



Researching the member experience and identifying opportunities for improvement

Agenda

- 1) CONTEXT, OBJECTIVES AND METHODOLOGY
What we did and why
- 2) MEMBERS
What they want from membership and how satisfied they are
- 3) PAST MEMBERS
Who they are, why they left and whether they will return
- 4) NON MEMBERS
Who they are, barriers to joining and whether they will join
- 5) CONCLUSIONS AND IMPLICATIONS
Summarising the key findings and recommendations

Context



- Engineering New Zealand is a non-profit membership organisation that promotes the integrity and interests of its members, the profession, and the industry.
- As New Zealand's professional body for engineers since 1914, it creates a community of learning, collaboration, and support for engineers from all disciplines throughout the lifespan of their careers.
- More specifically, its core services are follows;
 - Promoting the industry
 - Knowledge sharing
 - Building connections
 - Celebrating achievements
 - Upholding professional standards
 - Managing competence standards
 - Providing advocacy and advice
 - Supporting professional development
 - Encouraging global experience
 - Inspiring members to give back
- Engineering New Zealand wants to conduct research to help the development and delivery of a compelling customer focused member experience.

OBJECTIVES

- Measure the perceived value of Engineering New Zealand membership
- Develop an understanding of what members value at different stages of their membership life-cycle
- Understand what value engineers think they get from belonging to other membership organisations that they don't think they get from Engineering New Zealand
- Understand more about how members engage with Engineering New Zealand and their level of engagement
- Gain insight into members' preferred engagement and communication channels
- Continue to track the Net Promoter Score KPI

PURPOSE

- To inform the design of the member experience in order to better engage with members and meet their needs
- To help prioritise the products, services & initiatives that will be marketed to members and prospective members
- To help develop marketing campaigns that will attract new members and retain existing members
- To shape the product portfolio (i.e. help identify which products to develop and maintain, which products to retire, and where we may need to develop new products)
- To inform the design of the member care/customer service channel approach
- To remind members of the value of Engineering New Zealand membership ahead of the annual membership renewal period

The process

PLAN

- Briefing on Engineering New Zealand
- Gather internal hypotheses
- Agree deliverables
- Define and refine sample and methodology

ALIGNMENT ON
DELIVERABLES AND
METHODOLOGY

INVESTIGATE

- A comprehensive investigation of the membership experience and member needs

A REPRESENTATIVE
UNDERSTANDING OF
WHAT MEMBERS
THINK

EMBED AND ACTION

- The core findings presented in a clear and understandable way
- Evidence-based recommendations for enhancing the member experience

WHAT WE FOUND AND
WHAT NEEDS TO BE
DONE

ILLUMINATE

- An exploration of any key issues that emerged in the quantitative stage and which requires further understanding
- Whether this stage is required will be agreed after the quant debrief

UNDERSTAND MORE
DEEPLY ANY KEY
ISSUES DISCOVERED
IN THE QUANT

Methodology



- The research was conducted using an online survey
- 1,527 responses were received:
 - 1,294 members
 - 138 past members*
 - 95 non members
- Average questionnaire length was ccc minutes
- Fieldwork was conducted 26th August – 13th September 2021

02. Members

Member profile

| ENGINEERING FIELD OF PRACTICE | % |
|---|----|
| Structural | 20 |
| Civil | 18 |
| Mechanical | 8 |
| Geotechnical, including engineering geology | 8 |
| Water (including three waters, water treatment) | 8 |
| Electrical | 7 |
| Transportation | 6 |
| Building services | 4 |
| Management | 4 |
| Chemical | 2 |
| Environmental | 2 |
| Fire | 2 |
| Information Technology (including software and/or security) | 1 |
| Industrial | 1 |
| Mechatronics | * |
| Other | 5 |
| I no longer work in an engineering-related field | 4 |



| MEMBERSHIP CLASS | % |
|---|----|
| Chartered member | 44 |
| Member | 33 |
| Emerging professional | 11 |
| Fellow or Distinguished Fellow | 8 |
| Chartered Member (Engineering Technologist) | 2 |
| Chartered Member (Engineering Technician) | 1 |
| Chartered Member (PEngGeol) | 1 |

| WHO PAYS MEMBERSHIP FEES | % |
|----------------------------------|----|
| Myself | 26 |
| My company / business / employer | 74 |

| WHETHER HAVE CURRENT CPENG REGISTRATION | % |
|---|----|
| Yes | 44 |
| No | 56 |

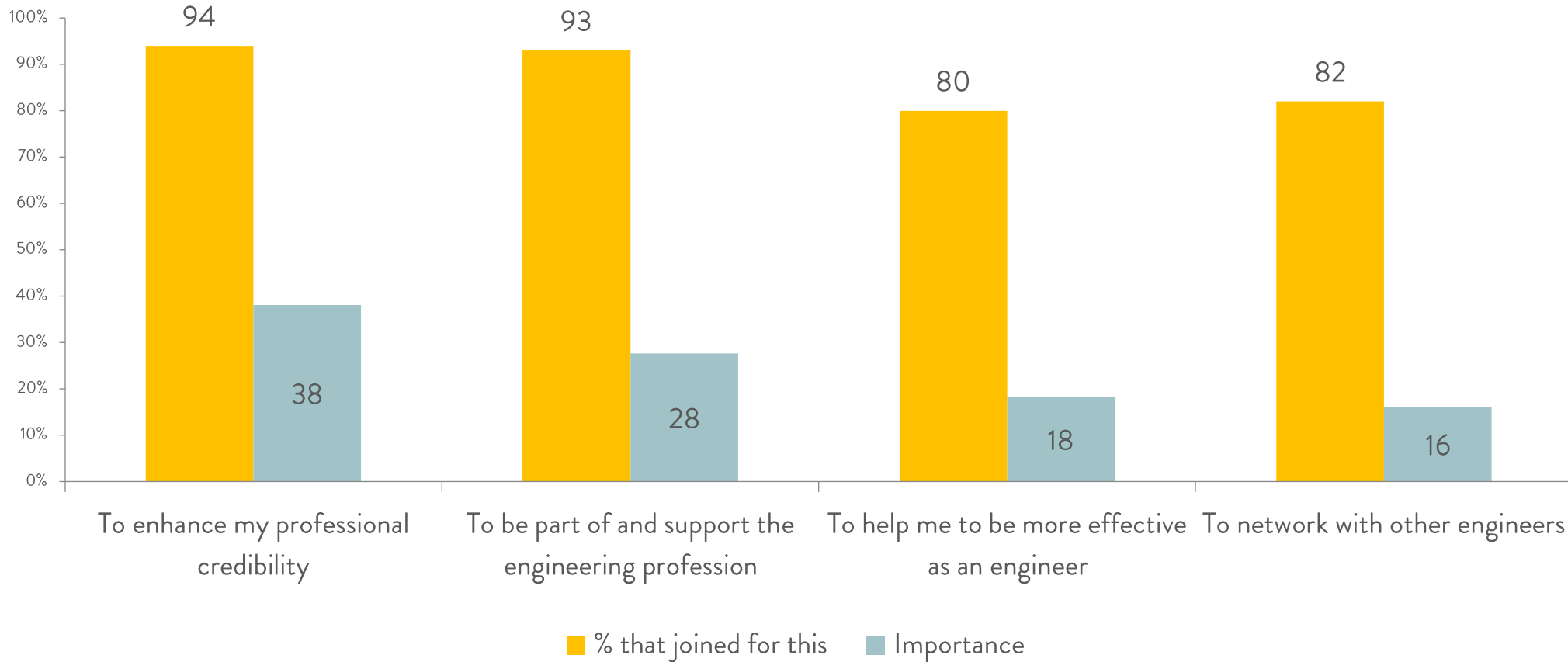
| HOW MANY YEARS A MEMBER | % |
|-------------------------|----|
| 1 or less | 10 |
| 2-3 | 11 |
| 4-5 | 13 |
| 6-10 | 20 |
| 11-15 | 12 |
| 16-20 | 7 |
| More than 20 years | 28 |

| GENDER | % |
|--------|----|
| Man | 85 |
| Woman | 15 |

| AGE | % |
|------------|----|
| 18-24 | 4 |
| 25-34 | 25 |
| 35-44 | 22 |
| 45-54 | 17 |
| 55-64 | 16 |
| 65-74 | 10 |
| 75 or more | 6 |

Motivations for joining

(Average points allocation put of 100)

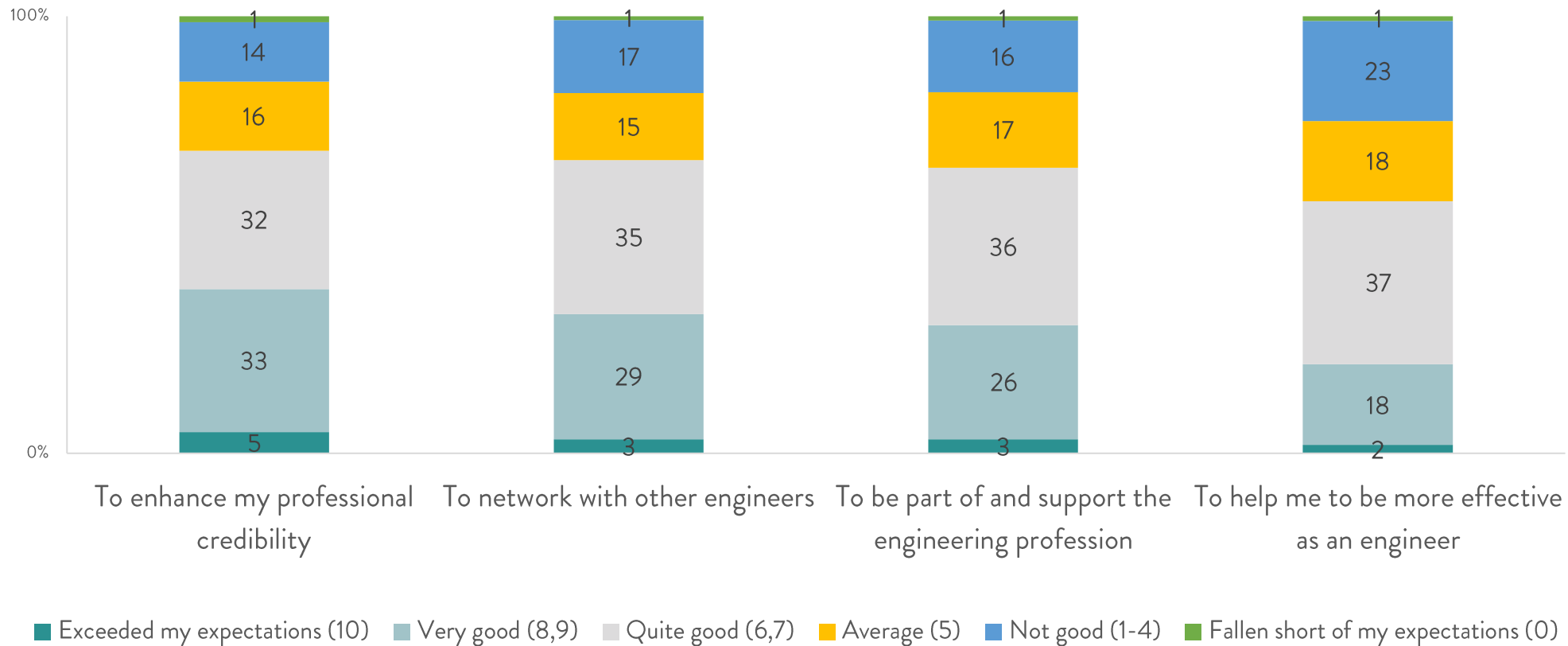


The most common reason for becoming a member is to enhance credibility.

But all four drivers are present.

Being part of the profession is #2 followed by helping them to become more effective as an engineer then networking.

Engineering New Zealand delivery against reasons for joining



Satisfaction is highest for enhancing credibility, though 31% say average not good or worse.

Scores are reasonably consistent except for making them more effective as an engineer, where 42% rate delivery as average or worse.

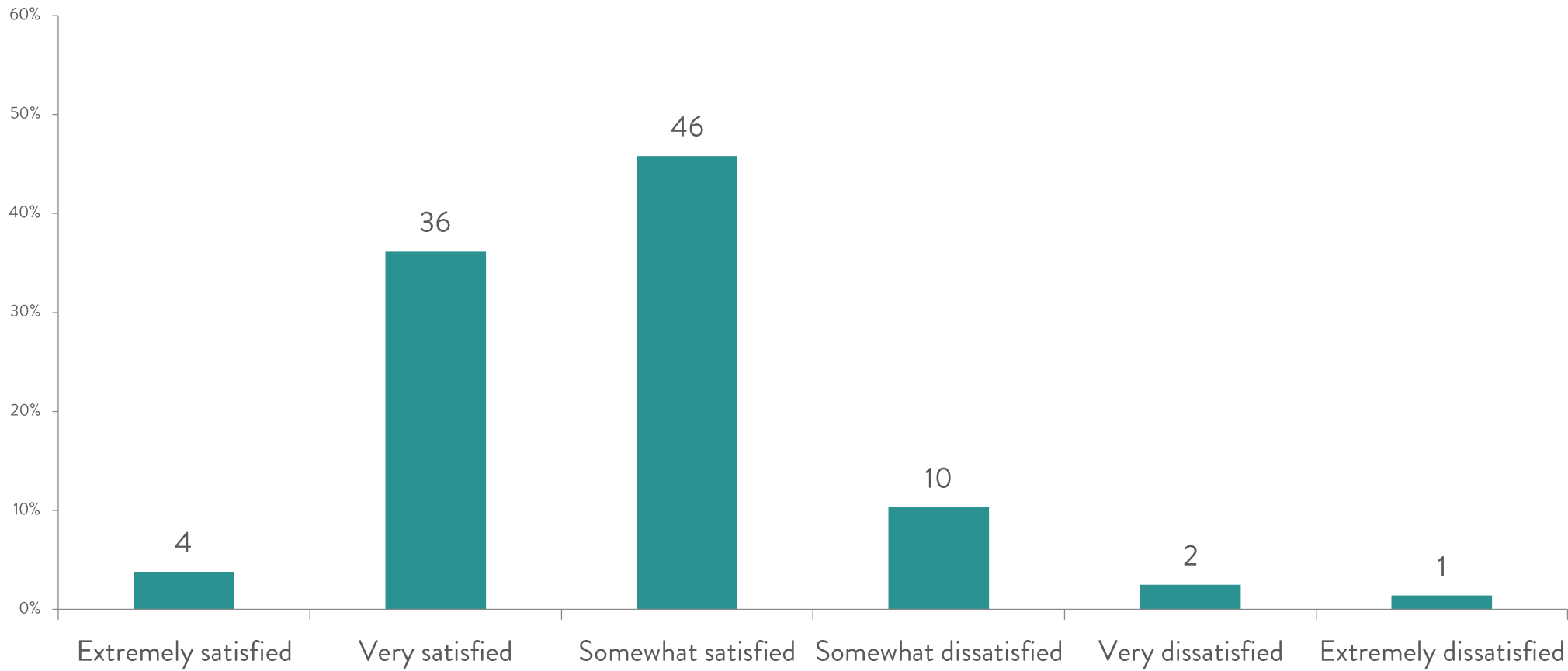
Size of need versus satisfaction with delivery



Positively, the biggest driver of joining has the highest level of satisfaction.

Helping them become more effective is the problem area (relatively).

Overall satisfaction with membership



Satisfaction with membership is reasonably positive but with room for improvement.

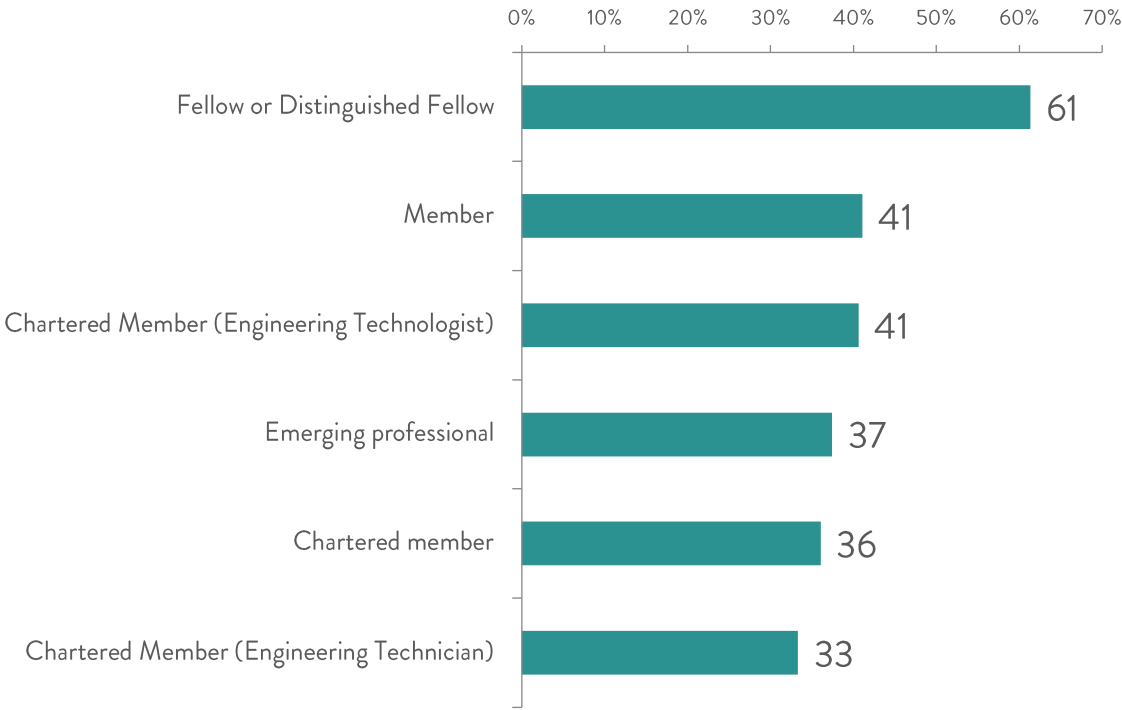
There are relatively few dissatisfied members (13%) whilst 40% are extremely/ very satisfied.

The 40% that are somewhat satisfied is perhaps a little bigger than is ideal.

