

Member survey | September 2020

Content: Synthesis of member survey outcomes

Date: 12 Oct 20

Introduction

This document was developed by Right Lane Consulting and contains a synthesis of responses to the September 2020 Member survey.

This document contains:

- A summary of the key insights
- Analysis outputs from the survey responses.

If you have any questions about the contents of this document, please contact Richard Waid from Right Lane Consulting at richard.waid@rightlane.com.au.

Summary of insights

Key observations

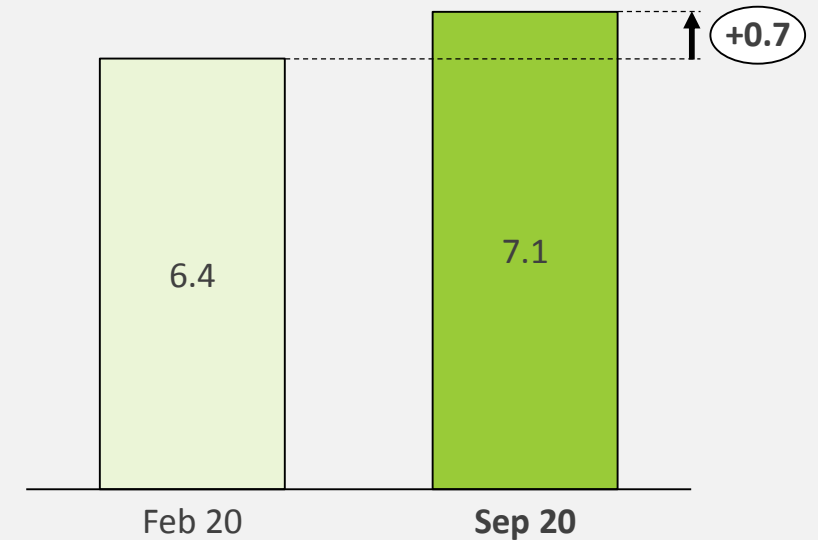
There are four key observations from the September 2020 Member survey:

- September survey outcomes continue a strong, positive trend in satisfaction for most areas of TIR.
- Satisfaction with IFP continues to improve in all areas except pricing.
- ‘Whole of organisation’ responses—that is, questions regarding the whole organisation, instead of individual services—continued to improve in most areas.
- Responses to prompts on TIR’s strategy are more positive overall; though, high proportions of neutral responses indicate more is needed to educate members on our strategy.

These observations are reflected in the average likelihood for respondents to recommend TIR, which grew (from 6.7 to 7.1 out of 10).

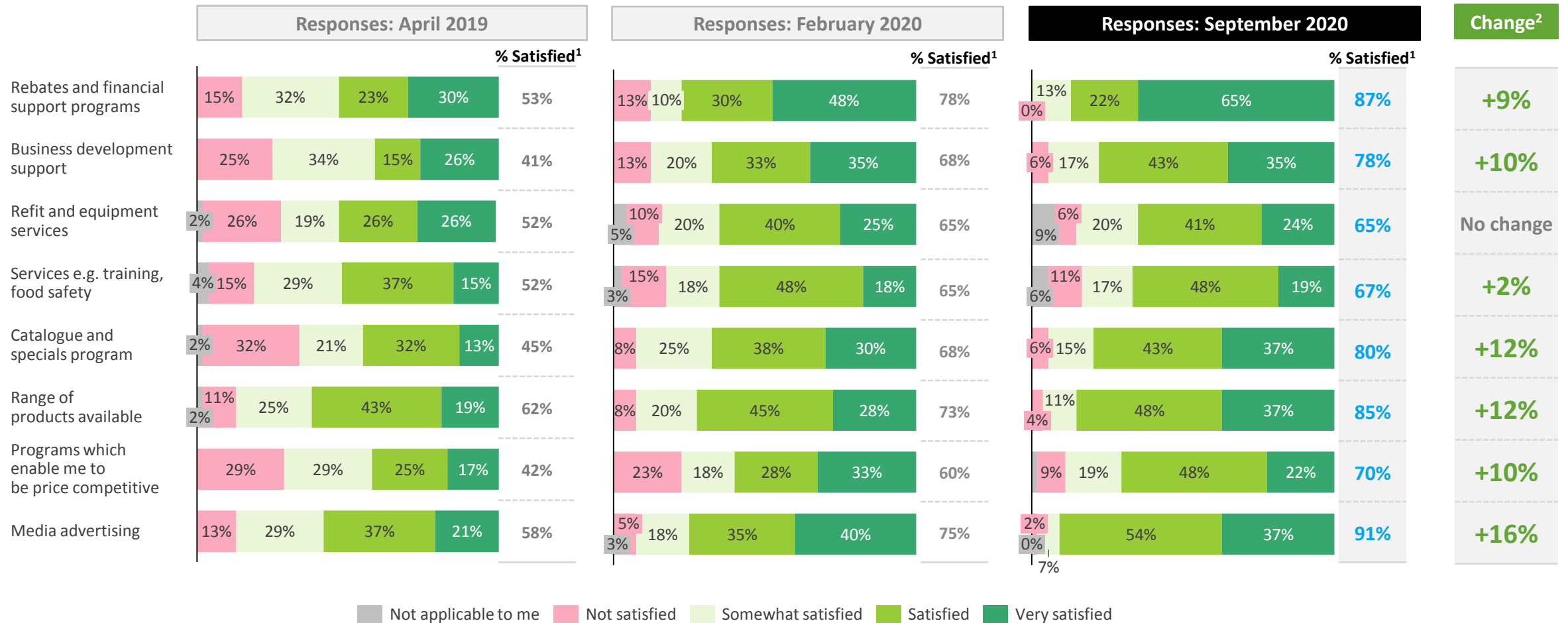
Participants were asked: ‘On a scale of 0 to 10, how likely are you to recommend TIR to another independent retailer (where 0 is very unlikely, and 10 is very likely)?’

