

Member Survey Results

Client: Women on Boards

Project: Member Survey

Date: May 2008

Strictly Confidential

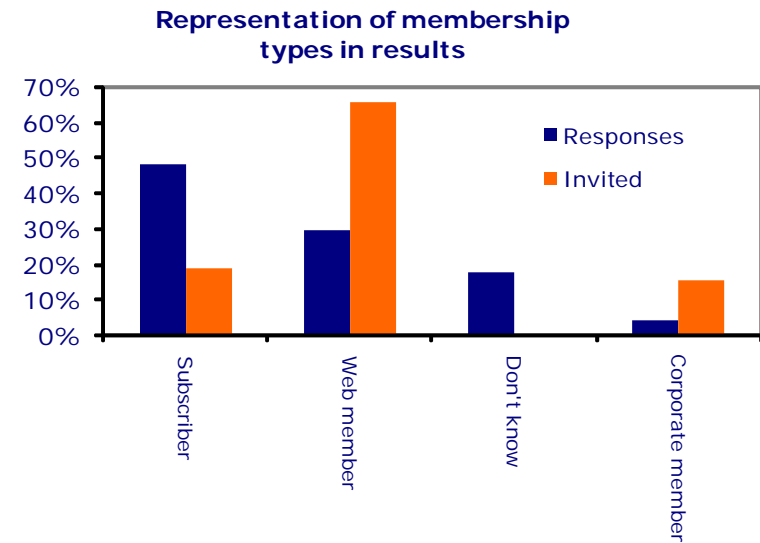
This information is for the exclusive use of Genroe clients within the scope of the specified project. Use of this information for any other purpose must have written consent from Genroe.

This material was used during an oral presentation and is not a complete record of the discussion

Methodology

- Audience 4,310 invitees
 - 790 Corporate members
 - 960 Subscribers
 - 3,350 Web members
- Respondents 363 or 7.1%
- Survey Method Internet survey
- Location of respondents Australia wide
- Survey execution dates May 2008
- Source of respondents Women on Boards

- Note:
 - 'Not applicable' has been excluded in rating questions.



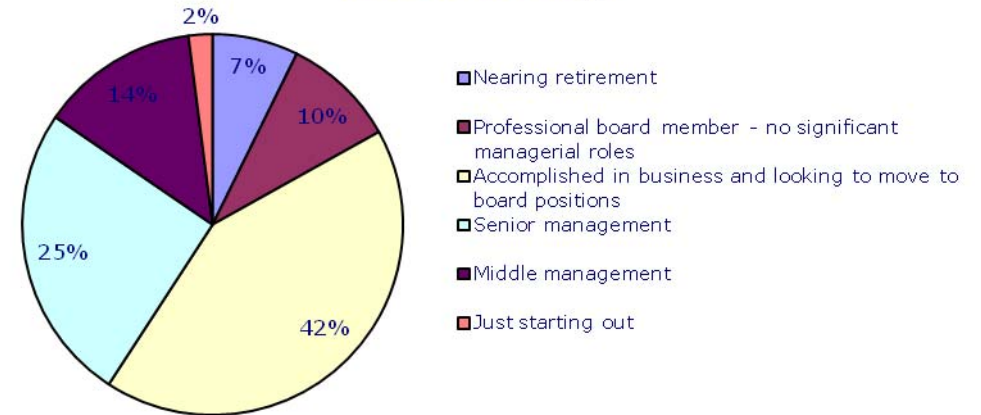
As can be seen from the graph above: web members and corporate members are relatively under represented in the results and subscribers are relatively over represented.

