

Club Cultural Survey

Results Report Mid-year 2021

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1. Introduction

The Board of Directors at Rotary Elizabeth Quay (REQ) use the bi-annual Club Culture Survey as part of the suite of tools to measure, manage, and plan the direction of the club in consultation with all members equally. Since 2020, the Survey has been split into two parts. The first part is for collecting membership data such as changes in contact details and for tracking shifts in overall membership demographics. The second part is for collecting feedback, thoughts, opinions, and suggestions from members.

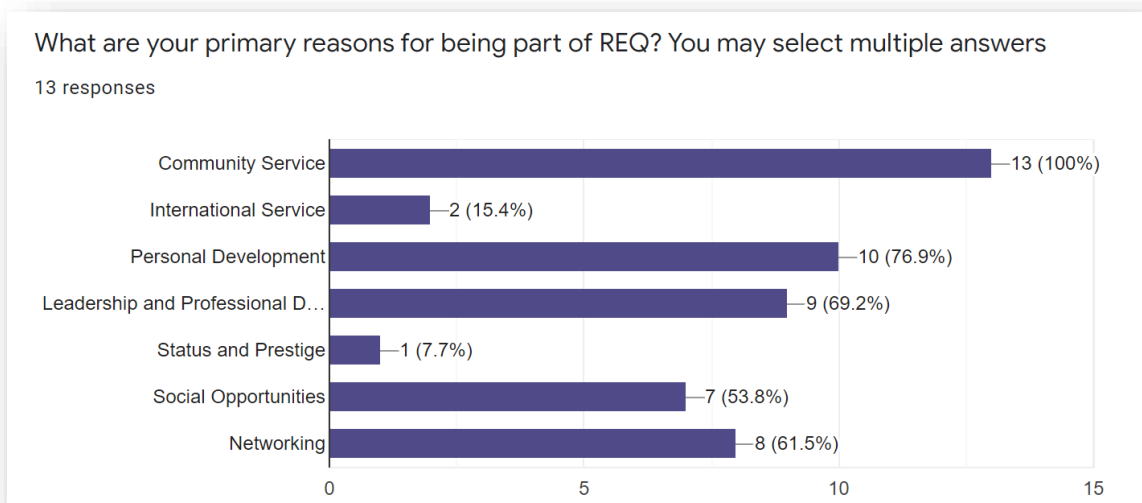
The survey was split into two parts so that members have the option to remain anonymous for the second part. Transparency and trust are important key ingredients at REQ, and it is hoped that members feel comfortable to share their feedback without fear or anxiety. Knowing who has given what feedback helps with implementation and allows for in depth discussion of ideas with the innovative member. However, it is recognised that not everyone can speak their mind with vulnerability, so the option to remain anonymous is important to keep the survey accessible to all members.

Although all members are encouraged to complete the survey, it is not mandatory and there are a range of other opportunities for members to update their details and provide feedback. Other opportunities include using the Grow app on Slack, talking to, or emailing a director and in-person club feedback sessions which are occasionally held by the Club President. The survey is run sometime between July and August, then again between December and January.

Not all ideas can be implemented but collecting and considering all ideas is important. Opinions among members can at times be conflicting and suggestions may be beyond the capacity of the club at the present time. With enough support and capacity within the club, more possibilities to implement feedback becomes available.

2. Primary Reasons

Every respondent chose Community Service as a primary reason for being part of REQ.



Second most popular reason was Personal Development and third was Leadership and Professional Development.



