S.I.A.

Safety Institute of Australia Ltd

2017 Member Survey Results

Executive Summary

This year, 882 members (20.8%) responded to the annual membership survey, and responses included 2,423 written comments.   54% of respondents have been members for more than 5 years and a very high 87% have worked in the field for more than 8 years, reflecting a very high level of experience.

Most respondents identified E-mail and our Magazine as their preferred forms of communication, and many provided suggestions on improvements to our E-mail communications which we will act on. Only 6% identified social media such as LinkedIn, Facebook and Twitter as one of their preferred forms of communication, and only one in five used our social media channels in the past year. Younger respondents rated social media more highly, underlining the need to combine traditional and new communications.

Respondents said they joined the Institute to (a) keep up to date with information and developments (b) obtain professional Certification, (c) connect and network with other professionals, (d) for credibility, recognition and belonging, (e) to demonstrate commitment to their profession, and (f) to access CPD. When described greatest values they get from membership as (a) currency and staying up to date with developments in the profession (b) accessing a variety of information, (c) recognition/ belonging/being part of the association representing the profession (d) networking and (e) Certification.

Despite the large-scale growth in our events program, respondent's participation in professional development (one in three in the past year) and networking is still relatively low given the value that they have placed on it in written responses. Respondents want more training and networking events, more diverse in content, diverse geographically and cheaper. The level of participation in Webinars is high given that the product is new, and respondents want more Webinars.

Respondents greatest strategic challenges were (a) employer and company cultural attitudes and willingness to invest in health and safety, (b) the status of the profession overall and (c) getting properly skilled and qualified health and safety people. In considering how the SIA can help, respondents suggested (a) stronger advocacy and (b) more professional development.

More than 9 out of ten respondents rate our overall performance average or above average. However, more than a third of those (34%) rate our performance as only "average". Satisfaction levels with specific services show a common pattern. Generally, 1-3 out of every 20 respondents were less than satisfied with specific services, and generally 12-14 out of 20 are slightly satisfied, satisfied or highly satisfied. The key themes and messages which emerged for the Institute in this survey were:

- **Advocacy**: Continue to build our advocacy presence, with the caveat that expectations of what we ca achieve and in what area are highly variable. However, our overall work should seek change in both employer and community attitudes, build a stronger profile for the Institute itself, build the profile of the profession and more strongly promote the use of certified people;
- **Training:** Provide better, more, affordable, more targeted training across a wider geographic area, including delivering more Webinars
- **Networking:** Provide more, diverse networking opportunities including in regions, and explore options to create specialist networks.
- **Regional:** Continue to grow our investment in regional members (more local networks, more online training);
- **Communications:** Maintain traditional communications methods alongside emerging methods, streamline communications, let members know more about our work particularly in advocacy.

The greatest challenges the Institute faces in meeting the expectations outlined in the survey are:

(a) Diverse expectations about the balance we strike between (a) services (b) advocacy and (c) systemic development (BoK, Accreditation of higher education, training framework); and
(b) Diverse Advocacy expectations, between (a) raising broader community awareness of health and safety (b) directly influencing company views about health and safety (c) the profile of the SIA and using our 'voice' for the profession in media more strongly and (d) a focus on iterative change around regulation and legislation. Any one of these requires significant investment.

The board, branch committees and other groups who have a role in leading the institute will be provided these survey results and they will influence their planning.

Contents

1   Introduction

1.1   Long term change

The Safety Institute of Australia is going through a period of very significant change as it re-shapes itself to be more capable of delivering on its role as the national association for the health and safety profession. We have been undertaking reforms for the past two to three years, and expect to continue to make changes for the next three to five years if we are to achieve our strategic goals as a health and safety community.

1.2   The role of members at the Institute

Members own and drive the SIA, with more than 200 members playing a large-scale role in its work at Branch and committee levels, designing and delivering many of the events and activities we undertake. It is a constantly changing and diverse group who use their involvement as one of their primary professional networks, and know that one of the most worthwhile ways to get value from their own membership is to contribute or to lead – or if they want to see a particular change, they roll up their sleeves and make that change. Without their energy and contribution, the SIA could not function.

1.3   Responding to your feedback

Our work is driven by our strategic plan, developed by the board and formed with advice from a range of sources, of which feedback from the membership is a central part, and this survey feedback is included. An extensive review has been conducted of this survey, including the 2423 comments. A report is presented to the board, and influences their work on strategy. The branches also discuss the survey in terms of their own work at state/territory level.

1.4   Managing differing expectations.

This and other surveys tell us that different members have different expectations, and derive different values from membership. Broadly, the range of expectation moves between (a) provision of services direct to members (b) advocacy on behalf of the profession and (c) our work to better structure the profession. The Institute's role is to do;;l of these and strive to strike a balance.

1.5   Different takes on similar questions

By variously asking: "Why did you join the SIA? What are the challenges you face in your work?", and "where do we need to improve?" "how satisfied are you with our various activities?" and "what are the key benefits of membership?" we gain a well triangulated snapshot of respondent's views of what the SIA should be doing and how, and helps distinguish between objective and subjective values.

1.6   Ratings

The member survey uses three response tools: (a) levels of satisfaction, (b) performance ratings, and (c) open comments sections.

The most significant learnings from satisfaction and performance ratings comes over years as we benchmark against the most important comparison of all – ourselves, over time.

The qualitative written responses are an immediate source of information.

My thanks to all of the members that took the time to complete the survey.

David Clarke

CEO

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2   Respondent information

2.1 Responses

This year, from 4106 members at the time of the survey, we received 878 responses (21.3%) which is a very good result and more than double the previous year. It is our hope that as members see the work we do to respond to their feedback, that responses will continue to rise.

2.2 Length of membership
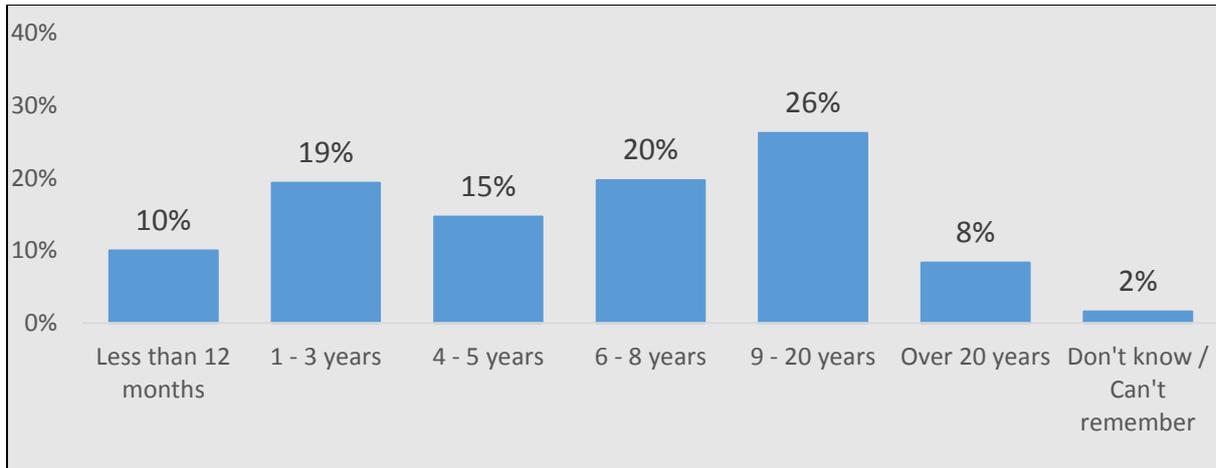
54% of respondents have been members for more than 5 years, and 44% for five years or less. This shows a slightly higher proportion of longer term members completing the survey across an average length of membership of around 7.9 years.

2.3 How long working in OHS.
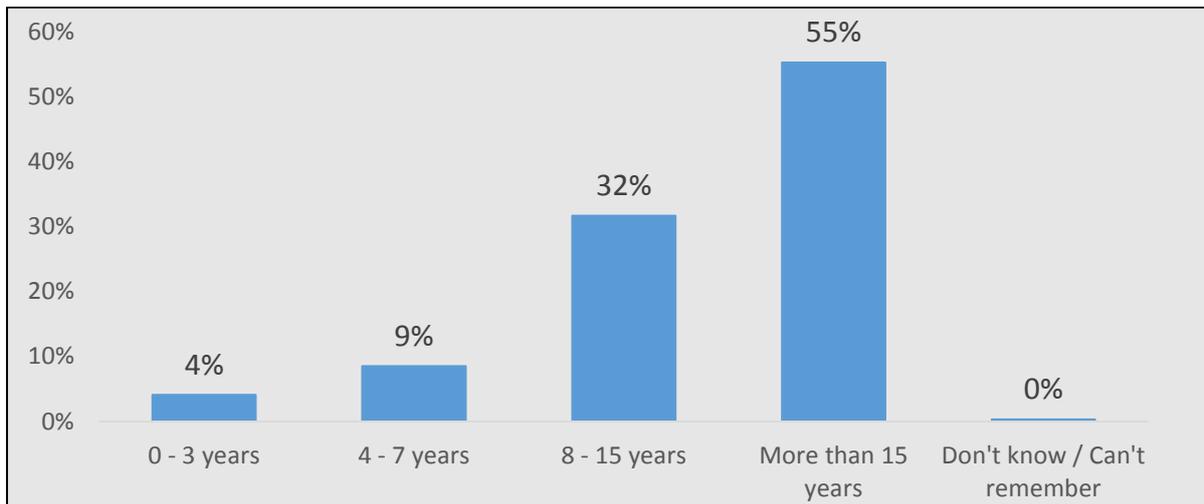
A large number of respondents to this survey are very highly experienced health and safety people, with strong knowledge of the field. The relatively lower input from less experienced people needs to be taken into account when looking at responses and the work the institute does to meet the needs of both experienced and less experienced health and safety people.