Average likely of respondents to recommend TIR
(out of a maximum of 10)



Survey outcomes continue a strong, positive trend in satisfaction for most areas of TIR

Participants were asked: 'Please rate how satisfied you are with the following areas of TIR'

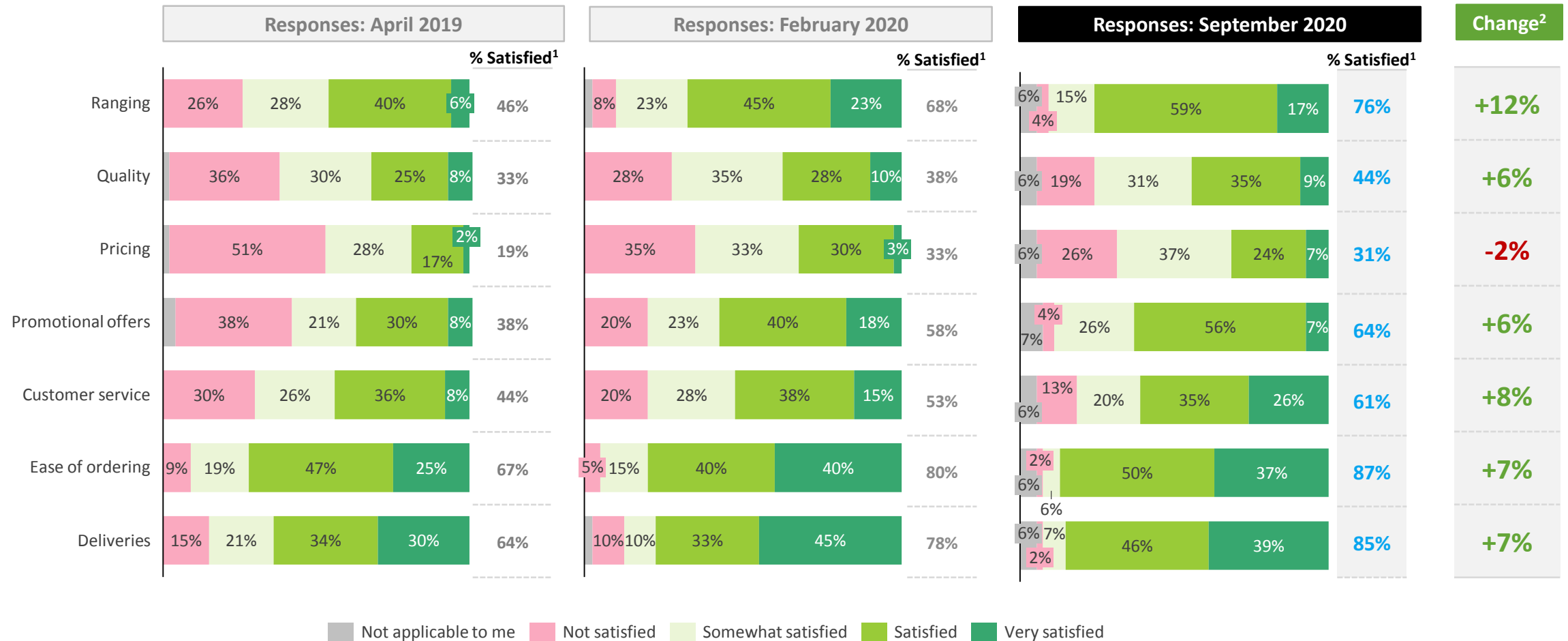


Note: ¹'% satisfied' measured as the number of 'Satisfied' and 'Very satisfied' responses as a proportion of total responses. ²Change is since last survey (i.e. between February and September 2020).

Sources: Tasmanian Independent Retailers. (2020, September). *Member survey* (n=54). Facilitated by Right Lane Consulting.; Tasmanian Independent Retailers. (2020, February). *Member