2012 Final Membership Report

Planning Institute of Australia (Queensland Division)

A summary of the membership survey outcomes

May 2013
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Executive Summary

The Queensland (QLD) Division of the Planning Institute of Australia (PIA) conducted a survey of its members between 26 July 2012 to 17 August 2012. The purpose of the survey was to gain feedback from members and non-members to better understand the needs and views of planning professionals across the state.

A total number of 192 responses were received from participants, of which 185 completed all of the required survey questions.

A summary of the key findings of the survey are as follows:

Membership

- Most respondents identify with being an urban or regional planner
- Most respondents work for private consultancy firms or government
- Most respondents believe that the QLD Division of PIA demonstrated good performance in 2011/2012
- Most of the respondents are only a member of PIA and no other peak bodies
- Most respondents are currently members of PIA
- Financial cost was identified as the primary reason for non-membership
- Most respondents have been a PIA member for between 5 to 10+ years
- Most respondents became a PIA member for professional recognition, PD opportunities, networking and social opportunities
- Most respondents pay their own PIA membership fees
- Just over a third of the respondents considered not renewing their PIA membership this year due to costs and value for money

Certified Practicing Planner

- Most respondents are not CPPs or actively seeking to be CPPs
- The few respondents that are CPPs did so for PD opportunities and improving their reputation as a planner
- Most respondents elected not to be CPPs as it is not necessary for professional practice
- The top three decision making criteria for determining whether to register for CPP units are relevance to career, topic or theme and location of unit

Young Planners

- Only a very small proportion of respondents identified with being a young planner
- More targeted data collection is required to improve response rates from young planners

Professional Development

- Most respondents attended PD events hosted by the QLD Division, seminars and lectures and undertook self-guided learning over the last 12 months
- Financial cost and location was identified as the primary reasons for not participating in PD activities
- Most respondents believe that the PD events offered by the QLD Division are of an above average standard and good value
- The top 5 topics that the respondents would like to see covered in PD events are:
  - new regulation, schemes, policies and guidelines
  - local, state, national and international planning research, trends and issues
  - strategic planning, structure planning and master planning
  - debate and discussion about planning matters
Policy

- The top 5 policy areas that respondents would like to see focused on over the next 12 months are:
  - urban growth and infrastructure
  - reforming the planning system
  - resource and rural communities
  - housing and affordable housing
  - employment and economic development

Queensland Planner

- Most respondents get their planning news from the Queensland Planner, emails and colleagues
- Most respondents think that the Queensland Planner is of some value as a tangible component of the services received from membership
- Most respondents undertake selective reading of specific articles of interest in the Queensland Planner
- Most respondents only briefly scan through monthly eNews and email alerts from the QLD Division
- Most respondents are interested in the focus articles and Q&A features of the Queensland Planner
- Most respondents prefer a printed mailed version of the Queensland Planner
- Most respondents think that the Queensland Planner should provide a broad mix of papers and articles
- Most respondents prefer 4 editions of the Queensland Planner per year
- Most respondents think that the Queensland Planner is sufficiently differentiated from the Australian Planner.

The information obtained from this survey will be used to assist the QLD Division prepare a membership growth strategy to identify a range of actions at the division and branch levels to reduce the rates of lapsing members and increase the attraction of new members. This strategy should inform and be informed by the National membership growth strategy.

The information from this survey will also assist the QLD Division plan its activities for the year ahead and identify opportunities to improve member services.
Introduction

This report is focused on the outcomes of the Queensland (QLD) Division of the Planning Institute of Australia (PIA) 2012 membership survey. It represents a starting point for establishing a baseline dataset that could be used for informing appropriate strategies, targets and actions to increase division membership numbers and improve member services.

Membership statistics

Membership data from National office varies, making it a little problematic for comparison purposes. However, a brief summary of noteworthy statistics has been provided to give some insight into the national context.

The QLD Division currently has 1,184 members which represents the second highest membership base across all divisions of PIA (NSW currently has 1,201 members).

Figures 1 to 3 below show that the majority of members across all divisions are predominately male, in all employment sectors, with the exception of the not-for-profit sector. QLD Division also has the highest proportions of state government, student and ‘other’ members than any other division.

