

## Australian and New Zealand Burns Association Membership Survey August 2013

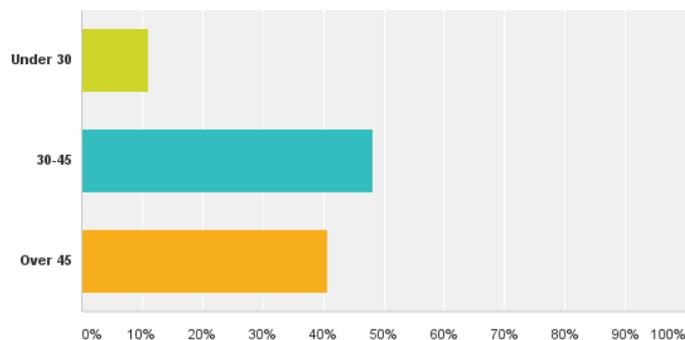


In August 2013 the ANZBA Board conducted a membership survey through Survey Monkey to review satisfaction and expectations of membership with ANZBA.

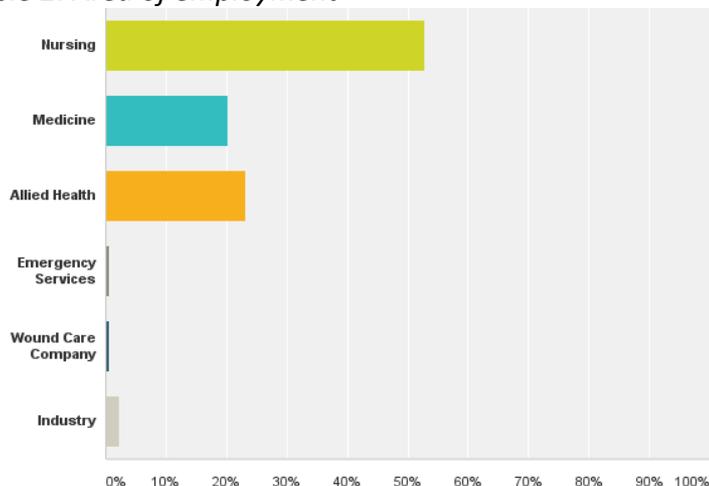
The survey was sent out via email by the ANZBA secretariat to all current and past ANZBA members and industry partners. ANZBA Board state representatives were encouraged to send out the survey to additional contacts that work within the Australian and New Zealand burns community, including non-members. The survey was sent out to approximately 500 individuals.

In September 2013 the results of the survey were collated and reviewed. There were 172 responses to the survey. 61% of participants were current members of ANZBA and 22% were past members. 57% of the current members have been members of ANZBA for over 5 years and the majority of participants were employed in the area of nursing. 67% of all participants were employed in a Burns Unit.

*Table 1: Age of participants*



*Table 2: Area of employment*



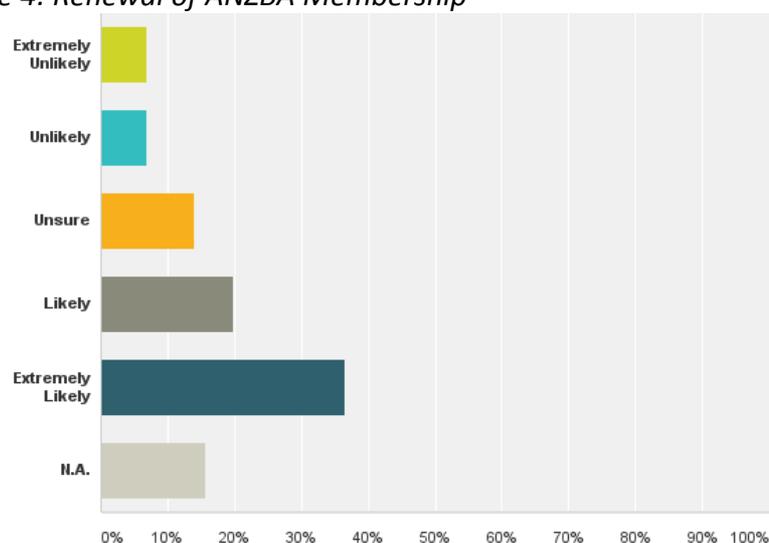
Overall, the results of the survey indicate that participants believe that ANZBA membership services are valuable, they utilise the benefits and believe that collegiate support and networking are a beneficial component of membership. Communication with members and non-members was rated highly. Interestingly this included the information available from the website prior to the launch of the new Website at the October 2013 ASM in Perth.

