Educating Corporate Members of Fire Protection Association Australia to Apply the Code of Practice

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Abstract

Fire Protection Association Australia (FPA Australia) is a non-profit organization dedicated to fire safety in Australia. One way FPA Australia accomplishes this is through the promotion and education of their Code of Practice, which requires the best fire safety practices amongst its members. The goal of this project is to help FPA Australia educate their corporate members about the Code of Practice through the development of educational material. The information included will hopefully lay the basis for the development of future materials and strategies by FPA Australia.
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Thank you,
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Nomenclature

ACCC: Australian Competition and Consumer Commission
AIBS: Australian Industry of Building Surveyors
AFPA: Australian Fire Protection Association
ASA: Australian Society of Anaesthetists
FPA Australia: Fire Protection Association Australia
FPIAA: Fire Protection Industry Association Australia
IDC: International Data Corporation
IQP: Interactive Qualifying Project
MDGs: Millennium Development Goals
OmniAP: Omni Asia Pacific
NFPA: National Fire Protection Association
NSPE: National Society of Professional Engineers
NTAC: National Technical Advisory Committee
PDF: Portable Document Format. A file that can be distributed electronically
SIG: Special Interest Group
SPASA: Swimming Pool and Spa Association of Victoria
TC: Technical Committee
UNDP: United Nations Development Programme
URL: Uniform Resource Locator. Also known as a website address

Code of Practice: “A set of non-legislatively required commitments that are agreed to by one or more individuals or corporations; are designed to influence, shape, control or benchmark behaviour (sic); and are applied in a consistent manner and/or reach a consistent outcome by all participants” (Industry Canada, 2006).

Corporate Member: Member companies of FPA Australia involved in the manufacturer and supply of fire protection equipment and services (FPA Australia, 2007).

Emblem: A special design or visual object representing a quality, type, group, etc. (“emblem”, Dictionary.com, 2007). In this project’s case, the word “emblem” and “logo” are used interchangeably and represent FPA Australia’s Code of Practice compliancy emblem (See Appendix F).
Open Rate: The percentage of all e-mail sent that is opened by the receiver (One Vision, p. 11).

Signatory: One that has signed a document (“signatory”, Dictionary.com, 2007). In this project’s case, a signatory is a corporate member that has signed the FPA Australia Code of Practice Declaration form.
Executive Summary

Fire threatens life, property, and the environment on a daily basis in Australia. Since fire related emergencies are a grave concern, it is important for the fire protection industry to continuously improve. Fire Protection Association Australia is a non-profit organization dedicated to the advancement of fire safety. One way that the Association does this is through its Code of Practice. The purpose of this Code is to promote fire safety through compliance with the best practices in the fire protection industry. The Code aims to increase communication, cooperation, and competitiveness within the industry and to prevent disputes. The Code also is intended to set a high standard of behavior for contractors, sub-contractors, consultants, and suppliers that are corporate members of FPA Australia. All corporate members are expected to sign and comply with the Code, however, since it is not enforced, all members are not signatories. The Code of Practice is supposed to provide a means for consumers to easily identify companies that are committed to a high standard of service.

Corporate members of FPA Australia who declare their compliance with the Code of Practice by signing the Code of Practice Declaration form are defined as being signatories to the Code. Signatories are allowed to display their compliance to the public by using the Code compliant logo. Ideally, the Code of Practice should play an important role in the industry; all corporate members of FPA Australia should become signatories to the Code and demonstrate their compliance through the use of the compliancy logo. Currently, however, corporate members of FPA Australia lack awareness and knowledge of the Code and do not realize that they have to resign the Code of Practice Declaration form every year to remain a signatory. Many also fail to understand the importance or potential benefits of being a signatory. As a result, many corporate members do not become signatories to the Code of Practice. Several of those members do not even realize that they are not signatories. Additionally, those who are signatories often fail to take advantages of the benefits associated with being a signatory, such as compliant logo usage.

The focus of this project was to educate corporate members of FPA Australia about the Code of Practice by identifying information about being a signatory that they were unaware of. The project also discovered barriers towards becoming a signatory. Once the information
was determined, it was compiled and developed into a prototype educational pamphlet, as well as a website and a video. This educational material was produced so it could be distributed by FPA Australia to corporate members to educate them about the Code. To create this material, the project group undertook a variety of tasks. This included conducting extensive background research into areas pertaining to the project and interviewing corporate members.

General codes were examined to identify the types of information included in codes and to determine the benefits of codes of practice. FPA Australia’s structure was researched and the Code of Practice was reviewed to identify the target audience and to gain knowledge of the Code’s purpose, objectives, and scope. General promotion methods, specifically the benefits of logos and various marketing strategies, were examined to understand how to attract attention from companies. Other techniques for endorsement, such as those used by other associations with codes, were especially important to research in order gain ideas as to what techniques are currently being used and which might be most effective.

Since the main purpose of the educational material was to help corporate members apply the Code of Practice, it was essential to identify the corporate members’ views, opinions, and current knowledge of the Code of Practice. To do this, thirty interviews were conducted from various groups of corporate members. To fully understand the different viewpoints of signatories and non-signatories, as well as those of different levels of corporate membership, corporate members falling into each of these categories were targeted. The interview questions varied for signatories and non-signatories and each interview was adjusted slightly depending on the responses given to previous questions to ensure that each member was asked about issues pertaining specifically to their company.

Corporate members interviewed were asked questions to determine the existing extent of knowledge about the Code, the reasons for being a signatory, the perceived benefits of being a signatory and using the logo, and their preferred method for receiving material from FPA Australia. The responses to these questions were analyzed to help determine what information was important to include in the educational material. From the interviews, it was found that most corporate members had heard of the Code of Practice; however they were unfamiliar with its contents. This demonstrates that there was a definite need for educational material about the Code of Practice among the corporate membership of FPA Australia.
Also, many corporate members were unaware of the potential benefits of being a signatory and displaying the compliancy logo, which indicated the importance of emphasizing these advantages in the material. Furthermore, several non-signatories did not realize that they were not signatories and said that they were unaware of the process involved in becoming and remaining a signatory. Therefore, stressing the process of becoming a signatory in the educational material was imperative. A section on actions taken by FPA Australia against noncompliant signatories was also included in the material because many corporate members stated that they were unaware that the Code was enforced.

The educational material was developed with a combination of input from interviewed corporate members, relevant background research, and guidance from FPA Australia employees. The material was made in both the form of a pamphlet and a webpage which included a video clip about logo usage. Follow-up interview questions were also created to discover further improvements to make on the material. The material was first distributed to four of the interviewed corporate members as a trial run. This initial test indicated modifications that needed to be made in both the educational material as well as the follow-up questions. After these changes were made, the material was e-mailed to the rest of the interviewed corporate members in the form of a PDF file.

The questions in the follow-up interview related to the overall effectiveness, content, and presentation of the materials provided. They focused on identifying what new information corporate members learned from the material as well as what was unclear or what additional information should be included. They also focused on whether members would prefer a website or pamphlet version and why.

From the questions, it was determined that overall, the corporate members thought the educational material was helpful to their company. Several corporate members learned new information from the material including what it means to be a signatory and where to find the Code of Practice online. It was also concluded that the material was an appropriate length, easy to understand, and visually appealing. As for which form of the material was preferred by corporate members, interviewed members stated that they favored a webpage because it is easier to access and that they would be more likely to share the webpage version with their employees and consumers. They also liked that the website could have a video on it, which they thought overall would probably be very helpful in teaching people about where to use
the logo. Many of the members said that they would reference a webpage like this on their documents on their own website. Still, a pamphlet version would also be very useful as an initial guide to the Code of Practice.

Along with assisting in the development of education material and providing feedback on the material, the combination of research and the interview responses of corporate members provided the project group with many ideas for recommendations to give to FPA Australia. The recommendations covered a broad range of topics, including modifications to the educational material, suggestions for a dissemination plan for the material, and improving the application of the Code of Practice.

It is important that the educational material is provided to new members so that they are able to learn more about the Code of Practice and are aware that they need to resign the Declaration form every year. This could be done by including a link to the material in the Code of Practice Declaration form and by sending the material to new members after they become members. It is also necessary that this information be provided to current members, which could possibly be included with the renewal form. Because many non-signatories were not aware that they were no longer signatories to the Code, FPA Australia should contact them to notify them of their status.

The project group also identified the need for some changes in the Code of Practice and its promotion in order to increase its effectiveness and clarity. The Code of Practice should be updated, as well as the yearly survey so that it includes information relating to the Code. The Code of Practice Declaration Form in the membership renewal packet should be updated so that it is clearer that it needs to be signed every year. FPA Australia also needs to make an effort to increase consumer awareness of the Code, because it will increase the value of companies becoming a compliant member. This could be done by creating information sheets for corporate members to give to their consumers or by making the Code of Practice Compliant logo look more distinctive.

The background research conducted by the project group and the data from the interviews should serve as a resource for FPA Australia. They will provide the Association with important information that can be used and adapted when the Code of Practice is revised or when new programs are considered. The educational material developed by the project group
should serve as a prototype for the final educational material that FPA Australia distributes to its members, because it is what the project group believes to be the best representation of the information obtained from interviews with corporate members. The recommendations provided should also be taken into consideration because they are the suggestions that the project group identified to be most beneficial to FPA Australia.
1 Introduction

Fire-related emergencies threaten property, assets, health, and life on a daily basis. A fire can completely destroy property, including places of business. The destruction of a business place brings with it the abrupt halt of any business activities. Ninety percent of businesses that are destroyed in a fire subsequently declare bankruptcy (Barnett, J., Communication, 25 Jan 2007). The economic ramifications are vast and far-reaching. In 2003 alone, AU$13 billion was spent on fire protection in Australia (Geneva Association, 2006, p.7). The damage that a fire leaves in its wake cannot simply be quantified by the value of monetary losses or economic blows. Fires claim the lives of people, devastating those left behind, and leaving an immeasurable sense of loss. For these reasons fire safety has become increasingly important.

Fire Protection Association Australia (FPA Australia) is a pivotal force in fire protection in Australia. FPA Australia continually strives to advance fire safety and has developed a Code of Practice to promote best practices in the fire protection industry. The Code applies to corporate members of FPA Australia, including consultants, contractors, sub-contractors, and suppliers within the industry, and sets the standard for what is expected of these corporate members. Corporate members who are signatories of the Code are encouraged to advertise their compliance by displaying a Code compliant logo (see Figure F-1 in Appendix F).

Currently, many corporate members of the FPA Australia not only lack understanding of the Code’s contents, but also are unaware of its potential to benefit their company (Casey et al., 2004). Therefore, these corporate members do not become signatories of the Code, meaning that they do not declare their compliance with the document and may not follow the minimum standards set by the Code. Other reasons that may prevent corporate members from becoming signatories have been examined in this project. Also some corporate members that do choose to become signatories do not display the logo signifying that their company is Code compliant (Hodge, R., Interview, 18 Jan 2007).

Ideally, all corporate members of FPA Australia would have full awareness, knowledge, and understanding of the Code of Practice. All would be signatories and advertise their compliance with the Code by displaying the emblem wherever possible, such as on corporate
stationery, letterheads, or their websites. Consumers would recognize the logo, realize its implications, and give preference to the companies displaying the emblem. By increasing the demand in the industry for signatories, more companies will be compelled to become members of FPA Australia and signatories of the Code, in order to maintain a competitive edge in the industry. In turn, it is hoped that the fire protection industry will develop products that meet a higher standard and, as a result, fire safety in Australia will improve.

The main objective of this project was to research information that was the most important for developing educational material to increase awareness and understanding of the Code for corporate members. In order to achieve the project’s goals and objectives the group performed the following tasks:

- Reviewed *FPAA001-2000: Code of Practice for the Installation and Maintenance of Fire Protection Equipment*. This familiarized the group with the material that is presented to corporate members and also helped the group understand the best way to educate members about this material.
- Interviewed marketing professionals, the project’s sponsor, and corporate members of FPA Australia to gain knowledge concerning methods to educate members on the Code of Practice and the compliance logo.
- Identified useful information to include in the content of the educational material. This was completed through literature review as well as through the previously mentioned interviews.
- Developed educational material. The information gathered throughout the project was encompassed in this material.
- Distributed educational material to corporate members in order to obtain feedback on how to make improvements.
- Recommended methods to FPA Australia to educate their members about the Code of Practice.

The project team hopes that this developed material will be effective in educating corporate members about the Code of Practice, increasing the number of signatories, and boosting the utilization of the Code compliant logo. This is an initial step to help increase awareness about the Code and will hopefully lay the basis for the development of future material.
2 Background

In order to provide Fire Protection Association Australia (FPA Australia) with educational material and appropriate recommendations for the education of their Code of Practice, in depth research has been conducted in relevant subject matters. To determine the scope of the problem, statistics regarding fire related emergencies have been examined along with the previous attempts of FPA Australia to reduce these risks and increase general fire safety. One way safety has been promoted is through the FPA Australia Code of Practice. Therefore, general codes of practices have been studied and defined in order to determine their value in society. To boost awareness and compliance of FPA Australia members with the Code, promotional and marketing methods have also been examined. This includes research into common promotional techniques, means currently utilized by FPA Australia to endorse their Code, and examples of ways in which other codes are promoted. Additional organizations in Australia with code were also researched in order to determine how they promote and educate people about codes of practice.

2.1 Determining the Extent of Fire Related Emergencies

With every fire, comes a potential threat to human health and life. In 2003, in the United States, there were 4,300 fire related deaths, which is equal to approximately 1.71 deaths per 100,000 people. (Geneva Association, 2006, p.5). In Australia, by comparison, there were 135 fire related deaths, which is approximately equal to 0.64 deaths per 100,000 people (Geneva Association, 2006, p.5). However, devastation due to fires is not merely limited to loss of life. Fire also threatens property, assets, and the economy in general.

The economic ramifications of fires are substantial and far reaching. In 1993, fires in the United States alone caused an estimated US$9 billion (about AU$11.4 billion) in property damages (Geneva Association, 1998, p.1). In that same year, fires caused an estimated property loss of AU$610 million, (approximately US$480 million) in Australia (Geneva Association, 1998, p.1). Still, these figures do not reflect indirect property losses, which can include the disruption of business. When a fire destroys a business place, the activities of that business come to a halt. Ninety percent of businesses that are destroyed in a fire subsequently declare bankruptcy (Barnett, J., Communication, 25 Jan 2007).
The economy is not only impacted after the occurrence of fire, but also by the amount that the fire protection industry expends on the prevention of fires. In 2003, the United States spent $36.5 billion (AUS$46.1 billion) on the fire protection of buildings (Geneva Association, 2006, p.7). In the same year, AUS$13 billion (US$10.3 billion) was spent on the fire protection of buildings in Australia (Geneva Association, 2006, p.7). Because of the vast devastation due to fires in Australia, Fire Protection Association Australia exists to promote fire protection and to attempt to prevent fire related emergencies within Australia.

FPA Australia was formed in 1997. It consists of members of the fire safety and fire protection communities, including the insurance industry, manufacturers and engineers (Barnett, J., Communication, 25 Jan 2007). FPA Australia strives to “work cooperatively with all governments, corporate and community organizations” in order to improve the quality of fire safety and fire protection (FPA Australia, 2007).

Within FPA Australia, there are four different levels of membership for corporate companies; Platinum, Gold, Silver, and Member\(^1\) (FPA Australia, 2007). In total, there are 543 corporate members of FPA Australia. One percent of these members are Corporate Platinum, about eight percent are Corporate Gold, thirty-eight percent are Corporate Silver, and fifty-three percent are simply Corporate Member (Fida, J., Communication, 13 March 2007). **Section A.2 in Appendix A** outlines the differences between these levels of corporate membership. Corporate Platinum, Gold, and Silver members are allowed representation on Technical Committees, which provide recommendations on Australian Standards and range in specialties from fire detection systems to passive fire protection equipment (FPA Australia, 2007). All corporate members can also be a part of Special Interest Groups that are used to facilitate communication between members of different sectors of fire protection and range from aviation fire safety to marine fire protection to fire inspectors (FPA Australia, 2007).

Corporate members of FPA Australia can be categorized by the activities their companies pursue. A corporate member can either be a provider of fire protection goods and services or a non-provider. Non-providers include users, insurance companies, building surveyors, and other companies that do not provide fire protection services. Ninety-two percent of corporate

\(^1\) The corporate membership levels described in FPA Australia’s Code of Practice are titled A, B and C. These levels correspond to gold, silver and member, respectively (FPA Australia, 2007).
members are providers, while eight percent of corporate members are non-providers (Fida, J., Communication, 13 March 2007).

FPA Australia uses many different methods to promote fire safety, including the Technical Committees and Special Interest Groups, as well as holding national conferences and publishing *Fire Talk*, a quarterly newsletter (FPA Australia, 2007). For more information on promotional techniques, refer to Section 2.3.2. FPA Australia also has a Code of Practice that sets standards within the fire industry of Australia.

### 2.2 Codes of Practice

In order to help member companies understand and become signatories of the Code of Practice, it is necessary to become more familiar with general codes of practice, as well as the FPA Australia Code of Practice. This section will discuss the definition and contents of a code of practice. It will also describe the characteristics and implementation of a successful code as well as the advantages and disadvantages of having codes of practice. Additionally, this section includes a detailed analysis of the FPA Australia Code of Practice.

#### 2.2.1 General Definition and Contents

In general, a code of practice is “a set of non-legislatively required commitments that are agreed to by one or more individuals or corporations; are designed to influence, shape, control or benchmark behaviour; and are applied in a consistent manner and/or reach a consistent outcome by all participants” (Industry Canada, 2006). Codes usually include a statement of purpose, ethical guidelines and codes of conduct, technical standards specific to members, and sanctions for non-compliance.

Typically, the initial development of a code of practice involves “consultation with representatives from industry, workers and employers, special interest groups and government agencies” (Work Cover Authority of NSW, 2003). Codes can then be revised and republished to reflect the input of its company members or the changing standard legislation. Other examples of code of practice equivalents are company guidelines, voluntary consensus standards, or non-regulatory agreements (Industry Canada, 2006). As stated by Work Cover of New South Wales, “A code of practice is not law, but it should be
followed unless there is an alternative course of action that achieves the same or better standards” (Work Cover Authority of NSW, 2003).

For a code of practice to be effective, it needs to be easy to understand, contain information on noncompliance, and contain penalties for signatories who are found to be noncompliant. Non-technical sections, such as the purpose of the code and the obligations of the signatories, should be straightforward and clear so that there are no difficulties in interpretation or implementation. It should include a procedure for monitoring or reporting noncompliance and a section on consequences, such as fines or revocation of privileges, for breach of code. Penalties are especially important because without them, an organization has no effective way to enforce its code. A successful code should also include regular review and modification in order to ensure that it is meeting member needs and is up to date (Industry Canada, 2006).

Once an organization or company develops a code of practice, they need to decide on the best way to gain a solid following. “Phased in compliance” is the best approach for codes of practice in the long run because, in this approach, only members who want to sign the code become signatories. Then, once the code has a firm body of followers, compliance becomes mandatory. By using “phased in compliance,” codes of practice reduce the risk of an initial rejection of the code completely (Industry Canada, 2006). It has also been found that codes are more successful in gaining followers when they are developed and supported by representatives from all sectors of the community including consumers, government, industry, and technical experts in the field (ACCC, 2005).

There are many benefits to having a code of practice. A code of practice establishes a strong credibility for the companies who follow it and presents a positive image to the public because it makes the community aware of the company’s high standards (ACCC, 2005). It is also beneficial to the consumer because it ensures them that the product or service they are paying for is trustworthy and allows for more direct interaction with the company. This provides them with a chance to voice their concerns. Furthermore, codes are easier to amend and are more cost effective than government regulations. Additionally, they still improve the relations between industries and the government because they can bolster current government regulations and even “go beyond the minimum standards set in law” (Industry Canada, 2006). People in the industry are also more likely to follow a code than a government regulation.
because codes allow signatories to be involved with the development of the guidelines through regular revisions (ACCC, 2005).

Unfortunately, codes of practice are not perfect, and sometimes they can actually be detrimental to an organization. Usually, this only happens when a code of practice is not effective or is not being implemented correctly. When a code is unsuccessful, it “may place compliance burdens on businesses without any realisable benefits and potentially [make] signatories to it less competitive” (ACCC, 2005). For the consumers, this can result in price increases or reduced product variety in the marketplace. Ineffective codes can also be misleading to the public because they lead people to believe that an organization is following certain standards, when in reality they may not be compliant. When this happens, it can result in negative attention and mistrust in the company (Industry Canada, 2006).

2.2.2 FPA Australia Code of Practice

The FPA Australia Code of Practice, *FPAA001-2000: Code of Practice for the Installation and Maintenance of Fire Protection Equipment*, was first published in June of 2000. Various pertinent groups within the fire industry, representative of building, construction, property management industries and fire authorities, were consulted throughout the development of the Code of Practice. It is subjected to reviews and updates at least once a year (FPA Australia, 2000).

2.2.2.1 Purpose and Objectives of the Code of Practice

The Code of Practice is “part of FPA Australia's contribution to protecting the community through ensuring that the fire protection industry is competent, efficient and competitive” (Corporate Membership, 2007). Its purpose is to promote fire safety through the best practices available in the fire protection industry. The Code is intended to set a high standard of behavior for contractors, sub-contractors, consultants, and suppliers that are corporate members of FPA Australia. The Code aims to increase communication, cooperation, and competitiveness within the industry and to prevent malpractice. An additional objective of the Code is to provide a means for clients, as well as the general public, to easily identify Code compliant companies (FPA Australia, 2000).
2.2.2.2 Contents

To attain the purpose and objectives previously discussed, the Code of Practice contains requirements that clearly state the duties of FPA Australia and its member companies. The Code applies to design, supply, installation, and maintenance of fire protection equipment.

FPA Australia is primarily responsible for monitoring compliance with the Code. Other duties of FPA Australia include facilitating open communication and cooperation between member companies, clients, the Commonwealth, State and Local government, fire brigades, and fire authorities, establishing procedures for the review of the Code, and to encourage and promote the compliance of member companies with the Code. FPA Australia must deal with transgressions of the Code and establish methods for handling a breach of the Code.

The Code contains many requirements for member companies. Individuals employed by member companies must adhere to the *Fire Protection Association Australia – Code of Ethics* for Members, which serves to preserve the integrity of the fire protection industry and prevents members from intentionally bringing disrepute to the industry and to FPA Australia. Member companies must also comply with several additional codes and standards including the *Fire Protection Association Australia – Memorandum and Articles*, Quality Systems Standards: AS/NZS ISO 9001, AS/NZS ISO 9002, and AS/NZS ISO 9003, AS4120: Code of Tendering, AS 4121: Code of Ethics and Procedures for the Selection of Consultants, FPS4 – Agreement for the Inspection and Testing of fire Protection Systems, and the Building Code of Australia. In order to be fully committed to providing the highest standard of service possible, the Code requires member companies to be in accordance with relevant Australian Standards for the design, installation, commissioning, and maintenance of fire protection equipment and systems and with the requirements and regulations of manufacturers, insurers, clients, and the Commonwealth or State legislative or regulatory control (FPA Australia, 2000).

