# 'Knowing what is happening in the ACT and Region'

## A 2019 survey of the

## Community Development Network of the ACT & Region's

## email list subscribers

November 2019

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- *It's a fantastic resource for keeping abreast of what's going on in the region.*
- *It's a great way to keep across everything that is going on.  It's the most helpful distribution list I'm on.*

# A selection of telling quotes

- *I regard CDNet as a vital tool for keeping across a variety of events, seminars, talks, job offers - and assorted information some of which I often share with others...It helps keep our community connected.*
- *It is an invaluable platform that connects community development and related practitioners in the ACT and region.*
- *When I first subscribed, I found my next job through CDNet. I then utilised the email list for training and development opportunities. Now in my current role it is more useful to be informed.*
- *Being informed through the one format of Canberra based community and other activities is super helpful. As well as being able to share about what services, activities we can provide, especially free activities. Always up to date information.  It helps me see what is available and what is changing across the region.*

- *[...] Personally I use it for being informed about all manner of events and things, I also do a lot of signing people up if they are looking for work or are after regular specific info about certain areas of our community sector work.*
- *It is a convenient and current resource of community service opportunities that I may otherwise not be aware of.*
- *It's free; it appears regularly and frequently; it's full of useful information.*
- *I have attended courses, lectures and exercise classes that I saw advertised on CDNet.  I have informed clients about activities that are relevant to them and I've also passed on information to my supervisor about potential training and activities for our workplace and clients.*

- *Easy to use, text only format means only required information is given, and it gives me and my organisation information about what is happening in other areas of the community.*
- *Everyone has an opportunity to promote what they're doing free of charge.*
- *The amount of information available quickly and easily managed.*
- *It's a quick and easy way to reach a lot of relevant people.*

- *Opportunities for our staff and service users are delivered to our inbox daily.*
- *One email to send out information to many organisations and I don't need to continually update email addresses - CD Net does that for me.*

- *Cheap way to post jobs! Also good for circulating info.*
- *Free promotion service. If it wasn't free it would be costly/laborious to reach the same audience.*

# Executive Summary

## CDNet Email Subscriber Survey 2019

November 2019

The Community Development Network of the ACT and Region (known as CDNet) has been supporting the community development sector since 2004 through the following roles and functions:

1. Facilitating the sharing of information on current trends, good practice and activities relevant to community development through an email distribution list
2. Providing information on the role of community development to ensure a sound foundation for healthy and sustainable communities, and
3. Providing opportunities for discussion and learning through seminars, workshops and conferences.

(For information about CDNet, including its history and previous reports, see: https://www.cdnet.org.au.)

CDNet has received core annual funding from the ACT Government since 2003 and acknowledges with gratitude the Community Services Directorate (CSD) for continued funding.  One of CDNet's current funding requirements is to *'Undertake a stakeholder survey of CDNet to redo the last review in 2014 to inform ongoing funding'*.

There were 2044 email subscribers at 30 June 2019.  This report summarises the 106 responses (5%) to a 15-question online survey of email subscribers conducted in July 2019 – a response rate that provides a reasonable sample for analysing qualitative feedback.

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The full report – *CDNet Email Subscriber Survey 2019* – is available on the CDNet website under cdnet.org.au/resources/surveys
The link to the survey questions online is https://www.surveymonkey.co.uk/r/CDNet_survey_2019
Survey results can also be viewed at https://www.surveymonkey.com/results/SM-MNZJFJZJ7/

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## Key survey findings

Please note that percentages are used when figures are out of all or most of the cohort of 106 respondents. When figures are from smaller subsets, numbers are used to provide a clearer representation than percentages.

- Where relevant, comparisons are made with the findings of a similar survey conducted in 2014 sent to over 2300 subscribers to the CDNet email list to which 154 people (7%) responded.

### *How long have respondents been using the CDNet email list?*

70% of respondents had used CDNet for more than three years and 21% for more than one year. 10% had joined in the last 12 months.  Therefore, the respondents are most representative of long-term users of the email list.

- By comparison, 55% had subscribed for over three years in the 2014 survey.

*Focus areas of interest/volunteering/work*

Unfortunately, this question also did not allow for multiple responses as intended and will be sent again at a later date. Nevertheless, answered by all 106 and having to choose only one area created an interesting ranking of interests in which the most frequently mentioned area of interest were: *mental health* (19 respondents), *disability* (17), *community development* (15), *housing and homelessness* (13) and *children and families* (10).

In answer to the sub-question, **'What is your primary area of interest?'**, 68 people answered. Most of these – 46 (76%) – reported either *many* (35) or *all* (11) areas interested them. Again, *mental health* was most frequently mentioned by 18, followed by 11 who named *community development*. A wide range of other areas of interest were mentioned by between 3-9 respondents.

– In the 2014 survey, when the list of focus areas of interest allowed multiple choices, *all* areas were ticked by at least 25% of respondents, with over 60% interested in community development and mental health, and 50% interested in training opportunities and events.

*Where people work or volunteer*

Three quarters of respondents (75%) work or volunteer in community organisations, 11% in business and 9% in government.

*How regularly do subscribers post on CDNet?*

60% had ever posted and 40% had never posted; 20% posted about once a month and 16% about once a year. 12% posted about once every three months and 6% once every six months.

– A similar percentage of respondents had ever posted on the email list in 2014 (56%), had never or rarely posted (44%), and posted once a month or more (21%).

In answer to the sub-question, **'What have your posts been about?'**, 52 commented. Of these, over half (29) post about *events*, such as workshops and forums. Others posted about *training/courses* (8) or *job vacancies* (8), and some about *groups* (4) *or programs* (4).

– The same four main categories or themes emerged in both survey periods: *events* were most frequently posted about (50% in 2014), followed by *training or courses*, *job vacancies* and *programs*.

*Participation in forums, workshops, activities or events seen posted on CDNet*

83% said yes, they had participated in events posted on CDNet, and 17% said no. 84 people commented further:
- A third (27) said they had attended '*many*' events, such as a variety of workshops, events and sector forums, or training and jobs, as well as a mix of professional and personal development opportunities. Three said '*too many*' to list
- *Training and development* events were specifically mentioned by a further third (29), while others named workshops, courses, professional development or work-related forums
- 13 described various collegial *networking events,* and
- 8 had not attended any events, giving different reasons, such as lack of time.

## Does CDNet save time?

70% felt that CDNet save them time (21 % said 'a lot of time', 41% said 'some time' and 9% 'a little time').  The remaining 30% did not know or ticked 'not applicable'.

– Overall the same percentages (70%) of respondents in 2014 reported that the email list saved them time, with similar percentages for the various amounts of times ticked.

In answer to the sub-question, **'Feel free to elaborate on how CDNet does/could save time or why it does not'**, 26 people responded, of whom 21 noted a number of ways – and often more than one – in which the email list saved them or their organisation time.  Primarily, receiving information in the one place and daily was useful.  Secondly, the platform greatly facilitated sharing, sending and networking information to a wide audience reach in one simple email.  Time was also saved searching or researching organisations, training or opportunities. Another notable time-saver was not needing to continually update email addresses as CDNet does that for all subscribers. Four of the five people who said CDNet did not save them time added a 'but' – it was worth the time invested.

## Does CDNet save money?

39% felt CDNet saved them money (23% 'some money', 9% 'a little money' and 7% said 'a lot of money').  Of the remaining 61%, 23% ticked 'not applicable', 19% did not know, and 18% said 'not really'.

In answer to the sub-question, **'Feel free to elaborate on how CDNet does/could save money or why it does not'**, 15 people responded. Five people mentioned the most obvious saving on *free advertising or promotion of programs, jobs and information*.  Two also noted that saving time saves money.  A less obvious saving for four respondents was in accessing free or low-cost places in workshops, training courses or professional development opportunities.

– Overall, fewer respondents in 2019 felt that CDNet saved them money than in 2014 when 60% thought CDNet saved them money on advertising and publicity, with estimates of $50-$600 saved per month.  A possible reason for the higher estimates of money saved in 2014 could be that the question that year specified*: Do you think the CDNet email list saves you/your organisation MONEY on advertising/publicity? –* whereas in 2019, the question was simpler and possibly ambiguous: *CDNet saves me/my organisation time*. Another difference was the 'not applicable' choice ticked by nearly one quarter in 2019, an option not offered in 2014.

## What people found most useful about CDNet's email list

Unfortunately, this question also did not allow for multiple responses as intended – and will be sent again at a later date.  One advantage of having to choose one option is seeing what people find <u>the</u> most useful about the email list.

70% clicked '*being informed*' – in equal measure about *specific* events and *more generally* about what is going on in the ACT and region. *Opportunities for clients* were mentioned by 16%. *Training and development* accounted for only 7%.  Only four people clicked posting information for *promotion* (4%) and two people mentioned *job-seeking.*

25 people took the opportunity to make extra comments to elaborate their responses:  15 said variations of '*All of the above'* or *many reasons*. and four mentioned *being informed for clients* as well as themselves.  Three people noted being able to post their own information and two highlighted training and development opportunities.

- In the 2014 survey, where multiple choices were available, 45% liked the information/being informed. Specifically, people in both surveys mentioned very similar themes: *events*, jobs and training as well as generally keeping up to date and knowing what is going on.

### What people valued about the email list

52 people valued the *information* (24), *being informed* (16) *or keeping up to date* (12) – 'knowing what is happening' in the ACT region and community sector. Five people mentioned the *broad range* or scope of information.

Subscribers also valued the *opportunities* (16) provided by the email list – for training (17), jobs (9), activities relevant for clients (9) and workshops (6).  Some valued the *accessibility* of the list (8) – three noting its ease of use. Others valued the *connection* (9) it provides for the community sector.

- Very similar themes as to what subscribers value about CDNet are mentioned in the 2014 survey.

### What works well about the email list?

This question (not asked in 2014) evoked similar themes to those above.  Of the 98 people who responded to this question, 25 commented on the *usefulness of the information*– such as the *broad range of subject matter* received in a *timely*, *convenient* forum; a further 13 noted that it kept them *informed* or *in touch* with what is happening in the community sector.

The *accessibility* of the email list works well for 21 respondents, particularly its *ease of use*, *availability* and *access to the community*.  10 more described the *wide reach and range of audience or readership*, across the region as well as *targeting like-minded organisations and people*.

Other aspects of the email list that worked well were that it enabled respondents to *feel connected* – with other community service providers, practitioners or carers. Others noted *being able to advertise, promote or share jobs, programs and community events.*  Three further aspects that worked well were the *regularity* and *'real time'* arrival of the *daily* or daily digest of posts, that it *'comes to me'* – and that it is *free*.

### How did people hear about the email list?

62 (58%) found out about CDNet through their *workplace* or *colleagues*.  A further 31 (29%) knew through *working in the sector*. A few (7) were told about the email list as *students*.

### What does not work well about the email list?

Over a third (31) of the 86 who responded to this question thought there was nothing that did not work well about the mail list, saying variations of 'nothing' (16), 'nil' (6), n/a (5), 'can't think of anything' (2) or 'all good'/'works well' (2).

The two main themes as to what does not work well were the sheer *volume of emails daily* (19 comments) and various ways in which *email subscribers* did not use the list appropriately.  A lesser issue, though it relates to 'too many emails' above, is posts that are *repeated* too often.

### *What could be improved with the CDNet email list?*

39 (45%) of the 87 who answered this question had *no suggestions* for improvement, responding with 'nothing' (11), variations of 'it's fine as it is'(9), N/A (8), 'not sure' (6) or 'nil''(4).

– In 2014, slightly fewer (one third) of the comments under suggestions for improvements either had no suggestions or thought the email list worked well.

There were three major themes among the suggestions: *subscriber education* (15), *email list functionality* (14) and *improvements to formatting* (11).

**Subscriber education** suggestions aimed to address:
– Unnecessary posts to the whole list (8) such as unsubscribe requests (4) instead of emailing directly to CD Admin; or replying to the CDNet-list rather than the relevant contact person
– Repetition or multiple postings (6) – for example, by posting weekly not daily, or rolling multiple postings into one email
– Vague subject headings, by improving descriptions of the email content (3).

**Email functionality** suggestions included:
– Hyperlinks (4) in the table of contents of the daily digest summary
– Keeping to one email digest a day (3)
– Attachments being easier to attach or access (2)
– Allowing subscribers to choose their areas of interest (filters) (2)

**Email formatting** suggestions were:
• Better formatting and layout to make emails easier to read, and for condensed emails
• More functionality than text alone, which does not allow images, branding or creative design
• Reducing long tag lines after each post, and long text regarding scrubbed attachment and unnecessary hyperlinks.

– In 2014 suggestions for improvement fell into similar broad themes*: Improving the system from CDNet's side* and *User issues and education*. In 2014 there were many more comments about *the number of unsubscribe messages* that go the wider email list.

### *Suggestions regarding plans to update the CDNet website*

Of the 73 who answered, 40 had no suggestions, six did not use the website and two rarely did. 23 people made 29 suggestions regarding the website. The two main themes were:
1. To have *links to or lists of services*, courses or opportunities such as jobs or volunteering (7 suggestions). However, two others stressed the importance of such lists *needing to be up to date to be of use.*
2. To make the website *more user-friendly* (6 suggestions), for example by better use of colour, attachments, table and links.

– In 2014, there were 22 suggestions for improvement varying from satisfaction to ideas for improving the look to a complete overhaul. Given the lack of funds, people were satisfied with a functional and free website.

## Actions by CDNet in response to the survey

The CDNet Steering Committee reviewed the survey findings, noting that the survey was complimentary, CDNet is appreciated, and suggestions were about 'small niggly things'. While some similar issues were raised in 2014, a reduction in complaints about/the number of 'unsubscribe' messages going to the whole list rather than to the moderator may reflect the benefits of 'subscriber education emails' sent to the list after the 2014 survey.