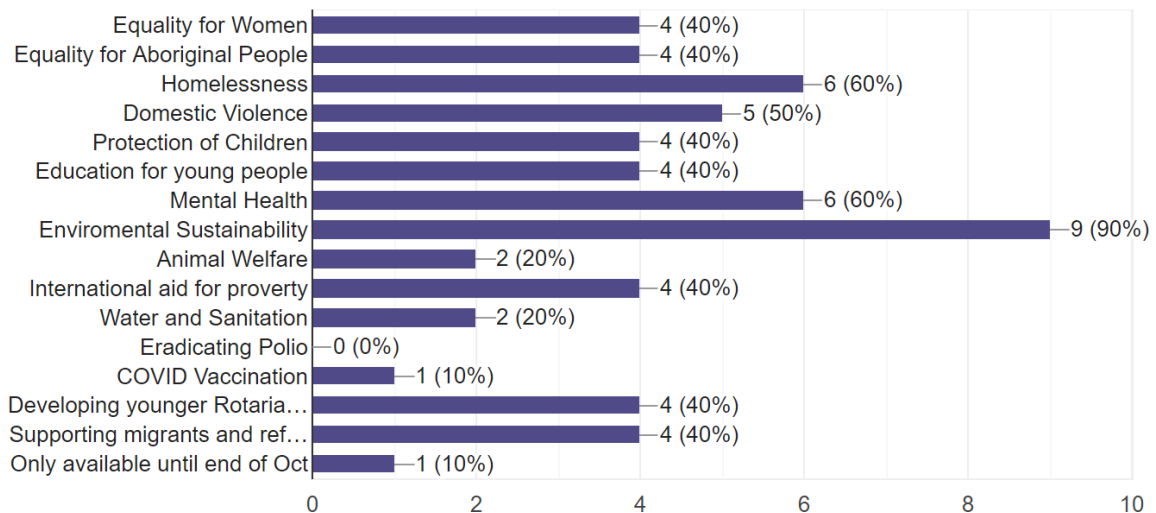
3. Causes of Interest

Environmental Sustainability was the most popular cause that interested respondents. Homelessness and Mental Health were tied for second, followed closely by Domestic Violence as third. Eradicating Polio, COVID Vaccination and Animal Welfare were not areas of great interest. Three respondents skipped this question.



What causes would make you interested in playing an active role in a Project Team in the next 6 months? If you don't have capacity in the next 6 months to join a Project Team, skip this question

10 responses



4. How do you feel about the format and frequency of our Club routines?

(i.e. bi-monthly 1 hour online/hybrid Squad Summits, bi-monthly 2 hour Networking Drinks, quarterly half-day Agile Planning Sprints)

Respondents were overwhelmingly positive about our club routines. One respondent wanted to see weekly 1-hour meetings, which was challenged by another respondent who thought that increasing the number of meetings would be overwhelming and lead to burn out, especially for those who organise the meetings. Here's what members said:

Good!

Love it!

Works perfectly

It ticks a lot of boxes

I feel it works well

Good format

It's a lot which gives people more options to attend, but I can't get to all of them.

Overall, it's good. I just can't make it most Thursdays or Tuesday.

Haven't quite been around long enough for a full cycle but so far, I like it.

I have not been able to participate in a lot due to business/parenting, but I love the ability to participate online and host where possible.

I'm happy with the current format. I attend when I can and appreciate the variety and flexibility the current model offers to members.

1 hour online/hybrid Squad Summits weekly, Agile Planning Sprints quarterly.

Very manageable both from a delivery and attendance perspective. Having more than this would be overwhelming. It's a lot of work to deliver these club routines and would burn people out if we tried to increase the meeting schedule.

5. What do you like about REQ?

Respondents appreciated REQ for a variety of reasons including, finding liked minded people, pursuing purposeful activities, making a positive impact, having a diverse and inclusive club culture. Also mentioned was an appreciation for working innovatively, adaptively and with flexibility. Here’s what members said:

Good!

Culture

The people

The community


Energy and inclusiveness

Innovative, social, charitable.

Everything- the people, culture, projects. Stick it into my veins!

The vibe, meaningful impact, inclusiveness, diversity.

The contemporary and flexible agile structure of the club, and its leadership of broader Rotary outcomes.



Networking & learning opportunities with good people, making a difference.

Positive vibe with good people who have a passion to help the community. Also... food! :)

