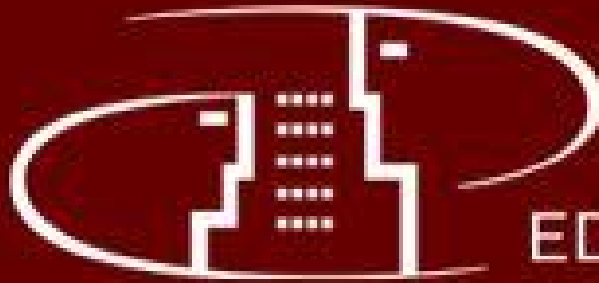


# 2009

## EDAC Membership Survey



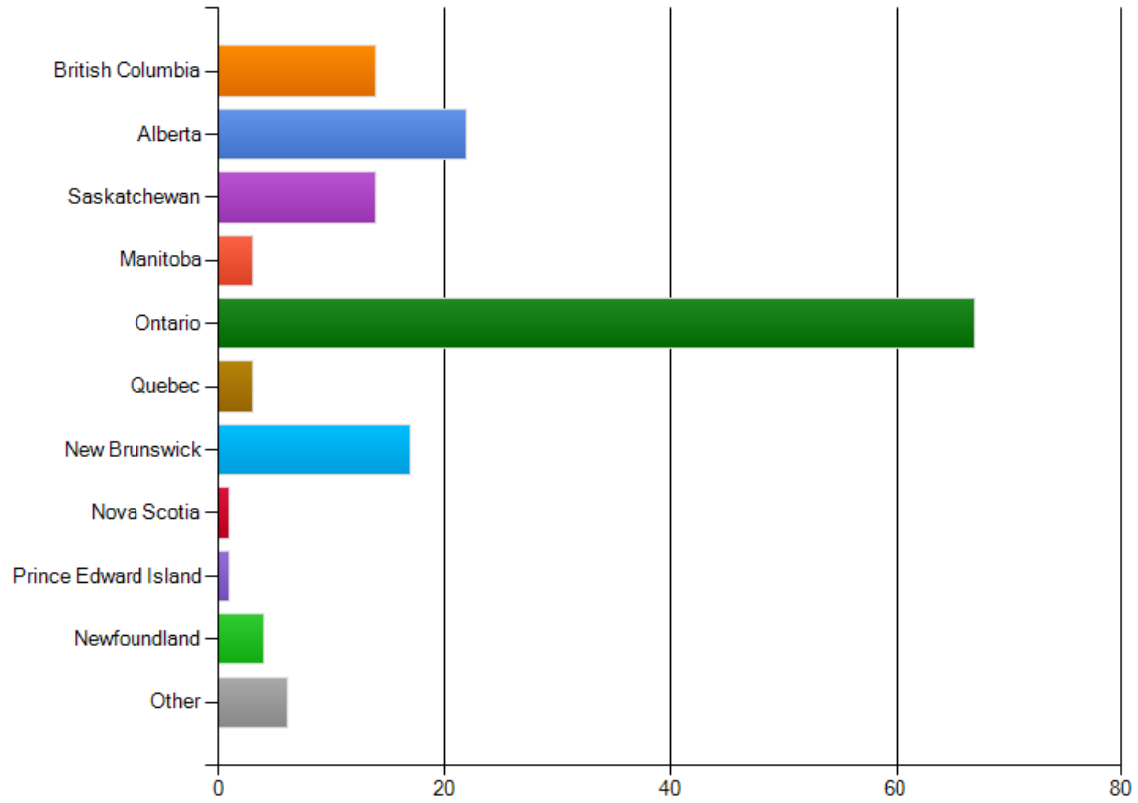
EDAC • ACDE

Economic Developers Association of Canada  
7 Innovation Drive, Flamborough, ON L9H 7H9  
905.689.8771 905.689.5925 [admin@edac.ca](mailto:admin@edac.ca)

**QUESTION 1:**

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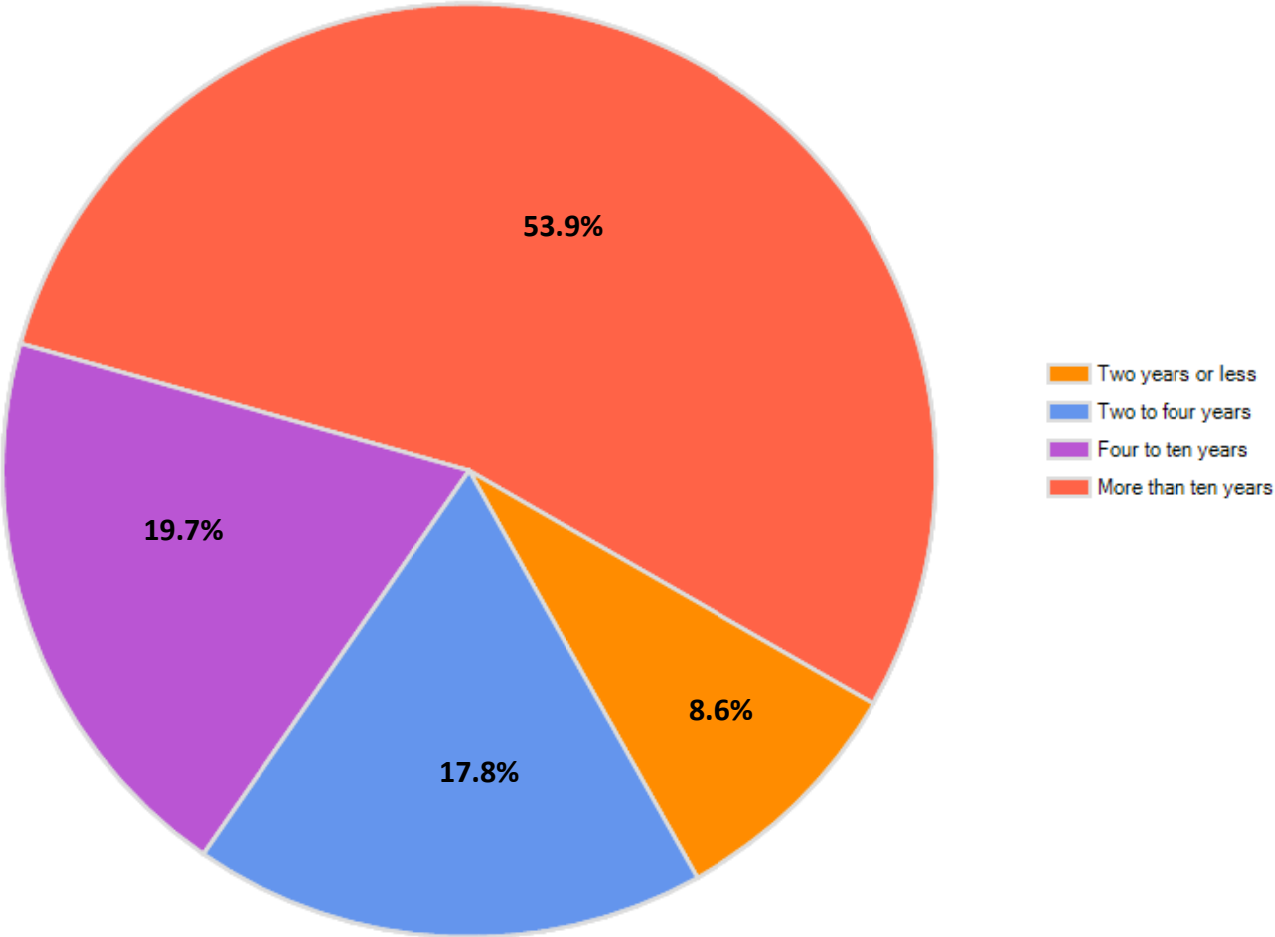
**I am currently employed in the Province of:**



