

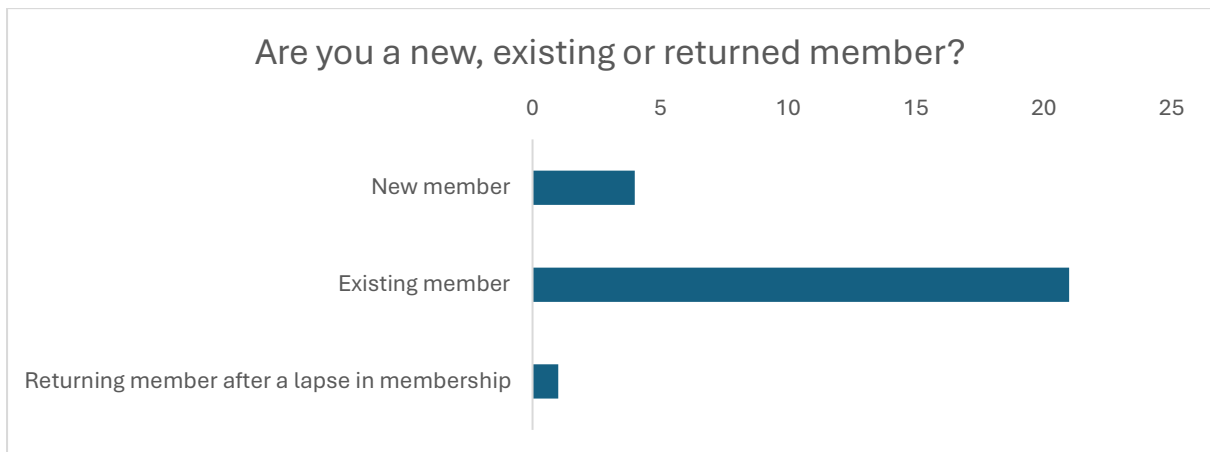


MEMBER SATISFACTION SURVEY RESULTS

This survey was opened on October 1st 2024, and closed on November 11th 2024, lasting approximately 6 weeks. 26 respondents completed the survey both online and on physical copies of the survey. I would like to thank Marita Hanigan for distributing copies of the survey to nursery volunteers, ensuring that all members were represented no matter how they chose to complete the survey. And thank you once again to all respondents.

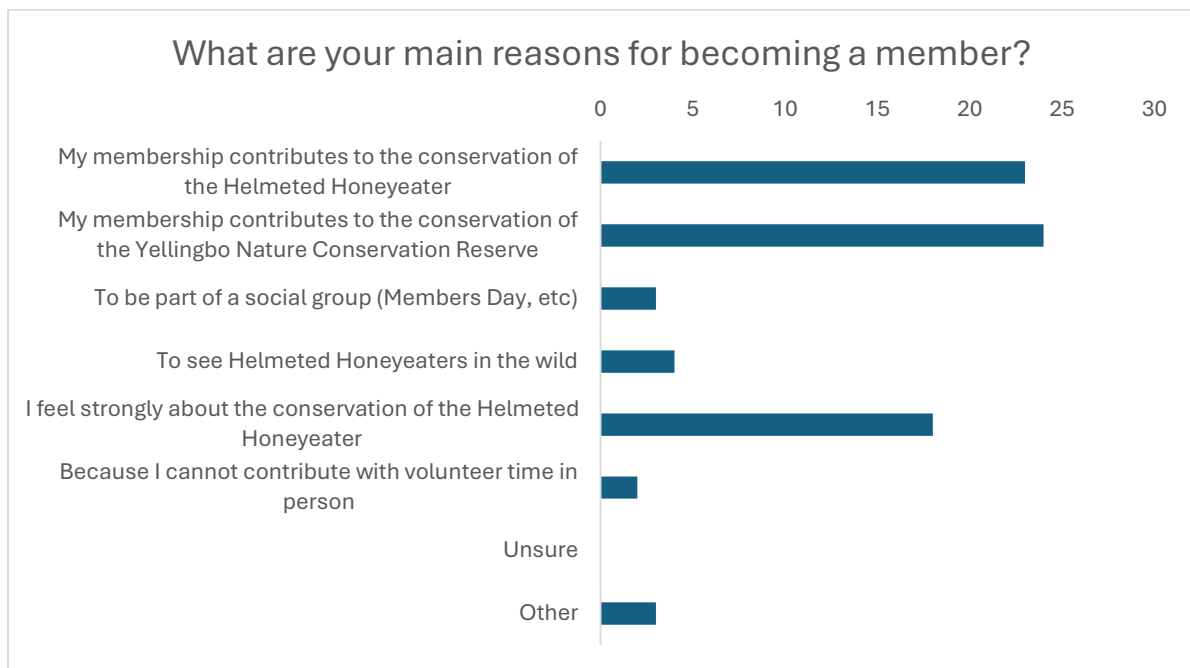
It is important to note that the 26 respondents to this survey are only a small sample of all members, and that all conclusions drawn from this survey are based on this sample. For the purpose of this survey, they will be considered representative of the opinions of all members.

