

2017

# PeakCare's Member Survey



PeakCare  
Queensland Inc.

*PeakCare and its Board are pleased to release this report of the findings of our 2017 Member Survey. Our sincere appreciation is extended to the 101 representatives of our Member agencies and Supporters who generously gave of their time to participate in telephone interviews. We trust that you will find this report to be an informative account of the survey findings.*



*In October 2017, PeakCare commissioned independent surveying of our Members and Supporters. The purpose of the surveys was to collect feedback that could be used to build on perceived strengths of the organisation, noting different perspectives that may be held by those who were interviewed, while also identifying opportunities for improvement. The survey findings are being used to inform a review and updating of PeakCare's Strategic and Operational Plans.*

*A total 101 telephone interviews were conducted. Consistent with the profile of PeakCare's membership, the survey purposefully targeted a mix of occupational groups from large (35), medium-sized (24) and small (32) organisations, and registered Supporters (10). Of the 96 who responded to a question about their position, the majority (57%) stated that they held management positions, 30% said they held executive leadership roles, and 13% said they performed 'other roles'.*

*The survey questions were grouped into five focus areas – (1) PeakCare's values and beliefs and their relevance to a child protection peak body, (2) the level of priority PeakCare assigns to certain work activities, (3) PeakCare's communication with our Members and others, (4) PeakCare's performance in respect of four areas of the organisation's strategic intent (Thought leadership, Advocacy, Profile and Sustainability) and (5) Thoughts about the future – things about PeakCare that could be improved and what the organisation should be concentrating on now to better achieve our strategic intent.*

## KEY FINDINGS

The survey respondents were asked to provide an overall rating of PeakCare on a scale from 1 to 10, with 10 being excellent. The average score was 8.65. This compares with an overall average rating of 7.9 reported on as a finding of a similar Member Survey conducted in 2015.

Other key findings from the 101 interviews in relation to Members' perceptions about PeakCare's strengths and opportunities for improvement relate to the following:

### Strengths

- *The relevance of PeakCare's values and beliefs to a child protection peak body*

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- *The priority given to the preparation of submissions, the hosting of symposiums and workshops, participation in both government and non-government sector initiated committees and forums, consulting with Members, and delivery of public commentary through mainstream media*

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- *Communication with Members, particularly PeakCare's weekly e-News*

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- *PeakCare's engagement with Members*

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- *The relevance of the four areas of strategic intent listed within the organisation's Strategic Plan*

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- *PeakCare's possession of contemporary child protection knowledge and expertise and capacity for delivering policy analysis and development*

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- *PeakCare's delivery of public education and commentary*

### Opportunities for improvement

- *Re-location of PeakCare's Brisbane office, increased regional presence and establishment of regionally based offices*

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- *More effective engagement, particularly with smaller Member organisations, front line service providers, and regional and remote providers*

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- *Increased awareness about communication through high quality videos and social media*

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- *More training and workshop opportunities covering a wide range of topics*

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- *Exploration of the intersections with other service systems*

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- *Exploration of the intent around independence, interdependence and impartiality*

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- *More resources - in order to do more of what PeakCare is already doing for the sector*

Read further for a more detailed summary of the survey findings.

# PEAKCARE'S VALUES AND BELIEFS

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## Relevance of PeakCare's statements of its values and beliefs

PeakCare's Strategic Plan includes four statements of the organisation's values and beliefs. Interviewees gave the following ratings:

- 97.03% agreed that 'Respect and inclusiveness' was *relevant* or *very relevant*
- 95.05% agreed that 'Leadership, integrity and courage' was *relevant* or *very relevant*

- 95.05% agreed that 'Reconciliation that honours First Peoples of the Land and their rights to self-determination' was *relevant* or *very relevant*
- 87.13% agreed that 'Independence, interdependence and impartiality' was *relevant* or *very relevant*.

Other matters that Members reported should be addressed were valuing the rights and voices of children, young people, parents and communities.

# PEAKCARE'S PRIORITIES

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## What priority should be given to preparing submissions to inquiries, governments and other entities?

