanced and accepting of all skill levels and children, they bring out your child's best.

Very grateful to the leaders for giving up their free time for our children.

The Scouts movement has given my children childhood experiences they will never forget.

Scouts has helped shape my kids into wonderful, caring and resourceful kids who have a great sense of individuality while still being part of a team.

Scouting offers such a diverse range of activities for all parts of a child's development and is the perfect adjunct to school and family learning.

My son has been involved in Scouts for just over a year, in that time his social skills and self-confidence has increased dramatically. His Scout leaders are an amazing group of people. I am so grateful to all their efforts with my son.

Have regularly recommended Scouts to other families.

[Scouts is] an excellent way for children to integrate with kids of all ages in a friendly, supportive environment while learning life skills. An emphasis on responsibility, kindness and acceptance is a rare find in today's environment.

PASSIVES

Passives, those providing a score of 7 or 8 and comprising 18% of Scouting parents, are willing to recommend Scouts to friends and family, though with some reservations. These stem mainly from experiencing variation in the quality of leaders and programs, and a perception that Scouts is not suited to all children and families.

It depends on the group's organisation and leadership skills including behaviour management..

It depends on the leaders, how organised the group is, type of kids and parents involved. I would recommend 'come and try' first.

The cost and huge push for parents to volunteer or cough up financially is a deterrent even though I understand why this is in place.

Doesn't suit all children or families; depends on my perception of the local group (which has varied over the years).

Would recommend, but depends on the child/family and expectations.

DETRACTORS

Detractors, those who give a score between 0 and 6 and comprising 4% of Scouting parents, would be unlikely to recommend Scouts to family and friends due to personal experiences with Scouts that disappointed their expectations, particularly in terms of the organisation of local groups. Others were apprehensive about the time commitment involved with Scouts.

Not what I thought it would be regarding learning new skills and values...

Sadly Scouts is no longer what it used to be when I was in the movement. It is easier for me to take my children on adventurous activities than through Scouts...

Scouts are on 1 night a week, but a lot of activities are on weekends, and the level of commitments soon stack up and could become overwhelming.

I would more likely recommend if the organisation of the group was better.

We have loved the activities offered and the values espoused by the organisation, but socially my son has struggled to find a sense of belonging in his pack.

Q. To the best of your knowledge, what would you say is the biggest strength that Scouts offers to Australian children and youth?

NATIONAL PARENTS

From the national survey, respondents identified a number of strengths that Scouts offers to Australian children and youth. A major theme that emerged was the sense of community and belonging that Scouts fosters, where children are able to develop friendships and enjoy camaraderie. The importance of community was further highlighted, with key words such as 'team work', 'group activities' and 'leadership' being particularly prominent. Respondents also highlighted the opportunities for children and youth to gain practical life skills.

A sense of adventure and the biggest strength is that the children and youth are removed from their homes and computers and isolation.

A combination of a sense of responsibility, independence, adventure, belonging and confidence.

Building an environment where children can grow and become more community minded.

Community involvement and allowing children to be part of a larger group.

An organisation that offers a large variety of experiences and ones that are harder to get in a suburban lifestyle.

It gives them another activity outside of school and the home to learn skills that are vital for their development.

SCOUTING PARENTS

Parents of children currently involved in Scouts offered similar reflections as to its greatest strengths. A sense of belonging and inclusion was widely emphasised, and many parents appreciated the community spirit of Scouts, where children are able to develop firm friendships. Confidence-building activities were appreciated by a large number of respondents, including opportunities for children to try new things and to 'learn by doing'. Getting outdoors, developing new life skills, having fun and learning teamwork were also highly valued by these parents.

A sense of community, of loyalty, leadership, friendship, and of getting out and doing things and helping others. Everything that Scouts offers is important in the development of a strong, confident, helpful, loyal, well-grounded child.

A fun group environment to learn and grow, teaching lots of skills that are not covered at school.

Fun way for young people to learn and develop. Controlled environment for young people to be adventurous and try new things.

Getting the kids outside, away from screens, building friendships and great life experiences.

It brings children of similar ages together and develops life skills. It allows children to be independent and work together as a team to achieve goals for themselves.

Promoting resilience, personal strength, confidence and an opportunity to test their own boundaries in a physical and psychological sense in a way not offered by any other organisation.

Q. To the best of your knowledge, what would you say is the biggest challenge facing Scouting in remaining relevant for Australian children and youth into the future?

NATIONAL PARENTS

The need for Scouts to remain relevant was the most prominent challenge that national survey respondents recognised. This applied to a range of factors, including Scouts' branding and image, the rate of change and ubiquity of technology, and the ever-increasing range of activities competing for families' time, resources and interests. A number of respondents pointed out that safety concerns, financial costs, and time pressures may prevent families and children from getting involved in Scouts.

Youth today have a vast variety of options to choose from; many, I feel, check out the other options before choosing Scouts. Scouts, I think, should advertise on television far more than they do to show what a wonderful variety of things that they actually do.

Because it's been around for so long, it may be regarded as old fashioned so they need to promote themselves as being relevant to today's kids.

Child safety and lack of awareness that it exists. There is little publicity about Scouts.

Technology is becoming more prominent and some skills may not be seen as relevant as in prior years.

Competing against electronic entertainment. Families are so busy already with children activities, soccer, swimming etc. With both parents working there isn't much free time.

Costs and busy family lives. After school care now being more available to families via school therefore children missing out on other after school activities.

SCOUTING PARENTS

For Scouting parents, there was some overlap with national survey respondents as to the biggest challenge for Scouts, particularly the need for Scouts to stay relevant and to compete with busy lifestyles, technology, and other activities. However, what also emerged as a major theme was the challenge of attracting and retaining quality leaders, as well as attracting new members. A number of respondents pointed out that engaging families and volunteers should receive particular attention. Some parents also pointed to the challenges of funding and finances for Scouts itself, and a desire for more effective marketing and advertising.

Adapting to changing society without losing the traditional things (like bushcraft) that make Scouts such a great place to be.

Attracting and developing leaders who will run great activities, relate well with the youth and help in the development of positive values and skills.

Attracting and retaining leaders and maintaining a large enough membership base to ensure continuation of the programme across all sections.

Competing with all the other activities. There is much on offer for kids these days and parents spend so much of their time running from activity to activity that convincing the parents that Scouting is the best option will be the biggest challenge.

Enticing quality leaders to give their time for the good of the group.

Finding new members due to competition from other out of school activities.

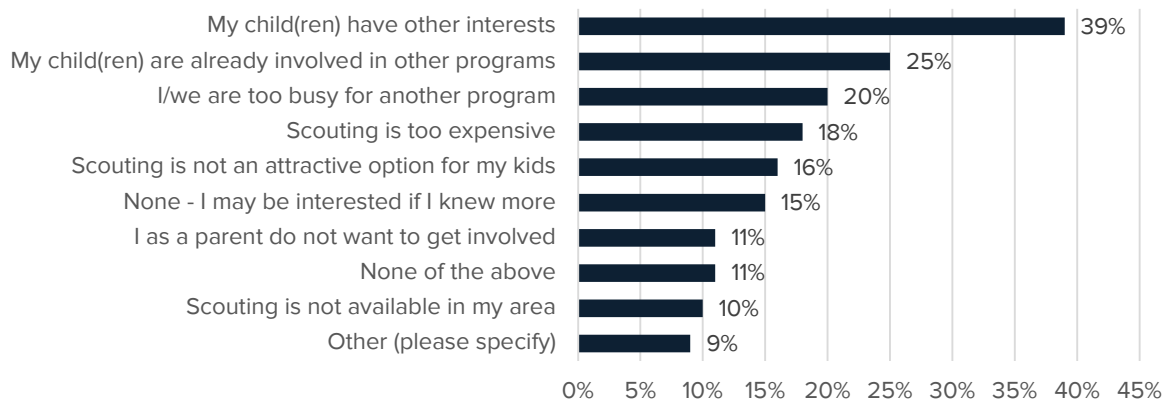
The biggest challenge for Scouts is the lack of funding...I think that there is a lack of public visibility so parents aren't aware of the benefits of Scouts to their kids.

ENGAGING WITH SCOUTS

BARRIERS TO GETTING INVOLVED FOR AUSTRALIAN FAMILIES

Q. Below are some barriers that may prevent families in getting involved in Scouting. Which of the following barriers would inhibit you/your child(ren) in being involved with Scouts?

Please select all that apply.



While Australian parents of children aged 6 to 18 indicated a range of factors that would inhibit their children from engaging with Scouting, more than 1 in 7 parents may be **interested if they knew more** about the movement (15%). This highlights the appetite that Australian families have for what Scouting has to offer and the potential benefit it could bring to their children.

National parents indicated that the main inhibiting factor that would prevent their children from engaging with Scouts was that their **children had other interests** (39%). A quarter of national parents expressed that their children were **already involved in other programs** (25%) and a fifth agreed that they were **too busy for another program** (20%).

