

**atdc**

**Alcohol, Tobacco  
and other Drugs  
Council Tasmania Inc.**

# **ATDC Stakeholder Survey 2017 Report Analysis of Results**

March 2018



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# Executive Summary

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## Background

The Alcohol, Tobacco and other Drugs Councils (ATDC) annual stakeholder survey is a key tool in assisting the ATDC in continuing to build its effectiveness as the peak body for the sector. The ATDC stakeholder survey is administered online by the organisation, was circulated to ATDC eNews subscribers, members and those who have attended training. The survey was open for a period of three months. Sixty (60) people completed the 2017 ATDC Stakeholder Survey.

## Key Results

- The proportion of those who felt 'very supported' increased 5.9 percentage points in 2017 compared to 2016. In contrast, the proportion of those who felt 'unsupported' (15.8%) or 'very unsupported' (13.2%) increased in 2017 compared to 2016 (both 9.1%).
- The highest proportion of respondents across 2016 and 2017 gave a 'neutral' response when rating *the level of support* received from the ATDC.
- Satisfaction with ATDC was positive, with % 'satisfied/extremely satisfied' largely consistent between 2016 (65.1%) and 2017 (63.6%). Among members % 'satisfied/extremely satisfied' increased in 2017 to 67.4% (from 60.0% in 2016).
- Relevant training/events (n=15), good advocacy (n=6) and creation of information/resources (n=5) were key achievements mentioned for the ATDC in the last 12 months.
- Areas of interest for future ATDC events included AOD and trauma, drug trends, consumer participation (each with n=4), complex comorbidities, information on general research and sessions on working collaboratively (each with n= 2).
- More training/events (71.1%), workforce development (65.8%) and tackling stigma/discrimination (50.0%) were identified as areas where the ATDC could do more in the future.
- ATDC performance against the Strategic Plan was strong, with increases across 13 of the 16 measures noted in 2017 compared to 2016.
- Key future strategic priorities for the ATDC to promote evidence-based best practice, (63.0% rated this as high importance) and support the creation and maintenance of Drug User Organisations within Tasmania (60.9% rated this as high importance).
- Almost all respondents found the ATDC's communication frequency (86.8%), format and content (both 86.9%) 'sometimes' or 'always' appropriate.
- Strong increases in the proportion of those who mentioned they follow ATDC on Facebook (up 11.5 percentage points) and Twitter (up 5.3 percentage points) were noted in 2017.
- Respondents were more likely to access ATDC social media if there were more information on upcoming training and events (68.5% moderately/extremely likely), general news and information and research/reports (both 65.8% moderately/extremely likely).



## Future Priorities for the ATDC

- Continue to actively listen and reflect the needs of the membership to ensure they feel supported in their work.
- Continue to provide high quality training, advocacy and information to the sector, ensuring we represent the challenges of our member organisations and the workers within them.
- Develop a Strategic Plan that utilises the information and data in this report to provide an informed direction for the organisation.
- Advocate and inform the sector and wider audiences on the harms of stigma and discrimination within the ATOD space.
- Promote and facilitate consumer participation at all levels of the decision making process.
- Run training and professional development on topics including:
  - Drug trends
  - Research and data
  - Trauma and ATOD
  - Collaborative practices
  - ATOD and comorbidity
- Continue promotion of relevant ATDC materials and information through social media networks to develop further engagement with the member base.
- Explore innovative ways of delivering and displaying information to members, government and policy makers to increase engagement.



# Introduction

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The Alcohol, Tobacco and other Drugs Council (ATDC) has been conducting a stakeholder survey annually for the last six years. The survey is a key tool in assisting the ATDC in continuing to build its effectiveness as the peak body for the alcohol, tobacco and other drugs (ATOD) sector. The survey uses a core set of questions to gather feedback about the organisation's performance against strategic directions and priorities, stakeholder satisfaction with the ATDC and is also used to assist in the identification of policy and research priorities for the organisation.

This report analyses responses to the survey and where appropriate makes comparisons between results from year to year.



## Surveying, Sample and Limitations

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The ATDC Stakeholder Survey is administered online by the organisation using the electronic tool, SurveyMonkey®. The survey was circulated to ATDC e-News subscribers, members and training session attendees in October 2017, and was open for a period of three months. During the survey period follow-up reminder emails were sent to recipients and the survey period closed on Tuesday 16 January 2018.

Emails were targeted to those specifically in the ATOD sector, survey respondents self-selected to complete the survey and participation was voluntary. The survey instrument used remained largely consistent with that used in previous years. Please see the appendix for a copy of the current survey tool.

