



## NSW BRANCH MEMBERSHIP SURVEY-NOVEMBER 2020

### EXECUTIVE SUMMARY

This paper outlines the results of the survey conducted by the NSW Committee of the Order of Australia Association during October 2020. The survey was open to the > 2,400 NSW members with 423 responses (17.5% of financial members). The response from members was pleasing and shows that Members want the Association to flourish for years to come.

The issue of Covid-19 was understandably mentioned often in that it has caused dramatic changes to our way of life as we know it. Covid-19 has disrupted the NSW Committee from fulfilling its plans for 2020.

As with all surveys, members will be looking at how the Committee can add value to their membership. Having read all responses I would like to highlight the recurring themes. (ref Question 11)

- *Continue with interesting speakers at lunches/dinners.*
- *Continue with Chairman's monthly email update including the Thanks for Asking segment.*
- *Consider Zooming selected speeches during the year eg Governor's speech at investiture lunch.*
- *Develop a short-term business plan and monitor the results.*
- *Seek members stories and post on our website, in addition to "Thanks for Asking".*
- *Circulate and update a yearly calendar of events for members to be aware of and consider attending.*

Finally, I would like to acknowledge the assistance provided by fellow Committee member Louise Davis AM during the survey process. Also, to my wife Maria who has acted as an invaluable sounding board.

Michael Maher OAM

NSW Membership Officer

November 2020.



## **Q1 Tick the OAA region that you are a member of.**

All 17 regions were represented in responses.

The top 5 regions were

Sydney/Metropolitan	56%
Hunter	8%
Illawarra	6%
Central Coast	5%
Blue Mountains/Southern Highlands	4%

## **Q2 Please indicate**

Male 71%

Female 29%

## **Q3 Years of membership**

1-5 years	38%
6-10 years	20%
11-15 years	12%
16+ years	30%



#### **Q4 Indicate your reason for joining The Order of Australia NSW Branch**

Communication about the Order of Australia 73%

Networking with like-minded people 38%

Social interaction 28%

Fundraising/Community support 12%

Other (please specify)-see below

- It seemed the appropriate thing to do
- I had a sense of obligation to join, it was the right thing to do
- I was invited by a current member



## Q5 Have your expectations been met?

Yes	83%
No	17%

### Top responses:

- This year has been difficult due to Covid-19 restrictions etc.
- I have only joined in the last year, so it is too soon to comment.
- Why can't Sydney/Metropolitan be regionalised like the rest of NSW eg St George/Sutherland Region, City etc.
- Events are not interesting for me, and not much happened this year.
- The national communications which I receive are extremely male oriented and are focused on military/bureaucratic themes i.e. war grave visits. I have not found anything that seems to welcome women or people not familiar with the OAA organisation, let alone showing much diversity in race, age or gender.
- Yearly membership fee is too expensive for what I get.
- Articles in the newsletters are interesting.
- More social activities after Covid-19 please.



## Q6 What type of events would you like the NSW Branch to offer?

Morning teas	29%
Lunches	56%
Dinners	23%
With guest speakers	74%
External visits to historic sites	42%

### Top responses:

- Prefer lunches with interesting speakers
- Australia Day cruise and Parliament House lunches are great
- Continue updates from NSW Chair via email
- Tours to places of interest eg train trip excursion
- Possible speaking topics-how to prepare for a warmer Australia, the effects of the digital world on our children.
- Why not Zoom certain speaker's presentations for those who cannot attend due to distance/health issues. For instance, why not look at Zoom/Podcast/Webinar the speech which the NSW Governor presents each year at the new awardees luncheon?



**Q7 The National Association supports The Order of Australia Association Foundation Scholarship. The NSW Branch supports the OAA NSW Youth Community Service Awards (YCSA) and the Alumni.**

I would like to hear more about these initiatives	79%
I believe NSW Branch should have another State Project to support	24%

**Q8 Which of these areas/needs of the community could NSW Branch support?**

Mental Health	49%
Poverty	41%
Health	35%
Indigenous Health/Education	46%

Top responses:

- Mental Health is the big issue right now.
- Stick with our youth program. OAA NSW Youth Community Service Awards (YCSA)
- Youth employment will be an increasing challenge in coming years.
- Children and Mothers are victims of domestic violence; discussion should be around this problem and how they can be protected.



**Q9 Choose two (2) of the following charities you consider most appropriate for NSW Branch to support.**

Reach Out	28%
Bridging the Gap Foundation	38%
Careflight	40%
The National Heart Foundation	37%
The Cancer Council NSW	45%

**Editor's note:** Question 8 placed Indigenous Health/Education 2<sup>nd</sup> on the list of responses and Bridging the Gap Foundation and Indigenous Organisation was placed 3<sup>rd</sup> in Question 9.

Top responses:

- The list is endless.
- Any charity or program that addresses inequality in Australia.
- Like any other members I have my own raft of organisations to support. This is not an important objective as far as I am concerned.

**Q10 Would you like to become more involved in the NSW Branch organisation in some capacity?**

Yes	23%
No	77%

Top responses:

- The No comments centred around age, and current commitments as precluding further involvement.
- Those who indicated Yes were cautious regarding what type of work and time would be involved but nevertheless would be willing to discuss the issue.



## **Q11 Ideas/recommendations for the NSW branch to consider to add value to your membership**

**Editor's note:** Some 35% of members chose to answer this question, in no particular order the following is provided.

Top responses:

- Interesting speakers for lunches and dinners are a must, the topic must be relevant to members.
- Getting some form of sponsorship for the Youth Community Service Awards would be good.
- Look at Zoom/Webinar/Podcast elements of speaker's presentations for those unable to attend, ie Zoom NSW Governors speech at Investiture Lunch
- I enjoy the Chairman's update and Thanks for Asking, it shows we are not alone.
- Have exclusive deals for, travel, cars and alike.
- Construct an annual planned diary of events and circulate it, even if dates change.
- Mentorships/Alumni worthy venture.
- Look at splitting Sydney/Metropolitan regions into smaller regions like the rest of NSW.
- Develop a short-term Business Plan and ensure results are monitored.
- Mini Symposia-similar to a half day at a Conference but held locally.
- Member stories short clips online via membership page on our website, in addition to Thanks for Asking.

oo000oo