Figure 1, 2 & 3 – Comparison of the balance between genders in each employment sector for all divisions

<table>
<thead>
<tr>
<th>Employment sector</th>
<th>Female</th>
<th>Male</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Government</td>
<td>378</td>
<td>595</td>
<td>973</td>
</tr>
<tr>
<td>State Government</td>
<td>164</td>
<td>267</td>
<td>431</td>
</tr>
<tr>
<td>Federal Government</td>
<td>22</td>
<td>40</td>
<td>62</td>
</tr>
<tr>
<td>Academic</td>
<td>49</td>
<td>90</td>
<td>139</td>
</tr>
<tr>
<td>Student</td>
<td>223</td>
<td>247</td>
<td>470</td>
</tr>
<tr>
<td>Other</td>
<td>176</td>
<td>287</td>
<td>463</td>
</tr>
<tr>
<td>Not-for-profit</td>
<td>26</td>
<td>13</td>
<td>39</td>
</tr>
<tr>
<td>Retired</td>
<td>15</td>
<td>118</td>
<td>133</td>
</tr>
<tr>
<td>Other Private Sector</td>
<td>70</td>
<td>136</td>
<td>206</td>
</tr>
<tr>
<td>Consulting</td>
<td>545</td>
<td>1157</td>
<td>1702</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1668</td>
<td>2950</td>
<td>4618</td>
</tr>
<tr>
<td>Div</td>
<td>Local Govt</td>
<td>State Govt</td>
<td>Federal Govt</td>
</tr>
<tr>
<td>-----</td>
<td>------------</td>
<td>------------</td>
<td>--------------</td>
</tr>
<tr>
<td>WA</td>
<td>97</td>
<td>57</td>
<td>1</td>
</tr>
<tr>
<td>VIC</td>
<td>174</td>
<td>61</td>
<td>3</td>
</tr>
<tr>
<td>TAS</td>
<td>39</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>SA</td>
<td>185</td>
<td>40</td>
<td>1</td>
</tr>
<tr>
<td>QLD</td>
<td>185</td>
<td>114</td>
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</tr>
<tr>
<td>NT</td>
<td>2</td>
<td>15</td>
<td>3</td>
</tr>
<tr>
<td>NSW</td>
<td>250</td>
<td>93</td>
<td>5</td>
</tr>
<tr>
<td>Inter.</td>
<td>33</td>
<td>14</td>
<td>13</td>
</tr>
<tr>
<td>ACT</td>
<td>8</td>
<td>26</td>
<td>31</td>
</tr>
<tr>
<td>Total</td>
<td>973</td>
<td>431</td>
<td>62</td>
</tr>
</tbody>
</table>

Figures 4 and 5 below show that QLD Division has the highest number of Gen Ys across all divisions (nearly double our nearest state). This represents an opportunity for QLD Division to really take the lead on retention of younger members given the huge difference in our Gen Y membership base.

Figures 4 & 5 – Comparison of the proportion of each generation in each division

Overall, the QLD Division membership levels have remained relatively consistent over the past 2 years. Tables 1 and 2 below provide some comparison of member numbers by branch and by grade.
### Table 1 – 2011 QLD Division member numbers (by grade and branch)

<table>
<thead>
<tr>
<th>EFOY2011: Grade/QLD Branch</th>
<th>QLD Brisbane</th>
<th>QLD Central</th>
<th>QLD Darling</th>
<th>QLD Gold Coast</th>
<th>QLD North</th>
<th>QLD Other Regional</th>
<th>QLD Sunshine Coast</th>
<th>QLD Tropical North</th>
<th>QLD Wide Bay Burnett</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full time Student</td>
<td>126</td>
<td>7</td>
<td>3</td>
<td>21</td>
<td>10</td>
<td>4</td>
<td>1</td>
<td>15</td>
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<td>Part Time student</td>
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<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>4</td>
<td>0</td>
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<td>1st Year Graduate</td>
<td>73</td>
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<td>2</td>
<td>5</td>
<td>7</td>
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<td>6</td>
<td>2</td>
<td>2</td>
<td>98</td>
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<tr>
<td>2nd Year Graduate</td>
<td>39</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>1</td>
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<tr>
<td>3rd Year Graduate</td>
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<td>0</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>39</td>
</tr>
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<td>Associate Member</td>
<td>61</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>2</td>
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<td>5</td>
<td>5</td>
<td>1</td>
<td>82</td>
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<td>Full Member</td>
<td>307</td>
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<td>2</td>
<td>48</td>
<td>19</td>
<td>16</td>
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<td>8</td>
<td>12</td>
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<td>5</td>
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<td>0</td>
<td>0</td>
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<td>0</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Life Fellow</td>
<td>4</td>
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<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Life Fellow CPP</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Honorary Fellow</td>
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<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>0</td>
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</tr>
<tr>
<td>Total</td>
<td>773</td>
<td>46</td>
<td>35</td>
<td>88</td>
<td>45</td>
<td>3</td>
<td>102</td>
<td>48</td>
<td>30</td>
<td>1170</td>
</tr>
</tbody>
</table>

