

VBA STAKEHOLDER RESEARCH

Communication Preferences

In November 2021, the VBA surveyed registered building practitioners, registered and licensed plumbing practitioners, owner-builders and building owners to understand their preferences for how the VBA communicates with them. The results will help the VBA improve the way it interacts with its audiences.



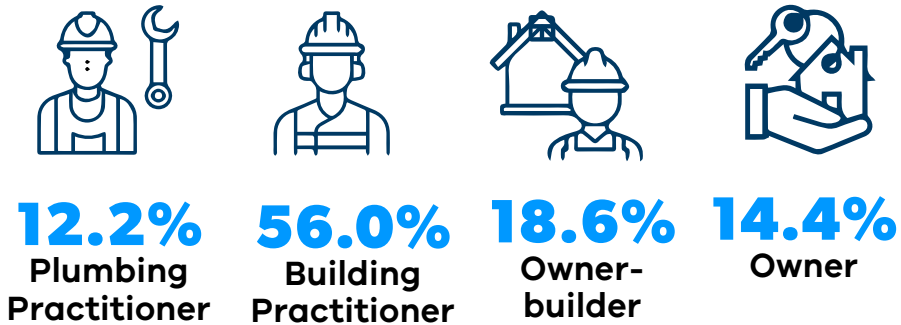


SURVEY PARTICIPANT PROFILE

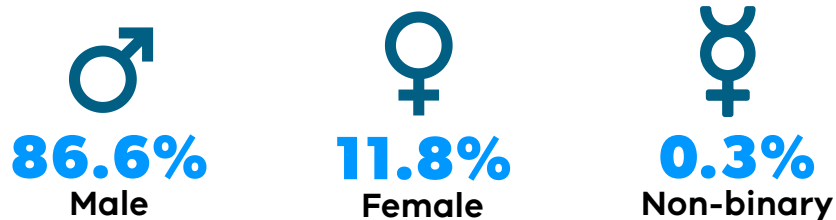
Total surveys completed: 764

Response rate: 2.5%

Survey participant type

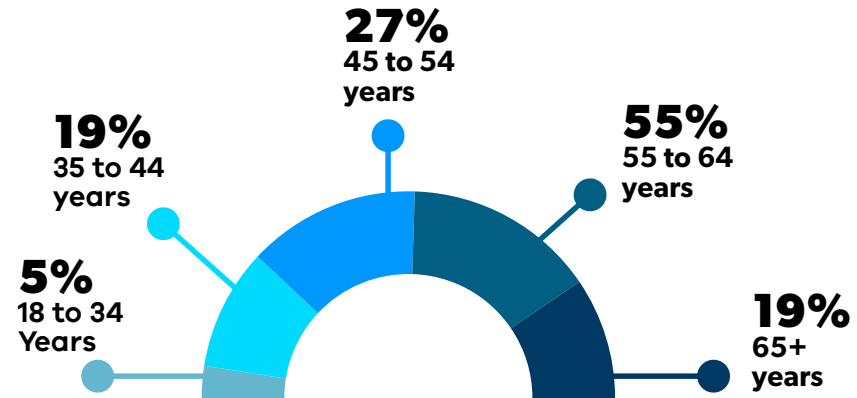


Gender



Prefer not to say 1.3%

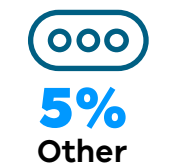
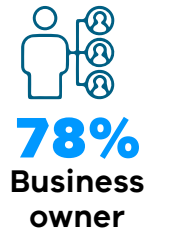
Age



