IAP2 Australasia

Pulse Survey 1

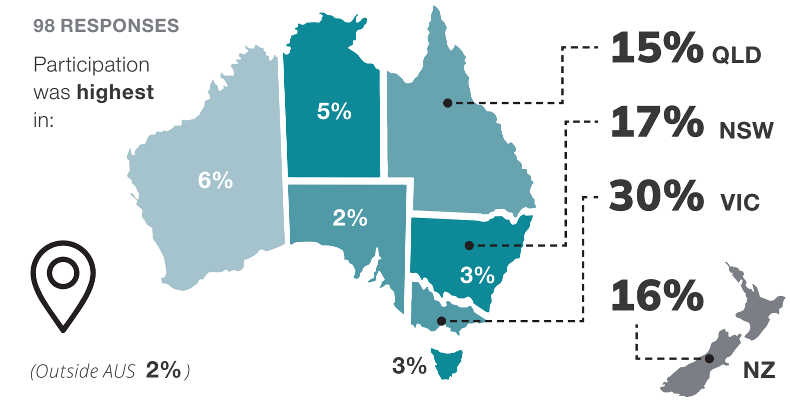
Impact of COVID-19 on the Australia and New Zealand engagement community since March 2020.

Demographics

Geography

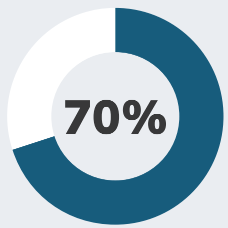
98 RESPONSES

Participation was **highest** in:



Sector

98 RESPONSES



of respondents worked in the

Public sector

Industry

162 RESPONSES

The **top five** identified industries comprised:

Industry	Responses
Govt – Local / Municipal	36
Construction / Engineering / Infrastructure	21
Govt – State / Provincial	19
Communications	14
Govt – Federal / Central	12

Negative and Positive Impacts

Negative impact

98 RESPONSES

- 45% professional networking
- 30% engagement timelines
- 27% efficiency of practice
- 27% mental health & wellbeing

Four aspects were **most often** viewed as having been **negatively impacted** by pandemic-related changes:

Little or no impact

98 RESPONSES

The **top two** aspects viewed as having been **little or not impacted** by the pandemic related to:

- 54% maintaining profitability
- 49% revenue / income

Overall impact

98 RESPONSES

53% reported either a **moderate or large impact** of COVID-19 on their employment / practice

29% reported **some impact**

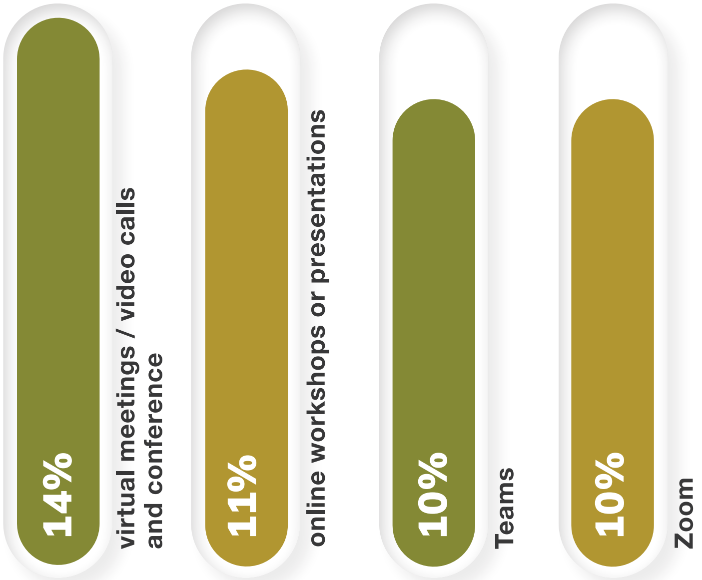
14% reported **small impact**

4% reported **no impact**

Digital engagement tools

Most effective digital engagement tools or platforms in building relationships during the pandemic

Top four responses included: 450 RESPONSES



Least effective digital engagement tools or platforms in building relationships during the pandemic

13% Gamification

8% Online questionnaires

8% 'Citizen jury'

223 RESPONSES

Whilst there was **no standout least favourite** digital engagement tool or platform:

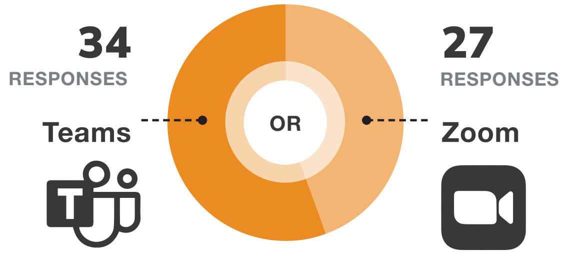
22 Social media *(as an umbrella term)*

was the **overarching** noted answer from 72 responses

The preferred digital engagement tool

108 RESPONSES from 98 respondents as multiple free text options provided

59% of respondents indicated that their **absolute go to** digital engagement tool was either:



Preferred social media platforms

112 RESPONSES

41% Facebook

23% LinkedIn