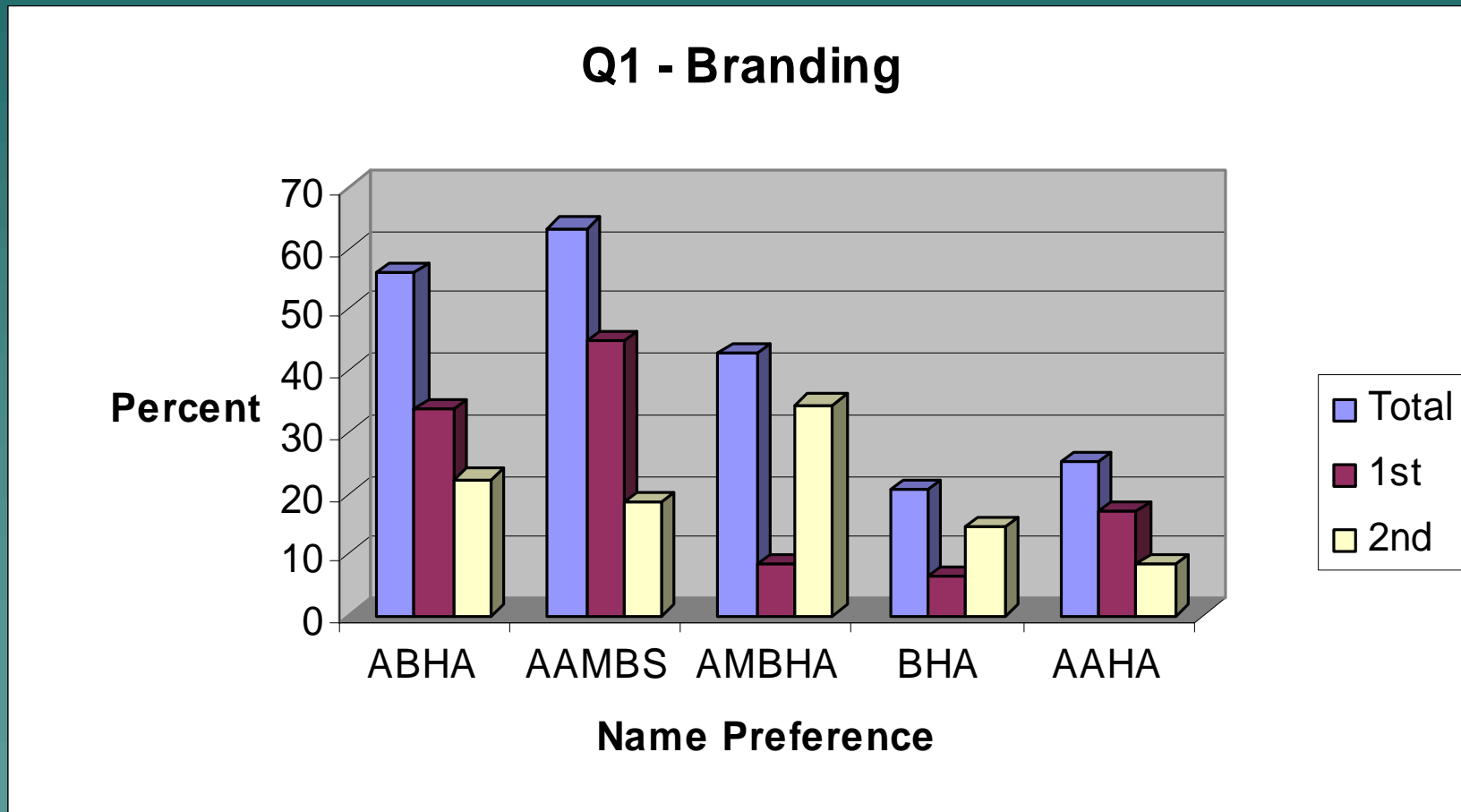


# AAMBS Membership Survey



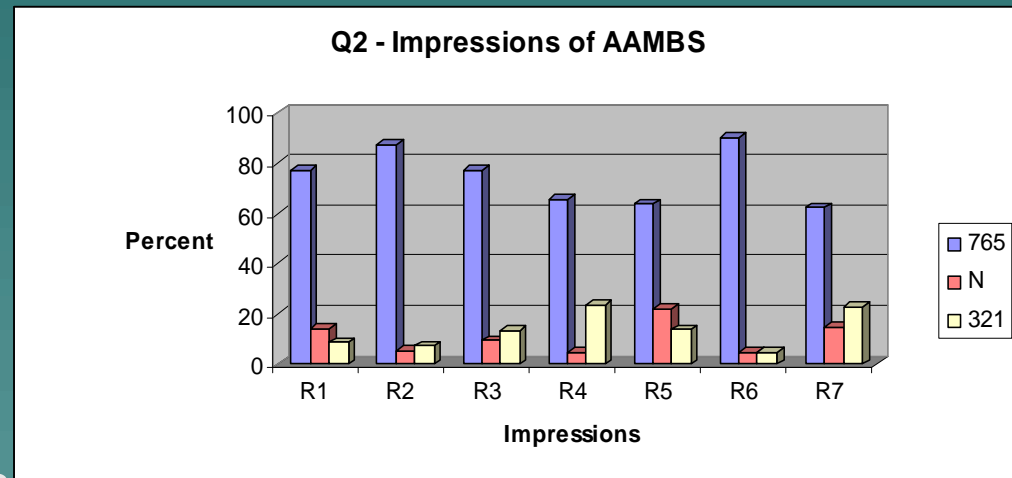
**OUR IMAGE**

# Q1R – Name Branding



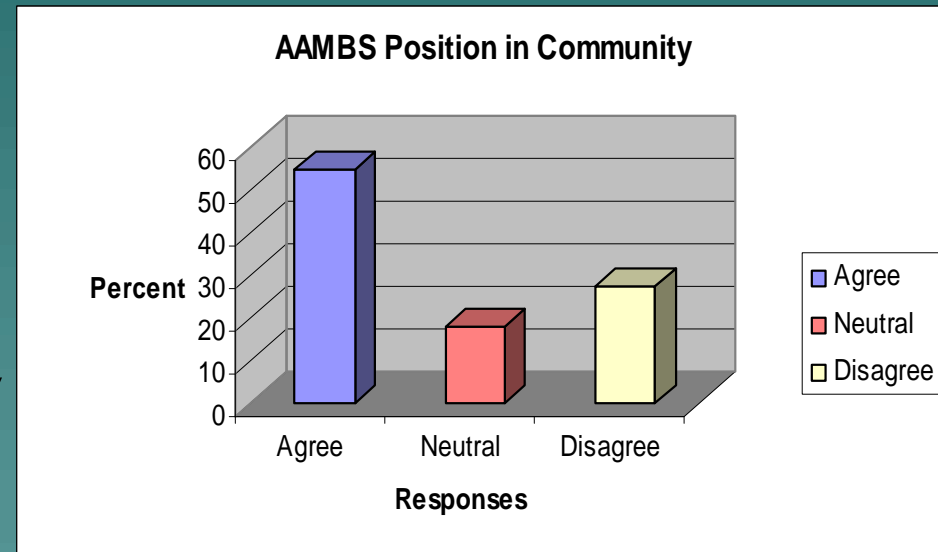
# Q2SD - Membership Impression of AAMBS

1. Passionate about singing  
Barbershop Style
2. Inclusive
3. Fun Organisation
4. Men of all ages
5. Civic minded
6. Group of Men linked by common interest in singing
7. Open to Change



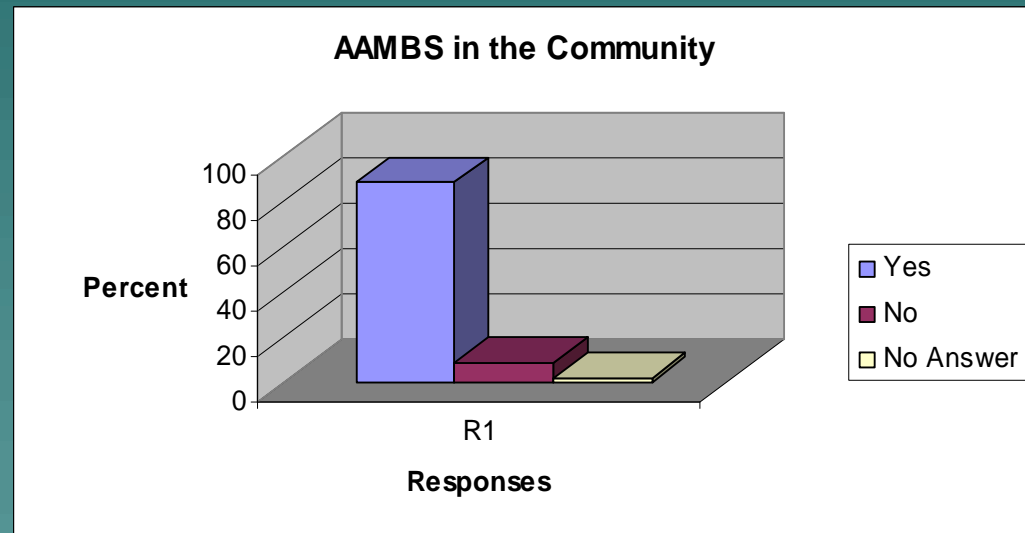
# Q3L - AAMBS in the Community

AAMBS is a leader in the cause of preserving and encouraging vocal music, in our education systems, and in our communities



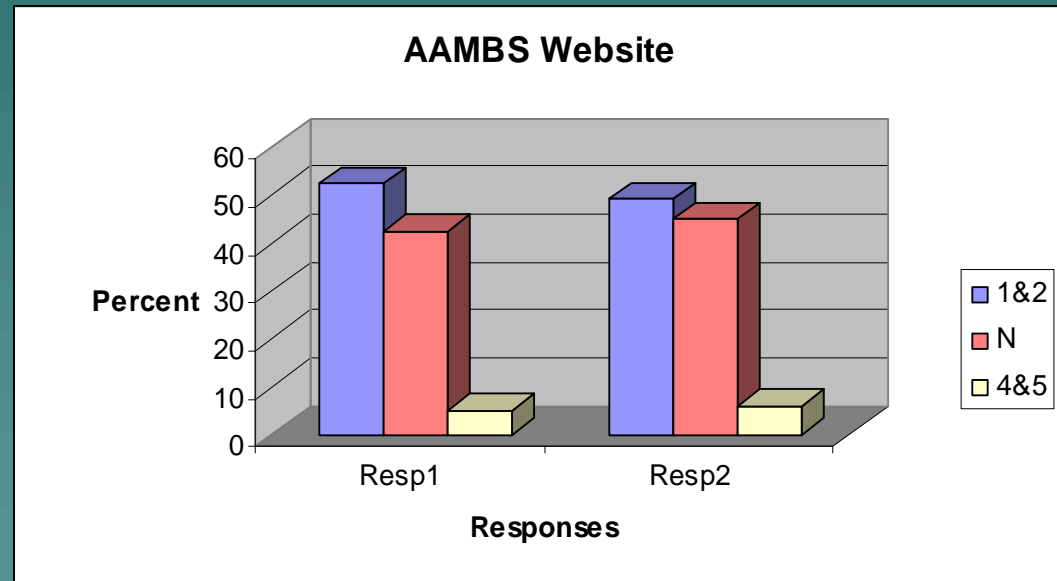
# Q3YN – AAMBS in the Community

Should AAMBS be such a leader in the community?



# Q4L – Website Impressions

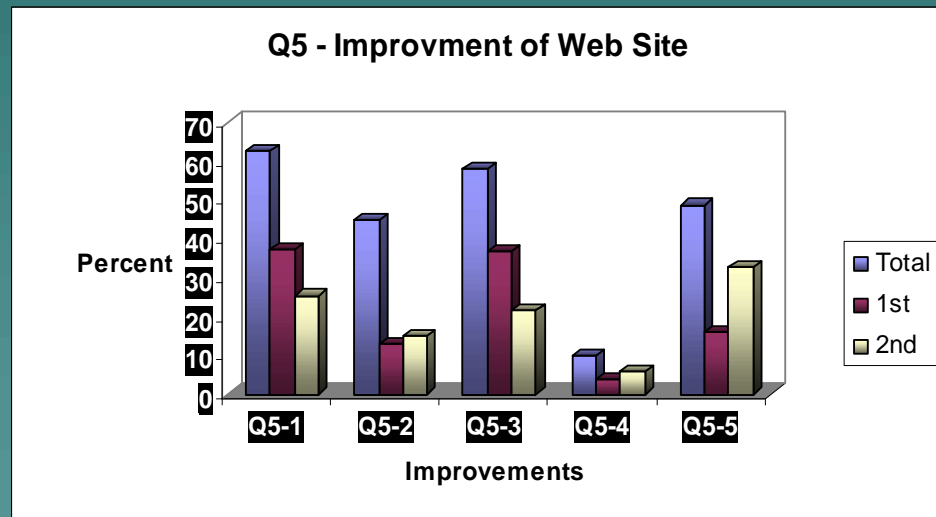
1. I believe our website reflects the image and program focus of AAMBS. Our website simply and easily tells the story of our mission, our impact among members and the community, our needs, our history and our services.
2. Our website is easy to use and access. There is an intuitive feel that sends you to the information you are looking for.



# Q5R – Additional Website Features

What additional features would you like to see on our website (Please rank the following statements in order of importance with 1 representing the most important)

- R1 - On Line training packages
- R3 - Resources for Clubs
- R5 - Educator Resources
- R4 - Member's Only Section



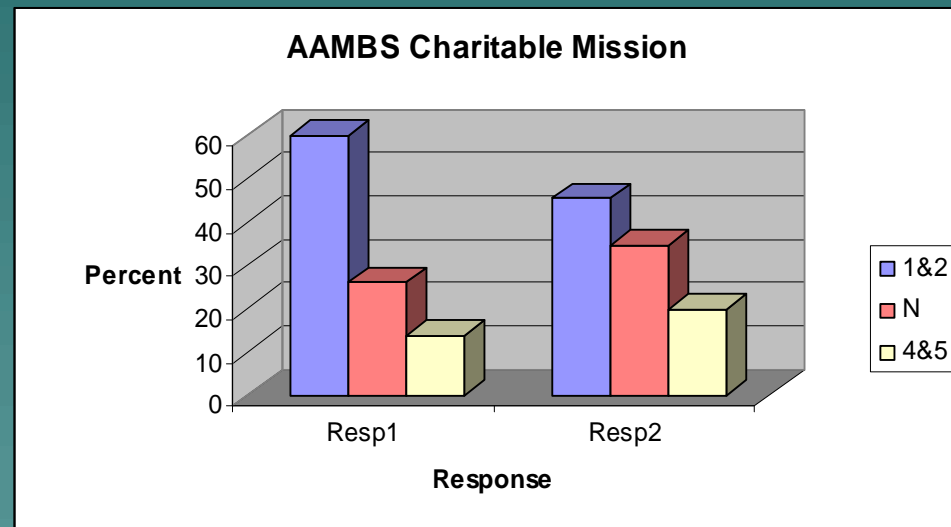
# **AAMBS Membership Survey**

## **AAMBS CHARITABLE MISSION**



# Q6L – Charitable Mission

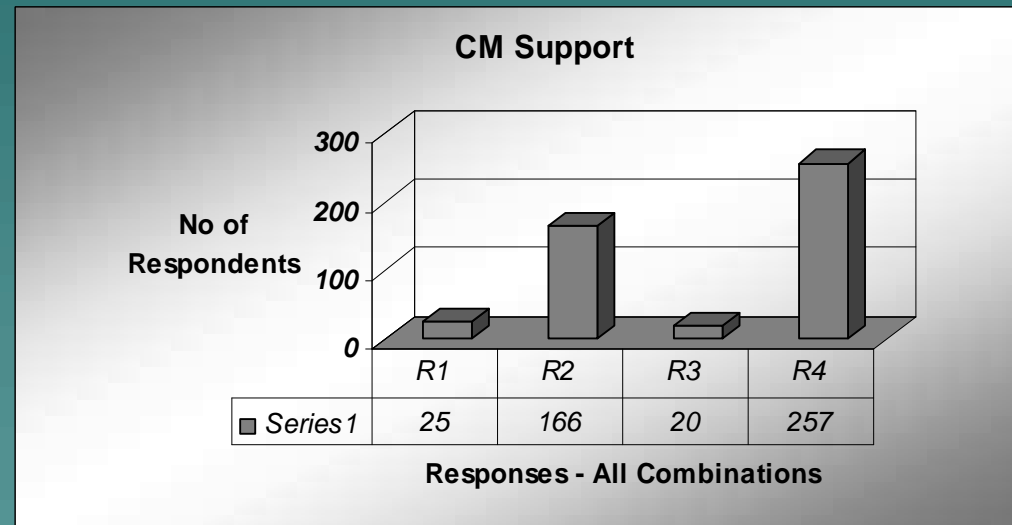
1. AAMBS should establish a public fund, that would allow tax-deductible donations, to support our community service initiatives
2. The organisational structure of the Association should include a new position of VP Charitable Mission at the Regional and Club levels



