

JOINT REPORT

SISEAP Member Survey 2026

Joint Report from the Communications, Membership and
Programme Committees

Prepared for the SISEAP Board, Management Committee and Convenors
August 2026 | 362 responses received

How to read this report

ESSENTIAL LIMITATION

This survey is not statistically representative of the whole of SISEAP. Participation was self-selected, responses were unevenly distributed across countries, and Australia contributed 60% of all responses. The findings are best understood as a directional pulse from respondents—not as a Federation-wide mandate or a measure of every member’s view.

The report retains the strongest common findings, reconciles overlapping material and separates strategic considerations from operational opportunities.

Interpretation principles

- All percentages refer to respondents, not to SISEAP membership as a whole.
- Country-level signals become less reliable as sample size falls; results from very small samples invite local conversation rather than generalisation.
- Multi-select questions can total more than 100%.
- Open-text comments add context and texture but cannot be counted as prevalence unless they were separately coded.

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1. Executive summary

The survey reveals that members remain engaged primarily because they want to make a difference through service and advocacy. However, members believe that future growth is being constrained by low community awareness of Soroptimist, challenges attracting younger women, membership costs, and organizational complexity.

The strongest message from the survey is that members want SISEAP to focus externally on visibility and recruitment while simplifying internal systems and supporting clubs to deliver meaningful projects.

The strongest respondent signals

- 44% selected service projects and community impact as the main reason for staying involved; advocacy (22%) and friendship or fellowship (20%) followed.
- The leading recruitment barriers were low community awareness (27%), membership fees (19%) and difficulty engaging younger women (18%).
- For the next three years, attracting younger members (44%) and increasing community visibility (37%) were the most selected focus areas.
- Email remains the leading single channel overall (about 59%), while WhatsApp is a stronger signal in Malaysia and Papua New Guinea and is relevant in Mongolia.
- Respondents most want club project highlights (41%), impact stories (37%) and practical programme resources or project ideas (27%).
- Only 45% reported reading both eSPAN and eBulletin regularly; comments frequently asked for shorter, less repetitive communication.
- Website experience is mixed: navigation, search and account access are recurring obstacles, while only 9% described regular and easy use.

2. Survey scope and response profile

The survey received 362 responses during 28 June–5 August 2026. Against an estimated Federation membership of about 1,780, this is approximately a 20% response rate. That is useful for identifying themes, but it does not correct for self-selection or uneven participation by country.

