

WSA Baseline Report



Twitter/X

FOLLOWERS:

2018 - 1,300
2019 - 1,921
2020 - 2,429
2021 - 3,238
2022 - 3,466
2023 - 3,613



Newsletter

NUMBER OF RECIPIENTS:

2018 - 813
2019 - 840
2020 - 1,079
2021 - 1,191
2022 - 1,380
2023 - 1,300

35.2% of recipients opened the newsletter in 2023 so far. (Figure was 33.8% in 2022). The average email open rate for the Sports Industry is 24.57%. (Source: MailChimp)



Website

TOTAL PAGEVIEWS:

May '19 - November '19 - 19,786
November '19 - May '20 - 45,479
May '20 - November '20 - 165,764
November '20 - May '21 - 126,220
May '21 - November '21 - 115,966
November '21 - May '22 - 127,391
May '22 - November '22 - 129,747
November '22 - May '23 - 118,980

Key Advocacy

We are a leading voice for the sector, and have been influential and extensively quoted in Parliamentary and Senedd scrutiny, including:

- Inquiry into the impact of inflation on sport
- Participation in sport and physical activity in disadvantaged areas
- Inquiry into the promotion of Wales as an international tourist destination.
- Work on the Welsh Government budget
- Extensive references in the Senedd to our work, in briefing & research reports as well as Senedd proceedings.
- Responded to numerous consultations on behalf of our membership



LinkedIn

LINKEDIN (Per Month)	PAGE VISITORS	TOTAL IMPRESSIONS	ENGAGEMENT RATE
2021	103	3023	2.04
2022	139	6555	2.33
2023	100	8455	2.65



2023 Member Satisfaction Survey

	COMPLETELY AGREE	SOMEWHAT AGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT DISAGREE	COMPLETELY DISAGREE	TOTAL POSITIVE SENTIMENT
I would recommend the WSA as a great organisation to work with	59%	34%	4%	0%	3%	91%
2022	69%	22%	9%	0%	0%	91%

	COMPLETELY AGREE	SOMEWHAT AGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT DISAGREE	COMPLETELY DISAGREE	TOTAL POSITIVE SENTIMENT
I would recommend the WSA as a great organisation to work with	55%	34%	9%	0%	2%	89%
2022	59%	41%	0%	0%	0%	100%

	FYE 2018	FYE 2019	FYE 2020	FYE 2021	FYE 2022	FYE 2023	% INCREASE SINCE LAST YEAR FY
DBS CHECKS	5,000	9,305	12,442	9,801	15,733	17,665	12.3%



Headline Figures

OUR MEMBERSHIP	FYE 2018	FYE 2019	FYE 2020	FYE 2021	FYE 2022	FYE 2023
MEMBERSHIP NUMBERS	64	75	96	121	142	141
MEMBERSHIP REVENUE	16,323	17,775	27,985	33,742	44,036	72,938*

* increase due to the launch of Membership Plus service

OVERVIEW

- Member retention rate - Over 95%
- During 2023, we have delivered three membership plus options in Finance, Advocacy and Content & Comms. We will deliver further services in the period to 2025. Thirteen National Governing Body members have used our Membership plus service in the 2022/23 financial year.
- We have launched a procurement portal for Sport and Leisure. We will grow this year on year over the period to 2025 and track our member's measurable savings year on year.

RESOURCES

The WSA currently employs 6 full time, permanent staff, which is an increase of 1 since the last financial year.

WSA Employee investment £270,000



Our Funding Model

In 2015, WSA was 92% grant funded, by 2022 we have reduced this to just 48%, a slight uplift on previous years. We aim to increase our commercial revenue further during the next strategic cycle.

TRAINING COURSES

Over the last year, the WSA has delivered the following training courses, generating £7,625 of income.

	Grant Income	WSA Income
2015/16	92%	8%
2016/17	77%	23%
2017/18	57%	43%
2018/19	52%	48%
2019/20	42%	58%
2020/21	48%	52%
2021/22	52%*	48%
2022/23	48%	52%

	2021/22	2022/23
Time to Listen	12 courses	24 courses
Team Manager 1	4 courses	4 courses
Team Manager 2	3 courses	2 courses
NED Training	3 courses	1 course
Risk Training	1 course	1 course