Actions by CDNet to address issues raised in the survey are included in the report and include:

- Adding further tips to the website's 'How to post' section for increasing effectiveness of emails, such as shorter emails, stripping out excess information and flattening pdf attachments
- Sending the survey report to the CDNet email list
- Creating a series of emails that address some of the key suggestions for improvement and explaining where some suggestions cannot be addressed, for example, an email list capable of carrying branding and other visuals would cost a great deal more as well as result in bigger individual emails and thus digest lists.

In August 2019 (after the survey), CDNet gained an ACT Government 2018-19 Participation (Digital Community) Grant Program grant of $1400 (excluding GST) to update the website. CDNet added $1000 from its savings to cover the costs of the upgrade which was completed in October 2019. Further ideas for improving the website's content can be added to the new website.

## Conclusions

Bearing in mind that respondents were probably 'fans' of CDNet, most having been on the email list for three years or more, a third finished the survey with compliments or thanks in various ways. These provide a useful summary of the feedback overall, which is that they value CDNet as a *worthwhile, valuable or useful resource* and *service*.

Comparing the 2019 and 2014 surveys found overwhelming similarities in the findings, in particular:

- What subscribers post about themes are identical: *events* were most frequently posted about, followed by *training or courses*, *job vacancies* and *programs*
- What subscribers like, value or find useful also had the same themes: being informed being the most useful, followed by events, jobs and training as well as generally keeping up to date and knowing what is going on
- Overall the same percentage (70%) of respondents in both survey periods reported that the email list saved them time
- While overall fewer respondents in 2019 (39%) felt that CDNet saved them money than in 2014 (60%), the difference probably reflects the differences in the question and answer options.

In conclusion, two quotes capture the value of the CDNet list to subscribers and its simplicity:

> - *It is so important to have one central system for accessing this information.*
> - *Don't get too fancy. It's easy to be seduced with tech improvements but the reality is the CDNet works and has done so for a very long time, let's not muck round with it.*

For further information, contact secretariat@cdnet.org.au

# Contents

# List of Figures

# 1. Introduction

The Community Development Network of the ACT and Region (known as CDNet[1]) has been supporting the community development sector since 2004[2] through the following roles and functions:

1. Facilitate the sharing of information on current trends, good practice and activities relevant to community development through an email distribution list;
2. Provide information on the role of community development to ensure a sound foundation for healthy and sustainable communities; and
3. Provide opportunities for discussion and learning through seminars, workshops and conferences.

CDNet has received core annual funding from the ACT Government since 2003 and acknowledges with gratitude the Community Services Directorate for continued funding, and ACT Council of Social Services (ACTCOSS) for continued auspicing – as CDNet is not incorporated.  CDNet's annual funding is for the following key activities:

- A Steering Committee to oversee and coordinate the activities of the CDNet, supported by the employment of a secretariat position;
- Organising two forums, seminars or workshops per year, and
- Maintenance of the CDNet website and distribution of emails to the CDNet, supported by the employment of an administrative position to manage the website and moderate the email list.

## 1.1 2014 survey of CDNet's email list subscribers

In 2014, as part of its 2013-16 strategic plan, CDNet sought feedback from its email list subscribers in order to:
- find out more about its subscribers' needs and how well the email list meets those needs
- develop the email list and website to meet those needs, and
- provide evidence to government and other potential sponsors on the merits of continued funding for the CDNet email list.

An online survey was sent to the 2300 email subscribers in October 2014, with 154 (7%) completing the survey by November 2014.  (The survey 2014 report is available at: CDNet_2014_Email_Subscriber_Survey_Report.pdf.)

## 1.2 2019 survey

One of CDNet's current funding requirements is to *'Undertake a stakeholder survey of CDNet to redo the last review in 2014 to inform ongoing funding'*.  There were 2044 email subscribers at 30 June 2019.  This report summarises the 106 responses (5%) to a 15-question survey of email subscribers conducted in July 2019.  Where relevant, comparisons are made with the 2014 survey findings.

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[1] CDNet website (www.cdnet.org.au) provides more background information, including previous annual summary reports (https://cdnet.org.au/index.php/reports)

[2] *Community Development Network – a potted history* covers the period 2004-16 and is available at http://cdnet.org.au/images/stories/Community_Development_Network_a_potted_history.pdf.

See **Attachment 1** for a copy of the survey questions. The link to the survey questions online is
https://www.surveymonkey.co.uk/r/CDNet_survey_2019, and survey results can also be viewed at
https://www.surveymonkey.com/results/SM-MNZJFJZJ7/

## 1.3    Report structure

This report summarises the key findings of the survey together with selected quotes to give some of the richness and tone of people's comments.

Section 2 summarises the responses to the questions: quantitative results are accompanied by charts and tables, and qualitative responses are analysed for themes, together with a selection of quotes.

Section 3 summarises the key findings and their implications and makes some comparisons with the 2014 survey. Implications discussed by the CDNet Steering Committee and current changes to the CDNet website complete the report.

The full report – *CDNet Email Subscriber Survey 2019* – is available on the CDNet website under
cdnet.org.au/resources/surveys

- *It is so important to have one central system for accessing this information.*
- *It is an excellent resource to connect with community development and other practitioners in the ACT and region. Whether for promoting organisational / sub-sector information and events, networking, or learning about what else is happening in our sector.*
- *The vast reach and the ability to just send an email, this saves time and allows us to edit in-house first.*

## 2    Survey findings

## Q1    How long have you used the CDNet email list?

**70% (71 respondents) had used the email list for more than three years**, and 21% for more than one year. 10% had joined in the last 12 months.
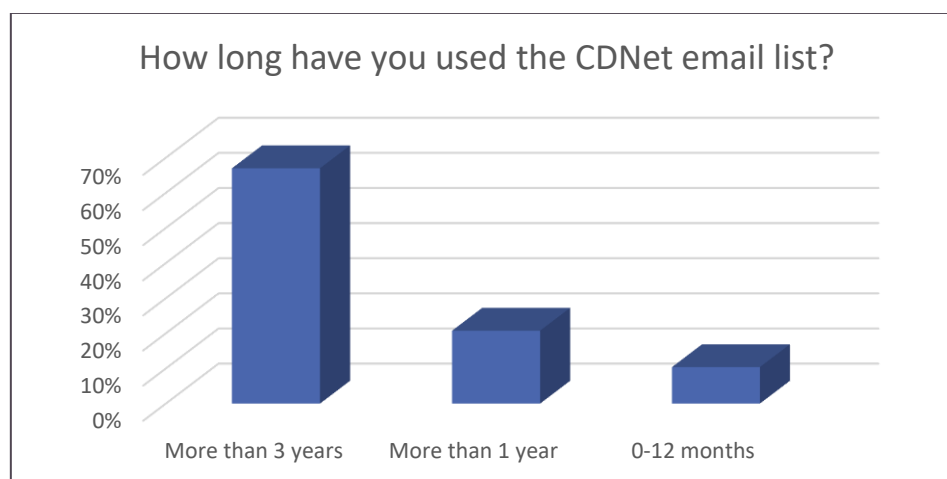


*Figure 1: How long have you been using the CDNet email list?*

In 2019, a higher percentage had subscribed for over three years, compared to 2014 when over 50% had used CDNet for more than 3 years.  The remainder in 2014 were equally spread between 2 years, 1 year and less than 6 months.

## Q2    How did you hear about the email list?



106 answered.

62 (58%) found out through their work:
- Work colleagues: 40 (38%)
  - Mentioned specifically: NFP 2; caseworker 1; CD officer 1; NGO 1
- Workplace: 20 (19%)
  - Existing email address (4)
- Through their volunteering work (2)

A further 31 (29%) knew through working in the sector: 'word of mouth' (13) 'working in sector' (6), 'sector colleagues' (8), 'networks' (4)
Seven (7%) were told about CDNet as students, and a further seven could not remember.
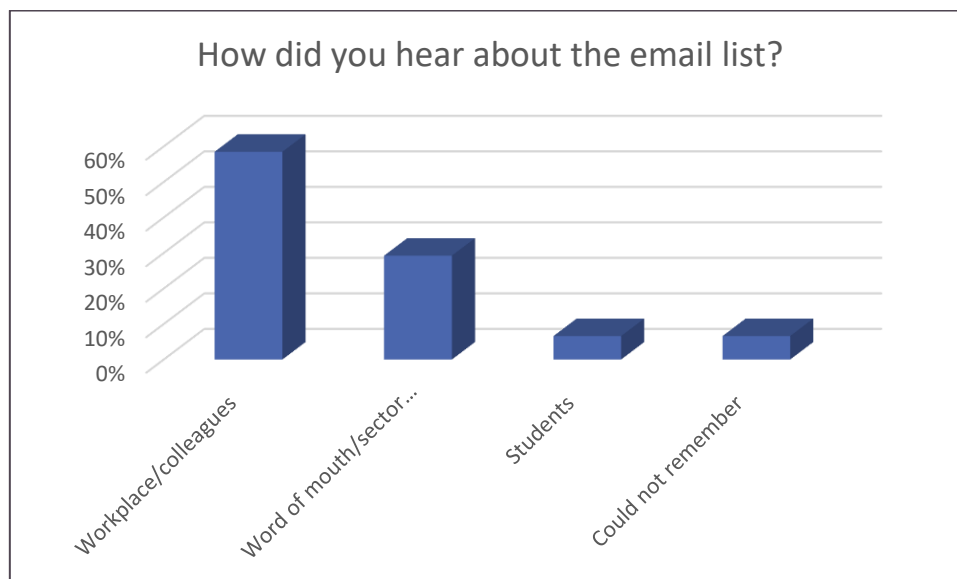


*Figure 2: How did you hear about the email list?*

- *Work in community sector.*
- *As part of starting my role.*
- *Part of the work culture.*
- *When I first began in the Community Sector almost 13 years ago.*
- *Worked in the sector for a loooooong time.*
- *Uni and then each workplace.*
- *From a search for low to no cost advertising for a not-for-profit organisation without an advertising budget.*
- *Was part of the team that set it up all those years ago :).*
- *Can't remember but most likely at a networking event.*

## Q3    What do you find most useful about the email list?

Unfortunately, this question only allowed one rather than multiple responses as had been intended.  (We will send this and another question out again separately early in 2020.)  Effectively the responses therefore reflect what people find the most useful about the email list.

**Being informed** was clicked by 70% of respondents—in equal measure about specific events (36%) and more generally about *what is going on* (34%) in the ACT and region. *Opportunities for clients* was mentioned by 16%. *Training and development* accounted for only 7% and posting information for promotion was mentioned by only 4 people (4%). Only two people mentioned job-seeking (as the most useful aspect).
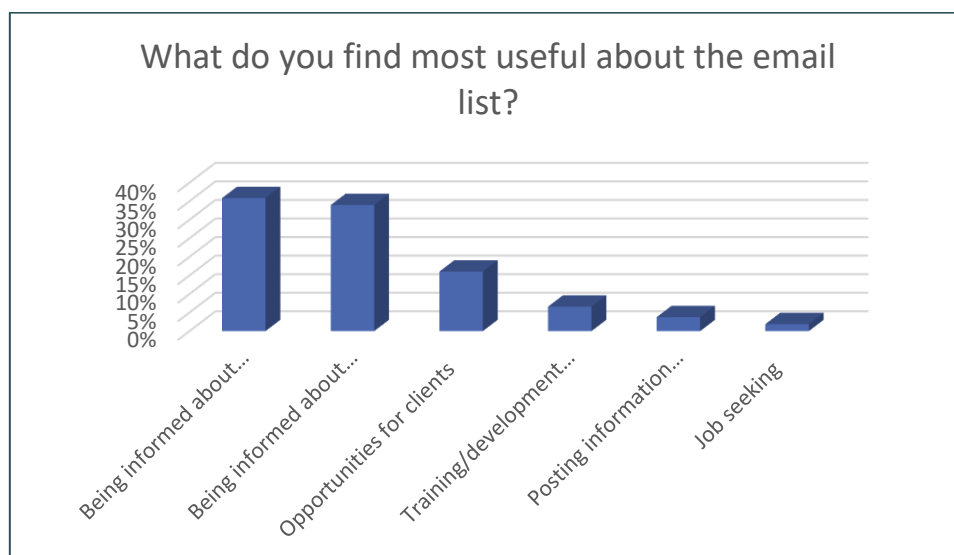
Figure 3: What do you find most useful about the email list?

25 people took the opportunity to make extra comments to elaborate their responses – 15 said variations of 'All of the above' (13) or many reasons. and four mentioned being informed for clients as well as themselves. Three people noted being able to post their own information and two highlighted training and development opportunities.

- *I think all of it is really valuable.*
- *It's a fantastic resource for keeping abreast of what's going on in the region.*
- *When I first subscribed, I found my next job through CDNet. I then utilised the email list for training and development opportunities. Now in my current role it is more useful to be informed.*
- *It offers a wide range of excellent information.*
- *Being informed about what is going on in general in Canberra and region.*
- *Being informed for clients.*
- *Most of the above, personally I use it for being informed about all manner of events and things, I also do a lot of signing people up if they are looking for work or are after regular specific info about certain areas of our community sector work.*

## Q4    What do you value about CDNet's email list?

*All are useful - training, activities, opportunities for clients.*

52 people (51% of the 101 who answered this question) valued the information (24), being informed (16) or keeping up to date (12) – '*knowing what is happening*' in the ACT region and community sector. Five people mentioned the broad range of scope of information.

