

REPORT FOR CAAQLD MEMBER SURVEY

The Survey began on the 25th of May 2010 and finished on the 30th of July 2010. In total, 124 out of approximately 331 members responded to the survey. There was a 37 % response rate and it was considered to be an adequate representation of the membership.

This report includes a summary of the significant responses to each question; a discussion of each of these responses; and final summary. Please note that only the significant responses are included, the lowest (less than approx 9.5%) responses are not included.

Abbreviations are as follows: VI (very important); SI (somewhat important); NVI (not very important); NAI (not at all important).

In participating in a CAAQLD CPD event, how important are the following items to you:

1. VENUE

- Central Location - 55.6% VI; and 39.5% SI.
- Ease of parking – 43.1% VI; 38.2% SI; and 13.8% NVI.
- Family friendly – 9.8% VI; 29.5% SI; 42.6% NVI; and 18.0% NAI.
- Spend extra time at event – 12.2% VI; 39.0% SI; and 41.5% NVI.
- Venue Quality – 36.6% VI; 58.8% SI; and 9.8% NVI.
- Less than 1hr travel – 39.5% VI; 41.1% SI; and 16.9% NVI.

Discussion: A central location in a city or town with adequate parking is preferred. The travel time is very significant and because of this there should be consideration made for regional members (e.g. regional seminars, concessions to travelling members). The venue should be of a reputable standard and the interest is significant enough to investigate family friendly options.

2. Content

- Relevance to clinical understanding – 85.5% VI; and 13.7% SI.
- Business related topics – 43.1% VI; 39.8% SI; and 15.4% NVI.
- Technical (e.g. Technique/diagnosis) – 63.7% VI; and 30.6% SI.
- Theoretical sciences – 46.8% VI; and 43.5% SI.
- Chiropractic philosophy – 38.7% VI; 44.4% SI; and 11.3% NVI.
- Previously heard of speaker – 55.6% SI; and 33.9% NVI.

Discussion: There is an interest for a balance in all subjects with a sway towards the technical genre. The speaker's popularity is somewhat important yet not exclusive.

3. Timing

- Length 4hrs or less – 9.8% VI; 39.0% SI; 39.0% NVI; and 12.2% NAI.
- Length 4hrs or more – 12.2% VI; 45.5% SI; and 35.0% NVI.
- Weekends – 68.5% VI; and 25.8% SI.
- Weekdays – 14.0% SI; 38.0% NVI; and 47.1% NVI.

Discussion: The preference for length of time seems balanced so keeping a variety of seminar durations should be continued. Weekends are far more popular yet a small allowance for short weeknight events could allow other access for some members.

4. Social

- Interact with colleagues – 33.1% VI; and 54.0% SI.
- Networking – 27.4% VI; 46.0% SI; and 23.4% NVI.
- Leisure/holiday time included – 19.4% VI; 40.3% SI; 28.2% NVI; 12.1% NAI.
- Family inclusive – 13.1% VI; 31.1% SI; 23.0% NVI; 32.8% NAI

Discussion: Time for professional/personal catch-up is in high demand and networking (e.g. trade stands) is popular. There is interest for some events to be located in popular holiday destinations and some demand for them to be family inclusive. Keep in mind that weekends and less than one hours travel time were the most important – the intermittent non city location can be of benefit to regional members whilst providing city folk a break away.

Which of the following topics would be of interest to you in attending a CAAQLD CPD event?

These have been ranked in order.

1. Chiropractic Technique 75.0%
2. Theoretical Sciences 71.0%
3. Clinical – Diagnostic 70.2%
4. Practice Management 58.9%
5. Scientific Research 58.1%
6. Chiropractic Philosophy 52.4%
7. Risk management 45.2%

Discussion: As previously discussed, there is indication that a balance is popular with, in this case, more emphasis on the first 3.

Satisfaction of last CAAQLD CPD Event.

77 responses to this question are ranked in order of Excellent (E); Very Good (VG); Good (G); Not good (NG). Again figures under 10% are not included.

- Content – 61.0% E; 24.7% VG; 11.7% G.
- Venue – 41.6% E; 35.1% VG; 20.8% G.
- Catering – 32.0% E; 38.7% VG; 26.7% G.
- Speaker – 56.6% E; 28.9% VG; 13.2% G.
- Event Length – 40.8% E; 39.5% VG; 14.5% G.

Discussion: High satisfaction rate. However, there are always areas that can improve and all comments have been noted for future events.

For those who have not attended a CAAQLD CPD event in the last 12 months, please indicate reasons.

45 responses ranked in order and not including any under 10%.

- Too Busy – 48.9%
- No Interest in Topic – 48.9%
- Distance to Venue – 40.0%
- Parking/Not child friendly – 20.0%
- Not aware of CPD event – 17.8%
- Held During Week – 13.3%

Discussion: The response closely parallels information already gathered. This together with the comments that followed from this question and the responses to the other questions provide valuable information to assist CAAQ in future event organisation.

Interest in CAAQLD library of information that could be made available.

- Downloadable papers etc – 81.0%
- DVDs - 78.5%
- MP3 Recordings – 50.4%
- Hard Copies of Papers – 24.0%

Discussion: Moving with the times! CAAQLD is currently working towards resources being made available in these formats.

CAAQLD's strength depends on the support of its members. Active participation at meetings and events such as the MYM and AGM is vital.

- Agree – 91.9%
- Disagree – 8.1%

Do you consider sending a proxy as active participation?

- Yes – 69.1%
- No – 30.9%

In order for CAAQ to be able to effectively perform public education; govt lobbying; and inter-professional liaison it is vital that members actively participate in these actions.

- Agree – 91.7%
- Disagree – 8.3%

Discussion on last three statements: Great response! In order to function with strength, ALL associations need the support and active participation of their members. Working on projects like this assists your association to meet the needs of the membership whilst maintaining its strength to represent you – a symbiotic relationship.

CONCLUSION

First of all we wish to thank all that participated in this survey; your feedback is very welcome. We will be using the information in our future decision making.

As you know, CPD and first aid requirements are now compulsory for professional registration. CAAQLD's intent is to not only fulfil these criteria, but to also equip our members with the most current knowledge and even higher standards of practice.

Thanks again for your time!

Kindest Regards,

The CAAQLD Executive