# Q7TA – Charitable Mission Support

I would volunteer in support of the Association's Charitable Mission

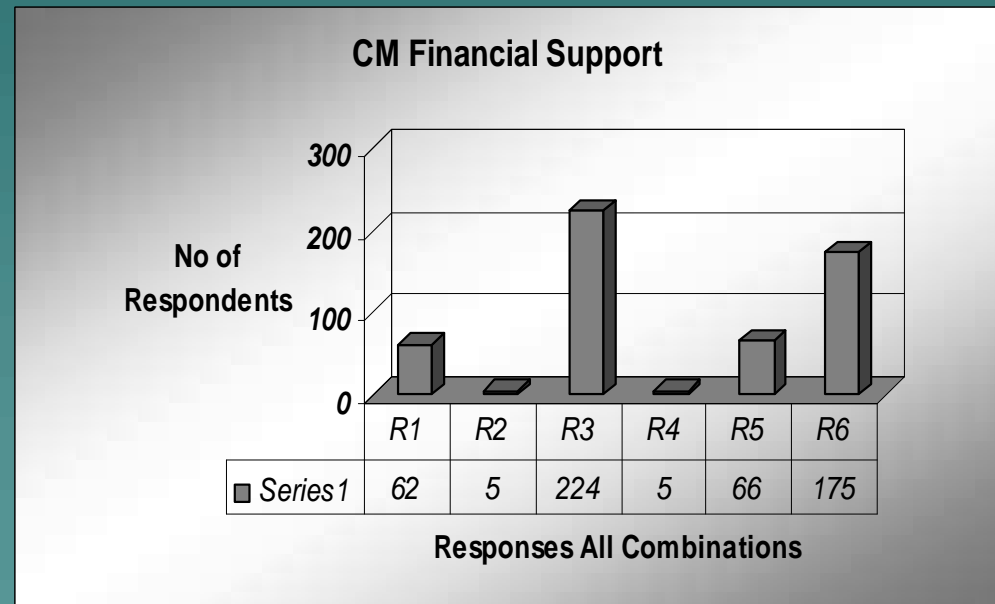
1. As my Club's charitable mission rep on the management committee
2. By participation in Club/Regional fund-raising events
3. As appropriate, as a Regional charitable mission representative
4. Not willing to volunteer at this time



# Q8TA – Charitable Mission Financial Support

I would financially support the Association's Charitable Mission

1. By personal contribution to a General and/or Endowment Fund
2. By regular pay deductions through the workplace giving program
3. Participation in fund-raising activities
4. Leave part of estate to Association
5. Other ways of making a contribution
6. Not willing to contribute beyond membership fees



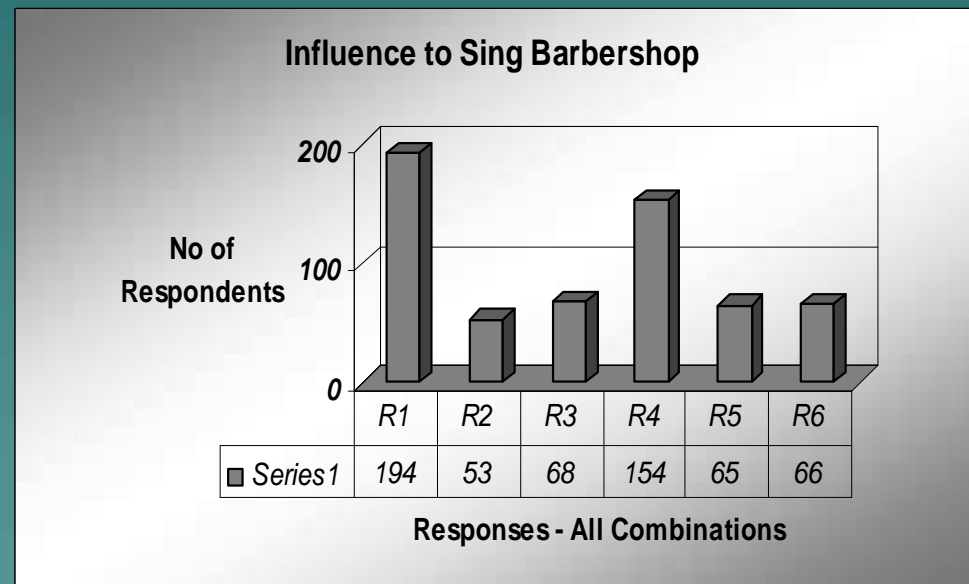
# **AAMBS Membership Survey**

## **MUSICAL EXPERIENCE**

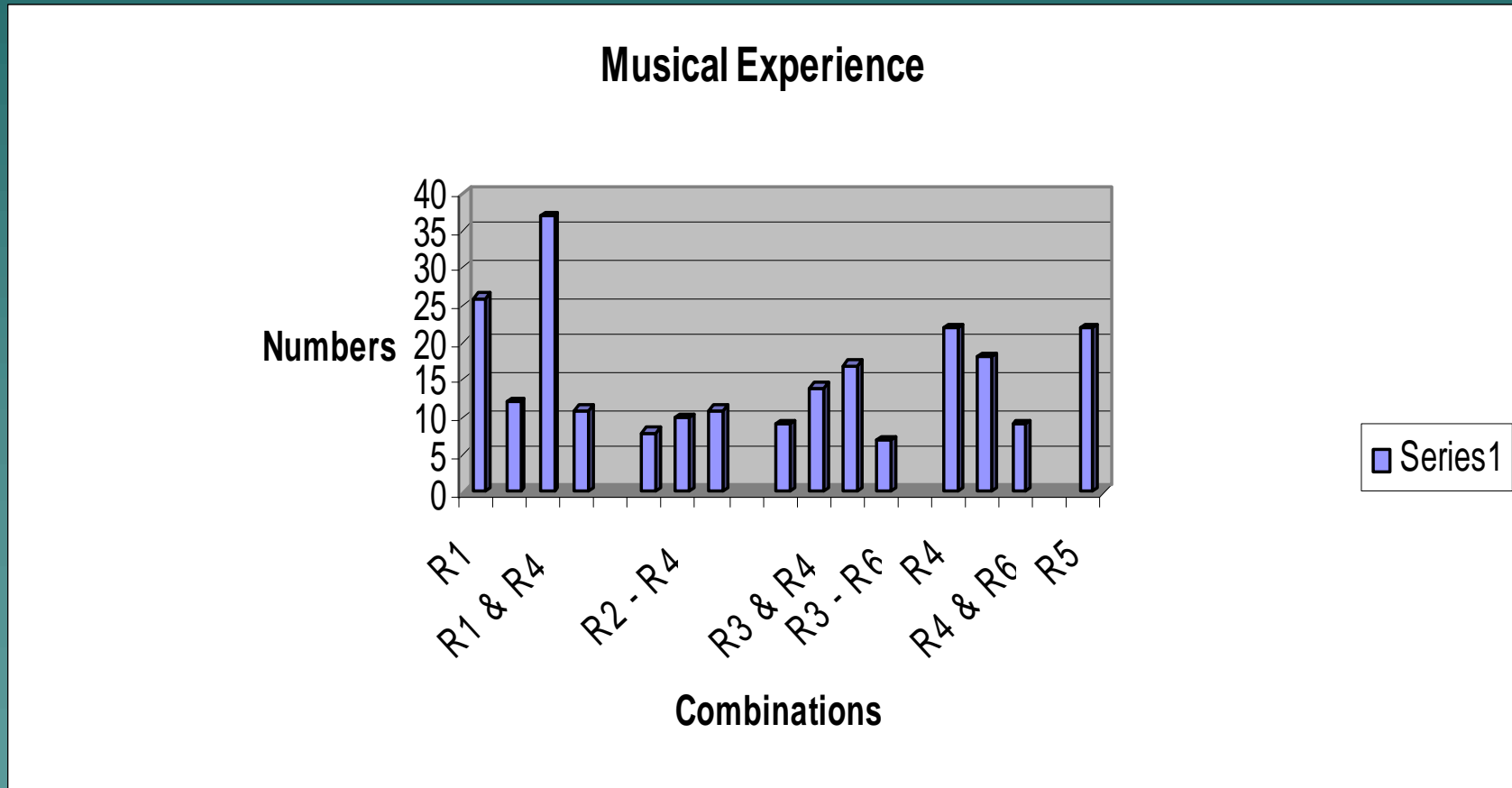
# Q9TA – Influence to Sing Barbershop

What was it that influenced you to start singing Barbershop?

1. Invitation from Member, Friend, Family Member, Parishioner, Co-Worker
2. Saw a performance
3. Sang in a Choir
4. Always liked to sing/hear harmony
5. Saw/Heard Barbershop on TV/Radio. Saw an Article/Ad in Print Media
6. Attended Guest Night/Practice Sessions/Meeting



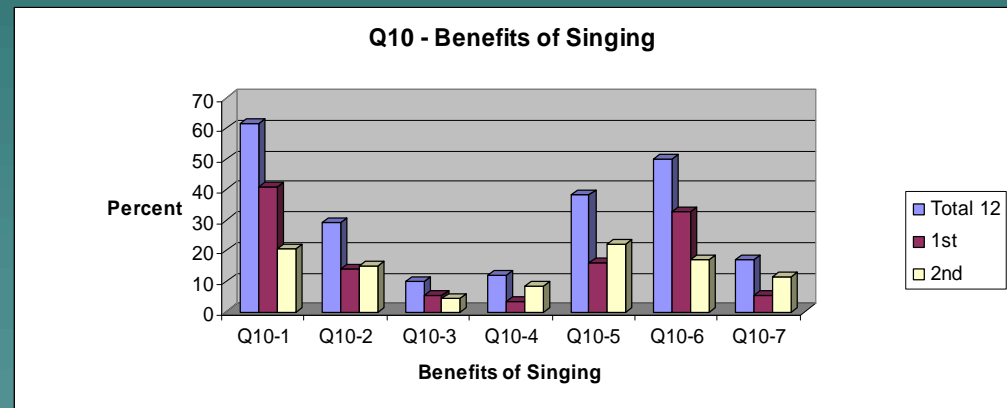
# Q9 – Influence to Sing Barbershop



# Q10R – Benefits of Singing

What do you believe to be the benefits of singing? (Please rank the following statements in order of importance with 1 representing the most important):

1. Fun, Enjoyable (**1st**)
2. Energises, Uplifts (**4<sup>th</sup>**)
3. Medium for Emotional Expression
4. Soothes, Relaxes
5. Entertains, Makes Others Happy(**3<sup>rd</sup>**)
6. Personally Rewarding(**2<sup>nd</sup>**)
7. Promotes Camaraderie



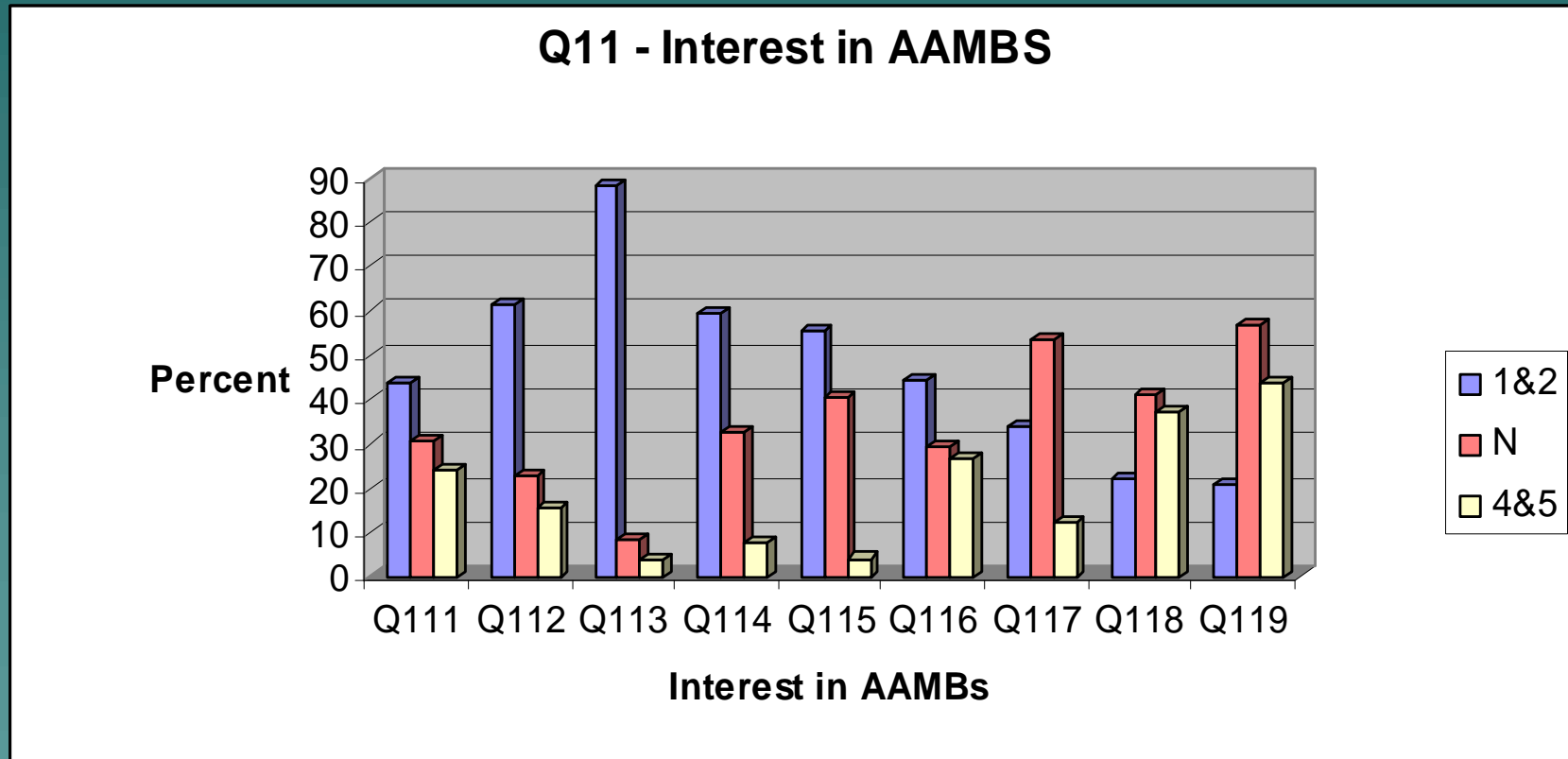
# Q11L – Increased Interest in AAMBS

My interest in AAMBS would be further increased if:

