



VCNZ Update – 18 September 2015

Feedback from the recent VCNZ Communications Survey

Thank you to all who gave responses to our recent Communications and Performance Survey. We had nearly 250 responses. This represents around 10% of the profession. This is a big increase from our previous survey in 2012, so thank you to all who took the time to respond.

Background

The 2012 survey responses indicated that Council needed to work on its communication to the veterinary profession and stakeholders.

As a result Council made improving communication and liaison a key strategic focus in the 2013 –2015 Strategic Plan.

Steps were put in place to achieve this including the appointment of a Professional Advisor with communication as a key area of accountability.

A Communication and Liaison Strategic Plan 2015 – 2016 was developed and implemented.

How did we do?

60% of replies to: What has Council has done well over the last two years; identified communication. This is a positive turnaround from the feedback in the 2012 survey.

69% of respondents agreed or strongly agreed that Council maintains effective working relationships with veterinarians.

49% agreed that Council seeks their views on issues that affect them but 20% disagreed.

24 % agreed that Council takes their feedback into account, 11% disagreed and 29% replied that they did not know.

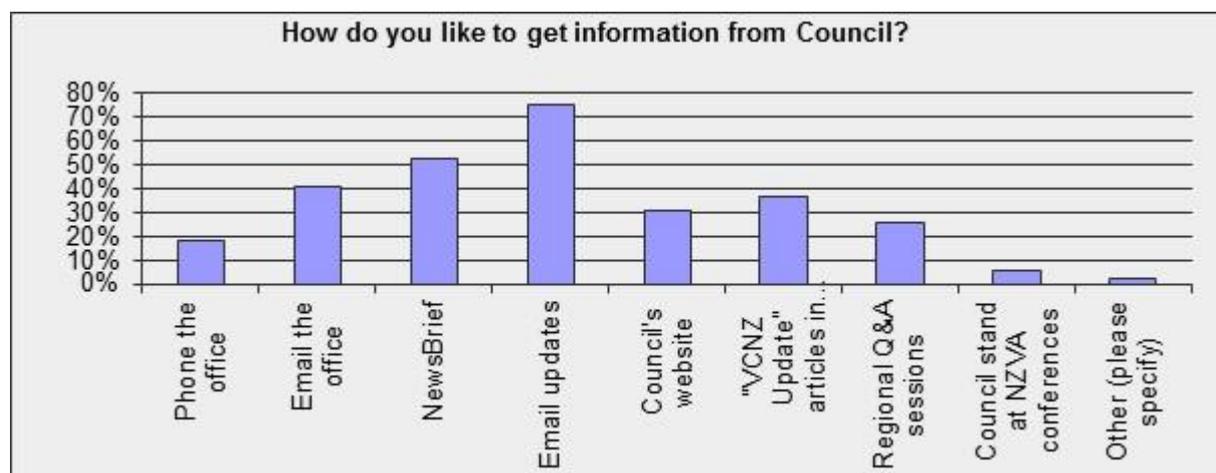
Some of the comments reflected disappointment with Council's consultation processes.

They viewed the process as "pre-empted" and "more of a notification".

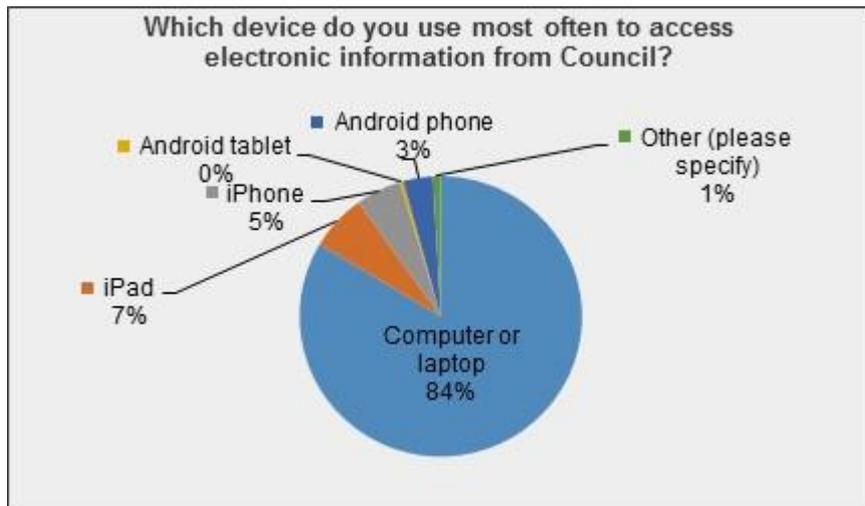
We will continue to make improvements in communication and will focus on the consultation process, including reporting back to you.

What form of communication works for survey respondents?

VCNZ email updates were the preferred means for respondents to get information from Council.



Almost all respondents viewed information from Council using on a computer or laptop.



93% of respondents read the email updates. 79% found them clear, concise and easy to understand and valuable.

Useful suggestions for improvement centred on making the updates brief and providing links to more information. A more modern format was suggested.

NewsBrief, Council's print format newsletter was also well accepted; 80% indicated that they read *NewsBrief*.

Almost all respondents read *NewsBrief* on screen. Only around 8% printed it out to read it.

We have listened to your feedback and will no longer provide a print format newsletter. The current NewsBrief will be replaced by more frequent email updates.

The monthly VCNZ updates in NZVA's *VetScript* received strong endorsement from the respondents who had access to them.

We will ensure the topics covered are available to all veterinarians through the VCNZ email updates and website.

We had mixed feedback on our website. 33% of respondents used the website often whereas 38% used it infrequently.

Of those that did use the website, most liked the look and feel of the website and could find the information they needed easily.

Around 50% found the website clear, concise and easy to understand and we will be looking to make this better over time.

Conclusions

Council thanks all who responded to the survey. The results have been used to inform Council's strategic planning process.

For the full Communication Survey response click [here](#)