

# 2022 Satisfaction Survey summary

6 March 2023

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## Overview

RANZCOG conducted a satisfaction survey for Fellows, Diplomates and Certificants in September 2022, with the view of measuring member satisfaction across a range of activities and identifying opportunities for improvement.

## Survey Methodology

Surveys were sent to Fellows, Diplomates and Certificants, in late September. As with all previous surveys, participation information remained anonymous for the 2022 survey as well. Members were asked to respond to queries around five domains, scoring them in terms of importance, as well as in terms of effectiveness of delivery. The five domains were:

- College Communications
- Education Programs, Events and Products
- College Services
- Membership Resources
- College Member Benefits

The number of total respondents in 2022 was 376 for Fellows and 120 for Diplomates and Certificants. This equates to a 20% and 7% response rate, respectively. The College will continue to work on survey length as well as timing to ensure that we increase our response rates for future iterations.

## Outcomes and progress

*Percentages are combining Very Well / Well responses*

Members rated several products, services, and programs to be well delivered. Publications continued to rate highly (79%), as did annual College events and webinars (71%). Members also provided positive feedback on Education and Training Programs and courses (67%), as well as the CPD program and associated services (60%). The resumption of face-to-face engagement was also viewed positively, with members responding well to engagement opportunities with their peers and colleagues. The College will continue to invest in delivering contemporary education, training, and professional development through a range of activities and initiatives.

The College's work around statements and guidelines was rated highly (67%). We are grateful to be able to leverage the expertise of our members and other stakeholders to continue the development of evidence-based statements and guidelines across a range of important topics.

From a systems perspective, the College database, INTEGRATE, received positive feedback, as did the eLearning platform, ACQUIRE (both rating around 60%). The new database has resulted in an improved interface for members to complete their administrative requirements, make payments, and maintain their records. We have

also delivered a significantly improved CPD module with enhanced user experience. We continue to improve our suite of eLearning resources through new developments and redesign of older resources.

The College website was also received positively (60%), although feedback indicated that further work is required to improve user experience and more effective search functionality. The College will work with internal and external stakeholders to further optimise the website in 2023. College communications were rated positively (60%); however, feedback indicates a need for further targeting and segmentation in the communications, which would help with the general relevance of communications for different member groups.

Survey data indicates that further improvements are required in the member benefits domain. Members have responded positively on their experiences and contributions through committees and working groups. The College is undertaking a member journey mapping exercise to further refine communications, services, and member experience for different member groups at varying points of their journey. We are also investigating opportunities to improve our member benefits platform, and to make the benefits and incentives more relevant to different membership groups.

We are happy to have been able to launch several initiatives to better support our members. Some of these initiatives have been funded by the Department of Health and Aged Care and have been instrumental in expanding on opportunities for various member cohorts.

## What is next?

The past couple of years have no doubt been challenging, for our members and for the College. We are now seeing the positive impacts of some of the work we undertook over the pandemic, but also acknowledge that there are areas that will need to continue to improve.

Based on the volume of responses received in the past couple of years, we have decided that a biennial survey with further refinement of questions will help us gather more meaningful responses. The next survey will be conducted in 2024.

We are always open to feedback and will be happy to hear from you on anything we can do to improve our services and offerings. Please do not hesitate to get in touch with us on [membership@ranzcog.edu.au](mailto:membership@ranzcog.edu.au).