



Report



Alcohol, Tobacco & other
Drugs Council Tas Inc.

ATDC Stakeholder Survey 2014
Analysis of Results

June 2014

Alcohol, Tobacco and other Drugs Council of Tas Inc. (ATDC)
Stakeholder Survey 2014: Analysis of Results

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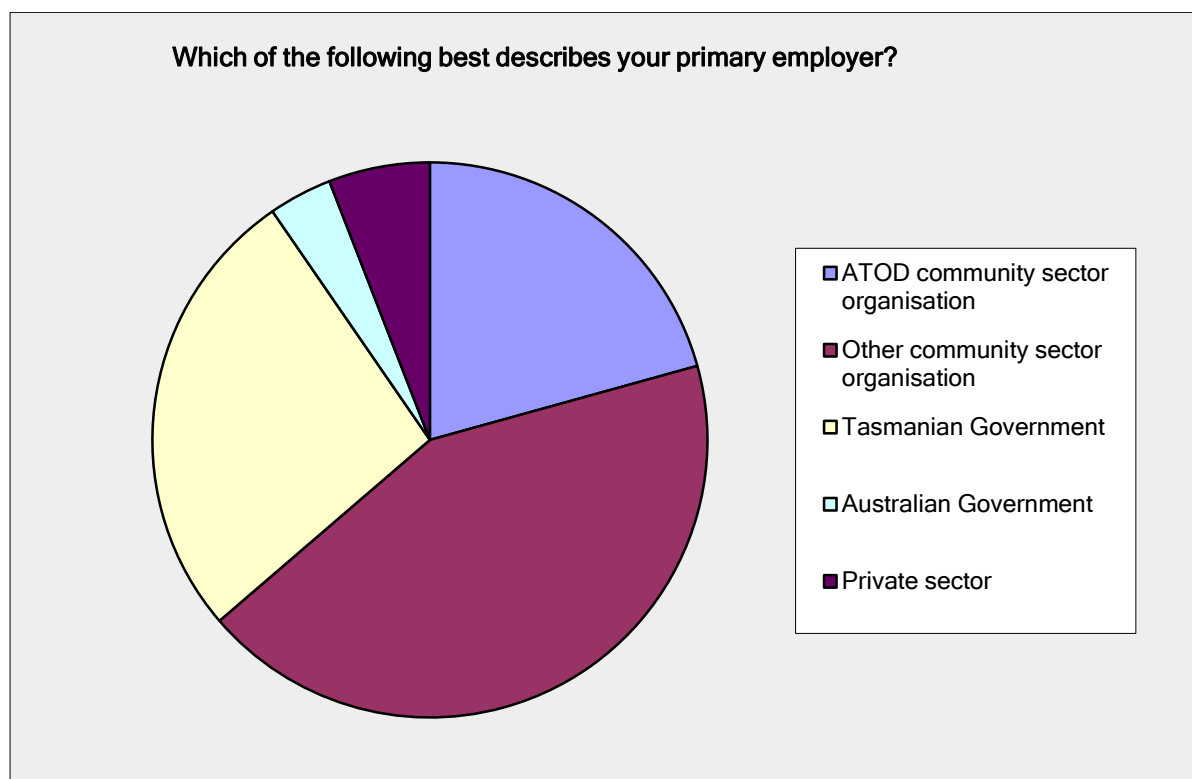
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Response rate and who responded

One hundred and forty (140) people responded to the 2014 ATDC Stakeholder Survey, which was sent to all 745 ATDC e-News subscribers. This is an 18.79% response rate, which represents a very slight 1.63% increase in response rate for the 2013 survey.