For the purposes of this project it is not necessary to understand the technical requirements of the various standards, codes, and regulations that member companies adhere to in order to be Code of Practice compliant. These technical requirements will not be examined in this project. The Code additionally includes regulations about the advertisement of compliance by members (FPA Australia, 2000). These regulations are specified in Section 2.2.2.3.
2.2.2.3 Membership Compliance

All member companies must comply with the FPA Australia Code of Practice. This includes Corporate Platinum Members, Corporate Gold Members, Corporate Silver Members, and Corporate Members. Currently, companies that desire to become a member of FPA Australia can apply for corporate membership. To apply to become a corporate member of FPA Australia, a company must submit a signed Code of Practice Declaration form, along with the corporate membership application. The Code of Practice Declaration states that the member companies have read, understand, and will comply with the Code (FPA Australia, 2007). Existing member companies reapply for corporate membership on an annual basis. Every year the member companies receive a membership renewal package to renew their membership subscription. The package includes an invoice and information about insurance benefits and scholarship fund donations along with the Code of Practice Declaration form. The member companies pay their annual fees to maintain their membership. However, many fail to acknowledge their compliance with the Code and do not complete the Code of Practice Declaration form. (Hodge, R., Communication, 15 Feb. 2007).

In submitting the Code of Practice Declaration form, member companies are applying to be listed on a register of compliant member companies, which is maintained by FPA Australia. The Board of Directors has the power to accept or reject a member company as being Code compliant. Only accepted member companies are listed on the register, which is available to the public on the FPA Australia website (FPA Australia, 2007). Member companies that have signed the Code of Practice Declaration and are actually deemed Code compliant are signatories to the Code. Currently, there are 342 corporate member signatories to the Code of Practice, which is sixty-three percent of corporate members. There are 201 non-signatories, which is thirty-seven percent of corporate members (Fida, J., Communication, 13 March 2007).

Regulations within the Code of Practice allow signatories to demonstrate their compliance with the Code, which indicates to the public their commitment to a high standard of service. All signatories can display that they are Code compliant in writing and through the use of the Code compliant emblem in places such as on their letterheads, websites, and business cards (FPA Australia, 2000).
FPA Australia is responsible for monitoring compliance with the Code. The auditing system currently in place to ensure compliance is an honor system. However, if a complaint is raised against a signatory to the Code, an investigation led by FPA Australia ensues. If the signatory is found to be non-compliant, they will be removed from the register of compliant member companies, they will no longer be able to use the logo, and they will face possible suspension or termination of their membership (FPA Australia, 2000).

2.3 Promotion of Codes

There are a variety of promotional methods that can be used to increase awareness and educate people about codes. Specifically, FPA Australia needs to educate its members about their Code of Practice and its benefits. In order to determine the most effective approach to do this, general promotional methods, along with those currently employed by FPA Australia and similar organizations have been studied.

2.3.1 Promotion Methods

There are many different methods that can be used to promote a product, or in this case, the Code of Practice. These different methods can all be grouped into three main categories: media-, paper-, and person-based.

Media-based methods involve different sources that require technology, including websites, web seminars, e-mail, or other online tools. Websites and the Internet are becoming a primary source of information; for example, at least thirty million adults use the Internet as their main resource for health information (Lowes, 2006). The advantages to media-based formats are that they are easily accessible for companies and do not require much time to view. These types of tools are also very effective in getting information to people in a wide variety of locations. For instance, a website can be accessed around the world. However, corporate members of FPA Australia polled in a survey done in 2001 by a previous IQP group responded that on a scale of 1 to 3, with 3 being the most effective method of information dissemination, internet-based mediums were the least effective method available, scoring a 1.5 (Clark et al., 2001). A more recent survey performed in 2004 of corporate members of FPA Australia, on the same scale, has proven that internet-based mediums are
becoming more effective. However, the method is still not preferred over other mediums (Casey et al., 2004). A list of corporate members’ ranks of three different methods of information dissemination can be viewed in Table 2-1.

<table>
<thead>
<tr>
<th>Method</th>
<th>2001</th>
<th>2004</th>
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</thead>
<tbody>
<tr>
<td>Internet Based</td>
<td>1.5</td>
<td>1.8</td>
</tr>
<tr>
<td>Paper Based</td>
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<td>2.0</td>
</tr>
<tr>
<td>Person Based</td>
<td>2.3</td>
<td>2.0</td>
</tr>
</tbody>
</table>

Table 2-1 Ranks of methods of information dissemination

Paper-based methods include memos and periodicals such as journals and newsletters. One advantage of using this method of information dissemination is being able to consistently get a message across to a broad range of people using a periodical. Some paper-based methods, such as a newsletter, can also be slightly more personalized towards their intended audience and therefore are more effective than information dissemination techniques that use the Internet as a medium (Clark et al., 2001; Casey et al., 2004). A downside to using the paper-based methods, specifically a periodical, is that the message conveyed may not be sent to the right people. For example, an individual member of FPA Australia that may read Fire Talk would not need to know how to be Code of Practice compliant if details were put into the newsletter for corporate members.

Person-based methods include seminars, conferences, and courses. This method is the most personal, and according to the survey done by the 2001 IQP group, corporate members of FPA Australia responded that these methods were most effective, giving the method a rank of 2.3 on the scale of 1 to 3, with 3 being most effective (Clark et al., 2001). More recently, though, it is turning out to be on par with paper-based tools, with corporate members giving both mediums a score of 2.0 (Casey et al., 2004). This method is usually the most costly and time consuming for both the sponsor and companies attending because some conferences may span multiple days. However, because the audiences that attend these events have invested interest in the topics addressed, this method is very effective. For example, a member of the Special Hazards section of FPA Australia would attend FPA Australia’s annual HazMat conference to learn about “the latest direction and compliance requirements for chemicals, hazardous substances and dangerous goods” (FPA Australia, 2007). Ways to promote using this method may include holding seminars to educate members about a topic, such as the Code of Practice and its use.
Since some methods are more effective for some people and less effective for others, integrated marketing communications is a very effective means of promotion. Integrated marketing communications is the “coordination of efforts to ensure maximum informational and persuasive impact on customers” (Pride, W. p.357). This includes the use of methods such as Internet sources, word of mouth, and media or paper-based methods. By employing various methods, a consistent message can be sent to consumers, which “fosters not only long-term customer relationships but also the efficient use of promotional resources” (Pride, W. p. 359).

2.3.1.1 Logos and Seals of Approval

When it comes to making an organization more recognizable, logos can be very effective. When a company uses a logo, it can make the organization more identifiable and memorable to the public. A logo represents everything that a company stands for in one image, which can trigger future acknowledgement and increased support (Toth, 2005). Logos are especially important for non-profit organizations like FPA Australia “because of the scarcity of funds and the need these organizations have to rely on others to survive, [they] have to be extremely imaginative and creative in order to stand out among their peers” (Citizen Brand). They can do this by using an effective slogan or logo.

The use of an organization’s logo by a member company can also act as a “third party endorsement seal,” or a “seal of approval.” When displayed by a company, consumers often feel that the company is more trustworthy and credible. They have a higher regard for the company and assume that the seal of approval implies company expertise (Beltramini, 1993). Specifically, in a case study of web site seals conducted in 2002, it was concluded, “consumers are likely to believe that a site maintains a higher privacy standard when that site participates in an Internet seal of approval program” (Chapell, 2004).

Overall, companies that are considered to be trustworthy are more likely to be successful. This is because they are more apt to receive feedback and “personal information from consumers and thus are better able to deliver more relevant marketing messages” (Chapell, 2004). Adding to this, William Haig, Chairman and CEO of Powerlogos Design, argues, “...a credible source will be more effective in persuading a receiver than a source which is
not credible” (Haig, 2006A). From a company’s standpoint, this implies that consumers are more likely to buy a product from a company that they believe to be credible. Specifically, in a case study of “ScanAlert,” an Internet security seal provider, “Internet sales were found to increase from 10% to 33% when a seal was placed on their website” (Koong et al., 2006). In another study of consumers, about 90 percent of the people surveyed said that they would buy a product from the company with the better reputation if they had comparable goods and services (Pride, W. p.65). Therefore, by displaying the FPA Australia Code of Practice Compliant logo, member companies may be viewed by consumers as being more trustworthy, which could result in more business transactions.

One instance in which the use of logos generated a large public interest for a non-profit cause was the “Nós Podemos” campaign in Brazil. This campaign was developed in 2003 by the United Nations Development Programme (UNDP) Country Office to help Brazil achieve the Millennium Development Goals (MDGs). These goals include eliminating hunger and poverty, combating diseases, and encouraging gender equality.

In the initial stages of the campaign, the UNDP recruited credible and recognizable organizations. They knew that these organizations would be likely to generate public interest in the campaign. They gave their campaign a positive name, “Nós Podemos” (Spanish for “yes we can”), and developed bright and colorful logos because they would draw attention and be memorable. They also avoided the use of unfamiliar terms, like MDG, in their logo because they could have caused confusion amongst the public. These logos were used on shopping bags, in advertisements, and put on the Nós Podemos campaign website. The slogan, “Eight Ways to Change the World,” was also developed for the campaign, which was very effective because it prompted public reflection on the issue. This campaign was a huge success because when “used constantly, the logos attracted much attention and contributed to a self-perpetuating cycle of expanding publicity and new partnerships” (UNDP). Thus, by promoting logo usage like in the “Nós Podemos” campaign, FPA Australia can potentially gain more recognition and increase its membership.

2.3.1.2 Marketing Strategies

There are many strategies that can be used for marketing that would be useful techniques to promote FPA Australia’s Code of Practice. Online learning and the use of e-mails could be
ways to increase members’ knowledge about the Code of Practice. These techniques could also help make the Code easier to understand.

One Australian organization that specializes in the marketing and education of codes of practice is Omni Asia Pacific (OmniAP). OmniAP is a “leader in online learning…for Associations” with over 500,000 users of their services (OmniAP, 2007). OmniAP takes an association’s document, such as their code of practice, and makes the document into material that is easier to understand by their members. At the same time, the simplified material is made exciting because an association sometimes needs to inspire its members to learn and understand their document. One strategy to accomplish this is through online tracking of the document along with quizzes on its content. This ensures that the document is not thrown away or deleted and that members understand its content. As a result, the effectiveness of the document is increased for the association (Niemes, M., Telephone Interview, 27 March 2007). By creating a similar system for their Code of Practice, FPA Australia may actively encourage members to raise their awareness of the Code of Practice.

Another way to reach members of an association is through the use of e-mail, which is becoming a prominent form of communication. According to Yahoo, “the number of e-mails sent each day… may be approaching 62 billion” (One Vision, p. 2). The benefits of using e-mail as a marketing tool, other than the ability to reach out to lots of people, include speed, personalization and brand building (One Vision, p. 5). However, in order for an e-mail to accomplish its purpose, it needs to have an effective subject to grab the reader’s attention. Other important factors to consider include using name recognition and testing the subject of e-mail to ensure that it avoids spam filters and that it captivates the reader (One Vision, pp. 8-10). In order to achieve name recognition with the readers, an e-mail can have the name of the association in the “From” field (FPA Australia) and the newsletter title in the “Subject” field (Fire Talk) in case users recognize one name over the other (One Vision, p. 11). As far as the best day to send e-mail, One Vision says that Tuesday and Wednesday have been the most popular days, as 55% of all e-mail sent weekly is on these two days (One Vision, p. 11). However, the days also have the lowest open rates, which means that less e-mail is opened on those days (One Vision, p. 12). Monday is becoming a better day for sending e-mail, as the open rate on Monday is the highest of the workweek (One Vision, p. 11). By using strategies such as sending e-mails with name recognition in the from and subject fields, as well as
sending e-mails on the right day, FPA Australia could educate corporate members via e-mail about the Code of Practice.

2.3.2 Promotion of FPA Australia Code of Practice

FPA Australia utilizes many promotional techniques, such as hosting annual national conferences and seminars, regularly publishing various magazines and newsletters, and offering a variety of membership benefits and discounts. However, the direct promotion of the Code of Practice is extremely limited. Currently, very little exists to promote the Code and educate members of its contents (Hodge, R., Interview, 18 Jan. 2007).

One method for the promotion of the Code of Practice is integrated into the corporate membership application. The corporate membership application, which is submitted by a corporate company upon applying to be a member of FPA Australia, contains a page explaining the objectives and benefits of the Code. This page also states, “All applicants must complete the Code of Practice Declaration on the membership application form in order to be considered for membership by the Board” (Corporate Membership, 2007). The Code of Practice Declaration is included with the membership application. Corporate companies must sign it, indicating that they understand and are bound by the requirements of the Code (FPA Australia, 2007).

Only companies pursuing first-time membership are exposed to the corporate membership application. Companies that are already members of FPA Australia must renew their membership status annually. These companies do not receive the corporate membership application; instead they receive an invoice that states their membership fees. The Code of Practice Declaration form is sent along with the invoice. However, unlike the corporate membership application, it does not contain the page explanation of the objectives and benefits of the Code or state that the Code of Practice Declaration must be signed (Hodge, R. Communications, 15 Feb. 2007). Therefore, the Code is not explained or promoted to current members of FPA Australia as effectively as it is to companies applying for new membership.

The major existing means for the promotion of the Code is through the use of the Code compliant logo. FPA Australia has established guidelines for corporate members on the use of the compliancy logo. Only corporate member signatories are allowed to demonstrate the
fact that they are Code compliant. Corporate member signatories can display the Code compliant logo in various locations, such as on their websites, letterhead, and stationary (Hodge, R., Interview, 18 Jan. 2007). As more member companies exhibit the compliance logo, recognition and awareness of the logo may increase. Thus the use of the logo is an effective way to promote the Code of Practice.

2.3.3 Other Corporations with Codes

In order for FPA Australia’s Code of Practice to be widely applied, promotion of this document is essential. It is common for organizations to develop codes that they intend to have other companies adopt. By reviewing the experience of other groups that currently have a significant following to their codes, helpful information can be learned. Drawing parallels to successful practices can help to uncover ways in which FPA Australia can help to increase their Code’s recognition.

2.3.3.1 United States Corporations

Although FPA Australia is an Australian association, research was done into corporations within the United States to obtain a preliminary understanding on how these organizations promote their codes. The specific organizations that were looked into were the National Fire Protection Association and the National Society of Professional Engineers.

2.3.3.1.1 National Fire Protection Association

The objectives of the U.S. National Fire Protection Association (NFPA) are very similar to FPA Australia. NFPA’s mission is to increase safety in the community by promoting fire safety practices. They have 81,000 individual members as well as 80 national trade and professional organizations that comply with their codes. This faction has established NFPA as a worldwide authority in the fire protection industry (National Fire Protection Association, 2007A).

NFPA is responsible for the development and implementation of more than 300 codes and standards for the fire industry. NFPA encourages compliance with these codes and standards in a variety of ways that include requesting help from a wide range of professionals during
the process of development and review (National Fire Protection Association, 2007B). In addition to adding input to the different codes and standards to increase the integrity of these documents, NFPA also achieves a less obvious advantage by having experts involved. The professionals then become more knowledgeable about the codes and standards and can pass that information on to other people in the fire protection field as a method of promotion.

Education is a large part of NFPA’s activities. The association helps to teach both professionals in the industry and the general public in order to promote fire safety. Table B-1 in Appendix B lists information about educational programs sponsored by NFPA. These events cover a large range of purposes and audiences: from educating the general public with Fire Protection Week to training and professional development for people in the fire protection field (National Fire Protection Association, 2007C). In addition to its specified purpose, all the events offer an opportunity for the association to promote itself, its codes, and its standards.

In addition to different programs, NFPA is also responsible for distributing many different publications to educate those with interest in the fire industry. Similar to the educational events, these offer a way to promote the association, codes, and standards to the people who have invested interests. Table B-2 in Appendix B explains the purpose of the various publications that are all targeted towards different groups in the fire industry. Examples include the NFPA Journal, specifically designed for their members, and The Apple Corps, which informs public educators about fire safety concerns (National Fire Protection Association, 2007C).

2.3.3.1.2 National Society of Professional Engineers

Convincing people in the fire protection industry to follow the FPA Australia’s Code of Practice, when it is not mandated in the industry, is similar to convincing people from the United States in the engineering profession to follow the National Society of Professional Engineers’ Code of Ethics. The National Society of Professional Engineers (NSPE) currently has over 50,000 members and more than 500 local chapters who are obliged to uphold their Code of Ethics, though it is difficult to ensure that the document is being followed (National Society of Professional Engineers, 2007A). In the United States, those who follow this code are believed to uphold strong values and put the public’s welfare as their top priority (The
Online Ethics Center for Engineering and Science, 2005A). FPA Australia would like its code to have the same standing in Australia as the NSPE code has in the US. Therefore, by observing the promotional tactics of NSPE in the United States, FPA Australia may be able to increase its prominence in Australia.

Professionals may become conflicted when an ethical question arises in their workplace. Sometimes it can be difficult to abide by the Code of Ethics, which they are supposed to follow. To assist in their decision-making, organizations such as the Online Ethics Center for Engineering Science, the National Institute for Engineering Ethics, and the Institute of Electrical and Electronics Engineers came together to create the Help-Line. Engineers can submit an anonymous e-mail to the Help-Line and receive advice on their problem (The Online Ethics Center for Engineering and Science, 2005A). It offers a service that helps members apply the Code of Ethics to their line of work.

NSPE uses its current members to help attract those who do not already abide by their Code of Practice. To encourage current members to invite others to join the NSPE, simplified resources are made available to promote NSPE. These devices include presentations, convincing facts, and a tool kit. As a reward for recruiting new members, current members receive benefits like free national dues and are mentioned in the “recruitment Hall of Fame” (National Society of Professional Engineers, 2007B). FPA Australia would benefit from using their current members to promote themselves in a similar manner.

2.3.3.2 Australian Associations

Associations within Australia were researched to determine if there was a difference between American and Australian associations in how they educated and promoted their codes. Australian associations researched include the Insurance Council of Australia, the Australian Society of Anaesthetists, the Swimming Pool and Spa Association of Victoria and the Australian Institute for Building Surveyors.

2.3.3.2.1 Insurance Council of Australia
The Insurance Council of Australia is an insurance organization in Australia that represents the general insurance industry. Their goals are much like those of FPA Australia because they strive to influence the ethical, political, and social decisions related to the insurance industry. They also hope to “improve the industry’s image,” as well as to “represent their member’s interests” (Insurance Council of Australia, 2007).

In order to promote their organization and Code of Practice, the Insurance Council of Australia has a website and holds seminars and meetings. Recently, they revised their Code of Practice. In order to effectively promote and educate their members as well as consumers about the new Code, the council developed a website specifically dedicated to the Code. This website is easily accessible from the general organization website. It contains useful information about the contents of the Code as well as reasons why a new code was developed and a downloadable copy of it. It also has information for consumers about the Insurance Council of Australia, how the Code affects them, and where they can find more information (General Insurance Code of Practice, 2005).

Because the Insurance Council of Australia and FPA Australia have similar goals, it is a good organization for FPA Australia to look to for suggestions on how to promote their Code. By creating a website with information about the Code of Practice, FPA Australia may be able to increase the knowledge of both members and consumers. Furthermore, a website could make the Code of Practice and complaint filing more accessible for consumers and corporate members.

2.3.3.2.2 Australian Society of Anaesthetists

The Australian Society of Anaesthetists (ASA) is dedicated to representing “the interests of its members and to strive to provide the Australian Community with the highest quality of anaesthesia, intensive care and pain medicine” (ASA, 2007). To do this, ASA has a Code of Conduct for its members to follow. Although this Code is a guideline and not a regulation, it helps members to abide by a higher standard.

ASA promotes their Code to its members by publishing information about it in their newsletter that is published three times per year. There is also information on their website and it is discussed through open forums and in letters written by the ASA president. ASA
does not promote their Code to the public because “they don’t care” and the Code is only needed if there is a complaint filed. ASA also does not handle complaints because they do not have any regulatory or legal enforcement rights (Lawrence, P., Telephone Interview, 27 March 2007). The Australian Society of Anaesthetists’ Code of Conduct is similar to FPA Australia’s Code of Practice. Therefore, marketing methods employed by ASA may also be useful to FPA Australia in promoting their Code.

2.3.3.2.3 Swimming Pool and Spa Association of Victoria

The Swimming Pool and Spa Association of Victoria (SPASA) is a “not-for-profit organization dedicated to maintaining and improving standards…for the betterment of consumers, pool builders and suppliers” (SPASA, 2007). By acting as a central resource for consumers, suppliers and contractors in Victoria, SPASA works to set standards within the pool and spa industry to provide the best services to the consumer (SPASA, 2007).

To promote their standards, SPASA has a website with information both for consumers and for builders and contractors. Set up in a similar manner to the FPA Australia website, SPASA provides a member list of member companies, fact sheets for consumers and information about media releases that impact the pool and spa industry (SPASA, 2007). The website also includes advice for consumers on how to purchase a pool or spa for their home. There is also a free download to their Pool and Spa Book, which is released annually. Included in this book are the fact sheets for consumers, winners of the SPASA Awards, which “showcase the excellence in the swimming pool and spa industry,” and a list of different member companies for consumers (SPASA, 2007).

SPASA also holds an expo twice per year called the Pool and Spa Expo. These shows are “widely recognized as the definitive industry showcases to source new products, new services, and new technology” (SPASA, 2007). These expos have displays from suppliers, builders and designers as well as seminars and workshops for consumers.

Although everything that SPASA does to promote itself is done by FPA Australia in some form, looking at how exactly SPASA forms their material would benefit FPA Australia. If SPASA is doing something that FPA Australia is not, FPA Australia may benefit from SPASA’s tactics.


2.3.3.2.4 Australian Institute of Building Surveyors

The Australian Institute of Building Surveyors (AIBS) is a professional association that represents building surveyors in Australia. One of the main goals of this organization is to increase both the professionalism of building surveyors in the workplace, as well as the safety of the buildings they survey. One of the most important ways in which they try to achieve these goals is through the use of their Code of Professional Conduct.