2.4 How you want us to communicate with you

Your preferred communication channels

Channel	Percentage
E-newsletters	64%
Printed magazines	43%
In person events / conferences / training / briefings	40%
Digital magazines	35%
Website news updates	29%
Whitepapers and/or research reports	26%
The SIA's LinkedIn forum	12%
Videos	9%
Social media	6%
Telephone / Customer Service line	1%
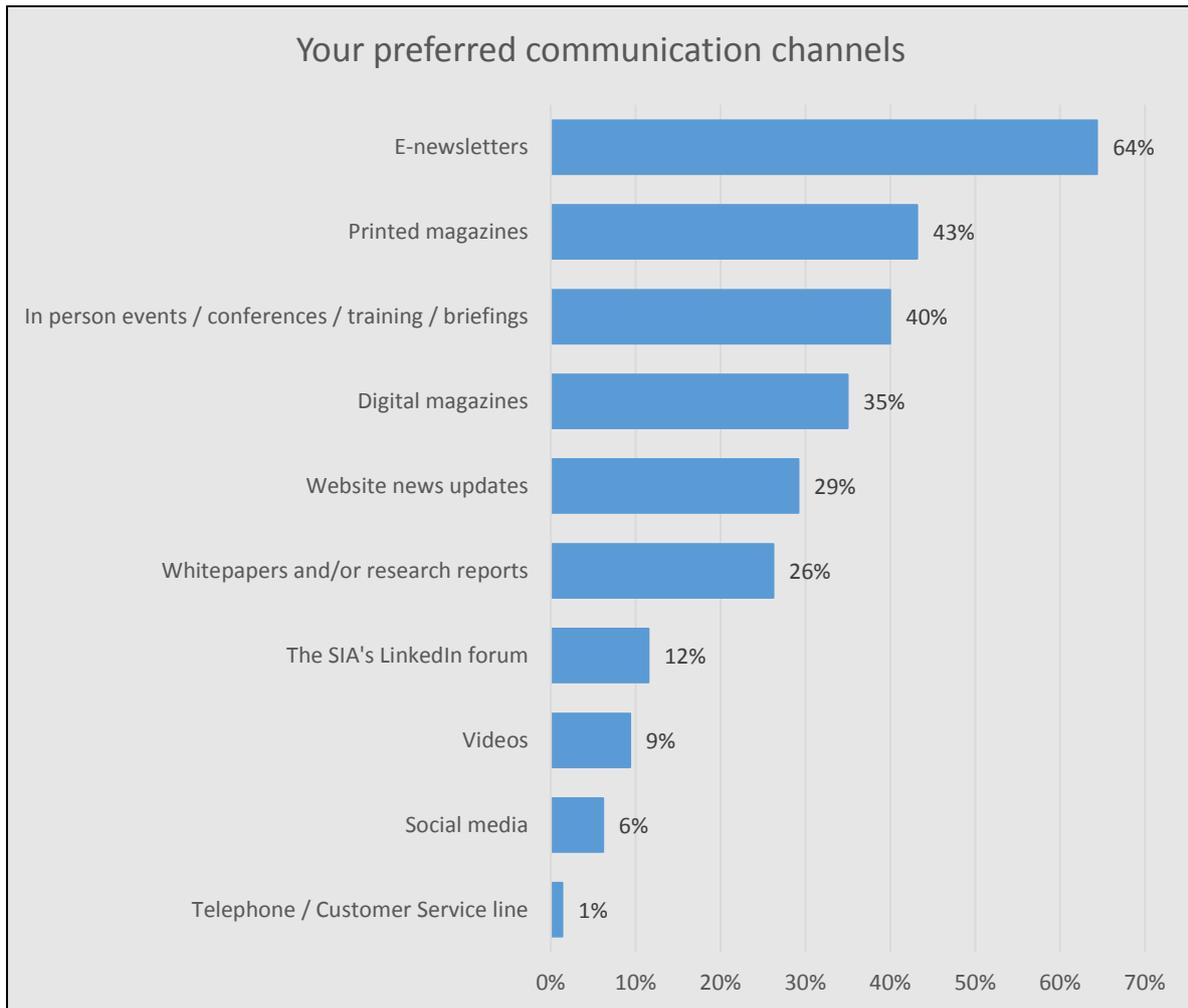
Respondents each identified average 2.65 communications channels. This is underlines that respondents tend to use only a small number of preferred forms of communication.

Most notable is the low score ascribed to social media. This combines with many comments from members urging the Institute not to abandon more traditional forms of communication. Unsurprisingly, a significantly higher proportion of members under 45 identified social media as a preferred channel than those over 45.

Less than one third identified website news updates as a primary source of information, but members also use the website for other reasons, with 3 on 4 respondents having accessed the website in the last year. The website is much more than a member service or member communication device. With nearly 500,000 hits each year, the website plays another critical role as a face of the organisation for employers, potential members, potential health and safety trainees, training organisations, other stakeholders and the wider community

The responses underline the current dilemma of meeting differential communications needs of different age groups and the importance of maintaining a high-quality e-news, magazine, and in-person events as core to members experience, even as we expand our communications into social media.

2.5 How do you connect with us?

In the past 12 months, have you….

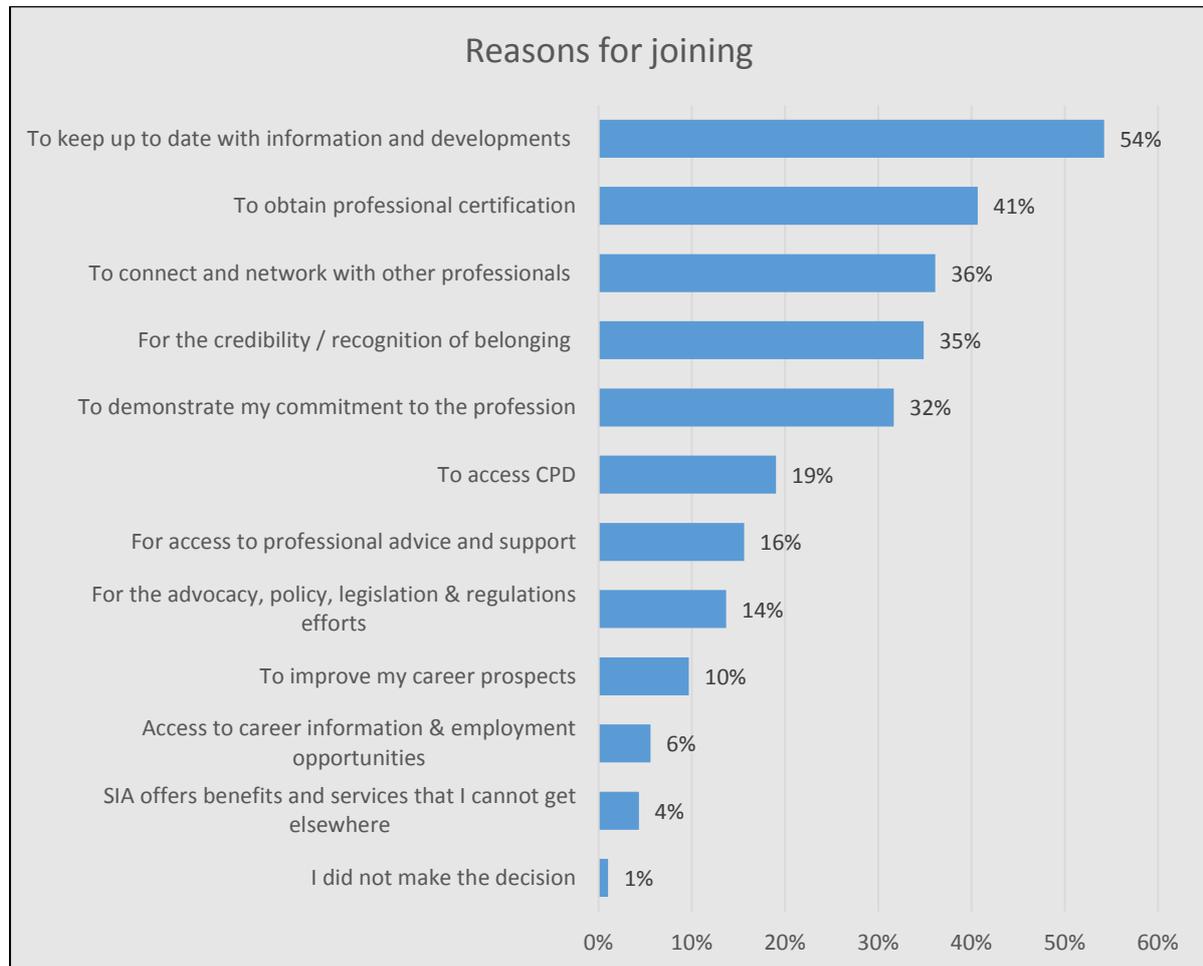| Activity	Percentage
Read the SIA newsletter	86%
Read the OHS Professional Magazine	85%
Accessed the SIA website	76%
Read the Journal of Health and Safety Research and Practice	47%
Attended seminars and / or professional development courses	35%
Attended a networking event	35%
Taken part in SIA webinars or on-line professional development	27%
Referred a prospective member	20%
Attended the SIA conference	19%
Accessed information via the SIA's social media channels	19%
Obtained certification offered by the SIA	17%
Accessed EBSCOhost	11%
Presented at a conference, seminar or event	11%
Accessed "Find a Safety Professional"	8%
Served on the SIA Board, Committee, network working group, Special Interest Group or Special…	8%
Contacted SIA for professional support and advice	6%
Participated in the SIA Mentorship Program as a mentor or mentee	5%
None of these	1%

- On average each respondent ticked 5.12 activities.
- The degree of participation in professional development (one in three) and networking is relatively low given the value that members have placed on it in other sections of the survey.
- The level of participation in Webinars is high given that the use of Webinars is relatively new.
- Only one in five used our social media channels.

2.6 Reasons why you joined the SIA

Respondents were asked "What are the main reasons you joined the institute?"