In 2017, 60 respondents completed the survey. Across these respondents, 26 (or 43.3%) identified as having roles in the AOD sector (chart 2). This represents approximately 18.7% of the total ATOD workforce in Tasmania<sup>1</sup>.

As a consequence of the self-selection sampling technique, the data is not representative of all ATDC members or wider stakeholders. The data is limited in inferences to the ATOD sector and broader stakeholders, but it is wholly representative of those respondents who completed the survey.

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<sup>1</sup> As identified in the 2014 ATDC Workforce Survey.







There were a diverse range of respondent positions across each of the sectors who completed the survey, and the below chart represents a summary of these. Community sector worker (28.3%) and alcohol and other drug (AOD) worker (26.7%) were the most commonly selected roles. Among 'other' responses, positions included:

- Training Manager;
- Office Administration;
- Educator.

### Q3 Which of the following best describes your role?

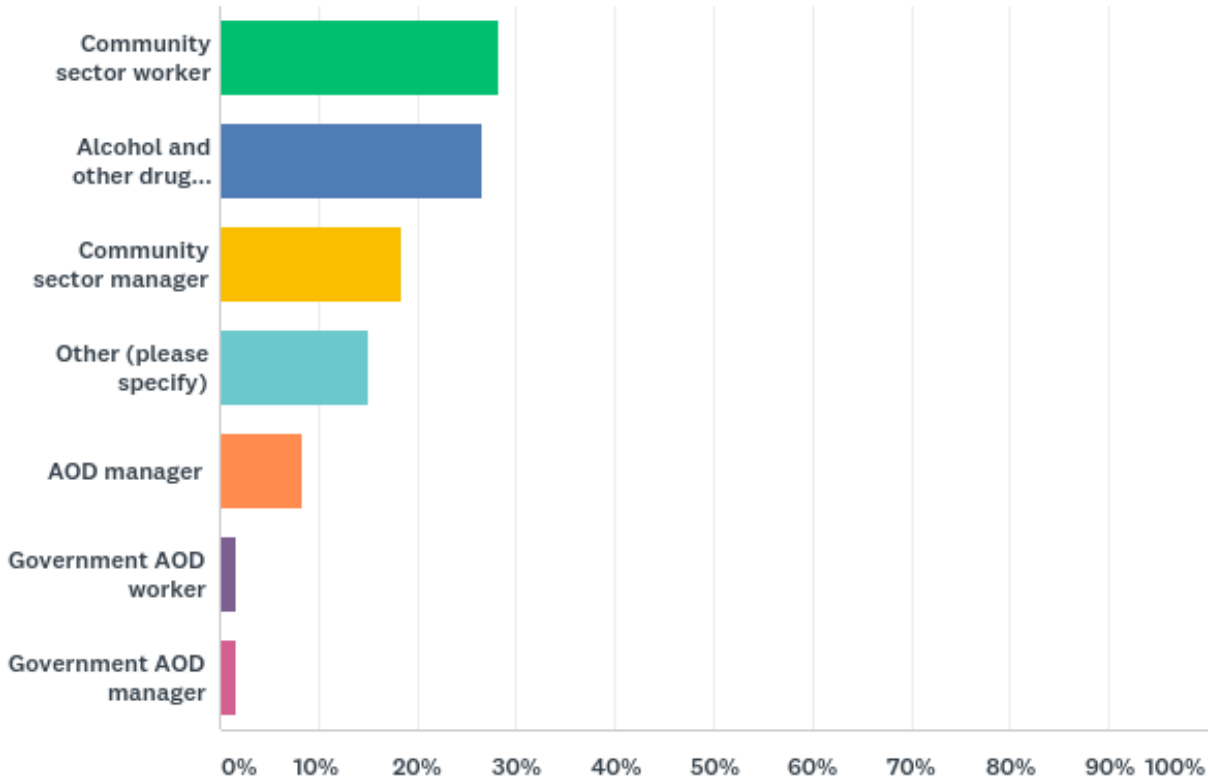


Chart 2: Primary role of respondents (n=60)



# Support received from, and satisfaction with, the ATDC

- The proportion of those who felt ‘very supported’ increased 5.9 percentage points in 2017 compared to 2016. In contrast, the proportion of those who felt ‘unsupported’ (15.8%) or ‘very unsupported’ (13.2%) increased in 2017 compared to 2016 (both 9.1%).
- The highest proportion of respondents across 2016 and 2017 gave a ‘neutral’ response when rating *the level of support* received from the ATDC.