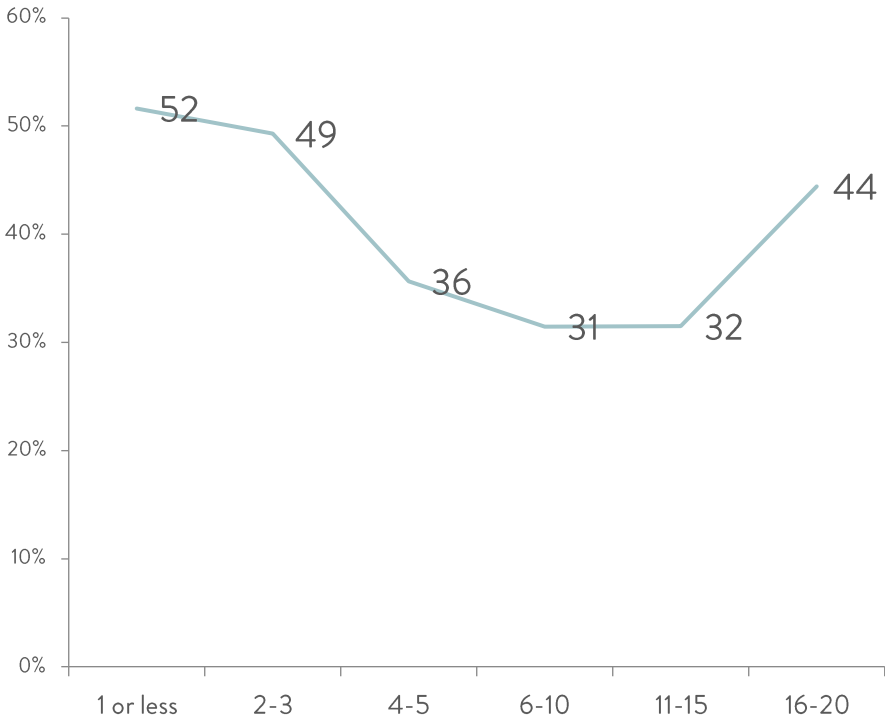
Overall satisfaction with membership

(% Extremely very satisfied)

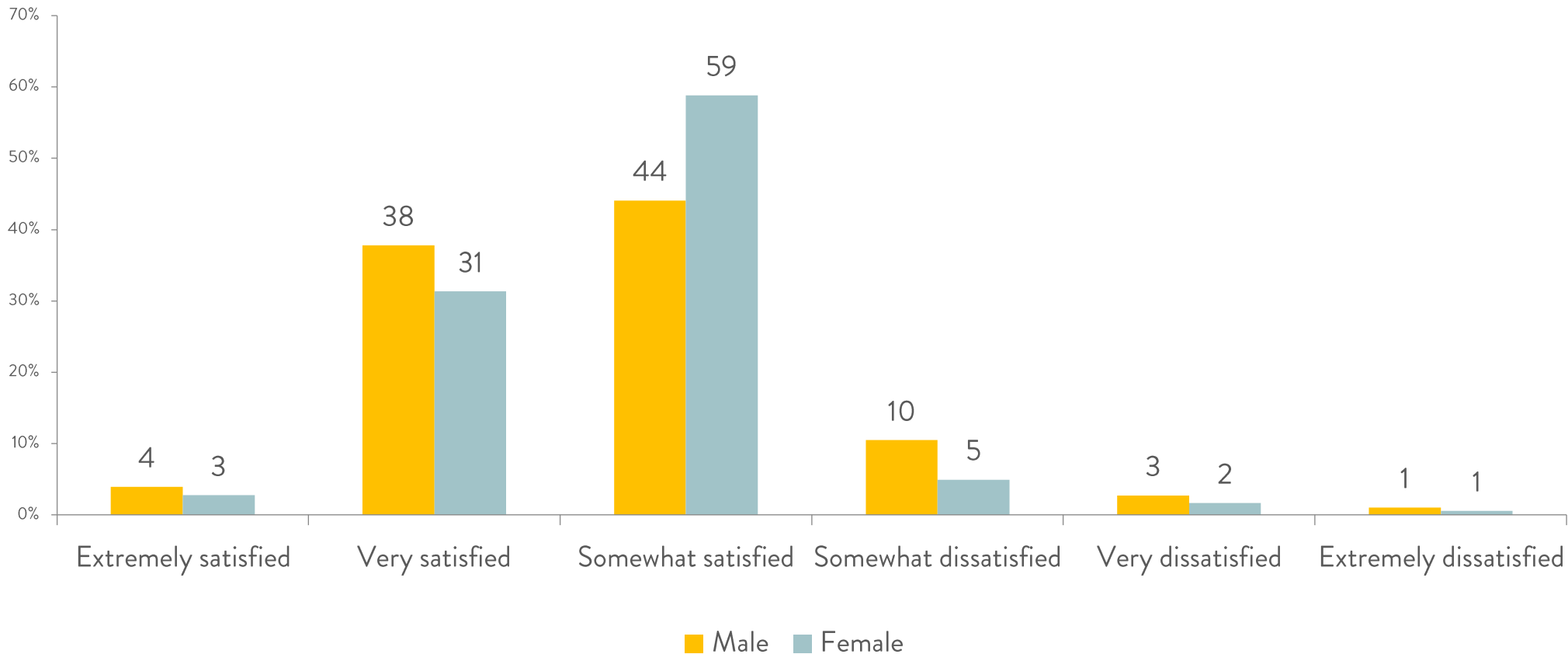
Fellows are significantly more satisfied



Satisfaction starts high, drops after 4 years and only picks up 20 years +



Overall satisfaction with membership by gender



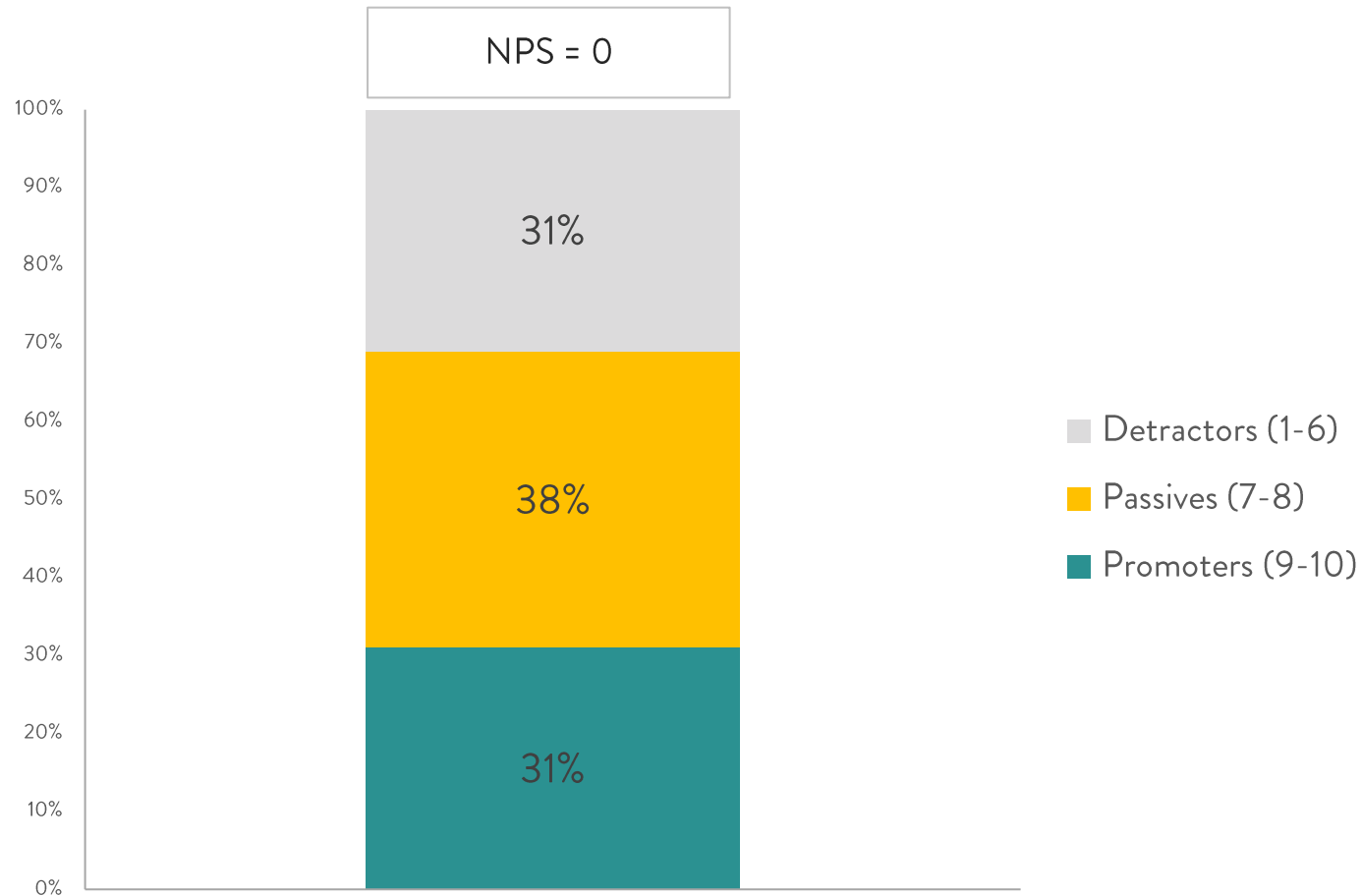
There are more male members that are dissatisfied (14%) than female members (8%).

But male members are more polarised as there are more that are extremely/ very satisfied (42% compared to 34%).

Female members are more likely to be in the middle, somewhat satisfied.

Net Promoter Score

(Likelihood to recommend Engineering New Zealand membership to an engineering colleague who isn't already a member)



Engineering New Zealand has as many promoters as it does detractors.

The NPS of 0 is about on par/ slightly below the norm for members organisations.

Reasons for Net Promoter Score

(Open-ended question, mentions over 5% shown)

Promoters, 31%

| | % |
|--|----|
| Good to have recognition/ be part of professional body | 60 |
| Keeps you informed/ up to date/ good resources | 21 |
| Important for career/ professional development | 16 |
| Learning opportunities | 16 |
| Opportunity to connect/network with other engineers | 14 |
| Helps ensure high standards amongst engineers | 8 |
| Offers support services | 7 |
| Access to events | 6 |
| Gives a bigger voice to engineers | 6 |

Passives, 38%

| | % |
|---|----|
| Good to have recognition/ be part of professional body | 27 |
| Important for career/ professional development | 19 |
| Keeps you informed/ up to date/ good resources | 18 |
| Learning opportunities | 13 |
| Opportunity to connect/network with other engineers | 10 |
| (Only) good for chartership | 9 |
| Helps ensure high standards amongst engineers | 7 |
| Offers support services | 7 |
| Only valuable for certain engineering fields /need to represent more fields | 6 |
| Access to events | 5 |

Detractors, 31%

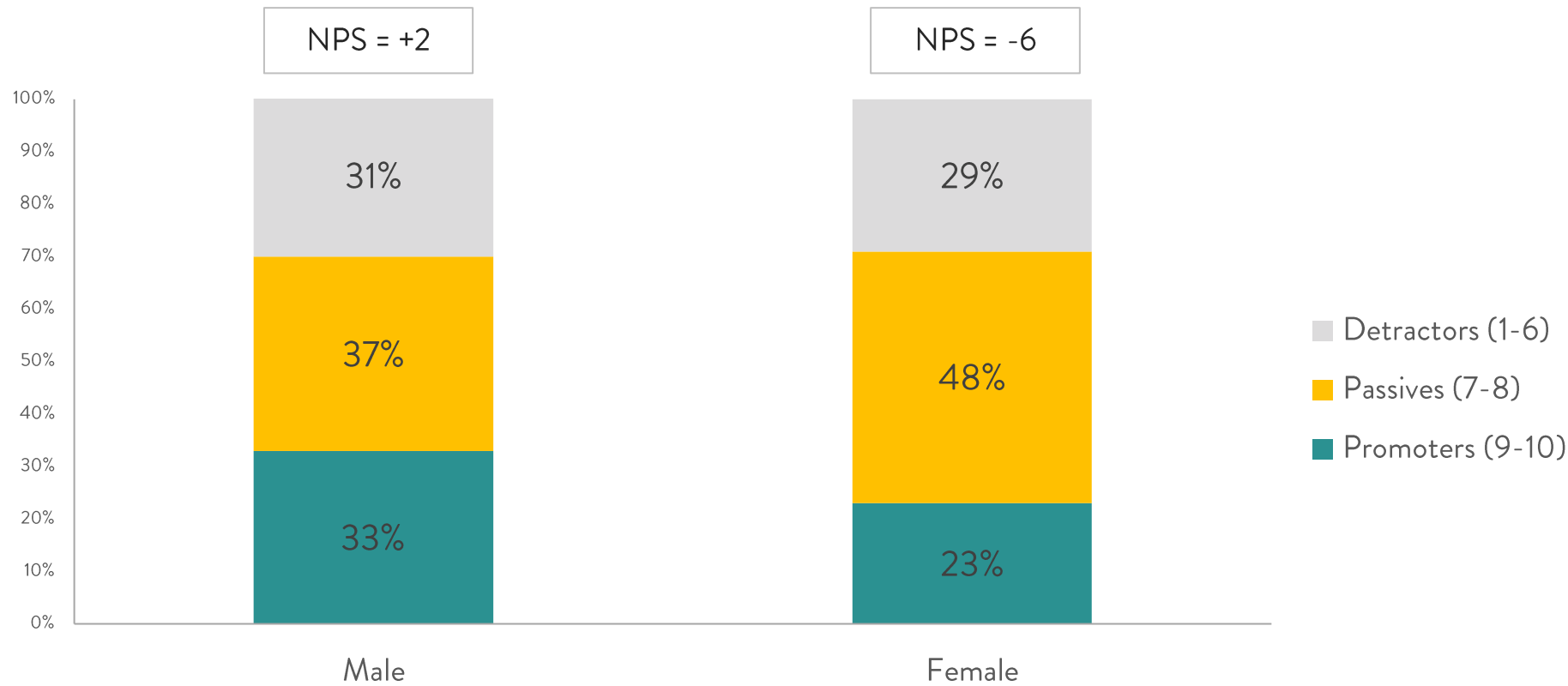
| | % |
|---|----|
| Only valuable for certain engineering fields /need to represent more fields | 15 |
| Not enough benefits given the cost | 13 |
| (Only) good for chartership | 13 |
| No value/benefit in the membership | 11 |
| Lost its focus/ influenced by politics | 9 |
| No support given to members/ doesn't answer emails | 6 |
| Not clear what the benefits are | 5 |
| Barriers to completing/retaining chartership | 5 |

Recognition is at the heart of membership. It is by far the dominant driver of why members are promoters.

Key drivers of negativity are the body representing too narrow a range of engineering fields, poor value and membership being only good for chartership.

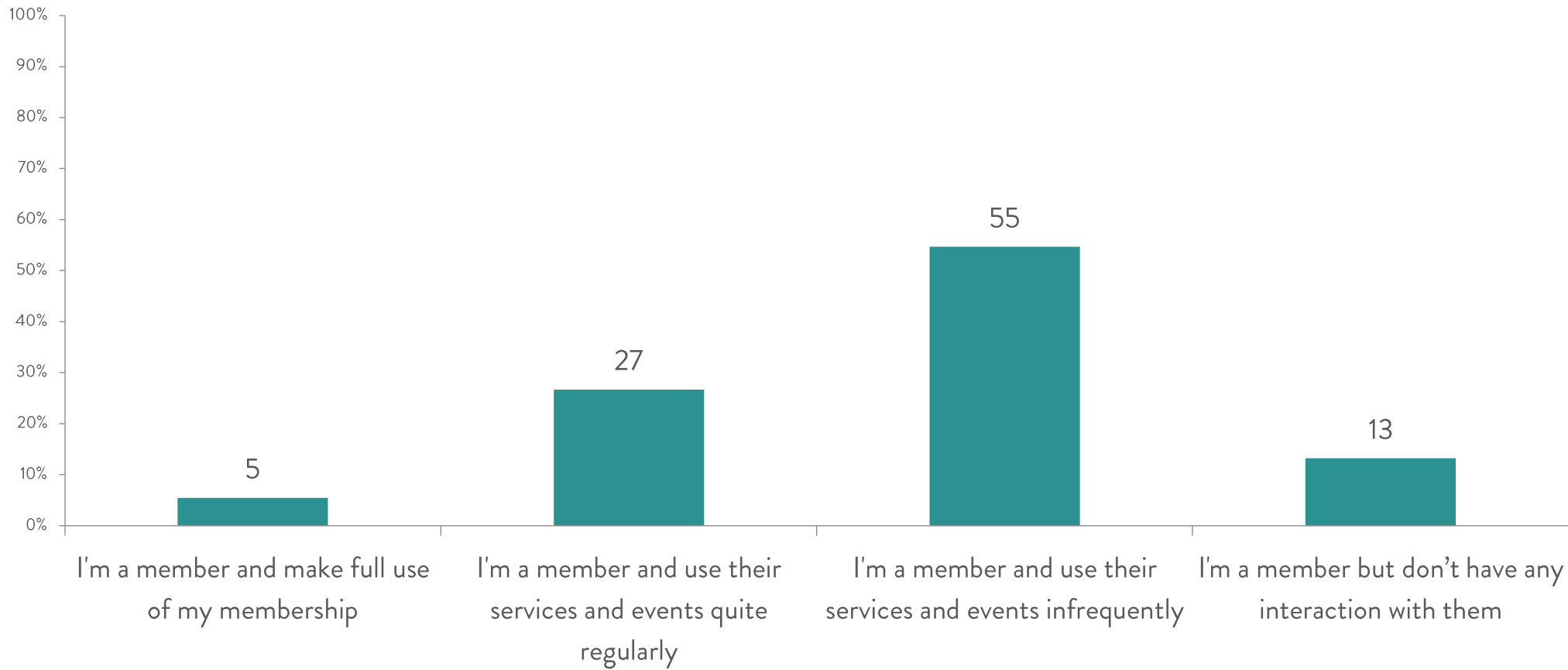
Net Promoter Score by gender

(Likelihood to recommend Engineering New Zealand membership to an engineering colleague who isn't already a member)



Female members have a lower NPS, driven by a lower number of promoters.

Perceived engagement with Engineering New Zealand

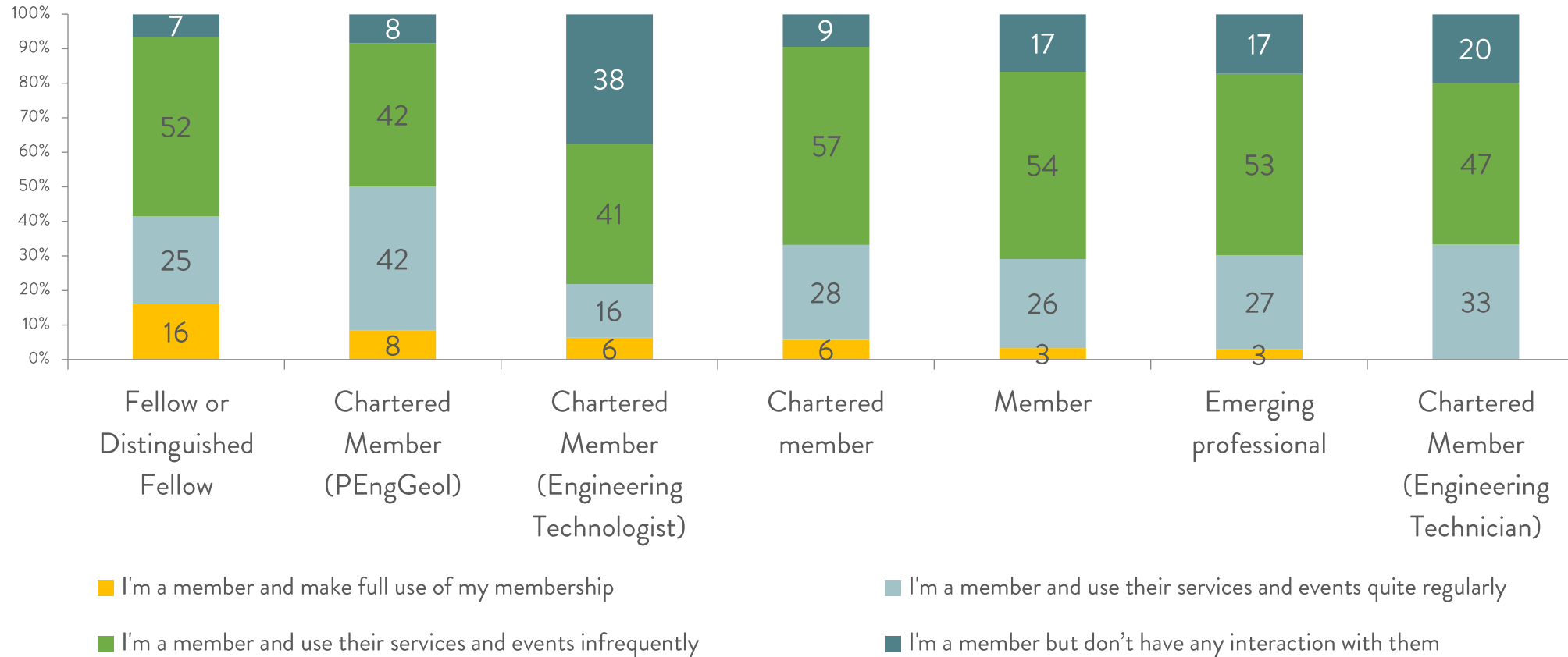


Engagement with membership is quite low.

Just under one third of members feel strongly engaged (make full use of membership/ use the services and events regularly).

55% use services/ events in frequently and 13% have no interaction.

