2020/21
Community Survey Findings

Closing the loop summary

iap2.org.au
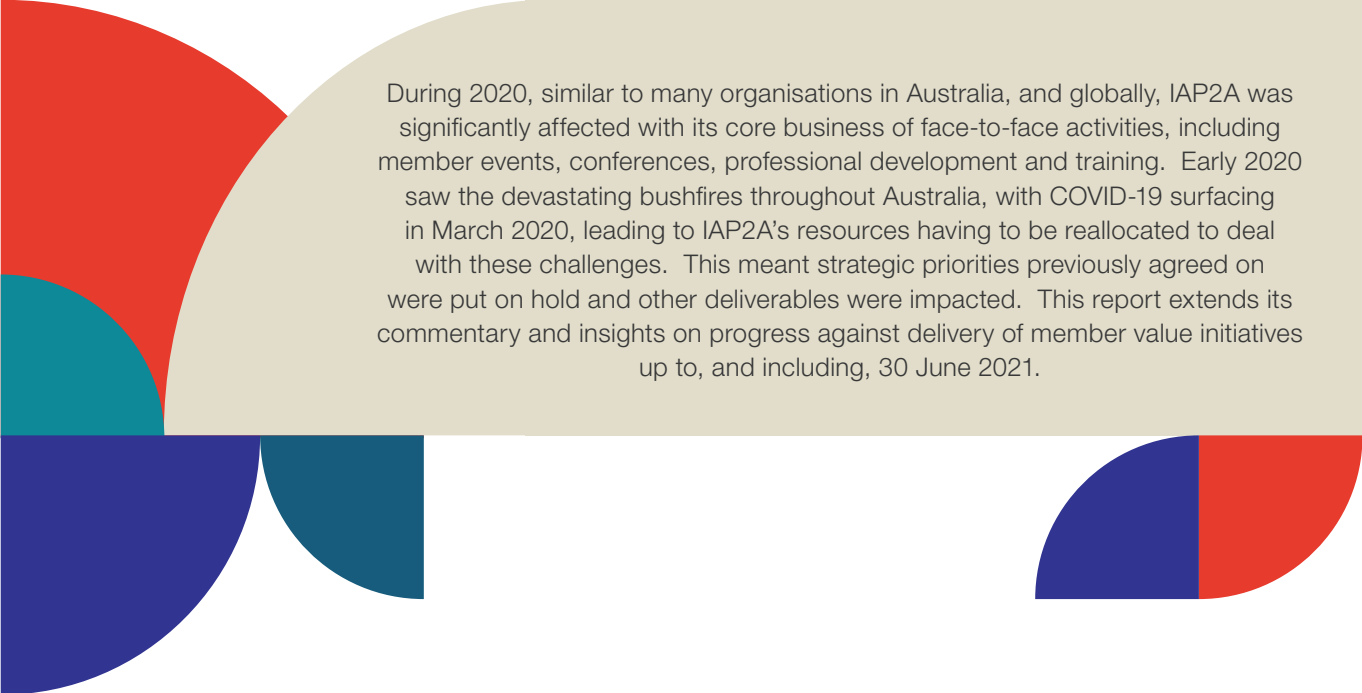
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EXECUTIVE SUMMARY

Foreword

For many years, the International Association for Public Participation Australasia (IAP2A) has commissioned a member survey on a regular basis. In 2018, members of the IAP2A Research Working Group reviewed previous surveys and supported IAP2A to launch a redesigned Community Survey. This summary report presents the 2020 findings and includes a comparison with the findings from the 2018 and 2019 surveys.

During 2020, similar to many organisations in Australia, and globally, IAP2A was significantly affected with its core business of face-to-face activities, including member events, conferences, professional development and training. Early 2020 saw the devastating bushfires throughout Australia, with COVID-19 surfacing in March 2020, leading to IAP2A's resources having to be reallocated to deal with these challenges. This meant strategic priorities previously agreed on were put on hold and other deliverables were impacted. This report extends its commentary and insights on progress against delivery of member value initiatives up to, and including, 30 June 2021.

2020 Community Survey – participants

In 2020, there were:

345 participants

66.3%
identified as an IAP2A member
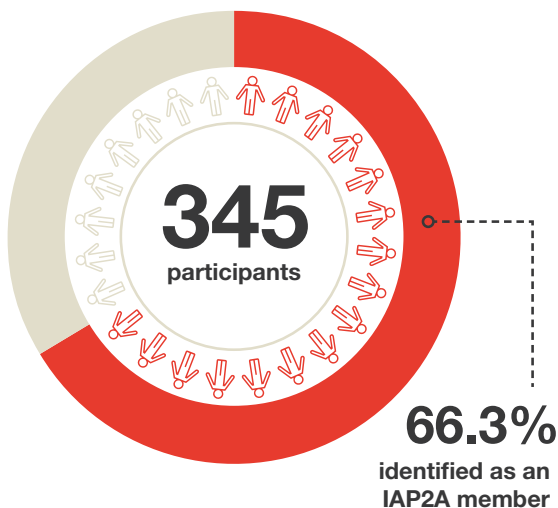
The profiling shows the diversity of the IAP2A community with participants:

- Residing in all Australian states and territories and New Zealand

- Identifying as female, male and other genders

- Aged under 25 years through to over 70 years

- Working in a variety of industries and sectors

- Having a range of employment situations and working as employees, self-employed sole traders and owners, managers or directors in organisations of varying sizes

- Fluctuating in terms of years working in the field of stakeholder and community engagement, with many working for 10 or more years

- Many members have the IAP2A membership fee paid by their organisation or employer

2020 Community Survey – highlights

Feedback from members (229 respondents)

- **The majority of members were satisfied or very satisfied with most aspects of the IAP2A organisation, offerings and their membership.** The top four areas were: *Training services (certificate, foundations); Leadership of the organisation; IAP2A understanding the strategic issues facing the practice; and IAP2A effectively advocating on behalf of the practice.* Overall mean satisfaction score with membership of IAP2A was 6.93, 68% reported a rating of 7 or higher out of 10.

- **Many members were likely to recommend IAP2A products, services and events to others.** Overall Net Promoter Score was +4, 72% reported a rating of 7 or higher (0 to 10 = Very likely to recommend IAP2A to others). Top four key drivers were: *Training services; Resources; Leadership of the organisation; and IAP2A understands the strategic issues facing the practice.*

- **Members reported a range of challenges having been experienced in relation to community engagement in the past 12 months.** The four most frequently reported were: *Engagement is not understood or tokenistic; Public distrust, apathy or fatigue; Insufficient resources (budget or timelines); and Engaging on difficult projects / decisions and in difficult contexts.*

- **Members reported a variety of exciting new trends and opportunities emerging for Our Practice, Our Profile and Our Communities.** The four most frequently reported were: *Use of online and digital methods of participation (Our Practice); Increasing demands and expectations of authentic engagements (Our Communities); Co-design with stakeholders (Our Practice); and Use of new technologies, gamification and virtual / augmented reality (Our Practice).*

- **Many members agree it is appropriate for IAP2A to support professionals' mental health and wellbeing.** Mixed views were reported by members, however, the majority (55% or 106 out of 192) supported IAP2A providing Information, resources and links to helpful organisations.

- **Many members showed interest in specific topics being posted about on IAP2A social media channels (Facebook, LinkedIn, Twitter and Instagram).** The four most frequently reported were: *Industry-related news; Events; Member spotlights; and Case studies.*

Feedback from non-members (96 respondents)

- **Participants indicated they are not a current IAP2A member for a variety of reasons.** The top four reasons were: *Not enough time to use the benefits; Employer stopped paying membership subscription; Do not receive the expected value to justify the cost; and Completed my training and no longer require access to discount courses.*

- **The majority of non-members are likely to recommend IAP2A.** 88.5% of non-member participants would probably or definitely recommend IAP2A to a friends or colleagues.

- **The majority of non-members are likely to consider joining IAP2A in the future.** 74.0% of non-member participants would probably or definitely consider joining IAP2A in the future.

Strategic recommendations

Based on the findings, **four recommendations are proposed** for the ensuing 12 months:

- **Investing in the future of the profession** through professional development and training pathways that are flexible, accessible and embeds Diversity, Equality and Inclusion (DEI) principles, and a professional recognition program to support the professionalisation of the engagement sector.

- **Championing the evidence and value of Engagement** through research, advocacy and showcasing best practice.

- **Providing trusted tools, resources, case studies and events** to support the engagement profession to connect and share knowledge.

- **Continue to build a strong and sustainable organisation** to strengthen and advance engagement.

1. INTRODUCTION

1.1 About IAP2 Australasia (IAP2A)

The International Association for Public Participation (IAP2) is a global member association which seeks to promote and improve the practice of public participation or community and stakeholder engagement. The association incorporates individuals, governments, institutions and other entities that affect the public interest throughout the world.

As an international leader in public participation, IAP2 has developed tools that are widely used and acknowledged. These are the *Core Values for Public Participation* for use in the development and implementation of public participation processes; the *IAP2 Public Participation Spectrum* which assists with the selection of the level of participation that defines the public's role in any community engagement program; and the *Quality Assurance Standard for Community and Stakeholder Engagement* which is recognised as the international standard for public participation practice.

IAP2A is the largest IAP2 affiliate in the world and has almost 11,000 members.

IAP2A's Vision and Mission are:

Vision	*Authentic engagement, everyday*
Mission	*Champion the world's largest community of engagement professionals by offering leading professional development, trusted services, events and advocacy across Australia and New Zealand.*

The purpose of IAP2A is summarised by the objects set out in its Constitution, which include:

To advance the education of the community by teaching and communicating the principles of public participation and how to achieve effective community and stakeholder engagement (or public participation).

Solely to further the objects, the association may:

- Educate the community on how to meaningfully engage people for better decisions;

- Be leaders in effective community engagement (public participation) excellence;

- Promote a results orientated research agenda and use research to support educational and advocacy goals;

- Promote best practice for public participation throughout Australasia; and

- Do all things incidental or conducive to furthering the objects.

IAP2A is governed by an elected volunteer Board from its membership. The Board assumes overall governance responsibility, ensuring that the association is solvent, well-run and delivers against its purpose. It is assisted by a network of committees and working groups made up of volunteers from the profession and the public.