Respondents were asked to rate how supported they felt by the ATDC. The highest proportion of responses were ‘neutral’ (31.6%). The proportion of those who gave either a ‘supported’ or ‘very supported’ response was 39.5% in 2017 (compared to 34.6% in 2016). In contrast, those who gave either an ‘unsupported’ or ‘very unsupported’ response was 29.0% in 2017 (compared to 18.2% in 2016).

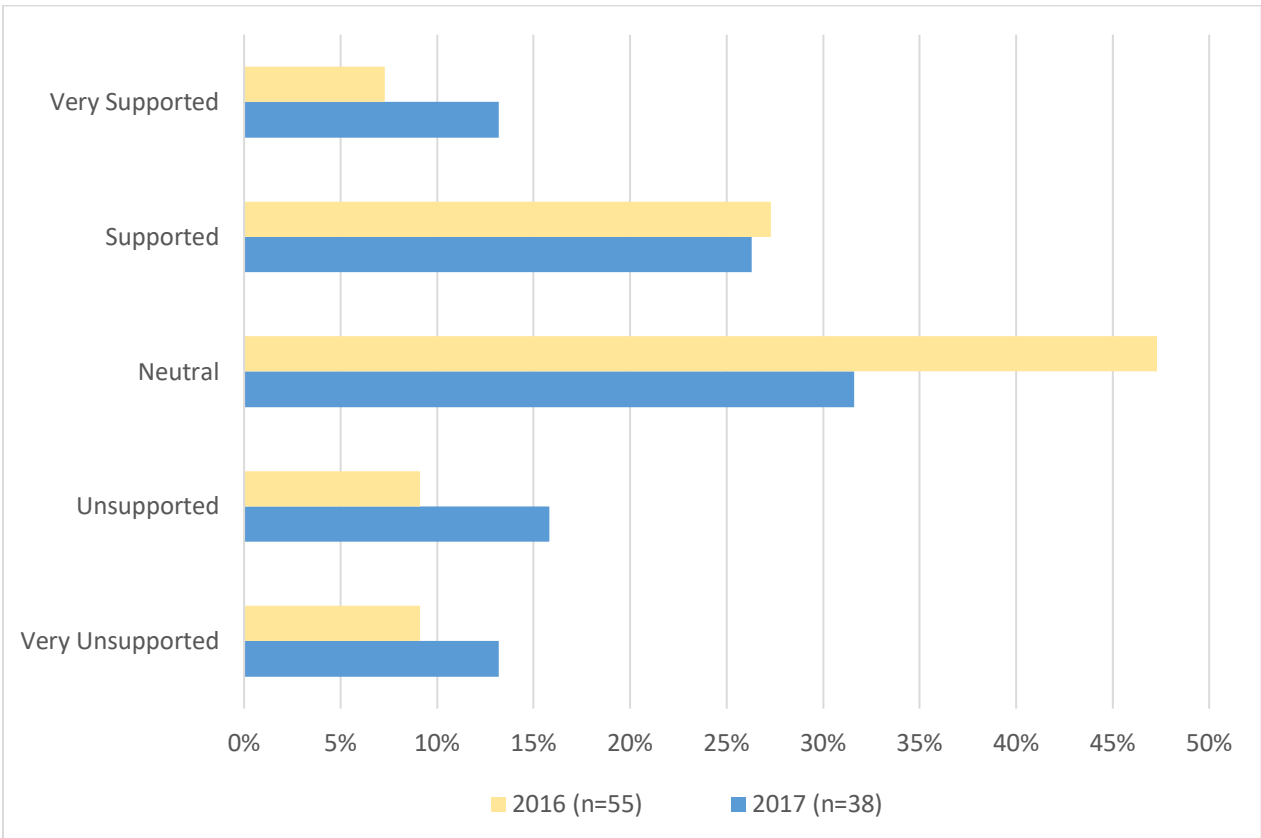


Chart 3: The degree to which respondents felt supported by the ATDC.



Satisfaction across ATDC members was positive, with 67.4% of member respondents indicating they were either satisfied or extremely satisfied with the ATDC over the past 12 months. This was an increase compared to 2016 figures (60.0%).

