

Mentoring Survey – Member Insights Panel

Dates run

11–25 November 2021

Participation

1,118 responses

Objective

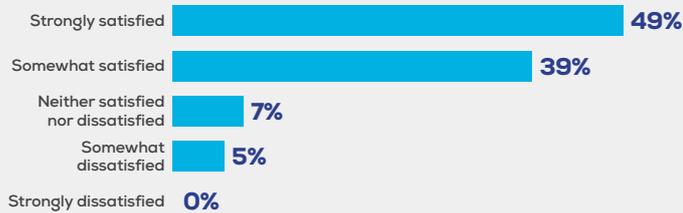
Understand **awareness** and **consideration** levels of CA ANZ mentoring opportunities, and furthermore **satisfaction** levels of those who have participated, and **hesitations** from those who haven't. We will use this information to streamline the process for members to ensure our support through mentoring is beneficial to the membership.

Key findings

CA ANZ members value their mentoring experience

This survey found 88% were strongly/somewhat satisfied with their overall experience in their chosen mentoring program. Key reasons for dissatisfaction were not being selected for the program, participants feeling CA ANZ could provide more guidance on making the most of the experience and what to do if you feel your match isn't right for you.

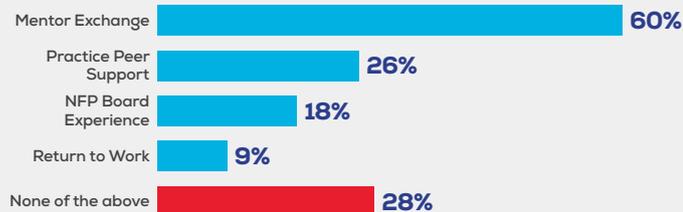
Overall mentoring satisfaction



Nearly a third of members have not heard of the mentoring opportunities available at CA ANZ

We've found we aren't reaching members with the **information required** for mentoring opportunities. Members who are aware learn about mentoring opportunities through email, Acuity and our website.

Mentor program awareness



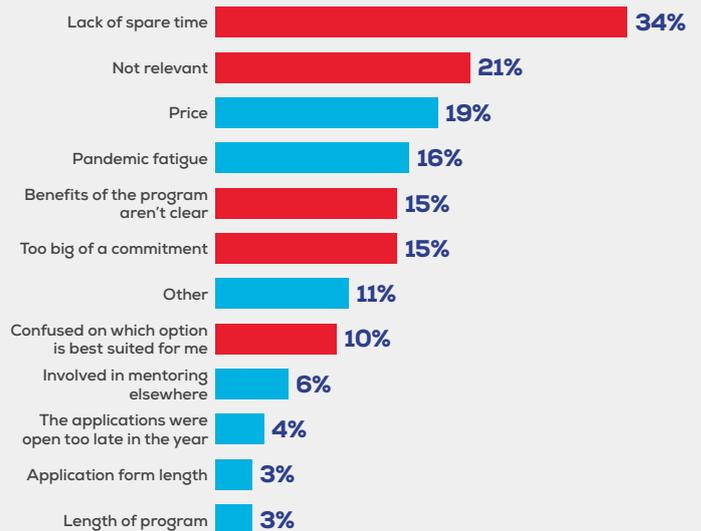
Members require more information to make a decision

You've told us that you're hesitant to commit to a mentoring program due to the **time commitment**, or the lack of **understanding of the benefits** this will bring to your career journey.

"Not certain of relevance for me (albiet probably quite useful), it is just a leap to take to get involved"

"I think mentor programs are a good initiative, but it is important that the value proposition is clearly communicated, and this is in line with the price charged"

Overall mentoring program hesitations



Action points

Program benefits

We will better demonstrate and communicate the key benefits of each program and the time commitment required, as many members were worried this would be outside their current capacity.

Targeted communication

We will make it easier for members to apply for the mentoring program by implementing changes around communication to new members through the New Members Journey welcome guide and YCA webpage. Our events team will have information on hand to promote these opportunities in detail when engaging with members and we will continue to share mentor success stories through Acuity as you've told us these have been an enjoyable read.

Improved member experience

We will make improvements to the mentor support provided for participants, including initiating your first mentor meeting, an improved program guide and how you can make the most of your mentoring experience. We will also be exploring and implementing changes around the matching process to reduce frustration and maximise success with matching members.

Express your interest in mentoring opportunities at CA ANZ here

[charteredaccountantsanz.com](https://www.charteredaccountantsanz.com)

