It’s been my experience as AIRAH’s chief operating officer that people (AIRAH members in particular) aren’t shy about telling me what they think about us, their Institute. I receive few overly polite or oblique comments, which is the way it should be.

Rather, they consider it their right – their duty, even – to tell me what’s on their minds, and tell me directly, without gilding the lily or soft-soaping. I welcome that. So whether I’m attending a division event, a CEO’s breakfast, a golf day, or Trade Night – or simply in the office fielding phone calls – I’m used to hearing forthright comments.

Sometimes that feedback is very positive indeed – for instance, that an article in one of our publications has hit the right note or has covered a subject thoroughly, that a conference has run smoothly and included a diverse range of speakers (or best of all, that it was useful and relevant), or that a training course has gone particularly well.

At other times what I’m told isn’t necessarily pleasant to hear, but it’s important to hear it anyway. I like to be aware of any problems, issues, or grievances our members might have. AIRAH is, after all, a member organisation first and foremost. It exists for the benefit of its members and for the greater good.

So I guess the point I’m trying to get across is that in a way, receiving member feedback is something that’s part of our everyday processes. It happens regularly, if somewhat organically, so to speak.

But we feel it’s absolutely necessary to execute a formal poll of members at regular intervals – to ask questions, receive straightforward responses and collate the raw data. It’s only by applying this sort of rigour to the process that we can receive unvarnished information that we can act upon.

Earlier this year, therefore, we conducted an online survey, requesting feedback from members about a variety of issues, from the quality of our publications to the perceived value of membership. We had close to 400 responses.

The results make for interesting reading indeed, and I encourage all members to turn to p.52 to see the results. (And for a comparison with the numbers from the last time we did such a poll, check out the November 2010 issue of Ecolibrium).

Overall, the results – you, in other words – tell us that as an organisation, AIRAH is tracking rather well. More than half of respondents rate the value of AIRAH membership as very good or better, with a similar number agreeing that AIRAH has helped them develop professional relationships.

Despite the proliferation in new technologies and social media, Ecolibrium (26 per cent) is still the preferred source for finding out information about AIRAH. And most of you still prefer a hardcopy rather than digital version of the journal.

Personally, the statistic that stood out was that 80 per cent of respondents feel engaged with the organisation.

Of course, we strive to continuously improve and evolve your organisation, but this is a key indicator that we are on the right track.
Member survey results

We recently conducted an online survey, asking members a raft of questions about their membership: everything from why they chose to join AIRAH in the first place to how they rated Ecolibrium.

“Two-way communication” is a process many organisations espouse as something that’s desirable to have between themselves and their constituents. But it’s not always easy to execute, or to maintain. Sure, you may wish to set up dialogue with your stakeholders, but it can be difficult to receive criticism, or act on it when it’s warranted.

With this in mind, not long ago AIRAH polled members via an online survey – something we do from time to time. Some of the responses from the 385 members who replied are presented here.

The information will be used in forward planning.

WHY DID YOU JOIN AIRAH?

- Stay informed about industry news: 84%
- Professional development: 61%
- Networking opportunities: 48%
- Access to training: 40%
- Other: 24%

HOW SATISFIED ARE YOU WITH YOUR AIRAH MEMBERSHIP?

- 9% Extremely
- 58% Very
- 28% Somewhat
- 1% Not at all

PLEASE RATE THE PERCEIVED VALUE FOR MONEY AIRAH MEMBERSHIP OFFERS YOU

- 10% Excellent
- 42% Very good
- 34% Good
- 14% Average
- 6% Poor

AIRAH HAS HELPED YOU DEVELOP PROFESSIONAL RELATIONSHIPS. DO YOU AGREE?

- 13% Completely
- 39% Agree
- 36% Somewhat
- 7% Somewhat disagree
- 5% Disagree
DO YOU FEEL ENGAGED WITH THE ORGANISATION?

80% Yes
20% No

WHAT IS YOUR PREFERRED SOURCE FOR AIRAH INFORMATION?

26% Ecolibrium
23% Member update emails
18% www.airah.org.au
17% HVAC&R Nation
10% Direct mail fliers
 6% Linkedin
 1% Twitter

RATE THE CONTENT OF THE MEMBER UPDATE EMAILS

5% Excellent
46% Very good
40% Good
 6% Average
 2% Not appl.
 1% Poor

RATE THE CONTENT OF ECOLIBRIUM

13% Excellent
54% Very good
28% Good
 4% Average
 1% Poor
 1% Not appl.

RATE THE CONTENT OF HVAC&R NATION

9% Excellent
46% Very good
38% Good
 6% Average
 1% Poor

WOULD YOU PREFER A DIGITAL VERSION OF ECOLIBRIUM?

65% No
35% Yes