**QUESTION 2:**

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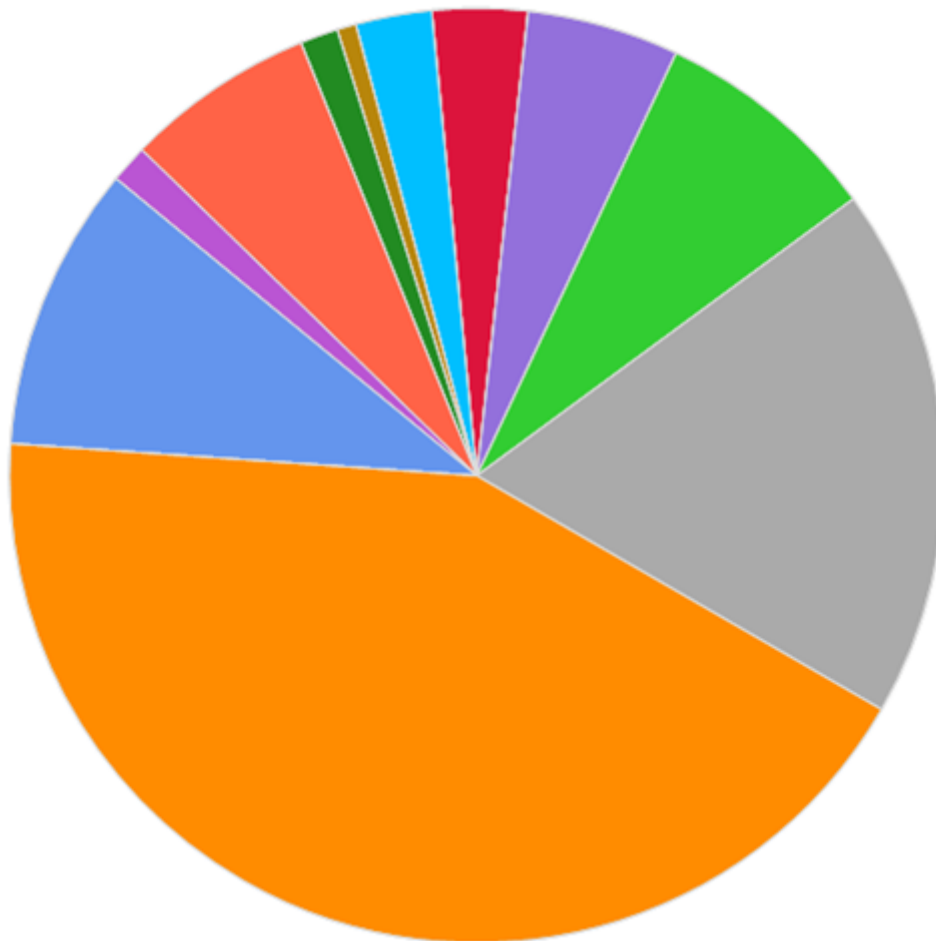
**I have been employed in the field of economic development for:**



**QUESTION 3:**

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I am currently employed by:



A Municipality	42.8%
A Region	9.9%
Federal Government	1.3%
Provincial Government	6.6%
Territorial Government	1.3%
Regional Government	0.7%
Community Futures	2.6%
Business Development Centre	3.3%
Private-sector organization	5.3%
Self-employed	7.9%
Other	15.8%

### QUESTION 3:

#### I am currently employed by:

Answer Options	Response Percent	Response Count
A Municipality	42.8%	65
A Region	9.9%	15
Federal Government	1.3%	2
Provincial Government	6.6%	10
Territorial Government	1.3%	2
Regional Government	0.7%	1
Community Futures	2.6%	4
Business Development Centre	3.3%	5
Private-sector organization	5.3%	8
Self-employed	7.9%	12
Federal/Provincial/Municipal Partnership	2.6%	4
Other (please describe)	15.8%	24
	<b>answered question</b>	<b>152</b>
	<b>skipped question</b>	<b>0</b>

#### Other (please describe)

County Government.

A Municipally funded non-profit.

Not-for-profit economic development authority.

Independent agency of a municipality.

A University.

First Nation.

First Nation Educational Institute.

Provincial Association.

Municipal Economic Development Corporation.

First Nation.

Provincial/municipal funded non-profit development authority.

Economic Development Agency.

Retired.

Enterprise Region.

Authority (several municipal stakeholders).

County.

Self-employed.

A First Nation.

Community economic development agency.

Public / private partnership - economic development corporation.

Post-secondary education

An economic development authority.

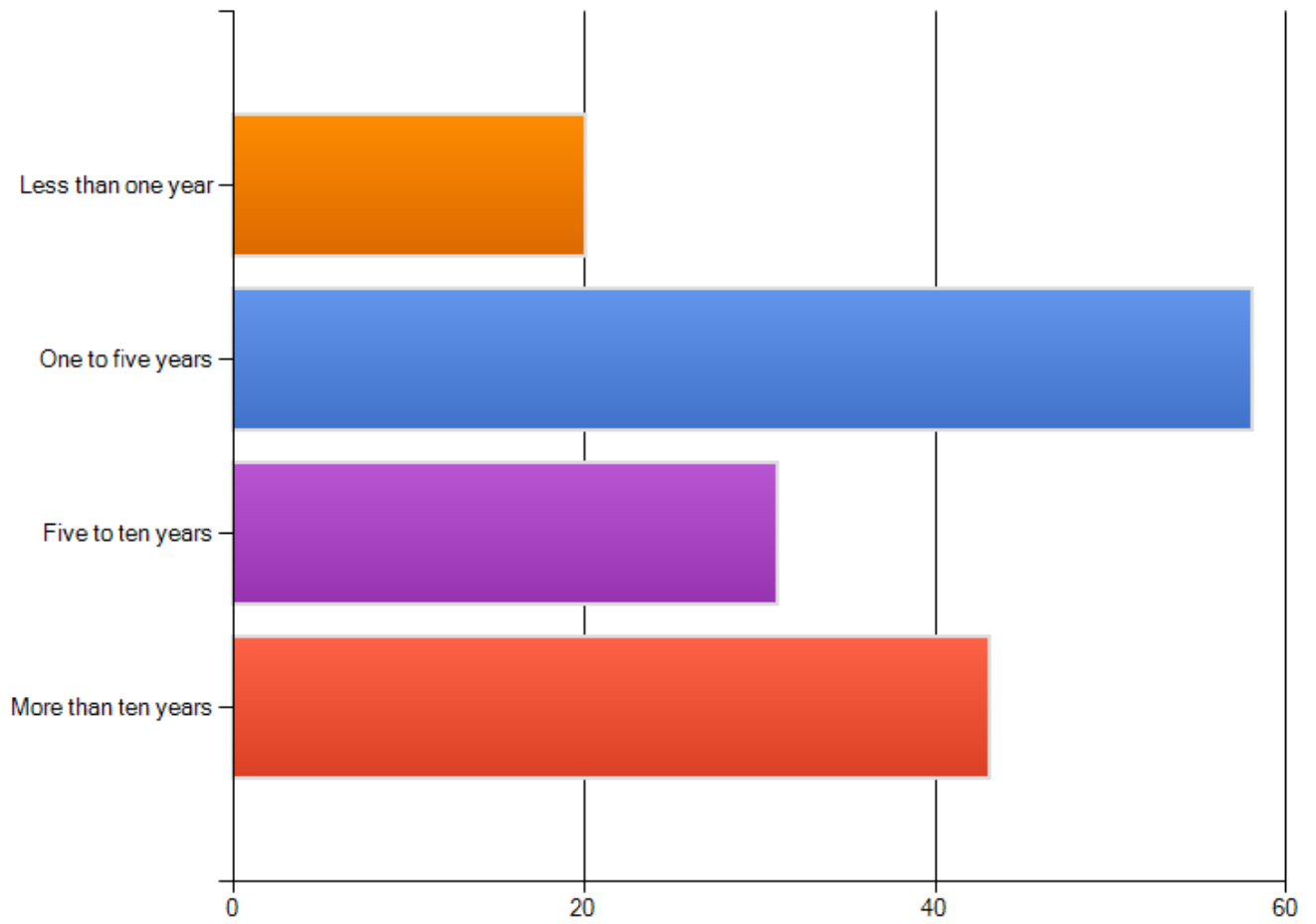
Not-for-profit society funded by city.

