Membership Survey 2021
Summary Results
Dear Members,

Firstly, a big thank you to all of you that completed our Membership Survey.

I am delighted to report that we received a total of 482 completed surveys. This represents 41% of our total membership and provides us with an immensely representative and valuable sample of your opinions, priorities, and ideas of how we can improve what we do for you.

You also helped raise £600 shared between three charities; Save the Children, Water Aid and Médecins Sans Frontières.

The information, ideas, and feedback that you provided will help the FOSFA International Council prioritise our plans and new investment in 2021 and beyond to strengthen, improve and expand services that you receive as a member including:

▪ Introducing new online distance learning resources
▪ Upgrading our residential education courses
▪ Wider international presence and representation
▪ More technical support and training
▪ Improved communications and better use of technology to improve efficiency, accessibility, and interaction with and between members.

Work has already started, and I look forward to sharing news of the new initiatives and improvements that we will be introducing over the coming months and years to help you get even more value from your membership of FOSFA International.

In the meantime, I hope you find the results of the survey interesting, valuable and helpful.

Thank you to all our Members for your continuing support and contribution to FOSFA International.
RESEARCH OBJECTIVES

- Discover how Membership services are used.
- Establish the most important reason(s) for Membership.
- Understand the importance of Membership benefits.
- Detail the overall rating of Membership and services.
- Determine likelihood of Members to recommend and renew Membership.
- Understand how the website is used and rated.
- Discover additional services that should be considered.
The research was conducted using Survey Monkey software. Each response generated a £1 donation to 3 charities. Teaser email was sent to Members in December 2020. The Survey was emailed to all Members in early January 2021. Two reminder emails were sent to stimulate response. 500 responses were generated and 482 completed the survey. Final sample was very good, representing 41% of Membership.
The whole Membership was emailed the survey.

The response rate of 482 (41%) was excellent.

A further 12 responses were received but the questionnaire were not completed.

The responses were carefully analysed to ensure all categories of Membership were represented in the sample.

Data was analysed to explore response by Member type, location, organisation size and establish if Membership would be renewed and recommended to others.
The image contains a bar chart titled "Region where member is located - Percentage." The chart shows the distribution of members across different regions of the world. The regions are color-coded and labeled as follows:

- Africa
- Eastern Europe
- Western Europe
- Eurasia
- Middle East
- South East Asia
- North America
- Central America
- South America
- The Caribbean
- Oceania

The sample size for this data is 439.

The chart indicates the following percentages:

- Africa: 3 members
- Eastern Europe: 18 members
- Western Europe: 36 members
- Eurasia: 17 members
- Middle East: 12 members
- South East Asia: 0 members
- North America: 4 members
- Central America: 4 members
- South America: 4 members
- The Caribbean: 0 members
- Oceania: 1 member
SIZE OF ORGANISATION - PERCENTAGES

Sample size: 482

- **ONE - SELF EMPLOYED**: 6
- **SMALL 1 - 50 EMPLOYEES**: 49
- **MEDIUM 51 - 500 EMPLOYEES**: 24
- **LARGE 500+ EMPLOYEES**: 20
RESPONSE BY MEMBERSHIP CATEGORY - PERCENTAGE

<table>
<thead>
<tr>
<th>Membership Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trading or Broker</td>
<td>22%</td>
</tr>
<tr>
<td>Non Trading / Advisory / Consultancy</td>
<td>13%</td>
</tr>
<tr>
<td>Superintendent</td>
<td>44%</td>
</tr>
<tr>
<td>Analyst</td>
<td>20%</td>
</tr>
<tr>
<td>Kindred Association</td>
<td>2%</td>
</tr>
</tbody>
</table>

Sample size: 482
90% rated the overall value of FOSFA Membership as “Excellent” or “Good”.

