

Stakeholder Survey Summary Report

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Introduction

In 2010 the New Zealand Mountain Safety Council (MSC) began the process of developing an outcomes model. This model describes what outcomes the organisation wants to achieve, the steps needed to take to get there and how it would evaluate the progress towards these outcomes.

Having clearly outlined the outcomes the organisation wants to achieve, MSC have now set about the process of implementing a number of evaluation projects and collecting data which will provide indicators that we are working towards the stated outcomes. A more detailed examination of the MSC outcomes model is available in the report titled “The Navigator – An Outcomes Map for MSC”

One of these evaluation projects was to undertake a stakeholder survey of organisations involved with MSC. This stakeholder survey attempted to provide a better understanding of a number of indicators on the Navigator Outcomes Map. In particular the questions we wanted to be able to answer are:

- 1) do high level stakeholders believe that the MSC is doing a good job?
- 2) does the sector see MSC as a credible player in the sector?

In addition to these two questions there are a number of indicators that MSC want to track to see how we are progressing on our path to delivering our desired outcome of “people participating safely in land based outdoor activity”. For the stakeholder survey these indicators are particularly relevant to the areas of quality media and communications, MSC being relevant and well respected in the sector and an effective MSC.

Therefore the commissioned stakeholder survey had the following outcomes in mind:

- To understand more about stakeholders experiences and relationship with MSC
- To measure MSC performance in meeting stakeholder needs and expectations
- To provide indications for how MSC can better meet the needs and expectations of its stakeholders
- To ascertain stakeholders aspirations for the future of MSC

Methodology

The survey respondents received an email invitation by a commissioned agency to respond to a range of online questions. This invitational email had been preceded by an email from MSC Chief Executive Officer advising them that the organisation was undertaking a stakeholders survey via an outside agency.

The survey was grouped in five key areas. These groups were:

- 1) Leadership and directions
- 2) Communication
- 3) Service delivery
- 4) Quality of Relationship
- 5) Overall performance

The survey questions comprised of both quantitative assessments and general informative questions utilising open questions and comments.

Discussion of Results

Both the quantitative and qualitative results showed a range of results overall and often within one question. This can be an indication of the personal or organizational subjective value received from MSC. This is evidenced by some questions having a response range from 2-10. However there are some clear messages from this stakeholder survey.

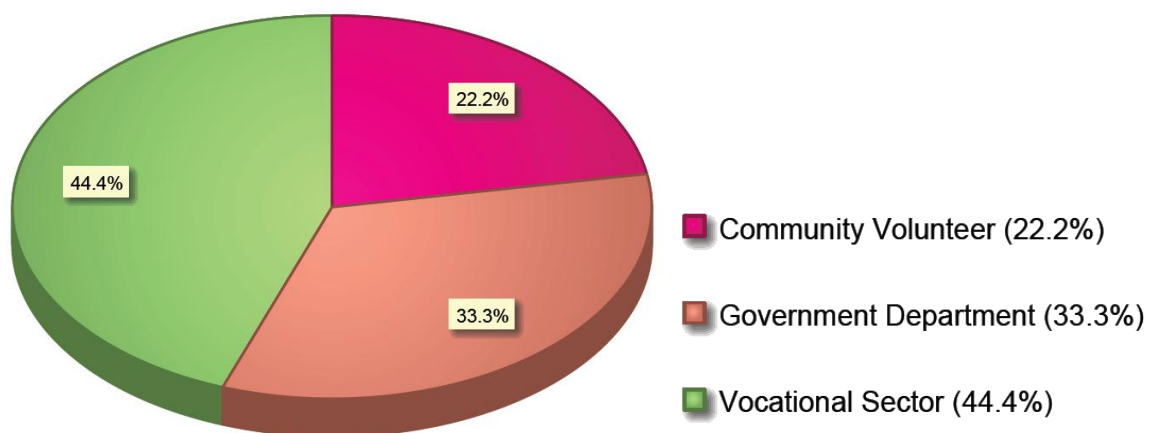
- 1) MSC needs to improve its communication processes particularly with the internal MSC volunteers as well as the national network of volunteers.
- 2) There needs to be greater clarity about MSC leadership and direction
- 3) MSC staff and representatives are accessible and work at maintaining positive relationships

Respondents

The survey was sent out to 97 stakeholders and was completed by 45 respondents. This is a participation rate of 46%.

