



**PHYSIOTHERAPY
NEW ZEALAND**
Kōmiri Aotearoa

2019 Member Survey

BACKGROUND AND OBJECTIVES

- The purpose of the Member Survey is to provide feedback on how Physiotherapy New Zealand (PNZ) are performing – and as a result, shape how PNZ can focus their work for its members.
- Approximately 70% of qualified physiotherapists currently practising in New Zealand are members of the organisation.
- This survey was completed online, between 23 September and 18 October 2019. A total of N=4,194 members of PNZ were invited to complete the survey on a confidential basis.
- By the final close-off date, n=825 had provided a response, representing a response rate of 20%. This response rate is a slight improvement on the previous year's survey.
- Assuming the members responding are representative of the members invited to complete the survey, the margin of error for any result based on the total sample is +/- 3.4% (at the 95% confidence level).

Main findings and conclusions

KEY FINDINGS

- **Almost two-thirds of respondents (63%) stated they valued their membership of PNZ.** In comparison, 14% explicitly stated they did not value their membership, with the remaining 21% giving a neutral response.
- The most frequently mentioned reasons for being a member of PNZ were identified as being:
 - To access appropriate insurance services (78% rated this reason important).
 - To access training/personal development (72%).
 - To access professional services and benefits (68%).
 - To connect with the physiotherapy profession in general (66%).
 - To benefit from advocacy and information for the profession (63%).
- Whereas respondents who valued their PNZ membership basically valued it for a wide range of reasons, respondents who did not value their membership or were uncertain of the value of membership stated that accessing appropriate insurance services was the most important to them.

KEY FINDINGS

- **Respondents who value their membership have been members of PNZ for a relatively longer period of time compared with those who do not value their membership or are uncertain of its value:**
 - Almost two-thirds of these respondents (63%) have been members for 11 years or more.
 - Over one-half (54%) of respondents who do not value their membership/are uncertain of its value have been members for less than 11 years.
 - They are also younger in age, tend to be male (although most respondents were female), and described themselves as full-time employees (as opposed to part-time employees and owners).
- **Although almost two-thirds of respondents (63%) stated they valued their membership of PNZ, a significantly smaller percentage (35%) stated that their PNZ membership represented good value for money:**
 - In contrast, 31% disagreed and 33% were uncertain, stating they neither agreed nor disagreed that it was good value for money.

KEY FINDINGS

- Overall, **50% of respondents were satisfied** with PNZ's performance. In comparison, 15% stated they were dissatisfied, and a little over one-third (35%) stated they were neither satisfied nor dissatisfied:
 - Respondents who value their PNZ membership were significantly more likely than those who do not value their PNZ membership/are uncertain of its value to state they were satisfied with PNZ's performance overall (70% and 14% respectively).
 - Over one-third of respondents (35%) who do not value their PNZ membership/are uncertain of its value stated they were dissatisfied.
 - In terms of the reason they most frequently identified for their membership (viz. access to appropriate insurance services), 72% of respondents who do not value their PNZ membership/are uncertain of its value stated they were satisfied with PNZ's performance in this regard. However, less than 50% were satisfied with PNZ's performance in all other respects.

KEY FINDINGS

- **Respondents were satisfied with PNZ's performance in relation to the five (5) reasons they identified most frequently as the reasons for their membership:**
 - The provision of appropriate insurance services (80% satisfied).
 - Creating opportunities for members to connect with the physiotherapy profession (66%).
 - Training and personal development opportunities (62%).
 - Advocacy (59%).
 - Networking opportunities (53%).
- **Respondents' satisfaction with PNZ's performance might improve if:**
 - PNZ provided relevant training and personal development opportunities (22% identified this aspect as contributing to an improvement in their satisfaction).
 - In the case of who do not value their PNZ membership/are uncertain of its value, **'better representing members' interests to key people and stakeholders'** might also improve their satisfaction (23%).

CONCLUSIONS

- This survey has identified a number of key issues for PNZ to consider going forward. The most important issue is **improving the value perceived in the membership** by the one-third (35%) of members who did not value their membership or were uncertain of the value of membership:
 - As noted earlier, they are clearly identifiable as relatively young physiotherapists, recently qualified, who work as full-time employees. There is a tendency for them to be male.
 - At present, the only value they perceive in their membership is in terms of accessing appropriate insurance services and in this regard, they are relatively satisfied with PNZ's performance.
 - Providing them with relevant training and personal development opportunities might improve their satisfaction with PNZ's performance and, in turn, be reflected in other metrics (e.g. value of membership, value for money perceptions, etc.).

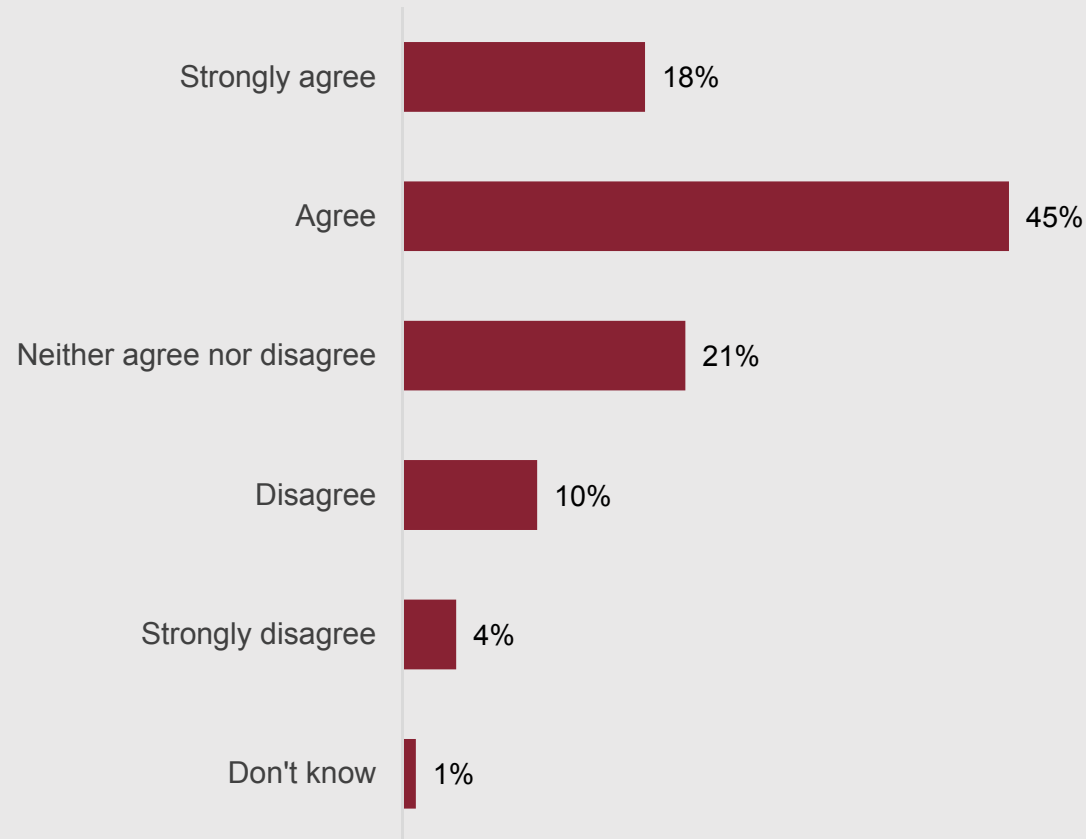
The value placed on PNZ membership

MOST VALUE THEIR PNZ MEMBERSHIP, ALTHOUGH A SIGNIFICANT PERCENTAGE DO NOT VALUE IT OR ARE UNCERTAIN OF ITS VALUE

- Almost two-thirds of respondents (63%) stated they valued their PNZ membership. In contrast, 14% stated they did not value their membership, while many (21%) gave a neutral response when asked, stating they neither valued it nor did not value it.
- Therefore, whilst almost 2 in every 3 members categorically stated they valued their membership, 1 in every 3 either stated they did not or were uncertain.
- On the basis of this result, respondents have been categorized into **two groups** for the purposes of analyzing and reporting the survey results:
 - **Members who value their PNZ membership** (this group represents the 63% of respondents who 'agreed' or 'strongly agreed' that they valued their PNZ membership).
 - **Members who do not value their membership or are uncertain** (this group represents the 35% of respondents who 'disagreed', 'strongly disagreed', or 'neither agreed nor disagreed' that they valued their PNZ membership).

