



SARINZ Performance Survey Report 2010

Executive Summary

This report is a summary view about SARINZ performance generated from a survey of 175 stakeholders. This survey was designed as means of gathering evidence on SARINZ training, support and communication with stakeholders

Areas of strength and stakeholder support:

- SARINZ activities and services help to improve operational performance for the SAR and wider emergency response sector (this is one aspect that stands out as having almost universal agreement from all respondents)
- SAR training (particularly search training) is worthwhile and improves operational performance
- Continued provision of free training for volunteers
- On the whole the results are positive and improve on the 2008 survey results.

Areas for growth/improvement:

- Improve communication with stakeholders who have an 'operational' association with SARINZ about its services
- Raise the profile/awareness about what SARINZ does, targeted for its stakeholders (with a particular focus on User Pays training and Research and Development)
- Maintain high quality assurance/evaluation standards to ensure programmes are targeted at (and achieve) the desired outcomes for end users

Strategic focus areas:

- SARINZ needs to increase its core training, research/innovation functions to up-skill and support the SAR and wider Emergency Management sector.
 - While many respondents have an expectation that SARINZ will grow in scale in the next five years, this is balanced by those who anticipate that SARINZ will continue to do much the same as present, or achieve an appropriate/effective role (particularly over the next 10 years).
- Despite the above stakeholders caution SARINZ not to lose touch with its community or become too corporate, or drop the quality or scale of its training services in the face of funding pressures. For example many respondents encouraged SARINZ to avoid charging fees'.

External factors for SARINZ to consider:

- **Supply factors** (competition for funding, short falls in funding, competition for volunteer time – which are not unique to SARINZ as they would likely apply to the whole of the SAR sector and volunteer response agencies nationwide)
- **Demand factors** (population and tourism changes affecting the number and type of SAR incidents – as well as the influence of technology)

Key messages for SARINZ

1. Results are consistent with the SARINZ 2008 survey, showing incremental focus and relationship improvements and the organisation's reputation for designing and delivering high quality training solutions.
2. Results from the survey would indicate that SARINZ should take a 'steady as she goes' approach over the next five years.
3. Focus on:
 - Building and managing relationships/profile
 - Research and innovation
 - Quality assurance (i.e., evaluating or improving practices)
4. Celebrate the stakeholder judgement that **SARINZ is an excellent training/research provider whose role is to improve the skills, knowledge and expertise of SAR and the wider Emergency Response community.**

1. Aim and Objectives

This report is a summary of stakeholder views about SARINZ performance generated from a survey of 175 stakeholders. This survey was designed as a means of gathering evidence on SARINZ training, support and communication with stakeholders.

2. Methodology

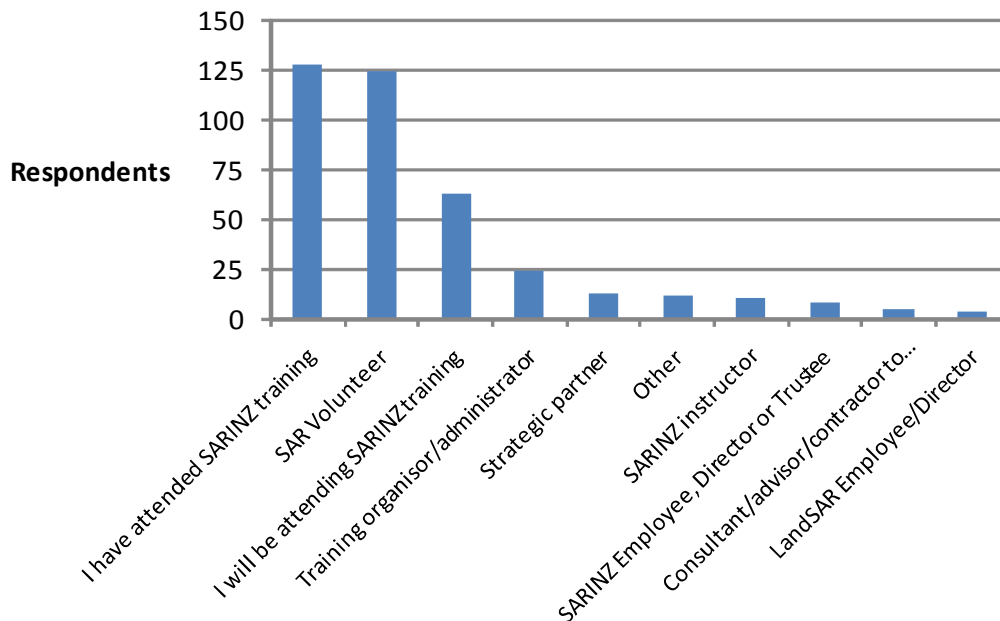
The methodology applied was an online survey covering 11 topic areas. The survey was sent to 935 individual emails (SARINZ internal associate database) using a census approach.