County.

**QUESTION 4:**

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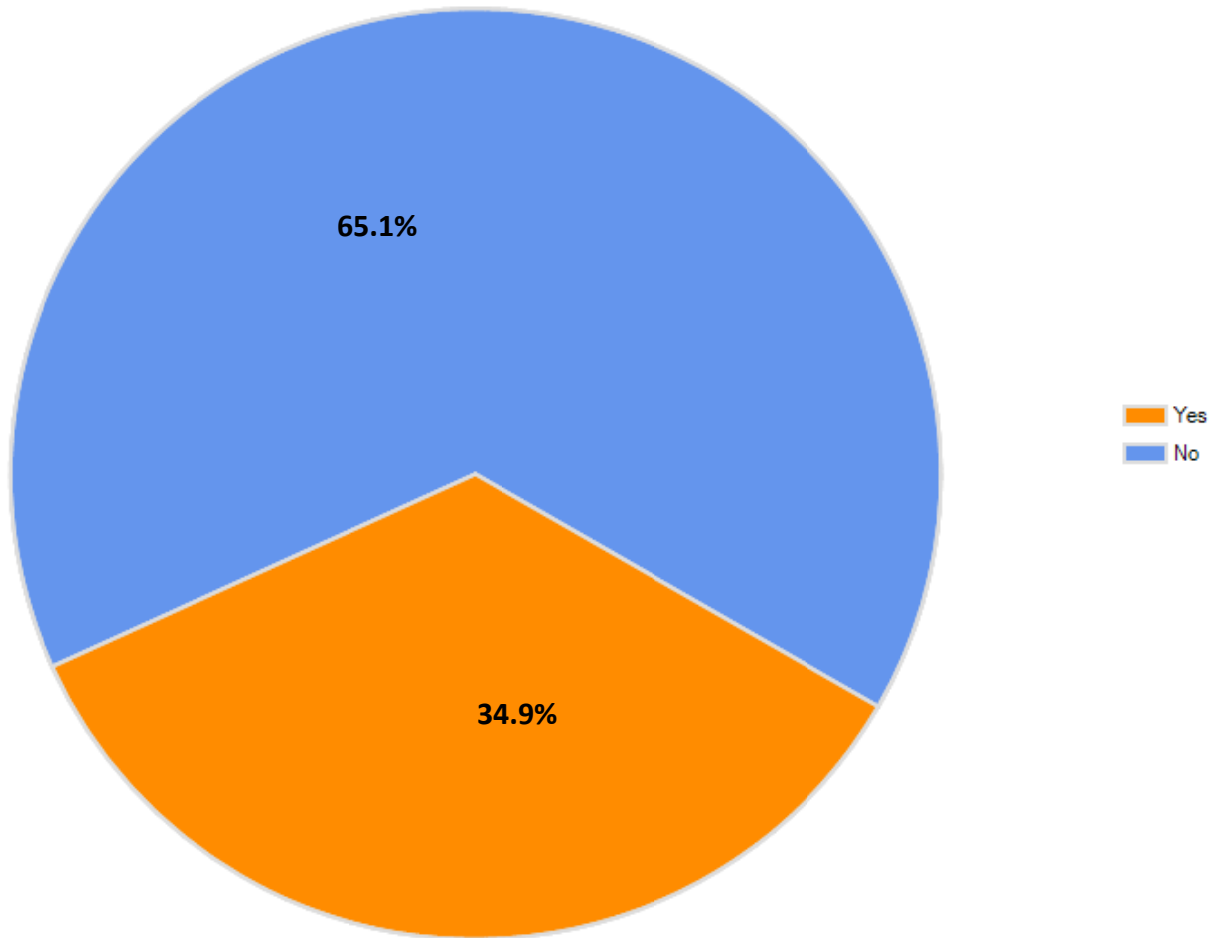
**How long have you been a member of EDAC?**



**QUESTION 5:**

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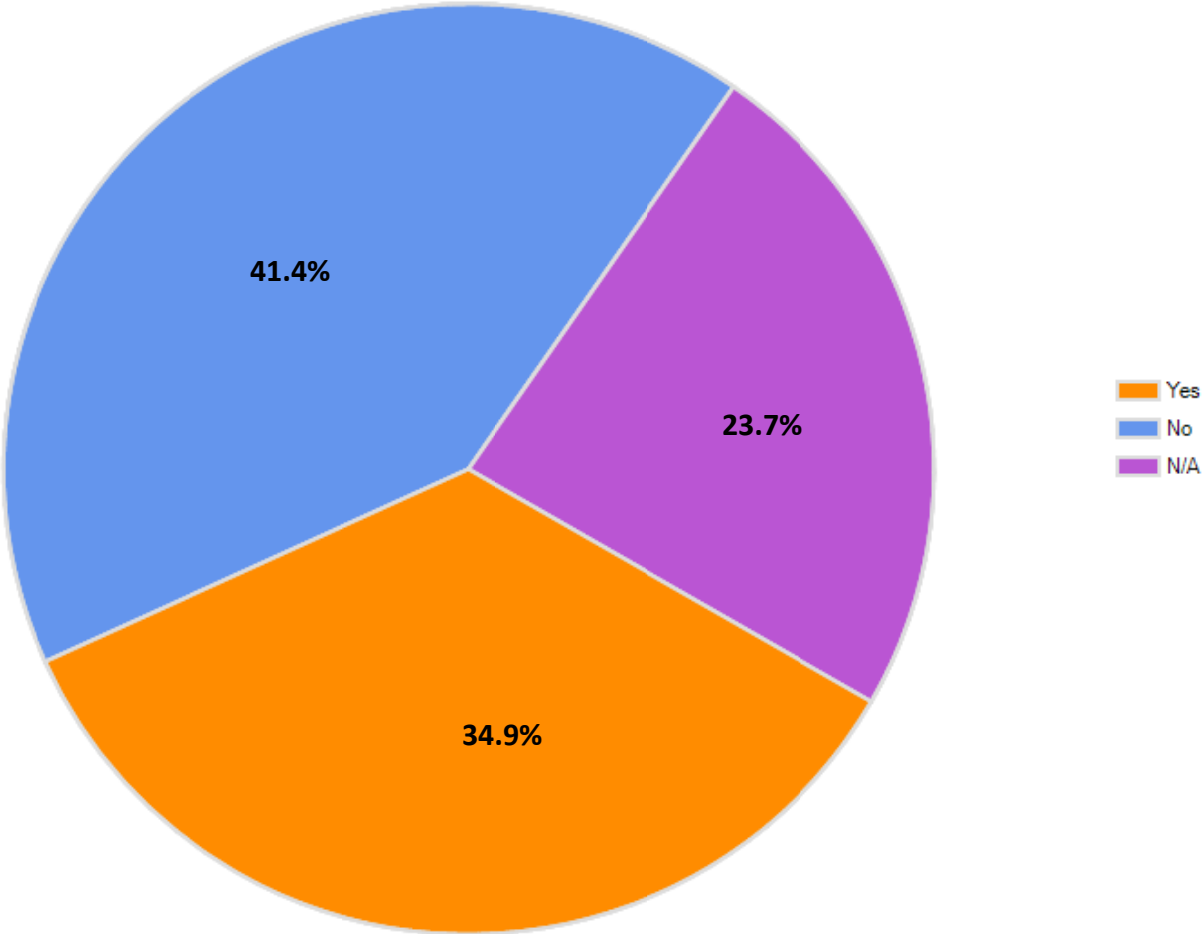
**I presently am certified by EDAC as an Ec.D.**



