



# ENDURANCE

Casual Levy Update

# Rationale for Original Casual Levy Reduction

- Dwindling rider numbers
- Amplified by 2017 split in sport (DRNZ establishment)
- Between 2017 – 2022, rider numbers reduced by approximately 50%

# Rationale for Original Casual Levy Reduction

- ▶ For the last two years, ESNZ agreed to give NZ Endurance a reduced casual membership rate of \$5
- ▶ Purpose – to boost rider numbers and be competitive with DRNZ

## HAS THE REDUCED CASUAL LEVY MADE A DIFFERENCE?

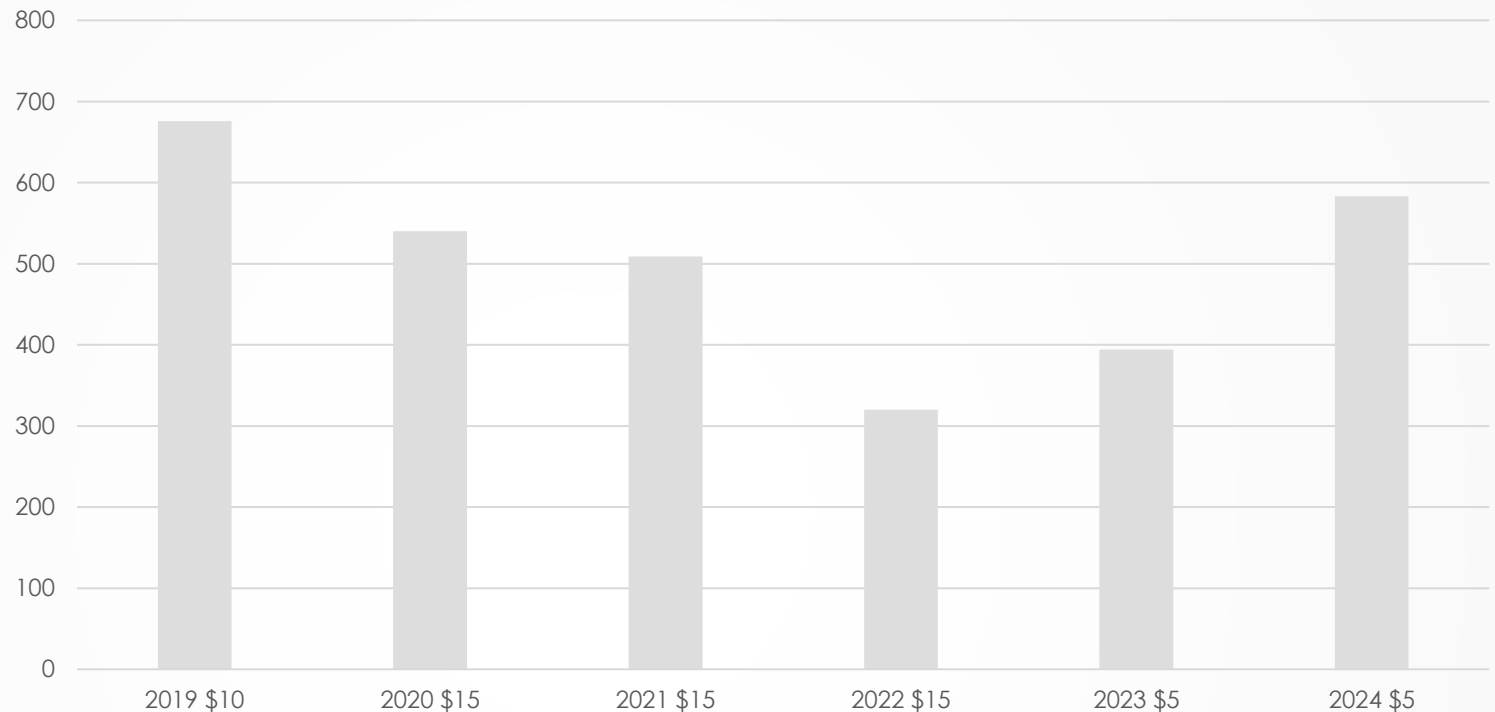
- ▶ On the face of it, it appeared to be working.
- ▶ Anecdotal feedback from Clubs has been positive.
- ▶ It feels like ESNZ has given them a break and showing support in a tangible way
- ▶ Many feel it has helped Clubs attract more riders into the sport
- ▶ We also thank Clubs for their efforts providing feedback and stats on this to us.

However....

