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CONTENTS

This report is organised into the following sections:

1. Introduction and background;
2. Findings;
3. Recommendations, and
4. Detailed survey results.

1. Introduction and background

A needs analysis campaign was prepared using Infusionsoft, linked to a survey using Google Forms.

The aim was to open up communications and obtain input from members regarding their preferences.


The purpose is to use the input obtained from members to inform organisational leadership and operational management practices based upon technology adoption, design, development and delivery (in particular).

The email campaign was made up a single email 'request' with 3 reminders and 1 thank you email, where:

- 713 members were emailed (all contacts listed as general / professionally registered members);
- 78 of the recipients clicked on the survey link, and
- 57 or 8% of recipients completed the survey.

Note (1): that the response rate of 8% can be considered as being acceptable; given that it is our first real attempt at engaging our members in this manner.


Note (2): that there were a total of around 864 contacts in the Infusionsoft database at the time, however, not listed as general / professionally registered members).

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2. Findings

The summary of findings are as follows:

- 2.1. Most members find communications and information from the IOSM to be adequate and relevant, however, areas of opportunity for improvement (as per pre-defined answers), and valuable additional unique comments should be noted. Refer section 5.1 and 5.2 below.
- 2.2. Members find the experience of quality with the communications and information from the IOSM to be not-dissatisfactory in general, however, it should be noted that strong dissatisfaction, and praise, also exist (as per valuable additional unique comments). Refer section 5.3 below.
- 2.3. Currently, members normally access information from the IOSM using the following most popular methods; (1) I search through emails, (2) I look on the website, and (3) Through IOSM meetings and activities -*which tied with*- (3) I phone the national office, which are the top 3 findings out of 6. However, it should be noted that strong dissatisfaction and praise also exist (as per valuable additional unique comments). Refer section 5.4 below.
- 2.4. Members would prefer to access information from the IOSM using the following most popular methods; (1) Through (IOSM) dedicated online access, provided it is well-structured and user-friendly, (2) Website, and (3) Through (IOSM) dedicated online forums and interest groups that I can be part of, which are the top 3 findings out of 6. Refer section 5.5 below.
- 2.5. Most members use laptops and smartphones (in almost equal proportions to one another) for work and info from IOSM (or the internet in general), which are the top 2 findings out of 4, and where the other findings are deemed insignificant. Refer section 5.6 below.
- 2.6. Members rated that they regularly use the following online meeting technologies for work or learning; (1) Skype, (2) Skype for Business [Lync], and (3) Google+ Hangouts, which are the top 3 findings out of 5. Furthermore, the valuable additional unique comments should be noted. Refer section 5.7 below.
- 2.7. Members rated that they feel that the following platforms, and combination of platforms, would be the 'best fit' for members to connect and collaborate professionally; (1) LinkedIn, (2) Google+, and (3) WebEx Meetings, which are the top 3 findings out of 5. Furthermore, the valuable additional unique comments should be noted. Refer section 5.8 below.
- 2.8. Members rated that most of their connection to the internet is at the office / workplace, and is generally of an acceptable speed and quantity to support online meetings and multi-media content delivery. Refer to section 5.9 and 5.10 below.
- 2.9. Members rated that their general internet connection experience OUTSIDE the office / workplace is of an acceptable speed and quantity to support online meetings and multi-media content delivery. However, it is clear that the aforementioned is not as good as it is for them at the office / workplace. Refer section 5.11 below.
- 2.10. Members rated their satisfaction with the survey at 98%. Furthermore, the valuable additional unique comments should be noted. Refer section 5.12 below.

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3. **Recommendations**

The recommendations of the writer to the IOSM are as follows:


- 3.1. Design, develop, promote, deliver and maintain engaged two-way communications and access to information that are personalised and targeted to the members' industry sector(s), as well as being customised for their category of professional registration (including progression and CPD). Refer 2.1 and 2.2 above.
- 3.2. Establish, implement and maintain a well-structured, user-friendly, and dedicated online access to information / knowledgebase, using the CustomerHub (Infusionsoft platform). Similarly, to develop the website capability and experience to serve synergistically, using a platform such as WordPress 'business' service / subscription. Furthermore, to leverage LinkedIn as a platform, and to create forums and interest groups for members to connect and collaborate. Refer section 2.3 and 2.4 above.
- 3.3. Ensure progression and alignment with world-wide trends for mobile accessibility – that is to say, it must always work well for the smartphone user. Refer section 2.5 above.
- 3.4. Establish, implement and maintain a model and capacity for members, forums, committees and councils to connect and collaborate using the Skype, Google+ Hangouts, and WebEx meetings and webinars. Refer section 2.5 above.

Note: that the above recommendations point to an eco-systemic and synergistic approach to using all of the technologies and channels together.

4. **Detailed survey results**

4.1. **Do you receive adequate communications and information from the IOSM?**

72%	Yes
25%	No
3%	Unsure

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4.2. How relevant is the communication and information from the IOSM?

Note: that the percentages add up to more than 100 because multiple selections were possible.