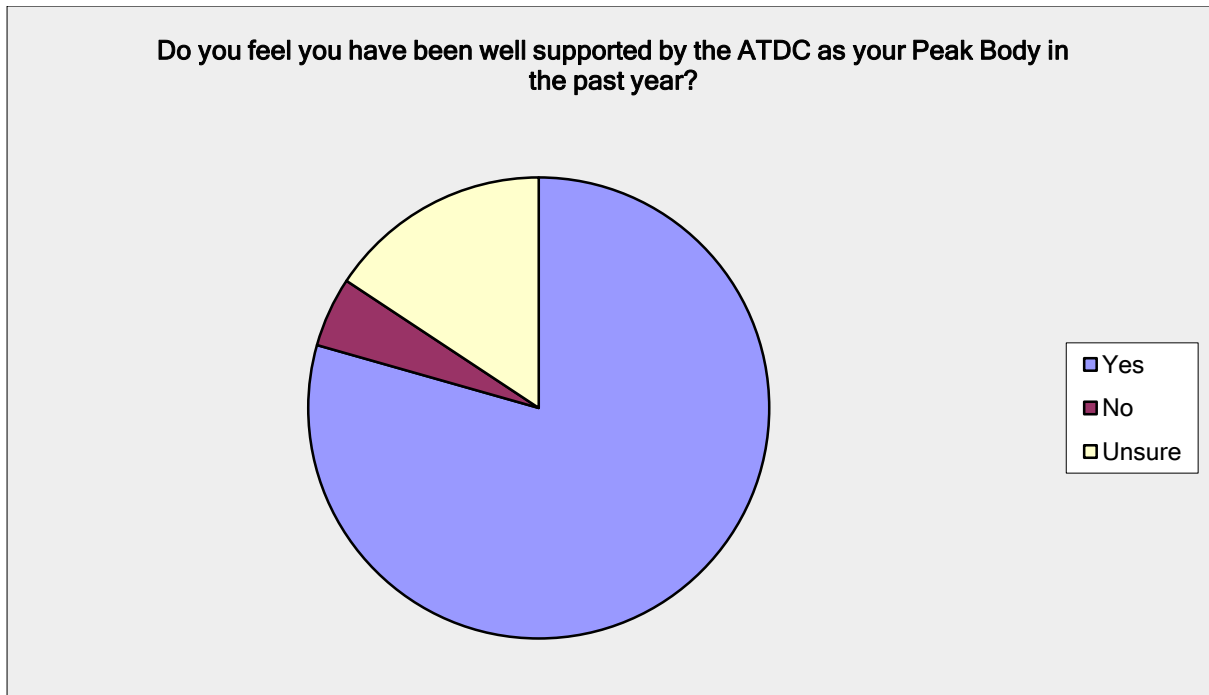
The majority of responses (63.7%) were from workers in the community sector, and of those 20.7% work specifically in the ATOD community sector. 26.7% of responses were from Tasmanian Government workers and 3.7% of responses were from Australian Government workers.

There was an increase in the rate of responses from ATDC members with 45% in 2013 to 58% in 2014. While the rate of those who were unsure whether they were ATDC members decreased from 27.5% in 2013 to 15.2% in 2014.