National parents also expressed that they felt Scouting was **too expensive for them** (18%) or **not an attractive option** for their children (16%).

The most prominent 'other' reason indicated by national parents included concerns about child safety and the appropriateness of the supervision provided to ensure their child was being well looked after. This included some concerns regarding possible bullying.

Others felt that their child was too old now, was not interested in being involved, had a learning disability or autism that prevented their child's involvement, or that they thought the program was just for boys.

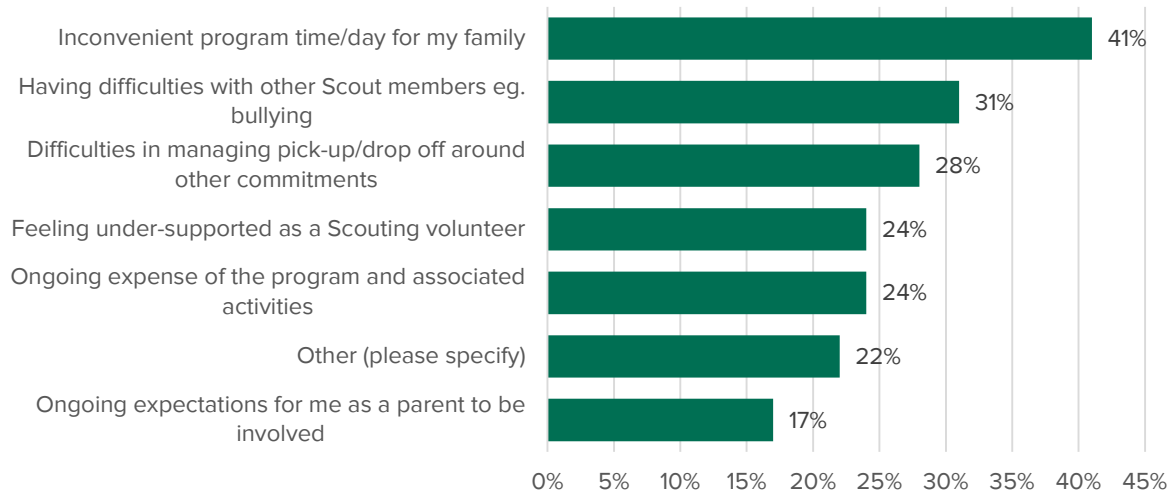
Still others were unaware if Scouts was available in their area, did not have the time to be involved, or felt that access or program timings were a problem for them.

Younger parents aged 20-34 (28%) were the most likely to find **the expenses of Scouting** to be a barrier for which may prevent families from getting involved, compared to the average 18%.

CONTINUING INVOLVEMENT WITH SCOUTS

PARENT INHIBITORS FOR SCOUTS FAMILIES

What factors, if any, would inhibit you AS A PARENT from continuing your family's involvement with Scouts?



Parents indicated that the most significant factor that would inhibit their involvement with Scouting in the future was an inconvenience to their family scheduling, with 2 in 5 parents (41%) indicating that an **inconvenient program time or day** would be a potential deterrent to them. This is an area that Scouts should be particularly wary of when planning schedules and events. Almost 1 in 3 parents (31%) would reconsider their involvement with Scouts if their family had **difficulties with other Scout members**, including bullying. As this is evidently an area of particular concern for parents, Scouts Australia might consolidate its communication with families regarding its policies and approach in dealing with these situations if they arise.

A number of Scouting parents indicated that they could think of **no reason** that would cause them to discontinue Scouting, which is very positive for Scouts at large. Many showed **strong commitment** to keeping their children in Scouts.

As a family we've worked through many of the above but so far Scouts has won.

As a parent, I have no objections. Scouting is/has been and excellent activity for both my children and I did/continue to do whatever is required to keep them Scouting.

Poor program delivery, organisation, administration and implementation were all factors that would inhibit parents from continuing with Scouts. Families desired Scouts to be well-organised and facilitated, with each weekly gathering being well-organised and intentional. These were the most significant comments made by Scouts families. Parents desired clear leadership, communication, and organisation from the Scouts program.

At large, parents indicated that if their children were no longer to be interested in the program or activities, they would discontinue their family's involvement.

It was also evident from the responses that a number felt that some leaders were stretched in their capacity, needing greater support and experiencing some levels of burn-out. Some parents indicated that they did not have the time or energy to get involved themselves but felt

this was sometimes an expectation placed on them. Parents desired for positive leaders and role-models for their children, with some indicating that they had not had such experiences.

Some parents expressed difficulty in getting to the Scouts program or the challenge in attending a meeting that was held late at night.

Other parents mentioned the difficulty in communicating their concerns and enquiries with the Branch offices. Parents of children with disabilities also expressed that they found it difficult to access adequate levels of support for their child. There were a range of other, more personal factors provided by Scouting parents to Scouting.

SCOUTING PARENTS DEMOGRAPHIC INSIGHTS

Inhibiting factors for Scout parents differed among males and females. The logistical barrier of an **inconvenient program time / day for my family** was more likely to be a barrier for females (43%) than males (34%), as was **difficulties in managing pick up / drop off around other commitments**, indicated by 30% of female's cf. 20% of males.

For males, the dominant barrier inhibiting them from continuing their family's involvement was **the feeling of being under-supported as a Scouting volunteer**, indicated by close to 2 in 5 male respondents (37%) compared to under 1 in 5 (19%) females.

These barriers also differed amongst various generations of parents. For younger families, barriers centred on **busyness and expenses**:

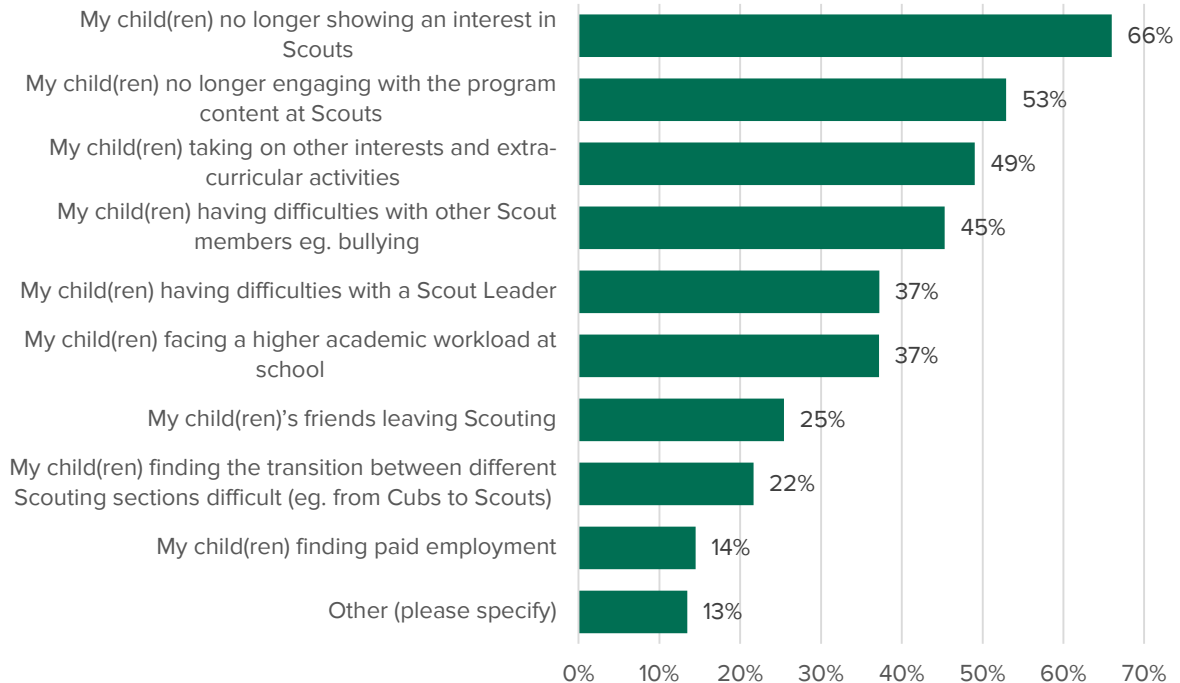
Factors prohibiting parents from continued involvement w. Scouts	20-34	35-49	50-68
Inconvenient program time/day for my family	43%	43%	32%
Difficulty managing pick-up/drop off around other commitments	28%	30%	16%
Ongoing expense of the program and associated activities	33%	24%	21%

For older generations, it was rather a feeling of being **under-supported as a volunteer**:

Factors prohibiting parents from continued involvement w. Scouts	20-34	35-49	50-68
Feeling under-supported as a Scouting volunteer	17%	23%	30%

CHILD INHIBITORS

What factors, if any, would potentially inhibit your child from continuing Scouts?