### Table 2 – 2012 QLD Division member numbers (by grade and branch)

<table>
<thead>
<tr>
<th>EFOY2012: Grade/QLD Branch</th>
<th>QLD Brisbane</th>
<th>QLD Central</th>
<th>QLD Darling</th>
<th>QLD Gold Coast</th>
<th>QLD North</th>
<th>QLD Other Regional</th>
<th>QLD Sunshine Coast</th>
<th>QLD Tropical North</th>
<th>QLD Wide Bay Burnett</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full time Student</td>
<td>135</td>
<td>3</td>
<td>1</td>
<td>25</td>
<td>11</td>
<td>1</td>
<td>17</td>
<td>8</td>
<td>0</td>
<td>201</td>
</tr>
<tr>
<td>Part Time student</td>
<td>18</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>25</td>
</tr>
<tr>
<td>1st Year Graduate</td>
<td>21</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>35</td>
</tr>
<tr>
<td>2nd Year Graduate</td>
<td>43</td>
<td>5</td>
<td>2</td>
<td>7</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>62</td>
</tr>
<tr>
<td>3rd Year Graduate</td>
<td>75</td>
<td>9</td>
<td>4</td>
<td>4</td>
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<td>0</td>
<td>6</td>
<td>1</td>
<td>2</td>
<td>102</td>
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<td>Affiliate</td>
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<td>1</td>
<td>4</td>
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<td>0</td>
<td>7</td>
<td>7</td>
<td>1</td>
<td>94</td>
</tr>
<tr>
<td>Full Member</td>
<td>295</td>
<td>20</td>
<td>16</td>
<td>38</td>
<td>17</td>
<td>2</td>
<td>43</td>
<td>22</td>
<td>12</td>
<td>465</td>
</tr>
<tr>
<td>Full Member CPP</td>
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<td>8</td>
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<td>15</td>
<td>10</td>
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<td>Fellow</td>
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<td>2</td>
<td>1</td>
<td>0</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>36</td>
</tr>
<tr>
<td>Fellow CPP</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<td>0</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Life Fellow</td>
<td>6</td>
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<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>Life Fellow CPP</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Honorary Fellow</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>13</td>
</tr>
<tr>
<td>Total</td>
<td>783</td>
<td>53</td>
<td>34</td>
<td>97</td>
<td>39</td>
<td>3</td>
<td>103</td>
<td>56</td>
<td>23</td>
<td>1191</td>
</tr>
</tbody>
</table>

Additional baseline data will be required to enable a meaningful analysis of attraction rates and trends for the QLD Division.
2012 Membership survey

The QLD Division of PIA conducted a survey of its members between 26 July 2012 to 17 August 2012. The purpose of the survey was to gain feedback from members and non-members to better understand the needs and views of planning professionals across the state.

Survey methodology

Survey Monkey was selected as the preferred communication tool as existing licenses were already available and information technology support could be provided from the PIA National Webmaster.

It was determined that the survey should not exceeding 50 questions (5 to 7 minutes) so as to reduce the likelihood of uncompleted responses. The survey questions were based loosely on previous surveys produced by the Tropical North Queensland Branch, with additional questions put forward by the QLD Divisional Committee Chairs. The questions were structured to provide baseline information around the themes of membership, certified practicing planner (CPP), young planners, professional development (PD), policy and the Queensland Planner.