Further information about IAP2A visit iap2.org.au.

1.2   **Objectives**

IAP2A has commissioned an Annual Community Survey[1] on a regular basis. In 2018, the newly formed IAP2A Research Working Group identified the redesigning of the community survey as a priority project. In 2018, members of the IAP2A Research Working Group formed the Community Survey Project Team. This Team reviewed previous surveys and supported IAP2A to launch a redesigned Community Survey in 2018 which was further refined and used in 2019 and 2020.

The community survey aims to:

- Track member satisfaction and views about organisational performance

- Identify areas and services that are working well, as well as areas for improvement

- Assist IAP2A to understand and support its community with emerging challenges and opportunities

- Gather timely input and feedback to inform decision-making

Figure 1 shows how the Annual Community Survey aligns with and informs IAP2A's Strategic Plan[2]. The Community Survey specifically relates to the key objective *Strengthening Engagement Networks* and Key measure 2.1 *Our members are at the heart of everything we do*.

Figure 1: Interconnections surrounding the Annual Community Survey
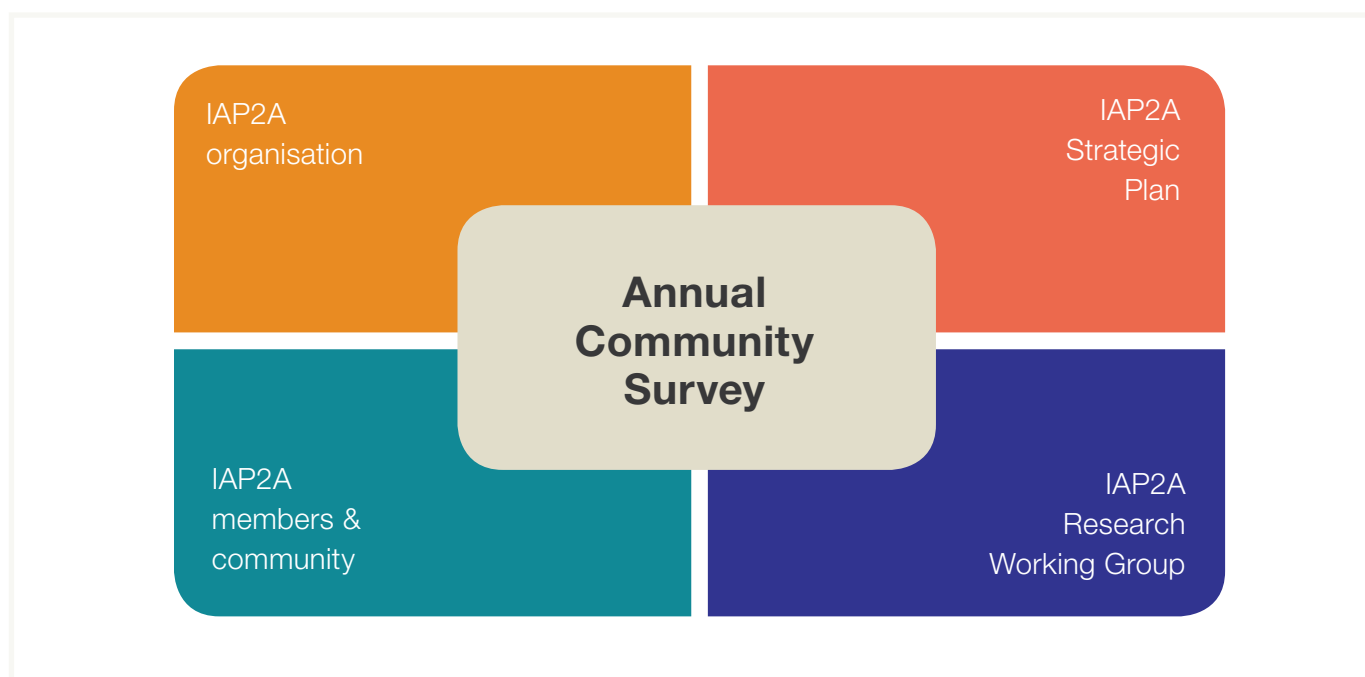
This *Closing the loop summary* presents the 2020 Community Survey findings and includes a comparison with the findings from the 2018 and 2019 surveys. A detailed findings report has also been produced for the IAP2A Management and Board.

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[1] Until 2017 the annual survey was referred to as Member Survey. From 2018 the name has been changed to Annual Community Survey.

[2] IAP2 Australasia Strategic Plan to 30 June 2021. The Strategic Plan until 30 June 2025 can be accessed here.

1.3 **Methodology**

The online Community Survey was open from 16 February to 5 March 2021. Over 11,800 members of the IAP2A community were invited to participate via announcements on social media channels (Facebook, LinkedIn, Twitter and Instagram). Email notifications were also sent on 16 February 2021 with reminders sent on 1 and 4 March. Open rates for the original email and reminders varied from 12.25% to 17.16%.

A total of 345 community members voluntarily elected to anonymously complete the survey. 66.3% of participants identified a membership connection (see Table 1).

Table 1: Description of connection to IAP2A (Population and 2020 sample)

Connection to IAP2A	Population (Number / %)		2020 Sample (Number / %)	
Organisational members (corporate and small business members including employees)	4,749	40.09%	109	31.6%
Individual members	1,795	15.15%	115	33.3%
Student members	234	1.97%	5	1.4%
Member sub-total	*6,778*	*57.21%*	*229*	*70.5%*
*Subscribed non-members	5,069	42.79%	83	24.1%
Not stated or unsure or prefer not to say	0	0.0%	33	9.6%
Totals	**11,847**	**100.0%**	**345**	**100.0%**

Note: Subscribed non-members include people who have attended training or an event, opted in for the Engagement Matters Newsletter and those with a lapsed membership

1.4 Survey questions

The surveying instrument comprised six sections and covered a variety of areas of inquiry (see Table 2). The survey comprised closed and open-ended questions.

Table 2: Overview of survey sections and areas of inquiry

Survey sections	Areas of inquiry
Participant demographics	Connection to IAP2A; place of residence; gender; age; work industry; employment situation; work tenure; and payment of membership fee
Members only	
Challenges experienced in the past 12 months	Challenges personally experienced in relation to community engagement in the past 12 months
Exciting new trends and opportunities emerging	Exciting new trends and opportunities seen as emerging
Topic of interest – Mental health and wellbeing	Actions appropriate for IAP2A to support professional mental health and wellbeing
Content of interest for posts on social media	Topics of interest for IAP2A to post on social media
General feedback	Final comments and suggestions
Satisfaction	Overall satisfaction with IAP2A membership, organisation and specific IAP2A offerings (products, services, events and actions)
Likelihood to recommend IAP2A	Likelihood to recommend IAP2A to others; drivers of likely recommendations; suggestions to inspire members to recommend IAP2A
Non-members only	
Main reason for not being a current member	Primary reason for not being a current member of IAP2A
Likelihood of recommending IAP2A	Likelihood of recommending IAP2A to a friend or colleague
Likelihood of considering joining IAP2A	Likelihood of considering joining IAP2A in the future

2. **DESCRIPTION OF PARTICIPANTS**

The demographic information reported by participants shows the diversity of the IAP2A community in relation to place of residence, gender, age, work industry, employment situation, and work tenure.

2.1 **Place of residence**

Participation was apparent across all Australian states and territories and New Zealand (see Figure 2). Participation was highest by community members in Victoria, New South Wales and Queensland, being representative of IAP2A's membership composition.

Figure 2: Participation levels across Australia and New Zealand (n=345)
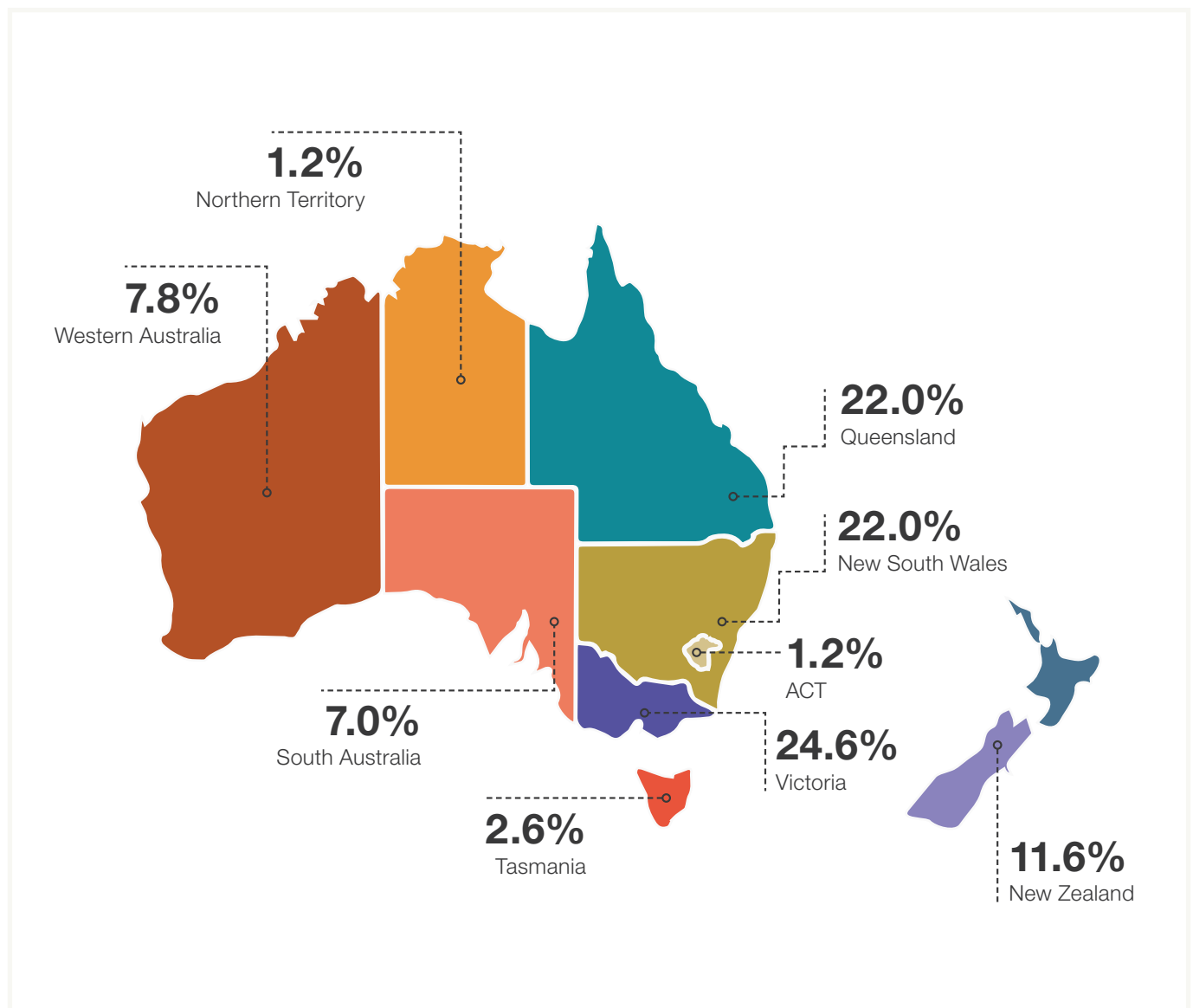
2.2 Gender

Participation was apparent by Females, Males and Other genders (see Figure 3). The majority of participants were Female community members.

