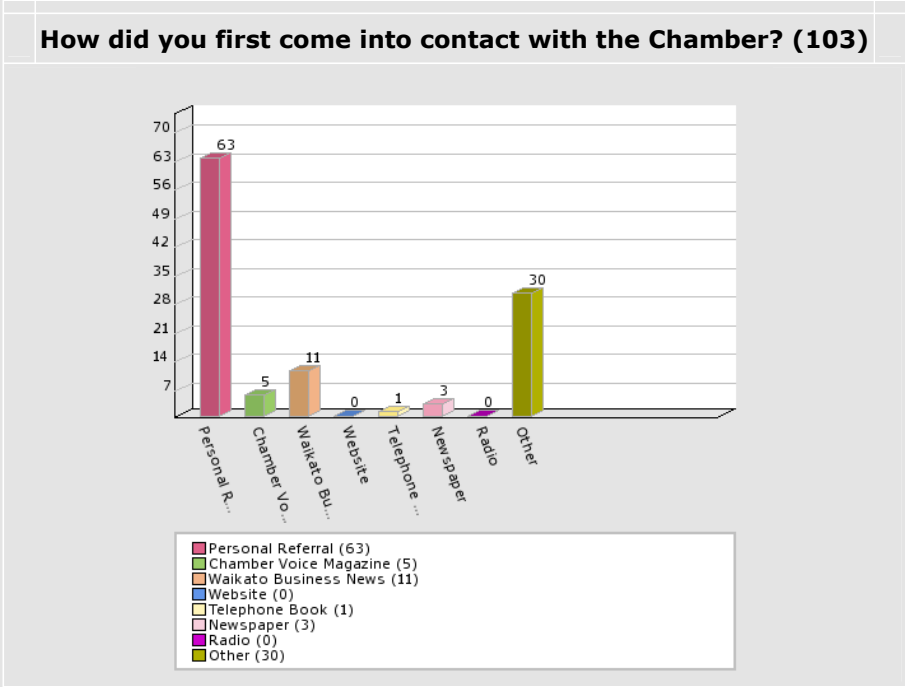
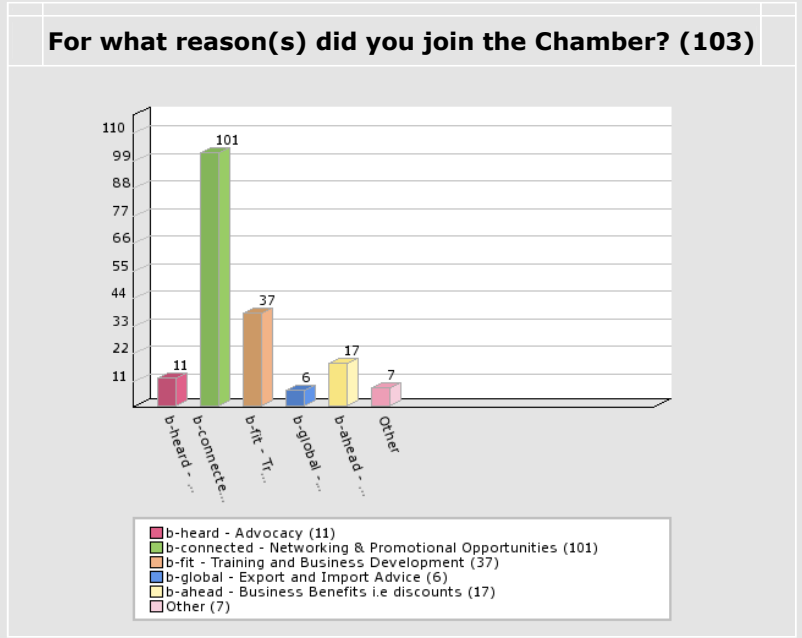


