

Adult Experience Survey 2023 FINDINGS



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Why did we undertake the survey?



- Strategic Plan Objective 2.5 sought to:
 - *Develop and implement a methodology to measure our youth's and adult's satisfaction with the organisation and its program (Net promotor score)*
- It was determined that Youth satisfaction was being measured in most Branches already and Scouts | Terrain provided indicative information about Program performance. There was no need to do this again!
- NPS, while relevant, needed to be expanded to a more general “satisfaction” questionnaire
- The National Volunteering Conference highlighted the importance of measuring “experience” as a key driver of engagement.



What did we seek to measure?

40 questions covering:

- Demographic information
- Engagement
- Leadership
- Enablement
- Alignment
- Development
- Promotion

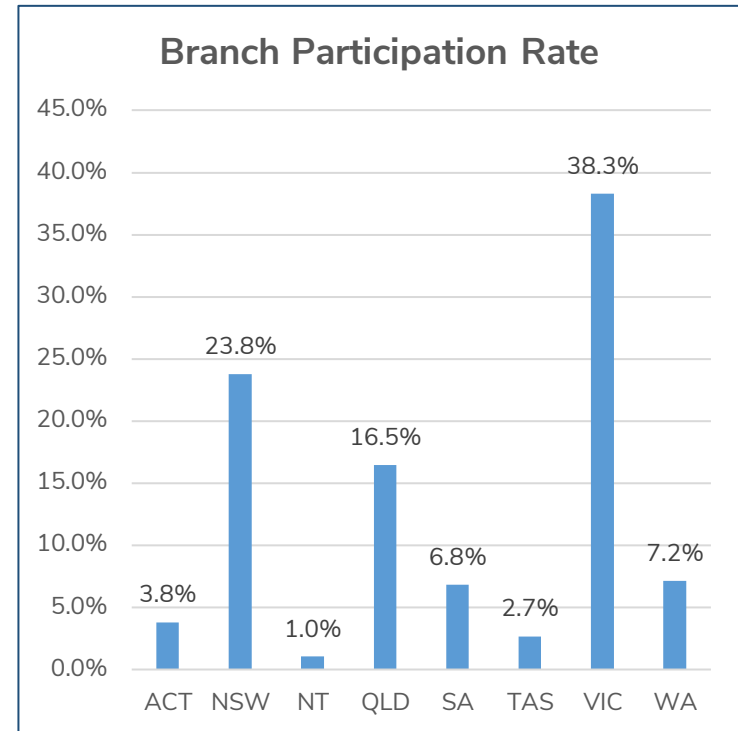
- 28 were *Likert* scale driven
- 1 was Net Promoter Score
- 1 was a “Stay” question
- 3 were Free text questions
- 7 were Demographic

Collectively, it was hoped we could ascertain what adults were feeling about Scouting and where possible improvements needed to be made.



Is the survey output valid?

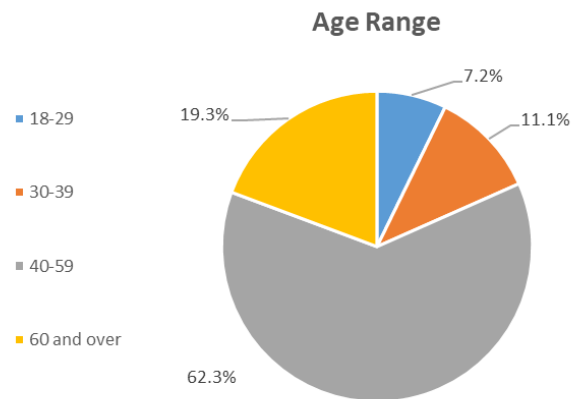
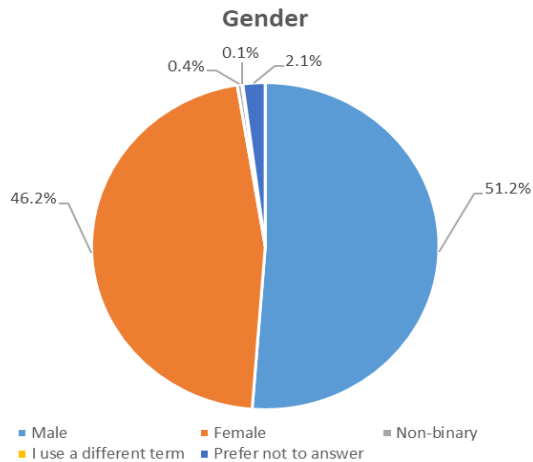
- There were 1160 responses to the Survey (~ 5.7% of available population) – statistically we needed only 378 responses to be valid
- All of the data has been through a “post stratification¹” analysis to validate the output
- A proportionate spread of responses from Branches was received
- One question from 40 was found to be erroneous