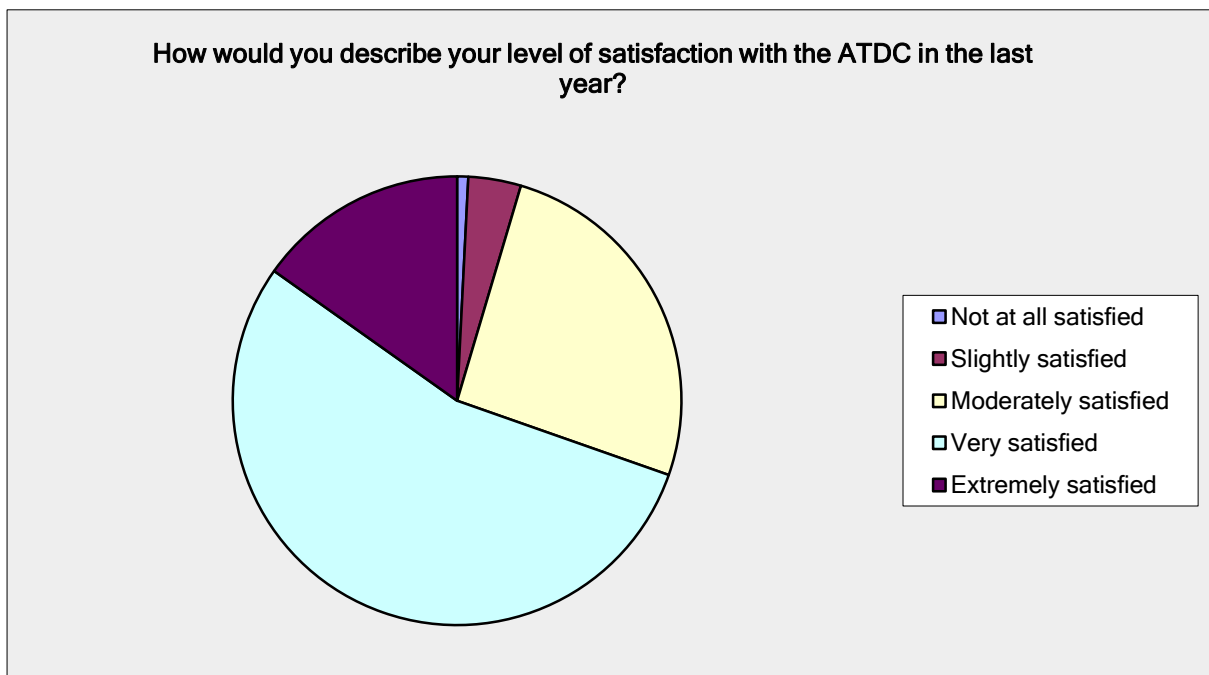


Support received from the ATDC

An encouraging 79.4% of respondents feel they were well supported by the ATDC in the past year. This is a slight decrease of 3.6% from last year. Despite the decrease the result surpasses the target set in the ATDC strategic plan of 75% positive responses. Of the other responses, 4.9% said they did not feel supported and 15.7% indicated they were 'unsure'.



Respondents were asked to indicate their level of satisfaction with the ATDC over the past year. The majority of responses were overwhelmingly positive, with 69.7% indicating they were either very or extremely satisfied with the ATDC over the past year.



Appropriately targeted activity

The vast majority of respondents (83.8%) felt the ATDC's activities were appropriately targeted over the last year. This represents a slight decrease of 7.9% from 2013. Of the responses indicating the areas where ATDC should have been more involved, key themes included:

- An increase in training in the north west and closer to services
- An increased client focus via consumer engagement
- A focus on youth issues and addiction
- A focus on alcohol policy

Performance against the Strategic Plan

Respondents were again asked to assess the ATDC against the priorities in the 2011-14 Strategic Plan. The table below represents a summary of how respondents rated performance against those objectives and compares the 2014 responses to those received in the previous two years (2013 and 2012).

Respondents have consistently rated the ATDC as performing either moderately, very or extremely well against each of the strategies. The 2014 results indicate that for each of the strategies the ATDC was consistently ranked by the majority of respondents as performing very well apart from against the strategy relating to conducting relevant events and training and facilitate networking opportunities to promote collaboration where 49.6% of respondents rated the ATDC as performing extremely well.

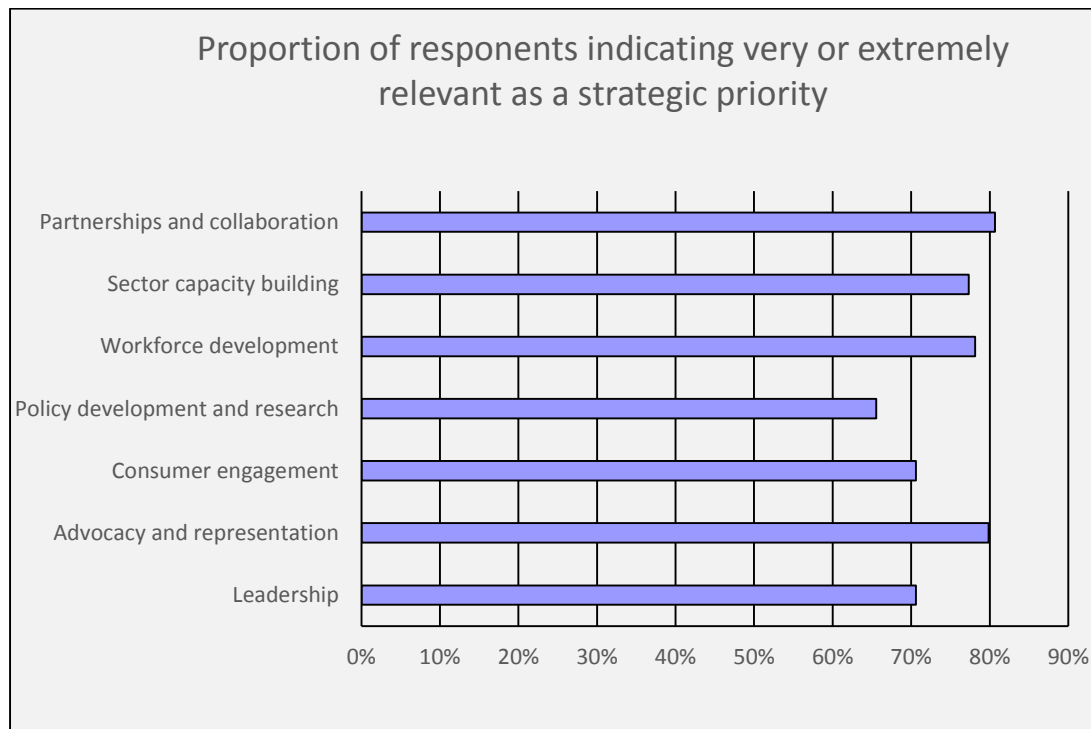
When considering the results across all of the three years there has been a broad trend with a slight shift away from respondents assessing the performance against most of the ATDC strategies as extremely and very well towards moderately well.