The Code of Professional Conduct is a document that must be followed by members of AIBS. State regulatory bodies (for example, the Building Commission in Victoria) regulate the State’s legislation that the building surveyors must comply with. AIBS monitors compliance to its Code through the use of an honor system with complaints, exactly like FPA Australia. However, the regulatory bodies handle complaints for AIBS, instead of the institute itself. (Skauge, K., Interview, 03 Apr 2007)

The Australian Institute of Building Surveyors promotes their organization and Code of Professional Conduct in a manner very similar to that of FPA Australia. They have a website that outlines their goals and structure and contains a link to the full version of their Code of Professional Conduct, which is clear and easy to find. They also have a “become a member” link on the menu bar of their website, which is visible from every page of the website. If FPA Australia put a link to the Code of Practice in their website’s menu bar, it would be more visible and easy to access for corporate members. (AIBS, 2007)

AIBS also has publications and seminars similar to FPA Australia. Their state committees hold conferences every year and trainings every month, and there is a national conference every other year. They also publish a quarterly magazine, TABS. These publications and seminars all help to educate members of AIBS about current issues and the AIBS Code of Professional Conduct. (Skauge, K., Interview, 03 Apr 2007)

The public is aware of AIBS solely because of their logo, which members are allowed to display. The public knows enough about the logo that they look for building surveyors that display the logo. Other than that, however, the public does not know much about the institute itself. AIBS is currently in the process of creating a website to allow for the public to
become aware of AIBS and to be able to search for building surveyors based on postal code. They are also posting ads in print media, such as newspapers and magazines, in order to make the public more aware of AIBS. FPA Australia may benefit from what AIBS has done by allowing for consumers to search for different fire protection goods and services by postal code or specific location within the State. (Skauge, K., Interview, 03 Apr 2007)

The background research conducted provided the project group with an understanding of fire safety, codes, promotional methods and marketing strategies. This knowledge laid the foundation for the methodology, the tasks which were completed while in Australia.
3 Methodology

The primary goals of this project were to explore ways to educate corporate members of FPA Australia about the Code of Practice, increase the number of signatories to the Code, and increase the usage of the FPA Australia logo. Building on background research, the project group conducted a series of interviews with marketing professionals, employees of FPA Australia, and corporate members. These interviews were needed to determine a successful way to educate corporate members about the FPA Australia Code of Practice, to discover barriers towards being a signatory to the Code, and to uncover obstacles towards utilization of the FPA Australia logo. The interviews, in addition to revealing information in these areas, led the project team to other sources that were used to help fill in gaps in the previously conducted research.

Based on the information gained from literature review and interviews, the team developed material to educate corporate members about the Code of Practice and encourage the use of the FPA Australia logo. This implemented the knowledge gained from the initial research and further helped to accomplish the project’s goals. Additionally, the educational material that was developed was distributed to the interviewed corporate members, who were then given a follow-up interview to assess the effectiveness of the material and allow for suggestions on further modifications that should be made.

3.1 Archival Research

Although background research was already conducted for the literature review, additional information that filled in the gaps in the research was further examined. Since a thorough understanding of codes and their benefits were needed to educate corporate members about the FPA Australia Code of Practice, the project group continued to look for general information about codes, specifically focusing on examples of Australian organizations with codes. Methods of marketing were also examined in order to determine methods for possible information dissemination of the educational material. Additionally, previously used sources were reviewed to determine if they contained relevant information that was not initially identified.
3.2 Interviews

Conducting interviews was one of the main tasks of the project group. The interviews provided the group with important information needed to create educational material for the Code of Practice. These interviews were conducted with outside companies concerning marketing, employees of FPA Australia, and FPA Australia corporate members. By performing interviews with other Australian organizations, the project group was able to gain insight into different marketing techniques that could be employed for the education of the Code of Practice. The interviews with corporate members identified barriers towards becoming a signatory of the Code and towards the utilization of the Code compliant logo. Additionally, they provided suggestions as to how the group could effectively develop educational material about the FPA Australia Code of Practice and the use of the logo.

3.2.1 Non-Member Corporate Interviews

Interviews with people concerning marketing and codes of practice were conducted while in the United States and served as a basis for similar additional interviews conducted in Australia. A better understanding of the types of methods that have already been used to educate about codes and raise awareness for organizations were attained through the review of these interviews. The interviews were especially important when it came to the material development stage because they gave insight on ways to create successful educational material.

Professionals who are successful in promoting codes were identified through recommendations from FPA Australia employees. By speaking with these organizations, insight into effective marketing tools was gained. Similarities were also drawn between particular companies and FPA Australia to see what these groups have done to boost awareness. These responses were compared and compiled with the recommendations from the interviews conducted in the United States. By interviewing organizations in Australia, the project group was able to more directly identify what educational methods are successful there, which allowed for the development of educational material that could possibly be more effective for FPA Australia.
3.2.2 Sponsor Interviews

Upon arrival in Australia and throughout the duration of the project, the project group conducted informal interviews with the employees of FPA Australia. Particular topics relating to the project were addressed in these interviews, but there were no sets of formal questions. The topics provided additional background information about the organization, data about membership, information on how FPA Australia publications are formatted, and suggestions on how to improve the group’s educational material. The project group also gained important information about who to contact for more information about Australian organizations with codes. Most information was gathered on an as-needed basis. As questions arose about the project, the group approached employees of FPA Australia in order to receive clarification or recommendations. It helped to guide the project in the correct direction and helped to focus objectives of the project. More detail about the interviews can be found in Appendix E.

3.2.3 Corporate Member Interviews

The objective of the project was to educate corporate members of FPA Australia about the Code of Practice. Therefore, interviews were conducted with corporate members of FPA Australia to develop an understanding of the issues that they face concerning the Code of Practice and its implications. By interviewing these companies, the group was able to accurately represent corporate members’ opinions.

The interviews were conducted both in person and over the phone. Since there were a large number of corporate members located in Melbourne, the project group tried to conduct as many of the interviews in person as possible. For members who were not in the surrounding area or were unable to schedule a meeting time, phone interviews were conducted. Thirty interviews were conducted in the two-week span that was allotted. See Table 3-1 for a schedule of tasks that were performed. The form of the interview was semi-structured. This ensured that pertinent issues were addressed and also provided the freedom to ask for more in-depth discussion on interesting topics or ideas.

Different types of corporate members within FPA Australia were contacted in order to get a large range of responses that were representative of all the corporate members. Specifically, members who are renewing their membership are less likely to become signatories than those
joining FPA Australia for the first time, which made this an important issue to explore. First-time applicants are provided with more information about the benefits and contents of the Code of Practice than companies who are renewing their membership. More detailed information is provided in Section 2.2.2. In the interviews, both signatories and non-signatories were important to target, since different information was gained from these groups. Members from the different corporate levels were interviewed in order to receive an accurate representation of the corporate members. Although most of the corporate members of FPA Australia are providers of fire protection goods and services, members who are users of these goods and services were also interviewed in order to understand the consumers’ points of view. Specific companies were chosen from a member list provided by the sponsor.

The confidentiality of those interviewed was respected in order to elicit accurate answers to the interview questions. Responses to certain questions may have been skewed if members were concerned with the repercussions from FPA Australia due to their replies. FPA Australia was not informed specifically which member provided which set of interview answers. The members were referred to in the report by which categories they fulfilled (i.e. Corporate Gold, Signatory, Provider).

Two sets of questions were developed: one for signatories and another for non-signatories. All of these can be viewed in Appendix C. Each interview began with general questions about FPA Australia, how the company became a member, and their knowledge about the Code of Practice. In the signatory interview, questions about the FPA Australia logo, their company’s use of the logo, and its benefits were inquired. The non-signatory interviews included questions regarding the perceived benefits, costs, and barriers associated with being a signatory. Each set of questions concluded by asking about what type of information should be included and what method of distribution should be used for the educational material that was going to be developed. The members who were interviewed were asked if a copy of the developed educational material could be sent to them. A follow-up interview about its effectiveness was performed, which is discussed further in Section 3.4.

Once all of the interviews were conducted, the data from the interviews was analyzed to find commonalities in key areas, including:

- Barriers towards becoming a signatory of FPA Australia’s Code of Practice,
- Benefits of FPA Australia’s Code of Practice Compliant logo,
• The most important information to put into educational material, and
• Corporate member recommendations for FPA Australia which could help to increase member knowledge about the Code of Practice

3.3 Development of Educational Material

After the interviews were conducted, previous research was reviewed and the interviews were analyzed to find commonalities in the data. These commonalities were the basis of the educational material that was created. The material was created as a pamphlet in the form of a hard copy and a PDF, which was printed and sent both in the mail and through e-mail. Additionally, a webpage was developed containing the same information as the pamphlet, as well as a video about the places to use the logo. Both forms of the educational material can be found in Appendix I.

The material included general facts about the Code of Practice, including what the Code is, its contents and where it can be found on the FPA Australia website. Information pertaining to the benefits of being a signatory of the Code of Practice and how a company can become a signatory was incorporated. Some benefits of using the Code Compliant logo and ways a signatory can utilize the logo to promote their business was also included. Additionally, actions that may be taken against non-compliant signatories by FPA Australia and facts about past complaints were integrated. FPA Australia’s contact information was included for more in depth information about the Code.

The pamphlet was kept as concise as possible so that corporate members wouldn’t lose interest from it being too long. The material was created using FPA Australia’s pamphlet template with typical FPA Australia colors, to keep it consistent with current FPA Australia material and to make it look professional. FPA Australia’s Communications Officer was contacted for help with formatting issues such as these.

Once the pamphlet prototype was completed, the project group developed a supplementary website. The same information that was put into the pamphlet was put onto the website. The website, however, contained links and a video. Links to each section of the educational material were added on the top of the website and a link to the FPA Australia Code of Practice was included. Additionally, a short video was placed on the website that explained
the benefits of the Code Compliant logo and demonstrated the ways a signatory can use the Code Compliant logo.

The success of the project was based on the hypothesis that better educational material would increase the number of signatories of the Code of Practice and the use of the Code Compliant logo by signatories. The educational material was developed so it could be easily modified. For example, if there were any necessary revisions to be made in the material because the Code of Practice changed, the material could be easily adapted.

3.4 Assessment of Educational Material

In order to assess the effectiveness of the educational material, a follow-up interview was conducted shortly after the distribution of the material to the previously interviewed FPA Australia members. During the initial corporate member interviews, interviewees were asked if they would assist the project group in the assessment of the material. A few days after a corporate member received the material; the project group called the previously interviewed contact from the company and conducted a brief follow-up interview pertaining to the effectiveness of the material. The project group then analyzed the information acquired from the follow-up.

The material was first mailed in pamphlet form to a trial group consisting of four corporate members who provided especially helpful responses during the initial interviews to establish whether the material would receive useful feedback. It was also important that the group did a trial follow-up to make sure that there were no serious problems with the material. Follow-up interviews were performed with these corporate members, and the educational material was modified based on their responses. This modified material was then e-mailed in PDF form, because of time constraints, to the remaining corporate members to obtain their feedback.

The follow-up interview was brief and semi-structured to solicit feedback from the selected FPA Australia corporate members. The follow-up included primarily open-ended questions to obtain the most feedback from members. The follow-up interview can be viewed in Appendix D.
The goal of the follow-up interview was to provide suggestions for ways to improve the material, including its overall presentation, content, and clarity. The project group gained information about the effectiveness of the educational material, particularly if the material influenced a corporate member to become a signatory of the Code of Practice and use the Code compliant logo. Additionally, the follow-up allowed the group determined the corporate members’ views on the educational value of the material.

The project group compiled and analyzed the data contained in the follow-up interviews and looked specifically for commonalities that gave insight into corporate member preferences towards the presentation and contents of the educational material. After a full analysis of all the interviews and follow-up interviews, the project group provided FPA Australia with recommendations on changes that could be made in the material. The group also provided recommendations on the dissemination method that should be used to distribute the material as well as on different things that FPA Australia could do to help corporate members better apply the Code.

All these tasks were performed within the seven weeks allotted. Table 3-1 breaks down the seven weeks into a schedule of assignments that were accomplished. This provided the team with an organizational tool in order to maximize efficiency.
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* Indicates weeks in which the main focus was placed on these topics.

** Indicates weeks in which minor focus was placed on these topics.

Table 3-1 Timeline of tasks completed
4 Findings

Conducting interviews with the corporate members of FPA Australia gave perspective on key issues of concern to include in the educational material. In order to receive a balanced response from the corporate members, specific numbers from various groups were targeted when attempting to set-up interviews. During the interviews, topics were covered to understand areas of importance including their knowledge of FPA Australia, the Code compliant logo, and ideas for the educational material. After the educational material was created, it was distributed to a trial number of corporate members in order to determine whether there were any apparent issues with the material. It was then distributed to the rest of the interviewed corporate members who were then questioned about the effectiveness of the material. This gave the group information about the helpfulness of the material as well as its presentation. Less pertinent findings relating to the interviews and questionnaires can be found in Appendix H.

1.1 Interviews

A total of 105 corporate members of FPA Australia were contacted in an attempt to setup an interview. Of the members contacted, thirty agreed to an interview. For more detailed information on how interviews were selected, refer to Appendix G. There were two types of interviews: one for signatories and the other for non-signatories of the Code of Practice. Each interview varied depending on the responses given to previous questions to ensure only relevant matters were asked to particular members. Information and feedback from the interviews was then compiled and graphed in order to allow for easy analysis.

1.1.1 Interview Topics

Corporate members were asked questions on a variety of topics. Answers relating to these topics were then compared in order to understand corporate members’ knowledge of FPA Australia and the Code compliant logo. The interviews also sought the members’ opinion about the educational material. Interview questions can be found in Appendix C.
1.1.1.1 Knowledge of FPA Australia

To gain an understanding of the corporate members’ knowledge of FPA Australia and the Code of Practice, various questions were asked. These questions related to their familiarity with the Code, as well as reasons for why they are a signatory or non-signatory. Other questions concerned topics regarding the members’ awareness of their status as a signatory or non-signatory and their opinions on what the advantages to being a signatory are.

To determine whether corporate members were aware of the Code of Practice and its contents, the question “Are you familiar with FPA Australia’s Code of Practice?” was asked. Responses to this question varied depending on whether the member was a signatory or a non-signatory to the Code. Of the twenty-two signatories interviewed, 91% said that they were familiar with it, while 9% said that they were not. Of the 91% who were familiar with the code, four members (20%) stated that they were familiar with it, but did not know the specific information of the Code. As for the non-signatories who were interviewed, 75% percent said that they were familiar with the code, while 25% percent were not.

To find out corporate members’ awareness, both signatories and non-signatories were asked if they knew their status with the Code of Practice. For signatories, all of the twenty-two companies said that they were aware that they were signatories to the Code of Practice. This means that none of the signatories interviewed were unaware of their status. Of the eight members interviewed who were non-signatories, 38% of them were aware that they were not signatories. The other 62% of the non-signatories did not know that they had not signed the Code of Practice.

To understand what makes a company either signatory or non-signatory, the corporate members were asked a question on this topic during the interview. Seventeen signatories were asked and responded to the question, “Why did you become a signatory?” The most popular answer given was being a signatory to the Code ensures that their company adheres to high standards and maintains integrity. Seven members answered in this manner. Four companies indicated that they are signatories because it assures their consumers through abiding by the Code of Practice. Three members responded that the benefits that are associated with being a signatory were their reason for signing the Code. Lastly, setting a good example for others was a response given by two members and one said that they wanted
to become more involved in the industry. Figure 4-1 shows the responses given. In the non-signatory interview, six corporate members were asked, “What are the reasons towards not being a signatory?” The Code of Practice has to be signed every year for a company to be considered a signatory. Four companies explained that they were unaware of this and that was the reason for being a non-signatory. The remaining two companies that answered said that time constraints prevented them from signing the Code.

![Figure 4-1 Reasons why signatories of FPA Australia signed the Code](image)

In order to interest non-signatories, it was necessary to find out the most appealing advantages of being a signatory from a corporate members’ point of view, which could then be highlighted in the educational material. There were nineteen responses from signatories; the most popular was being seen as a credible company, according to eight corporate members. Seven signatories, however, indicated that they did not see any or they noticed limited benefits from signing the Code of Practice. Since signatories are licensed to use the Code compliant logo, five corporate members felt that this is an advantage. Due to confusion concerning the difference between the advantages of being a signatory rather than just a corporate member, two companies responded that they thought FPA Australia’s training courses are a benefit of being a signatory. Also, one company responded that lower insurance rates are an advantage. However, all corporate members are permitted to have both of these benefits, not just members who have signed the Code. One other corporate member believed that the Code of Practice creates a fairer industry for fire protection. Figure 4-2 displays the responses from the question, “What do you see as the advantages of being a signatory?”
In order to understand if it is clear to non-signatories about how to become a signatory, this issue was addressed in the interview. Out of the eight corporate members asked, 75% said that they did understand the process involved if they wanted to become a signatory. On the other side, 25% responded that they were not aware on how to change their Code status.

To determine if there was anything that FPA Australia could change that would convince more non-signatories to sign the Code, the question “Is there anything that would make you want to become a signatory?” was asked. Out of the five non-signatories that were asked this question, 60% responded that if they were more familiar with the Code of Practice that they may consider signing it. The other 40% said there were no actions that could be taken that would make them want to become signatories.

1.1.1.2 FPA Australia Code Compliant Logo

Corporate members were asked several questions about their knowledge of the FPA Australia Code compliant logo. The purpose of these questions was to determine the extent and possible benefits of logo usage by signatories, and also to ascertain whether non-signatories would in fact use the compliancy logo if they were to become signatories. Additionally questions were asked to discover if corporate members desire consumer recognition of the logo. The questions about the logo differed slightly from signatories to non-signatories and from users to providers.
A total of twenty-two signatory members were asked if they were aware that they could use the Code compliant logo, which was done to discover if signatories were informed of privileges associated with their signatory status. Of these signatories, twenty-one were providers and one was a user. Of the twenty-one signatory providers asked, all were aware that they could use the logo when asked, “Are you aware that you are licensed to use the FPA Australia Logo?” The signatory user was asked if they gave preference to products and services from Code compliant companies. This was done to determine if companies using fire protection services would look for the FPA Australia logo when contracting other companies. The signatory user responded that they do in fact give preference to Code compliant companies and the logo helps them identify compliant companies.

The signatory providers interviewed were asked about their logo usage to get an idea of the extent of logo usage within the industry. Of the twenty-one signatories questioned, it was found that twelve companies, or 57%, use the logo to demonstrate compliance with the Code of Practice, while nine companies, or 43%, do not use it. The twelve signatories that used the logo were inquired about how they display the logo. Responses to this question varied and can be viewed in Figure 4-3. The most popular response was that companies display the logo on their letterhead; seven signatories answered this way. Five signatories responded that they display the logo on their website; four display it in their office, three on their vehicles, and two on their business cards. Six signatories said that they display the logo on other printed materials.

![Locations Where Signatories Display the Logo](image_url)

*Figure 4-3 Locations where signatories display the FPA Australia logo*
The signatories who stated that they do not use the logo were asked why they did not choose to implement it. This was inquired upon to determine the reasons as to why signatories would not wish to utilize the logo to promote their company as Code compliant. Of these nine signatories, 67% responded that they could see no benefit in using the logo and thus had no need to use it, 22% responded that they could not use the logo because they are a multidiscipline company and cannot promote their section of company as being a member of FPA Australia and 11% said that they do not use logo because too many other companies use it and therefore it has no credibility. Figure 4-4 shows the responses provided to the question, “Why don’t you use the logo?”

![Pie chart showing reasons for not using the logo](image)

**Figure 4-4 Reasons why signatories do not use the logo**

Additionally signatories were asked, “Do you see any benefits for using the logo?” in order to identify advantages of using the logo that are important to convey to non-signatories. The responses to this question can be viewed in Figure 4-5. Although the responses vary, a majority of signatories believe that use of the compliancy logo will not only associate their company with a positive public image, but also increase the credibility of their company. Of the twenty responses, 65% believe that the logo brings credibility to their company, 15% feel that there are no benefits of using the logo, another 15% were unsure of the benefits, and 5% feel as though other companies prefer the services of signatory members.
To understand the knowledge and views of non-signatories about the compliancy logo, non-signatory member companies were asked a different set of questions than signatories. Non-signatories were asked, “If you were a signatory, would you use the logo to demonstrate that your company is Code compliant?” Of the eight non-signatories asked, 75% said that they would use the logo to demonstrate compliance with the Code, while 25% claim that they would not use it.

As a goal of the project was to determine if corporate members would prefer an increase in consumers’ knowledge of the Code compliant logo, signatories and non-signatories were both asked if they would like more companies to use the logo. **Figure 4-6** and **Figure 4-7** show the signatory and non-signatory responses, respectively, to the question, “Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public?” Of the seventeen signatory responses, 88% stated that they would like more companies to use the logo, while 6% said that they would not. An additional 6% of signatories said that they would like the logo to become more recognizable; however they believe that if more companies use it, the credibility of the logo will decline. The distribution of responses varied slightly when non-signatories were asked this question. Of the eight non-signatories asked, only 62% claimed that they would like to see more companies using the logo, while 38% said that they would not. Overall, of the twenty-five corporate members asked, 80% would like to see an increase of logo usage in the industry. Further comments made by corporate members stress the importance of increasing consumer recognition of the logo, of ensuring that the logo is associated with credibility, and of making certain that member companies are using the logo correctly.
1.1.1.3 Educational Material

Since the educational material that was developed targeted corporate members, specific questions concerning its contents were pertinent to address. These inquiries included whether they thought the material would be helpful to their particular company, if knowing the benefits to being a signatory would be useful, and what form the educational material would be best presented as.

In order to understand if any material developed would actually benefit the corporate members in knowing more about the Code of Practice, this issue was addressed. Of the twenty-two signatories, twenty-one said it would be helpful and only one said that it would not. Eight non-signatories were also interviewed and five of these companies said yes it would be helpful, while three said that it would not be helpful to their company. Figure 4-8
shows corporate member responses to the question, “Would educational material about the Code of Practice, the Code compliancy logo and their uses be helpful for your company?”

![Graph showing responses to educational material helpfulness]

**Figure 4-8 Responses to if educational material would be useful**

It was also necessary to determine if information on the benefits to being a signatory should be included in the educational material. To do this, the question, “Would it be helpful to know the benefits to being a signatory?” was asked. This question was asked to twenty-two signatories and six non-signatories. Twenty-one signatories said that it would be beneficial, while one said that it would not. Additionally, four companies said that they were not aware of the benefits of being a signatory. As for the non-signatories, five members said it would be helpful to know the benefits and one replied no. Corporate member responses for this question are depicted in **Figure 4-9**.
To determine what form the educational material should be distributed as, the question; “What form you prefer to have this material presented to you?” was asked to twenty-eight members. For this question, many of the companies interviewed had multiple responses. Sixteen of the companies said that they would like the information to be online. Ten of companies interviewed said they would read the information if it was in a pamphlet. Many companies also said they would like it through e-mail, which had eleven responses. Having the information in a small booklet, in person, or on a C.D. each had three responses, while creating a magazine or PowerPoint each received one response. Figure 4-10 depicts the different amount of responses received for each form of material.
1.2 Follow-up Interviews

All thirty of the previously interviewed corporate members were phoned in order to try and set up follow-up interviews regarding the educational material. Two of these follow-up interviews were conducted as trial interviews, while the rest of the follow-up interviews were conducted after minor changes in the material. Due to time constraints and the availability of the corporate members, not all previously interviewed members were re-interviewed. In total, nineteen follow-up interviews were conducted with corporate members in order to obtain data about the content, presentation, and effectiveness of the educational material.

1.2.1 Contents of Material

It was essential for the project group to evaluate corporate members’ opinions and suggestions regarding the contents of the educational material. Therefore, questions were asked to the members regarding whether the information in the material increased their knowledge about the Code of Practice, becoming a signatory, or using the logo. It was also important to determine any problems that the members had with the contents of the material. From compiling the answers from the follow-up interviews, it was found that most of the members had positive feedback on the contents of the material.