MOST VALUE THEIR PNZ MEMBERSHIP, ALTHOUGH A SIGNIFICANT PERCENTAGE DO NOT VALUE IT OR ARE UNCERTAIN OF ITS VALUE

Figure 1: Perceived value of PNZ membership



Q16. How much do you agree or disagree that you value your PNZ membership? n=825

Reasons for valuing PNZ membership

REASONS FOR PNZ MEMBERSHIP DIFFER

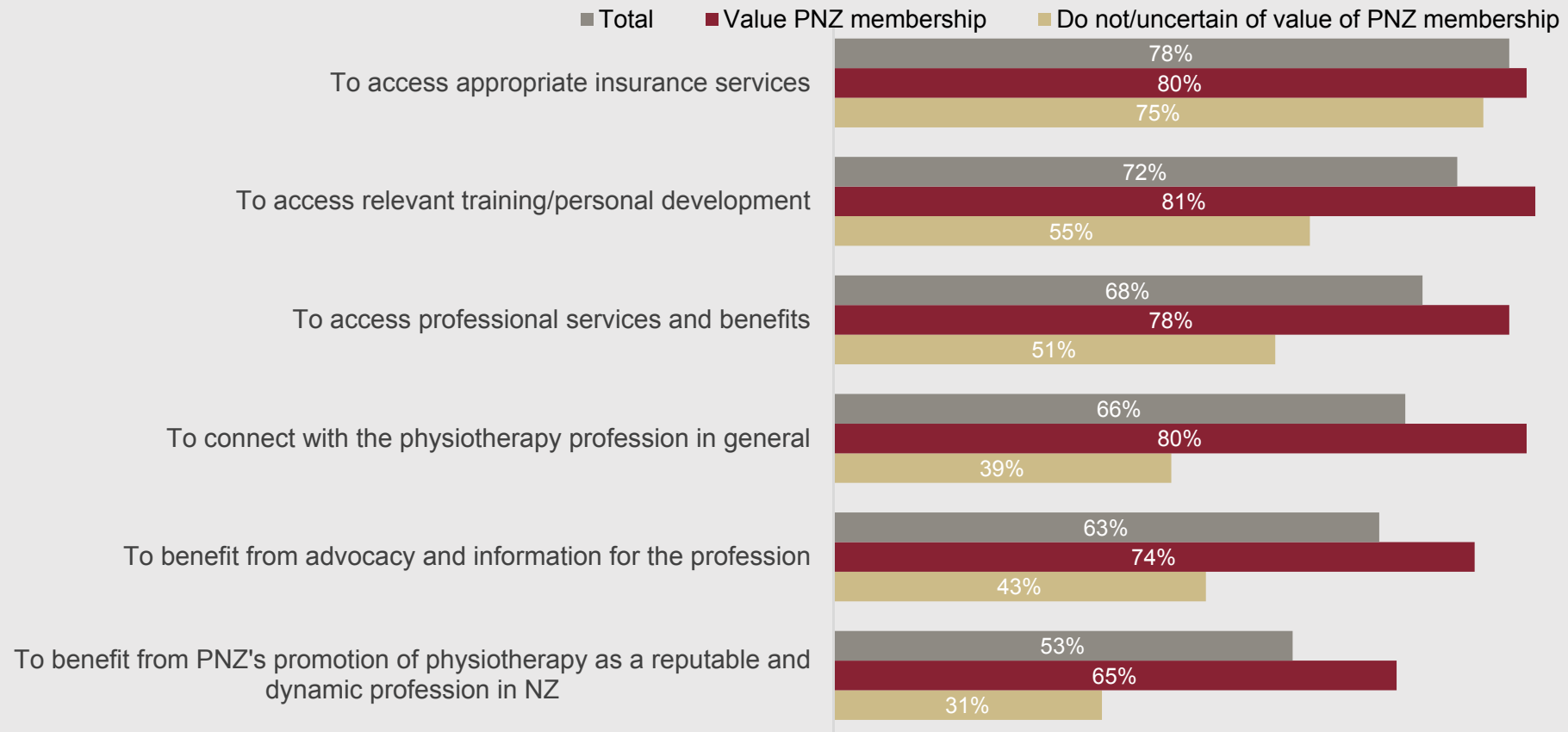
- Respondents were provided with a list of possible reasons for being a member of PNZ and asked to rate them in terms of their personal importance. The two that were most frequently mentioned (Figure 2, over two pages) were:
 - To access appropriate insurance services (78% rated this as an important reason for their membership).
 - To access training/personal development (72%).
- The figure shows that these two reasons were most frequently mentioned by both the two groups of respondents based on membership value. However, there are significant differences. For example, over 50% of respondents who value their PNZ membership rated nine of the 12 reasons as personally important to them, with four in particular being rated as important by over three-quarters of respondents:
 - To access training/personal development (81% rated this reason important).
 - To connect with the physiotherapy profession in general (80%).
 - To access appropriate insurance services (80%).
 - To access professional services and benefits (78%).

REASONS FOR PNZ MEMBERSHIP DIFFER

- In comparison, only three of the 12 reasons were rated by 50% or more of respondents who do not value their membership/are uncertain of its value:
 - To access appropriate insurance services (75% rated this reason important).
 - To access training/personal development (55%).
 - To access professional services and benefits (51%).
- Note, also, that significant fewer of these respondents rated these three reasons as important compared with those who value their PNZ membership.

REASONS FOR PNZ MEMBERSHIP DIFFER

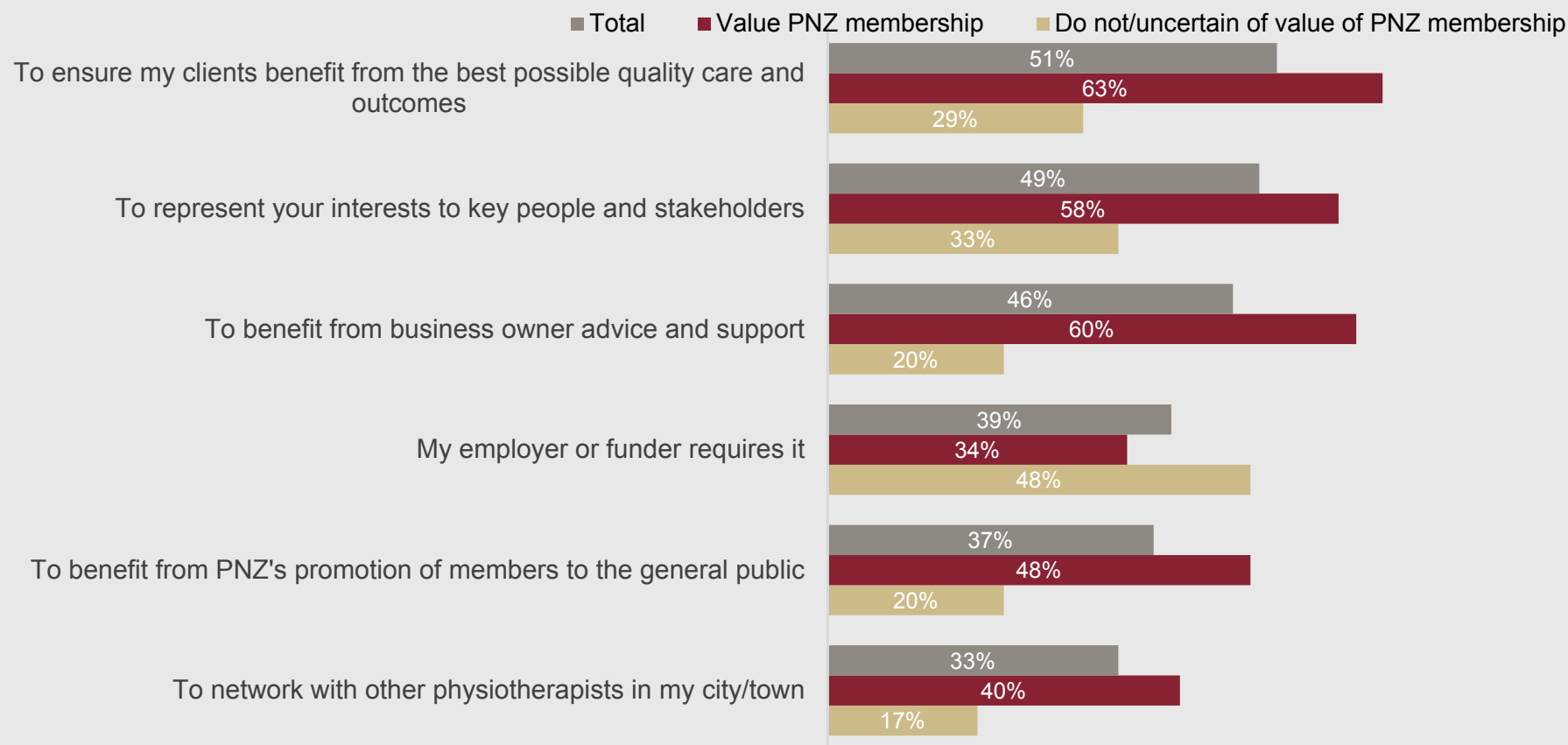
Figure 2:



Q17. Thinking about your reasons for being a member of PNZ? How important are each of the following? n=815

REASONS FOR PNZ MEMBERSHIP DIFFER

Figure 2: Continued



Q17. Thinking about your reasons for being a member of PNZ? How important are each of the following? n=815

Membership of PNZ

RESPONDENTS WHO VALUE THEIR PNZ MEMBERSHIP HAVE BEEN MEMBERS FOR LONGER

- Respondents who value their membership have been members of PNZ for a relatively **longer period of time** (63% have been members for 11 years or more, compared with 46% of those who do not value their membership/are uncertain of its value) (Table 1).
 - In fact, one-third (34%) of respondents who do not value their membership/are uncertain of its value have been members for no more than 5 years (compared with 21% of those who do value their membership).
- There are no significant differences between these two groups of respondents in terms of who pays their membership fees. In both cases, about three-quarters of both groups **personally** pay for their membership, either in full or partly.

