



CDANZ Member Survey 2012

The last CDANZ Membership Survey was undertaken in 2007, so purpose of the 2012 survey was to capture a current picture of members and their needs. We hope that the survey will be refined and become a biennial activity. Compiled by Megan Smith.

The information a membership survey provides has a range of purposes:

- To assist the National Executive and Branch Committees to better meet the needs of members through the activities they engage in.
- To provide accurate and comprehensive data to enhance the credibility and influence of CDANZ when lobbying and advocating for CDANZ members

Survey Content

The survey consists of four parts

1. Demographics. While some of this information is captured in membership applications and renewals; it is currently inconsistent and lacking in detail in some areas.
2. Nature of work. This information contributes to training and professional development planning, formation of special interest groups, and promotion of member services.
3. Issues of Service Delivery. Capturing this information assists in adequately representing the work and conditions for members when advocating with external stakeholders such as ACC and Ministry of Education.
4. CDANZ. What are we doing; what should we be doing, and how should we resource it?

Our ability to operate as a quality professional association for our members is significantly enhanced when we have comprehensive knowledge of who we are. The information gained from full member participation in this survey will directly assist CDANZ in its work programme for 2012 and beyond.

Results

The 2012 survey was open approximately 3 weeks and 38% of members responded by the following membership category breakdown:

a) Professional	39%
b) Associate	28%
c) Member	37%
d) Fellow	50%

The following results are a summary of the full survey – for further data please see the CDANZ website.

Demographics

- 69% of members are degree qualified or higher.
- A significant portion of our membership is based in Auckland (31%) followed by Wellington (14%) and Canterbury / Westland (11%).
- Females continue to make up the vast majority (83%) of the membership.
- 71% of members are aged between 40 and 59 years of age.
- The majority of members don't belong to other associations or groups, but of those who do, most also belong to CATE (40%) and / or HRINZ (14%).

The typical CDANZ member is a **degree educated NZ European / Pakeha female**, CDANZ **professional** member, aged between **50-59 years**, from **Auckland**



The typical CDANZ member works at least part-time in **private practice**, providing **CV, job search 1 to 1 & career development services** under **government funding**. Marketing is via **networking & websites**, evaluation through **client survey**. Time spent **1-2 hours** or **3-5 hours** with the resource used most being **labour market information**.

Nature of work

- 27% of members are working primarily in private practice; 17% work mainly in the Tertiary Education sector, and a further 18% spend most of their time working with a Non Government Organisation.
- Services are provided under contract to MSD (32%), ACC (31%), corporate businesses (27%), and EAP based services (20%).
- The work of 35% of members is fully funded by the government, while 19% are funded completely from private sources.
- For one-to-one services, members most often spend 1-2 hours (28%), or 3-5 hours (28%) per client.

- Fees are commonly charged in the \$75-\$99 (average 31%) or \$100-\$124 (average 23.5%) brackets.
- Services are most commonly marketed by, networking events (38%), corporate or own website (38% & 37% respectively), with 28% on LinkedIn.
- Services to clients are evaluated primarily by surveying clients (47%) and peer review (27%)
- Approximately half the survey respondents indicated that career development work was their sole area of work.
- 59% of respondents indicated they had the capacity to take on more work should the opportunity arise.
- Labour market information (95%) was the most commonly resource used regularly with clients.

Issues of Service Delivery

- 81% of respondents are influenced by their place of employment in a variety of ways, including: with support (resources, collegial / management support), timeframes and service delivery process.
- The practice of 62% of respondents is influenced by the contracts they hold.
- Time pressure in service provision is found to generally be constant (38%), heavy (19%) or regular (18%).
- One-to-one (71%) and peer (73%) supervision are the most common forms of professional supervision undertaken regularly each year.
- Professional supervision is used by respondents predominately for case conceptualisation and reflection (76%), workplace challenges (69%), and ethical issues (56%).
- Issues identified for career development professionals include: ongoing raising of the profile and proving the value of services with public and government; challenges in Canterbury and the wider national economy; changing landscape for CIAG in schools; influence of technology on labour market and service delivery; ageing career professional AND general population; opportunities that come with a greater acceptance of career change, along with a labour market demanding flexible and adaptable workforce.

CDANZ

- Sought after professional development activities include: tools & techniques (78%), professional practice and development (63%) followed by labour market information (59%).

- CDANZ should offer or support PD in the following areas: tools & techniques (78%), professional practice and development (78%) followed by career theory & career development knowledge (73%), and career information & resource management.
- Respondents identified the top three activities outside of offering PD to be: Advocacy for the profession & career development (96%), Advocacy including advocating for good & effective practice (95%), Advocacy including advocacy for professional standards (93%).
- Sources of funding for CDANZ activities, such as advocacy, were rated as follows: Government (65% in favour), private funding or sponsorship (52%). There was a small majority opposed to a raise in membership fees 46% against, versus 39% for, and 15% undecided.