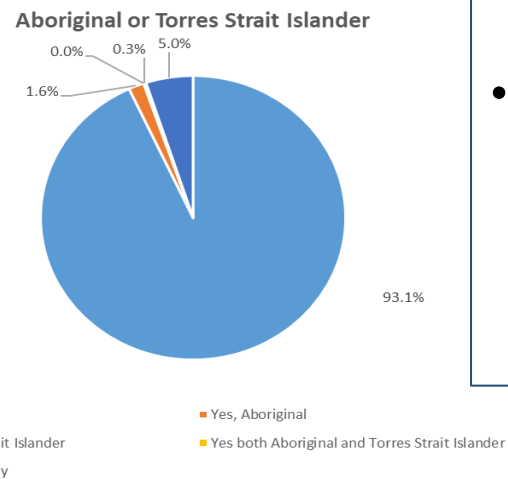
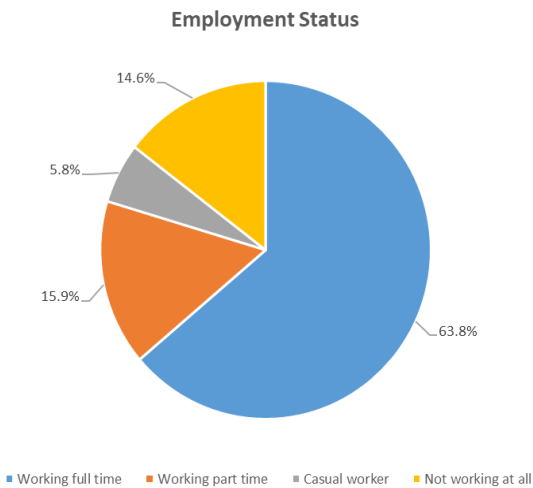
(1) a form of bias correction used by ABS to get more accurate estimates



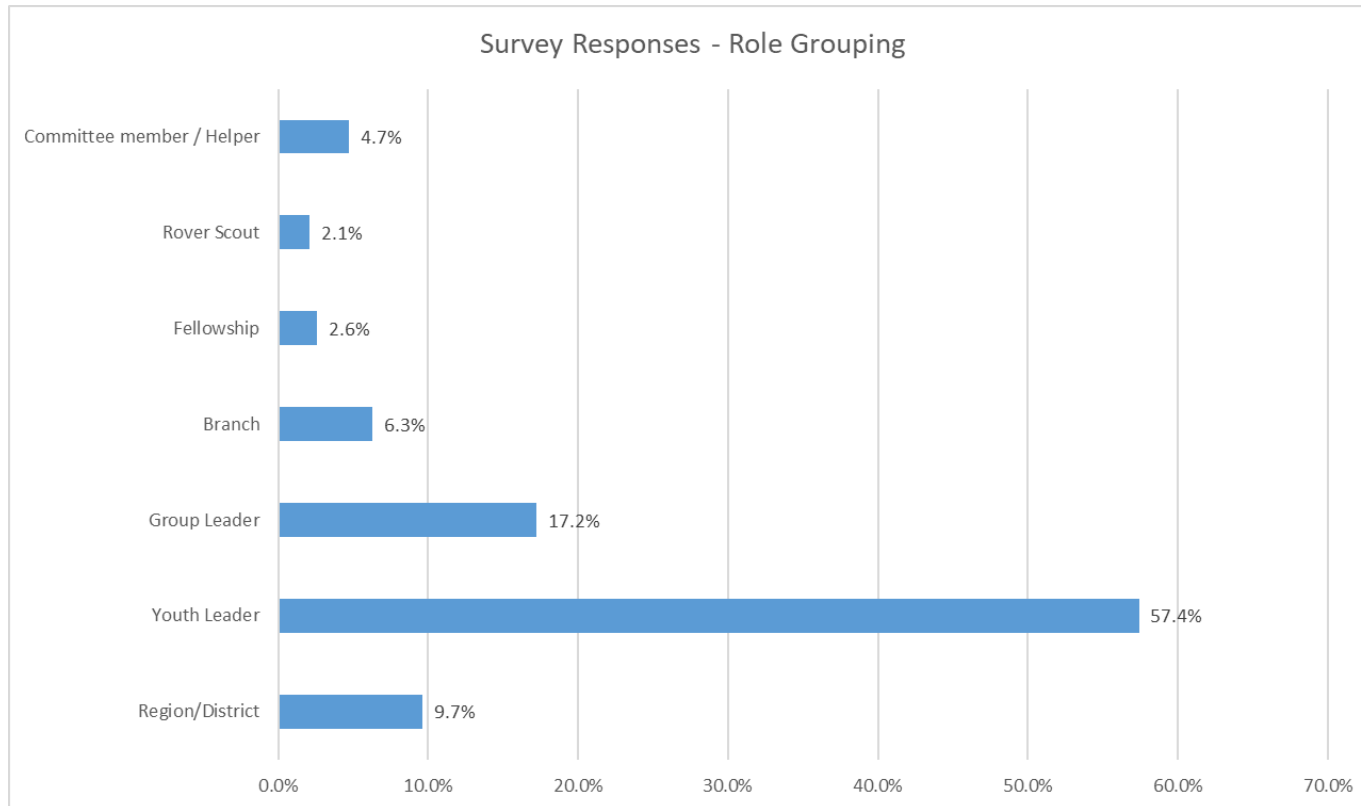
What diversity did the survey reveal?



