



**Report for NZIS**  
**on**  
**NZIS Annual Member's Survey**

**October 2017**

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## Summary

In order to provide an understanding and analysis of the survey results I have chosen to break the survey into two parts – the questions that focused on NZIS as an organisation (“internal focus”) and the ones that had a more “external focus” that is, activities undertaken for or by the members of NZIS.

While there were a few comments and results that might be regarded as less than ideal, the overall impression is one of positivity – 85% of respondents gave a positive rating to the value of NZIS to members with 89% indicating they would recommend NZIS to prospective members.



The main themes that came through in both the statistical analysis and associated comments were professional development, advocacy and communication. The importance of professional standards to individual respondents and the value of ongoing professional development were two of the highest rated responses. Advocacy for and promotion of the profession to the public, government and other associated organisations also featured very highly. Communication in all forms was a common thread through the comments sections - some respondents wanting to see more, some less and some looking for more targeted information. The majority (95%) were happy with the frequency of communications.

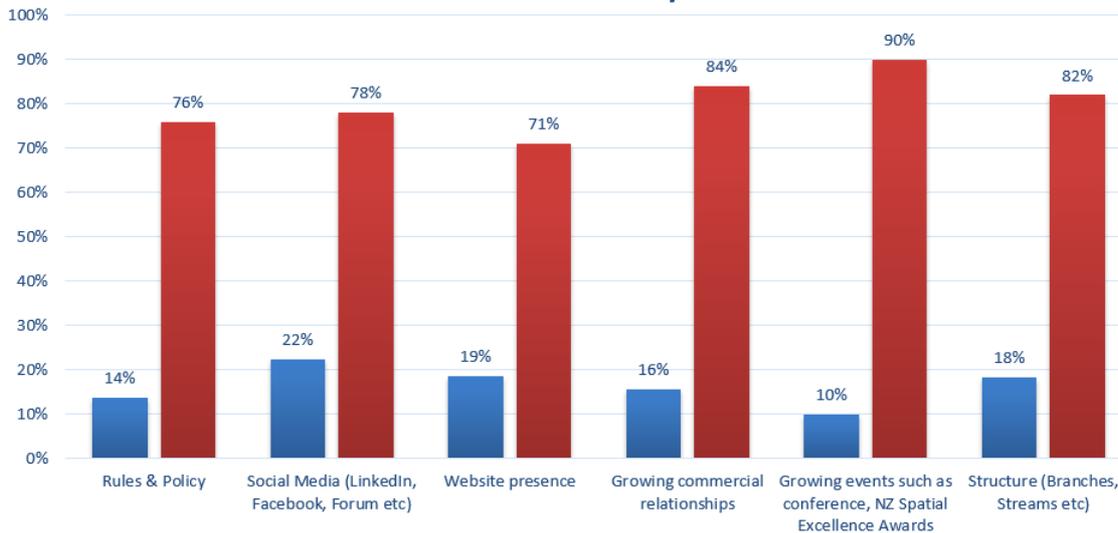


Another topic that was alluded to in a few of the comment sections was the role and performance of both the board and management of NZIS and the relationship with members. Dissatisfaction in these areas may be due to lack of information or understanding of the nature of the roles and the work undertaken. Or they could simply be the opinions of a disaffected few. Either way, I felt it was worth mentioning.



In addition to the quantum of positive comment, the other point worth noting is the level of engagement in the survey. Only those sections where respondents were asked to provide further comment failed to attract a majority response rate. There were only a couple of questions where respondents seemed a little unclear about the intent (Q9 and Q12). On this basis I would see no reason to make changes to the content or structure.

### Performance in Key Areas



### Internal Focus – analysis of key feedback

As mentioned above, based on the statistical responses, the overwhelming majority of respondents feel that NZIS is of value and they would be happy to recommend the organisation to prospective members. The majority also feel the organisation is performing well with growing events (such as conference and awards) and they highly value CPD and training events. The respondents also felt NZIS was doing well with Rules & Policy and 75% were happy with NZIS's performance in relation to structure i.e. Branches, Streams etc.

Areas where respondents were less positive included a lack of public awareness of the sectors and an unease or uncertainty about the value of growing commercial relationships. Social media was another area where respondents were either unsure or unhappy about NZIS's performance. 25% of respondents indicated they were unsure about the performance in this area which suggests they are either unaware of what NZIS is doing or are not users of this particular form of media. While these numbers aren't particularly high, they are perhaps areas worth looking into.

People, who feel strongly about a particular matter, will often take up the invitation to make further comment. The overall themes of the more negative (but minority) comments were related to governance and communication – possibly indicative of a feeling of disconnect between governance (and by extension management) and the wider membership and possibly also an absence of understanding about the activities that NZIS engage in. It is clear from the responses that both of these areas are worthy of focus.

When asked what respondents would like to see improved, the majority of responses fell broadly across two categories – communications (including advocacy) and professional



development, the latter being the most prevalent. There was a very wide range of suggestions and none with a clear majority. Several talked about wanting more focus on technical events and training in the regions. Others suggested more clarity and promotion of RPSurv. The overarching theme was a desire to focus on professional development.