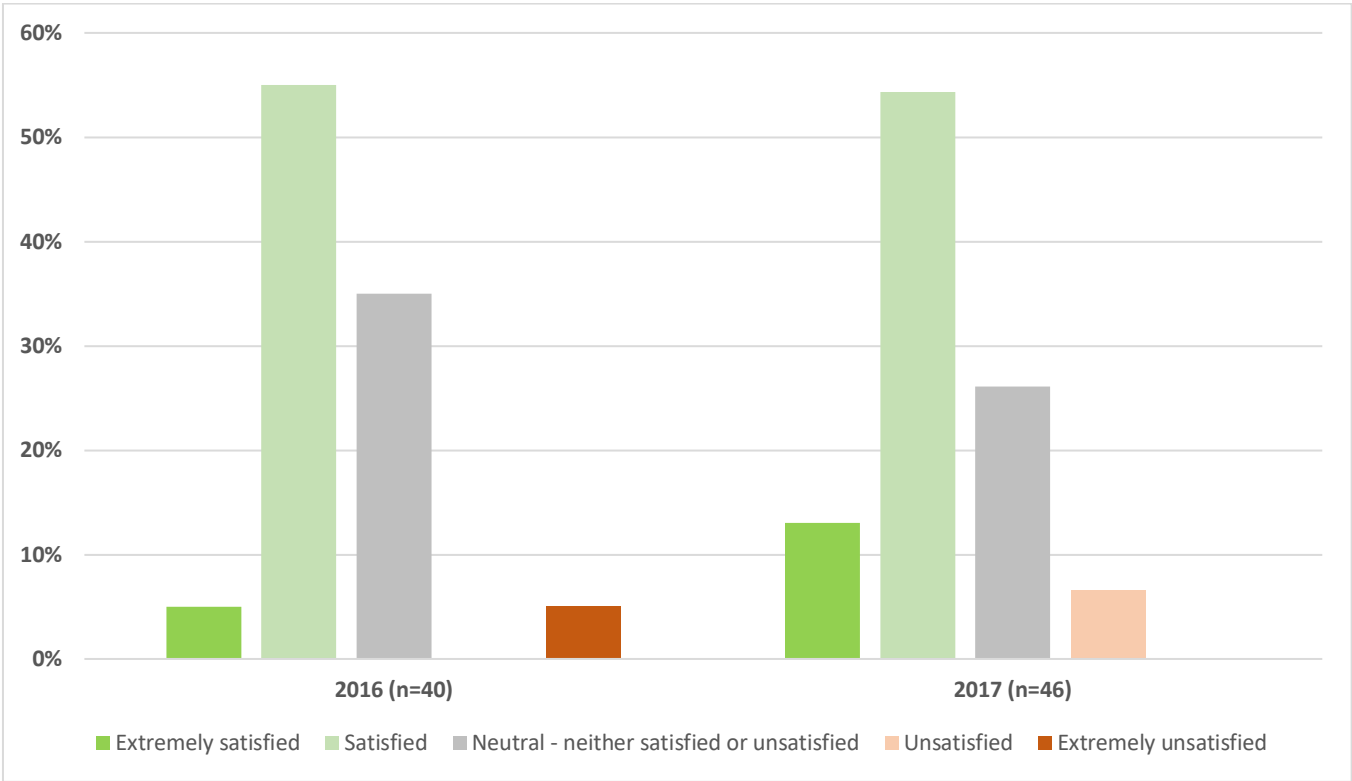


Chart 5: ATDC Member respondents indicating their level of satisfaction with the ATDC

When participants were asked the reason for their ATDC satisfaction rating, responses among those who gave a rating of satisfied or extremely satisfied were diverse. A list of responses can be found below.

Please explain why you chose your satisfaction rating
Organisation has been more stable and able to return to work on the strategic and annual plans.
No issues of concern.
Provides great training and a centralised body to represent the sector.
The ATDC communicates well and advocates effectively on behalf of the sector.
Regional meetings, engaging training, great staff support when needed.
Quality of work they do.
I always get what I need and in such a nice way.
I believe the level of engagement has improved, particularly within the regions.
Training organised was helpful.
Useful information and updates provided, community education.



