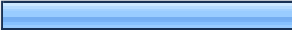


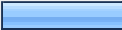




# LATMA

1. Are you currently a member of LATMA or any other trade organisation?			Response Percent	Response Count
I am only a member of LATMA.			35.1%	33
I am a member of LATMA and at least one other association.			42.6%	40
I am a member of other associations, but not LATMA.			11.7%	11
I am not a member of any association.			10.6%	10
			<b>answered question</b>	<b>94</b>
			<b>skipped question</b>	<b>3</b>


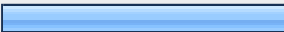
2. Have you attended a LATMA event in the past 6 months?			Response Percent	Response Count
Yes			31.2%	29
No			68.8%	64
			<b>answered question</b>	<b>93</b>
			<b>skipped question</b>	<b>4</b>


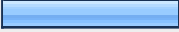


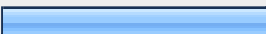
**3. What is or would be your primary reason for joining an industry association (just choose TWO, i.e. the two MOST important reasons)?**

		Response Percent	Response Count
Social networking within Australia		47.3%	44
<b>Training and development for me or my team</b>		<b>51.6%</b>	<b>48</b>
Access to global information about the industry		40.9%	38
Access to a global network of companies		19.4%	18
<b>Access to technical information</b>		<b>51.6%</b>	<b>48</b>
To just have fun		4.3%	4
<b>answered question</b>			<b>93</b>
<b>skipped question</b>			<b>4</b>

**4. Please click on the circles below to rate EACH area and the IMPORTANCE to you and your business. Ratings go from left to right, being: 1) VERY IMPORTANT 2) IMPORTANT BUT NOT CRITICAL 3) ONLY WHEN I HAVE DISCRETIONARY TIME 4) I COULDN'T CARE LESS**

						Rating Average	Response Count
Social networking within Australia	23.6% (21)	<b>42.7% (38)</b>	24.7% (22)	9.0% (8)		2.19	89
Training and development for me and my business	<b>45.6% (41)</b>	42.2% (38)	10.0% (9)	2.2% (2)		1.69	90
Access to global information about the industry	<b>43.2% (38)</b>	40.9% (36)	13.6% (12)	2.3% (2)		1.75	88
Access to a global network of companies	23.6% (21)	<b>37.1% (33)</b>	30.3% (27)	9.0% (8)		2.25	89
Access to technical information	<b>57.3% (51)</b>	30.3% (27)	10.1% (9)	2.2% (2)		1.57	89
Just have fun	2.4% (2)	19.3% (16)	<b>47.0% (39)</b>	31.3% (26)		3.07	83
<b>answered question</b>							<b>90</b>
<b>skipped question</b>							<b>7</b>

5. Have you participated in the Label Awards in the past?			Response Percent	Response Count
Yes			54.3%	50
No			45.7%	42
			<i>answered question</i>	92
			<i>skipped question</i>	5

6. The reason I have NOT participated in the Label Awards is			Response Percent	Response Count
I always forget and run out of time.			14.3%	9
Awards don't interest me or my business.			28.6%	18
The submission process is unclear or too hard.			9.5%	6
I don't want others to know what customers I have.			4.8%	3
<b>I do participate, so this question doesn't apply to me.</b>			42.9%	27
			<i>answered question</i>	63
			<i>skipped question</i>	34

7. Do you find any value in networking with others around the industry?			Response Percent	Response Count
Yes			61.4%	51
Yes, as long as the conversations don't compromise my competitive advantage.			30.1%	25
No, too much risk when interacting with competitors.			2.4%	2
No, I get enough networking through other means.			6.0%	5
			<b>answered question</b>	<b>83</b>
			<b>skipped question</b>	<b>14</b>