To determine if the educational material increased corporate members’ knowledge about the Code of Practice, the question “What new information did you learn from this material?” was asked. The responses of the nineteen corporate members interviewed varied; 37% stated that they learned no information that they were previously unaware of. Several corporate members who responded this way indicated that they were already very knowledgeable about the Code of Practice. However, a majority of member companies, 63%, said that they did learn new information from the material. Four said that they learned what being a signatory means including the benefits associated with signatory status. Also some corporate members said that they learned where to find a copy of the Code of Practice on FPA Australia’s website and claimed that the material persuaded them to read the Code. Other new information learned included details about logo usage, the fact that tendering is covered in the Code, and the statistics from the consumer studies. One corporate member also mentioned that they gained a better understanding of FPA Australia through the material.
The educational material contained a section about the Code compliant logo that incorporated the benefits of logo usage and the locations that it can be displayed. To discover if this information had an impact on signatories; they were asked a few questions pertaining to logo usage. First signatories were asked, “Will the information in this material affect your company’s use of the Code compliant logo?” Of the fourteen responses provided, two members stated that the information would affect their logo usage, while twelve that it would not.

To further determine if corporate members were affected by the information about the compliancy logo, signatories were asked “Which examples of the places to use the logo were you unaware of before?” The majority, 64%, responded that they already aware of all of the locations display the logo. However others stated that they previously did not realize that the logo could be displayed on invoices, in e-mails, on company vehicles, in phone directories, or in newspapers. One signatory responded that they were unaware that they could use the compliancy logo prior to reading the material.

To clearly establish if the use of the Code compliant logo would increase as a result of this material, signatories were questioned about this topic. Of the eleven asked, three members claimed that they would use the logo more, while eight said that they would not.

Additionally, it was important to determine the affects of the educational material on non-signatories. To do this, non-signatories were asked, “What in this material makes you want to become a signatory?” Of the four responses received, one non-signatory stated that nothing in the material made them want to become a signatory. The remaining three said that they were unsure if the Code of Practice applied to their company, however two of these three stated that they want to become signatories because as members they should adhere to the Code.

In order to ascertain if the material contained all of the information that corporate members expected and required, all corporate members were asked, “What additional information should be added to this material?” This question also helped to determine if corporate members were able to fully understand the purpose of the Code, what it means to be a signatory, the benefits of using the compliancy logo, and the actions taken against non-compliant signatories or if additional information was needed. Of the nineteen interviewed,
74% stated that they could think of no additional information to include. Of the corporate members that responded in this way many expressed that they thought the material was very well done and that it presented a clear and complete view of the Code of Practice. A few corporate members did have suggestions for additional information to add to the material, such as including if the Code compliant logo could be used on quotations, presentation material, or marketing pamphlets. Other suggestions are to have a date or revision number on the material to indicate how current it is, to incorporate more case studies to showcase the benefits of being a signatory, and to include more detailed information about action taken by FPA Australia against non-compliant signatories.

The intent of the educational material was to assist corporate members in applying the Code of Practice to their company. In order to do this the material must be clear and easy to understand. The nineteen corporate member interviewed were asked, “Is there anything in the material that is unclear to you?” to determine if the material was comprehensive. Of those asked, 95% stated that nothing in the material was unclear to them. Some of these corporate members also indicated that they thought the material was very clear and well done. One corporate member, however, did state that the wording in the section titled “What is the Code of Practice” was unclear.

1.2.2 Overall Opinion

To determine the interviewed members’ overall opinions about the educational material, a series of statements were given to the interviewees relating to the material on a whole. They were asked to respond to these statement with strongly disagree, disagree, agree, or strongly agree to obtain a clear and straightforward answer on their views. For most of the statements given, it was found that answers were consistent between members.

To establish whether the material would be useful to the member’s company, the first statement was, “this material is helpful to my company.” Of the nineteen companies interviewed, 65% said that they agree with this statement and 35% said they strongly agree. None of the members interviewed said that they disagree or strongly disagree.

The next statement was “this material is easy to understand,” to determine if the members thought the material was confusing at all. Of the nineteen members given a follow-up
interview, 53% said that they agree, while 47% said they strongly agree. None of the members responded to this statement with disagree or strongly disagree.

The third statement was “the length of this material is appropriate” to examine whether the members thought the material was too long. Out of the nineteen members interviewed, 74% of the interviewees agreed with this statement and 26% strongly agreed. None of the members given the follow-up interview disagreed or strongly disagreed with this statement.

The last statement the corporate members were asked to respond to was “this material is visually appealing.” This was included to determine the overall look of the material. The most common response to this statement was agree, which was the answer for 68% of the interviewees. The other members responded with strongly agree, which accumulated 21% of the responses, and disagree, which was the response for 11% of the interviewed members. None of the members responded with strongly disagree. The responses to this question are displayed in Figure 4-11.

![Figure 4-11 Responses to if material was visually appealing](image)

**1.2.3 Presentation of Material**

The remaining questions asked by the project group addressed the presentation of the educational material. They specifically asked opinions on the pamphlet, the webpage and corporate member preferences between the two media. These findings were important because they indicated which version of the educational material would be best and why.
1.2.3.1 Pamphlet Presentation

In order to determine which form corporate members would like to view the educational material in, the project group asked, “Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an e-mail?” Of the nineteen corporate members asked this question, fourteen responded with a PDF file attached to an e-mail, four preferred a printed pamphlet mailed to them, and one member stated both would be fine for different reasons. **Figure 4-12** shows the corporate members’ opinions. One member commented that a hard copy is better at teaching people than a digital version.

![Pamphlet Preference Chart](chart)

**Figure 4-12** Member preference of how they would like to receive the pamphlet

In order to understand the action that would be taken by a corporate member after reading the educational material pamphlet, we asked this question in the follow-up interview. Fifteen corporate members said that they would file the pamphlet in some way, either electronically or in paper files. However, two interviewees admitted that they would discard the pamphlet after reading it. There were five members who said that they would pass on the pamphlet, four distributing it to their employees and one would give it to their customer. **Figure 4-13** shows the responses to the question, “If you received this pamphlet in the mail, what would you do with it after you had read it?”
To specifically find out if corporate members would distribute the educational material pamphlet throughout their company to their employees, the follow-up including a question on this topic. It was found that 82% of those interviewed would pass on the pamphlet while 18% would not introduce the material to their employees.

In order to understand the audience in a company who would be reading the educational material developed, the follow-up interview asked which employees the material would be distributed to. There were a variety of answers, with seven corporate members responding that they would give the pamphlet to all of their employees. Four members said that they would pass on the educational material to engineers in their company, while three indicated that their management team would all be introduced to the pamphlet. Other employees mentioned included directors, marketing teams, and people dealing with customers directly. The responses to the question, “Which employees would you distribute educational material pamphlets to?” are displayed in **Figure 4-14**.
The next question asked related to if the company would show the educational material in the pamphlet form to their consumers. When asked this question, 53% of those interviewed said that they would show it to their consumers while 47% said that they would not. Many of the members who said that they would show it to consumers said they would give it to them if they had questions or wanted to know more about the Code of Practice.

1.2.3.2 Webpage Presentation

After corporate members had seen the webpage that was created by the project group, they were asked if they would access a webpage if they had any queries about the Code of Practice. Of the respondents, 89% stated that they would view the webpage and 11% said they would not use the webpage.

The corporate members were then asked if they would be more likely to access a webpage about the Code of Practice if it were linked from the FPA Australia website. Eighteen members responded, seventeen saying that they would access a webpage about the Code from FPA Australia’s website. One member responded that they would not be more likely to view the webpage, even if it were linked from FPA Australia’s homepage.

Within the webpage, the project group embedded a video to supplement the information on the webpage. Seventeen corporate members were asked, “Do you think it was beneficial
having the video clip on the webpage?” Of these members, 82% responded positively, saying that the video clip made the webpage better, while 12% said the video was not beneficial, but was not detrimental either. One member did not comment because they had not viewed the video. Figure 4-15 shows corporate member responses to the question.

![Figure 4-15 Responses to if the video clip was beneficial on the webpage](image)

The corporate members were asked if the video clip helped to understand the webpage’s contents further. Of the sixteen members to respond, 56% said the video does help to understand the webpage better and the other 44% said that it did not help.

The project group then inquired if the video clip made the interviewed corporate members more likely to read the webpage. Of the responses, 44% stated that they would be more likely to read the webpage if there were a video clip on it. The remaining 56% responded by saying that they would not be more likely to read a webpage if it contained a video.

To understand if the actions taken by corporate members when receiving the educational material in a webpage form would vary from getting a pamphlet, we asked the question, “Once you learned about the webpage, how would you utilize it afterward?” Twelve corporate members indicated that they would reference a webpage that contained the educational material. Other popular responses, with three interviewees responding to each, included adding the webpage to their favorites, directing consumers to the material, and adding a link to the webpage on their company’s website. Two members said that they would pass information about the webpage to their employees, one would file the webpage, and one would do nothing after learning about the educational material. These responses are shown on Figure 4-16.
In order to find out if corporate members receiving information about the educational material on a webpage would be likely to tell their employees about it, this question was asked in the follow-up interview. When asked the specific question, “Would you tell the employees of your company about the webpage?” 75% of the respondents said that they would. However, there were 25% of corporate members who indicated that they would not pass on the information to their employees.

To uncover the target audience that will be using the webpage containing educational material, the follow-up interview asked corporate members “Which of your employees would you tell about the webpage?” Five of the interviewees said that they would pass on information to all of their employees. Engineers, management teams, and those who deal with the public received two responses each as people that corporate members would inform about the webpage. Interviewees also mentioned directors and marketing teams. **Figure 4-17** indicates these results.
Corporate members were also asked the question, “Would you tell your consumers about the webpage?” If they responded to this question with yes, they were then asked how they would tell their consumers about it. Most of the members responded to this question by saying that they would. The answer yes received 68% of the responses, while no received 32%. Three of the members who answered yes said that they would e-mail a link to their consumers. One member said that they would put a link on their site and two members said they would tell their members about it.

The corporate members were then asked the question, “Would you reference the URL for this webpage in any of your documents or on your website?” Of the nineteen members, 67% said that they would put the web address on either one of their documents or on their website, while 33% said that they would not. Out of the members who said they would not display it, two of the companies said that they wouldn’t simply because they are a multidiscipline company and one said that it is their company’s policy not to link to other websites. One of the members who said yes thought it was a good idea and that he had never thought about it before.

1.2.3.3 Member Preferences

To directly compare the uses of the webpage and the pamphlet, a question on which material would be more likely to be viewed to initially learn about the Code of Practice was inquired.
The webpage received 53% of the responses, whereas 47% of the corporate members said that they preferred the pamphlet of educational material.

Another question that compared the two versions of educational material was the question, “If you had a question about the Code of Practice, which form of the educational material would you be more likely to reference in order to find the answer: the pamphlet or webpage?” For this particular question, 88% of those in the follow-up interview said that they would utilize the webpage. The pamphlet version of the material received 12% of the responses.

The next question was included to determine if corporate members would rather refer their consumers to the webpage version of the educational material or the pamphlet version. Most of those interviewed said that they would refer a consumer to the webpage, which received 72% of the responses. Some members said that they would refer them to both because it would depend on the situation. This answer received 22% of the responses. The other 6% of members said they would refer them to the pamphlet. Figure 4-18 depicts the responses to the question, “If a consumer had a question about the Code of Practice, would you rather refer them to a pamphlet or a webpage?”

![Figure 4-18 Responses to which form of material members would refer consumers to](image)

The last two questions compared the perceived benefits of using a pamphlet version versus a webpage or a webpage version versus a pamphlet. The question, “Was there anything that you preferred about the pamphlet version over the webpage version.” received a variety of answers. While 47% of those interviewed said no, many people said that it was easier to read. Two interviewees said that the format looks better in the pamphlet version and one said
that it would be easier to file. One member also said that the pamphlet version would be easier to give to people in their organization.

The question, “Was there anything in the webpage version that you preferred over the pamphlet version?” also received many different answers. Three members said that the webpage was better because it had the video on it and three different members said that it was easier to access. Two members said that the webpage was quicker to read and access and one said they preferred it because it was guaranteed to be the most up to date version. The other 36% of companies interviewed said that there wasn’t anything about the webpage version that they preferred over the pamphlet version.

Interviews were performed with corporate members of FPA Australia to obtain their knowledge about the Code of Practice and the Code Compliant logo. Additionally, follow-up interviews were performed after educational material was developed to measure its effectiveness. The project group analyzed the data found through both the interviews and the follow-up interviews in order to find commonalities.
5 Analysis

The major goal of this project was to develop educational material to clearly explain the Code of Practice, the benefits of being a signatory, and the Code compliant logo to corporate members. In order to successfully create the material, it was necessary to interview many corporate members to determine essential information to include in the material. After the material was created, it was necessary to determine the effectiveness of the material and what modifications should be made for further improvements. To accomplish this, the corporate members were given follow-up interviews after the distribution of the material.

5.1 Interview Analysis

Interviews were conducted with thirty corporate members in order to develop the educational material. The purpose of these interviews was to not only gain an understanding of corporate member’s views of the Code of Practice and the benefits of being a signatory and using the logo, but also to identify information that they were unaware of. The data obtained through the interviews were analyzed to help the project team identify important topics to include in the educational material.

5.1.1 Knowledge of FPA Australia

In order to promote a product to consumers, it is necessary to understand what would make someone want to buy that product. Similarly, in order to promote a code of practice, it is necessary to understand why someone would want to become a signatory or what the benefits to being a signatory are. To help promote and educate FPA Australia corporate members about the Code of Practice, corporate members were asked questions relating to opinions about being a signatory or non-signatory.

The first issue that was necessary to address was whether or not corporate members knew if they were a signatory or non-signatory of the Code. It was found that all corporate members who were signatories were aware of their status as signatories. This finding implies that these members were aware of the Code of Practice, as well as the Code of Practice Declaration form that needs to be filled out every year. As for the non-signatories, it was found that 62% of non-signatories were unaware that they were not signatories of the Code. In discussing this question with these members, it was concluded that the reasons for them being non-signatories were that they were unaware that they had to resign a declaration form.
every year or that they simply did not receive the paperwork. Obviously, because many of the non-signatories were unaware that they were not signatories, information on becoming a signatory needed to be included in the educational material.

To be able to create materials that could effectively promote and educate corporate members about the Code of Practice, it was also necessary to obtain points of view from the signatories as to the reasons why they became a signatory and what the advantages are. Most people became signatories because they thought it was important to be ethical in the industry. However, when asked about the benefits, many signatories could not think of any. Those who did see benefits stated that the benefits included credibility, which is a marketing advantage to consumers, use of the logo, and that the Code makes the industry fairer.

Because many members were unaware of the benefits of being a signatory, it made including the benefits of being a signatory a very important topic to incorporate in the material. The responses from members who did see benefits were also helpful because they established that members of FPA Australia were experiencing many of the code benefits that were discussed in the literature review, and that these were the benefits that other members needed to be educated about.

5.1.2 FPA Australia Code Compliant Logo

The use of the compliancy logo is one of the major benefits of being a signatory to the Code of Practice. In order to educate corporate members about the compliancy logo and to promote its usage, it was necessary to identify locations where signatories display the logo and to understand the perceived benefits of logo usage and the existing reasons that some signatories choose not to display the logo.

It was found that 57% of signatories interviewed displayed the compliancy logo, implying at least more than half of the signatories feel that it is important, or even necessary to demonstrate their compliance with the Code to the public.

The places where these signatories display the logo were explored during the interviews, and when they were asked where they display it, a variety of answers were received. The most popular response was companies display the logo on their letterhead; however it was found that signatories also commonly display the logo on their website, on company owned
vehicles, in their office, on business cards, and on other printed material. It was important to include this information in the educational material, not only to provide all signatories with suggestions of various locations to display the logo, but also to stress the multiple uses of the logo to non-signatories to influence them to become signatories.

In order to promote logo usage to corporate members, it was essential to understand why some signatories choose not to use the logo. Therefore during the interviews, signatories who did not display the logo were asked to provide reasons for not using it. A majority (67%) of these signatories responded that they could see no benefits in using the logo and that there was no reason to display it. This indicated that some signatories were unaware of any of the benefits associated with the use of the compliance logo, and if some signatories lack knowledge of the benefits, it was inferred that many non-signatories do not understand them either. Therefore it was necessary to identify the benefits and advantages of using the compliancy logo and to incorporate this information into the educational material.

To gain a clear understanding of the advantages associated with usage of the compliancy logo and identify the perceived benefits of logo usage to include in the material, signatories were asked if they saw any benefits in using the logo. A majority (65%) of signatories believed that logo use would bring a positive public image and credibility to their company. Thus these benefits are significant and were stressed in the educational material. Additional comments made by some signatories that were beneficial to incorporate into the material were that they felt that companies prefer the services of signatories, who can be easily identified through use of the compliancy logo. A significant percentage of signatories questioned (30%) were either unsure of the benefits of using the logo or thought that there were no benefits. This reinforced the need to emphasize the benefits of using the logo in the educational material.

Increasing consumer recognition of the compliancy logo could help to increase the value and credibility associated with the logo. In order to determine if corporate members wanted to boost consumer recognition of the logo, both signatories and non-signatories were asked if they would like to see the logo used more in the industry, thus making it more recognizable. A large majority of the members interviewed (80%) would like to see more companies within the industry use the logo because the more the logo is used the more recognizable it will become to consumers. Many corporate members believed that the compliancy logo needed
to be promoted to consumers. Additionally, several corporate members commented that although they want more companies to use the logo, they want the logo to be used correctly and by reputable companies. This indicates that it was important to not only explain the correct way to use the logo in the educational material for corporate members, but also to include the benefits of displaying the logo. Including these benefits may influence more signatories to display the logo, thus making it more recognizable to the public.

5.1.3 Educational Material

The last set of questions during the interviews covered specific topics related to the educational material that was going to be developed. The project team wanted to ensure that they had information from the corporate members so that it was tailored to their needs.

One of the questions asked had to do with the benefits of being a signatory. Surprisingly, 95% of the signatories themselves believed it would be helpful to have information in the material about the benefits of their status. Four signatories specifically stated that they did not know what the advantages that they had over members who had not signed the Code. Non-signatories also believed that including information about the benefits of signatory status would be a positive topic to include in the educational material, with 83% of those interviewed agreeing with this statement. This overwhelming response made it clear that members of FPA Australia are generally unaware of the benefits of being a signatory. This would be useful information to include in the educational material to enlighten signatories of the benefits they receive for their status. It would also make them more aware of privileges that they may not have previously taken advantage of. From a non-signatory point of view, knowing the advantages for signing the code would help persuade them to become signatories.

By asking the members that were interviewed what form that they would prefer to have the educational material presented to them, the project team hoped to discover the most effective way to reach corporate members of FPA Australia. The most popular responses were online, receiving sixteen preferences, pamphlet with thirteen members, and e-mail, which was specified by eleven different interviewees. In response to these results, two types of material were developed which could be distributed in various different ways, a pamphlet and a website. The pamphlet that was developed contains useful information about the Code of
Practice based on the recommendations gathered from the interviews. It can be distributed in many ways to the members: paper copies made available, attachments in e-mails, and in online files. For more detail on information dissemination please refer to Section 6.1. The website developed could be linked to the FPA Australia homepage. This website provides information on the Code of Practice, has an interactive video to compliment the text, and has links to other related sites. More information about the website can be found in Section 3.3. Both forms of the educational material can be viewed in Appendix I.

5.2 Follow-Up Interview Analysis

After the educational material was developed and distributed to the interviewed corporate members, it was necessary to evaluate the members’ opinions of the material. To do this, follow-up interviews were conducted with nineteen of the previously interviewed corporate members. Their answers to the questions were then analyzed to discover additional modifications that could be made as well as recommendations for which version to use. The topics of these questions related to the members’ overall opinion of the material, the contents, and presentation of the material.

5.2.1 Overall Opinion of the Material

In order to determine the corporate members’ overall opinions about the educational material, the project group asked the corporate members to respond to a series of statements with strongly disagree, disagree, agree, or strongly agree. The members were limited to four responses so that there was no neutral ground and therefore conclusions that were drawn from these responses were clear. These statements referred to the usefulness, clarity, length, and presentation of the material.

From the data, it was found that all of the corporate members thought that the material was helpful to their company. Most people, when responding to the statement, “This material is helpful to my company,” said agree, with only a few saying strongly agree. This implies that there is still room for improvement in making the material more helpful, but overall it will be useful and valuable to the companies.
By examining responses to the statement, “This material is easy to understand,” it was found that the educational material that the project group developed was clear and straightforward. The number of respondents who said agree was only slightly larger than those who said strongly agree and none of the respondents disagreed or strongly disagreed. This shows that the corporate members did not have trouble reading or understanding the educational material. The length of the material was also determined to be suitable because all of the corporate members either agreed or strongly agreed with the statement, “The length of this material is appropriate.”

It can also be concluded, through analysis of responses the last statement, “This material is visually appealing,” that most of the members who were interviewed liked the look of the educational material. Most people responded to this statement with either agree or strongly agree, and only two people said that they disagree. Of the two who said that they disagree, one stated that he printed the material in black and white, which could have been a factor in his response. Because most of the members agreed with all the statements, the overall implication of the responses is that the material is helpful, easy to understand, the appropriate length, and visually pleasing.

5.2.2 Contents of the Material

The purpose of the developed material was to educate corporate members to apply the Code of Practice. The material was intended to benefit corporate members by increasing their knowledge about various subjects related to the Code of Practice. In order for the material to accomplish this, its contents must be comprehensive, complete, and easy to understand. During the follow-up interview, corporate members were questioned about the contents of the material to determine additional changes that could be made to improve its overall effectiveness.

The material was developed to educate corporate members about various subjects related to the Code of Practice. To determine if this was successful, corporate members were asked to identify any new information that they learned as a result of the material. It was found that 63% of those interviewed stated that they learned information that they were previously unaware of. This showed that the material did in fact educate corporate members, and it confirmed that its development was important. Specific information that corporate members
were made aware of through the material included the benefits of being a signatory and using the compliancy logo, the fact that tendering is covered in the Code, and where to find a copy of the Code of Practice. This reinforces the importance of incorporating this information into the material. Details about what it means to be a signatory were the most common thing learned by corporate members, and this indicates that it was especially necessary to include this information in the material. Although a majority of interviewed corporate members learned something from the material, 37% said that they did not learn anything that they were previously unaware of. However, several of these corporate members indicated that they were very knowledgeable about the Code of Practice before reading the material.

Signatories were questioned about the Code Compliant logo to determine if the material would affect their knowledge or usage of the logo. Of those interviewed, two signatories believed that the material would affect their company’s use of the logo; while twelve signatories said that it would not. However, seven out of the twelve members who stated their logo usage would not be impacted already use the Code Compliant logo. An additional two members are from multidiscipline companies and fire safety is only a small part of their company. Therefore, these member companies would not benefit from using the compliancy logo. Although only two signatories said that the material would affect their use of the logo, it would still be beneficial to include information about the compliancy logo because most members who stated it would not affect their company’s use of the logo either already use it or would not benefit from using it.