Reasons for joining

Reason	Percentage
To keep up to date with information and developments	54%
To obtain professional certification	41%
To connect and network with other professionals	36%
For the credibility / recognition of belonging	35%
To demonstrate my commitment to the profession	32%
To access CPD	19%
For access to professional advice and support	16%
For the advocacy, policy, legislation & regulations efforts	14%
To improve my career prospects	10%
Access to career information & employment opportunities	6%
SIA offers benefits and services that I cannot get elsewhere	4%
I did not make the decision	1%

This feedback remains consistent with previous surveys. When entering membership, people want the SIA to provide good quality up to date information, Certification, additional recognition, access to CPD and to a slightly lesser degree, get access to advice and support, and be part of our advocacy work including the SIA acting on their behalf to promote credibility of health and safety people. Each respondent put down on average, just under 3 reasons.

2.7 What key benefit does belonging to the SIA provide you?

*Open field question, with all answers categorised.

Currency, staying up to date and accessing information: (250 comments): 174 comments related to being able to stay abreast of latest knowledge and information across the broad spectrum of OHS issues. This also combines with a further 76 responses referring to access to information.

Belonging/Association: (165 comments): the expression of being part of the profession including a number of statements on the benefits that this brings., but also combined with some critique that we need to provide more.

Networking:(165 comments) the opportunity to connect with others personally and professionally.

Certification: (108 comments) and recognition as an association member. A number of other respondents (around 45) noted in their responses to various questions, that Certification, or membership is not yet delivering the recognition required.

Notably 43 respondents (around one in 20) stated that they are either currently unsure, or are experiencing little or no benefit from their membership – although, some of those also referred to "other than being part of my profession" (Belonging/Association) which is considered by many an important value.

Professional Development: The relatively low number of comments relating to professional development (34), combined with the relatively low participation rate in professional development underlines the work we have to do to expand our PD offering.

2.8 Strategic challenges facing health and safety practitioners and professionals

2.8.1 What are the key challenges you are facing?
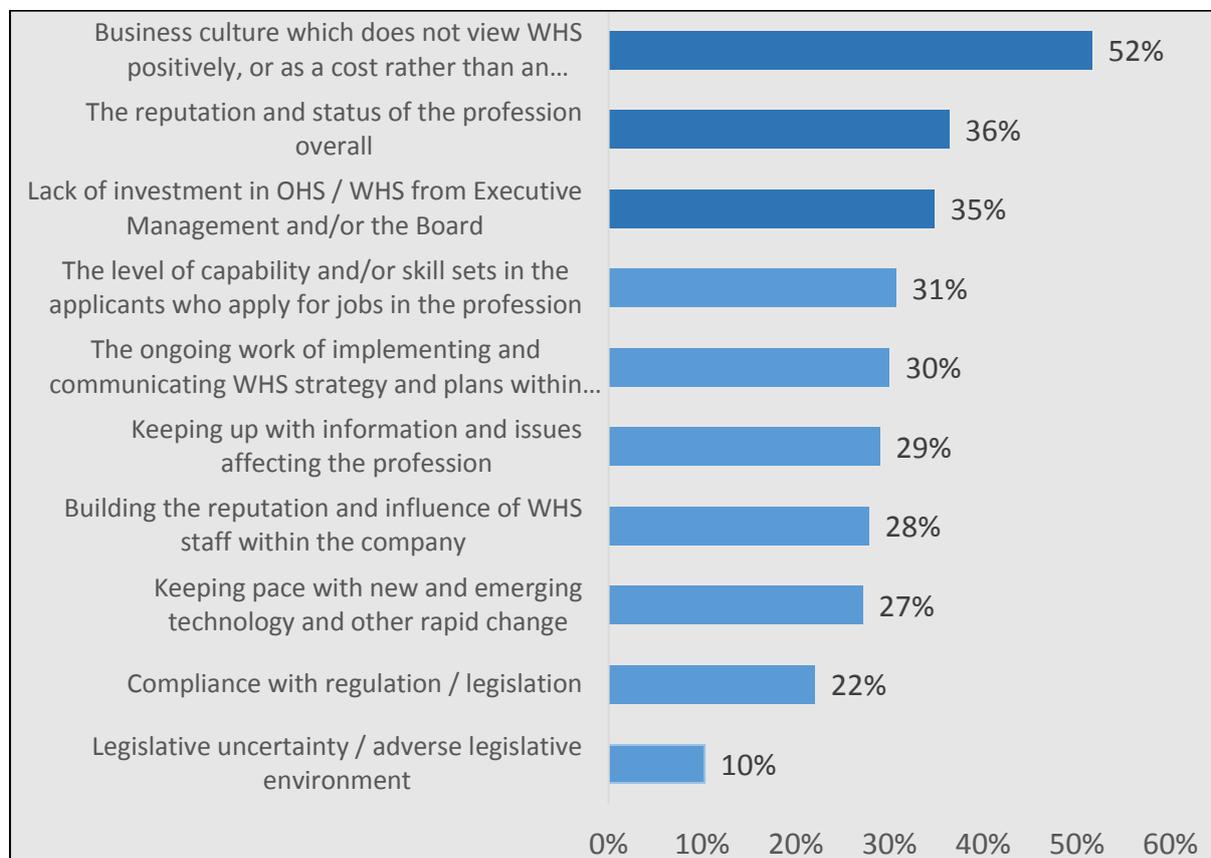
- Each respondent answered on average 3 issues.

- Members aged between 35 – 44 (46%) and those who have held membership for more than 5 years (41%) are more likely to rank the reputation and status of the profession in their top three issues than other age and membership categories.
- Members aged 35 – 44 are more likely to rank the level of capability or skill sets of employees or applicants for positions as an issue. Forty percent (40%) selected this in their top three issues, compared to 31% overall.

2.8.2 How do you think the SIA can support you with these challenges?

This was an open question, and 655 comments were received. Responses were analysed and categorised as follows:

Comments in this area were extremely strong on advocacy and professional development. Unlike the previous question on key benefits, this goes to the role that members believe the SIA can play.

A number of comments reflect a lack of awareness of the work the Institute is currently doing in Advocacy.

Advocacy
A very high number (270) respondents commented that the SIA can have a stronger role in advocacy. This included:

- General promotion of the value and the credibility of OHS/WHS professionals;
- Education of businesses in the major sectors about the link between safety and productivity.
- Promote safety roles and positions in organisations being filled by people with experience and health and safety qualifications - educating businesses about the importance of employing trained professionals.
- Stronger promotion of Certification specifically.
- Changing employer attitudes generally
- Building the profile of the profession not only in business but the general community (methods mostly unstated)
- Building a stronger general profile for the SIA.
- Demanding more consistent professional standards in education and experience; and
- Influencing changes to WHS law
- Further work defining the profession and its work – a common language

Professional development

Few respondents stated that they joined the SIA for professional development, but a much larger number see it as a role the SIA can play to assist them in their challenges.

Of the 158 responses relating to professional development, key themes were;

- Keep costs of courses down, and/or offer more free events.
- Access to research, or linking prof devt to research
- More focus on Body of Knowledge relationship to training
- Better overall organisation of training and professional development so that it reaches the full rang eof people in health and safety
- More PD in regional areas
- More Webinars
- Create online resources – tapes, documents, general advice and information.
- Share stories and experiences
- A range of suggestions about specific courses including not only OHS-specific material but what can be learnt from other areas i.e. change, effective management. Etc.

Also ranked highly amongst comments were:

- **More of the same** (53) suggesting we are on the right track
- **Provide good communications and information** (38)
- **Create partnerships and coalitions** (27)
- **Strengthen networking** (25)

- **Grow Certification** (23)
- **More for regional members** (14)

3 Performance assessment/ satisfaction with activities, products and services

Members were asked a series of questions associated with (a) our performance overall and (b) the quality of specific products and services. Three types of responses were used: performance scale, (very poor-excellent) satisfaction scale (extremely dissatisfied – extremely satisfied) and open-ended comments sections. More than 2000 comments were received across all qualitative questions, and these were categorised into different types of responses.

3.1 Overall performance

Respondents were asked, *Overall, how would you rate SIA's performance in the last 12 months?*
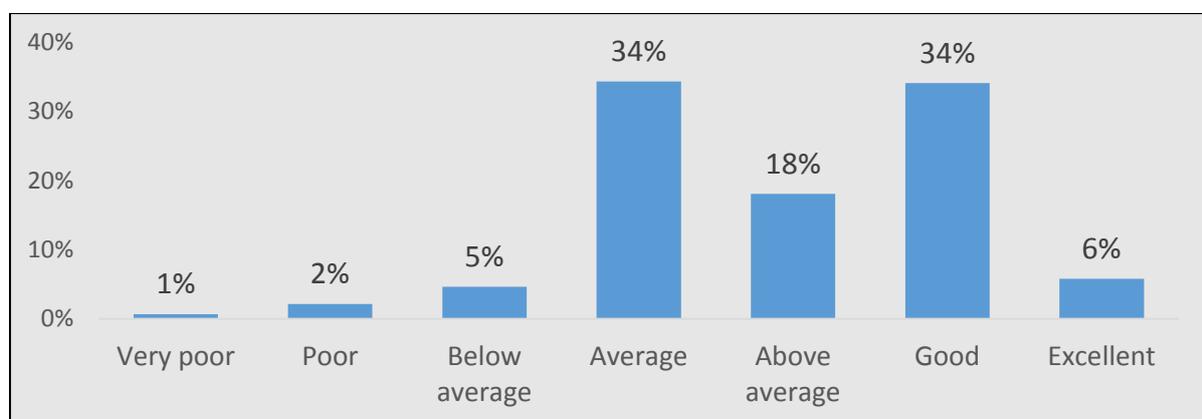
It is a strong positive that more than 9 out of ten respondents rate our performance average or above average. However, for one third (34%) of our members, an "average" only mark tells us we have work to do. The following charts provide a deeper insight into respondent's assessment of specific areas of our work:

3.2 Keeping you informed about developments in the profession
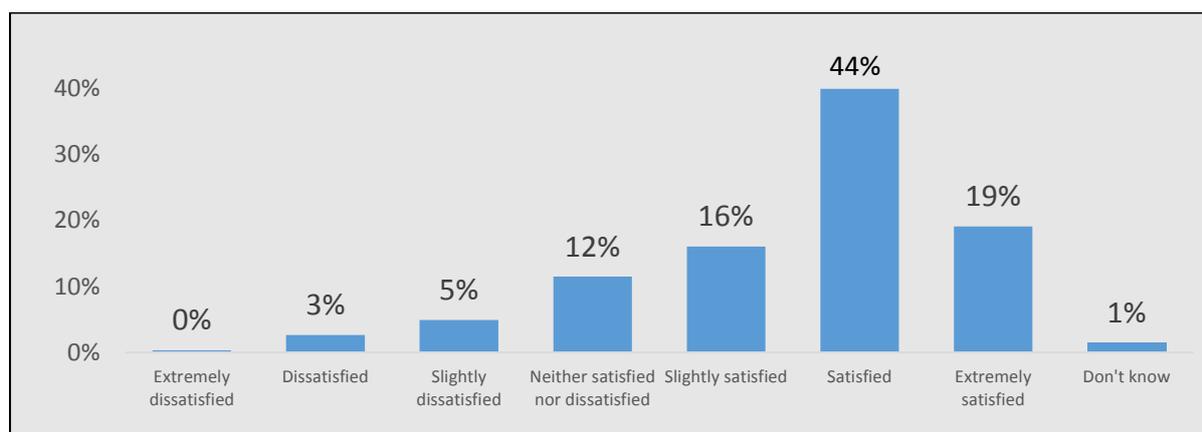
Satisfied/extremely satisfied: 63% Slightly satisfied -Extremely satisfied: 79%

3.3 Provision of opportunities to attend events and network with other professionals in your field
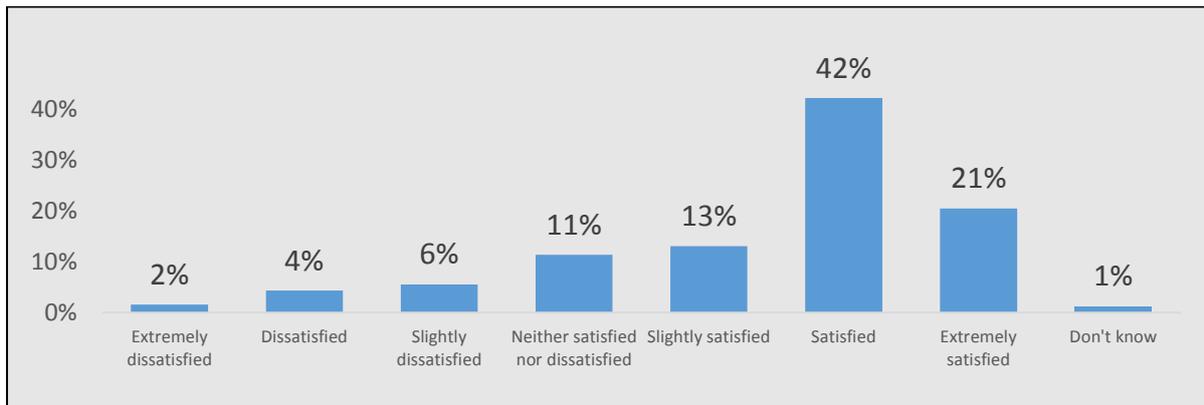
Satisfied/Extremely satisfied: 63%   Slightly satisfied- Extremely satisfied: 76%

Similar to our work in providing up to date information, just under two thirds of respondents are satisfied and just over one third (36%) are neutral or think we can do more.

3.4 Our work in developing and maintaining professional standards / code of ethics
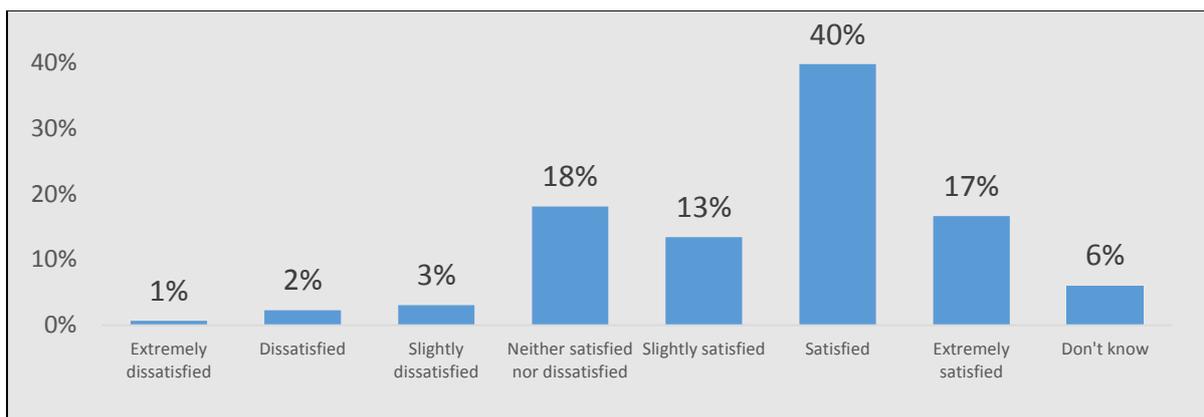
Satisfied/extremely satisfied: 57%   Slightly satisfied/Extremely satisfied: 70%

With one in four (24%) respondents neither satisfied nor dissatisfied, or 'don't know" may reflect a lack of awareness of our work in this area.

3.5 Certification:

3.5.1   Our work offering Certification that is recognised within the profession
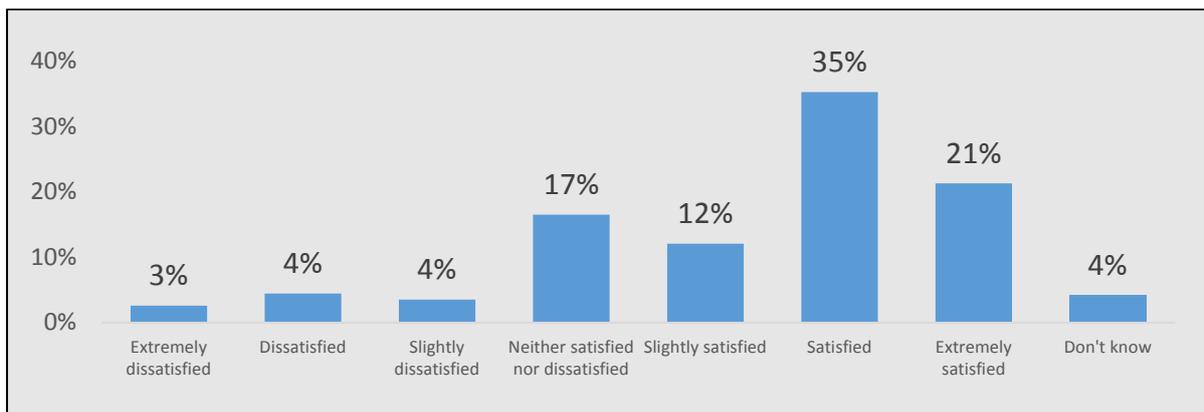
Satisfied/Extremely satisfied: 54%   Slightly satisfied/Extremely satisfied: 68%

3.5.2   Our work to promote and build awareness about the value of using qualified professionals
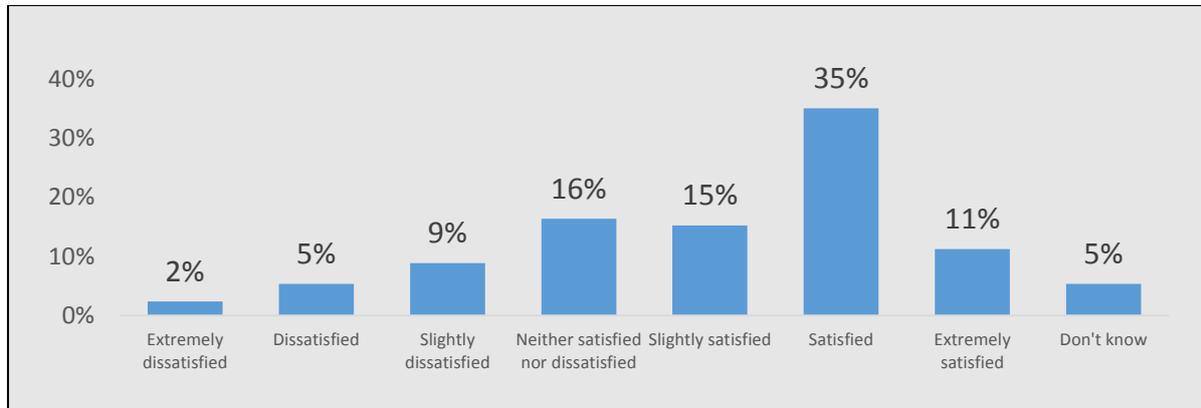
Satisfied/Extremely satisfied: 46%   Slightly satisfied/Extremely satisfied: 61%

The promotion of Certification is a long- term program still in its early stages, and respondents feedback reflects a relatively lower level of satisfaction with our progress than other activities.