- 68% Generally relevant to my career / membership
- 27% Limited to emails in general, received now and again
- 13.5% No real opportunities to interact, discuss, explore, participate or collaborate
- 10.5% I am only interested in receiving important membership and account information
- 2% Not at all relevant for me
- 14% Made the following additional unique comments:
 - Not really touching mining related issues/discussions
 - I am 62 qualified with three businesses. I purely use IOSM for qualifications purposes only. I have a Master in SHEQ from USQ etc
 - Information received is valuable and can be used on site
 - Assist me with information related to OHS and assist in improving in my current work
 - i am a new member, however the information i have been receiving is paramount in significance, am convinced that you are doing your very best. will continue giving regular feedback.
 - Good
 - Priceless!
 - Would also like to see scope to take one to the next grade or level ie SM an S Agent for exposure.

4.3. What experience of quality do you have with the communications and information from the IOSM?

Note: that the percentages add up to more than 100 because multiple selections were possible.

- 54% Communications clearly present the information, and any actions required
- 33% The IOSM is seriously behind the times when it comes to engaging members and developing relationships, but at least the right questions are being asked here



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- 14% It takes too much time to work through the communications and information that I receive
- 19% It would really help to get text messages (in addition to email) for urgent-and-important communications
- 2% Emails are not addressed to me personally
- 4% Unsure
- 7% Made the following additional unique comments:
 - Saoish is mor up to date with social media, communication etc
 - No interaction with members in the Eastern Cape. Do not know if they have a monthly get together or when any other interaction beside e-mail occur
 - Other networks provide info earlier
 - Reply back has been a concern in the past and currently still is

4.4. How do you normally access information from the IOSM?

The results are listed below in chart form, ranging between overall 'most often' and 'least often'.

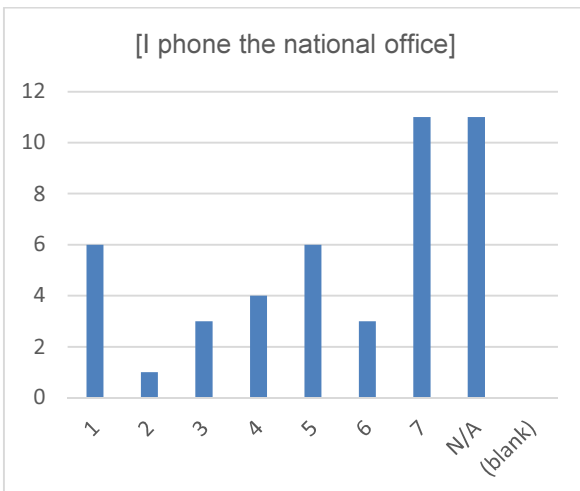
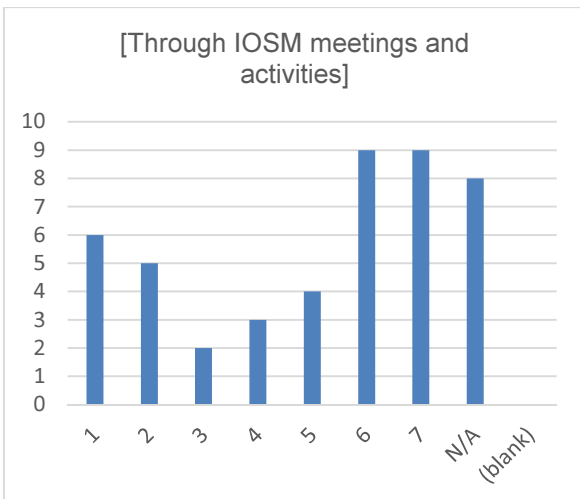
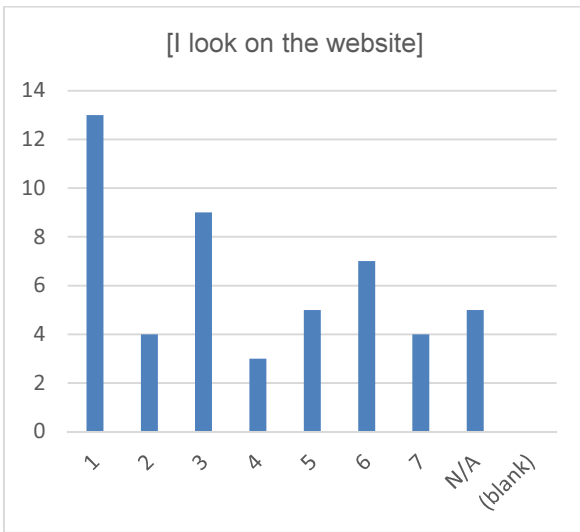
Note: that the top 3 out of 6 are: (1) I search through emails, (2) I look on the website, and (3) Through IOSM meetings and activities -which tied with- (3) I phone the national office.