Overall Value of FOSFA Membership - Percentages

- **Excellent**: 33
- **Good**: 57
- **Average**: 10
- **Poor**: 0
- **Very Poor**: 0
- **Don’t Know**: 1

Sample size: 482
HOW LIKELY ARE YOU TO RENEW your FOSFA MEMBERSHIP?
(PERCENTAGES AND MEAN SCORE)

92% said they were either extremely or very likely to renew their membership.
**MEMBERSHIP RECOMMENDATION:**

Score 1 = Would definitely not recommend membership and 10 = Would strongly recommend membership - Percentages and Mean Score

*85% scored 8 or more for recommending FOSFA Membership.*

*8.85 Mean score.*

Sample size: 427
Sample size: 409
<table>
<thead>
<tr>
<th>Services Used? By Region - Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sample size:</strong> 471</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Standard Contracts and Forms</th>
<th>Technical Services eg Superintendents and Analysts</th>
<th>Education and Training Programme</th>
<th>Arbitration Services</th>
<th>Codes of Conduct</th>
<th>Industry Information and Knowledge</th>
<th>Settlement Price Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Sample</td>
<td>65</td>
<td>67</td>
<td>53</td>
<td>42</td>
<td>28</td>
<td>25</td>
<td>37</td>
</tr>
<tr>
<td>Africa</td>
<td>67</td>
<td>67</td>
<td>53</td>
<td>42</td>
<td>28</td>
<td>25</td>
<td>37</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>68</td>
<td>80</td>
<td>63</td>
<td>56</td>
<td>45</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>Western Europe</td>
<td>80</td>
<td>80</td>
<td>60</td>
<td>71</td>
<td>60</td>
<td>45</td>
<td>29</td>
</tr>
<tr>
<td>Eurasia</td>
<td>76</td>
<td>76</td>
<td>53</td>
<td>62</td>
<td>53</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>Middle East</td>
<td>62</td>
<td>46</td>
<td>4646</td>
<td>46</td>
<td>24</td>
<td>14</td>
<td>8</td>
</tr>
<tr>
<td>South East Asia</td>
<td>77</td>
<td>77</td>
<td>30</td>
<td>30</td>
<td>23</td>
<td>14</td>
<td>8</td>
</tr>
</tbody>
</table>

Sample size: 471
Sample size: 482
FREQUENCY OF SERVICES USED BY TYPE - PERCENTAGES

- **STANDARD CONTRACTS AND FORMS**
  - Daily: 7%
  - Weekly: 10%
  - fortnightly: 6%
  - Monthly: 32%
  - Rarely: 29%
  - Not used in past year: 16%

- **ARBITRATION SERVICES**
  - Daily: 2%
  - Weekly: 4%
  - Fortnightly: 2%
  - Monthly: 7%
  - Rarely: 20%
  - Not used in past year: 66%

- **TECHNICAL SERVICES EG SUPERINTENDENTS AND ANALYSTS**
  - Daily: 10%
  - Weekly: 10%
  - Fortnightly: 4%
  - Monthly: 25%
  - Rarely: 20%
  - Not used in past year: 31%

- **CODES OF CONDUCT**
  - Daily: 3%
  - Weekly: 5%
  - Monthly: 2%
  - Rarely: 18%
  - Not used in past year: 30%

*Sample size: 409*
Frequency of Services Used by Type - Percentages

- **Daily**
- **Weekly**
- **Fortnightly**
- **Monthly**
- **Rarely**
- **Not Used in Past Year**

### Education and Training Programmes
- Daily: 61
- Weekly: 1
- Fortnightly: 25
- Monthly: 1
- Rarely: 11
- Not Used in Past Year: 1

### Industry Information and Knowledge
- Daily: 37
- Weekly: 30
- Fortnightly: 22
- Monthly: 5
- Rarely: 4
- Not Used in Past Year: 2

### Members Directory
- Daily: 18
- Weekly: 30
- Fortnightly: 4
- Monthly: 2
- Rarely: 4
- Not Used in Past Year: 1

### Settlement Price Information
- Daily: 71
- Weekly: 6
- Fortnightly: 3
- Monthly: 1
- Rarely: 1
- Not Used in Past Year: 1

Sample size: 471
**REASONS FOR MEMBERSHIP:**
A Score of 1 = Not at all Important, 10 = Extremely Important - Mean Scores

