



## 2019 Short Member Survey

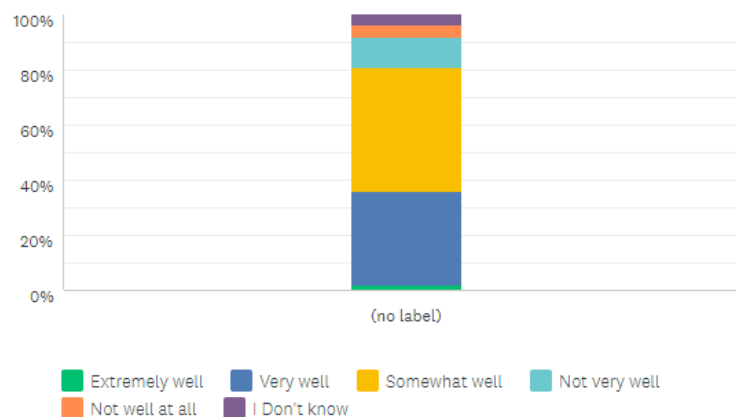
Members are at the centre of what we do and with a growing focus on the 'member experience' we are keen to understand our members better. This short survey was carried in November to provide a benchmark and help guide us on what in-depth information we should be seeking in a more comprehensive survey.

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### Question 1

As a membership organisation for the spatial and surveying sectors, how well do you feel Survey and Spatial NZ meets your professional needs?

Answered: 397 Skipped: 1

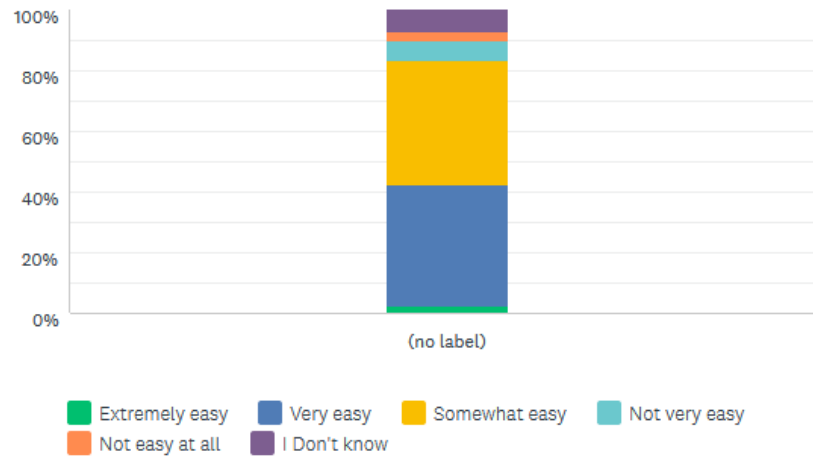


The vast majority of responses were positive, suggesting we are on the right track. Our objective is to identify and address the 'pain-points' and improve the member experience so that it is consistent - resulting in a shift from our starting benchmark of 'somewhat well' to 'very well'.

## Question 2

How easy is it for you to deal with us?

Answered: 397 Skipped: 1



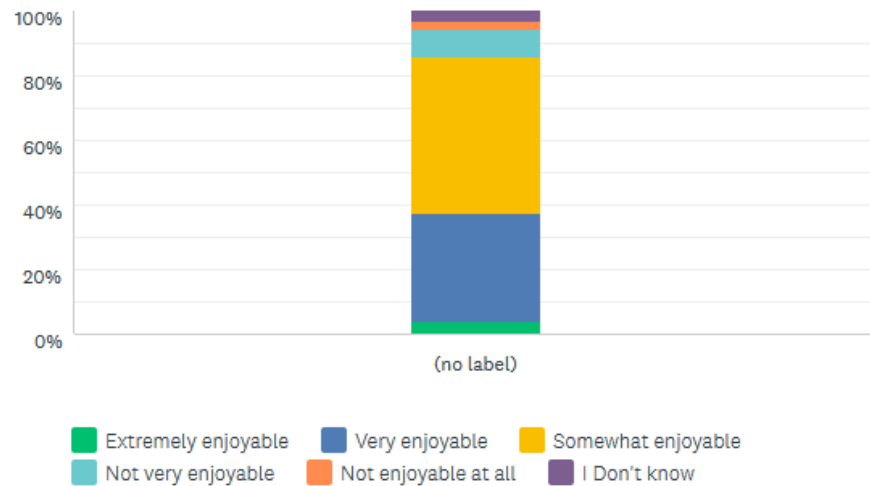
Again, most respondents report that it is somewhat 'easy' or 'very easy'.

Members are more likely to be satisfied with being a member if - no matter what it is - from joining, achieving certification or attending events, the experience is consistent and easy. We now need to identify what areas are causing frustration for members so we can address these.

### Question 3

How much do you enjoy being a member of Survey and Spatial NZ?

Answered: 395 Skipped: 3

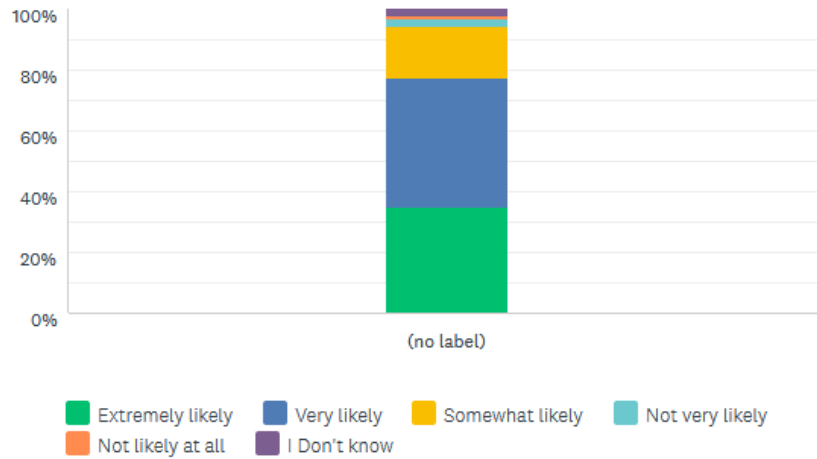


We need to explore what members enjoy about S+SNZ and build on those experiences. We are on the right 'track', but we can't afford to take for granted how members feel about belonging. If members are enjoying the experience, they are more likely to get involved and support the organisation to deliver on its vision.

## Question 4

How likely are you to renew your Survey and Spatial NZ membership?

Answered: 396 Skipped: 2



The question is core to the business of S+SNZ; without members we don't exist. Even though the majority of responses are 'extremely likely' and 'very likely', there is no resting; this measure will be a key indicator as we work hard to improve the member experience – making membership meaningful, effortless and enjoyable.