3.6 Professional development programs and resources

3.6.1   Level of satisfaction with our work offering professional development programs and resources
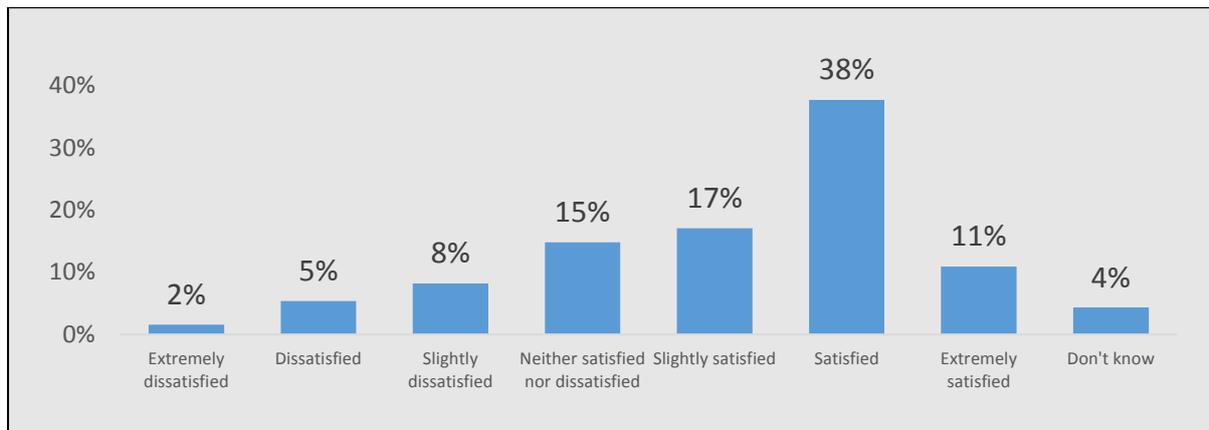
Satisfied/Extremely satisfied: 49%   Slightly satisfied/Extremely satisfied: 66%

3.6.2   Assessment of our performance in offering events and professional development
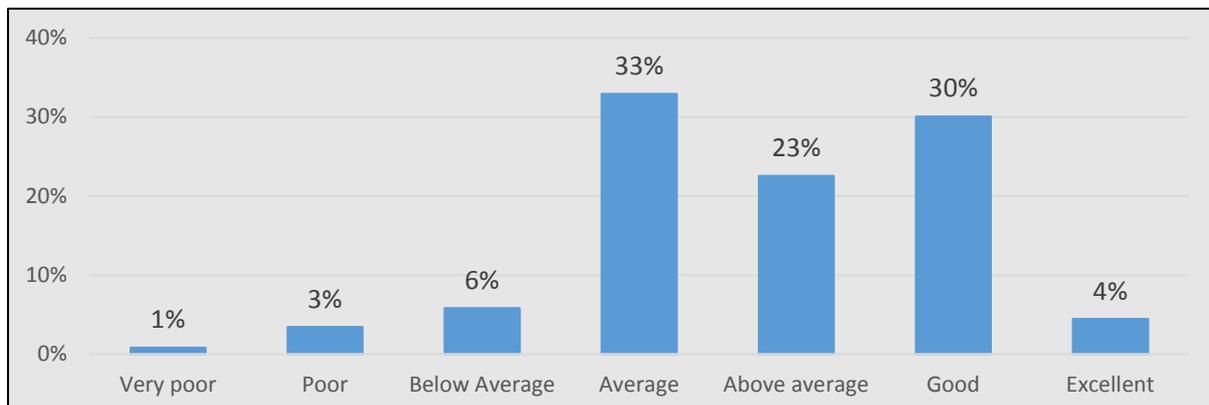
Despite generally good results, members qualitative comments about training and professional development make it clear we can improve significantly to create greater numbers of *highly* satisfied members, and address dissatisfied respondents.

3.7 Satisfaction with our work to advocate to influence legislation and regulations
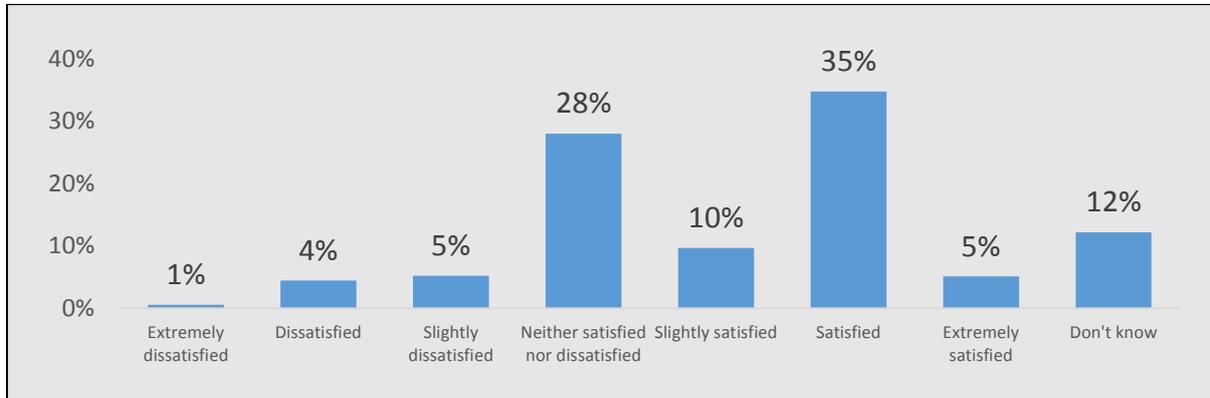
Satisfied/Extremely satisfied: 40%   Slightly satisfied/Extremely satisfied: 50%

This question only relates to one area of advocacy, (legislation and regulation). Respondents satisfaction with our Advocacy is ranked the lowest of the things we do – less so due to dissatisfaction and more so because four in ten (40%) of respondents are either 'neither dissatisfied nor satisfied', or 'don't know' whether we are effective in this area. Comments suggest (a) Advocacy is important to some but not others, (b) views about the sort of advocacy we do are very wide, and (c) a number of people are not aware of existing work being done.

3.8 Provision of information, mentoring and pathways into career opportunities
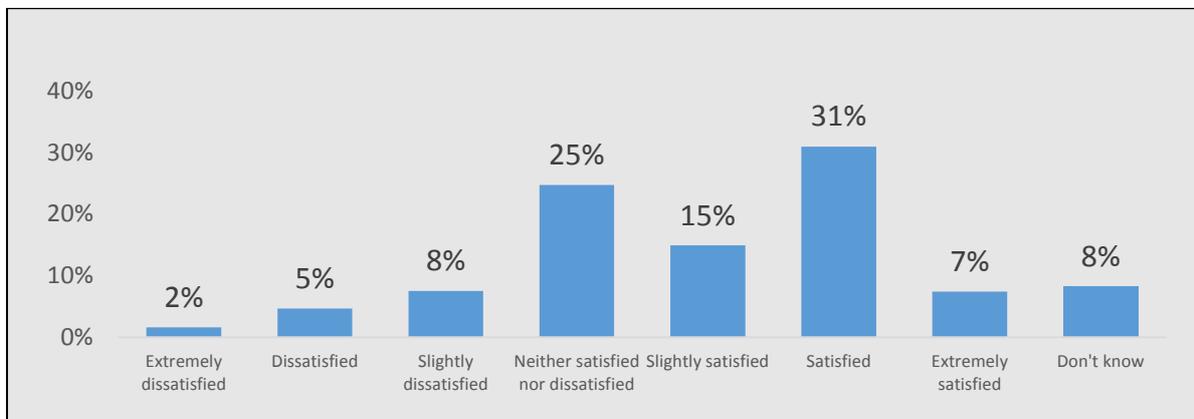
Satisfied/Extremely satisfied: 38%   Slightly satisfied/Extremely satisfied: 53%

Written feedback suggests a good level of satisfaction with the mentorship program and a lower level of satisfaction with supporting people in their career path (jobs). Although, while some members see provision of support with career as important, others do not see it as an SIA role.

3.9 Our communication in the last 12 months
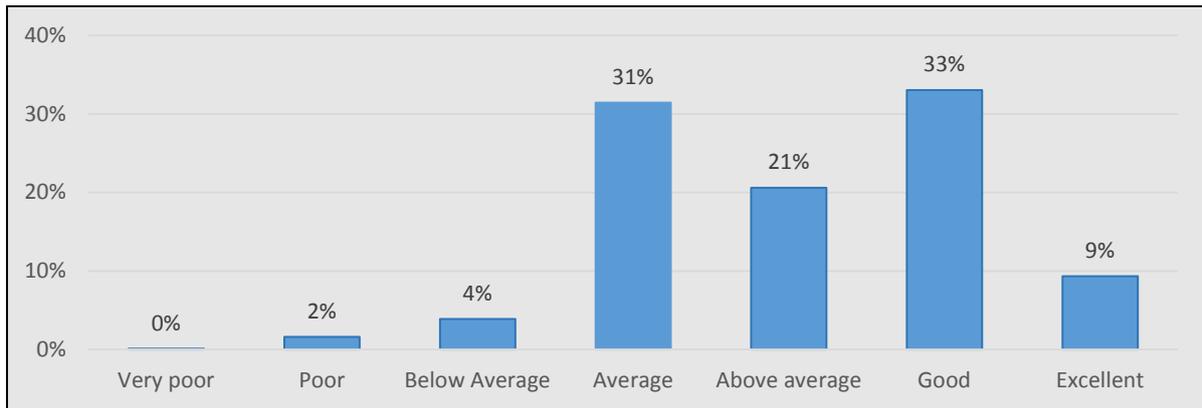
Nearly 2/3rds of respondents rating us above average or higher in our communications. However, comments reflect a combination of high praise and highly critical comments, and a lack of awareness of some about many of the things we do.

