

Associations Matter Member Engagement Benchmarks

February 2024

survey matters.



Agenda.

- **The Role of Benchmarks**
- **About Survey Matters Benchmark Data**
- **Associations Matter Benchmarks**

What are benchmarks?

Benchmarks are standards or points of reference against which various aspects of performance can be measured.

- Can be internally derived, or data from external sources
- Key indicators to gauge performance
- Pivotal in driving continuous improvement
- Provide valuable input into strategic planning

Common association benchmarks might include:

- Member acquisition & renewal rates
- Event attendance
- Member participation in other services
- Engagement levels on digital platforms
- Satisfaction & NPS



Internal benchmarks.

Compares and tracks internal data relevant to an associations' mission and performance.

- Can be time-series data or comparisons across demographic profiles
- Internal data tracking across:
 - Financial measures
 - Member growth, acquisition, renewal rates
 - Digital engagement
 - Attendance
 - Use of services

Advantages

- Allows the ability to set realistic goals
- Assist with budgets & forecasts
- Identify performance improvements
- Input into strategy

Disadvantages

- Bases future performance on historical achievements
- May limit focus to only internal environment
- Miss the broader industry or external environment context

External benchmarks.

Allow comparison to industry standards, ABS or government data, or other associations.

- Provide a “whole of sector” perspective
- Insights into best practice information
- Information about industry or sector trends

Advantages

- Provides an objective means of evaluating your performance
- Facilitate goal setting and progress tracking
- Showcases your associations' performance based on external, impartial data

Disadvantages

- Potential for mismatch in comparisons because of differences in size, purpose, or member demographics
- Needs careful assessment

Many of you already provide external benchmarks as a value-add service to your members:

- Salary data
- Hourly rates
- Charge-out rates
- Working conditions
- Diversity and inclusion

Survey Matters Benchmark Data.

- Information collected from over a decade of member engagement surveys
- Compiled from the same or similar key questions, and rating scales
- All results de-identified – no association or member can be identified
- Complies with our privacy obligations and membership of The Research Society
- A perfect data-set? No... (But we have to start somewhere!)
- It feeds into our own continuous improvement

Our benchmark database.

- 50,000+ quantitative member engagement survey responses
- Time series data
- Segmented by key demographics
- Over 100,000 qualitative comments analysed
- Examines association performance from members' perspectives
- Chose around 10 key questions to analyse


For the first time, we have benchmarks from members' perspectives, from '000's of responses to our member engagement surveys.



How we calculated the benchmarks.

The accuracy of the benchmarks is a function of the quantity and quality of the data.

The more association member data we collect, the better the benchmarks we can provide.

- 
- **Data Cleaning and Preparation:** Remove duplicates, address missing or inconsistent data, standardise formats and rating scales across questions.
 - **Data Segmentation:** Segmentation based on categories to allow for more targeted analysis and more relevant benchmarking within each category.
 - **Descriptive Analysis:** Conducted a descriptive analysis of the data. This includes calculating means, medians, and mode for quantitative data (like length of membership, satisfaction ratings) and identifying common themes or trends in qualitative data (like reasons for joining, value obtained).
 - **Identify Key Performance Indicators (KPIs):** Determined which metrics are most crucial for assessing member engagement and satisfaction. These included renewal rates, satisfaction scores, frequency of service usage, etc.
 - **Benchmark Calculation:** For each KPI, we calculated the benchmark figures. This involved weighting the data to ensure equal weight was given to data provided by different associations, thereby removing the impact of any individual association on the data.

Important considerations.

1. Rating Scales

A common technique used in survey questionnaires is to ask respondents to use 'rating scales' to indicate their level of agreement or satisfaction with specific statements. Rating scales can be 7-point or 5-point depending on the level of variation or granularity needed in responses.

It is very important to be sure you are using the same rating scale as the benchmark you are comparing against – a top two result on a 5-point scale will always be significantly higher than if you are using a 7-point scale!

2. Question Wording

While sometimes question wording is broadly comparable, slight differences can sometimes render comparisons meaningless.

It is always better you are comparing results to the same question – either the same question asked at a different time, or the same question asked of different samples.

Associations Matter Benchmarks.

Key benefits of membership

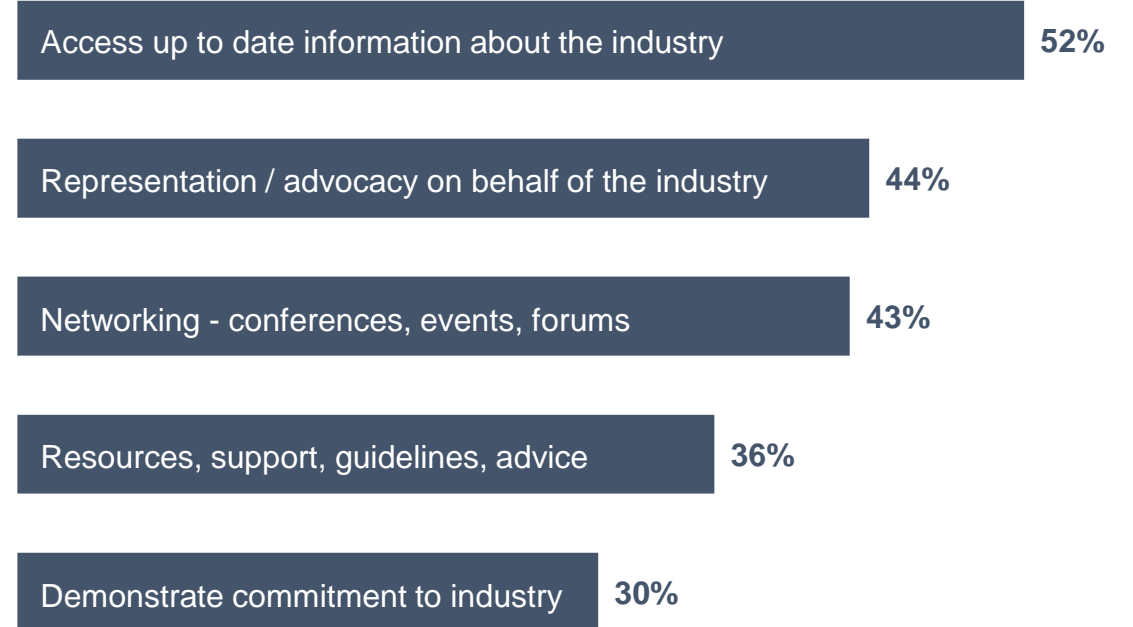
The most important benchmarks are those which underpin the membership value proposition – which varies for industry and professional associations.