Location in Victoria



Business role*



* only asked of building and plumbing practitioners

CURRENT CONTACT WITH THE VBA

When



45%

Engage with VBA
at least once a
month

How



55%

VBA website



42%

Email

Why



85%

Making a
transaction



64%

Seeking
information



30%

Educational

VBA COMMUNICATION CHANNELS

Compared to other government agencies

Scale



Better

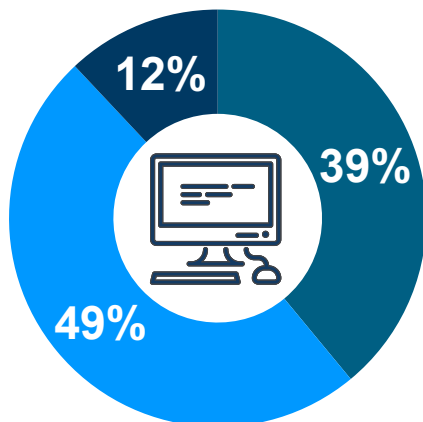


About the same

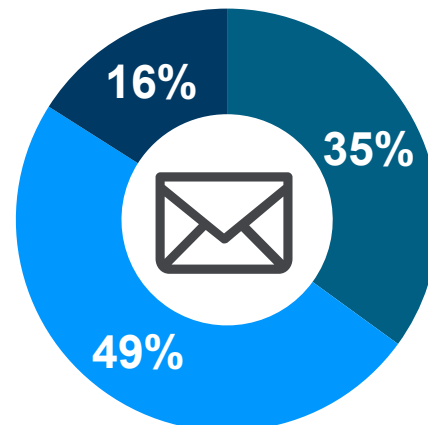


Worse

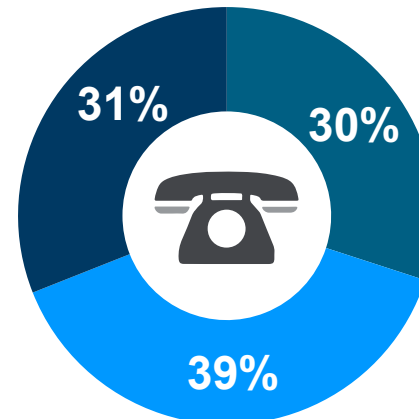
Website



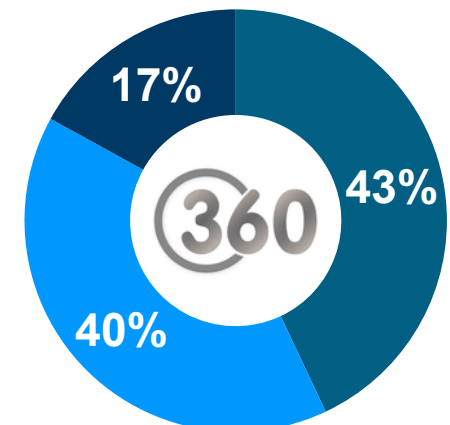
Email



Telephone



VBA360



FUTURE COMMUNICATION PREFERENCES

Four potential engagement channels were tested



48%
would use a
smartphone app



42%
would use a
messaging app



40%
would use a
live web chat



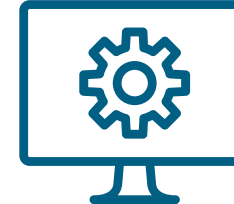
37%
would use a
video chat

PRACTITIONER EDUCATION SERIES WEBINARS



25%
attended a
practitioner
education
series webinar

OF WHICH



72%
have a preference
for accessing the
webinars online
rather than in person

1 IN 4 respondents had accessed a Practitioner Education Series webinar in the 12 months to November 2021



Building surveyors, building inspectors and building designer respondents were most likely to have accessed the webinars. Among those who engaged, the webinars were seen to be a useful and practical series, with many finding the content to be industry relevant, helping to make a meaningful change in practice.

PRACTITIONER PERCEPTIONS OF WEBINARS

84%
agreed that
the webinars
help improve
competence in
the plumbing
and building
industries

81%
agreed that
webinar
presenters were
knowledgeable
on the topic

80%
agreed the
webinars
helped
them better
understand
technical
requirements
relevant to
their work

80%
agreed the
webinars
were directly
beneficial to
them

77%
agreed that
webinar
content helped
them better
understand their
responsibilities
as a practitioner

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