Subscribers further valued the opportunities (16) provided by the email list – for training (17), jobs (9), activities relevant for clients (9) and workshops (6). Some valued the accessibility of the list (8) – three noting its ease of use. Others valued the connection (9) it provides for the community sector.
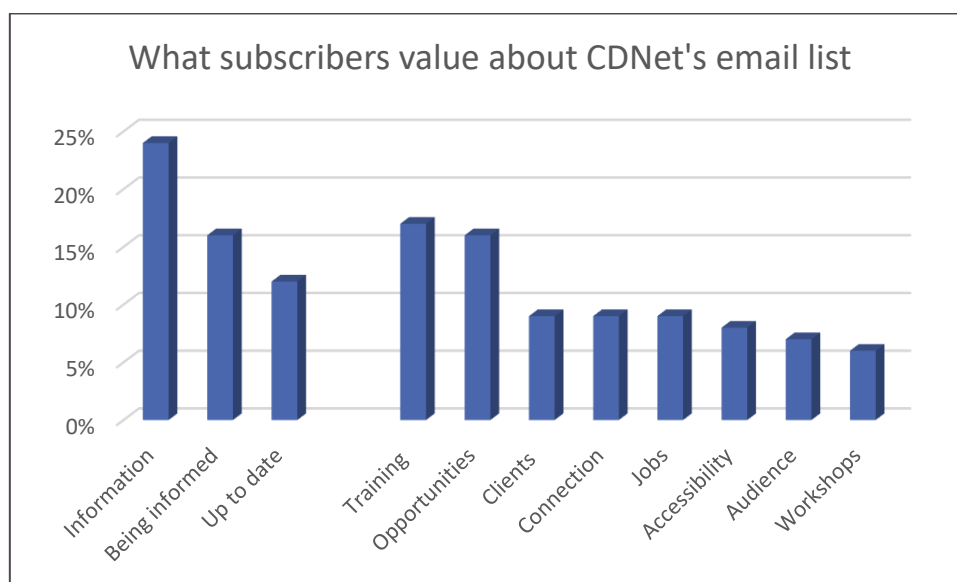


*Figure 4: What do you value about CDNet's email list?*

- *Keeping the community sector connected.*
- *The connection to other organisations in a sector that's so busy and sometimes out of control that you lose touch with colleagues and with what's going on.*
- *It's actually really difficult to choose between those options - I went with the specific workshops etc because that is the information from the list that I most often share with the members of my organisation. However, opportunities for clients, potential jobs for clients/youth members and being able to post information for promotion are also very important.*
- *the training and development opportunities for staff which are often free so helps with budgets whilst keeping staff up to date.*

*Accessibility:*

- *Its accessibility - easy to sign-up - and its reach.*
- *It is available to most people/services.*
- *It is a convenient and current resource of community service opportunities that I may otherwise not be aware of.*
- *Easy access to share information with community minded people and organisations in the ACT.*
- *Regular and can get it in a digest format so can scan to see if there is relevant info.*

*Audience:*

- *Targeted engaged audience within the ACT region and community sector.*
- *Large number of people, wide variety of services.*

- *Learning about what is available for clients.*
- *Events relevant to my clients and building my referral network.*

*Information:*

- *Good source of information of what the sector is up to in the ACT region.*
- *Great info on community events and organisations.*
- *I find that information about training as well as opportunities for activities for clients are both very useful.*
- *Information sharing platform on services available.*
- *Current activity. Short initial summary. You can delete or follow up. I usually get it once per day (or that's what I hope).*

➢ The range and diversity of information:

- *It's free; it appears regularly and frequently; it's full of useful information.*
- *Job and development information and training information.*
- *Workshops and training opportunities - jobs too!*

*Being informed:*

- *Being informed about what is going on in Canberra, the connection to information I otherwise would not get is great.*
- *Being informed generally about what services/programs are available and making connections with other community organisations.*
- *Finding out about services available in Canberra that I had no idea existed, despite having lived in Canberra for 30 years.*
- *Being informed about specific workshops, activities and events in Canberra region.*

*Keeping in the loop:*

- *Keeping in the loop with developments locally.*
- *Knowing what is happening in the ACT Community especially the community sector.*
- *Always up to date information.  It helps me see what is available and what is changing across the region.*

## Q5    Have you participated in any forums, workshops, activities or events that you saw posted on the CDNet?



83% (88 respondents) said yes, they had participated in events posted on CDNet, and 17% (18 people) said no.

84 people made comments.

- 27 said they had attended '*many*' events, such as a variety of workshops, events and sector forums, or training and jobs, as well as a mix of professional and personal development opportunities. Three said '*too many'* to list.
    - *Too many to mention, I would attend an advertised event every 2 weeks*
    - *Many - workshops, ACTCOSS forums, Forums, conferences, activities, meetings, open days, Inclusion festivals*
    - *I have attended courses, lectures and exercise classes that I saw advertised on CDNet. I have informed clients about activities that are relevant to them and I've also passed on information to my supervisor about potential training and activities for our workplace and clients.*
    - *I attended free training on Domestic Violence, Cultural Awareness, the community bus tours, Legal Aid information sessions and HACC networking meetings.*

- *Training and development* events were referred to by the majority of respondents: 29 specifically mentioned training, while others named workshops, courses, professional development or work-related forums.
    - *Training workshops, networking events, many activities.*
    - *workshops, information sessions, membership to organisations, providing opportunities for community members to participate in activities*
    - *Some I would otherwise have seen from direct contact with those agencies, but other training from other agencies I would not have known about.*

- 13 described various collegial *networking events*
    - *Both personally and in my role as Secretary of my organisation, I have participated in numerous events, workshops & activities that I first saw on CDNet. Professionally the events tend to be networking opportunities or training.*

- 8 people had not attended any events, giving different reasons. Four mentioned lack of time.

Specific areas of training and development mentioned were:

| | |
|---|---|
| • Law/legal (4) - Legal aid courses (3) | • ADACAS workshops |
| • ACTCOSS workshop/groups (3) | • Capacity Building Workshop |
| • ASIST – suicide prevention (3) | • Consumer info |
| • Domestic Violence awareness (3) | • Digital mobility training for NFP |
| • Jobs (3) – applications, opportunities | • EXPOs |
| • Mental health events – forums, MH Week (3) | • Lifeline courses |
| • Work-related (3) | • Media for NGOs |
| • Counselling (3) – Accidental counsellor (2) | • Referred |
| • Cultural Awareness Training (2) | • Seminars |
| • Health (2) – HIV & Hepatitis forums | • Share a lot on our community directory |
| • NAIDOC (2) | • SHFPACT |
| | • Speaker series |

## Q6    If you have posted information on the CDNet within the past 12 months, how regularly do you post?

community Training Courses services month promote Upcoming workshops
programs job clients events opportunities post Work
organisation information CDNet training

104 answered this question.  40% (42) had never posted, 21% (22) posted about once a month and 16% (17) about once a year. 13% (13) posted about once every three months and 7% (7) once every six months.
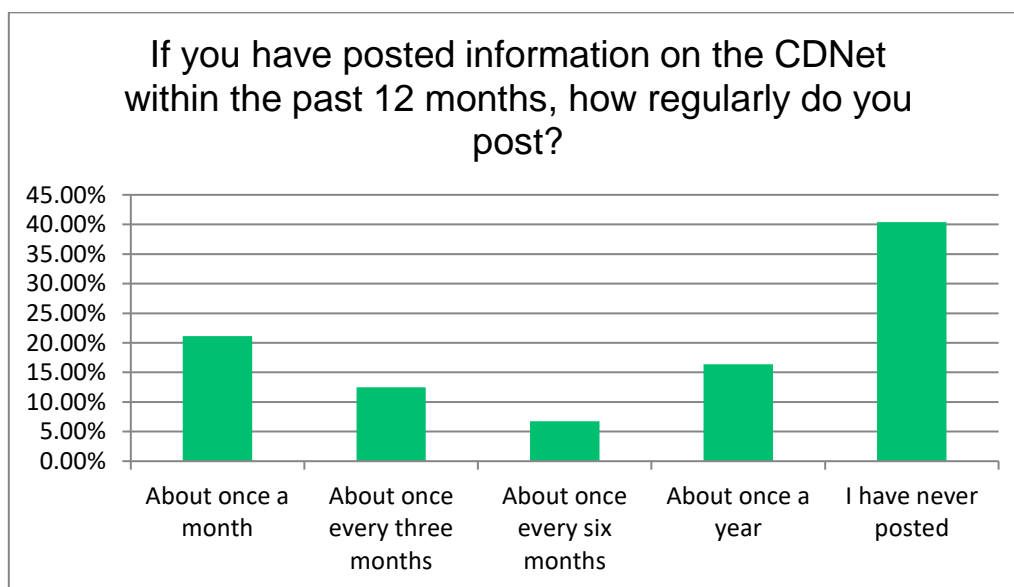


Figure 5: How often do you post on CDNet?

In answer to the sub-question – **What have your posts been about?** – 52 commented.

18 people used the word '*event/s*'.  When other words, such as workshops (7) and forums (2), are counted as 'events', 29 (56%) post about events.  Others posted about training/courses (8 people) or job vacancies (8), and some about groups (4) or programs (4).

## Q7    What are your areas of interest/volunteering/work? (You may select more than one response.)

Answered by all 106, unfortunately, this question did not allow for multiple responses as intended.  (We will send this question out again, together with the other question that was similarly incorrectly set up for multiple answers.) Nevertheless, having to choose only one area creates an interesting ranking of interests in which the most frequently mentioned areas of interest were:

- 18% Mental health (19)
- 16% Disability (17)
- 14% Community development (15)
- 12% Housing and homelessness (13)
- 9% Children and families (10)

Other areas of interest ticked by between one to six people were:

- Older people (6)
- Health (6)
- Multiculturalism (4)
- Young people (3)
- Aboriginal and/or Torres Strait Islander (3)
- Gender diversity (2)
- Family / domestic violence (2)
- Alcohol and other drugs (2)
- Women (1)



*Figure 6: Areas of interest/volunteering/work*

## What is your primary area of interest?

mental health women young people work gender diversity
select one response
Women young people also unable select one community women health
select one area community development select one
mental health family Disability answer
children
families Torres Strait Islander housing homelessness
Aboriginal Torres Strait interest Actually allow Older people survey DV selected

68 people answered this follow-up question, yielding the following data: 46 people (76% of these responses) reported either *many* (35 or 60%) or *all* (11 or 16%) areas of interest.  Again, *mental health* was most frequently mentioned by 18 (26%) among specific areas of interest, followed by 11 (16%) who named *community development*.

- *I was unable to select more than one, but mental primarily, however I would have selected the entire list. It is so important to have one central system for accessing this information.*
- *We are the peak body for volunteering and community information, so we need to have a strong understanding of what is happening in each area.*
- *Community development with and in the LGBTIQ+ community is our major priority.Within that, we work with children & families, people with disability, health, housing and homelessness, mental health, multiculturalism, older people, women and young people.*
- *Also, children and families, community development, domestic/family violence, gender diversity, young people, mental health, women, housing and homelessness.*
- *Disability and mental health go hand-in-hand, both areas of primary interest.*
- *As I work with high risk unemployed people, any community resources, programs that maybe suitable as referral or information.*

Other areas of interests were:
- 13% Children and families (9)
- 13% Disability (9)
- 12% Health (8)
- 12% Older people (8)
- 12% Women (8)
- 12% Domestic/family violence (8)
- 10% Housing and homelessness (7)
- 9% Gender diversity (6)
- 9% Young people (6)
- 7% Aboriginal and/or Torres Strait Islander (5)
- 7% Multiculturalism (5)
- 4% AOD (3)
- 4% Community - general community sector (3)

Primary areas of interest (68 responses)
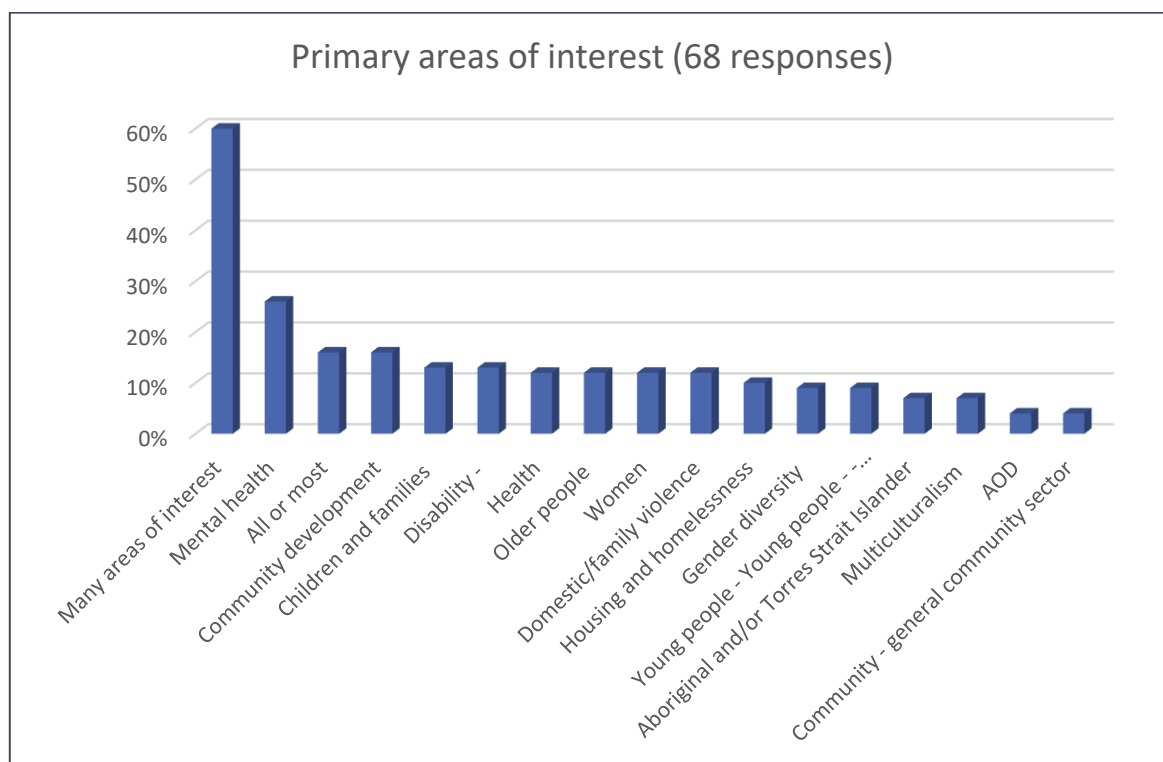
Areas mentioned by one or two people were:

| Employment/careers/unemployed (2) | Comorbidity |
|---|---|
| Parenting (2) | Counselling |
| Veterans | Men |
| CALD | Peak body |
| Chronic conditions | Social justice |
| Chronic pain management | Volunteering |
| Community Arts | Network coordination |