Great communication, up to date information, training opportunities and support.
Engaging for someone just entering the industry when everything remains exciting.
The ATDC has been supportive to our organisation.
Because they have been endlessly supportive of our work.
ATDC has been successful in increasing visibility of some AOD issues, but there are some issues that are less 'palatable' for the public which still need a lot of work – e.g. injecting drug use and BBVs, especially stigma and discrimination related to these.
Like keeping in contact with the information in the newsletters.
I have only been aware of ATDC for a few months. I am still learning about the council.
Very professional organisation.
Great training opportunities. Staff are friendly and helpful.
They keep us informed about what is going on and remain active.
Approachable and working well.
ATDC is very active in informing the sector, advocating on our behalf and acting in its role as Peak Body.
Good quality training opportunity.
ATDC have offered some great training.
The ATDC have provided what I need.
Great training opportunities provided and great information sent out via newsletter.
I believe as a Peak Body you engage with agencies within the sector well. I feel informed and I believe you support the organisation well across many levels.
All contact I've had has been great and the training I've attended that's been arranged through the ATDC has been excellent.
Simply they do an awesome job in the most timely of manners.
Good level of advocacy and having a voice in the community.
I am aware of the activity of the ATDC and its core functions has improved significantly since the appointment of the new CEO. The rebuilding of the organisation is continuing.
ATDC provide great training opportunity and information.

Table 1: Reasons for satisfied/extremely satisfied with ATDC rating



## Key achievements and future events for ATDC

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- Relevant training/events (n=15), good advocacy (n=6) and creation of information/resources (n=5) were key achievements mentioned for the ATDC in the last 12 months.
- Areas of interest for future ATDC events included AOD and trauma, drug trends, consumer participation (each with n=4), complex comorbidities, information on general research and sessions on working collaboratively (each with n= 2).
- More training/events (71.1%), workforce development (65.8%) and tackling stigma/discrimination (50.0%) were identified as areas where the ATDC could do more in the future.

Respondents were asked to think about the ATDC's work over the past 12 months and identify the key activity or achievement that stood out for them. Key themes that were mentioned included:

- The provision of relevant training, workshops and professional development activities;
- Provision of advocacy and maintaining relationships with Government;
- The creation of resources and access the organisation has to resources.

Participants suggested areas of interest for ATDC events over the next 12 months. A diverse range of topics were identified; the more common areas included:

- Additional information and training sessions on AOD and trauma;
- Conferences and professional development around research;
- Information on Tasmanian drug trends;
- Information sessions on complex comorbidities in AOD;
- Deeper understanding of consumer participation in policy making;
- Forums on collaboration within the sector.

Respondents were also asked what they felt the ATDC could do more of, and the below table shows a summary of these areas. The most common areas where the ATDC could be more active tend to focus on the provision of training and events, workforce development, and addressing stigma and discrimination within the AOD sector.

	<u>Topic / Area</u>	<u>Ratings (%)</u>
<b>1</b>	More training events	71.1
<b>2</b>	Workforce development	65.8
<b>3</b>	Tackle stigma and discrimination	50.0
<b>4</b>	Identify funding opportunities for members	44.7
<b>5</b>	Support consumer representation in the sector	42.1
<b>6</b>	Advocacy of member interests	36.8
<b>7</b>	Advocacy of consumer interests	36.8
<b>8</b>	Media	26.3
<b>9</b>	Policy	26.3
<b>10</b>	Consult with members	23.7

Table 2: Areas of opportunities for ATDC



## Performance against the 2015-18 Strategic Plan

- ATDC performance against the strategic plan was strong, with increases across 13 of the 16 measures noted in 2017 compared to 2016.

Respondents were asked to assess ATDC performance against the priorities set out in the recently completed 2015-18 Strategic Plan. The table below represents a summary of how respondents rated performance against those objectives.

Looking at those who rated ATDC performance on these objectives as moderately or extremely well, results increased on 13 of the 16 measures between 2016 and 2017. Most notably, the ATDC gains quality accreditation from external continual quality improvement organisation increased 16.2 percentage points in 2017; use a range of communication channels to promote the ATDC and the ATOD sector increase 10.2 percentage points in 2017; and research and promote policy and position papers regarding models of engagement with consumers, users, families and friends increased 9.8 percentage points in 2017.

Due to limitations in survey methodology, it should be noted that this data provides broad trend information only.

Strategy		Year	Rating %						Moderately/ Extremely well
			Extremely badly	Not very well	Neutral	Moderately well	Extremely well	Unsure	
1	Promote evidence-based best practice	2017	0.0	4.2	27.1	33.3	25.0	10.4	58.3 ↓
		2016	1.7	5.2	19.0	53.5	15.5	5.2	69.0
2	Facilitate access to professional development opportunities for ATOD sector staff	2017	2.1	6.3	16.7	45.8	22.9	6.3	68.7 ↓
		2016	1.7	5.2	15.5	46.6	22.4	8.6	69.0
3	Develop policy and position statements on issues affecting the ATOD sector	2017	0.0	2.1	18.8	39.6	27.1	12.5	66.7 ↑
		2016	1.7	0.0	22.4	50.0	15.5	10.3	65.5
4	Support the adoption of promotion, prevention and early intervention	2017	0.0	6.3	20.8	41.7	22.9	8.3	64.6 ↑
		2016	1.7	6.9	19.0	50.0	13.8	8.6	63.8
5	Maintain effective partnerships with stakeholders	2017	2.1	10.4	16.7	43.8	20.8	6.3	64.6 ↑
		2016	5.2	5.2	22.4	50.0	12.1	5.2	62.1