- Diversity was as expected and synonymous with census data
- Employment status is reflecting the changing social face of Australia
- Increasing number of people identifying with or choosing not to express their heritage



Did the survey fairly reflect the Scouting population?



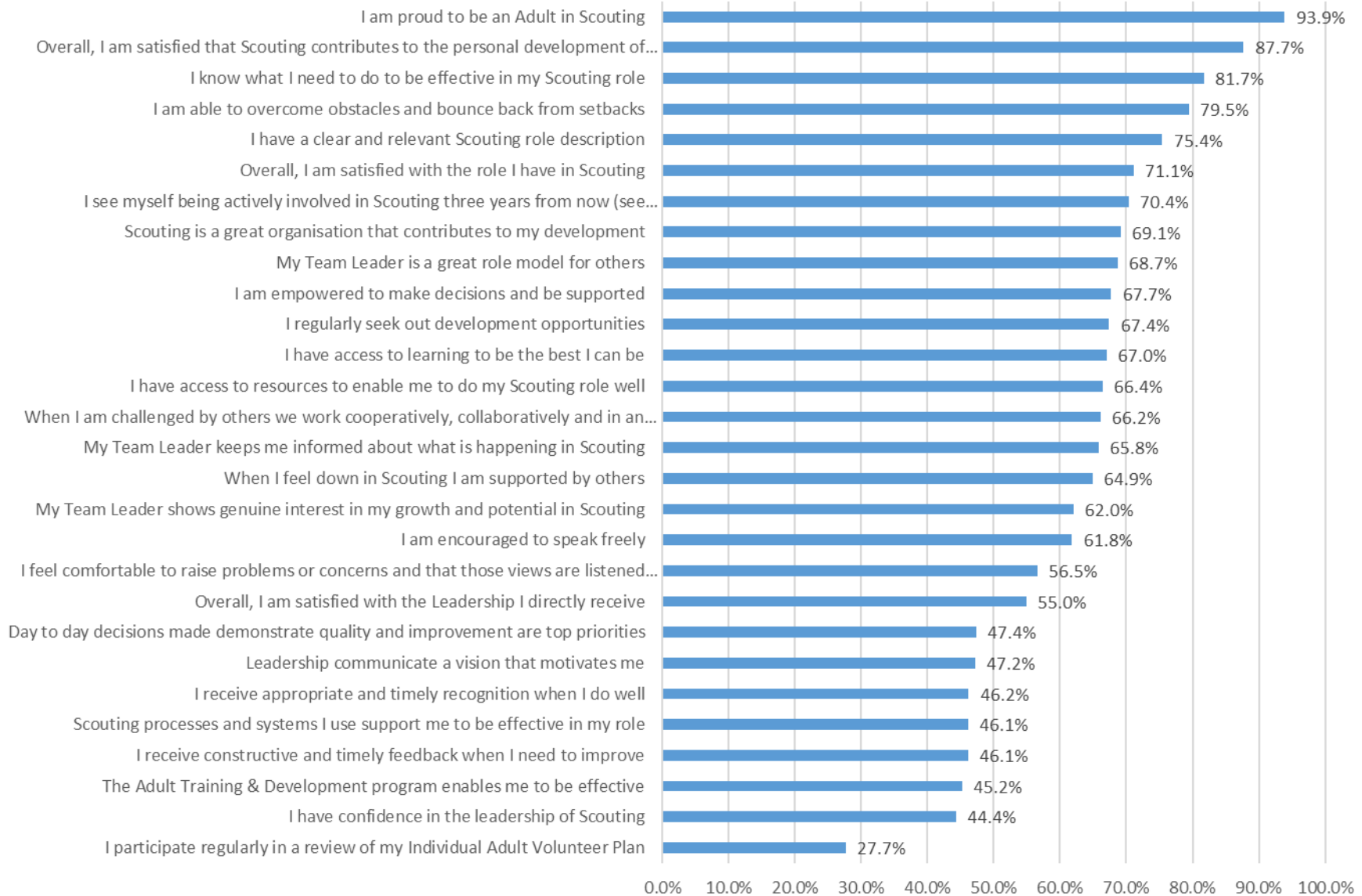
- Nearly 60% came from Youth Program Leaders with the balance spread. This suggests the feedback has a predominance of “grass roots” input.