Perceived engagement with Engineering New Zealand by member type

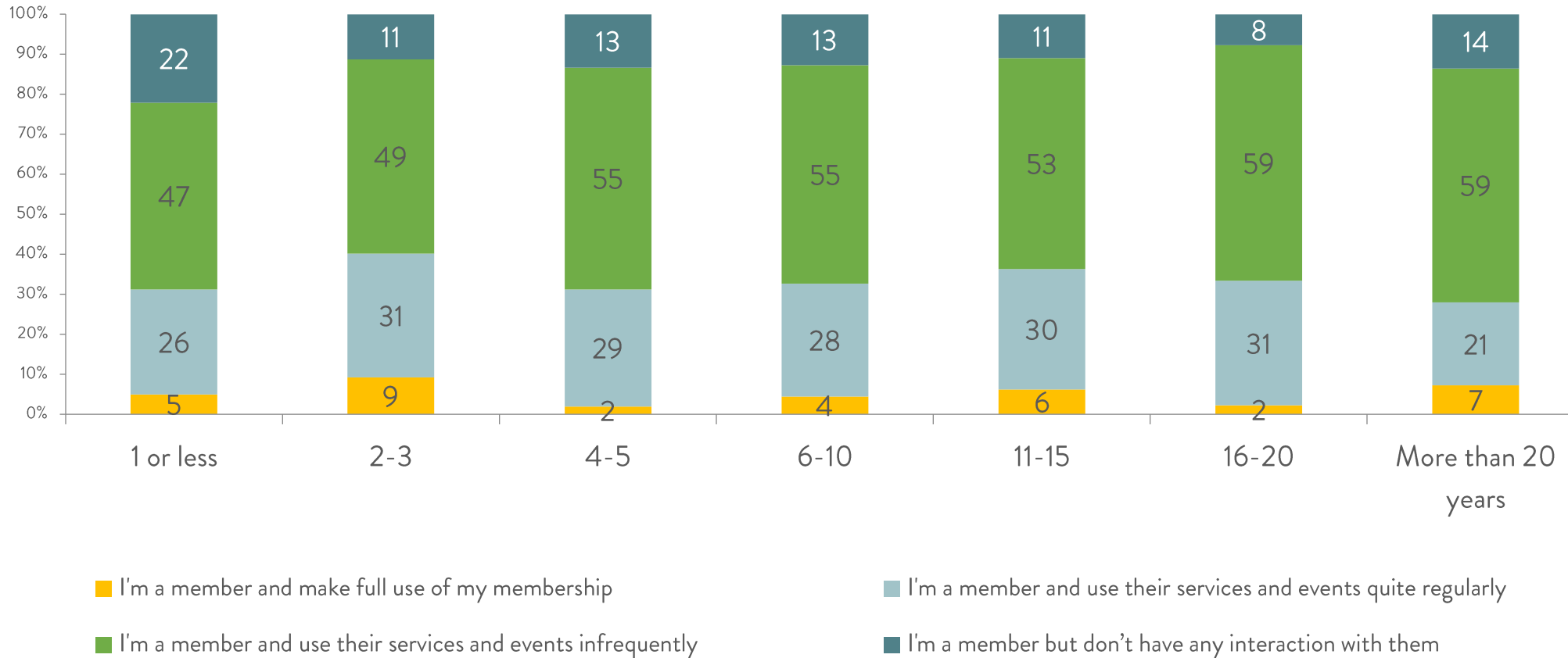


Fellows are the most engaged.

Chartered members. PEngGeol and Engineering Technologists, have the highest levels of disengagement.

But also noteworthy is that 17% of core "members" say that they don't have any interaction.

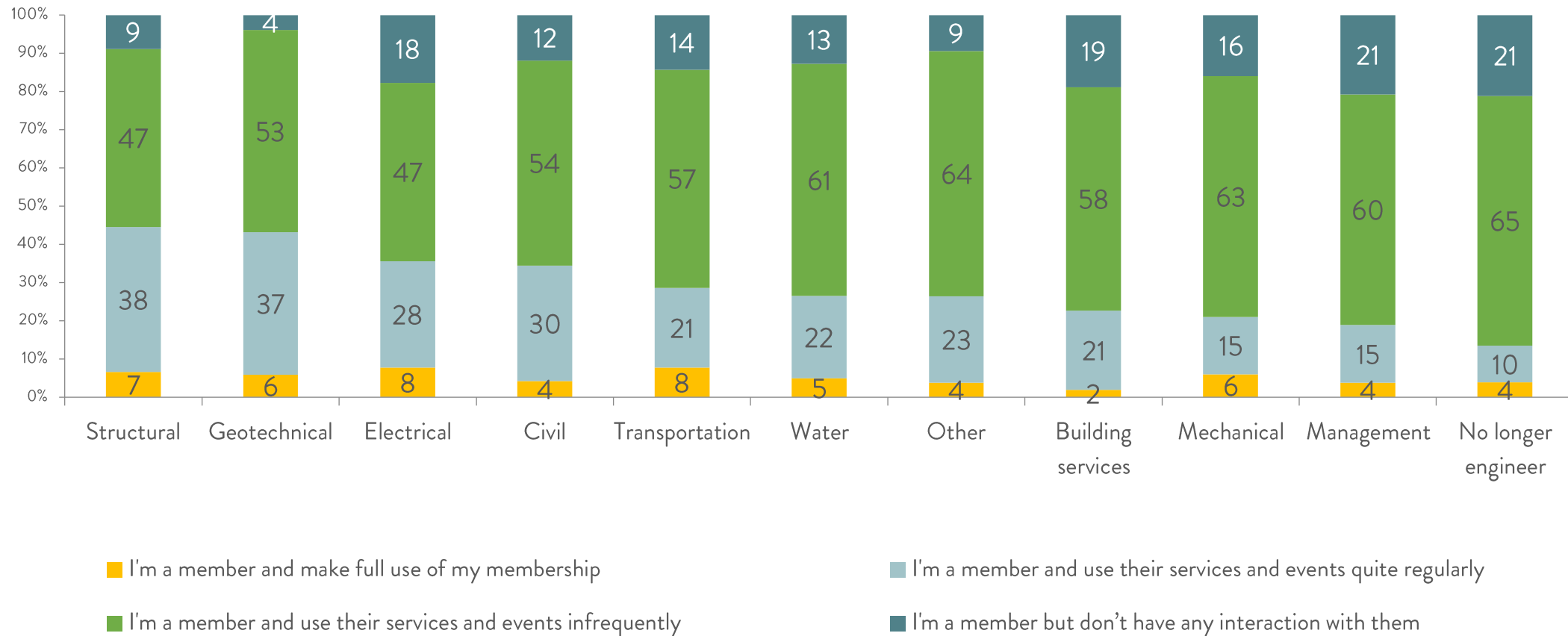
Perceived engagement with Engineering New Zealand by tenure



The most recent members have the highest level of disengagement, 22% having no interaction.

Can more be done in onboarding them in that first year to address this?

Perceived engagement with Engineering New Zealand by field of practice



Structural & geotechnical engineers are the most engaged.

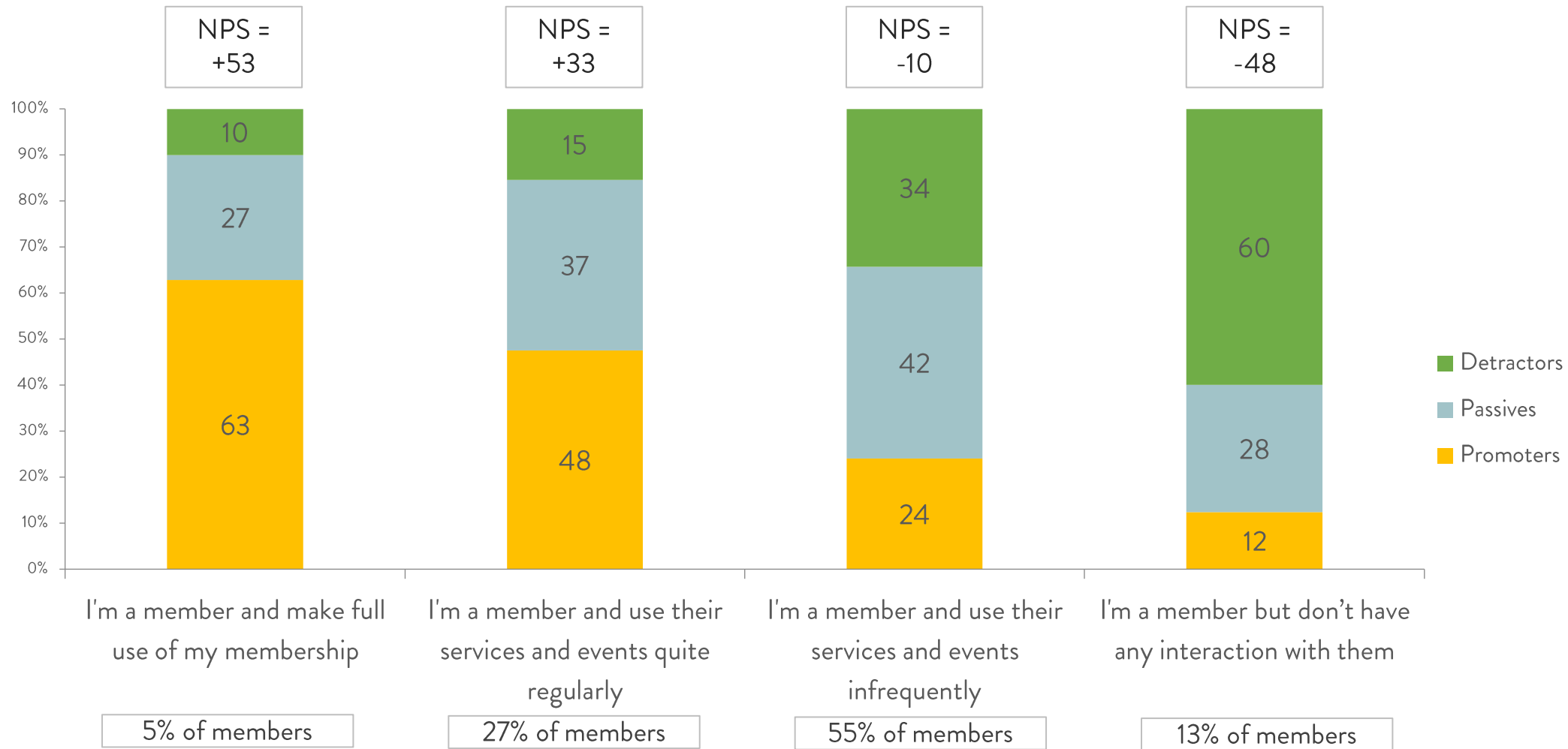
Members who are no longer engineers, those in management and building services are the least engaged.

Perceived engagement with Engineering New Zealand by whether hold a current CPEng registration



Those members with a CPEng registration are significantly more engaged.

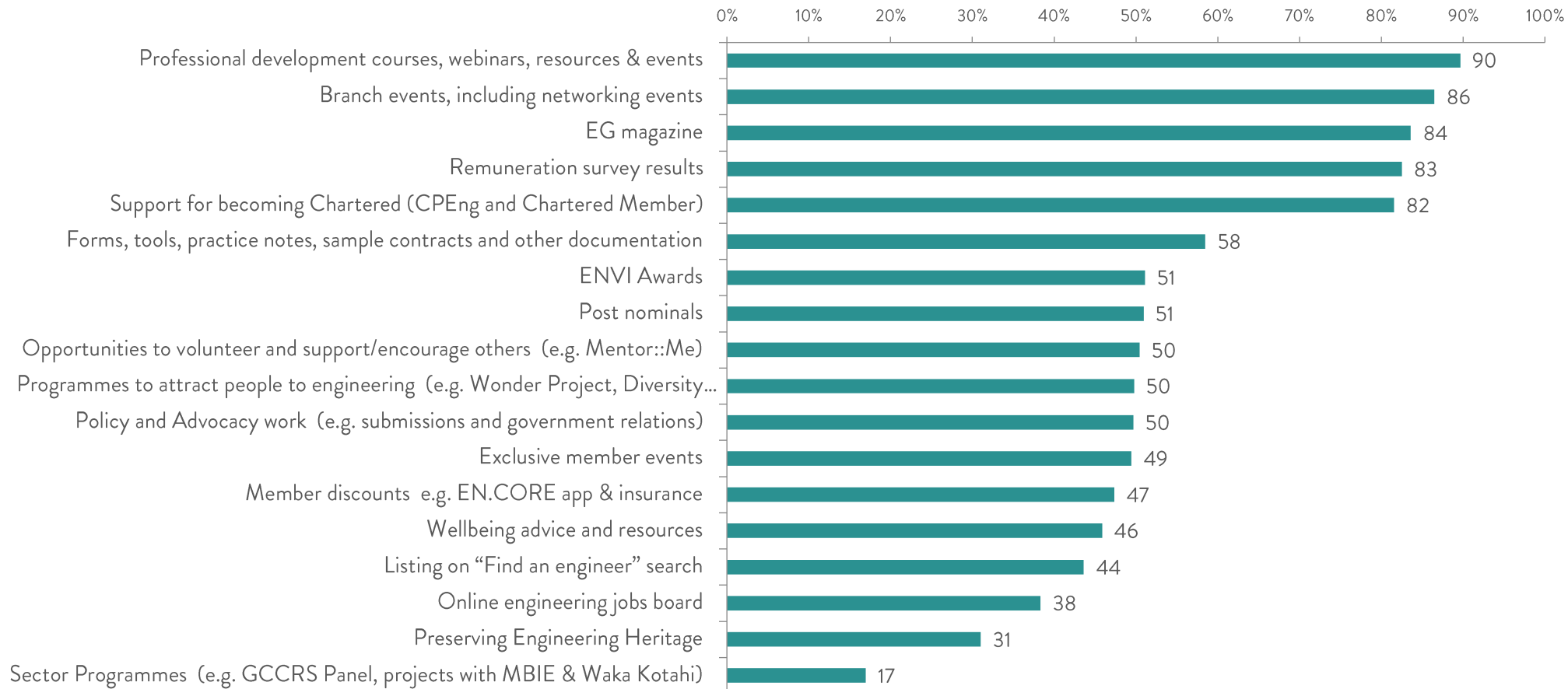
The power of engagement



Meaningful engagement is the key to the strength of the relationship with members.

Services/ events have heard of

(Prompted list)

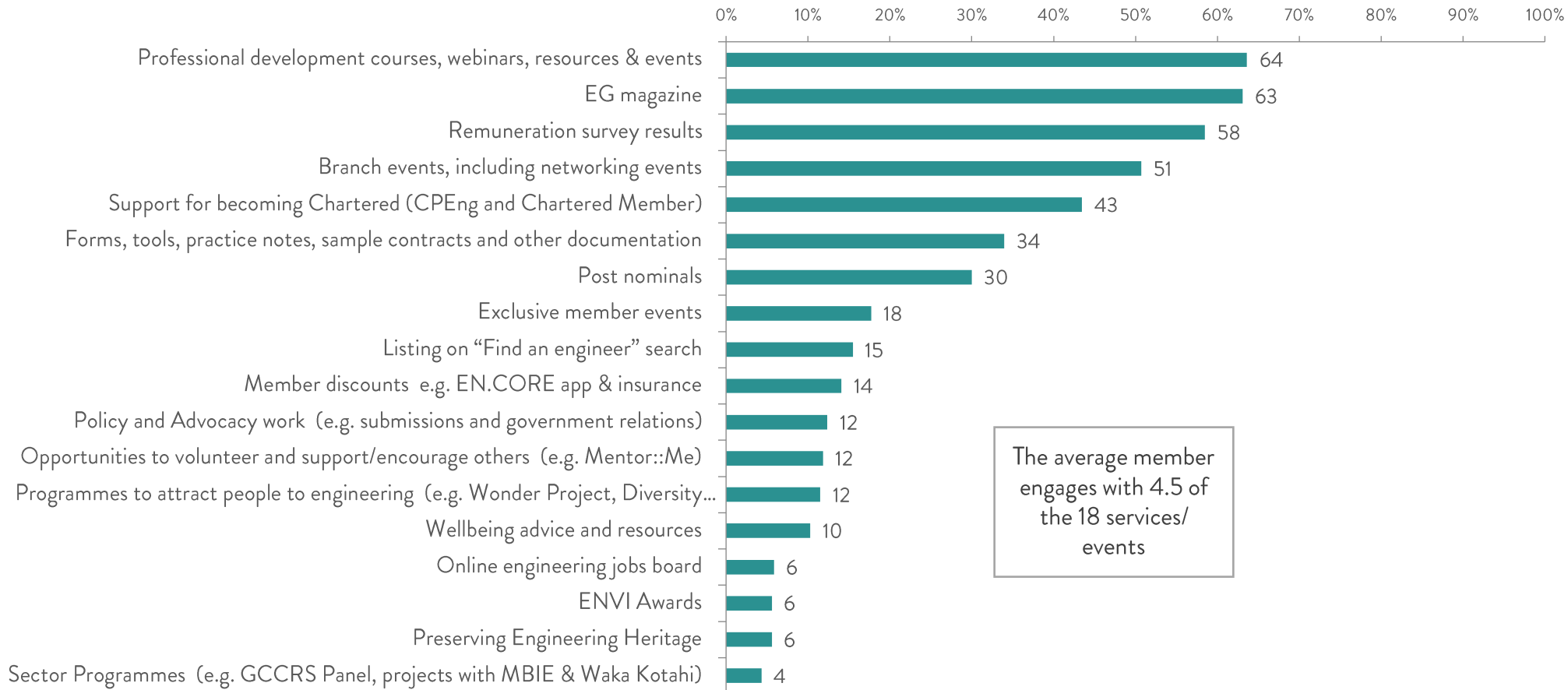


There is a clear top tier of 5 services/ events that have a higher level of awareness, led by PD, events then EG magazine.

There is a long tail of services events with 50% or less awareness.

Services/ events use/ engage with

(Prompted list)



PD courses, EG magazine are the most engaged with, followed by the remuneration survey and events.

14 services are used by less than half of members.

11 are used by less than 20%. Opportunities for rationalisation and resource reallocation.

Services/ events use/ engage with by tenure shows that year 1 members do not instantly click with membership (Prompted list)

| Column % | 1 | 2-3 | 4-5 | 6-10 | 11-15 | 16-20 | More than 20 years |
|---|----|-----|-----|------|-------|-------|--------------------|
| Branch events, including networking events | 39 | 45 | 45 | 53 | 53 | 67 | 54 |
| Policy and Advocacy work (e.g. submissions and government relations) | 0 | 4 | 10 | 12 | 12 | 14 | 21 |
| Programmes to attract people to engineering (e.g. Wonder Project, Diversity Agenda) | 10 | 15 | 12 | 15 | 14 | 10 | 8 |
| Sector Programmes (e.g. GCCRS Panel, projects with MBIE & Waka Kotahi) | 4 | 2 | 3 | 3 | 5 | 4 | 7 |
| EG magazine | 42 | 56 | 59 | 60 | 71 | 78 | 73 |
| Member discounts e.g. EN.CORE app & insurance | 11 | 20 | 19 | 19 | 15 | 10 | 8 |
| ENVI Awards | 2 | 6 | 3 | 5 | 10 | 6 | 7 |
| Exclusive member events | 11 | 20 | 18 | 20 | 21 | 16 | 17 |
| Forms, tools, practice notes, sample contracts and other documentation | 11 | 23 | 31 | 39 | 39 | 41 | 41 |
| Listing on "Find an engineer" search | 11 | 13 | 18 | 23 | 17 | 20 | 11 |
| Post nominals | 7 | 17 | 22 | 28 | 36 | 54 | 41 |
| Professional development courses, webinars, resources & events | 57 | 70 | 68 | 69 | 65 | 69 | 56 |
| Remuneration survey results | 23 | 54 | 66 | 72 | 77 | 73 | 52 |
| Online engineering jobs board | 11 | 7 | 4 | 4 | 3 | 22 | 3 |
| Wellbeing advice and resources | 9 | 11 | 15 | 14 | 9 | 11 | 6 |
| Support for becoming Chartered (CPEng and Chartered Member) | 36 | 50 | 46 | 48 | 47 | 47 | 37 |
| Opportunities to volunteer and support/encourage others (e.g. Mentor::Me) | 7 | 12 | 6 | 13 | 13 | 14 | 15 |
| Preserving Engineering Heritage | 3 | 3 | 1 | 3 | 3 | 9 | 12 |

Services/ events use/ engage with by whether hold a current CPEng registration (Prompted list)

| Column % | Yes, hold CPEng | No, do not |
|---|-----------------|------------|
| Branch events, including networking events | 57 | 47 |
| Policy and Advocacy work (e.g. submissions and government relations) | 18 | 10 |
| Programmes to attract people to engineering (e.g. Wonder Project, Diversity Agenda) | 14 | 9 |
| Sector Programmes (e.g. GCCRS Panel, projects with MBIE & Waka Kotahi) | 6 | 4 |
| EG magazine | 66 | 62 |
| Member discounts e.g. EN.CORE app & insurance | 16 | 12 |
| ENVI Awards | 8 | 4 |
| Exclusive member events | 20 | 16 |
| Forms, tools, practice notes, sample contracts and other documentation | 50 | 23 |
| Listing on “Find an engineer” search | 24 | 10 |
| Post nominals | 45 | 24 |
| Professional development courses, webinars, resources & events | 71 | 58 |
| Remuneration survey results | 68 | 53 |
| Online engineering jobs board | 7 | 6 |
| Wellbeing advice and resources | 10 | 10 |
| Support for becoming Chartered (CPEng and Chartered Member) | 54 | 35 |
| Opportunities to volunteer and support/encourage others (e.g. Mentor::Me) | 15 | 10 |
| Preserving Engineering Heritage | 7 | 6 |

Those with a current CPEng registration engage with services and events much more.