Are you a new, existing or returned member?



81% of respondents said that they are existing members.

What are your main reasons for becoming a member?

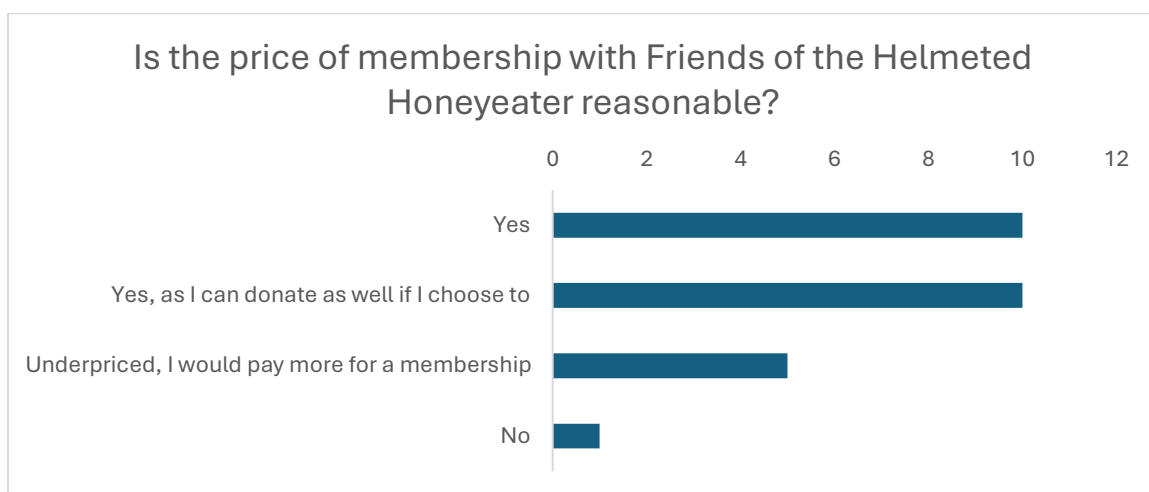


An overwhelming majority of respondents said that their main reasons for becoming a member was to contribute to the conservation of the Helmeted Honeyeater (88%), and the conservation of the Yellingbo Nature Conservation Reserve (92%).

Responses to “other” included:

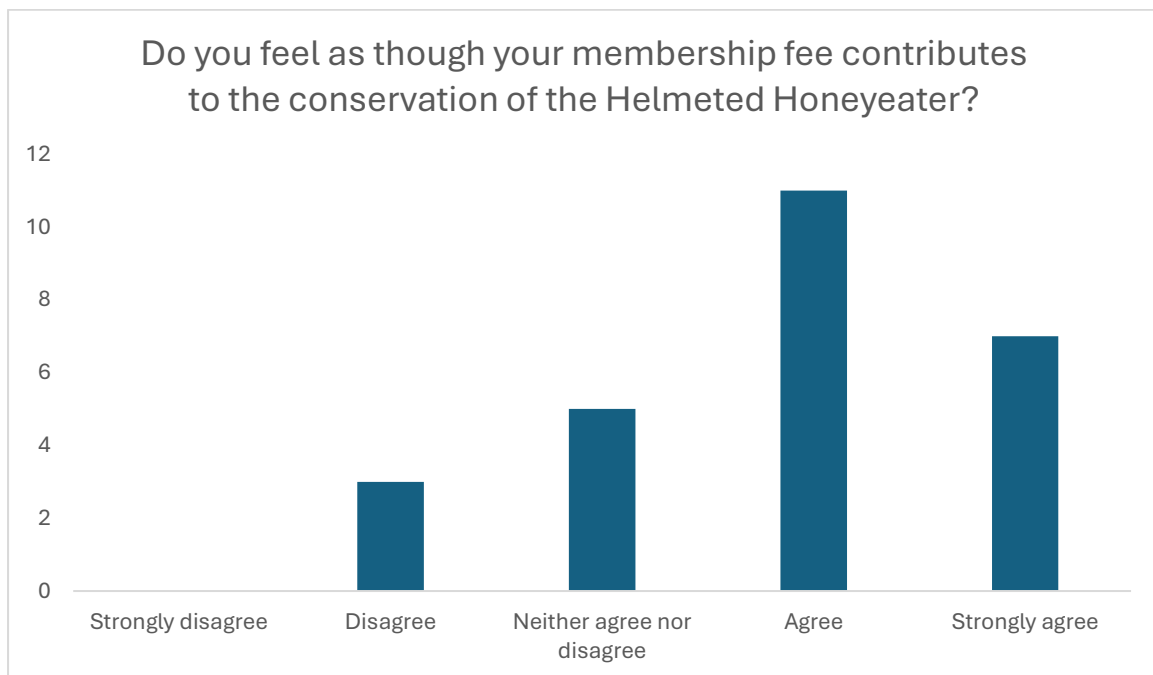
- Life membership
- To show decision makers (ie the government) that people care about the environment by having a member base in community groups.

Is the price of membership with Friends of the Helmeted Honeyeater reasonable?



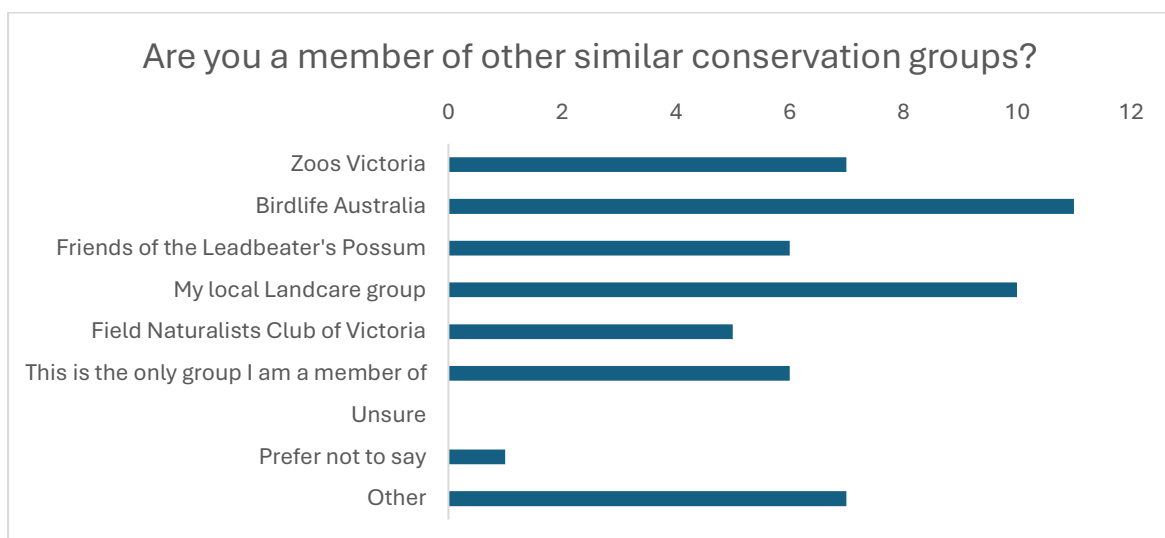
38% of respondents believe that the price of membership with FOHH is reasonable, and another 38% believe that it is reasonable as it gives them the ability to donate as well. 19% of respondents said that they would pay more for a membership.

Do you feel as though your membership fee contributes to the conservation of the Helmeted Honeyeater?



69% of respondents either agree or strongly agree that their membership contributes to the conservation of the Helmeted Honeyeater. However, a third of respondents either disagreed or were undecided if their membership fee contributed to Helmeted Honeyeater conservation.