<table>
<thead>
<tr>
<th>Reason</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is an important Association in my Industry</td>
<td>8.41</td>
</tr>
<tr>
<td>I need some or all of the services FOSFA provides</td>
<td>7.46</td>
</tr>
<tr>
<td>Provides opportunities to lobby for industry changes I would like to see</td>
<td>6.25</td>
</tr>
<tr>
<td>FOSFA helps improve standards in the industry</td>
<td>7.92</td>
</tr>
<tr>
<td>It helps me communicate with like-minded people in my industry</td>
<td>6.93</td>
</tr>
<tr>
<td>I want to increase my business with FOSFA members</td>
<td>7.21</td>
</tr>
<tr>
<td>I want to learn through FOSFA educational services</td>
<td>6.55</td>
</tr>
</tbody>
</table>

Sample size: 418
## Extent Agree with Statements About FOSFA Benefits - Percentages

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Neither Agree nor Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership is an Advantage when Trading Commodities</td>
<td>40</td>
<td>45</td>
<td>7</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Contracts Help me Trade More Confidently</td>
<td>29</td>
<td>45</td>
<td>11</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Arbitration Service Makes me More Confident if Something Goes Wrong</td>
<td>50</td>
<td>0</td>
<td>15</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Membership Helps Ensure High Quality of Traded Goods</td>
<td>28</td>
<td>49</td>
<td>13</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Membership Helps Provide Valuable Contact and Networking Information</td>
<td>26</td>
<td>55</td>
<td>15</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Basic and Advanced Educational Courses Help me Understand the Trade Better</td>
<td>47</td>
<td>25</td>
<td>15</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Technical Services Ensures Best Practice in Carriage and Transportation of Goods</td>
<td>26</td>
<td>57</td>
<td>9</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Sample size:** 432
Overall Quality of FOSFA Contracts Service - Percentages

82% said they were either “Excellent” or “Good”

93% said they were either “Excellent” or “Good” (excluding don’t know)

Sample size: 482
OVERALL QUALITY OF FOSFA ARBITRATION AND APPEALS SERVICE
- PERCENTAGES

53% said they were either “Excellent” or “Good”

93% said they were either “Excellent” or “Good” (excluding don’t know)

Sample size: 437
80% said they were either “Excellent” or “Good”.

94% said they were either “Excellent” or “Good” (excluding “Don’t know”).

Sample size: 409
RATING OF THE OVERALL QUALITY OF EDUCATIONAL SERVICES - PERCENTAGES

57% said they were either “Excellent” or “Good”

81% said they were either “Excellent” or “Good” (excluding “Don’t Know”)

Sample size: 432
<table>
<thead>
<tr>
<th>Category</th>
<th>Excellent</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very Poor</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ease of Navigation</td>
<td>62</td>
<td>18</td>
<td>15</td>
<td>3</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Ease of Finding Information</td>
<td>59</td>
<td>21</td>
<td>14</td>
<td>3</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Providing Sufficient Information</td>
<td>65</td>
<td>17</td>
<td>13</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Speed of Pages Loading</td>
<td>60</td>
<td>18</td>
<td>18</td>
<td>3</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Ease of Providing Feedback</td>
<td>53</td>
<td>20</td>
<td>11</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Being Visually Appealing</td>
<td>59</td>
<td>25</td>
<td>14</td>
<td>1</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Providing Relevant Information</td>
<td>66</td>
<td>16</td>
<td>14</td>
<td>4</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Ability to Connect with Other Members</td>
<td>42</td>
<td>26</td>
<td>9</td>
<td>4</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Sample size: 419
WHAT THREE WORDS WOULD YOU USE TO DESCRIBE FOSFA?

 SOURCE: FOSFA INTERNATIONAL MEMBERSHIP SURVEY 2021
The sample regarded the benefits FOSFA membership offers as extremely valuable (all scores are out of 5).

- ‘Being a member of FOSFA is an advantage when trading commodities’  
  Score 4.36 (don't know 8%)
- ‘Contracts help me trade more confidently’  
  Score 4.19 (don't know 14%)
- ‘Arbitration Service makes me more confident if something goes wrong’  
  Score 4.05 (don't know 15%)
- ‘Membership helps ensure high quality of traded goods’  
  Score 4.09 (don't know 7%)
- ‘Membership provides valuable contract and networking information’  
  Score 4.09 (don't know 4%)
- ‘Basic & Advanced Educational Courses help me understand the trade better’  
  Score 3.86 (don't know 13%)
- ‘Technical Services ensures best practice in carriage and transportation of goods’  
  Score 4.16 (don't know 7%)
Conclusions

FOSFA services were highly valued by members.