3.10   How does satisfaction with our various activities compare?

Satisfaction with the quality of services used
(Satisfied % + Extremely Satisfied %)

Service	%
The OHS Professional Magazine	76%
The professional support and advice provided	71%
The Journal of Health and Safety Research and Practice	71%
The SIA conference	69%
Your experience using EBSCOhost	69%
The SIA newsletter	69%
The networking events	68%
Your experience presenting at the conference, seminar…	67%
The certification program	66%
The SIA website	63%
The SIA webinars or on-line professional development	58%
The Mentorship Program	56%
The seminars and / or professional development courses	56%
The SIA's social media channels	53%
Your experience with "Find a Safety Professional"	49%

0%   20%   40%   60%   80%

4 Respondents professional development interests and needs

4.1 Types of Professional development sought

Professional development sought

Category	%
Specialist knowledge/technical skills	54%
Leadership/management	41%
Governance	28%
General knowledge/technical skills	27%
Mentoring/coaching	23%
Business	17%
Communication	15%
Negotiation/conflict resolution	14%
Other	11%
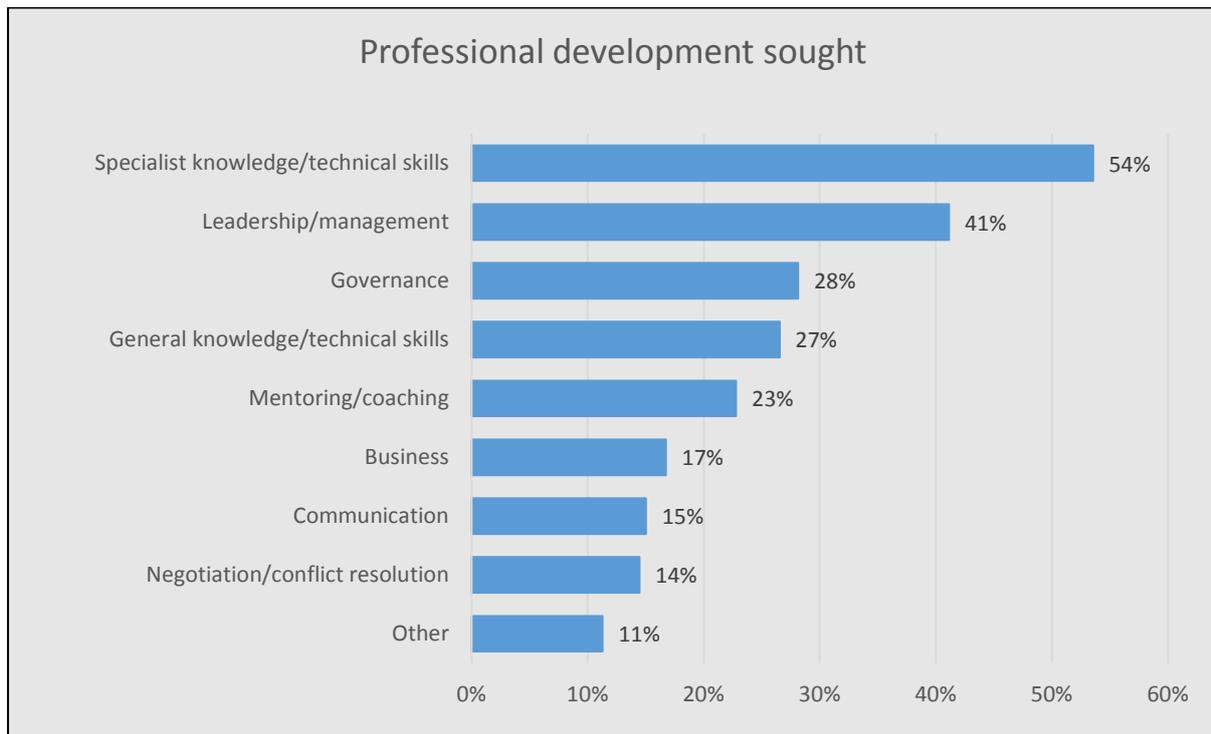
5 Improving events, professional development programs, and educational resources

Respondents were asked "Do you have any ideas about how SIA could improve the events, professional development programs and / or educational resources it provides members?"

Events.

The largest category for improvement related to events (106) where responses indicated improvements were required in content (40), speaker quality (17), timing of events (17) and the location of events (10).

In addition there was strong indication that regional members and those in some states and territories perceived they were missing out on professional development events (43).

- 39 responses indicated that we should seek to reduce costs.
- 33 responses indicated Webinars as a way of improving events for members.
- Other areas of interest included forming partnerships with educational institutions (21) or other professional bodies (10).
- The identification of a desire for training in a wide range of specialist knowledge and technical skills underlines the challenge the institute faces ins delivering an expansive range of training products.

Resources

- 44 responses indicated that the SIA could improve the educational resources available to members with a variety of responses on the types of resources that would be useful.

Networking

Improvements in availability of networking sessions (18), providing particular industry focus (17) and further emphasis on the Certification process (16) were all suggested.

Partnerships

Twenty (20) responses related to a range of suggestions about how we should utilise partnerships and affiliations with education/training institutions and organisations to generate a stronger training framework and offering.

Going well

26 responses considered that what the SIA was currently doing was good and should be continued.

6   Improving communication

Respondents were asked "do you have any ideas about how SIA could more actively facilitate effective communication or provide better information?"

E-News and e-mails:

- More E-News editions (10) Less E-News editions (6)
- More E-mail overall (8) Less E-mail overall (6), one weekly e-mail with everything (3)
- Better layout needed– simpler, headings with links, less bulky etc (21)
- E-news is excellent (9) E-news very poor (4)

Regional:

Stronger regional focus not just in terms of Webinars, and/or but seeking to get networking and events to regional centres, and/or better technology to connect regional members (21)

Webinars:

More webinars (33)

Social media:

- More and better social media including:
  - o   Introduction of Podcasts (4)
  - o   Suggestions re app usage (5),
  - o   Update social media presence overall, increased Facebook, LinkedIn etc (16)
  - o   Website, useability, smart phone alignment, updating, re-design, on-line videos (20):
- Less focus on social media (5)

Networks

- Increased networking opportunities with a very strong focus on discussions groups and forums , social events to promote engagement, increased involvement in mentoring - *all to invigorate members engagement with each other.* (24)

7 Perceptions

7.1 Value

Is membership value for money?
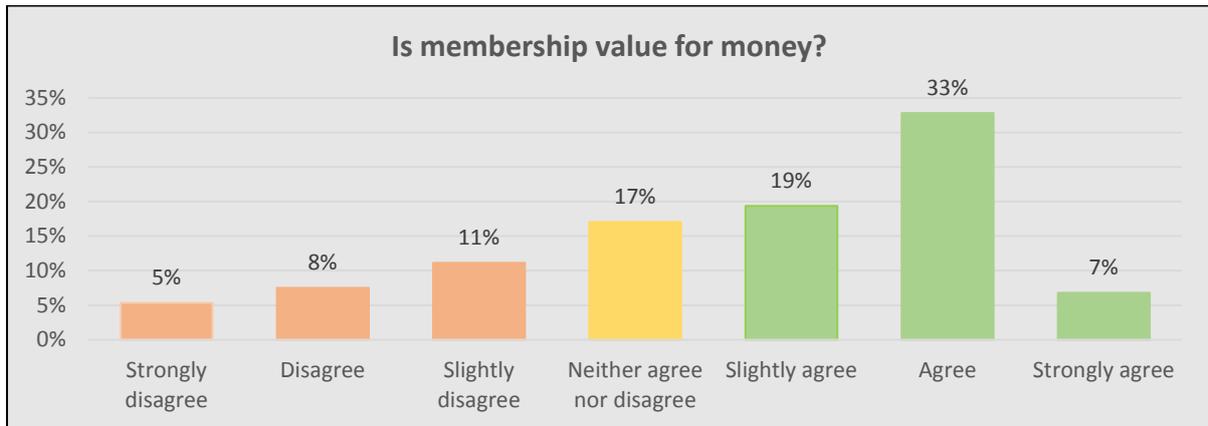
Although six out of ten respondents see value for money, one in four members are telling us they want more. Propensity to recommend membership

How likely are you to recommend membership on a scale of 1 to 10?

- Below 5: 16%, above 5: 73%
- Net promoter score: -11

The results of this section test the overall expression of the perceived value of membership by asking whether a person would recommend membership rto another health and safety person. Results show that just under 3 in 4 (73%) of respondents answered between 5 to 10. However, around 1 in 6 respondents were unlikely to, and a further 12% are neutral.

The concept of net promoter scoring is used in some fields. It is applied by ignoring 7-8 results (and subtracting 0-6 results fro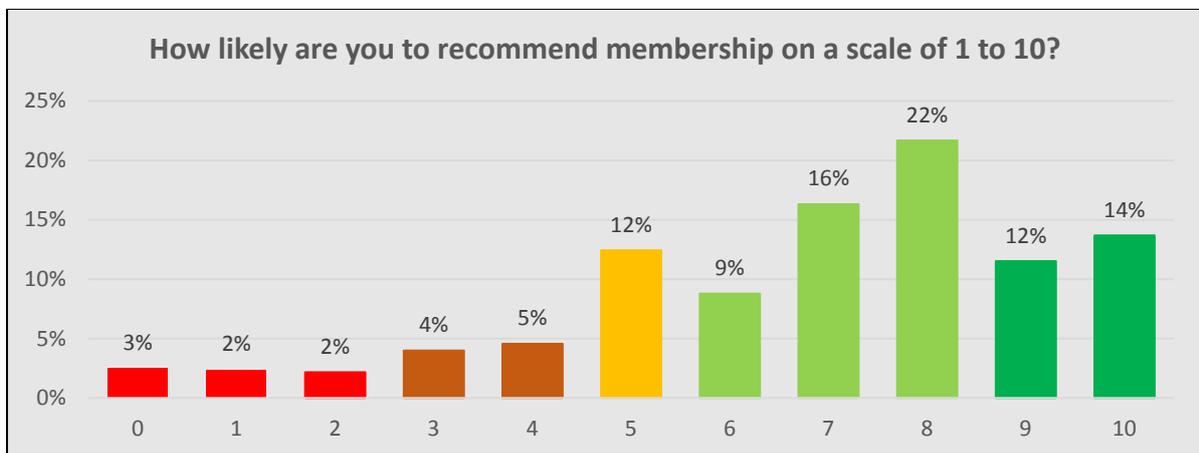m 9-10 results. The goal is a positive score. Notably the highest readings were recorded at that level with more than 1 in 3 respondents ranking us 7 or 8. The net promoter score for these results is -11. This provides another indicator of the importance of continuing to respond to members needs and interests. Given the very high number of respondents in the 7-8 bracket, slightly increased satisfaction of this group could see a positive net promoter score. The usefulness of this data will be in future comparisons. Responses to this question again raise the differentiated experience of members.