*Table 3: Satisfaction with ANZBA membership services*

	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree	N/A	Total
Overall ANZBA membership services are valuable	0.58% 1	1.74% 3	4.07% 7	18.60% 32	44.19% 76	22.67% 39	8.14% 14	172
The collegiate support and networking opportunities provided to ANZBA members are useful	0.00% 0	2.91% 5	3.49% 6	12.21% 21	36.05% 62	37.21% 64	8.14% 14	172
I utilise the benefits, information and discounts that membership provides	4.07% 7	12.79% 22	9.88% 17	13.37% 23	28.49% 49	10.47% 18	20.93% 36	172

Overall participants would recommend membership with ANZBA and 56% of participants stated that they would renew their membership in the future, as shown in Table 4.

*Table 4: Renewal of ANZBA Membership*



Common themes from the comments were to continue the ASM discount, review the cost of membership, provide online access to a journal, and communicate with members regarding educational opportunities available.

ANZBA obtains income for the Association through membership and the Emergency Management of Severe Burns Course (EMSB). It aims to provide the following services to members:

- The Secretariat coordinator, Jillian, emails all members about educational opportunities and relevant issues throughout the year.
- Discount for Annual Scientific Meeting and EMSB
- Evidence of Best Practice
- National Burns Prevention
- Burns Registry of Australia and New Zealand (BRANZ) (previously known as BiNBR)
- Collegiate support
- Costs of membership is relatively low compared to other associations:
  - \$150/year Nurse & Allied Health
  - \$250/year Medical.
  - In comparison Australian Hand Therapy Association costs \$343/year; AWMA \$90/year; Australian College of Nursing \$295/year

There were also two comments stating that ANZBA was difficult to engage in and was perceived as a 'closed shop'. The Board would like to extend an invitation to all members and non-members to actively contribute to the association and welcomes all feedback. Currently nominations for board positions are circulated with yearly ASM documentation to all members and the Strategic Plan was discussed in the Presidents letter and the 2013 AGM to all members.

DeepesTissues is a newsletter provided in collaboration with the Australian Wound Management Association (AWMA) that is sent to members quarterly. It includes publications and the Presidents Newsletter. The Board is committed to reviewing the feasibility of an online subscription to a relevant Burns Journal and this will be an agenda item at the next ANZBA board meeting.

The ANZBA website (in August 2013) was also mentioned in the comments section of the survey. The new Website was launched in October 2013 and included improvements suggested in the feedback. The ANZBA website provides members and non-members with information on:

- Care
- Prevention
- Research
- Education
- Burns Registry of Australia and New Zealand (BRANZ)
- Resources
- News

- Contact details

We welcome all members and non-members to provide feedback on the new website via the link on the website or to one of the email contacts below. Please visit the website via the following link:

<http://anzba.org.au/>

The ANZBA board remains committed to the review of membership services and will repeat the survey in 12 months to review engagement by members/non-members and examine new and ongoing initiatives. They would like to invite all members to actively engage in the ANZBA Strategic Plan and welcome any ideas that members and non-members may have to improve the service that ANZBA delivers to clinicians, and the community. The ANZBA board would like to invite members to provide any further feedback to either Tracey Perrett ([tracey.perrett@middlemore.co.nz](mailto:tracey.perrett@middlemore.co.nz)) or Rebecca Schrale ([rhhburnscnc@dhhs.tas.gov.au](mailto:rhhburnscnc@dhhs.tas.gov.au))