
INTRO SCREEN

Welcome to the survey!

During the survey, you will be asked about your thoughts on the DAA Corporate Partnership Program as a whole, the types of companies and organisations that might be corporate partners, and the **optional** components of the partnership packages.

This survey has been developed over the last 12 months by the Corporate Partnership Working Group of five DAA members from a variety of backgrounds - supported by DAA staff. The materials have been reviewed by a Reference Group of 9 interested DAA members and the DAA Board. The survey was reviewed for bias by Omnipoll.

All responses to this survey **remain confidential**.

The survey should take no more than 10-15 minutes to complete.

Please read each question carefully and follow the instructions for completing that question. Some questions will require a single answer, others more in-depth responses. Please do **not** use your browser back button while completing the survey.

Let's get started*click on 'Continue'*

Q1(a) Firstly a few questions about yourself to make sure we're getting opinions from a cross section of members.

Are you a...? (*Select one answer*)

1	Full member
2	Affiliate
3	Student member

ASK IF AFFILIATE MEMBER

Q1(b) Thank you for your interest in the survey, however unfortunately it is not applicable to Affiliates. **TERMINATE**

ASK IF FULL MEMBER. STUDENTS GO TO Q6

Q2 Which one of the following are you? (*Select one answer*)

1	Full APD
2	Provisional APD
3	AdvAPD
4	Fellow
5	Not an APD

Q3 And which one of the following best describes your employment status? (*Select one answer*)

1	Currently in paid work as a dietitian
2	Previously been in paid work as a dietitian but not at the moment
3	Never been in paid work as a dietitian

ASK IF EVER WORKED AS DIETITIAN. OTHERS GO TO Q6

Q4 Which one of the following best describes the **business sector** where (you currently work) / you last worked) as a dietitian? (*Select one answer*)

1	Government
2	Non-Government/ Not for Profit
3	Food Industry
4	Private Sector
5	Education Institution
6	Other

Q5 Which one of the following best describes the **main** focus of your current dietetic work? *(Select one answer)*

1	Nutrition Communication
2	Corporate
3	Education
4	Food Service
5	Public Health
6	Clinical
7	Other

ASK ALL RESPONDENTS

Q6 To help us determine how long you have been a member of DAA, please enter the first two digits (before the dash) of your membership number, e.g. if you had joined in 2008 the first 2 digits would be 08. *(Please type in a number. If you don't know please select "Can't say")*

<input type="text"/>	two digit number
Can't say	

SECTION A- ASK ALL RESPONDENTS

A1 **INTRO SCREEN**

Now for the main part of the survey.

The following four screens provide **background information** about the DAA Corporate Partnership Program:


- a) its purpose
- b) contribution to DAA revenue
- c) how the money is used
- d) who the 2018 partners are.

Please read the information, and then we'll ask your opinions. *Click on 'Continue' . . .*

A2(a) SCREEN IMAGE

a) Purpose

➔ Provides DAA with *financial* and/or *'in-kind'* support to help achieve its goals and objectives:

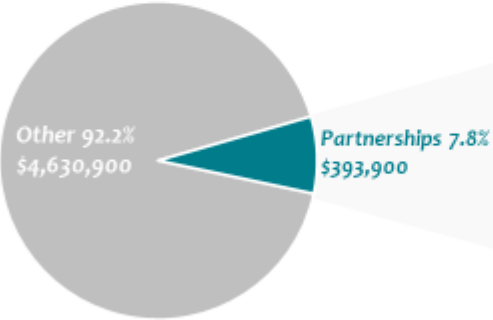


- Helps to further DAA's Vision and Mission
- Provides **additional income** for DAA member services or consumer-focused activities
- Supports DAA and APDs to **influence** the food system by working with the food industry
- Helps DAA build its own **brand credibility** and **extend its reach** by aligning with key influencers and trusted brands