	Strategy	Year	Rating (%)					
			Not at all	Slightly	Moderately	Very	Extremely	Unsure
1.	Providing strong leadership & advocacy for ATOD CSOs	2014	0.0	3.4	18.5	45.4	24.4	8.4
		2013	0.0	2.8	6.5	60.7	22.4	7.5
		2012	1.0	2.0	9.2	44.9	31.6	11.2
2.	Representing the views of ATOD CSOs to Government	2014	0.0	2.5	16.0	42.9	23.5	15.1
		2013	0.0	2.8	11.2	49.5	23.4	13.1
		2012	0.0	2.1	12.4	46.4	18.6	20.6
3.	Advocating for continued growth of the ATOD CSOs	2014	0.0	1.7	23.5	38.7	26.9	9.2
		2013	0.0	1.9	11.3	45.3	32.1	9.4
		2012	0.0	1.0	12.4	43.3	29.9	13.4
4.	Advocating for funding on ATOD issues	2014	0.0	4.2	16.8	42.0	21.8	15.1
		2013	0.0	1.9	11.3	45.3	32.1	9.4
		2012	0.0	1.0	12.4	43.3	29.9	13.4
5.	Ensuring the voice of ATOD CSOs is heard in public debate and in the media	2014	0.0	5.0	21.0	48.7	17.6	7.6
		2013	0.0	4.7	16.8	49.5	22.4	6.5
		2012	0.0	6.1	20.4	38.8	21.4	13.3
6.	Actively seek consumer input and including that in ATDC work	2014	2.5	5.9	17.6	35.3	22.7	16.0
		2013	0.9	4.7	18.7	38.3	26.2	11.2
		2012	1.0	5.1	19.4	33.7	25.5	15.3
7.	Developing ATOD policies that guide responses to harms arising from substance use	2014	1.7	1.7	18.5	41.2	17.6	19.3
		2013	0.0	2.8	13.1	45.8	24.3	14.0
		2012	2.0	3.1	15.3	34.7	21.4	23.5
8.	Contributing to a skilled, professional workforce	2014	0.8	4.2	8.4	41.2	39.5	5.9
		2013	0.0	1.0	9.5	36.2	48.6	4.8
		2012	0.0	3.1	6.1	33.7	49.0	8.2
9.	Conducting relevant events and training and facilitate networking	2014	0.8	2.5	14.3	29.4	49.6	3.4
		2013	0.0	1.9	7.6	31.4	52.4	6.7
		2012	0.0	2.0	5.1	26.5	62.2	8.2
10	Demonstrating best practice governance	2014	0.8	2.5	13.4	42.9	18.5	21.8
		2013	0.0	0.9	10.4	35.8	30.2	22.6
		2012	0.0	4.2	9.4	35.4	25.0	26.0
11.	Building an active and broad membership base	2014	1.7	2.5	19.3	36.1	21.8	18.5
		2013	0.0	1.0	12.4	44.8	30.5	11.4
		2012	0.0	6.1	12.2	33.7	30.6	17.3

Future strategic priorities for the ATDC

Respondents were asked to rate the relevance of seven strategic priorities to them.