Services/ events use/ engage with by gender

(Prompted list)

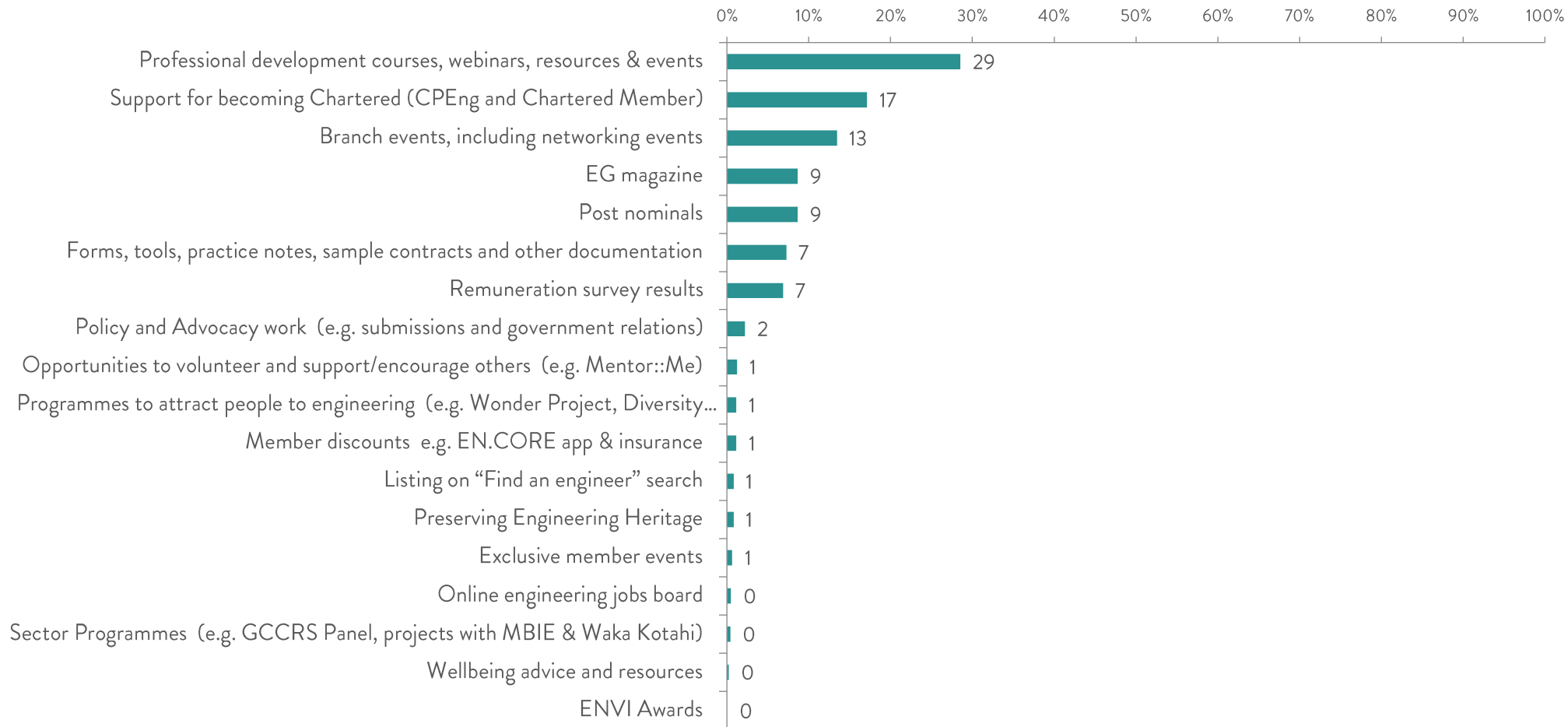
| Column % | Male | Female |
|---|------|--------|
| Branch events, including networking events | 50 | 55 |
| Policy and Advocacy work (e.g. submissions and government relations) | 12 | 12 |
| Programmes to attract people to engineering (e.g. Wonder Project, Diversity Agenda) | 10 | 23 |
| Sector Programmes (e.g. GCCRS Panel, projects with MBIE & Waka Kotahi) | 4 | 3 |
| EG magazine | 64 | 63 |
| Member discounts e.g. EN.CORE app & insurance | 14 | 13 |
| ENVI Awards | 5 | 8 |
| Exclusive member events | 17 | 21 |
| Forms, tools, practice notes, sample contracts and other documentation | 35 | 30 |
| Listing on "Find an engineer" search | 15 | 19 |
| Post nominals | 31 | 21 |
| Professional development courses, webinars, resources & events | 63 | 69 |
| Remuneration survey results | 58 | 62 |
| Online engineering jobs board | 6 | 3 |
| Wellbeing advice and resources | 9 | 20 |
| Support for becoming Chartered (CPEng and Chartered Member) | 43 | 49 |
| Opportunities to volunteer and support/encourage others (e.g. Mentor::Me) | 12 | 12 |
| Preserving Engineering Heritage | 7 | 1 |

The (younger) female members engage more with "Programs to attract" and wellbeing resources.

Less so post nominals.

Service/ event that holds the most value

(Single choice from a prompted list)



PD courses are the most widely valued aspect of membership, followed by support for becoming Chartered and events.

Next comes EG magazine and post nominals.

Services/ events salience

| | Awareness % | Usage % | Relevance (% that are aware that use) |
|---|-------------|---------|---------------------------------------|
| Professional development courses, webinars, resources & events | 90 | 64 | 71 |
| Branch events, including networking events | 86 | 51 | 59 |
| EG magazine | 84 | 63 | 75 |
| Remuneration survey results | 83 | 58 | 71 |
| Support for becoming Chartered (CPEng and Chartered Member) | 82 | 43 | 53 |
| Forms, tools, practice notes, sample contracts and other documentation | 58 | 34 | 58 |
| ENVI Awards | 51 | 6 | 11 |
| Post nominals | 51 | 30 | 59 |
| Opportunities to volunteer and support/encourage others (e.g. Mentor::Me) | 50 | 12 | 23 |
| Programmes to attract people to engineering (e.g. Wonder Project, Diversity Agenda) | 50 | 12 | 23 |
| Policy and Advocacy work (e.g. submissions and government relations) | 50 | 12 | 25 |
| Exclusive member events | 49 | 18 | 36 |
| Member discounts e.g. EN.CORE app & insurance | 47 | 14 | 30 |
| Wellbeing advice and resources | 46 | 10 | 22 |
| Listing on “Find an engineer” search | 44 | 15 | 35 |
| Online engineering jobs board | 38 | 6 | 15 |
| Preserving Engineering Heritage | 31 | 6 | 18 |
| Sector Programmes (e.g. GCCRS Panel, projects with MBIE & Waka Kotahi) | 17 | 4 | 26 |

Relevance is defined as the percentage of members that are aware of a service/ event that actually use it.

A low percentage means it is less relevant.

PD courses, events and EG magazine have the highest levels of relevance to members.

There are 8 products with a relevance score of 26% or less.

Unmet needs; what members would like from membership that they don't get currently

(open ended questions coded into answer groups)

| Column % | % |
|---|---|
| More technical/practical support | 6 |
| Support with chartership process/ professional development | 6 |
| Offer free/cheaper CPD/ training/ events | 5 |
| More focus on technical excellence, holding to account, ethics | 5 |
| Alliance/collaboration with other orgs/qualifications (eg overseas) | 4 |
| Better online systems/ portal/ archive/ literature | 3 |
| More advocacy for the profession | 3 |
| More focus on building services engineering/ construction | 3 |
| Greater recognition of other disciplines (eg traffic engineering) | 3 |
| More varied development courses/ beyond the basics | 3 |
| More accessible/better value pricing | 3 |
| More focus on mechanical engineering | 2 |
| More focus on disciplines other than civil engineering | 2 |
| More events/support for young engineers | 2 |
| More networking/ mentoring opportunities | 2 |
| Visibility/ promoting engineering as a career | 2 |
| More online learning/webinars | 2 |

| Column % | % |
|---|---|
| More support other/ nsf | 2 |
| More events/support for retired engineers | 1 |
| More events/support for overseas members | 1 |
| More local/regional branches/meetings | 1 |
| More information on what's happening/ what's included in membership | 1 |
| Quicker response to member needs | 1 |
| Opportunities to interact/ feel part of the industry | 1 |
| More regular branch meetings | 1 |
| Better discounts/ benefits | 1 |
| Hear from/events with innovative, smaller companies/ unis | 1 |
| More open debate/ ask us what we want | 1 |
| Provide more data on size and breakdown of membership | 1 |
| More focus on electrical engineering | 1 |
| Provide training in stages/ self paced for those short of time | 1 |
| Help with path to fellowship/being an assessor | 1 |
| Hard copy/improved magazine | 1 |

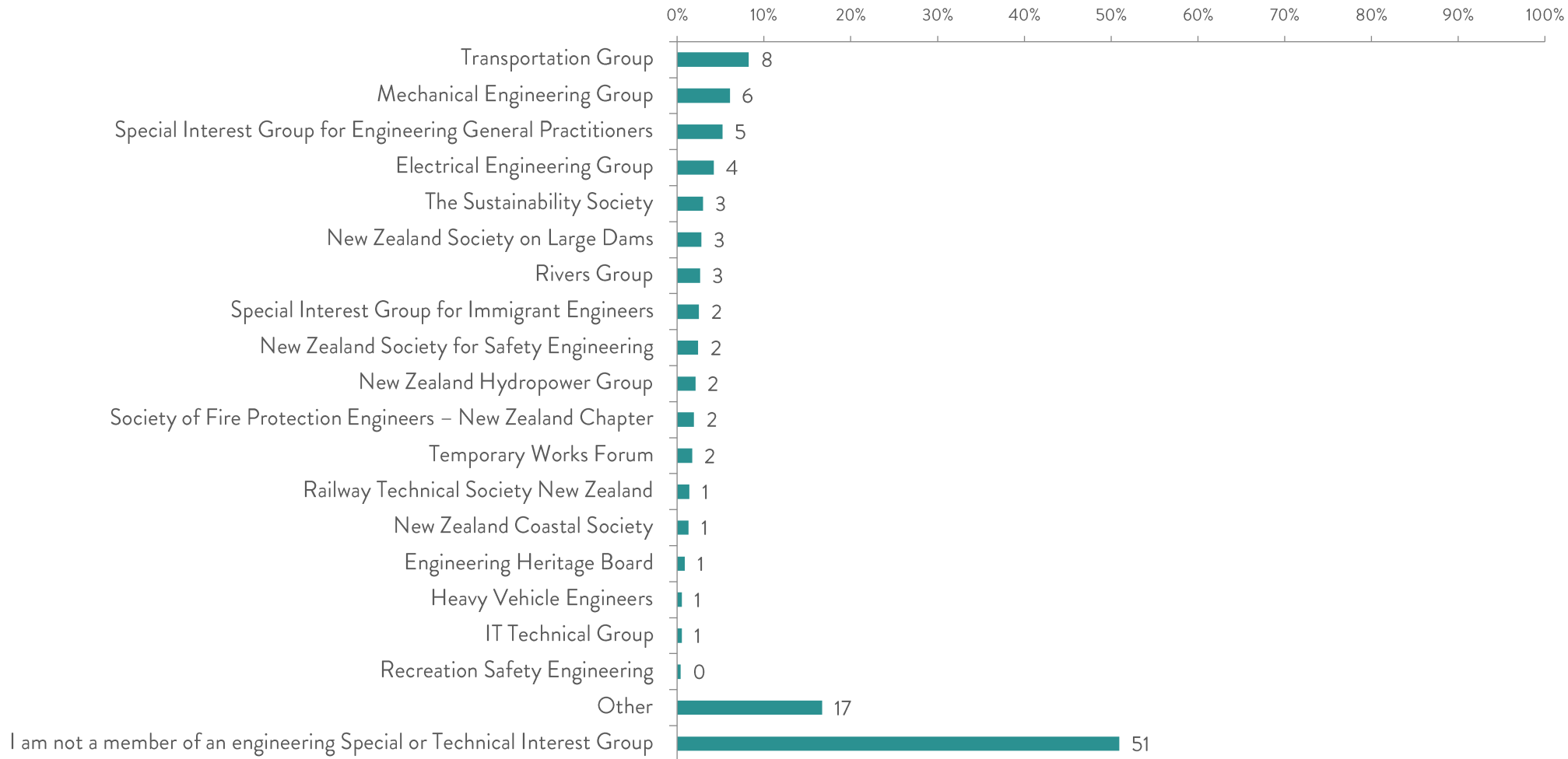
A strong request for more technical/ practical support.

And greater support for the chartership process/ PD more generally.

Free/ cheaper PD comes next.

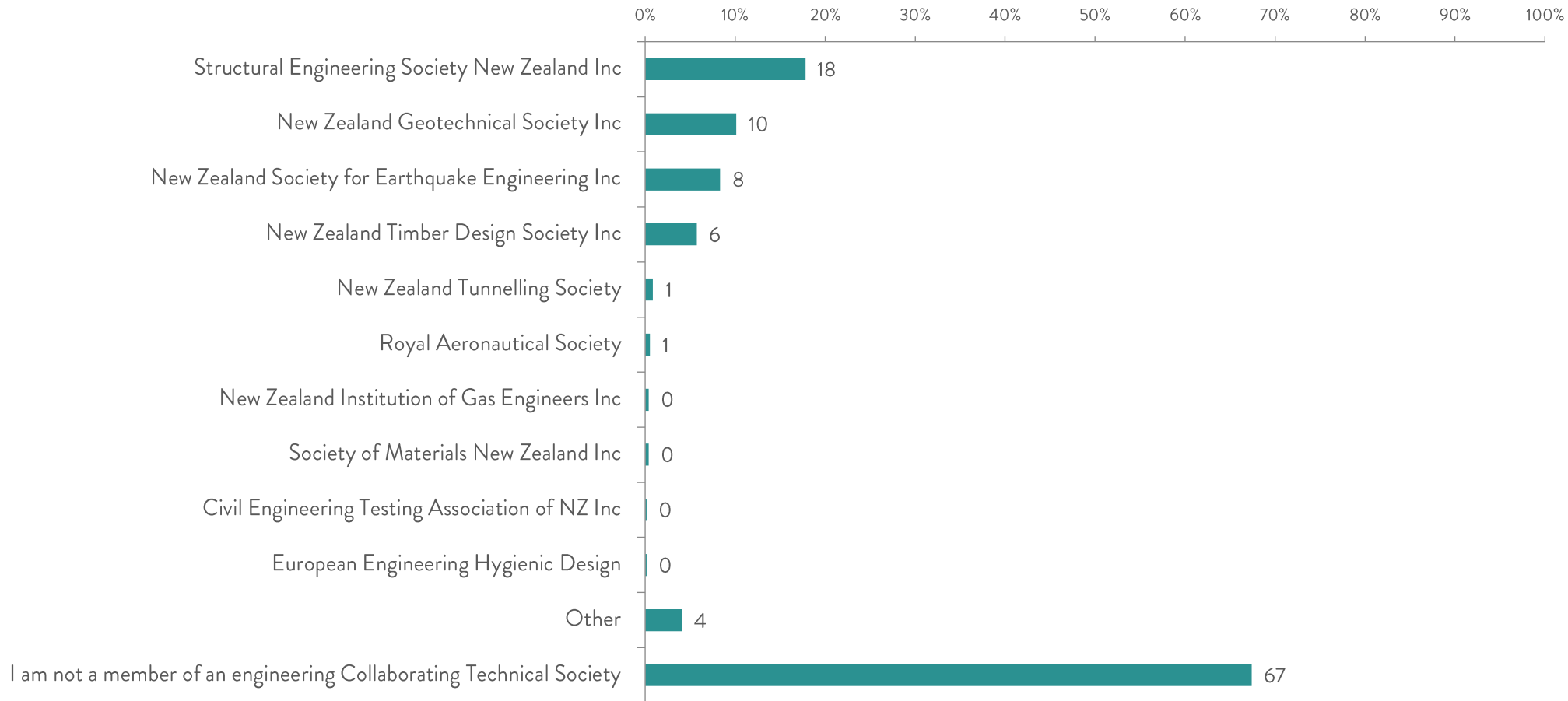
Then a greater focus on technical excellence and ethics.

Engineering Special or Technical Interest Groups a member of



49% are members of a group, led by the Transportation Group.

Engineering Collaborating Technical Societies a member of



33% are members of a society, most commonly Structural Engineering Society New Zealand Inc.

Value from belonging to other engineering organisations that they don't get from Engineering New Zealand

(open ended questions coded into answer groups)

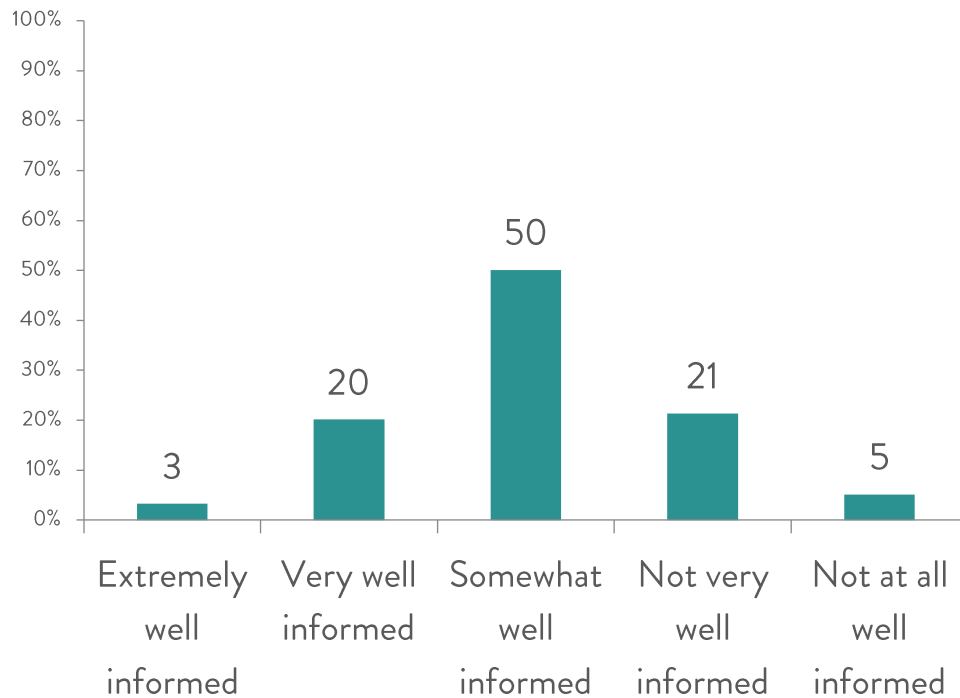
| Column % | % |
|---|----|
| Relevance to my discipline/ industry | 31 |
| Technical info/resources/ support | 21 |
| Better seminars/ courses/ training/ conferences | 11 |
| Better info/ up to date news/ newsletter/ publications | 9 |
| Networking/ events | 8 |
| International recognition/ exposure/ perspective | 7 |
| Better library/ resources/ archives | 5 |
| Online courses/webinars | 4 |
| Relevance to the country I live/work in/ came from | 4 |
| Professional recognition | 3 |
| Free/ cheaper Professional Development/ courses | 3 |
| Peer support/ collaboration/ able to showcase my knowledge | 2 |
| Advocacy/ work for better conditions/reputation for Engineers | 2 |
| Other | 8 |
| Nothing/ no difference | 8 |

There are two key benefits that they get other memberships.