Testing of the draft survey was undertaken by the QLD Divisional Committee (Membership and Social Sub-Committee) prior to the final launch via an eNews broadcast issue to all members and non-members lists by the National Webmaster.

As an incentive for completing the survey, a prize draw for up to $200 credit note to attend up to 3 professional development seminars/events was also provided to participants.

Survey results

A total number of 192 responses were received from participants, of which 185 completed all of the survey questions. This represents a total survey response rate of 15.6% of the total QLD Division membership base.

A final breakdown of the numbers of member verse non-member responses cannot be determined. However based on the responses to Question 5, it can be concluded that the survey was predominately completed by existing members. This indicates that alternative methods of distributing are required for future surveys to get improved non-member response rates.

A summary of the key findings of the survey are as follows:

Membership

- Most respondents identify with being an urban or regional planner
- Most respondents work for private consultancy firms or government
- Most respondents believe that the QLD Division of PIA demonstrated good performance in 2011/2012
- Most of the respondents are only a member of PIA and no other peak bodies
- Most respondents are currently members of PIA
- Financial cost was identified as the primary reason for non-membership
- Most respondents have been a PIA member for between 5 to 10+ years
- Most respondents became a PIA member for professional recognition, PD opportunities, networking and social opportunities
- Most respondents paid their own PIA membership fees
- Just over a third of the respondents considered not renewing their PIA membership this year due to costs and value for money

Certified Practicing Planner
Most respondents are not CPPs or actively seeking to be CPPs
The few respondents that are CPPs did so for PD opportunities and improving their reputation as a planner
Most respondents elected not to be CPPs as it is not necessary for professional practice
The top three decision making criteria for determining whether to register for CPP units are relevance to career, topic or theme and location of unit

Young Planners

- Only a very small proportion of respondents identified with being a young planner
- More targeted data collection is required to improve response rates from young planners

Professional Development

- Most respondents attended PD events hosted by the QLD Division, seminars and lectures and undertook self-guided learning over the last 12 months
- Financial cost and location was identified as the primary reasons for not participating in PD activities
- Most respondents believe that the PD events offered by the QLD Division are of an above average standard and good value
- The top 5 topics that the respondents would like to see covered in PD events are:
  - new regulation, schemes, policies and guidelines
  - local, state, national and international planning research, trends and issues
  - strategic planning, structure planning and master planning
  - debate and discussion about planning matters
  - urban design

Policy

- The top 5 policy areas that respondents would like to see focused on over the next 12 months are:
  - urban growth and infrastructure
  - reforming the planning system
  - resource and rural communities
  - housing and affordable housing
  - employment and economic development

Queensland Planner

- Most respondents get their planning news from the Queensland Planner, emails and colleagues
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- Most respondents think that the Queensland Planner should provide a broad mix of papers and articles
- Most respondents prefer 4 editions of the Queensland Planner per year
- Most respondents think that the Queensland Planner is sufficiently differentiated from the Australian Planner.

Refer to Appendix 1 for a copy of the full survey results.
Where to from here?

Strategically the QLD Division needs to continue to grow its membership based in order to have both the support and financial base from which it can lobby for better planning and support the members through improved member services. At the very least we must retain our current membership levels, and certainly cannot afford for our membership numbers to decline. Membership growth is a key performance area in the PIA Strategic Plan and is a priority of National Council.

Now that the data collection and analysis stage of the survey has been completed, there is a need for the QLD Division to develop a membership action plan. Figure 5 below provides a schematic of the proposed membership action plan for consideration of the QLD Division Committee and Branch Committees.

Figure 5 – QLD Division Membership action plan

It is proposed that the information obtained from this survey will be used to assist the QLD Division prepare a membership growth strategy to identify a range of actions at the division and branch levels to reduce the rates of lapsing members and increase the attraction of new members. This strategy should inform and be informed by the National membership growth strategy.

The information from this survey will also assist the QLD Division plan its activities for the year ahead and identify opportunities to improve member services.

It is important that an annual membership survey be conducted (with associated budget allocation) to build upon the baseline information for the QLD Division. This should complement (not duplicate) any survey efforts made by the National office.

