

COMMITTEE FOR PORTLAND

MEMBERSHIP SURVEY 2012



www.committeeforportland.com.au



COMMITTEE FOR PORTLAND MEMBERSHIP SURVEY

In February 2012 adz@work was engaged by the Committee for Portland's Executive Officer, Anita Rank, to conduct a Member's Survey.

The Committee currently has 31 active members.

The Committee for Portland is an initiative of leading businesses, local government and community leaders within Portland. The objective is to establish a membership base to provide a civic institution that will lobby, plan, advocate and facilitate the future development of Portland and surrounding areas to be a vibrant and economically sustainable community, attractive to conduct business in; work in and live in.

Vision

The Committee for Portland is working towards a vibrant and economically sustainable community.

The survey was conducted throughout the month of February 2012. All members were contacted individually via telephone to explain the relevance of the survey and adz@work's involvement.

Following are the survey findings.



COMMITTEE FOR PORTLAND MEMBERSHIP SURVEY FINDINGS

Number of Committee Members:	31
Number of Committee Members contacted:	28
Number of Committee Members not contacted:	3
Reason for not contacting:	
1. Incorrect contact details supplied:	2
2. Not applicable – Members office response:	1
Number of Surveys completed and received:	11

This equates to 35% of the membership base.



COMMITTEE FOR PORTLAND MEMBERSHIP SURVEY QUESTIONS

Question 1:

How would you best describe the Committee for Portland?

To promote Portland (5)

Local business network and socialising outlet (3)

Hierarchy of financial members mainly business owners (1)

Inclusive organisation that welcomes and encourages new members (1)

Developing a vibrant and economically sustainable community (1)

Question 2:

What do you know about the Committee for Portland?

A lot have been a member since inception (1)

Provide an opportunity for businesses to come together and advocate for the future sustainability of the region (1)

Represents its membership but unclear of purpose (1)

No (2)

Was formed to be pro-active on issues others did not want to get involved in (1)

As a new member, I am still getting to know about the committee (1)

It has a clear vision and mission statement, business plan and tactical plan to meet its objectives (1)

I only know that its made up of local business identities, I know nothing of its history (1)

A group of business people trying to help promote (1)

Established in 2008 with funding from RDV, a business plan was made, strengthening the regions existing business and assisting with the development of new investments that will secure a prosperous future based on building sustainable community foundations (1)



COMMITTEE FOR PORTLAND MEMBERSHIP SURVEY QUESTIONS

Question 3:

Does the Committee offer Value for money?

No: **(2)**

Yes: **(5)**

Undecided: **(4)**

Question 4:

What have been some of the highlights over the past year?

Guest speakers **(10)**; and

Brining clarity, sensibility and funding to the helipad project **(1)**

I would have loved to have gone to see Ita Butrose but there were no seats left **(1)**

Question 5:

Can you suggest any opportunities for improvement, service to members, what would you like to see more of?

Open discussion **(2)**

More opportunities for networking **(1)**

Information packs provided to member to provide to clients **(1)**

To grow business in the region, having members who are prepared to mentor younger people in business **(1)**

Designate someone to be a welcoming person for new businesses in town **(1)**

Higher profile in local media **(1)**

A clearer purpose **(1)**

Diversity on board, better communication between CFP and the Portland Business Network, advocating on opportunities for health and well-being of community **(1)**

No suggestions **(1)**

More involvement of members, better workshopping of ideas – all seem to get done at board level then announced at dinners, a better focus on small to medium sized businesses **(1)**



COMMITTEE FOR PORTLAND MEMBERSHIP SURVEY QUESTIONS

Question 6:

Can you suggest any other business people who may be interested in joining the Committee for Portland?

No: **(7)**

Still rather new to Portland, I like the current mix of businesses **(1)**

Noske Group, Portland Hospital, Dundas Coastal Real Estate, PRM, Powerhouse Productions, G.R. Carr P/L **(1)**

Victoria Police, CFA **(1)**

Michael Hein, Rodney Stone, Robert Barker, HBH Legal **(1)**



COMMITTEE FOR PORTLAND MEMBERSHIP SURVEY

To obtain vital information necessary for future growth and development of the Committee for Portland, we would appreciate if you could take a minute to complete the following survey questions:

1. How would you best describe the Committee for Portland?

2. What do you know about the Committee for Portland?

3. Does the Committee for Portland offer value for money?

4. What have been some of the highlights over the past year?

5. Can you suggest any opportunities for improvement, service to members, what would you like to see more of?

6. Can you suggest any other business or people who may be interested in joining the Committee for Portland?

We appreciate your cooperation and value the time it took to complete this survey.

This survey has been conducted by adz@work on behalf of the Committee for Portland's Executive Officer.

ADZ@WORK

WHO ARE WE

adz@work is a boutique marketing and communications agency with offices in both Melbourne and Warrnambool. Our clients are dispersed throughout Victoria and interstate.

Now in its eleventh year the agency was established by the current Managing Director, Sally Douglas. Initially established as an advertising agency, the business has evolved to include more high-level design and brand management, television and DVD production, print brokering, marketing strategy and research, media buying and placement, web development, event management, broad communications plans and public relations.

adz@work is a results driven agency with a staff of 11 professionals who understand the importance of accountability and timely delivery.

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