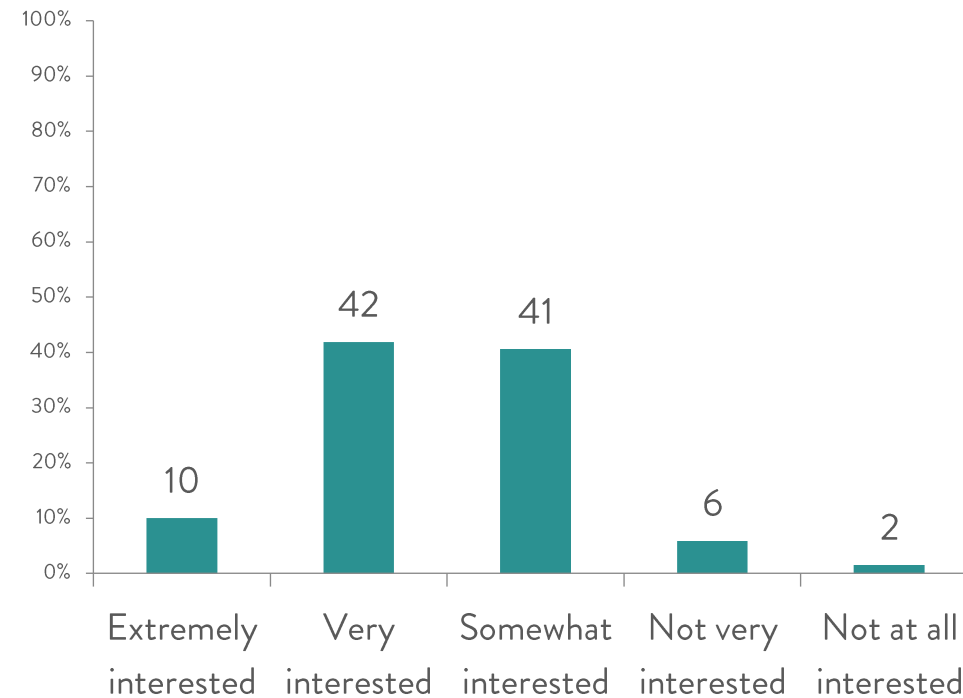
Increased relevance and technical information/ support (which ties back to the biggest unmet need from Engineering New Zealand membership).

Engineering New Zealand's programme of work on behalf of the engineering profession

How well-informed members are about it



How interested they are in it

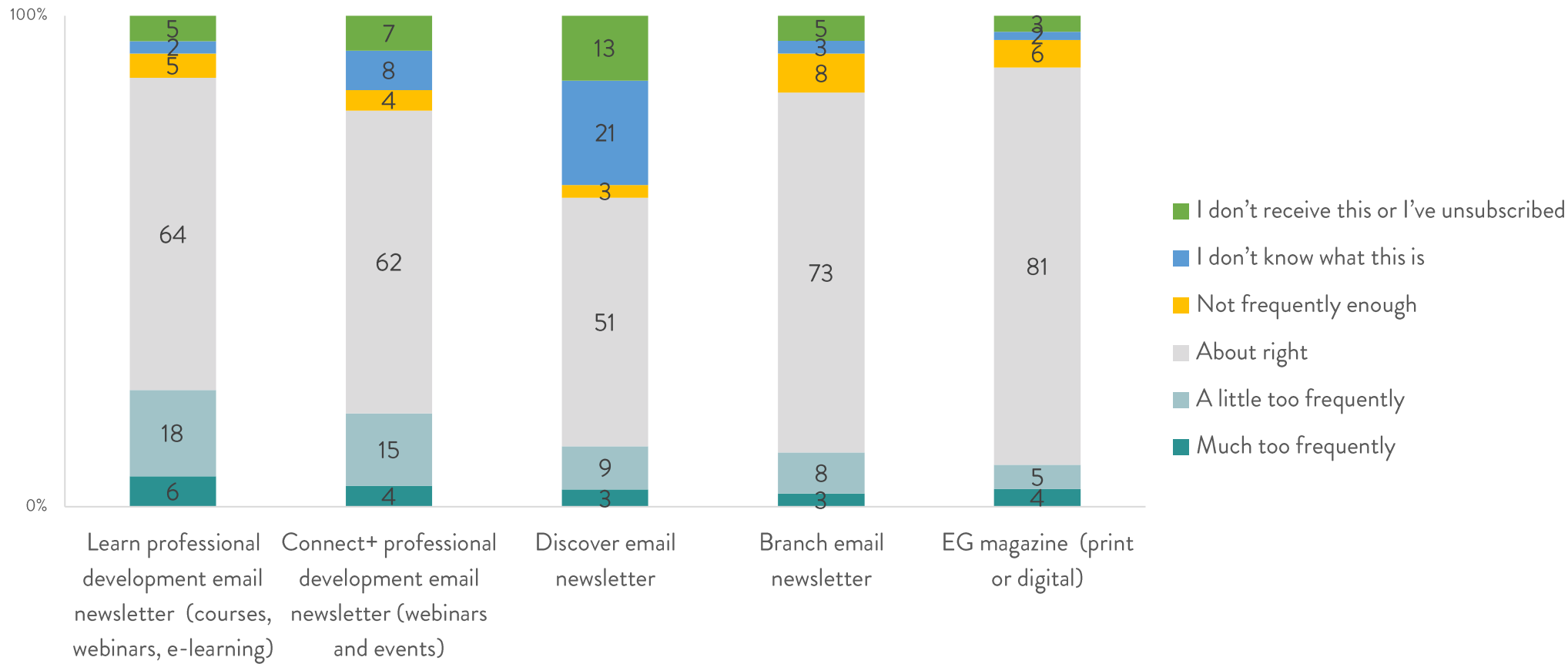


There are mixed levels of “informedness” about policy work, with 23% extremely/very well informed but 26% not well informed.

Most say that they are somewhat well informed.

But interest levels are strong.

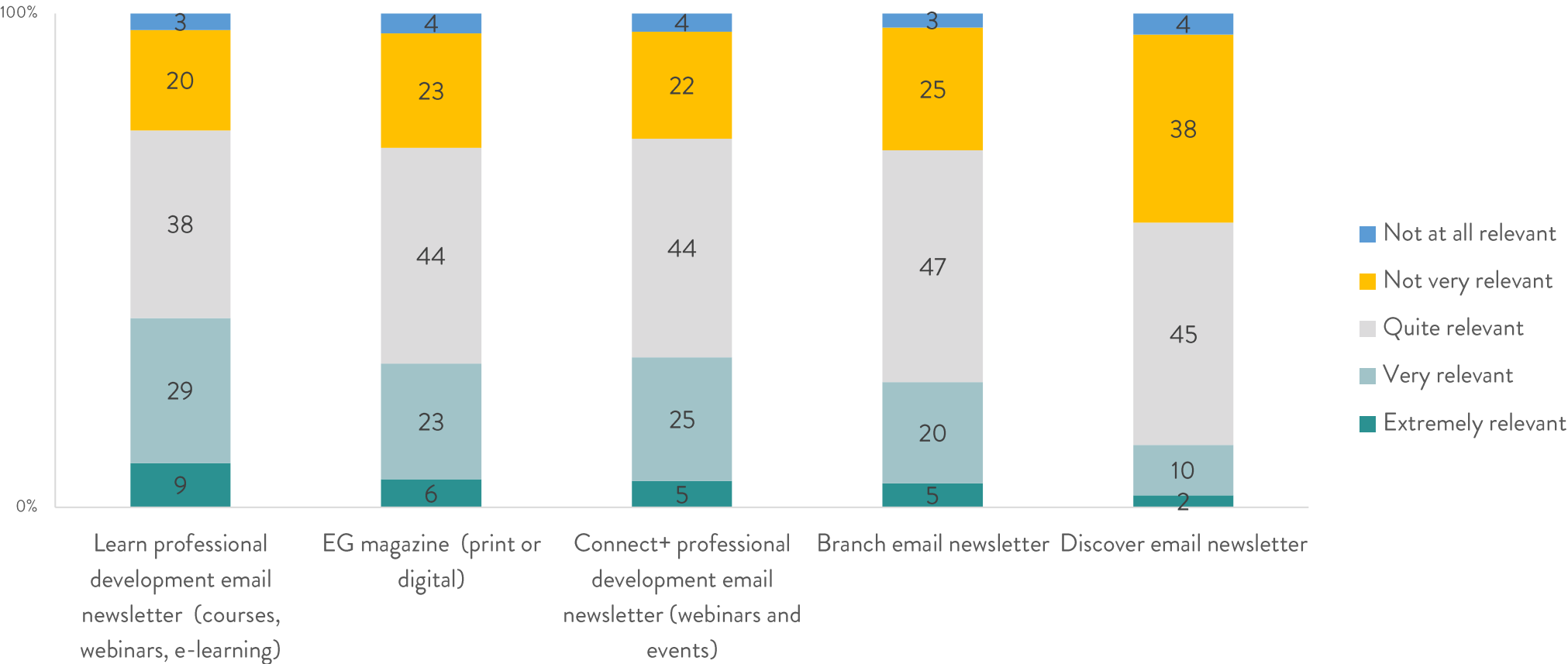
Perceptions of frequency of communications media



Frequency of communications are quite well aligned with members' expectations.

PD emails are the one with the highest number saying they receive to many – 24% say they get them too frequently – can we target them?

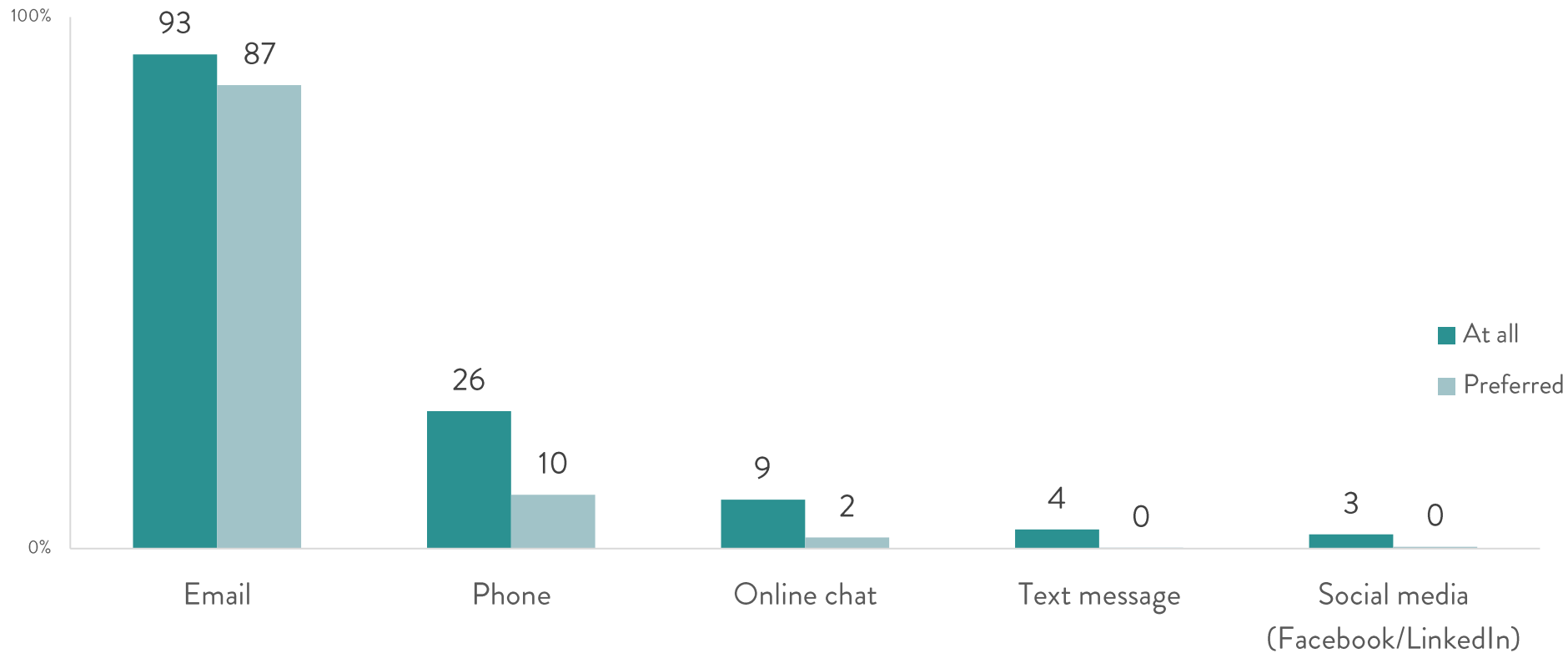
Relevance (amongst those that have receive it)



Around a quarter of members or more say that the comms are not relevant.

Discover email has 42% saying that it isn't relevant.

How would prefer to get in touch with Engineering New Zealand



Email is the preferred channel for getting in touch with Engineering New Zealand.

03. Past members

Past member profile; more likely to pay themselves, be in a different field, be female, a member and not be CPEng

| ENGINEERING FIELD OF PRACTICE | Past % | Current % |
|---|--------|-----------|
| Transportation | 11 | 6 |
| Civil | 10 | 18 |
| Mechanical | 10 | 8 |
| Electrical | 9 | 7 |
| Geotechnical, including engineering geology | 7 | 8 |
| Information Technology (including software and/or security) | 7 | 1 |
| Structural | 7 | 20 |
| Management | 4 | 4 |
| Water (including three waters, water treatment) | 4 | 8 |
| Chemical | 3 | 2 |
| Environmental | 1 | 2 |
| Fire | 1 | 2 |
| Industrial | 1 | 1 |
| Mechatronics | 1 | 0 |
| Building services | 0 | 4 |
| Other | 14 | 4 |
| I no longer work in an engineering-related field | 7 | 4 |
| I am not an engineer | 3 | 0 |



| MEMBERSHIP CLASS | Past % | Current % |
|---|--------|-----------|
| Emerging professional | 12 | 11 |
| Member | 65 | 33 |
| Chartered member | 19 | 44 |
| Chartered Member (Engineering Technologist) | 1 | 2 |
| Chartered Member (Engineering Technician) | 1 | 1 |
| Chartered Member (PEngGeol) | 1 | 1 |
| Fellow or Distinguished Fellow | 1 | 8 |

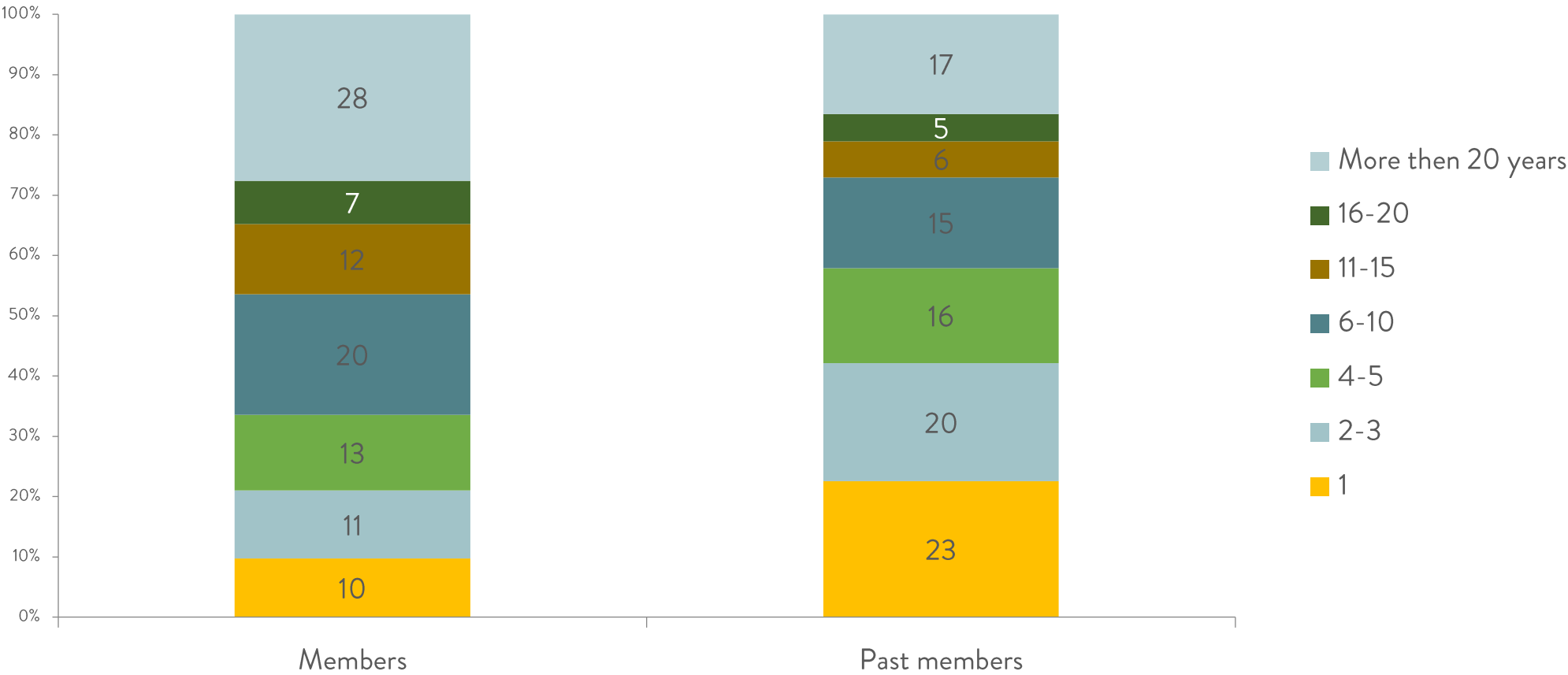
| WHO PAID MEMBERSHIP FEES | Past % | Current % |
|----------------------------------|--------|-----------|
| Myself | 51 | 26 |
| My company / business / employer | 49 | 74 |

| WHETHER HAVE CURRENT CPENG REGISTRATION | Past % | Current % |
|---|--------|-----------|
| Yes | 12 | 44 |
| No | 88 | 56 |

| GENDER | Past % | Current % |
|--------|--------|-----------|
| Man | 78 | 85 |
| Woman | 22 | 15 |

| AGE | Past % | Current % |
|------------|--------|-----------|
| 18-24 | 2 | 4 |
| 25-34 | 25 | 25 |
| 35-44 | 21 | 22 |
| 45-54 | 19 | 17 |
| 55-64 | 17 | 16 |
| 65-74 | 13 | 10 |
| 75 or more | 3 | 6 |

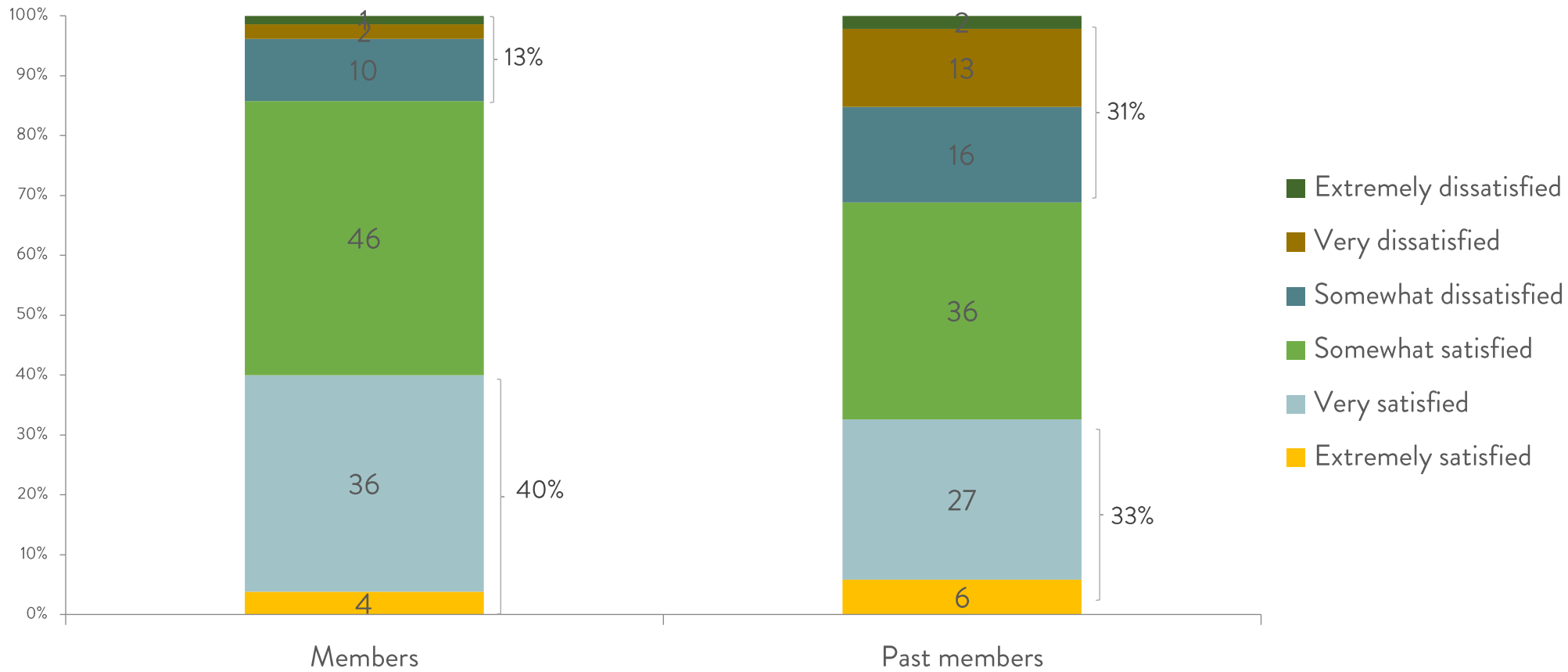
Tenure



43% of members left after 3 years or less, a quarter in that first year. Highlights the importance of that initial experience.

