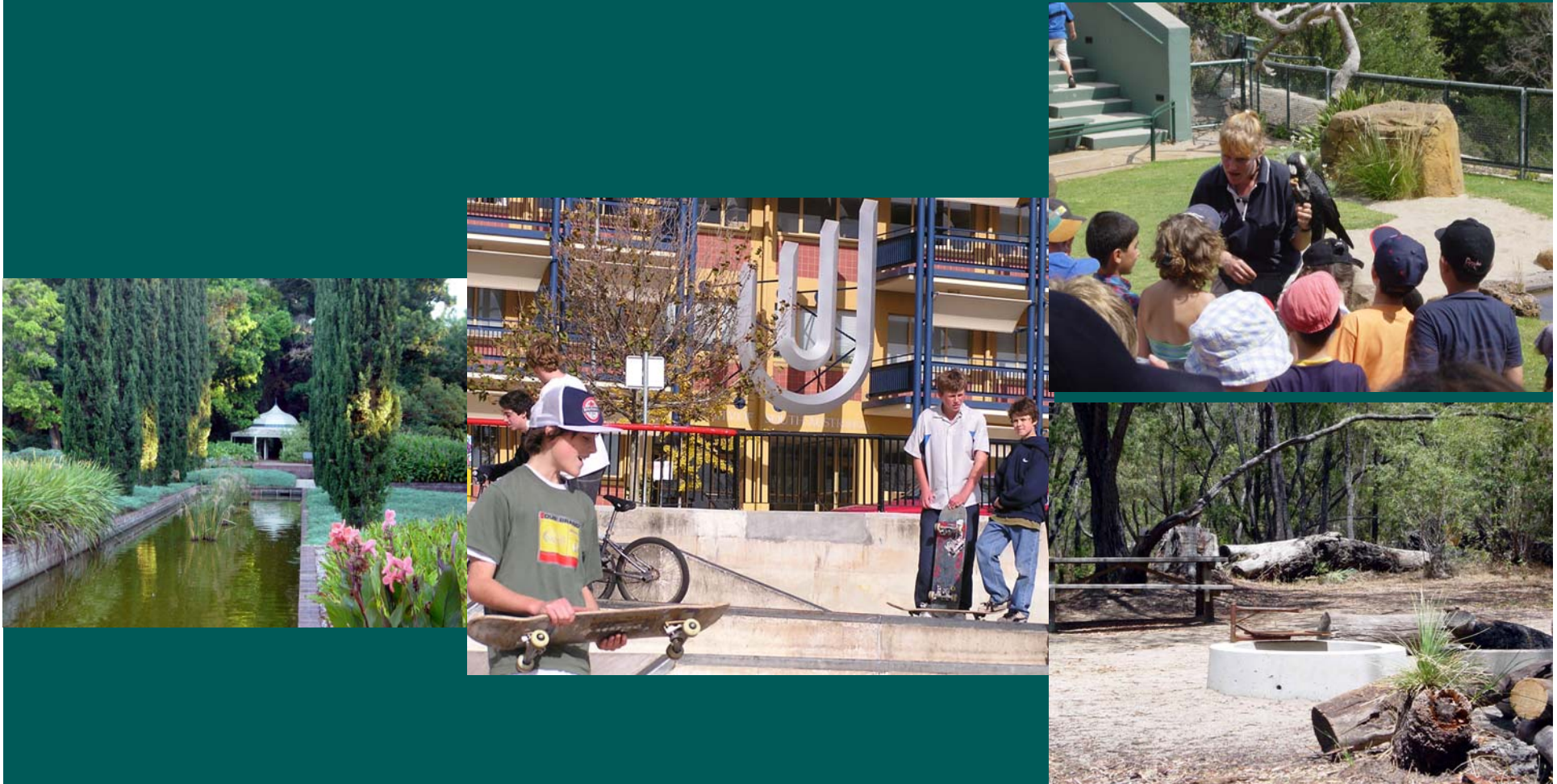


Children on Service Quality



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AESCSQ2004

- Session aim?
 - to reconsider how well we listen to and comprehend children’s messages about their engagement or disengagement in leisure services
- Major assumption?
 - that children’s participation is important in guiding service evaluations & service improvements

Learning from outside the square

1. How have others addressed similar challenges?
2. What could we modify & adopt?
3. How might we start the process?

9 phases of a study @ a zoo

Brief confirmed, e.g., market research intelligence

Review of the published literature & other sources

content analysis of children's letters

Questionnaires designed and reviewed

Pilot questionnaire survey

Final questionnaire survey; 177 school children

Content analysis of data (written comments)

Quantitative analysis of data (ratings)

Draft report

Final report



The learning loop

AESCSQ2004

Start with the 'stories'