8. Which has appealed to you more, breakfast meetings or dinner meetings?			Response Percent	Response Count
Breakfast			20.2%	17
Dinner (alcohol normally included)			33.3%	28
Either way, it doesn't matter			46.4%	39
			<b>answered question</b>	<b>84</b>
			<b>skipped question</b>	<b>13</b>



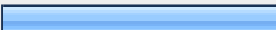
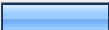
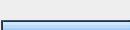
**9. Rate each of these from 1 to 4 (LEFT TO RIGHT), with 1 being the circle farthest to the left and being TOP PRIORITY, and 4 being the farthest to the right and LOWEST PRIORITY.**

					Rating Average	Response Count
Breakfast, lunch or dinners (presentations included)	34.9% (29)	<b>44.6% (37)</b>	15.7% (13)	4.8% (4)	1.90	83
Golf Days	8.3% (7)	29.8% (25)	23.8% (20)	<b>38.1% (32)</b>	2.92	84
Race Days	4.8% (4)	21.7% (18)	26.5% (22)	<b>47.0% (39)</b>	3.16	83
Christmas Parties	11.1% (9)	27.2% (22)	29.6% (24)	<b>32.1% (26)</b>	2.83	81
Events that include kids (e.g. amusement park)	4.8% (4)	8.4% (7)	25.3% (21)	<b>61.4% (51)</b>	3.43	83
Events at interesting venues (e.g. MCG, SCG, etc)	12.0% (10)	<b>45.8% (38)</b>	21.7% (18)	20.5% (17)	2.51	83
Fun team competitions	1.2% (1)	19.5% (16)	31.7% (26)	<b>47.6% (39)</b>	3.26	82
<i>answered question</i>						<b>84</b>
<i>skipped question</i>						<b>13</b>

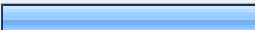
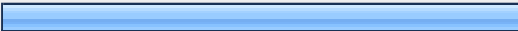

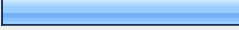

**10. Do you think sponsors would (and should?) help fund and support social activities (multiple answers allowed)?**



		Response Percent	Response Count
Yes, most of the sponsors are suppliers and they do this for their customers.		25.0%	21
<b>Yes, but only as long as there's a balance with other things that have a value to the industry and the businesses.</b>		<b>53.6%</b>	<b>45</b>
Maybe, it depends on how they are doing vs their budget.		33.3%	28
No, not at this point in time given the economy.		6.0%	5
<i>answered question</i>			<b>84</b>
<i>skipped question</i>			<b>13</b>

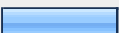
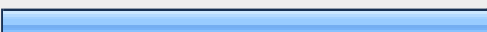

**11. Would the key stakeholder and/or decision maker in your business be supportive of spending some money on these social activities?**

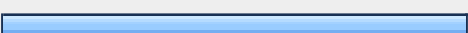
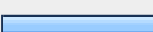
	Response Percent	Response Count
Yes 	4.8%	4
Yes, I am the decision maker 	13.3%	11
<b>It depends on the event</b> 	<b>44.6%</b>	<b>37</b>
It depends on how we are doing (vs. budget) 	16.9%	14
No, not for "fun" activities if there is no value to the business 	20.5%	17
<b>answered question</b>		<b>83</b>
<b>skipped question</b>		<b>14</b>

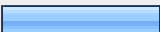
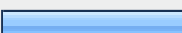
**12. We are contemplating establishing market information, similar to what they do in Europe and the US. What data would you be interested in to benchmark your business if made available (multiple answers allowed)?**

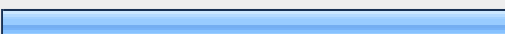
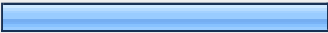
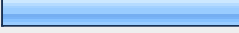

	Response Percent	Response Count
Overall market data - Global 	41.0%	34
<b>Overall market data - Australia/New Zealand</b> 	<b>84.3%</b>	<b>70</b>
Financial benchmarks (anonymous and confidential inputs via third party) 	43.4%	36
Pricing exercises (anonymous and confidential inputs via third party) 	38.6%	32
Not interested in any of the above 	8.4%	7
<b>answered question</b>		<b>83</b>
<b>skipped question</b>		<b>14</b>