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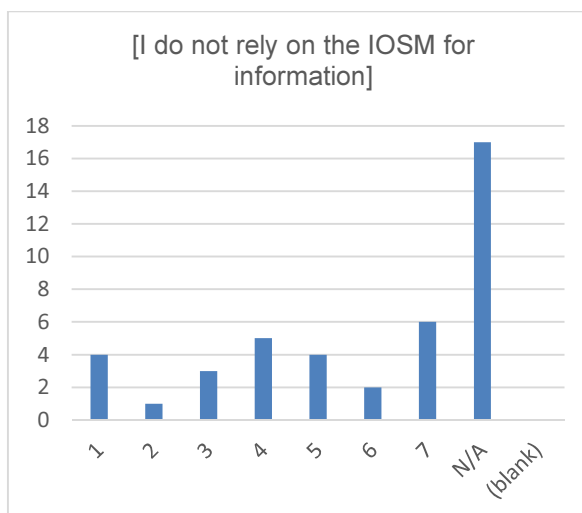
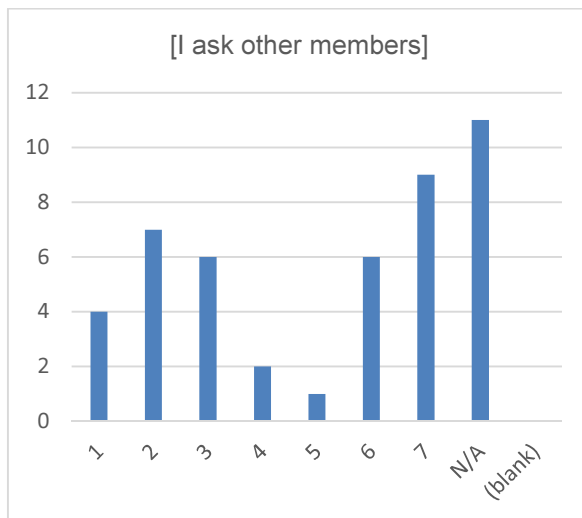
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Comments about the above question or answer (How do you normally access information from the IOSM?):

- mostly send a direct email to someone specific at national/regional branches
- I would like to become more involved with IOSM in the near future.
- It depends on the information that I want and the urgency of the matter.
- Hi I have long been a complainer of the IOSM certification process. If you view my businesses www.sheqplus.co.za and view qualifications, CV and projects I should be a ROSProf, however I must sit a exam and be asked questions by people with less experience, less qualifications and less business track record. Chris Fouche of Advantage Act highly qualified refuses to join IOSM because of your accreditation process, view www.elint.co.za i am a founder partner is this electronic compliance management company. Saioh has more members, is more up to date electronically and i believe somewhere along the line some sort of merger needs to take place. if i



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was forced to choose I would chose Saoish. Riette Badenhorst highly qualified attended a meeting with IoSM and chose Saoish. Roeleen henning same joined Saoish

- I am not aware of any IOSM meeting in my area
- Check my emails every day. No meetings held in the Eastern Cape (East London) or we not invited.
- As I have been retired for the past 18 years and being a member of IoSM for the past 50/55 years I still like to receive the information sent to members by H/O and the Western Cape and Kwz Branches.
- This is fairly new, as I just regain my membership last month
- Mostly the information is forthcoming from the IoSM Branch Western Cape. Receiving IoSM meeting minutes from other Branches clicks my mailbox and get deleted unread, I presume it irrelevant.
- It is my opinion that information is not send continuously, I do understand that the field is very diverse across the industries. Pressing matters such as development of one governing body etc needs to be addressed, it impacts directly on short, medium and long term planning and development. There has been times that the available information has been out dated, or not accessable. Overall I am of the opinion that if we are going to grow the ISOM, we need to be more aggressive and active in securing our piece in the market, recognition on equal par with SACPCMP etc.
- By sending emails to ISOM who then forward it to all concerned who will then reply to me.
- The result of the above is my own as I have neglected to an active member for the last 18 months. My intention is to get more involved in 2016
- Webvault is not showing my membership certificate
- IOSM sends me information through my email
- I receive emails from IOSM and I am comfortable with the content

4.5. How would you prefer to access information from the IOSM?

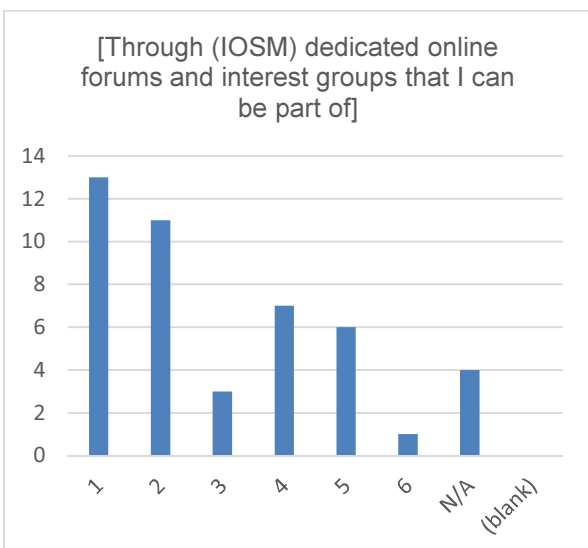
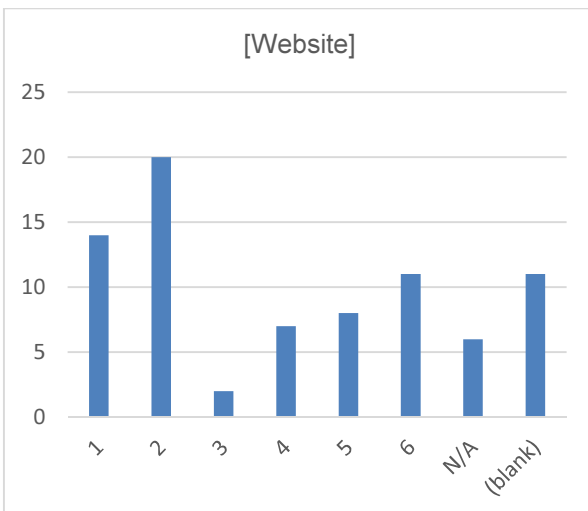
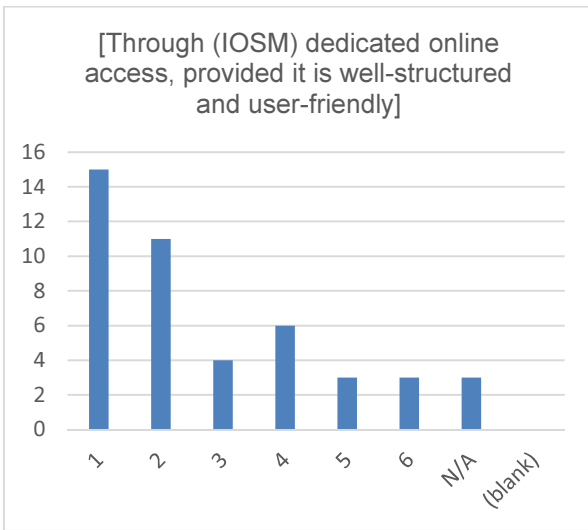
The results are listed below in chart form, ranging between overall 'most preferred' and 'least preferred'.