Participation was voluntary. A small incentive, of going into a draw for three \$100 SAR prize packs, was offered to encourage participation. A total of 175 responses were received, yielding a response rate of 18.7%.

Under this type of methodology it can be expected that a larger proportion of responses are likely from individuals who hold strong opinions on the topics covered.

Whilst, the respondents covered a useful cross section of SARINZ stakeholders, they were predominately past trainees (74%) and SAR volunteers (72%, figure 1).

Figure 1: Respondents' associations* with SARINZ.



* Multiple responses permitted.

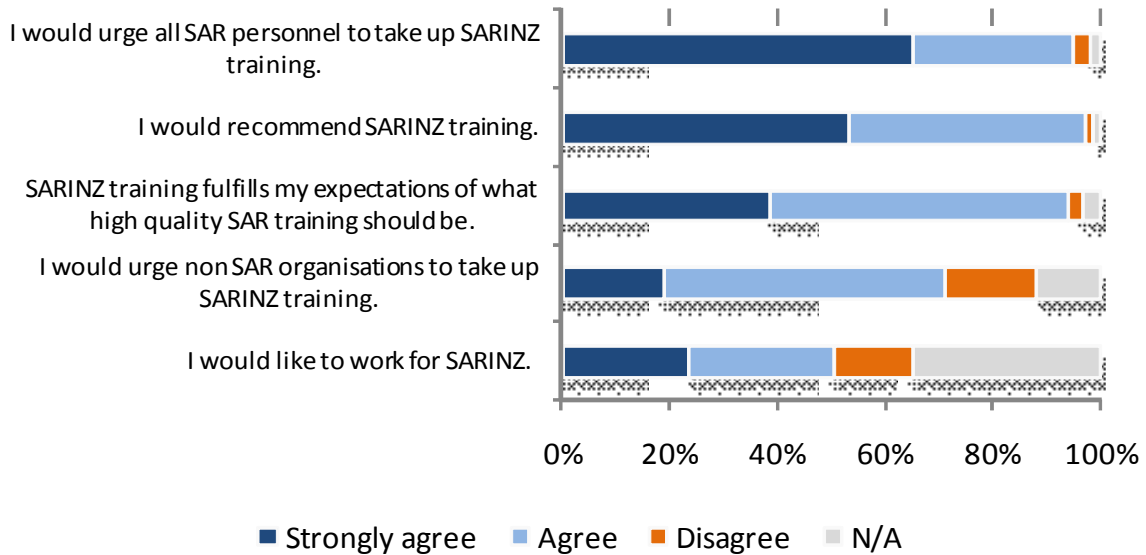
To enable further analysis, the type of association with SARINZ was recategorised into two groups 'strategic/governance' and 'operational'.

Those with 'operational' association were largest in number (111 in total) and made up primarily of SAR volunteers and those who had or will receive training. Whereas, those with 'strategic/governance' association were fewer in number (64), and had a wider range of associations with SARINZ (e.g., strategic partner, contractor, Director...). Those with 'strategic/governance' association may also have received SARINZ training.

3. Key results

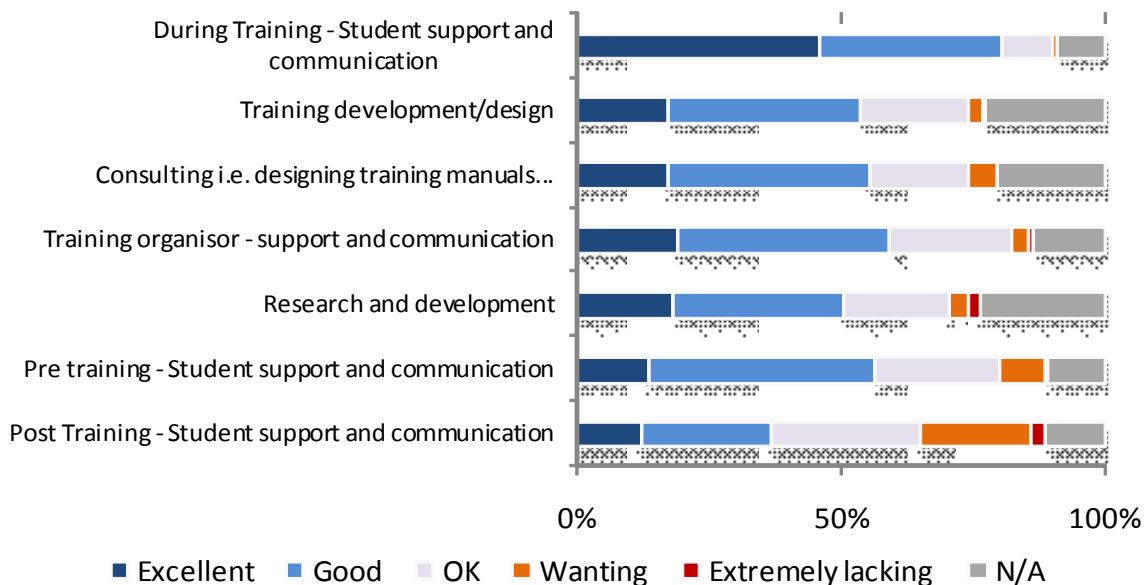
Stakeholder opinion about SARINZ was generally positive. More than 80% of respondents agreed that SARINZ training should be taken up by SAR personnel, and that it meets the needs of SAR and wider Emergency Response sector. Over 60% of respondents agreed that they would encourage non-SAR organisations to take up SARINZ training (figure 2).

