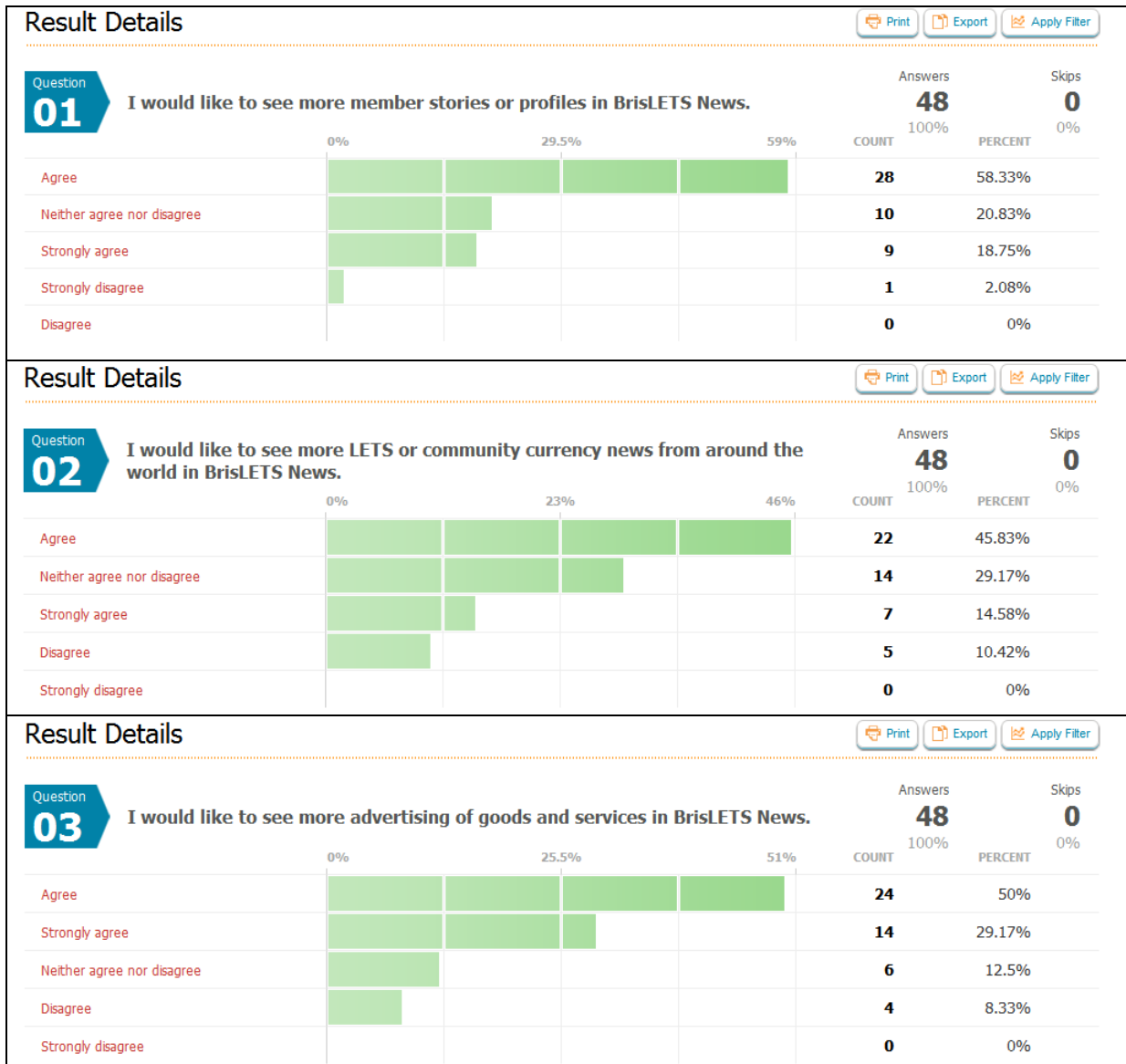


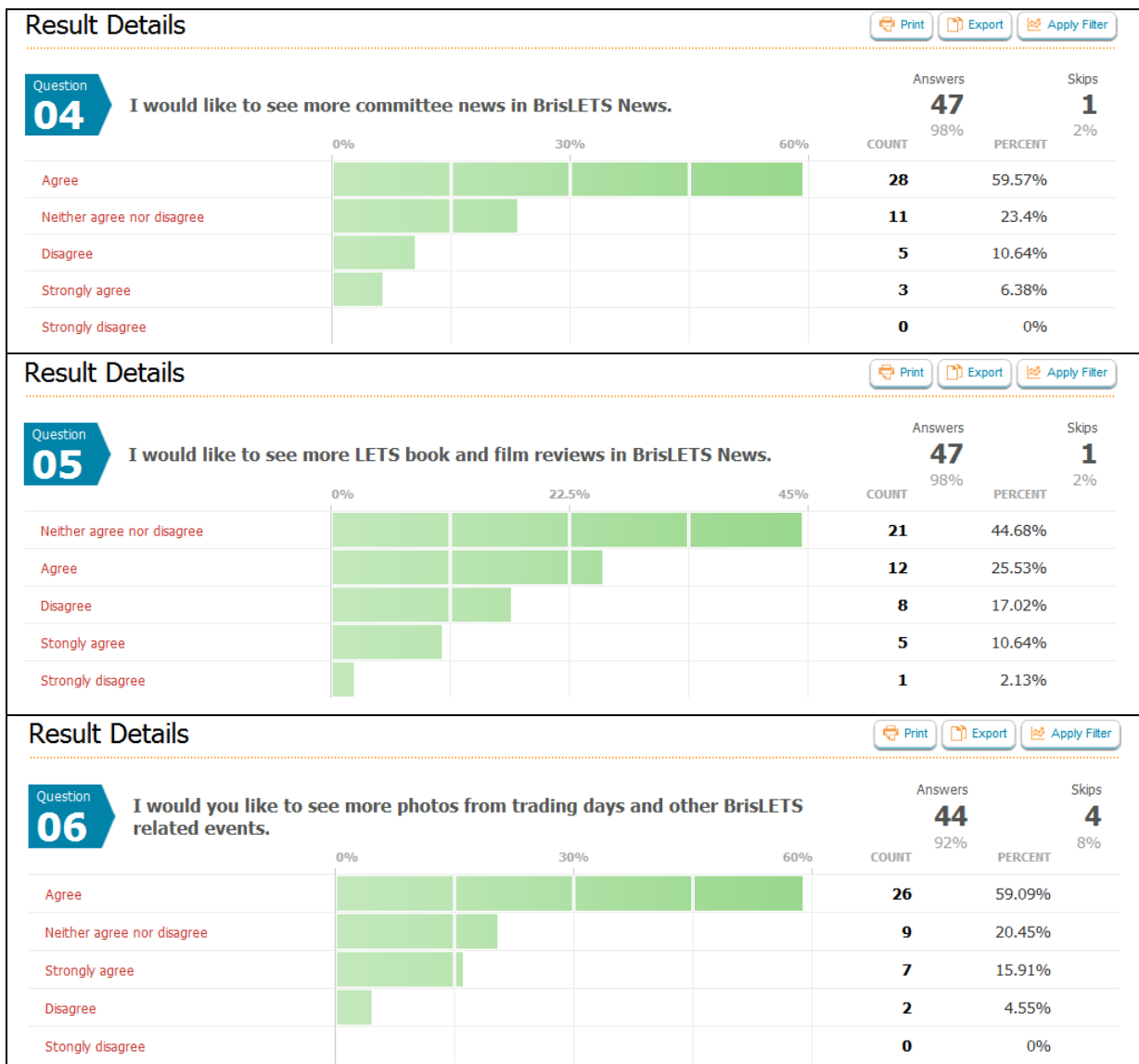
BrisLETS News Survey Results

Two months ago, BrisLETS launched its first online survey, which focused mostly on *BrisLETS News*, the quarterly newsletter of BrisLETS. Six of the ten survey questions required the respondents to rate their agreement or disagreement on a five-point scale. Forty-eight BrisLETS members (including a couple of Sunshine Coast LETS members) answered the survey. This constitutes about 27% of the total BrisLETS membership.