Professional Associations.



Industry Bodies.





“I think it’s to get industry information basically, so you can be like a little island concentrating in your own little world. So joining things like the [Association] is basically information coming in.

There are services like training that is valuable, I've participated in training courses, and I use them regularly over the last couple of years for support, advice, insurances ...

Also it's just a good idea to belong to a professional association, both in terms of representation and reputation.”

Professional Association Member



“Well, it’s probably really all around the information we get.

And also, [Industry] is going through a lot of change and one voice is not going to drive change or influence policy, but a collective voice will have a greater level of opportunity to drive that influence.

Then there's the forums they run ... and again, that's really helpful to understand where the shared concerns are.

So, I think that's probably my experience and why we keep paying our fees”

Industry Association Member

Tangible engagement benchmarks

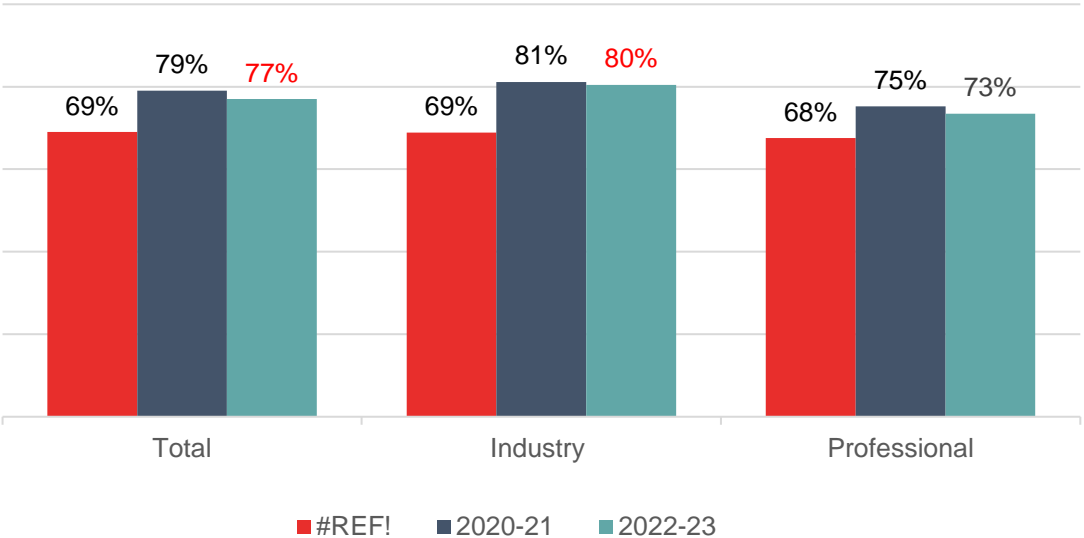
These benchmarks track members' satisfaction with associations performance in delivering on the core benefits and services of membership.

Up to date information.

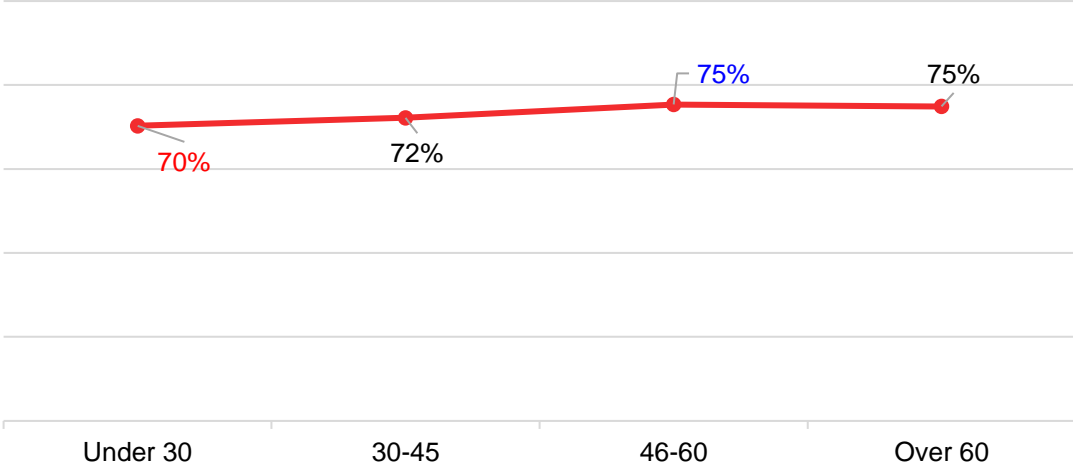
73% Professional Association Benchmark

80% Industry Bodies Benchmark

Agreement with Information Provision Benchmark- By Association Type



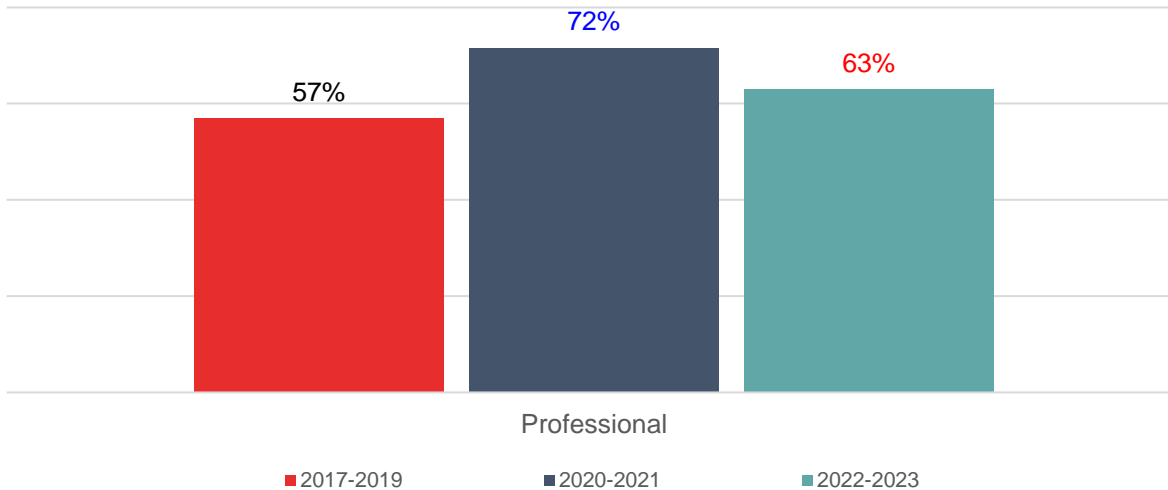
Agreement with Information Provision Benchmark – By Age