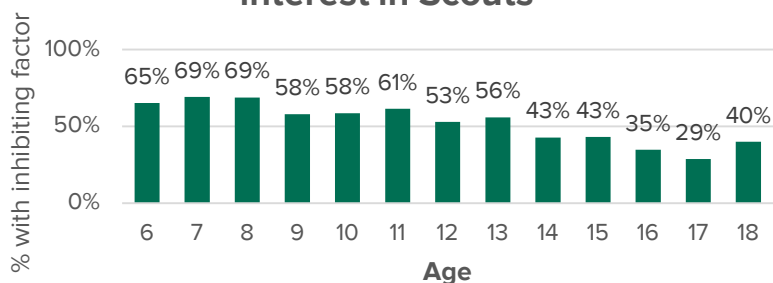


Parents indicate that the most significant factor that would inhibit their child from continuing Scouts was that the child was **no longer showing an interest in Scouts** (66%). Continuing to provide an engaging program with personable program leaders that is facilitated in a positive environment is important in retaining children in Scouts.

Around half of parents indicated that a child who is **no longer engaging with the program content** (53%), **taking on other interests** (49%), or **having difficulties with other Scout members** (45%) could potentially stop their involvement.

These factors varied across age-groups, the detail of which is shown on the following pages.

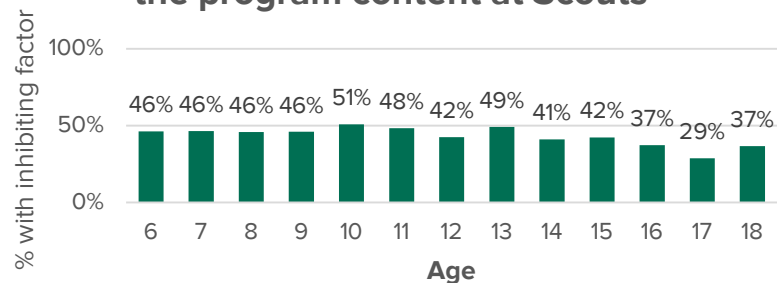
My child(ren) no longer showing an interest in Scouts



Parents are more likely to discontinue their children's involvement at younger ages than higher ages for the reason of no longer showing an interest in Scouts. 7 in 10 parents indicate that a child **no longer showing interest in Scouts** would be an inhibiting factor for 7-8 year-olds, while only 3 in 10 parents indicated this for 16-17 year-olds.

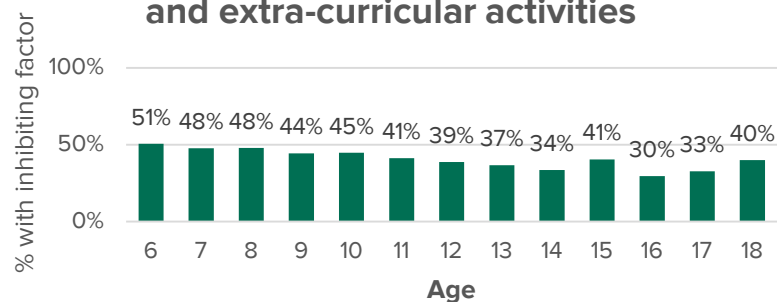
This may indicate that as children get older, they may have more initiative to stay in Scouts and have decided that it is generally something they are interested in.

My child(ren) no longer engaging with the program content at Scouts



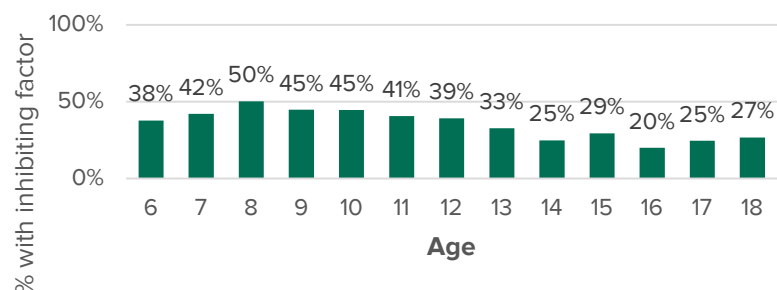
The potential for children to leave Scouts if they are **no longer engaging with the program content at Scouts** ranges from 29% for 17 year-olds to 51% for 10 year-olds, although there is no distinct pattern across the age groups.

My child(ren) taking on other interests and extra-curricular activities



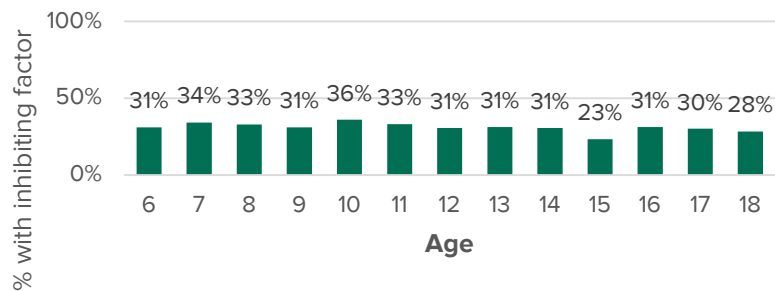
The risk of children not continuing with Scouts due to **taking on other interests and extra-curricular activities** is higher at younger ages and declines from age 6 (51%) to age 16 (30%). This may indicate that over time, children would develop a stronger sense of commitment to Scouts as their preferred extra-curricular activity.

My child(ren) having difficulties with other Scout members eg. bullying



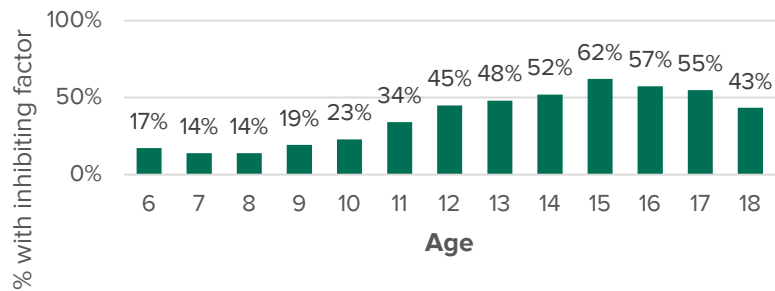
Parents of children aged 7 to 12 are more likely to not continue their child in Scouts due to **having difficulties with other Scout members**. It has less potential to be an inhibiting factor for children aged 14 and older.

My child(ren) having difficulties with a Scout Leader



The potential for children **having difficulties with a Scout leader** being an inhibiting factor in continuing with Scouts shows no trend across age groups.

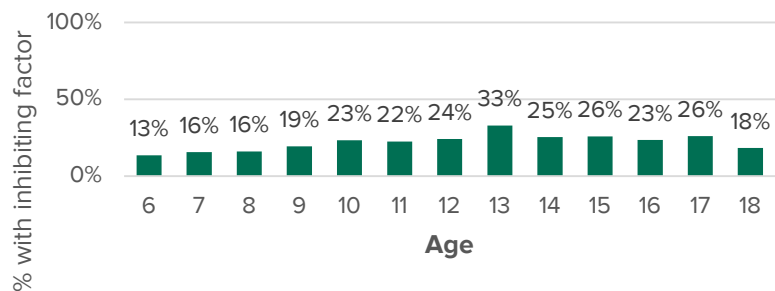
My child(ren) facing a higher academic workload at school



The potential for children **facing a higher academic workload at school** being an inhibiting factor in continuing with Scouts increases steadily from the age of 10 (23%) up to the age of 15 (62%).

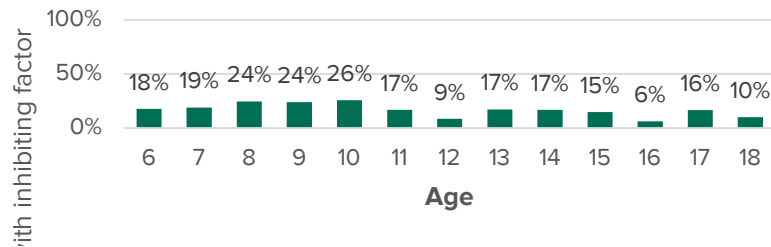
This indicates that Scouts could work with members in the 13-18 age group to assist them in balancing a range of their extra-curricular commitments.

My child(ren)'s friends leaving Scouting



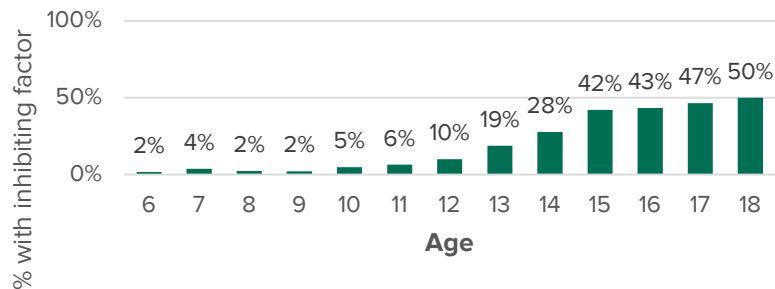
The potential for children's **friends leaving Scouting** being an inhibiting factor in continuing with Scouts shows little trend across the age brackets. There is a slight peak at age 13 years (33%), while the lowest risk is with the younger ages.