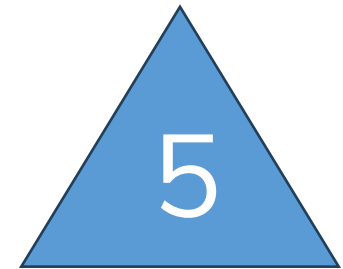
What were the rankings in order (note some questions are truncated)?

Likert driven questions



What are the “top” five rankings?

I am proud to be an Adult in Scouting	93.9%
Overall, I am satisfied that Scouting contributes to the personal development of young people	87.7%
I know what I need to do to be effective in my Scouting role	81.7%
I am able to overcome obstacles and bounce back from setbacks	79.5%
I have a clear and relevant Scouting role description	75.4%



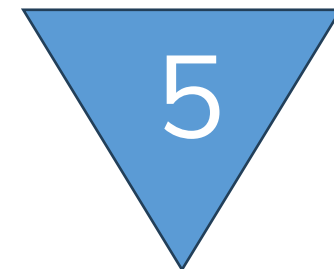
- Adults feel they understand their role, are resilient and believe in Scouting



What are the “bottom” five rankings?



I participate regularly in a review of my Individual Adult Volunteer Plan	27.7%
I have confidence in the leadership of Scouting	44.4%
The Adult Training & Development program enables me to be effective	45.2%
I receive constructive and timely feedback when I need to improve	46.1%
Scouting processes and systems I use support me to be effective in my role	46.1%



- The IAVP process has not been implemented well
- Leadership in Scouting is not enabling
- Processes and systems (including training) are falling short of meeting needs



If adults are planning to leave, then why?



- 29.6% (~30%) of Adults do not see themselves being in Scouting three years from now.
- 514 responses were offered as to why they may leave. A high level review of these, offers the following key (perhaps not surprising) insights:
 - Politics and bureaucracy
 - Lack of respect / feeling undervalued
 - New Program – especially Scouts | Terrain
 - Burnout (heavy workload)
 - Age and Health
 - Cost of living
- Further categorisation of this feedback should be done (in Branches)



If adults choose to stay, then why?