Finally, it is important that the outcomes of annual surveys be provided to National office and the QLD Division members for reporting purposes. It is recommended that this be achieved through providing copies of the annual reports on the PIA website along with a brief report card in the Queensland Planner. The timing of these activities should be linked to the annual membership renewal process.
Appendix 1 – Membership survey results

Part 1 - Membership

Question 1

Snapshot of results:

- 100% response rate
- 73% of respondents identified with urban and regional planner
- 6.3% of respondents identified with other (no open-ended response option)
Question 2

Who do you work for?

Snapshot of results:

- 100% response rate
- 40.1% of respondents identified with private consultancy firm or office
- 21.9% of respondents identified with local government
- 20.3% of respondents identified with state Government
- 8.3% of respondents identified with self employed
Question 3

Snapshot of results:

- 98.4% response rate
- 41.3% of respondents identified with good
- 24.3% of respondents identified with average
- 13.8% of respondents identified with excellent
- 13.2% of respondents identified with fair
Question 4

Are you a member of any other professional organisation or peak body? If so please specify.

Snapshot of results:

- 91.6% response rate
- 60.2% of respondents identified with none (only a member of PIA)
- 18.2% of respondents identified with Urban Development Institute of Australia
- 11.9% of respondents identified with Queensland Environmental Law Association
- 11.9% of respondents identified with other (no open-ended question option)
Question 5

Snapshot of results:

- 99.5% response rate
- 92.1% of respondents identified with yes
- 7.9% of respondents identified with no
Question 6

Snapshot of results:

- 91.6% response rate
- 38.1% of respondents identified with more than 10 years
- 21% of respondents identified with less than 10 years
- 19.3% of respondents identified with less than 5 years
Question 7

Snapshot of results:

- 91.6% response rate
- 60.2% of respondents identified with professional recognition
- 51.1% of respondents identified with professional development opportunities
- 35.2% of respondents identified with networking and social opportunities
- 27.8% of respondents identified with job, promotion or work opportunities
- 27.3% of respondents identified with professional standards and ethics
Question 8

Snapshot of results:

- 91.6% response rate
- 65.3% of respondents identified with myself
- 32.4% of respondents identified with my employer
Question 9

In the last twelve months have you considered not renewing your membership with PIA?

Reasons for considering to not renewing membership?

- 63% Range of Identified Issues
- 14% not adequately representing the PIA body
- 13% insufficient value for money
- 10% insufficient benefits for regional members
- 3% CPP and training not functioning effectively

Snapshot of results:

- 91.6% response rate
- 58.5% of respondents identified with no
- 33.85% of respondents identified with yes
- The primary reason for respondents who considered not renewing their membership was due to cost and value for money
Part 2 - Certified Practicing Planner

Question 10

Are you currently a Certified Practising Planner (CPP) or actively seeking to become a CPP?

Snapshot of results:

- 91.6% response rate
- 61.4% of respondents identified with no
- 38.6% of respondents identified with yes
Question 11

Why did you choose to become a (CPP)?

Snapshot of results:

- 35.9% response rate
- 63.8% of respondents identified with to improve their reputation as a planner
- 59.4% of respondents identified with for professional development
- 23.2% of respondents identified with peer or employer encouragement
- 21.7% of respondents identified with to gain another qualification
Question 12

Why did you elect NOT to become a (CPP)?

Snapshot of results:

- 51.5% response rate
- 45.5% of respondents identified with not necessary for professional practice
- 29.3% of respondents identified with cost per CPP unit is too high
- 28.3% of respondents identified with not wishing to study post graduate and not having time
- 27.3% of respondents identified with CPP member fee is too high
- 22.2% of respondents identified with becoming a CPP is not mandatory for full corporate membership of PIA
Question 13

What are your top 3 decision-making criteria when determining whether to register / enrol into a CPP unit?

![Bar chart showing decision-making criteria]

Snapshot of results:

- 37.5% response rate
- 79.2% of respondents identified with relevance to my career
- 72.2% of respondents identified with the topic or theme
- 55.6% of respondents identified with location
- 37.5% of respondents identified with cost of the course
Question 14

If you have attended a CPP unit previously, what would improve your experience for next time?