Q. How much do you agree [Association] provides the latest information and news about the Industry / Profession?
 % Top 2 – agree / strongly agree

Professional development.

Satisfaction with Professional Development Benchmark



63% Professional Association Benchmark



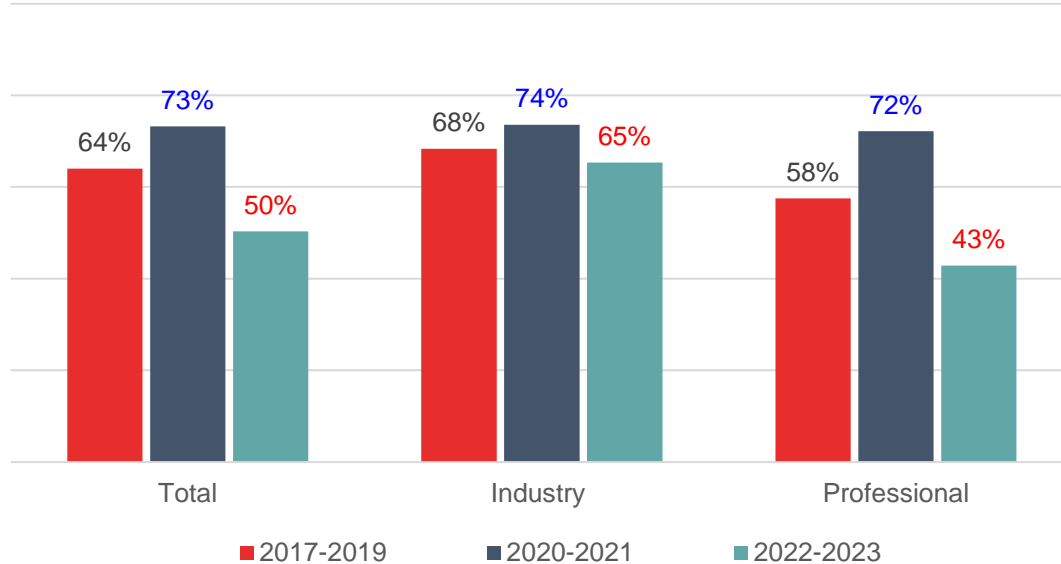
“Professional development opportunities helps me retain the high level of expertise and knowledge essential for reaching my career goal. [Association] provides interactive online activities, a range of professional development events and courses and qualification to help me reach my CPD requirements”

Advocacy and representation.

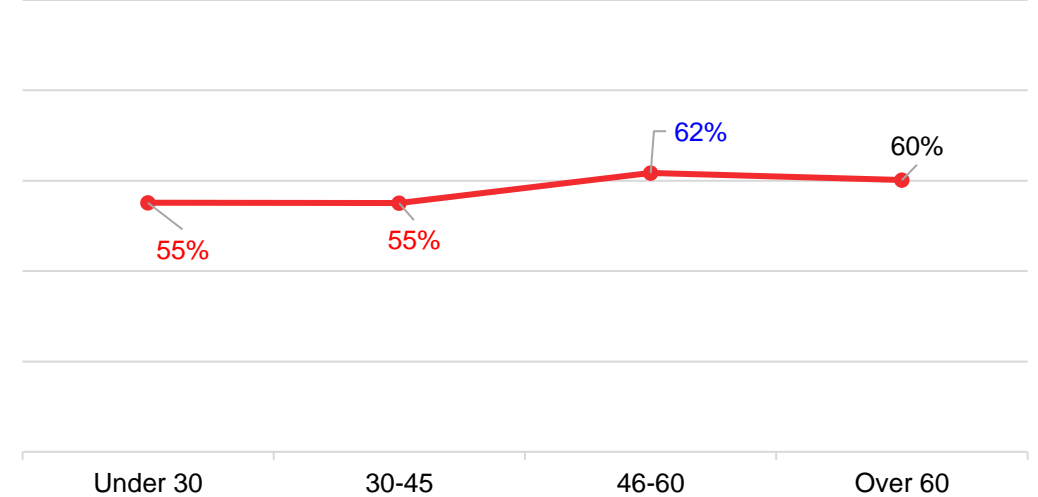
43% Professional Association Benchmark

65% Industry Bodies Benchmark

Satisfaction with Advocacy Benchmark - By Association Type



Satisfaction with Advocacy Benchmark - By Age



Q. Overall, how much do you agree your association effectively advocates to influence legislation and regulations that affect the profession / industry? % top 2 – agree / strongly agree



“Advocacy on regulation is going well,
but we need more on resources and
guidelines, employers are reluctant to
do this work themselves... we need a
body in our corner protecting us and
our roles...”