Adult role	#1 The reason I have stayed in Scouting is because		#2 The reason I have stayed in Scouting is because	
	Reason	Percentage	Reason	Percentage
Joey Scout	Sense of Purpose (e.g., Principles and Values of Scouting resonate with me)	41.3%	My children are involved	28.5%
Cub Scout	My children are involved	36.1%	Sense of Purpose (e.g., Principles and Values of Scouting resonate with me)	26.0%
Scout	Sense of Purpose (e.g., Principles and Values of Scouting resonate with me)	35.1%	My children are involved	28.0%
Venturer Scout	Sense of Purpose (e.g., Principles and Values of Scouting resonate with me)	33.4%	I was a youth member and want to give back	29.1%
Rover Scout	I was a youth member and want to give back	31.3%	Friendships	30.7%
Rover Adviser	Sense of Purpose (e.g., Principles and Values of Scouting resonate with me)	37.7%	I was a youth member and want to give back	21.9%
Group Leader	Sense of Purpose (e.g., Principles and Values of Scouting resonate with me)	41.2%	My children are involved	18.1%
District/Region	Sense of Purpose (e.g., Principles and Values of Scouting resonate with me)	46.6%	I was a youth member and want to give back	17.5%
Branch	Sense of Purpose (e.g., Principles and Values of Scouting resonate with me)	50.2%	I was a youth member and want to give back	19.1%
Scout Fellowship	Sense of Purpose (e.g., Principles and Values of Scouting resonate with me)	44.4%	I was a youth member and want to give back	18.8%
Committee member / Helper	My children are involved	56.4%	Sense of Purpose (e.g., Principles and Values of Scouting resonate with me)	14.5%

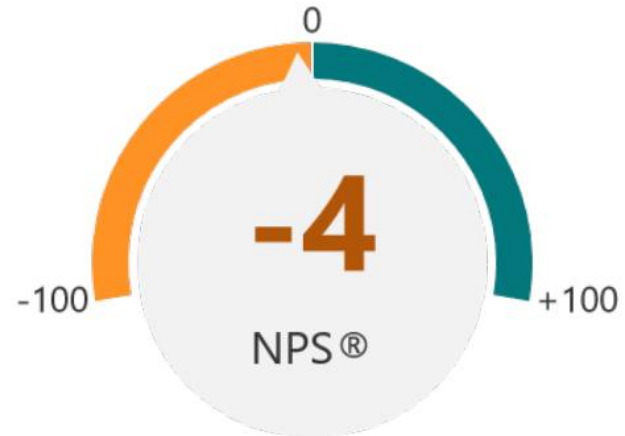
- 72.7% of #1 responses were a “Sense of Purpose”
- 45.5% of #2 responses being “I was a youth member and want to put back”
- These are very altruistic reasons



Are our Adults promoters for Scouting?



Promoters	380
Passives	352
Detractors	428



- Although we have a number of adults understanding their role it is their feeling of lack of support, preparedness, and direction from Senior Leaders together with the complexity of our processes and systems that see them not be promoters to family and friends about Scouting

Note: an NPS of >0 is desirable and >50% considered excellent. Experience teaches us that to move Detractors is extremely difficult. It is better to focus on Passives to understand what we need to do lift them to being Promoters



Things we do well in and could improve?



- There were 1154 responses we do well in and 1157 we could improve in.
- Some of the input were negatives as things we do well?
- Positive comments about:
 - Values and skills for life Scouting provides
 - Getting into the outdoors and the broader Youth Program
 - Inclusivity and empowerment of/for Young People
 - Environment of Learning (Youth and Adults)
- Negative comment areas were:
 - ~24.3% of the negative comments related to Scouts | Terrain
 - ~10.4% related to improving communication
 - The high level of bureaucracy and difficulty to do business
 - ATD came under some comment about difficulty
- More deeper Branch based analysis is encouraged



So, what is our conclusion?



- Overall there is a high level of belief in Scouting and what it offers young people (and to some extent Adults)
- Unfortunately, our adults are not our promoters
- People tend to join organisations for the opportunity it presents (for themselves or others) and the Brand it represents. They stay because of the culture and the level of support they experience. Unfortunately, there is a common theme coming through for many of our adults the culture is not a healthy one, they feel under supported and that the new Program (and Scouts | Terrain) remains a concern. *The comments provided for Branches will assist in deeper diving to solutions*



Key notes:

- Individual Spreadsheets have been provided to Branches for their own analysis. This data has not been shared across Branches
- A deep dive into comments has not been provided – this will be the responsibility for Branches to consider as a number of them appear to relate to “local” rules