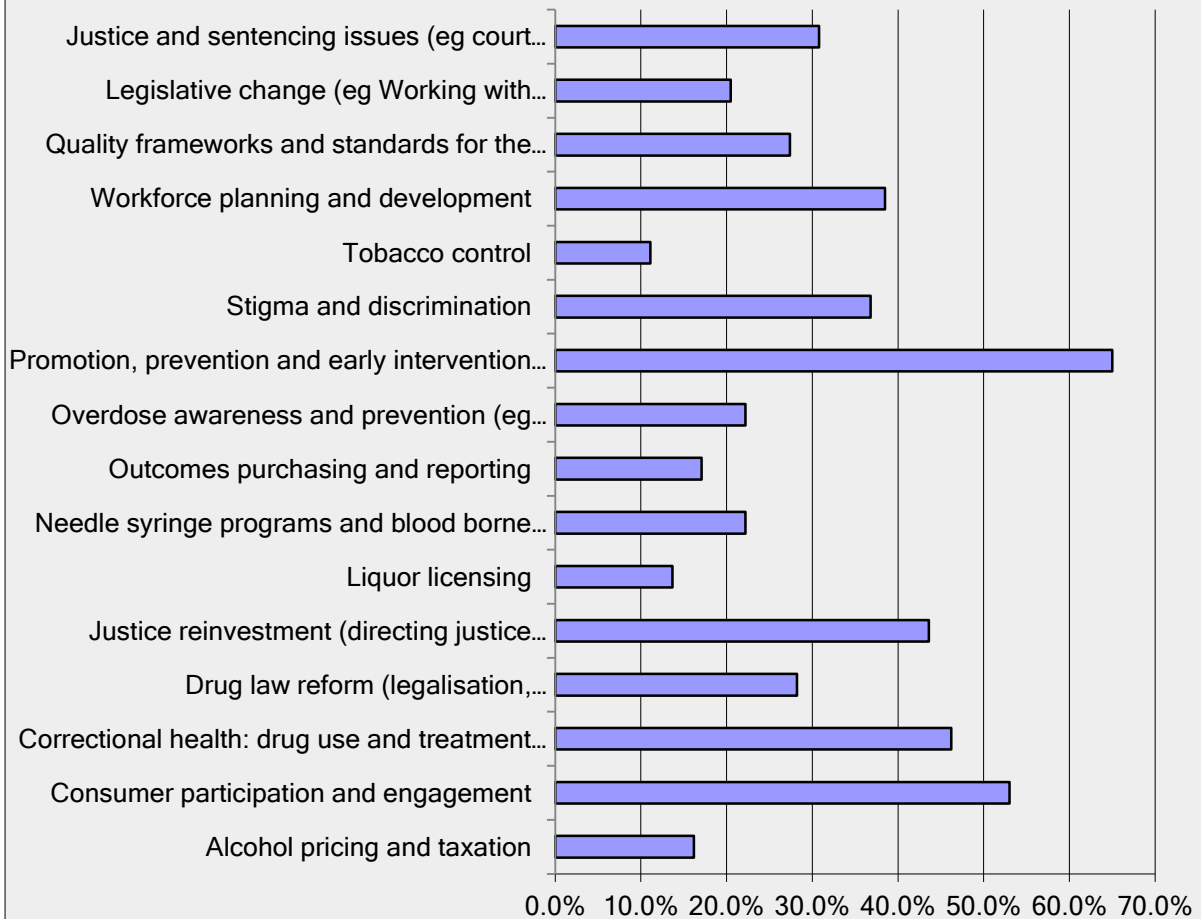
81% of respondents identified Partnerships and collaboration as either very or extremely relevant and 80% identified Advocacy and representation as either very or extremely relevant. The next most highly regarded strategic priorities were Workforce development (78%) and Sector capacity building (77%).



Policy priorities for the ATDC

Respondents were asked to identify the top five policy priorities for the ATDC in the coming year. Prevention, Promotion and Early Intervention (PPEI), was identified as the highest priority (65%), followed by Consumer participation and engagement (53%), Correctional health; drug use and treatment in prison (46.2%), Justice reinvestment directing justice spending to preventive programs (43.6%) and Workforce planning and development (38.5%).

Please select the top five policy areas that you think the ATDC should be working on in the following 12 months?



Of the respondents who nominated other policy areas, themes included:

- Addressing the harms caused by alcohol
- Improving the rehabilitation service model within Tasmania
- Cultural competence when supporting Aboriginal and Torres Strait Islander clients

Supporting access to research and evidence-based resources

Respondents were asked to identify how they felt the ATDC could best support access to research and evidence-based resources. Facilitating the participation of respected researchers in local professional development events was the most highly regarded approach with 81.2% of respondents considering it to be either quite effective or most effective. Strengthening relationships between the sector and research institutes was the second most highly rated approach with 77.8% of respondents considering it to be either quite effective or most effective. Facilitating an annual research symposium was rated by 60.7% of respondents as either quite effective or most effective.