**QUESTION 6:**

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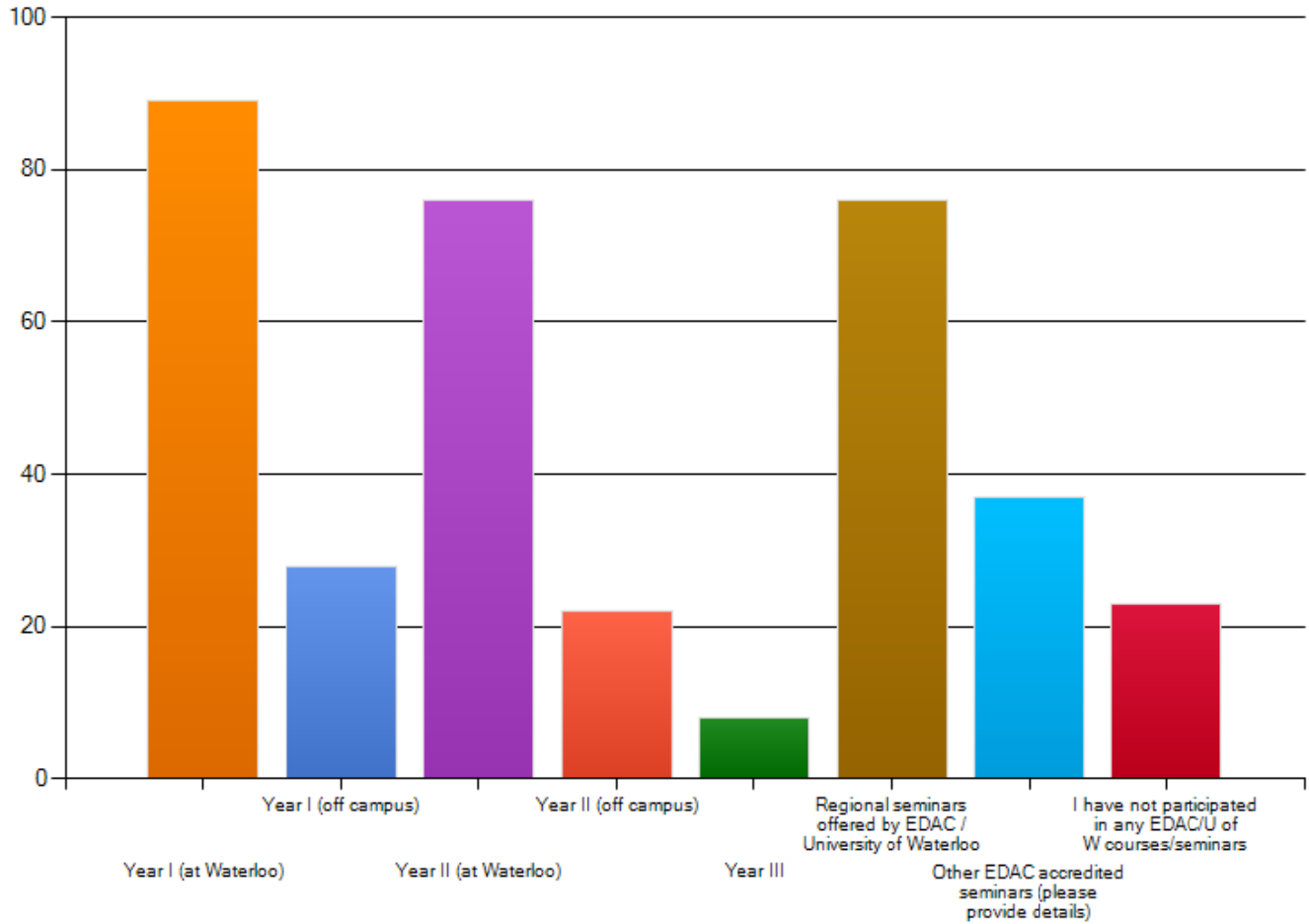
**I plan to obtain EDAC's Fellowship Designation (Ec.D. (F))**



**QUESTION 7:**

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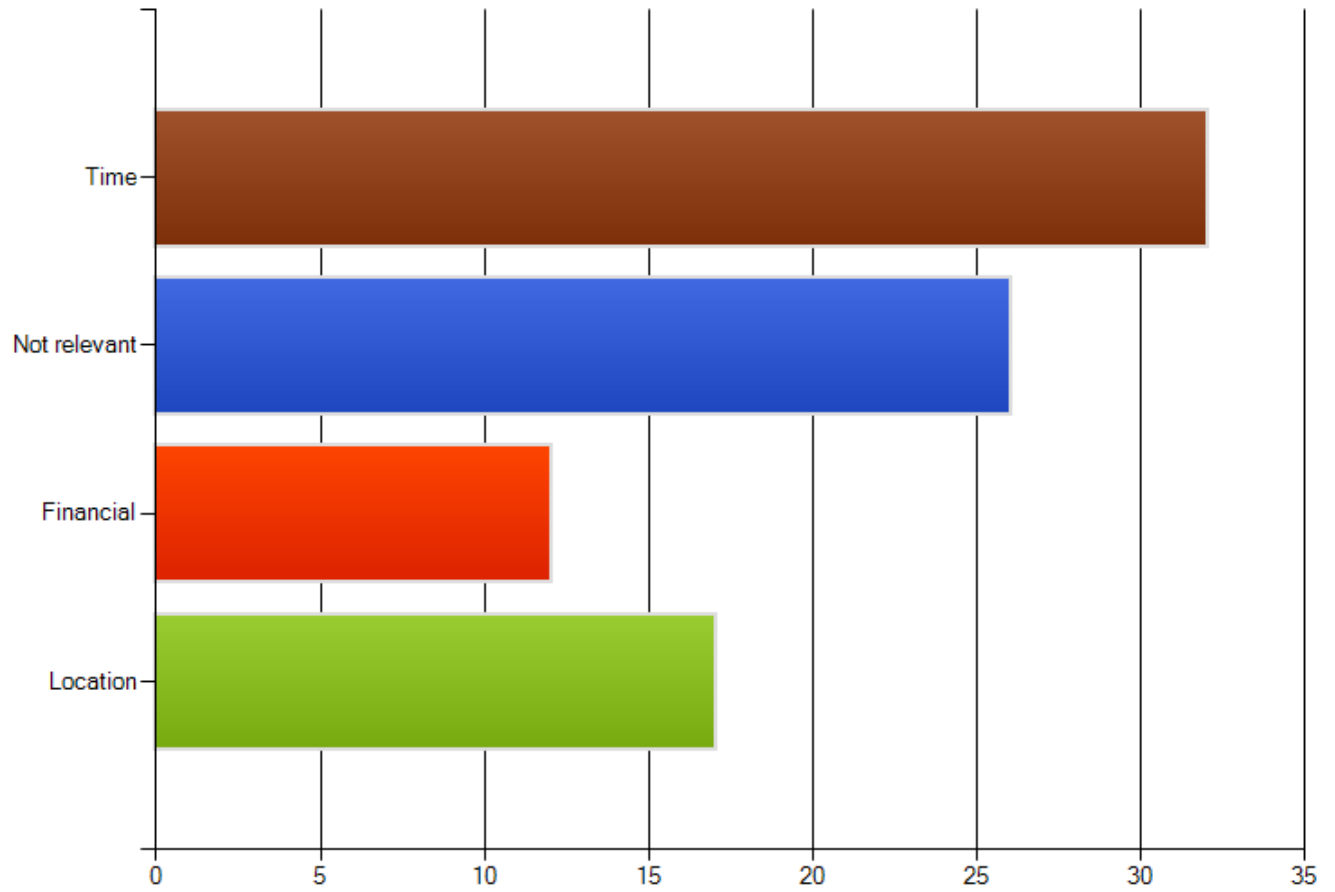
**I have participated in the EDAC/U of W courses/seminars, as follows:**



**QUESTION 8:**

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**If you have not taken a Course/Seminar in the past two years, please choose one of the below listed restraints:**



## QUESTION 8:

If you have not taken a Course/Seminar in the past two years, please choose one of the below listed restraints:

Answer Options	Response Percent	Response Count
Time	42.1%	32
Not relevant	34.2%	26
Financial	15.8%	12
Location	22.4%	17
Other (please specify)		14
	<b><i>answered question</i></b>	<b>76</b>
	<b><i>skipped question</i></b>	<b>76</b>

### Other (please specify)

Not available in the NWT.