6	Gather member, consumer and stakeholder views to represent the interests of the ATOD sector	2017	2.1	4.2	22.9	33.3	29.2	8.3	62.5 ↑
		2016	3.5	8.6	20.7	44.8	13.8	8.6	58.6
7	Maintain relationships with all levels of government	2017	2.1	2.1	29.2	37.5	16.7	12.5	54.2 ↓
		2016	1.7	3.5	19.0	37.9	20.7	17.2	58.6
8	Use a range of communication channels to promote the ATDC and the ATOD sector	2017	0.0	8.3	16.7	45.8	22.9	6.3	68.8 ↑
		2016	1.7	8.6	27.6	43.1	15.5	3.5	58.6
9	Research and promote policy and position papers regarding models of engagement with consumers, users, families and friends	2017	0.0	4.2	18.8	47.9	18.8	10.4	66.7 ↑
		2016	1.7	12.1	22.4	44.8	12.1	6.9	56.9
10	Ensure that the ATDC is a well governed organisation	2017	4.2	0.0	29.2	25.0	29.2	12.5	54.2 ↑
		2016	3.5	6.9	22.4	34.5	17.2	15.5	51.7
11	Tackle stigma and discrimination within the health and human services sector and broader community	2017	0.0	8.3	27.1	37.5	16.7	10.4	54.2 ↑
		2016	3.5	5.2	32.8	41.4	10.3	6.9	51.7
12	Support the creation and maintenance of Drug User Organisations within Tasmania	2017	2.1	4.2	33.3	35.4	14.6	10.4	50.0 ↑
		2016	3.5	5.2	22.4	43.1	5.2	20.7	48.3
13	Promote the collection and analysis of consumer feedback within the ATDC and across the ATOD sector	2017	2.1	14.6	18.8	37.5	16.7	10.4	54.2 ↑
		2016	1.7	10.3	25.9	34.5	8.6	19.0	43.1
14	Support ATDC members to embed continuous quality improvement and participate in accreditation cycles	2017	0.0	12.5	33.3	31.3	12.5	10.4	43.8 ↑
		2016	5.2	10.3	25.9	32.8	5.2	20.7	38.0
15		2017	0.0	2.1	33.3	27.1	16.7	20.8	43.8 ↑



	The ATDC gains quality accreditation from external continual quality improvement organisation	2016	0.0	5.2	37.9	22.4	5.2	29.3	27.6
16	Seek alternative sources of funding for the ATDC and the ATOD sector	2017	2.1	2.1	45.8	20.8	8.3	20.8	29.1 ↑
		2016	1.7	8.6	39.7	19.0	5.2	25.9	24.2

Table 3: Assessment of performance against ATDC Strategic Plan 2015-18



## Future strategic priorities for the ATDC

- Key future strategic priorities for the ATDC to promote evidence-based best practice, (63.0% rated this as high importance) and support the creation and maintenance of Drug User Organisations within Tasmania (60.9% rated this as high importance).

The ATDC's 2015-18 Strategic Plan has three broad goals: Leadership and Representation, Sustainability of the ATDC and the ATOD sector, and Consumer Engagement. Respondents were asked to rate the strategies within the Plan in terms of whether they should be classified as high, medium or low priority. These ratings assist in the prioritisation of activities and effort for the ATDC into the future. Those highlighted in green below show increases between 2016 and 2017.

