

Summary of Southern Cross Alpine Lodge Survey 2012

142 responses collected between up till February 2013

39.4% of respondents first stayed at Southern Cross prior to 1990
54.9% of respondents heard about Southern Cross via family
43% of respondents are members of Southern Cross
13.9% of respondents were self-catering guests only during the survey period (December 2011 to January 2013)

79.7% of respondents said they were “very satisfied” overall with their stay at Southern Cross during the period December 2011 to January 2013. 20.3% were “satisfied”.

Booking process

Overall satisfaction with the booking process: 82.7% of respondents were very satisfied; the remainder of respondents were satisfied.

Similarly positive responses were gathered regarding ability to contact booking coordinator (77.2% very satisfied, 20.3% satisfied), ability to secure preferred accommodation dates (68.8% very satisfied, 26.3% satisfied), accommodation rates (73.8% very satisfied, 23.8% satisfied), and information provided to prepare guests for their stay at Southern Cross (81.3% very satisfied, 16.3% satisfied).

Staying at Southern Cross

Staff

Most respondents stated they were very satisfied with the lodge hosts (75.9%) and lodge chef (73.4%) during their recent stay/s.

Facilities

Generally respondents were positive in their feedback regarding the bedrooms, bathrooms, lounge rooms, ski/board storage and drying room. Several people extrapolated on their responses and gave comments on specific issues which the directors are taking into account. These comments included a need for updating and re-painting some areas, better heating, and a need for more storage of gear.

Catering

Satisfaction with the variety of meals provided, serving quantities, freshness of ingredients, special diet catering, food presentation, and snacks available was consistently split almost evenly across the “very satisfied” and “satisfied” categories.

Comments provided on these matters were also generally positive with a few specific examples where things could be improved.

Morning devotion

When asked if they found the morning devotion interesting, relevant, inclusive and something to look forward to, the majority of respondents ticked “very much” (range 48.4% to 62.5% depending on question). There were some less positive responses to these questions, too, and a few comments which suggested some people found it difficult to attend or follow due to their small children.

Evening devotion

The responses to this question were very similar to the morning devotion question. Again, some people commented on the difficulty of attending/following the devotion due to their young children. Other people commented on how the devotions are a “core value” and an “important part of Southern Cross”.

Other

86.1% of respondents did not use the lodge telephone during their stay.
79.7% of respondents did not use the lodge internet service during their stay.
Some people were unaware either service existed for their use but most people commented on having their own phone/mobile internet device which they were happy to use.

62.3% of respondents would make use of a simple espresso coffee machine if available. Several comments mentioned the need for a hot chocolate function too!

71.8% of respondents would not be interested in purchasing a commemorative fleece to mark Southern Cross’ 50th anniversary.

Thank you for the many suggestions of a venue in Sydney for the 50th anniversary celebrations to be held. Thank you also for your (often creative!) suggestions of ways to celebrate at the lodge throughout the winter season.

Alcohol policy

56.2% of respondents did not think the Southern Cross alcohol policy should be changed. 20.8% stated they would like it changed. 23.1% were undecided.

There were a lot of comments regarding changing of the alcohol policy and the practical aspects of having alcohol at the lodge. A few of these comments have been reproduced below:

"I have children who I do not want to be around alcohol"

"The great thing about the lodge is that if we want a drink we can walk to the hotel, away from children"

"Not possible to regulate use"

"A social glass of wine or a beer is acceptable, but monitoring of compliance required"

"Christians do enjoy a drink and if there are children and teens staying it is good for them to see responsible use of alcohol"

"Limit the total amount of alcohol allowed and it must be surrendered to the hosts on arrival"

"Wine glasses break very easily"

"Not currently room to place wine in fridges"

"As regular wine drinkers, we have never had a problem with going to the pub for a drink after skiing/dinner"

"Heavy to transport"

"Most people are responsible with alcohol. The kinds of people who stay at Southern Cross are not likely to cause problems"

Conclusion

As you can appreciate, maintaining and running a ski lodge is a costly business and one that the directors want to do well. As volunteers, we take our role seriously and appreciate your feedback and comments which assist us in improving the lodge so that it might be a blessing to all who visit.

We are pleased to see that so many people are happy with the way Southern Cross is currently being run. We acknowledge there are areas for improvement and, funds permitting, we plan to address several of these issues in the coming months. One of the joys of Southern Cross is its location in the Kosziuszko National Park however with this comes a premium for any building and construction work, the logistical hassles of being hundreds of kilometres from major cities, and seasonal climate issues meaning the window for work to be done is small. However none of this is new and thus far the Lord has greatly blessed the ministry of the lodge. We continue to commit the ongoing maintenance and development plans to him.

As directors, we are always pleased to hear from members and guests. Your attendance and involvement at working bees, AGMs, 50th celebration events and in promoting the lodge to your family and friends is always appreciated.

We look forward to seeing you at the lodge in 2013!

Graham Morrison
Brian Gaetjens
Charlotte Hesse
Paul Campbell-Allen
Andrew Green
Jenny Carrick
Steve Thompson