2019
Community Survey Findings

Closing the loop summary

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EXECUTIVE SUMMARY

Foreword

For many years, the International Association for Public Participation Australasia (IAP2A) has commissioned a member survey on a regular basis. In 2018, members of the IAP2A Research Working Group reviewed previous surveys and supported IAP2A to launch a redesigned Community Survey. This summary report presents the 2019 findings.

During the last 12 months, similar to many organisations in Australia, and globally, IAP2A was significantly affected with its core business of face-to-face activities, including member events, conferences, professional development and training. Late 2019 and early 2020 saw the devastating bushfires throughout Australia, with COVID-19 surfacing in March 2020, leading to IAP2A's resources having to be reallocated to deal with these challenges. This meant strategic priorities previously agreed on were put on hold and other deliverables were impacted, including the publishing of this report. To account for this interval, this report extends its commentary and insights on progress against delivery of member value initiatives up to, and including, 30 June 2020.

2019 Community Survey – participants

In 2019, there were:

657 participants

70.5% identified as an IAP2A member
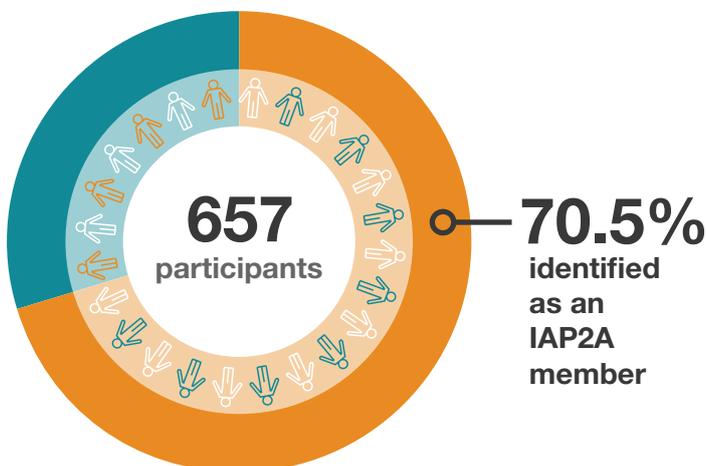
The profiling shows the diversity of the IAP2A community with participants:

- Residing in all Australian states and territories and New Zealand

- Working in a variety of industries and sectors

- Having a range of employment arrangements and working as employees, self-employed sole traders and owners, managers or directors in organisations of varying sizes

- Fluctuating in terms of years working in the field of stakeholder and community engagement, with many working for 10 or more years

2019 Community Survey – highlights

- **The majority of participants were moderately satisfied to very satisfied with the IAP2A organisation and offerings.** The top four areas were: IAP2A understands the strategic issues facing the practice; Training services (certificate, foundations); Leadership of the organisation; and IAP2A effectively advocates on behalf of the practice.

- **Many participants were likely to recommend IAP2A products, services and events to others:** 55% of participants reported a rating of 8 or higher (0 to 10 = Very likely to recommend IAP2A to others). Overall Net Promoter Score was +2. Key drivers included: IAP2A understanding the strategic issues facing the practice; Resources; and Opportunities provided to members for engagement.

- **Participants reported a range of challenges having been experienced in relation to community engagement in the past 12 months.** The four most frequently reported were: Engagement is not understood or tokenistic; Management disinterest or unsupportive culture; Public distrust, apathy or fatigue; and Need for evaluation to show value, metrics and data systems.

- **Participants reported a variety of exciting new trends and opportunities emerging for Our Practice, Our Profile and Our Communities.** The four most frequently reported were: Use of online and digital methods of participation; Co-design with stakeholders; Increasing demands / expectations of authentic engagement; and Requirement for engagement evaluation.

- **Many participants rated their mental health and wellbeing as reasonably high and most felt confident in their ability to manage their health and wellbeing looking to the future:** 60.7% rated themselves as 7 or higher out of 10 (10 = Excellent). The median average score was 7. 61.1% reported feeling confident to a large extent in their ability to manage their health and wellbeing looking to the future.

Strategic recommendations

Based on the findings, four recommendations are proposed for the ensuing 12 months:

- **Maintain a focus on strategic issues facing the practice.** Maintain a focus on understanding the strategic issues facing the practice and improving IAP2A's communication response loop. Invest in resources and communications to demonstrate IAP2A's currency, understanding and achievements.

- **Continue to support and develop professionals.** Explore opportunities to assist professionals with common challenges and emerging new trends through responsive professional development, events and other opportunities such as webinars, conferences and symposiums. Continue to support members through initiatives such as Young and Emerging Professionals, Communities of Practice and mentoring programs.

- **Maintain a focus on local networking and events.** Continue to work with members of the community to understand preferred approaches for local networking and events. Encourage the integration of a 'professional development' or 'update' component.

- **Continue to explore opportunities to assist professionals to support their mental health and wellbeing**

1. INTRODUCTION

1.1 About IAP2 Australasia (IAP2A)

The International Association for Public Participation (IAP2) is a global member association which seeks to promote and improve the practice of public participation or community and stakeholder engagement. The association incorporates individuals, governments, institutions and other entities that affect the public interest throughout the world.

As an international leader in public participation, IAP2 has developed tools that are widely used and acknowledged. These are the *Core Values for Public Participation* for use in the development and implementation of public participation processes; the *IAP2 Public Participation Spectrum* which assists with the selection of the level of participation that defines the public's role in any community engagement program; and the *Quality Assurance Standard for Community and Stakeholder Engagement* which is recognised as the international standard for public participation practice.

IAP2A is the largest IAP2 affiliate in the world and has almost 10,000 members.

IAP2A's Vision and Mission are:

Vision:	*Communities shaped by people*
Mission:	*To advance the practice of community and stakeholder engagement through education, advocacy and building partnerships*
Values:	*Inclusion, Transparency and Respect*

The purpose of IAP2A is summarised by the objects set out in its Constitution, which include:

To advance the education of the community by teaching and communicating the principles of public participation and how to achieve effective community and stakeholder engagement (or public participation).

Solely to further the object, the association may:

- Educate the community on how to meaningfully engage people for better decisions;

- Be leaders in effective community engagement (public participation) excellence;

- Promote a results orientated research agenda and use research to support educational and advocacy goals;

- Promote best practice for public participation throughout Australasia; and

- Do all things incidental or conducive to furthering the object.

IAP2A is governed by an elected volunteer Board from its membership. The Board assumes overall governance responsibility, ensuring that the association is solvent, well-run and delivers against its purpose. It is assisted by a network of committees made up of volunteers from the profession and the public. Further information about IAP2A visit iap2.org.au.

1.2 **Objectives**

IAP2A has commissioned an Annual Community Survey[1] on a regular basis. In 2018, the newly formed IAP2A Research Working Group identified the redesigning of the community survey as a priority project. In 2018, members of the IAP2A Research Working Group formed the Community Survey Project Team. This Team reviewed previous surveys and supported IAP2A to launch a redesigned Community Survey in 2018 which was further refined and used in 2019.