Figure 3: Participation levels by gender (n=345)
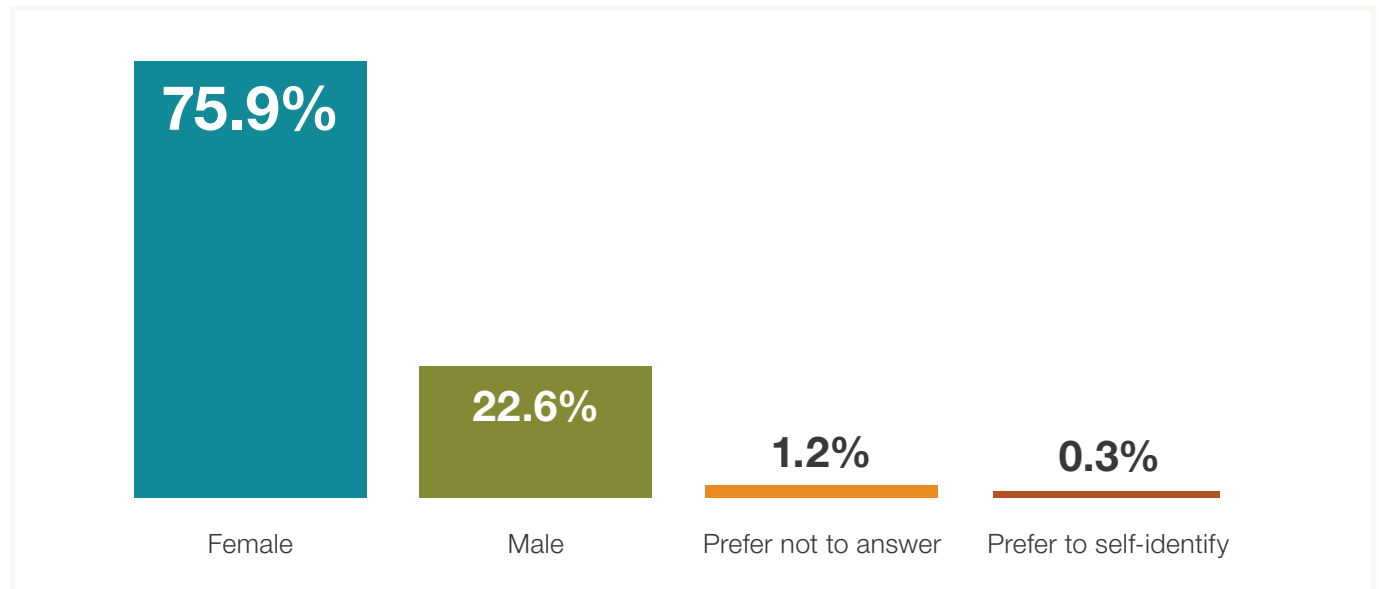
2.3 Age

Participation was apparent across all age groupings (see Figure 4). Participation was highest by community members aged 40 to 49 years.

Figure 4: Participation levels by age (n=345)
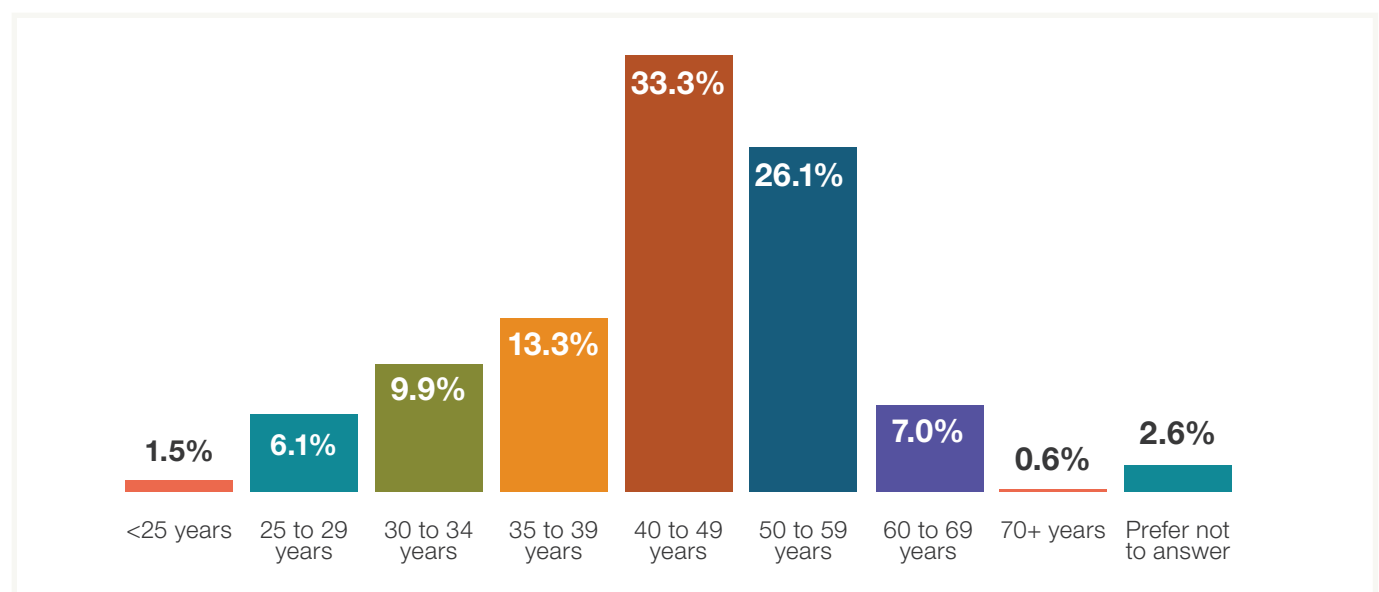
2.4 **Work industry**

Participants were asked to report the industry where they do most of their work. Figure 5 shows the spread of participants working across the corresponding sectors and whilst it demonstrates participants working across a broad range of industries, around 47% of participants identified the industry where they do most of their work as Local / Municipal Government or State / Provincial Government.

Figure 5: Participation levels across work industries (n=345)

Industry	Percentage
Government - Local / Municipal	24.4%
Government - State / Municipal	21.7%
Construction / Engineering / Infrastructure	11.0%
Community Services	7.8%
Other	7.0%
Health Services	4.9%
Communications	4.6%
Professional / Scientific / Technical Services	4.1%
Utilities	3.2%
Agriculture / Forestry / Fishing	2.6%
Transport / Logistics	2.3%
Education / Training	1.7%
Government - Federal / Central	1.5%
Mining / Resources	1.2%
Property	0.6%
Tourism / Hospitality	0.3%
Telecommunications	0.3%
Retail Trade	0.3%
Manufacturing	0.3%
Arts	0.3%

2.5 **Employment situation**

Participation was apparent by employees from the public and private sectors, as well as those who identified as self-employed / sole traders and owners / managers / directors across a range of organisational sizes (see Figure 6). Many participants identified as employees (78.9%) and employees working in the government sector (48.4%).

Figure 6: Employment situation reported by participants (n=337)

8.9%
Owner/manager/director
- all organisation sizes

8.3%
Employee - SME company

8.0%
Employee - not for profit

6.5%
Self-employed/sole trader

5.6%
Student, seeking work, other

14.2%
Employee - large company (200+ employees)

48.4%
Employee - local, state or federal government

Note: SME companies included micro, small and medium enterprises with two to 199 employees. Large companies comprised those with 200+ employees

2.6 **Work tenure**

Participants varied greatly in relation to the number of years they have been working in the field of stakeholder and community engagement (see Figure 7). Many participants reported working in the field for 10 or more years (46.4%).