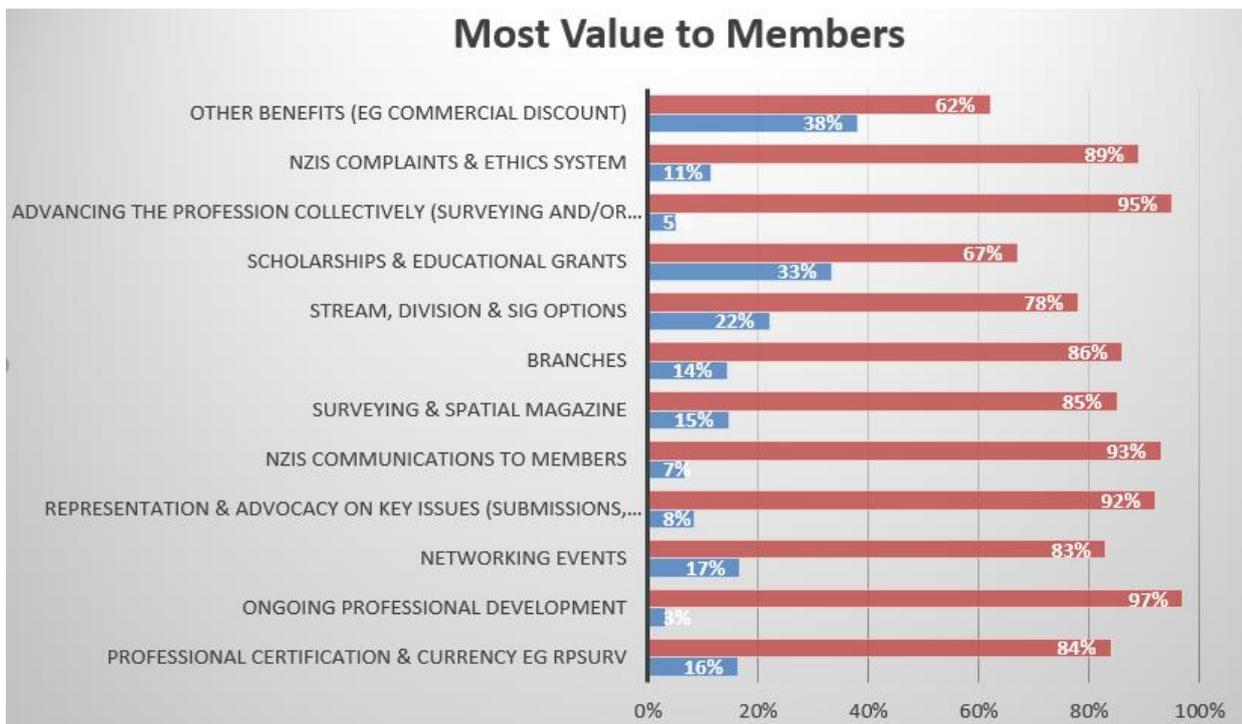
The communications/advocacy based comments were also quite disparate, ranging from email layout to raising public awareness of the profession. But the main themes were clarity of communication and advocacy/promotion on behalf of the profession, particularly to the public.

259 people (63% of those surveyed) answered the question “Name two things you are most proud of relating to your membership”. Some of the key recurring words in this section were – professional, supportive, networking, collective wisdom, history and high ethical standards. There is clearly a view that membership is important and something to be proud of.

As mentioned above, inviting further comment will often elicit responses from people who have a particularly strong view about certain matters. This was evident in the final “Any other comments” section. They ranged from “Keep up the great work” to “I have no confidence in the NZIS board as they do not represent the overall views of the membership and they do not display leadership.....” However amongst the responses were some clearly articulated suggestions, which also fell into either the communication/advocacy category or professional development areas. I’d suggest consideration of the points raised in this section.

## External Focus – analysis of key feedback

Answers to questions that I grouped under this heading were overwhelmingly in favour of ongoing professional development; the importance of professional standards; advocacy with local and central government and LINZ; provision of technical advice via professional streams and NZIS communications to members.



Development/Awareness of IT and Health & Safety tied first equal in ranking (96%) as the most important areas of your sector. In close equal second place were the Resource Management Act and Cadastral Survey Act & Rules. Least favoured in this area were BIM, Big Data/Smart ICT and Emergency Management.

Other areas considered either of value or importance were a focus on traffic management, scanning the environment and the evolution of Landonline to ASaTS.

Other benefits (eg commercial discount) and scholarships/educational grants were considered of least value to respondents.

As with the answers to "Internal Focus" questions, the main areas of value, importance or general note in this section were those that related to professional development, advocacy/advancement of the profession and communication.

The following observations were made from the additional comments made in this area:

- There seems to be some concern about RPSurv vs LCS within the profession but also in terms of public perception
- A review of the Ethics/Complaints process has been suggested
- Comments confirm respondents feels it's important that there be sector input into ASaTS.