- Reduce cancellation of courses (13%)
- Improve content with more practical applications (38%)
- Satisfied with existing format (23%)
- Reduce duration of courses / too long (10%)
- Better recognition of qualification / more promotion outside of industry (3%)
- Improve assessment process (10%)
- Reduce costs (3%)

Snapshot of results:

- 17.1% response rate
- 38% of respondents identified that the CPP experience could be improved with content with more practical application
- 23% of respondents identified that they were satisfied with the existing format
Part 3 - Young planners

Question 15

Are you currently defined as a ‘Young Planner’ (up to 5 years of experience following completion of tertiary education)?

Snapshot of results:

- 47.9% response rate
- 77.2% of respondents identified that they are not a young planner
- 22.8% of respondents identified that they are a young planner
Question 16

Have you attended any 'Young Planner', 'Queensland Young Planner Group (QYPG)' or 'National Young Planners Group (NYPG)' activities or participated in programs in the last twelve months?

Snapshot of results:

- 10.9% response rate
- 61.9% of respondents identified with no
- 38.1% of respondents identified with yes
Question 17

How would you rate the YP or QYPG activities offered by the QLD Division?

Snapshot of results:
- 10.9% response rate
- 33.3% of respondents identified with not applicable
- 23.8% of respondents identified with good
Question 18

Snapshot of results:

- 5.7% response rate
- 54.4% of respondents identified with young planners mentoring program
- 36.4% of respondents identified with building your career
Question 19

What could be done to improve the YP or QYPG activities offered by the QLD Division?
(Can select more than one)

Snapshot of results:

- 10.4% response rate
- 60% of respondents identified with targeted professional development activities
- 75% of respondents identified with more events and seminars
- 40% of respondents identified with more informal socialising / networking opportunities
Question 20

If you have not attended YP, QYPG or NYPG activities or participated in programs offered by PIA in the last twelve months, why?

Snapshot of results:

- 5.2% response rate
- 60% of respondents identified with not available when the events are held
- 40% of respondents identified with too expensive
Question 21

If you have not attended YP, QYPG or NYPG activities or participated in programs offered by PIA in the last twelve months, why?

Snapshot of results:

- 2.6% response rate
- The respondents identified a range of reasons as to why they have not attended young planner activities over the last 12 months
Part 4 - Membership

Question 22

Snapshot of results:

- 10.4% response rate
- 55% of respondents identified that they are a PIA member
- 30% of respondents identified with the financial cost of PIA membership
- 15% of respondents identified with not essential criteria for gaining employment as a planner
Question 23

Have you ever in the past been a member of PIA?

- **Yes**: 100%
- **No**: 0%
- **Not applicable**: 28%

Reasons for not continuing membership:
- Lapsing of membership: 29%
- Cost: 43%
- Lack of perceived benefit: 28%

Snapshot of results:

- 10.4% response rate
- 55.5% of respondents identified that they had been a member of PIA
- The primary reason for respondents not continuing their membership was due to lack of perceived benefit
Part 5 - Professional Development

Question 24

Snapshot of results:

- 97.9% response rate
- 56.9% of respondents identified with professional development events hosted by the QLD Division of the PIA
- 54.3% of respondents identified with seminars and lectures
- 42% of respondents identified with self-guided learning
- 36.7% of respondents identified with national and state planning journals and e-news
- 31.4% of respondents identified with presentations, papers, publications and instructions
Question 25

Snapshot of results:

- 65.1% response rate
- 30.4% of respondents identified with not applicable
- 28.8% of respondents identified with other and stated the primary reason for not attending PD activities is due to the lack of events in the regions
- 28% of respondents identified with the cost of professional development activity
- 25.6% of respondents identified with being too busy at work
Question 26

How would you rate the professional development events offered by the QLD Division?

Snapshot of results:

- 96.8% response rate
- 44.6% of respondents identified with good
- 17.2% of respondents identified with average
- 15.5% of respondents identified with excellent
Question 27

Do you believe that professional development events run by the QLD Division are good value?

