

VBA STAKEHOLDER RESEARCH

VBA function and strategy

The VBA engaged EY Sweeney to undertake qualitative research with 30 stakeholders with whom the VBA has a close working relationship. The purpose of the research was to measure stakeholder perceptions against three pillars in the *Strategic Plan 2022-27, Vision27*, to provide baseline performance information.

Pillar 1 - A trusted regulator

Pillar 2 - A knowledge organisation

Pillar 5 - An effective connector

Fieldwork was conducted in April and May 2022.

THEME

KEY INSIGHTS

Awareness and understanding of the VBA and its functions



Stakeholders were generally satisfied with their own level of understanding of the VBA and its functions. While stakeholders may not be aware of the full scope of VBA's functions, they were comfortable with this and believe the responsibility to be informed of the VBA's functions is shared.

Vision27 strategic pillars

① ② ⑤



The pillars were perceived to align with perceptions of the VBA's core functions, and as a sign that the VBA is moving in a positive direction. VBA has accurately targeted key areas that stakeholders would like to see in focus over the next five years. Largely unified endorsement of the pillars is encouraging given the unique challenges and priorities of different stakeholders.

Perceptions of VBA as a trusted regulator

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Stakeholders were mixed in the extent to which they currently trust the VBA to regulate the industry, perceiving that capability and capacity restraints limit its effectiveness to regulate, which in turn impacts the extent to which they find the VBA to be trustworthy. Industry stakeholders were particularly critical.

Perceptions of VBA as a knowledge organisation

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Stakeholders welcomed this pillar. They expect the VBA to monitor and evaluate industry practice to identify new and emerging areas of concern, feeding into its regulatory activities. There were mixed perceptions – some commending the VBA's focus on research and its insights, with others perceiving a lack of effective data use.

Perceptions of VBA as an effective connector

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Stakeholders believe this pillar sits well within the VBA's remit, and is an area where focus is required. However, stakeholders wondered if this pillar is too much for the VBA to tackle given perceived challenges (e.g., lack of senior technical subject matter experts providing leadership, staff turnover).

Perceptions of VBA's ability to deliver against pillars

① ② ⑤



There was mixed confidence in the VBA's ability to deliver on the strategic plan, based on stakeholder current and previous experience (including historically with the Building Commission). Enhancing transparency, communication, and value for stakeholders is key to shifting their perceptions about the VBA's ability to deliver.

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