Have been out of the Country.

Started position recently.

I am the Economic Development Marketing Specialist, so my training has been in marketing.

Courses are always in eastern Canada notice of them is too short for our budget process.

And location.

N/A

I follow several course seminars with APDEQ.

There is sufficient availability of courses/seminars provided by other org's that suit my needs.

Timing & location made it impossible.

New to position.

All of the above, except not relevant.

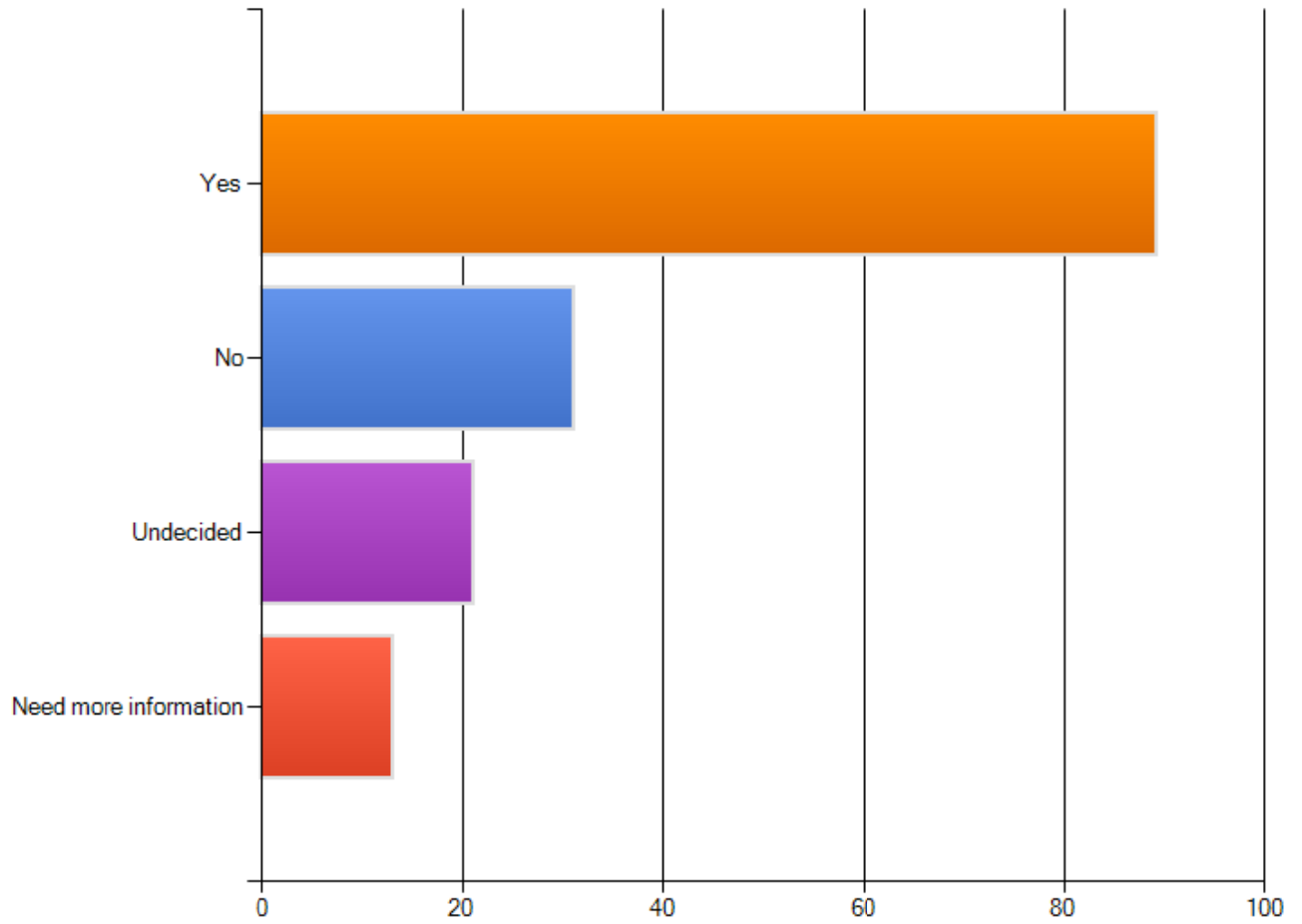
Economic Development is secondary to my position (CAO) - less of a priority.

Not employed in economic development until recently.

**QUESTION 9:**

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**I intend to pursue the Ec.D. designation from EDAC:**



## QUESTION 10:

### What other economic development organizations do you belong to?

Answer Options	Response Count
	116
<i>answered question</i>	<b>116</b>
<i>skipped question</i>	<b>36</b>

