



Member Survey 2009 Survey Results Summary

The Member Survey 2009 asked members to provide feedback on how playgroup is currently running. The survey has provided the committee with direction for the coming year to ensure that ECP continues to serve local families and be a stand-out playgroup in the City of Port Phillip and Victoria.

A total of 106 members started the survey with 99 completing it (93.4%). This represents a 27% response rate (391 families) or 42% of 'active members' (based on 59% average attendance for 2009).

Of all respondents, 51% were from playgroups running in the Front (Sea) Room and 49% were from playgroups running in the Back (Sun) Room. This represents a strong response rate from members in the Front Room, who make up 34% of all members.

It was clear from the survey responses that the main reasons people attend and enjoy playgroup are associated with the social interactions available – for both children and parents. Many respondents noted the value of support networks forged through attending a local playgroup in a safe and positive environment.

Overall the facility and the toys and equipment were rated as excellent with the most popular items being larger items and the outdoor toys.

Feedback suggests that the number of annual events is reasonable although at times the size of such events can be intimidating. Over 80% of respondents indicated that a family charge for events is fair and over 90% believed volunteering at events was reasonable. However these two points were the basis of much discussion and a degree of dissatisfaction – largely due to misconceptions about what the "income" from events is used for and the challenge of getting individual members to volunteer their time.

Although most respondents rated the current communication tools as above average or excellent, comments indicate a low awareness of the ECP website and concerns that reliance on email as a communication tool means many members may miss out on valuable information.

The survey illustrated that respondents had a high awareness of their responsibilities as members with over half registering interest in being involved in one-off projects and 14% interested in being involved in ECP's committee of management.

Concerns raised throughout the survey were largely related to the cleanliness of the centre – predominantly related to groups not cleaning up after their session and the cleanliness of the carpets. Other common areas of dissatisfaction related to individuals within groups not pitching in (for weekly clean up and at volunteering times), incompatible session times and widely varying ages within groups.

Overall, the survey has provided members with additional information about what is provided and has highlighted to the committee a range of misconceptions, particularly about the financial management of ECP. These will be addressed in a series of information forums over the coming months.

Our Successes...

"I feel connected to the community via the playgroup"

"I am so grateful to the ECP- don't know how I would have made it through my first child without it."

"I have always counted myself lucky to be in playgroup and made wonderful lifelong friends."

"Like the safe, social environment"

"the event days are amazing value and great fun for the kids."

Our Challenges...

"The apathy displayed by certain group members in regard to assisting with cleaning/leaving the room in a clean state and volunteering with activities."

"What's with the gates?"

"More communication about what is required if you do volunteer."

"Pram parking"

"Cleaner carpets"

Our Opportunities...

"keep the concept of playgroup as simple as possible...people just really love the opportunity to come and meet their friends once a week"

"I didn't know there was an ECP website"

"Why didn't we know about all those toys!!!"

"I don't know much about the events - and really didn't know they were being run."

"Focus should remain on developing our organisation."