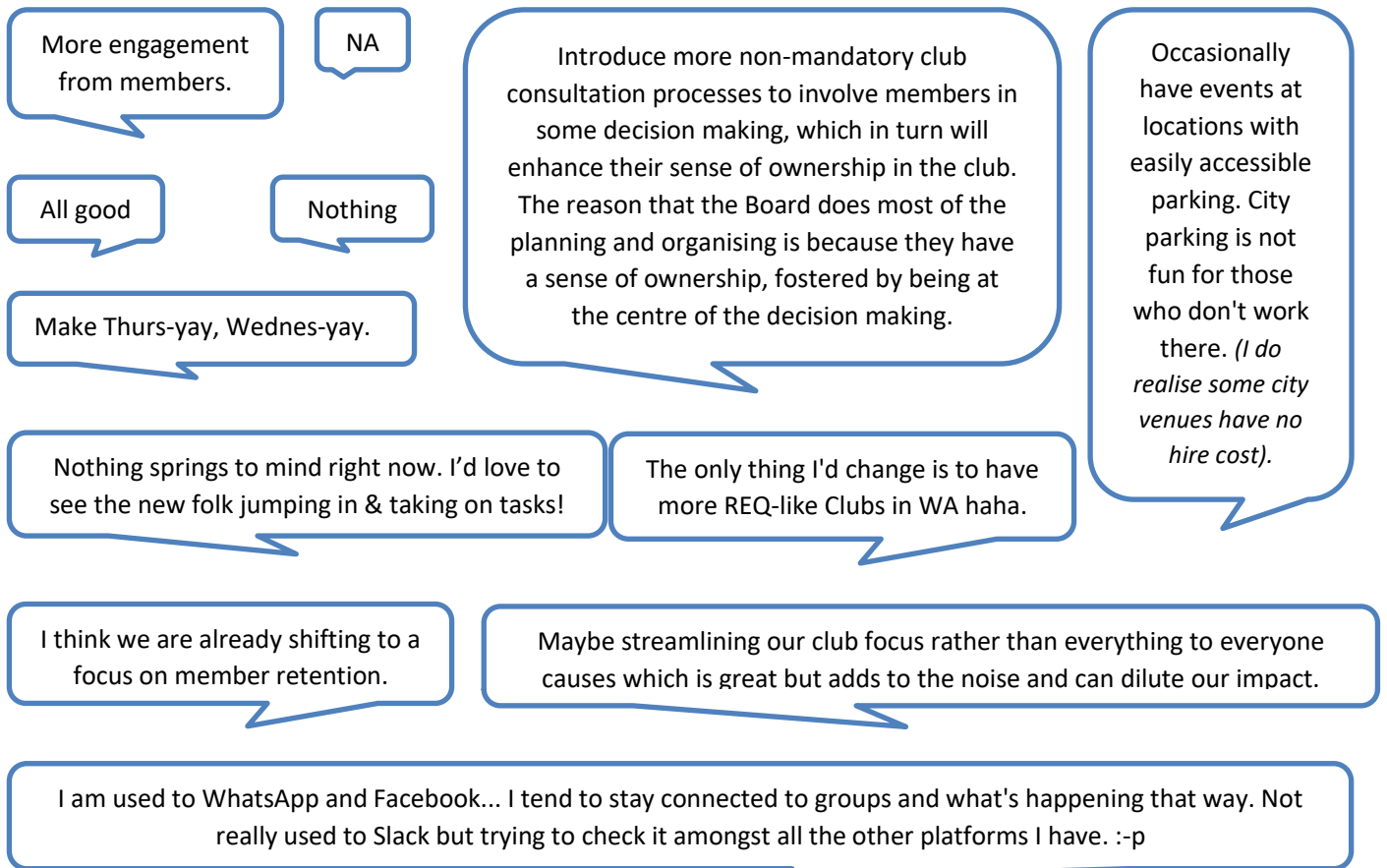
My favourite people are here at REQ. Being part of this club has made me a better person and my life more meaningful. I like that REQ is adaptive, flexible, diverse and inclusive.

The awesome people and talents they share, Nick is amazing President with facilitation skills that are so lucky to share.

I feel included and respected, and the members are the kind of people I want in my life. I feel I could put my hand up to try something and would be completely supported the whole time. Plus, the causes that have been supported in the last few months are causes I care about.

6. If you could change or add anything about REQ, what would it be?

Respondents used this opportunity to suggest ways of improving engagement and retention of members through various means such as consultation and involvement in decision making, streamlining cause focus, delegation of tasks and sometimes holding club routines (networking, summits & catch-ups) outside of the city. Here's what members said:



More engagement from members.

NA

All good

Nothing

Make Thurs-yay, Wednes-yay.

Introduce more non-mandatory club consultation processes to involve members in some decision making, which in turn will enhance their sense of ownership in the club. The reason that the Board does most of the planning and organising is because they have a sense of ownership, fostered by being at the centre of the decision making.

Occasionally have events at locations with easily accessible parking. City parking is not fun for those who don't work there. *(I do realise some city venues have no hire cost).*

Nothing springs to mind right now. I'd love to see the new folk jumping in & taking on tasks!

The only thing I'd change is to have more REQ-like Clubs in WA haha.

I think we are already shifting to a focus on member retention.

Maybe streamlining our club focus rather than everything to everyone causes which is great but adds to the noise and can dilute our impact.

I am used to WhatsApp and Facebook... I tend to stay connected to groups and what's happening that way. Not really used to Slack but trying to check it amongst all the other platforms I have. :-p

7. We LOVE feedback to grow and adapt. Do you have any feedback for our team?

Many messages of gratitude were received in the feedback, paying thanks to members who show leadership, help boost our reach through social media, and generally help to get stuff done. One message spoke of the value in a particular Leadership & Personal Development opportunity that was discovered through REQ.