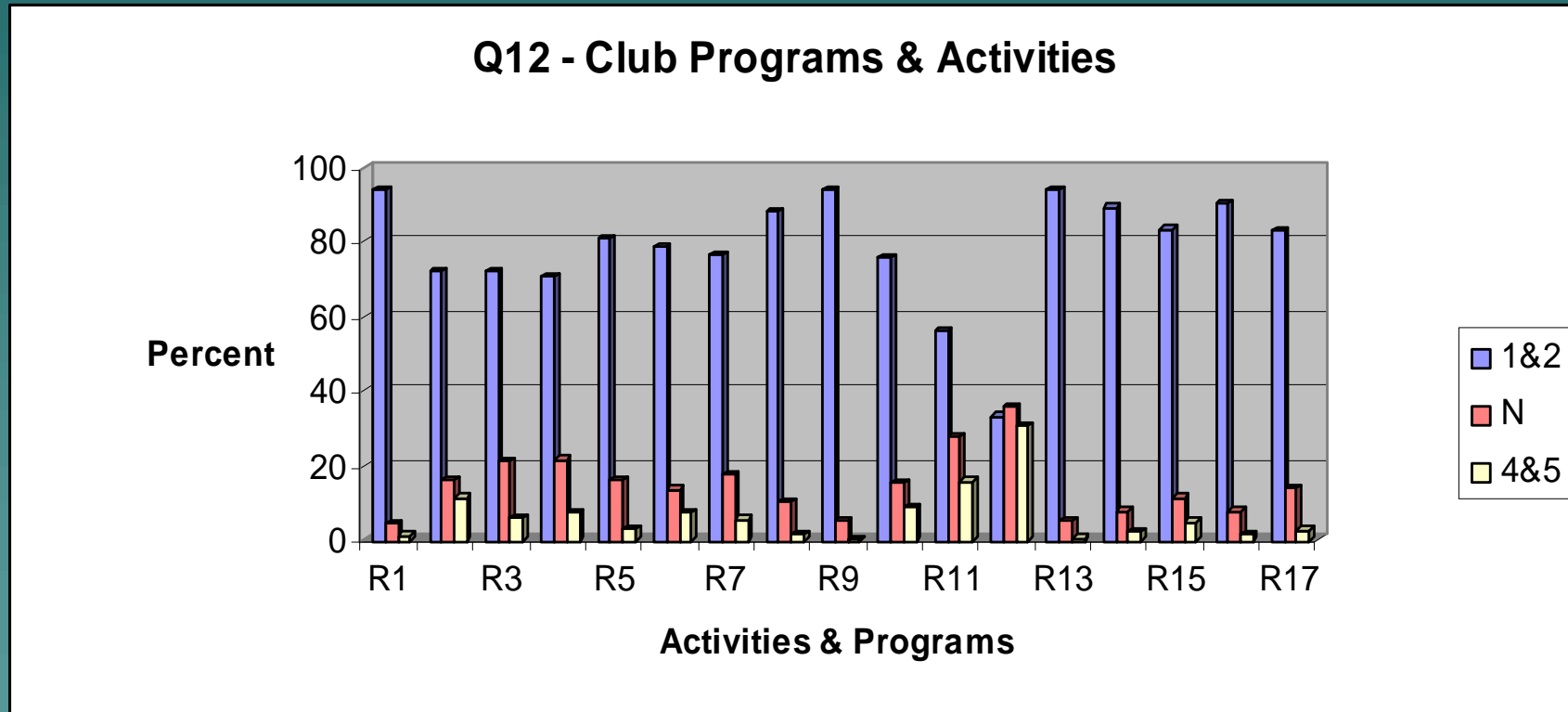
1. Encourages contemporary songs to be cast into barbershop style, not just old songs
2. Encourages other styles of A Cappella, not just Barbershop
3. Encourages more variety in arrangements, not just four-part harmony
4. Partners with other groups receptive to Barbershop to cross promote
5. Finds roles for family, not just adult members
6. Allows occasional accompaniment of instruments, not just A Cappella
7. Has daytime singing group wherever interest warrants
- 8. De-emphasizes Club membership and instead promotes feeling of belonging to a National Organization (DISAGREE)**
- 9. Permits professional quartets to compete in contests, not just amateurs (DISAGREE)**



# Q11 – Increased Interest in AAMBS



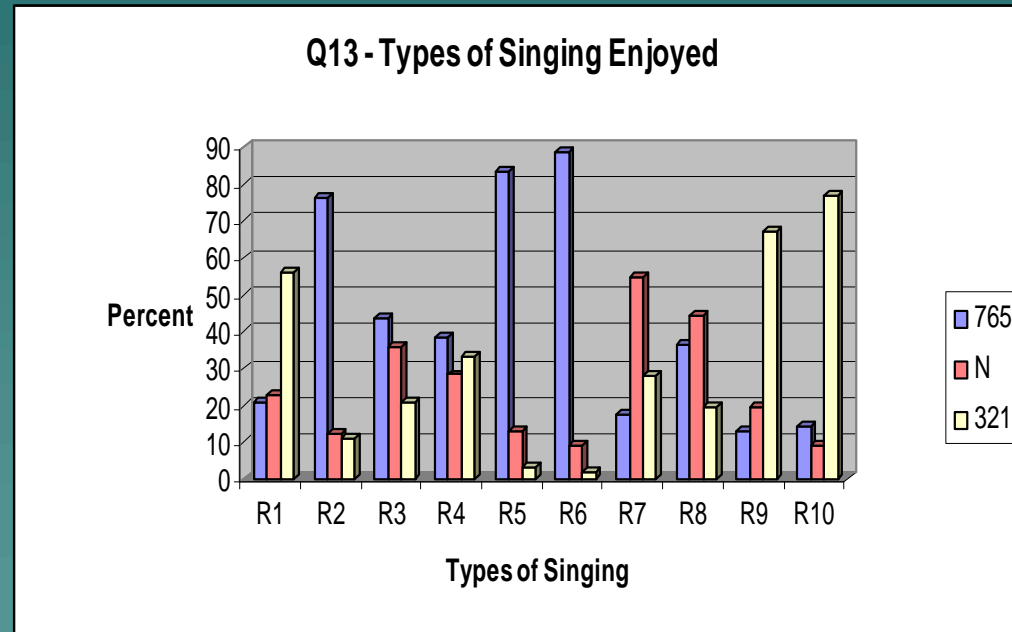
# Q12L – Club Programs & Activities



# Q13SD – Types of Singing Ideal Vs Barbershop

The items below seeks your view on the type of singing you enjoy most. Circle the number that best represents your view.

1. Without
2. Variety in Arrangement
3. Lyrical, words
4. Old Favourites
5. Easy Listening
6. Broad Appeal
7. Soft
8. Ballad
9. Group singing
10. Harmony



# AAMBS Membership Survey

## **AAMBS EVENTS**

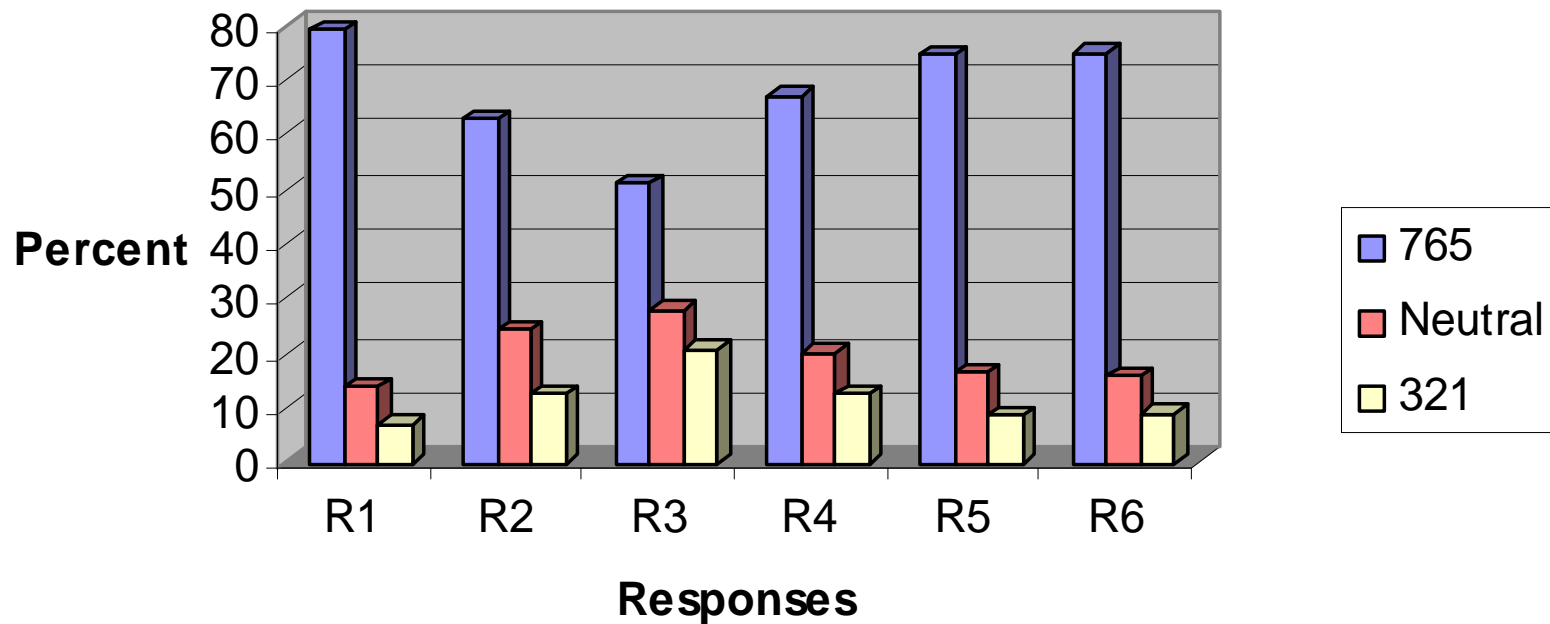
# Q14SD – Musical & Educational Activities

The items below ask your views of AAMBS musical and educational activities. Circle the item that best represents your view.

1. AAMBS training of Association judges is a good thing
2. More AAMBS educational events would be just great
3. **The current system of learning on-the-job works OK**
4. AAMBS should offer more in the training of Club Directors and Section Leaders
5. AAMBS should be more involved in Music Publishing activities such as the new Aussie song book.
6. An encouragement system for music arrangers within AAMBS would be a good thing

# Q14 – Musical & Educational Activities

## Q14 - Musical & Educational Activities



# Q15SD – National Convention

The items below ask your views of the AAMBS National Convention event. Circle the number that best represents your impression or view.

1. The Welcome Dinner is a great way to start the convention
2. A Farewell Dinner/Lunch/Event is a great way to complete the convention
3. The visiting International Quartet is an important part of the total experience
4. More opportunities to win medals and/or awards would be great [JUST]
5. There should be more recognition of smaller choruses at the convention
6. The bi-ennial AAMBS convention is more of an educational event
7. More educational opportunities at the convention would be great
8. The chorus and quartet IMMEDIATE feedback system is an important element of the convention

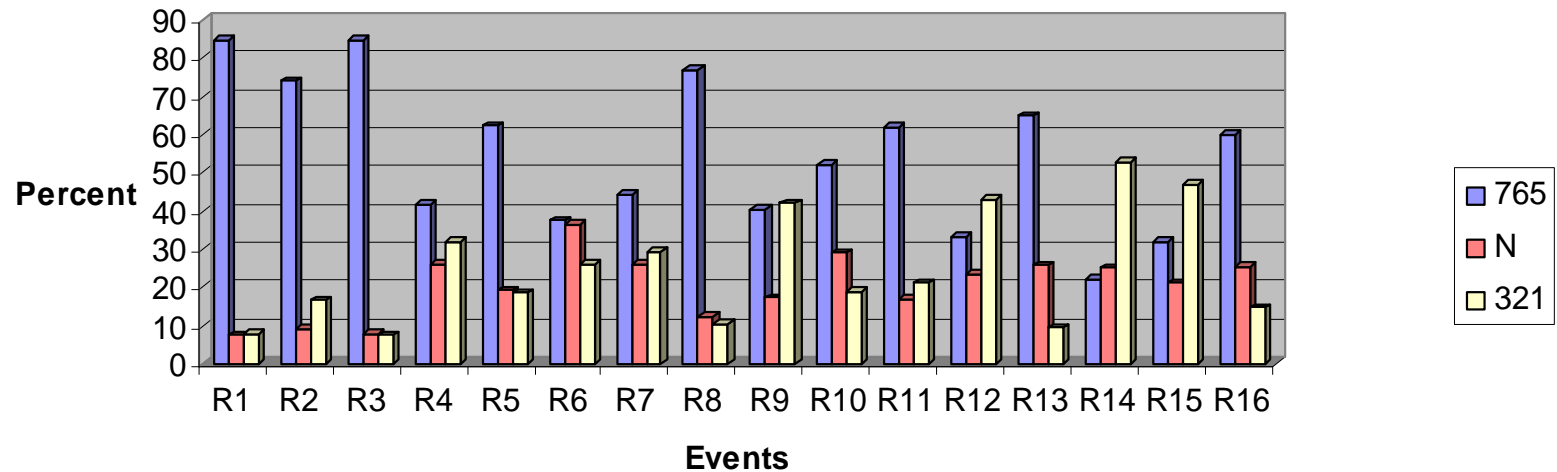
# Q15 – National Convention (Cont)

9. **IMMEDIATE feedback is the way to go**
10. The Ecumenical Service provides more convention opportunities for choruses and quartets & provides one more opportunity to give visibility to harmony singing
11. The "Parade of Champions" variety night should be retained as part of the convention
12. **I prefer the break to stretch my legs and savour the local scenery and cuisine**
13. The optimum time to hold the convention is in the Sep/Oct period
14. **I'm not fussed one way or the other**
15. **The four day convention works out great**
16. Given the responses to the above questions, the convention is best held over a 4 day period



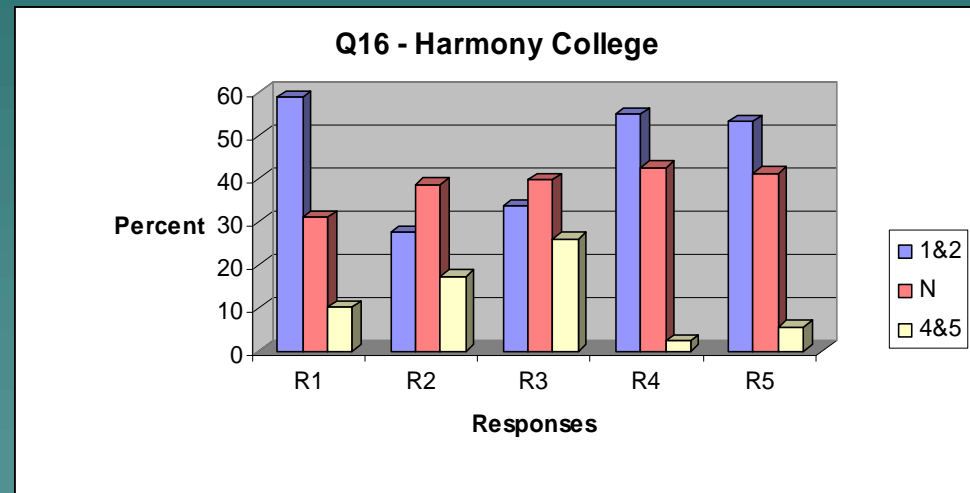
# Q15SD – National Convention

Q15 - AAMBS National Council Events



# Q16L – Harmony College

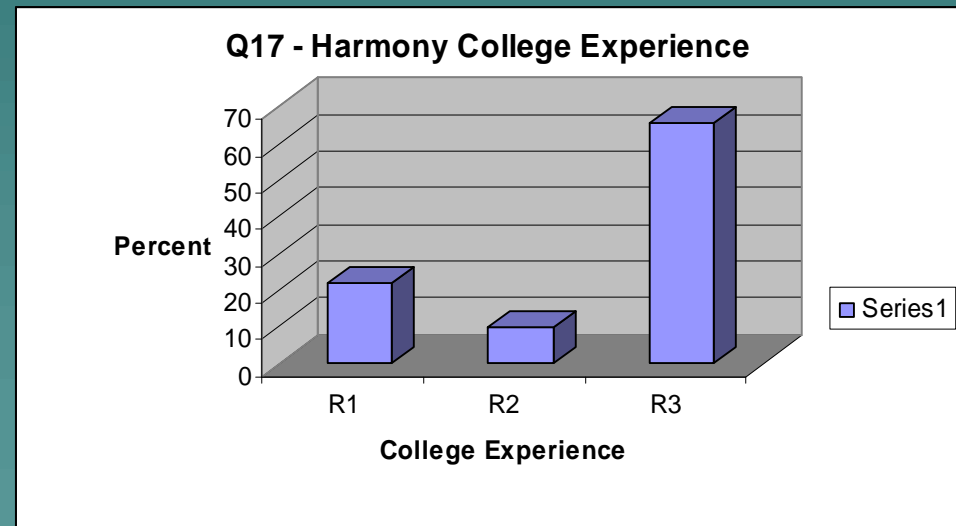
1. Harmony College should always be held in conjunction with a convention
2. Harmony College should always be held in the off convention year
3. A Harmony College should be held every year
4. A Director's College should always be held in conjunction with the Harmony College
5. AAMBS is actively promoting the attendance of Chorus Musical Directors and Director 'wannabees' at Harmony College