Note: that the top 3 out of 6 are: (1) Through (IOSM) dedicated online access, provided it is well-structured and user-friendly, (2) Website, and (3) Through (IOSM) dedicated online forums & interest groups that I can be part of.



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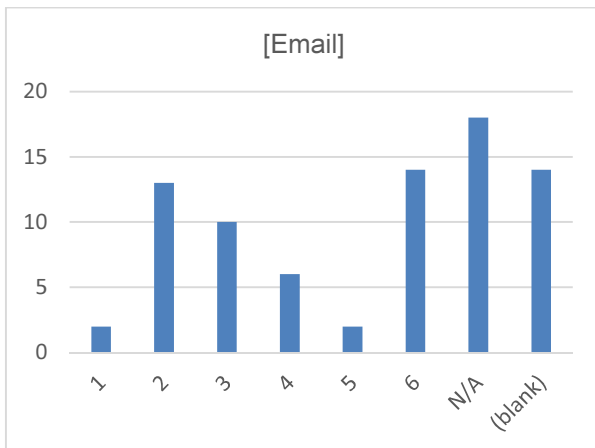
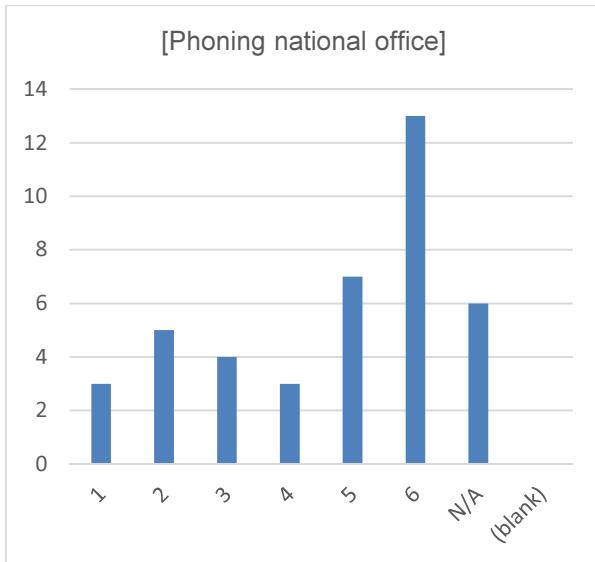
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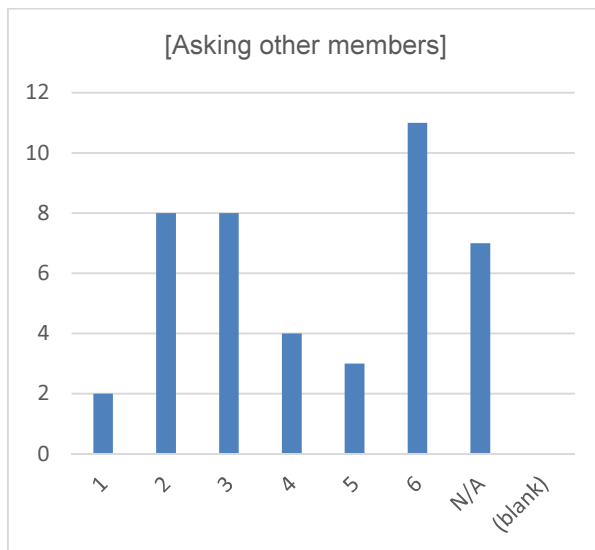
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Comments about the above question or answer (How would you prefer to access information from the IOSM?):

- Ideally all requests/info should go through a central point to ensure the request is legitimate and relevant, otherwise it could become a junk mail scrapyard
- IOSM events do not cater for members outside of Gauteng.
- Same comment as above (As I have been retired for the past 18 years and being a member of IoSM for the past 50/55 years I still like to receive the information sent to members by H/O and the Western Cape and Kwz Branches)
- I'll try it and see how does it goes, but I think it will work perfectly.
- Yes, I specifically like the online forums and interest groups!
- The need to access information is driven by split decisions that need to be made, the "new" information highway must be effective and maintained.
- The magazine is the main source of info from ISM
- With an online system the gathering and sharing of information regarding HSE is an excellent means of communication provided it is positive to all forms of HSE and criticism of individuals
- Good
- How about Facebook or other social media
- I prefer emails, sometimes due to time constraints I do not access the website for weeks on time.



