

Research Advisory Paper:

NZNO Membership Satisfaction Survey 2014

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NZNO Research Membership:

Executive Summary

The key objectives of this survey were to quantify and measure NZNO member attitudes, perceptions and engagement in relation to all aspects of NZNO membership.

2,400 randomly selected members were sent an invitation to complete the Member Satisfaction Survey. Three hundred and seventy six members completed the survey, a response rate of 16 per cent. The survey questions were widely consulted on, and included items that allowed comparison with the 2009 survey.

Overall, there is clearly an appreciation of NZNO, and a loyalty to it as an organisation. Perceptions of progress with becoming a bi-cultural organisation, wider political issues related to health and positive promotion of nursing scored well. A handful of members are disappointed with services they have received from NZNO, and there are many niggles about the financial cost of membership and about poor visibility,

Interest in union activism and collectivism remains low, with a majority of members not able or willing to take part in additional activities related to NZNO membership outside work time.

Particular improvements to communications (especially the member support centre, the web site and *Kai Tiaki Nursing New Zealand*) have been evidenced since the 2009 survey.

Method

The 2014 membership satisfaction survey was carried out between February 1st and 28th of 2014. The approved questionnaire was formatted for on-line data capture. The survey was externally hosted on a secure web-site.

No reward or inducement was offered to increase participation.

Sample and Response Rate

2,400 randomly selected members were sent an invitation to complete the Member Satisfaction Survey. Three hundred and seventy six members completed the survey, a response rate of 16 per cent. This is a low response compared to most NZNO surveys: respondents may therefore be those with stronger views than those who did not feel motivated to reply.

Responders

Those who responded to the survey were representative of the NZNO membership by gender, age, ethnicity, geographical distribution and job title. 93 per cent had been members of NZNO for more than five years.

General Feedback

A majority of those providing feedback (around 60 per cent) had voted in NZNO elections and participating in workplace meetings and ballots. Value for money and lack of visibility on the ground remain key areas of concern, while perceptions of progress with becoming a bi-cultural organisation, wider political issues related to health and positive promotion of nursing scored well. Awareness of NZNO contacts, member benefits and services remains patchy.

There is a core group (about 10 per cent) of respondents who remain active across the board; the remaining 90 per cent not so active. Some of the comments given in the responses to the final question address the low engagement with activism: most are quite happy just to pay their fees, see NZNO as an insurance scheme, and do not have the time or motivation for union activity outside work. However, better visibility, marketing and direct, timely contact with members have the potential to raise participation rates.

Participation

Just over 50 per cent had participated in a workplace meeting, nearly 40 per cent had had contact with their delegate & 20 per cent with an NZNO organizer or professional nursing adviser (PNA). Participation in wider activism (badge wearing, petition signing or attending rallies) or professional activity (contributing to consultations or submissions, or active membership of a college or section) remains low.

Perceptions of NZNO

In terms of members' personal experiences of NZNO:

Around 60 per cent agree that NZNO:

- provides support and advice on employment and professional issues;
- is effective at campaigning and lobbying;
- speaks up on social policy concerns;
- supports a treaty partnership model; and
- provides access to good information about activities members can be involved in.

Only 40per cent agree that NZNO is:

- a participatory organization;
- is strong and effective; and
- improves it's service to members on an ongoing basis.

In terms of members' opinions of NZNO:

- over 70 per cent agree that NZNO promotes a positive image of nursing;
- 70 per cent agree NZNO is forward thinking; and
- only 40 per cent agree NZNO is visible in their workplace and agree that NZNO is responsive and takes timely action.

Activities

Within the previous two years:

- 53 per cent had had contact with delegates;
- 53 per cent had attended workplace meetings;
- 4 per cent had attended regional council meetings;
- 3.9 per cent had attended an annual regional convention
- 5.9 per cent had attended an NZNO Annual General Meeting and Conference;
- 1.1 per cent had participated in Te Rūnanga consultations and Hui;
- 30 per cent had attended College and Section conferences, seminars or meetings;
- 22 per cent had contributed to consultations and submissions; and
- 47 per cent had attended education seminars and forums.

There has been a drop in activism reported across the board since 2009. Of particular concern was the drop in delegate numbers giving feedback, though this may be an artefact of small response.

Communications

The following percentage of respondents rated the NZNO communications below as important:

- Kai Tiaki - 65 per cent
- Negotiation Updates - 49.7
- Workplace Meetings - 50 per cent
- Media Releases - 35 per cent
- NZNO web site - 48 per cent

While 52 per cent reported using facebook:

- 7 per cent rated the NZNO facebook page as important
 - 4 per cent rated the blogs highly
- (Both the NZNO facebook page and blogs are relatively new, so awareness is low)

NZNO Governance

- 60 per cent reported usually voting in NZNO elections, and that voting was easy enough;
- 41 per cent had confidence in the transparency and fairness of the processes;
- 36 per cent had confidence in the quality of candidates; and
- 21 per cent felt well informed about the new structures and roles within NZNO.

Key findings from additional free text feedback:

- indemnity insurance continues to be a major reason for joining;
- the cost of Union membership is an issue for many, especially part-time workers and the low paid;
- there appears to be a lack of understanding of the new governance structures or roles of office holders and committees;
- membership benefits need to be much better advertised and marketed;
- communications with members about activities needs strengthening;
- more attention to visibility in the workplace and welcoming new members is required;
- many (most even) members do not have the time or inclination for union activism in addition to their work and families;
- a small minority of the respondents feel NZNO is too “politically correct” about issues including (but not restricted to) Treaty Partnership and a perceived left wing bias; and
- a large amount of constructive feedback and suggestions for improvement has been received.

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Mission statement

NZNO is committed to the representation of members and the promotion of nursing and midwifery. NZNO embraces Te Tiriti o Waitangi and works to improve the health status of all peoples of Aotearoa/ New Zealand through participation in health and social policy development.