Are you a member of other similar conservation groups?

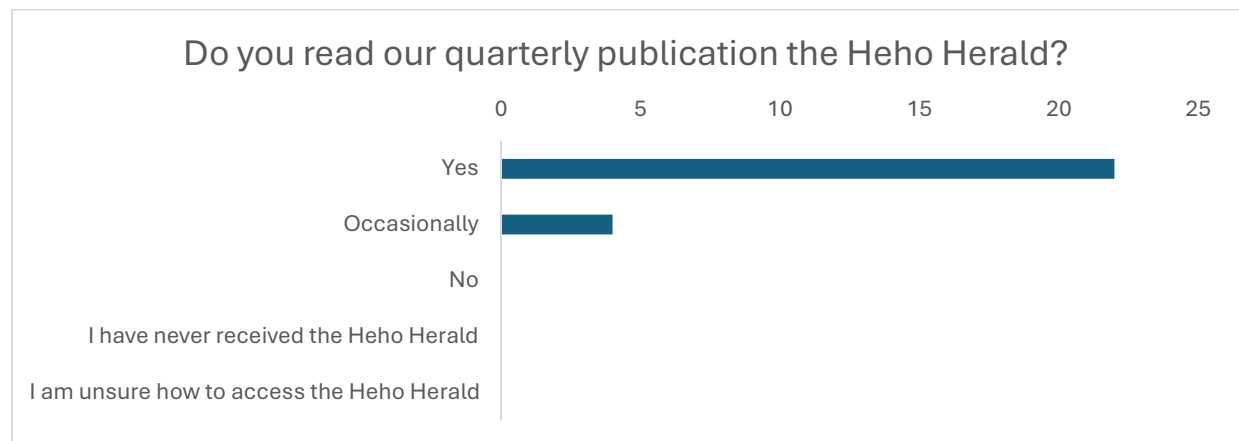


Many of our members are also members of other conservation groups, most notably Birdlife Australia (42%) and their local Landcare groups (38%).

Responses to “other” included:

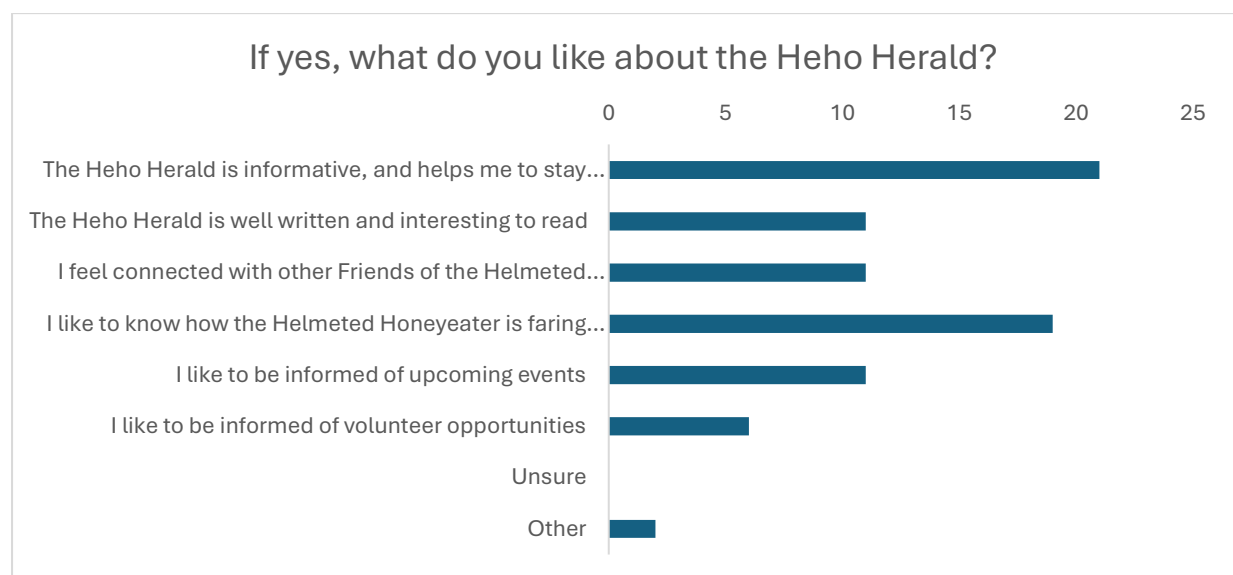
- Australian Conservation Foundation (ACF)
- Australian Wildlife Conservancy (AWC)
- World Wide Fund for Nature (WWF)
- Conservation Volunteers Australia Board Member
- Victorian National Parks Association
- Beach Patrol Australia
- Environment Victoria
- Remember the Wild
- Friends of Bats and Bushcare
- Friends of the Merri Creek
- Abbotsford Riverbankers
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Do you read our quarterly publication the Heho Herald?