#### Responses

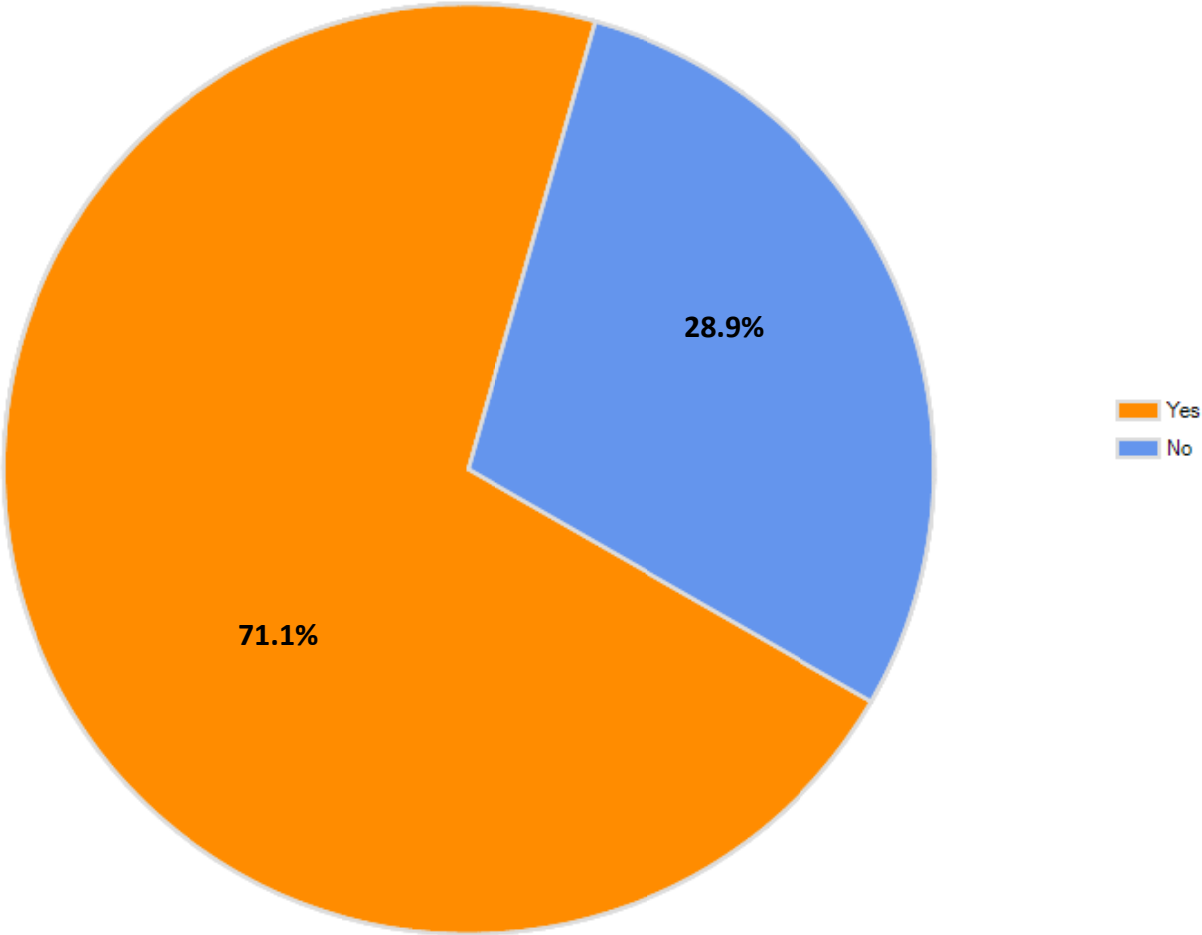
EDA Alberta  
IAMC  
APEC, Conf Board of Canada  
EDCO  
Pacific Northwest Economic Development Council  
EDABC  
Central Alberta Economic Partnership  
SEDA  
Corenet  
IDA  
IEDC  
CANDO  
Aboriginal Financial Officers Association  
Provincial / Atlantic provinces Economic Council  
EDANL  
GEEDT  
Conseil Economique du Nouvea-Brunswick  
ICSC  
Economic Developers Association of Manitoba  
Nova Scotia Association of Regional Development Authorities in the Province of Nova Scotia  
Business retention and expansion international (BREI)  
APDEQ (Quebec Association of Professionals in Economic Development)  
Provincial and PNWEDC  
CABI  
Northwestern Ontario Development Network  
MCIP  
Canadian wood council  
BCOSSA  
Air & Waste Management Association  
Metro Vancouver Commerce  
LinxBC  
APCPS  
Tourism Saskatchewan  
NB Enterprise Network  
Ontario East Economic Development Commission  
Member of the Canadian Institute of Planners  
Member of the Ontario Professional Planners Institute  
International Associations  
NMIDEA  
TORC  
OBIAA  
Nunavut Economic Developers Association

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**QUESTION 11:**

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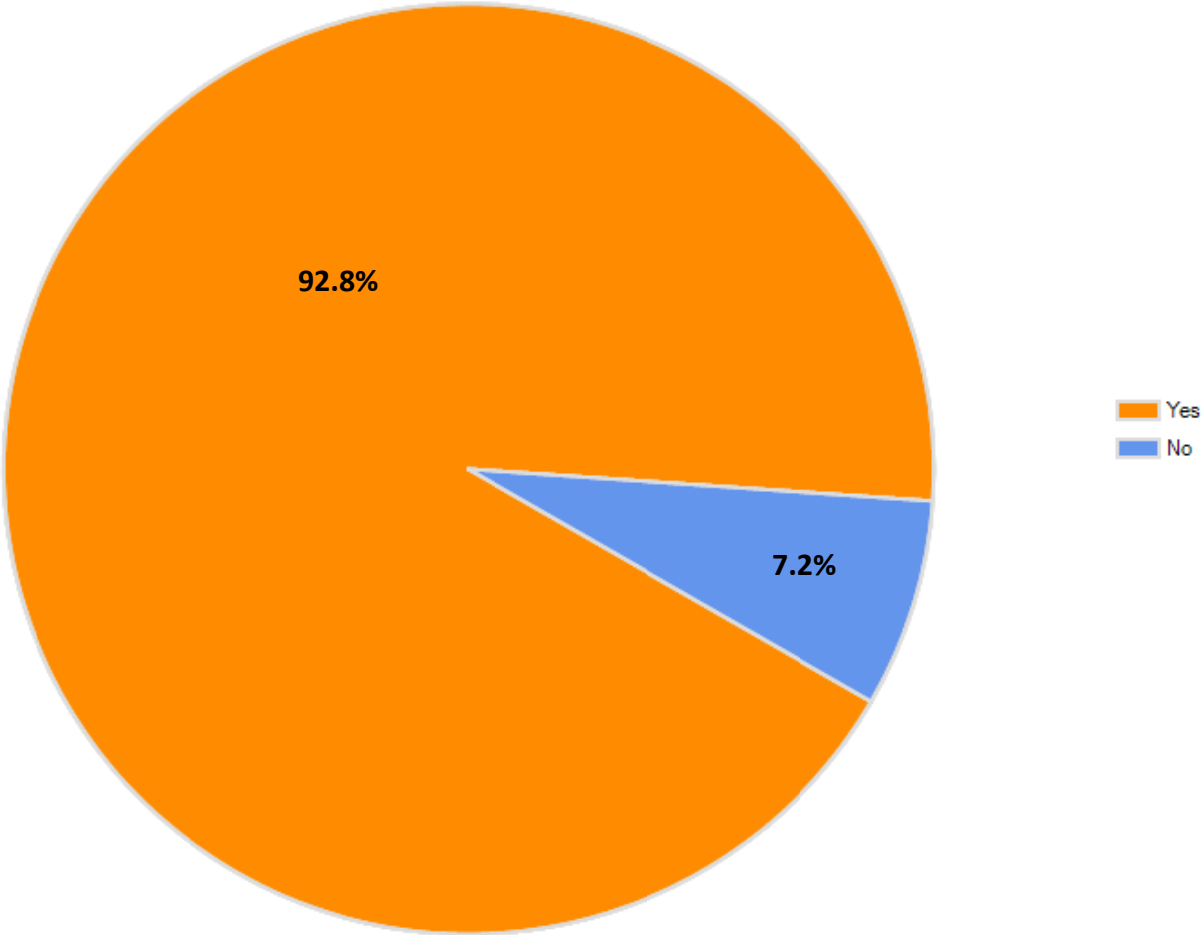
**Are you presently a member of a Provincial or Regional Association?**



**QUESTION 12:**

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**Do you think you receive good value from EDAC?**



## QUESTION 12:

### Do you think you receive good value from EDAC?

Answer Options	Response Percent	Response Count
Yes	92.8%	141
No	7.2%	11

*152 answered question*

*0 skipped question*

#### Comments: 27

The website needs updating desperately, this years conference is far too BC and Olympic themed. I am attending but it has turned other EDO's off.

I wouldn't say great value but not bad value either.

I say no, because your seminars and others are always in big towns, so very limited access.

Extremely good value.

I may not be using utilizing all that is offered, but I am not even sure what else EDAC offers other than the courses offered through Waterloo - regional Seminars and the conference - EDAC has done a little better job this year and making us more aware of them, but I think there is more that can be done to market & strengthen themselves as our Federal Association. I would like to attend the annual conferences more, however the content seems too weak and it is seen more of a social gathering than anything - too hard to get permission to attend - Need to improve the credibility.

Yes. Very impressed with the quality of instruction and professional environment created during the courses offered at University of Waterloo. I would caution that some free-time and/or dormitory activities are making it harder for some students to focus on their studies and that a polite suggestion of consideration for others would be appropriate at the beginning of each course.

Networking with professionals is invaluable.

Penny is awesome.

Because my municipality is so small, I pay the minimum membership fee so it is more than reasonable to keep in the information loop however, that is the extent of the benefit.

Great training opportunities, development through annual conferences along with learning about best practices from others who work in the field.

I am a new member & it is too early to evaluate this.

Excellent programs/content/speakers at your annual conference.