survey* (n=40). Facilitated by Right Lane Consulting.; Tasmanian Independent Retailers. (2019, April). *Member survey* (n=52 to 53). Facilitated by Right Lane Consulting.

Satisfaction with IFP continues to improve in all areas except pricing; quality and pricing appear to remain pain-points

Participants were asked: 'Thinking about Fresh Produce, how satisfied are you with Island Fresh Produce?'



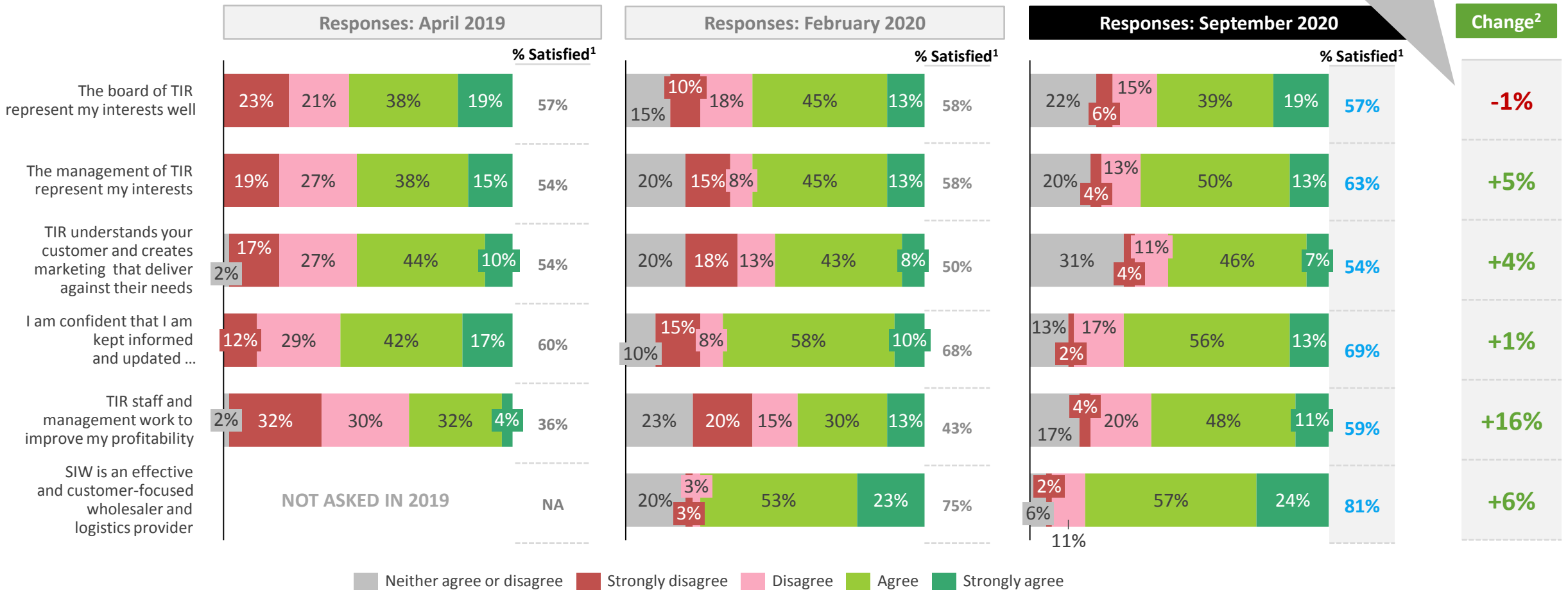
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Whole-of-organisation responses continued to improve in all areas except for perception of the Board

Participants were asked: 'How much do you agree, or disagree, with the following statements?'