17% leaving after 20 years is linked to retirement.

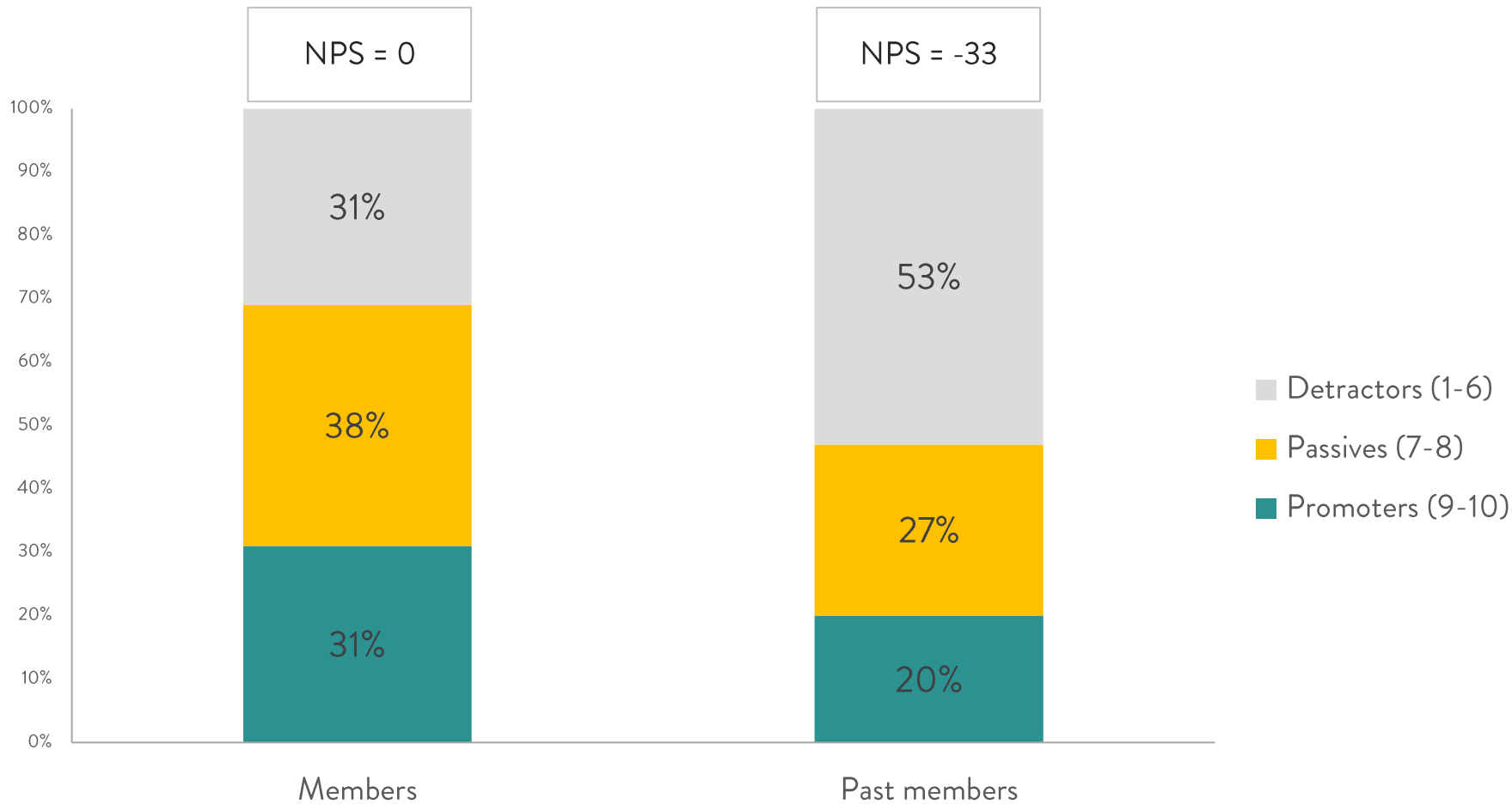
Overall satisfaction with membership



Past members were significantly less happy, over twice as many dissatisfied compared to members (31% against 13%).

Net Promoter Score

(Likelihood to recommend Engineering New Zealand membership to an engineering colleague who isn't already a member)



Further evidence that many leave unhappy with their experience – 53% are detractors.

Reasons for Net Promoter Score

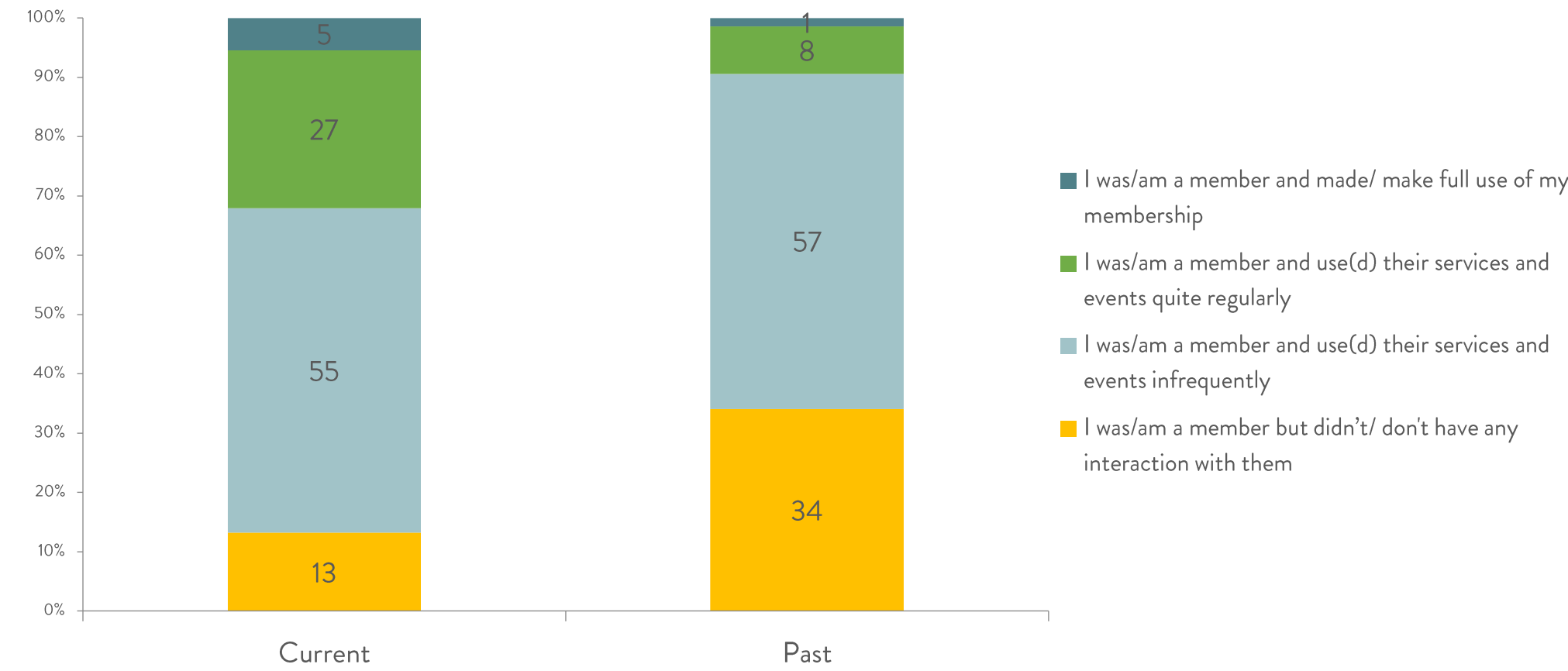
(Open-ended question, mentions over 5% shown)

| Promoters, 20% | | Passives, 27% | | Detractors, 53% | |
|--|----|--|----|---|----|
| | % | | % | | % |
| Important for career/ professional development | 32 | Opportunity to connect/network with other engineers | 21 | Only valuable for certain engineering fields /need to represent more fields | 33 |
| Keeps you informed/ up to date/ good resources | 26 | Important for career/ professional development | 17 | No value/benefit in the membership | 17 |
| Learning opportunities | 16 | (Only) good for chartership | 17 | Not clear what the benefits are | 9 |
| Good to have recognition/ be part of professional body | 16 | Good to have recognition/ be part of professional body | 13 | Not enough benefits given the cost | 8 |
| Opportunity to connect/network with other engineers | 11 | Keeps you informed/ up to date/ good resources | 8 | No support given to members/ doesn't answer emails | 8 |
| | | Learning opportunities | 8 | Doesn't help people's careers/ employment prospects | 6 |
| | | Not valuable for overseas members | 8 | Not valuable for overseas members | 5 |
| | | Don't have much choice - need to be a member | 8 | Depends on their circumstances/ needs/ opinion | 5 |
| | | | | My field of engineering not recognised/supported by ENZ | 5 |
| | | | | Too much focus on growing membership numbers, not services | 5 |

The key reason why 53% of past members are detractors is that membership is only valuable for certain fields and needs to represent more fields.

Next is a lack a perceived lack of value.

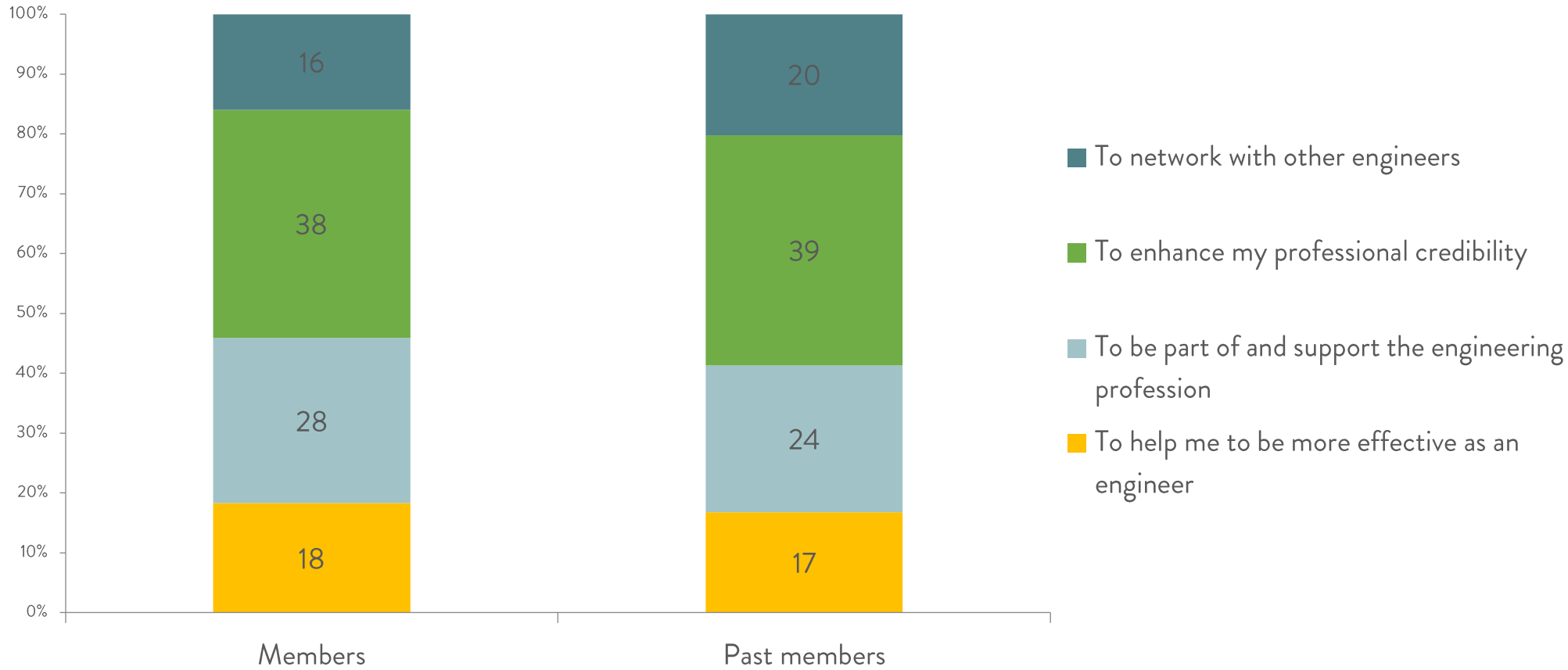
Perceived engagement with Engineering New Zealand



Over a third didn't have any interaction with membership.

Only 9% engaged significantly, compared to 32% of current members.

Motivations for joining



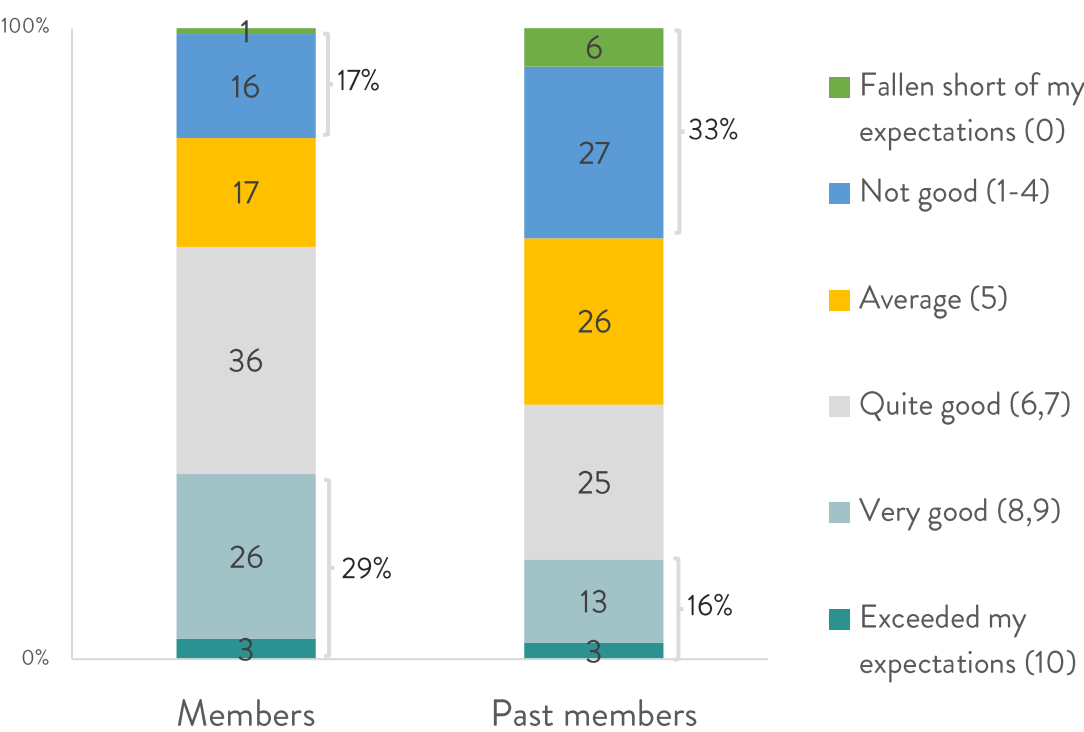
One thing that past members have in common with current members is that their reasons for joining are closely aligned.

Engineering New Zealand delivery against reasons for joining

To help me to be more effective as an engineer



To be part of and support the engineering profession



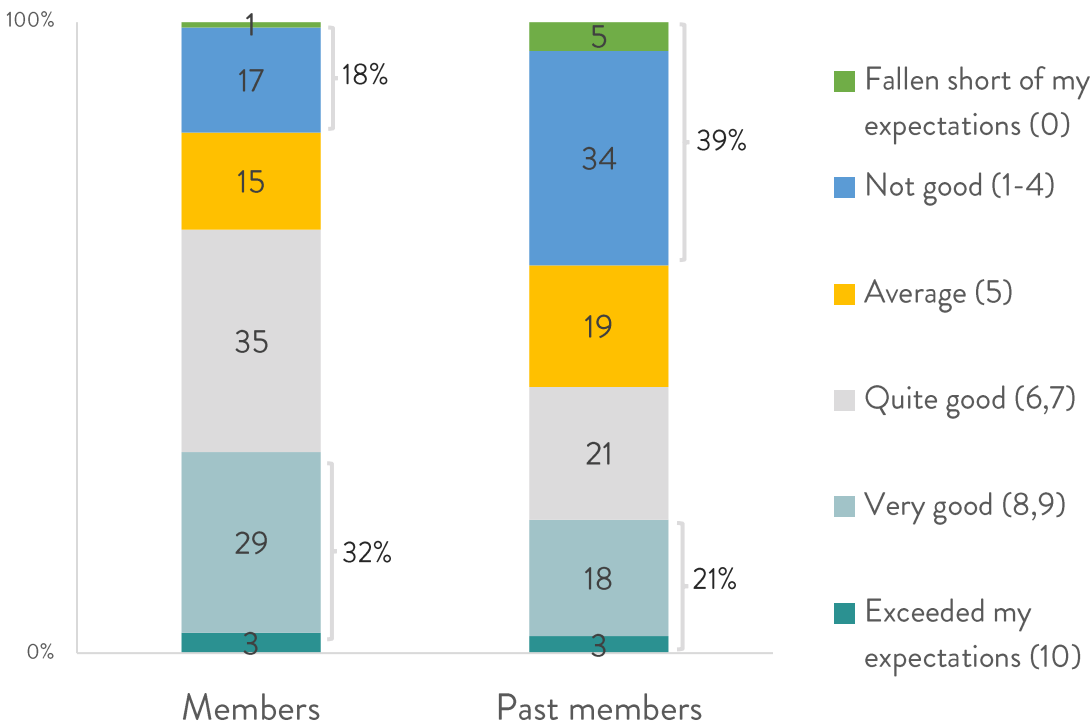
Satisfaction is half that of members on helping them become more effective as an engineer and being part of and supporting the profession.

Engineering New Zealand delivery against reasons for joining

To enhance my professional credibility



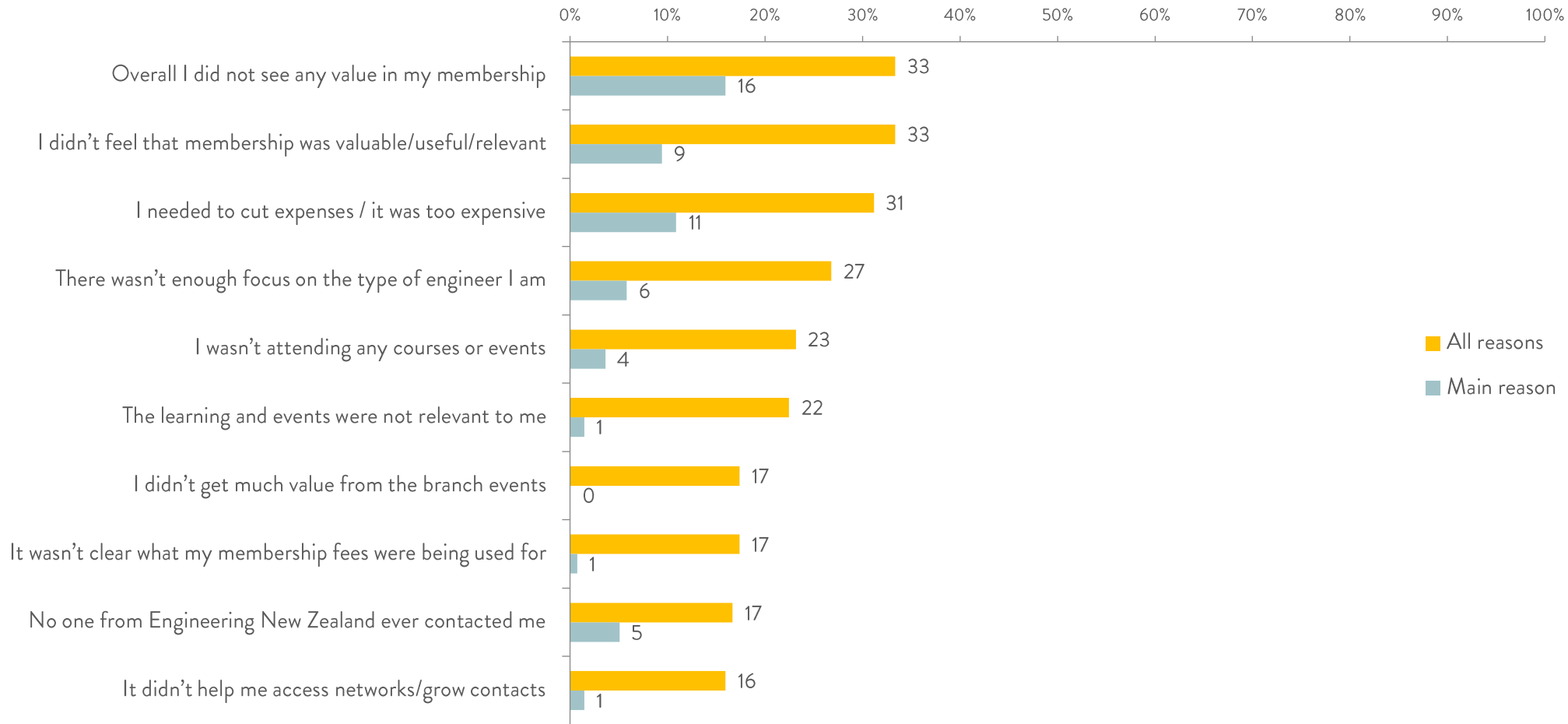
To network with other engineers



The same pattern with credibility and networking.