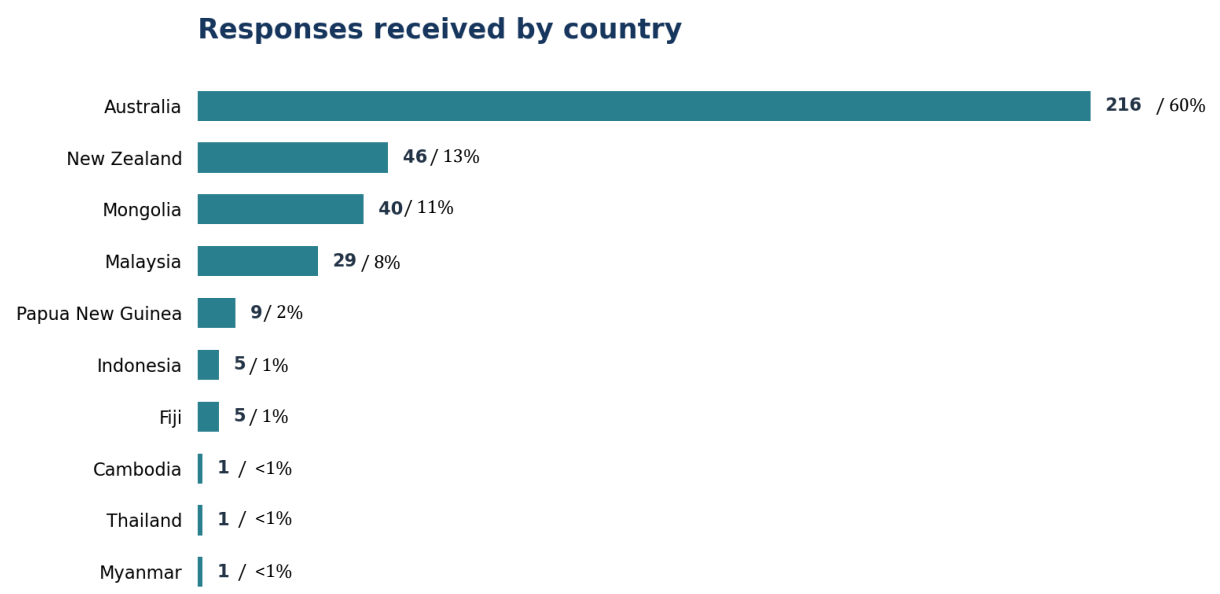


Figure 1. Response counts supplied in the analysis report. Nine respondents (2%) did not specify a country.

IMPLICATION FOR USE

Aggregate percentages are substantially shaped by Australian responses. Findings from Cambodia, Thailand and Myanmar—and, to a lesser extent, Indonesia, Fiji and Papua New Guinea—would benefit from validation through National Representative and club conversations before informing Federation-wide policy.

3. What respondents value—and factors affecting participation

Purpose remains the anchor

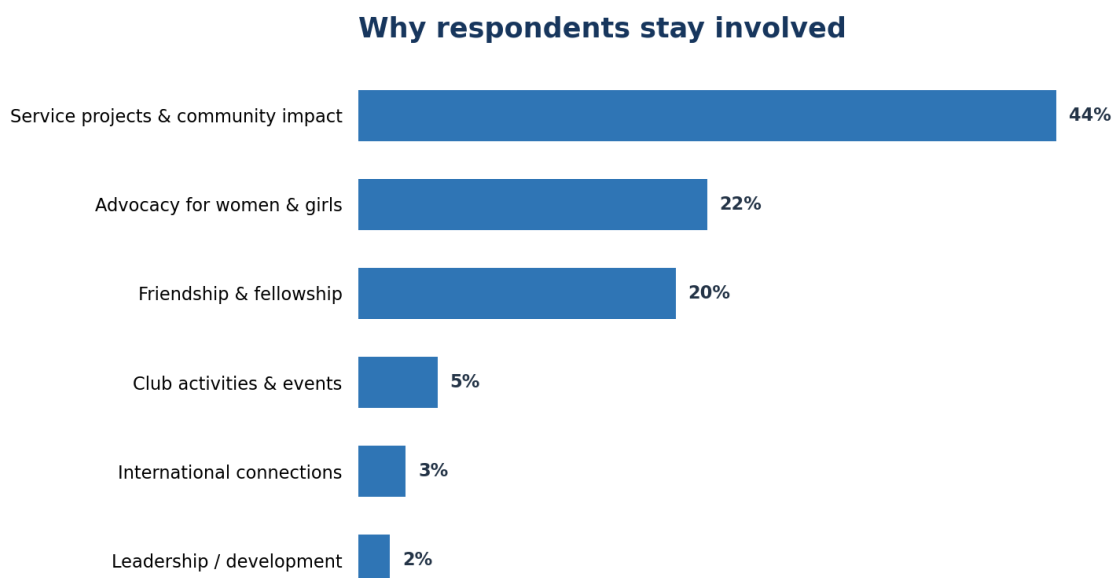


Figure 2. Share of respondents selecting their main reason for continued involvement (rounded).

The pattern points to a value proposition built around meaningful service, advocacy and belonging. Organisational arrangements may make their strongest contribution when they help members and clubs access and sustain those experiences.