85% of respondents read the Heho Herald.

If yes, what do you like about the Heho Herald?

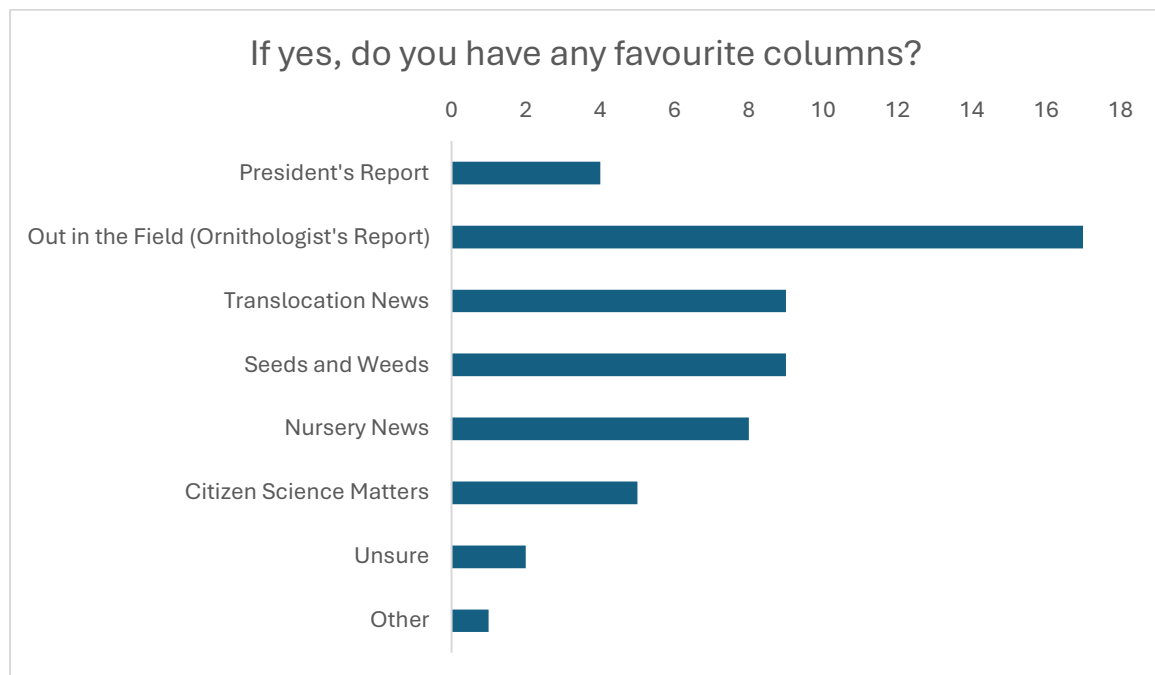


Most respondents (80%) believe that the Heho Herald is informative and helps them stay up to date with current news. 73% of respondents like to know how the Helmeted Honeyeater is faring in the wild.

Responses to “other” included:

- I would feel disconnected from the group without it, as there are few opportunities to catch up with people outside of regular volunteering
- I love the newsletter, but it is too long

If yes, do you have any favourite columns?



Out in the Field is overwhelmingly the favourite column in the Heho Herald (65%).