The community survey aims to:

- Track member satisfaction and views about organisational performance

- Identify areas and services that are working well, as well as areas for improvement

- Assist IAP2A to understand and support its community with emerging challenges and opportunities

- Gather timely input and feedback to inform decision-making

Figure 1 shows how the Annual Community Survey aligns with and informs IAP2A's Strategic Plan. The Community Survey specifically relates to the key objective *Strengthening Engagement Networks* and Key measure 2.1 *Our members are at the heart of everything we do.*

Figure 1: Interconnections surrounding the Annual Community Survey
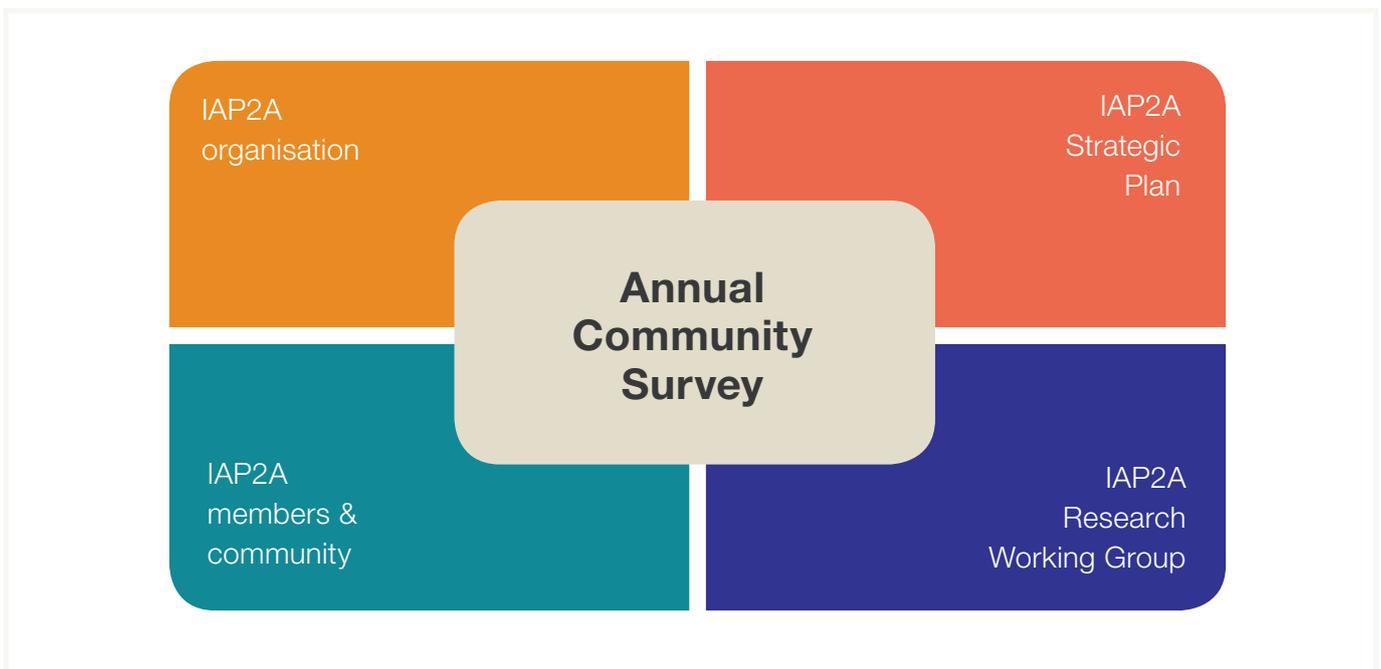
This *Closing the loop summary* presents the findings of the 2019 Community Survey and includes comparisons with 2018 findings. A detailed findings report has also been produced for IAP2A Management and Board.

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[1] Up until 2017 the annual survey was referred to as Member Survey. From 2018 its name changed to Annual Community Survey.

1.3 **Methodology**

The online Community Survey was open from 12 November to 28 November 2019. Over 12,800 members of the IAP2A community were invited to participate via announcements on social media channels (Facebook, LinkedIn, Twitter and Instagram). Email notifications were also sent on 12 November 2019, with reminders sent on 18 and 25 November. Open rates for the original email and reminders ranged from 18.4% to 23.2%.

A total of 657 community members voluntarily elected to anonymously complete the survey. 70.5% of participants identified a membership connection (see Table 1).

Table 1: Description of connection to IAP2A (Population and 2019 sample)

Connection to IAP2A	Population (Number / %)		2019 Sample (Number / %)	
Corporate / small business members (includes employees)	5,346	41.8%	232	35.3%
Individual members	1,725	13.5%	210	32.0%
Student members	127	1.0%	21	3.2%
Member sub-totals	*7,198*	*56.2%*	*463*	*70.5%*
*Subscribed non-members	5,606	43.8%	148	22.6%
Not stated or unsure or prefer not to say	0	0.0%	45	6.9%
Totals	**12,804**	**100.0%**	**657**	**100.0%**

Note: Subscribed non-members include people who have attended training or an event, opted in for the Engagement Matters Newsletter and those with a lapsed membership

1.4 **Survey questions**

The surveying instrument comprised five sections and covered a range of topics (see Table 2). It included both closed and open-ended questions.

Table 2: Overview of survey sections and areas of inquiry

Survey sections	Areas of inquiry
Participant demographics	Connection to IAP2A; place of residence; work sector; employment situation; and work tenure
Challenges experienced in the past 12 months	Challenges personally experienced in relation to community engagement in the past 12 months
Exciting new trends and opportunities emerging	Exciting new trends and opportunities seen as emerging
Topic of interest	Rating own mental health and wellbeing over the last 12 months; and confidence in ability to manage own health and wellbeing
General feedback	Other comments
Satisfaction and likelihood to recommend	Overall satisfaction with IAP2A organisation and offerings (products, services and events and actions); Likelihood to recommend to others; and drivers of likely recommendations

2. DESCRIPTION OF PARTICIPANTS

The demographic information reported by participants illustrated the diversity of the IAP2A community in relation to place of residence, work sector, employment situation, and work tenure.

2.1 Place of residence

Participation was apparent across all Australian states and territories and New Zealand (see Figure 2). Participation was highest by community members in Victoria and New South Wales.

Figure 2: Participation levels across Australia and New Zealand (n=657)

3.4%
Northern Territory

8.9%
Western Australia

13.8%
Queensland

21.9%
New South Wales

3.5%
ACT

26.4%
Victoria

6.9%
South Australia

2.0%
Tasmania

12.2%
New Zealand

Note: Responses were not reported by 1% of participants
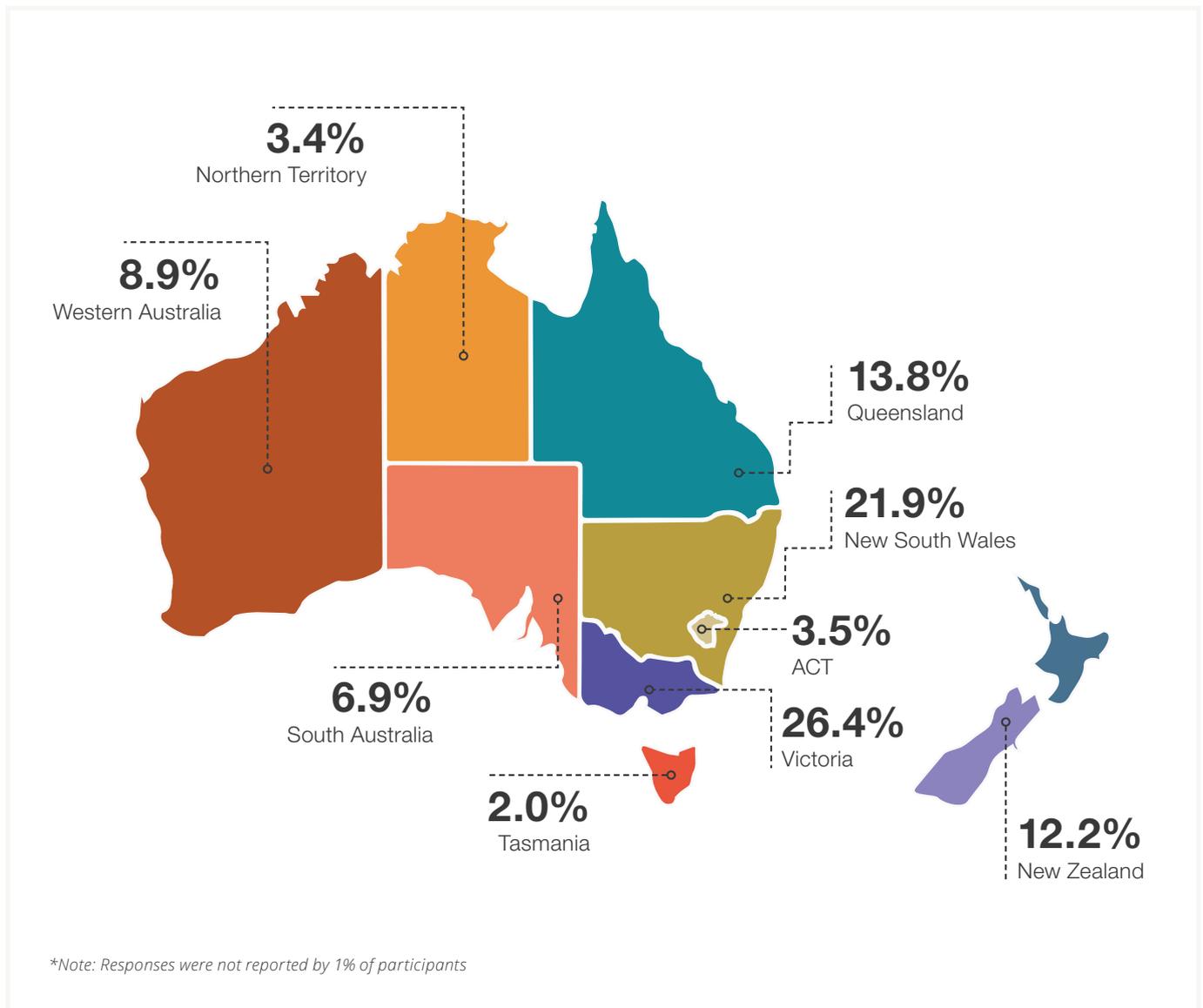
2.2 **Work industry / sector**