Additional regionally-based courses such as the seminar series would be useful. If financially feasible for U of W it would make it much more feasible for attendees, especially in the western provinces

The only benefit is the conference and I have felt that the topics are geared to very large centres. Also too many talking heads and too little panels and interactive sessions. I also think the costs of training annually to obtain/retain the EC D is prohibitive to small communities.

The only Economic Development Association that is absolutely needed

Several requests for member information, documents, templates, etc. have been very productive.

Network of knowledgeable Ec Dev experts.

Only in terms of maintaining the designation

As a founding member I have a loyalty to objectives

New Member - still learning

Not sure as the seminars/courses are out of province most of the time and the BC association seems to be geared to agency employees

I appreciate the professional development opportunities and the professional certification

not enough about international

See merit for more online communities - although seen a shift towards that recently

I am still concerned that without promoting actively bilingualism in our association, we keep away many of our friends from the province of Quebec, which I feel is too bad. Our web site is bilingual but the English version is updated and the French version is outdated severely.

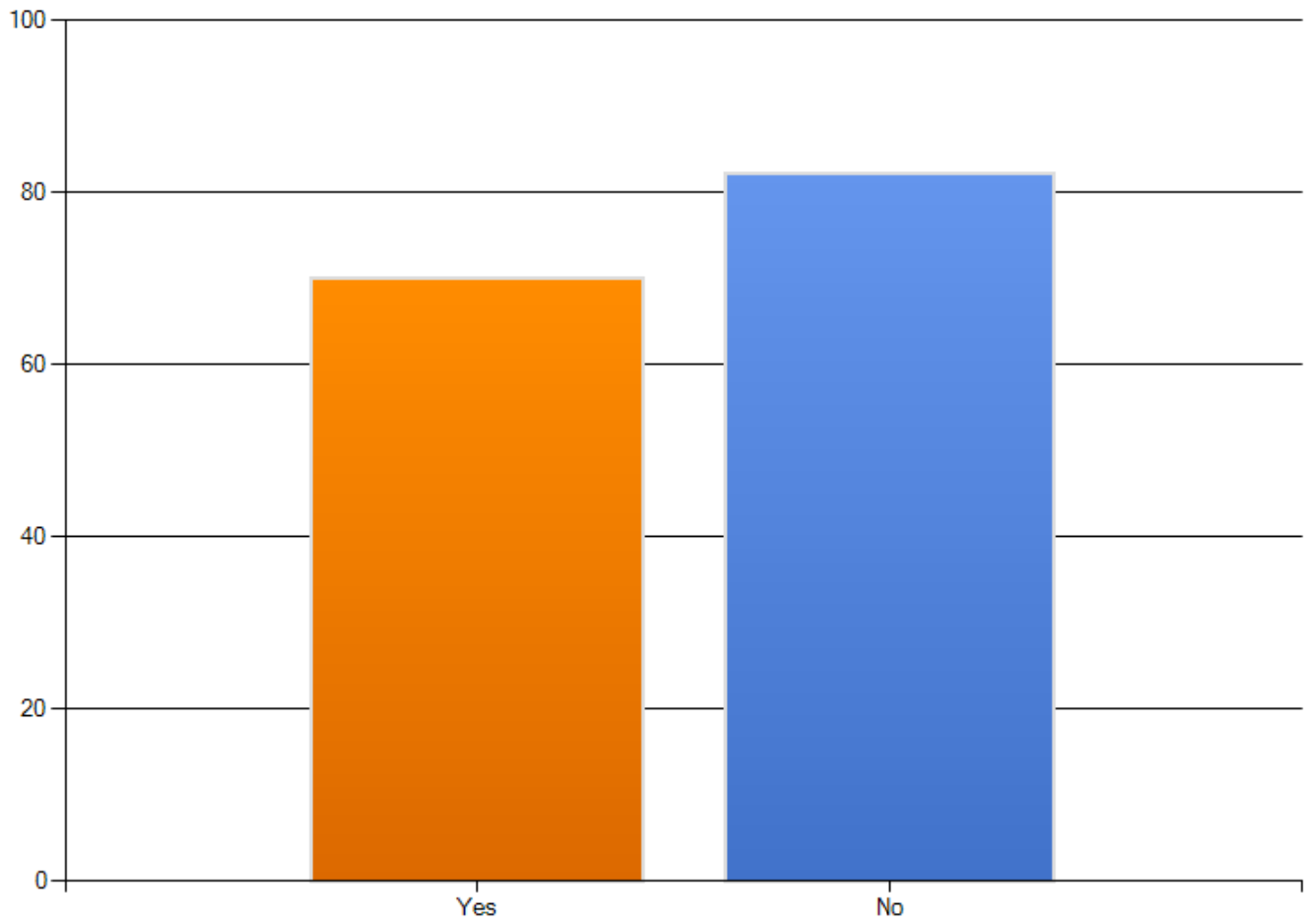
Unsure.

Information seems to be promotional rather than educational and not relevant to my work.

**QUESTION 13:**

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**Are you prepared to pay more if EDAC provided more services?**



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## QUESTION 13:

Are you prepared to pay more if EDAC provided more services?

Answer Options	Response Percent	Response Count
Yes	46.1%	70
No	53.9%	82

*152 answered question  
0 skipped question*

**Comments:** 47

Probably not, but maybe.

It depends on what is included in "more services".

For the value of the membership to increase a great many more services would need to be offered. We have to pay for all conferences/workshops/seminars and general participation on top of membership anyway so if you charge more for membership we'd really look hard to determine if it was worth continuing.

Of course it would depend on the new services being offered.

Uncertain, would depend on what value there is as I would have to justify.

Depends on what you are proposing...

It would depend on the services.

would depend entirely on what new services would be offered

I may be an anomaly but my employer doesn't cover my membership fees since my current role is not directly involved in Ec Dev. I'm aspiring to pursue the profession but I am not a full-time student so membership fees are a deterrent for me.

Not being the decision-maker - I cannot say whether it would be approved or not.

Appropriate member services are usually a good value

It would depend on what the services were.

Depends on our budget - if it allows for same.

Not sure what you mean pay more (ie. membership fee or conferences, etc.)

Municipal budgets are limited.

Not sure.

During these economic times, it would really depend on the services... value for money.

Depends on what those services are.

Undecided.

It would really depend on what those services were.

As I am retired, I do not require more services.

Shortage of time to participate.

Not sure that more services are needed, but remain open to learning more about what's planned.

Improve what is currently offered.

Depends what services they are.....Municipal office pays this invoice. Not from personal funds.

Can't answer without knowing what kind of additional services; in the current economy have already reduced membership in several local business associations due to budget constraints; being a member of EDAC for myself and my two staff is very important and would not like to see the cost increase too much, if at all.



## QUESTION 13

### Comments Continued:

EDAC is quite expensive compared to the provincial org.

Not currently utilizing the services offered right now to their maximum.

Very limited budgets available at the municipal level.

Depends on location.

Depending on the services and the cost.

Depending on what the services were and if our Council thought they were worthy.

It is already very expensive for a small agency like ours...

Maybe.

I could appreciate paying more if expenses required it.

Depends whether there is an associated value that corresponds to any increase above inflation.

Municipal Operating Budget is very restricted this year and probably will be for the next few years.

Due to limited funds, I am struggling to sell the benefits of having 2 economic development association memberships - if the cost goes up, I think that one will have to be dropped.

Unsure.

Not sure - it depends on the offering.

If my office would be willing to do that!

The travel is costly and this can be a big deterrent.

Difficult to answer. I previously worked for a chamber of commerce in a major city where one of my responsibilities were developing new services for members.

Unsure, depends what they are.

It is a personal cost to me so the cost is high, but the value is good.

More services certainly would impact support for a higher fee.

Of course it would depend on cost.