## Q8    In which of the following do you primarily work or volunteer?

106 answered. 75% (79 people) work or volunteer in community organisations, 11% (12) in business and 9% (10) in government.
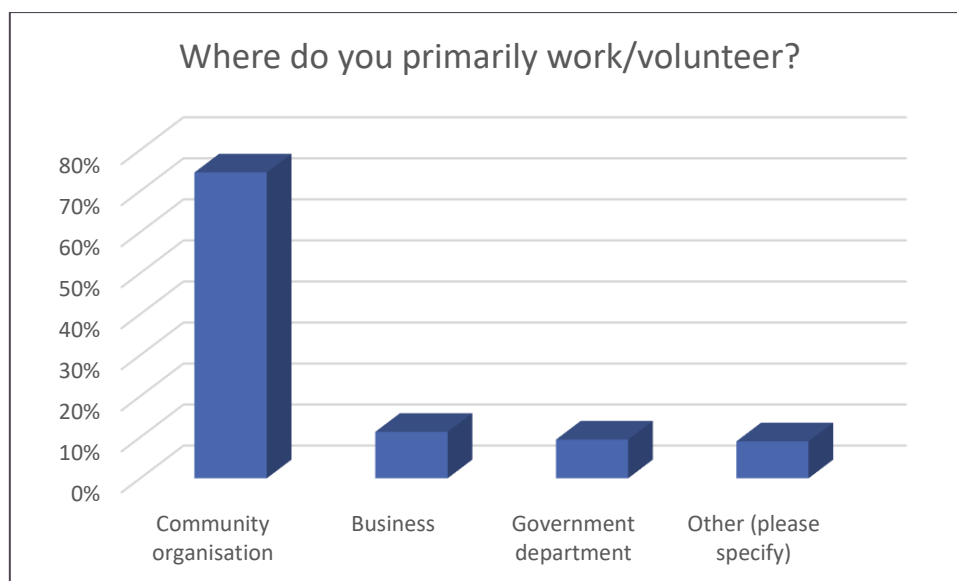


*Figure 7: Where do you primarily work/volunteer?*

Other areas named were:

- – *Barnardos as well as C3 Church.*
- – *I work for a business firm but like to be aware of what is happening in my community.*
- – *Individual practitioner.*
- – *NFP.*
- – *Volunteering for local book shop. Also highly engaged with ACT Government Initiatives - such as #PlasticFreeJuly and Help Make Canberra Plastic Free.*

- – *Peak body.*
- – *Plus own business.*
- – *Private own business.*
- – *Social enterprise these days. I have been part of the ACT community sector for over 20 years prior to this gig .*
- – *University of Canberra.*

## Q9    What works well for you/your organisation about the CDNet email list (a short description)?

Of the 98 people who responded to this question, 39% noted information or being informed: 25 commented on to the usefulness of the *information*– such as the broad range of subject matter received in a timely, convenient forum; a further 13 noted that it kept them *informed* or *in touch with what is happening in the community sector*.

21 found the *accessibility* of the email list works well, noting its *ease of use*, *availability* and *access to the community*. Ten more described *the wide reach and range of audience or readership*, across the region as well as targeting like-minded organisations and people.

Another aspect of the email list that worked well was that it enabled respondents to *feel connected* – with other community service providers, practitioners or carers – *'It's a community for carers'*.  Others noted being able to advertise, promote or share jobs, programs and community events.  Three further aspects that worked well were the regularity and 'real time' arrival of the daily or daily digest of posts that 'comes to me' – and that it is free.
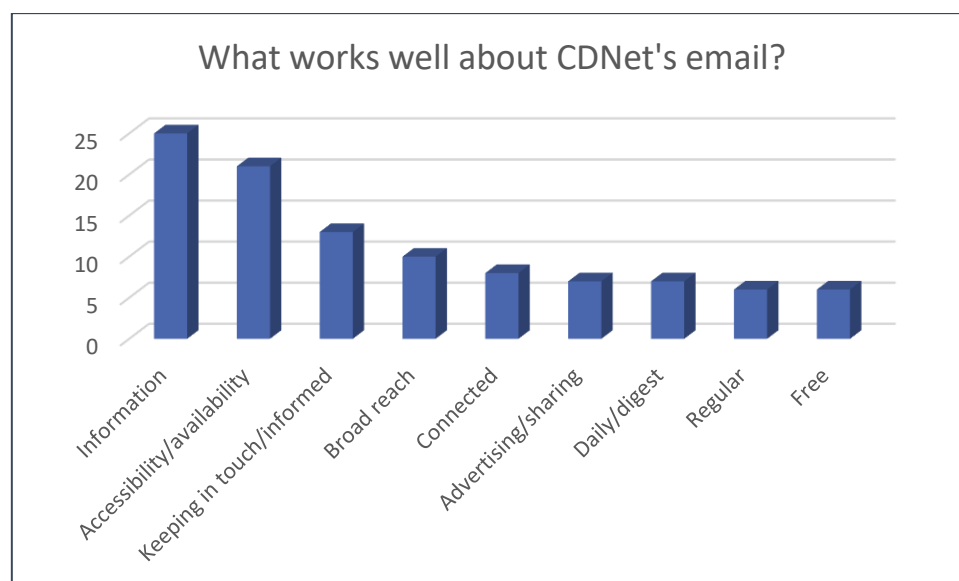


Figure 8: What works well for you/your organisation about the CDNet email list

*Accessibility and availability*

*Advertise*

- *That we are able to advertise events or happening in our workplace that can reach other community organisations and that do not require achieving funds just to get the information out there*

*Information*

- *The amount of information available quickly and easily managed*
- *Information provided in a timely manner*
- *The summary of items at the top of the digest is great to see if there is anything of interest to scroll down to read.*

*Informed*

- *It's a great way to keep across everything that is going on. It's the most helpful distribution list I'm on.*

*Keeping up to date*

- *Great way of keeping up to date with what's happening across the Canberra community development space, as well as promoting our organisation.*
- *Being a part of the community development network*
- *As a volunteer it is a great tool for passing on relevant information to clients (such as workshops etc).  In business, it is a great way to connect and advertise.*

*Daily*

- *the ability to receive real time information, post real time information*
- *Opportunities for our staff and service users are delivered to our inbox daily*
- *Daily emails with current information*
- *Information provided on a daily basis, is distributed to our clients when we feel it is of use to them, certain items are included in our monthly newsletter*

*Other*

- *individualised, not role or employer specific.*


## Q10   What does not work well for you/ your organisation about the CDNet email list? (a short description)?

event think many emails everyone Sometimes information list organisations sent repeated post work Nothing lot email N people formatting one use time advertising Nil really thing much day

Over a third (31) of the 86 who responded to this question said variations of 'nothing' (16), 'nil' (6), n/a (5), 'can't think of anything' (2) or 'all good'/'works well' (2).

The two main themes were *the sheer number of emails daily* (19 comments) and various ways in which *email subscribers did not use the list appropriately*. A lesser issue, though it relates to 'too many emails' above, is *posts that are repeated too often*.

| Comment themes | No. | % of 86 |
|---|---|---|
| Nothing/Nil/N/A etc. | 31 | 36% |
| Volume of emails | 19 | 22% |
| Subscribers – not using properly | 17 | 20% |
| Repeated posts | 12 | 14% |
| Digest | 5 | 6% |
| Attachments – doesn't allow | 4 | 5% |
| Formatting | 4 | 5% |

*Figure 9: What does not work well – themes*
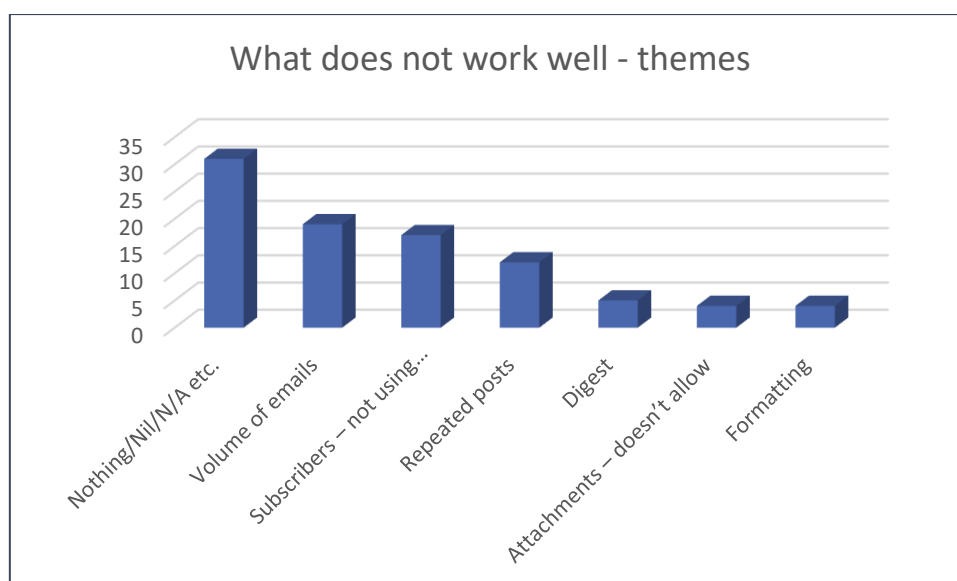


*Nothing*

- *Nothing - it is a valuable resource that other Regions and districts wish they had!*
- *Nothing really, you get a lot of information on it so if you have a quick look you just delete that email.*
- *All good*
- *It works well*

*Volume of emails*

- *There are a lot of emails! Often the more administrative ones about people having difficulty getting off the list, or people reposting because they are worried people forgot their event in all the other posts- can be time consuming to review.*
- *The volume can be a pain. Especially when people post the same thing regularly but I'd rather too much info than none. And I can always make an email rule to cut it down*

*Repeats:*

- *There are some people who seem to be abusing the email list by promoting the same thing or event repeatedly in a short space of time. Most of the time, I try not to promote the same thing more than twice. Making too many posts leads to there being too many*

> *posts overall. I receive mine as a 'digest' with multiple posts once or twice a day. The list of posts is often quite long, making it hard to see the ones that are relevant to my work.*
> - *The repetition of some private practitioner advertising can be frustrating when there's a large volume of information, but I just hit delete on those ones*
> - *Some organisations continuously post their information and you see it too frequently*
> - *Daily individual emails or contacts. People that can't use a simple system and put all of their internal queries to the digest page!! :(*

*Subscriber education*

> - *Posting on the CD net is challenging and has probably prevented me from advertising some valuable events.*
> - *Sometimes the posts are put up with such short notice that we are unable to act on the opportunities for clients in time. It can take time to organise permission and support for my clients to attend activities.*
> - *Emails with subjects like "attention CD Net" or "Please forward this ".*
>   *Also, if someone sends an email for a specific event, why not include a calendar invite with date, time, location so I can save to my calendar*
> - *People not understanding how the email system works - where they email thinking CDNet will post for them without knowing they are emailing everybody.*
> - *people emailing everyone on the list instead of abiding by the outlines or responding to the identified contact*
> - *Sometimes people use the Cd net accidentally to respond to someone and you get a whole lot of unnecessary emails - but I think it is just one of those things!*
> - *really only the thing where people who send their unsubscribe requests to all of us!!! I know it's minor - but it's a bit annoying...because the monthly email provides info on how to do this correctly. :-)*

*Formatting*

> - *Rich text/ plain text formatting. Doesn't allow people to apply organisation branding or creative design when promoting events.*

*Attachments*

> - *Doesn't allow attachments. Some commercial and spiritual organisations posting things that are on the edge of what is the purpose of the list.*

See Section 3 for the CDNet's Steering Committee's responses to this feedback.

## Q11   CDNet saves me/my organisation time

105/106 answered. 26 elaborated in comments.

41% said CDNet saved them 'some time' and 21% said 'a lot of time'. 9% said 'a little time. Thus 70% felt that CDNet saved them time.  The remaining 30% did not know (14%, 15 people) or ticked 'not applicable' (15%, 16 people).



*Figure 10: CDNet saves me/my organisation time*

***Feel free to elaborate on how CDNet does/could save time or why it does not.***

26 people commented– with some excellent quotes.

- **'No'**: 5 people said no, CDNet does not save them time – however of these, 4 said '*no, but'* it was worth the time invested, for example:

  - *Takes up a lot of time to go through emails but does provide good insight. Would not consider it to save time necessarily.*
  - *It wastes a lot of time actually sifting through the many emails (I know you can have them sent weekly but then you get info late if you do that), but it is worth it because occasionally there are nuggets.*

- **'Yes':** there were 22 ways in which CDNet saves people time, under the following themes:
  - Information (7)– useful (4); opportunities (2); all in one place (2);
  - Sharing (2) /networking (3)
  - Audience reach (4)
  - Search/research time (4); sourcing training
  - Update daily (2) recent (1)
  - More than one way in which CDNet saves time (5)

The following quote is notable as it mentions, for the first time, a way that CDNet saves time that probably applies to all CDNet users: that the *updating of organisation's email addresses is done for all users by CDNet*.