Recruitment and sustainability concerns

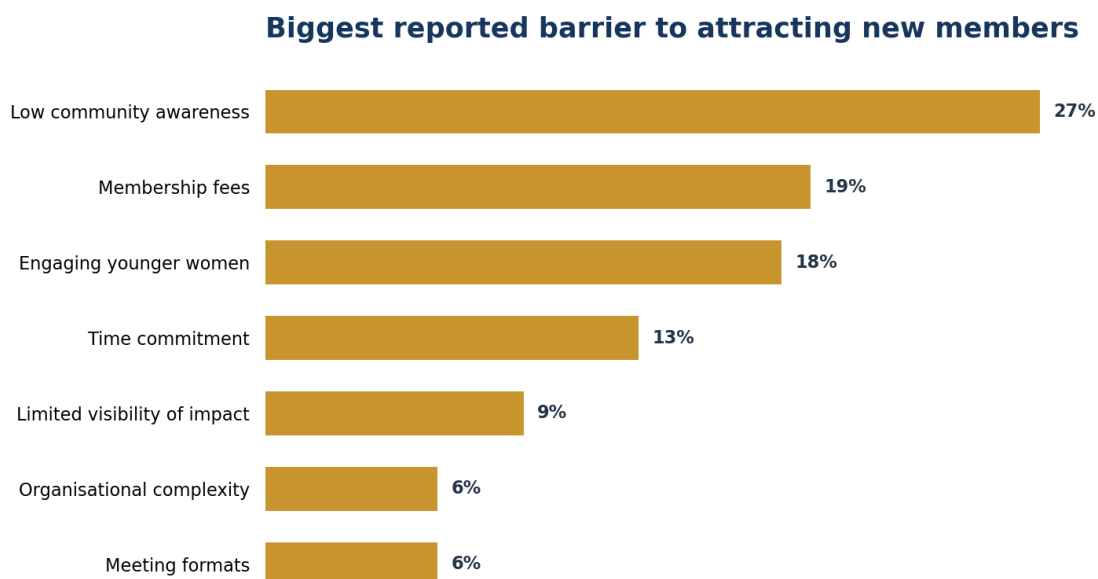


Figure 3. Share of respondents selecting the biggest barrier to attracting new members (rounded).

Visibility and ease of participation appear interconnected. Limited awareness may make it harder for prospective members to understand Soroptimist's purpose, while cost, meeting practices, unclear systems or time commitments may also influence decisions about joining and remaining involved.

FOR CONSIDERATION

A shared question for SISEAP could be: How might we help the next generation discover, understand and participate in Soroptimist while protecting what current members most value?

4. Communications, publications and website

Channels: a Federation default with local adaptation

Email is the strongest single preferred channel overall, but this should not be read as a request for more email. Open comments repeatedly favoured fewer, shorter and better-coordinated messages. Country patterns suggest value in a channel architecture: a concise alert through a locally useful channel, linked to one dependable source for full information.

Country	Primary signal	Secondary signal	How this might be explored
Australia	Email	Publications / club meetings	Shorter, better-targeted email with clear links.
Malaysia	WhatsApp	Email	Mobile-first alerts linking to authoritative information.
Papua New Guinea	WhatsApp	Email	Accessible, locally relevant, low-bandwidth communication.
New Zealand	Email	Publications / WhatsApp	Consolidated and predictable communication.
Mongolia	Email	Facebook / Messenger / publications	Multi-channel distribution and cross-club connection.
Indonesia	Email / eBulletin	WhatsApp	Formal updates combined with mobile communication; validate locally.
Fiji	Email	eBulletin	Email-led approach; validate locally.
Cambodia	Email	—	Single response; local confirmation essential.
Myanmar	Email	—	Single response; local confirmation essential.
Thailand	Email	—	Single response; local confirmation essential.

Country preferences are directional. The channel pattern was checked against the response sheet; seven customised responses were retained as free text rather than forced into a standard channel category.