Results

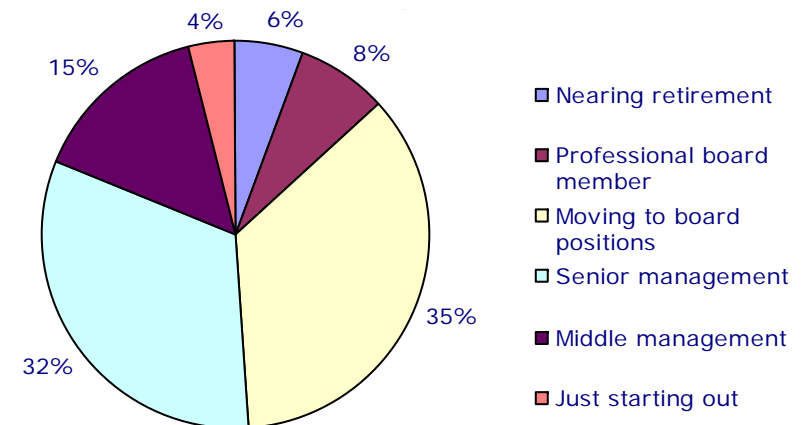
About You: Career stage

- As might be expected based on the goals of the organisation, a large proportion of the members are either professional board members or moving towards board roles.
- Compared with the last survey, the proportion of members who are transitioning to board roles has increased from 35% to 42%, at the expense of those just starting out and those in senior management.

2008 Career Stage



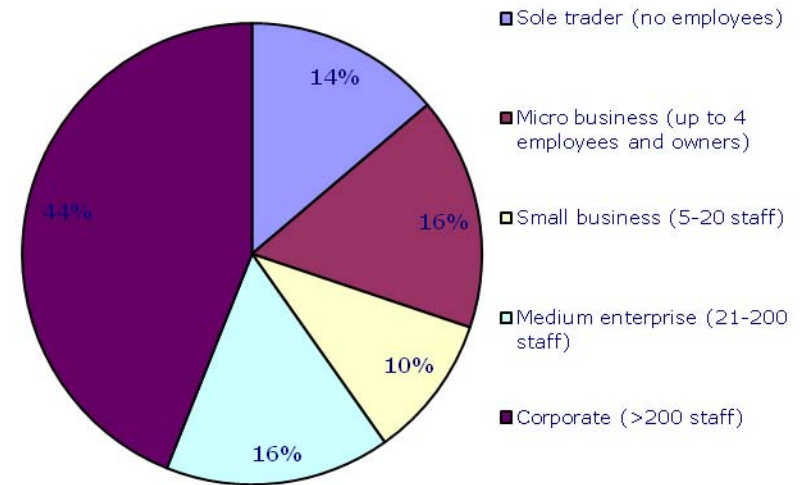
2006 Career Stage



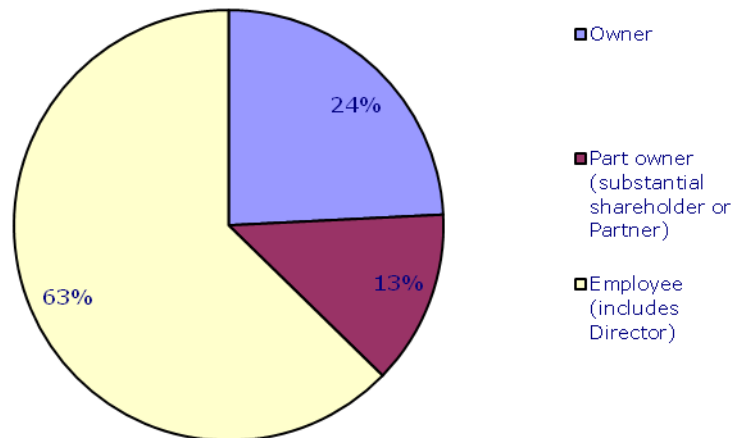
About You: Main company and association

- The main company was defined in this survey as the company that provides the highest income
- Size of, and relationship to company
 - 30% of respondents work as sole traders or micro organisations with 44% in corporate roles
 - The owner/part owner type association with the main company has increased in this survey.