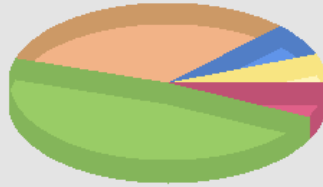
# Survey Result Report



**Survey Description:**  
**Membership Survey 2008, members only.**

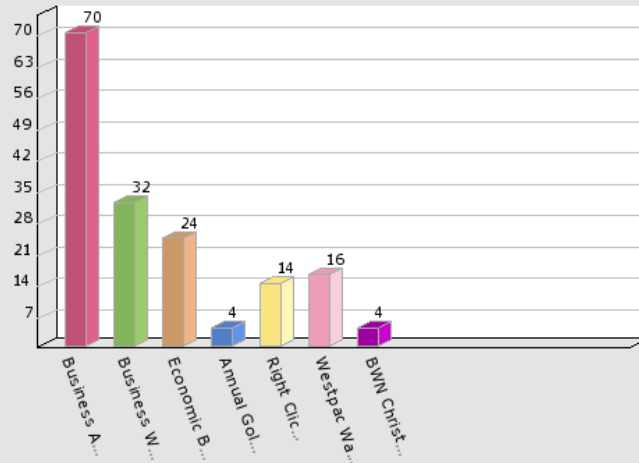


### How frequently do you attend Chamber functions/events? (103)



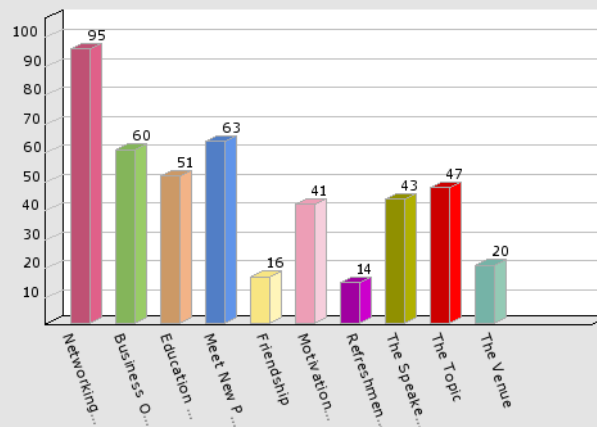
8% Once per year  
 48% Two or three times per year  
 32% Once per month  
 7% Two or three times per month  
 6% Never

### What is your favourite type of Chamber event? (Maximum two answers) (97)



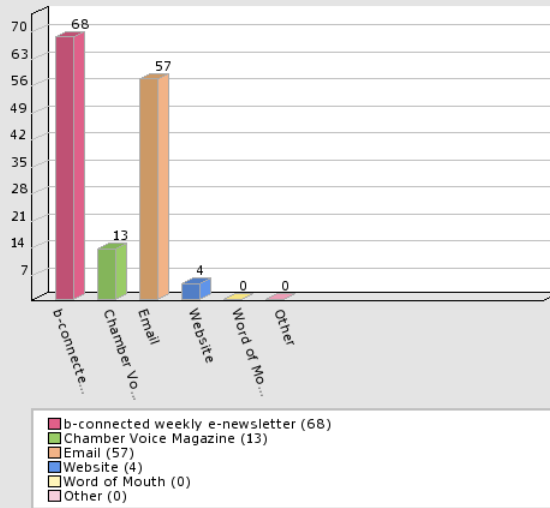
Business After Five (BA5) (70)  
 Business Women's Network (BWN) (32)  
 Economic Breakfast (24)  
 Annual Golf Tournament (4)  
 Right Click Technology Seminar (14)  
 Westpac Waikato Business Excellence Awards (16)  
 BWN Christmas Dinner (4)