- ▶ A closer look at the numbers shows data is inconclusive



## Casual Rider Numbers per Year

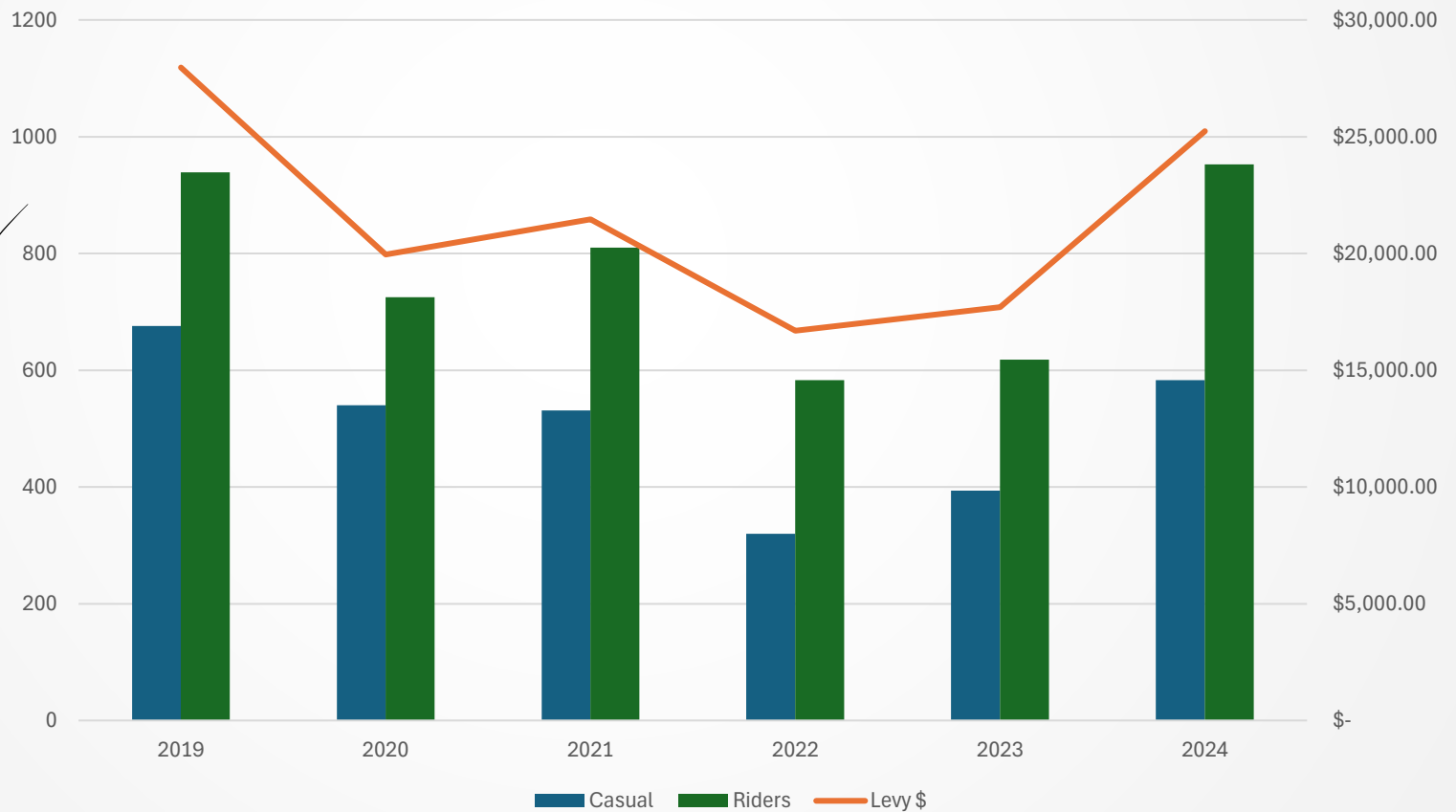


Looked at # of riders attending at lower levels and the total levies collected to get overall RIDER ACTIVITY LEVELS

No data is available prior to Year Ending 2019.

Results show Casual Membership appears to follow rider activity more closely than being \$ related

Casual Memberships, Riders under 39 Km in relation to Levies



# Conclusions

- ▶ Statistical evidence fails to show a clear correlation that reduced levy has made a significant difference
- ▶ We have struggled to provide enough concrete evidence to ESNZ to justify keeping \$5 as the rate
- ▶ ESNZ are only providing such an exemption to Endurance. There is momentum within the S & A program to move towards one sport and therefore align Endurance with other disciplines, fee-wise.
- ▶ Our best position was to sell to ESNZ that an increase to \$10 would be realistic versus one-jump to \$16.30.
- ▶ Result Retain reduced casual member fee but at rate of \$10 for Novice CTR & Intro Endurance (up to 39km) for one more season. Thereafter move to be same as other disciplines at the start of 2025/26 season.
- ▶ Of note DRNZ are charging \$15 day membership and \$70 membership this year vs ESNZ \$10 CM & \$54.30 Introductory