- *One email to send out information to many organisations and I don't need to continually update email addresses - CD Net does that for me.*

*Information*

- *It saves time by consolidating information from a number of organisations in one place, I do not need to research training/development opportunities and other useful information*
- *Central information/services/programs repository saves a lot of time*
- *The information comes to me on a daily basis.  Definitely saves me a lot of time.*

*Audience reach*

- *The sheer reach - I am able to post a message to thousands of people.  Similarly, I am able to learn about other opportunities and participate in relevant activities without having to seek them out - instead relying on the information-packed daily digest that lands in my email inbox.*
- *Reaches a wide audience that might otherwise take time and resources to build.*
- *It seems it reaches lots of people so that information is widely shared*
- *It's a quick and easy way to reach a lot of relevant people*

*Networking*

- *There is so much networking involved in community work- and it is great to have so many orgs signed up and posting.*
- *As an individual practitioner I don't have the opportunities to keep in touch across the Sector as I did when I worked in an NGO.  So this replaces 'networking' to some degree.*

*Saves time searching and researching*

- *It is not a necessary resource in my current role. However, as an Advocate in the community, it saved me a lot of time as I was aware of services and they had links. Saved time searching.*
- *Scanning quickly through the daily emails is like an instant update on what's available around Canberra without needing to search through the internet of areas of interest.*
- *CDNet saves me time as my job does not allow me time to research the variety of activities and training courses that I see posted on CDNet.*
- *It saves time but also creates opportunities that we wouldn't otherwise have because we simply wouldn't have the time to go looking to begin with.*

## Q12   CDNet saves me/my organisation money

103/106 answered. 39% felt CDNet saved them money: 7% 'a lot of money'; 23% 'some money' and 9% 'a little money'.  23% ticked 'not applicable', 19% did not know, and 18% said 'not really'.
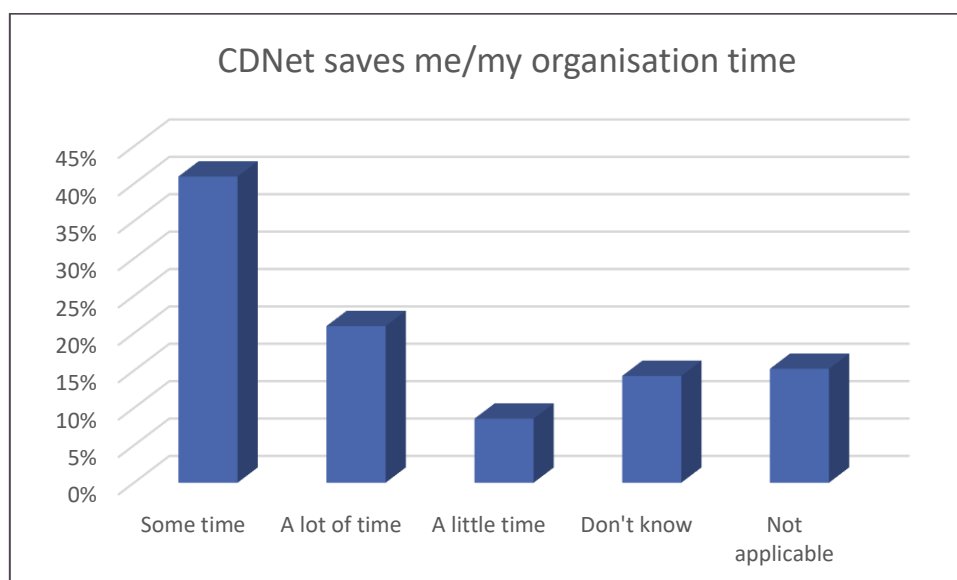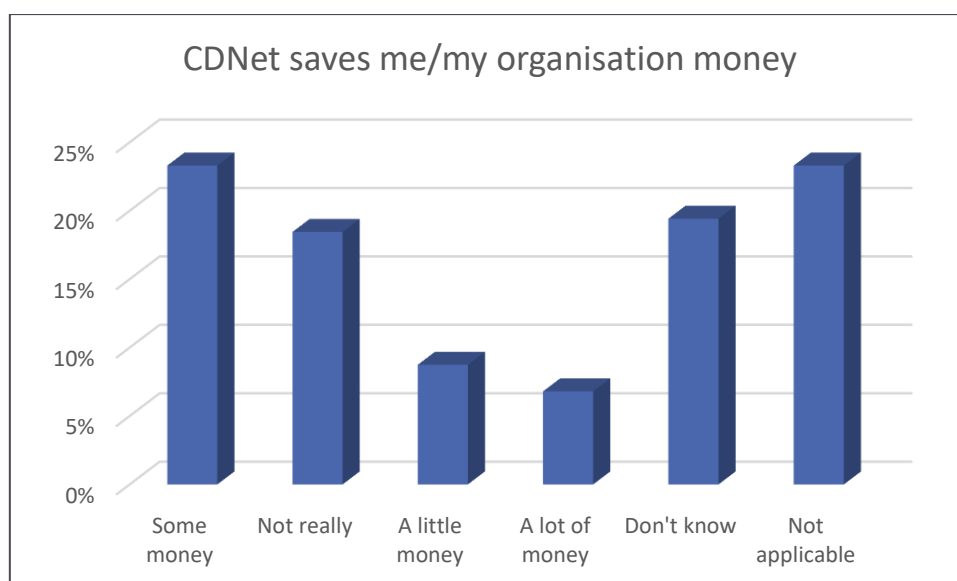


*Figure 11: CDNet saves me/my organisation money*

***Feel free to elaborate on how CDNet does/could save money or why it does not.***

15 people commented.  Five people mentioned the most obvious saving on *free advertising or promotion of programs, jobs and information*.  Two also noted '*saving time saves money*'.  A less obvious saving mentioned by four respondents was in accessing free or low-cost places in workshops, training courses or professional development opportunities.

- *Cheap way to post jobs! Also good for circulating info*
- *Free promotion service. If it wasn't free it would be costly/laborious to reach the same audience.*
- *Can advertise free of charge*
- *Occasionally I think we identify free training that we might otherwise have had to pay for or miss out on. Saves money on promoting our own programmes too*
- *Targeted information to where it is most useful in the sector*
- *There are wonderful free and low-cost professional development opportunities*

Some people read the question differently indicating that the question might have been better phrased as: Do you think the CDNet email list saves you/your organisation MONEY on advertising/publicity? (like the 2014 survey).

- *Courses and training advertised on CD-Net still have a $ attached.  Actually, a frustration is having courses on which would be great for clients to attend then you look down at they cost $180*
- *I'm not sure how to measure that.  I have spent a lot of money on courses/workshops/classes that I've seen advertised through CDNet, and I've had to take time off work to attend those activities, but I've also learnt a lot.*

## Q13　What could be improved with the CDNet email list (a short description)?

Answered 87; Skipped 19

works fine information Better formatting list sector think text n multiple posting clearer emails Nil Nothing Maybe format attachments sure easier people advertised

39 (45%) of the 87 who answered this question had no suggestions for improvement, responding with 'nothing' (11), variations of 'it's fine as it is (9), N/A (8), 'not sure' (6) or 'nil' (4).

> - *Not a great deal that I can think of. Good format, works, doesn't need mucking round with, IMO*
> - *Very happy with the current format and frequency of emailed information*
> - *Nothing. I think it's Great. Well done!*
> - *I am not sure it is very informative and easy to post on.*

There were three major themes among the suggestions: subscriber education (15), email list functionality (14) and improvements to formatting (11).

**Subscriber education** suggestions aimed to address

- Unnecessary posts to the whole list (8) such as unsubscribe requests (4) instead of directly to CD Admin, or replying to the cdnet-list rather than the relevant contact person
- Repetition or multiple postings (6) – for example, weekly not daily information, or rolling multiple postings into one email
- Vague subject headings, by improving descriptions of the email content (3)

> - *I don't know how to solve this because I know you've tried- but educating people how to unsubscribe!*

A couple of suggestions for a daily email indicate that some subscribers are not aware of the daily digest option.

**Email functionality** suggestions included:

- Hyperlinks (4) in the table of contents of the daily digest summary
- Keeping to one email digest a day (3)
- Attachments being easier to attach or access (2)
- Allowing subscribers to choose their areas of interest (filters) (2)

> - *That the topics that come out in a list format are hyperlinked. By this I mean you can click on the name of the topic and be taken to that post rather than scrolling through lots.*

- *Being able to select areas of interest, ie. filters.*
- *Allowing subscribers to determine what types of information they receive ie. job ads or only workshops etc.*

Other suggestions included: making it easier to post a notice; an online form for posts, templates for people to use when promoting, and a separate contact platform. Being able to include calendar invitations in emails was another idea.

- *Make it easier (clearer pathway) to post a notice*
- *Maybe some templates for people to use when promoting events*
- *Have an online form that enables posts to be made.*

**Email formatting** suggestions were:

- Better formatting and layout to make emails easier to read, and for condensed emails
- More functionality than text alone, which does not allow images, branding or creative design
- Reducing long tag lines after each post, and long text regarding scrubbed attachment and unnecessary hyperlinks.

- *Rich text/ plain text formatting. Doesn't allow people to apply organisation branding or creative design when promoting events.*
- *Not sure if it is possible - however a mechanism whereby if people reply to an email it does not get distributed to the whole list.*

**Other suggestions**

- Promoting the CDNet email list more (3):

   - *Well advertised so people use it?*
   - *It could be advertised more broadly as a resource within the community sector - it is a still a word of mouth resource.*
   - *Improvement could be more organisations posting work opportunities in the sector, information on capacity of programs, workshops etc*

- Not allowing private or for profit organisations to advertise

   - *Not allowing for-profit organisations to advertise their businesses (2)*
   - *No 'for profit' organisational advertising.*
   - *No people in private business promoting themselves, ie their training is often expensive*
   - *Advertising expensive courses to me is something not useful for me because our clients cannot afford to spend say $180 to attend even though they would really get something out of it. I would really like to see more FREE courses advertised so we can pass this on to our clients*

By contrast, one person suggested allowing social enterprises to post.

## Q14  There are plans to update the CDNet website (http://cdnet.org.au).  Do you have any suggestions?

73 answered this question. Of these, 40 people said variations of 'No':

> - *No, please don't axe it though!!*
> - *No, sorry*
> - *None at the moment. I don't really use the website*
> - *Not really- it's a great tool.*
> - *Not really, I rarely use it*
> - *Not really, possibly the layout could be improved*

A further six respondents did not use the website.

> - *I've never used it and have no opinion. The email list is the big deal for me and the most useful format.*

Two of these noted they rarely used the website; one explained the reason:

> - *More user friendly at the moment it takes too long to find what you want which is why I rarely use the website.*

Further, it was not always clear that people were talking about the website: 5 seemed to be referring to the email list.

Thus, of the 73 who answered, perhaps 23 had 29 suggestions regarding the website:

| | |
|---|---|
| Links or lists of services, courses, opportunities (jobs, interns, volunteers) | 7 |
| More user-friendly website | 6 |
| Encouraged updating website | 3 |
| Needs to be up to date | 2 |
| Forum<br>Threads? | 2 |
| Online social media group/LinkedIn | 1 |

- Seven people suggested **links to or lists of services**, courses or opportunities such as for jobs, interns or volunteers

> - *How about a services directory?*
> - *employment, employment, interns, volunteer opportunities - relevant to CD*
> - *Include a monthly calendar to see what's on at a glance*
> - *Perhaps links to regular services/course*
> - *a contact list of the organisations located in Canberra that regularly use CD Net?*
> - *Organisational list of subscribers with links to their address for quick reference*

As one person pointed out, the current list of services is incomplete.

- *The list of services in the 'links' section is quite incomplete. Perhaps people could be asked to check if their service is listed, and if not, to supply the relevant info. Also, it's not in alphabetical order on the second page. Perhaps it could be split into service types? On the other hand, that could be problematic, especially for organisations offering multiple services to different categories of people.*

Two noted the importance of such lists being **up to date to be of use**:

- *It would need to be up to date (there's nothing more off-putting than out of date events), and reasonably comprehensive. (How would it fit with Contact ACT?)*

CDNet comment: Apart from the time (and funding) required to set up such a list and keep it up to date, this would be a duplication of the Contact ACT database.

- Six people made suggestions for making the website more user-friendly, for example by better use of colour, attachments, table and links. One said it was 'drab', another to 'modernise' it.

The following two suggestions seem to be to use the website to help guide people how best to use the email list.

- *A gentle etiquette guide to help people understand how best to use CDNet, covering not replying-all and that emails to CDNet are seen by a large number of people.*
- *Emphasise the fact that when people address their emails to the cdnet@lists.cdnet.org.au mailbox their emails go to everyone on the distribution list - this seems to be something some people find difficult to understand.*

- *Perhaps bolster the CDNet email list and in-person networks with an online social media group, e.g. via LinkedIn.*

## Q15   Any further comments?

Answered 65; Skipped 41

- *Would create a HUGE hole without such a service.*



Answered 65; Skipped 41

28 (43% of the 65 who answered) said 'No' in some way. Of these, six gave thanks or compliments.