A significant majority of respondents agreed and strongly agreed that they wanted BrisLETS News to carry more member stories or profiles (77%); more LETS or community currency news from around the world (61%); more advertising of goods and services in *BrisLETS News* (79%); more committee news (66%); and more photos (75%).

However, only 37% of respondents agreed and strongly agreed that they wanted to read more LETS book and film reviews in *BrisLETS News*. Nineteen percent of respondents strongly agreed and disagreed with the statement, making this the strongest level of disagreement in the survey to a five-point scale statement.





The open-ended questions provided interesting views, criticisms, and suggestions. Please see a summary of each of the answers below with the full responses to the open-ended questions following.

Question 7 asked readers about what other things they would like to see in *BrisLETS News*. One respondent suggested that *BrisLETS News* have “A detailed explanation of how to become an active BrisLETS trader”, while another respondent asked for “Actual trading history from previous month (to know what sort of services are used/popular)”. A third respondent saw the newsletter as a way to connect people ‘within LETS groups OR more especially BETWEEN LETS groups’ adding that he or she believes that ‘many people love to read personal stories and the more the merrier... of members of BrisLETS or Maleny, Woodford, Sunshine Coast etc etc’.

Question 07

What other things would you like to see in BrisLETS News? (Please write in the box below).

Answers 23 48%

Skips 25 52%

Open-ended Responses	Date of response
Service offerings, events, networking	Friday, Apr

	13th 12:11AM
A detailed explanation of how to become an active BrisLETS trader	Friday, Apr 13th 12:02AM
New member profiles, ie why they joined, what they expect and their offerings.	Thursday, Apr 12th 6:43PM
I think that the newsletter is excellent and very well done.	Thursday, Apr 12th 5:10PM
Actual trading history from previous month (to know what sort of services are used/popular)	Tuesday, Apr 10th 5:03AM
One of my main passions is connecting people - within LETS groups OR more especially BETWEEN LETS groups.... I believe many people love to read personal stories and the more the merrier..... of members of Brislets OR Maleny, Woodford, Sunshine Coast etc etc	Tuesday, Apr 3rd 12:20AM
I'd like to see member's perspective on Brislets and the CC movement in general. Actually, I'd like to read about why people don't trade. What would motivate them to trade more? What's missing in the Brislets community that would help us all to become more active?? I think it is worth approaching these "inactive" people over the phone to sike them if they can either write an article about it, or if they would share their thoughts with you and authorize you to write about it. I think that their stories would tell us a lot.	Monday, Apr 2nd 5:55AM
A generalisation of the regular and most popular traded items, as this is what we are about. Material items, goods and services, accommodation, dog walking, housekeeping, etc People reporting on good transactions and encouraging others to seek same.	Monday, Mar 26th 7:40AM
I Don't want this to be misconstrued. I have over a decade experience in social change organization that could help promote and develop LETS. I feel that the group is not sustainable in its current condition. In order to create a vibrant community of like minded people, a threshold of Lets say 500-1000 or more active individuals must be formed. The stagnant condition of our LETS group is not likely to expand without considerable thoughtful change and effort and a broad canvass for membership may necessary in order to make a group vibrant, open and capable of achieving aims and goals the philosophy of its founders embrace. Organic, local and community based growth is essential.	Monday, Mar 26th 5:03AM
UPDATED offerings	Sunday, Mar 25th 5:22PM
* Available women. BrisLETS dating...? * More about LETS groups around the state, country, world. * Travel exchange - accomodation (etc.) opportunities between LETS groups across the world.	Sunday, Mar 25th 3:12AM
I can't think of anything just now...	Saturday, Mar 24th 9:12PM
I would like to receive a copy of the News on a monthly basis.	Saturday, Mar 24th 4:10PM
In the newsletter: Remind members they can join the Facebook group. Reminders about "how to" (that was good in the Autumn issue). Stories of successful trading are inspiring. Also encourage members to ask others to join LETS. For example, sometimes people get discouraged if they feel they can't find what they want for spending units in the system. We can approach non-members/businesses and explain about LETS and invite them to join, assuring them of our trade first up. Then we can be "trading buddies" by trying to help our new members to have their "wants" met in the system. In addition to the newsletter, do you send out Lists of Offers & Wants? We do it twice per month in Tableland LETS, the entire lists (not just the recent posts) and	Thursday, Mar 22nd 10:31PM