# Q17T1 – Harmony College Attendances

My Harmony College experience is

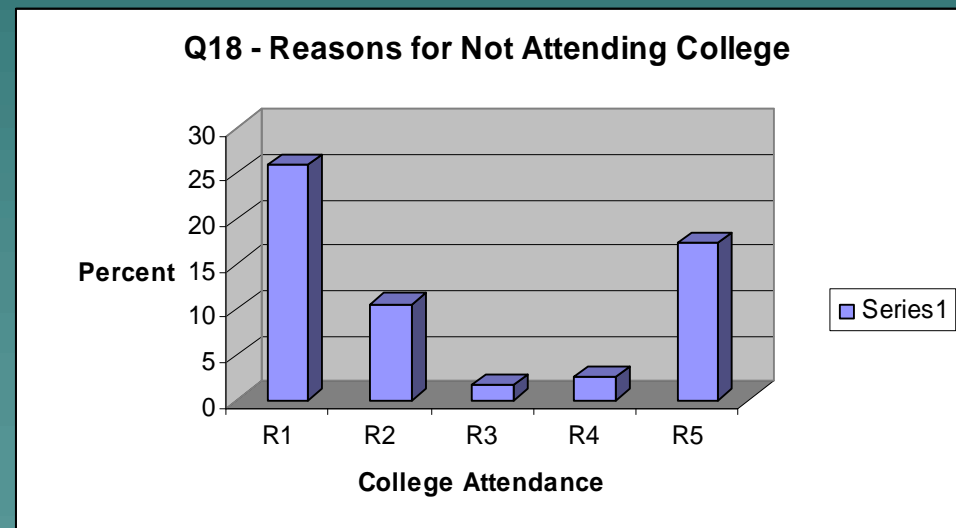
1. Two or less college attendances
2. Greater than two college attendances
3. Never attended or missed a Harmony College



# Q18T1 – Reasons For Not Attending College

I wanted to attend  
Harmony College but:

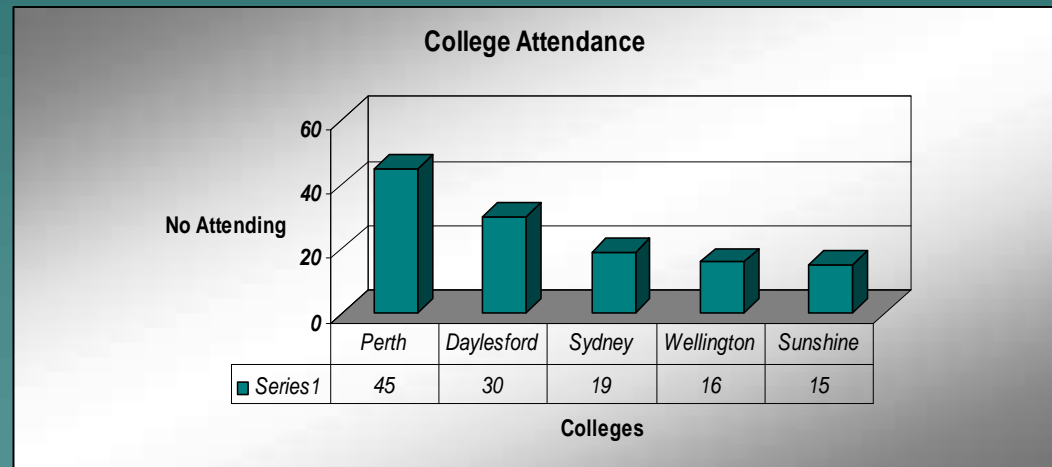
1. work/family commitments prevented me
2. the cost has been too high
3. college arrangements announced after convention travel booked
4. lack of course variety/relevance
5. other



# Q19T1 – Colleges Attended

The last Australian  
Harmony College I  
attended was:

1. Perth 2003
2. Daylesford 2001
3. Sydney 1998
4. Wellington NZ 1996
5. Sunshine Coast  
1994



# Q20SD – Harmony College Impressions

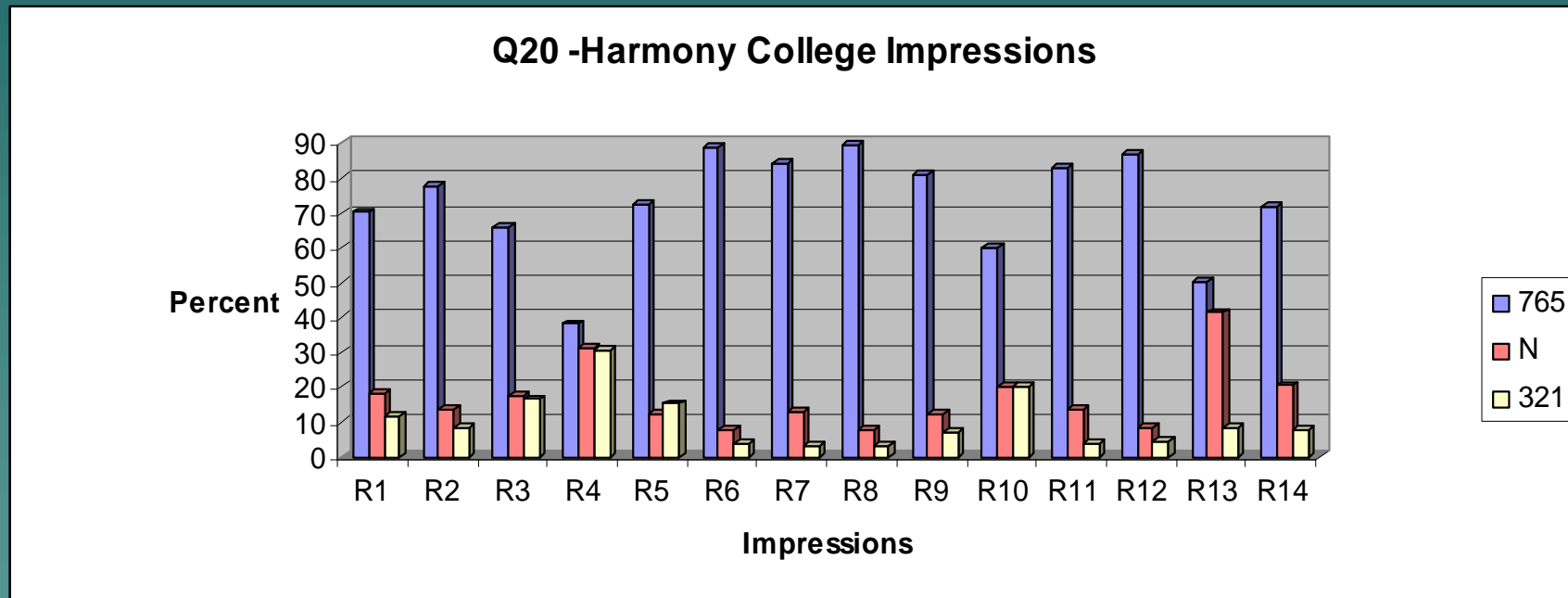
The items below concern your impressions of the last Harmony College you attended. Circle the item that best represents your lasting impression.

1. The pre-college admin was well done.
2. The administration of the college was well done.
3. The college accommodation was adequate and comfortable
4. Harmony College should provide for accompanying partners with separate married accommodation & activities.
5. There were sufficient, adequately equipped lecture facilities
6. The visiting quartet was worth its weight in gold
7. The Faculty Members were well prepared and informative

## Q20 – Harmony College Impressions (Cont)

8. The skills and abilities of the Faculty Members was very high
9. The range of courses offered was varied and interesting
10. Course handouts adequately complemented the presentations
11. Harmony College was great value for money
12. I had an enjoyable and rewarding experience
13. The POST-college administration was well handled.
14. I look forward to attending the next Harmony College

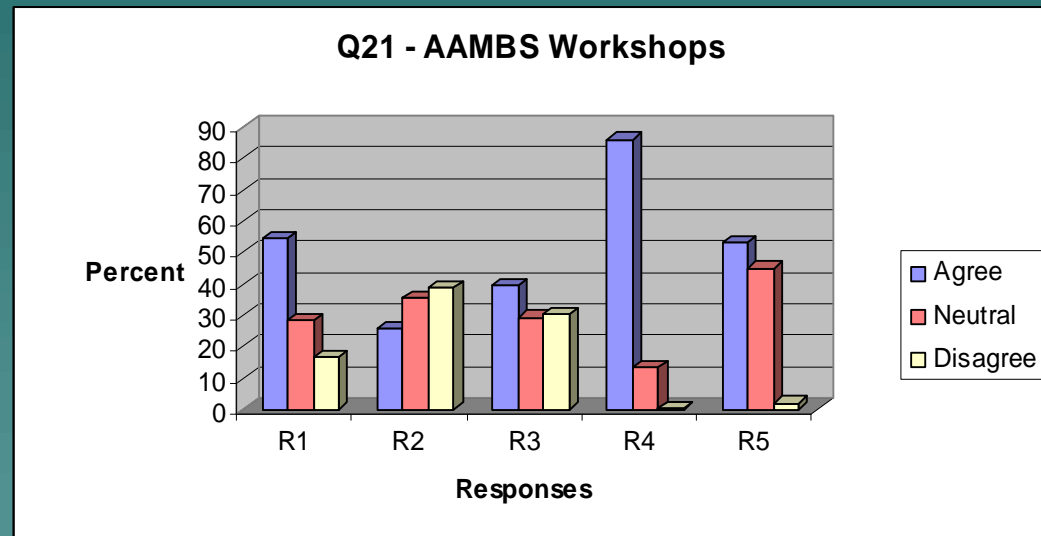
# Q20SD – Harmony College Impressions





# Q21L – AAMBS Workshops

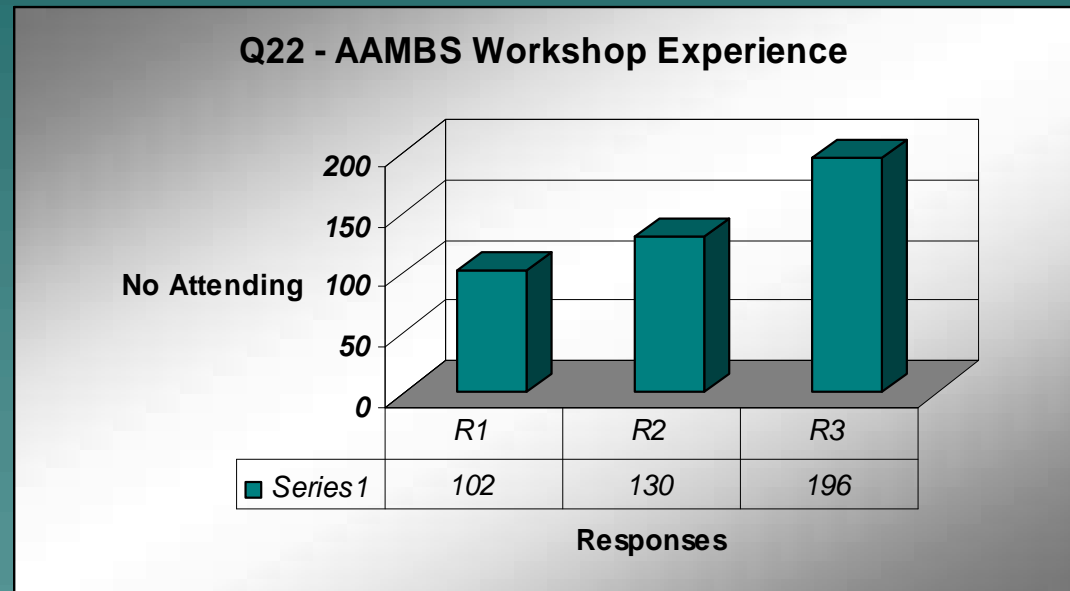
1. I believe workshops should be held in both the convention year and off convention year (**AGREE**)
2. I believe workshops should be held in the off convention year only (**DISAGREE**)
3. Workshops should only be held when AAMBS has engaged a visiting educator (**AGREE**)
4. Experienced Australian barbershoppers should be trained as workshop educators (**AGREE**)
5. AAMBS is currently under-utilising local educators (**AGREE**)



# Q22T1 – Workshop Attendance

My AAMBS workshop experience is

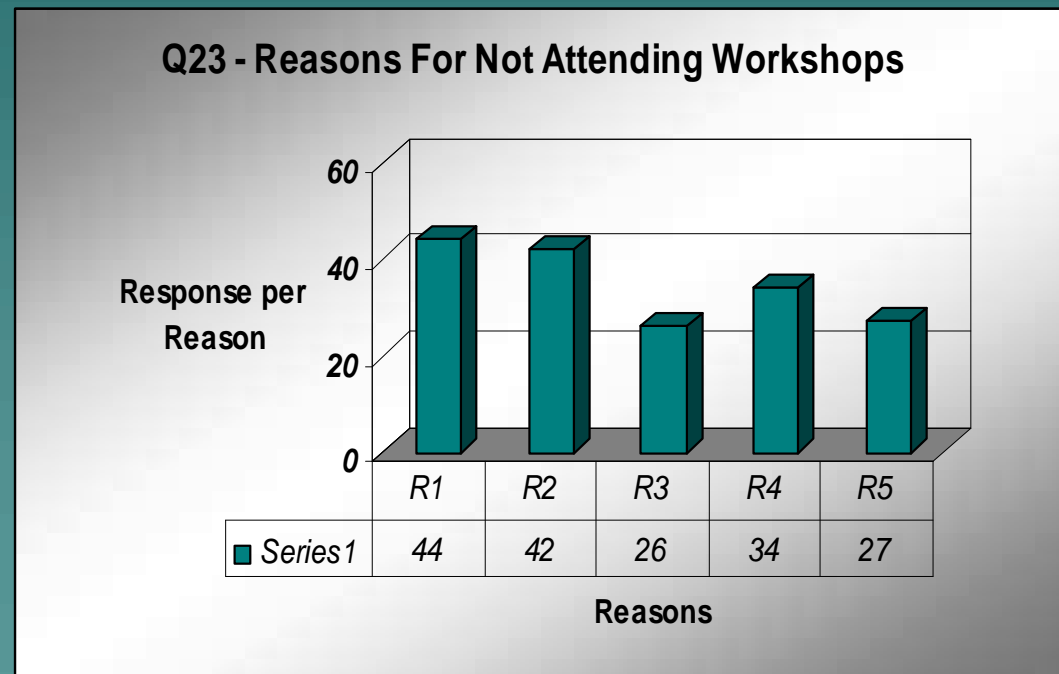
1. Two or less workshop attendances
2. Greater than two workshop attendances
3. Never attended a workshop



# Q23T1 – Reasons For Not Attending Workshops

I wanted to attend a workshop but:

1. work/family commitments prevented me
2. the cost has been too high
3. travel distance to the workshop was a limiting factor
4. lack of course variety/relevance
5. other