To discover if new places to display the compliancy logo were brought to light by this material, signatories were asked if they learned of any new locations to use the logo. Some said that they previously did not realize that the logo could be displayed on invoices, in e-mails, on company vehicles, in phone directories, or in newspapers. This shows that these locations were especially important to include in the material because they gave some corporate members new ideas of places to use the logo. One signatory was unaware that they were able to display the Code Compliant logo, and this confirmed that it was necessary to have this information in the material. Of the responses received 64% stated that they were previously aware of all of the locations to display the logo, but a few indicated that the material served as a reminder.
Also, to determine the impact of the material on non-signatories, this group was asked if anything in the material made them want to become a signatory. One non-signatory stated that nothing made them wish to attain signatory status. Three were unsure if the Code of Practice applied to their company, yet two of these three did desire to become signatories. As only four non-signatories were interviewed it is difficult to draw many conclusions from this question. However, the fact that half of those interviewed desired to become signatories implies that the material is valuable to non-signatories and should be distributed to them.

To ensure that the material contained all of the information that corporate members expected and required in order to gain a complete understanding of the Code of Practice, those interviewed were asked if additional information should be added to the material. The most popular response among members was that no additional information needed to be incorporated into the material and that it was very comprehensive. This implied that for the most part the material was easy to understand and the additional explanation of any section was not required. Some corporate members did offer suggestions for additional information to incorporate into the material. One of these suggestions included adding presentation material, marketing pamphlets, and quotations to the list of locations where the Code Compliant logo can be displayed. It would be beneficial to add this to the material because it would give signatories additional ideas of places that they can display the logo. Another suggestion was to have the date or revision number on the material. This would indicate how current the material was and would allow corporate members to easily recognize if a more recent version of the material was available. More information about action taken by FPA Australia against non-compliant signatories was also desired. This implies that the material should be updated to include future action taken by FPA Australia if possible.

Corporate members were asked if anything in the material was unclear to them to assess the clarity of the material. Of those interviewed, all but one stated that nothing in the material was unclear. Several expressed that they felt the material was very easy to understand. This denotes that overall, the material is clear and that corporate members are not facing difficulties understanding its contents. One corporate member stated that the wording in the second paragraph of the section titled “What is the Code of Practice” was unclear. This paragraph was directly quoted from the Code of Practice, indicating that the wording of this paragraph from the Code should be examined to see if it could be made clearer.
5.2.3 Presentation of the Material

Understanding how a corporate member will use the educational material is very important so that the material can be tailored for this purpose and is the most useful. Also, comparing the advantages and disadvantages of both the pamphlet and webpage version of the material is beneficial in order for more attention to be given to the development and upkeep of the form of information that is most likely to be utilized. A series of questions were developed for the follow-up interviews to cover this topic of interest. Questions were also asked relating to how corporate members would use the educational material within their companies as well as in distributing to their consumers.

5.2.3.1 Pamphlet Version

One version of the educational material created by the project group was a pamphlet. Therefore it was necessary to determine whether a PDF or a paper copy would be better received. This was to ensure that the most corporate members would read the educational material and learn about its contents. It was found that a majority would like the material sent to them through e-mail using a PDF attachment with some stating that both paper and electronic forms would be fine. This indicated that most members of FPA Australia are more comfortable with electronic forms of the educational material. Additionally, four of the interviewed members stated that they would prefer the material as a paper pamphlet, with one member stating that paper versions are better at teaching people because they are more hands-on. This response meant that although members prefer electronic material, there is still a demand for a paper version.

5.2.3.2 Webpage Version

A website was created by the project group in order to determine the value of multiple methods of dissemination of the educational material. During the interviews, members were asked if they would be likely to view a webpage with information about the Code of Practice. A large majority of interviewed companies (89%) declared that they would definitely access the webpage. This signified that a webpage detailing the Code of Practice and the Code Compliant logo would be beneficial to FPA Australia because corporate members would want to view it.
The corporate members were also asked if they would be more likely to access the webpage if it were linked from FPA Australia’s website. This was to determine if the webpage would be more beneficial if it were on FPA Australia’s website or as a stand-alone webpage. The majority (94%) believed that it would be beneficial to link to the webpage from FPA Australia’s homepage, which indicated that the created webpage should be viewable and accessible from the Association’s homepage.

A way that the website differentiated from the pamphlet version of the educational material was through the use of a video clip embedded within the webpage. It was necessary for the project group to determine if the video clip added to the value of the webpage in any way. When asked if the video clip was beneficial to have it on the webpage, most corporate members believed that the video was valuable on the webpage, with many members commenting that videos are better than text because people have an easier time learning using videos. This means that a video may be a useful tool for a webpage, as it will provide an additional method for corporate members to learn about the Code of Practice and Code Compliant logo. Additionally, more than half of corporate members stated that the video clip helped to understand the contents of the webpage better, which shows that the video was good to put on the webpage as an educational tool. One member stated that “…a picture is worth 1,000 words, so a video must be worth 10,000” (Follow-Up Interview 27).

To further determine if it was beneficial to have the video clip on the webpage, the corporate members were asked if the video clip would make them more likely to read the webpage. Of the responses received, some replied that the video clip would make them curious of the contents of the webpage, while most stated that the video clip itself would not make them more likely to read the information included within the webpage. Therefore, although the video clip is helpful to incorporate into the webpage, it will not draw any additional attention by just including it.

5.2.3.3 Version Preferences

To clearly determine the preferred version of the educational material, corporate members were questioned about their future use of the material and about the advantages of both the pamphlet and website versions. It was also important to identify how corporate members
would use the material to educate both their employees and their consumers to understand the full impact of the educational material.

5.2.3.3.1 Company Use of the Material

Two separate questions were asked to the corporate members in regards to what actions they would take after receiving the education material- one for the pamphlet version and the other concerning the webpage. With the educational material pamphlet, the most popular response given was that the members would file the material after reading it. By filing the information, members may use the material for reference at a later date, however it is likely that they would forget the information was available to them. Contrary, with the webpage, most of the corporate members admitted that they would specifically use the material as a reference after learning about it. This response is more active and seems more promising that the educational material would be used after its initial reading. Of the remaining actions that the interviewees indicated that they would take, the pamphlet had five responses for ways to spread the information in the material to others. For the webpage, on the other hand, the members provided twelve answers for alternative ways to continually use the material. Thus, the webpage may be the best method to continuously increase knowledge of the Code of Practice.

Educating entire companies about the FPA Australia Code of Practice instead of just the individuals who are main contacts for the Association is essential. This may allow for the company’s compliancy reputation to grow if it is incorporated into different aspects of the organization as well as raise awareness of the importance of being Code compliant. In the follow-up interview, 82% of corporate members responded that they would distribute the educational material to employees of their company if it were in pamphlet form. For the webpage version, only 75% of the interviewees said that they would inform members of their staff. The pamphlet form may be more conducive to an office area where sharing of information is possible. It could be easily brought to a meeting to be discussed, put in a common area, or placed on an employee’s desk. E-mails that could include reference to a webpage may be more easily looked past or discarded. Therefore, if knowledge about the Code of Practice wants to be spread throughout a member company, the pamphlet version of the educational material would be best since it is more likely to be distributed.
To develop a better understanding of which employees in corporate members groups would be likely to receive information about the Code of Practice educational material, this was asked for both the webpage and pamphlet. When it was asked which employees would you distribute the material to, similar answers were given for each version of the material. The most popular answer was that all employees of the company would be exposed to the educational material. This way, everyone would understand the importance of the Code of Practice and would know why their company is a signatory. Other popular answers included groups that would be directly impacted by Code compliance such as engineers and management teams. Therefore, it is important that employees with different backgrounds easily understand the educational material. This is true for whichever type of material that is further developed.

The educational material can be used to accomplish different goals, one of which could be to introduce to corporate members to the Code of Practice. In the follow-up interview, corporate members were asked which version of the educational material that they preferred to view as an initial guide to learn about the Code. The response was split between webpage and pamphlet, however a slight majority of 53% of the interviewees indicated a partiality for the webpage version of the material. This means that either version of the material would be useful to first introduce corporate members to the benefits of being a signatory.

Another way that members can utilize the educational material is as a reference for questions about the Code of Practice, its benefits, and logo usage. Interviewees were asked their preference between the pamphlet and webpage to use as a resource for answering questions. A large majority, 88% of those interviewed, indicated that the webpage would be more likely used for this purpose. Once a member remembers that a webpage exists or that they could find more information through the FPA Australia webpage, it is a convenient source for them to use. A pamphlet version, on the other hand, requires that they remember where it has been filed and may require for the reader to search extensively through the document to find an answer. The webpage allows for faster access to the same information. Therefore, if the educational material is developed to be a resource for corporate members to use, it would be best to create a webpage version.
5.2.3.3.2 Distribution to Consumers

When questioning the corporate members it was important to determine whether they would show the educational material to their consumers to further promote their company and the Code of Practice. The significance of this was to examine if this educational material would help raise public awareness about FPA Australia and the Code of Practice. In order to do this, specific questions were asked to address these topics.

When asked whether they would distribute the pamphlet version of the material to their consumers, 53% said yes, while 47% said no. Then, when asked if they would show the webpage version of the material to their consumers, 68% said they would while 32% said they would not. These responses imply that the educational material may help raise public awareness of the Code of Practice because some of the companies will show or distribute the material to members. It also implies that the webpage version would be better for reaching consumers because corporate members are more likely to show that version of the material to consumers.

Furthermore, the answers to two additional questions solidified the idea that the educational material may be able to raise public awareness of the Code and that the webpage version would be the best version to do this with. When examining the answers to whether companies would display the URL for the webpage on their documents or website, it was found that 67% of members would reference the educational material webpage. This implies that although some members may not specifically tell their members about the educational material, they would make it available to consumers who wanted to access it. Then, when members were specifically asked which version they would refer their consumers to if they had a question about the Code of Practice, 72% said they would refer them to the webpage.

The responses to the questions about consumers and the educational material imply that the educational material could be of some use to FPA Australia in order to raise public awareness. Although some companies would distribute the pamphlet version to consumers, the webpage version would be more effective. More corporate members would be likely to refer their consumers to the webpage and many would reference the webpage in their documents or on their websites.
5.2.3.3 Advantages of the Pamphlet and Webpage Versions

The last two questions were asked in order to determine the different advantages of the pamphlet version and the webpage version. It was important to determine these advantages so that FPA Australia would know which version of material that the corporate members would like better and why.

When asked if there was anything about the pamphlet version that corporate members preferred over the webpage version, members responded that they liked the format better and that it was easier to read and file. When asked if there was anything about the webpage version than they preferred over the pamphlet version, members said that it was easier to access and that it could have a video clip. Some members said that the web version was easier to read.

Therefore, the responses to these questions imply that corporate members do not really think that there is anything better about a webpage version over a pamphlet or a pamphlet version over a website. Mainly, it is personal preference because some members think a website is easier to read, while others think the pamphlet is easier to read. As for accessibility, the website version is easier to access, but the pamphlet version is easier to hold on to and file. The only big advantage to the webpage over the pamphlet was the ability to use a video clip.
6 Recommendations

Throughout the project, many issues arose concerning further modifications of the educational material, the dissemination of the information, and further application of the Code of Practice. Since the project was not able to address particular areas of these topics, recommendations for FPA Australia were developed. These recommendations came from a combination of the ideas of interviewed corporate members as well as those of the project team.

6.1 Modifications of Educational Material

There were modifications to the educational material recognized by the project group that could not be implemented due to time constraints. Therefore, it is recommended to FPA Australia to consider these suggestions if the material is to be used in the future.

It was explained to the corporate members when they were interviewed that the educational material was not professionally developed and they were merely samples of how the information could be presented. However, specifically with the webpage, if FPA Australia creates a similar version then it would be beneficial for graphic designers to design the layout. Additionally, since the video clip enhances the webpage, professionals should be hired to create a similar product.

Corporate members believed that additional information should be included in particular areas of the educational material. Some interviewees commented that the information about FPA Australia’s action taken against non-compliant members was helpful and more details on this topic would enhance the material further. Members also mentioned that additions should be made in the section about places to use the Code compliant logo. The logo can be used by compliant members in their presentation material, marketing pamphlets and quotations. One member suggested that the educational material should include the date that it was developed or a revision number, which would be helpful if more material is developed in the future.

If the educational material is modified in the future, there are particular topics covered that the corporate members specified as the most useful. Therefore, it is important that these
sections remain part of the material. They include: benefits of being a signatory and what it means to be a signatory, advantages of using the Code compliant logo and where to use it, an the contents of the Code as well as where to gain additional information if needed.

### 6.2 Dissemination of Educational Material

In order for the educational material to be effective, it first needs to reach the people who are in charge of a company’s membership with FPA Australia. It also needs to be distributed in such a way that corporate members are aware of the material and want to read it. The material should not be something that members just discard or delete. A series of information dissemination recommendations have been developed in order to increase the overall effectiveness of the material. These recommendations are based on input from interviewed corporate members as well as from research into dissemination strategies.

One of the most important factors to take into account during the dissemination of the educational material is to determine which version of the educational material should be used for which purpose. Because many corporate members indicated that they would prefer the pamphlet version as an initial guide, FPA Australia should provide the corporate members with the pamphlet version as soon as they become members. This pamphlet version should be provided as a PDF file in e-mail because many corporate members indicated that it was more accessible. But, because the webpage version was the most popular version overall, FPA Australia should also make the webpage version available to members to use as a reference.

It is important to make new members to FPA Australia educated about topics relating to the Code of Practice as well as being a signatory. When a company within the industry decides to become a member of FPA Australia, they complete the new member application. This application is the first interaction the company has with FPA Australia. Therefore, it would be useful to include a reference in the application form about the webpage containing the educational material. The reference to the webpage fits most appropriately in the opening paragraph of the Code of Practice Declaration form, which is necessary for companies to sign in order to become signatories to the Code. If the reference is placed here, then information will be easily accessible to companies that wish to learn more about the Code of Practice and what it means be a signatory before signing the Declaration form.
To ensure that every new member is aware of the Code of Practice and understands what being a signatory entails, it would be beneficial to include the pamphlet version of the educational material along with the new member packet. This would be appropriate because new members learn about the benefits of being a member of FPA Australia in this packet, such as the licensed use of the FPA Australia logo. Explaining the benefits of being a signatory would demonstrate further advantages of their membership status.

Since becoming a signatory is less likely for renewing corporate members than new members, it is important to increase the awareness of current members of FPA Australia. Educational material could be included along with the membership renewal packet; however since there is a lot of information already included in this packet it may not be noticed. If FPA Australia divided the renewal information into two separate mailings, it may be more effective in reaching the corporate members. The first mailing could include important forms and materials such as the renewal invoice and the initial Code of Practice Declaration form. The follow-up packet could include a thank you to the companies for renewing their membership, educational material about applying the Code of Practice, and another Declaration form if they had not become signatories.

Also, to reinforce and emphasize the importance of being a signatory, small amounts of information about the Code of Practice could be distributed to corporate members over a long period of time. The developed educational material could be broken into small sections of contents, which could then be sent to corporate members on a regular basis. By sending them continually, corporate members may be more likely to maintain continued awareness of the Code.

Since most of the non-signatories that were interviewed did not know that they had failed to sign the Code of Practice recently, it would be beneficial to educate this group. E-mailing non-signatories regularly to provide information about the Code of Practice would remind them of the reasons why they should be a signatory. Also, it may be helpful to send the pamphlet form of the educational material specifically to the non-signatories, follow up with a phone call asking if they would like to sign the Code, and have a Code of Practice Declaration form sent to them. This would inform the non-signatories that they have not signed the Code and would give them an easy opportunity to become a signatory.
There are many other ways, besides those previously discussed, that the educational material could be used to help all types of members. Additional ideas for dissemination of the information include:

- Creating a PowerPoint presentation that can be delivered to corporate members all over Australia. It could have a voiceover or be presented by trained affiliates.
- Putting a link to the educational material on the FPA Australia homepage.
- E-mailing out website links to the Code of Practice and the educational material.
- Having educational material available at conferences and seminars.
- Presenting a short lecture at conferences and seminars to explain the importance of Code.
- Writing an article about Code of Practice and new educational material in FPA Australia publications.

6.3 Improving the Application of the Code of Practice

The FPA Australia Code of Practice is currently a thirty-page document. Due to its length and technical nature, some corporate members have stated that they are not familiar with the contents of the Code nor do they plan to read it. In order for the Code of Practice to be effective and understood by people in the fire safety industry, some changes should be made to the Code itself, as well as the way that it is promoted.

One of the first steps that should be taken is to update the Code of Practice. During the updating process, special consideration should be taken to make the Code less lengthy and more inclusive of all people in the fire industry. If the Code were shorter, more concise and easier to understand, it would be more likely that corporate members would read the Code of Practice. Furthermore, additional corporate members would probably become signatories because they would understand the technical requirements of the Code. Also, the Code should be made broader in order to allow it to apply to all sectors of the fire protection industry. The Code of Practice would then be more applicable to corporate members that are not providers of fire goods or services, and therefore they could be more likely to sign the Code.
The project group also recommends that signing the Code of Practice Declaration form be enforced for corporate membership renewal. Currently, the Code of Practice Declaration form appears to be an optional form for corporate members to fill out. The form should be revised so that members understand that they are required to be signatories in order to remain corporate members of FPA Australia. Members who do not resign the Code of Practice should be notified by phone and given the chance to renew their membership again, as long as they sign the Declaration form. By updating their form, FPA Australia could decrease its number of non-signatory corporate members as well as make more people aware of the Code of Practice. Unfortunately, this may also reduce the number of corporate members of FPA Australia if a member does not want to be a signatory. The project group has not determined through their research how large of an impact this change would have on the number of members.

Another way in which FPA Australia could improve their Code of Practice would be to update their yearly survey. Currently, each year at renewal time, a one-page survey is sent to all members of FPA Australia in order to assess FPA Australia’s services. This survey allows for members to rate member benefits, FPA Australia’s staff, events held by FPA Australia, finance in regards to membership, and marketing of FPA Australia. FPA Australia could include questions relating specifically to corporate member issues. The bulk of these questions could focus on the Code of Practice and members’ opinions about it, including its length and contents. By receiving yearly feedback on the Code, FPA Australia would be more aware of the difficulties that corporate members were having applying and understanding the Code. This may also make revising the Code easier because FPA Australia could fix problems as they identify them, instead of having to do a massive overhaul when they decide that it is no longer effective.

FPA Australia also needs to promote their Association and the Code of Practice to consumers. One of the major potential benefits of being a signatory to the Code of Practice is an increased level of credibility from the perspective of consumers. However, if consumers are not aware of FPA Australia and what the Code of Practice means, they will not view a corporate member of FPA Australia as a more credible company than a company that is not a member. Increased public recognition of FPA Australia and its Code of Practice might make consumers more likely to demand service from a Code compliant company, and consequently the benefits of being a signatory will be greatly increased. Unfortunately, reaching
consumers is not easy, especially when FPA Australia does not have much direct interaction with the consumers of its member companies. Because of this, the most direct way of reaching consumers is through the corporate members themselves.

One way for FPA Australia to reach consumers through its member companies is to develop a certificate that states the purpose and mission of the Code of Practice along with information about proper procedure for filing a consumer complaint against a signatory. This certificate could be presented to signatories, and they could then display it in a location visible to consumers, such as on the walls of their businesses. This would educate consumers about FPA Australia’s Code of Practice and the Code Compliant logo. By educating consumers, FPA Australia may be able to become a better-known association, which could make the FPA Australia logo a selling point for companies.

Another technique that FPA Australia could use to increase consumer’s knowledge about the Code of Practice is to develop a one-page information sheet about the Code. This sheet would include the purpose of the Code as well as information on what it means to be a signatory and the complaint process. By being one page in length, FPA Australia could give several sheets to signatories, which could then be given to their consumers/customers. An example of how this could be done is by including the information with an invoice or a quote. By doing this, consumers would have the chance to be educated about FPA Australia, which could make FPA Australia more recognizable.

FPA Australia could also better reach consumers by updating their Code Compliant logo. Presently, this logo looks almost identical to the general FPA Australia logo and the FPA Australia Corporate Member logo, which can be seen in Appendix F. Because of this, many members might not see a difference in which logo they use and might decide to only use the member logo. Furthermore, consumers are not able to easily identify that a company is compliant with the Code. By making the Code Compliant logo look more like a seal of approval, it would stand out more and be easier to distinguish from the other two logos. As a result, it could raise consumer awareness about the Code of Practice.

Another way that FPA Australia could increase member application of the Code of Practice would be to create an auditing system. Currently, FPA Australia uses an honor system for the Code, and the compliance of signatories with the Code of Practice is monitored through
consumer complaints. Therefore, it is possible for a corporate member to become a signatory to the Code and not follow the guidelines set forth by it. By creating a better auditing system, FPA Australia would be able to monitor the compliance of corporate signatories. This would prevent non-compliant companies from stating that they are complying with the guidelines of the Code. Also, by having a stricter auditing system, the logo would hold more credibility.

The auditing system could be done either by FPA Australia, a third party, or the corporate members using a self-audit. Due to the manpower and time restrictions faced by FPA Australia, the most feasible way to monitor corporate members is to create a self-auditing system. FPA Australia could develop a questionnaire comprised of questions intended to measure if corporate members are compliant with the Code of Practice. This questionnaire could then be distributed yearly to a random sample of signatories who would in turn complete it and return it to FPA Australia. This would be a more active approach to monitoring compliance because FPA Australia would be doing more than simply waiting for complaints. They would be asking signatories to demonstrate their compliance to the Code. With this self-auditing system, FPA Australia would also be able to save money by not having to employ additional staff or another company to perform the audits, thus keeping membership fees low.

If an auditing system is put into place, information about it should be incorporated into the educational material that was created. This would educate corporate members about the new system, as many corporate members stated that they would like to see a better auditing system or obtain more information about the current system. Because some of these members also wanted this information to be made available to their consumers, FPA Australia should also include this information in their information for signatories to give to consumers.

Additionally, FPA Australia should work to increase the knowledge of corporate members on actions taken towards non-compliant companies. Often, information is printed about non-compliant corporate members of the Code of Practice in their regular publications, such as *Fire Talk*. However, many members have stated that they would like to see more information on such companies, in order to prove that FPA Australia is willing to do something about non-compliant companies. FPA Australia could publish a list of all companies which have been found to be non-compliant and have had their membership taken away. This would
allow corporate members to see how many companies have been looked into by FPA Australia due to complaints and might discourage them from committing actions deemed to be non-compliant. It would also educate the public about the Code of Practice and would make them aware of companies who might be untrustworthy.

These recommendations could be used by FPA Australia in order to improve the effectiveness of the educational material, the Code of Practice, and their membership. The project team identified these ideas to be beneficial to the Association. Hopefully, some of the topics will lead to further discussion and improvements can be made to assist both FPA Australia and its corporate members.


