

University of Queensland

Project Placement 2017



In early 2017, QORF was approached by the University of Queensland to see if we would host a research project for a group of Business School students.

Since demands on QORF staff time would be minimal and that Donna Little would be overseeing the project (as a tutor with UQ), we decided to go ahead. After some discussion and to and froing we eventually agreed on the following project – a combination of Ideas 1 & 2.

Description

This project is an opportunity to research the reach and effectiveness of QORF and the QORF brand, to provide suitable evidence/argument of the need to change, and to indicate the direction that change might take.

While there is clearly a need to survey current members, particularly those that do not engage, this is also an opportunity to understand our reach into the outdoor sector, and how that might be better achieved.

- Do people know there is a outdoors peak body?
- If there was a peak body what would it be expected it to do or provide?
- The best name for that peak body?
- Decision to join influenced by? (cost, services, benefits ...)
- Does the QORF brand mean anything?
- And so on ...

(Note: knowledge of QORF is not expected or necessary, and not all the previous points apply equally to sector, members and public)

Project Idea 1

Outcome: To understand the awareness and reach of the current brand, to identify needs and expectations, and to identify possible brand alternatives.

Target: Outdoor sector – potential members, organisation / individuals

- To understand what we need to do and or become to be better known, and therefore able to attract more members.
- To review the effectiveness of the current brand
- To identify possible alternatives

Project Idea 2

Investigate the perceived 'return on investment' for a member when choosing or renewing QORF membership.

Outcome: To understand members' needs and expectations to help guide future directions for QORF

Target: Current members (and ex members)

- Understand what our members perceive they get from their membership and what they would like to get
- Understand what our members know about what QORF does, and what they think we should be doing.
- Understand the reasons why a member might choose or not to get involved in QORF initiated projects

The approach the student decided to take was to create two online surveys. One for current QORF members and the other for organisations that could be classified as potential QORF members. See Appendices 1 and 1 for copies of these surveys.

Other than reviewing and signing off on the completed surveys, QORF staff were not involved in the project. This was to ensure that surveys answers were given free of bias or expectation.

On October 17, Dom Courtney and Mark Squires were invited to a presentation from the students where they delivered the results of their work. See Appendix 3 for a copy of the PowerPoint presentation.

Key Points

The results of the surveys were assessed using the **Importance Performance Analysis** matrix as it would clearly and graphically indicate the areas that needed some attention.



Member Survey

It is important to note that of the members surveyed there were only 40 responses.

Recommendations

- Provide more networking opportunities
- Enhance brand awareness
- Keep up with industry trends
- Maintain member support through workshops and training
- Enhance social media updates to:
 - increase members interaction with QORF (regular & timely posts)
 - showcase QORF in posts and pictures
 - create value through social media exposure (of QORF and for members)

Potential Member Survey

16 responses only

Top rated services that potential members found useful were:

- Learning and professional development opportunities
- Chance to network with others
- Training workshops.
- Chance to influence direction of outdoor recreation in QLD.

Note: Only a small number of the respondents considered the opportunity to provide opinion on government policy a useful benefit.

Key Questions & Takeaways

How can we better promote our members?

- Website?
- Social media?

Use Facebook ads to drive up membership - the study recommended that QORF promote the values of membership via social media

What benefits can we offer members? We need to be able to clearly articulate the benefits of membership – elevator pitch

- Member only Facebook group?
- Discounts?
- Referrals?
- Workshops?