'S Other' responses

- Expensive/value for money: 36%
- Lack of PD events in regional QLD: 36%
- Need to be more targeted and insightful: 18%
- Have not attended any sessions: 10%

Snapshot of results:

- 96.3% response rate
- 47.6% of respondents identified with yes
- 15.1% of respondents identified with other and query the value of PD events due to expense / value for money or availability in the regions
Question 28

Snapshot of results:

- 93.7% response rate
- 69.4% of respondents identified with new regulation, schemes, policies and guidelines
- 56.7% of respondents identified with local, state, national and international planning research, trends and issues
- 50% of respondents identified with strategic planning, structure planning and master planning
- 47.2% of respondents identified with debate and discussion about planning matters
- 36.7% of respondents identified with urban design
Part 6 - Policy

Question 29

Snapshot of results:

- 96.3% response rate
- 63.2% of respondents identified with urban growth and infrastructure
- 52.4% of respondents identified with reforming the planning system
- 48.6% of respondents identified with resource and rural communities
- 44.3% of respondents identified with housing and affordable housing
- 41.1% of respondents identified with employment and economic development
Part 7 - Queensland Planner

Question 30

Snapshot of results:

- 97.4% response rate
- 62% of respondents identified with Queensland Planner
- 59.4% of respondents identified with emails
- 54.5% of respondents identified with colleagues
- 39.6% of respondents identified with Australian Planner
Question 31

Snap shot of results:

- 95.8% response rate
- 53.3% of respondents identified that the Queensland Planner has some value as a tangible component of the service they receive for their membership
Question 32

Snapshot of results:

- 96.3% response rate
- 57.3% of respondents identified with selective reading of specific articles of interest
- 25.4% of respondents identified with brief scan through the journal
Question 33

Snapshot of results:

- 97.4% response rate
- 41.7% of respondents identified with brief scan through
- 35.8% of respondents identified with selective reading of specific articles of interest
Question 34

Please identify the features of QP that are of most interest to you? (Can select more than one)

Snapshot of results:

- 90.6% response rate
- 73% of respondents identified with focus articles
- 43.7% of respondents identified with planners (Q&A)
- 36.2% of respondents identified with news, letters etc
- 32.3% of respondents identified with people's planner
Question 35

How would you prefer to receive QP?

Snapshot of results:

- 95.8% response rate
- 39.7% of respondents identified with printed magazine posted
- 26.1% of respondents identified with PDF copy by email
- 23.9% of respondents identified with a mix of printed magazine and digital content
Question 36

Snapshot of results:

- 94.3% response rate
- 66.3% of respondents identified with a preference to receive a broad mix of papers and articles
- 32% of respondents identified with a preference for more short, light opinion pieces and general planning news
Question 37

Snapshot of results:

- 96.3% response rate
- 77.3% of respondents identified with 4 editions per year
- 14.6% of respondents identified with 1-3 editions per year
Question 38

Do you think QP is sufficiently differentiated from Australian Planner, the national journal of PIA?

Snapshot of results:

- 95.8% response rate
- 65.2% of respondents identified with yes
Question 39

What could be done to improve the QP in the future?

- More focus on regions (15%)
- Integration with social media / online readability (11%)
- Nothing, it is good as is (9%)
- Focus on planning discipline not politics (15%)
- More academic / research content (18%)
- Improved quality of articles and graphics (13%)
- Introduce variety and new content (11%)
- Less academic content (8%)

Snapshot of results:

- 29.7% response rate
- 18% of respondents think that there is nothing that needs to be done to improve the Queensland Planner
- 15% of respondents identified that the Queensland Planner should have less academic content
- 15% of respondents identified that the Queensland Planner could be improved by introducing variety and new content
Question 40

Any other comments about the QP?

Snapshot of results:

- 14.6% response rate
- 42% of respondents identified that things should be done to improve the quality of the Queensland Planner
- 26% of respondents think that the Queensland Planner is doing a good job
Question 41

Any other comments on PIA Qld and how it can better serve its members?

Snapshot of results:

- 39.6% response rate
- 28% of respondents think that the QLD Division can better serve its members by greater regional participation
- 22% of respondents identified that the QLD Division can better serve its members by advocating for members, not external governmental parties
- 16% of respondents identified that the QLD Division can better serve its members by improved professional development
- 13% of respondents identified that the QLD Division can better serve its members by reducing the fees and focus on budget.