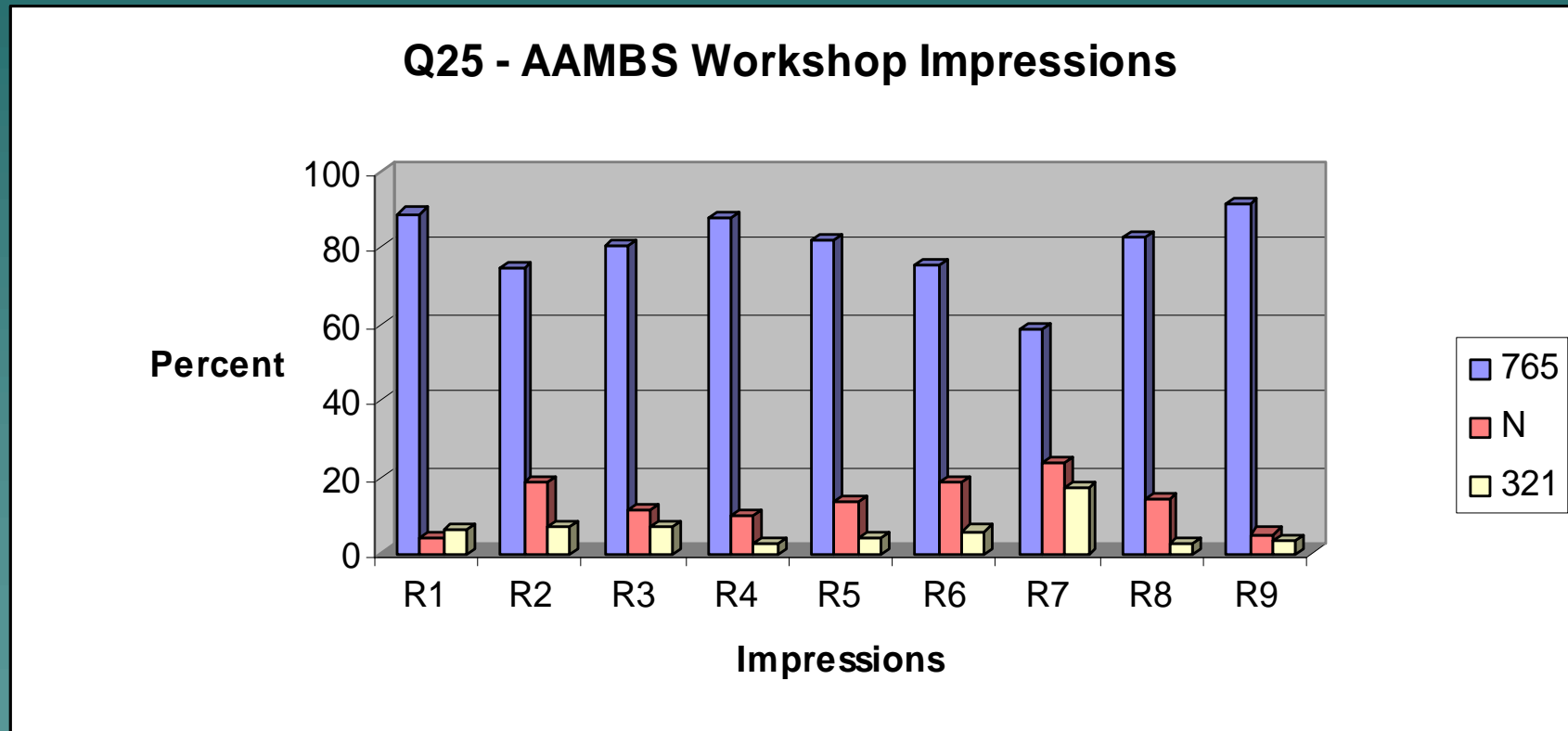


# Q25SD – Workshop Impressions

The items below concern your impressions of the last AAMBS Workshop you attended. Circle the item that best represents your lasting impression.

1. The workshop admin was well done.
2. The workshop accommodation was adequate and comfortable
3. There were sufficient, adequately equipped lecture facilities
4. The visiting educator was worth his weight in gold
5. The standard of class preparation was good all round
6. The range of classes offered was varied and interesting
7. Instructional handouts adequately complemented the presentations
8. The workshop was great value for money
9. I had an enjoyable and rewarding experience

# Q25SD – Workshop Impressions

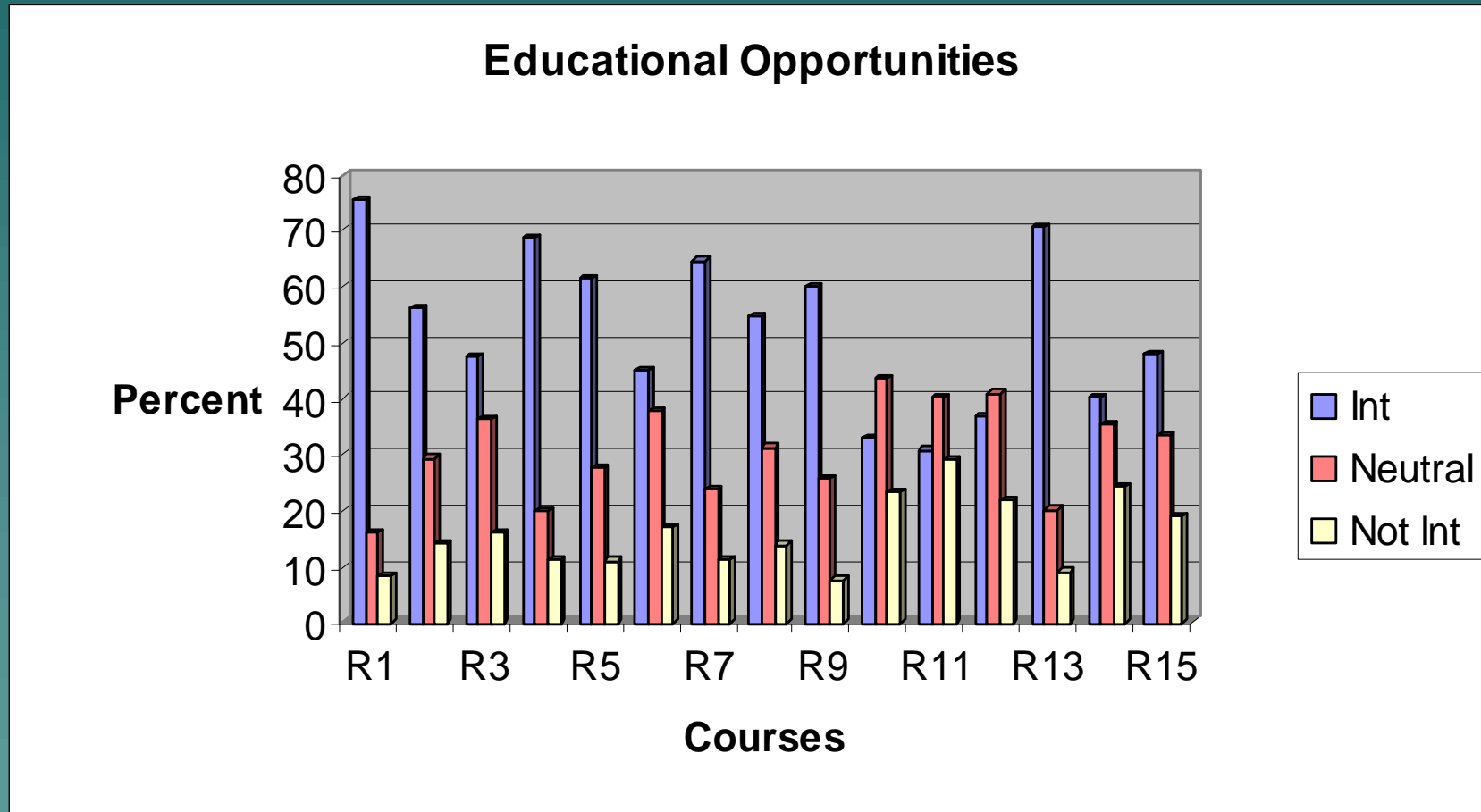


# Q26L – Additional Educational Opportunities

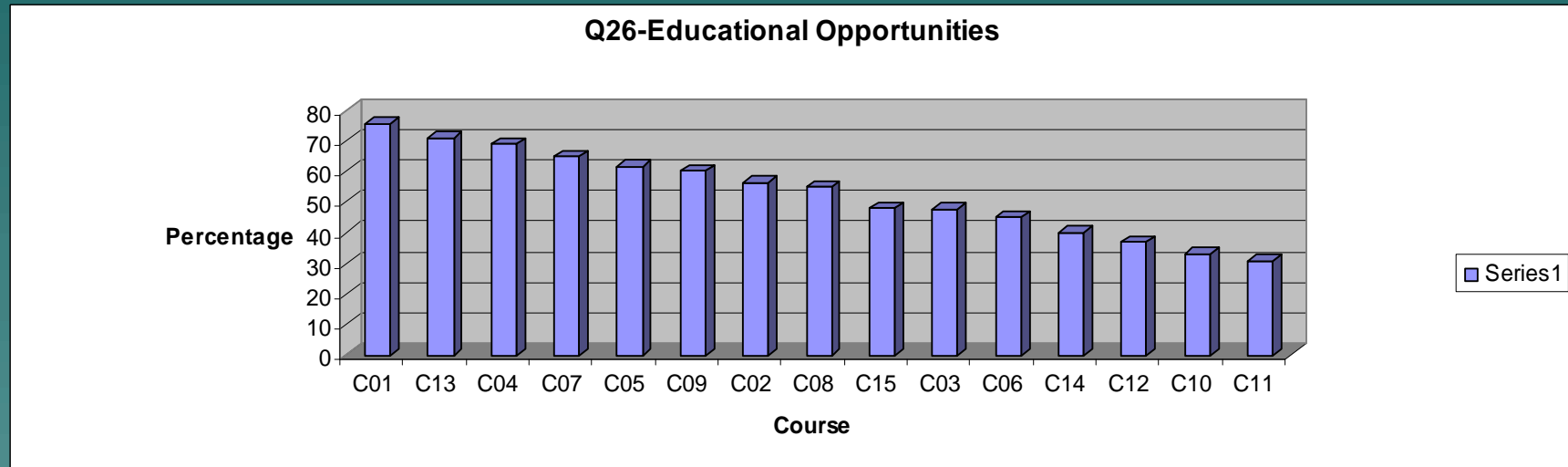
From the list below, please indicate your level of interest in AAMBS providing additional educational opportunities

1. Sight Singing for Beginners
2. Woodshedding
3. Designing Visual Plans for Uptunes
4. Basic Choreography
5. Insights into Comedy
6. Show Production/Administration
7. Basic Music Theory
8. How to Teach What You Know
9. The Quartet Coach
10. Designing a Club Fundraising Plan
11. How to Write a Grant Proposal
12. Club Leadership Insights
13. Rehearsal Techniques for Quartets
14. Chorus Directing 101
15. Judging Categories – What do they mean?

# Q26L – Additional Educational Opportunities



# Q26 – Additional Educational Opportunities



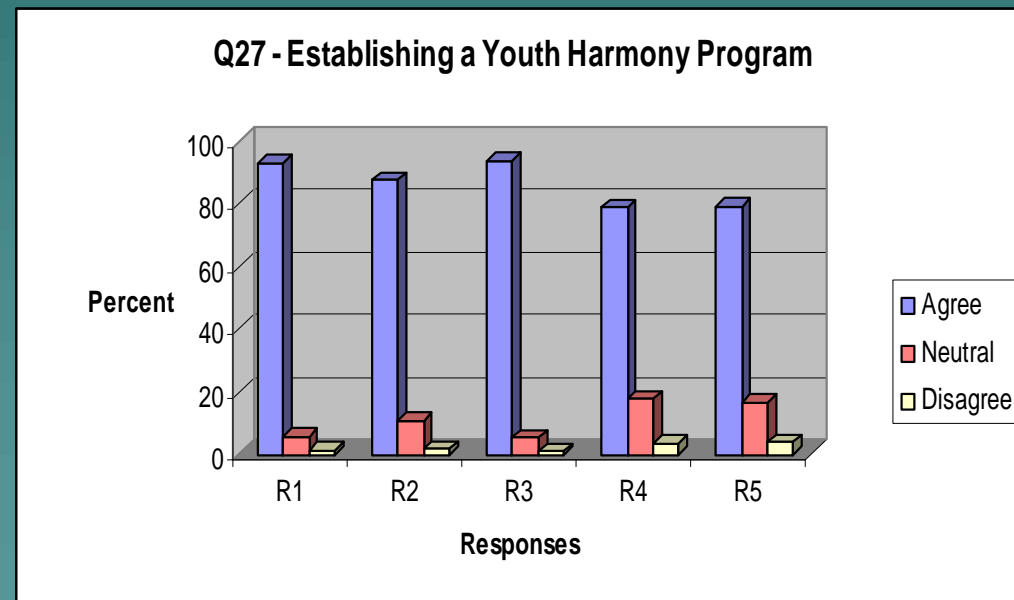
C01	Sight Singing For Beginners
C13	Rehearsal Techniques for Quartets
C04	Basic Choreography
C07	Basic Music Theory
C05	Insights into Comedy
C09	The Quartet Coach
C02	Woodshedding
C08	How to Teach What You Know



# Q27L – Youth Harmony Program

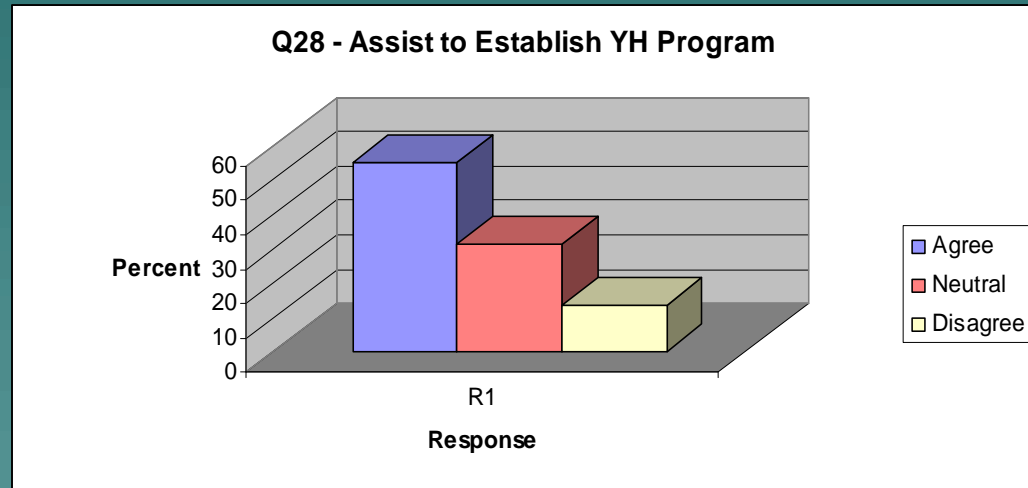
The items below concern your impressions  
Of establishing and maintaining an  
Australian Youth Harmony program.