each time there is a flurry of trading afterwards. There are many members who don't have time or don't remember to log in to CES and read the Os & Ws but they do look at their Inbox.	
Feature BrisLETS members, what they do, skills etc to share	Wednesday, Mar 21st 5:33AM
A small section on how LETS works and how new people can join? This way the newsletter can go to friends of current LETS members to hopefully join as a result.	Tuesday, Mar 20th 7:35PM
Upcoming events trading day locations etc	Tuesday, Mar 20th 5:11PM
Wish lists - to encourage people to think outside their comfort zones	Tuesday, Mar 20th 4:57PM
Each suburb to have more members	Tuesday, Mar 20th 4:32PM
News from other LETS groups in south east Queensland and in Australia.	Tuesday, Mar 20th 6:59AM
As above	Tuesday, Mar 20th 7:07AM
More ads and wanted notices from members. Items to encourage trading. Stories of particularly interesting/useful trades. Free ads for unit only services.	Sunday, Mar 11th 8:20AM
Upcoming events	Friday, Mar 9th 3:26AM

Question 8 asked the respondents of what predominantly attracts them to read *BrisLETS News*. The overwhelming majority of respondents answered that they use *BrisLETS News* as a source of event updates. Also featuring highly among the reasons for reading *BrisLETS News* is information about what other members are doing and human interest stories which 'make it more real'.

Question 08

What predominantly attracts you to reading the newsletter? (Please write in the box below).

Answers 31 65%

Skips 17 35%

Open-ended Responses	Date of response
To see news of events and check out services people are offering	Friday, Apr 13th 12:11AM
To see what is happening	Friday, Apr 13th 12:02AM
To read about things that have happened in Brislets - the stories	Thursday, Apr 12th 6:43PM
News about the state of the exchange as a functioning group.	Tuesday, Apr 10th 6:32AM
To see what functions are coming up - if any	Thursday, Apr 5th 8:12AM
I read ALL LETS communications.... I'm actively involved in Maleny and Woodford and interact with Sunshine Coast and Caboolture regularly....	Tuesday, Apr 3rd 12:20AM
I believe in CC's so I'm interested to see if and what's happening in BrisLETS	Monday, Apr 2nd 5:55AM
Information and calendar of events to plan what where who I can be involved with	Tuesday, Mar 27th 12:31AM
The columns of where the Trading days are being held and wanted ads for buying and selling (trading)	Monday, Mar 26th 7:40AM
N/A	Monday, Mar 26th 5:03AM
Look for what is happening and see if I can offer any services or goods	Sunday, Mar 25th

	5:22PM
To find out what is happening - dates of trading days etc.	Sunday, Mar 25th 4:37AM
Mostly just trading & any trading opportunities. Also, any new members & new offers/requests.	Sunday, Mar 25th 3:12AM
Local member's activity and news	Saturday, Mar 24th 9:12PM
Learning of activities between members.	Saturday, Mar 24th 4:10PM
If I have spare time (!). Personal profiles & stories (with photos) are a good human interest perspective. Good layout...	Friday, Mar 23rd 8:31PM
Keeping in touch!	Friday, Mar 23rd 3:55AM
I like to read reports of trading, and how many active members etc, also see what's happening and pics from recent events, but now with the FB page and BrisLETS website I think that'll be the place I'll look first for what's on etc.	Thursday, Mar 22nd 10:31PM
News about upcoming events ie what is happening in Brisbane	Wednesday, Mar 21st 5:57PM
Interest in what is going on with LETS	Wednesday, Mar 21st 5:33AM
Just to keep abreast of whats going on generally	Tuesday, Mar 20th 9:14PM
Pictures of people	Tuesday, Mar 20th 8:24PM
Nothing really, just to see and find out what is new and going on right now.	Tuesday, Mar 20th 7:35PM
Keep involved in LETS	Tuesday, Mar 20th 5:11PM
People stories - makes it more real	Tuesday, Mar 20th 4:57PM
To see what events are coming up	Tuesday, Mar 20th 4:32PM
News about BrisLETS related events.	Tuesday, Mar 20th 6:59AM
Because I am a member	Tuesday, Mar 20th 7:07AM
To see what is going on, and to catch up with people I know.	Tuesday, Mar 20th 6:11AM
To see if there is anything coming up that I may be interested in doing.	Sunday, Mar 11th 9:42PM
Feeling part of a local community. To find out what fellow members are doing	Sunday, Mar 11th 8:20AM