Professional Association Member

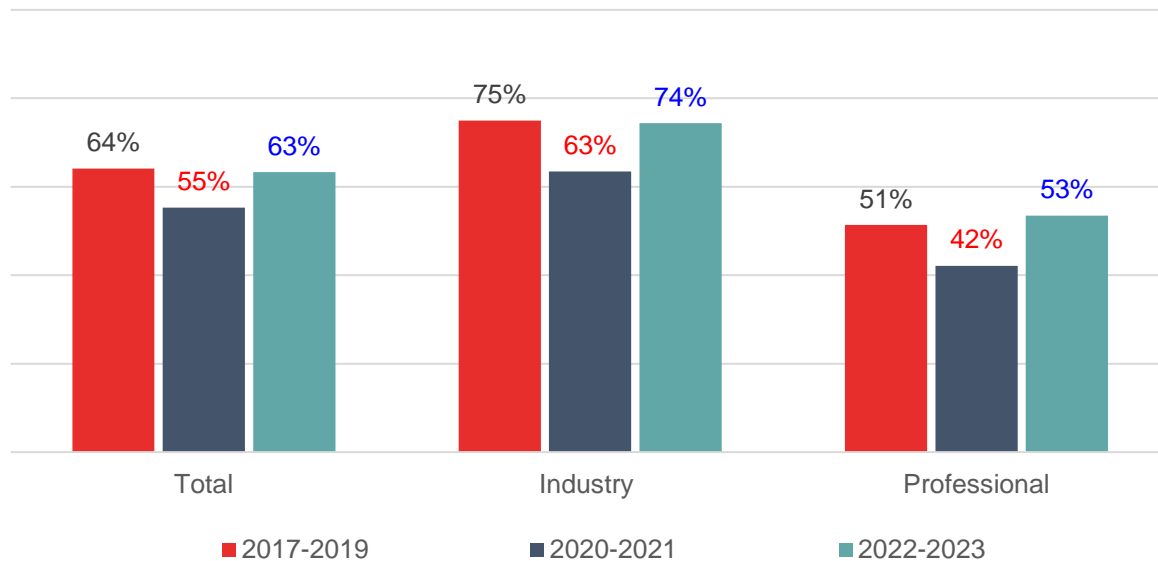


Networking and connection.

53% Professional Association Benchmark

74% Industry Bodies Benchmark

Satisfaction with Networking Benchmark - By Association Type



“It's just never as good as in person. The content is interesting enough [online] but the best part of the meetings, the best part is the little side conversations with different people about what you take away from what we all just heard...”

Intangible engagement benchmarks

These benchmarks track members' satisfaction with the 'intangible' aspects of engagement and how membership of the association makes them feel.

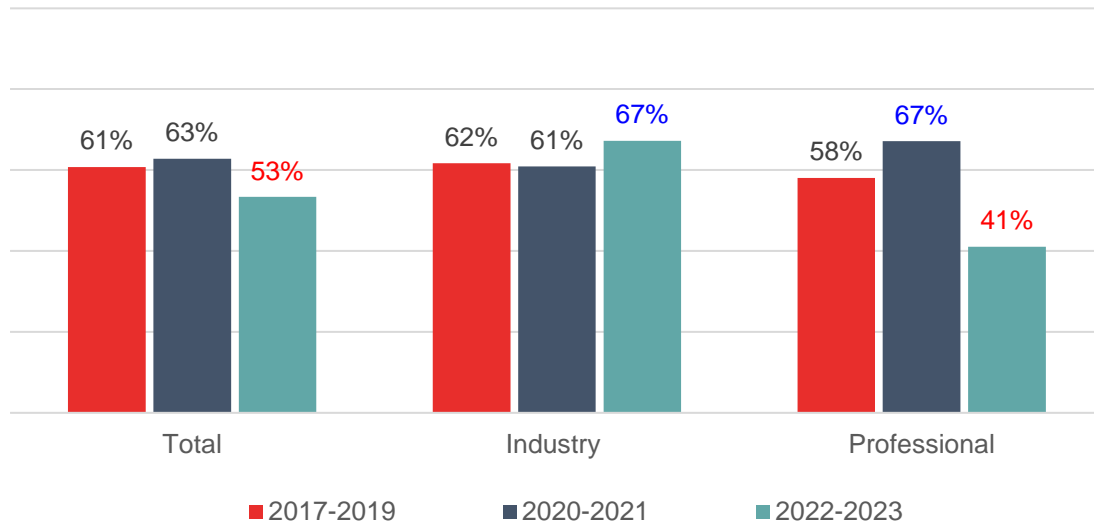
Understands members' needs.

41% Professional Association Benchmark

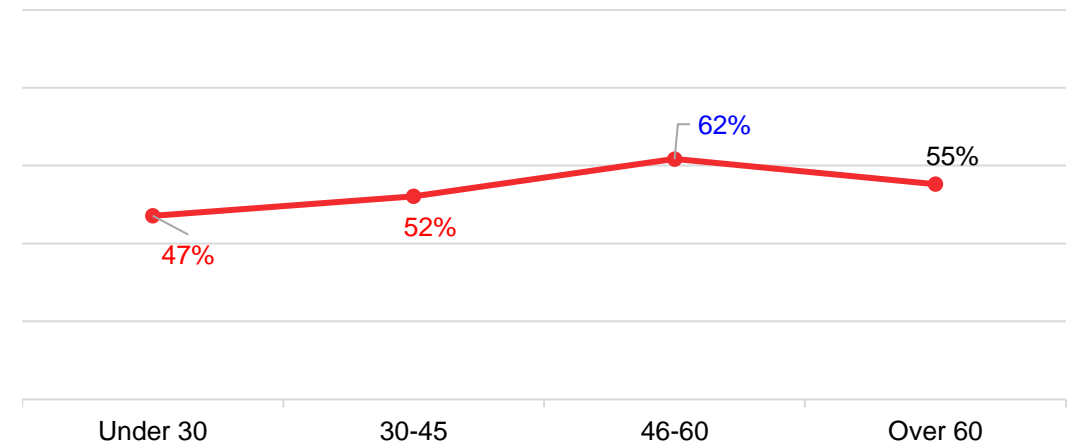
67% Industry Bodies Benchmark

The more members agree that their association understands the needs of members, the more likely they are to be satisfied with their membership overall, to renew, and to recommend membership to others.