Strategies	Year	Priority (%)			
		Low	Medium	High	Unsure
Gather member, consumer and stakeholder views to represent the interests of the ATOD sector	2017	4.4	28.3	56.5	10.9
	2016	3.5	39.7	55.2	1.7
	2015	2.5	21.0	67.9	8.6
Maintain relationships with all levels of government	2017	2.2	37.0	50.0	10.9
	2016	3.5	31.0	60.3	5.2
	2015	1.2	23.5	63.0	12.4
Maintain effective partnerships with stakeholders	2017	4.4	28.3	56.5	10.9
	2016	1.7	34.5	58.6	5.2
	2015	2.5	21.0	66.7	9.9
Promote evidence-based best practice	2017	2.2	21.7	63.0	13.0
	2016	3.5	29.3	65.5	1.7
	2015	1.2	19.8	70.4	8.6
Support the adoption of promotion, prevention and early intervention	2017	4.4	32.6	52.2	10.9
	2016	3.5	34.5	60.3	1.7
	2015	3.7	21.0	66.8	8.6
Use a range of communication channels to promote the ATDC and the ATOD sector	2017	4.4	47.8	37.0	10.9
	2016	5.2	58.6	31.0	5.2
	2015	3.7	42.0	45.7	8.6
Develop policy and position statements on issues affecting the ATOD sector	2017	10.9	23.9	54.4	10.9
	2016	1.7	36.2	53.5	8.6
	2015	3.7	23.5	65.4	7.4
Facilitate access to professional development opportunities for ATOD sector staff	2017	6.5	23.9	58.7	10.9
	2016	1.7	32.8	62.1	3.5
	2015	1.2	17.3	71.6	9.9
Support ATDC members to embed continuous quality improvement and participate in accreditation cycles	2017	13.0	43.5	30.4	13.0
	2016	10.3	36.2	44.8	8.6

	2015	13.6	27.2	48.2	11.1
The ATDC gains quality accreditation from external continual quality improvement organisation (2016). Attain accreditation for the ATDC (2015)	2017	10.9	41.3	30.4	17.4
	2016	10.3	51.7	25.9	12.1
	2015	12.4	23.5	45.7	18.5
Ensure that the ATDC is a well governed organisation	2017	6.5	30.4	50.0	13.0
	2016	0.0	32.8	56.9	10.3
	2015	1.2	21.0	67.9	9.9
Seek alternative sources of funding for the ATDC and the ATOD sector	2017	10.9	26.1	50.0	13.0
	2016	5.2	41.4	36.2	17.2
	2015	6.2	22.2	58.0	13.6
Research and promote policy and position papers regarding models of engagement with consumers, users, families and friends	2017	6.5	32.6	47.8	13.0
	2016	5.2	36.2	48.3	10.3
	2015	2.5	22.2	66.7	8.6
Promote the collection and analysis of consumer feedback within the ATDC and across the ATOD sector	2017	8.7	39.1	41.3	10.9
	2016	5.2	37.9	55.2	1.7
	2015	8.6	27.2	58.0	6.2
Tackle stigma and discrimination within the health and human services sector and broader community	2017	2.2	34.8	50.0	13.0
	2016	6.9	36.2	55.2	1.7
	2015	4.9	28.4	56.8	9.9
Support the creation and maintenance of Drug User Organisations within Tasmania	2017	6.5	21.7	60.9	10.9
	2016	8.6	48.3	36.2	6.9
	2015	17.3	28.4	40.7	13.6

Table 4: Future strategic priorities for the ATDC



- Strategic directions as identified by respondents are diverse and include engagement with other sectors, networking and promoting collaboration across sectors.

Survey participants were asked to identify future directions and priorities they felt would be most important for the ATDC to focus on when creating the 2018-21 Strategic Plan. The below table identifies the priorities as rated by respondents.

<b><u>Directions for 2018-21 Strategic Plan</u></b>
Facilitate active collaboration with other services and between other services in the sector. Fulfil a brokerage role to facilitate partnerships.
Placing greater emphasis on supporting its members.
Remember you are a service support organisation and not practice. Avoid doing things that conflict with members – like seeking funding. QA For ATDC not warranted. Focus on what is useful. How much you diversify and appeal all costs \$\$\$.
Stay focussed on the key issues.
Engagement with other sectors and peaks that intersect with the AOD sector and clients.
More networking/marketing.
The ATDC must prioritise supporting its members rather than itself.
There are so many AOD workplaces and no one knows what each other is doing. Many are offering similar options in the same area.

Table 5: Directions for 2018-21 Strategic Plan not already mentioned.



## Policy, research and practice priorities for the ATDC

Participants were also asked to identify policy, research and practice priorities they felt would be most important for the ATDC to focus on in the coming year. The below table identifies the priorities.