7.2 Your view on respect for the SIA within the profession

Over the last 12 months, do you think that respect for the SIA in the profession has:

Category	Value
Vastly declined	1%
Moderately declined	9%
Remained unchanged	41%
Moderately improved	22%
Vastly improved	4%
Don't know / Unsure	22%
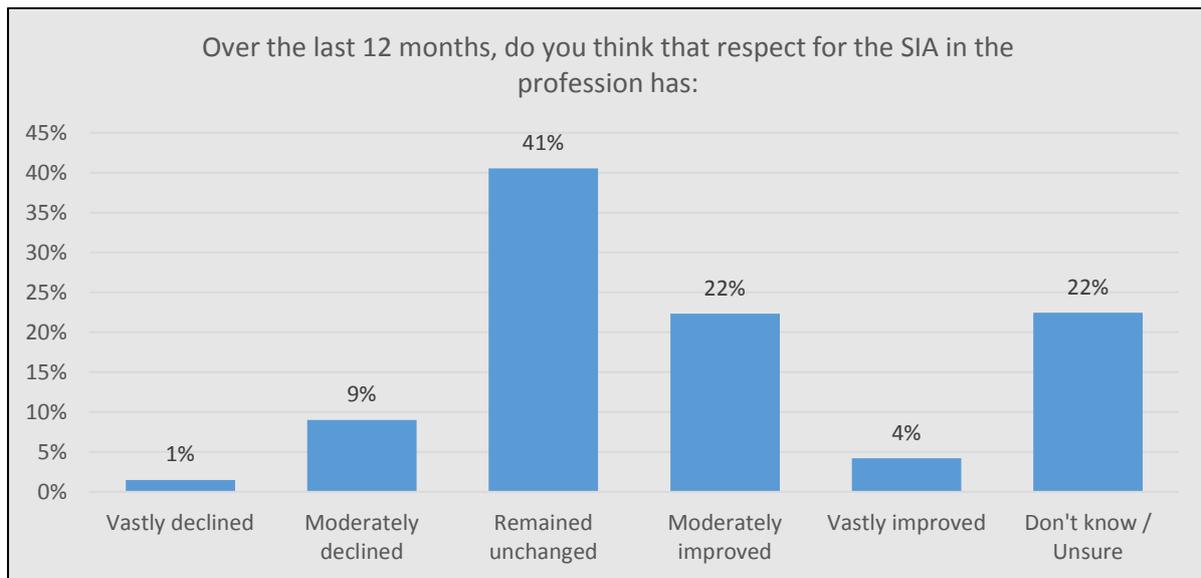
More than six out of ten respondents either felt respect for the SIA was unchanged, or did not know, which is not an uncommon response to like questions in similar surveys. Of the remaining 4 in ten, one quarter felt respect for the SIA had declined and nearly three quarters felt it had increased. Whist this result averages as positive, the Institute remains acutely aware of the challenge to improve performance and better communicate that performance, and would like to see greater progress in this area.

8   Those considering non-renewal

25 respondents (2.8%) answered this question.

Of these the top answers were:

- Lack of benefit/dissatisfaction with services (9)
- Retirement (5)
- Career change (4)
- Dissatisfaction with Certification specifically (4)

9   Summary and discussion.

The responses received provide the Institute's board and key stakeholders amongst our branches and committees, a rich vein of information to draw on to improve the work of the organisation.

9.1 Key themes

9.1.1   Diverse membership with diverse expectations

Consistent with last year's member survey, our members present as a highly diverse group with differing expectations of what their professional association can or should be focusing its energies on. There was no area of our work which did not draw the full range of the strongest praise to the strongest criticism. This is one of the greatest challenges for the Institute as it seeks to provide a wide range of products, delivered in different ways.

9.1.2   What respondents want us to do more of, and better

Amongst a highly variable number of responses, the key themes to emerge are that respondents want the Institute to:

- Assist them to more strongly influence companies and their cultural view of health and safety, to build greater awareness and investment in health and safety. In some cases, respondents want us to take on the larger job of impacting the wider community's attitudes about health and safety.
- Improve members AND the Institute's profile and status through more advocacy and in particular increased promotion of Certification;
- Deliver more, cheaper, higher quality, more diverse in content and geography, and better structured
- Provide more networking opportunities
- Do more for regional/rural/remote members.

9.1.3   Advocacy

The expectations of respondents in our role in Advocacy are very high and they accordingly rate our performance lower than other areas.

A number of comments about our advocacy reflect expectations which even at our best we may struggle to meet:

- The institute is already working to build partnerships with other groups to have input into the general community's knowledge and awareness of health and safety, and may over time even be able to establish greater reach to younger people through general education. However, these are activities which take more time and resources than many members realise. Many agencies work today to change whole-of-community attitudes toward various issues and usually take many millions of dollars each year over many years to do it, with variable results;
- Achieving broad based business culture change by the Institute directly with its size and resources is also problematic. Whilst we are already doing things in this area through partnerships with employers and employer groups, and we will do more, our greatest capacity to influence change lies with highly capable health and safety professionals as the architects of change working within the company. A strong focus for the Institute in the coming 2-3 years will be further professional development which focuses on providing better tools for the profession to take on this challenge;
- Respondents have widely differing views about the nature of the advocacy we should undertake.

In the last 12 months, the Institute has created its first policy agenda, started the ball rolling with a series of initial position statements, been working on advocacy to improve WHS training at VET level, and delivered 9 submissions to various government reviews. We will continue to move outward with our advocacy work, and we will focus on those matters where we believe the profession has a specific contribution to make. We will also strongly focus on engaging with Industry to promote the use of Certified practitioner and professionals, and increase our training offerings to better equip professionals to influence business culture.

9.1.4 Certification

Respondents reflected a higher level of support for Certification than the previous year. The weight of comments and suggestions moved away from criticism of a perceived academic focus (showing that our work to introduce a new pathway to Certification based on higher experience has been well regarded) to seeking stronger promotion of the program. The Certification committee continues to look at the issue of pathways to Certification for experienced people.

Many comments urging stronger promotion of Certification reflected a strong connection between promoting the status of the profession and promoting Certification, which is seen by many respondents as an important tool for raising the profile of health and safety people.

9.1.5 Professional development

Respondents are seeking far more wide-ranging content, a wider spread geographically, cheaper training including preferably more free training, and training delivered both face to face and online.

Expectations are high, are very diverse, and overall there is an expectation for getting more for less. These expectations will be difficult to meet.

The unstructured nature of professional development in the field is being addressed with work currently underway on an OHS profession training and professional development framework. The Institute will provide more opportunities, more diversity and a wider spread, including as much focus on regional members needs as possible, as we continue to grow the program. However, delivering these for less is is hard to achieve, as we introduce a larger range of providers who have their own profit margins. Member rates will always be cheaper, but training contains inherent value and must at the least, pay for itself, whether provided by the Institute or by other contracted providers. We will however continue to seek expertise amongst corporate and individual members who are willing to share that expertise with others though webinars and other based professional development.

9.1.6 Networks

Respondents would like to see further growth in networks, and we would like to see the same.

Networks function successfully when they are created and driven by committed people, with administrative support from the national office. We continue to do our best to support regional networks where members wish to build something. Regional members or those with speciality interests who wish to be part of leading the development of networks are encouraged to contact the Chief Executive. We will do what we can to support and resource you for success.

9.1.7 Rural and regional members

Respondents to last year's survey told us to create more for regional members through webinars, and we have done so with a program to continue to expand their use. This year respondents again told us that more needs to be done. In addition to our continued growth in Webinars, respondents asked for more regional networks and face to face events. This isn't easy to achieve but we will do our best to support members who wish to set up networks in their regional area.

9.1.8 Our communications

Members rate our Magazine, E-news and Journal highly and very important to the value of membership. A number of respondents reminded us of the importance of maintaining these core elements, and not focussing too much on social media. Conversely, younger respondents want better and more social media.

Comments on E-news and magazine content was positive, however there were many comments about the structure and presentation of the E-news with the key themes of improving readability and ensuring currency of information.

Respondents comments around our general use of E-mail reflected very different views about how much we should engage - suggesting both more and less information, both more and less often. Respondents comments about streamlining E-Mails (possibly combining events and all other e-mails together one single weekly e-news) will be considered closely.

9.1.9 Respondents who expressed concern over the value of membership

For those working to deliver as much value as possible to our members, of greatest concern is that around one in 20 respondents suggested that they felt they were receiving little or no benefit from their membership, and one in four felt marked us down on the value for money question.

Membership rates have not changed for five years and compare favourably with most other comparable memberships, and further reduction will diminish the service offering. Our focus must be on increasing (a) actual services provided and (b) ensuring more members get access to more things they are currently unaware are available. This can only be achieved by sourcing funds from other sources such as Corporate memberships and non-member participation in events at higher rates.

Participation = value: Analysing the comments, we are not satisfied that members are properly connected to all of the services available. There are definitely improvements to be made to services and there are some options for expanding the service offering which will be explored, but there is also relatively low take-up of some services and comments which reflect a lack of knowledge about those services, and there is a low level of awareness of our current work in Advocacy.

Input/value: Respondents comments reflected a very strong correlation between members with high participation rates, and high levels of satisfaction vs low participation rates and low satisfaction.

The focus areas for improvement are well outlined in this report, and also include examination of possible new service offerings.

Where to focus investment? We have the challenge that some respondents want improved services while others want improved advocacy. They both require investment, while at the same time many respondents also want more free or cheaper training.

Expectations of our capacity: Some comments reflect expectations we may not be able to meet, given the size of the SIA. A number of respondents compared the range of the Institute's services with associations which charge significantly more, and/or have turnover vastly higher than that of the Institute.

A number of respondents want cheaper or free events and training, and consider that their membership fees are already covering this – or should do.