RESPONDENTS WHO VALUE THEIR PNZ MEMBERSHIP HAVE BEEN MEMBERS FOR LONGER

Table 1: Years held membership of PNZ

	Base =	Total 815* %	Value PNZ membership 525 %	Do not/uncertain of value of PNZ membership 290 %
Years held membership of PNZ				
Less than 2 years		9	7	12
2-5 years		17	14	22
6-10 years		17	15	20
11-20 years		26	25	27
21 years and more		31	38	19
Don't know		1	1	0
Total		100	100	100
Membership payment				
I personally pay my annual membership		60	58	62
My membership fee is partly subsidised		16	16	16
My annual membership fee is paid for me in full		25	26	22
Total		100	100	100

Q14. About how long have you been a member of PNZ?
Q15. Which one of the following best applies to you?

RESPONDENTS WHO VALUE THEIR PNZ MEMBERSHIP ALSO BELIEVE IT REPRESENTS GOOD VALUE FOR MONEY

- Overall, 35% of respondents stated that their PNZ membership represented **good value for money** (Table 2). In contrast, 31% disagreed and 33% were uncertain, stating they neither agreed nor disagreed that it was good value for money.
- Therefore, only 1 in every 3 members categorically stated their membership represented good value for money, while 2 in every 3 either stated they it did not or were uncertain of its value.
- This contrasts with the fact that 2 in every 3 members value their membership (see page 11); meaning that some of the members who value their membership do not think it represents good value for money. In fact, 13% disagree that their membership is good value for money, whereas 35% neither agree nor disagree that it is.
- Almost two-thirds (65%) of those who do not value their membership/are uncertain of its value disagree that it represents good value for money. Another 29% were uncertain.

ONLY ONE-THIRD BELIEVE THEIR PNZ MEMBERSHIP REPRESENTS GOOD VALUE FOR MONEY

Table 2: Membership of PNZ represents good value for money

	Base =	Total 815* %	Value PNZ membership 525 %	Do not/uncertain of value of PNZ membership 290 %
Strongly agree		7	10	2
Agree		28	41	4
Neither agree nor disagree		33	35	29
Disagree		24	12	46
Strongly disagree		7	1	19
Don't know		1	1	1
Total		100	100	100

Q19. How much do you agree or disagree that your PNZ membership represents good value for money?

The profile of members based on the value they place on PNZ membership

RESPONDENTS WHO VALUE THEIR PNZ MEMBERSHIP HAVE BEEN PRACTICING FOR LONGER

- There are significant differences between the two groups of respondents based on membership value in terms of when they obtained their undergraduate physiotherapy qualifications and, therefore, how long they have been practising in physiotherapy.
- In general, respondents who value their PNZ membership obtained their undergraduate physiotherapy qualification a **longer time ago** compared with those who do not value their membership/are uncertain of its value. Fifty-eight percent graduated before 2000 compared with 34% of those who do not value their membership/are uncertain of its value (Table 3).
- In fact, 1 in every 5 of those who do not value their membership/are uncertain of its value graduated relatively recently, **in the last 10 years**.
- There are no significant differences between the two groups in terms of where they obtained their undergraduate physiotherapy degree. Almost 80% of both groups stated they obtained their degree in New Zealand.

RESPONDENTS WHO VALUE THEIR PNZ MEMBERSHIP HAVE BEEN PRACTICING FOR LONGER

Table 3: Year completed undergraduate physiotherapy qualification, and location

	Base =	Total 815* %	Value PNZ membership 525 %	Do not/uncertain of value of PNZ membership 290 %
Year completed undergraduate physiotherapy qualification				
Pre-1950		0	0	0
1950-59		0	1	0
1960-69		1	1	0
1970-79		8	9	6
1980-89		20	24	12
1990-99		21	23	16
2000-09		30	25	39
2010-19		19	15	26
Not yet completed		2	2	1
Total		100	100	100
Location qualification completed*				
New Zealand		78	79	77
Overseas		22	21	23
Total		100	100	100

Q1. When did you complete your undergraduate qualification in physiotherapy?

Q3. Did you gain your undergraduate qualification in physiotherapy in New Zealand? *Sub-sample based on those respondents who have completed their undergraduate qualification in physiotherapy n=799.

RESPONDENTS WHO VALUE THEIR PNZ MEMBERSHIP HAVE BEEN PRACTICING FOR LONGER

Table 4: Years practicing in physiotherapy

	Base =	Total 815*	Value PNZ membership 525	Do not/uncertain of value of PNZ membership 290
		%	%	%
0 – still studying		2	3	1
Less than 2 years		4	4	3
2-5 years		7	5	11
6-10 years		14	10	20
11-20 years		29	26	34
21 years and more		45	53	30
Total		100	100	100

Q4. About how many years' experience do you have in physiotherapy since graduating?

RESPONDENTS WHO DO NOT VALUE THEIR PNZ MEMBERSHIP ARE MORE LIKELY TO HAVE A BACHELOR DEGREE AS THEIR HIGHEST PHYSIOTHERAPY QUALIFICATION

- There are also significant differences between the two groups of respondents based on membership value in terms of their highest level of qualification.
- In general, respondents who do not value their PNZ membership/are uncertain of its value were more likely to state that their highest physiotherapy qualification was a **Bachelor degree** (37% compared with 29% for those who value their membership) (Table 5).
- Note, however, that similar proportions had post-graduate qualifications.
- Note, also, that while most respondents in both groups were not currently studying, respondents who do not value their PNZ membership/are uncertain of its value were more likely to state that they were **continuing their studies** (26% compared with 18% for those who value their membership).

RESPONDENTS WHO DO NOT VALUE THEIR PNZ MEMBERSHIP ARE MORE LIKELY TO HAVE A BACHELOR DEGREE AS THEIR HIGHEST QUALIFICATION

Table 5: Highest physiotherapy qualification, and currently studying towards

	Base =	Total 799* %	Value PNZ membership 513 %	Do not/uncertain of value of PNZ membership 286 %
Highest physiotherapy qualification				
Bachelor		32	29	37
Diploma in Physiotherapy		12	13	8
Post-graduate certificate		18	19	16
Post-graduate diploma		19	19	20
Masters		16	16	16
PhD/Doctorate		3	3	2
Other		1	2	0
Total		100	100	100
Currently studying towards				
Bachelor of Physiotherapy		3	3	2
Post-graduate qualifications in physiotherapy		9	7	13
Qualifications in management		2	1	3
Other		7	7	8
Not currently studying		80	82	75
Total		100	100	100

Q2. What is your highest level of qualification in physiotherapy?

* Sub-sample based on those respondents who have completed their undergraduate qualification in physiotherapy.

Q5. Are you currently studying towards any of the following? n=815

RESPONDENTS WHO VALUE THEIR PNZ ARE MORE LIKELY TO SPECIALISE

- Table 6 identifies respondents' main area of work. This shows that there are significant differences between the two groups of respondents based on membership value, with respondents who value their PNZ membership more likely to be **specialising** (e.g. older adults, paediatrics) than mainly working in manual therapy/musculoskeletal.
- However, overall, both groups stated that they mainly work in manual therapy/musculoskeletal.

MOST PHYSIOTHERAPISTS WORK IN THE MANUAL/ MUSCULOSKELETAL AREA

Table 6: Main area of work

	Base =	Total 815* %	Value PNZ membership 525 %	Do not/uncertain of value of PNZ membership 290 %
Academic		2	2	2
Acupuncture		0	0	0
Cardiothoracic		1	1	1
Pelvic, women's and men's health		2	2	2
Hand therapy		5	5	6
Management		4	5	3
Manual therapy/Musculoskeletal		38	34	45
Mental health		0	0	0
Neurology		4	4	2
Occupational health		2	1	3
Older adults		7	9	4
Paediatric		6	7	3
Private practice outpatients		9	9	10
Respiratory		1	1	1
Sports and exercise		5	5	6
DHB rotation		2	2	1
Other		11	12	10
Total		100	100	100

Q10. In which one of the following areas do you mainly work? If you have several roles, what is your primary role?

FEMALES ARE MORE LIKELY TO VALUE THEIR PNZ MEMBERSHIP

- While the large majority of respondents identified as **female** (78%) compared with male (21%), Table 7 shows that there are significant differences between the two groups with respondents who value their PNZ membership more likely to identify as female (82% compared with 72% for those who do not value their PNZ membership/are uncertain of its value).
- Reflecting the fact that they have been practicing for longer, these respondents also have an **older age profile** than those who do not value their PNZ membership/are uncertain of its value, perhaps reflecting the fact that they have been practicing for longer. While the median age falls within the 41-45 age band, For example, 53% are 46 years of age or older. In comparison, 59% of those who do not value their PNZ membership/are uncertain of its value are aged 40 years or younger.
- There are no significant differences between the two groups of respondents based on ethnicity (Table 8).