13. Would you be willing to participate and contribute to the survey data noted in Question #1?			Response Percent	Response Count
Yes			85.4%	70
No			14.6%	12
<i>answered question</i>				<b>82</b>
<i>skipped question</i>				<b>15</b>

14. Who should have access to the information compiled above?			Response Percent	Response Count
Everyone			18.5%	15
<b>Members only</b>			<b>79.0%</b>	<b>64</b>
No one			2.5%	2
<i>answered question</i>				<b>81</b>
<i>skipped question</i>				<b>16</b>

15. Would you be interested in similar information from other geographies around the world?			Response Percent	Response Count
Yes			75.6%	62
No			24.4%	20
<i>answered question</i>				<b>82</b>
<i>skipped question</i>				<b>15</b>

16. For any of the last three LATMA National Conferences that you did NOT attend, why not?			Response Percent	Response Count
Too expensive			25.3%	19
Wasn't interested in the speakers			14.7%	11
Others going in my organisation			25.3%	19
Didn't like the location			5.3%	4
<b>I've actually been to all of them</b>			<b>29.3%</b>	<b>22</b>
<i>answered question</i>				<b>75</b>
<i>skipped question</i>				<b>22</b>

17. For future conferences, I am most interested in (you can check more than one answer):			Response Percent	Response Count
<b>Exceptional speakers from the industry</b>			<b>81.9%</b>	<b>68</b>
Exceptional speakers from outside of Australia			53.0%	44
Exceptional speakers from other industries outside of our own			38.6%	32
More social activities			10.8%	9
<i>answered question</i>				<b>83</b>
<i>skipped question</i>				<b>14</b>

**18. For future conferences, the most important factor in me attending would be:**

	Response Percent	Response Count
The cost	12.0%	10
The location and the venue	22.9%	19
<b>The list of speakers and their relevance</b>	<b>50.6%</b>	<b>42</b>
Time availability	14.5%	12
<i>answered question</i>		<b>83</b>
<i>skipped question</i>		<b>14</b>

**19. Assuming the speakers are good, and the venue is good, the statement below best describes my thoughts on the value (and subsequent costs) we should have for a National Conference? This will help us build a program. Remember, there are discounts for multiple attendees, partners, etc, but for now we are looking at just the "base" price.**

	Response Percent	Response Count
Less than \$1500, no matter what the program offers	36.6%	30
<b>Up to \$1800, but the program needs to have real value</b>	<b>41.5%</b>	<b>34</b>
Anything less than \$2,000 is a possibility. More than that, the value just isn't there.	22.0%	18
<i>answered question</i>		<b>82</b>
<i>skipped question</i>		<b>15</b>

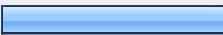

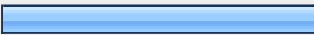
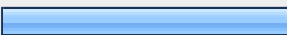

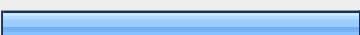
20. Other than the speakers, what extra activities do you find appealing at a conference? Check as many boxes as you would like.

	Response Percent	Response Count
<b>Golf</b>	67.1%	47
Tennis	27.1%	19
Swimming	21.4%	15
Dancing	11.4%	8
Markets	20.0%	14
Site seeing	44.3%	31
Kids activities (circus, zoos, etc.)	12.9%	9
"Seminars" (cooking, personal health, etc)	35.7%	25
	<b>answered question</b>	<b>70</b>
	<b>skipped question</b>	<b>27</b>

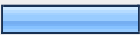

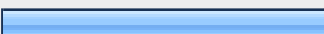
21. For future conferences, I prefer to have those that include families (and children)?



