



# MEMBER ANNUAL SURVEY

SUMMARY

# 2025

# SUMMARY

**Thank you to all members who took part in our 2025 Annual Member Survey. Your feedback plays a vital role in shaping our priorities and ensuring the Committee continues to deliver value, connection, and impact for Wyndham's business community.**

We're proud to share that members continue to rate their experience with the Committee highly, highlighting the quality of events, strong connection opportunities, and the meaningful advocacy we provide for businesses across the region.

Members value the connections and insights gained through involvement, with many describing their membership as "invaluable" in opening doors, strengthening partnerships, and deepening ties within Wyndham.

Looking ahead, members expressed interest in:

- More industry and leadership-focused events such as tours, roundtables, and forums.
- Continued advocacy on key local issues like East Werribee and Local Government Area engagement.
- Continuation of sharing member stories and collaboration opportunities through our communications.

Importantly, members reaffirmed that the Committee's core focus on advocacy, connection, and storytelling remains central to its success and to the ongoing growth of Wyndham's business community.

***"Being part of the Committee has strengthened our connections and opened doors to meaningful partnerships."***

We thank all participants for their valuable insights and ongoing support. Your feedback continues to guide our work as we connect, advocate, and tell Wyndham's story together.

# MEMBERSHIP EXPERIENCE

The Committee for Wyndham delivered exceptional value and satisfaction to its members in 2025:

- **Universal Satisfaction:**  
100% of members reported that their membership is meeting their expectations.
- **Perceived Value:**  
When asked if the value of membership matches the benefits offered, all respondents either answered 'Yes' or indicated they needed to better utilise the resources before passing judgement, with many stating the value is strong and worth every cent.
- **Key Membership Drivers:**  
The top-two most valued benefits members gained from their membership were 'Relationships Developed' (88.9%) and 'Collaboration Opportunities' (77.8%).

- **Original Attraction:**  
The primary factors that initially attracted members to join were 'Connection' (77.8%) and 'Community Engagement' (72.2%).
- **Recommendation:**  
Majority of members indicated they would recommend Committee for Wyndham membership to others. Reasons cited include effectively connecting businesses and key people, being a valuable information sharing group, and providing strong opportunities for connection, collaboration, and advocacy.

**100%**

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# EVENTS AND ENGAGEMENT

Events and engagement activities were a cornerstone of the Committee's success in 2025:

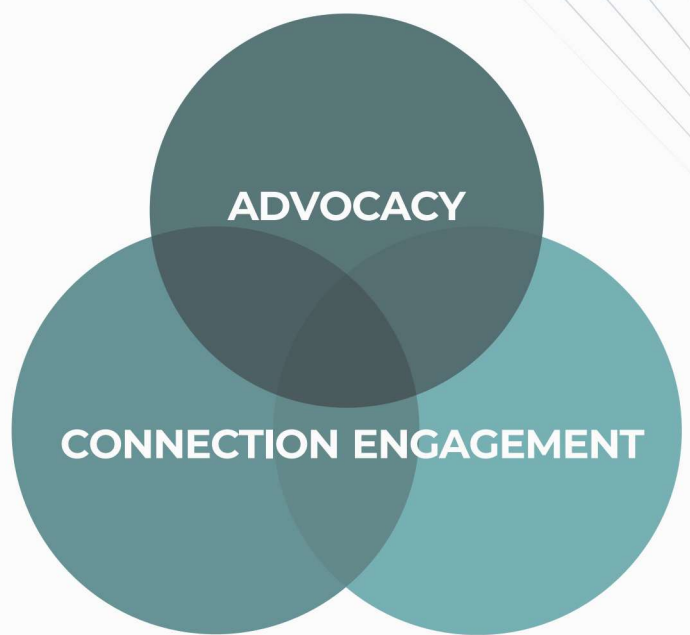
- **High Event Satisfaction:** Member satisfaction with events was overwhelmingly positive, with 72.2% reporting being *'Very Satisfied'*, 22.2% being *'Satisfied'* and 5.6% *'Somewhat Satisfied'*.
- **Event Feedback:** Comments highlighted that events are always really well run, have a great turnout, and offer extremely valuable networking and connection opportunities. Members valued the insights, knowledge sharing, and variety of events.
- **Member Engagement:** Members feel highly involved, with 94.4% reporting feeling either *'Engaged'* (50%) or *'Very Engaged'* (44.4%) with Committee activities.
- **Growth Facilitation:** Membership has been instrumental in business and network growth, primarily through *'Networking and Connection'* (77.8%) and providing *'Industry insights'* (72.2%).
- **Future Support:** Over half of the members (61.1%) would consider sponsoring an event in 2026, indicating high confidence and willingness to invest further in the Committee's initiatives.



# MEMBER-DEFINED PRIORITIES

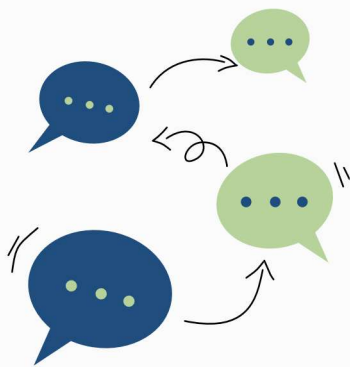
Respondents feel the top priorities for the Committee in 2026 should be advocacy for Wyndham and the West and connecting business for local collaboration, continuing events and linking the business community together, and focusing on the East Werribee and Avalon precincts.

A suggestion is creating more opportunities for open dialogue between local businesses and local government, such as roundtables or forums, to improve awareness of projects and opportunities.



# COMMUNICATION

**Communication from the Committee for Wyndham is rated very highly, with 77.8% rating it as 'Excellent' and 22.2% rating it as 'Good'.**



The most enjoyed content in the newsletter includes *'Upcoming events'* (94.4%) and *'Member stories'* (77.8%).

Suggestions for content or information members would like to see more of focused on continuing stories about members and opportunities for collaboration, learning about members' businesses, progress with the East Werribee precinct plan, and industry insights data on specific growth areas.

# FUTURE FOCUS AND RECOMMENDATIONS

The Committee is seen to represent the diverse interests of its members 'Very well' (77.8%) or 'Well' (22.2%).

The vast majority of members would recommend Committee for Wyndham membership to others because it connects businesses and key people, offers a valuable networking and information sharing group, and provides strong opportunities for connection, collaboration, and advocacy.

Most respondents expressed an appetite to extend the Committee's advocacy efforts beyond Wyndham-based borders to the wider western region, for collaboration and connection as long as Wyndham remains the central focus and strong local connections are preserved.



# ACKNOWLEDGEMENTS

We extend our deepest gratitude to every member who participated in the 2025 Annual Member Survey. Your willingness to share honest, thoughtful feedback has been instrumental in shaping the direction and priorities of the Committee for Wyndham for the coming year.

The results particularly the 100% satisfaction rating and the overwhelming support for our advocacy and networking and connection opportunities at events are a direct reflection of your active engagement and belief in our collective mission. The Committee's strength lies in the relationships and collaborative spirit of its members, and we are truly proud to represent such a dedicated and dynamic business community.

Your valuable input has already established our focus on strengthening the connection between the local business community and the Local Government Areas, delivering more focused industry insights, and continuing our strong advocacy work for Wyndham and connection to the West.

Thank you for your partnership, your trust, and your commitment to making Wyndham a thriving region. We look forward to continuing to work side-by-side with you in 2026.

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