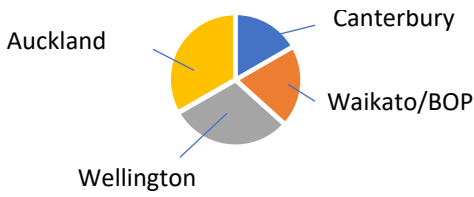
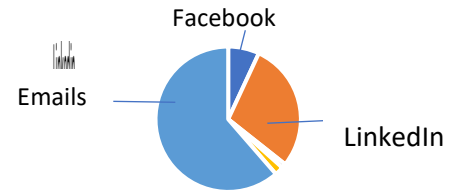


NZATD Membership Survey Results Summary – Oct 2020

An awesome response from all branches

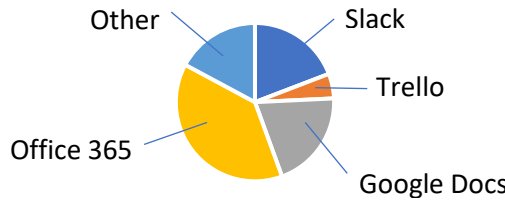


Emails and LinkedIn are the most preferred way to receive updates/info



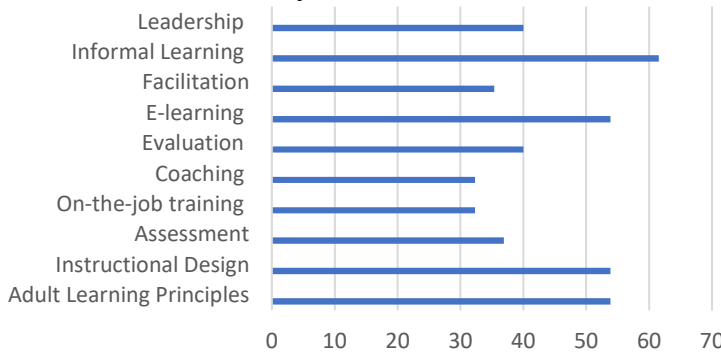
97% mostly hear about our events through **NZATD emails**

A range of preferred collaboration



Over **85%** of respondents want information in weekly combined rather than individual emails

Preferred competencies to learn about



Range of benefits of most interest



What we need to keep doing

- Build our presence
- **Collaborative learning**
- Send out industry info
- Be point of contact for sector
- **Webinars**
- **Networking**
- **Face-to-face workshops**
- Use External presenters
- Supply readings
- Run monthly forums
- Weekly newsletter
- Use local and international

We should stop doing

- Too many webinars
- **NOTHING – good as we are!**
- Physical Magazine
- Advertising
- **Email volumn**
- Just talking about framework
- Not having influence
- Not been up with the play
- Charging so much for events
- Having late event start times
- Seminar/lecture style webinars

35% very likely or likely to

attend a national online conference

37% very likely or likely to

attend a face-to-face or blended conference (if levels permit)

What we need to start doing

• Mini conferences	• More collaboration	• More online webinars
• Shift from training and dev to learning and dev	• Deliberate focus on culture competence and diversity	• Change times of events from 7.00 at night
• Offer mentors	• Record f2f sessions	• Show us what is possible
• Give us monthly tips	• Be seen as industry leader	• More virtual events
• Access more info from non-members	• Give updates on L&D sector – state of play/possibilities	• Highlight both innovation and BAU approaches to L&D
• Tap into the AITD training suite	• More online webinars af zoom training	• More networking and promotion
• Top up members only info	• Share NZATD vision	• Investigate international L&D opportunities discount for members
• Break-out rooms after webinars	• Inclusion of educational providers not just corporate	