Figure 2: Opinions about SARINZ



Stakeholders appraisal of SARINZ performance is highest in relation to ‘in-session training’ (81% rated this as either excellent or good), ‘training development’ and ‘design and consulting’ (figure 3). Performance was rated less in relation to ‘post-training’ and ‘pre-training’ support and communication. Less than 40% rated post-training performance as either excellent or good.

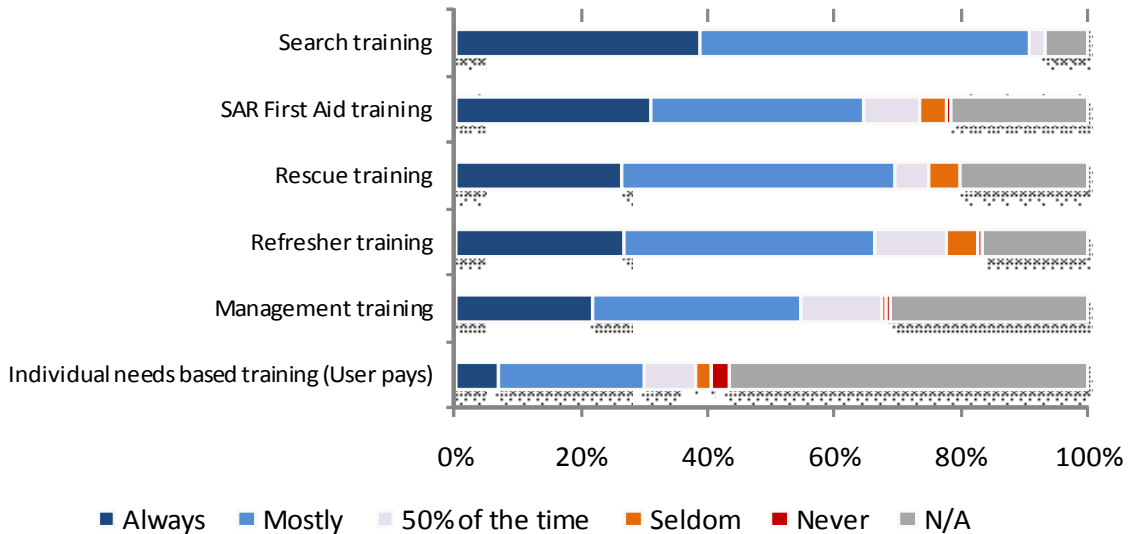
Figure 3: Respondents’ performance appraisal of SARINZ services



Respondents were asked to rate how often the content of SARINZ training met the needs of the SAR community. The highest ratings are in relation to Search Training (where over 90% of respondents rated this as ‘always’ or ‘mostly’), and SAR First Aid Training (figure 4).

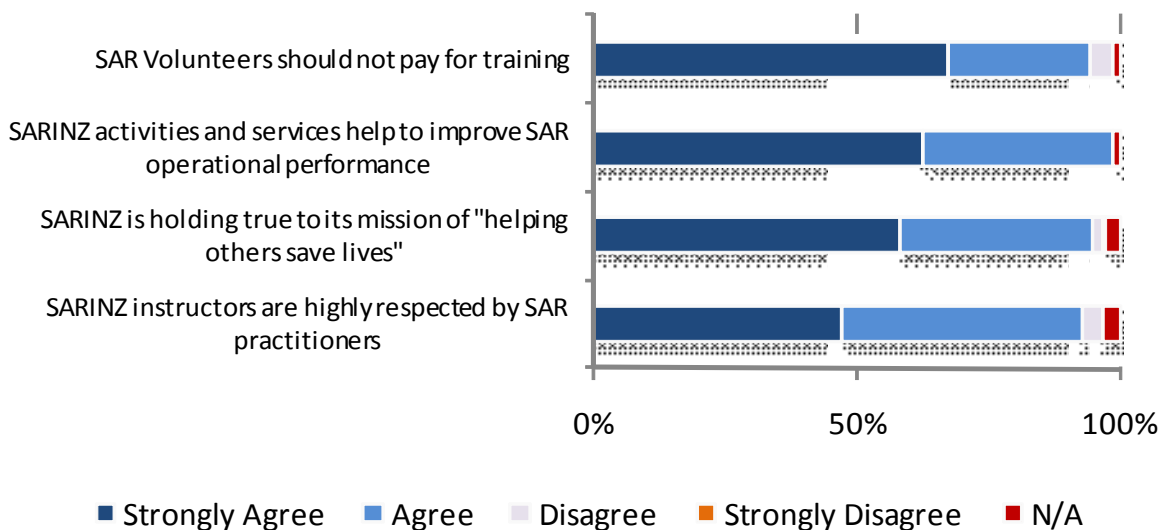
The relatively large proportion opting for the 'N/A' option in response to the Individual Needs Based (user pays) Training and Management Training would indicate a lower level of awareness about, or relevance of, such training programmes to those respondents.