1. AAMBS, through the Regions & Clubs, should encourage and support vocal music education in High Schools & Universities in our communities
2. AAMBS, through the Regions & Clubs, should provide a performance outlet which could include competitions, festivals, jamborees for the above singers
3. It's important to foster an awareness among teachers & education administrators that barbershop harmony is a viable music art form that can help them to improve their vocal music curriculum.
4. Clubs/ Regions/ AAMBS should sponsor school music teachers & educators to Harmony and/or Director's College
5. Clubs/Regions/AAMBS should sponsor youth groups to attend AAMBS events



# Q28L – YHP Volunteers

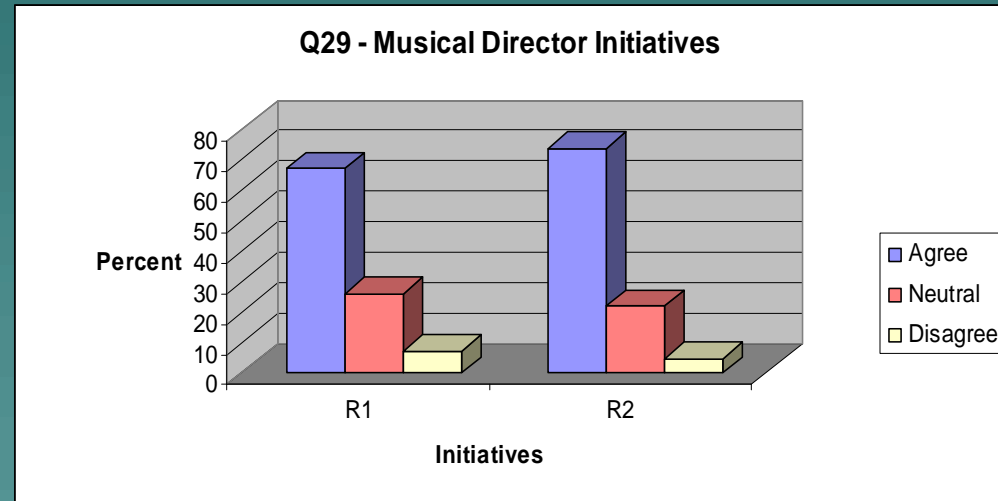
I would assist my Club to put together and maintain an Australian Youth Harmony program



# Q29L – Musical Director Initiatives

In this question, we seek your view on initiatives to identify potential Musical Directors

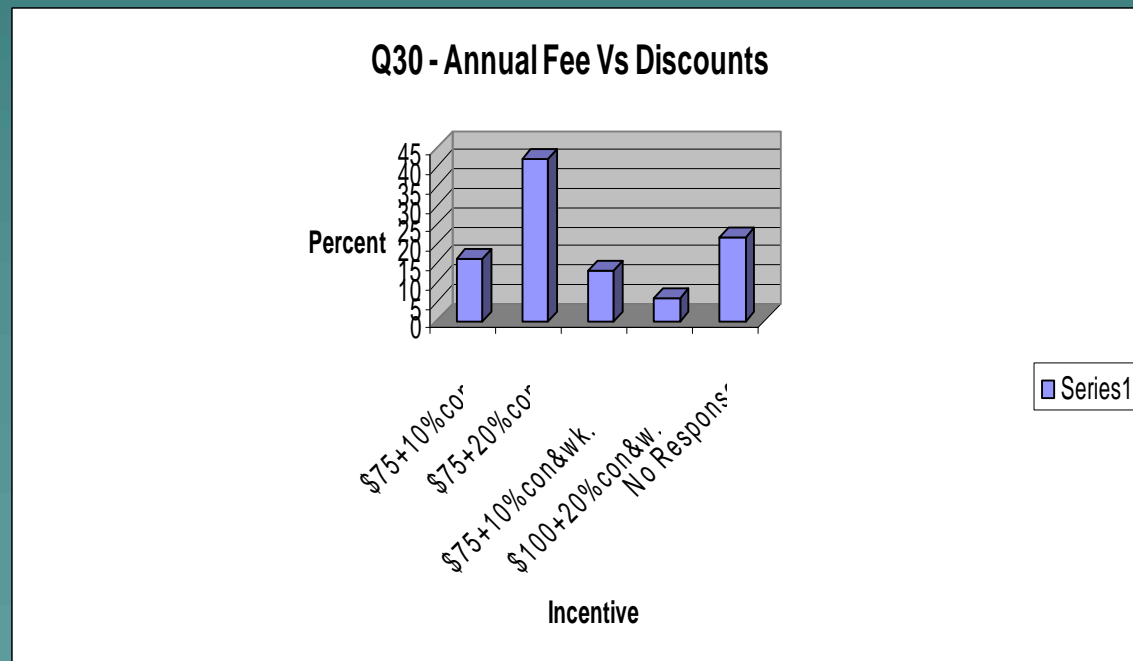
1. AAMBS should explore the possibility of assisting selected University music students in exchange for a period of on-the-job training as a chorus musical director
2. AAMBS should assist/sponsor local community school music teachers to attend Harmony College



# Q30T1 – Offsetting Annual Fee with Discounts

Please indicate the Attractiveness to you of offsetting an increase in annual membership dues with discounts on convention/harmony college registration fees:

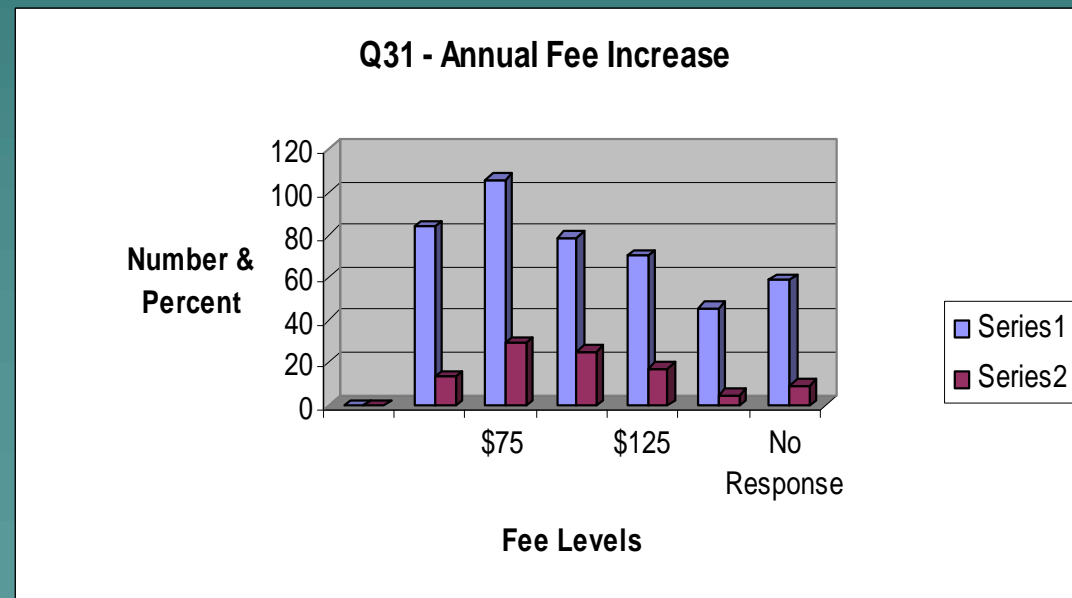
1. \$75 per year + 10% discount on next convention registration fee
2. \$75 per year + 20% discount on next convention registration fee
3. \$75 per year + 10% discount on next convention and harmony college registration fees
4. \$100 per year + 20% discount on next convention and harmony college registration fees



# Q31T1 – Annual Fee Elasticity

Please indicate at what annual membership fee level you would think very seriously about continuing your membership with AAMBS:

1. \$50 (that is \$4.17 per month)
2. \$75 (that is \$6.25 per month)
3. \$100 (that is \$8.34 per month)
4. \$125 (that is \$10.42 per month)
5. \$150 (that is \$12.50 per month)



# **AAMBS Membership Survey**

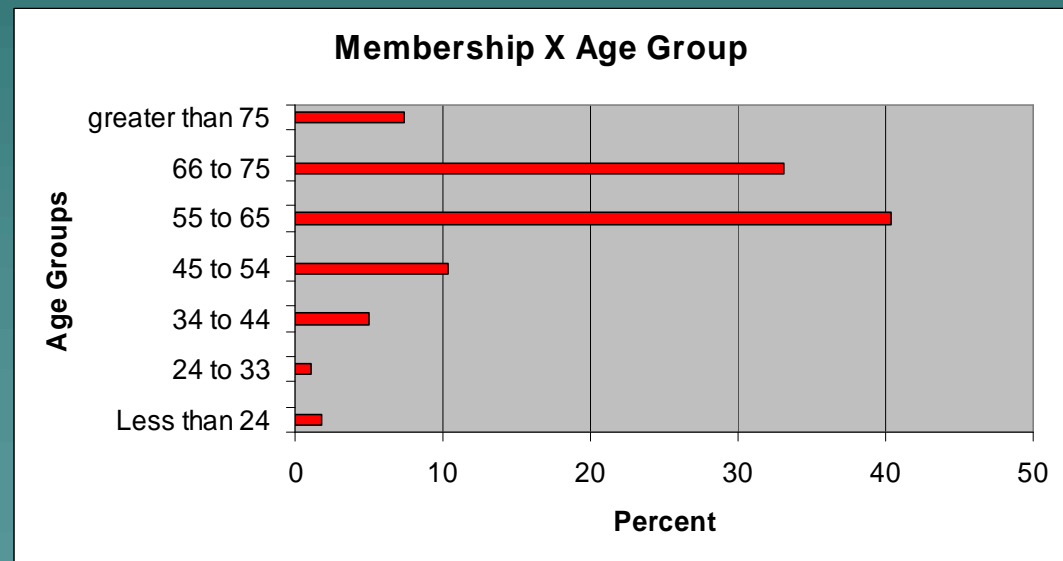
## **Demographic Profile**



# Q32T1 – Age Grouping

Please indicate  
Your Age group

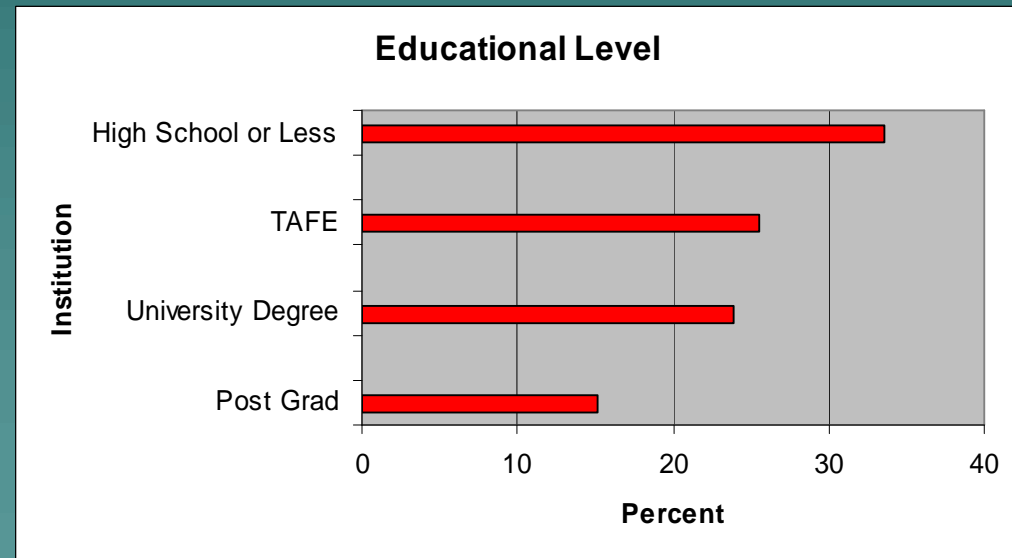
1. Less than 24
2. 24 to 33
3. 33 to 44
4. 45 to 54
5. 55 to 65
6. 66 to 75
7. Greater than 75



# Q33T1 – Educational Level

Indicate Your  
Highest Achieved  
Educational Level

1. High School or Less
2. TAFE
3. University Degree
4. Post Grad

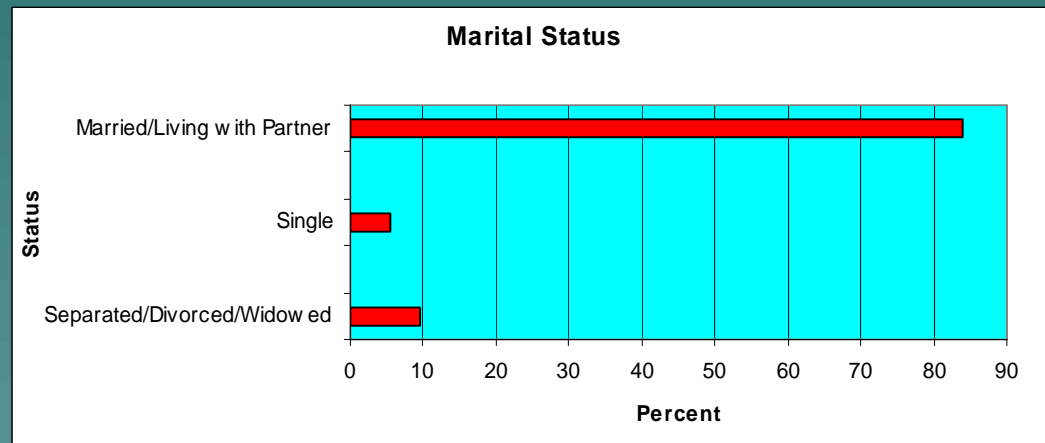




# Q34T1 – Marital Status

Please indicate your marital status

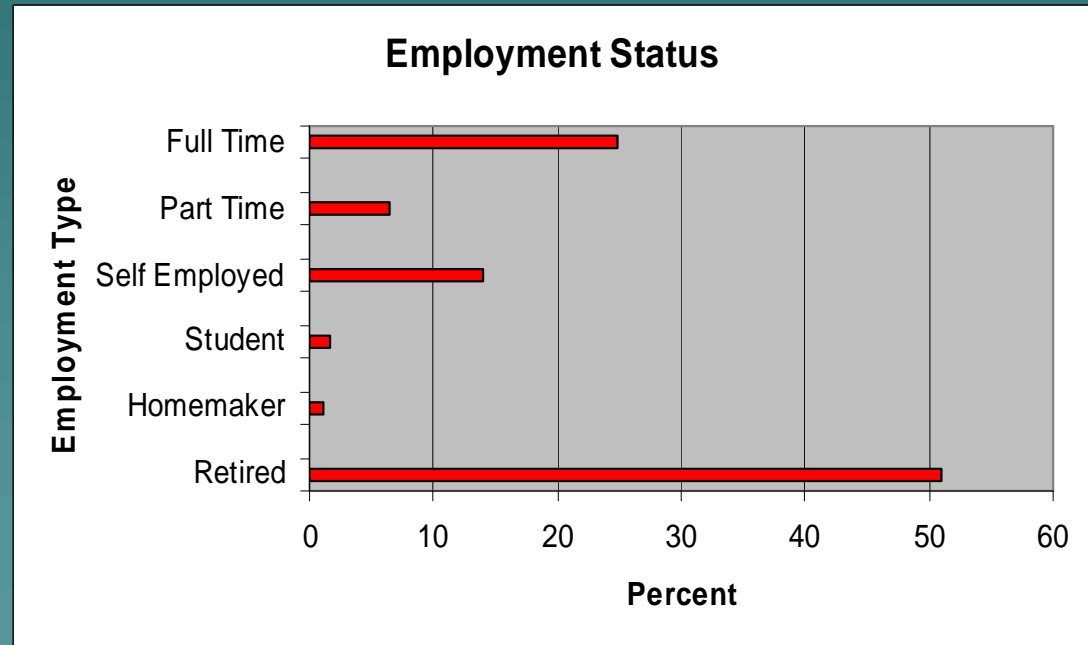
1. Married/Living with Partner
2. Single
3. Separated/Divorced/Widowed/Widowed



# Q35T1 – Employment Status

Current  
Employment Status

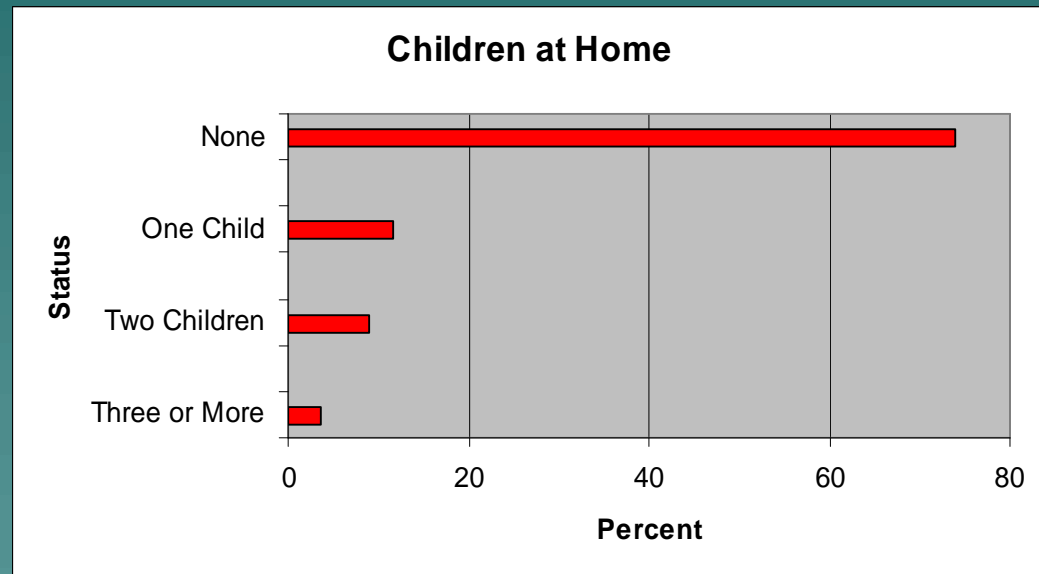
1. Full Time
2. Part Time
3. Self Employed
4. Student
5. Homemaker
6. Retired



# Q36T1 – Children At Home?

Children at home?