FEMALES ARE MORE LIKELY TO VALUE THEIR PNZ MEMBERSHIP

Table 7: Age and gender

	Base =	Total 815* %	Value PNZ membership 525 %	Do not/uncertain of value of PNZ membership 290 %
Female		78	82	72
Male		21	18	27
Prefer not to say		0	0	1
Total		100	100	100
Up to 25		8	7	9
26-30		8	6	12
31-35		14	11	20
36-40		14	12	18
41-45		12	12	11
46-50		13	14	10
51-55		12	14	8
56-60		10	13	5
61-65		7	9	5
66-70		1	2	1
71+		1	1	1
Total		100	100	100

Q7. What is your gender?

Q6. Please enter your current age in full years.

THERE ARE NO SIGNIFICANT DIFFERENCES BY ETHNICITY

Table 8: Ethnicity

Base =	Total 815* %	Value PNZ membership 525 %	Do not/uncertain of value of PNZ membership 290 %
NZ European	78	80	74
Māori	6	5	7
Pacific Islands	1	1	1
Asian	4	3	6
Other	19	17	21
Total	100	100	100

Q8. Which ethnic groups do you identify with?

RESPONDENTS WORKING PART-TIME ARE MORE LIKELY TO VALUE THEIR PNZ MEMBERSHIP

- Table 9 shows that there are no significant differences between the two groups of respondents based on membership value in terms of their employment status.
- However, the table shows that while most respondents described themselves as **permanent employees** (49%), respondents who value their PNZ membership are more likely to work on a **part-time basis** compared with those who do not value their PNZ membership/are uncertain of its value. This latter group is more likely to be working on a full-time basis. This, again, reflects the fact that respondents who value their PNZ membership have been practicing for longer.

RESPONDENTS WORKING PART-TIME ARE MORE LIKELY TO VALUE THEIR PNZ MEMBERSHIP

Table 9: Employment status and employment hours

	Base =	Total 815* %	Value PNZ membership 525 %	Do not/uncertain of value of PNZ membership 290 %
Employment status				
Owner		23	23	23
Permanent employee		49	47	52
Self-employed/contractor		23	24	19
Fixed-term contractor		1	1	1
Locum		1	1	1
Undergraduate physiotherapy student		2	2	1
Other		2	2	1
Total		100	100	100
Employment hours				
Full-time		61	55	71
Part-time		32	38	22
Retired		0	0	0
Long-term leave		3	3	2
Other		4	4	4
Total		100	100	100

Q11. Which one of the following best describes you?

Q9. Which one of the following options best describes your current employment situation?

RESPONDENTS WORKING IN RURAL AREAS/SMALL TOWNS ARE MORE LIKELY TO VALUE THEIR PNZ MEMBERSHIP

- While most respondents stated they worked in a city or large town (72%), respondents who value their PNZ membership were more likely to report working in a **rural area or small town** (18% compared with 11% for those who do not value their PNZ membership/are uncertain of its value) (Table 10).
- Table 11 shows the DHB region in which respondents were located. This shows some significant differences between the two groups of respondents based on membership value. For example, respondents who do not value their PNZ membership/are uncertain of its value were more likely to state that they worked in the Auckland DHB region (21% compared with 14% for those who value their PNZ membership).

RESPONDENTS WORKING IN RURAL AREAS/SMALL TOWNS ARE MORE LIKELY TO VALUE THEIR PNZ MEMBERSHIP

Table 10: Geographic location

	Total	Value PNZ membership	Do not/uncertain of value of PNZ membership
Base =	815*	525	290
	%	%	%
Large town/city	72	72	73
Rural/small town	15	18	11
In-between these two	13	10	16
Total	100	100	100

Q13. And is the practice/organisation located in a large town/city or in a rural/small town?

THERE ARE SOME SIGNIFICANT DIFFERENCES BY DHB REGION

Table 11: DHB region

	Base =	Total 815* %	Value PNZ membership 525 %	Do not/uncertain of value of PNZ membership 290 %
Northland		2	3	2
Waitemata		7	7	8
Auckland		16	14	21
Counties Manukau		5	5	6
Bay of Plenty		8	8	8
Waikato		7	8	6
Lakes		2	2	1
Tairāwhiti		1	1	1
Hawkes Bay		3	2	3
Taranaki		3	3	2
Whanganui		1	1	2
MidCentral		1	1	1
Wairarapa		1	2	1
Hutt Valley		2	2	2
Capital and Coast		7	6	8
Nelson Marlborough		4	5	3
Canterbury		14	15	12
South Canterbury		2	2	2
West Coast		0	1	0
Southern		11	12	9
Don't know		1	2	1
Total		100	100	100

Q12. In which DHB region is this practice/organisation located?

Opinions about PNZ's current performance

RESPONDENTS WHO VALUE THEIR PNZ MEMBERSHIP HELD MORE POSITIVE PERCEPTIONS OF PNZ

- Figure 3 shows that 50% or more respondents were satisfied with PNZ's performance in terms of:
 - The provision of appropriate insurance services (80% satisfied).
 - Creating opportunities for members to connect with the physiotherapy profession in general (66%).
 - Enabling members to access relevant training and personal development opportunities (62%).
 - Enabling members to benefit from advocacy and information activities (59%).
 - Creating networking opportunities (53%).
- These five (5) aspects were identified most frequently by respondents as the reasons for their membership.
- With regard to the aspects that were less frequently mentioned as reasons for membership, there was significantly less satisfaction with PNZ's performance. For example, only 26% were satisfied with PNZ's performance with regard to its 'promotion of members to the general public'.

RESPONDENTS WHO VALUE THEIR PNZ MEMBERSHIP HELD MORE POSITIVE PERCEPTIONS OF PNZ

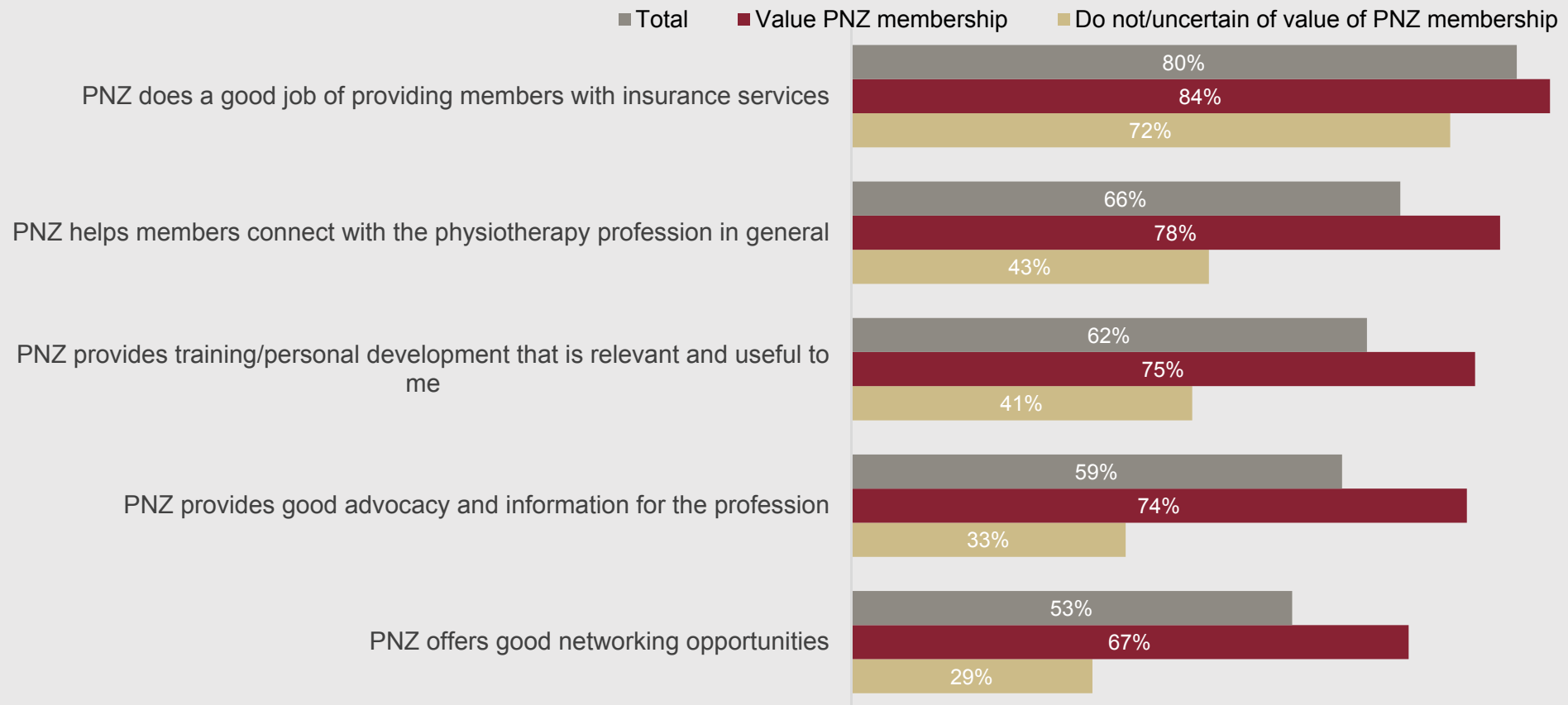
- The figure also shows that the two groups of respondents based on membership value have significantly different perceptions of PNZ's performance.
- In general, the figure shows that respondents who value their PNZ membership had more **positive perceptions** of PNZ's performance compared with those who do not value their PNZ membership/are uncertain of its value. In fact, every perception statement was rated by 50% or more of the respondents who value their PNZ membership. In comparison, with the exception of the statement about the provision of insurance services, every statement was rated by less than 50% of those who do not value their PNZ membership/are uncertain of its value.
- For example, in relation to the statement that was rated most frequently **as important** by both groups of respondents (viz. about training and personal development), 75% agreed that they were satisfied with PNZ's performance in relation to this aspect, whereas only 41% of those who do not value their PNZ membership/are uncertain of its value.