Further investigation needed?

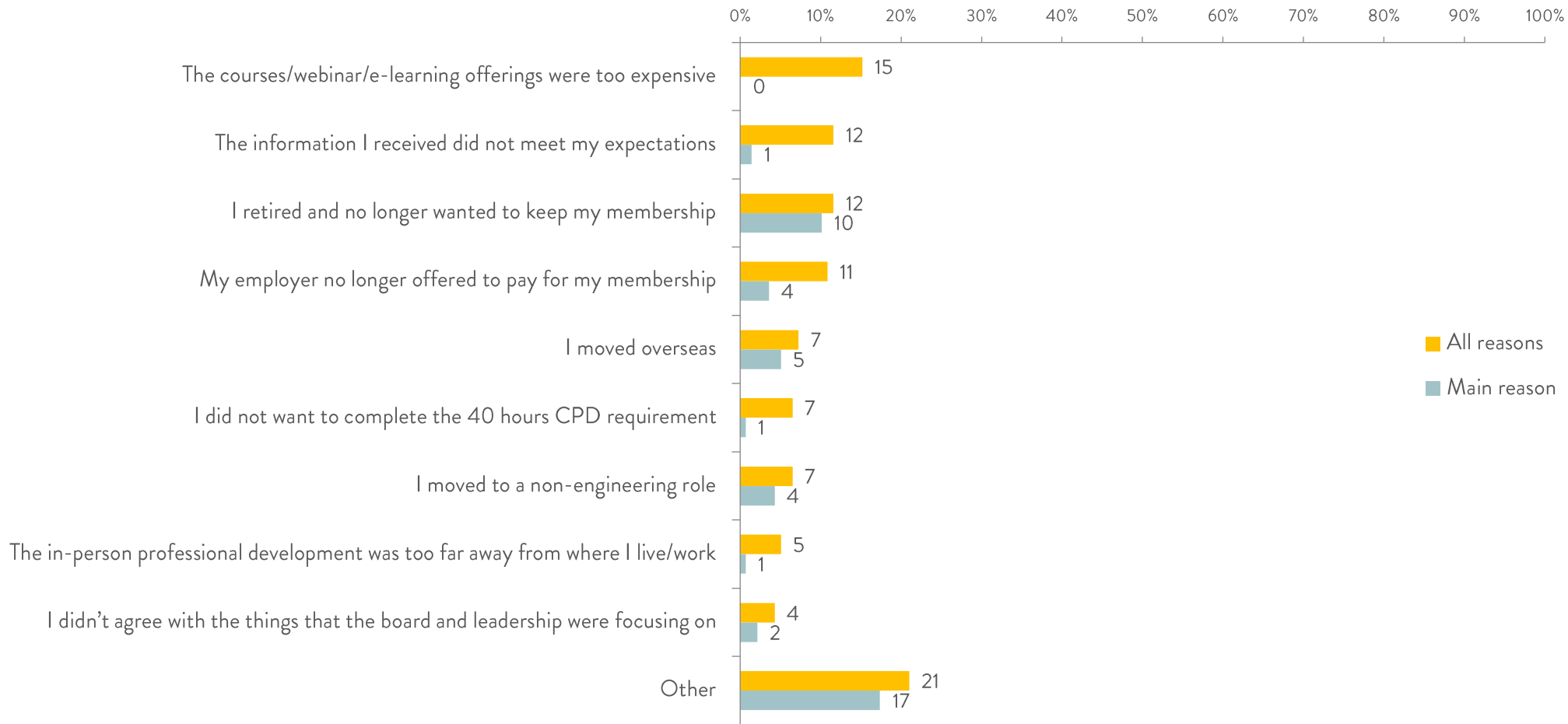
Reasons why resigned or did not renew their Engineering New Zealand membership (Prompted list 1/2)



Three core reasons for leaving that are all linked; they did not see the value in membership.

A perceived lack of focus on their field is also a contributory factor.

Reasons why resigned or did not renew their Engineering New Zealand membership (Prompted list 1/2)



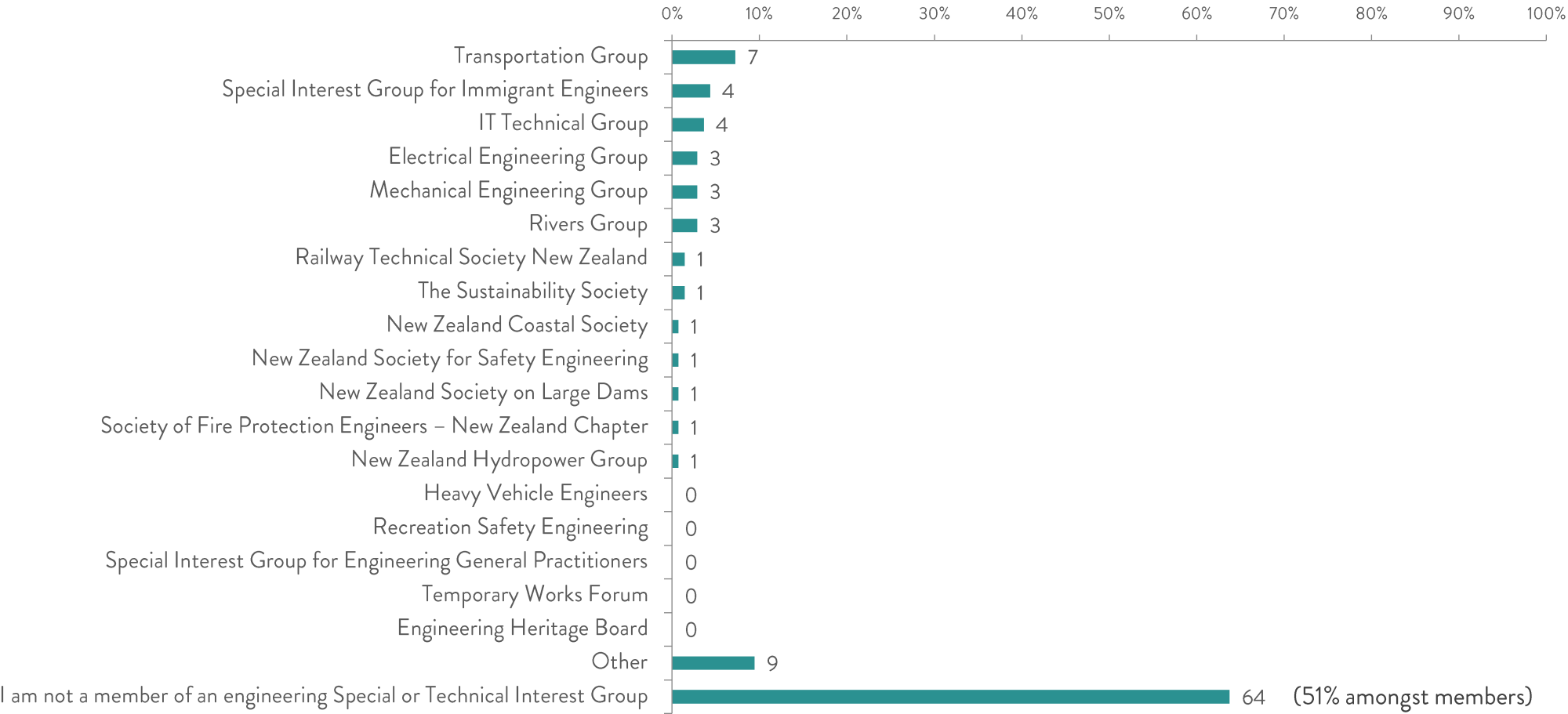
The less common reasons for leaving, with retirement a noteworthy factor (is that not a retired member category?)

Reasons why resigned or did not renew their Engineering New Zealand membership; other reasons

| |
|--|
| Became a Stay-at-Home Mum and couldn't afford to continue to belong |
| Benefit for my pathway into professional directorships wasn't really in scope of the institute |
| CPEng assessment took a very long time without proper communication to me.. The assessment ended up questioning me why i needed the professional qualification while working overseas. |
| Electrical Engineering sub-group did not consult, and provided low quality advice to external organisations. It was embarrassing and I did not want to be part of it. |
| forgot |
| Funding, i couldn't afford subscriptions due to my financial situation |
| Haven't made it into the industry to justify the expense. |
| I am currently unemployed and could not afford to pay the membership fee |
| I am not in Sri Lanka. The price is very high when it is converted from LKR to NZD. And I was too much busy with the work in SL. |
| I am retired and not active in engineering. |
| I did not received my Engineering New Zealand membership certificate since 1.5 years of being a member, although I did many emails to different IDs. |
| I did not select "I moved overseas" as I had been living overseas for over 20 years and still felt I had benefit from IPENZ until it went all digital. I felt it was only after my subscription and not providing any benefit. That may have changed since leaving as more has gone on-line driven by covid? |

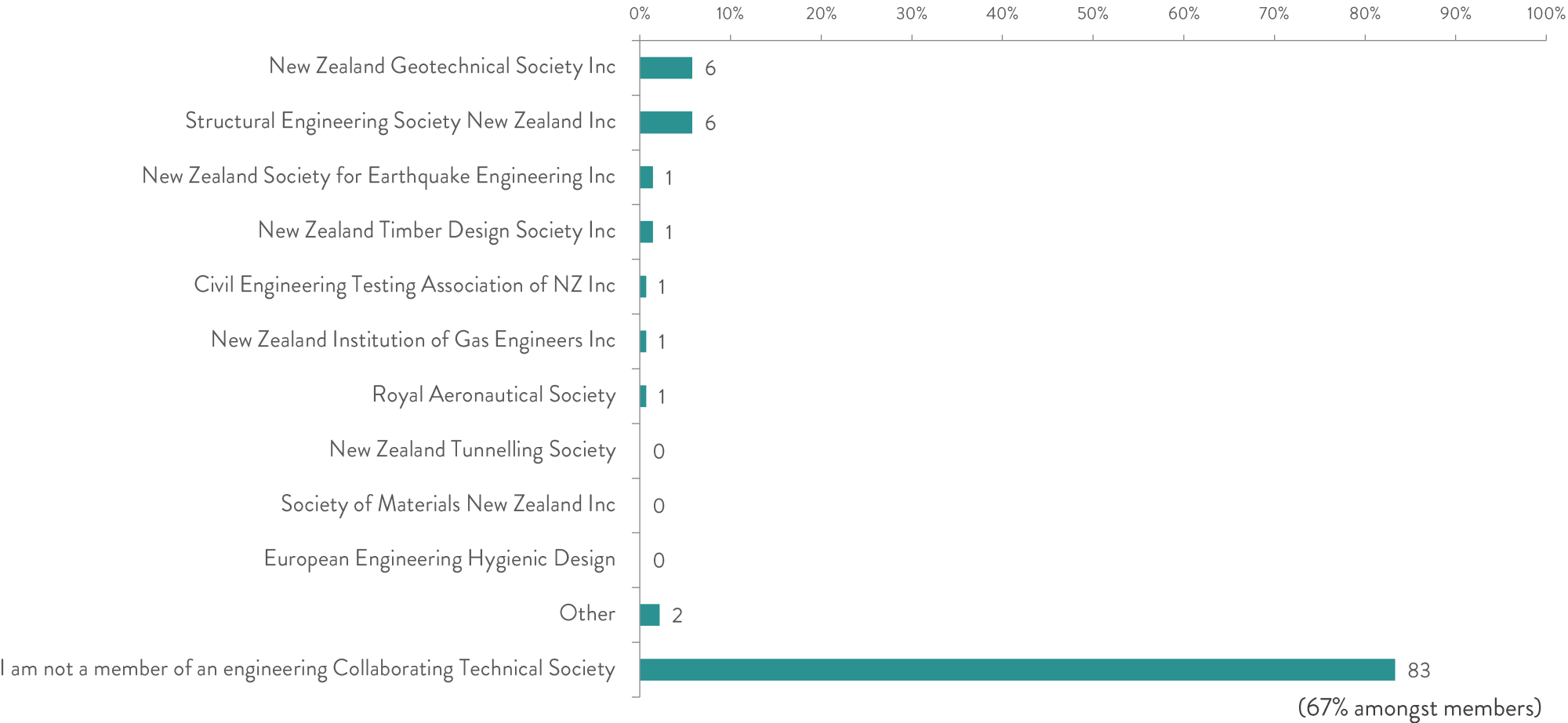
| |
|---|
| I did not want to support an organization that seems to prioritize its own growth, public and minority agendas above its ethics and members interests |
| i forgot to pay, need to check with my employer. |
| I moved jobs before 'd resubscribed. I'd like to resubscribe but will need to actually get on with it. |
| I wanted to get CPEng |
| I was on maternity leave and hadn't realised I could take a break and now I'm about to go on maternity leave again. I do not have the time to currently use the membership and my employer does not pay for my membership fees which are too expensive for me if I'm not working. |
| I wasn't working |
| I went into retirement |
| I went on leave for a year and didn't want to keep paying for it |
| Moved to casual role to look after kids and full membership is too expensive and no part time option available |
| New employer |
| Went on maternity leave, so suspended my membership for a year, and haven't got around to rejoining yet |

Engineering Special or Technical Interest Groups a member of



34% are a member of an Interest group, less than amongst members.

Engineering Collaborating Technical Societies a member of



And only 17% are a member a technical society.

Value from belonging to other engineering organisations that they don't get from Engineering New Zealand

(open ended questions coded into answer groups)

| Column % | % |
|--|----|
| Relevance to my discipline/ industry | 27 |
| Networking/ events | 15 |
| Nothing/ no difference | 12 |
| Better seminars/ courses/ training/ conferences | 12 |
| Better info/ up to date news/ newsletter/ publications | 12 |
| Technical info/resources/ support | 10 |
| International recognition/ exposure/ perspective | 7 |
| Free/ cheaper Professional Development/ courses | 5 |
| Better library/ resources/ archives | 3 |
| Online courses/webinars | 3 |
| One on one/personal support | 3 |
| Other | 8 |

Relevance to their discipline/ industry is the biggest thing that they get from membership of other organisations that they don't get from Engineering New Zealand – the same as members.

Is there anything that Engineering New Zealand could do or offer that would make them consider re-joining as a member

(open ended questions coded into answer groups)

| | % |
|--|----|
| Recognise/provide relevant support for my engineering discipline | 16 |
| Reduced fees | 13 |
| Help me with my career development/ job search | 6 |
| Provide more targeted/ a bigger range of seminars and events | 6 |
| Reduced fees for retired engineers | 5 |
| Better recognition of work experience/ other qualifications as path to chartership | 4 |
| Disagree with political stance | 4 |
| Provide more technical knowledge/resources | 3 |
| Expand focus beyond chartership | 3 |
| Do better at promoting good engineering practice/professional standards | 3 |
| Reduced fees for part time workers | 3 |
| Reduced fees for overseas/regional engineers | 3 |
| No, I've changed careers | 3 |
| Other | 10 |
| No, I'm retired | 6 |

Support for specific engineering disciplines is the most common way that past members could be attracted back.

04. Non-members

Non member profile; in different fields, not CPEng registered

| ENGINEERING FIELD OF PRACTICE | Non % | Past % | Current % |
|---|-------|--------|-----------|
| Transportation | 26 | 11 | 6 |
| Civil | 9 | 10 | 18 |
| Mechanical | 9 | 10 | 8 |
| Electrical | 1 | 9 | 7 |
| Geotechnical, including engineering geology | 1 | 7 | 8 |
| Information Technology (including software and/or security) | 4 | 7 | 1 |
| Structural | 7 | 7 | 20 |
| Management | 4 | 4 | 4 |
| Water (including three waters, water treatment) | 2 | 4 | 8 |
| Chemical | 0 | 3 | 2 |
| Environmental | 1 | 1 | 2 |
| Fire | 3 | 1 | 2 |
| Industrial | 3 | 1 | 1 |
| Mechatronics | 0 | 1 | 0 |
| Building services | 1 | 0 | 4 |
| Other | 9 | 14 | 4 |
| I no longer work in an engineering-related field | 0 | 7 | 4 |
| I am not an engineer | 20 | 3 | 0 |

| WHETHER HAVE CURRENT CPENG REGISTRATION | Non % | Past % | Current % |
|---|-------|--------|-----------|
| Yes | 5 | 12 | 44 |
| No | 95 | 88 | 56 |

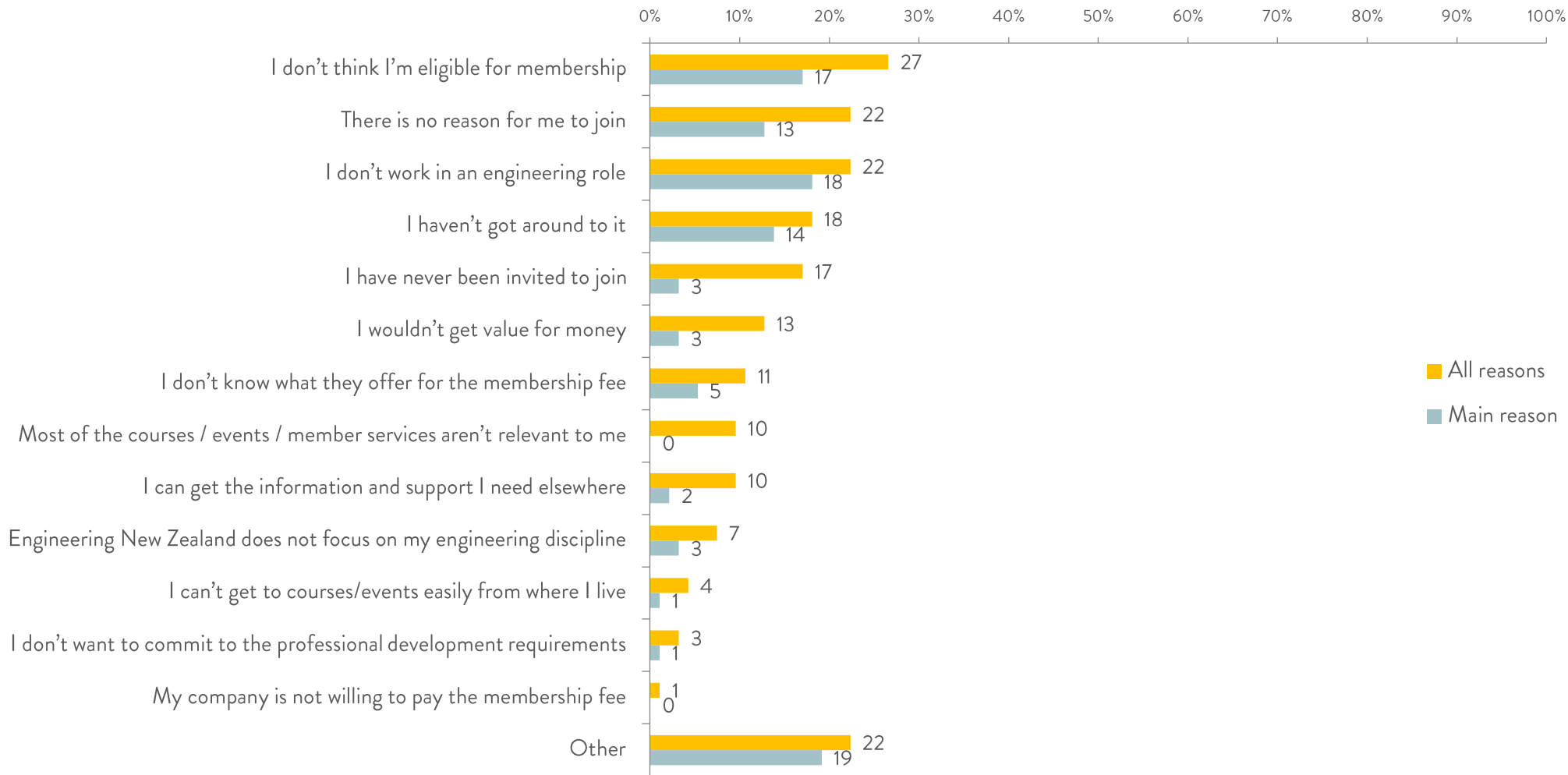


| GENDER | Non % | Past % | Current % |
|-------------------------|-------|--------|-----------|
| Man | 79 | 78 | 85 |
| Woman | 20 | 22 | 15 |
| Prefer to self-identify | 1 | 0 | 0 |

| AGE | Non % | Past % | Current % |
|------------|-------|--------|-----------|
| 18-24 | 1 | 2 | 4 |
| 25-34 | 11 | 25 | 25 |
| 35-44 | 30 | 21 | 22 |
| 45-54 | 22 | 19 | 17 |
| 55-64 | 23 | 17 | 16 |
| 65-74 | 7 | 13 | 10 |
| 75 or more | 6 | 3 | 6 |
| AVERAGE | 49 | 47 | 47 |

