

Blazing Swan Website Survey Results 2019

Blazing Swan Comms Group

August 2019

Overview

The Blazing Swan website survey was conducted in July 2019 in an effort to identify and understand the key points of work to be considered and prioritised so as to make the Website a more enjoyable and useful experience for all.

The main stakeholders who received the survey were:

- Blazing Swan Comms Group
- Blazing Swan Incorporated Members
- Blazing Swan Theme Camps Members
- Blazing Swan Committee

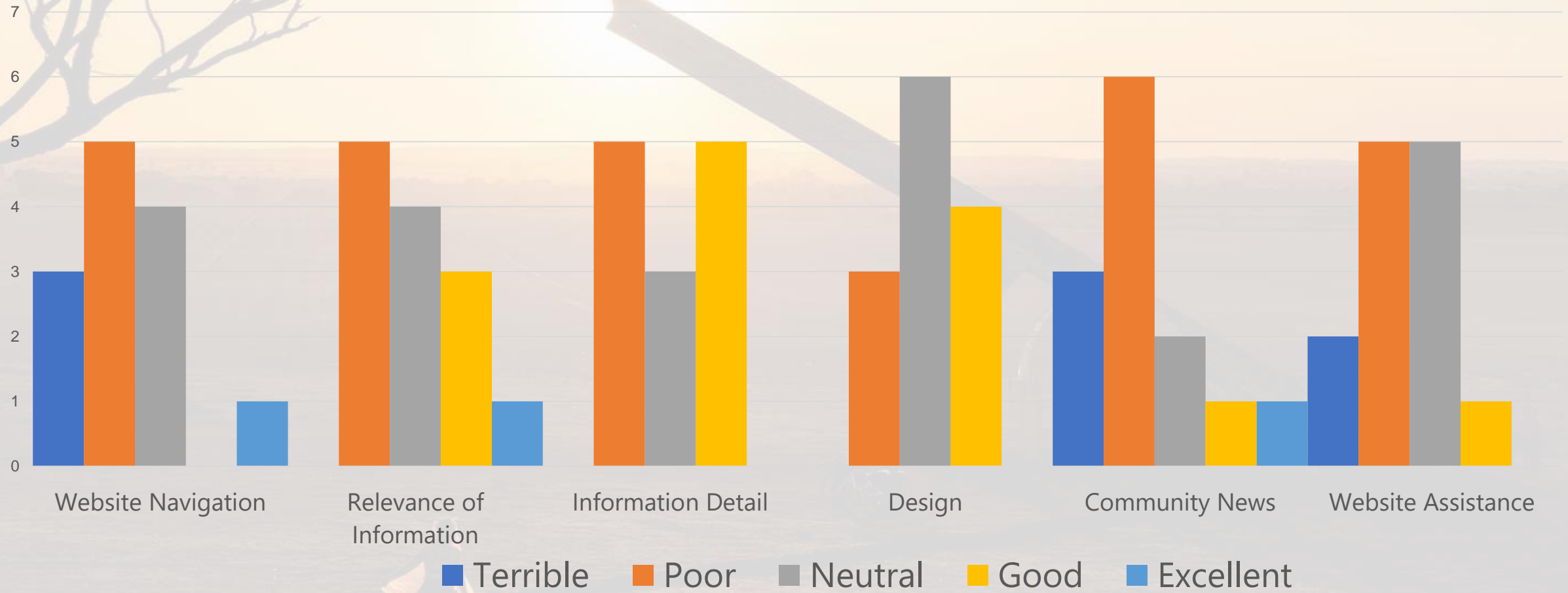
The survey was not opened up to the wider Blazing Swan community due to the complexity of data this would have created. This may be considered in the future.

The survey received 13 responses which is a relatively small number, however the scores and comments received were considered enough to provide the Comms Group with enough guidance and insight as to what the Blazing Swan Community would like to see.

The Blazing Swan comms team will run the survey again after works have been completed to gain an understanding on how the changes are received and whether any improvements need to be made.

Scored Responses

Summary of Scored Results



Survey Comments

Summary of Commented Results

Navigation

- Incorrect or poor links
- Difficulty finding information
- Navigation menu does not cover the range of content or access to it
- Clearer menus

Contact

- Contact list poor and not up to date.
- Contact list needs who to contact

News

- News not regular across all platforms (FB, Newsletter, Website)

Volunteer

- Rangers and volunteer information hard to find

Photos

- Large group photos on site should not be used due to consent issues

Summary of Commented Results

Members

- Area needed for members and non-members to get involved with BSI, Events, Workshops, etc.
Increase engagement

Content

- Too much cluttered information on pages
- Information in survival guides not found on website
- Accurate and current information
- Breadth of content improvement needed (Kulin info, welcome to country, history, etc)
- Documents out of date, no visible content dates/ doc numbers to track this
- Information updated in time for events
- Searchability functions
- Content grouped correctly. Ie. Theme camp information
- Make the site about Blazing Swan, not just the next event
- More BSI org information, wider burn community and events.
- More survival guides or improved guides

Visual

- Better website graphics and less photos

What's Next?

Current Status

Thank you to all who submitted feedback on the Website – your insights have been very helpful and helped guide our work.

The open ended comments provided very insightful into some otherwise not thought of improvements.