Figure 7: Work tenure reported by participants (n=336)

1.8%	3.0%	6.6%	22.0%	20.2%	21.1%	25.3%
Not working in community engagement	< 1 year	1 to < 2 years	2 to < 5 years	5 to <10 years	10 to < 15 years	15+ years
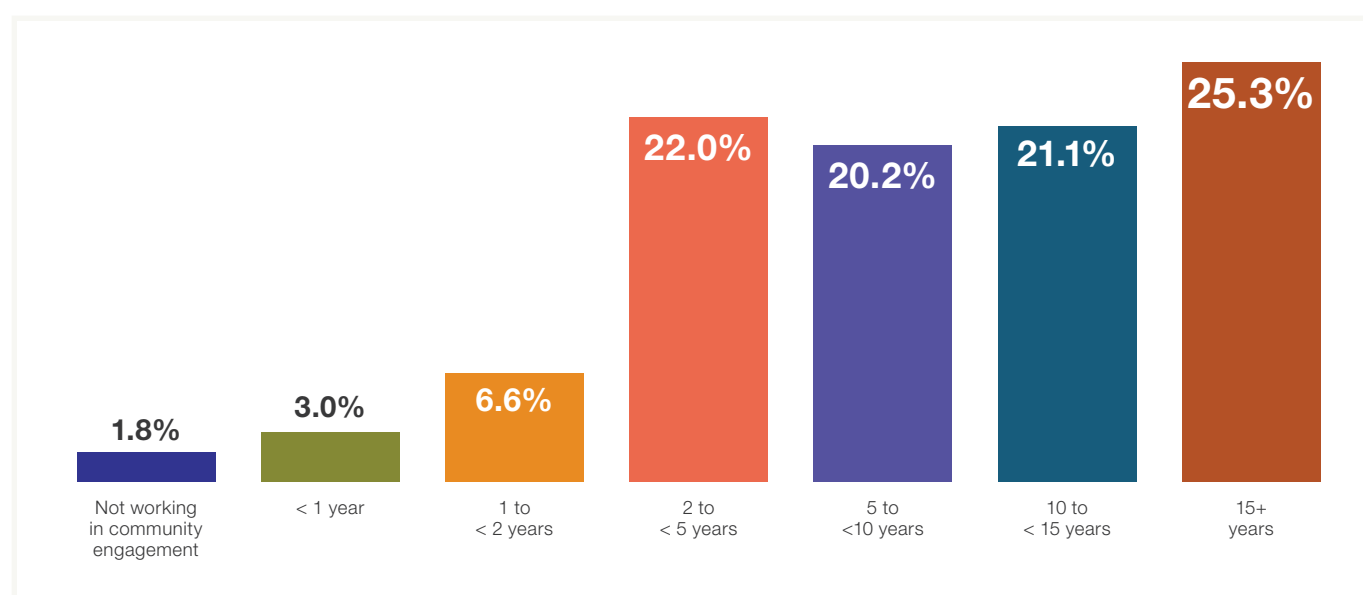
2.7 Payment of membership fee (members only)

Member participants were asked 'Who pays your IAP2A membership fee?' and responses show the fee is paid by both individuals and organisations or employers (see Figure 8). Most members reported the fee is paid by their organisation.

Figure 8: Fee payment arrangement reported by members (n=228)

39.5%
I do (includes those who are self-employed / solo operators)

60.5%
My organisation or employer
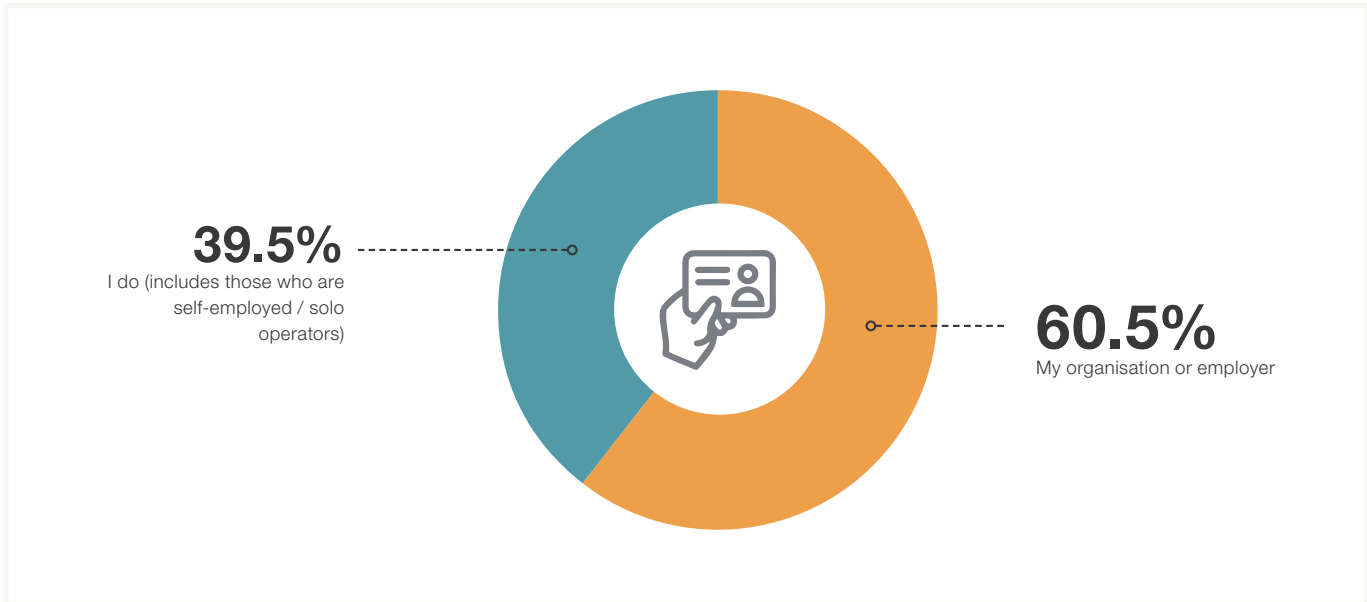
3. CHALLENGES EXPERIENCED IN THE PAST 12 MONTHS

As a member-based organisation, it is critical to regularly monitor the challenges facing members and the IAP2A community. Understanding and tracking known, and new challenges is important to the continuous improvement and evolvement of IAP2A.

In response to the interim findings from the 2020 Annual Community Survey, as well as other evaluations / input, IAP2A conducted a strategic review with the Board in March 2021 and identified its future priority objectives to strengthen the suite of existing member benefits. This included: building on existing services to grow the future learning practice and meet emerging professional development needs; provide more accessible, responsive and collaborative learning and service opportunities to advance and strengthen the engagement practice; access to high-value events and networking opportunities; invest in research that provides evidence and showcases the value of authentic engagement; empower members with tools, resources, calls to action and templates to influence key decision-makers; and establish a professional recognition program with post-nominals that demonstrates the professionalism of the engagement sector.

3.1 Challenges experienced in relation to community engagement

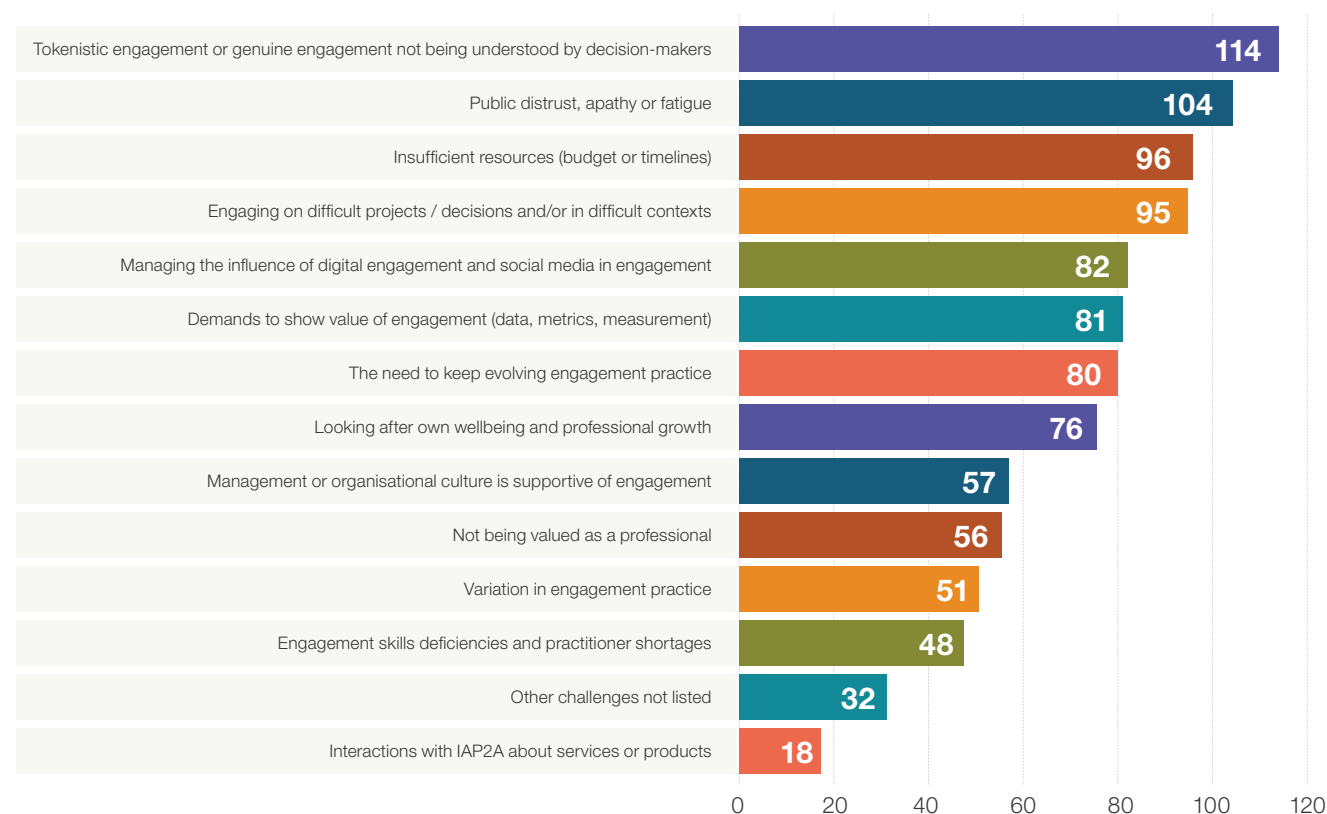Members were asked 'Which challenges have you personally experienced in relation to community engagement in the past 12 months?' and could select one or more of the prescribed options. Figure 9 shows the extent to which challenges have been experienced in the past 12 months. *Engagement not being understood by decision-makers or tokenistic engagement* was selected by 114 (or 58.5% of) members, as well as being selected as the leading challenge across the last three surveys.

Figure 9: Overview of challenges experienced by members in the past 12 months (n=195)

Challenge	Count
Tokenistic engagement or genuine engagement not being understood by decision-makers	114
Public distrust, apathy or fatigue	104
Insufficient resources (budget or timelines)	96
Engaging on difficult projects / decisions and/or in difficult contexts	95
Managing the influence of digital engagement and social media in engagement	82
Demands to show value of engagement (data, metrics, measurement)	81
The need to keep evolving engagement practice	80
Looking after own wellbeing and professional growth	76
Management or organisational culture is supportive of engagement	57
Not being valued as a professional	56
Variation in engagement practice	51
Engagement skills deficiencies and practitioner shortages	48
Other challenges not listed	32
Interactions with IAP2A about services or products	18

3.2 **Other challenges personally experienced**

32 members selected 'Any other challenges not listed above?' and provided a personalised response. Topics emerging from the analysis accompanied by selected verbatim responses are presented below.