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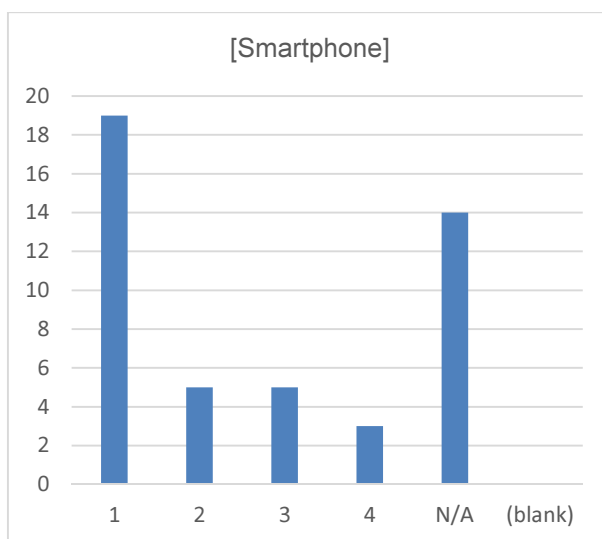
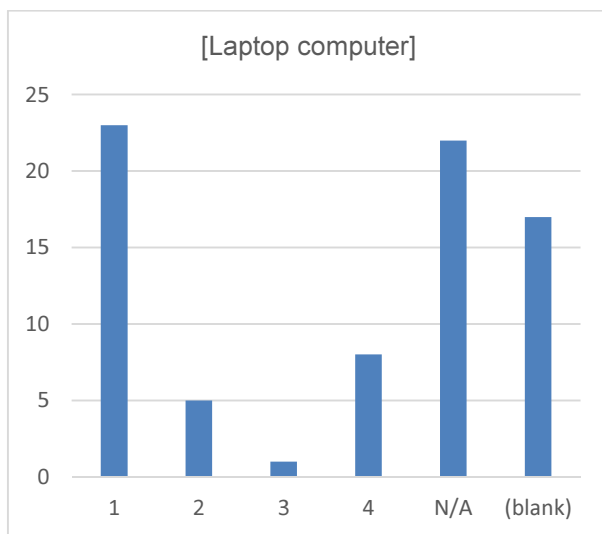
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4.6. Which devices do you mostly use for work and info from IOSM (or the internet in general)?

The results are listed below in chart form, ranging between overall 'most often' and 'least often'.

Note (1): that the top 2 out of 4 are: (1) Laptop, and (2) Smartphone.

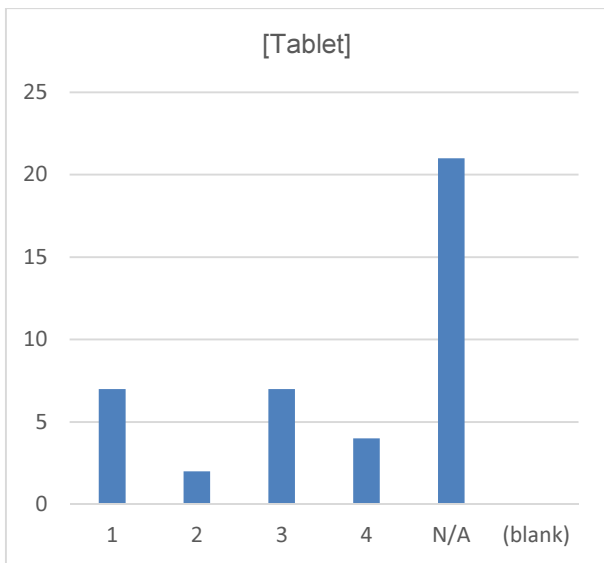
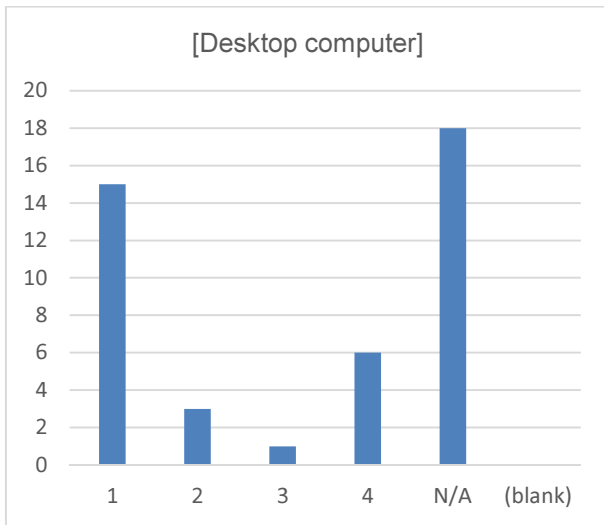
Note (2): that the top 2 out of 4 were almost tie.





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5.6. Do you regularly use any of the following online meeting technologies for work or learning?