Figure 4: Perceptions about how often SARINZ training content meets the needs of the SAR community



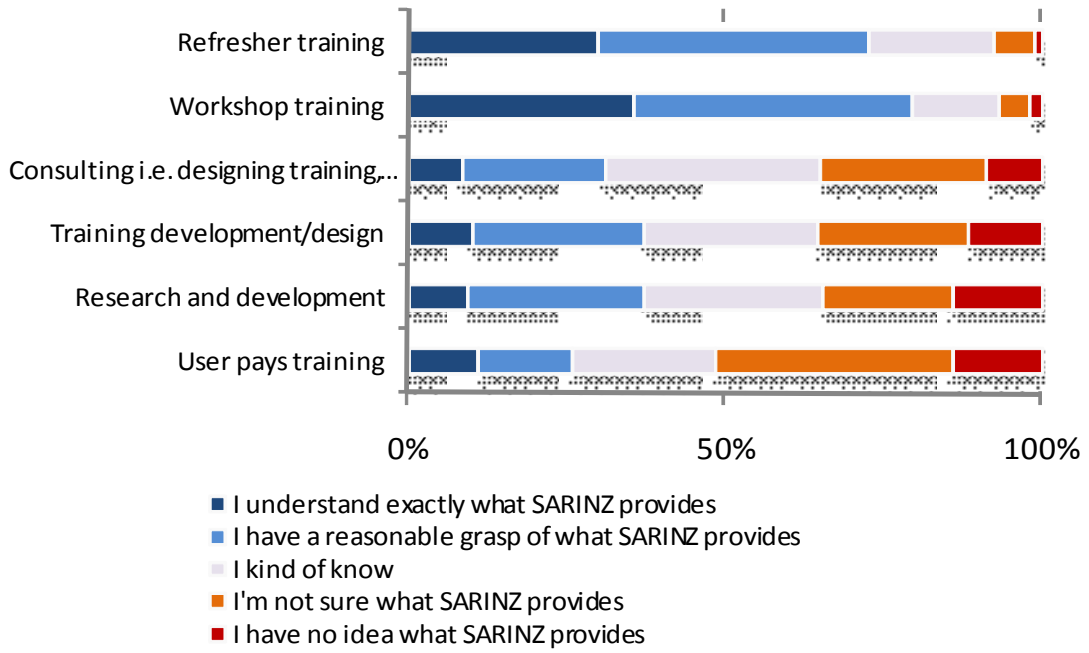
Respondents rated their agreement to a series of statements about SARINZ functions. The highest level of agreement was with the statement 'SAR volunteers should not pay for training' (figure 5), although there were very high levels of agreement (i.e., more than 90%) with every statement about SARINZ functions. This included notably the statement 'Raising the operational performance of the whole SAR sector through SARINZ activities', which elicited particularly high levels of agreement – 99% of respondents agreed with that statement.

Figure 5: Opinions about SARINZ functions



Self-reported levels of understanding about various SARINZ services indicate that there are areas of SARINZ operations that are not fully understood (figure 6) - in particular user pays training, research and development, and developing/designing and consulting on training. More than 50% of respondents felt they were unsure about what SARINZ provided in relation to user pays training.