### What is your motivation when attending a Chamber event? More than one answer is acceptable) (101)

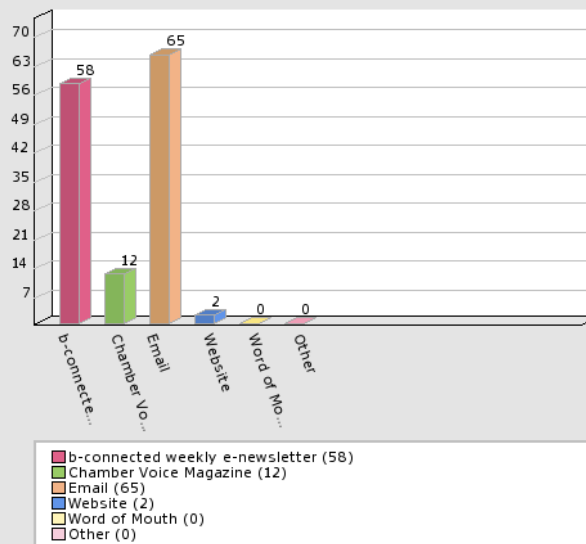


Networking Opportunities (95)  
 Business Opportunities (60)  
 Education & Information (51)  
 Meet New People (63)  
 Friendship (16)  
 Motivation/Inspiration (41)  
 Refreshments (Food and Drink) (14)  
 The Speaker (43)  
 The Topic (47)  
 The Venue (20)

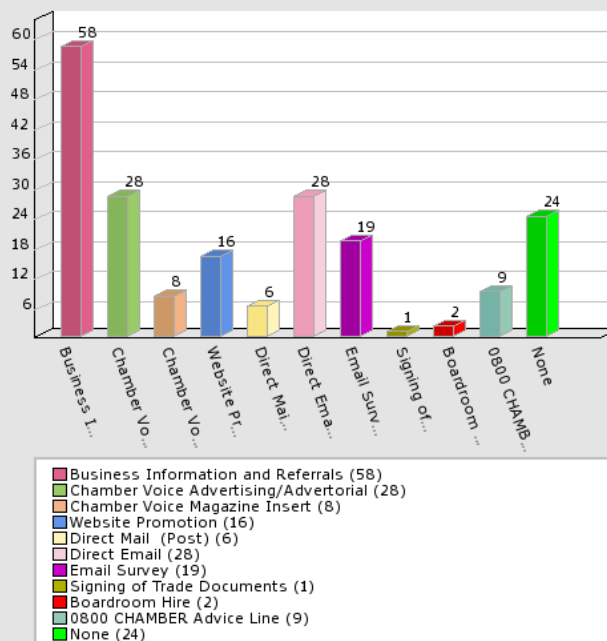
### How do you usually find out about Chamber news and events? (103)



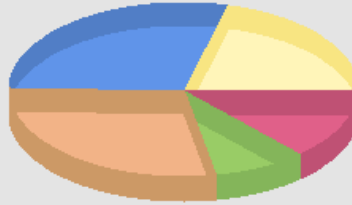
### In the future how would you prefer to be advised of Chamber news and events? (103)



### Please select the following Chamber services you are likely to use, or have used in the past? (More than one answer is acceptable) (103)



**How frequently would you use those Chamber services? (103)**



13% Monthly  
9% Bi-Monthly  
29% Quarterly  
29% Yearly  
21% Never

**Do you read the Chamber Voice Magazine? (103)**



76% Yes  
24% No

**How interested would you be to have an article written about your business? (103)**



82% Interested  
18% Not Interested

**Do you think your business is getting value for money out of the Chamber membership? (103)**



89% Yes  
11% No

**Is the advocacy role the Chamber takes on with local and central Government valuable to your business? (103)**



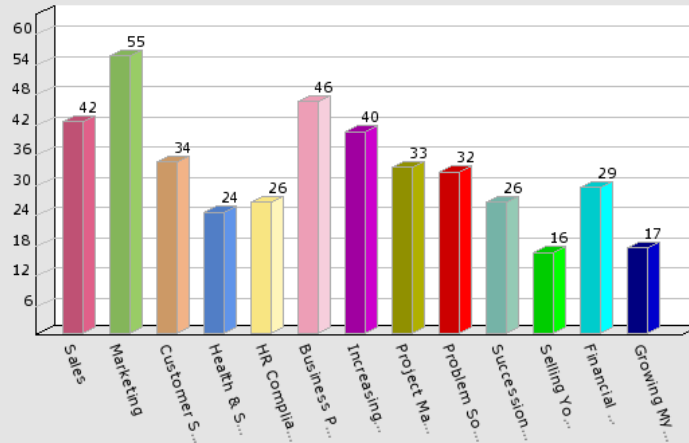
83% Yes  
17% No

**Would you like to be involved in future advocacy work done by the Chamber?  
(103)**



34% Yes  
66% No

**What areas of training would you like to see in the Chamber training programme for 2008? (Select as many as applicable) (103)**