Understands Member Needs Benchmark - Time Series, By Type



Understands Member Needs Benchmark - By Age



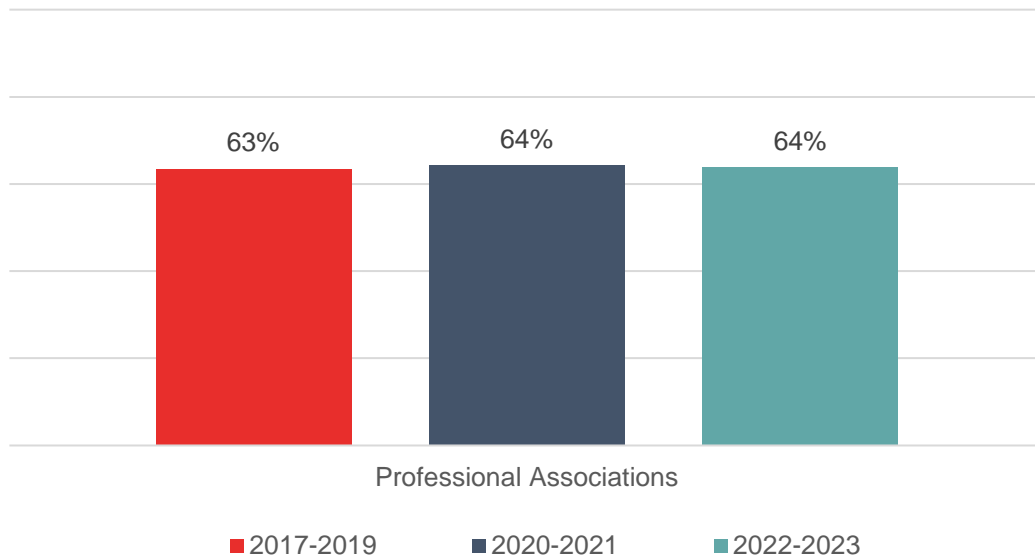
Sense of belonging.

64% Professional Association Benchmark

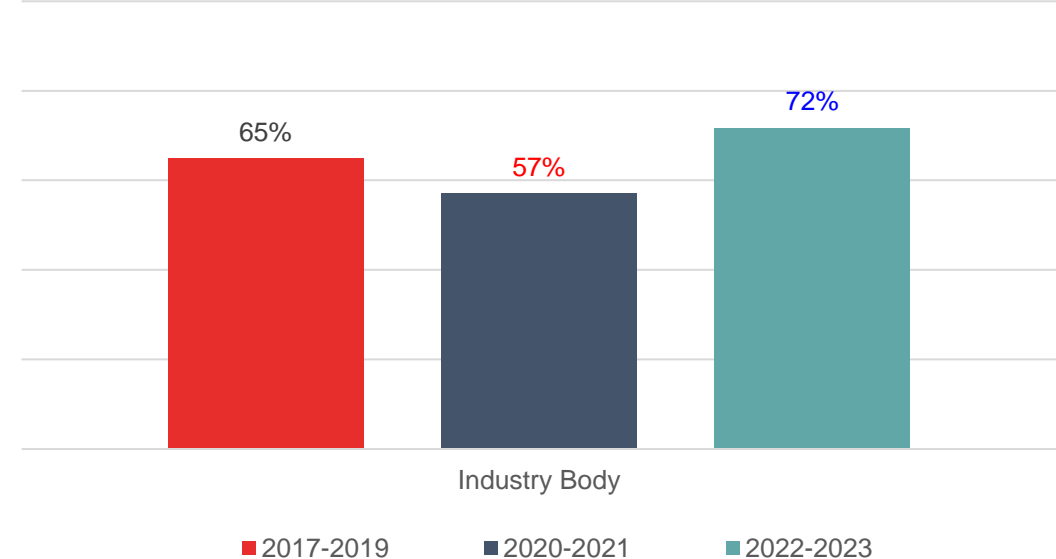
72% Industry Bodies Benchmark

The more members agree they feel sense of belonging to a respected community, or that their membership is valued, the more likely they are to be satisfied with their membership overall, to renew, and to recommend membership to others.

[Association] gives me a sense of belonging to a respected community



How much do you agree your membership is valued by [Association]