Participants were asked to report their work sector/s. Figure 3 shows the spread of participants working across the corresponding sectors. As participants were asked to choose all applicable work sectors, the results do not total 100%.

Figure 3: Participation levels across work sectors (n=644)

Sector	Percentage
Public Administration and Safety (including Local and State Government)	49.0%
Construction, Engineering and Infrastructure	22.9%
Health Care and Social Assistance (including non-government community services)	14.7%
Education and Training	11.8%
Professional Scientific and Technical Services (including Design, Land Use Planning)	9.1%
Information, Media and Telecommunications	8.0%
Electricity, Gas, Water and Waste	7.3%
Transport, Postal and Warehousing	5.7%
Arts and Recreational Service	4.5%
Administrative and Support Services	4.1%
Agriculture, Forestry, Fishing	3.5%
Property and Real Estate	2.3%
Mining	2.0%
Accommodation and Food Services	0.3%
Multiple-sector (more than 3)	5.1%

2.3 Employment situation

Participation was apparent by employees from the public and private sectors, as well as those who identified as self-employed / sole traders and owners / managers / directors across a range of organisational sizes (see Figure 4). Participation was highest by community members who identified as employees (80.4%) and employees working in the government sector (54.3%).
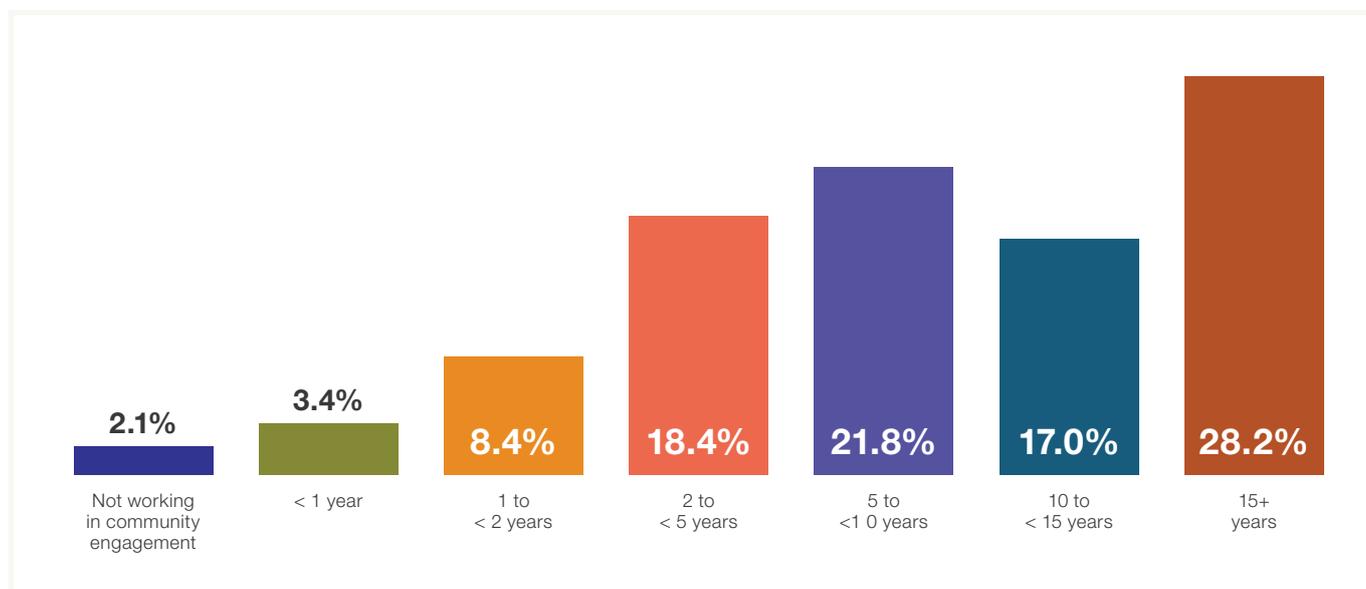
Figure 4: Employment situation reported by participants (n=653)

- **8.7%** Self-employed/sole trader
- **7.4%** Employee - SME company
- **6.1%** Employee - not for profit
- **5.7%** Student, currently seeking work, other
- **5.2%** Owner/manager/director - all organisation sizes
- **12.6%** Employee - large company
- **54.3%** Employee - local, state or federal government

Note: SME companies included micro, small and medium enterprises with two to 199 employees. Large companies comprised those with 200+ employees

2.4 Work tenure

Participants varied greatly in relation to the number of years they have been working in the field of stakeholder and community engagement (see Figure 5). Many participants reported working in the field for 10 or more years (45.2%).

Figure 5: Work tenure reported by participants (n=652)

Not working in community engagement	< 1 year	1 to < 2 years	2 to < 5 years	5 to <1 0 years	10 to < 15 years	15+ years
2.1%	3.4%	8.4%	18.4%	21.8%	17.0%	28.2%