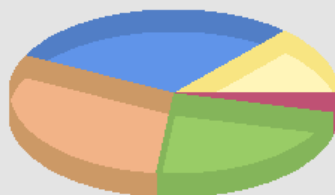
Sales (42)  
Marketing (55)  
Customer Service (34)  
Health & Safety (24)  
HR Compliance (26)  
Business Planning (46)  
Increasing Productivity (40)  
Project Management (33)  
Problem Solving/Decision Making (32)  
Succession Planning (26)  
Selling Your Business (16)  
Financial Management (29)  
Growing My Business for Sale (17)

**Demographics - Your gender? (103)**



53% Male  
47% Female

**Your age band? (103)**



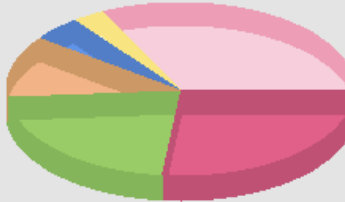
4% 18 - 24  
23% 25 - 35  
30% 36 - 45  
30% 46 - 55  
13% 55+

### Your position in your company? (103)



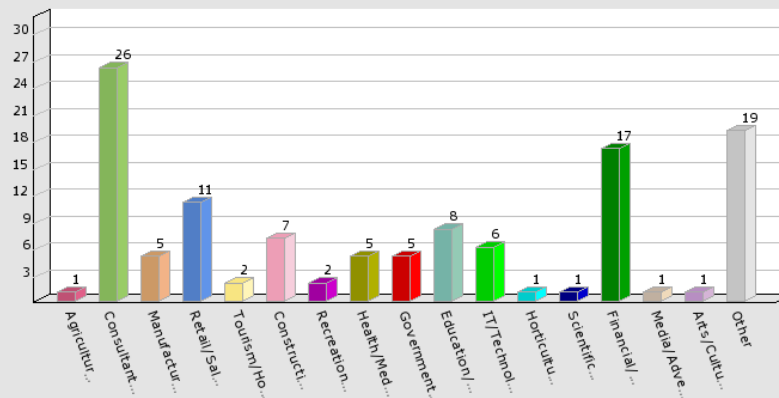
48% Owner/Director  
17% Senior Manager  
19% Manager  
16% Staff Member

### How many people are employed in your business/organisation including yourself? (103)



27% 1 - 5  
22% 6 - 10  
11% 11 - 30  
5% 21 - 30  
3% 31 - 40  
32% 41 +

### What industry are you in? (103)



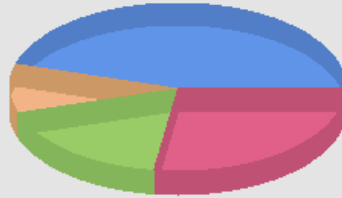
Agriculture/Horticulture (1)  
Consultants/Business Services (26)  
Manufacturing (5)  
Retail/Sales (11)  
Tourism/Hospitality/Events (2)  
Construction/Trade Services (7)  
Recreation/Travel/Sports (2)  
Health/Medical (5)  
Government Services (5)  
Education/Training/Employment (8)  
IT/Technology/Computers (6)  
Horticulture/Agriculture (1)  
Scientific/Bio-Technology (1)  
Financial/Legal (17)  
Media/Advertising (1)  
Arts/Culture (1)  
Other (19)