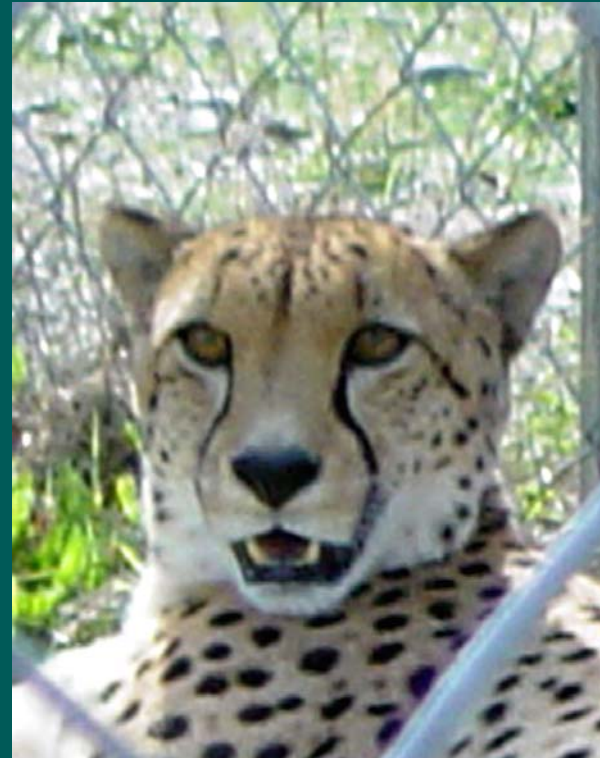
- Letters to staff were consulted as complementary to the literature review
- N6 content analysis was considered but not used due to the number of letters & content length
- Thematic content analysis was conducted manually

Zoo respondent profile

N = 177

%

7 years old	14
8 years old	16
9 years old	22
10 years old	15
11 years old	3
12 years old	2
13 years or older	26



Dimensions of Children's Service Quality from questionnaire ratings

- Services
 - Eg, I feel safe
- Engagement
 - Eg, Good to have a chance to touch animals
- Learning
 - Eg, Zoo people helped me learn
- Fun
 - Eg, Activities were fun & interesting

Summary of children's learning ratings

CSQ Attributes

Learning

Zoo people are friendly and helpful 4.3

Zoo people helped me learn 3.9

I learnt how money is used for conservation 3.9

Learnt something new about the environment 3.8

I learnt about animals from other countries 3.8

Learnt about Australian animals 3.7

Learnt from reading signs 3.6

Staff expertise @ the garden

Literature searches, content analysis of students' post-visit 'thank you' letters; & discussions with ABG staff;

13 attributes of service quality were identified.

Attributes were pilot tested in a survey of primary school students

A sample of primary school age children were asked to complete the self-administered questionnaire following their visit to the garden.

This survey was completed by children with the assistance of school staff



Things that would make my visit to the Garden more enjoyable are...

Garden respondent profile

N = 149 %

8 years old	19
9 years old	23
10 years old	23
11 years old	20
12 years old	13
13 years or older	1

Things that would make the visit more enjoyable

	Frequency
1. <u>Structure of the day</u>	
Stay longer	25
Like to be able to explore	16
2. <u>Type of activity</u>	
If you could eat the chocolate/fruit	11
Have some games to do	7
If bugs were out	5
If you could go off paths	5
If you could drive the cars	4
3. <u>Physical element</u>	
If there were animals/more animals	12
4. <u>Other</u>	43

Focus groups for campers

1. When you were planning to come to this park, what features were you hoping for, or planning to use?
2. What are the things at this park that make it a good place to stay?
3. What could the Rangers/park management do to make things better for campers?

Focus groups for campers

Things that make this park a good place to stay

- Activities – walks, rock climbing
- Open areas – recreation
- Trees
- Pollution free environment
- Isolated
- Good people
- Large/flat campsites



Age and activity specific questioning @ the skate park

















	N=18
10 Years	-
11 Years	1
12 Years	9
13 Years	8



Age & activity specific questionnaires

Part What you think about the XYZ Skate Park and its benefits?

Circle ONE symbol on each line below to tell us what you think.

	<u>Strongly Disagree</u>	Disagree	Neither Agree or Disagree	Agree	<u>Strongly Agree</u>
1. I think events/programs held at this skate park are fun, interesting and well organised			?		
2. I think this skate park is really safe for skaters/riders (eg. design, transitions, run-offs, feel safe there)			?		
3. I think other users and/or staff are really friendly			?		
4. I think the variety of formats and design at this skate park are really good (eg. bowls, ramps, street)			?		

- **Part C. What else do you think?**

1. **What are some of the best things about this skate park?**

2. **What are some of the worst things about this skate park?**

Summary

- Children influence their parents' decisions
- Children are capable of rating service quality
- Children often rate service quality differently to adults
- Appropriate method = credible data

Learning from outside the square

1. How have you addressed similar challenges?
2. What methods have you used and why?
3. How might we continue the process?

So what can we do now?

- Get to know all our customers well
- Tune into the benefits sought by customers, & our delivery of them
- Encourage a professional, sector approach
- Act locally, but be aware of issues & expertise in the wider environment (benchmarking is much more than jargon)
- Be patient, but be persistent to secure change