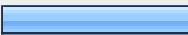
	Response Percent	Response Count
Yes	34.9%	29
<b>No</b>	<b>65.1%</b>	<b>54</b>
	<b>answered question</b>	<b>83</b>
	<b>skipped question</b>	<b>14</b>

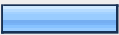




**22. The best parts of the "Partner Program" in the past have been (check as many circles as you'd like):**

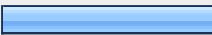
		Response Percent	Response Count
Golf and tennis tournaments with delegates		35.8%	24
Shopping trips to markets		38.8%	26
Wine tours		50.7%	34
Spa passes at the resort		46.3%	31
Cooking classes, other personal classes		13.4%	9
<b>Just "leisure" time to do whatever</b>		<b>58.2%</b>	<b>39</b>
		<i>answered question</i>	<b>67</b>
		<i>skipped question</i>	<b>30</b>




**23. If asked, I would be willing to help work on the Conference Organising Committee:**

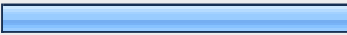
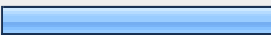
		Response Percent	Response Count
As much as needed (within reason)		22.0%	18
A couple hours per week		25.6%	21
<b>Not at all</b>		<b>52.4%</b>	<b>43</b>
		<i>answered question</i>	<b>82</b>
		<i>skipped question</i>	<b>15</b>

24. My company currently:			Response Percent	Response Count
Has it's own in-house training programs and no more are needed.			15.0%	12
<b>Has some need for training, depending on the subject</b>			55.0%	44
Does little training in-house, so would be interested depending on the subject matter.			30.0%	24
			<b>answered question</b>	<b>80</b>
			<b>skipped question</b>	<b>17</b>

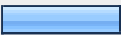



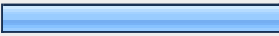
25. I would be most interested in training and development seminars that:			Response Percent	Response Count
Are only those that take up part of a day so I can manage my work responsibilities.			18.5%	15
<b>Are one full day or less</b>			34.6%	28
Are two full days or less			4.9%	4
<b>Are local so I don't have to travel</b>			34.6%	28
I'm not interested in any training			7.4%	6
			<b>answered question</b>	<b>81</b>
			<b>skipped question</b>	<b>16</b>

26. I am most interested in training and development seminars that have subjects that are:			Response Percent	Response Count
Targeted at key business leadership positions (and topics)			34.1%	28
<b>Targeted at middle management positions (and topics)</b>			<b>41.5%</b>	<b>34</b>
Targeted at floor level positions (and topics)			14.6%	12
I'm not interested in any training			9.8%	8
			<b>answered question</b>	<b>82</b>
			<b>skipped question</b>	<b>15</b>

27. I would be interested in training but:			Response Percent	Response Count
Only ones that are FREE, and paid for by LATMA National or sponsors			3.7%	3
<b>Only if the subject matter is relevant and the cost is reasonable</b>			<b>89.0%</b>	<b>73</b>
As I said above, I'm not interested in training at all.			7.3%	6
			<b>answered question</b>	<b>82</b>
			<b>skipped question</b>	<b>15</b>

28. I monitor LATMA membership and watch the ratio of converters vs suppliers.			Response Percent	Response Count
Yes			56.5%	35
No			43.5%	27
			<b>answered question</b>	<b>62</b>
			<b>skipped question</b>	<b>35</b>