My child(ren) finding the transition between different Scouting sections difficult (eg. from Cubs to Scouts)



The potential for children **finding the transition between different Scouting sections difficult** being an inhibiting factor in continuing with Scouts is generally low, but has definite peaks and troughs. The most affected age ranges are 8-10 years (24% to 26%), 13-14 years (17%) and 17 years (16%).

My child(ren) finding paid employment



There is a significant and dramatic trend across age for children **finding paid employment** being a potential inhibiting factor in continuing with Scouts. There is a steady increase in this trend up to 18 years (50%).

There were a range of 'other' factors that Scouting parents indicated would inhibit their children from continuing in Scouting which are presented by age below.

PARENTS OF 6-9 YEAR OLDS

Parents of 6 to 9 year olds were positive about their child's experience with Scouts and the majority did not foresee discontinuing their involvement in the near future. Parents stated that they would remove their child if the cost was too high. Parents of children with a disability stated that they would remove their child from Scouts if their disability became too difficult to handle there. Other parents expressed that if the Joeys and Cubs groups were not on the same night this would cause an inconvenience for parents, alternatively if Scouts clashed with another extra-curricular activity or went too late at night it could be a cause to leave. Social issues were also mentioned as a possible reasons to leave the group such as their child not getting along with their friends.

PARENTS OF 10-12 YEAR OLDS

Parents of 10 to 12 year olds highlighted similar reasons as parents of 6 to 9 year olds. This group strongly emphasised that the Cub programs running too late at night could be a cause for them to leave in the future. The other reason brought to light by this group was that there was not enough leaders or support.

PARENTS OF 13-15 YEAR OLDS

Parents of 13 to 15 year olds stated similar reasons as the other two groups however underlined that Scouts was seen as 'uncool' by their child's friends at school and some mentioned that this would be a key factor in them leaving the program. For this group another key factor was that they were unable to go on past this point in Scouts as there was no 'Venturer' group nearby. The religious affiliation of Scouts was highlighted as a potential reason to leave for a small number of parents.

PARENTS OF 16-18 YEAR OLDS

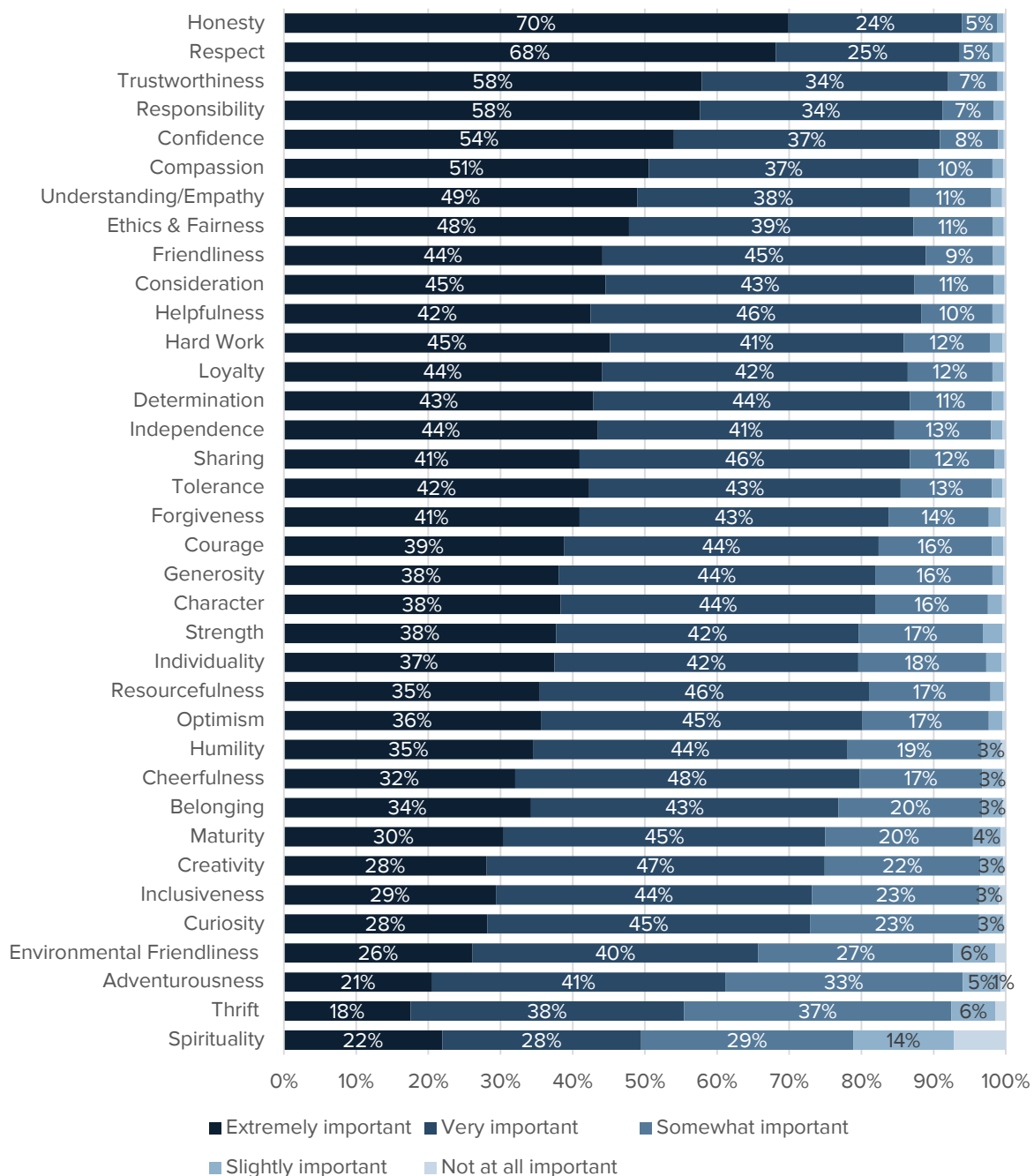
While the same reasons were emphasised similar to the other age groups, parents of children aged 16 to 18 also stated that if there were issues with the program and it was not suited to their child's age or taste then this would be cause to leave.

APPENDIX A: EXPANDED DATA

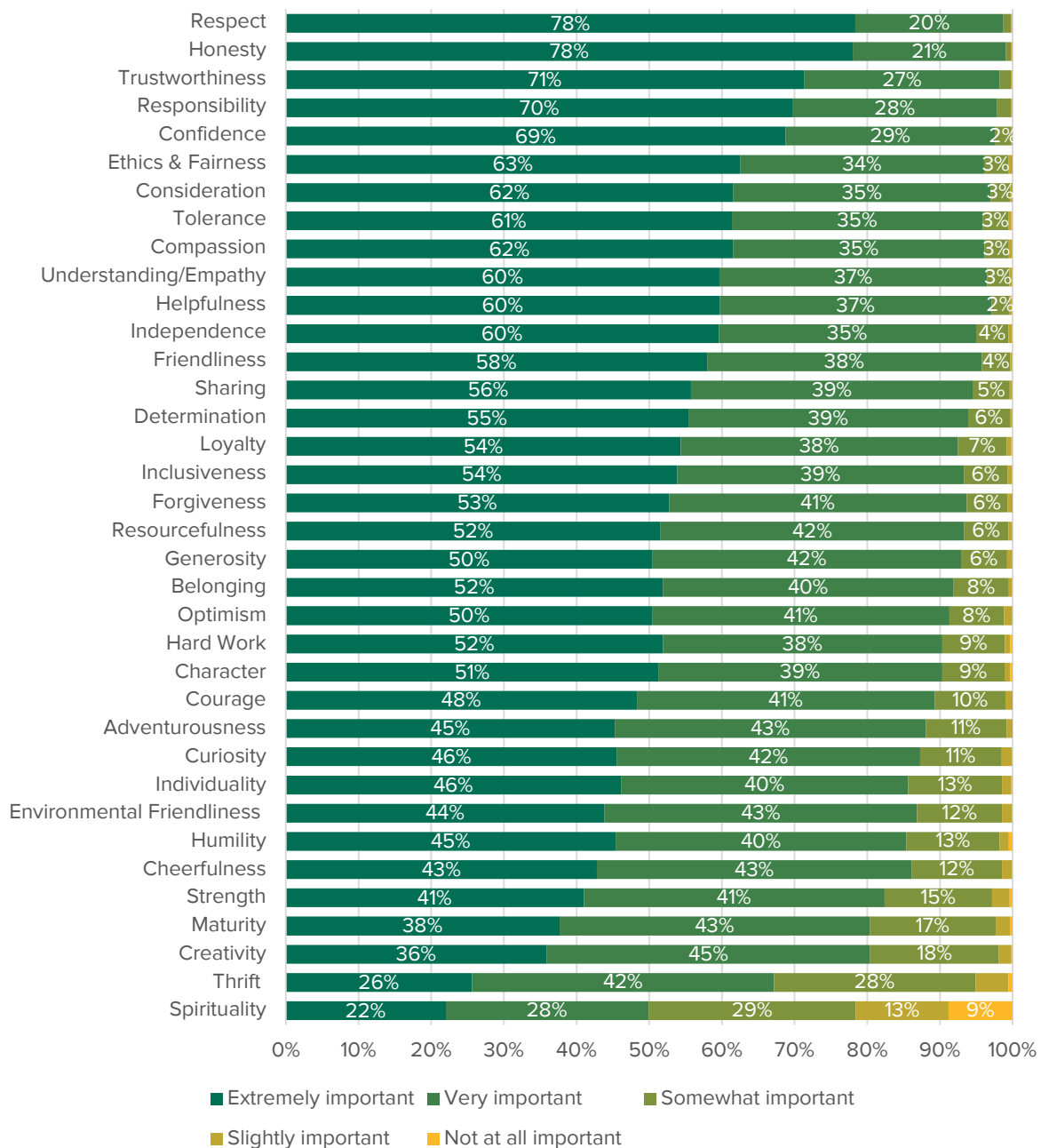
This appendix features the full data of all of the survey questions, organised by report headings. Options are sorted by mean value.