A2(b) SCREEN IMAGE

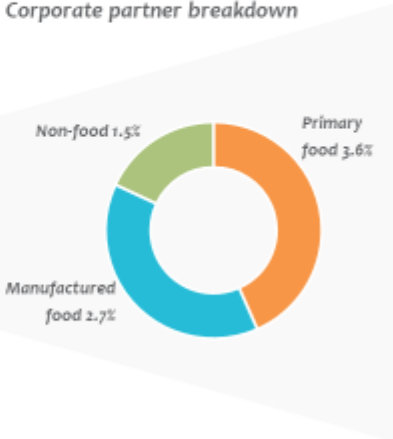
b) Contribution to DAA revenue

➔ The program contributes 7.8% of DAA's revenue*



DAA total operating revenue \$5,024,800*

Corporate partner breakdown



*DAA Annual Report 2016

A2(c) SCREEN IMAGE

c) Where does the money go?



Partner financial support contributes to general revenue that funds activities such as:



- **Member events**, e.g. National Conference, DAA Branch and Interest Group events
- **Promotion of dietitians and awareness-building of APD credential**, e.g. DAA Spokespersons Program, media, social media, editorial, resources and collaborations
- **'DINER'**
- **Consumer-focused resources**, e.g. Smart Eating For a Healthier You e-newsletter and section on DAA website

A2(d) SCREEN IMAGE

d) Who are the 2018 partners?



There are four levels of partnership:

- Education in Nutrition
- NERO

Member Partners

Program Partners

- Next Media
(Healthy Food Guide)

- Aust. Breakfast Cereal Manufacturers Forum
- AIA Vitality
- Egg Nutrition Council
- Guild Insurance

Associate Partners

Major Partners

- Jaina Dairy Foods
- Nestle Australia
- Meat & Livestock Aust.
- Campbell Arnott's

THERE IS NO A3

A4 Before today, were you **aware** or **not** aware that DAA had some form of corporate partnership program? *(Select one answer)*

1	Yes/ aware
2	No/ not aware

A5 **In its current form**, do you think the DAA Corporate Partnership Program is....? *(Select one answer)*

1	Completely acceptable
2	Mostly acceptable – but some elements concern me
3	Mostly un acceptable – but some elements are OK
4	Completely un acceptable
5	Can't say/ unsure

ASK IF NOT COMPLETELY ACCEPTABLE. IF COMPLETELY ACCEPTABLE GO TO A8

A6 Which elements of the DAA Partnership Program **concern** you and **why**? *(Please type a response in the box. If you do not know, please type "Can't say" in the box)*

ASK IF MOSTLY UNACCEPTABLE. OTHERS GO TO A8

A7 You say **some** elements of the DAA Partnership Program **are OK**.

Please tell us **which** elements you think are OK, and **why**. *(Please type a response in the box. If you do not know, please type "Can't say" in the box)*

For reference only

ASK ALL RESPONDENTS

A8 And would you say the DAA Corporate Partnership Program makes **you** feel overall...? *(Select one answer)*

1	Positively about being a member of DAA
2	Negatively about being a member of DAA
3	Or, does it make no difference to you

A9 Do you believe the DAA Corporate Partnership Program has any impact on **you personally**? *(Select one answer)*

1	Positive impact
2	Mix of positive/ negative
3	Negative impact
99	No impact/ can't say

ASK IF BELIEVE HAS NEGATIVE OR MIX OF POSITIVE/ NEGATIVE IMPACT. OTHERS GO TO NEXT SECTION

A10 In what way does the DAA Corporate Partnership Program have a **negative** impact on **you personally** – please be as specific as you can. *(Please type a response in the box. If you do not know, please type "Can't say" in the box)*

For reference only

SECTION B (TRADE EXHIBITION) - ASK ALL RESPONDENTS

B1(a) INTRO SCREEN

Next, we have some questions about different **types** of Corporate Partners, and some of the **optional components** of the program.

Click on 'Continue'. . .

B1(b) Below is a list of **broad categories** or **types** of companies/ organisations that are, or could be, Corporate Partners.