Figure 6: Self reported levels of understanding of SARINZ services

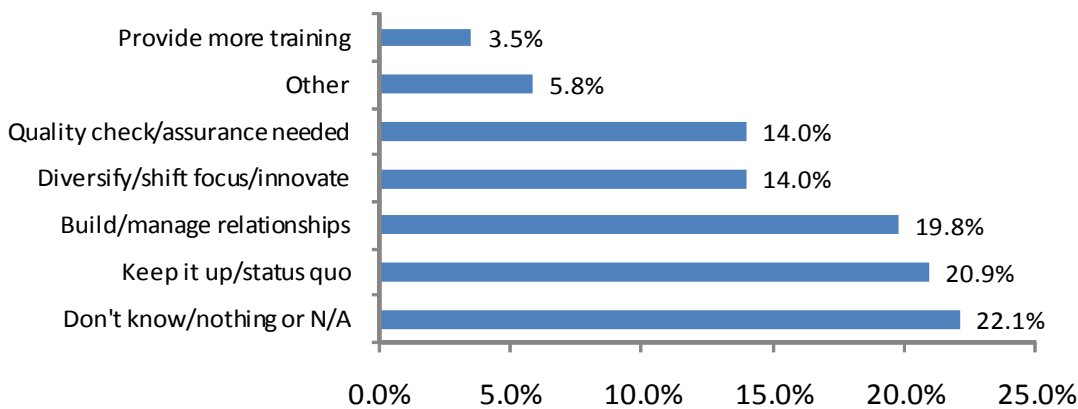


Viewpoints on SARINZ continuing to meet the needs of its SAR community

Respondents were invited to provide their views on the theme of ‘SARINZ continuing to meet the needs of its SAR community’, with an opportunity to direct their comments to the SARINZ Board, Management Team, Instructors and ‘other’ groups. The responses are summarised by theme in figures 7-9 below.

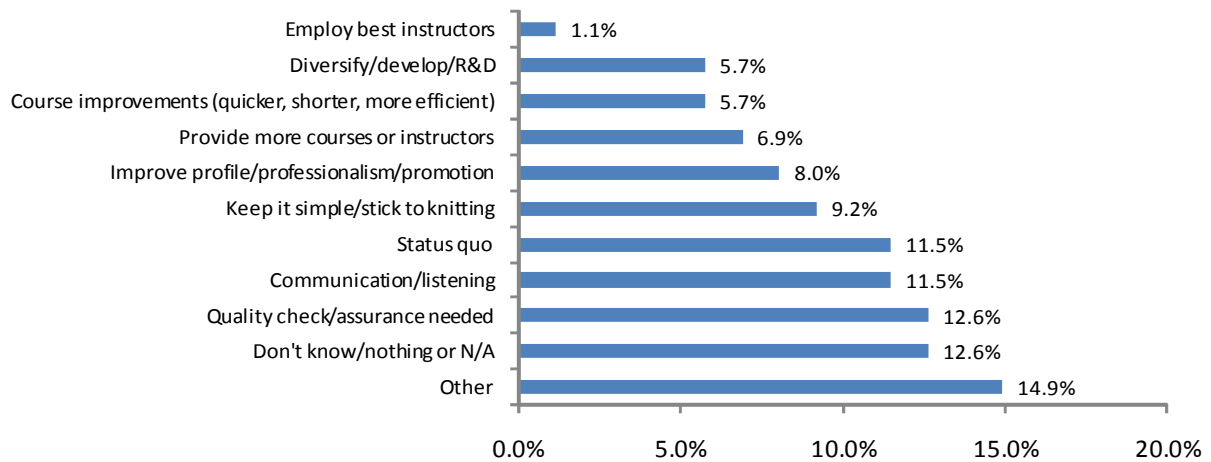
In terms of the SARINZ Board, the key themes (figure 7) were ‘keep it up/status quo’ (21%) and ‘build/manage relationships’ (20%). Notable also were comments encouraging focus on diversifying/innovation and quality assurance (14% each). There was a large ‘don’t know/nothing or N/A’ category (22%).

Figure 7: Respondents’ advice for the SARINZ Board regarding ensuring SARINZ continues to meet the needs of its SAR community (n = 86)



Responses in relation to the SARINZ Management Team (figure 8) touched on the need for ‘quality check/assurance’ (13%) and ‘communication/listening’ (12%). The responses falling within the ‘diversify/develop/R&D’ category (6%) were fewer than those emphasising core business (e.g., ‘keeping it simple/stick to knitting’ (12%) and ‘status quo’ (12%)). As with responses for the Board, there was a large ‘don’t know/nothing or N/A category’ (13%).