EVALUATION OF PROMPTED VALUES

Q. In thinking about your child(ren) at their current developmental stage, how important is it that they learn the following values?

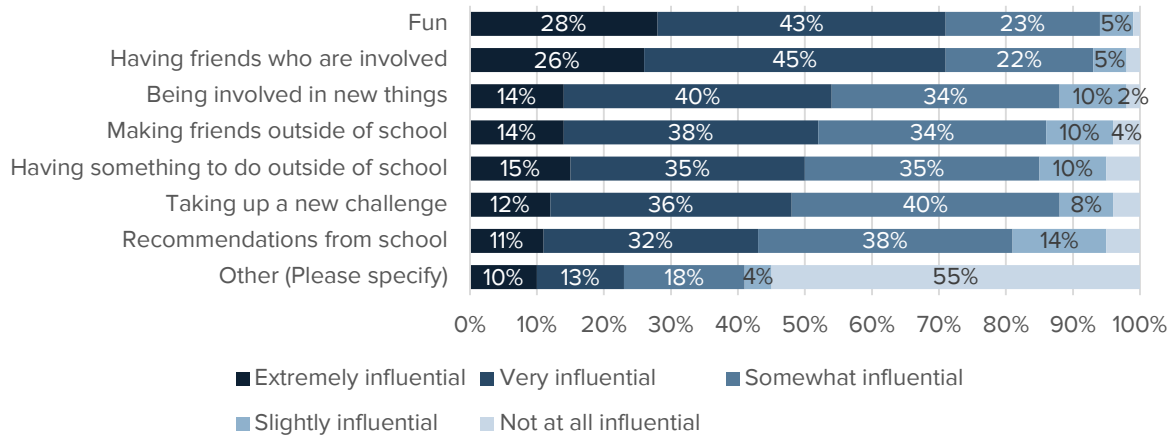


In thinking about your child(ren) at their developmental stage, how important is it that they LEARN the following values?

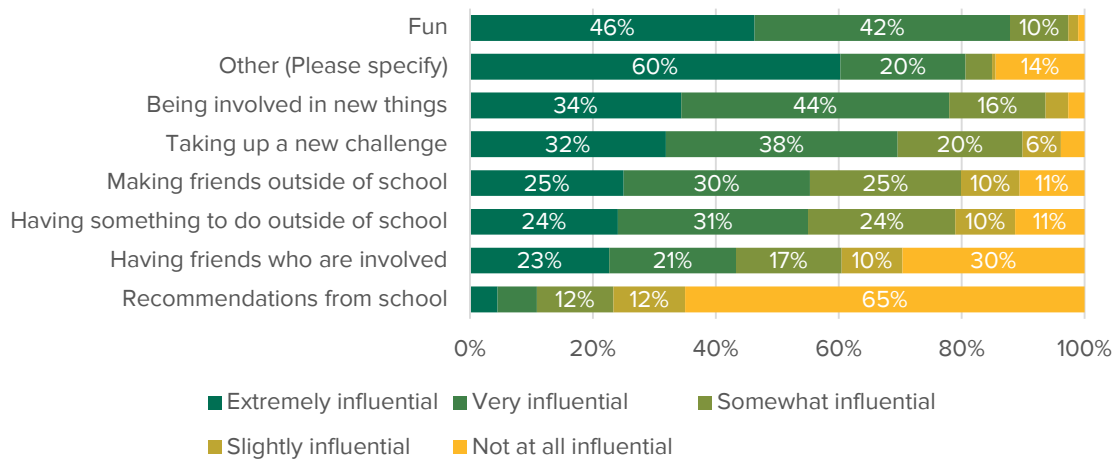


THE DECISION OF CHILDREN

Q. How influential would the following factors be in MOTIVATING YOUR CHILD(REN) TO FIRST BECOME INVOLVED with a children's or youth development program ?

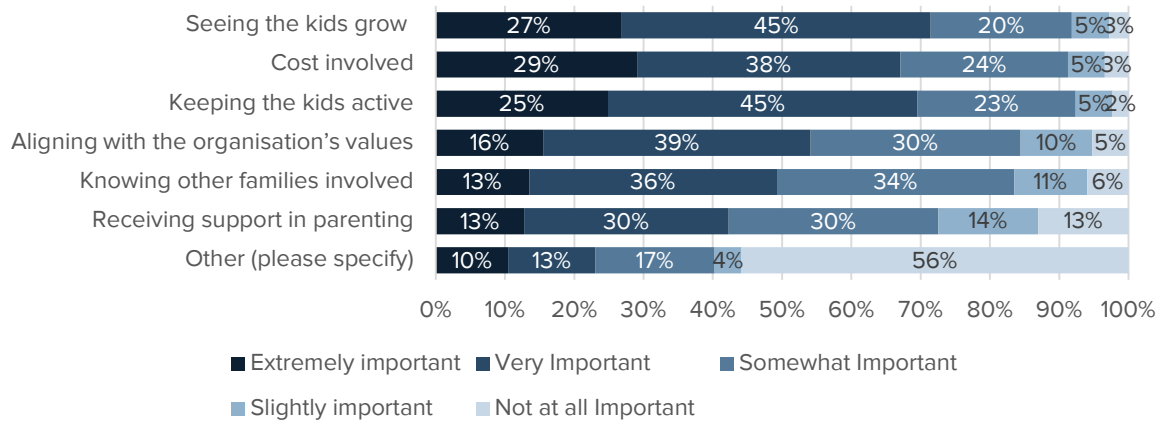


How influential were the following factors in motivating your child(ren) to FIRST BECOME INVOLVED with Scouts?

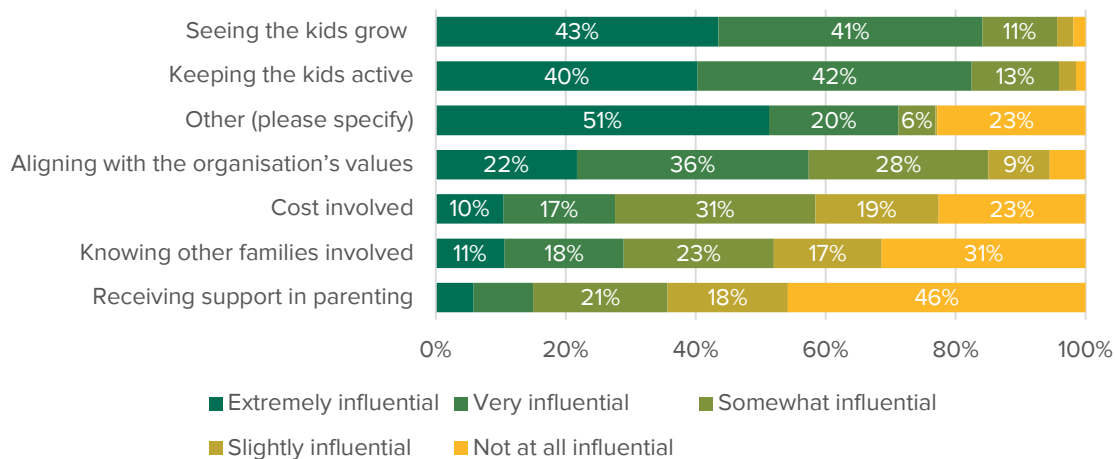


THE DECISION OF PARENTS

Q. How important would the following factors be to YOUR DECISION AS A PARENT in involving your child(ren) in a children's or youth development program ?