3. CHALLENGES EXPERIENCED IN THE PAST 12 MONTHS

As a member-based organisation, it is critical to regularly monitor the challenges facing the IAP2A community. Understanding and tracking known and new challenges is important to the continuous improvement and evolution of IAP2A.
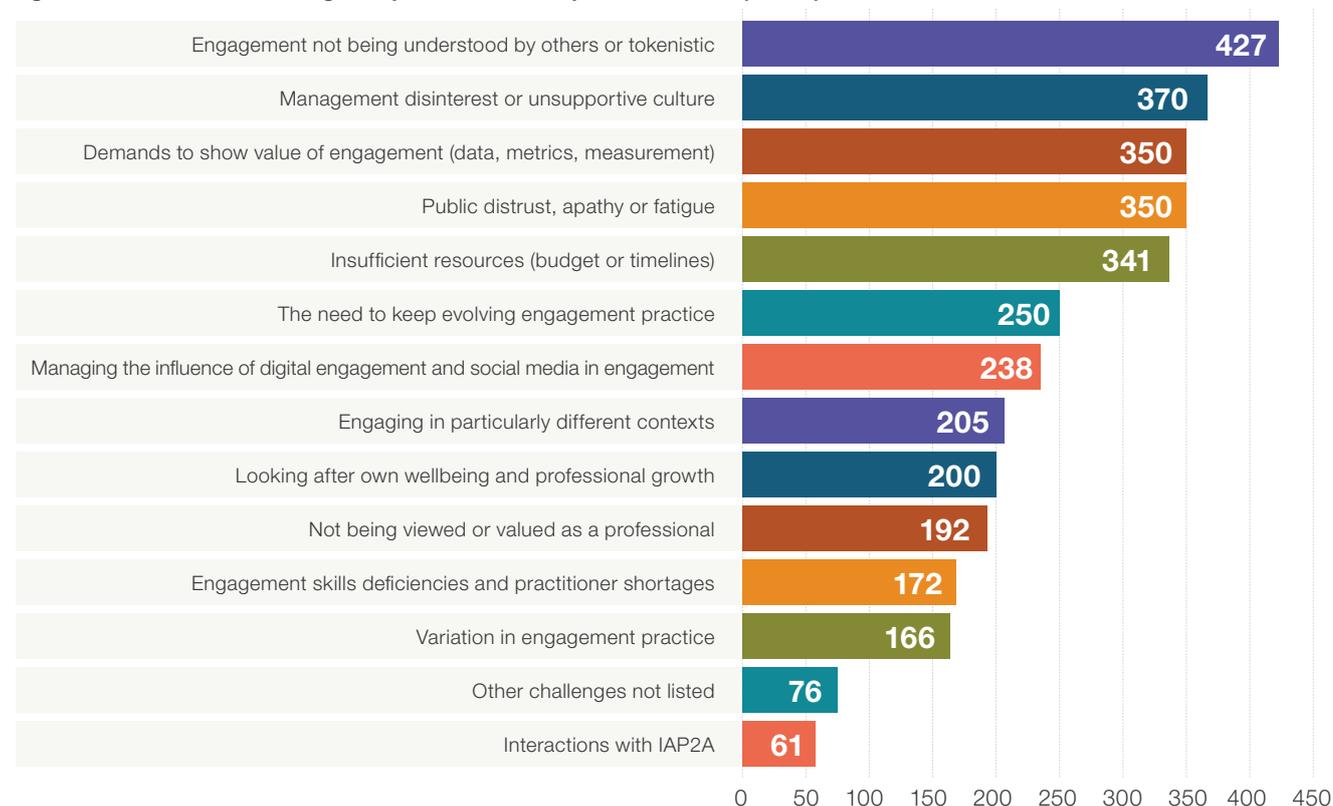
In response to the interim findings from the 2019 Annual Community Survey, as well as other evaluations / input, IAP2A conducted a strategic review with the Board in February 2020 and identified its future priority objectives to strengthen the suite of existing member benefits. This includes: Local Area Networks, Communities of Practice and Young and Emerging Professionals; and introduction of additional professional development opportunities, including short courses and learning bites.

COVID-19 surfacing in March 2020 has meant that strategic priorities previously agreed upon were put on hold, and the focus shifted to the provision of digital delivery to sustain IAP2A's ongoing viability. This was of particular importance, noting that 80% of IAP2A's revenue is derived from training and the remainder from other face to face events and membership fees.

3.1 Challenges experienced in relation to community engagement

Participants were asked 'Which challenges have you personally experienced in relation to community engagement in the past 12 months?' and could selected one or more of the prescribed options. Figure 6 shows the extent to which challenges have been experienced in the past 12 months. *Engagement not being understood by others or tokenistic* was selected by 427 (or 75.2% of) participants.

Figure 6: Overview of challenges experienced in the past 12 months (n=568)

Challenge	Count
Engagement not being understood by others or tokenistic	427
Management disinterest or unsupportive culture	370
Demands to show value of engagement (data, metrics, measurement)	350
Public distrust, apathy or fatigue	350
Insufficient resources (budget or timelines)	341
The need to keep evolving engagement practice	250
Managing the influence of digital engagement and social media in engagement	238
Engaging in particularly different contexts	205
Looking after own wellbeing and professional growth	200
Not being viewed or valued as a professional	192
Engagement skills deficiencies and practitioner shortages	172
Variation in engagement practice	166
Other challenges not listed	76
Interactions with IAP2A	61

3.2 **Other challenges personally experienced**

76 participants selected 'Any other challenges not listed above?' and provided a personalised response. Topics emerging from the analysis accompanied by selected verbatim responses are presented below.

Limited commitment and scope for community influence	Managing community and stakeholder emotions	Funding professional development and access to mentors
• Organisation not being willing to try new approaches and share decision making with the community	• Activists and meeting the challenge of anti-sentiment for a project • Stakeholder lack of trust	• Having to self-fund any PD • Not having a mentor for a new practitioner
Managing inexperienced managers and management expectations	**Managing the engagement process**	**Effective cross-cultural engagement**
• Organisation or management not understanding what real engagement is • Expectations from government agencies that cannot be met	• Engagement planning occupies more time than the engagement itself. Sometimes the engagement doesn't occur or is outdated as a result.	• Specifically engagement with Indigenous communities needs highlighting • Involving ESL communities through online consultation, am I dreaming?
Employment opportunities	**Disconnected and uncoordinated engagement**	**Varying engagement practice**
• Finding it hard to get a job in engagement without substantive experience in the field • The growth of insecure employment arrangements	• Uncoordinated engagement among like-minded organisations • Collaborative community engagement - working in partnerships to undertake community engagement	• Practitioners who are sticklers to IAP2 methods without the overlay of context • Legislation not keeping up with changes in how people receive information and expect to have their say
Geographical obstacles	**Reactive engagement**	**Limited recognition of engagement skills and practice**
• Geographic challenges associated with our service area • Working regionally	• Not engaging early in the project life cycle • Reactive engagement requests rather than strategically built into project planning	• Poor understanding of the Spectrum and its limitations as a framework • Broader organisation not recognising the importance of professional training for engagement

Strategic recommendations to address challenges and emerging trends

- Explore opportunities to assist professionals with common challenges and emerging new trends through responsive professional development, events and other opportunities such as webinars, conferences and symposiums.

- Continue to support members through initiatives such as Young and Emerging Professionals, Communities of Practice and mentoring programs.