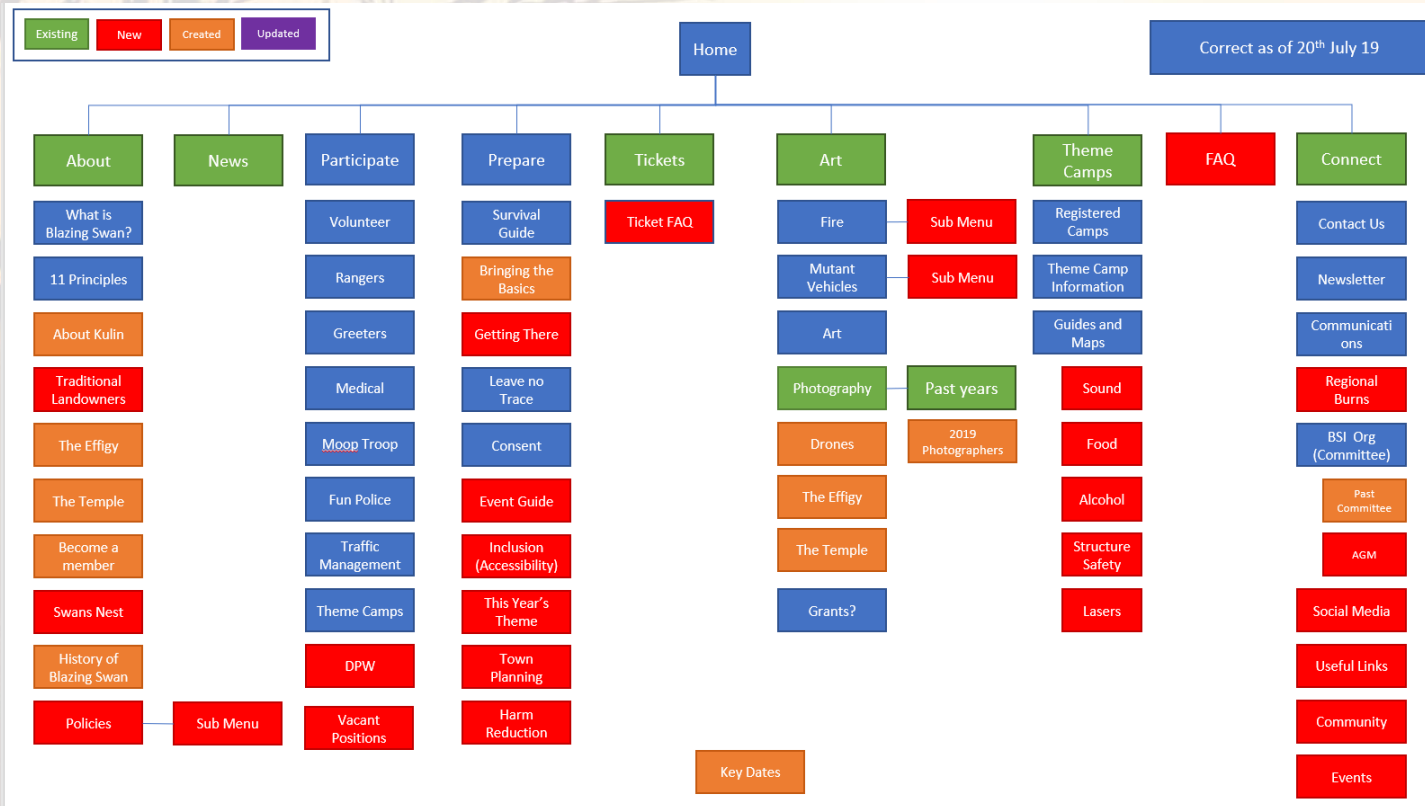
Work has already commenced on updating the Website as well as linked other areas. Please feel free to head over to the website to see what's moved along. For transparency there is a new page ([What's New](#)) which tracks all changes, additions and developments as we go – we hope this will assist with communication and visibility.

We hope you enjoy what we are trying to put together for the better of the Blazing Swan community and we will announce when all the improvements are in place for further review.

Happy Blazing!

Blazing Swan Comms Team

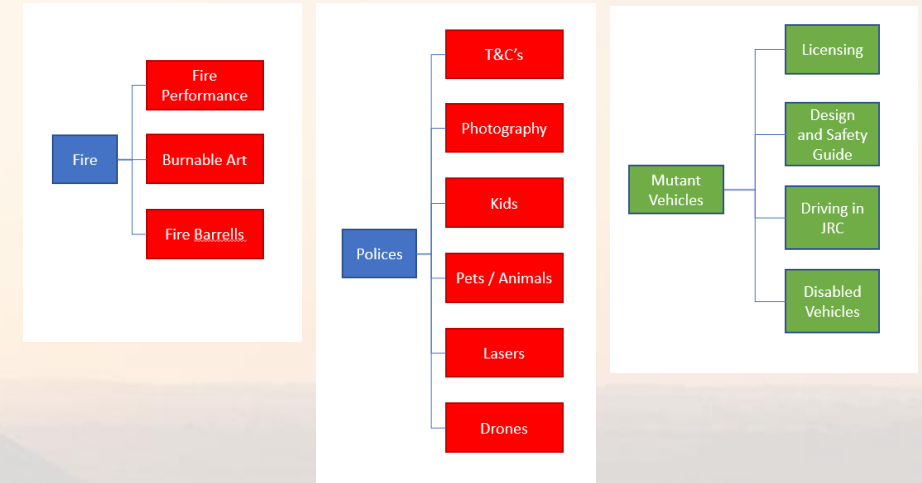
Website Vision



Website Structure

Noting, that this is an initial plan, the task is constantly changing to adapt to our community's requirements and requires discussion and input from relevant parties – so things may change

Submenus



Info Sheets

Proposed development of specific in depth topics expanding on Survival Guides for both Participants and Theme Camps

