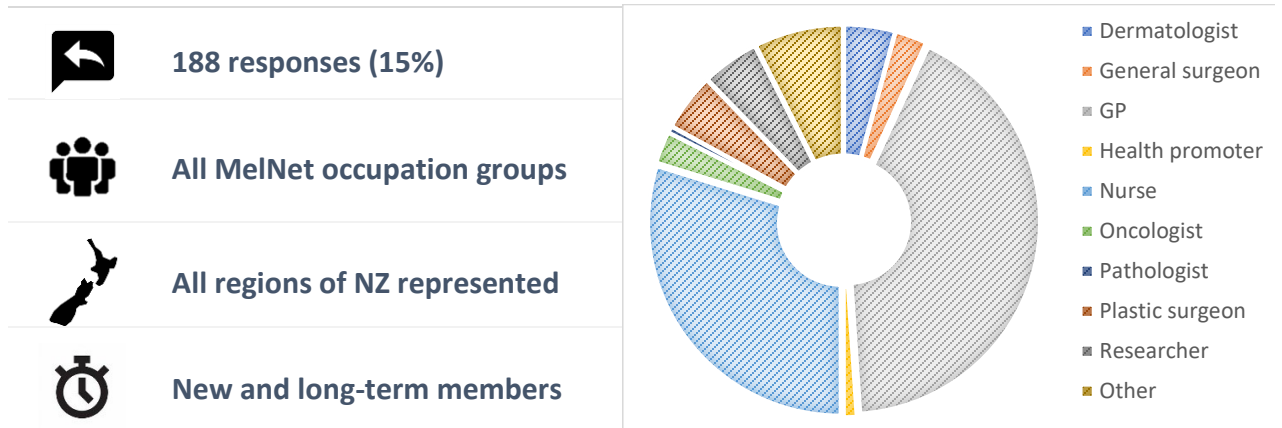


# MelNet 2020 MEMBERSHIP SURVEY

## RESPONDENTS

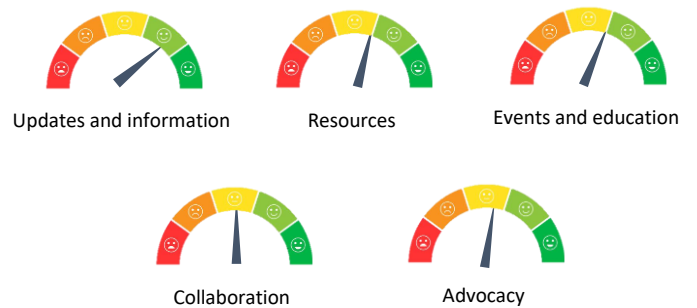


## MELNET'S PERFORMANCE

WHY ARE YOU A MEMBER OF MELNET?

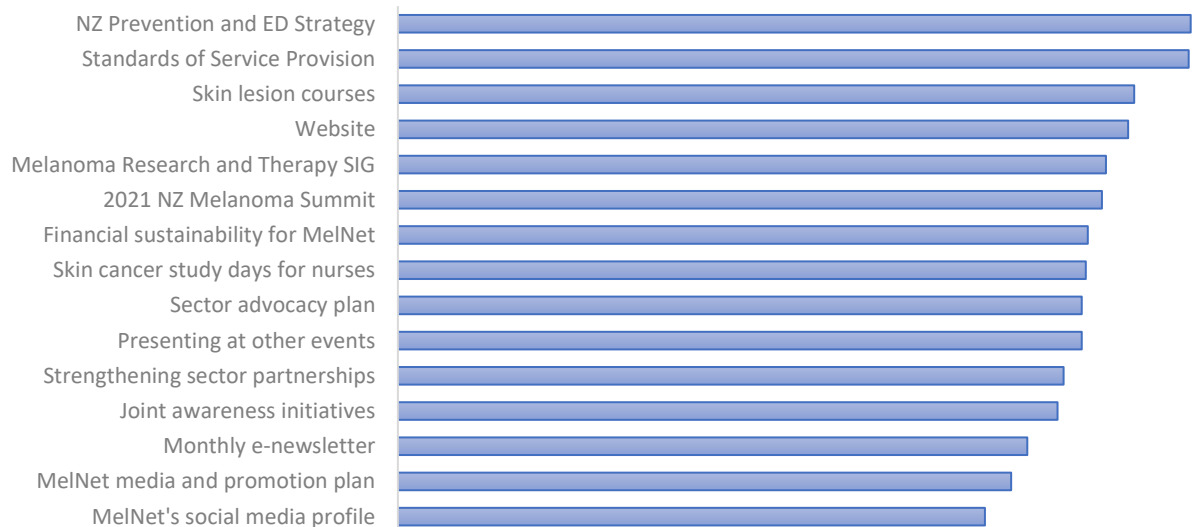


HOW WELL IS MELNET MEETING YOUR NEEDS?



**"I think MelNet does a great job and should be commended for what you do."**  
- 2020 survey respondent

## PRIORITIES FOR ACTION



## COMMUNICATION



**93%**  
of respondents read  
the newsletter



90%  
find it useful to some  
extent



**11%**  
of respondents follow  
MeINet on Facebook



15%  
find it useful to  
some extent

“Love being kept up to date with the latest research, guidelines, learning and networking opportunities. Post across multiple platforms – don’t just use one option.”

- 2020 survey respondent

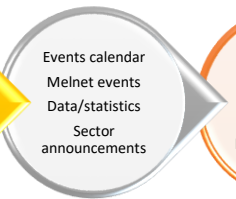


Monthly emails were the preferred method of receiving communications.  
Monthly or quarterly webinars was the preferred secondary method of communication.  
85% of respondents did not want information via any suggested social media platforms.

## INFORMATION AND RESOURCES

WHAT INFORMATION OR RESOURCES DO YOU FIND MOST USEFUL?

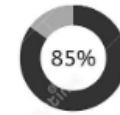
Least



Most



**66%**  
of respondents use  
the MeINet website



85%  
find it useful to some  
extent

“I would love to see the MeINet website have a more comprehensive library of resources with things like literature reviews, research, latest information on treatments and trials, and international guidelines.”

- 2020 survey respondent

## EDUCATION AND COLLABORATION

WHAT IS YOUR PREFERRED METHOD OF LEARNING?



**69%** of respondents preferred in-person learning

- Regular regional small group training
- Affordable courses for those who self-fund
- Upskilling in dermatoscopy and basic surgical skills
- Advanced workshops
- Nurse specific education



**56%** of respondents preferred online learning

- Live webinars on trending topics with real time Q&A
- Discussion boards



**Respondents want greater collaboration**

- Involvement at other organisation’s specialist events
- Networking opportunities
- Education alignment across skin cancer groups

Acting as a central hub of information and the point for joint advocacy is your main job. Leave the education for other groups.”

- 2020 survey respondent

## ADVOCACY



- Primary prevention
- Primary care
- Dermoscopists as a professional group

## FINANCIAL SUSTAINABILITY

**66%** of respondents would support MeINet financially

- 51% as a membership fee
- 11% as a one-off donation
- 4% as a regular donation
- Most respondents indicated that between \$1 - \$50 or \$51 - \$100 as a reasonable annual fee

Please send feedback to [melnet@melnet.org.nz](mailto:melnet@melnet.org.nz)