Number of responses disagreeing with this statement has decreased with more going into a neutral position.

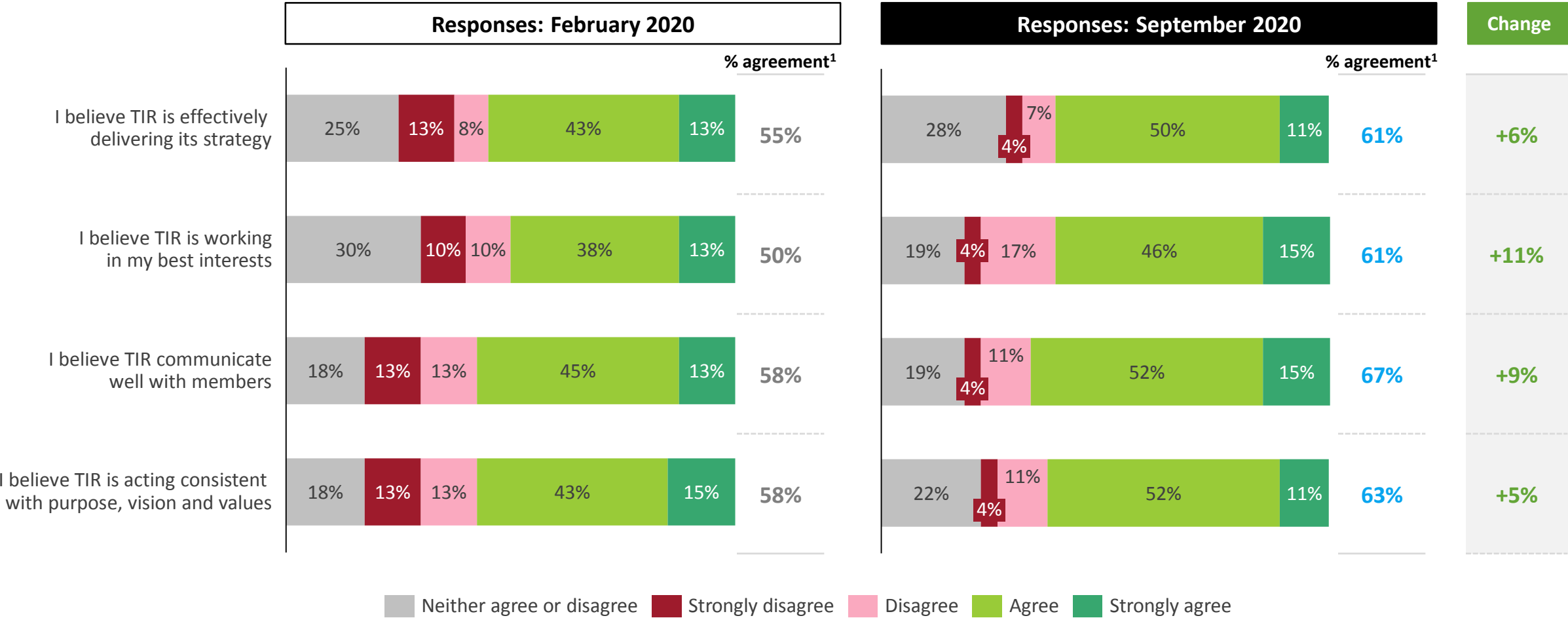


Note: ¹'% satisfied' measured as the number of 'Agree' and 'Strongly agree' responses as a proportion of total responses. ²Change is since last survey (i.e. between February and September 2020).

Sources: Tasmanian Independent Retailers. (2020, September). *Member survey* (n=54). Facilitated by Right Lane Consulting.; Tasmanian Independent Retailers. (2020, February). *Member survey* (n=40). Facilitated by Right Lane Consulting.; Tasmanian Independent Retailers. (2019, April). *Member survey* (n=52 to 53). Facilitated by Right Lane Consulting.

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