- All mean scores achieving over 4 out of 5.
- The nett excellent scores were over 80% except where there was a high “don’t know”.
- The website was rated highly with mean scores of just under 4. Percentage scores for Nett Excellent / Good were very high except where there was a high “don’t know” score.
- The propensity to recommend membership of FOSFA was extremely high at mean score 8.85 out of 10; 85% rated this factor between 8 and 10.
- The propensity to renew membership of FOSFA was extremely high mean score 4.49 out of 5; 92% said they would; just 1% said “not very likely”.

Conclusions

FOSFA is considered an important association by its’ members.

- ‘Being an important association in my industry’
  mean score of 8.41
- ‘I need some or all of the services FOSFA provides’
  mean score 7.46
- ‘Provides opportunities to lobby for industry changes I would like to see’
  mean score 6.25
- ‘FOSFA helps improve standards in the industry’
  mean score 7.92
- ‘It helps me communicate with like-minded people in my industry’
  mean score 6.93
- ‘I want to increase my business with FOSFA members’
  mean score 7.21
- ‘I want to learn through FOSFA Educational Services’
  mean score 6.55
Conclusions

The sample agreed very strongly or agreed that Membership of FOSFA delivers a wide range of positive benefits.

- ‘Membership of FOSFA is an advantage when trading commodities’ 85%
- ‘Contracts help me trade more confidently’ 74%
- ‘Arbitration Service makes me more confident if something goes wrong’ 70%
- ‘Technical Services ensures best practice in Carriage and Transportation of Goods’ 83%
- ‘Membership Helps Ensure High Quality of Traded Goods’ 77%
- ‘Membership Provides Valuable Contract and Networking Information’ 81%
- ‘Basic and Educational Courses Help me Understand the Trade Better’ 62%
Conclusions

Members responded from all regions, sizes of organisation and type of organisation and used all of FOSFA’s services.

- Members used all the FOSFA services.
- Lowest usage was of Codes of Conduct (28%); Industry Information and Knowledge (27%); Education and Training (25%); Arbitration Services (19%) and Settlement Price Information (10%).
- Services usage was lowest in South East Asia for Standard Contract and Forms (46%); usage in Western of Europe of Arbitration Services (36%) and Education Training Programmes (45%) was higher. In South East Asia usage of Members Directory was lower than the total sample at 37%.
- Standard Contracts were used more by Trading or Broker (88%) and Non Trading / Advisory / Consultancy (83%); Analyst used less (47%).
- Arbitration services were used more by Trading or Broker (36%); Non Trading / Advisory / Consultancy (62%); Superintendent and Analyst were low 6% and 5% respectively.
Conclusions

Members responded from all regions, sizes of organisation and type of organisation and used all of FOSFA’s services.

- Technical Services e.g., Superintendents and Analysts were less used by Trading or Broker (42%) and Non Trading/Advisory/Consultancy (35%) but more by Superintendents (84%) and Analysts (86%)

- Education & Training Programmes used more by Trading or Broker (41%), by Non Trading/Advisory/Consultancy (48%) but less by Analyst (4%)

- Codes of Conduct used less by Trading or Brokers (15%)

- Members Directory was used more by Non Trading/Advisory/Consultancy (73%), less by Analysts (45%)

- Information & Knowledge used more by Trading or Broker (41%) and by Non Trading/Advisory/Consultancy (33%); less by Analyst (18%)

- Settlement Price Information was used more by Trading or Broker (21%)
Members provided verbatim comments on how they would like FOSFA to improve and develop its services including . . .

"Training more readily available via internet" - “More online education services.”

"Modernize and make more relevant without losing the core of the education requirement”

“FOSFA needs to reach out to the associations in different geographical regions and spread out the benefits of membership.”

“Become more global” - “Attend more international events. Showcase the Federation.”

“Sell the benefits and the services more strongly to the membership who take FOSFA for granted.” – “Be more proactive with members.” - “More awareness and webinar to highlight the benefits of FOSFA.”

“Faster arbitration procedures; more info on arbitration cases going on so we can learn from others’ mistakes.” – “More events for arbitrators” – “Recruit more arbitrators”. 
YOUR VOICE MATTERS . . .
THANK YOU FOR TAKING PART