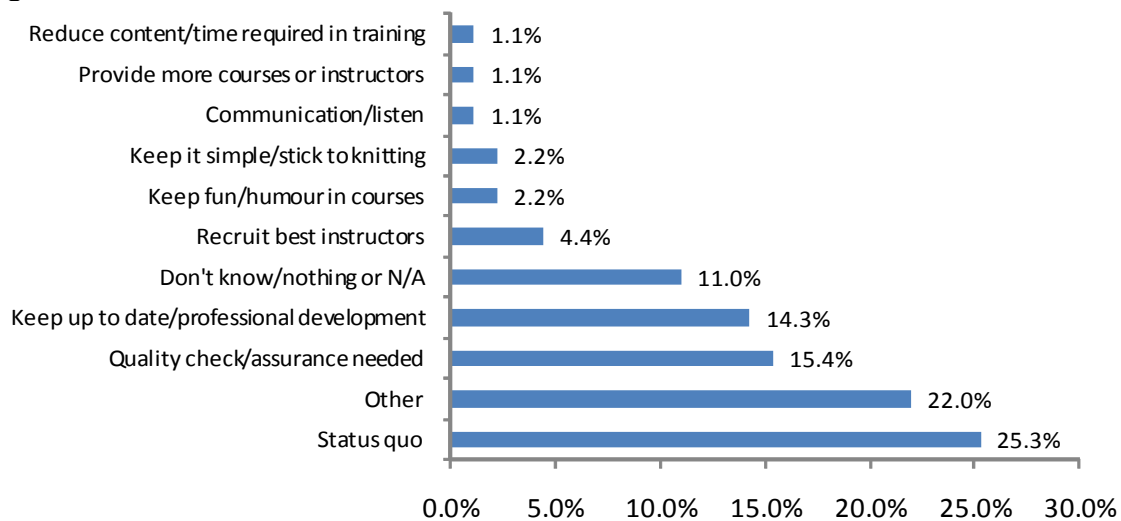
Figure 8: Advice for the SARINZ Management Team (n = 87)



In contrast, there was a large ‘status quo’ type response about SARINZ Instructors (25%, figure 9). Evident also was a perceived need for quality checking/assurance (15%) and for instructors to keep up to date with professional development (14%).

The large ‘other’ categories for SARINZ Instructors (22%) and SARINZ Management Team (15%) are simply a reflection of the variable response to both of these items.

Figure 9: Advice for SARINZ Instructors (n = 91)



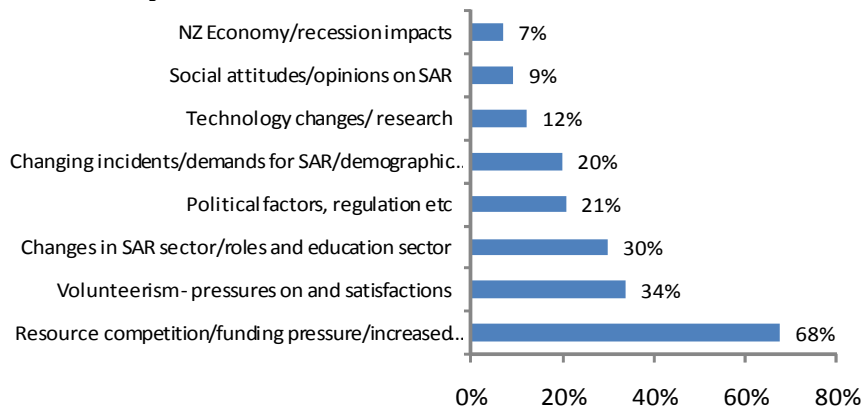
Views on SARINZ future and strategy

The main themes arising from responses to the question about ‘outside factors affecting SARINZ in next five years’ are shown in figure 10.

The largest proportions related to increased ‘resource competition and funding pressure/increased costs’ (68% of responses fell into this theme), ‘volunteerism – and pressures on and satisfactions’ (34%) and ‘changes in SAR sector/roles and education sector’ (30%) etc. The two former themes relate to aspects of SAR operations and supply.

A less prevalent theme relating to SARINZ demand – ‘changing incidents/demands for SAR/demographic demand’ – accounted for only 20% of responses.

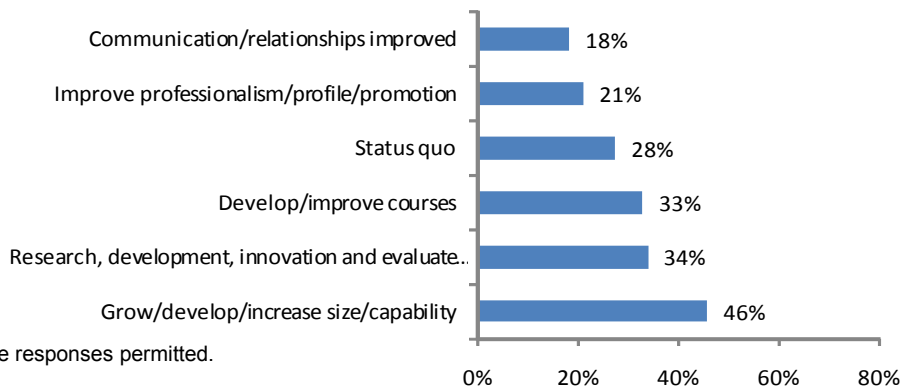
Figure 10: External factors* that respondents identified as affecting SARINZ in the next five years (n = 130).