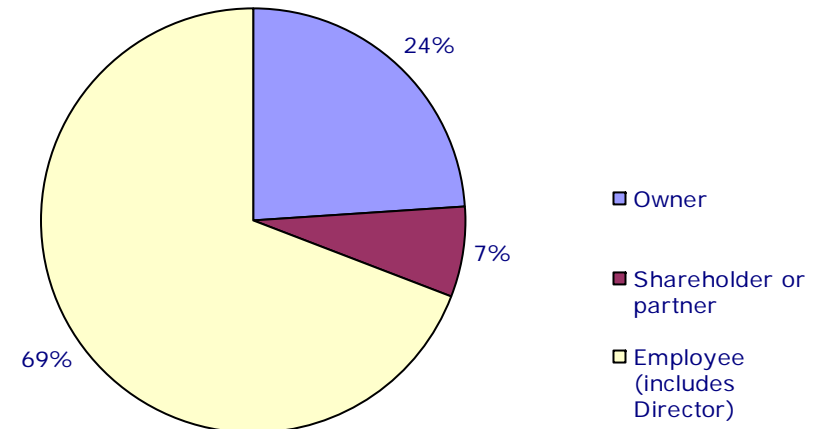
Size of Main Company



2008 Association with Main Company



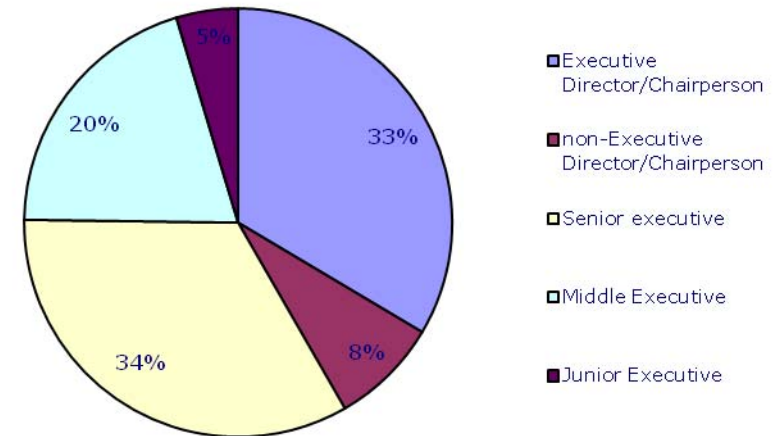
2006 Association with Main Company



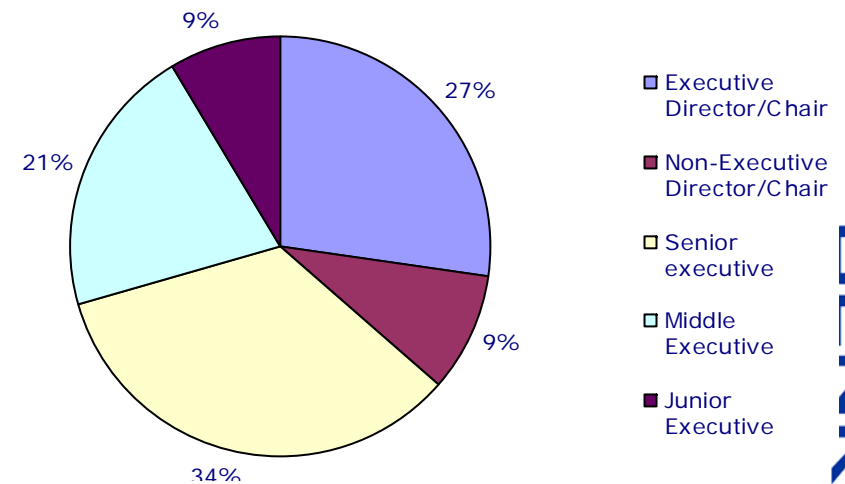
About You: Role in main company

- Role in main company
 - A greater proportion of respondents are executive directors or executive chairs that in 2006. This is consistent with the earlier response showing a larger proportion of shareholders and owners in this survey.