4. **EXCITING NEW TRENDS AND OPPORTUNITIES EMERGING**

Understanding and tracking known and new trends and opportunities is also important to the continuous improvement and evolvement of IAP2A.
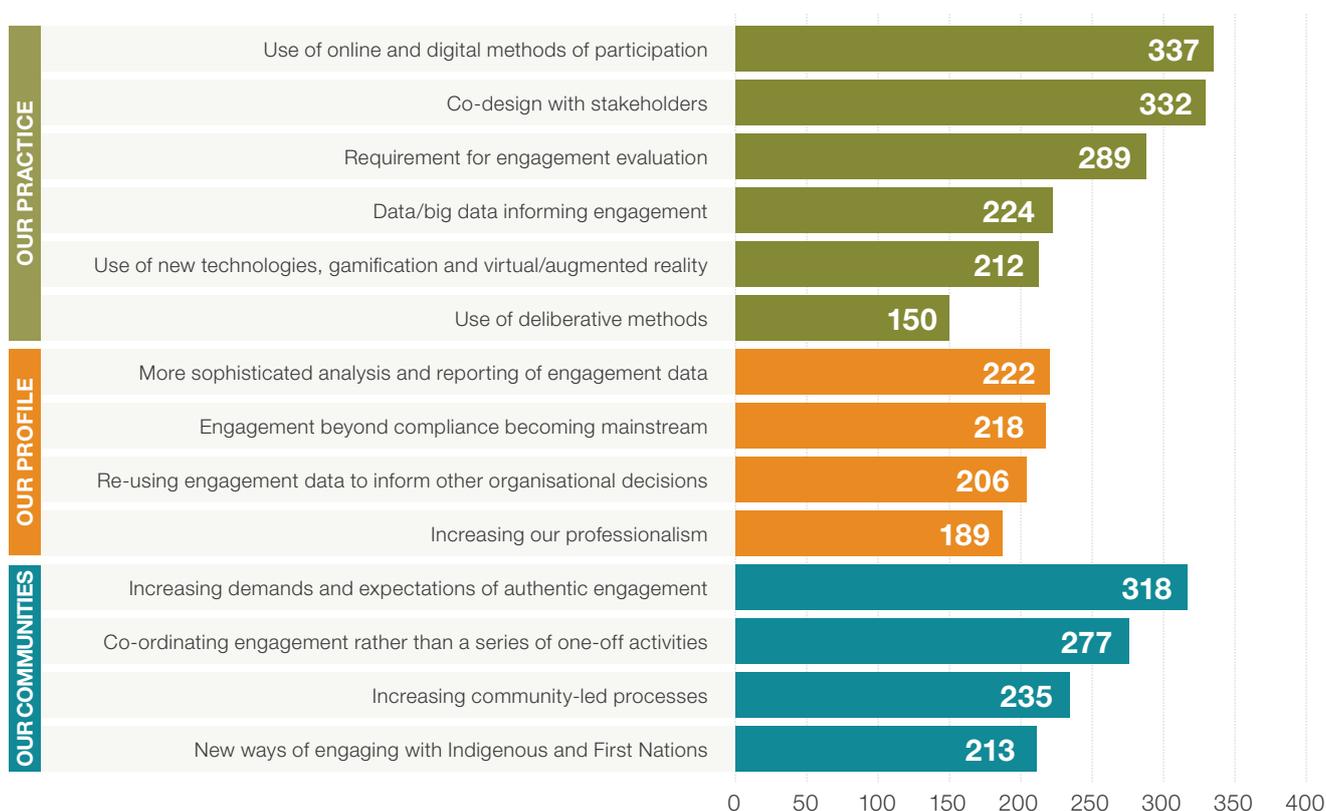
In response to the interim findings from the 2019 Annual Community Survey, as well as other evaluations / input, IAP2A has identified the acceleration of the Advocacy Strategy, launch of other Professional Development opportunities, introduction of the Post Nominals project, and the launch of the new Global Learning Pathway, as future priorities. Given the unforeseen events dominating the organisational landscape over the past 12 months, IAP2A will continue progressing these priorities and further advancing its activities, which were recently recommenced.

Participants were asked 'What exciting new trends and opportunities are you seeing emerge?' and could select one or more of the prescribed options across three categories: Our Practice , Our Profile and Our Communities

More than 285 (or 50% of) participants reported seeing four new trends and opportunities emerging (see Figure 7):

- Our Practice: Use of online and digital methods of participation
- Our Practice: Co-design with stakeholders
- Our Practice: Requirement for engagement evaluation
- Our Communities: Increasing demands and expectations of authentic engagement

Figure 7: Overview of new trends and opportunities (n=569)

OUR PRACTICE	
Use of online and digital methods of participation	337
Co-design with stakeholders	332
Requirement for engagement evaluation	289
Data/big data informing engagement	224
Use of new technologies, gamification and virtual/augmented reality	212
Use of deliberative methods	150

OUR PROFILE	
More sophisticated analysis and reporting of engagement data	222
Engagement beyond compliance becoming mainstream	218
Re-using engagement data to inform other organisational decisions	206
Increasing our professionalism	189

| OUR COMMUNITIES	
Increasing demands and expectations of authentic engagement	318
Co-ordinating engagement rather than a series of one-off activities	277
Increasing community-led processes	235
New ways of engaging with Indigenous and First Nations	213

5. TOPIC OF INTEREST – MENTAL HEALTH AND WELLBEING

To determine whether there is an opportunity to strengthen our member-centric culture, health and wellbeing was included as a new topic.

Participants were firstly asked 'To what extent do you feel practitioner mental health and wellbeing is a topic worth of IAP2A attention?'. 565 participants answered this question and the majority (54.7%) indicated this topic is worthy of attention to a large or very large extent:

- To a **very large extent**: 18.4%
- To a **large extent**: 36.3%
- To some extent: 31.5%
- To a small extent: 10.6%
- Not at all: 3.2%

54.7%
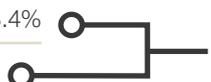
indicated this topic is worthy of attention to a large or very large extent
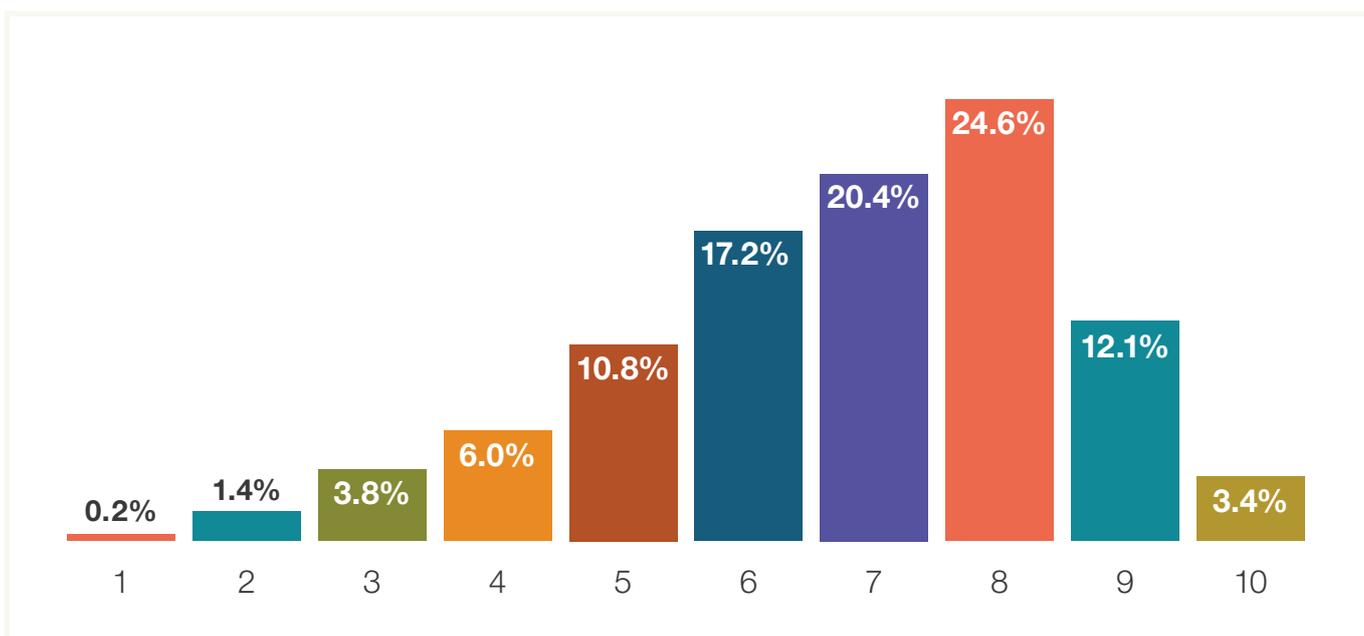
5.1 Self-reported rating of own mental health and wellbeing

Participants were asked 'On a scale of 1 to 10 (with 10 being excellent), how would you describe your mental health and wellbeing over the last 12 months?' 533 participants completed this question.

The majority (60.7%) reported a score of 7 or more (see Figure 8). 5.4% participants scored themselves at 3 or less, providing some evidence of low levels of mental health and wellbeing in the community. A third (34%) scored themselves between 4 and 6. The median average score was 7.