RESPONDENTS WHO VALUE THEIR PNZ MEMBERSHIP HELD MORE POSITIVE PERCEPTIONS OF PNZ

- Table 12 shows that, overall, **50% of respondents were satisfied** with PNZ's performance. In comparison, 15% stated they were dissatisfied, and a little over one-third (35%) stated they were neither satisfied nor dissatisfied.
 - Reflecting the differences in perceptions already noted, respondents who value their PNZ membership were significantly more likely than those who do not value their PNZ membership/are uncertain of its value to state they were satisfied with PNZ's performance overall (70% and 14% respectively). In fact, 35% of respondents who do not value their PNZ membership/are uncertain of its value stated they were dissatisfied.

RESPONDENTS WHO VALUE THEIR PNZ MEMBERSHIP HELD MORE POSITIVE PERCEPTIONS OF PNZ

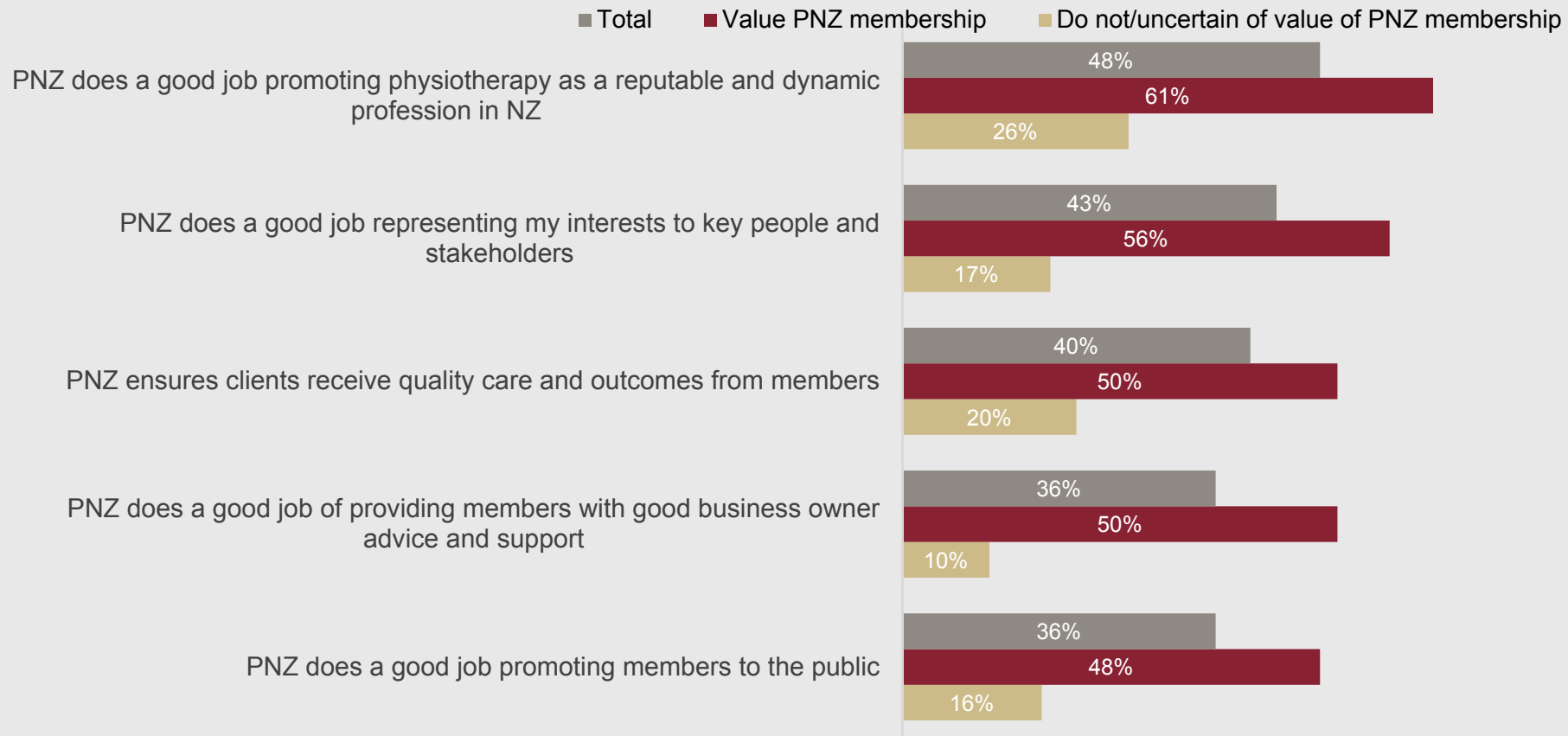
Figure 3:



Q21. Now thinking about PNZ's performance. Please indicate your level of agreement with the following statements about PNZ? n=815

RESPONDENTS WHO VALUE THEIR PNZ MEMBERSHIP HELD MORE POSITIVE PERCEPTIONS OF PNZ

Figure 3: Continued



Q21. Now thinking about PNZ's performance. Please indicate your level of agreement with the following statements about PNZ? n=815

ONE IN EVERY TWO RESPONDENTS STATED THEY WERE SATISFIED WITH PNZ'S PERFORMANCE OVERALL

Table 12: Overall satisfaction with PNZ's performance

	Base =	Total 815* %	Value PNZ Membership 525 %	Do not/uncertain of value of PNZ Membership 290 %
Extremely satisfied		6	9	1
Satisfied		44	61	13
Neutral		35	26	50
Unsatisfied		11	4	24
Not at all satisfied		4	0	11
Don't know		0	0	1
Total		100	100	100

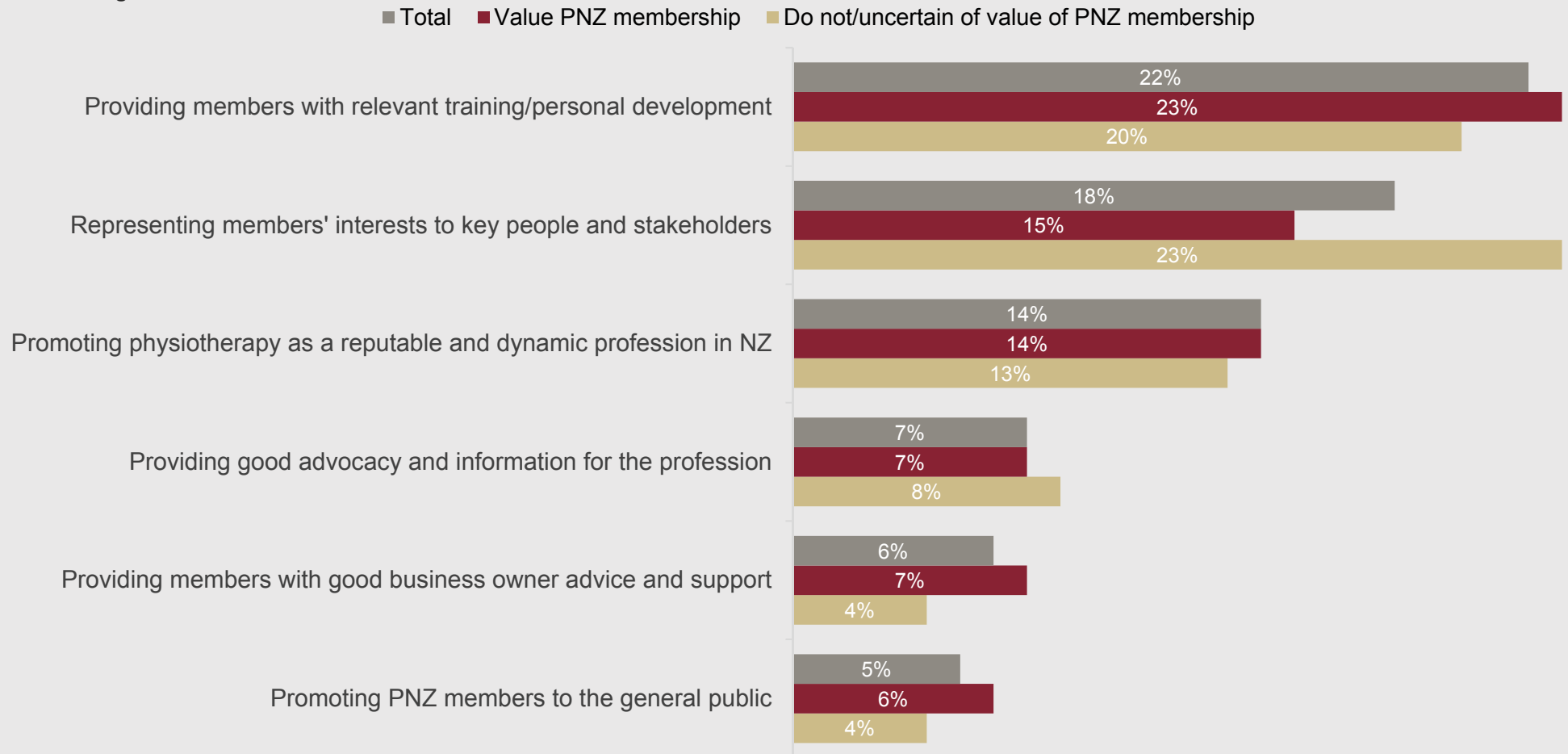
Q22. In summary, how satisfied would you say you are with PNZ's current performance?