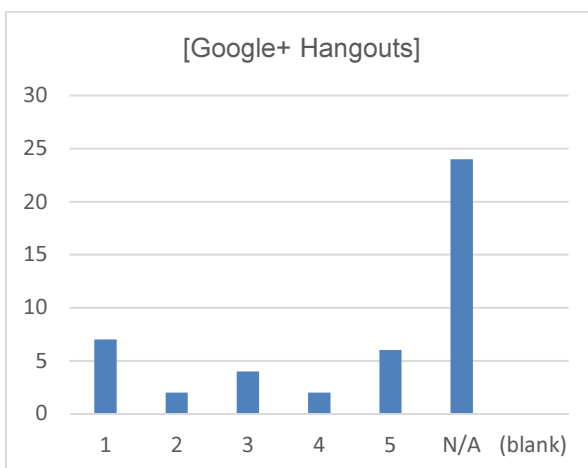
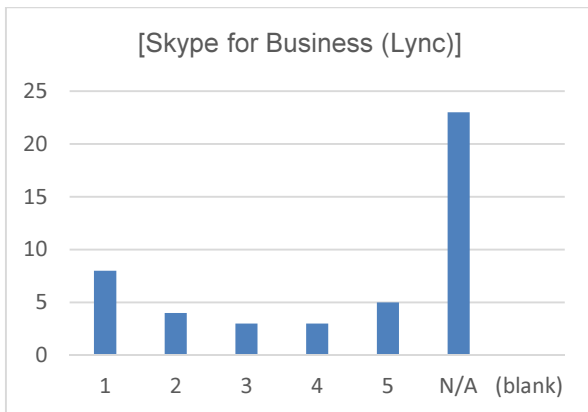
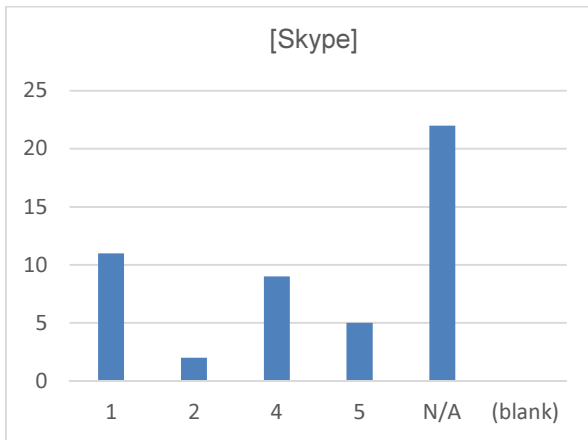
The results are listed below in chart form, ranging between overall 'most often' and 'least often'.

Note: that the top 3 out of 5 are: (1) Skype, (2) Skype for Business [Lync], and (3) Google+ Hangouts.



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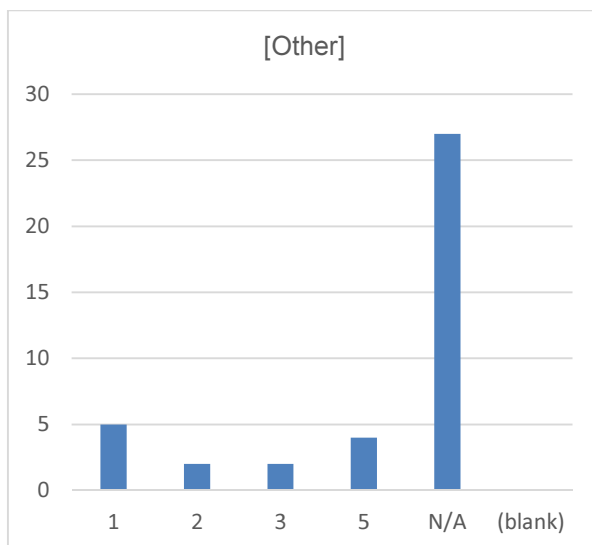
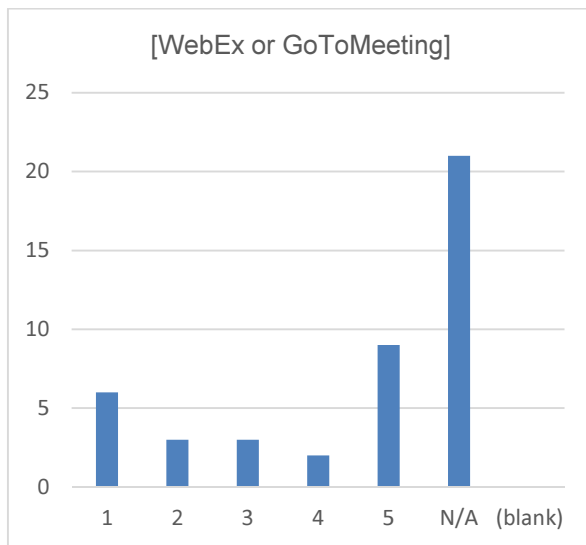
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Comments about the above question or answer (Do you regularly use any of the following online meeting technologies for work or learning?):

- I don't feel comfortable being setting an example to co workers, to be absent minded while construction work is carried out
- VC
- I was born before computers
- AT&T facility
- Same comments as for part one (As I have been retired for the past 18 years and being a member of IoSM for the past 50/55 years I still like to receive the information sent to members by H/O and the Western Cape and Kwz Branches)