* Multiple responses permitted

When asked what three things they are most hopeful SARINZ will do over the next five years, respondents answers fell most commonly into the theme of 'grow/develop/increase size/capability' (46%, figure 11) and 'research, development, innovation and evaluate quality' and 'develop/improve courses' (1/3rd each). 'Status quo' was also a common theme, accounting for 28% of responses.

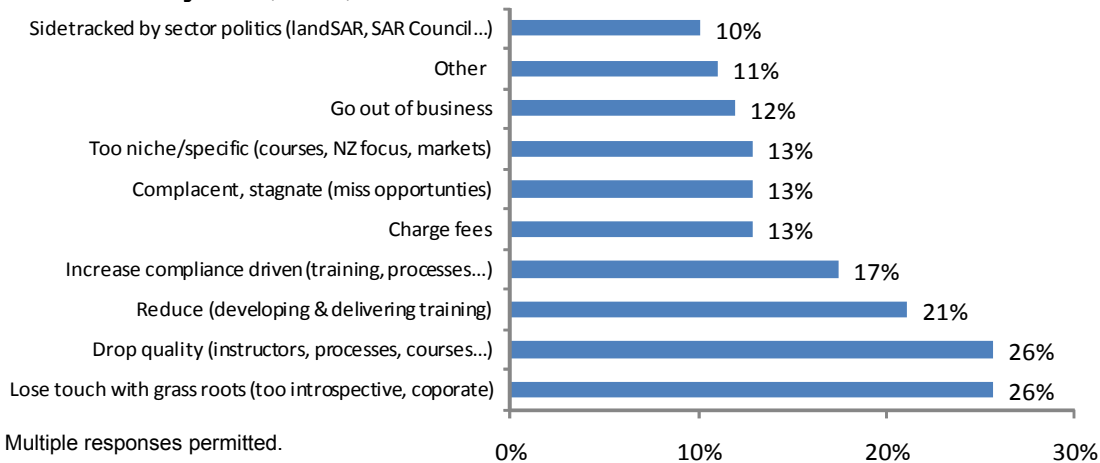
Figure 11: Things* that respondents are most hopeful SARINZ will do in the next five years (n = 109).



* Multiple responses permitted.

On the other hand, things that respondents were most concerned SARINZ might do in the next five years were along the themes of losing touch with its SAR community and becoming removed or too corporate (26%, figure 12), dropping the quality or scale of training courses (26%) or reducing training course development/delivery (21%).

Figure 12: Respondent concerns* about what they think SARINZ will do in the next five years (n = 109).



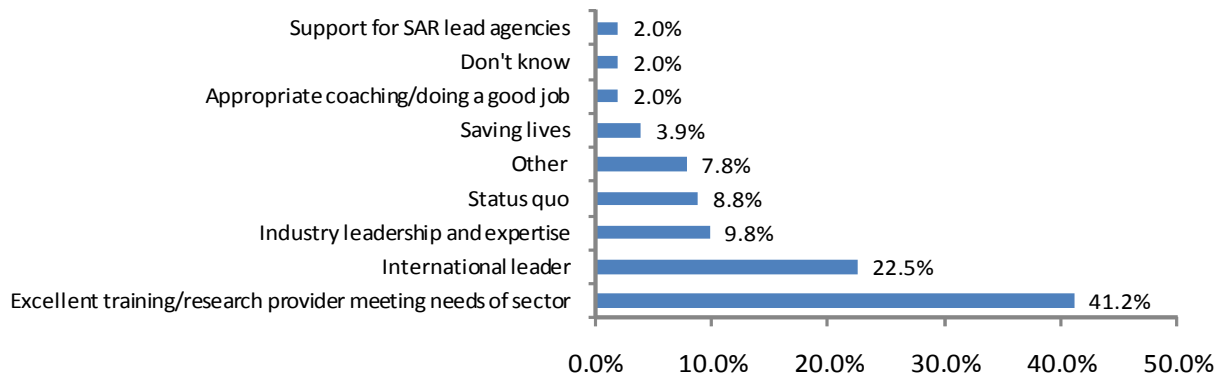
* Multiple responses permitted.

Views on Stakeholder 10-year aspirations for SARINZ

Stakeholders were asked four questions focusing on their aspirations for SARINZ over the next 10 years.