For each category, please indicate if it is:

- Acceptable to you, depending on the particular company/ organisation
- Not acceptable to you.

		Acceptable, depending on the company/ organisation	Not acceptable	Can't say
A	Primary producers/ industry associations (e.g. vegetables, nuts, fruit, mushrooms, dairy, meat, eggs, grains, legumes etc)	1	2	3
B	Multinational food manufacturers	1	2	3
C	Local food manufacturers	1	2	3
D	Food Retailers (e.g. Supermarkets)	1	2	3
E	Pharmaceutical/ nutraceuticals: (e.g. enteral and parenteral manufacturers, vitamin and mineral supplement companies)	1	2	3
F	Infant formula manufacturers	1	2	3
G	Software suppliers: (e.g. practice software, nutritional analysis software)	1	2	3
H	Equipment companies: (e.g. cooking appliances, weight and height scales manufacturers)	1	2	3
I	Other professional services: (e.g. health insurance, business insurance, banking, telecommunications etc)	1	2	3
J	Media partners (e.g. TV, magazine publishers)	1	2	3
K	DAA Member partners (e.g. Education in Nutrition, NERO)	1	2	3

INTRO SCREEN

B2(a) Each year the DAA **National Conference** has an exhibition hall where companies/ organisations (including some Corporate Partners) may have **trade exhibits**.

Please read the below information, then click on 'Continue'.

Trade Exhibition



➔ Purpose

Update members on:

- changes within the **food supply**
- **technology and services** to assist dietetic practice
- **resources** to support nutrition messages to target audiences

➔ Where does the money go?

- Offsets the cost of the conference
- Provides **seed funding** for the next conference
- Keeps **registration fees** as low as possible

B2(b) **In your opinion**, is having trade exhibits at the DAA National Conference...? (*Select one answer*)

1	Acceptable, depending on the company/ organisation
2	Not acceptable
99	Can't say

ASK IF ACCEPTABLE OR CAN'T SAY. OTHERS GO TO NEXT SECTION

B3 Thinking about the **types** of companies/ organisations that may have a **trade exhibit** at the DAA National Conference.

Please indicate if each of the following is:

- Acceptable to you as a **trade exhibitor**, depending on the company/ organisation
- Not acceptable to you.

		Acceptable, depending on the company/ organisation	Not acceptable	Can't say
A	Primary producers/ industry associations (e.g. vegetables, nuts, fruit, mushrooms, dairy, meat, eggs, grains, legumes etc)	1	2	3
B	Multinational food manufacturers	1	2	3
C	Local food manufacturers	1	2	3
D	Food Retailers (e.g. Supermarkets)	1	2	3
E	Pharmaceutical/ nutraceuticals: (e.g. enteral and parenteral manufacturers, vitamin and mineral supplement companies)	1	2	3
F	Infant formula manufacturers	1	2	3
G	Software suppliers: (e.g. practice software, nutritional analysis software)	1	2	3
H	Equipment companies: (e.g. cooking appliances, weight and height scales manufacturers)	1	2	3
I	Other professional services: (e.g. health insurance, business insurance, banking, telecommunications etc)	1	2	3
J	Media partners (e.g. TV, magazine publishers)	1	2	3
K	DAA Member partners (e.g. Education in Nutrition, NERO)	1	2	3

SECTION C (SPONSORSHIP/ADVERTISING) - ASK ALL RESPONDENTS**INTRO SCREEN**

C1(a) The next section of the survey relates to **sponsorship** (financial or in-kind) and **advertising**.

Click on 'Continue' . . .

C1(b) There are several areas where DAA may accept **sponsorship** or **advertising** from companies/ organisations (including Corporate Partners) to support member services and activities.

Please indicate if each of the following is:

- Acceptable to you, depending on the company/ organisation
- Not acceptable to you.