Organisations self selected the capacity by which they interacted with MSC in and chart one illustrates this breakdown

Chart One: Capacity of interaction: The participating stakeholder self selected the classification that best described their role.



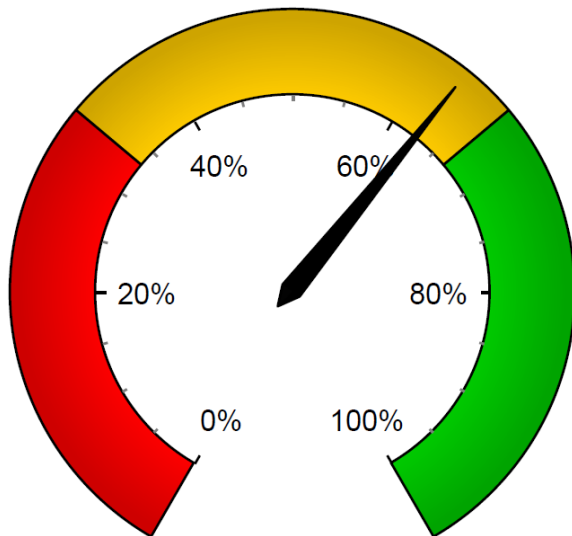
Results Summary

The information below is a summary of some of the key findings from the stakeholder survey

1. Overall Satisfaction

The illustration below shows the Overall Stakeholder Satisfaction for the survey presented as the percentage of the average scores

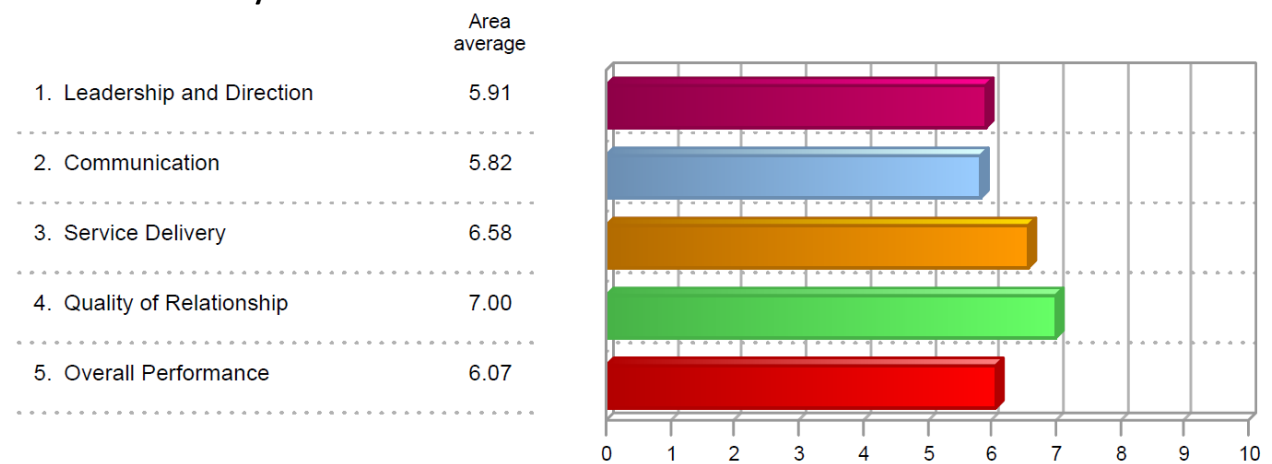
Figure 2 Percentage of the Average Score (63%)



2. Stakeholder survey global overview

The following charts show the results under each of the five areas as an overall summary and broken down into organisational sector.