2008 Role in Main Company

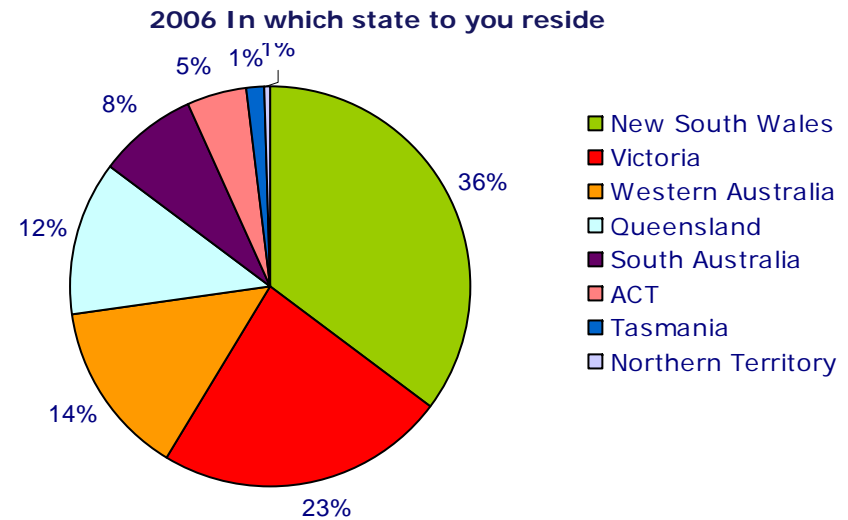
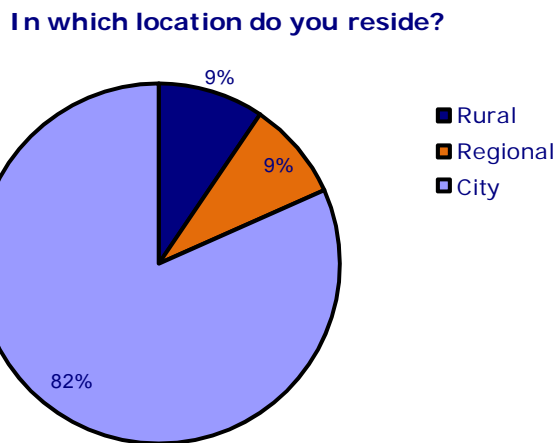
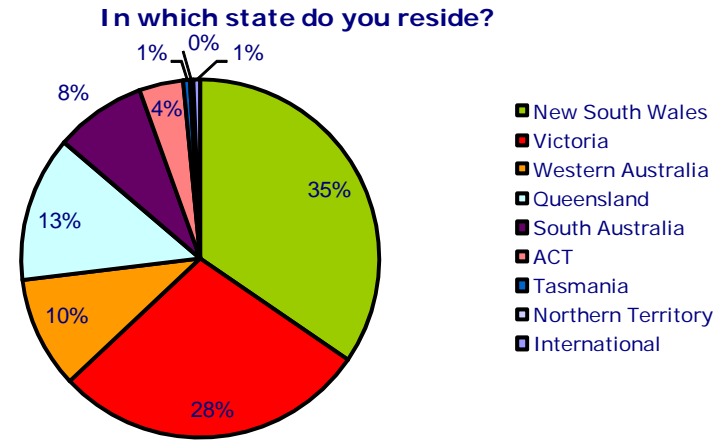


2006 Role in Main Company



About You: Demographic split

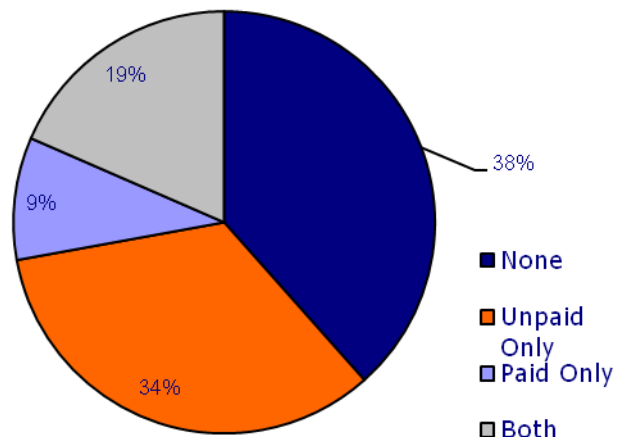
- The Rural/City split has remained the same from the 2006 survey with the rural group spitting into rural and regional types.



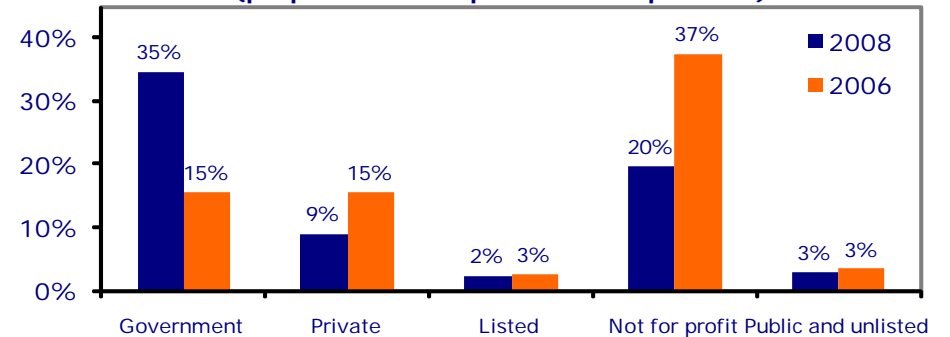
About You: Board Positions

- Type of Board
 - Many fewer "Not For Profit" and many more Government board memberships.
- Number of Board Positions
 - 19% of question respondents have paid and unpaid board position versus 9% with just paid positions