**Figure 8: Self-reported rating of own mental health and wellbeing (n=533)**

5.2 **Self-reported confidence in managing own mental health and wellbeing**

Participants were asked 'Looking to the future, to what extent are you confident in your ability to manage your own health and wellbeing?'. 561 participants answered this question.

The majority (61.1%) indicated to a large extent (see Figure 9). 22.5% of participants indicated to a small extent or some extent, providing some evidence of vulnerability in the community. 16.4% felt confident to a very large extent in their ability to manage their health and wellbeing.

Figure 9: Self-rated confidence in managing own mental health and wellbeing (n=561)
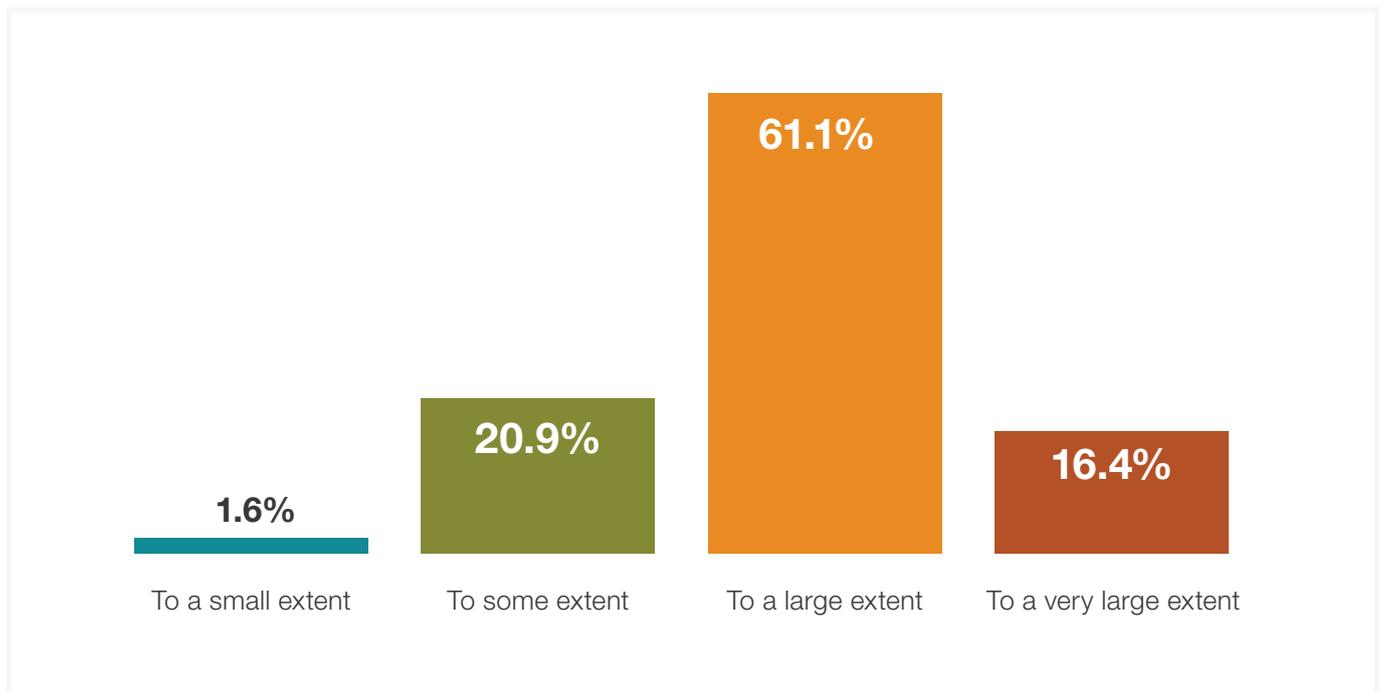
Strategic recommendation to support mental health and wellbeing

- Continue to explore opportunities to assist members to support their mental health and wellbeing

6. GENERAL FEEDBACK

Participants were invited to provide final comments or suggestions and 208 provided personalised feedback. A selection of topics emerging from the analysis and illustrative sub-themes is presented below.

Training

- Suggestions for new and existing courses
- Satisfied with training services offered

Events, networks and membership

- More opportunities needed for those in regional areas
- More local networking opportunities with a focus on knowledge sharing

Experiences of professionals

- Lack of understanding of engagement
- The mental health and wellbeing of people being engaged with

General areas for IAP2A attention

- Building capability in the not for profit sector and smaller operations
- Addressing participation barriers for marginalised communities

Resources

- Requests for case studies
- Expand the "Member only resources" and create a search or filter function

Public profile and advocacy

- Opportunity to step up advocacy for the industry
- Increase IAP2A visibility and recognition

7. SATISFACTION WITH IAP2A AND LIKELIHOOD TO RECOMMEND

Understanding and tracking levels of satisfaction, loyalty and likelihood to recommend to others is important to the continuous improvement and evolvement of IAP2A.

In response to the interim findings from the 2019 Annual Community Survey, as well as other evaluations / input, IAP2A has focused on: launching the bushfire disaster recovery hub; delivering digital training; launching the COVID-19 information and resources hub; launch of the member-led Communities of Practice across four industry segments – Infrastructure, Environment and Sustainability, Emergency Management and Health Services; made progress in areas of the post-nominals project; and intends to accelerate the implementation of the Advocacy Strategy in 2021.

7.1 Overall satisfaction with IAP2A organisation and offerings

Participants were also asked to indicate their level of satisfaction using a rating scale of 1 = Not at all satisfied, 2 = Not very satisfied, 3 = Moderately satisfied, 4 = Satisfied and 5 = Very satisfied, or Not applicable / don't know. Participants were also asked 'Overall, how satisfied are you with your membership of IAP2A?' and responded using a scale from 1 to 10 = Very satisfied.

Table 3 presents mean average satisfaction ratings and the proportion of moderately satisfied to very satisfied participants, in descending order. Mean ratings and satisfaction levels varied across the nine statements. Participants were particularly satisfied with *IAP2A understands the strategic issues facing the practice* and the majority were satisfied with all offerings, with the exception of *Local networks and events*. The overall mean satisfaction level was 6.7 out of 10 (n=543).

Table 3: Satisfaction with IAP2A organisation and offerings

	IAP2A organisation and offerings	Mean satisfaction rating	Moderately to very satisfied (%)
1.	IAP2A understands the strategic issues facing the practice (n=537)	3.82	72%
2.	Training services (i.e. certificate, foundations) (n=535)	3.71	66%
3.	The leadership of the organisation (n=415)	3.69	67%
4.	IAP2A effectively advocates on behalf of the practice (n=481)	3.66	65%
5.	IAP2A keeps you up to date with developments in our field (N=565)	3.48	53%
6.	Opportunities provided to members for engagement with IAP2A (n=537)	3.46	54%
7.	IAP2A professional development opportunities (n=527)	3.43	53%
8.	Resources (i.e. members only/public, conference, awards case studies) (n=505)	3.38	51%
9.	Local networks and events (n=491)	3.05	36%
Overall mean satisfaction rating (1-10) (n=543)		**6.7 / 10**	

7.2 **Net Promoter Score and likelihood to recommend IAP2A offerings**

The Net Promoter Score (NPS) is an index ranging from -100 to +100 that measures willingness to recommend a company's products or services to others. It is used as a proxy for gauging overall satisfaction with a company's product or service and the customer's loyalty to the brand. The NPS is calculated by taking the percentage of all 'promotors' (9-10 rating) and subtracting the percentages of all 'detractors' (0-6 rating).

While the interpretation of the NPS can vary dependant on the industry, in general terms,

- a negative result (below 0) indicates an opportunity for improvement

- a positive result (anything higher than 0) is regarded as 'good'

- a positive result of 50+ is regarded as 'excellent'

Participants were asked 'How likely are you to recommend IAP2A products, services and events to others?' and responded using a sliding scale from 0 to 10 = Very likely. 575 participants answered this question. It is noteworthy that ratings submitted by members and subscribed non-members (people who have attended training or an event, opted in for the Engagement Matters Newsletter and those with a lapsed membership) have been included in NPS calculations.