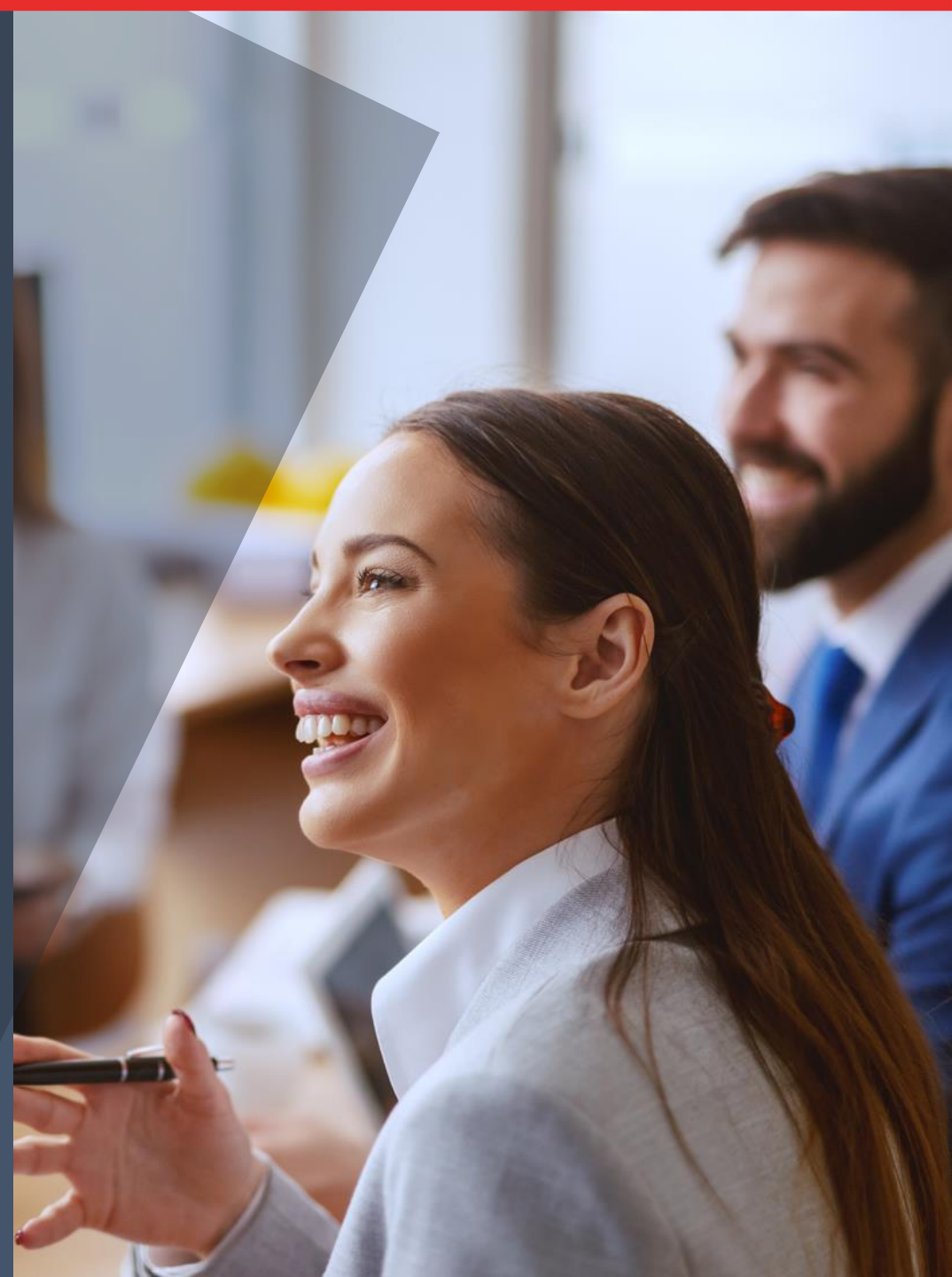




“A sense of belonging to a good professional organisation with my interests at heart.

Access to reliable CPD and sources of clinical information.”

Professional Association Member



**Key
performance
benchmarks.**



Key performance indicators.

Overall performance measures assess the health of member engagement across broader metrics and are often embedded into strategic performance management.

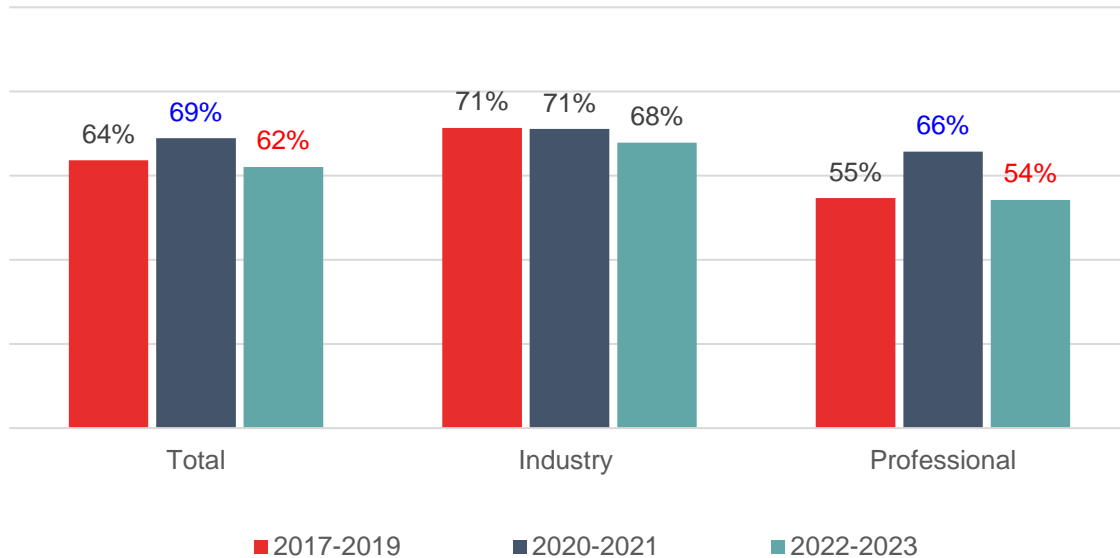
1. Overall satisfaction
2. Value for money
3. Propensity to recommend (NPS)

Satisfaction benchmark.