SATISFACTION WITH PNZ'S CURRENT PERFORMANCE

- Respondents were invited to identify the **single most important aspect** that would improve their satisfaction with PNZ's performance. A range of aspects was provided by both groups of respondents based on membership value (Figure 4), but in both cases, the same aspect was most frequently identified (viz. **training and personal development** opportunities). Overall, this was mentioned by 22% of respondents.
- In the case of who do not value their PNZ membership/are uncertain of its value, **'better representing members' interests to key people and stakeholders'** might also improve their satisfaction (23%).

ACTIVITY AIMED AT RELEVANT TRAINING/PERSONAL DEVELOPMENT WOULD HELP IMPROVE SATISFACTION WITH PNZ

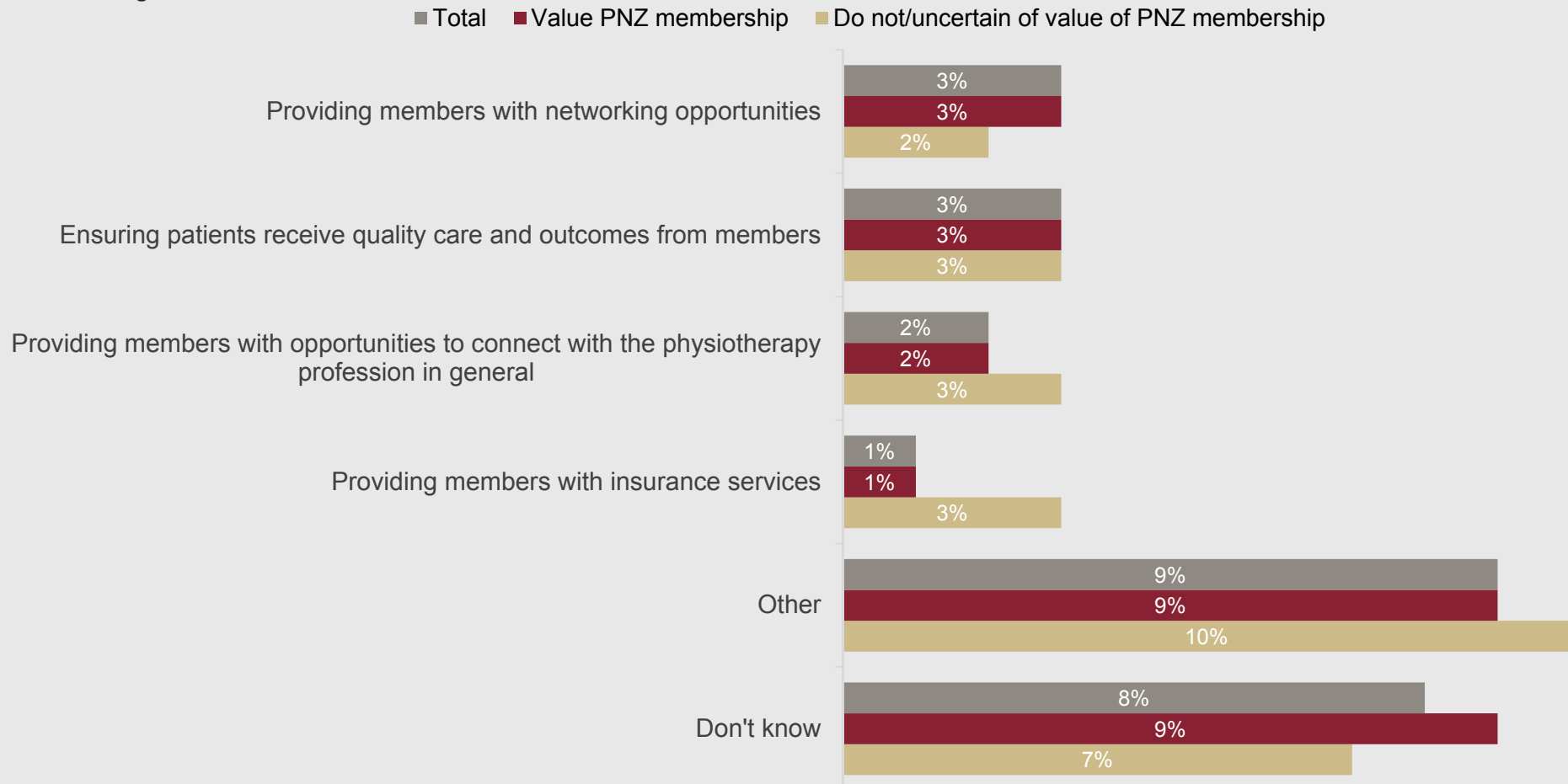
Figure 4:



Q23. If you could select one area that would improve your satisfaction with PNZ's performance, which of the following would be that area? n=815

ACTIVITY AIMED AT RELEVANT TRAINING/PERSONAL DEVELOPMENT WOULD HELP IMPROVE SATISFACTION WITH PNZ

Figure 4: Continued



Q23. If you could select one area that would improve your satisfaction with PNZ's performance, which of the following would be that area? n=815

Direct contact with PNZ

KNOWLEDGE OF PNZ'S SERVICES TO MEMBERS IS RELATIVELY LOW

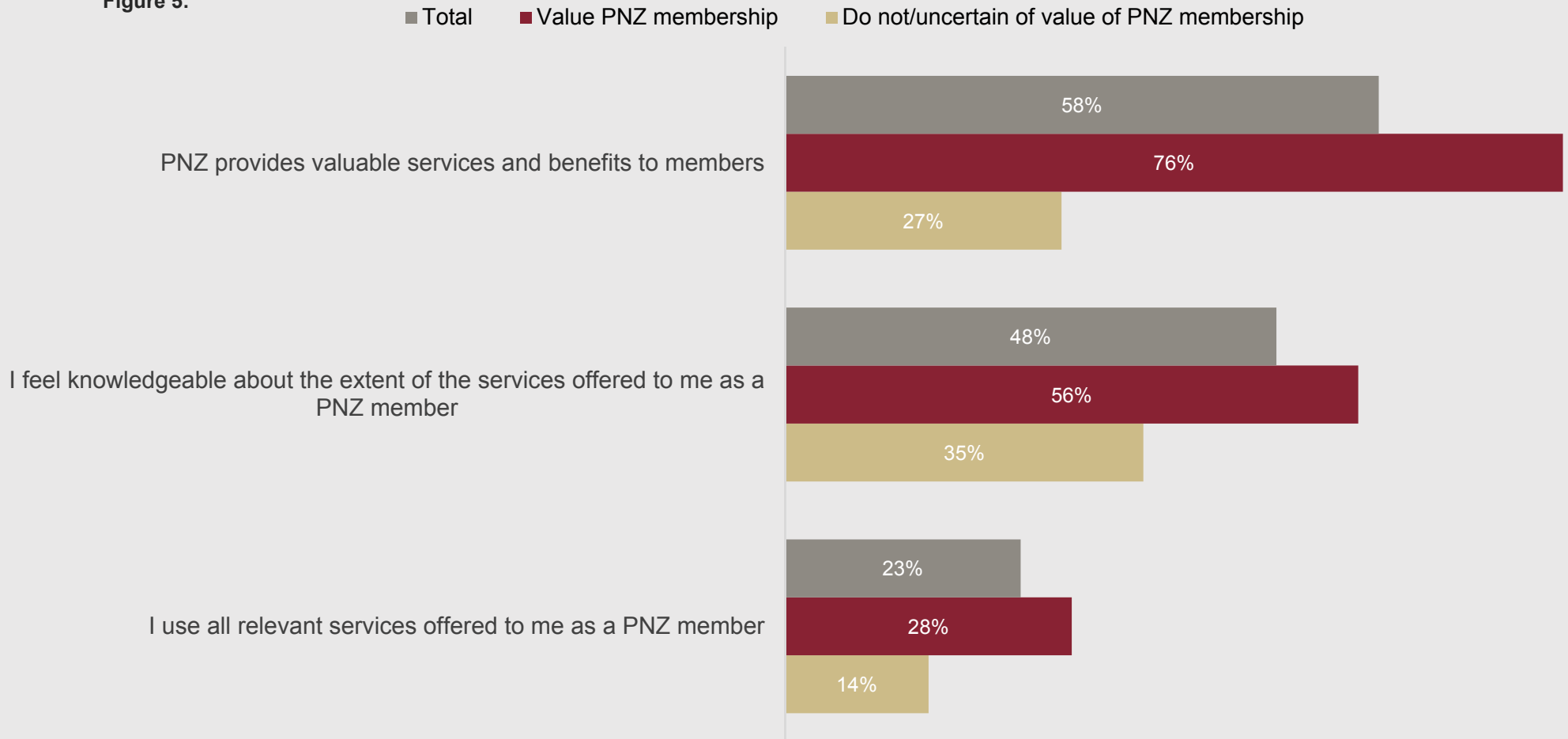
- Respondents were asked questions to establish the extent to which they had direct contact with PNZ and what this contact was about. To provide context, they were first asked general questions to measure their awareness, knowledge and opinions of the services provided by PNZ.
- In the first instance, Figure 5 shows that a little over one-half of respondents (48%) agreed that they **felt knowledgeable about the extent of the services** offered by PNZ. This, in turn, might help to explain the result to a question about whether 'PNZ (is regarded) as providing valuable services and benefits to members' and, more generally, the perceptions of PNZ noted earlier in this report:
 - 58 percent of respondents agreed that PNZ provides valuable services and benefits to members.
 - 23 percent stated they used all the services relevant to them.