Why they haven't become a member of Engineering New Zealand

(Prompted list)

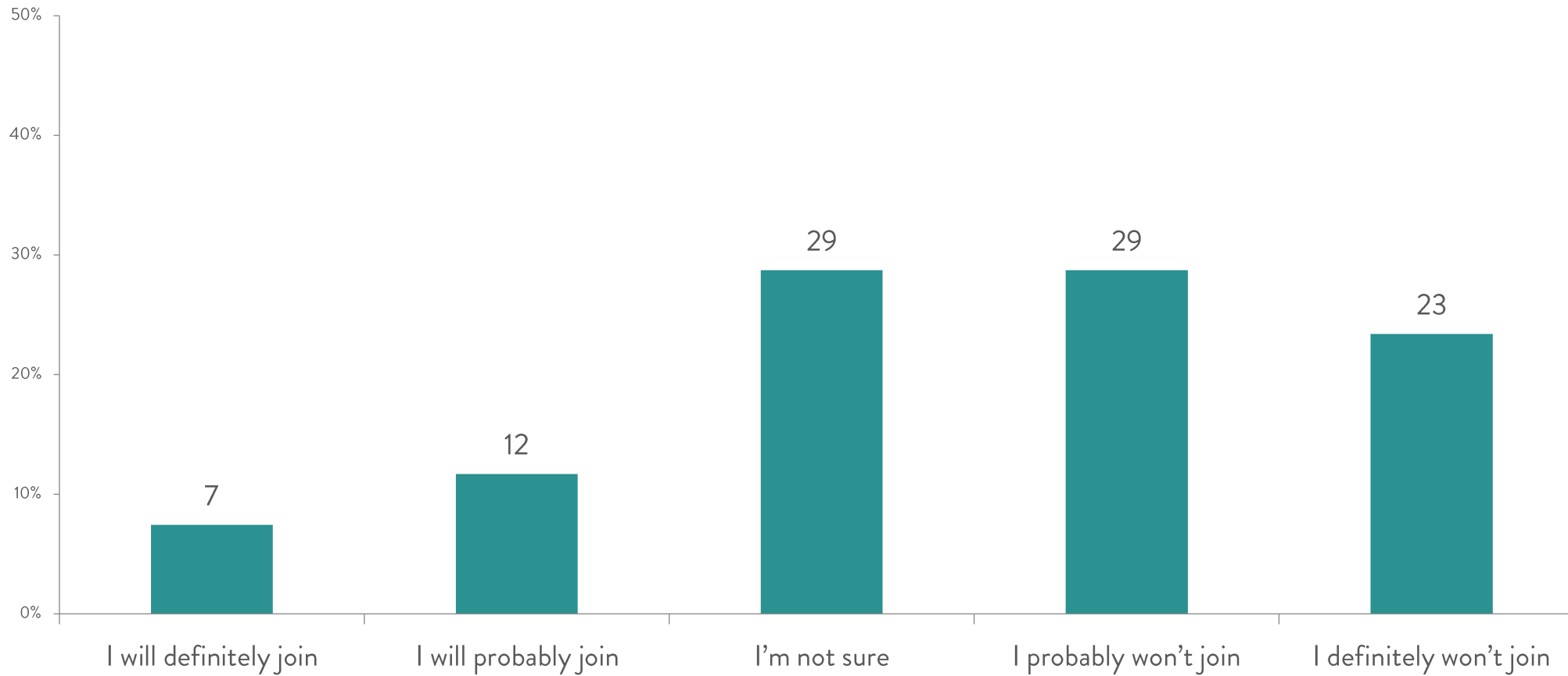


There are four key barriers to them joining;

Lack of perceived eligibility (including not being in an engineering role).

But 22% see no reason and 18% just haven't got around to it – low hanging fruit?

Likelihood of becoming a member of Engineering New Zealand in the next year



There is potential with this group to convert many to membership.

19% are definitely/probably likely to joining with a further 29% unsure.

Other reasons why they haven't become a member of Engineering New Zealand

Already part of another technical organisation and company will only pay for one membership

Engineering NZ does little to promote excellence within the (structural engineering) profession and are very accepting of mediocrity. Under their stewardship the public has (rightly) lost confidence in the profession.

I am a student engineer studying through an overseas institute, the process was very difficult.

I am currently in South Africa not sure if I have to register now

I am Member of the IT group but there haven't been any events

I am not in New Zealand yet. I am interested in the Skilled Labour Job Seeker Visa for Mechanical Engineers. Since that has been on hold till COVID ends, I may join at a later date.

I don't understand the possible answers

I don't have an engineering degree or qualification

I don't understand the structure of Engineering support in NZ. I thought my I.Mech.E Membership automatically gave me 'affiliate' membership of ENZ

I enquired about joining on at least two previous occasions, seeking confirmation on my eligibility due to my qualifications and University not being immediately obvious options on the online registration form. The responses I received were slow and unhelpful, so I have not pursued it further.

I lost respect for Engineering New Zealand when they hosted a biased and scientifically inaccurate talk on sea level rise and why we shouldn't worry about it

I think Engineering NZ is an advocacy forum for Government, and the way Engineering NZ did not tell the truth during the Canterbury Earthquakes - I would never join a group that does not stand up for traumatised residents.

I was under the impression that being a part of NZSOLD automatically made me some sort of ENZ member

I'm retired

I'm based in Australia, so it makes sense to join Engineers Australia.

Not in New Zealand at the moment

NZCE Civil people are not covered in membership even though we undertake exactly the same work. we aren't treated equal

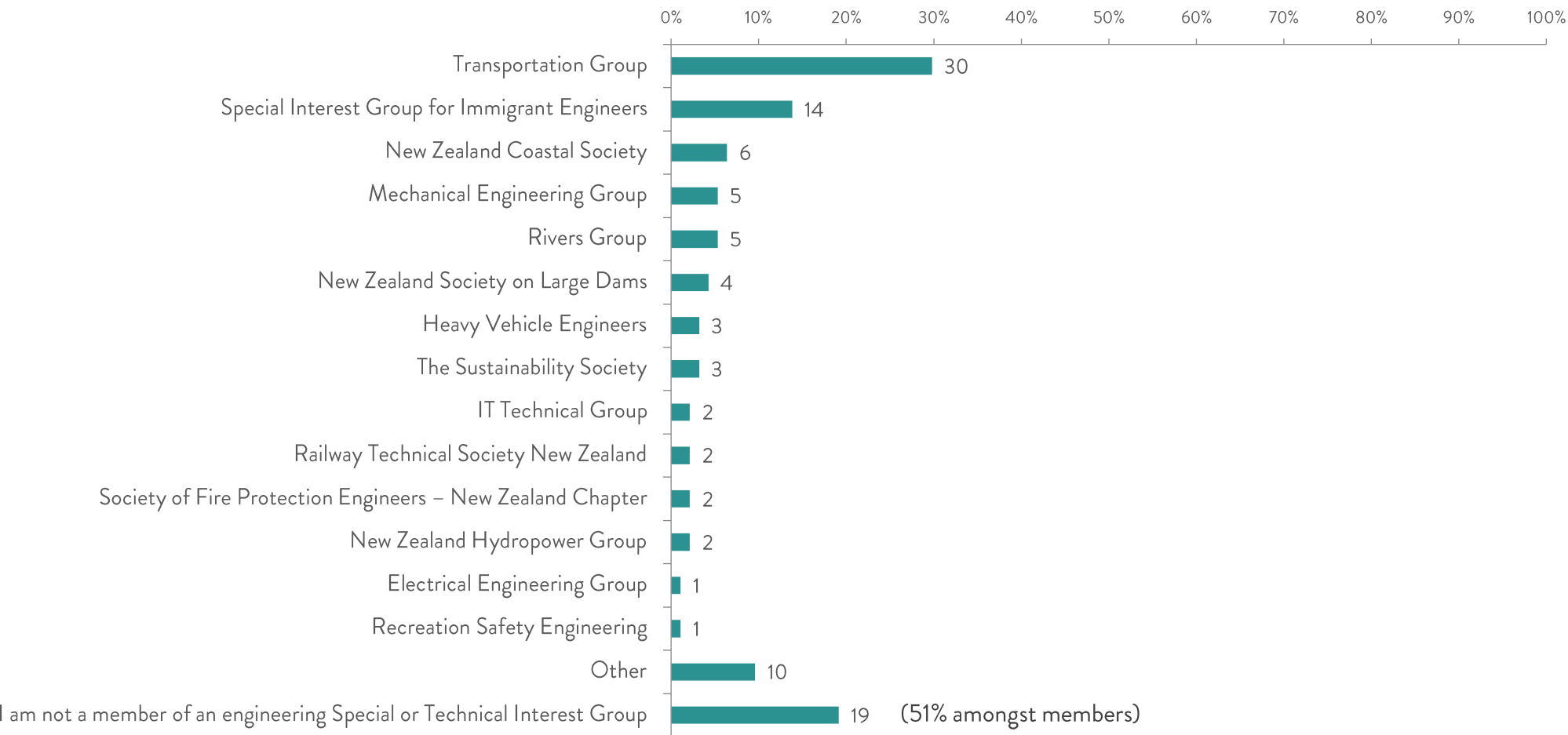
Registration is not mandatory for many engineers to work in nz

Retired

There is no clear pathway articulated

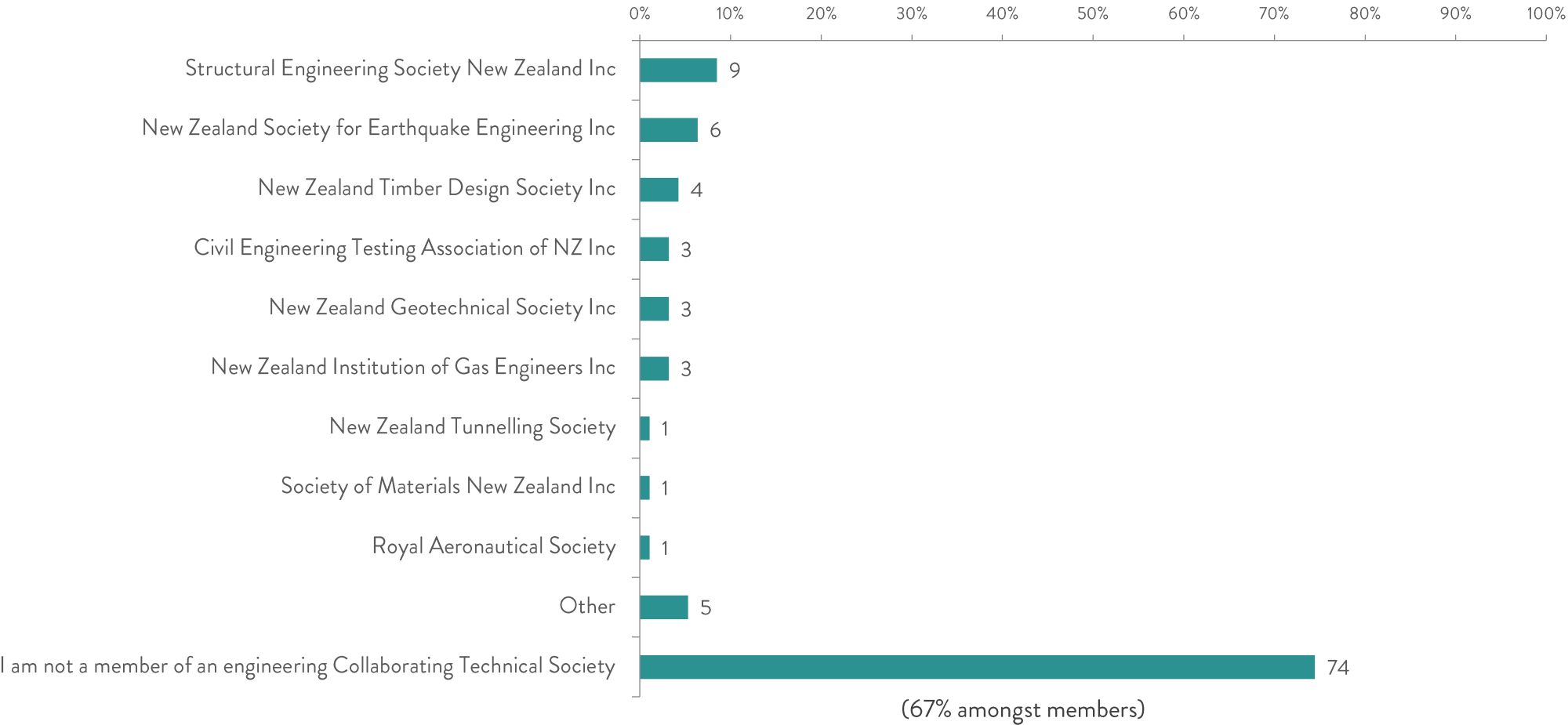
There is no easy recognition of my overseas qualification, and the CP Eng process is too cumbersome.

Engineering Special or Technical Interest Groups a member of



81% are a member of an Interest Group, headed by the Transportation Group.

Engineering Collaborating Technical Societies a member of



26% are a member of a Technical Society.

Is there anything that Engineering New Zealand could do or offer that would make them more likely to consider becoming a member (open ended questions coded into answer groups)

| Column % | % |
|--|----|
| No | 24 |
| Don't know | 11 |
| Be clear on benefits of membership | 9 |
| Expand disciplines that are represented | 9 |
| Other | 8 |
| Be clear on eligibility for membership | 8 |
| Support those with other qualifications/ experience/ those not wanting chartership | 8 |
| Support overseas/immigrant engineers | 6 |
| Do more to protect/improve integrity of the industry | 6 |
| No, I'm not qualified/not in the right industry | 6 |

| | % |
|---|---|
| No, I'm retired/ retiring | 5 |
| Be clear on costs/fees | 3 |
| Reduce fees/ support those struggling to pay | 3 |
| More resources to support professional development | 3 |
| I'm thinking about joining | 3 |
| More info (nsf) | 2 |
| Help me get in contact with people/ cross pollinate | 2 |
| Be more progressive/ proactive | 2 |
| Be clear on membership options | 1 |
| Help with my career prospects | 1 |

There is no silver bullet for how to attract the to become members.

Clarity on member benefits is #1 and does represent an opportunity.

Again, we see a desire for greater discipline related membership.

After which are a range of ideas for consideration.

05. Conclusions

In Summary: members

The strength of the relationship with members is reasonable but with room for improvement.

Engagement can certainly improve.

The service/ event portfolio needs to be rationalised and resources reallocated

Members want a more technical support, a broader set of engineering fields represented and a greater support for the chartership process.

- The most common reason for becoming a member is to enhance credibility. Being part of the profession is #2 followed by helping them to become more effective as an engineer, then networking.
 - Satisfaction is highest for enhancing credibility and scores are reasonably consistent except for making members more effective as an engineer, where 42% rate delivery as average or worse.
 - There are relatively few dissatisfied members (13%) whilst 40% are extremely/ very satisfied. The 40% that are somewhat satisfied represent an opportunity to move to a higher level of satisfaction.
 - Looking at the pattern by tenure, satisfaction starts high, drops after 3-4 years and only picks up 20 years +.
 - An NPS of 0 means that Engineering New Zealand has as many promoters as it does detractors; there is no net positive word of mouth. The aim should be change this to a positive score.
 - Recognition is at the heart of membership and is by far the dominant driver of why members are promoters. Key drivers of negativity are the body representing too narrow a range of engineering fields, poor value and membership being only good for chartership.
 - Engagement with membership is quite low. 55% of members use services/ events infrequently and 1 in 8 members has no interaction with membership. Those members with a CPEng registration are significantly more engaged.
-
- There is a clear top tier of 5 services/ events that have a higher level of awareness, led by PD, events then EG magazine. But there is a long tail of services events that half or less of members are aware of.
 - PD courses, EG magazine are the most used services, followed by the remuneration survey and events. 14 services are used by less than half of members. 11 are used by less than 20%. These represent opportunities for rationalization and resource reallocation.
 - When it comes to needs that aren't being met, there is a strong request for more technical/ practical support. And greater support for the chartership process/ PD more generally. Free/ cheaper PD comes next. Then a greater focus on technical excellence and ethics.
 - There are two key benefits that they get from other memberships. Increased relevance and technical information/ support (which ties back to the biggest unmet need from Engineering New Zealand membership).

In Summary: past members

Past members left because they weren't engaged and getting value.

There is a slightly different profile by engineering field and there is a strong view that their specialism was not catered for by membership.

Catering to that specialism is what they get from membership of other organisations and that is also what would attract them back to membership

- Past members have a slightly different profile to members; there are more likely to pay for membership themselves, be in a different field (eg Transportation), in the member type, female and not be CPEng.
- There are three core reasons for their leaving that are all linked; essentially that they did not see the value in membership. A perceived lack of focus on their field is also a contributory factor.
- 43% of members left after 3 years or less, a quarter in that first year. Which further highlights the importance of that initial experience.
- Past members did not leave happy; over twice as many were dissatisfied compared to members (31% against 13%). Their NPS is -33 and 53% are detractors.
- The key reason why 53% of past members are detractors is that membership is only valuable for certain fields and needs to represent more fields. Next is a lack a perceived lack of value.
- Over a third didn't have any interaction with membership. Only 9% engaged significantly, compared to 32% of current members.
- The one thing that past members have in common with current members is that their reasons for joining are closely aligned. But satisfaction is half that of members on helping them become more effective as an engineer and being part of and supporting the profession. The same pattern with credibility and networking
- Relevance to their discipline/ industry is the biggest thing that they get from membership of other organisations that they don't get from Engineering New Zealand – the same as members.
- Support for specific engineering disciplines is the most common way that past members could be attracted back.

In Summary: non-members

Non-members have a very different profile by specialism – transportation is heavily represented.

They haven't joined for a range of reasons but there is significant opportunity to convert a large number to membership

Clarifying member benefits is one key to unlocking them

- Non-members skew significantly to the transportation field in comparison to current members. 20% are not members.
- There are four key reasons why they haven't joined:
 - Lack of perceived eligibility
 - Not being in an engineering role
 - A perceived lack of need
 - Not having got around to it
- There is potential with this group to convert many to membership; 19% are definitely/ probably likely to joining with a further 29% unsure.
- There is no silver bullet for how to attract them to become members. Clarity on member benefits is #1 and does represent an opportunity. Next comes the recurring issue of expanding disciplines that are represented. After which are a range of ideas for consideration.

Implications and recommendations

At a macro level, supporting members to become a more effective engineer is a core need that is not been delivered to and something members want more of. They want more technical support.

From a member journey perspective, how can we onboard members so that engagement happens sooner? And how can deliver more after 3-4 years when satisfaction falls away. Member journey mapping would help as a start point to delivering a meaningful members experience throughout tenure.

The other macro level challenge is engagement, it needs to be higher if we want a more secure and satisfied member base.

The service and event portfolio needs to be rationalised. And where possible, resources reallocated to more meaningful places (for members).

Another key question is how Engineering New Zealand can deliver across different engineering fields. It's why members leave, why they join other organisations and why non-members don't join.

There is a significant opportunity to attract many of the non member cohort by explaining members benefits.

THANK YOU



Haymakr