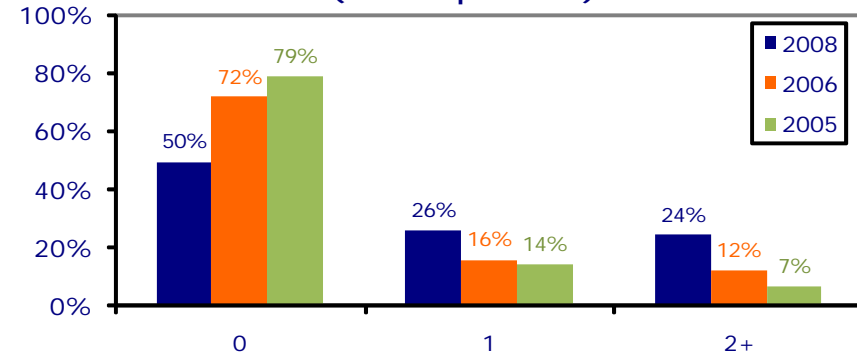
Board Position Type
(% of question respondents)



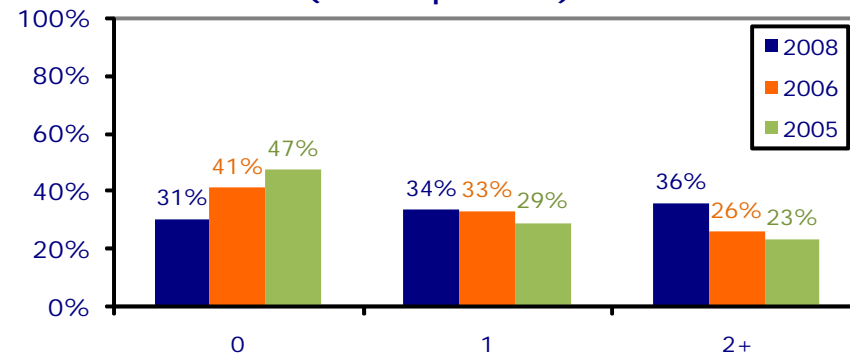
Member service by type of Boards
(proportion of respondents to question)



Holding Paid Board Positions
(% of respondents)



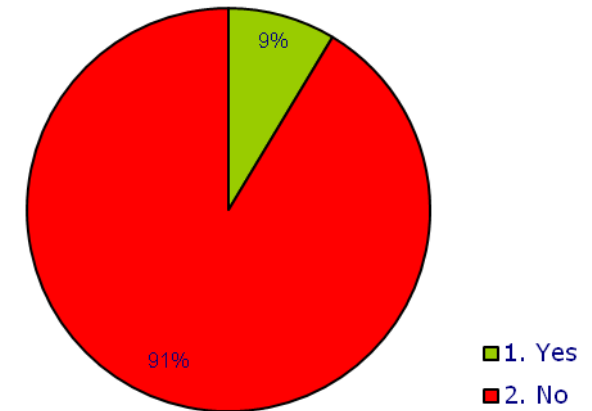
Holding Un-Paid Board Positions
(% of respondents)



Applying for a Board Position: Did WoB help you get a position?