Content: lead with purpose and usefulness

Content respondents most want to receive

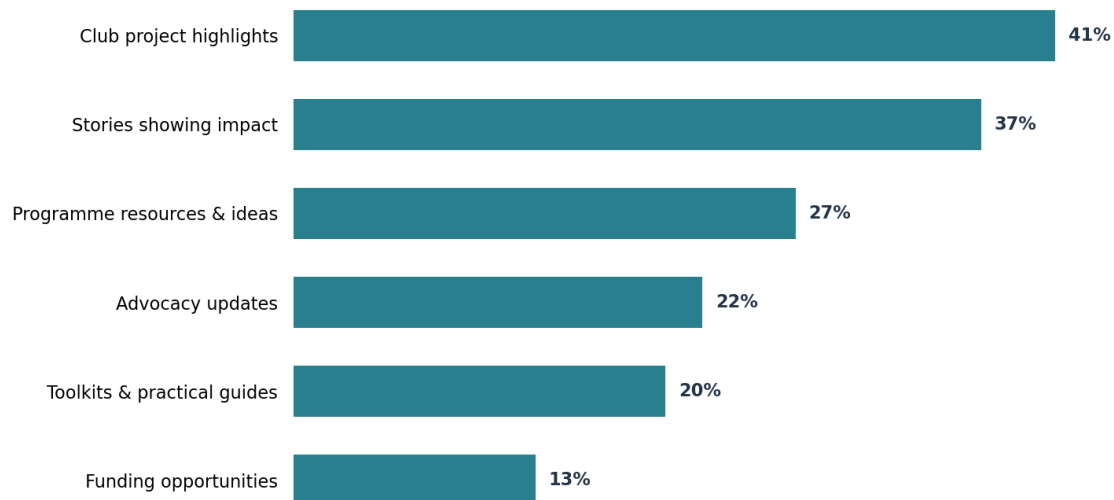


Figure 4. Content respondents most want to receive; this was a multi-select question (rounded).

Publications

Reported readership pattern	Respondents	Share
Read both regularly	162	45%
Read occasionally	101	28%
Rarely read	41	11%
Usually read eSPAN only	23	6%
Do not read either	19	5%
Usually read eBulletin only	15	4%

The findings do not imply that publications have no value. They suggest an opportunity to clarify their purpose, reduce duplication and test a shorter, member-centred format that leads with impact, practical resources and relevant calls to action.

Website and knowledge access

Experience reported	Respondents	Share
Occasional use; hard to navigate	91	25%
Rare use; information found elsewhere	81	22%
Occasional use; generally finds what is needed	80	22%

Experience reported	Respondents	Share
Regular use; hard to find or navigate	51	14%
Regular use; easy to use	32	9%
Not aware of the website	9	2%
Never used it	1	<1%

Open comments add a related access concern: some respondents reported failed logins, password issues and difficulty accessing the members' area. This broadens the opportunity from visual redesign to information architecture, account access, search, ownership and content lifecycle.

FOR CONSIDERATION

The website or agreed repository could serve as the authoritative source of full information, while email, WhatsApp and social channels help members notice and reach it.

5. Strategic themes for Board discussion

The following themes are offered to support Board discussion alongside other evidence and perspectives. They have potential longer-term or Federation-wide implications for direction, policy, equity, governance and resourcing. The distinction between strategic and operational material is intended to aid discussion and coordination; several themes may naturally call for shared input from the Board, Management Committee, Convenors, countries and clubs.

1. Shared Federation outcomes

One possible area for discussion is whether a small set of shared outcomes for the next two to three years would be helpful—for example, stronger recruitment and retention, greater public visibility and understanding, and easier participation for members and clubs.

2. Public visibility and brand understanding

Discussion could include the possible scale and resourcing of a coordinated Federation-wide awareness effort, with scope for countries and clubs to adapt messages to their local context.

3. Affordability and regional equity

The responses may provide a useful basis for considering how fees are experienced across different currencies and purchasing-power contexts, together with the circumstances of smaller, remote and developing clubs.

4. Organisational simplicity

It may be helpful to reflect on how current organisational arrangements, reporting requirements and administrative practices support club-level impact, and whether any areas could be made simpler over time.

5. Information and communications governance

A shared discussion may help clarify where authoritative organisational information is held, how content ownership is assigned, and what publishing, review and archiving practices would best support the Federation.

6. Equitable access to digital information

Members across SISEAP have different access to computers, mobile devices and reliable internet connections. When future digital priorities are considered, it may therefore be helpful to ensure that essential information works well on mobile phones and slower connections, as well as on computers. This could support more equitable access across countries.

6. Operational opportunities for joint planning

The following ideas are offered as starting points for joint planning and small-scale testing. Their timing and relevance would depend on agreed direction, capacity, budget and existing work plans, and many may benefit from coordination among the Board, Management Committee, Convenors, countries and clubs.