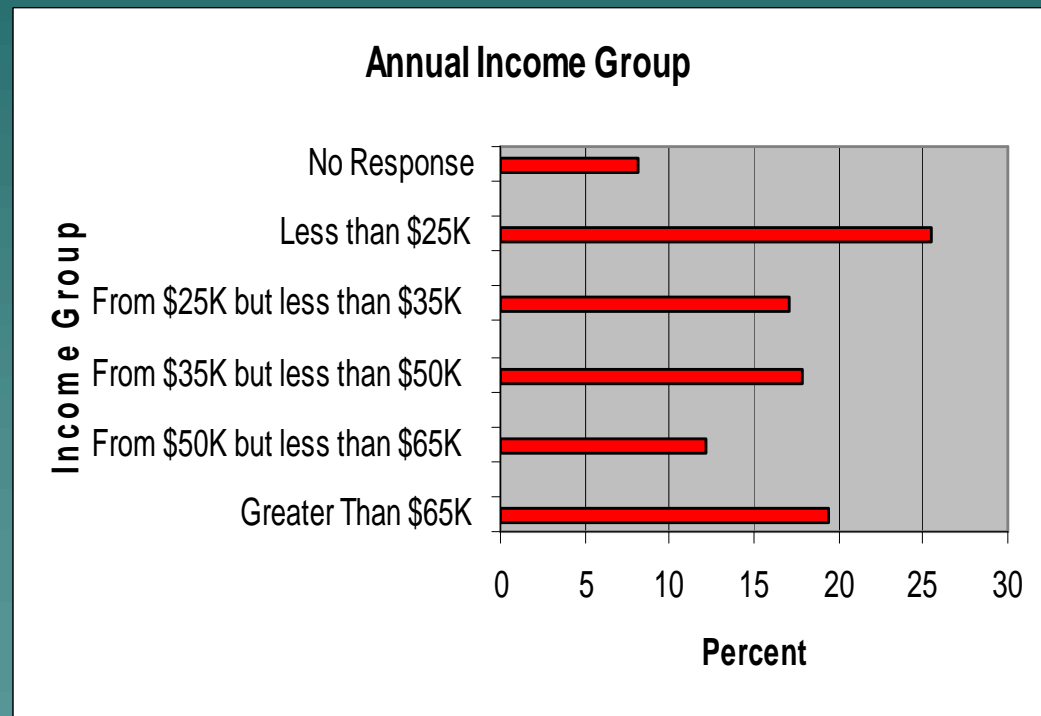
1. None
2. One Child
3. Two Children
4. Three or More



# Q37T1 – Annual Income Range

## Annual Income Range

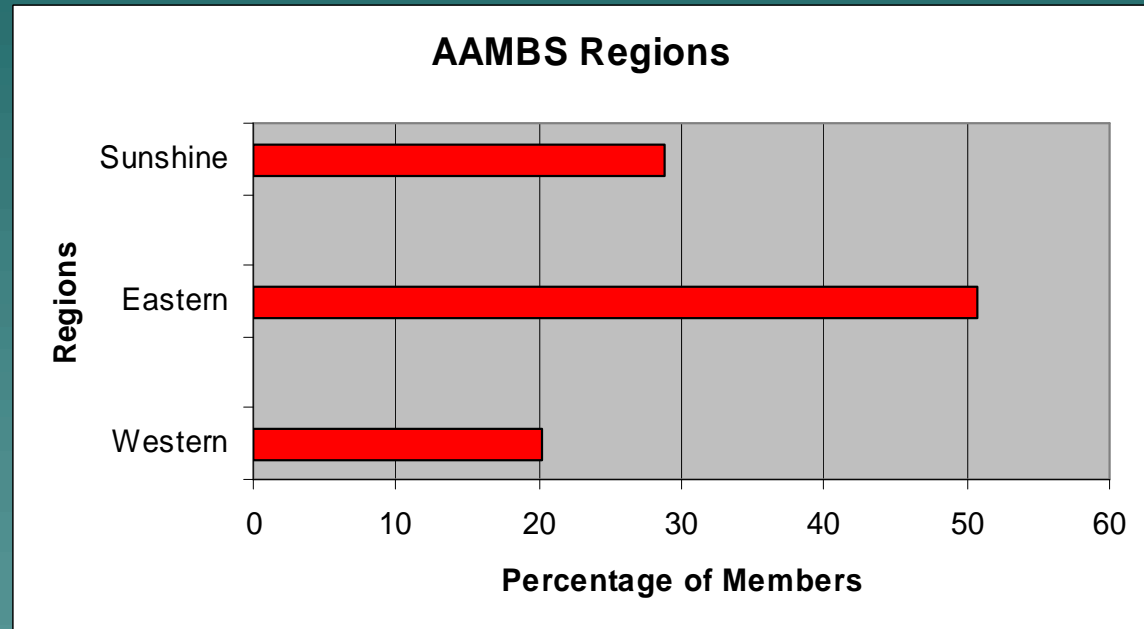
1. Less than \$25K
2. \$25K - \$34K
3. \$35K - \$49K
4. \$50K - \$65K
5. Greater than &65K



# Q38T1 – Membership by Region

## Membership By Region

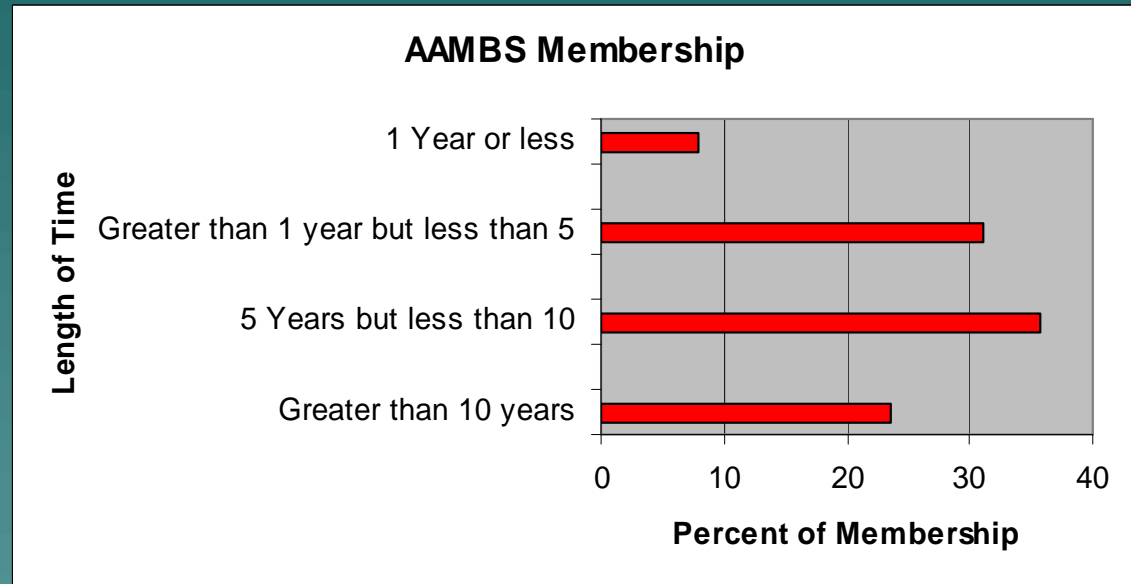
1. Sunshine
2. Eastern
3. Western



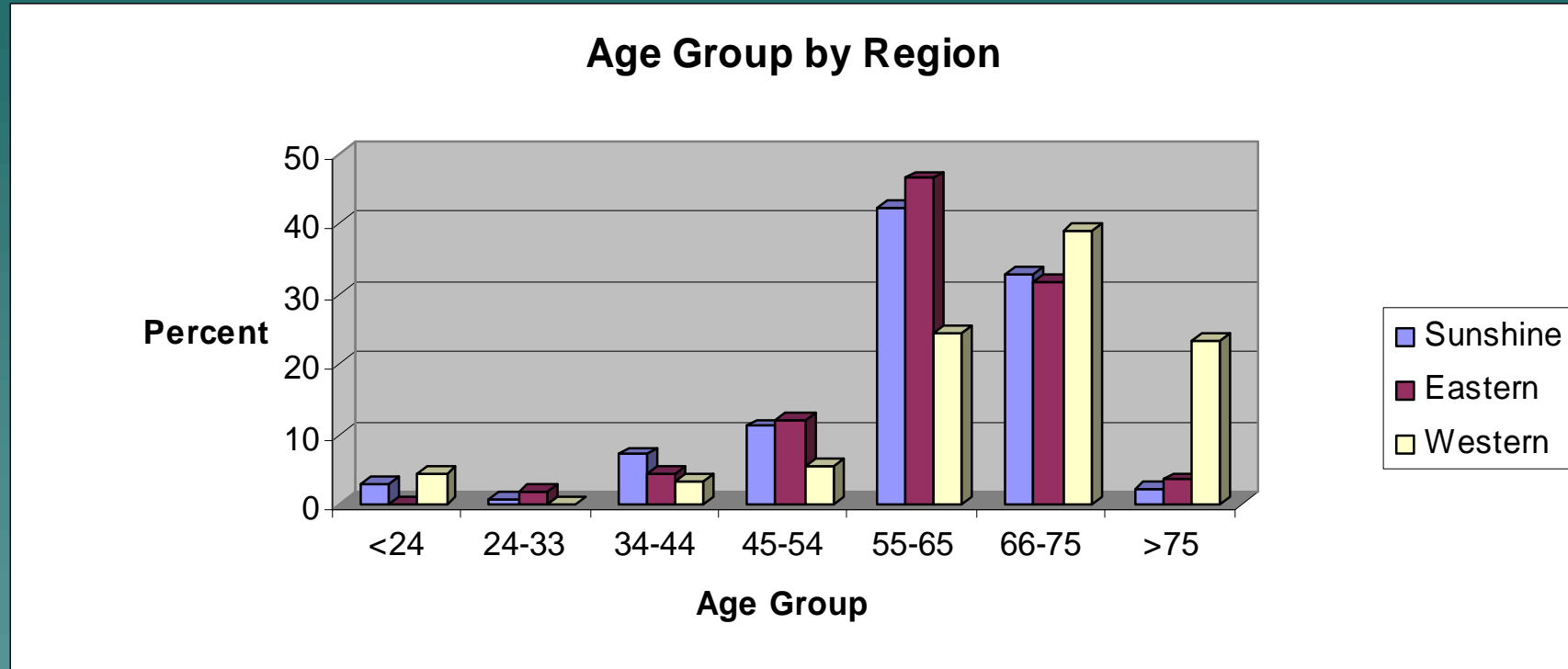
# Q39T1 – Time in AAMBS

## Time in AAMBS

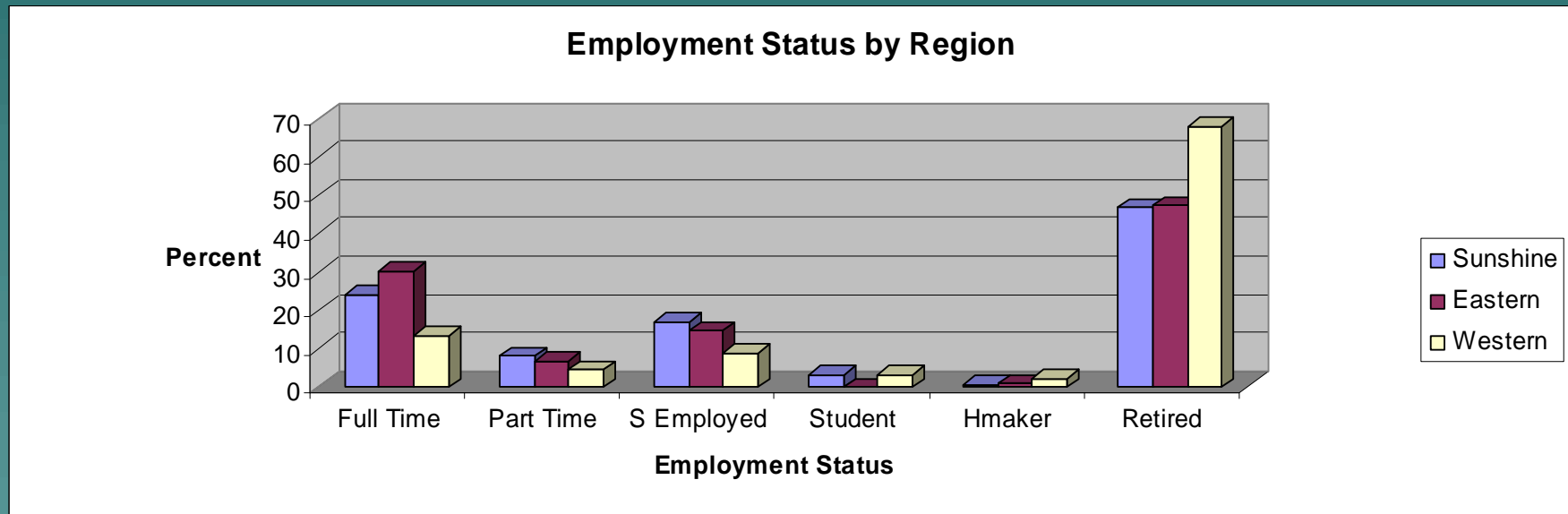
1. 1 Yr or Less
2. > 1 Yr < 5 Yrs
3. % yrs < 10 Years
4. > 10 Yrs



