



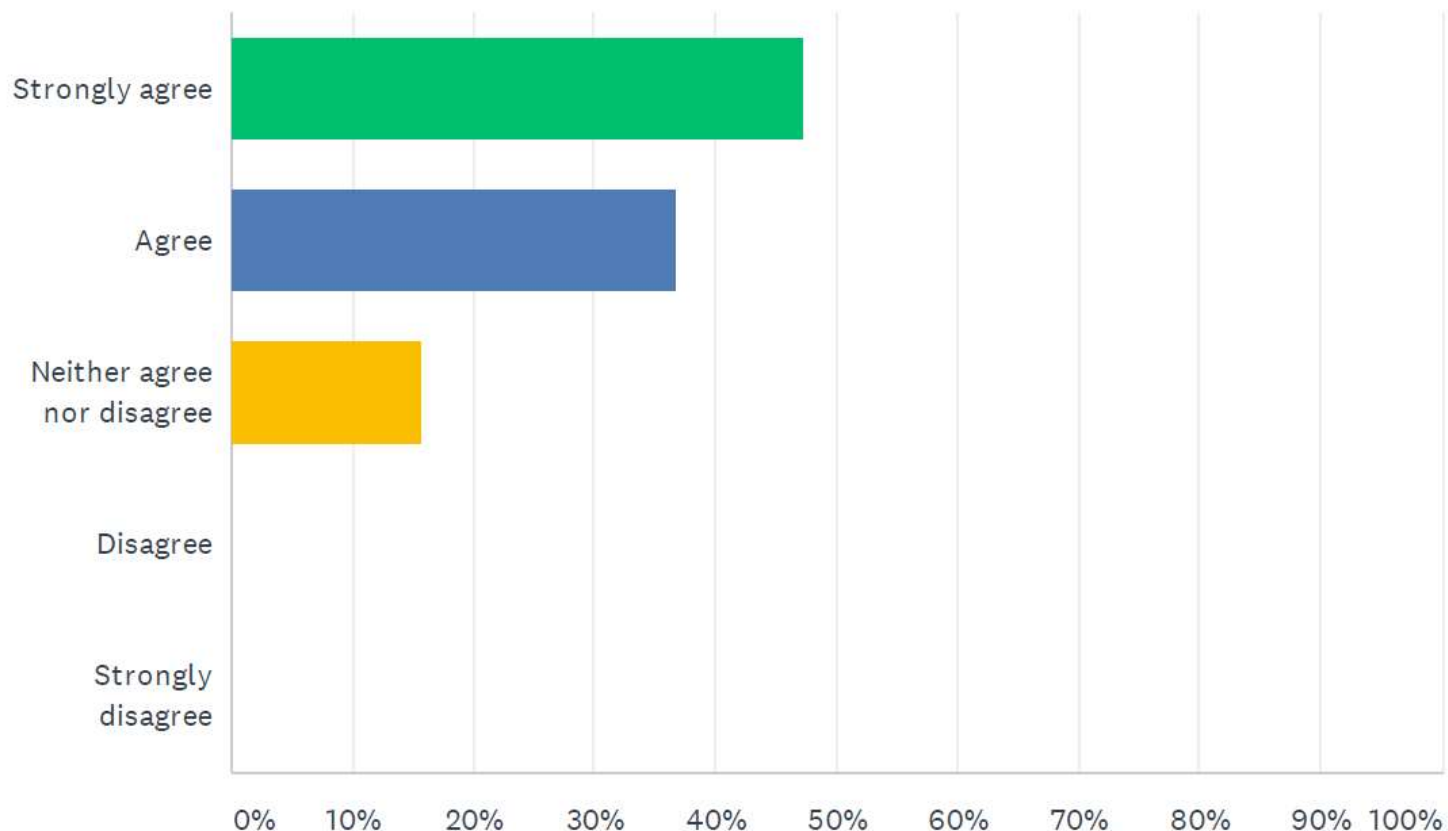
ADIESA

Australian Defence Information and Electronic Systems Association

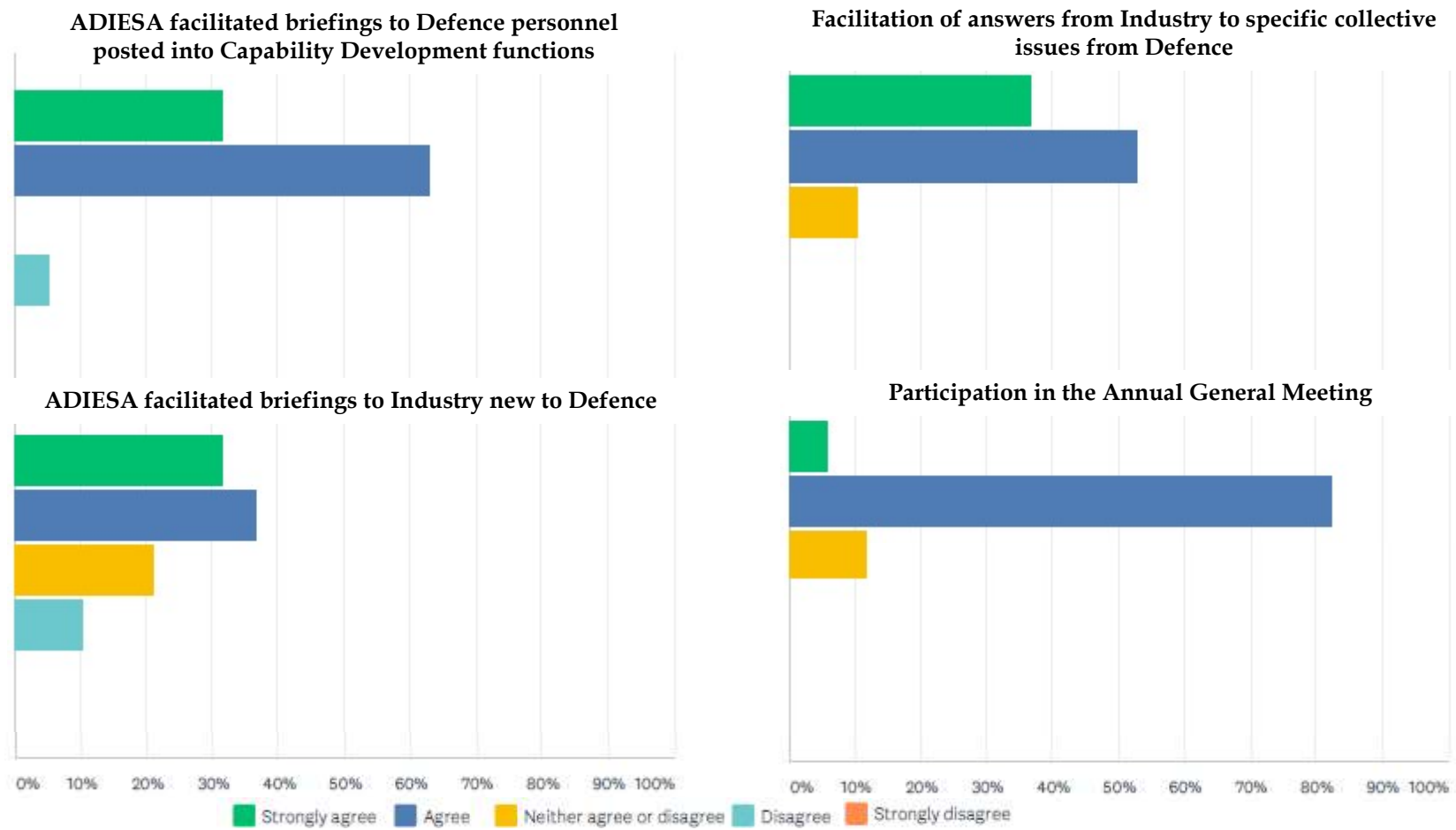