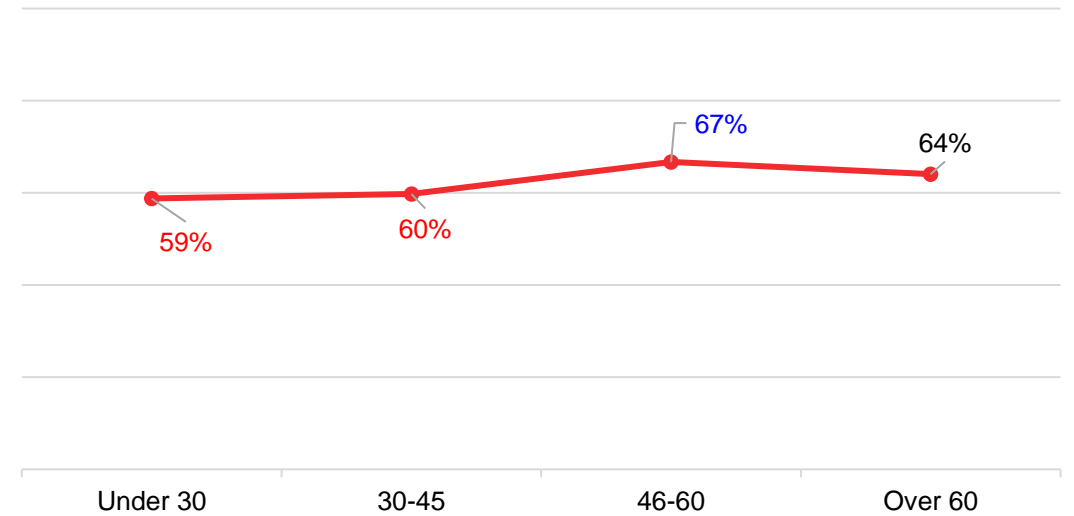
54% Professional Association Benchmark

68% Industry Bodies Benchmark

Overall Satisfaction Benchmark - By Association Type



Overall Satisfaction Benchmark - By Age



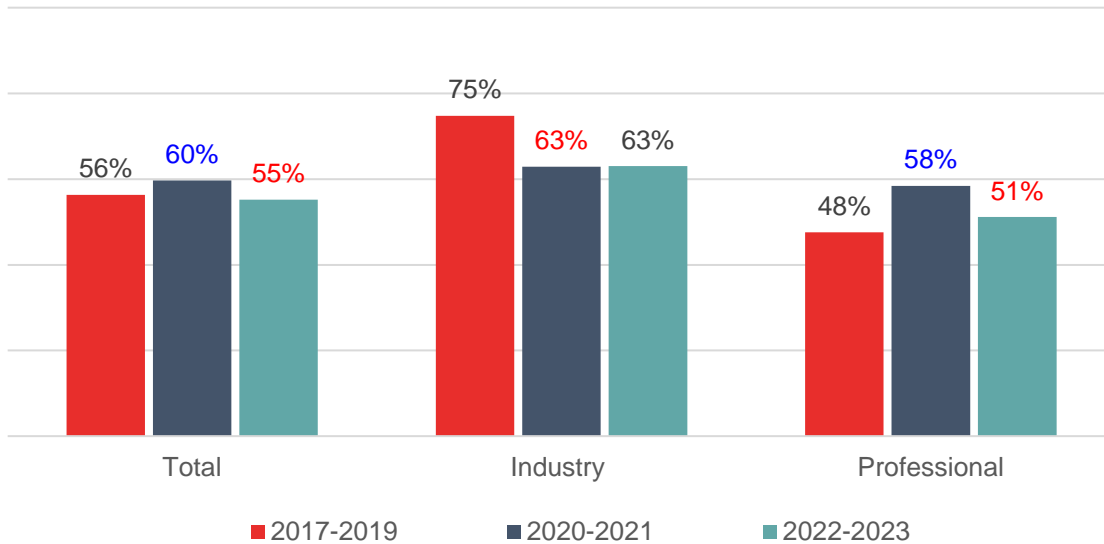
Q. Overall, how satisfied are you with your membership of [Association]?
% top 2 – satisfied / extremely satisfied

Value for money.

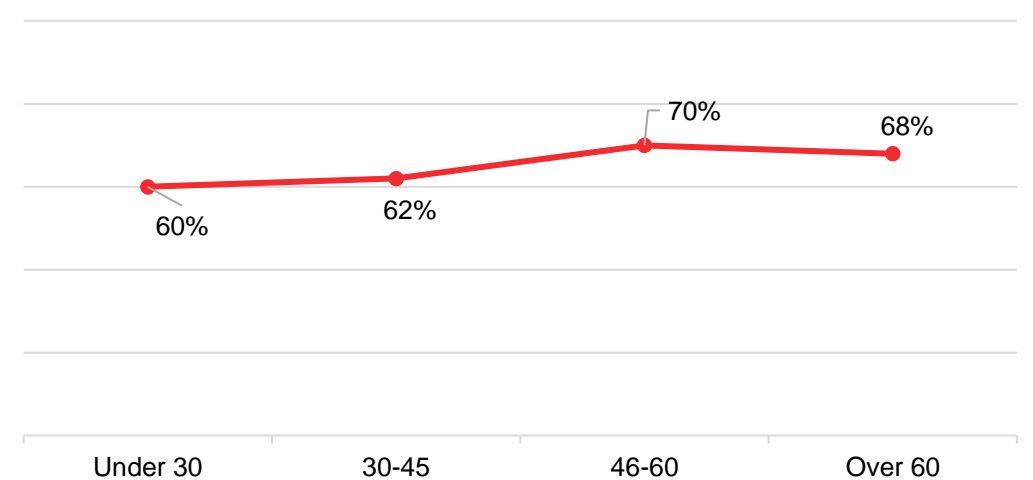
51% Professional Association Benchmark

63% Industry Bodies Benchmark

Value for Money Benchmark - By Association Type



Value for Money Benchmark - By Age



Q. Overall, how much do you agree membership provides value for money?
% top 2 – agree / strongly agree

Net Promoter Score.

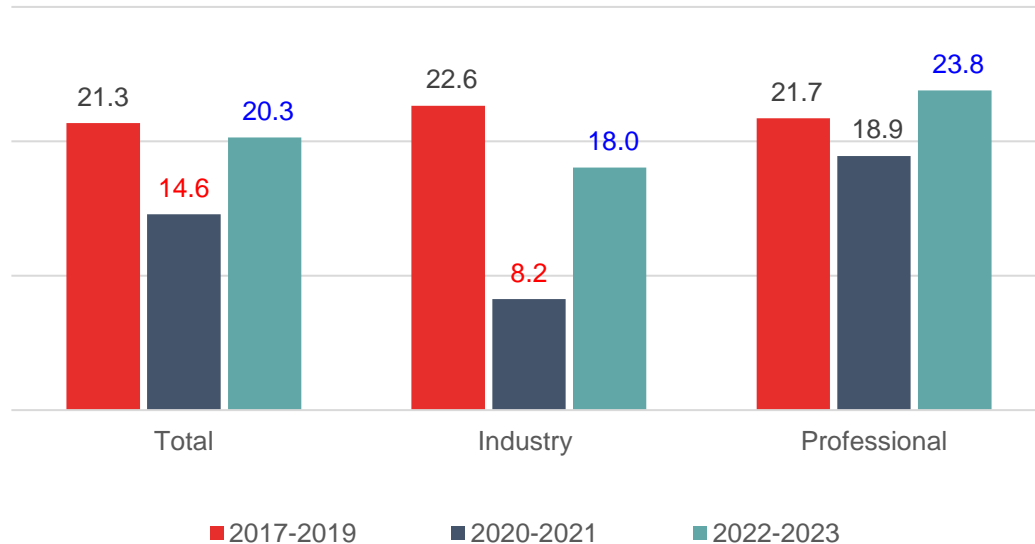
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Professional Association Benchmark