### If your company is an exporter, do you utilise the Certification of Trade Documents Service out of the Chamber? (52)



6% Yes  
94% No

**If you use the Certification of Trade Documents Service, is it primarily for: (11)**



27% Compliance  
18% Authenticity Proof  
9% Best Practice  
45% Other

**Is your business active in supporting sustainability? (90)**



74% Yes  
26% No

**Would your business be interested in sponsorship opportunities available with the Chamber? (90)**



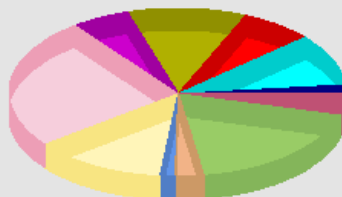
52% Yes  
48% No

**Has your business utilised the services of an external consultant in the past? (99)**



65% Yes  
35% No

**If Yes - What was the nature of the services provided? (71)**



4% Sales  
18% Marketing  
3% Customer Service  
1% Health & Safety  
13% HR Compliance  
25% Business Planning  
6% Increasing Productivity  
11% Project Management  
7% Problem Solving/Decision Making  
0% Succession Planning  
0% Selling Your Business  
10% Financial Management  
1% Growing My Business for Sale

**How many times were these services utilised? (69)**



84% 1 - 5  
 10% 6 - 10  
 0% 11 - 15  
 6% 16 - 20

**Would you use these services again in the future? (72)**



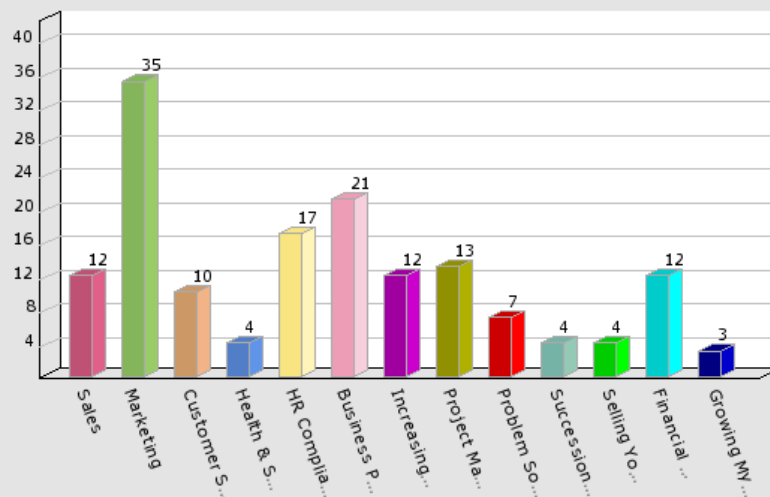
85% Yes  
 15% No

**If No - Would you utilise the services of an external consultant in the future? (48)**



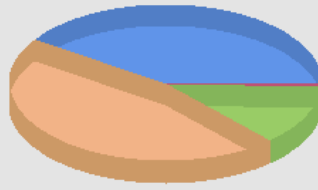
69% Yes  
 31% No

**If Yes - What areas of service? (max 3 answers) (69)**



Sales (12)  
 Marketing (35)  
 Customer Service (10)  
 Health & Safety (4)  
 HR Compliance (17)  
 Business Planning (21)  
 Increasing Productivity (12)  
 Project Management (13)  
 Problem Solving/Decision Making (7)  
 Succession Planning (4)  
 Selling Your Business (4)  
 Financial Management (12)  
 Growing My Business for Sale (3)

**How often do you view the Chamber website (102)**



1% Daily  
13% Weekly  
46% Monthly  
40% Never

**Would you be interested in listing your business on an on-line Membership Directory? (95)**



71% Yes  
29% No

**Would you be interested in offering Member to Member discounts/offers on the on-line Membership Directory? (92)**



46% Yes  
54% No

**How would you rate your satisfaction with your Chamber Membership? (103)**



13% Very Satisfied  
60% Satisfied  
27% Neutral  
0% Not Satisfied

**Do you feel confident referring another business to the Chamber? (99)**



94% Yes  
6% No

**Survey Result Report ends.**

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