Analysis of the ratings showed:

- 55% of participants reported a rating of 8 or higher

- mean average rating is 7.35 / 10

- overall NPS is +2

27%
Detractors
(0-6 rating)

44%
Passives
(7-8 rating)

29%
Promotors
(9-10 rating)
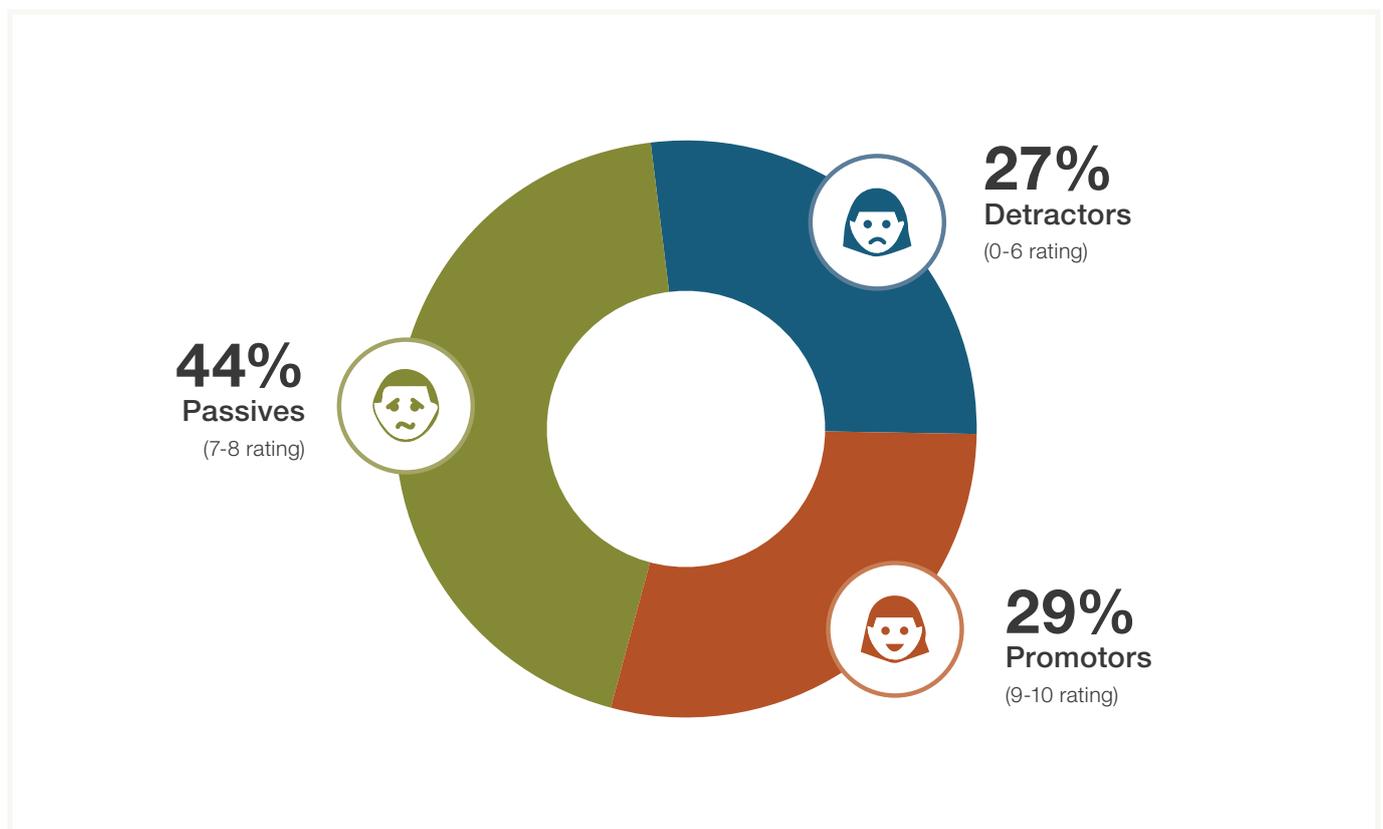
7.3 **Drivers of likelihood to recommend IAP2A offerings**

It is helpful for IAP2A to understand the relationship between areas of satisfaction with specific IAP2A offerings (products, services, events and actions) and the likelihood of recommending IAP2A to others. Likelihood to recommend is an indicator of loyalty and can be helpful in retaining members, understanding lapsed members choices and growing the membership base.

Shapley Value Regression was used to identify the satisfaction drivers that explain likelihood to recommend IAP2A offerings to others. Figure 10 presents the linkages between satisfaction with specific IAP2A offerings (products, services, events and actions) and the likelihood of recommending IAP2A to others. Satisfaction with *IAP2A understanding the strategic issues facing the practice* was the dominant driver for the likelihood to recommend IAP2A products, services and events in 2019, accounting for 16.9% of the variation.

Figure 10: Satisfaction with IAP2A offerings driving likelihood to recommend IAP2A to others (n=436)
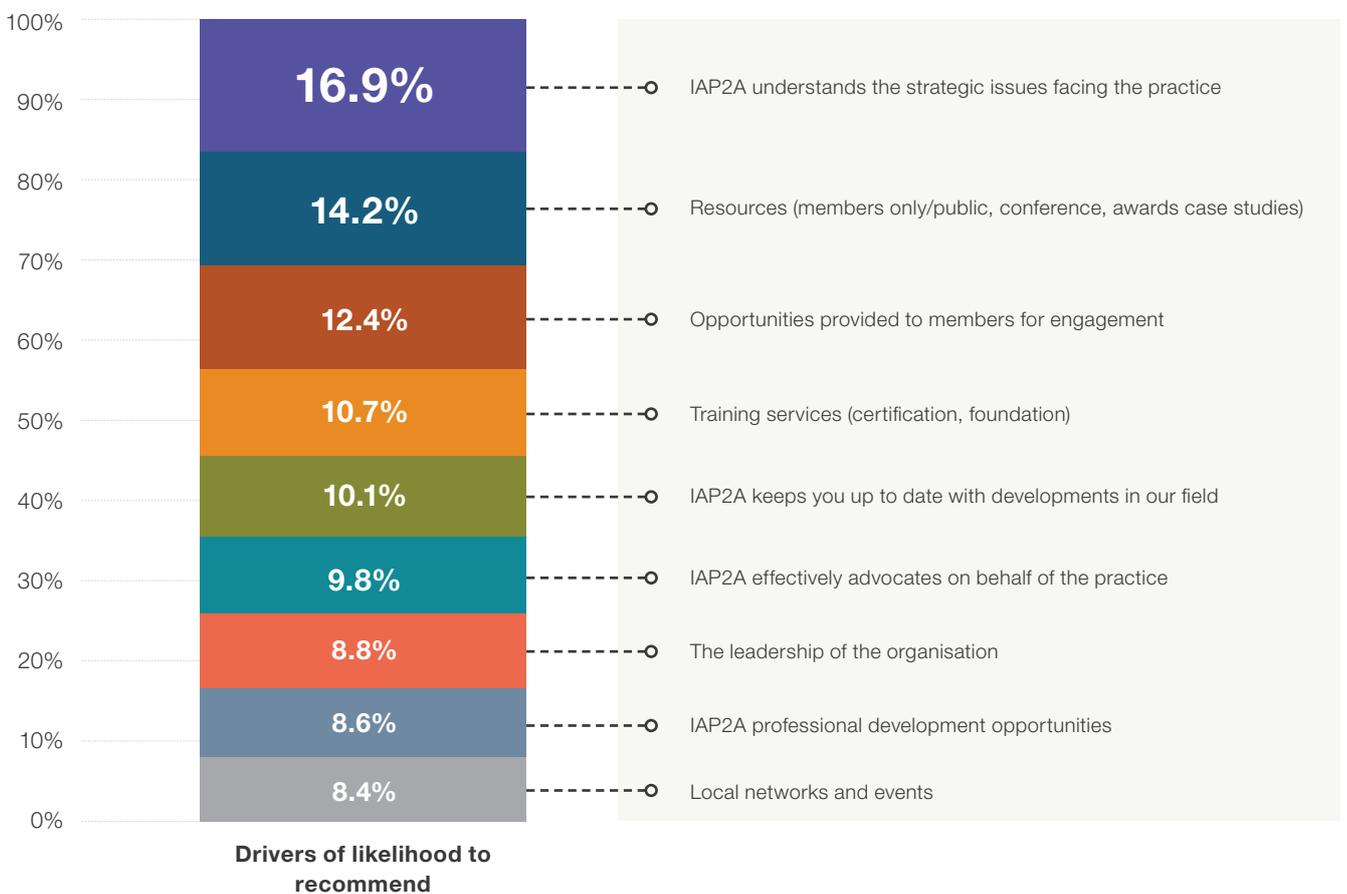
Strategic recommendations to enhance satisfaction and likelihood to recommend