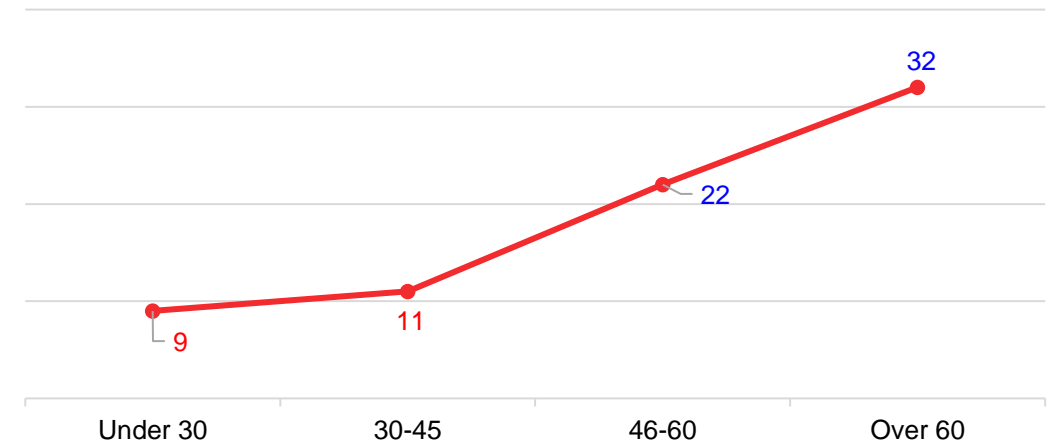
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Industry Bodies Benchmark

NPS Benchmark - By Association Type



NPS Benchmark - By Age



Guess the NPS Score

“[Association] is a trusted, large organisation embodying a great deal of experience of the industry.

It can provide strong advocacy for change or proper protection of the many advancements achieved by our industry over the years.

It provides an excellent series of opportunities to advance one's knowledge and network and build a solid, valuable career.”

7!



Factors impacting NPS.

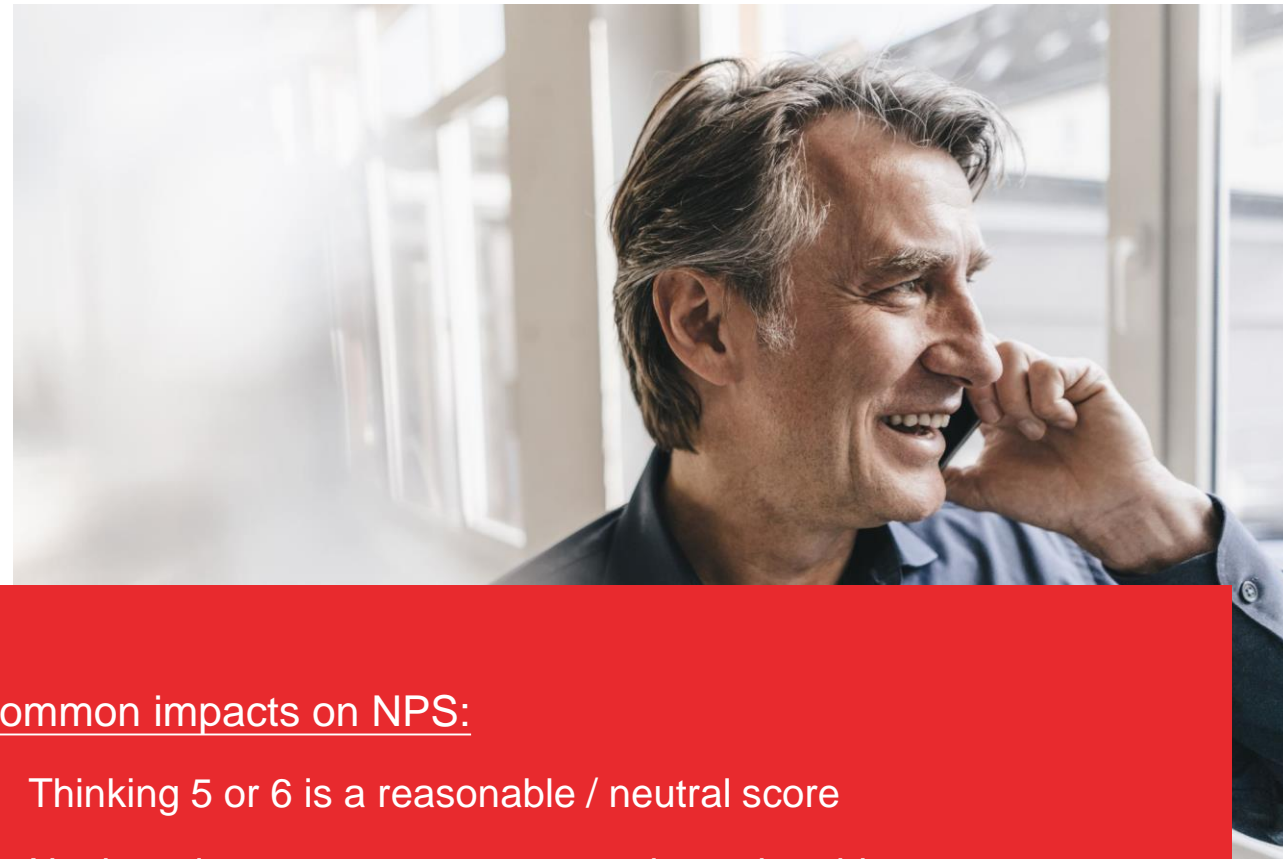
“I believe majority of people I know are already members or aware of [Association]” Score 5

“I could recommend, but acceptance is up to the individual.” Score 5

“Good services, but most of my peers are already members so no need to...” Score 7

“It provides great opportunities to meet other people and get contacts. Great people work for the [association] and [it] provides the industry a voice in government. Great networking opportunities at events and they are very enjoyable.” Score 7

“... As a matter of personal preference, I don't respond to NPS questions as a promoter.” Score 8



Common impacts on NPS:

- Thinking 5 or 6 is a reasonable / neutral score
- Not knowing anyone to recommend membership to
- No influence over decision to hold membership
- Don't believe they should recommend, everyone has different needs
- Believing 7 or 8 is a good score



Thank you!

If you would like to know more about these benchmarks, or enquire about your own research, please contact us!

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Evidence-based insights for confident decision making.

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