7 Conclusion

Fire is a serious threat to human lives, property, and the economy. The fire industry helps to reduce the amount and severity of incidents in an attempt to increase safety. In order to ensure that people in the Australian fire industry are using the best practices, Fire Protection Association Australia (FPA Australia) helps to educate its members on the most up-to-date standards and advances.

One way FPA Australia promotes the best practices in the industry is through its Code of Practice. The Code sets guidelines for FPA Australia’s corporate members to follow so that they provide high standards of services. In order for the Code to be effective in the fire industry, corporate members of FPA Australia must both understand and accept it. Currently, however, many corporate members lack awareness and knowledge of the Code and its benefits. For these reasons, although it is required of corporate members to sign the Code of Practice, only 63% are signatories.

To further investigate corporate members’ perception of the Code of Practice, interviews were conducted targeting this audience. Through these interviews, it was found that both signatories and non-signatories are unaware of what is outlined in the Code and do not understand the document. Both groups also do not realize the potential benefits of being a signatory. Additionally, most non-signatories are unaware of their status. They did not realize that they must sign the Code of Practice Declaration form every year in order to maintain signatory status. Therefore, all corporate members of FPA Australia would benefit from being educated on these topics. It could, as a result, increase the effectiveness of the Code of Practice and encourage more members to sign the document.

Commonalities found in the interviews with the corporate members suggested topics that were targeted in developing material to educate the members. These areas included the purpose and contents of the Code of Practice, the benefits for being a signatory, as well as how and why to use the Code Compliant logo. Guidelines on becoming and remaining a signatory and how the Code is enforced by FPA Australia were incorporated into the material. Also, resources on where to find more information were included in the conclusion of the material.
With these suggestions from the corporate members, educational material about the Code of Practice was developed. Since most members preferred either an online version of the material or a pamphlet, these two media were used. The content of both were similar, but by developing the two versions of the material, the project team could evaluate and identify which would be most useful for the corporate members. Additionally, on the webpage containing educational material, a short video clip was made to enhance the viewers’ experience.

After its development, the educational material was distributed to the previously interviewed members. A follow-up interview was conducted in order to receive feedback on how to further improve and modify the material. It was found that overall, the educational material was helpful, easy to understand, the appropriate length, and visually appealing. Most members said they would be more likely to use the webpage version and liked the idea of the video. Many of them also stated that they would show the material to relevant employees and to their consumers if they asked or by referencing the URL in their company’s documents.

Since the educational material has yet to be distributed to all the corporate members, ideas on how to reach the most members in an effective way were recommended. Also, throughout the project, it was found that corporate members have a difficult time with the Code of Practice document itself and how they can apply it to their company. Therefore, recommendations were made on particular aspects of the Code and the way it is introduced to the members. These recommendations also pertained to the Code Compliant logo and additional information that could be included within the educational material in the future.

In conclusion, corporate members of FPA Australia have limited knowledge about the Code of Practice. This is a major problem because all corporate members are expected to follow and comply with the Code. Educational material was developed to help the members become more aware of the Code, which could make corporate members more likely to follow its guidelines. This could help the fire industry rise to a higher standard and increase safety in Australia.
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Appendix A  FPA Australia

The Fire Protection Association Australia (FPA Australia) is a not-for-profit organization formed on 01 January 1997 by the merger of the Fire Protection Industry Association Australia (FPIAA; established in 1926) and the Australian Fire Protection Association (AFPA; established in 1960) (FPA Australia, 2007). FPA Australia strives to “work cooperatively with all governments, corporate and community organizations” in order to improve the quality of fire safety and fire protection (FPA Australia, 2007).

The national headquarters of FPA Australia is located in Box Hill, Victoria, just outside of Melbourne. There are currently ten full-time employees and four to five contractors working at the office. FPA Australia operates with a budget of AUS2.1 million and comprises members from every state in Australia; states with larger populations and fire protection communities contribute higher membership to FPA Australia (Hodge, R., Interview, 18 Jan. 2007).

Nine members serve on the Board of Directors, six of which are elected by members of FPA Australia to serve a three-year term. The remaining three are selected by the current board members to serve a twelve-month term. FPA Australia also establishes a state committee for each state in Australia. These committees “can respond to local state jurisdictional issues and provide a voice to government on matters relating to state legislation.” (FPA Australia, 2007) Additionally, there are technical committees and special interest groups comprised of members throughout Australia.

A.1 Technical Committees and Special Interest Groups

FPA Australia manages five technical committees (TC) and six special interest groups (SIG). Each group meets four times per year for half a day in Sydney, Melbourne or Brisbane and serves “to network with others in the fire safety community and influence their particular area of interest.” (FPA Australia, 2007)

Each of the five technical committees has a different area of interest, providing recommendations on the development of Australian Standards relating to their area of expertise. Table A-1 lists the five different technical committees, their specialty and its
responsibilities to the fire safety community. The technical committees must meet quarterly with the National Technical Advisory Committee (NTAC) to ensure that they are running properly. Membership into the different technical committees is limited to Corporate Platinum, Corporate Gold, and Corporate Silver members of FPA Australia. Section A.2 provides information about membership into FPA Australia. (FPA Australia, 2007)

<table>
<thead>
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<th>Code</th>
<th>Specialty</th>
<th>Responsibilities</th>
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<tbody>
<tr>
<td>TC/2</td>
<td>Fire Detection &amp; Alarm Systems</td>
<td>Fire detection, alarm, warning and intercommunication systems</td>
</tr>
<tr>
<td>TC/3</td>
<td>Portable &amp; Mobile Equipment</td>
<td>Manufacture, installation and maintenance of fire extinguishers, fire blankets and fire hose reels</td>
</tr>
<tr>
<td>TC/4</td>
<td>Fire Sprinkler Systems &amp; Hydrants</td>
<td>Design, installation and maintenance of fire sprinkler and hydrant systems</td>
</tr>
<tr>
<td>TC/11</td>
<td>Special Hazard Protection Systems</td>
<td>Involved in Halon phase-out program, the creation of Standards Australia FP-022 committee and is linked to Standards Australia FP-011</td>
</tr>
<tr>
<td>TC/18</td>
<td>Passive Fire Protection Equipment</td>
<td>Passive fire protection products such as fire doors, penetration seals, fire pillows, etc.</td>
</tr>
</tbody>
</table>

Table A-1 List of Technical Committees, their specialty and their responsibilities

The six special interest groups were created to attain three main goals (FPA Australia, 2007):

- “Develop links to industry and government
- “Improve the flow of industry-specific fire safety information to all members
- “Provide a forum to bring together FPA Australia members with allied interests, keeping them up to date and facilitating communication between these members”

Membership into the special interest groups is “open to all FPA Australia members who are able to demonstrate a professional connection to the work of the particular group.” (FPA Australia, 2007) Table A-2 lists the different special interest groups and their sector of interest.

<table>
<thead>
<tr>
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</tr>
</thead>
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<td>A/SIG</td>
<td>Aviation SIG</td>
</tr>
<tr>
<td>BPAD/SIG</td>
<td>Bushfire Planning and Design SIG</td>
</tr>
<tr>
<td>IC/SIG</td>
<td>Inspectors and Certifiers</td>
</tr>
<tr>
<td>M/SIG</td>
<td>Marine SIG</td>
</tr>
<tr>
<td>T/SIG</td>
<td>Training SIG</td>
</tr>
<tr>
<td>WER/SIG</td>
<td>Workplace Emergency Response SIG</td>
</tr>
</tbody>
</table>

Table A-2 Special Interest Groups and their sector of interest
A.2 Membership

There are three different member types, each with different subgroups further categorizing a member. The three different membership levels are: individual membership, organizational membership, and corporate membership (FPA Australia, 2007). Table A-3 lists different membership types and their definition.

<table>
<thead>
<tr>
<th>Member Type</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Individual Membership</strong></td>
<td></td>
</tr>
<tr>
<td>Member</td>
<td>For individuals who have an interest in fire protection and fire safety</td>
</tr>
<tr>
<td>Student Member</td>
<td>For full time students taking courses in fire safety or related areas</td>
</tr>
<tr>
<td>Retired Member</td>
<td>For individuals who have worked in the fire safety industry and who retain an interest in this area</td>
</tr>
<tr>
<td>International Member</td>
<td>For individuals outside Australia who are interested in keeping up to date with fire safety in Australia</td>
</tr>
<tr>
<td><strong>Organizational Membership</strong></td>
<td></td>
</tr>
<tr>
<td>Organization</td>
<td></td>
</tr>
<tr>
<td><strong>Corporate Membership</strong></td>
<td></td>
</tr>
<tr>
<td>Corporate Member</td>
<td>For companies with a maximum of two staff and operating in one state only, with a turnover of less than AU$3MPA²</td>
</tr>
<tr>
<td>Corporate Silver</td>
<td>For companies with a turnover of less than AU$3MPA²</td>
</tr>
<tr>
<td>Corporate Gold</td>
<td>For companies with a turnover of AU$3MPA² or more</td>
</tr>
<tr>
<td>Corporate Platinum</td>
<td>For companies who wish to take a very active role in the organization</td>
</tr>
</tbody>
</table>

Table A-3 Definitions of Member Levels and Sublevels

All membership levels are required to follow the FPA Australia’s Memorandum and Articles of Association. In addition, corporate members must adhere to FPA Australia’s Code of Practice. Individual members and organizations follow FPA Australia’s Code of Ethics. The focus of research was conducted on corporate members, since they are the main concern of this project. (FPA Australia, 2007)

The different types of corporate members each have various benefits associated with them. All corporate members receive copies of Fire Australia, FPA Australia’s monthly journal. They are also licensed to use FPA Australia corporate logo, have access to FPA Australia’s insurance facility and library resources, are eligible for candidature on the Standards Australia Fire Protection Committee, and receive a discount on registration to FPA Australia’s conferences and seminars. However, as outlined in Table A-4, Corporate Platinum members obtain the most benefits.

² Million per Annum
<table>
<thead>
<tr>
<th>Corporate Type</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discount on Purchases</td>
<td>20%</td>
<td>15%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Representation on Technical Committees</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Listing on FPA Australia Website</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Contract Documents</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Priority Sponsorship Opportunity</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

Table A-4 Benefits of Corporate Members

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### Appendix B  NFPA Promotional Methods

<table>
<thead>
<tr>
<th>Event</th>
<th>Target Audience</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire Protection Week</td>
<td>General Public</td>
<td>Prevention of accidental fires</td>
</tr>
<tr>
<td>Training and Professional Development</td>
<td>Professionals</td>
<td>Keep updated on fire safety</td>
</tr>
<tr>
<td>Public Education</td>
<td>General Public</td>
<td>Help people lead safer lives</td>
</tr>
<tr>
<td>Certification Programs</td>
<td>Professionals</td>
<td>Support fire protection industry</td>
</tr>
<tr>
<td>Conferences and Expositions</td>
<td>Professionals/ General Public</td>
<td>Educational and networking opportunity</td>
</tr>
<tr>
<td>Scholarships, Awards, Grants</td>
<td>Professionals/ General Public</td>
<td>Recognition for people with fire related interests</td>
</tr>
</tbody>
</table>

*Table B-1 NFPA Educational Events*

<table>
<thead>
<tr>
<th>Publication</th>
<th>Target Audience</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>NFPA Journal</td>
<td>NFPA Members</td>
<td>Educates about new advances</td>
</tr>
<tr>
<td>Necdigest</td>
<td>All Fire Professionals</td>
<td>Complements the National Electrical Code</td>
</tr>
<tr>
<td>NFPA Journal Buyers’ Guide</td>
<td>All Fire Professionals</td>
<td>Lists leading products and services</td>
</tr>
<tr>
<td>NFPA Journal Latinoamericano</td>
<td>Latin American Professionals</td>
<td>Educates about new advances in Latin America</td>
</tr>
<tr>
<td>NFPA Update</td>
<td>NFPA Members</td>
<td>E-newsletter about NFPA events</td>
</tr>
<tr>
<td>The Apple Corps</td>
<td>Fire Safety Educators</td>
<td>Information for public educators</td>
</tr>
<tr>
<td>Fire Technology</td>
<td>All Fire Professionals</td>
<td>Educates about new advances</td>
</tr>
<tr>
<td>ARFF News</td>
<td>Fire Service Professionals</td>
<td>Educates about technical interests</td>
</tr>
<tr>
<td>NFPA News</td>
<td>All Fire Professionals</td>
<td>Details information on codes and standards activities</td>
</tr>
</tbody>
</table>

*Table B-2 NFPA Publications*
Appendix C  Interviews

These interviews will be semi-structured. This will ensure that pertinent issues are addressed, while also providing the freedom to ask for more in-depth discussion on interesting topics or ideas. For more information about the interviews and how they will be performed, see Section 3.2.3.

C.1 Signatory Provider Interview

Member Type:  
Date Joined FPA Australia:  
Interview Date:  
Interview Time:  
Interviewer:  
Scribe:  

Summary

Background  
1. Company Position:  
2. Job Description:  
3. Experience in Company:  
4. Experience in Field:  

Questions  
Knowledge of FPAA  

5. Why does your company remain a member of FPA Australia?  
6. Are you familiar with FPA Australia’s Code of Practice?  
7. Are you aware that you are a signatory of the Code of Practice?  
   • 7a. Why did you become a signatory?  
   • 7b. What do you see as the advantages of being a signatory?  
   • 7c. Are there any disadvantages?

Logo  

8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo?  
   • If yes: 8a. Do you use the logo?  
     ▪ If yes: 8a1. How do you display the logo?  
     ▪ If no: 8a1. Why don’t you use the logo?  
     • 8a2. Do you see any benefits from/for using the logo?  
     • 8a3. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public?
o If no: 8a. Would you use the logo now that you know that you are allowed to?
  • If yes: 8a1. How would you display the logo?
  • If no: 8a1. How come?
  • 8a3. If more companies started using the logo to promote their business, would you be more inclined to?

Educational Material
  • 9. Would educational material about the Code of Practice, the Code compliance logo, and their uses be helpful for your company?
    o 9a. Would it be helpful to know the benefits to being a signatory?
    o 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage?
  • 10. What other type of information should be included in this material?
    o 10a. What form would you prefer to have this information presented to you?
  • 11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness?

C.2 Non-Signatory Provider Interview

Member Type:
Date Joined FPA Australia:
Interview Date:
Interview Time:
Interviewer:
Scribe:

Summary

Background
1. Company Position:
2. Job Description:
3. Experience in Company:
4. Experience in Field:

Questions
Knowledge of FPAA
  • 5. Why does your company remain a member of FPA Australia?
  • 6. Are you familiar with FPA Australia’s Code of Practice?
  • 7. Are you aware that you are not a signatory of the Code of Practice?
    o 7a. What are the reasons towards not being a signatory?
    o 7b. If you decided that you wanted to become a signatory, do you know the process that is involved?
    o 7c. Is there anything that FPA Australia could change to make you want to become a signatory?

Signatory
• 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. One benefit of being a signatory is that you are licensed to display the FPA Australia logo. If you were a signatory, would you use the logo to demonstrate that your company is Code compliant?
  o If yes: 8a3. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public?
  o If no: 8a3. If you were a signatory and you saw other companies using the logo, would you use it too?

Educational Material
• 9. Would educational material about the Code of Practice, the Code compliancy logo, and their uses be helpful for your company?
  o 9a. Would it be helpful to know the benefits to being a signatory?
  o 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage?
• 10. What other type of information should be included in this material?
  o 10a. What form would you prefer to have this information presented to you?
• 11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness?
C.3 Interview Transcripts

Interview: 01
Member Type: Non-Signatory Provider - Corporate Silver
Date Joined FPA Australia: 26 November 1999
Interview Date: 16 March 2007
Interview Time: 01:00 pm
Interviewer: Andrea Hevey
Scribe: Allison Elder

Summary
This company is a non-signatory and has knowledge about the FPA Australia logo. They are not a signatory because they are unaware of its contents and it was an issue that was never pushed by anyone. They use other FPA Australia provided information such as the FPA Australia website, very frequently. They feel as though a copy of the Code of Practice should be available in an obvious spot on the website and that educational material would be helpful.

Background
1. Company Position: Manager
2. Job Description: Scheduling, contracts, accounts
3. Experience in Company: 6 Years
4. Experience in Field: 6 Years

Questions
Knowledge of FPAA
• 5. Why does your company remain a member of FPA Australia? They provide a central source of information. It is good to be part of and provide support to the governing body that our company is in (FPAA) and they (FPAA) aim for improvements.
• 6. Are you familiar with FPA Australia’s Code of Practice? Yes, we are aware that it is in place.
• 7. Are you aware that you are not a signatory of the Code of Practice? Yes.
  o 7a. What are the reasons towards not being a signatory? Due to time constraints. We haven’t had the time to read through it or have bothered to.
  o 7b. If you decided that you wanted to become a signatory, do you know the process that is involved? Yes.
  o 7c. Is there anything that FPA Australia could change to make you want to become a signatory? If we were more familiar with the COP we might sign. Nobody from FPA Australia has pushed them.

Signatory
• 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. One benefit of being a signatory is that you are licensed to display the FPA Australia logo. If you were a signatory, would you use the logo to demonstrate that your company is Code compliant? We would possibly use it.
o 8a3. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? No. The public expects that the companies are part of some body (association) even though they don’t necessarily use the logo. I also wouldn’t use the logo.

Educational Material

• 9. Would educational material about the Code of Practice, the Code compliancy logo, and their uses be helpful for your company? Yes.
  o 9a. Would it be helpful to know the benefits to being a signatory? Yes.
  o 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? We have never seen the COP on the website though we use the website a lot. It should be on the homepage, especially clarifying guidelines.

• 10. What other type of information should be included in this material? None.
  o 10a. What form would you prefer to have this information presented to you? E-mail and online.

• 11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? Yes.
Summary
This company is a signatory provider. They have knowledge of the FPA Australia Code of Practice and the logo. They choose not to use the logo because they feel that they don’t need to use it. However when engaging services, they make sure that they use companies who are members of FPA Australia. They believe that educational material about the Code of Practice would be helpful.

Background
1. Company Position: Risk Manager
2. Job Description: Implements strategies in projects
3. Experience in Company: 7 years
4. Experience in Field: 14 year

Questions
Knowledge of FPA A
• 5. Why does your company remain a member of FPA Australia? We remain a member for the benefits. The benefits that we find important are seminars, committee, and notification of legislation.
• 6. Are you familiar with FPA Australia’s Code of Practice? Yes.
• 7. Are you aware that you are a signatory of the Code of Practice? Yes.
  o 7a. Why did you become a signatory? We became a signatory for the benefits.
  o 7b. What do you see as the advantages of being a signatory? We are not really sure what the advantages are.
  o 7c. Are there any disadvantages? We cannot see any disadvantages.

Logo
• 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo? Yes, we are aware.
  o 8a. Do you use the logo? No.
    o 8a1. Why don’t you use the logo? We don’t see the need to use the logo. There is no reason for us to use it.
    o 8a2. Do you see any benefits for using the logo? When engaging services, we make sure we use companies that are members of FPA Australia. All of the companies in the industry that we deal with use the logo.
    o 8a3. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? Yes.
Educational Material

- 9. Would educational material about the Code of Practice, the Code compliance logo, and their uses be helpful for your company? Yes.
  - 9a. Would it be helpful to know the benefits to being a signatory? Yes.
  - 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? We are not the best to give recommendations, but we encourage contractors to be signatories.
- 10. What other type of information should be included in this material? Don’t know.
  - 10a. What form would you prefer to have this information presented to you? We would personally prefer if the information was available online.
- 11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? Yes.
Interview: 03
Member Type: Non-Signatory Provider – Corporate Member
Date Joined FPA Australia: 04 November 2004
Interview Date: 19 March 2007
Interview Time: 10:30 am
Interviewer: Jessica Balesano
Scribe: Alexander Trudeau

Summary
This company is a non-signatory provider of sprinklers. The company is not a signatory because they have not had time to fill out the Code of Practice Declaration, because the company is a new corporate member of FPA Australia. They are familiar with the Code of Practice and the Code compliance logo, and they would use the logo when they become a signatory. They believe that the educational material should include benefits of being a member of FPA Australia in order to promote the Association to non-members. They feel as though online material would be most effective, because they can view the information whenever they have time. They also feel as though FPA Australia should have better promotional packets for new members.

Background
1. Company Position: Operations Manager
2. Job Description: Perform all the day-to-day operations of the business
3. Experience in Company: 10 years
4. Experience in Field: 10 years

Questions
Knowledge of FPA

• 5. Why does your company remain a member of FPA Australia? The previous owner of business was a former president of AFPA and part of the industry for 50+ years. We would like to be part of the industry and be recognized as a part of it.
• 6. Are you familiar with FPA Australia’s Code of Practice? Yes
• 7. Are you aware that you are not a signatory of the Code of Practice? Yes
  o 7a. What are the reasons towards not being a signatory? I have not had time to fill out the paperwork yet. We were just made a corporate member as gratitude for services provided and have yet to fill out the signatory paperwork.
  o 7b. If you decided that you wanted to become a signatory, do you know the process that is involved? Yes
  o 7c. Is there anything that FPA Australia could change to make you want to become a signatory? We are already in the process of filling in the paperwork.

Signatory
• 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. One benefit of being a signatory is that you are licensed to display the FPA Australia logo. If you were a signatory, would you use the logo to demonstrate that your company is Code compliant? Yes
8a3. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? Yes

**Educational Material**

- 9. Would educational material about the Code of Practice, the Code compliancy logo, and their uses be helpful for your company? **Not directly helpful to us because we serve on state and technical committees, therefore we know about most of FPA Australia’s efforts. They would like to have information about FPA Australia’s benefits to give to people that are part of the industry but not members of FPA Australia.**
  - 9a. Would it be helpful to know the benefits to being a signatory? **It would be good for us to give to companies which are not a part of FPA Australia**
  - 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? **More promotion within the industry. More educational / promotional material explaining benefits of FPA Australia. Raise profile of the company.**

- 10. What other type of information should be included in this material? **Give something to members that allow them to feel as though they are a part of the association. More needs to be done to raise the Association’s profile to the public and industry.**
  - 10a. What form would you prefer to have this information presented to you? **Electronic (online) best because I can access it whenever I have time.**

- 11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? Yes

**Additional Comments**

I believe that FPA Australia needs to have better promotional packets, such as like NFPA. NFPA provides new members with stickers to use to promote their business, badges, etc. I believe that FPA Australia needs to do something to allow companies to promote that they are a part of the association (scarves, ties, etc.)
Interview: 04  
Member Type: Signatory Provider - Corporate Member  
Date Joined FPA Australia: 11 November 2004  
Interview Date: 19 March 2007  
Interview Time: 03:00 pm  
Interviewer: Andrea Hevey  
Scribe: Allison Elder

Summary  
This company was a signatory to the Code of Practice and was aware of the Code of Practice and FPA Australia Logo. The company is a member because they think it is important for people in the industry to behave ethically. The company does not use the logo because many people without the correct qualifications use it. The company would like to see the material in email form and would also like to see a stricter policy on how to use the logo.