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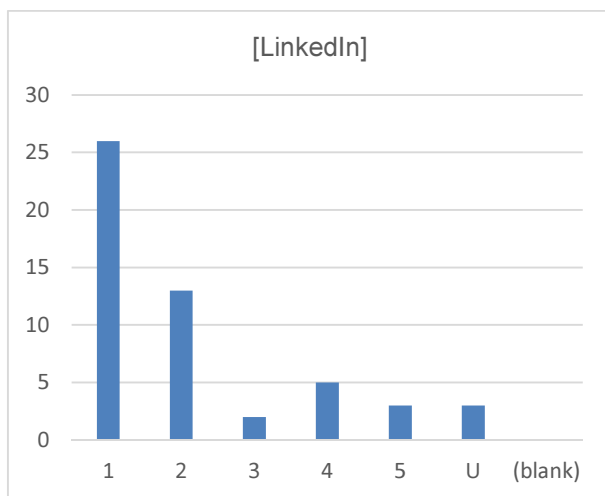
- We do have lync at work and I one used the webEx meeting before through our global EHS meetings
- I don't know how to use WebEx or Google Hangouts, or Skype for business for that matter. I would have to be taught how to use it, if you want to use it.
- Using latest technology enhances management outcomes. We must cater for smaller institutions that do not have the access to all the large corporations systems etc,
- I do not use online technologies.
- Good
- Facebook, Facebook Messenger, Youtube, LinkedIn
- WebEx is currently the platform used in our organisation

5.7. Which platform (or combination) do you feel would be the 'best fit' for members to connect and collaborate professionally?

The results are listed below in chart form, ranging between overall 'best fit' and 'least fit'.

Note (1): that the top 3 out of 5 are: (1) LinkedIn, (2) Google+, and (3) WebEx Meetings.

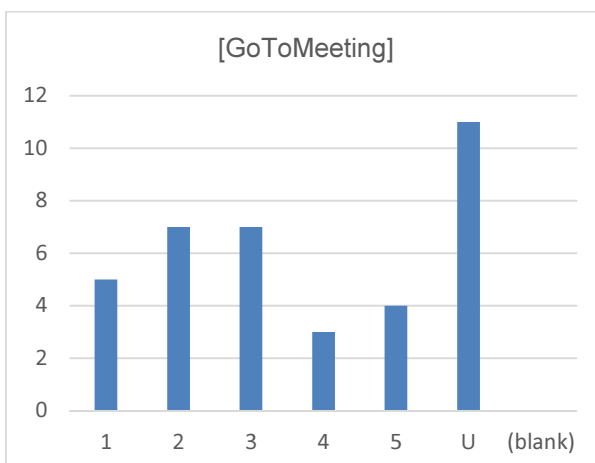
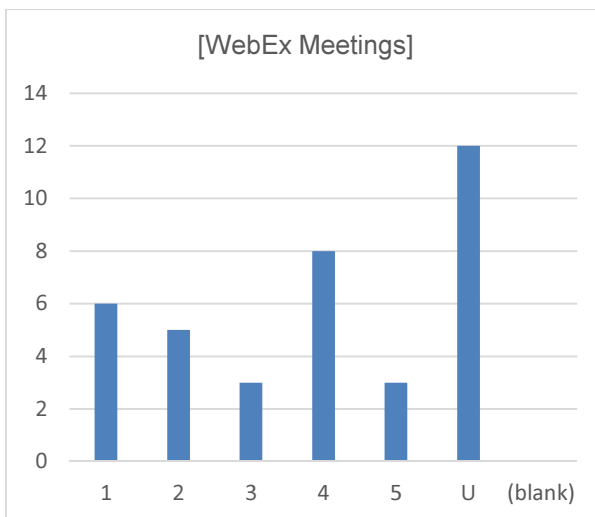
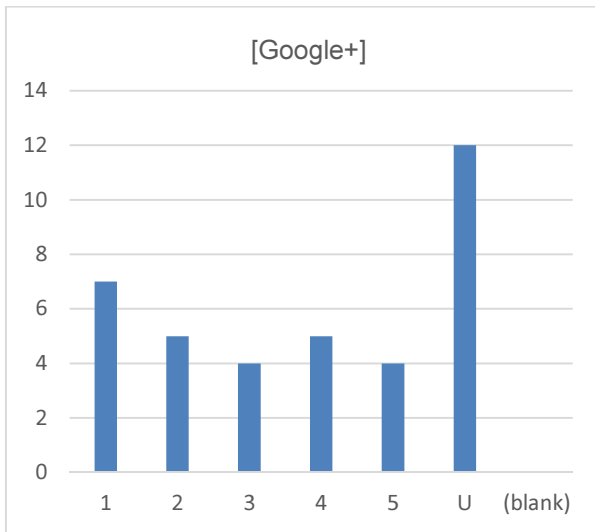
Note (2): that the top 3 out of 5 are complementary and synergistic, rather than direct alternatives – that is to say, it's not a case of choice of one over the other.