# Age Group x Region

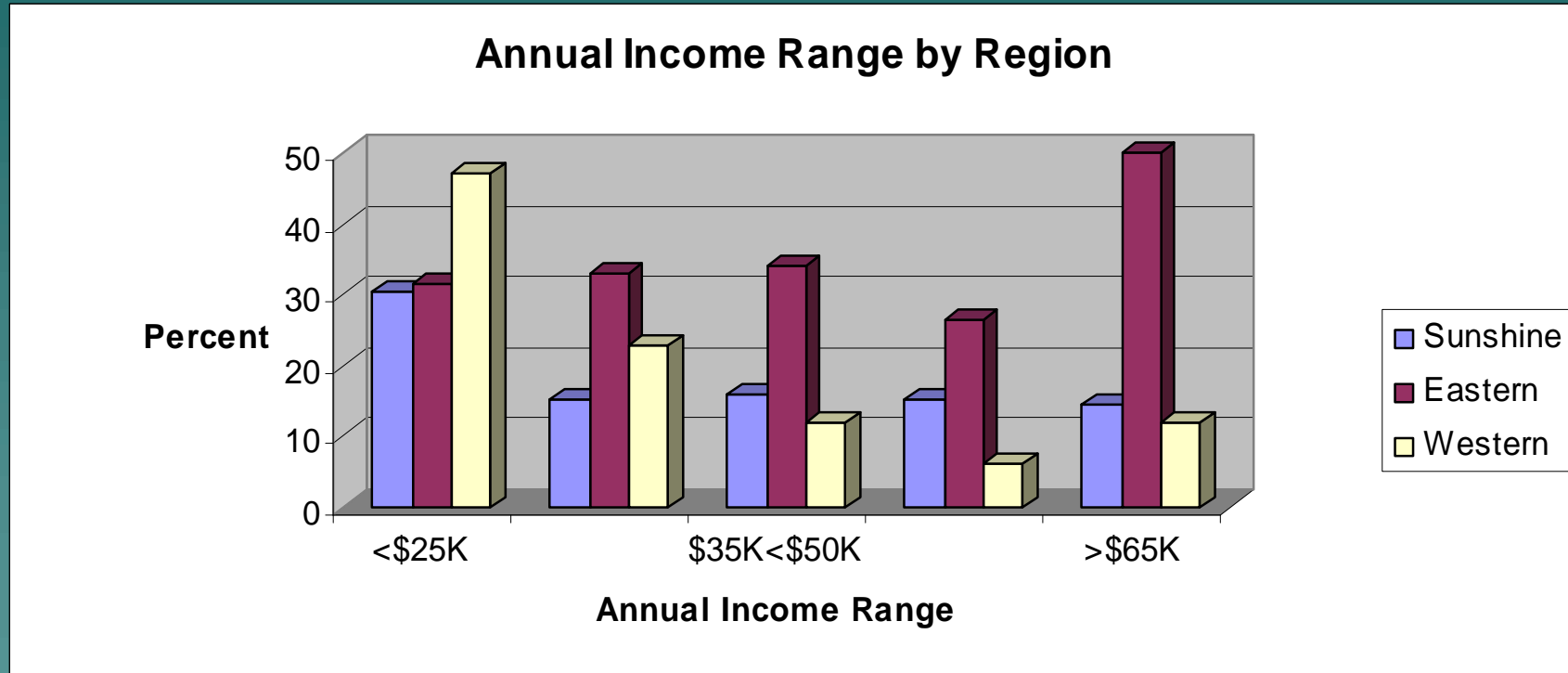


# Employment Status x Region

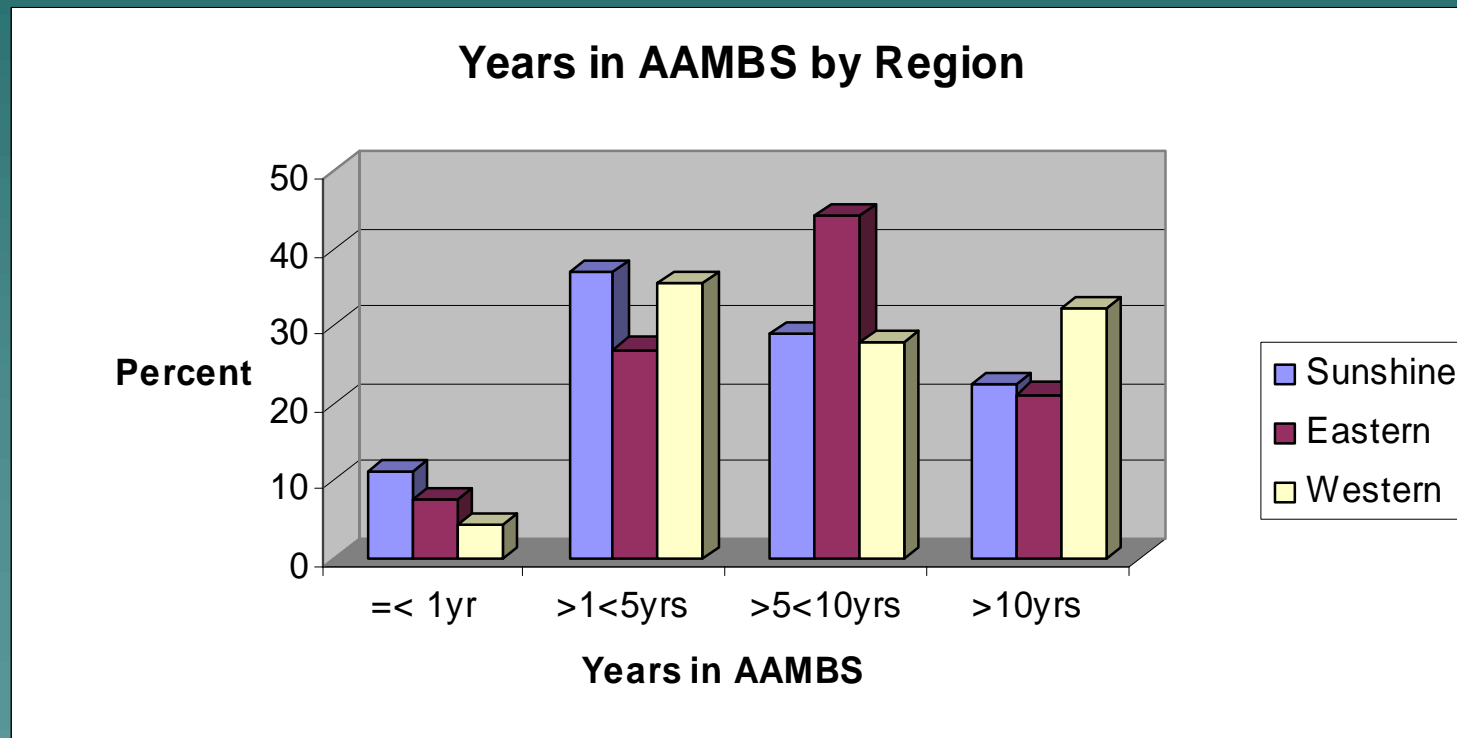




# Annual Income Range x Region



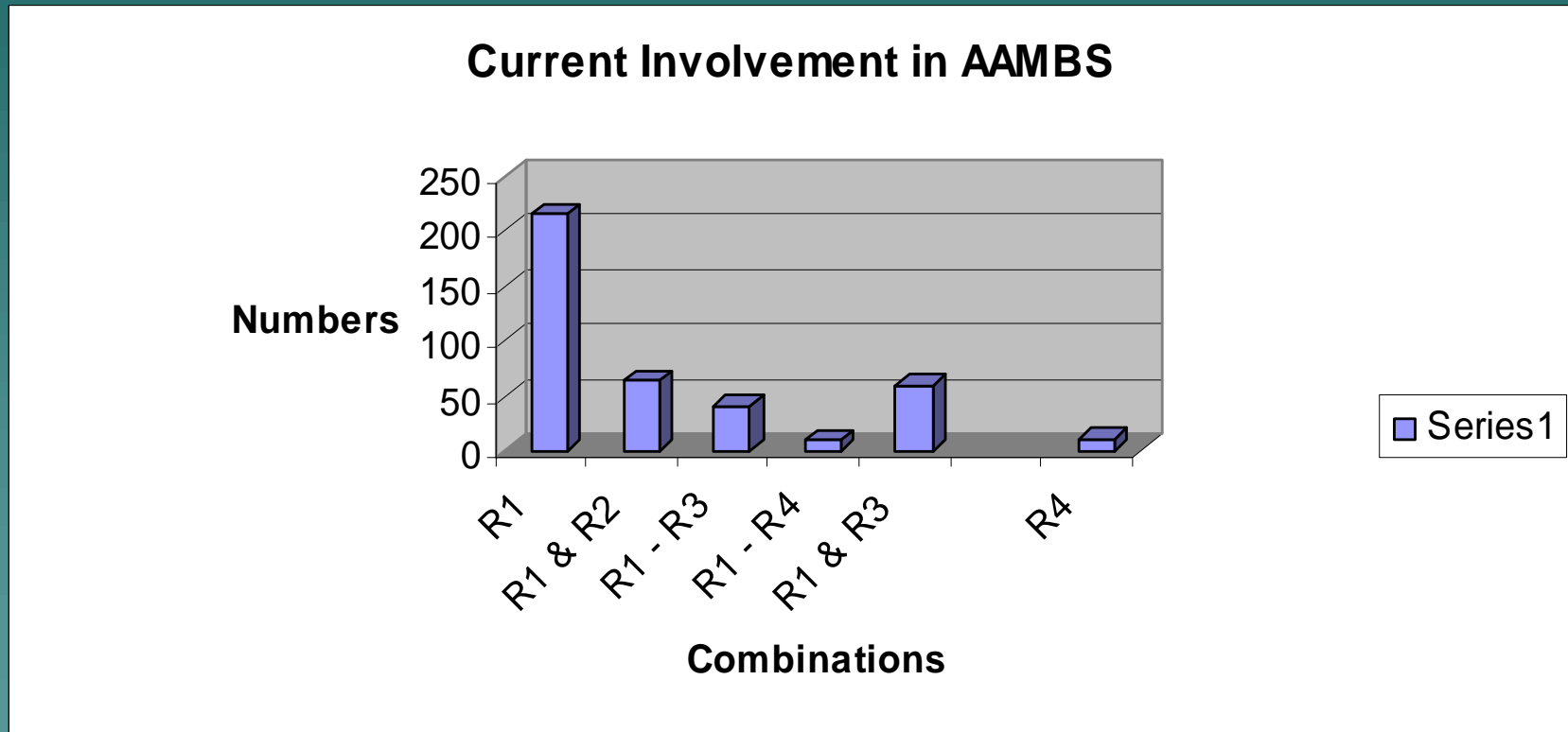
# Time in AAMBS x Region



# Q40TA – Current Involvement in AAMBS

	Major Combinations
1. Chorus Singer	
2. Quartet Singer	R1=216
3. Officer of Club	R1 & R2=64
4. Music Arranger, Coach, Director	R1 – R3=41 R1 – R4=10
5. Non Singing Member	R1 & R3=60 R4=11
6. Other	

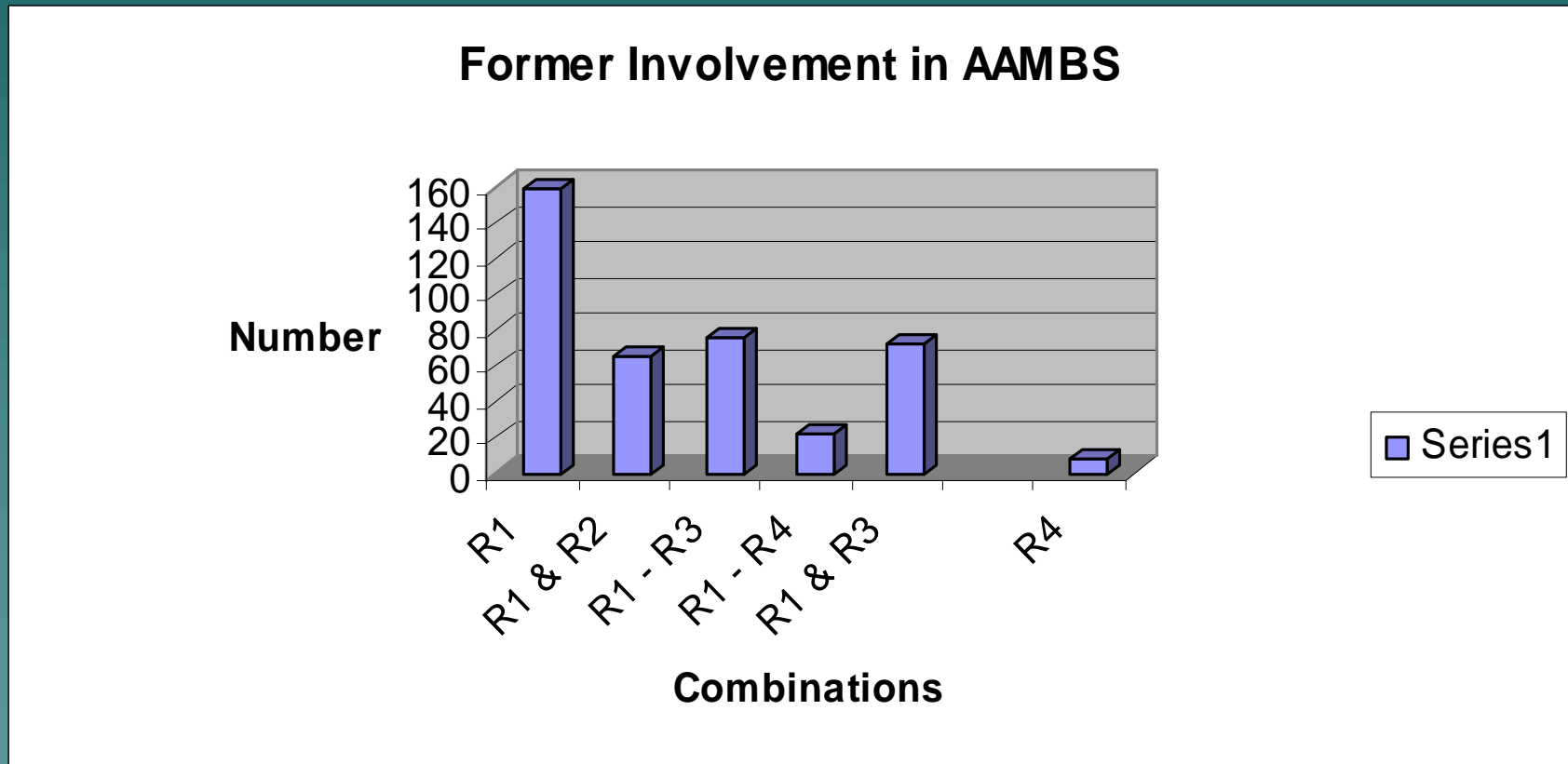
# Q40TA – Current Involvement in AAMBS



## Q41TA – Former Involvement in AAMBS

	Major Combinations
1. Chorus Singer	
2. Quartet Singer	R1=159
3. Officer of Club	R1 & R2=65
4. Music Arranger, Coach, Director	R1 – R3=75 R1 – R4=22
5. Non Singing Member	R1 & R3=72 R3=8
6. Other	

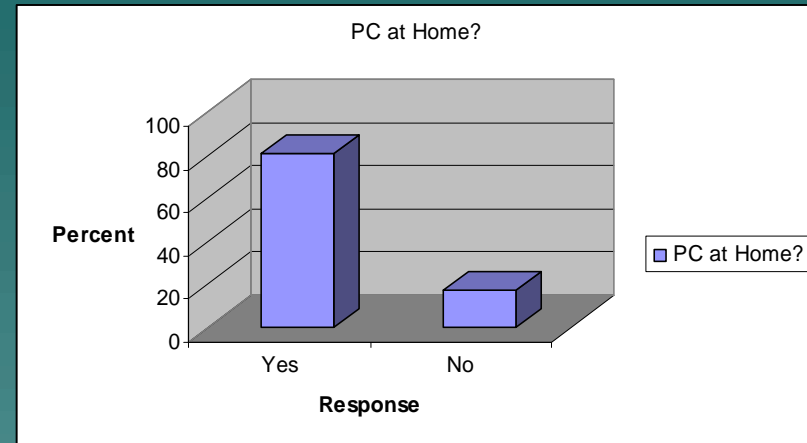
# Q41TA – Former Involvement in AAMBS



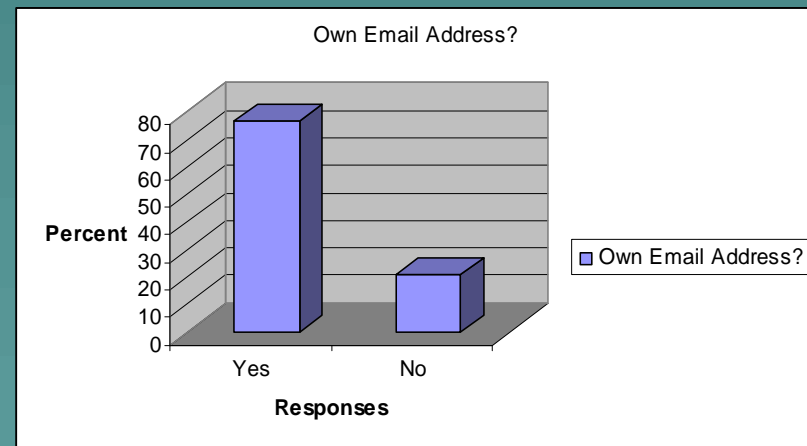
# Q42 & 43T1 – PC at Home & Email Address

## Access to PC and Email

1. PC at Home?



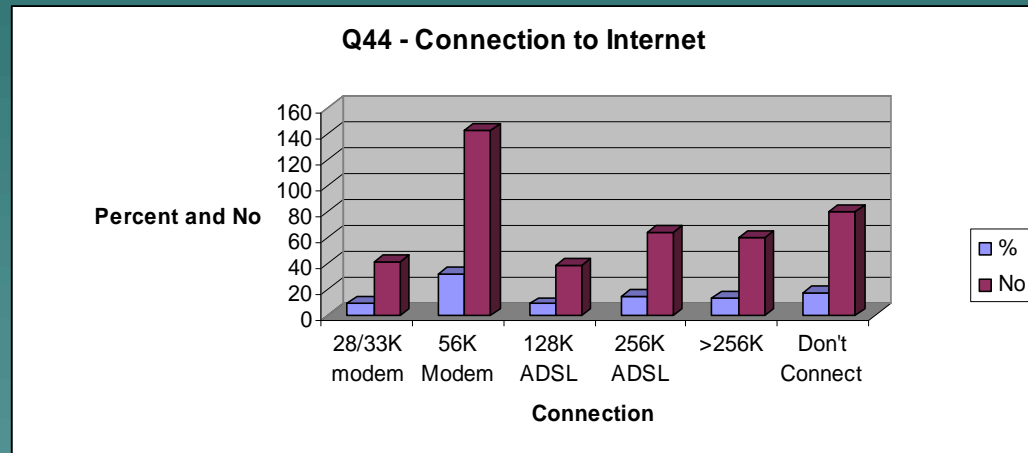
1. Email Address?



# Q44T1 – Internet Connection

## Internet Connection

1. 28K/33K
2. 56K
3. 128 ADSL
4. 256 ADSL
5. > 256K ADSL
6. Don't Connect





# Q45L – Interest in Connecting to Internet

## Interest in Connecting to Internet

1. If more services and material were available through the AAMBS website
2. If it would help me become a better singer
3. If it would improve communications between me and my Regional reps and between me and AAMBS
4. So that I could communicate with my other Club Members