Almost 95% of interviewees agreed that producing and lodging submissions is a high priority; an average rating of 4.47 on a scale of 1 to 5. Members' comments referred to:

- *This is an area that PeakCare does well*
- *Submissions are critical in advocating to improve legislation, policy and practice, and therefore outcomes for children, young people and families*
- *Producing submissions is effective in involving all-sized Members*
- *Feelings of cynicism about government's regard for the content of submissions*
- *In a resource-poor environment, there is a need to prioritise the topics about which submissions are made*

In response to this and other questions, a wide range of topics was suggested for future symposiums and workshops:

- *Prevention and early intervention*
- *Practice focus – trauma, loss, grief, loss, supportive housing for young people, ethical practice, self-care*
- *Updates about reforms and other changes, e.g., out-of-home care reforms, funding models to deliver the Hope and Healing framework*
- *Working with particular cohorts, e.g., children with disability, Aboriginal and Torres Strait Islander children and families*
- *Working inclusively with and hearing the voices of children, young people, parents, culturally and linguistically diverse children and families*
- *Particular program areas – kinship care, residential care*

## What priority should be given to hosting symposiums and workshops?

95% of interviewees agreed that hosting symposiums and workshops is a high priority, with an average rating of 4.56 on a scale of 1 to 5. Members' comments referred to:

- *Hosting events in regional areas, date-claiming to support planning to attend, and supporting smaller organisations to attend*
- *Using internet and tele-enabled mechanisms so that more Members, especially regional Members, can participate*
- *Value of the Hope and Healing professional development strategy workshops*
- *Consulting about prospective topics so content meets participant needs and interests*

## What priority should be given to participating in Government initiated committees and forums?

Over 98% of interviewees agreed that PeakCare should assign a high priority to participating in Government initiated committees and forums; an average rating of 4.7 on a scale of 1 to 5. Members' comments referred to:

- *The view that 'you have to be in it, to win it' – this is the core business of a peak body, a key means to represent the sector's diversity and the collective voice of a range of organisations*
- *Strength lies in gathering the voices of Members and feeding back to Members about the deliberations and outcomes from the committees and forums*
- *Scepticism that government listens to what peaks and non-government networks have to say*

**What priority should be given to participating in non-government initiated committees, working parties and forums?**

Over 87% of interviewees agreed that PeakCare should assign a high priority to participating in non-government initiated committees and forums; an average rating of 4.31 on a scale of 1 to 5. Members' comments referred to:

- *As a peak for non-government agencies, participating with government has a higher priority than with non-government agencies*

**What priority should be given to roundtables and similar consultation exercises?**

92% of interviewees agreed that PeakCare should assign a high priority to conducting roundtables and similar consultation exercises with Members and Supporters; an average rating of 4.45 on a scale of 1 to 5. Members' comments referred to:

- *Opportunities for regionally based, on-the-ground workers in Member agencies to participate and get updated information about reforms*
- *Opportunity for PeakCare to get place-based perspectives*
- *Using internet and tele-enabled mechanisms so that more Members, especially regional Members, can participate*

**What priority should be given to delivering commentary in mainstream media?**

82% of interviewees agreed that PeakCare should assign a high priority to delivering commentary in mainstream media; an average rating of 4.29 on a scale of 1 to 5. Members' comments referred to:

- *Focusing on positive, good news stories rather than being reactive*
- *Keeping issues and interests of children, families and service providers on the public agenda*
- *The educative role and its part in advocating and representing interests*
- *Need to balance this work with other priorities*

**What other activities should be assigned a high priority during 2017-18?**

A wide range of responses was received about other high priority activities in 2017-18. These included:

- *Workforce development, sector development and other training opportunities*
- *Proactively monitoring and reviewing the impact and effectiveness of reform strategies*
- *Coordinating a register of trainers on particular topics, e.g., cultural competency*

PEAKCARE'S COMMUNICATION WITH YOU AND OTHERS

**How would you rate PeakCare's use of communication strategies?**

Members were asked about how they would rate PeakCare's use of the weekly eNews, special announcement emails, social media, PeakCare website, videos, and face-to-face forums to communicate information.

The following table shows the percentage of interviewees who rated each strategy as *excellent* or *good*. The remaining interviewees rated the strategy as *average* or *poor*.