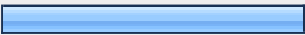

**29. CHECK AS MANY BOXES AS YOU'D LIKE ...As a potential sponsor, I am willing to sponsor:**

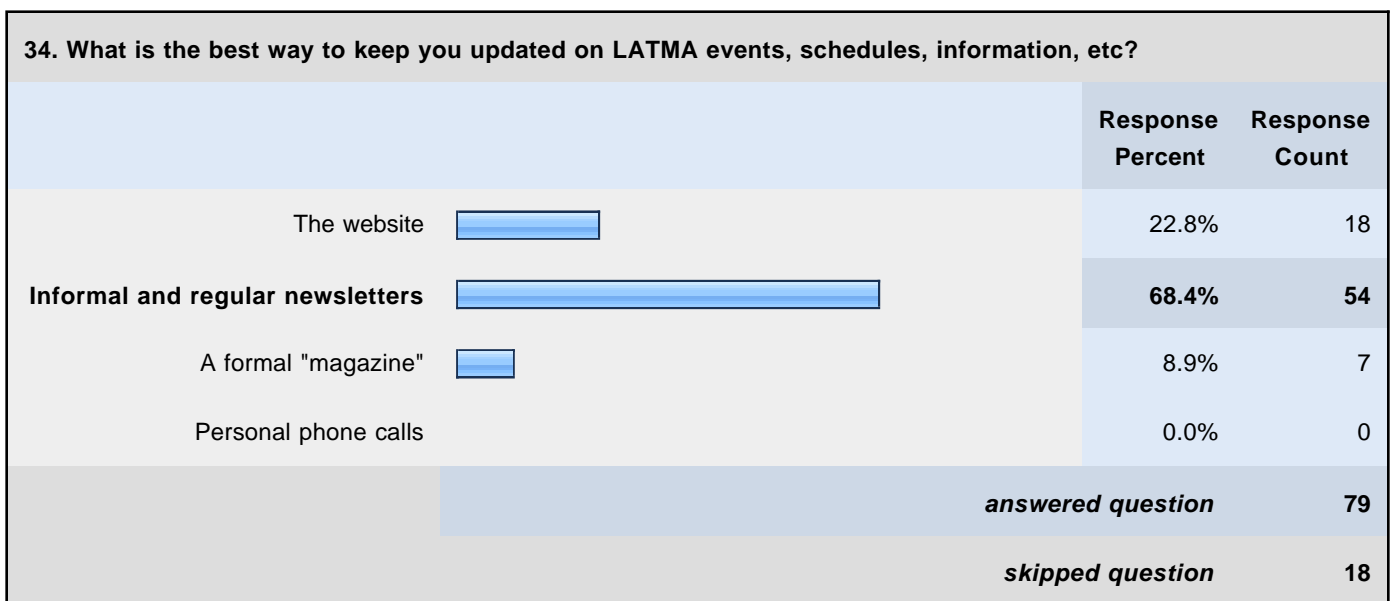
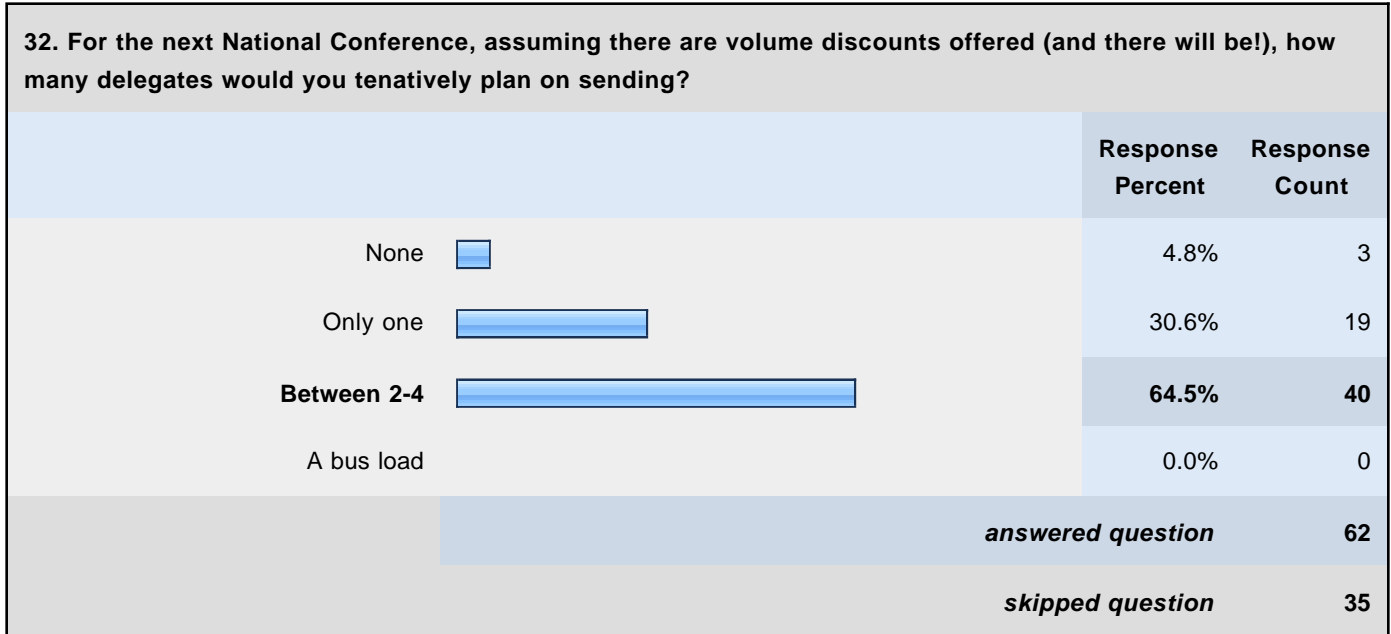
		Response Percent	Response Count
Any activity, as long as it has good participation		19.0%	11
Any activity, as long as the costs are reasonable		25.9%	15
Any activity that has "value" (not just social activities)		43.1%	25
Activities that would be exclusively sponsored by us (no shared sponsorships)		10.3%	6
<b>No activities at this time</b>		<b>44.8%</b>	<b>26</b>
<i>answered question</i>			<b>58</b>
<i>skipped question</i>			<b>39</b>