Question 9 asked the respondents about what sort of things they do not wish to read about in BrisLETS News. The responses were few but meaningful. One respondent did not want to read 'Long diatribes from members. Anything of a political nature'. In a similar vein, other said 'Not too much in the way of long articles about political subjects :P But I like short articles that encourage us because they show how LETS is part of a worldwide movement towards collaborative consumption and community resilience'. In addition, 'Anything that is not directly related LETS'. Finally, two respondents commented about photographs: 'Out of focus photographs' and 'The same photos of the same people', while one objected to 'dry boring information on legalities (such as incorporation, insurance etc) as interpreted by non-legal people which tends most often, in my opinion, to be fear-based nonsense'.

Question 9

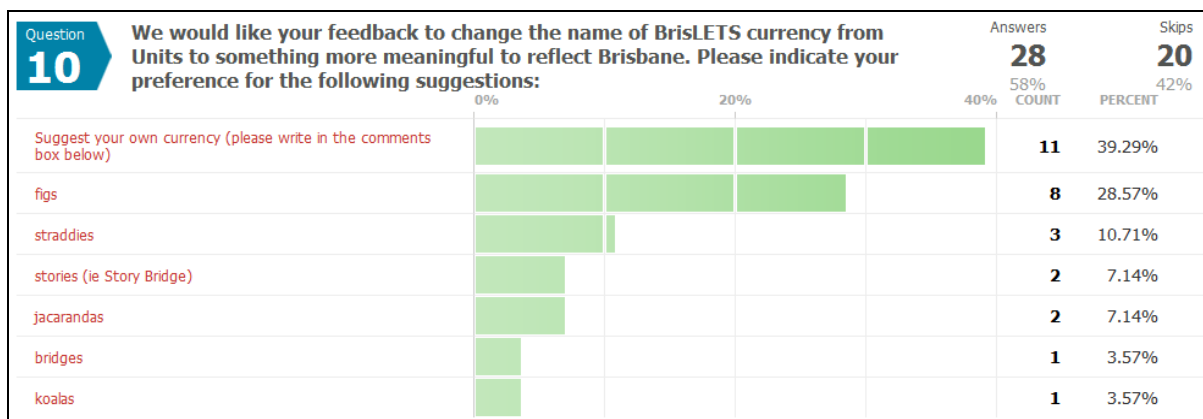
Is there anything you do NOT want to see in the newsletter? (Please write in the box below).

Answers 13 27%

Skips 35 73%

Open-ended Responses	Date of response
No	Friday, Apr 13th 12:02AM
YES.... dry boring information on legalities (such as incorporation, insurance etc) as interpreted by non legal people which tends most often, in my opinion, to be fear based nonsense	Tuesday, Apr 3rd 12:20AM
nil	Monday, Mar 26th 7:40AM
No	Monday, Mar 26th 5:03AM
Anything that is not directly related LETS.	Sunday, Mar 25th 3:12AM
I can't think of anything just now	Saturday, Mar 24th 9:12PM
I can't think of anything in particular.	Saturday, Mar 24th 4:10PM
No too much in the way of long articles about political subject :P But I like short articles that encourage us because they show how LETS is part of a worldwide movement towards collaborative consumption and community resilience.	Thursday, Mar 22nd 10:31PM
Can't think of anything	Wednesday, Mar 21st 5:57PM
Not sure.	Tuesday, Mar 20th 7:35PM
Out of focus photographs.	Tuesday, Mar 20th 6:59AM
The same photos of the same people	Tuesday, Mar 20th 7:07AM
Long diatribes from members. Anything of a political nature.	Sunday, Mar 11th 8:20AM