These six, plus all but one of the remaining comments, were compliments (20) or thanks (20) in various ways. People valued CDNet as a worthwhile, valuable or useful (14) resource (12) and service (12).

| No | 28 | 43% |
|---|---|---|
| Thanks | 20 | 31% |
| Compliments | 20 | 31% |
| Worthwhile/valuable/useful | 14 | 22% |
| Resource | 12 | 18% |
| Service | 12 | 18% |
| Keep it up | 6 | 9% |

*Figure 12: Further/final comments*
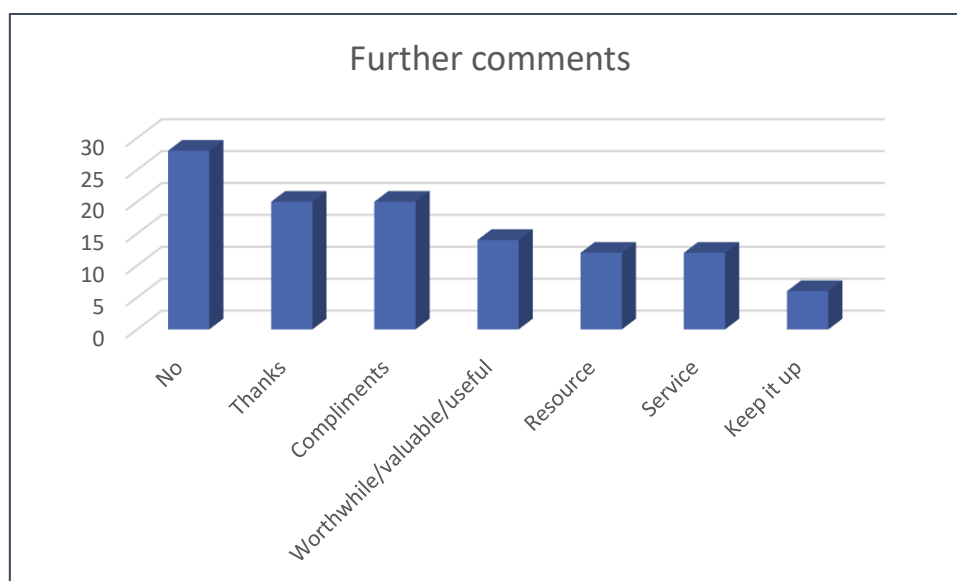


*No, but thanks*

- *No, but thanks for asking.  CDNet is a valuable resource.*
- *No, it's a great resource*
- *No, thanks for managing this resource*
- *Nope.... just that it is a great resource .... would like to see it grow!*

*Thanks*

- *Thank you for continuing to provide this amazing service.*
- *Thank you for the CDNet email service. Cheers.*
- *Thank you to the organisers of CDNET it provides a valuable service to community organisations with the ACT and wider region.*
- *Thank you! It is a valuable service to the ACT's community sector.*
- *Thanks for all your work!*
- *Thanks for keeping this valuable resource alive over so many years.*

- *Thanks for the opportunity to provide feedback*
- *Thanks for the service - really useful and worthwhile!!*
- *Thanks for this useful service*
- *Thanks for your efforts. It's a great tool to know the breadth of what's happening across the community sector*
- *Thanks for your service*

*Compliments*

- *enjoy reading items on CD net and great resource*
- *For me it is a valuable tool as I work on fulfilling my worthy aspirations at no cost*
- *I really appreciate CD net and your ability to connect services across Canberra*
- *I think the list is great. There's always going to be content that is not of relevance to you sometimes, but I find it easy to sort through and delete the non-relevant emails.*
- *It's a great community resource.*
- *Really good to keep people up to speed in the Community Sector*
- *All good*

*Keep it up*

- *Keep up the good work. And thank you.*
- *Keep up the GREAT work!*
- *Please continue with the list. Despite some spam and lots of emails there are some reals gems in it.*

*Valued, useful resource and service*

- *CD(net) has been an excellent resource and I'm sure it will continue to be so. Thankyou*
- *Great service. Thanks*
- *Great site and thank you for running it*
- *Just really grateful for the CDnet emails - always lots to learn, lots going on, and a fabulous resource.*
- *A big thank you to cdnet. A simple, inexpensive Community development tool in action, love it! It is valuable to find out about specialised services, courses ie hoarding*
- *A very worthwhile resource that should continue to be available to the community sector in the ACT*
- *CDNet is a very useful resource*
- *I think despite its short comings it is still a useful way to keep across what is happening across the ACT and if we can fine tune it that would be great.*
- *This is a valued resource.*

*The value of keeping it simple:*

- *Don't get too fancy. It's easy to be seduced with tech improvements but the reality is the CDnet works and has done so for a very long time, let's not muck round with it.*

# 3 Discussion of survey findings and implications

This section begins with some comparisons between the 2014 and this 2019 survey findings, followed by implications of the survey and actions discussed by the CDNet Steering Committee.

## 3.1 Comparisons between 2019 with 2014 subscriber surveys

Comparisons between the surveys in 2014 and 2019 cannot be done for all questions as the surveys had slightly different questions and purposes. (See **Attachment 1 and 3 for the two survey's questions**.)

### 3.1.1 Comparisons in brief

- In 2019, a higher percentage of respondents (70%) were long-term CDNet email subscribers (for more than three years) compared to over 50% of respondents in 2014.
- A similar percentage of respondents had posted on the email list (60% in 2019, 56% in 2014), and had never or rarely posted (40% and 44% respectively). A fifth post once a month or more (20% in 2019 and 21% in 2014).
- The same four main categories or themes emerged in both survey periods: *events* were most frequently posted about (56% in 2019 and 50% in 2014), followed by training or courses (15% and 24%), *job vacancies* (15% and 22%), and *programs* (15% and 17%).
- In 2014, 45% liked the information or being informed. In 2019, 70% found being informed most useful. Specifically, people in both surveys mentioned events, jobs and training as well as generally keeping up to date and knowing what is going on. Very similar themes as to what subscribers value about CDNet are mentioned in both surveys.
- Overall the same percentage (70%) of respondents in both survey periods reported that the email list saved them time. Similar percentages felt CDNet saved them a lot of time, did not know or were not sure, and thought CDNet saved them quite a lot of time, some time or a little time.
- Overall, fewer respondents in 2019 (39%) felt that CDNet saved them money than in 2014 (60%). Somewhat similar percentages felt CDNet did not save them money while fewer people in 2019 did not know or were not sure than in 2014. A third in 2019 and nearly half in 2014 thought CDNet saved them quite a lot, some or a little money. A main difference is the 'not applicable' choice by nearly one quarter in 2019, an option not offered in 2014. Another possible reason for the higher estimates of money saved in 2014 could be that the question that year specified: *Do you think the CDNet email list saves you/your organisation MONEY on advertising/publicity?* Whereas in 2019, the question was the simpler and possibly ambiguous: *CDNet saves me/my organisation time*.

### 3.1.2 Comparisons in more detail

*What people liked or found useful about CDNet comparing 2019 and 2014*

Comparisons have to be qualitative as in 2014, one question asked what people liked about CDNet while in 2019, three questions asked both what people found most useful and what they valued most about CDNet – which provided more richness or detail.

In 2014, 45% liked the information or being informed. In 2019, 70% found being informed most useful. Specifically, people in both surveys mentioned events, jobs and training as well as generally keeping up to date and knowing what is going on.

|  | Being informed/ information | About events | Training & development | Job vacancies | Opportunities for clients |
|---|---|---|---|---|---|
| **2019** | 70% | 36% | 7% | 2% | 16% |
| **2014** | 45% | 14% | 10% | 13% | - |

Very similar themes are mentioned in both surveys.

In 2014, people noted: the broad range of information, opportunities not seen elsewhere, keeping up to date and in touch; the quick, simple and easy to use nature of the email list; the access it provides to the community sector; Its wide reach and the current, daily or immediate nature of the information; the wide reach of the email list, and the value of one place for sending and receiving messages.

Compare this to the 2019 themes:

Subscribers valued: the opportunities provided by the email list, its accessibility and ease of use;  the access and connection it provides for the community sector, the broad range of subject matter received in a timely, convenient forum; being kept informed or in touch with what is happening in the community sector. Others described the wide reach and range of audience or readership, across the region as well as targeting like-minded organisations and people, enabling them to feel connected – with other community service providers, practitioners or carers. Also noted were being able to advertise, promote or share jobs, programs and community events, the regularity and 'real time' arrival of the daily or daily digest of posts, that it 'comes to me' – and that it is free.

### *How often posted on CDNet email list comparing 2019 and 2014*

A similar percentage of respondents had posted on the email list (60% in 2019, 56% in 2014), and had never or rarely posted (40% and 44% respectively)

| How often post on CDNet | 2019 | 2014 |
|---|---|---|
| Ever posted | 60% | 56% |
| Never/almost never posted | 40% | 44% |
| Once a month | 20% | 21% |
| Once every 3 months | 12% | 19% |
| Once every 6 months | 6% | 19% |
| Once a year | 16% | 7% |
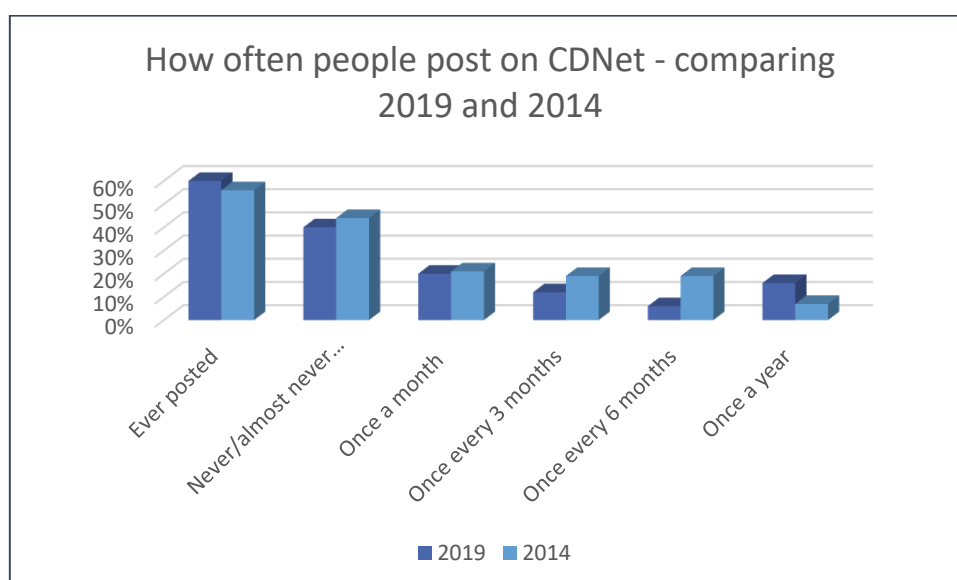
Figure 13: How often people post on CDNet - comparing 2019 and 2014

### What people post about on CDNet comparing 2019 and 2014

| What people post about | Percentage who answered | About events | Training, courses | Job vacancies | Programs |
|---|---|---|---|---|---|
| **2019** | 49% | 56% | 15% | 15% | 15% |
| **2014** | 63% | 50% | 24% | 22% | 17% |

Figure 14: What people post about on CDNet 2019 and 2014
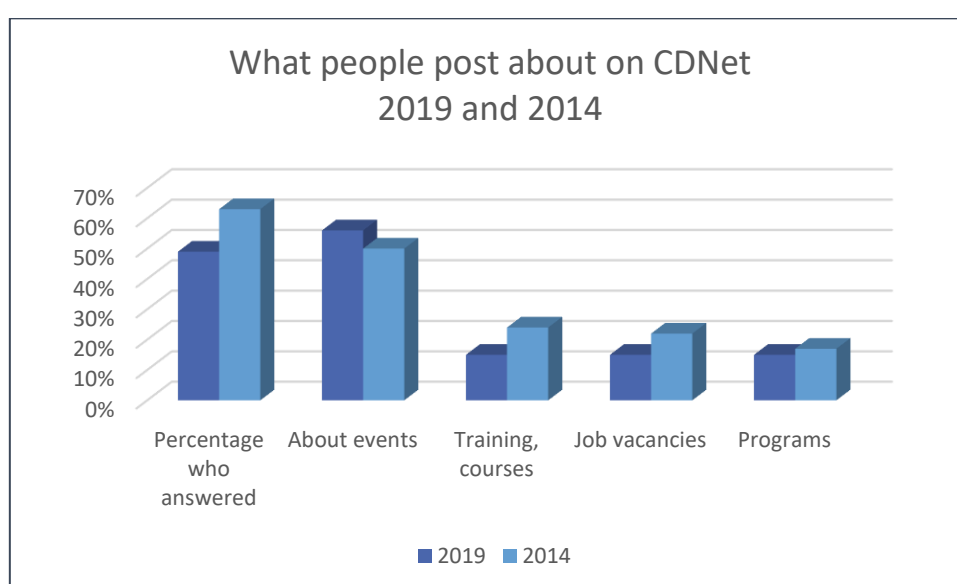


### Does CDNet save time comparing 2019 and 2014?

Overall the same percentage (70%) of respondents in both survey periods reported that the email list saved them time.  A similar percentage felt CDNet saved them a lot of time (21% in 2019 and 25% in 2014).  Similar percentages did not know or were not sure (14% and 15% respectively). Further comparisons are difficult as the categories provided were different, but combining categories finds that 50% in 2019 and 53% in 2014 thought CDNet saved them quite a lot of time, some time or a little time.

