



FONASBA

**ANNUAL MEETING
ANTWERP 2022**

SHIP AGENT PLENARY MEETING
24th MAY 2022

MEMBERSHIP SURVEYS

JONATHAN C. WILLIAMS FICS
GENERAL MANAGER

Why?



- To support members associations, and FONASBA and ECASBA, to collect information from across the global membership on specific issues, examples of best practice and other objectives, to enable a full and comprehensive overview to be obtained, supporting the development of an informed position
- Significant membership benefit, especially to newer/smaller members
- As in any analysis, the larger the sample, the better the outcome
- **The active participation of all members, both Full and Associate, is vital in order to fully inform and support the originating member**

What?



- Responses are noted on a rolling twelve-month period and statistics produced for every Executive Committee meeting
- Baseline response rate is 30% of the total number of surveys, adjusted for the relevance of the survey or subject matter to members, e.g.: ECASBA-only surveys, new members joining partway through the review period, surveys only relevant to a specific group of members (Schengen region)
- Regular reminders to members of the value of surveys to the membership and the need to participate

How many?



- Current average response rate for FONASBA surveys (March 2021 – April 2022):

45% 8 members have 100% response rate

- Current Average response rate for ECASBA-only surveys (March 2021 – April 2022):

60% 4 members have 100% response rate

How many?



13 FONASBA members have not responded to a single FONASBA survey

2 ECASBA members have not responded to a single ECASBA only survey

What can you do?



- Think about how you would feel if you initiated a survey on an issue of great importance to your members and less than half the FONASBA community bothered to reply
- Remember that a “Not applicable” response is just as valid as a detailed reply, and counts towards your response rate
- Replies from Associate members are as vital and valid as those from Full members
- Responding to membership surveys is tangible evidence of your commitment to FONASBA

So?
**Your
colleagues
(and
FONASBA)
need you!**





Thank you.