Strategy	% rating <i>excellent</i> or <i>good</i>
Weekly eNews	91%
Special announcement emails	91%
Face-to-face forums	78%
Website	64%
Videos	55%
Social media	25%

Over 60% of interviewees indicated *not sure* about social media and almost 30% of interviewees responded *not sure* about Videos.

Comments referred to:

- *A mix of communication strategies is good*

- *It takes time to watch videos*
- *Not being users of social media*
- *Good quality of emails but too frequent*
- *More regional, face-to-face forums*

## PEAKCARE'S PERFORMANCE

### How well is PeakCare performing in each area of strategic intent?

PeakCare's Strategic Plan sets out four areas of strategic intent. Members were asked about how well PeakCare performs in achieving each of the areas of strategic intent. Interviewees gave the following responses:

- Thought leadership: 83% said *very well* or *well*
- Advocacy: 90% said *very well* or *well*
- Profile: 80% said *very well* or *well*
- Sustainability: 50% said *very well* or *well*

38% of interviewees indicated *not sure* about Sustainability (increasing membership and diversifying income sources).

Comments included:

- *Experience with and knowledge of PeakCare is relative to the position held in an organisation*
- *Harder to respond if situated in a regional or remote area*

### What other areas of strategic intent should be included within PeakCare's strategic plan?

Interviewees were asked what, if any, other areas of strategic intent should be included. Comments included a greater focus on research and knowledge about national and international practice and program models

that could be utilised here. Others referred to sector and service system capacity building and working with services to implement programs. A cross-sector focus was also raised in relation to child protection, education, health, education and employment, and the connection to poverty and disadvantage.

The Strategic Plan identifies five attributes that contribute to PeakCare's credibility and reputation with Members. Interviewees were asked to rate each of these as *excellent*, *good*, *average* or *poor*.

Attribute	% rating <i>excellent</i> or <i>good</i>
Possession of child protection knowledge and expertise	98%
Policy analysis and advice to government	86%
Public education and commentary	86%
Participation in cross-sector planning forums	84%
Interaction with personnel	79%

The rationale for ratings referred to the need to engage more with on-the-ground workers and getting 'more in the public's face'.

## THINKING ABOUT THE FUTURE...

### What's the one thing about PeakCare you'd change?

Interviewees had the opportunity to nominate the one thing about PeakCare that they would want changed.

Responses referred to:

- *Moving office to a better location*
- *Increased organisational resources*
- *A regional presence*

- *More frequent workshop and training opportunities throughout the state and targeted to different levels of workers*
- *Using internet and other communication technologies to support participation*
- *Higher public profile and community education*
- *Greater focus on practice issues*

### What do you think PeakCare should be concentrating on now to better achieve the organisation's strategic intent?

A wide range of responses was given about areas for focus including:

- *The current path is the right path - do not diversify from focusing on 'child protection' as core business, keep independent from government but work with government and keep on top of what government is doing, listen to members*
- *Get research out to members and use research to inform policy and practice*
- *Particular areas of focus: types of care and care arrangements, digital transformation, outcome measurement / measuring impact, under 12s in residential care, improving foster carer recruitment and retention, intersection between domestic violence and child protection, residential care models, professional development of carers, family reunification, family support*
- *Sector capacity building: supporting best practice in cultural competency, hearing young people's voices, minimum qualifications for future youth workers, innovation, career pathways and workforce development*
- *About the organisation: ensure organisational viability and visibility, be driven by members, get corporate sponsors and others who bring a futures focus, be more direct and stronger with government, grow partnerships*

## WHERE TO FROM HERE?

PeakCare will use the survey findings along with the outcomes of other consultation exercises and contemporary developments in child protection and related services to inform a review and updating of PeakCare's Strategic and Operational Plans.

PeakCare welcomes feedback from our Members and Supporters at all times. If you wish to provide further

feedback about any of the matters addressed within this report, please email your comments to [lwegener@peakcare.org.au](mailto:lwegener@peakcare.org.au) or you may direct your feedback to the PeakCare Board C/- Ms Sally Kelynack, Board President, PeakCare Queensland, PO Box 159 Paddington QLD 4064.