Background  
1. Company Position: Director  
2. Job Description: Run and manage business  
3. Experience in Company: started business 12 months ago  
4. Experience in Field: 20 years

Questions

Knowledge of FPAA

5. Why does your company remain a member of FPA Australia? **We are a member to get access to information and seminars. Also, to keep up to date with changes in standards and the future of fire protection.**

6. Are you familiar with FPA Australia’s Code of Practice? **Yes.**

7. Are you aware that you are a signatory of the Code of Practice? **Yes.**
   o 7a. Why did you become a signatory? **We like to have membership because it means people behave ethically, which is an area of concern. There are many people out there who don’t have qualifications or experience and we hope the Fire Association will help raise these standards.**
   o 7c. Are there any disadvantages? **No, there aren’t any.**

Logo

8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo? **Yes.**
   o 8a. Do you use the logo? **We don’t use it.**
   o 8a1. Why don’t you use the logo? **Currently, there are too many people who use it to promote their business as being qualified. Many people who aren’t very active members use it, so the logo doesn’t really hold credibility. We also haven’t had time or wanted to use it because it is overused.**
   o 8a2. Do you see any benefits for using the logo? **It might be useful in the future, but I don’t see a big hurry to use it.**
Educational Material

- **9.** Would educational material about the Code of Practice, the Code compliance logo, and their uses be helpful for your company? **Yea, maybe.**
  - **9a.** Would it be helpful to know the benefits to being a signatory? **Yes.**
  - **9b.** Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? **Not really. Directly through email would be the best for me, I don’t like to have a lot of paper.**
    
    It would be good to educate people on how not to use it. I would like to see a stricter policy on how to use it.

- **11.** After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? **Sure.**
Summary
This signatory provider Corporate Silver member is a signatory to the Code but is unsure about its specific contents. They do not know the benefits to being a signatory, but are aware that they are licensed to use the FPA Australia logo. They currently do not display the logo, but feel as though it would be helpful to educate members on its effective uses. Having this information both in a pamphlet and through e-mail would be beneficial.

Background
1. Company Position: General Manager
2. Job Description: He does a lot of administrative things dealing with policies, procedures, occupational health and safety, marketing plans, designs fire protection systems, and does building code assessment
3. Experience in Company: 2.5 Years
4. Experience in Field: 14 Years (before that he was in the electrical field)

Questions
Knowledge of FPAA

5. Why does your company remain a member of FPA Australia? FPA Australia is a reliable source of new information and standards. It is an independent body so it is not biased. We know people in FPA Australia management, so we know they are reliable. FPA Australia holds training courses and seminars. It is also good for business for people to know we are part of a professional association.

6. Are you familiar with FPA Australia’s Code of Practice? Not specifically, but we have an idea of what it is about.

7. Are you aware that you are a signatory of the Code of Practice? Yes.
   o 7b. What do you see as the advantages of being a signatory? There aren’t any.
   o 7c. Are there any disadvantages? Yes, it creates more liability for us in trying to comply with the Code.

Logo
8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo? Yes.
   o 8a. Do you use the logo? No. Thought about it, but only place they decided it might work is in the “recover.” It didn’t seem to fit anywhere else.
8a1. Why don’t you use the logo? **We are going through a growth and marketing is not finalized. We have only been a member for 2.5 years and we haven’t really formalized what things are advantageous for them.**

8a2. Do you see any benefits for using the logo? **Yes. It is an advantage if customers associate members with FPA Australia because they have a positive image. Customers have a good sense of what FPA Australia is, even if they don’t understand everything specifically.**

**Educational Material**

9. Would educational material about the Code of Practice, the Code compliancy logo, and their uses be helpful for your company? **Yes. It would be good for providing examples of where to use the logo and where/ who is not allowed to use the logo.**

   o 9a. Would it be helpful to know the benefits to being a signatory? **Yes. They don’t even know the benefits.**
   
   o 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? **No.**

10. What other type of information should be included in this material? **None.**

   o 10a. What form would you prefer to have this information presented to you? (i.e. pamphlet, on-line, magazine) **Anything on-line would be useful, but the downside is getting people to view it. Both pamphlets and on-line (available to just signatories) would therefore be useful.**

11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? **Yes.**
Interview: 06
Member Type: Signatory Provider – Corporate Silver
Sector: Emergency Response Planning/Training
Date Joined FPA Australia: 10 August 1999
Interview Date: 19 March 2007
Interview Time: 04:30 pm
Interviewer: Jessica Balesano
Scribe: Alexander Trudeau

Summary
This company is a signatory provider of emergency response training. The company is a
signatory member because they find benefits in the training and notices of updates of
standards within the fire community. They also find the credibility as a selling point.
They feel as though the code of practice needs to be publicized and promoted more to
the industry so that the industry can become aware of who is compliant to the Code of
Practice. The company uses the FPA Australia logo on their letterhead, website, and on
service vans in order to reinforce their credibility and would like to see more companies
advertising their compliance to ensure better quality. They also gave some suggestions
on how to increase the logo’s credibility.

Background
1. Company Position: Owner / Director / Manager
2. Job Description: Everything that needs to be done. Invoicing, Work Distribution,
Quoting
3. Experience in Company: 8 Years
4. Experience in Field: 15 Years

Questions
Knowledge of FPAA
• 5. Why does your company remain a member of FPA Australia? We also like
receiving notices about training and updates in standards. We sometimes use
FPA Australia to access technical knowledge and skills.
• 6. Are you familiar with FPA Australia’s Code of Practice? Yes
• 7. Are you aware that you are a signatory of the Code of Practice? Yes
  o 7a. Why did you become a signatory? The credibility within the industry.
  Things need to be done properly, so we tell our clients that we are a
  signatory to the Code of Practice.
  o 7b. What do you see as the advantages of being a signatory? The credibility
  within the industry. It also ensures that people are up to date with
  training within the field.
  o 7c. Are there any disadvantages? No. However, the Code of Practice needs
to be publicized and promoted more to the industry because they need to
be aware of who is compliant.

Logo
• 8. It has been proven that consumers are more likely to buy a product from a company
that they believe is credible, which can be done by use of a third party endorsement
such as through use of the FPA Australia logo which demonstrates compliance to the
Code. As a signatory, are you aware that you are licensed to use the FPA Australia
logo? Yes
8a. Do you use the logo? Yes
   8a1. How do you display the logo? Letterhead, Service Vans, Website
   8a2. Do you see any benefits from using the logo? The logo doesn’t mean much by itself, but when with another logo, helps to reinforce credibility.
   8a3. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? Yes. It will be better for the industry overall and will help to ensure better quality.

Educational Material
   9. Would educational material about the Code of Practice, the Code compliance logo, and their uses be helpful for your company? I believe so. Material like this is always a benefit.
      o 9a. Would it be helpful to know the benefits to being a signatory? Yes
      o 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? Include information about training and skills development
   10. What other type of information should be included in this material?
      o 10a. What form would you prefer to have this information presented to you? Online and Pamphlet
   11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? Yes

Additional Comments
They would like to see that the logo licensing is based on the passing of a standard instead of just signing a piece of paper. This goes more into the auditing system of FPA Australia, but the company gave as an idea, “you have 80% of your technicians certified.” If there were a set of standards that if passed, would allow for logo usage, this would increase the logo’s credibility.
Summary
This member is a signatory provider of FPA Australia. Although they are signatories, they do not see many advantages of being a signatory to the code of practice, although they are willing to learn about them. They are members of FPA Australia to be a part of a well-known company. They also use the FPA Australia logo on business cards and labels but do not see many benefits to using it, as they would rather use the logo rather than not, but don’t have any reasons as to why. They feel as though an e-mail would be the best way to present the educational material.

Background
1. Company Position: Owner
2. Job Description: Everything, but mostly servicing and selling of fire equipment
3. Experience in Company: 2 Years
4. Experience in Field: 2 Years

Questions
Knowledge of FPAA
• 5. Why does your company remain a member of FPA Australia? We are a member of FPA Australia mostly for the branding. FPA Australia is very well known around Melbourne therefore we want to be a part of a well-known company.
• 6. Are you familiar with FPA Australia’s Code of Practice? Yes
• 7. Are you aware that you are a signatory of the Code of Practice? Yes
  o 7a. Why did you become a signatory? Because I’m the owner
  o 7b. What do you see as the advantages of being a signatory? Don’t see many advantages of being a signatory
  o 7c. Are there any disadvantages? No

Logo
• 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo? Yes
  o 8a. Do you use the logo? Yes
    • 8a1. How do you display the logo? Business cards, labels and on invoice books.
    • 8a2. Do you see any benefits from using the logo? No, but we would rather have it than not.
    • 8a3. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? Yes

Educational Material
• 9. Would educational material about the Code of Practice, the Code compliancy logo, and their uses be helpful for your company? Yes
  o 9a. Would it be helpful to know the benefits to being a signatory? Yes
  o 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? Not really
• 10. What other type of information should be included in this material? Not sure
  o 10a. What form would you prefer to have this information presented to you? E-mail
• 11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? Yes
Summary
This member is a signatory provider who uses the logo frequently, yet is not aware of the benefits to being a signatory to the Code. They believe that educational material would be very beneficial and should be distributed in small amounts over a length of time. This would ensure that members were more aware of the benefits of being a signatory and would not ignore the information.

Background
1. Company Position: Managing Director
2. Job Description: Analyze reports; make improvements, work on expenditures, and compliancy issues.
3. Experience in Company: 12 years
4. Experience in Field: 12 years

Questions
Knowledge of FPAA
• 5. Why does your company remain a member of FPA Australia? We like the benefit of cheap insurance.
• 6. Are you familiar with FPA Australia’s Code of Practice? Yes, but we don’t remember the specific information in it.
• 7. Are you aware that you are a signatory of the Code of Practice? Yes.
  o 7b. What do you see as the advantages of being a signatory? There aren’t many. But it is important to have rules to abide by and like-minding people together.
  o 7c. Are there any disadvantages? No.

Logo
• 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo? Yes.
  o 8a. Do you use the logo? Yes.
    • 8a1. How do you display the logo? We have the logo in the front office, the reception area, and in the profile for our company.
    • 8a2. Do you see any benefits from using the logo? If you belong to a trade you want to make a difference rather than just make a profit. By being part of the FPA Australia we show this.

Educational Material
• 9. Would educational material about the Code of Practice, the Code compliance logo, and their uses be helpful for your company? **Yes.** We could use our training and development department to help pass on information to our employees.
  o 9a. Would it be helpful to know the benefits to being a signatory? **Yes.** It would be very helpful since we don’t even know them.
  o 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? **No.**
• 10. What other type of information should be included in this material? **It would be good to know the policy itself.**
  o 10a. What form would you prefer to have this information presented to you? (i.e. pamphlet, on-line, magazine) **We would prefer this information on-line but in a fashion that it isn’t too boring. Make it concise and to the point.** If you make it in installments, you can present a little bit of information in a series. Do not provide too much information at once, because then it can be forgotten more easily.
• 11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? **Yes.**
Company Position: General Manager, Facilities Services
Experience in Company: 15 Years
Experience in Field: 30 Years

Summary
This member is a non-signatory who is a client / user of fire protection. They use FPA Australia as a source of information to become more aware of the fire protection industry. They do not use the FPA Australia logo, though feel as it would be useful for more people in the industry to do so to make those companies more recognizable. He believes the current information being used to educate members is effective and should continue to be utilized to spread information.

1. Why does your company continue to be a member of FPA Australia? To keep abreast of changes in regulations and trends in fire protection.
3. Why did you become a signatory of the Code? To ensure that our facility gets premium coverage and expertise for our fire protection systems.
4. What are the advantages and disadvantages to being a signatory? We have not experienced any disadvantages, and the advantages we gain via utilizing appropriately qualified contractors.
5. Do you use the FPA Australia Code compliant logo? No.
6. Why don’t you use the logo? The University has a marketing policy that does include the need to display associations engaged with.
7. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? In the Fire Protection industry, yes.
8. Would educational material about the Code of Practice and logos, such as their benefits and use be helpful for your company? We already receive an amount of educational material from the FPA that keeps us informed of the industry.
9. Do you have any recommendations on how to increase corporate member’s knowledge about the Code of Practice and logo usage? Continue to utilize magazines, mail-outs and internet.
10. What other type of information would be helpful to include in this material? Industry news, etc
11. What form would you prefer to have this information presented to you? Magazine and on-line.
12. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? Yes.
Interview: 10
Member Type: Signatory Provider – Corporate Silver
Date Joined FPA Australia: 13 June 2006
Interview Date: 19 March 2007
Interview Time: 09:00 pm
Interviewer: Alexander Trudeau
Scribe: Jessica Balesano

Summary
This company is a signatory provider and joined FPA Australia in the past year. They joined FPA Australia to stay up to date with different changes in industry, standards and practices and have knowledge about the Code of Practice. They use the logo as a way to allow their customers to have confidence in them because they are keeping up to the standards of the Code of Practice. They believe that the educational material is a good thing to have to give companies ideas on how to promote themselves and feel as though a pamphlet would be the best for our material.

Background
1. Company Position: Director
2. Job Description: Pretty much everything, started company
3. Experience in Company: 1 year
4. Experience in Field: 15 years installing fire systems

Questions
Knowledge of FPA
• 5. Why does your company remain a member of FPA Australia? We would like to stay up to date with industry changes and standards and practices, as well as have access to information.
• 6. Are you familiar with FPA Australia’s Code of Practice? Yes, I read it when I first became a member of FPA Australia.
• 7. Are you aware that you are a signatory of the Code of Practice? Yes
  o 7a. Why did you become a signatory? Our customers can have confidence in us because we agree to keep within the standards given by the Code of Practice.
  o 7b. What do you see as the advantages of being a signatory? None other than above.
  o 7c. Are there any disadvantages? No.

Logo
• 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo? Yes
  o 8a. Do you use the logo? Yes
    ▪ 8a1. How do you display the logo? (i.e. website, letterhead) Website, Company Brochures, Posters at shows
    ▪ 8a2. Do you see any benefits from using the logo? It allows us to provide our customers with confidence in our company because we are associated with high standard
8a3. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? Yes

Educational Material

9. Would educational material about the Code of Practice, the Code compliancy logo, and their uses be helpful for your company? Yes, it’d be beneficial to have ideas on how to use logo and promote our company.
   o 9a. Would it be helpful to know the benefits to being a signatory? No, because I am a member to use the logo, and I know the benefits. We provide our customers with the guarantee that we are associated with the FPA Australia, and I feel that this is the major benefit.
   o 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? Have FPA Australia market itself as more of an enterprise at trade shows; sell awareness of who FPA Australia is and what they do to customers/consumers not just members. Skip the member and go to the end user. An example would be the oil and gas exposition.

10. What other type of information should be included in this material? Nothing, the information that FPA Australia provided was quite good.
   o 10a. What form would you prefer to have this information presented to you? Pamphlet guarantees that it will be read, or a small booklet

11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? Yes
Interview: 11
Member Type: Non-Signatory Provider - Corporate Member
Date Joined FPA Australia: 05 October 1989
Interview Date: 20 March 2007
Interview Time: 08:15 am
Interviewer: Andrea Hevey
Scribe: Allison Elder

Summary
This company was not a signatory to the Code of Practice and was not very familiar with the Code of Practice at all. The company was mainly a member because of the publications and seminars, but did not feel that the Code of practice or the logo would be valuable to them.

Background
1. Company Position: Director
2. Job Description: Directs company and is a building surveyor
3. Experience in Company: 16.5 years
4. Experience in Field: 16.5 years

Questions
Knowledge of FPAA
- 5. Why does your company remain a member of FPA Australia? We are a member because the publications are valuable and because we are regular attendees of the seminars
- 6. Are you familiar with FPA Australia’s Code of Practice? Not exactly. I couldn’t recite it, but I understand they represent engineers.
- 7. Are you aware that you are not a signatory of the Code of Practice? In what sense? It is surprising that you need to resign every year. We aren’t used to doing that.
  - 7b. If you decided you wanted to become a signatory, are you aware of the process that is involved? We are not designers, so we have to be careful. I’m not sure whether the Code is appropriate for us, and I’m not sure what I’m signing.
  - 7c. Is there anything that FPA Australia could change to make you want to become a signatory? I think FPA Australia would need to tell us what we’re signing.

Signatory
- 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. One benefit of being a signatory is that you are licensed to display the FPA Australia logo. If you were a signatory, would you use the logo to demonstrate that your company is Code compliant? No. We don’t need to do that. I don’t know if there are any benefits to using it.

Educational Material
- 9. Would educational material about the Code of Practice, the Code compliancy logo, and their uses be helpful for your company? I’m not really sure what being a signatory involves.
Summary
Both directors of this company were interviewed and were named R and M. This company is a signatory provider of FPA Australia, however they do not have much knowledge of the Code of Practice. They also do not know how to use the compliancy logo. When asked about ideas for the educational material we were going to create, they provided us with many suggestions and as a company, they would like to know more about the Code of Practice and the logo.

Background
1. Company Position: Directors
2. Job Description: Fire safety engineering. We perform consulting and education in Australia and Southeast Asia. No design work, just fire safety and risk engineer independent of fire protection engineers
3. Experience in Company: 3 Years
4. Experience in Field: R: 10 years. M: 20 years

Questions
Knowledge of FPAA
- 5. Why does your company remain a member of FPA Australia? We use the resources offered to us by FPA Australia. We like to be in the loop about conferences, seminars. We previously worked at science laboratories that had interactions with FPA Australia. We believe FPA Australia brings different streams of industry together in order to support organization. As a member, we’re not active, but we see a benefit to being a part of the organization.
- 6. Are you familiar with FPA Australia’s Code of Practice? We are not familiar with it. We thought it was revised: that is the extent of our knowledge. We know the role it can play for us, however, we are not sure of the global role or FPA Australia’s charter.
- 7. Are you aware that you are a signatory of the Code of Practice? Yes, when you become a member you become a signatory, synonymous to checking the box when installing software saying you agree to the terms and conditions. We were not sure that they were a signatory, because we thought it was same as membership
  - 7b. What do you see as the advantages of being a signatory? R: I feel they are one in the same; being a signatory and being a corporate member. Believe people must not turn in the declaration form. M: I feel the Code of Practice is confusing. Who wants to refer to a lot of other standards? The code should be self contained and relevant to FPA Australia.
  - 7c. Are there any disadvantages? No.
8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo? **We knew, but you’ve reminded us of it.**  
   o 8a. Do you use the logo? **We haven’t used it because we don’t have the need to use it. It’s a crappy logo. Perhaps we will start using it, but we haven’t thought about it to be honest. We don’t know really how to use the logo, where we can put it, and the guidelines for usage.**  
   - 8a1. Why don’t you use the logo? **We don’t have the need to use it.**  
   - 8a2. Do you see any benefits for using the logo? **It’s a good thing to use for the endorsement, such as the ISO9000 logo.**  
   - 8a3. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? **It would be good for FPA Australia because if it’s good for them and it becomes a more powerful tool, then companies would benefit as a result.**

**Educational Material**

9. Would educational material about the Code of Practice, the Code compliance logo, and their uses be helpful for your company? **Yes, because we don’t know everything about FPA Australia. It would also be good for FPA Australia because the Code of Practice is crap and we need to make people understand it. No one has the time to go through the entire thing. It would be beneficial and an improvement because they would be able to understand it.**  
   o 9a. Would it be helpful to know the benefits to being a signatory? **Yes, because it would remind us of what we signed. Also, using the logo is good from a promotional point. It gives a better impression, which will be a secondary benefit.**  
   o 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? **Not off the top of our heads. FPA Australia should look at why members don’t know things. Also, make the Code of Practice more accessible and easier to read because it’s too detailed. The Code must become a simple document. FPA Australia could attach it in e-mails that they send out to help give people a reason why they should be signatories and read the Code of Practice.**

10. What other type of information should be included in this material? **So long since we have looked at FPA Australia’s website, Code of Practice or charter so we cannot really answer that**  
   o 10a. What form would you prefer to have this information presented to you? (i.e. pamphlet, on-line, magazine) **R: CD. I put it in my computer straight away. I ignore e-mail because I get so much. M – I follow through with all e-mail. FPA Australia should look into linking back to the website.**

11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? **Yes.**
Summary
This company is a signatory to the Code of Practice and is a provider of fire services. Mainly, this company is a member to keep up to date on information and is a signatory because the Code keeps the industry fairer. They use the logo and think it would be helpful to receive educational information through email.

Background
1. Company Position: Managing Director
2. Job Description: You name it, I do it.
3. Experience in Company: 10 years
4. Experience in Field: 24 years

Questions
Knowledge of FPA
- 5. Why does your company remain a member of FPA Australia? We just became a member, but mostly became for information to keep us up to date.
- 7. Are you aware that you are a signatory of the Code of Practice? I believe so
  o 7a. Why did you become a signatory? To abide by the Code.
  o 7b. What do you see as the advantages of being a signatory? The advantages are that it tries to keep the industry fairer.
  o 7c. Are there any disadvantages? No, I can’t think of any.

Logo
- 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo? Yes.
  o 8a. Do you use the logo? Yes. We have just put it on our latest advertisements.
  o 8a1. How do you display the logo? We have it on our advertisement in the yellow pages, and with compliments slips, but we have not gotten around to putting it on our invoice slip yet.
  o 8a3. Would you like more companies to use the FPA Australia logo, thus making it more recognizable to the public? Yes, as long as they abide by what FPA Australia stands for.

Educational Material
- 9. Would educational material about the Code of Practice, the Code compliance logo, and their uses be helpful for your company? Yes. It would be good to get information.
o 9a. Would it be helpful to know the benefits to being a signatory? **Yes.**
o 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? **I haven’t really thought about it.**

- **10.** What other type of information should be included in this material? **The information they have seems reasonable.**
  
o 10a. What form would you prefer to have this information presented to you? **Email would be good.**

- **11.** After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? **Yes.**
Interview: 14  
Member Type: Signatory Provider - Corporate Member 
Date Joined FPA Australia: 11 May 2005 
Interview Date: 20 March 2007 
Interview Time: 11:45 am 
Interviewer: Andrea Hevey  
Scribe: Jessica Balesano

Summary 
This company was a signatory provider with knowledge about the Code of Practice and the compliance logo. They display the compliance logo because it brings credibility to their company. This company wants the compliance logo to become more recognizable, however they do not want more companies to start using the logo. The company believes that if other companies display the logo, then they will lose their competitive edge. This company believes that educational material about the Code of Practice and the compliance logo would be helpful. They also think emails containing information about the Code of Practice should be sent to non signatories regularly.

Background 
1. Company Position: Managing Director  
2. Job Description: Manages and runs everything; runs the training organization  
3. Experience in Company: 7 years 
4. Experience in Field: 32 years 

Questions 
Knowledge of FPAA

• 5. Why does your company remain a member of FPA Australia? We remain a member because it is financially lucrative for our company. Also for the accreditation and to get current information about the industry, networking, and to advertise our company. 
• 6. Are you familiar with FPA Australia’s Code of Practice? Yes. 
• 7. Are you aware that you are a signatory of the Code of Practice? Yes.  
  o 7a. Why did you become a signatory? I am a signatory because the Code of Practice is appropriate for the level of service that I deliver.  
  o 7b. What do you see as the advantages of being a signatory? I think that the advantage of being a member of FPA Australia is that you can become a signatory. Consumers recognize that our company is held to a higher standard of service because we are signatory. 
  o 7c. Are there any disadvantages? No. 