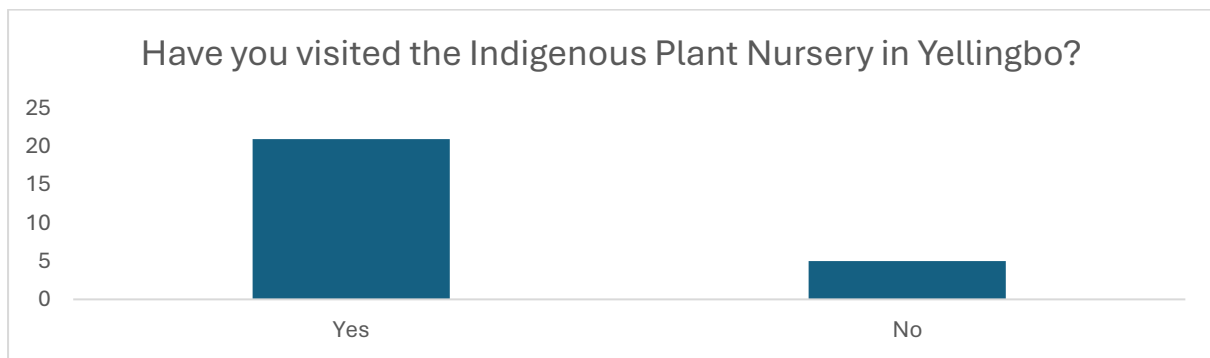
Responses to “other” included:

- Article authors acknowledging and thanking others stands out, not for just the obvious things like donations

Are there any improvements we can make to the Heho Herald?

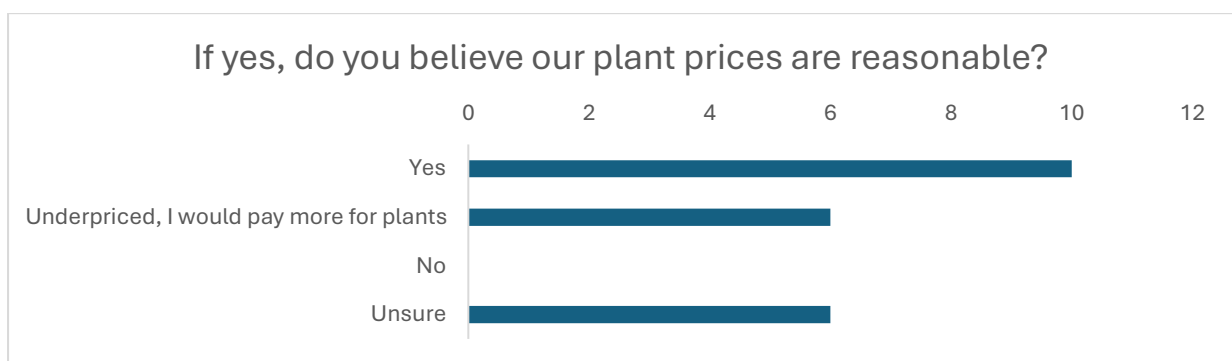
- Profile the people involved in the community
- Include feature articles on particular species of flora and fauna, which will help new members understand the reserve and what lives there
- Make the Heho Herald shorter
- Tell us what projects membership funds and donations are used for
- Include informative video clips, links to related material
- Connect with other local activities
- Create hyperlinks within the newsletter to make it easy to find each section

Have you visited the Indigenous Plant Nursery in Yellingbo?