- Maintain a focus on understanding the strategic issues facing the practice and improving IAP2A's communication response loop. Invest in resources and communications to demonstrate IAP2A's currency, understanding and achievements.

- Continue to work with members of the community to understand preferred approaches for local networking and events. Encourage the integration of a 'professional development' or 'update' component.

8. COMPARISON OF 2019 AND 2018 RESULTS

The Annual Community Survey aims to gather comparable trend data. Table 4 presents a comparison of 2019 and 2018 results across all areas of inquiry. Results are presented by area of inquiry and generally in 2019 descending order. For more information see the Explanatory notes.

Table 4: Comparison of 2019 and 2018 results

	2019	2018
Description of sample	**N=657**	**N=547**
Number invited (population)	12,804	9,966
E-invitation open rate	23.2%	24.0%
Response rate (participants / population)	5.1%	5.4%
% individual members	31.7%	25.3%
% organisational members	35.3%	41.5%
% community participants (subscribed non-members)	22.6%	33.2%
Challenges experienced in past 12 months		
Engagement is not understood or tokenistic	427	150
Management disinterest or unsupportive culture	370	85
Public distrust, apathy or fatigue	350	143
Need for evaluation to show value, metrics and data systems	350	35
Insufficient resourcing (budget or timeframes)	341	63
Need to keep evolving practices	250	38
Influence of digital engagement and social media	238	75
Trying to engage in specific or difficult contexts	205	67
Practitioner wellbeing and professional growth	200	28
Not viewed or valued as professionals	192	78
Skills deficiencies and practitioner shortage	172	49
Variation in practice and need for best practice	166	60
IAP2A organisation related	61	64
Managing complexity surrounding engagement	---	35
Other – varied comments	76	55

	2019	2018
Exciting new trends and opportunities emerging		
Our Practice		
Use of online and digital methods of participation	337	103
Co-design with stakeholders	332	11
Requirement for engagement evaluation	289	6
Data/big data informing engagement	224	10
Use of new technologies, gamification, virtual/augmented reality	212	13
Use of deliberative methods	150	17
Our Profile		
More sophisticated analysis and reporting of data	222	10
Engagement beyond compliance becoming mainstream	218	8
Re-using data to inform other organisational decisions	206	9
Increasing our professionalism	189	35
Our Communities		
Increasing demands/expectations of authentic engagement	318	23
Co-ordinating engagement, not a series of one-off activities	277	6
Increasing community-led processes	235	16
New ways of engaging with Indigenous and First Nations	213	12
Topic of interest		
Mental health and wellbeing		
Topic is worthy of IAP2A attention to a large or very large extent	54.7%	N/A
Mental health and wellbeing over last 12 months median rating	7	N/A
Confident to a large or very large extent in ability to manage own health and wellbeing in future	77.5%	N/A
Satisfaction with IAP2A organisation and offerings		
IAP2A understands the strategic issues facing the practice	3.82	3.77
Training services (i.e. certificate, foundations)	3.71	3.66
The leadership of the organisation	3.69	3.76
IAP2A effectively advocates on behalf of the practice	3.66	3.57
IAP2A keeps you up to date with developments in our field	3.48	3.56
Opportunities provided to members for engagement with IAP2A	3.46	3.55
IAP2A professional development opportunities	3.43	3.47
Resources (members only/public, conference, awards case studies)	3.38	3.38
Local networks and events	3.05	3.15
Overall satisfaction mean rating	6.66	6.62

	2019	2018
Net promoter score and likelihood to recommend		
Net promoter score	+2	+7
Likelihood to recommend mean rating	7.35	7.47
Drivers of likelihood to recommend IAP2A		
IAP2A understands the strategic issues facing the practice	16.9%	18.6%
Resources	14.2%	12.9%
Opportunities provided to members for engagement with IAP2A	12.4%	7.9%
Training services	10.7%	13.7%
IAP2A keeps you up to date with developments in our field	10.1%	13.0%
IAP2A effectively advocates on behalf of the practice	9.8%	7.0%
The leadership of the organisation	8.8%	8.0%
IAP2A professional development opportunities	8.6%	8.3%
Local networks and events	8.4%	10.6%

Explanatory notes

Challenges experienced in past 12 months

- In 2018, an open-ended question was asked to identify the top three challenges being experienced. In 2019, these themes were used as response options in a closed-ended question. Participants could select one or more options

Exciting new trends and opportunities emerging

- In 2018, participants were asked an open-ended question to identify new trends and opportunities being seen to emerge. In 2019, these themes were used as response options in a closed-ended question. Participants could select one or more options

Topic of interest – Mental health and wellbeing

- Topic worthiness responses: 1 = Not at all, 2 = To a small extent, 3 = To some extent, 4 = To a large extent, 5 = To a very large extent
- Rate your own mental health and wellbeing over the past 12 months: 1 to 10 (10 = excellent)
- Looking to the future, to what extent are you confident in your ability to manage your own health and wellbeing?' responses: 1 = To a small extent, 2 = To some extent, 3 = To a large extent, 4 = To a very large extent

Satisfaction with IAP2A organisation and offerings (mean average ratings)

- Satisfaction responses: 1 = Not at all satisfied, 2 = Not very satisfied, 3 = Moderately satisfied, 4 = Satisfied, 5 = Very satisfied
- Overall satisfaction question responses: 1 to 10 (10 = Very satisfied)

Net promoter score and likelihood to recommend

- Likely to recommend IAP2A products, services and events to others: 0 to 10 (10 = Very likely)

9. ACKNOWLEDGEMENTS

IAP2A would like to thank participants for sharing their views and completing the 2019 Annual Community Survey. This feedback provides important information about how we can enhance your member experience with IAP2A by providing you with the services that you truly value and appreciate.

IAP2A would also like to recognise the efforts of the IAP2A Research Working Group. The Research Working Group plays an instrumental role in leveraging member research knowledge and expertise to support the integrity of research projects on IAP2's agenda; involving members more actively in the delivery of IAP2A's Strategic plan; and discharging its responsibilities within the context of a global IAP2 and the International Change initiative.

The designing of the 2019 Community Survey was overseen by the IAP2A Research Working Group.

The findings for this Summary Report were prepared by the Community Survey Project Team, comprising members of the Research Working Group. The Project Team worked alongside IAP2A staff members and comprised:

Dr. Helen Christensen (Chair) (The Public Engagement Practice)
Dr. Robyn Cochrane (Deputy Chair) (Cochrane Research Solutions)
Associate Professor Jennifer Lees-Marshment (University of Auckland)
Dr. Robyn Mitchell (City of Melton) and
Stuart Reeve (Micromex Research and Consulting).

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