Mixing squads has been heard in previous surveys. Squads aren't silos, they are simply a mechanism for delegating the workload of looking after members amongst the Directors of the club. In July 2019 when REQ abolished the different Director Titles, there was no longer a Director of Membership responsible for the development, engagement, and retention of all members. A workload that was unachievable for one person. Now each Director is allocated a squad, making the workload more manageable. Members are reminded and encouraged to foster friendships with each other regardless of which squad, including inviting each other to social events. Squad catch-ups are regularly posted on Slack in #Banter as an open invitation to all members. Making friends with Rotarians from other clubs is also highly advised.

There was also specific feedback on the structure of this survey. Members can be assured that their information collected in Part 1 of the survey is stored securely in our Membership database spreadsheet for *reporting purposes** and so that Board members have contact details in case of emergencies. Here’s what members said:

*From time to time, we are asked by District or Rotary International to provide club demographic statistics on aspects such as ethnicity, occupation, age and gender. These statistics are used by District and Rotary International to track the progress on inclusivity and diversity across clubs.

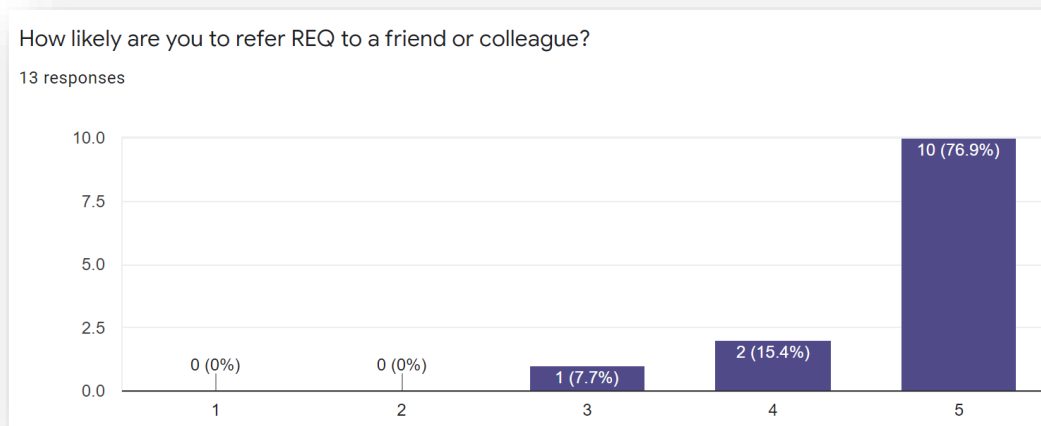
Our socials are off the chart - well done!!	Thank you to the board for showing continued leadership!
Thank you for everything you are doing and keep up the great work!	You're a bunch of awesome people!
The squads feel very separate at times. Anything to merge/mix them	Keep doing what you're doing.
I hope I can be part of what you do more in the future sharing my business skills	Great job everyone
You are all very approachable, I'll let you know if I think of anything. Keep up the great work! :)	I don't have a lot of time to be on Trello and slack, so I feel my performance in this regard may not be as required. However, I believe these tools are there to assist not be a burden.

Not sure the split survey approach works well - much of the pt1 info should be what we already have, so is a slight pain in the ass to repeat (wouldn't expect a new member to member to re-tell us all of this, can seem like we're mishandling their info or don't know it). If meaning to get a club pulse check from a sentiment/engagement perspective, then it doesn't meet the need. Happy to help streamline that if this is needed in the future. Also surprised with all the imagery there's no REQ Spanda? Doesn't feel like a REQ survey. Perhaps best to table at the Board meeting prior and/or on Trello if so important? I'm not clear. Thank you for receiving this feedback :)

I would highly recommend the Landmark Forum to any future leader. A few Board members had already done the Forum and told me about it. I was convinced it was a scam, but I signed up anyway just to see where the other Board members were coming from. It was truly a transformative experience and has done wonders for my confidence, leadership, and wellbeing. The conversations I can now have with those who have done it, are so much richer, open, and full of love.

8. Overall

A clear majority of respondents were highly likely to recommend REQ to a colleague or friend.



The mid-year 2021 survey was released to 48 members on 1 August via email and on #Operations channel in Slack. 10 responses were collected for Part 1, and 13 responses for Part 2 representing 27% of the club which is within the average range for response rates within organisations.