Adapting engagement in changing COVID-19 restrictions	Limited organisational understanding and valuing of engagement practices	Personal impact of COVID-19
- Adapting to changing COVID restrictions at short notice - Organisation deciding to continue engaging face-to-face with COVID safe practices, engagement feeling insensitive - Blending online with in room workshops - Difficulties with really engaging people online	- Decision makers starting to accept and value of engagement - Lack of organisational skills and understanding about good engagement and genuine deliberative engagement - Unsupportive culture and tokenistic engagement	- Less engagement work - Unemployment - Working from home

Strategic recommendations to address challenges and emerging trends

- Explore opportunities to assist professionals with common challenges and emerging new trends through responsive professional development, high-value events, networking and other opportunities such as webinars, conferences and symposiums.

- Showcase the value of authentic engagement, to support embedding engagement into policy and regulatory frameworks.

- Empower members with tools, resources, calls to action and templates to influence key decision-makers.

4. **EXCITING NEW TRENDS AND OPPORTUNITIES EMERGING**

Understanding and tracking known and new trends and opportunities is also important to the continuous improvement and evolvement of IAP2A.
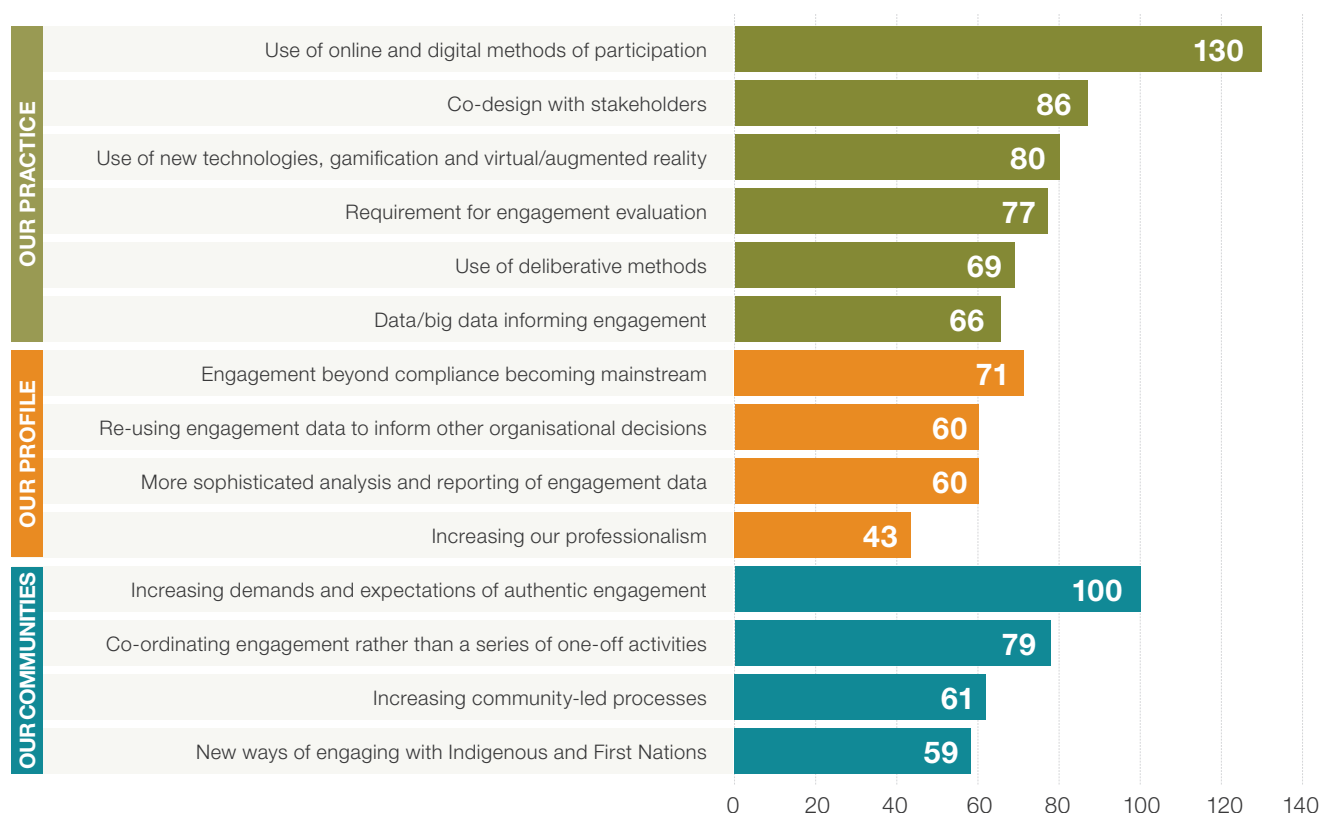
The Advocacy Strategy, launch of other Professional Development opportunities, introduction of the post-nominals project, and the launch of the new Global Learning Pathway continue to be key priorities for IAP2A in 2021.

Participants were asked 'What exciting new trends and opportunities are you seeing emerge?' and could select one or more of the prescribed options across three categories: `Our Practice`, `Our Profile` and `Our Communities`

More than 96 (or 50% of) members reported two particular trends and opportunities emerging (see Figure 10):

- `Our Practice:` Use of online and digital methods of participation

- `Our Communities:` Increasing demands and expectations of authentic engagement

Figure 10: Overview of new trends and opportunities (n=192)

OUR PRACTICE	
Use of online and digital methods of participation	130
Co-design with stakeholders	86
Use of new technologies, gamification and virtual/augmented reality	80
Requirement for engagement evaluation	77
Use of deliberative methods	69
Data/big data informing engagement	66

OUR PROFILE	
Engagement beyond compliance becoming mainstream	71
Re-using engagement data to inform other organisational decisions	60
More sophisticated analysis and reporting of engagement data	60
Increasing our professionalism	43

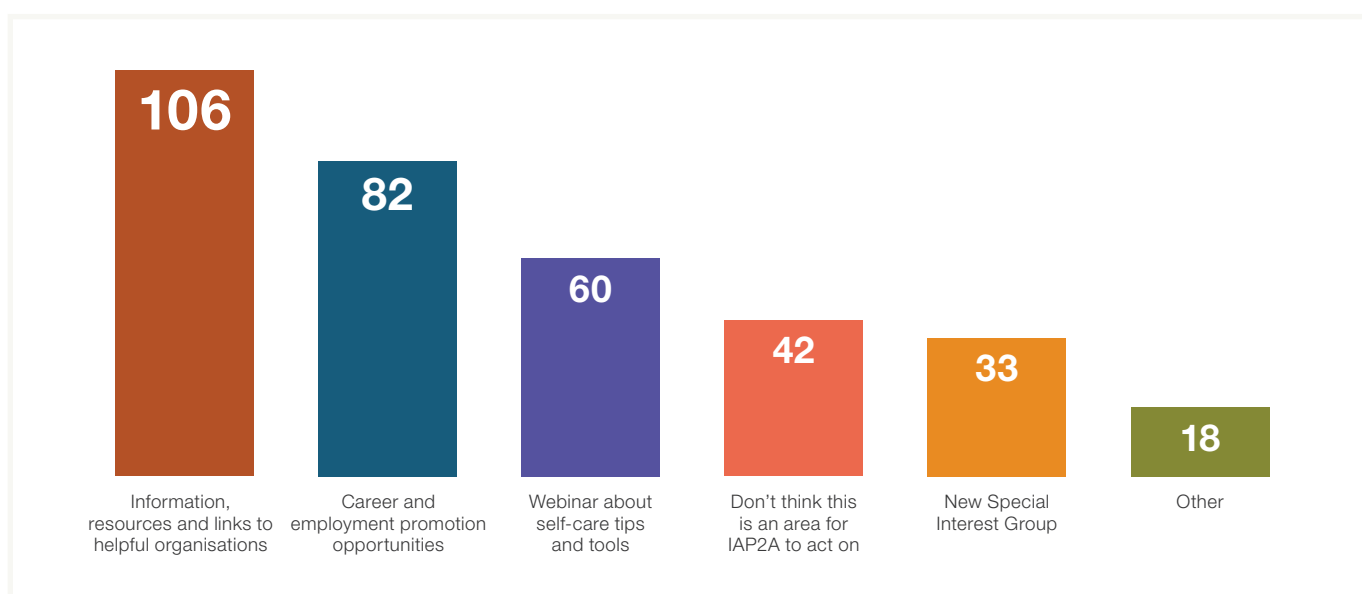| OUR COMMUNITIES	
Increasing demands and expectations of authentic engagement	100
Co-ordinating engagement rather than a series of one-off activities	79
Increasing community-led processes	61
New ways of engaging with Indigenous and First Nations	59

5. **TOPIC OF INTEREST – MENTAL HEALTH AND WELLBEING**

In the 2019 Community Survey, the majority of respondents indicated professionals' health and wellbeing is a topic worthy of IAP2A's attention to a large or very large extent. Building upon this finding, members were asked about appropriate actions for IAP2A to take to support professional mental health and wellbeing, thus strengthening its member-centric culture.

Members were asked 'What actions do you think are appropriate for IAP2A to support professional mental health and wellbeing?' (select all that apply). Whilst Figure 11 shows mixed views were reported by members, the majority (55% or 106 of 192) supported providing *Information, resources and links to helpful organisations.*

Figure 11: Appropriate actions for IAP2A to support professional mental health and wellbeing (n=192)

106	82	60	42	33	18
Information, resources and links to helpful organisations	Career and employment promotion opportunities	Webinar about self-care tips and tools	Don't think this is an area for IAP2A to act on	New Special Interest Group	Other

Strategic recommendation to support professional mental health and wellbeing

- Provide members with information and resources sourced from reputable health and wellbeing service organisations

- Continue to provide career and employment promotion opportunities for members

6. GENERAL FEEDBACK

6.1 Interest topics for posts on IAP2A social media

IAP2A is active on social media (i.e. Facebook, Instagram, LinkedIn and Twitter) and keen to understand topics of interest to increase the level of engagement by its community.

Members were asked 'What topics would you like to see posted about on social media? (i.e. events, volunteer opportunities, member spotlights, industry-related news)' and 141 members provided a personalised response. Table 3 shows topics emerging from the analysis accompanied by frequency counts.