2.1 Area Summary - overall results



Scale1: 1 =poor to 10=excellent (overall assessment questions)

Scale 2: 1 = strongly disagree to 10 strongly agree (all other questions)

2.2 Area Summary – organisational sector



Scale 1: 1 = poor to 10 = excellent (overall assessment questions)

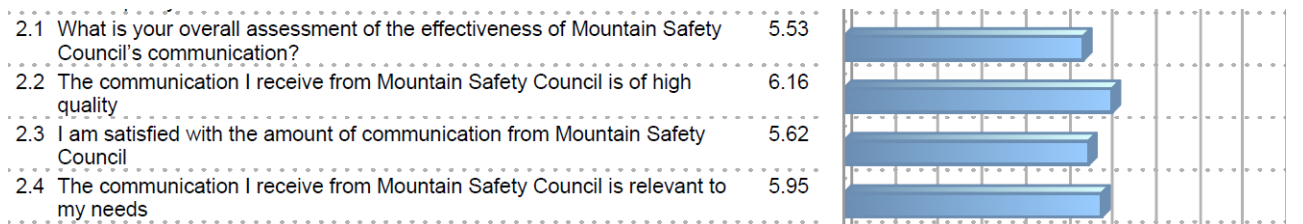
Scale 2: 1 = strongly disagree to 10 strongly agree (all other questions)

3. Overall Question Summary of Results

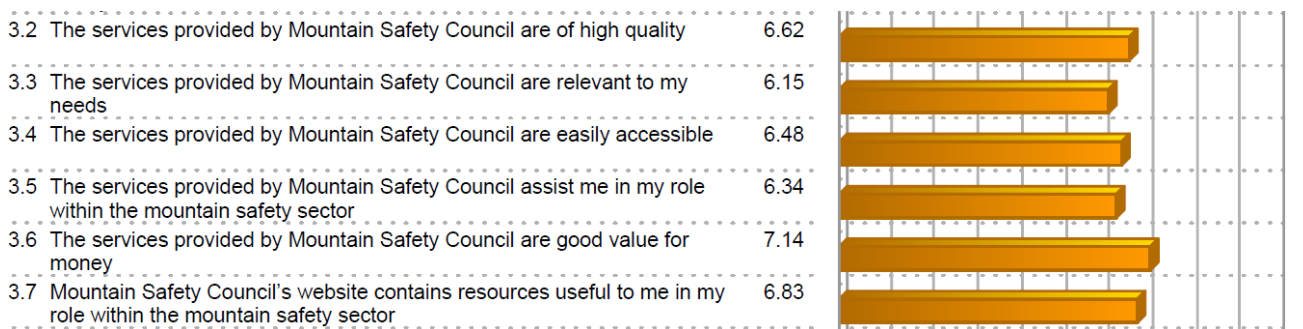
3.1 Leadership and direction



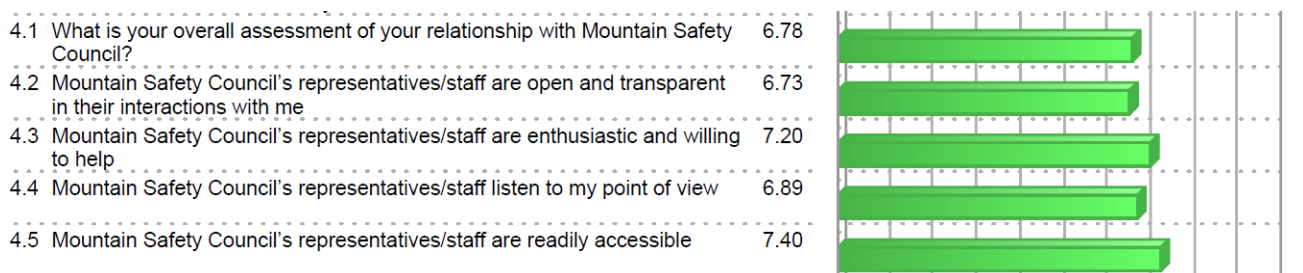
3.2 Communication



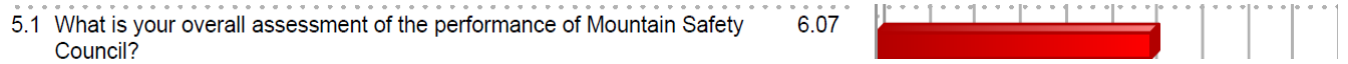
3.3 Service Delivery



3.4 Quality of Relationship



3.5 Overall Performance



Scale1: 1 =poor to 10=excellent (overall assessment questions)

Scale 2: 1 = strongly disagree to 10 strongly agree (all other questions)



01'

02'

03'

04'

05'



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