		Acceptable, depending on company/ organisation	Not acceptable	Can't say
	Sponsorship			
A	DAA National Conference sponsorship overall	1	2	3
B	Sponsorship of conference speakers	1	2	3
C	Sponsorship of tea breaks and breakfasts	1	2	3
D	Sponsorship of conference dinner/ social event	1	2	3
E	Sponsorship of member activities (<i>e.g. DAA Branch and Interest Group meetings, CPD and networking events</i>)	1	2	3
	Advertising			
F	Branded materials on DAA website (<i>e.g. recipes, meal planning aides etc</i>)	1	2	3
G	Advertising banner in Weekly Member Update	1	2	3
H	Advertorial	1	2	3

IF RATE ANY AREA AS ACCEPTABLE OTHERS GO TO C4(a)

C2 Thinking about companies/ organisations who may provide **sponsorship** or **advertising**, please indicate whether the following **type(s)** of companies/ organisations are:

- Acceptable to you, depending on the company/ organisation
- Not acceptable to you.

		Acceptable, depending on the company/ organisation	Not acceptable	Can't say
A	Primary producers/ industry associations (e.g. vegetables, nuts, fruit, mushrooms, dairy, meat, eggs, grains, legumes etc)	1	2	3
B	Multinational food manufacturers	1	2	3
C	Local food manufacturers	1	2	3
D	Food Retailers (e.g. Supermarkets)	1	2	3
E	Pharmaceutical/ nutraceuticals: (e.g. enteral and parenteral manufacturers, vitamin and mineral supplement companies)	1	2	3
F	Infant formula manufacturers	1	2	3
G	Software suppliers: (e.g. practice software, nutritional analysis software)	1	2	3
H	Equipment companies: (e.g. cooking appliances, weight and height scales manufacturers)	1	2	3
I	Other professional services: (e.g. health insurance, business insurance, banking, telecommunications etc)	1	2	3
J	Media partners (e.g. TV, magazine publishers)	1	2	3
K	DAA Member partners (e.g. Education in Nutrition, NERO)	1	2	3

ASK ALL RESPONDENTS

C4(a) Do you have any examples of **particular** companies or organisations you believe DAA should **never** accept as a corporate partner, trade exhibitor, or sponsor?

1	Yes
2	No

ASK IF HAVE EXAMPLES OF ORGANISATIONS SHOULD NEVER ACCEPT. OTHERS GO TO NEXT SECTION

C4(b) Please tell us who. (Type a response in the box.)

SECTION D (DAA's reputation) - ASK ALL RESPONDENTS

D1 Just a few more questions before we finish.

To what extent (if any) do you believe the DAA Corporate Partnership Program has an impact on **DAA's reputation** among the following groups? (*Select one answer per row*)

		Very positive impact	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative impact	Can't say
A	Among Dietitians	1	2	3	4	5	99
B	Among healthcare professions	1	2	3	4	5	99
C	Among the general public	1	2	3	4	5	99

D2 Overall, to what extent (if any) do you believe the DAA Corporate Partnership Program represents a **conflict of interest** for...? (*Select one answer per row*)

		Major conflict of interest	Moderate conflict of interest	Little or no conflict of interest	Can't say
A	DAA as an organisation	1	2	4	99
B	DAA members	1	2	4	99
C	You individually in your work as a dietitian	1	2	4	99

CLOSE

Z1 Do you work for DAA or a current corporate partner of DAA? (*Select one answer*)

1	Yes – DAA
2	Yes – Current corporate partner
3	No

Z2(a) Are there any other comments you would like to make? (*Select one answer*).

1	Yes
2	No

ASK IF HAVE OTHER COMMENTS. OTHERS GO TO END SCREEN

Z1(b) Please type in your comments.

ASK ALL RESPONDENTS**Z2 END SCREEN**

Thank you for completing this survey. The next steps in this member consultation process include:

- The Working Group will collate and summarise survey responses for the DAA Board for their consideration.
- The DAA Board will determine the next steps - this may require further member consultations and surveys.

Please click on 'Continue' to finish.