Table 3: Interest topics for posts on social media (n=141)

Topics of interest	No. of mentions
Industry-related news	53
Events	47
Member spotlights	32
Case studies	29
Volunteering opportunities	26
Best practice examples, tips and guides	21
Industry trends, issues and research	21
Training, professional development, courses and conferences	13
Interactive dialogue opportunities	6
Unsure, not active or supportive of social media	6
Employment opportunities	5
Advocacy, campaigns and initiatives	4
Diverse mix of relevant content	3
Mentoring and networking opportunities	3
Outcomes and success stories	3
Other	8
Total references	**280**

132

TOP 3 SUMMARY TOTAL

6.2 **Final comments and suggestions**

Members were invited to provide final comments or suggestions and 62 provided personalised feedback. A selection of topics emerging from the analysis and illustrative sub-themes is presented below.

Compliments	**Engaging with members and discussing key topics**	**Provide access to more resources**
• Really value my membership to IAP2A and the webinars, resources and training offered • Thank you for doing this survey • IAP2 staff, board and trainers did a great job pivoting offerings online during 2020, well done • Looking forward to the next conference and enjoying the local network events	• More information and discussion about infrastructure projects, engaging stakeholders in co-designed outcomes, collaborative decision making, managing outrage, advocating for good engagement practice, adapting the spectrum and hot topics • More opportunities to volunteer or mentor • Engage with members, particularly those working in the fringes, about issues that impact them	• More case studies, readings, blogs, practitioner profiles, lessons learned and success stories • Access to best practice engagement tools and templates • Continue to provide affordable / free webinars and digital resources
Expand training and course offerings	**Review website and brand**	**More events and networks**
• More flexibility around training courses, provide low-cost options • More emphasis in training and member resources on facilitation skills and how to negotiate for good engagement practice when facing constraints • National recognition of Course or university recognition of modules as part of broader discipline	• Provide email notifications and a section promoting job opportunities • Review the website, streamline the resources section • Update and reinvigorate the IAP2A brand or 'persona' • Advocate for the profession of engagement to be formally recognised	• More networking opportunities or webinars specific to certain industries or rural locations • More opportunities for members to connect and talk about local issues and new ideas, in-person or online

7. SATISFACTION WITH IAP2A AND LIKELIHOOD TO RECOMMEND

Understanding and tracking levels of satisfaction, loyalty and likelihood to recommend to others is important to the continuous improvement and evolvement of IAP2A.

In response to the interim findings from the 2020 Annual Community Survey, as well as other evaluations / input, IAP2A has focused on: delivering digital training and expanding its training and course offering; made progress in areas of the post-nominals project; and accelerated the implementation of the Advocacy Strategy.

7.1 Overall satisfaction with IAP2A organisation and offerings

Participants were asked to indicate their level of satisfaction with IAP2A offerings (products, services and events) using a rating scale (1 = Not at all satisfied, 2 = Not very satisfied, 3 = Moderately satisfied, 4 = Satisfied and 5 = Very satisfied, or Not applicable / don't know). Participants were also asked 'Overall, how satisfied are you with your membership of IAP2A?' and invited to respond using a scale from 1 to 10 = Very satisfied.

Table 4 presents mean average satisfaction ratings and the proportion of satisfied and very satisfied participants, in descending order. Mean ratings and satisfaction levels varied across the 10 statements. Participants were particularly satisfied with *Training services* and the majority were satisfied or very satisfied with all offerings, with the exception of *Local networks and events*. The overall mean satisfaction level was 6.93 out of 10 (n=205).

Table 4: Satisfaction with IAP2A organisation operations and services

	IAP2A organisation and offerings	Mean satisfaction rating	Satisfied and very satisfied (%)
1.	Training services (i.e. certificate, foundations) (n=208)	3.80	73%
2.	The leadership of the organisation (n=208)	3.72	67%
3.	IAP2A understands the strategic issues facing the practice (n=207)	3.70	67%
4.	IAP2A effectively advocates on behalf of the practice (n=209)	3.68	63%
5.	Online publications and newsletters (i.e. Engagement Matters, training, local events, announcements and reports) (n=206)	3.58	61%
6.	IAP2A professional development opportunities (n=208)	3.52	58%
7.	IAP2A keeps you up to date with developments in our field (n=208)	3.51	54%
8.	Resources (i.e. members only/public, conference, awards case studies) (n=208)	3.49	56%
9.	Opportunities provided to members for engagement with IAP2A (n=208)	3.47	60%
10.	Local networks and events (n=208)	3.04	37%
Overall mean satisfaction rating (1-10) (n=205)		**6.93 / 10**	

7.2 **Net Promoter Score and likelihood to recommend IAP2A offerings**

The Net Promoter Score (NPS) is an index ranging from -100 to +100 that measures willingness to recommend a company's products or services to others. It is used as a proxy for gauging overall satisfaction with an organisation's product or service and the customer's loyalty to the brand. The NPS is calculated by taking the percentage of all 'promotors' (9 - 10 rating) and subtracting the percentages of all 'detractors' (0 - 6 rating).

While the interpretation of the NPS can vary dependant on the industry, in general terms,

- a negative result (below 0) indicates an opportunity for improvement

- a positive result (anything higher than 0) is regarded as 'good'

- a positive result of 50+ is regarded as 'excellent'

Members were asked 'How likely are you to recommend IAP2A products, services and events to others?' and responded using a sliding scale from 0 to 10 = Very likely.

205 members answered this question. Analysis of the ratings showed:

- members reporting a rating of 7 or higher: 72%

- mean average rating: 7.33 / 10

- overall NPS: +4

28%
Detractors
(0-6 rating)

39%
Passives
(7-8 rating)

33%
Promotors
(9-10 rating)
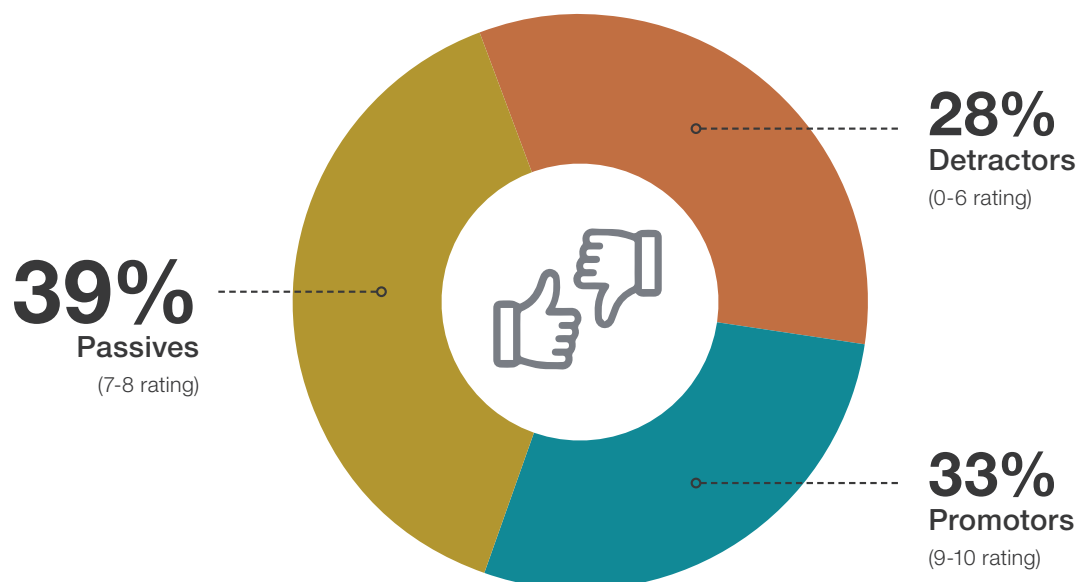
7.3 Drivers of likelihood to recommend IAP2A offerings
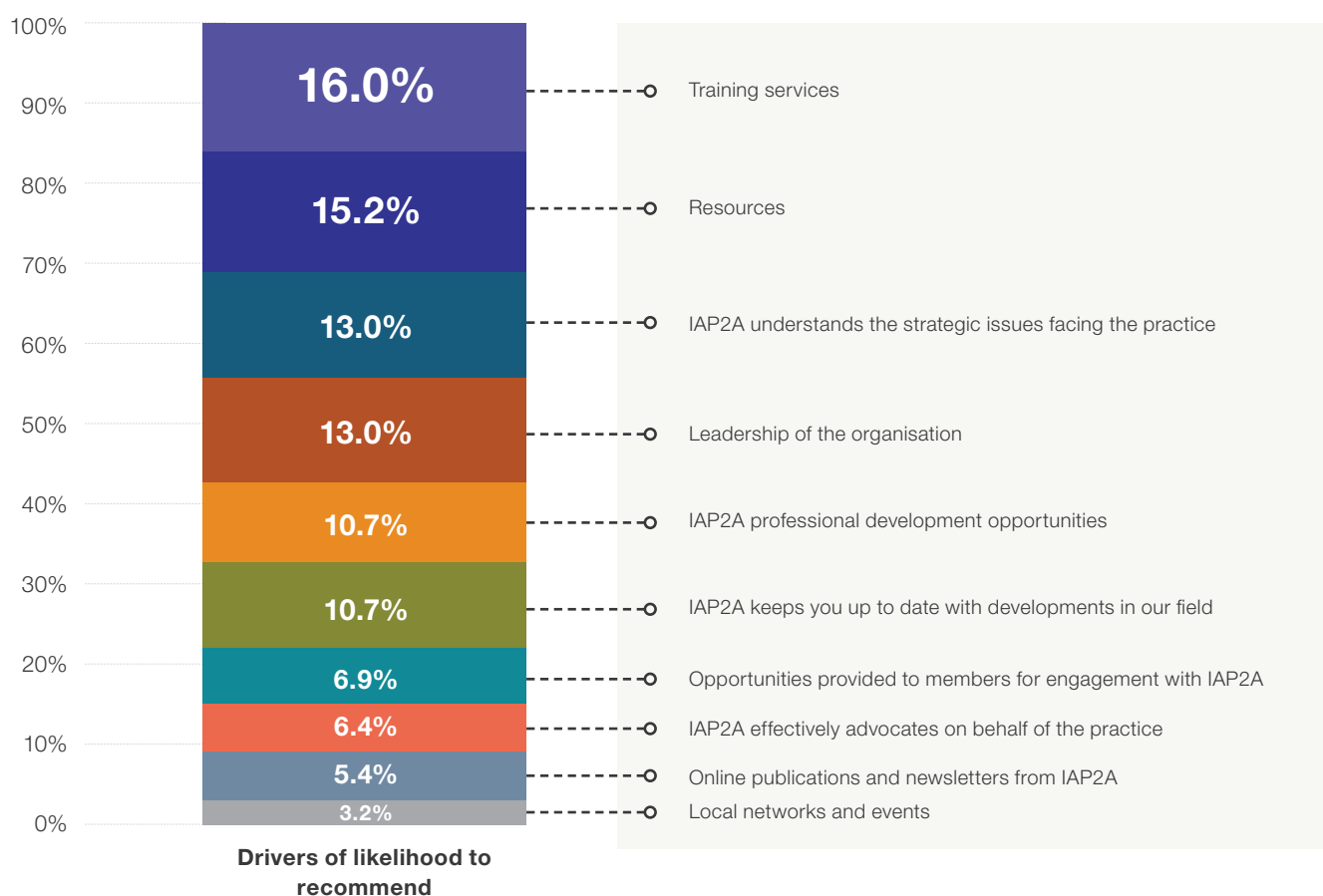
It is helpful for IAP2A to understand the relationship between areas of satisfaction with specific IAP2A offerings (products, services and events) and the likelihood of recommending IAP2A to others. Likelihood to recommend is an indicator of loyalty and can be helpful in retaining members, understanding lapsed members choices and growing the membership base.