Member Survey Outcomes

February 2020

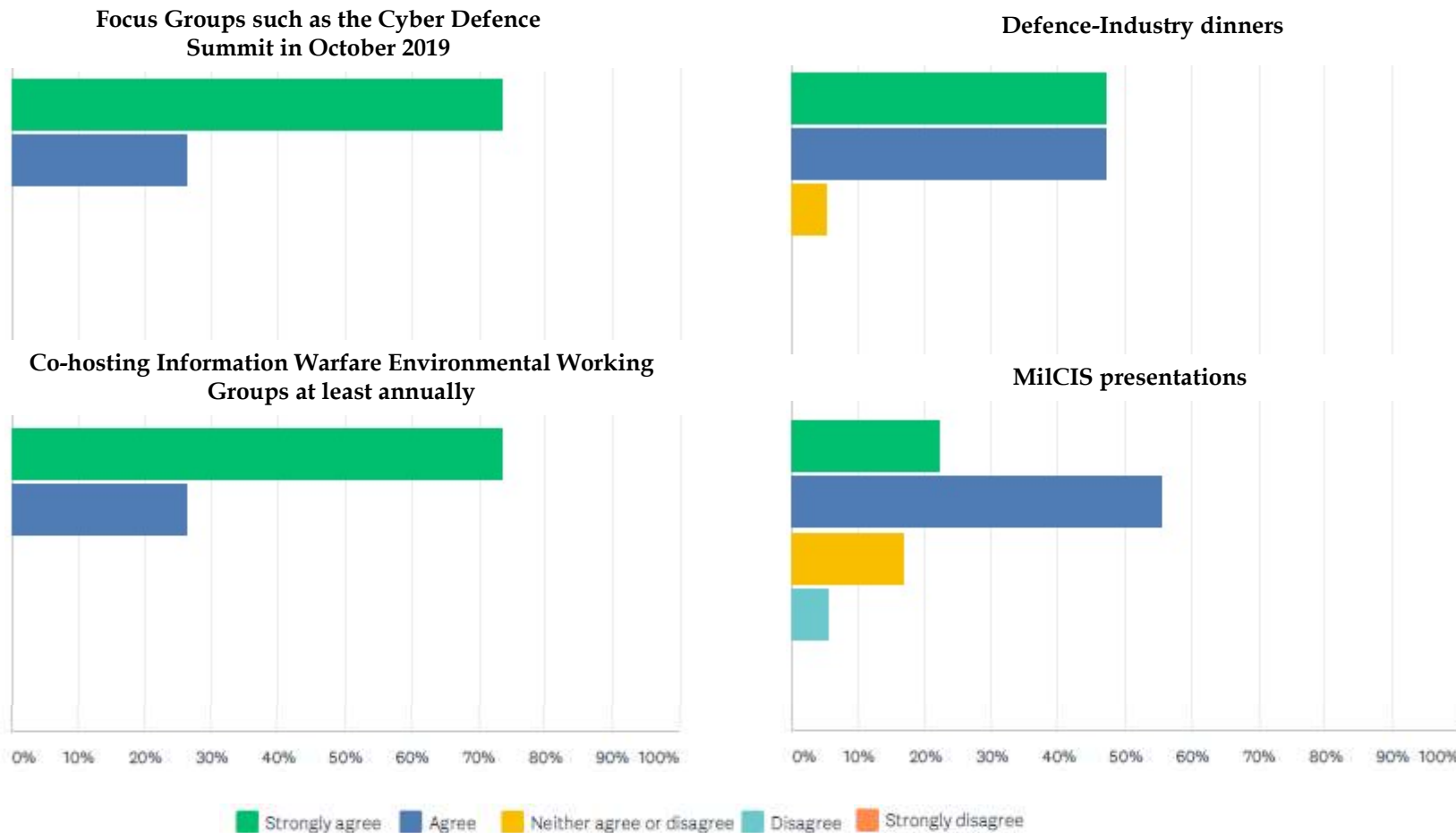
Q1 ADIESA's mission is to "create the environment for collaboration between Defence and Industry to enhance capability in the Information & Electronic Systems Domain". Through events and engagement during 2019, ADIESA was successful in achieving this mission:



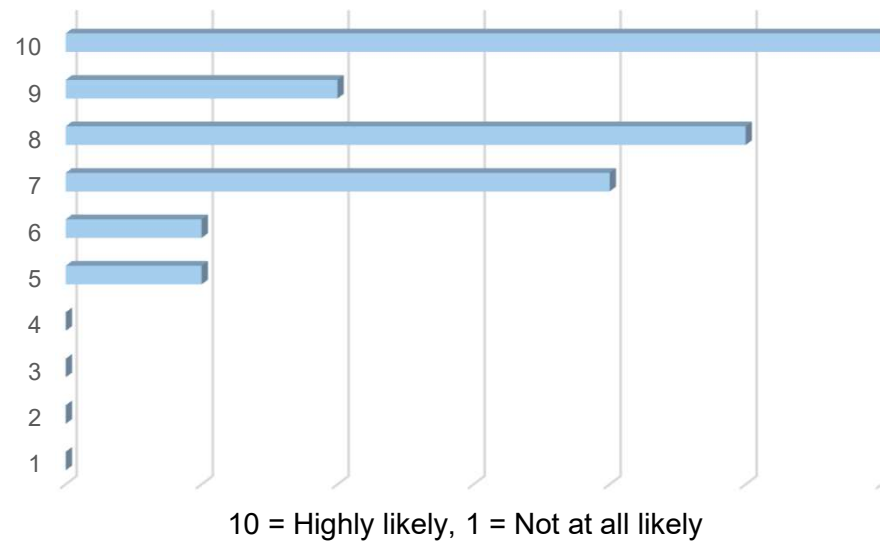
Q2 ADIESA sees it's value proposition as providing "targeted engagement between Industry and Defence to deliver enhanced capability". To achieve this ADIESA organises/facilitates various engagements between members, industry and defence. To what extent do you agree that each of these events/event types provide value to you as members?



Q2 ADIESA sees it's value proposition as providing "targeted engagement between Industry and Defence to deliver enhanced capability". To achieve this ADIESA organises/facilitates various engagements between members, industry and defence. To what extent do you agree that each of these events/event types provide value to you as members?



How likely is it that you would recommend ADIESA membership to a friend or colleague?



On a scale of 1-10, average response was 8.3

Q4 Is there any other information or suggestions you would like to provide to the ADIESA Board that would improve the value you get from your ADIESA membership? (selected free text responses)

- *The large industry day was very helpful, but what would be useful is some more comms about different ops and how smaller companies can get involved earlier than the big days.*
- *Environment (as per mission) was created but could do more to exploit it*
- *Increased tempo and focus on the working groups has resulted in a positive step change*
- *Just wanted to say thanks for all the hard work on facilitating events. It takes a lot of work from everyone involved and we appreciate the opportunities it provides*
- *Website needs improvement - should be the primary source for members to access information and find out about events being held and planned. I was only aware of two events in the last year (Information Warfare Division event and Cyber Summit) - did I miss anything else?*
- *More regular feedback to members. Updates to details on the website*
- *Would be great if ADIESA could collectively lobby to provide greater visibility to defence plans for programs and projects. This happens through industry engagement events, but can defence be influenced to provide broader or more regular updates?*
- *Continue to try to get more opportunities for of non board members engagement with Defence Decision makers - fantastic for the Focus group but looking at more senior engagement .*
- *Just more regular events and communication - to better facilitate planning of activities throughout the year.*



Australian Defence Information and Electronic Systems Association

Analysis and actions

Analysis of responses (19 member responses received):

- On the whole ADIESA is succeeding in its mission as stated
- Focus groups and IW EWG in particular have been well received
- Website needs work – in terms of clarity and update
- More ADIESA facilitation of engagement directly with defence staff is desired especially by SMEs

Actions: as a result of this survey the ADIESA board has resolved to:

- Maintain (or increase) the pace of Environmental Working Groups and Focus Groups
 - Review format and layout of website and update information more regularly
 - Consider ways to better facilitate direct defence engagement
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