The last question asked for feedback about changing 'the name of BrisLETS currency from Units to something more meaningful to reflect Brisbane'. Choosing from a variety of options, out of 28 respondents, 29% favoured 'figs', 11% favoured 'Straddies', and 7% favoured 'Stories' (as in Story Bridge) and 7% chose 'jacarandas'. However, survey respondents' answers in the open-ended part of this question show that a cohesive answer to the question of a new name for BrisLETS's currency has not emerged. Respondents suggested the following currency names: Brissies; Brismates; Mates; Mortons (Morton Bay Fig's and Bay); griffiths; paws; loos; BVs (Bris Vegas); Georges, 'after rock and roll George'; Kats; Barts; Bars; Pegs; Penny Units; Suns; Mangos; grunts; and Jills ('in honour of Jill Jordan'). Two respondents suggested keeping the currency name to a simple, one-word syllable. Others saw no need to change from 'units', with one showing dislike for 'all these local yocal hick names'.



economy go around.	
GoBetweens:1 describes what it is - a link between members 2 has a reference to the bridge that joins north and south sides of the river. and which is meant to expediate movement/flow, so is Brisbane relevant 3 explains that it is "between" without needing to limit it to goods, services,or anything specific (unlike words that suggest trades versus favours)	Wednesday, Mar 28th 7:22PM
Because I live on ■■■■Island Another friend suggest Kats as in city cats ferries	Tuesday, Mar 27th 12:31AM
Barts (starts with B for Brisbane and is short for barter)	Monday, Mar 26th 10:57PM
maybe BARS as in bars of gold or PEGS	Monday, Mar 26th 7:40AM
Penny units	Monday, Mar 26th 5:03AM
Very few koalas in Brisbane, and the other options don't seem suitable ie how much is that - 10 stories / straddies / jacarandas (too long) maybe jacs would be ok	Monday, Mar 26th 1:24AM
brisie	Sunday, Mar 25th 5:22PM
a word of one syllable is a good idea	Sunday, Mar 25th 4:37AM
I prefer UNITS. I hate all these local yocal hick names - koalas???? straddies???? ...you've got to be kidding. But one suggestion I would make (if the name really had to be changed) - I think "griffiths" would be ok, otherwise jacarandas, as above.	Sunday, Mar 25th 3:12AM
apparently changing the name of BrisLETS currency has been unsuccessfully attempted before. What's wrong with Units???	Saturday, Mar 24th 9:12PM
Simple, short, to the point...	
Each connection is a story in itself.	Saturday, Mar 24th 4:10PM
suns	Friday, Mar 23rd 8:31PM
Locals - How much does this cost? Five locals please. As local as one can get with a local currency I reckon, mate!	Friday, Mar 23rd 3:55AM
Units works for me just as well.	
mangoes	Friday, Mar 23rd 3:41AM
Figs – simple, catchy, reflects Moreton Bay Fig trees	Wednesday, Mar 21st 5:57PM
I didn't like the other choices very much	Wednesday, Mar 21st 5:33AM
Can't think of anything that doesn't sound silly ... I'll keep thinking	Tuesday, Mar 20th 8:24PM
smaller word	Tuesday, Mar 20th 5:11PM
too hard but I would hate to deal in koalas! what about "grunts" - identifying that we "work" in what we offer.	Tuesday, Mar 20th 4:57PM
Jacarandas grace all of Brisbane when they are in bloom. They sybomlize one of the best and possibly most unique things about Brisbane.	Tuesday, Mar 20th 6:59AM
mangoes or mangos is my first choice, the 2nd is figs	Tuesday, Mar 20th 6:41AM
Only Brisbane has a Stradbroke Island. Naming the currency after it is an honour.	Tuesday, Mar 20th 6:11AM
Stick with units	Tuesday, Mar 20th 5:45AM

Responses to this last question, in my view, do not afford BrisLETS with a coherent answer and sufficiently reliable information to choose a new currency name. My suggestion is a new survey or another data gathering method that focusses specifically on this question and that has a more accurate question design.

Emanuele Gelsi

The BrisLETS Management Committee would like to thank Emanuele for his valuable expertise in preparing this full report.