



RESEARCH ADVISORY PAPER

N2N: New to NZNO Membership Project

Part one

Newer Member Satisfaction and Participation

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NZNO Research MEMBERSHIP:

Summary

This survey was designed to capture the experiences and views of members who had joined NZNO within the last five years, and to compare these with long-standing members and previous survey data. Subsets of the survey included repeat of elements from the 2009 NZNO Member Satisfaction Survey, (which looked at satisfaction with services provided by NZNO, and participation in NZNO structures, processes and events), and the 2010 Employment Survey, (which looked at demographics, qualifications and employment situation), allowing comparison both with previous baselines and between newer and longer standing members of NZNO.

Separate cohort analysis of members who had joined since 2007 (**N2N** n= 1669), members who initially trained in New Zealand and had joined since 2007 (**NZQN** n= 1085), members who initially qualified overseas and had joined since 2007 (**IQN** n= 584) and members who joined pre 2007 (**e-N** n=423) were performed, and results compared where possible with the 2009 member satisfaction survey (**MSS** n= 1100) and the 2010 Employment Survey (**ES** n=1076)

Experiences and views of the changing make up of the nursing workforce, both of NZ trained and IQN nurses, along with implications for NZNO are explored in more detail in Part 2 of the report.

Context

The survey was carried out during February and March of 2012, before the settlement of a new 3 year Multi Employer Collective Agreement between NZNO members and District Health Boards. The previous two to three years had also seen a tightening financial climate for New Zealand as a whole, influenced by the global financial crisis. In the public sector and health care, with accompanying reports of restructuring, re-organisation, less job security and some loss of senior nursing leadership positions. The survey also coincided with a fee increase for NZNO members, and a potentially profound change to the organisation's constitution

Respondent Demographics

Respondent demographics showed good concordance with the NZNO membership database in terms of age, ethnicity, gender and qualifications. The survey also documents these demographics by health sector, employer, DHB area, working hours and job titles. Detailed comparisons of the responses of New Zealand Trained and Overseas Trained nurses are reported, many of which may have profound implications for workforce planning and management, and for the longer term functioning and structures of NZNO.

NZNO Communications

Compared to the 2009 membership satisfaction survey, the scores for the importance placed on NZNO communications media all improved slightly, especially items related to the web site and newsletters.

Importance of different NZNO communication strategies - Priority order

Communication	Cohort	Total	N2N	IQN	2009 MSS
Kai Tiaki		1	1	2=	1
NZNO web site		3	2	2=	5
TR web pages		12	12	12	11
Negotiation updates		2	3	1	2
NZNO library updates & newsletters		9	8	8	9
Monthly NZNO e newsletters		6	6	6	-
C&S newsletters, journals & web pages		8	9	9	7
C&S conferences		10	10	10=	8
TR Hui		13	13	13	12
Media releases		7	7	7	6
Workplace bulletins		4	4	4	3
Workplace meetings		5	5	5	4
Annual Regional Conventions		11	11	10=	10

The overall scores for *all* methods of communication, for the N2N cohort were marginally higher than for the 2009 Membership Satisfaction Survey.

Caution should be applied to comparisons, though if there are trends that can be observed for the relative priority given for the different media, it is that the newer members place slightly higher priority on the web site than was the case in 2009, and perhaps due to the timing of the surveys, workplace meetings, bulletins and negotiation updates remained very important. The relative priority of Kai Tiaki as the main important medium of communication remains, and the lesser importance of the TR web site and Hui to the overall scores reflects the minority of Māori respondents, for whom, these two remain important.

Participation in NZNO

The relative participation in NZNO activities, structures and processes of the different cohorts was examined. The timing of the survey contributed to high participation in workplace meetings and MECA votes being reported, and little difference in the participation in these was seen either between the cohorts, or in comparison to 2009. However, lower participation in many other activities, related to College and Sections, AGM or Regional Council meetings were seen in the newer cohort as a whole, and even less participation in the IQN cohort.

Participation in NZNO activities

% answering YES to "have you participated in the following during the last 2 years?"

Participation	Total	N2N	IQN	e-N	2009 MSS
Attended NZNO workplace meetings / activities	58.9	55.5	64.6	68.6	54.7
Attended C&S conferences, seminars or meetings	20.17	16.5	16.6	30.8	27.8
Attended regional council meetings / activities	4.19	3	2.4	8.3	5.4
Attended Regional Convention	3.63	2.6	2	7.1	5.7

activities					
Attended Te Runanga Hui and consultation process activities	1.7	1.5	0.06	2.1	1.7
Attended NZNO AGM & conference activities	5.4	4.1	3.9	9.2	7.6
Attended education seminars / activities	34.8	30.5	31	45.8	29.3
Attended NZNO delegate training activities	6.7	5	4.7	11.1	(Not asked)

Newer members had participated in fewer NZNO activities, The participation comparisons between the total sample and the 2009 MSS were similar for many activities, but C&S and Regional Convention participation appeared to have dropped, while workplace meetings and education seminar participation had reportedly risen. This probably mainly reflects differences in respondent profiles, with a higher proportion of students and newer graduates this time.