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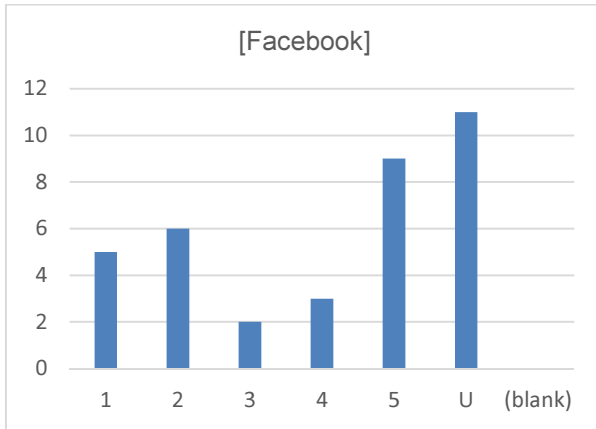
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Comments about the above question or answer (Which platform [or combination] do you feel would be the 'best fit' for members to connect and collaborate professionally?):

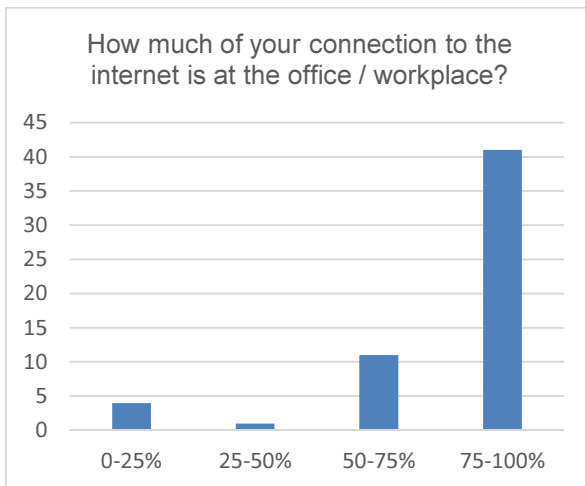
- To be honest, I don't know all of the above technology !
- How safe would it be, should the example (we as Safety Personnel) sit around chatting our way via internet. Instead of having our focus on the job intended?
- LinkedIn international and has focus groups
- Same comment as for part 1 (As I have been retired for the past 18 years and being a member of IOSM for the past 50/55 years I still like to receive the information sent to members by H/O and the Western Cape and Kwz Branches)
- LinkedIn and WebExMeeting cause most of the time member are busy with their work related activities
- I am not good with available software so I don't know which would work best.
- Not real fan of facebook, sometimes breakdown and become a social venture
- Good
- I believe three platforms will be adequate for me as a member



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5.8. How much of your connection to the internet is at the office / workplace?



5.9. What is the general internet connection experience at the office / workplace?

Note: that the percentages add up to more than 100 because multiple selections were possible.

- 56% ADSL based wi-fi or cable (no buffering watching a video on YouTube, unlimited data)
- 30% ADSL based wi-fi or cable (buffering watching a video on YouTube, limited data)
- 14% Cellular data (no buffering watching a video on YouTube, freedom to use 1GB data pm)
- 16% Cellular data (buffering watching a video on YouTube, very limited data available)
- 11% Other, and made the following additional unique comments:
 - Office is home
 - Internet explorer
 - Private
 - Vodaphone mobile wifi
 - LAN

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5.10. What is the general internet connection experience OUTSIDE the office / workplace?

Note: that the percentages add up to more than 100 because multiple selections were possible.

- 40% ADSL based wi-fi or cable at HOME (no buffering watching YouTube, and unlimited data)
- 18% ADSL based wi-fi or cable at HOME (buffering watching YouTube, and limited data)
- 44% Cellular data at HOME (no buffering watching YouTube, freedom to use 1GB data pm)
- 19% Public wi-fi hotspots (buffering when watching YouTube, very limited data available)
- 5% Other, and made the following additional unique comments:
 - Wifi at work
 - Office is home!

5.11. Did we give you the opportunity to have your say?

- 98% Yes
- 2% No

Note: that the following additional unique comments were made in closing:

- fantastic to see such a step forward !
- Thank you for the survey, sure it will assist in planning future communication.
- I appreciate the fact that IOSM is striving to give the industry a voice and as previously mentioned I would like to be more involved with you in the near future. Thank you
- Thank you for giving the opportunity to voice our opinion.
- Very little to almost NO information about mining. IOSM gives a lot of focus to OHS Act related issues and activities.
- I continue with IoSM but i belive we loosing ground
- I am a new member so to me all is well I have no real concerns
- See same comment as for part one (As I have been retired for the past 18 years and being a member of IoSM for the past 50/55 years I still like to receive the information sent to members by H/O and the Western Cape and Kwz Branches)



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Report of the IOSM member 'needs analysis' survey of October 2015 (prepared by Denver Vermeulen)

- Looking forward as being a new member all over again.
- I would LOVE forums where I can raise my concerns, comments, suggested changes to the OHS Act, etc.
- Partly, at least it's a start!
- Job well done
- I trust that IOSM will grow and take its rightful place representing other industries vs SACPCMP (mainly construction-building). I recognised the growth and development that has taken place and would like to be part of the way forward. All the best for the future.
- Good
- I would like to know how IOSM members living and working outside the borders of South Africa can earn a sufficient number of CPD credits on an annual basis so as to allow them to retain their registration?
- Thank you
- Thank you for your endless effort to get me communicated.
- Looking forward to the changes
- Yes
- Thank you making our engagement better