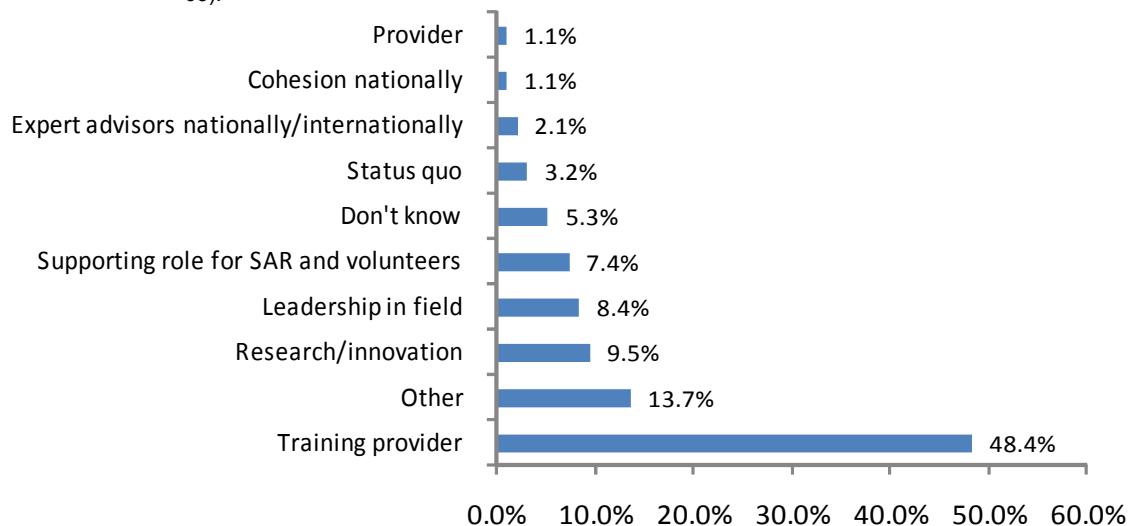
The first of these was what they thought SARINZ would be known for in 10 years time (figure 13). SARINZ excellence as a training and research provider meeting the needs of the sector (41%) is the largest theme of response, followed by a theme of international leadership (23%) and industry leadership/expertise (10%). Status quo responses were evident (9%), although considerably in smaller levels to other previous questions.

Figure 13: Respondents’ aspirations about what SARINZ will be known for in 10 years time (n = 102).



The second question was in relation to what respondents thought SARINZ role will be (figure 14). The largest theme was as a training provider (almost 48% of responses fell within this theme) followed by ‘other’ (14%) and ‘research/innovation’ (10%). Training and research/innovation and working more with the wider Emergency Response sector are areas that many respondents believe to be SARINZ core focus over next 10 years.

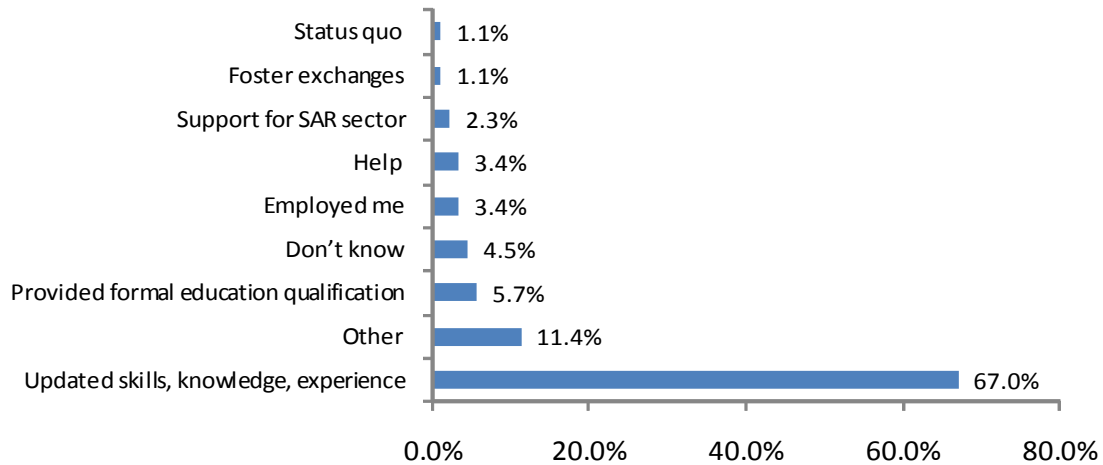
Figure 14: Respondents’ aspirations about what SARINZ role will be in 10 years time (n = 95).



Thirdly, aspirations about what SARINZ will have done for respondents in the next 10 years (figure 15) generated responses that focused predominantly on updating skills, knowledge and experience (with 67% of responses within this theme).

Provision of a formal education qualification was identified in a smaller number of responses (6%), however this indicates that a formal educational role is one of SARINZ aspirational focus areas for some of SARINZ stakeholders.

Figure 15: Respondents' aspirations about what SARINZ will have done for them in 10 years time (n = 88).



Lastly, respondents were asked about what they thought SARINZ organisation will look like in 10 years time (figure 16). Responses varied (as shown by the large 'other' theme), although 'bigger' (19%) was almost balanced out by 'effective/appropriate' (18%). 'Status quo' was the next largest theme (15%).

Figure 16: Respondents' aspirations about what SARINZ's organisation will look like in 10 years time (n = 74).