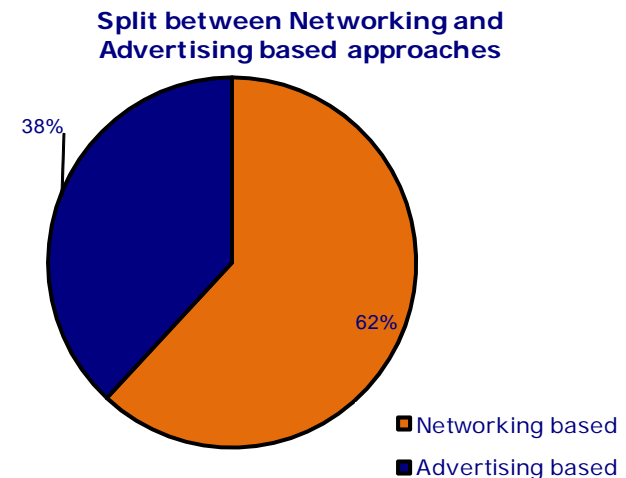
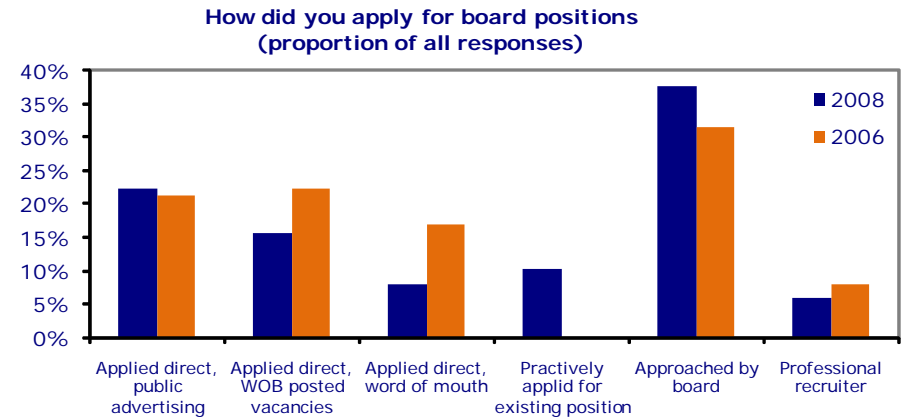
- Of those members that gained a new board posting in the last 12 months, 9% stated that WoB were of material assistance in gaining the position.
 - This is 1% higher than in the last survey.
- There were 16 comments related to this question. Below are a range of typical comments:
 - Advertised a position for which I successfully applied
 - Advice of NFP board position
 - Met an ED looking for board members at a WOB workshop
 - WoB director provided the introduction
 - Assisted with material for Director elections

2008 Did WoB Materially Assist?



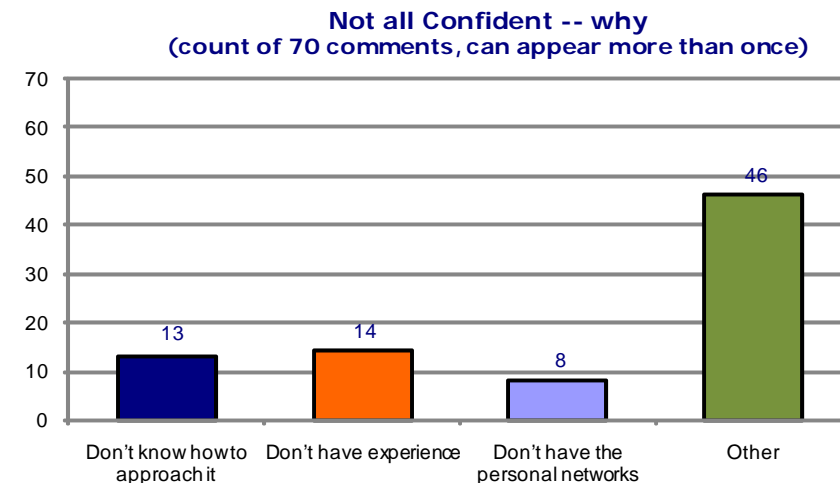
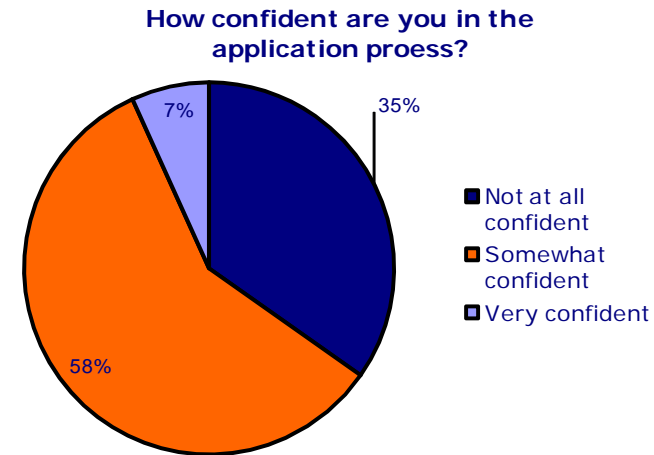
Applying for a Board Position: How did you apply

- Overall, 49% of respondents have applied for a board position in the last 12 months, up from 37% in 2006.
- This year, being approached by the board and applying direct from public advertising increased their weighting.
- Applying from a WOB posted vacancy has decreased in this survey.
- Networking approaches continue to be the majority application type.