Communications

- Developing, if useful, a simple overview of audiences, message types, sources, channels, responsibilities and frequency.
- Testing one concise member update—or clearer differentiation between eSPAN and eBulletin—before deciding on a future format.
- Giving greater prominence to club projects, impact stories, programme ideas, advocacy actions and practical resources.
- Retaining email as a broad default while supporting locally appropriate mobile communication where country evidence suggests it would be helpful.
- Considering shared guidance for concise writing, subject lines, proofing, accessibility, calls to action and publishing rhythm.
- Continuing collaboration with ICT or Knowledge Management on navigation, search, login, archiving and content ownership.

Membership

- Expressing the membership value proposition through service, advocacy, friendship and international connection.
- Exploring recruitment approaches for younger and time-poor women, including flexible, project-based or gradual participation pathways.
- Co-designing a plain-language onboarding pathway for new members and newly elected club officers.
- Learning more about retention factors in different country and club contexts, including fees, workload, meeting formats, succession and the experience of younger women.
- Offering clubs adaptable recruitment materials, conversation guides and mentoring support where these would be useful.

Programme / Programme of Service

- Making practical project and advocacy resources easier to find, adapt and use.
- Exploring ways to strengthen practical access to grant, funding and project-design support.
- Linking advocacy updates to practical local actions and collaborating with Communications on impact stories.

ICT and Knowledge Management

- Exploring account-access improvements that could make website use easier.
- Testing navigation and search with members who have different levels of digital confidence.

- Working together to identify an authoritative repository and suitable review and archiving practices.
- Designing for mobile devices and slower connections, while considering new platforms only where they are likely to make the overall experience simpler.
- Considering a small pilot for a best-practice exchange or searchable case library covering projects, lessons, partners, budgets and outcomes.

Appendix A. Detailed response tables

Three-year focus areas

Focus area	Respondents	Share
Attracting younger members	160	44%
Increasing community visibility and awareness	135	37%
Reducing membership costs	74	20%
Simplifying structures and systems	68	19%
Retaining existing members	63	17%
Supporting impactful club projects	60	17%
Improving communication and engagement	33	9%
Leadership and mentoring opportunities	18	5%

Two-year SISEAP priorities

Priority	Respondents	Share
Membership recruitment and retention support	217	60%
Advocacy and awareness campaigns	136	38%
Best-practice sharing between clubs	81	22%
Communications support and digital training	53	15%
In-person regional events	50	14%
Funding and grant-writing workshops	44	12%
Networking opportunities	34	9%
Leadership development programmes	26	7%
Online training and webinars	23	6%
Mentoring programmes	20	6%

Appendix B. Country communication preferences

The country summary below presents directional channel patterns checked against the response sheet. It should be considered alongside sample size and local knowledge.

Country	n	Primary signal	Secondary signal	Caution / opportunity
Australia	216	Email	Publications / club meetings	Largest sample; strong influence on aggregate.
New Zealand	46	Email	Publications / WhatsApp	Useful directional base.
Mongolia	40	Email	Facebook / Messenger / publications	Distributed preferences; engagement worth learning from.
Malaysia	29	WhatsApp	Email	Clear mobile-first signal.
Papua New Guinea	9	WhatsApp	Email	Small sample; mobile and local-language needs noted.
Indonesia	5	Email / eBulletin	WhatsApp	Very small sample.
Fiji	5	Email	eBulletin	Very small sample.
Cambodia	1	Email	—	Do not generalise.
Thailand	1	Email	—	Do not generalise.
Myanmar	1	Email	—	Do not generalise.

INTERPRETATION

The responses suggest potential value in a coherent Federation approach that also allows communication practices to be adapted to local circumstances.

Appendix C. Themes from open comments

- Communication volume, duplication and fragmentation.
- Website navigation, failed logins and multiple accounts.
- Fee burden and currency inequity.
- Organisational complexity, bureaucracy and meeting formality.
- Limited onboarding for new members and new office-bearers.
- Distance, language and resource barriers for smaller or remote clubs.
- Interest in member-to-member learning and cross-country project exchange.
- Low recognition and understanding of the Soroptimist name and impact.

- *End Report* -