| | Saves time (overall) | A lot of time/great deal of time | Quite a lot of time | Some time | A little time | Don't know/not sure | Not applicable | Does not save time |
|---|---|---|---|---|---|---|---|---|
| **2019** | 70% | 21% | | 41% | 9% | 14% | 15% | |
| **2014** | 70% | 25% | 24% | 29% | | 15% | | 7% |
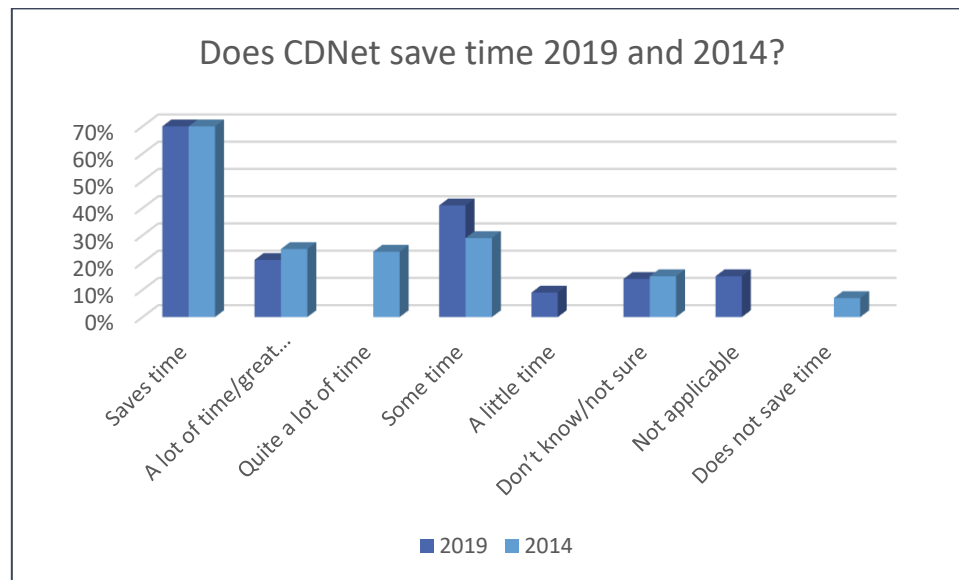


*Figure 15: Does CDNet save time 2019 and 2014*

### Does CDNet save money 2019 and 2014?

Overall, fewer respondents in 2019 (39%) felt that CDNet saved them money than in 2014 (60%). Somewhat similar percentages felt CDNet did not save them money (18% and 13% respectively). Fewer people in 2019 (19%) did not know or were not sure than in 2014 (26%). As for time saved (above), further comparisons are difficult as the categories provided were different. Combining categories finds that 32% in 2019 and 45% in 2014 thought CDNet saved them quite a lot, some or a little money. A main difference is the 'not applicable' choice by 23% in 2019, an option not offered in 2014.

Another possible reason for the higher estimates of money saved in 2014 could be that the question that year specified: *Do you think the CDNet email list saves you/your organisation MONEY on advertising/publicity?* Whereas in 2019, the question was simply (and possibly ambiguous): *CDNet saves me/my organisation time*.

| | Saves money (overall) | A lot of money/ great deal of money | Quite a lot of money | Some money | A little money | Don't know/not sure | Not applicable | Does not save money |
|---|---|---|---|---|---|---|---|---|
| **2019** | 39% | 7% | | 23% | 9% | 19% | 23% | 18% |
| **2014** | 60% | 16% | 19% | 26% | | 26% | | 13% |

*Figure 16: Does CDNet save money 2019 and 2014?*
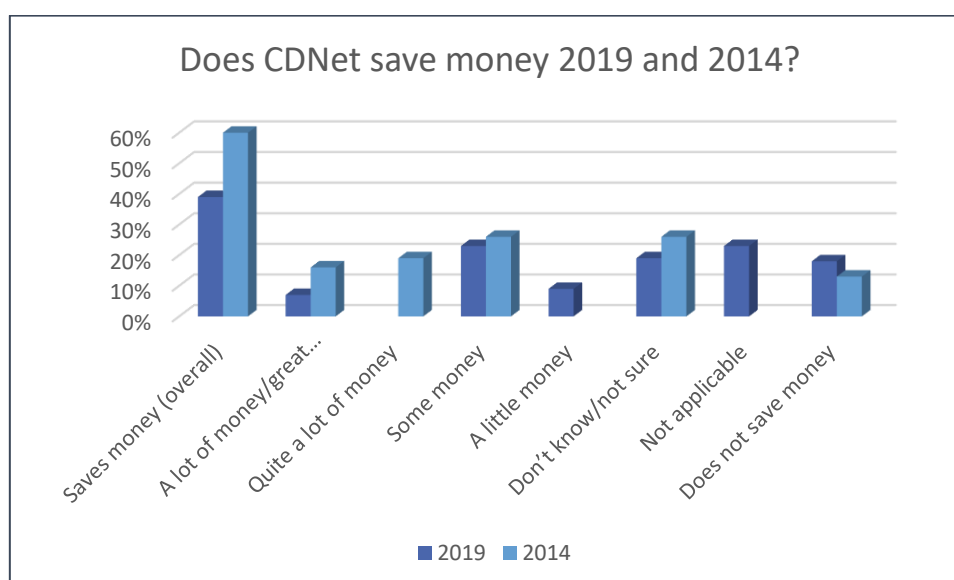
### Suggestions for improvement

In 2019, 39 (45%) of the 87 who answered this question had *no suggestions* for improvement.  There were three major themes among the suggestions: *subscriber education* (15), *email list functionality* (14) and *improvements to formatting* (11).

In 2014, one third of the comments under suggestions for improvements either had no suggestions or thought the email list worked well.  Suggestions for improvement fell into similar broad themes*: Improving the system from CDNet's side* (improving access to messages and attachments, improved formatting and layout, categories or filters, improving the manage subscriptions system), and *User issues and education* (using the daily digest, not posting unsubscribe messages on the list, not 'replying all', clearer emails and subject headings, less repetition and shorter messages).  In 2014 there were many more comments (21) about *the number of unsubscribe messages* that go the wider email list.

## 3.2    CDNet responses to the survey findings

CDNet's Steering Committee, attended by 10 members on 4 November 2019, discussed the 2019 survey findings, noting the following:

- The survey was complimentary and appreciated, and suggestions were about 'small niggly things'
- Similar issues were raised in 2014, with a reduction in complaints about/the number of 'unsubscribe' messages going to the whole list rather than to the moderator.  This may reflect the benefits of 'subscriber education emails' sent to the list after the 2014 survey.
- Choosing 'rich text' over 'plain text' under 'Manage Subscriptions' on the website was suggested to make sending and receiving emails more user-friendly
- Attachments are easy to access by clicking on the link to as long as one remembers one's password – and a reminder is sent monthly

The Steering Committee discussed the following suggestions to help subscribers:

*On the website:*

- A 'How to post' section the website

    → *How to post is already on the website - General Info/Post a Message etc*
    → *Perhaps add options that people can use, such as plain or rich text or simply copying and pasting from a Word document*
    → *Include tips for increasing effectiveness of emails* that would reduce the size of the digest and thus the number of email digests a day (each digest depends on the size and number of emails; excess information increases the size of each email), such as:
    - shorter emails
    - removing the signature block and other ways of stripping out excess information
    - smaller ('flattened') pdf attachments

*Emails to the list*

- Information and advice regarding the above - how best to use the list, choosing the daily digest and reducing the size of emails
    → *Digest mode is now the default setting for new subscribers*
- Some suggestions cannot be implemented, for example
    o An email list capable of carrying branding and other visuals would cost a great deal more – and would result in bigger individual emails and digest lists, further clogging inboxes
    → *CDNet will send out an explanation about why some suggestions cannot be implemented*

*The CDNet email moderator's feedback and actions*

- Feedback to subscribers is given directly by the moderator when it is seen as needed
- Filtering options are only available for organisations (under individuals' Settings) – but not for the digest option; key words in subject headings might be possible but filtering subject headings would be difficult as people do not use standardised wording for the subject line
    → *CDNet will explain this to subscribers*
- Will check the potential for hyperlinks from the subject headings in the daily digest to the relevant emails
- Will check whether a calendar invite is easy for subscribers to include in a post for specific events
- Will reduce the current operating limit for digest emails, thus reducing the number of digest emails each day

## 3.2.1 CDNet website upgrade

- There is a list of organisations that subscribe to CDNet on the website
- Suggestions for the website to have a list of services may unnecessarily duplicate existing databases. Rather, direct people to:
    o The large CONTACT database run by Volunteering ACT - https://www.volunteeringact.org.au/services/services-for-the-public/community-directory/the
    o Community Directory and to Canberra Access for government services - https://www.accesscanberra.act.gov.au/app/home
    o Queanbeyan Palerang Regional Council - https://www.qprc.nsw.gov.au/Community/Community-Development
    o and other NSW websites.

- Other links could be to added specific to community development, such us:
  - https://www.communitydevelopment.org.au/
  - https://bankofideas.com.au/
  - https://www.communitydoor.org.au/asset-based-community-development-abcd
  - Resources provided by presenters at forums
  - Resources suggested by subscribers and Steering Committee
- Links could also be added for Interagency meetings in Canberra and Queanbeyan.

## 3.2  Conclusions and recommendations

The thanks and compliments provided by a third of the respondents under 'Any further comments' provides a useful summary of the feedback overall, which is that they value CDNet as a *worthwhile, valuable or useful resource* and *service*.

Comparing the 2019 and 2014 surveys has found overwhelming similarities in the findings, in particular:

- What subscribers post about themes are identical: *events* were most frequently posted about, followed by *training or courses*, *job vacancies* and *programs*
- What subscribers like, value or find useful also had the same themes: being informed being the most useful, followed by events, jobs and training as well as generally keeping up to date and knowing what is going on
- Overall the same percentage (70%) of respondents in both survey periods reported that the email list saved them time
- While overall fewer respondents in 2019 (39%) felt that CDNet saved them money than in 2014 (60%). The difference probably reflects the differences in the question and answer options.

Reviewing the survey results, CDNet's Steering Committee noted that the survey was complimentary and appreciated, and that suggestions were about 'small niggly things'. While some similar issues were raised in 2014, a reduction in complaints about/the number of 'unsubscribe' messages going to the whole list rather than to the moderator may reflect the benefits of 'subscriber education emails' sent to the list after the 2014 survey.

Actions by CDNet to address issues raised in the survey will include:

- Adding further tips to the website's 'How to post' section for increasing effectiveness of emails, such as shorter emails, stripping out excess information and flattening pdf attachments
- Apart from sending the report to the CDNet email list, a series of administrative emails will be sent addressing some of the key suggestions for improvement and explaining where some of the suggestions cannot be addressed. For example, email list capable of carrying branding and other visuals would cost a great deal more – and would result in bigger individual emails and digest lists, further clogging inboxes.
- In August 2019 (after the survey), CDNet gained an ACT Government 2018-19 Participation (Digital Community) Grant Program grant of $1400 (excluding GST) to update the website.  CDNet added $1000 from its savings to cover the costs of the upgrade which was completed in October 2019.  Further ideas for improving the website's content can be added to the new website.

A common theme in both the 2014 and 2019 surveys can be summarised in the phrase: 'If it ain't broke, don't fix it'.

> - *Don't get too fancy. It's easy to be seduced with tech improvements but the reality is the CDNet works and has done so for a very long time, let's not muck round with it.*

# Attachment 1: CDNet email subscriber survey questions

**Introduction**

CDNet is funded annually by the ACT Government's Community Services Directorate. One of our funding requirements is to "Undertake a stakeholder survey of CDNet to redo the last review in 2014 to inform ongoing funding".

As a subscriber to CDNet, we would value your feedback in this short survey.

CDNet's Terms of Reference are:

The Community Development Network of the ACT & Region (known as CDNet) is a support network of community development workers and those interested in community development principles and practices. Our purpose is to:

- Facilitate the sharing of information on current trends, good practice and activities relevant to community development through an email distribution list
- Provide information on the role of community development to ensure a sound foundation for healthy and sustainable communities, and
- Provide opportunities for discussion and learning through seminars, workshops and conferences.

CDNet receives core annual funding from the ACT government for the following key activities:

- A Steering Committee to oversee and coordinate the activities of the CDNet, supported by the employment of a secretariat position;
- Maintenance of the CDNet website and distribution of emails to the CDNet, supported by the employment of an administrative position to manage the website and moderate the email list, and
- Organising two forums, seminars or workshops per year.

**Survey questions**

1) How long have you used the CDNet?
   - 0-12 months
   - More than 1 year
   - More than 3 years
   - Other (please specify)

2) How did you hear about the email list?

3) What do you find most useful about the email list? [3]
   - being informed about what is going on in general in Canberra and region
   - be informed about specific workshops, activities and events in Canberra and region
   - job seeking

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[3] Unfortunately, this question was wrongly formatted and did not allow multiple choices as intended.

- training / development opportunities
- opportunities for clients
- posting information for promotion

Add any other options you would like to mention

4) What do you value about CDNet's email list?

5) Have you participated in any forums, workshops, activities or events that you saw posted on the CDNet?
   - Yes........... (if yes, what type) _____
   - No?.............(if no, what is the reason) _____

Please elaborate on your answer (eg. If yes, what type? If no, what is the reason?)
_____

6) If you have posted information on the CDNet within the past 12 months, how regularly do you post?
   - About once a month
   - About once every three months
   - About once every six months
   - About once a year
   - I have never posted

What have your posts been about? _____

7) What are your areas of interest (*you may select more than one response – number in order of priority with 1 being the most important to you*)?
   - Aboriginal and/or Torres Strait Islander
   - Alcohol and other drugs
   - Children and families
   - Community development
   - Disability
   - Family / domestic violence
   - Gender diversity
   - Health
   - Housing and homelessness
   - Mental health
   - Multiculturalism
   - Older people
   - Women
   - Young people

What is your primary area of interest? _____

8) In which of the following do you primarily work or volunteer?
   - Community organisation
   - Government department
   - Business

Other (please specify) _____

9) What works well for you/your organisation about the CDNet email list (a short description)

10) What does not work well for you/your organisation about the CDNet email list (a short description)

11) CDNet saves me/my organisation time:
- A lot of time
- Some time
- A little time
- Don't know
- Not applicable

Feel free to elaborate on how CDNet does/could save time or why it does not.
_____

12) CDNet saves me/my organisation money:
- A lot of money
- Some money
- A little money
- Not really
- Don't know
- Not applicable

Feel free to elaborate on how CDNet does/could save money or why it does not.
_____

13) What could be improved with the CDNet email list (a short description)?