NZNO activism (% answering YES to having taken part in an activity)

Activism	N2N	IQN	e-N	2009 MSS
Been an NZNO workplace delegate	8.4	6.2	15.2	22.3
Been a college or section committee member	6.3	4.4	12.8	17.1
Attended an NZNO meeting	58.9	55.3	54.7	59.4
Voted in an NZNO ballot	53	52.3	69.6	67.4
Talked to an NZNO delegate about own professional or employment issues	36	39	44.4	45.6
Contributed to a college or section policy or position statement	3.8	2.3	9.0	11.3
Talked to an NZNO organiser about own employment issues	24.4	23.7	33.9	32.9
Talked to a professional nursing adviser about professional issues	22.3	18.5	31.8	25.8
Talked to an NZNO organiser about NZNO issues	23.6	20.1	34.9	31.4
Signed an NZNO petition or pIQN card	36.5	28	45.1	36.2
Worn an NZNO tee shirt or badge	10.4	7.3	15.6	21.8
Talked to a delegate about NZNO issues	40	39.8	50.5	45.8
Participated in an NZNO regional convention	3.6	2.4	5.7	10
Talked to an employer or manager about an NZNO matter	23	19.3	35.1	30.5
Displayed an NZNO bumper sticker	7.3	4.9	13	20.7
Represented NZNO or a college or section on a working party	3.6	1.5	7.1	9.2

There are very clear differences between the responses from a random sample of members in 2009, and the responses from people who have joined NZNO within

the last 5 years. The proportion of students in both those cohorts was very similar. Longer standing members, (the e-N cohort) have participated at a higher level over the last two years than either new joiners or the random sample. There are also significant differences between responses from the whole newer cohort, and the IQN new cohort. Interestingly, compared to the whole newer cohort, the IQN cohort have similar participation in workplace meeting and voting, and also approaching organisers, delegates and professional nursing advisors for advice. They are however much less likely to report more overt political gestures or involvement with the professional side of NZNO such as College and Section committee membership, contributing to policy, position statements or submissions, or being representatives on working parties or committees. This is to be expected within the first few years of migration, no matter what prior nursing experience was gained in other countries.

Perceptions of effectiveness of NZNO

Scores for nearly all items in the section on effectiveness were slightly lower across the board than for the 2009 MSS, though caution should be allowed for interpretation given both different cohorts, and different political and timing issues of the two surveys.. Improvements were seen in the scores for being forward thinking and planning ahead, for representing the Māori world view, and for making new members feel welcome. The largest reduction in score was seen in the value for money item, though this might have been influenced by a rise in membership fees that immediately preceded the N2N survey.

Other comments

The opportunity was taken to voice disquiet about a great number of issues with nearly a thousand respondents raising additional points. The main themes related to the rising costs of membership (especially from part time workers), disappointment with collective settlements, individual complaints about communication or service from specific organisers or delegates, perceptions of inappropriate political bias and over emphasis on CTU related activity at the expense of nursing and invisibility in the workplace.

Representative quotes include:

“The proposal presented to nurses re such a minimal wage increase which doesn't even come near to the current rate of inflation, or the increase in NZNO fees.”

“ NZNO needs to have a stronger focus on being a professional body also than just a union, there needs to be more incentive join than just indemnity insurance and bargaining fees.”

“DON'T send me text messages on me voting for a NZ government, it comes close to ILLEGAL!!! And not well received by all I have spoken to! (I wish I could underline and bold this point!!!)”

“If I choose to vote for one party, I am choosing based on my own opinions and my information.....when the Union takes aim at any one political persuasion or religious opinion they are attacking members who hold those views, and not because they are ignorant.”

Positive comments were also received such as:

“The assistance I have received from my rep is excellent, she has helped me so much in my workplace, given good advice and supported me all the way. I would have been fired if it wasn't for her

Limitations

Surveying only those with valid email addresses excludes those who do not use email. Currently 70% of the membership does have an e-mail address, and there are no patterns by age, qualification or membership category for those who do not. The demographics of respondents to this survey are comparable to the total NZNO membership. All surveys are subject to potential respondent bias, with those with strong views being more likely to respond.

Summary and recommendations

- **There is no doubt that the timing and external political events surrounding the survey influenced a negative backlash against the fee rise and the DHB MECA settlement, which for many was felt to be a below-inflation award. The survey should be repeated in another couple of years to test for emerging or continuing trends.**
- **NZNO marketing and communications must continue to better reach and inform our members about the services and activities that are provided**
- **There has been an increased recognition and appreciation of the web site, and other aspects of member satisfaction have improved since the last survey was undertaken, particularly the electronic communications side of our work**
- **The level and variety of member engagement with many of our structures and processes remain low, and renewed efforts to engage must be made. Strategies and ongoing implementation of recommendations for increasing member engagement are required.**
- **Managing the transition between student membership and engagement with full membership is important, and work following from the Younger Nurse study may help with this.**
- **Some tensions continue to exist between the professional, industrial and perceived political aspects of NZNO and very many of our members.**