Shapley Value Regression was used to identify the satisfaction drivers that explain likelihood to recommend IAP2A offerings to others. Figure 12 shows the linkages between satisfaction with specific IAP2A offerings (products, services, events and actions) and the likelihood of recommending IAP2A to others. Satisfaction with *Training services* and *Resources* were the dominant drivers for the likelihood to recommend IAP2A products, services and events in 2020, accounting for 31.2% of the variation.

Figure 12: Satisfaction with IAP2A offerings driving likelihood to recommend IAP2A to others (n=205)

Driver	Value
Training services	16.0%
Resources	15.2%
IAP2A understands the strategic issues facing the practice	13.0%
Leadership of the organisation	13.0%
IAP2A professional development opportunities	10.7%
IAP2A keeps you up to date with developments in our field	10.7%
Opportunities provided to members for engagement with IAP2A	6.9%
IAP2A effectively advocates on behalf of the practice	6.4%
Online publications and newsletters from IAP2A	5.4%
Local networks and events	3.2%

Drivers of likelihood to recommend

Strategic recommendations to enhance satisfaction and likelihood to recommend

- Maintain a focus on understanding the strategic issues facing the practice and improving IAP2A's communication response loop. Invest in resources and communications to demonstrate IAP2A's currency, understanding and achievements.

- Continue to work with members of the community to understand preferred approaches for local networking and events. Encourage the integration of a 'professional development' or 'update' component.

7.4 Suggestions to inspire members to recommend IAP2A

It is helpful for IAP2A to understand what the organisation can do to inspire members to recommend its products, services and events.

Members were asked 'What is one thing that IAP2A could do that would inspire you to recommend its products, services or events to others?' 133 members provided personalised feedback and a selection of topics emerging from the analysis and illustrative sub-themes is presented below.

Formalise and diversify training and course offerings	Offer more localised activities and events	More advocacy, promotion and profile-raising efforts
- Recognition of the Certificate Courses and Advanced Certificate Course - Post-nominals, an accredited course and a professional development program - More flexibility around training, offer specialist courses and short courses for experienced professional - More virtual courses and enhanced online learning experiences	- Be more active in WA, SA and NZ - More online informal networking sessions - More opportunities for people based in regional areas through virtual offerings and local networks - Do more in NZ and consider different time zones when scheduling activities and events	- More advocacy for engagement and in the Resources sector - Reflect best practice multiple channel engagement for communications with members - Promote services more broadly, to people who have a professional interest in engagement not only practitioners - Increase IAP2A visibility and recognition, submit articles to major media outlets
Provide more online resources and case studies	**Actively engage and collaborate with members**	**Already recommending IAP2A to others**
- More case studies and video content about applied / real engagement - More development tools and resources to increase corporate knowledge - Provide free online resources, templates and guidance - Provide updates on innovative techniques and adapted practices based on the spectrum	- Engage with members over issues that impact them - Greater emphasis on collaboration and empowerment, facilitate connections between members - More opportunities to connect and active engagement with practitioners in the industry	- Already recommending IAP2A to others, particularly those new to the practice - Mostly recommend IAP2A based on training opportunities - Keep doing what you are doing
Drive innovation, practice and standards	**Keep prices affordable**	
- Offer innovative products - Create a specific area on digital engagement around the globe, indigenous engagement or major infrastructure projects - Create activities that push beyond what has become standard fare	- More affordable training options, particularly for self-funding individuals and students - Reduce the costs of courses, keep costs down	

8. COMPARISON OF 2020 RESULTS WITH PREVIOUS SURVEYS

The Annual Community Survey aims to gather comparable trend data. Table 5 shows a comparison of the results for 2020 alongside 2019 and 2018 results for all areas of inquiry. Results are presented by area of inquiry and generally in descending order. **While there were 345 participants in 2020, results in Table 5 reflect the views of 229 members.** For more information see the Explanatory notes.

Table 5: Comparison of 2020 results with previous surveys

	2020	2019	2018
Description of sample	**N=229**	**N=657**	**N=547**
Number invited (population)	11,847	12,804	9,966
E-invitation open rate	17.16%	23.2%	24.0%
Response rate (participants / population)	2.9%	5.1%	5.4%
% individual members	33.3%	31.7%	25.3%
% organisational members	31.6%	35.3%	41.5%
% community participants (subscribed non-members)	24.1%	22.6%	33.2%
Challenges experienced in past 12 months			
Engagement is not understood or tokenistic	114	427	150
Public distrust, apathy or fatigue	104	350	143
Insufficient resourcing (budget or timeframes)	96	341	63
Trying to engage in specific or difficult contexts	95	205	67
Influence of digital engagement and social media	82	238	75
Need for evaluation to show value, metrics and data systems	81	350	35
Need to keep evolving practices	80	250	38
Practitioner wellbeing and professional growth	76	200	28
Management disinterest or unsupportive culture	57	370	85
Not viewed or valued as professionals	56	192	78
Variation in practice and need for best practice	51	166	60
Skills deficiencies and practitioner shortage	48	172	49
IAP2A organisation related	18	61	64
Other – varied comments	32	76	55

	2020	2019	2018
Exciting new trends and opportunities emerging			
Our Practice			
Use of online and digital methods of participation	130	337	103
Co-design with stakeholders	86	332	11
Use of new technologies, gamification, virtual/augmented reality	80	212	13
Requirement for engagement evaluation	77	289	6
Use of deliberative methods	69	150	17
Data/big data informing engagement	66	224	10
Our Profile			
Engagement beyond compliance becoming mainstream	71	218	8
Re-using data to inform other organisational decisions	60	206	9
More sophisticated analysis and reporting of data	60	222	10
Increasing our professionalism	43	189	35
Our Communities			
Increasing demands / expectations of authentic engagement	100	318	23
Co-ordinating engagement, not a series of one-off activities	79	277	6
Increasing community-led processes	61	235	16
New ways of engaging with Indigenous and First Nations	59	213	12
Topic of interest			
Mental health and wellbeing			
Topic is worthy of IAP2A attention to a large or very large extent	N/A	54.7%	N/A
Mental health and wellbeing over last 12 months median rating	N/A	7	N/A
Confident to a large or very large extent in ability to manage own health and wellbeing in future	N/A	77.5%	N/A
Satisfaction with IAP2A organisation and offerings			
Training services (i.e. certificate, foundations)	3.80	3.71	3.66
The leadership of the organisation	3.72	3.69	3.76
IAP2A understands the strategic issues facing the practice	3.70	3.82	3.77
IAP2A effectively advocates on behalf of the practice	3.68	3.66	3.57
Online publications and newsletters from IAP2A	3.58	N/A	N/A
IAP2A professional development opportunities	3.52	3.43	3.47
IAP2A keeps you up to date with developments in our field	3.51	3.48	3.56
Resources (members only/public, conference, awards case studies)	3.49	3.38	3.38
Opportunities provided to members for engagement with IAP2A	3.47	3.46	3.55
Local networks and events	3.04	3.05	3.15
Overall satisfaction mean rating	6.93	6.66	6.62

	2020	2019	2018
Net promoter score and likelihood to recommend			
Net promoter score	+4	+2	+7
Likelihood to recommend mean rating	7.33	7.35	7.47
Rated 7 to 10	72%	73%	72%
Drivers of likelihood to recommend IAP2A			
Training services	16.0%	10.7%	13.7%
Resources	15.2%	14.2%	12.9%
Leadership of the organisation	13.0%	8.8%	8.0%
IAP2A understands the strategic issues facing the practice	13.0%	16.9%	18.6%
IAP2A professional development opportunities	10.7%	8.6%	8.3%
IAP2A keeps you up to date with developments in our field	10.1%	10.1%	13.0%
Opportunities provided to members for engagement with IAP2A	6.9%	12.4%	7.9%
IAP2A effectively advocates on behalf of the practice	6.4%	9.8%	7.0%
Online publications and newsletters from IAP2A	5.4%	N/A	N/A
Local networks and events	3.2%	8.4%	10.6%

Explanatory notes

Challenges experienced in past 12 months

- In 2018, an open-ended question was asked to identify the top three challenges being experienced. In 2019 and 2020, these themes were used as response options in a closed-ended question. Participants could select one or more options

Exciting new trends and opportunities emerging

- In 2018, participants were asked an open-ended question to identify new trends and opportunities being seen to emerge. In 2019 and 2020, these themes were used as response options in a closed-ended question. Participants could select one or more options

Topic of interest – Mental health and wellbeing

- Role of IAP2A

Satisfaction with IAP2A organisation and offerings (mean average ratings)

- Satisfaction responses: 1 = Not at all satisfied, 2 = Not very satisfied, 3 = Moderately satisfied, 4 = Satisfied, 5 = Very satisfied

- Overall satisfaction question responses: 1 to 10 (10 = Very satisfied)

Net promoter score and likelihood to recommend

- Likely to recommend IAP2A products, services and events to others: 0 to 10 (10 = Very likely)

9. FEEDBACK FROM NON-MEMBER PARTICIPANTS

It is helpful for IAP2A to comprehend the reasons why community members do not hold a current IAP2A membership. It is also important for the organisation to understand what actions might inspire non-members to consider joining and recommending IAP2A products, services and events to others.