14) There are plans to update the CDNet website (cdnet.org.au).  Do you have any suggestions?

15) Any further comments?

# Attachment 2: Further details to question themes

## Q4    Themes—What do you value about CDNet's email list?

| | | | |
|---|---|---|---|
| Training | 17 | | |
| Opportunities | 16 | | |
| Clients | 9 | | |
| Connection | 9 | | |
| Jobs | 9 | | |
| Accessibility | 8 | – | Ease (3), convenient |
| Audience | 7 | – | Broad reach (3), large number, targeted |
| Workshops | 6 | | |
| All | 5 | | |
| Posting information | 5 | | |

## Q5    Themes—Have you participated in any forums, etc. you saw posted on CDNet?

| | | | |
|---|---|---|---|
| Training and professional development | 32 | – | professional development (3) |
| | | – | some would not have known about without CDNet |
| | | – | work related |
| | | – | managers & leaders forums |
| Many | 27 | – | workshops |
| | | – | events & training |
| | | – | personally and professionally |
| | | – | training and jobs |
| | | – | sector forums/workshops |
| | | – | Too many to list (3) |
| Networking events | 13 | – | networking breakfasts (3) |
| | | – | peer networks (3), meetings, opportunities, forums |
| | | – | Get-togethers - community workers |
| No | 8 | – | lack of time (4) |
| | | – | did not know |
| | | – | not full time |
| | | – | not recently |
| | | – | wrong time or not of use |
| Informing others | 7 | – | clients |
| | | – | referred to services |
| | | – | supervisor |
| | | – | forward job opportunities |
| | | – | booked for many others in organisation |
| Workshops | 5 | – | homelessness, community development, refugees |
| Personal development | 5 | – | yoga, meditation, self-care |
| Client focus | 4 | | |

## Q6    Themes—What have you posted about on CDNet?

| | | |
|---|---|---|
| Events | 22 | – Forums (2)<br>– Aboriginal art gallery<br>– Free community lunch<br>– Fundraising for small NGO<br>– Refugee-related<br>– Seminars |
| Training/courses | 8 | |
| Job vacancies | 8 | |
| Posting frequencies | 8 | – Monthly in past (3)<br>– Post – not in last year (2)<br>– Not posted – in last 12 months<br>– Not recently<br>– Not yet<br>– Every week |
| Groups | 4 | – Parenting groups<br>– ASD support group<br>– groups for clients |
| Information | 4 | |
| Programs | 4 | |

## Q7    Themes—What are your areas of interest/volunteering/work?

| | | |
|---|---|---|
| Many areas of interest | 35 | – More than one area of interest |
| Mental health | 18 | |
| All or most | 11 | – All (9), Most (2)<br>– – all are relevant; in social determinants of health space; all age groups |
| Community development | 11 | – – with & in LGBTIQ community - within that, we work with children & families, people with disability, health, housing and homelessness, mental health, multiculturalism, older people, women and young people |
| Children and families | 9 | – – family wellbeing |
| Disability | 9 | – Disability support - micro-business opportunities for them |
| Health | 8 | |
| Older people | 8 | – – ageing; aged care; elderly; seniors |
| Women | 8 | |
| Domestic/family violence | 8 | – – Family Domestic Violence (4) |
| Housing and homelessness | 7 | – Housing (1); Homelessness (1) |
| Gender diversity | 6 | – - Diversity (1) |
| Young people | 6 | – Young people - - homeless/at risk of homelessness/AOD/Mental health |
| Aboriginal and/or Torres Strait Islander | 5 | |
| Multiculturalism | 5 | – Migrants (1); Refugees (1) |
| AOD | 3 | |
| Community - general community sector | 3 | |

## Q9   Themes—What works well for you/your organisation

| | | |
|---|---|---|
| Information | 25 | – Timely (5)<br>– Broad range of information (5) – subject matter, resources, community sector interests<br>– Comes to me (4);<br>– Convenient (2) – summary at top of digest<br>– Accurate; relevant to clients; broad range; community resources, events, activities, training<br>– Information forum - rarely any stupid or disruptive contributions |
| Accessibility/availability | 21 | Ease (13)<br>– Ease of use (3); easy to post; ease of just sending an email<br>– Ease of access (3) – to community networking<br>– Ease of availability; availability for all<br>– Ease of awareness (2); Information easily accessible<br>– Access to a wide variety of goings on in local community<br>Quick (5) – amount, quickly available and easily managed; quick and easy; quick to scroll; quick to send |
| Keeping in touch/informed | 13 | – Keeping informed (6) – updates; learning about services, events and programs in the sector; keeping up to date (3); keeping in touch (2); knowing what's on, events |
| Broad reach (of audience) (4) | 10 | – Wide reach (5) – readership (3); large audience (2); reach like-minded organisations and people; targeted audience;<br>– Wide reach across region |
| Connected | 8 | – Connection to other community service providers (2)<br>– Being a part of a CD network; involved<br>– A community for carers<br>– Business – great way to connect |
| Advertising | 7 | – Promoting; jobs, job opportunities, opportunities for community, events, research participants<br>– Business – great way to … advertise |
| Daily/digest | 7 | – Daily emails with current information; comes to our inbox daily; daily emails with summary at start; daily and simple<br>– Timely (3) - Real time information received and posted<br>– Networking (2) |
| Regular | 6 | – Regular updates |
| Free | 6 | – |
| Opportunities | 3 | – For staff and clients; personal development; collaboration on projects |
| Good/great/excellent | 3 | – Excellent resource<br>– Very happy; very helpful |
| See what others are doing | 3 | |

Q10     Themes—What does not work well for you/your organisation

| Nothing/Nil/N/A etc. | 31 | |
|---|---|---|
| Volume of emails | 19 | – Amount of info to sort through<br>– Large volume (3)<br>– Huge amount<br>– So many/so much (2)<br>– Too many (7) too much to read<br>– A lot (2)<br>– Daily<br>– Emails through day<br>– Memo: is it possible to have a weekly digest?<br>– Posting - put all emails on digest page? |
| Subscribers – not using properly | 17 | – Writing or replying to whole list instead of admin or contact (8)<br>– Writing to whole list to unsubscribe (4)<br>– Not everyone knows how to use the list/consolidate the emails<br>– Subject headings not clear (3) - none, vague eg. 'please post', "attention CD Net" or "Please forward this ". |
| Repeated posts | 12 | – Too frequent<br>– Repeated posts from same organisation (4) – 3 mentioned Lifeline<br>– Multiple entries<br>– Private practitioner advertising<br>– Repeats – leads to too many posts overall – [ask subscribers to] try not to promote same thing more than twice<br>– Repeats – rather have too much info than none |
| Digest | 5 | – Comes more than once a day (3)<br>– Having to scroll<br>– Layout/formatting – hard to follow |
| Attachments – doesn't allow | 4 | – Attachments – can't attach photos, pictures or tables |
| Formatting | 4 | – No images or attachments<br>– Not easy<br>– Rich/plain text doesn't allow branding or creative design<br>– Text different from how sent<br>– Formatting? Include calendar invite |
| Advertising | 2 | – Commercial businesses & spiritual organisations advertising their business – edge of list's purpose |
| Other | 2 | – Veterans – a specific demographic [?]<br>– ??? |
| Posting - challenging | 1 | – Posting is challenging – prevents from advertising |

## Q13  Themes—What could be improved with the CDNet email list?

| | | | |
|---|---|---|---|
| No suggestions | 39 | – | Nothing (11) - action already taken to improve interface for replies; Fine as is (9); N/A (8); Not sure (6) - Don't know yet; works well; Nil (4); Not much |
| Subscriber education | 15 | – | Posting to whole group (8) – unsubscribe emails (4) – make it easier; try to education people again; disable reply to all; reply to sender not list; make DO NOT RESPOND TO THIS EMAIL ADDRESS more clear |
| | | – | Less repetition (6), weekly info not daily (2) roll into one email |
| | | – | Subject headings – improve descriptions |
| | | – | Digest – people do not know about it |
| Functionality | 14 | – | Hyperlink list of contents in digest; sifting (4) |
| | | – | One email per day (3) |
| | | – | Attachments (2) – easier to access |
| | | – | Select (2)– allow subscribers to choose areas of interest or types of information – filters |
| | | – | Online form for posts |
| | | – | Make it easier to post a notice |
| | | – | Templates for people to use when promoting |
| | | – | Separate contact platform |
| | | – | Calendar invites |
| Formatting (11) | 11 | – | better for condensed emails |
| | | – | doesn't allow branding/creative design |
| | | – | images |
| | | – | long tag lines |
| | | – | long text re attachment scrubbed |
| | | – | more functionality than text only |
| | | – | so easier to read |
| | | – | without scrubbed attachment, unnecessary hyperlinks |
| | | – | Formatting& layout |
| Promote the email list | 3 | – | more orgs post |
| | | – | so people use it? |
| | | – | the email list – still word of mouth |
| Content | 2 | – | Advertising expensive courses – more free courses for clients |
| | | – | Staff turnover – more continuity of support re resourcing & bulletins QUOTE |
| Don't allow 'for profit' advertising | 2 | – | Don't allow private businesses – training often expensive |
| | | – | |
| Website | 2 | – | new, more colour, upcoming events search by category |
| Allow social enterprises to post | 1 | | |

## Q14   Themes—Suggestions for improving CDNet's website

| | | |
|---|---|---|
| No suggestion | 40 | |
| No response | 33 | |
| Don't use website | 7 | |
| Referring to email not website | 5 | |
| Links or lists of services, courses, opportunities (jobs, interns, volunteers) | 7 | – How about a services directory?<br>– employment, employment, interns, volunteer opportunities - relevant to CD<br>– Include a monthly calendar to see what's on at a glance<br>– Perhaps links to regular services/course<br>– a contact list of the organisations located in Canberra that regularly use CD Net?<br>– Organisational list of subscribers with links to their address for quick reference |
| More user-friendly website | 6 | – Better - colour, attachments, tables, links<br>– Drab<br>– Modernise |
| Encouraged updating website | 3 | |
| Needs to be up to date | 2 | |
| Forum<br>Threads? | 1 | |
| Online social media group/LinkedIn | 1 | |

*From Q 13*

| | |
|---|---|
| A new website, with a bit more colour and emphasis on upcoming events | – Website – new, more colour, upcoming events |
| Provide a website and we search by category | – Website – search by category |

## Q15   Themes—Any further comments

| | | |
|---|---|---|
| No | 28 | – No (28) - No but thanks (3); No but compliment (3) N/A 3; Nil 1 |
| Thanks | 20 | – Thanks, plus compliment (9)<br>– Thanks (8)<br>– No, but thanks (3); |
| Compliments | 20 | – Thanks, plus compliment (9)<br>– Compliments alone (8)<br>– No but compliment (3) |
| Worthwhile/valuable/useful | 14 | – Valuable (6), Useful (3) |
| Resource | 12 | |
| Service | 12 | |
| Keep it up | 6 | – Keep continuing<br>– Keep up good work (3) - Keep up GREAT work (2) |

# Attachment 3: CDNet 2014 email users' survey questions

**Introduction to this survey of CDNet email subscribers**

The Community Development Network of the ACT & Region (CDNet) email list aims to provide an accessible communication medium for the community sector to support their work – paid or voluntary.

We are seeking feedback from CDNet's email subscribers to review the capacity and capability of the CDNet email list and website in order to:

a) find out more about our subscribers' needs and how well the email list meets those needs

b) develop the email list and website to meet those needs, and

c) provide evidence to government and other potential sponsors on the merits of continued funding for the CDNet email list.

Please respond by October 31st 2014 - the more responses we get the better.

We'll get back to you with the results later in the year.

For further information, contact: secretariat@cdnet.org.au

Thank you!

**1. How long have you been using the CDNet email list?**

⊙ Less than 6 months

⊙ About a year

⊙ About 2 years

⊙ More than 3 years

Comment if you would like to:

**2. What do you like about the CDNet email list?**

**3. On average, what percentage of messages posted on CDNet are RELEVANT to you?**

⊙ 0%

⊙ less than 10%

⊙ 10-20%

⊙ 20-30%

⊙ 40-50%

⊙ 40-50%

⊙ Over 60%

Add a comment if you would like to:

**4. What GOALS does CDNet helps you achieve?**

**5. How would you describe your focus areas of interest for you or your organisation? (You can tick as many as you like.)**

☐ Aboriginal and Torres Strait Islander

☐ Community Development

☐ Disability

☐ Employment opportunities

☐ Events promotion

☐ Gender

☐ Health

☐ Information

☐ Mental health

☐ Multicultural

☐ Older people

☐ Training opportunities

☐ Youth

Other (please specify:

**6. On average, how often do you post messages on CDNet?**

○ Once a week

○ Once a fortnight

○ Once a month

○ Every three months

○ Once every 6 months

○ Once a year

○ Almost never

○ Never

Comment if you would like to:

**7. What do you MOST post messages about?**

**8. What is the audience that you mainly want to reach when you email CDNet?**

**9. What improvements would you like to see in the CDNet email list?**

**10. Do you think the CDNet email list saves you TIME on advertising/publicity?**

○ Yes, a great deal of time

○ Yes, quite a lot of time

○ Yes, some time

○ Not sure

○ Not much time

○ No time