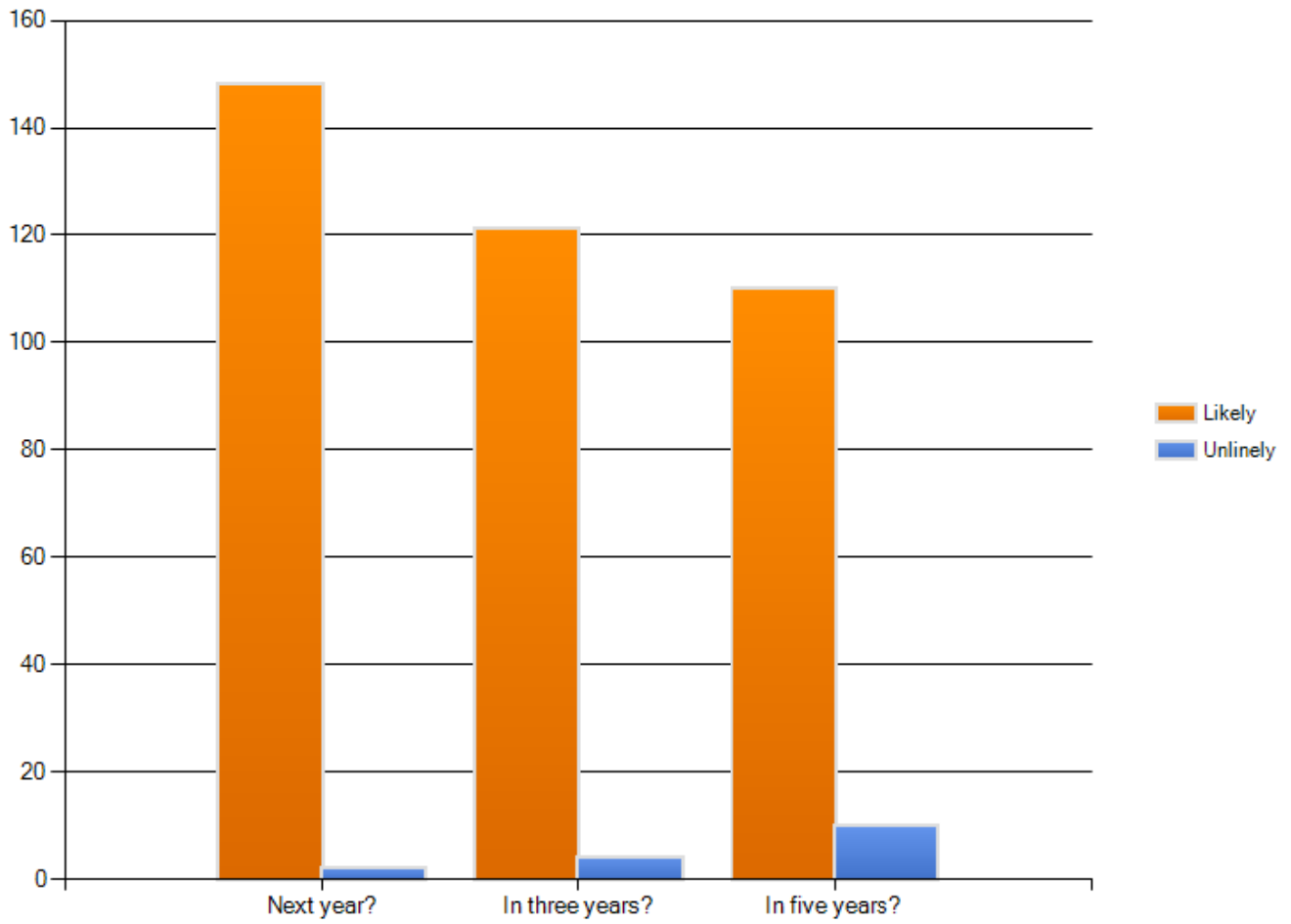
Budget restraints.

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**QUESTION 14:**

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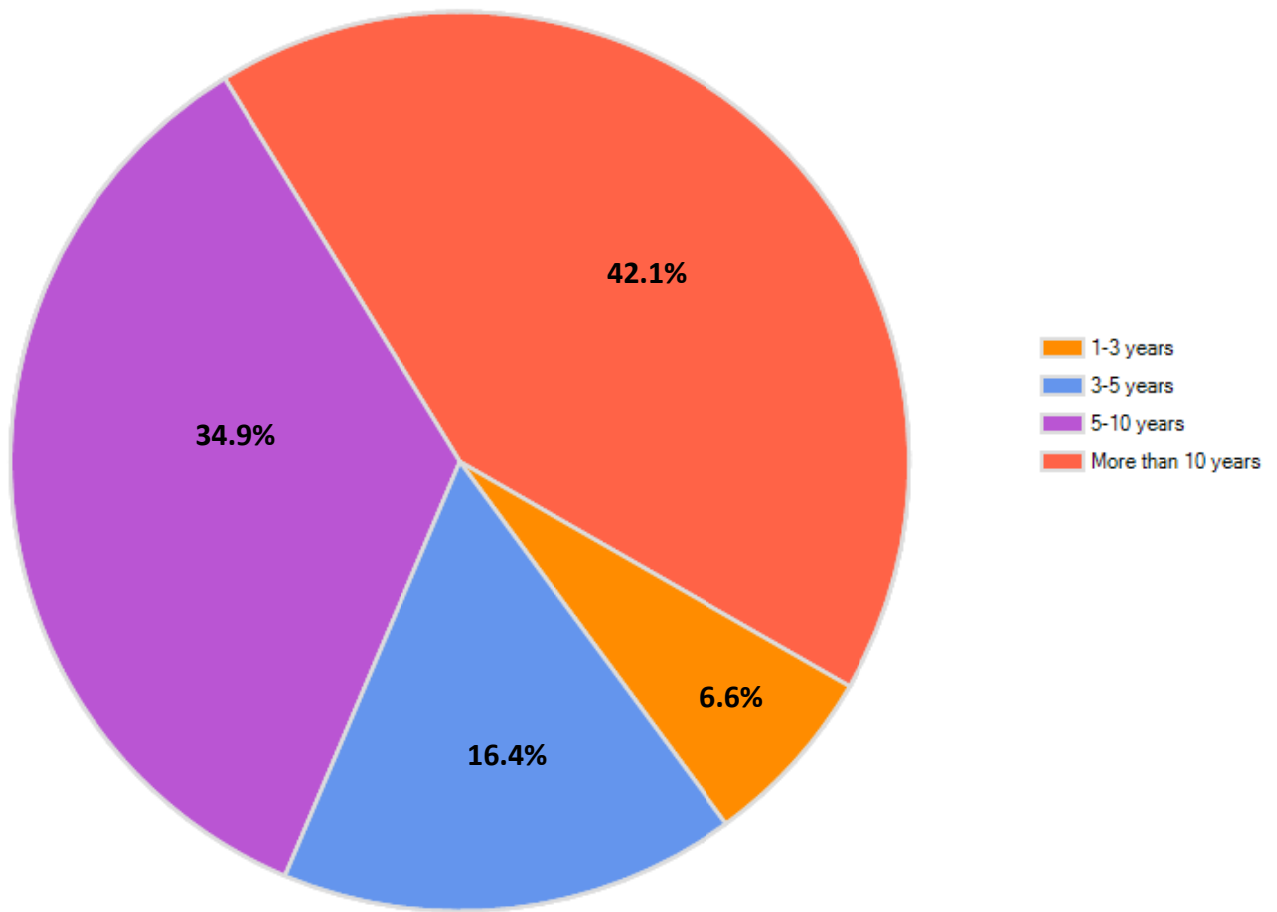
**What is the likelihood that you will renew your EDAC membership:**



**QUESTION 15:**

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**How many more years do you anticipate remaining in the economic development profession?**





**Economic Developers Association of Canada**  
**7 Innovation Drive, Flamborough, ON L9H 7H9**  
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