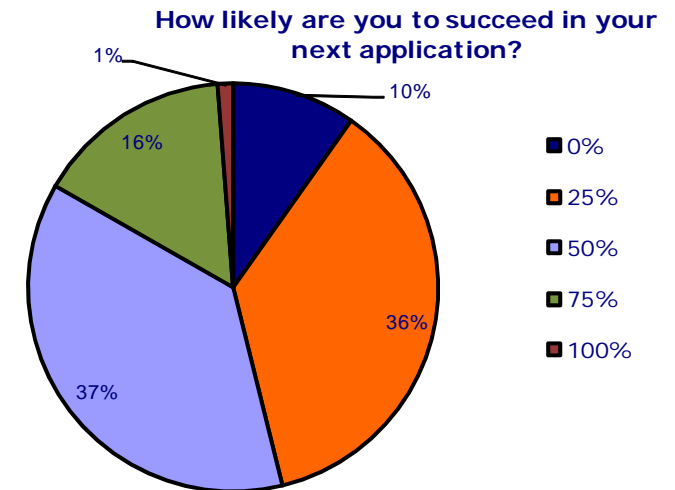
Applications

- With 35% of respondents “Not confident at all” when applying for board positions, there is opportunity for helping members to become more confident.
- Not Confident at all
 - The comments were categorised into the following areas:
 - Don’t know how to approach it
 - Don’t have experience
 - Don’t have the personal networks



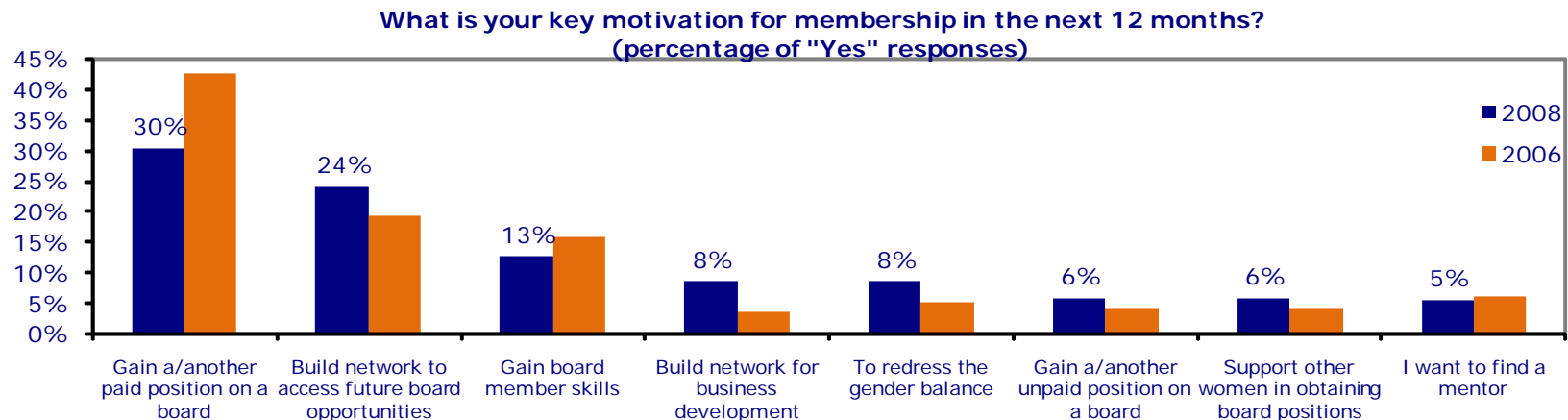
Applications: How likely is it that you will succeed in your next application?

- While 10% of respondents are sure that they will not be successful in their next application, more than half believe that they have an even or better than even chance of success.
- The weighted average of all respondents is a 41% forecast success rate.



What is your key motivation in the next 12 months

- During the last 2 years, the key motivation for WoB members has changed in two interesting ways.
 - There are markedly fewer respondents whose primary goal is a short term paid board positions
 - The number of respondents who view WoB as a business development opportunity has more than doubled to be 8% of all respondents.



END