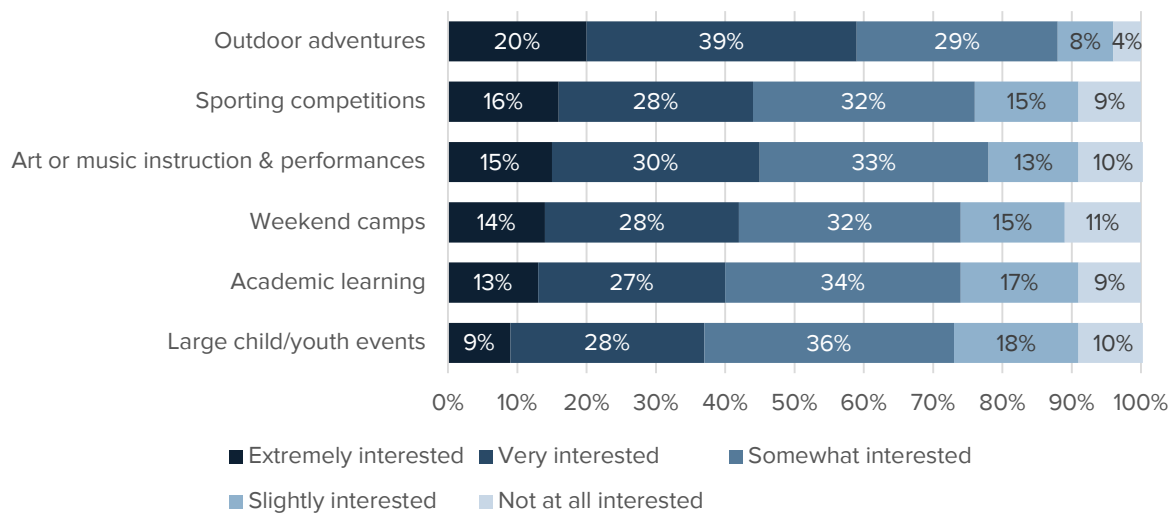
Q. How important were the following factors to YOUR DECISION AS A PARENT in involving your child(ren) in Scouts?



THE INTERESTS OF CHILDREN

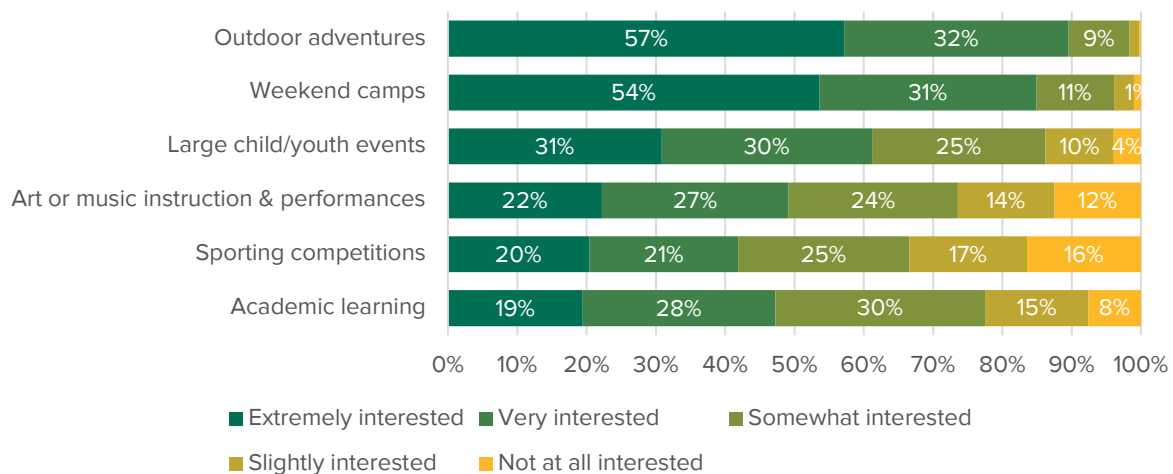
Q. If your child(ren) were looking to get involved with a children's or youth development program, how INTERESTED would they be in the following activities?

Please respond on behalf of your youngest child between 6 and 18.



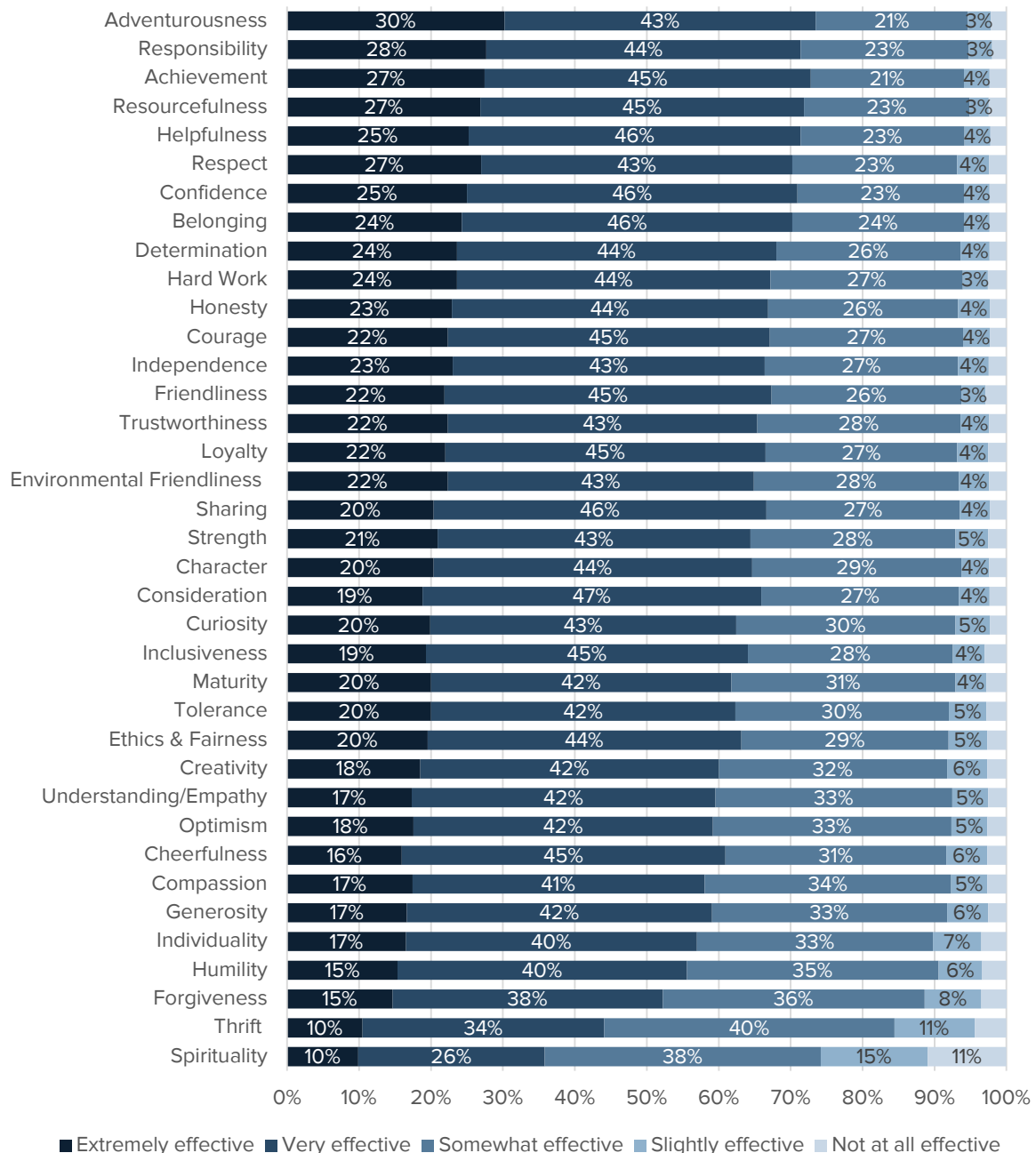
How interested is your [X-year old] child in the following extracurricular activities?

