

New CA Member Survey

Dates run

6th – 20th July 2021

Participation

380 respondents

Objective

Understand overall sentiment from new CA members, and identify any dissatisfaction where we can improve and ensure our new members feel welcomed and supported for their next chapter.

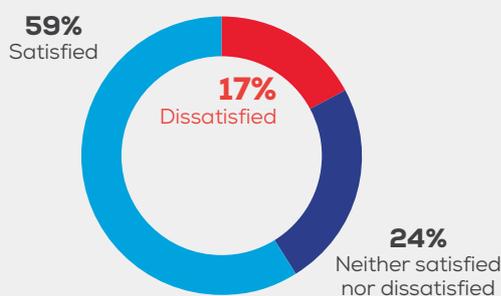
Key findings

Some members aren't feeling welcomed when starting off with CA ANZ

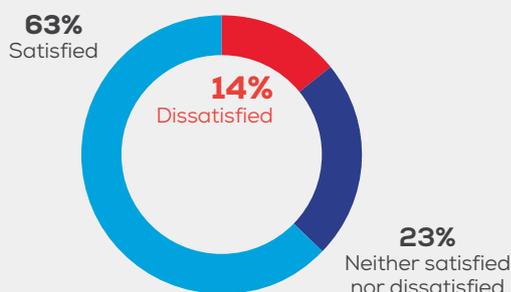
Overall, 63% of members are satisfied with their transition experience into becoming a full CA member, however there is room to improve with 17% stating they were dissatisfied with the sense of welcoming.

“Proper welcome and explaining how and where help can be found. Which channel we can enhance our experience”

Sense of welcoming



Overall experience



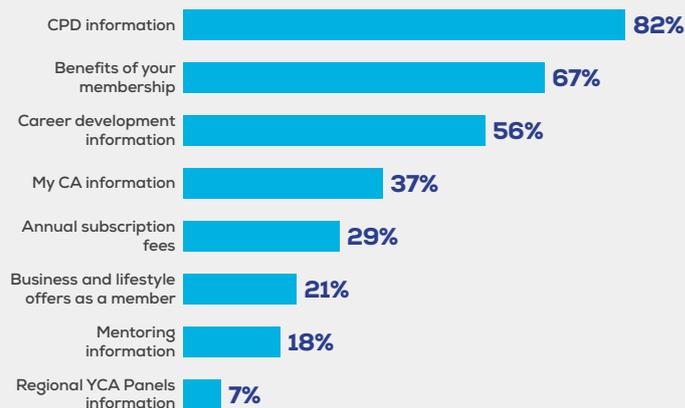
New members struggle to find relevant information from CA ANZ

With so much new information to digest as a full CA member, new members found it hard to find the relevant information easily. They also felt CA ANZ could provide more support and advice on making the most of their membership.

“Actually communicate with members, ask them about what they want from things like ceremonies etc rather than forcing an unpopular and unwanted decision on them.”

“More career development guidance would be great”

What information do new members want to see?



Action points

Sense of welcome

To improve the overall sense of welcoming to CA ANZ, new members will now receive a congratulatory letter from the CA ANZ President, a virtual induction, an offer to have a phone call directly from CA ANZ support (or email), and a revamped New Member Ceremony.

Communication touchpoints

In addition to the above communication touchpoints, new members will also receive a check in on day 100 of their membership tenure to offer any required support or assistance to improve their journey.

Building connections

In addition to the revamped New Member Ceremony and virtual induction, new members will also be invited to the My CA New Member Hub, and YCA Group to enhance networking opportunities.

Member resources

New members will have access to new YCA and YCA Panel webpages, a series of videos to assist with career development, CPD and how to utilise My CA, and a welcome guide with all information necessary to make the most of their membership.