KNOWLEDGE OF PNZ'S SERVICES TO MEMBERS IS RELATIVELY LOW

- The figure also shows there are significant differences by the two groups of respondents based on membership value:
 - A little over one-half of respondents who value their PNZ membership (56%) agreed that they **felt knowledgeable about the extent of the services** offered by PNZ. This was significantly less for those who do not value their PNZ membership/are uncertain of its value (35%).
 - Seventy-six percent of respondents who value their PNZ membership agreed that **PNZ provides valuable services and benefits to members**, whereas only 27% of those who do not value their PNZ membership/are uncertain of its value considered this was the case.
 - Twice as many respondents who value their PNZ membership compared with those who do not value their PNZ membership/are uncertain of its value agreed that they **used all the services that are relevant to them. However**, the percentages in each case are relatively small (28% and 14% respectively).

KNOWLEDGE AND USE OF PNZ SERVICES IS RELATIVELY LOW

Figure 5:



Q24. How much do you agree or disagree with each of the following statements? n=815

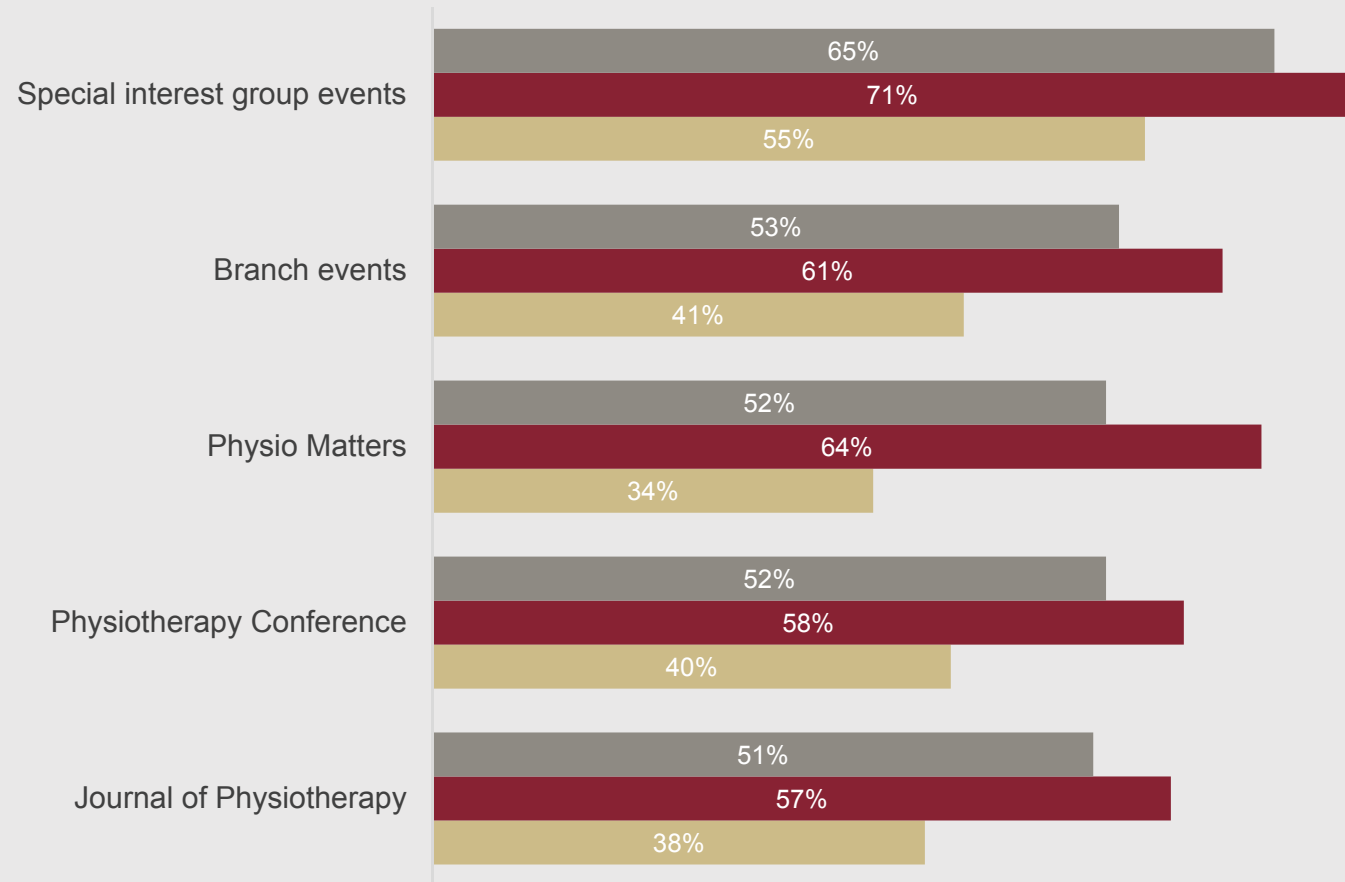
USE OF ALL RELEVANT PNZ SERVICES IS ALSO RELATIVELY LOW

- Respondents were presented with a list of services and asked the extent to which each of the services was valuable to them. Figure 6 shows that special interest group events were identified as the most valuable (65%), followed by branch events (53%) and Physio matters (52%).
- Both groups of respondents based on membership value rated **special interest group events** most frequently as being valuable. Seventy-one percent of respondents who value their PNZ membership rated special interest group events as valuable compared with 55% of those who do not value their PNZ membership/are uncertain of its value.
- With this as the benchmark, most other services frequently identified were rated differently by these two groups.

THE SPECIAL INTEREST GROUP EVENTS IS MOST FREQUENTLY IDENTIFIED AS BEING VALUABLE

Figure 6:

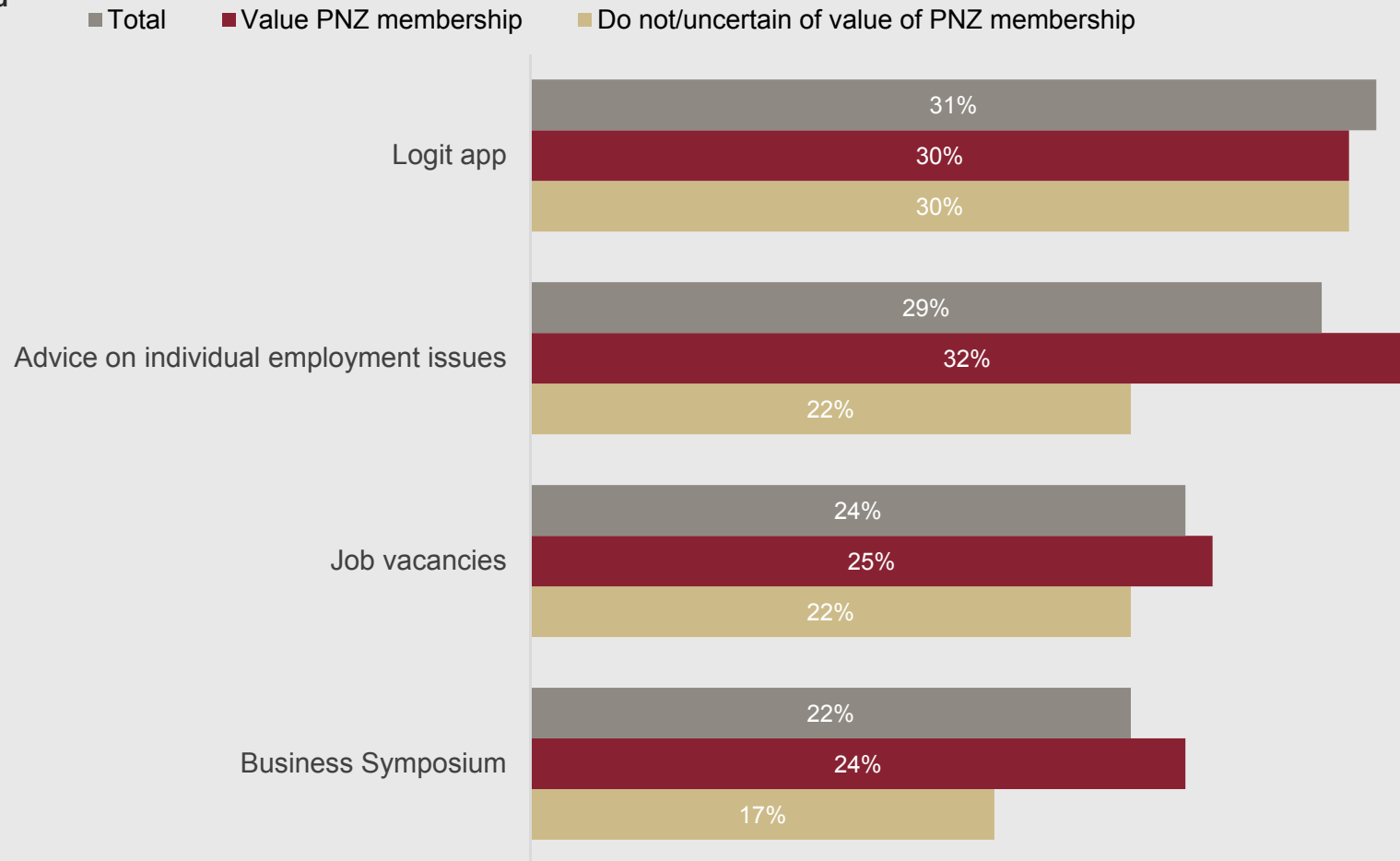
■ Total ■ Value PNZ membership ■ Do not/uncertain of value of PNZ membership



Q25. Some of the services provided by PNZ are listed below. Please rate these in terms of their value to you? n=815

THE SPECIAL INTEREST GROUP EVENTS IS MOST FREQUENTLY IDENTIFIED AS BEING VALUABLE

Figure 6: Continued



Q25. Some of the services provided by PNZ are listed below. Please rate these in terms of their value to you? n=815

CONTACT VARIES BY THE EXTENT TO WHICH RESPONDENTS VALUE THEIR PNZ MEMBERSHIP

- Against this background, respondents were asked to identify the extent to which they had had **contact with PNZ in the last 12 months** via a range of different channels (viz. online, by email, by telephone, and in person).
- Table 13 shows that most frequently, respondents stated they had online contact and by email. The table also shows that respondents who value their PNZ membership compared with who do not value their PNZ membership/are uncertain of its value were more likely to state they had contact via all channels (e.g. 74% and 64% respectively had online contact).
- Tables 14 to 17 show the frequency of contact by each channel.

MOST RESPONDENTS HAD CONTACT WITH PNZ ONLINE

Table 13: Contact with PNZ in the last 12 months by channel

	Base =	Total 768* %	Value PNZ membership 281 %	Do not/uncertain of value of PNZ membership 487 %
Online		70	74	64
Email		63	65	56
Telephone		28	33	21
In person		25	29	18
Total		**	**	**

Q27. Thinking about the last 12 months, how often have you had direct contact with PNZ in these ways?

SEVENTY PERCENT HAVE HAD ONLINE CONTACT WITH PNZ IN THE LAST 12 MONTHS

Table 14: Online contact with PNZ in the last 12 months

	Total	Value PNZ membership	Do not/uncertain of value of PNZ membership
Base =	768*	281	487
	%	%	%
No contact in the last 12mths	27	23	34
About every 1-2 months	16	19	11
About every 3 months	24	28	18
About every 6 months	19	16	24
Less regularly	10	10	11
Don't know	3	3	2
Total	100	100	100

Q27. Thinking about the last 12 months, how often have you had direct contact with PNZ in these ways?

EMAIL CONTACT WAS ALSO FREQUENTLY USED

Table 15: Email contact with PNZ in the last 12 months

	Total	Value PNZ membership	Do not/uncertain of value of PNZ membership
Base =	745*	269	476
	%	%	%
No contact in the last 12mths	34	32	39
About every 1-2 months	20	21	18
About every 3 months	11	11	10
About every 6 months	18	19	17
Less regularly	14	15	12
Don't know	3	3	5
Total	100	100	100

Q27. Thinking about the last 12 months, how often have you had direct contact with PNZ in these ways?

THE TELEPHONE WAS RELATIVELY LESS LIKELY TO BE USED TO CONTACT PNZ

Table 16: Telephone contact with PNZ in the last 12 months

Base =	Total 804*	Value PNZ membership 288	Do not/uncertain of value of PNZ membership 516
	%	%	%
No contact in the last 12mths	69	64	77
About every 1-2 months	2	2	2
About every 3 months	3	4	2
About every 6 months	9	10	8
Less regularly	13	16	9
Don't know	3	3	2
Total	100	100	100

Q27. Thinking about the last 12 months, how often have you had direct contact with PNZ in these ways?

CONTACT WITH PNZ IN PERSON WAS THE LEAST LIKELY METHOD TO BE USED

Table 17: In person contact with PNZ in the last 12 months

Base =	Total 804* %	Value PNZ membership 287 %	Do not/uncertain of value of PNZ membership 517 %
No contact in the last 12mths	73	68	81
About every 1-2 months	2	3	1
About every 3 months	3	4	2
About every 6 months	9	10	8
Less regularly	11	13	7
Don't know	2	3	1
Total	100	100	100

Q27. Thinking about the last 12 months, how often have you had direct contact with PNZ in these ways?

CONTACT VARIES BY THE EXTENT TO WHICH RESPONDENTS VALUE THEIR PNZ MEMBERSHIP

- In addition to being asked about their contact with PNZ in the last 12 months, respondents were also asked to comment, more generally, about their satisfaction with their contact. Table 18 shows that a little over one-half of all respondents (56%) agreed that when they dealt with PNZ they received **good customer service**. In comparison, only three percent disagreed, while 20% neither agreed nor disagreed.
- Another 21% stated they did not know and this possibly represents that group of members who have little, if any contact with PNZ.
- Reflecting the earlier results, respondents who value their PNZ membership were compared with those who do not value their PNZ membership/are uncertain of its value to state they are satisfied (67% and 37% respectively). Note, however, that respondents who do not value their PNZ membership/are uncertain of its value are more likely to state that they neither agree nor disagree that they receive good customer service rather than disagree outright.

GOOD CUSTOMER SERVICE

Table 18: Satisfaction with contact with PNZ

	Base =	Total 815* %	Value PNZ Membership 525 %	Do not/uncertain of value of PNZ Membership 290 %
Strongly disagree		2	1	2
Disagree		1	1	2
Neutral		20	15	30
Agree		37	44	26
Strongly agree		19	23	11
Don't know		21	16	29
Total		100	100	100

Q28. When you deal with PNZ, how much do you agree or disagree that you receive good customer service?

Opinions about biggest challenges facing the profession

THREE CHALLENGES WERE FREQUENTLY MENTIONED BY RESPONDENTS AS FACING THE PROFESSION

- A final question in the survey focused on what respondents felt were the biggest challenges facing the physiotherapy profession in New Zealand. Respondents were presented with a list of possible challenges and asked to identify those that they agreed with. Three specific, but very different challenges were most frequently mentioned:
 - ACC and DHB funding and service issues (15%).
 - Adequately paying staff (14%).
 - Attracting and retaining good staff (12%).
- Note that respondents who do not value their PNZ membership/are uncertain of its value were more likely than those who value their PNZ membership to state that 'adequately paying staff' was a challenge (19% and 11% respectively).
- In addition, one-in-every-four respondents (24%) also identified all the listed challenges as challenges.

THREE QUITE DIFFERENT CHALLENGES WERE FREQUENTLY IDENTIFIED

Table 19: Opinions about the biggest challenge facing the profession

	Base =	Total 815* %	Value PNZ membership 525 %	Do not/uncertain of value of PNZ membership 290 %
ACC and DHB funding and service issues		15	14	17
Adequately paying staff		14	11	19
Attracting and retaining good staff		12	13	10
Members of the general public better valuing physiotherapy		8	8	8
Managing workloads		6	6	4
Addressing burn-out issues		5	5	7
The ageing New Zealand population		3	3	3
The need for physiotherapists to work better together with other health professionals		3	4	1
The need for physiotherapists to work better together		1	1	1
Efficiently and effectively operating a physiotherapy business		1	1	1
Other		8	8	9
All big challenges		24	27	19
Don't know		1	1	1
Total		**	**	**

Q29. In your opinion, which one of the following is the biggest challenge facing the physiotherapy profession in New Zealand today?

MOVEMENT FOR LIFE