All Ages Combined

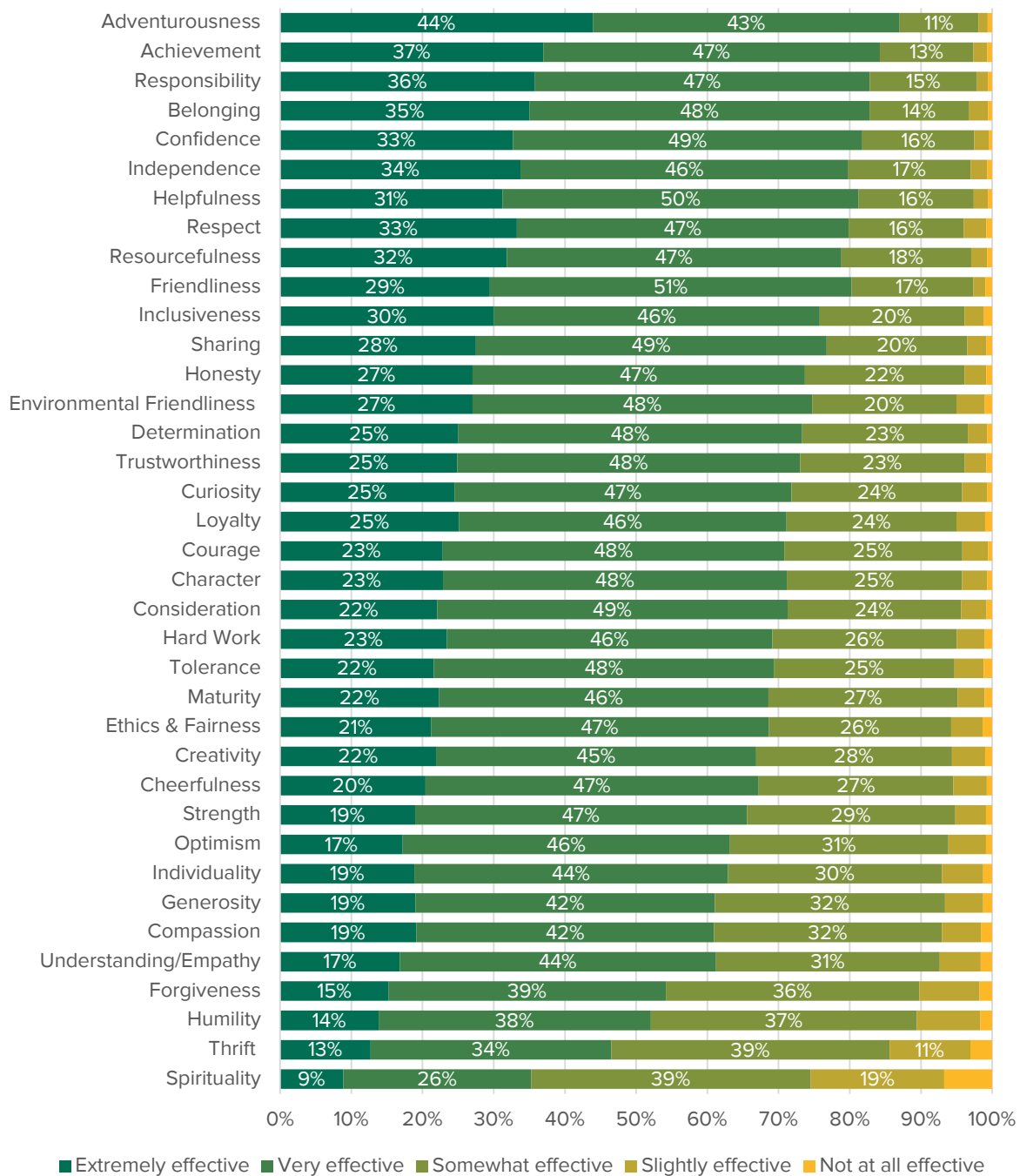


EFFECTIVENESS OF SCOUTS IN INSTILLING VALUES

Q. To the best of your knowledge, how effective is Scouts in instilling the following values to Scouting members?

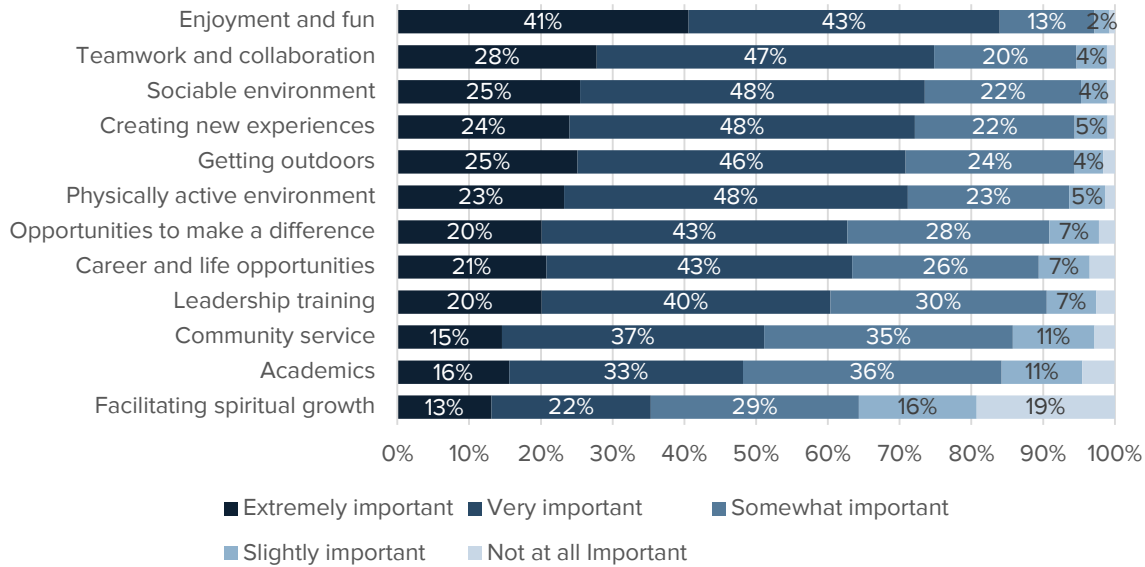


To the best of your knowledge, how effective is Scouts in instilling the following values to Scouting members?

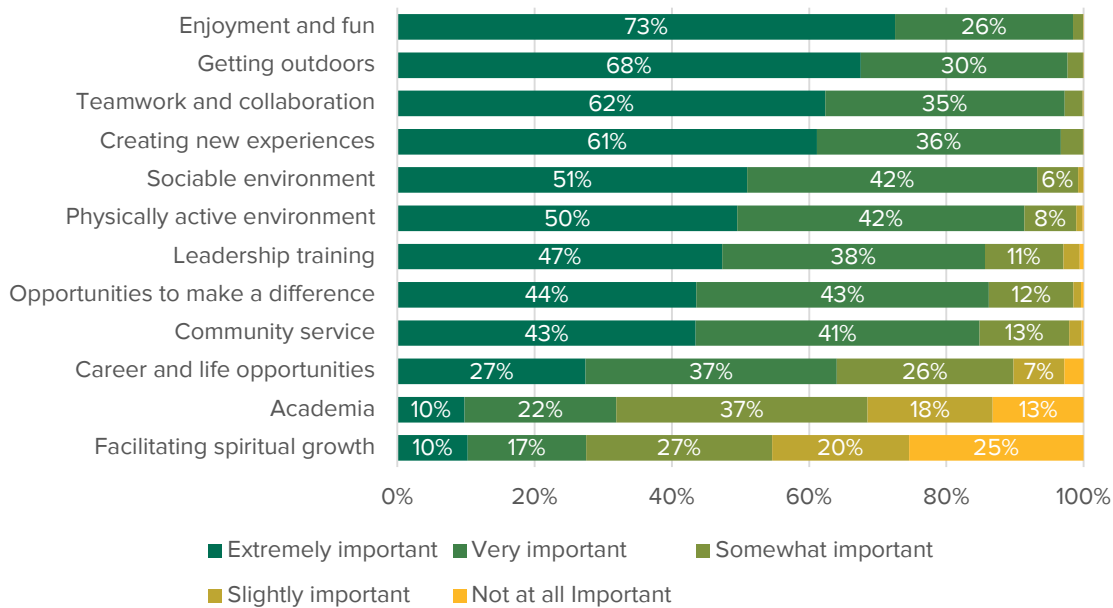


CHARACTERISTICS AND OPPORTUNITIES

Q. Imagine your child(ren) are participating in a children's or youth development program. How important is it to you that this program provides the following CHARACTERISTICS and OPPORTUNITIES for your child(ren)?