<b><u>Policy, Research or Practice Area</u></b>
Looking at the brain regarding trauma as there is so much new research being done. Also regarding alcohol and drugs and how it affects the brain
Youth AOD issues
Research and contribution to the Alcohol and Drug Framework for Tasmania
Stigma and Discrimination
Links between homelessness and AOD showing the impact of homelessness
Evidence based practice promotion
Developing communication strategies between community based alcohol treatment services, and the cutting edge research around drug treatment, and services that can provide treatment for AOD issues and mental health simultaneously
Further decriminalising transition policies that take Tasmania from now to our desired situation with a series of policies over the timeline that progressively agree the outcome – incremental change
A proactive media voice on AOD issues
Something with more of a focus on working with service providers in rural/remote areas
The voice of the user
Looking into access to medicinal cannabis scheme
NSPs in prisons; AOD use in LGBTQI communities; Support funding a peer based drug user health organisation
Youth services (ressie)
Practice principals for Tasmania – similar to Vic Health
The quality of AOD practitioners in Tasmania remains unregulated. This should be a priority
I would like to see vaping researched as a nicotine replacement therapy
Communication and ethical practice
Regional services
More rehabilitation beds
Opportunities for integration of ATOD services within the wider community sector
Greater emphasis on linking medical model with social work model. Working with Drug and Alcohol clients across differing frameworks
An increase in Residential Rehab beds
High end users
Stop takeaway doses off opioid substitution therapy, methadone and suboxone widely available on the street
De-stigmatisation of addiction
Codeine rescheduling funded user organisation
Gather member, consumer and stakeholder views to represent the interest of the ATOD sector

Table 6: Policy, Research and Practice Priorities for the ATDC



# ATDC communication methods and usage

- Almost all respondents found the ATDC’s communication frequency, format and content sometimes or always appropriate.
- Strong increases in the proportion of those who mentioned they follow ATDC on Facebook and Twitter were noted in 2017.
- Respondents were more likely to access ATDC social media if there was more information on upcoming training and events, general news and information and research/reports.

Of the 60 survey participants, 38 respondents answered a series of general questions regarding the frequency of ATDC communications, the format of communications and the relevance of content. The table below highlights that almost all respondents believe that the ATDC’s communication is either always or sometimes appropriate in terms of frequency and format and that content is relevant to their needs.

	Ratings (%)			
	<u>Always</u>	<u>Sometimes</u>	<u>Never</u>	<u>Unsure</u>
The frequency of communication is appropriate	52.6	34.2	5.3	7.9
The format of communications is appropriate	65.8	21.1	2.6	10.5
The content is relevant	63.2	23.7	2.6	10.5

Table 7: Rating of ATDC communications



Participants were also asked to indicate their usage of the ATDC website over the last 12 months. Just over half of respondents (52.6%) mentioned using the website ‘a few times’ over the past year, with 13.2% using it ‘very regularly’. A further 13.2% used it ‘only once’, 15.8% ‘never’ used it, and 5.3% were not aware the website existed.

Over the past four years, respondents have also been asked if they follow the ATDC on the social media platforms Facebook, Twitter and LinkedIn.

ATDC’s engagement across social media has been increasing over time – this is particularly evident for Facebook followers which have been growing year-on-year since the question was introduced in 2014. Across Facebook and Twitter, the proportion of those who indicate they follow the ATDC has reached its highest levels in 2017. With no activity from ATDC on the LinkedIn platform, followers for this have decreased in 2017.

<b>Facebook</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Yes	10.34	22.08	29.09	40.54
No	89.66	76.62	70.91	56.76
Unsure	-	1.3	-	2.7
<b>Twitter</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Yes	5.45	6.58	5.77	11.11
No	94.55	92.11	94.23	80.56
Unsure	-	1.32	-	8.33
<b>LinkedIn</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Yes	4.55	9.21	9.62	2.94
No	95.45	89.47	90.38	91.18
Unsure	-	1.32	-	5.88

Table 8: Respondents who follow ATDC social media





Respondents were asked to identify elements that may attract them to follow the ATDC on social media. While there was no clear consensus, upcoming training and events, news and announcements and research/reports were mentioned as potential attractions of respondents to ATDC’s social media pages.

	Ratings (%)					
	<u>Not at all</u>	<u>A little</u>	<u>Neutral</u>	<u>Moderately</u>	<u>Extremely</u>	<u>Unsure</u>
Upcoming events and training	10.5	7.9	0.0	39.5	29.0	13.2
News and announcements	10.5	7.9	0.0	39.5	29.0	13.2
Research and reports	13.2	7.9	0.0	36.8	29.0	13.2
Employment opportunities	18.4	10.5	5.3	31.6	21.1	13.2
Competitions	26.3	10.5	23.7	21.1	5.3	13.2

Table 9: Ratings of potential elements to attract respondents to follow ATDC social media