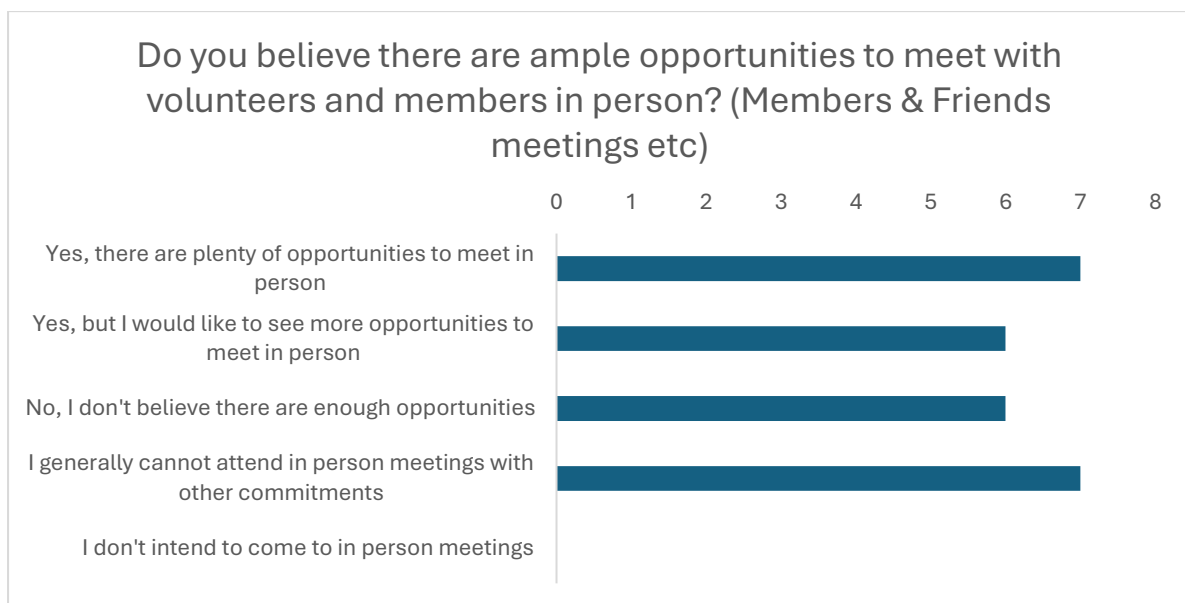
80% of respondents have visited the plant nursery.

If yes, do you believe our plant prices are reasonable?



38% of respondents believe our plant prices are reasonable, 23% would pay more for plants.

Do you believe there are ample opportunities to meet with volunteers and members in person? (Members & Friends meetings etc)



Many members believe there are enough opportunities to meet in person, but many would like to see that there are more opportunities.

Is there anything you would like to see from your membership?

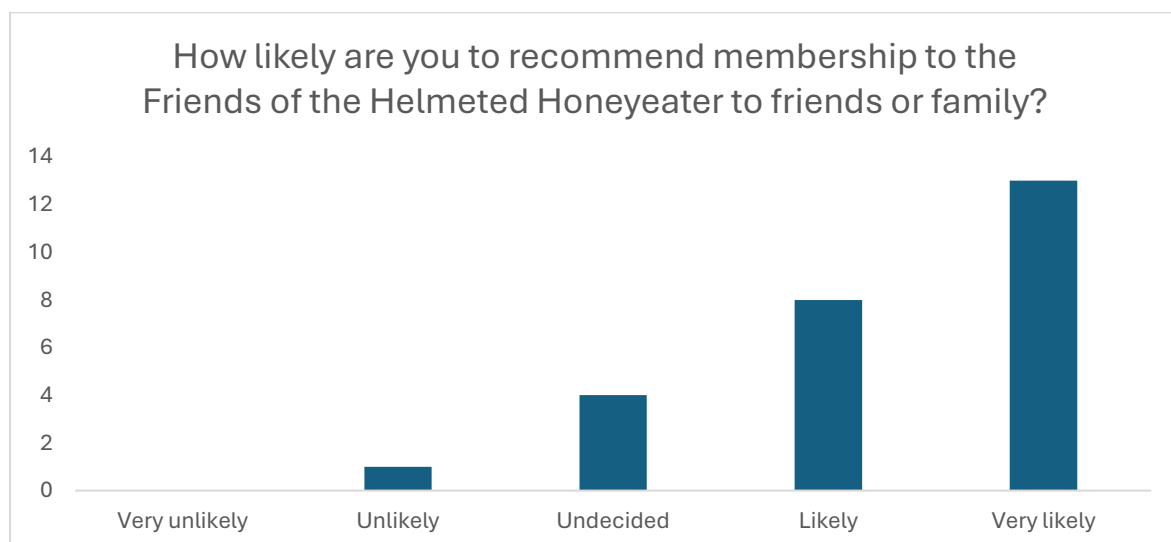


Majority of members are satisfied with their membership as it is (65%).

Responses to “other” included:

- Invitations to hear from people within the group, not just invited guests
- More proactive events such as revegetation and talks from field staff
- Have more regular Members Days – 4 or more meetings as was traditionally done at the founding of the Friends group. Use Members Days to increase socialisation with other members.

How likely are you to recommend membership to the Friends of the Helmeted Honeyeater to friends or family?



80% of all respondents said that they were likely or very likely to recommend membership to friends and family.