9.1 Main reason for not being a current IAP2A member

Non-members were asked 'What is your primary reason for not being a current member of IAP2A?'. Figure 13 shows non-member participants selected a variety of the prescribed reasons. Table 6 shows reasons emerging from the analysis of personalised feedback, accompanied by frequency counts.

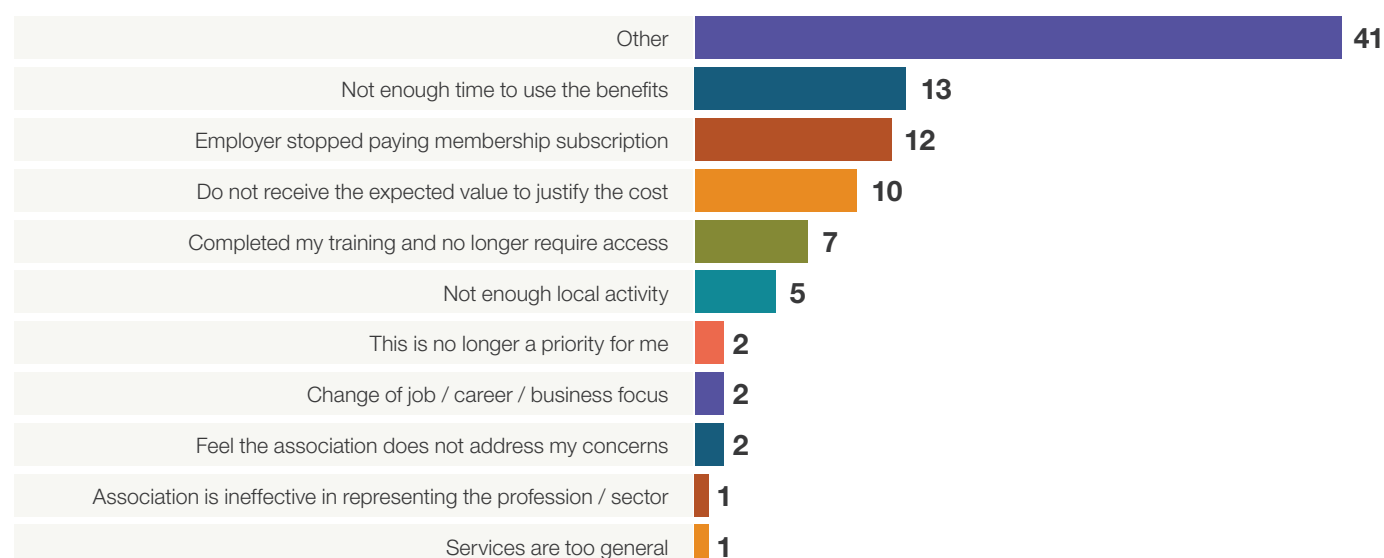**Figure 13: Main reason for not being a current IAP2A member (n=96)**

Reason	No.
Other	41
Not enough time to use the benefits	13
Employer stopped paying membership subscription	12
Do not receive the expected value to justify the cost	10
Completed my training and no longer require access	7
Not enough local activity	5
This is no longer a priority for me	2
Change of job / career / business focus	2
Feel the association does not address my concerns	2
Association is ineffective in representing the profession / sector	1
Services are too general	1

Table 6: Main reason for not being a current IAP2A member – personalised comments (n=41)

Reason	No. of mentions
Cost is currently a barrier	7
Interested but haven't investigated membership as yet	7
Employer doesn't have a membership or reimburse	5
Only required to do training or going to do training	5
No reason to join at present, see limited benefits	4
Not my main profession or member of another association	4
Unsure, wasn't aware of membership	3
Employer may be a member	3
Other	3
Total references	**41**

9.2 **Likelihood of recommending IAP2A**

Non-members were asked 'What is the likelihood that you would recommend IAP2A to a friend or colleague?'. Figure 14 shows the majority of non-member participants (88.5%) are likely to recommend IAP2A to friends and colleagues.

Figure 14: Non-member likelihood of recommending IAP2A (n=96)

| Definitely not | Probably not | Probably | Definitely |
| 1.0% | 10.4% | 53.1% | 35.4% |
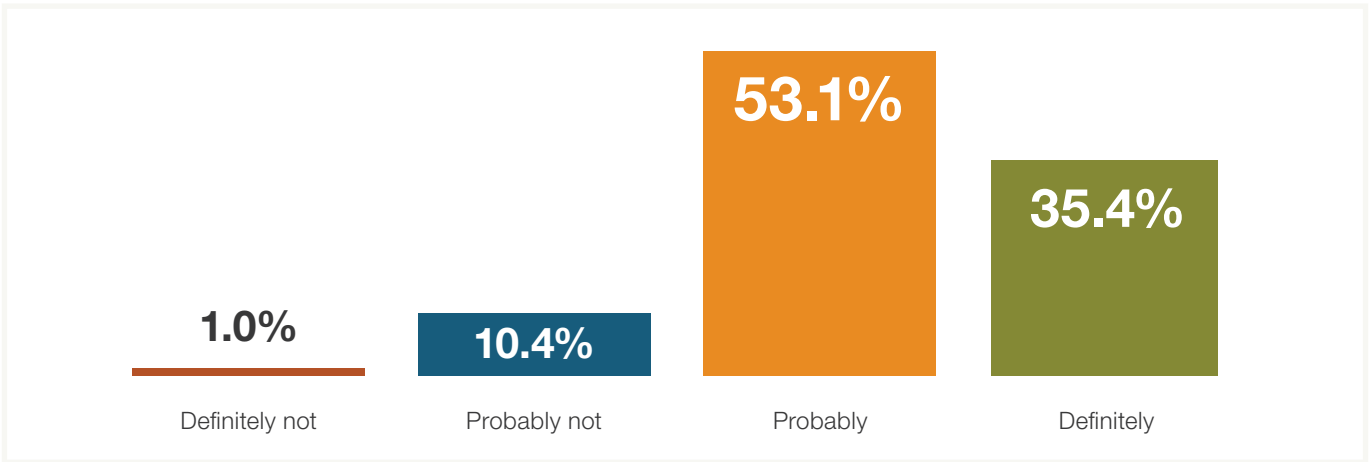
9.3 **Likelihood of considering joining IAP2A**

Non-members were also asked 'What is the likelihood that you would consider joining IAP2A in the future?'. Figure 15 shows the majority of non-member participants (74.0%) would probably or definitely consider joining IAP2A in the future.

Figure 15: Non-member likelihood of considering joining IAP2A (n=96)

| Definitely not | Probably not | Probably | Definitely |
| 2.1% | 24.0% | 55.2% | 18.8% |
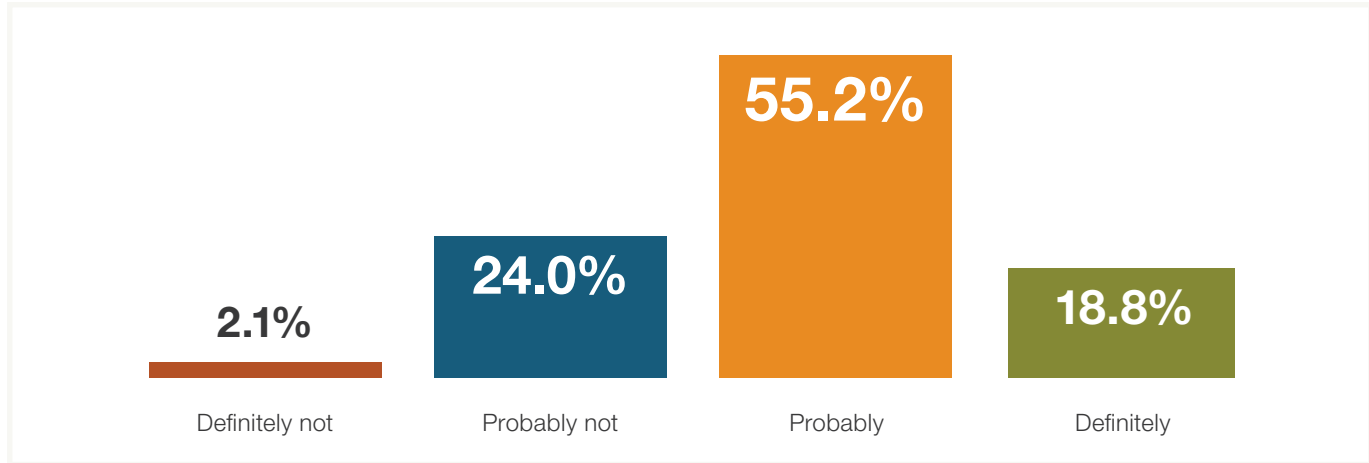
Strategic recommendations to encourage non-member subscribers to recommend and consider joining IAP2A

- Introduce a targeted and segmented approach to communication of member benefits.

- Grow data for better member insights and improved membership experience.

- Adapt and evolve IAP2A's services to changing needs of the engagement profession.

10. **ACKNOWLEDGEMENTS**

IAP2A would like to thank participants for sharing their views and completing the 2020 Annual Community Survey. This feedback provides important information about how we can enhance your member experience with IAP2A by providing you with the services that you truly value and appreciate.

IAP2A would also like to recognise the efforts of the IAP2A Research Working Group. The Research Working Group plays an instrumental role in leveraging member research knowledge and expertise to support the integrity of research projects on IAP2's agenda; involving members more actively in the delivery of IAP2A's Strategic plan; and discharging its responsibilities within the context of a global IAP2 and the International Change initiative.

The designing of the 2020 Community Survey was overseen by the IAP2A Research Working Group.

The findings for this Summary Report were prepared by Dr. Robyn Cochrane of Cochrane Research Solutions, a member of the Research Working Group, engaged to analyse and report the findings. Dr. Cochrane worked alongside IAP2A staff members and the following Research Working Group members:

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