9.2 Services

- **E-News:** generally well highly regarded and seen as the most important form of communication, respondents made important suggestions abut layout, as well as streamlining this and our other communications.
- **OHS professional magazine:** This product is generally highly regarded. Various suggestions for improvement have been passed to the editor and advisory board.
- **EBSCOHost searchable research database:** This product is not widely used but generally rated highly by those who use it. The Institute will continue to offer this to members, as part of our commitment to supporting the link between research and practice. We are also expanding the range of the database to include a series of related health databases.
- **Journal:** Not widely commented on, reflecting its slower activity in only producing 2 editions per year. Criticised for not being in full print. Another SIA product not widely used but rated as important by those who do. We are working to have the journal incorporated into worldwide databases to generate greater references, and are considering print runs.
- **Website:** Rated with a range of praise and criticism ranging from very poor to excellent, the website is already about to undergo change with a new SIA website under construction and testing. To be launched in the coming weeks.
- **Mentorship program:** A new (re-started from previous years) program, the mentorship program allows people to match themselves to mentors who may fit their interests and needs. Mentorship was not highly commented on, and not rated highly in terms of comparative satisfaction but received virtually no negative written feedback at all. Awareness of and engagement with this program is expected to grow.

- **Cheap insurance offerings:** Three respondents commented on this, but only to state that we should offer it. We do, and it has been taken up by more than 80 members. This underlines the issue of communicating what we offer.
- **Networks:** Our branches, young safety professionals and women in safety groups are relatively well regarded but respondents definitely want more available to them in the form of networks, with suggestions cladding: more regional/rural networking, and specialist networks relating to specific industries.
- **Foundation work we undertake to build long term status and credibility - The OHS Body of Knowledge, Education Accreditation, and our work on the Global Capability Framework:** We did not identify these aspects of our work as 'services' to members, but many years' work has been done on behalf of members in these areas as part of our advocacy work. The lack of comments about these things reflects a strong need to raise awareness of their activities, their relevance to the profession, and their importance as part of a suite of measures to build capability over time.

9.3 New product ideas

- **Online tools and products:** A number of respondents showed interest in seeing more products available on line for members, including online recordings and videos, as well as basic cleanskin planning tools for practitioners and professionals. These options will be explored.
- **Advisory services**. A number of respondents proposed a role for the SIA in providing higher level technical advice on specialist issues to members via a professional helpline, which a small number of professional associations provide. However, such services can be highly costly, are delivered y associations much larger than the SIA, and can create a series of challenges associated with the provision that advice.
- **Benchmarking.** Some respondents underlined the need for large scale benchmarking around company health and safety performance. This is a matter the Institute is discussing with potential partners.

Appendix #1: last year's 2016 survey, issues, and CEO report

This document is drawn from last year's member survey, in which the issues raised by members in the survey were analysed and a series of responses planned. The right-hand column reports on the current status of that activity. **Colour scheme**: Green = complete/satisfactorily underway. Yellow = partially complete Red = not done or behind schedule.

Issue	Proposed Action last year	What has been done/Current status
Survey questions require refinement	Make alterations for 2016 Survey	Actioned
Member profile data cannot be easily compared because of poor quality of data points in member database.	Review and alter member database	Actioned: New database just introduced.
Support for rural, regional and remote members There is strong feedback in this survey and in of other forums that we must improve the services we provide to rural, regional and remote members.	Create webinar program	Webinar program created, 20 webinars delivered
	Fostering of regional and rural networks	2 x regional networks proposed and supported
	Explore and report on other options	Ongoing.
Communications: Out of touch? Of the 430 respondents, 5 or 6 responded strongly across more than one comment field, that the SIA is out of touch.	Respond meaningfully to member feedback. (this and other plans)	Extensive feedback and responses demonstrably undertaken
	Extend our communications more broadly to non-members working in the field, and listen to their views as well	Non-members database under construction
	Extend our views to other key stakeholders including government and regulators, unions, and employer groups	Extensively undertaken and part of our ongoing advocacy work, many links and partnerships established
Members values – general congruence across all areas and high level of value across all items	Maintain all existing products and services	Done
Our representation of the profession, and association with the SIA *and* improve our input to government and policy - highly valued	Extend SIA work on submissions, policy agenda, functional relationships with key stakeholders inc SWA, unions and employer groups	Extensive work conducted on submissions and relationships with other stakeholders
	Implement Media strategy	Media conducted but media strategy not yet fully implemented.
More networking and more events sought overall including workshops and speaker tours	Recruitment of events coordinator late 2015	Done
	More events, better support for state branches from national office.	Events growth 30% Investment growth in branches New branch participants from EOI
More webinars sought	Establish webinar program;	Successfully Established (20 webinars) and still growing
	Design a program around Members' stated interests.	Members surveyed on proposed content
Overall breadth of the SIA's focus within its membership- *An 'Elite' focus?* Some members have a perception of the SIA focusing on the 'higher end' of profession rather than people "on-the –ground" or vocationally trained members.	Better communication of our real focus and activities;	Communications staff employed. Member comms improved and rated much more highly but not still not considered at the standard we want.
	Continue the current practice of actively altering our expenditure profile toward *the wider framework of the membership*.	This is primarily reflected in an increasing focus on both practitioner and professional level events and training.
Rural, regional and remote members – Service improvement sought	Increase Webinar program to include a focus on rural/remote interests.	The Webinar program grew from 3 to 20 in 2016-2017 and is growing.
	Invest resources in support for regional networks	Underway. Resources are invested as proposals have come forth. Additional EOI being called, existing non SIA networks to be offered support and engagement.

	Lower costs of city based member events to make attendance more affordable.	Interstate rates introduced Regional rates not yet introduced.

Issue	Proposed Action last year	What has been done/current status
Member unemployment rate: appears relatively high	Review membership rate and offering for unemployed members to provide better support during periods of unemployment.	Review conducted. Offering available.
Do we have an over-emphasis on Certification? Some members perceive too much focus on Certification and/or certified members.	Better communication of our real focus and activities	Greater balance of responses sin this year's survey, but more work to be done on communication.
Costs: membership, events. Some members are seeking better cost outcomes across the board, with a particular focus on the cost of events.	Review costs of all events, and membership	General Membership rates stable and not increased for five years. Certified/graded member rates dropped slightly
	Examine the cost of member rates vs non-member rates at events	Member rates at events further discounted on previous year.
	Review costs of Certification	Certification fees dropped just below cost, subsidised by corporate sponsorships
	Announce any changes	Low member awareness of reductions
Communications: general	Focus on improvements to: Website	New website under construction
	Social media utilisation	Social media activities and investment increased but slow take up by longer term members
	Comms with non-members	Non member database being developed
	Comms regarding Certification,	Movement on Certification comms too slow
	Connections with other stakeholders	Strong work done on stakeholder engagement.
Journal and EBSCOHost Relatively highly valued.	Restore the Journal to a more regular publishing;	Still at 2 x per annum.
	Extend the electronic reach of the journal;	Underway
	improve the range of materials available through EBSCOHost to include more work health related materials;	Done, database available expanded significantly
	More strongly promote EBSCOHost as a useful product for all members – not just a product for people involved in academia.	Take-up has been greater this year but is still at only 12% of membership.
Certification: terminology, information and communication. A number of elements of Certification continue to be misunderstood amongst many members. Some members believe that by being described as practitioners, they are not "professional" Members report a level of miscommunication, or confusion, around terminology, and this is reflected in the survey.	Review all Certification materials.	Done. Internal doc sets strong. Online advisory material needs work.
	Provide higher quality information about Certification to ensure better understanding	Better focused web based material being provided as part of new website
	Review of Certification terms, and past grades, by Certification governance committee	Issues with use of the past CPMSIA term still to be resolved, but is being looked at.
Certification: Eligibility. A number of members (correctly in in most cases and incorrectly in some) note that they are excluded from the standard Certification capability assessment process because they do not meet either the	Review of entry points by the Certification Governance Committee with a particular focus on members with extensive industry experience but not baseline specialist OHS qualifications.	Underway. Input from the sector will be sought in coming months.

educational or experience entry levels.		
Professional recognition for Certification – highly valued	Strong focus on promotion of Certification BUT not at the cost of other services to members, which are equally important.	Our investment in promotion of Certification delayed, and budgeted in this coming year
	Introduce comms strategy – Certification component, promotion to industry.	Delayed, now underway

Appendix #2: Finance facts sheet

In response to a number of comments from respondents to the survey, the following information is provided:

Where does the SIA's revenue come from and where does it go ?:

- The Institute charges each general member $200 per annum for their membership;
- The Institute raises on members behalf, an equivalent of another $220-$250 per member per year from other sources. This figure has doubled in the last two years.
- The Institute invests ALL of this in our work which is either directly in member services, in advocacy or in building a framework for capability within the profession which contributes long term to the positioning and status of the profession - a task also expected of us by our members.
- We actively seek revenue growth in areas other than members contributions; i.e. Corporate memberships, higher non-member rates at events.
- The administrative costs of running the Institute are lean compared to like organisations – in particular our overall staffing costs.

Range of activities that a professional association invests in:

- Our members want to see (a) services delivered directly to them, (b) programs which build capability for the profession, and (c) advocacy on their behalf. Some members only value one or two of these, but all members need to understand that the Institute must do all of them, and so must balance its investments in them.

Membership fees

- The Institute has not increased the general member fee for five years and has lowered some annual certified member rates.

Certification fees

- Certification fess are charged below cost, subsidised by funds from other sources such as corporate memberships, to make it as affordable as possible for applicants. Costs compare highly favourably with like Certifications.

Costs of training
- Training activities are generally run to cover costs or make only small margins. There are some exceptions which we use to strengthen our profitability to invest in other training or services, but all profits are re-invested in what we do for the membership.
- We already run a number of free networking activities through our branches, and we can increase this, but not extensively without increasing revenue from other sources to support them. We are constantly seeking this revenue. However as revenue grows we also need to invest in more advocacy and other projects and services, so there are competing values to manage.
- All events are already run with a significant differential between member costs and non-member costs, and this has been increasing.
- Webinars are generally run at or below cost, with only a $20 fee for members and $65 for non-members.
- Our national conference fees are being reduced by up to 30%
- National Conference fees for members will be *more than $200 less* than non-members – the value of a full year's membership.