**30. As part of my "sponsorship" for specific events, I should be allocated time to have a forum or a platform to sell my product and/or services.**

		Response Percent	Response Count
Yes, it's important to justify my sponsorship		46.0%	23
<b>No, we want to support the industry and will follow-up with our "sales pitch" at times outside of the LATMA activities</b>		<b>54.0%</b>	<b>27</b>
<i>answered question</i>			<b>50</b>
<i>skipped question</i>			<b>47</b>

**31. For the next National Conference, would you consider sponsoring one of the activities?**

		Response Percent	Response Count
Yes		49.1%	28
<b>No</b>		<b>50.9%</b>	<b>29</b>
<i>answered question</i>			<b>57</b>
<i>skipped question</i>			<b>40</b>



35. In the future, I would be willing to participate in LATMA:			Response Percent	Response Count
As a member only			64.6%	51
As a member and as a National Officer if the circumstances were right			11.4%	9
As a member and on one of the subcommittees (less than 5 hours per month) if the circumstances were right			16.5%	13
Not at all			7.6%	6
<b>answered question</b>				<b>79</b>
<b>skipped question</b>				<b>18</b>

36. I think LATMA should pursue joint activities (e.g. conferences and seminars) with other similar associations			Response Percent	Response Count
Yes			71.1%	54
No			28.9%	22
<b>answered question</b>				<b>76</b>
<b>skipped question</b>				<b>21</b>

37. I am thinking about attending the next National Conference in MAY 2011 at the Sunshine Coast			Response Percent	Response Count
Yes			34.2%	27
Maybe, depending on our budget			21.5%	17
Maybe, depending on the list of speakers			25.3%	20
No			19.0%	15
<b>answered question</b>				<b>79</b>
<b>skipped question</b>				<b>18</b>

38. Feel free to offer any additional thoughts, input, criticisms, etc you have about LATMA, the programs, the priorities, the direction, etc.

	Response Count
	14
<i>answered question</i>	14
<i>skipped question</i>	83