Of the respondents who identified additional ways to support access to research and evidence-based resources the key approaches were about electronic formats and included: either via websites, an App, or online library.

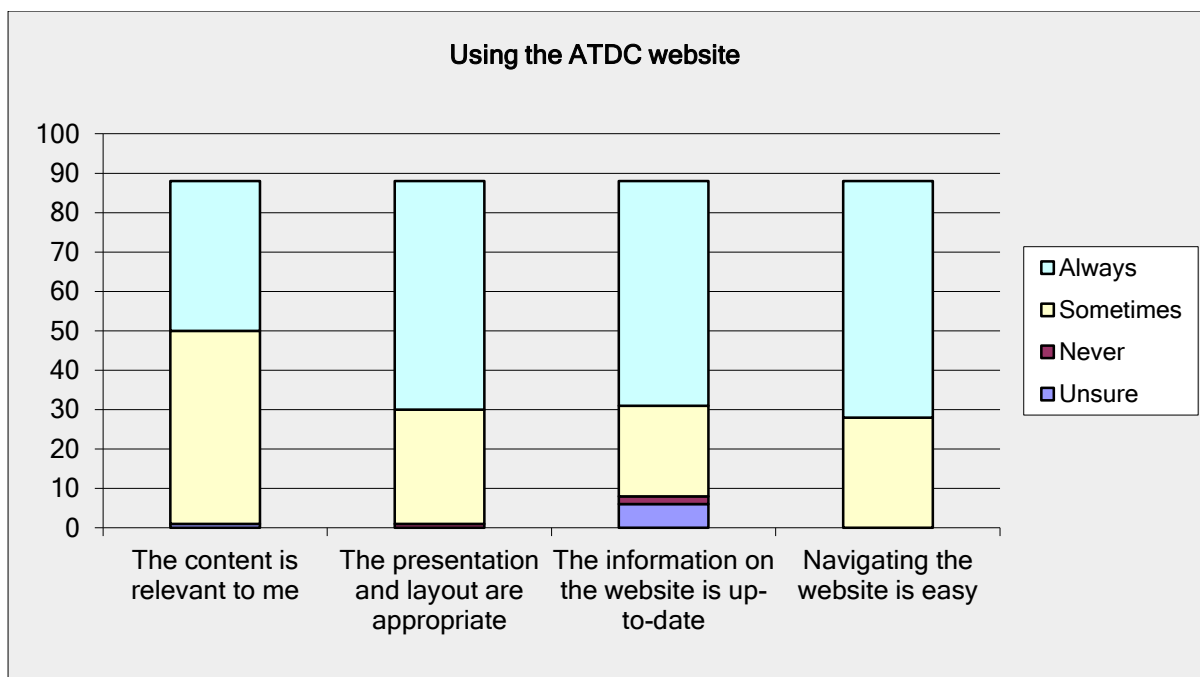
ATDC communication methods

The 2014 Stakeholder Survey included a series of questions to obtain feedback about the effectiveness of various communication methods such as:

- the ATDC website
- eNews
- ATDC use of social media

ATDC website

A significant 76.1% of respondents identified that they access the ATDC website and responses regarding the layout and navigation of the website as well as the relevance and currency of the website's content were overwhelmingly positive. 68.2% of respondents agreed that navigating the website is always easy while 65.9% of respondents identified that the presentation and layout of the website are appropriate. 98.9% of respondents believe that the content of the website is either always or sometimes relevant to them.



Respondents were asked to identify the ATDC website content that they find most useful. Overwhelming the information that was most valuable related to the availability and scheduling of training and events as well as resources and links.

eNews

95.7% of respondents indicated that they receive eNews and of this group 99.1% indicated that they either always or sometimes read the newsletter. The responses to questions regarding eNews were overwhelmingly positive with 100% of respondents indicating that the content is either always or sometimes relevant to them, 72.7% of respondents agreed that the presentation and layout are always appropriate and 77.5% of respondents believe that the frequency is appropriate.

Respondents were asked to identify ways in which the newsletter could be improved and it was suggested that more articles or stories about the sector could be included.

ATDC social media

Respondents were asked about whether they follow the ATDC on social media platforms such as Facebook, Twitter and LinkedIn. The vast majority of respondents do not follow the ATDC on any social media and a relatively small 10.3% of respondents follow the ATDC Facebook page, 4.5% follow LinkedIn and 5.5% follow ATDC Twitter posts.