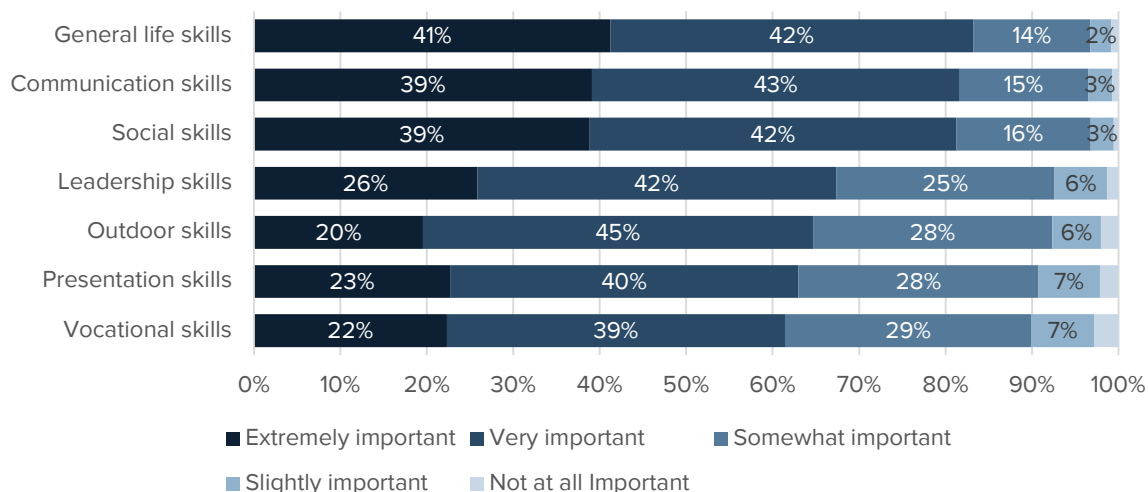


Q. How important is it to you that Scouts provides the following CHARACTERISTICS and OPPORTUNITIES for your child(ren)?

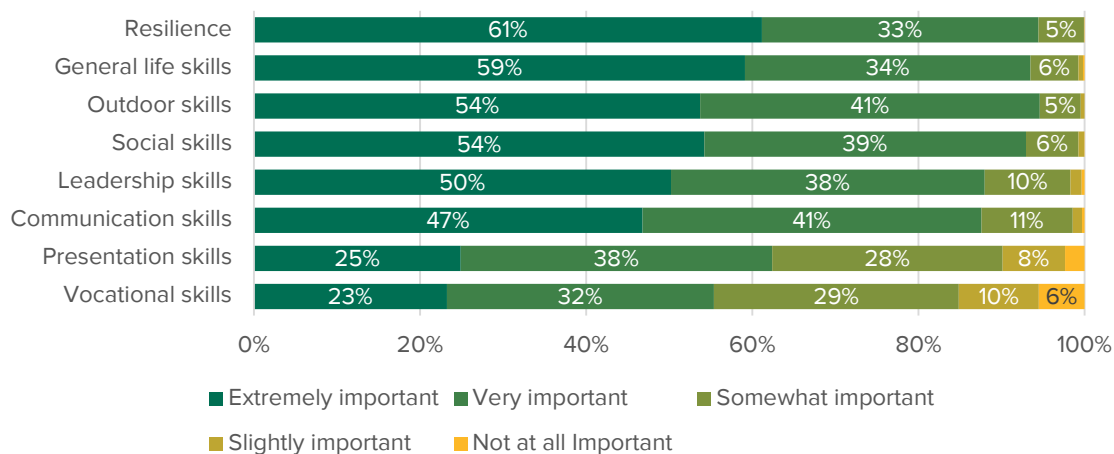


SKILLS

Q. How important to you would it be that this children's or youth development program develop the following SKILLS in your child(ren)?

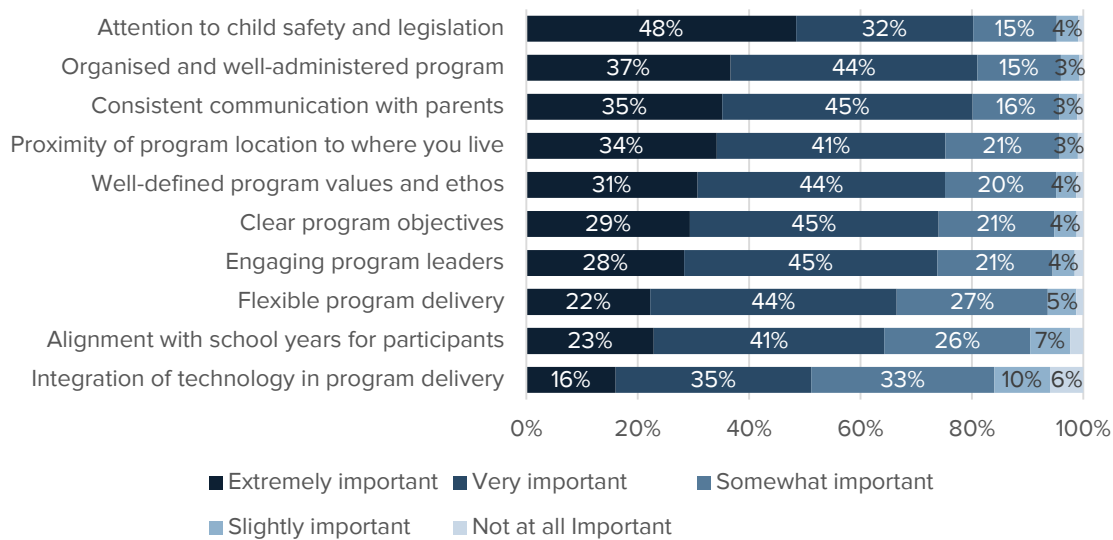


Q. How important is it to you that Scouts develops the following SKILLS in your child(ren)?

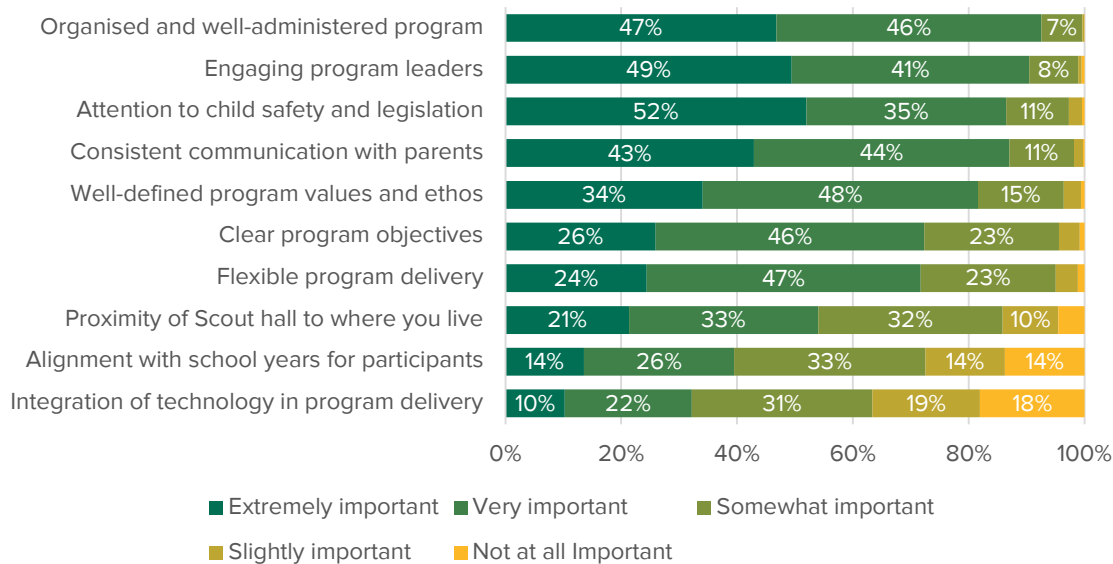


PROGRAM EVALUATION

Q. How important would the following elements of the children's or youth development organisation's PROGRAM be to you as a parent?

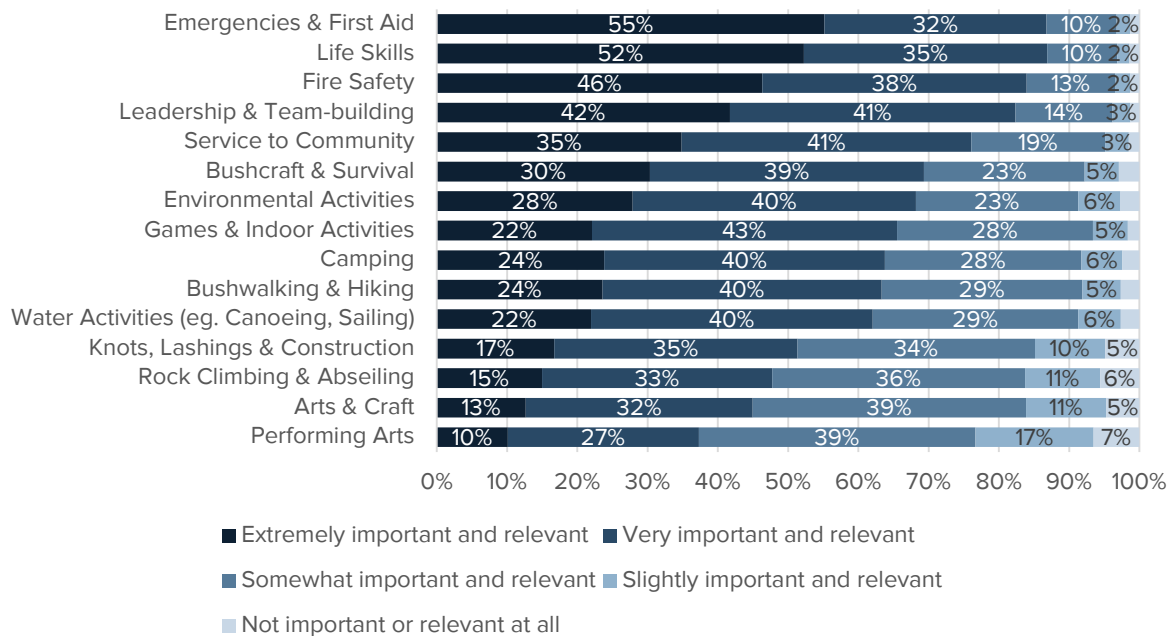


Q. How important are the following elements of the Scouting PROGRAM to you as a parent?



RELEVANCE OF SCOUTS ACTIVITIES

Q. How would you assess the relevance and importance of the following activities offered by Scouts Australia to Australian young people?



How would you assess the relevance and importance of the following activities offered by Scouts Australia to Australian young people generally?