Logo 
• 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo? Yes, another advantage of being a signatory is that we can use the logo. 
  o 8a. Do you use the logo? Yes. 
    ▪ 8a1. How do you display the logo? (i.e. website, letterhead) On letterhead and on our webpage.
8a2. Do you see any benefits from using the logo? It brings credibility to our company. When two companies are equal in all regards except one company is a signatory and displays the logo, consumers will prefer the company that is the signatory. Also the government only contracts companies that are members of FPA Australia and signatories to the Code of Practice.

8a3. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? We don’t want more companies to use the logo because if they don’t, we will have the competitive edge and we will have the advantage. But we do believe that more companies should follow the Code of Practice and provide a high standard of service. We would like to see the logo become more recognizable in general.

Educational Material

- 9. Would educational material about the Code of Practice, the Code compliancy logo, and their uses be helpful for your company? Yes.
  - 9a. Would it be helpful to know the benefits to being a signatory? Yes, I’m sure that there are benefits that I am not aware of and I would like to know about them. It would be helpful.
  - 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? Send information to members who are not signatories. I assumed being a signatory to the Code of Practice was part of membership, maybe some members are unaware that they are not signatories.

- 10. What other type of information should be included in this material?
  - 10a. What form would you prefer to have this information presented to you? (i.e. pamphlet, on-line, magazine) I would prefer a pamphlet because I forget about emails that are irrelevant to what I am doing right away.

- 11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? Yes, make sure you proof read the promotional material. I am a stickler on grammar and spelling.
Interview: 15  
Member Type: Signatory Provider – Corporate Silver  
Date Joined FPA Australia: 30 July 1990  
Interview Date: 20 March 2007  
Interview Time: 11:45 am  
Interviewer: Allison Elder  
Scribe: Allison Elder / Alexander Trudeau

Summary
This company was a signatory to the Code of Practice and uses the logo on their website and handouts. Darryl Leggett believed that they were a member because FPA Australia provides professional credibility for the company. He also thought that information regarding actions taken against companies in breach of the Code would also be valuable to include in the material.

Background
1. Company Position: General Manager  
2. Job Description: Develop training packages for clients.  
3. Experience in Company: 6 Years  
4. Experience in Field: 28 Years doing fire service

Questions
Knowledge of FPA
• 5. Why does your company remain a member of FPA Australia? We want to maintain professional credibility and FPA works toward cleaning up the industry.  
• 6. Are you familiar with FPA Australia’s Code of Practice? Yes  
• 7. Are you aware that you are a signatory of the Code of Practice? Yes. I am also on some of the committees.  
  o 7b. What do you see as the advantages of being a signatory? To be seen by clients. It gives us credibility among our clients. Also, some clients ask for a code compliant company.  
  o 7c. Are there any disadvantages? No

Logo
• 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo? Yes  
  o 8a. Do you use the logo? Yes  
    • 8a1. How do you display the logo? Website, Course Material (handouts)  
    • 8a2. Do you see any benefits from using the logo? It may give you the edge. A business that is not code compliant may not be able to do business while a compliant company will.

Educational Material
• 9. Would educational material about the Code of Practice, the Code compliance logo, and their uses be helpful for your company? Yes, I believe that it would be good to
give information on what the code means to the end user. I feel as though the end user should be aware and should always go for a company who is compliant. However, the industry is not aware of the code.

o 9a. Would it be helpful to know the benefits to being a signatory? Yes, some companies may not know what it means to be a signatory of the Code. New South Wales is running seminars on the Code and Australian Standards as marketing and educational tools. We want to hold seminars at a state-wide level, not just at the national level.

o 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? End user: FPA Australia needs to be more proactive to the end user. They should find big corporations that tailor to the end user and use those corporations to get known. Industry: Accredited companies should provide credible service. The Code needs to be enforced. Most governments want to get rid of some of the red tape, so they are looking at associations like FPA Australia to run accreditation of companies. However, FPA Australia needs to discipline non-compliant members.

• 10. What other type of information should be included in this material? Information on deregistration due to a breach of the Code (following confidentiality policy) to show that FPA Australia does something and there are benefits to being a signatory. They need to publicize more what happens with deregistration.

  o 10a. What form would you prefer to have this information presented to you? E-mail with a downloadable PDF. Encourage members that use the logo on their websites to link back to FPA Australia and the Code of Practice so end users can learn what the Code actually means.

• 11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? Yes
Interview: 16
Member Type: Signatory Provider – Corporate Member
Date Joined FPA Australia: 11 January 2006
Interview Date: 20 March 2007
Interview Time: 01:30 pm
Interviewer: Allison Elder
Scribe: Alexander Trudeau

Summary
This company is a corporate member of FPA Australia and a signatory provider. They are familiar with the Code of Practice and they know that they can use the FPA Australia logo, however, they are not currently using it. They said they will be printing new letterhead soon and it will contain the Code compliant logo on it. When asked about what could be included in the educational material, the contact talked about a service that FPA Australia could provide to its users: credit management.

Background
1. Company Position: Owner
2. Job Description: Basic administration and field work
3. Experience in Company: 15 Years
4. Experience in Field: 15 Years (with the company)

Questions
Knowledge of FPAA
• 5. Why does your company remain a member of FPA Australia? We find it very important to be a member of FPA Australia because it has become more relevant for companies like us to join. FPA Australia used to be a “club” for large companies, but now they are expanding to small and medium companies.
• 6. Are you familiar with FPA Australia’s Code of Practice? Yes
• 7. Are you aware that you are a signatory of the Code of Practice? Yes
  o 7a. Why did you become a signatory? We thought it was important. If you are a member of an association, you need to be behind it. We don’t want to join just to say we joined.
  o 7b. What do you see as the advantages of being a signatory?
  o 7c. Are there any disadvantages? None so far because we are a relatively new member.

Logo
• 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo? Yes
  o 8a. Do you use the logo? No
    • 8a1. Why don’t you use the logo? We don’t use the logo not because there is no desire within the company to use the logo; we are just being slack.
    • 8a2. Do you see any benefits for using the logo? We feel as though it is beneficial to have a logo on letterhead and such.
- **8a3.** Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? **Yes, members ought to use the logo if they are licensed to.**

**Educational Material**

- **9.** Would educational material about the Code of Practice, the Code compliance logo, and their uses be helpful for your company? **Yes**
  - **9a.** Would it be helpful to know the benefits to being a signatory? **Yes**
  - **9b.** Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage?
- **10.** What other type of information should be included in this material?
  - **10a.** What form would you prefer to have this information presented to you? **Online**
- **11.** After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? **Yes**

**Additional Comments**

There should be more services offered by FPA Australia, such as Credit Management. Sometimes, people buy products from a company on credit, and then never pay the company back. For instance, they go to one company one month, another company the next month, etc. and never pay back prior companies. The companies need to have a way to check the credit status on potential buyers to help find credit risks within the fire industry.
Summary
This company was a signatory provider with knowledge of the FPA Australia Code of Practice and Code compliancy logo. This company displays the compliancy logo on its letterhead, walls, and vehicles, and the company believes that the logo associates them with high principles and standards in the eyes of their customers. The company also likes to attend training courses to increase their knowledge in the field, and they think that FPA Australia should look into doing more with training courses. This company feels that educational materials about the Code of Practice and the logo would be helpful.

Background
1. Company Position: Managing Director
2. Job Description: Fire Marshall is a fire protection company specializing in service, testing, a bit of designing.
3. Experience in Company: 15 years
4. Experience in Field: 60 years

Questions
Knowledge of FPA

- 5. Why does your company remain a member of FPA Australia? I was member of FPA before I started the company. I have been associated with FPA since the start in the late 1950s.
- 6. Are you familiar with FPA Australia’s Code of Practice? Yes, well I’ve signed it.
- 7. Are you aware that you are a signatory of the Code of Practice? Yes, have it on letter head that they are compliant
  - 7a. Why did you become a signatory? It’s something you have to have in the industry. It shows that our company will not deviate too far from principle and high standards.
  - 7b. What do you see as the advantages of being a signatory? Displaying the logo, thus letting the public know we have principles. People appreciate FPA Australia, so if you are associated with them, it’s positive. Therefore it’s good to display the logo.
  - 7c. Are there any disadvantages? Not as long as your company is doing the right thing.

Logo
- 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo? Yes.
  - 8a. Do you use the logo? Yes.
8a1. How do you display the logo? (i.e. website, letterhead) **On letterhead, on all of our vehicles, on the walls of our companies.**

8a2. Do you see any benefits from using the logo? **People appreciate FPA, and if a company is associated with FPA it’s a positive thing, so it is good for us to display the logo. Also, FPA has a lot of members that our business keeps in contact with because the public (our customers) ask a lot of general questions about the industry. We have to carry more knowledge then we used to so we can direct the public to the right people. FPA is more organized that it used to be, and allows for more networking within the industry.**

8a3. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? **Yes, but we always carry our logo, and most other members of FPA do too. Also people would be more informed if they became members of FPA, and FPA would become more prevalent.**

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**Educational Material**

- 9. Would educational material about the Code of Practice, the Code compliancy logo, and their uses be helpful for your company? **Yes, educational material is always handy.**
  - 9a. Would it be helpful to know the benefits to being a signatory? **Yes, but I already know them.**
  - 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? **I think a lot of people probably don’t know so much about it. I think I signed the COP about 5 years ago for the first time, and since then I haven’t looked at it and I don’t really remember everything about it.**

- 10. What other type of information should be included in this material?
  - 10a. What form would you prefer to have this information presented to you? **I prefer printed material.**

- 11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? **We get pretty regular correspondence; FPA could just email it out, Yes.**

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**Additional Comments**

Our company attends many training courses to continually increase our knowledge in the field. We like to display any certificates these training courses and display them on our walls. FPA should do more training, and recognize those who are highly.

The seminars that FPA has are normally good, but the last one focused too much on sprinklers.
Interview: 18
Member Type: Signatory Provider – Corporate Member
Date Joined FPA Australia: 12 October 2004
Interview Date: 20 March 2007
Interview Time: 03:15 pm
Interviewer: Allison Elder
Scribe: Alexander Trudeau

Summary
This company is a signatory provider of FPA Australia. They are a member in order to keep up with pertinent information within the fire industry, however they do not like that FPA Australia caters to all different sectors of fire safety. They are aware of the logo but do not use it because they feel as though their sector is too small.

Background
1. Company Position: Business Development Manager
2. Job Description: Estimating, Tendering, Supervision, and getting new clients
3. Experience in Company: 2.5 Years
4. Experience in Field: 27 Years installing fire alarms

Questions
Knowledge of FPAA
• 5. Why does your company remain a member of FPA Australia? We like to keep up to date with information such as industry standards.
• 6. Are you familiar with FPA Australia’s Code of Practice? Yes
• 7. Are you aware that you are a signatory of the Code of Practice? Yes
  o 7a. Why did you become a signatory? We wanted to be more involved with the fire alarm industry
  o 7b. What do you see as the advantages of being a signatory? Being a signatory is a marketing advantage.
  o 7c. Are there any disadvantages? Yes, FPA Australia does everything to do with buildings, such as smoke alarms, sprinklers, etc. This is not of particular interest to my company.

Logo
• 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo? Yes
  o 8a. Do you use the logo? No
    • 8a1. Why don’t you use the logo? Fire alarm installation is far too small of a sector to have it matter to us.
    • 8a2. Do you see any benefits for using the logo? Not at the moment
    • 8a3. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? Yes

Educational Material
• 9. Would educational material about the Code of Practice, the Code compliance logo, and their uses be helpful for your company? **No, as I said before, FPA Australia covers too big of a field to have educational material be interesting to us.**
  o 9a. Would it be helpful to know the benefits to being a signatory? **No, I am aware of the advantages**
  o 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage?

• 10. What other type of information should be included in this material?
  o 10a. What form would you prefer to have this information presented to you?
    **E-mail with an attachment, online**

• 11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? **Yes**
Summary
This signatory provider corporate member is aware of the benefits for being a signatory, though they are unaware of the specific contents of the code. They display the FPA Australia logo in many ways because they feel that it helps consumers associate them with a credible source. They believe educational material would help them even more and would also help other members.

Background
1. Company Position: General Manager (used to be the owner and then they got bought out)
2. Job Description: Overlooks the business structure
3. Experience in Company: 12 years
4. Experience in Field: 16 years

Questions
Knowledge of FPAA
- 5. Why does your company remain a member of FPA Australia? FPA Australia provides a lot of information on standards, technical things, and seminars.
- 6. Are you familiar with FPA Australia’s Code of Practice? No, we never go to FPA Australia meetings, though we do get the minutes via e-mail.
- 7. Are you aware that you are a signatory of the Code of Practice? Yes.
  o 7a. Why did you become a signatory? We use it for documentation. We understand they have lobbyist groups but we are not involved with that side.

Logo
- 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo? Yes.
  o 8a. Do you use the logo? Yes.
    - 8a1. How do you display the logo? We use it on letterheads, quotes, and on our business cards. (It was also noticed in their lobby and on a sticker on their front door.)
    - 8a2. Do you see any benefits from/for using the logo? Yes. It is good to be associated with FPA Australia. We like being part of an association because it shows that we do things correctly. It shows clients that we are aware of what is happening in the industry.

Educational Material
• 9. Would educational material about the Code of Practice, the Code compliancy logo, and their uses be helpful for your company? Yes!
  o 9a. Would it be helpful to know the benefits to being a signatory? Yes.
  o 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? **FPA Australia representatives should personally contact members to explain about the Code and address other questions.**
• 10. What other type of information should be included in this material? None.
  o 10a. What form would you prefer to have this information presented to you? **E-mail and through personal contact.**
• 11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? **Yes, of course.**

**Additional Comments**
In general, I feel that FPA Australia should increase their public relations. This is the first time that we have been called by people from the association; typically we just get e-mails from them. They should work on coming to our office to answer questions and address problems we have more personally.

FPA Australia should also advertise their seminars more. And instead of having seminars with lectures and then questions, FPA Australia should make more phone calls and visit their members.

Additionally, FPA Australia should update its database by sending a sheet to members once a year asking pertinent questions, i.e. the contact person and phone number for that company.
Interview: 20  
Member Type: Non-Signatory Provider – Corporate Silver  
Date Joined FPA Australia: 02 August 2005  
Interview Date: 21 March 2007  
Interview Time: 09:50 am  
Interviewer: Jessica Balesano  
Scribe: Alexander Trudeau

Summary  
This company is a non-signatory provider. They are a member of FPA Australia in order to obtain information about seminars and conferences, as well to be able to show that they are a member, however they do not have much knowledge of the Code. They also did not know that they were not a signatory because they did not know they had to sign the Code every year. They also have been using the FPA Australia logo, being that they thought they could use it as a member of FPA Australia.

Background  
1. Company Position: Business Manager  
2. Job Description: Management of the office, finances, contracts, human resources  
3. Experience in Company: 5 Years  
4. Experience in Field: 8 Years Total

Questions  
Knowledge of FPAA  
• 5. Why does your company remain a member of FPA Australia? It’s good for our employees to be seen as a member. We also like to know information about seminars and conferences. It’s also good from a professional point of view to be a member.  
• 6. Are you familiar with FPA Australia’s Code of Practice? Not in detail  
• 7. Are you aware that you are not a signatory of the Code of Practice? No.  
  o 7a. What are the reasons towards not being a signatory? None. I did not realize that I had to sign the Code every year.  
  o 7b. If you decided that you wanted to become a signatory, do you know the process that is involved? Yes. I just need the paperwork.

Signatory  
• 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. One benefit of being a signatory is that you are licensed to display the FPA Australia logo. If you were a signatory, would you use the logo to demonstrate that your company is Code compliant? Yes. I thought the logo could be used as a member of FPA Australia.  
  o 8a3. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? Yes

Educational Material  
• 9. Would educational material about the Code of Practice, the Code compliance logo, and their uses be helpful for your company? Yes  
  o 9a. Would it be helpful to know the benefits to being a signatory? Definately
9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? **Just let everybody know by e-mail or mail about the Code and logo.**

- 10. What other type of information should be included in this material? **How many people actually use the compliancy logo. Talk up the benefits of using it and make other people want to use it.**
  - 10a. What form would you prefer to have this information presented to you? **E-mail or pamphlet.**

- 11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? **Yes**
Interview: 21
Member Type: Signatory Provider - Corporate Silver
Date Joined FPA Australia: 12 December 2002
Interview Date: 21 March 2007
Interview Time: 04:30 pm
Interviewer: Jessica Balesano
Scribe: Allison Elder

Summary
This company was a signatory provider that was aware of the Code of Practice and the compliancy logo. They were a member of FPA Australia for insurance purposes. They displayed the logo on their stationary to show that they were a credible company. The company strongly suggests that FPA Australia develop a strict auditing system to monitor signatories’ compliance with the Code of Practice. They believe that educational material about the Code and the logo would be helpful, and they recommend that we develop a certificate that state that purpose and mission of the Code of Practice and present it to signatories.

Background
1. Company Position: Director
2. Job Description: Everything, quotes, install systems
3. Experience in Company: 9 years
4. Experience in Field: 30 years

Questions
Knowledge of FPAA
- 5. Why does your company remain a member of FPA Australia? We remain a member for mainly for insurance purposes. Membership allows us to get decent insurance rates. We also are a member to increase our credibility in the industry.
- 6. Are you familiar with FPA Australia’s Code of Practice? We know of it and we signed off on it, but we have never read it.
- 7. Are you aware that you are a signatory of the Code of Practice? Yes.
  - 7a. Why did you become a signatory? We couldn’t be a member without signing, and if we were not a member of FPA Australia, then we couldn’t get public liability insurance at a decent rate. FPA Australia is responsible for getting insurance companies to provide cheaper public liability insurance to fire companies, like ours, that are members of FPA Australia. This is why we became a member and a signatory.
  - 7b. What do you see as the advantages of being a signatory? Some benefits other than the insurance rates are that we can put the logo on our stationary, our credibility with our customers has been enhanced, and FPA Australia has training courses, however these courses are very expensive.
  - 7c. Are there any disadvantages? No.

Logo
- 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the
Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo? Yes.
   - 8a. Do you use the logo? Yes.
     - 8a1. How do you display the logo? On our stationary.
     - 8a2. Do you see any benefits from/from using the logo? Increasing credibility is the only benefit we see.
     - 8a3. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? Yes and no. If every company uses the logo, then if would lose its credibility. It’s not good for the fire protection industry because there needs to be some kind of scrutiny, like an auditing system. FPA Australia is not good at monitoring membership well enough; they need to improve their auditing system. Currently, we don’t even think there is an auditing system. If there is an auditing system then being a signatory really means something, right now the only qualifications for being a signatory are paying the fees.

Educational Material
- 9. Would educational material about the Code of Practice, the Code compliancy logo, and their uses be helpful for your company? Yes, it would be helpful. We would also like to be able to display something on the walls of our business that shows the mission statement of the Code of Practice. We want our customers to be able to read about all of the “warm and fuzzy stuff” that we do when complying with the Code of Practice.
  - 9a. Would it be helpful to know the benefits to being a signatory? Yes, we are not aware of the benefits.
  - 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? We recommend that FPA Australia improve its whole auditing process. A company needs to prove that it is compliant with the Code.
- 10. What other type of information should be included in this material? Information about changes to the Australian Standards should be presented to members of FPA Australia.
  - 10a. What form would you prefer to have this information presented to you? We prefer pamphlets or paper copies. We don’t open our email. We distrust email and only look at it once a week.
- 11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? Yes.

Additional Comments
FPA Australia needs to develop a strict auditing system. It means nothing to be a signatory to the Code of Practice if FPA Australia doesn’t check to make sure that those who claim to be Code compliant are actually performing the high standards specified in the Code of Practice. Also FPA Australia should develop a certificate for signatories to display on the walls of their companies that states the purpose and mission of the Code of Practice. Also FPA Australia should give more information of the changes to the Australian standards, they were very unhelpful with that.
Summary
This company was a non-signatory provider of fire services. They were a member of FPA Australia because it provided the company with support. They thought they were probably a non-signatory because they didn’t receive the paperwork. The company would use the logo if they were a signatory and that educational material would be helpful if it was online or in an email. They also suggested more auditing and complaints handling.

Background
1. Company Position: Managing Director
2. Job Description: Everything. I do financial, managing, service work.
3. Experience in Company: 2.5 years as managing director, 7 in company
4. Experience in Field: 9.5

Questions
Knowledge of FPA
5. Why does your company remain a member of FPA Australia? They give us the support we need when we have questions or problems.
7. Are you aware that you are not a signatory of the Code of Practice? No.
   a. What are the reasons towards not being a signatory? I probably just didn’t get the paperwork.
   b. If you decided that you wanted to become a signatory, do you know the process that is involved? Yes.
   c. Is there anything that FPA Australia could change to make you want to become a signatory? There is nothing FPA would need to change; it was just something that happened.

Signatory
8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. One benefit of being a signatory is that you are licensed to display the FPA Australia logo. If you were a signatory, would you use the logo to demonstrate that your company is Code compliant? Yes.
   a. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? Yes, as long as they abide by the rules. Many people are members but do dodgy stuff. It is annoying because we do it correctly and it costs us money, but there are other people who can do it cheaper but don’t do it as well. If the Code isn’t honored and FPA gets a complaint but doesn’t follow up on it, then it doesn’t do anything.
Educational Material

- 9. Would educational material about the Code of Practice, the Code compliancy logo, and their uses be helpful for your company? **It would be helpful.**
  - 9a. Would it be helpful to know the benefits to being a signatory? **I know the benefits, so yes.**
  - 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? **No.**

- 10. What other type of information should be included in this material? **I can’t think of any other information, what they have so far is pretty good.**
  - 10a. What form would you prefer to have this information presented to you? **Online and through email would be best. (But all three are good.)**

- 11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? **Yes.**
Summary
This company was a non-signatory provider, but wasn’t aware that they weren’t a signatory to the Code. They were a member because they thought it was important to be part of the association and they use the logo. They also thought educational material would be helpful.

Background
1. Company Position: Director
2. Job Description: I manage it and do a little of everything.
3. Experience in Company: I’ve been in the company for 3 years.
4. Experience in Field: I’ve had 5 years experience in Europe.

Questions
Knowledge of FPAA
• 5. Why does your company remain a member of FPA Australia? It is a fire association and I think it is important to be a part of it.
• 6. Are you familiar with FPA Australia’s Code of Practice? Yes.
• 7. Are you aware that you are not a signatory of the Code of Practice? No.
  o 7a. What are the reasons towards not being a signatory? I have no clue.
  o 7b. If you decided that you wanted to become a signatory, do you know the process that is involved? No.
  o 7c. Is there anything that FPA Australia could change to make you want to become a signatory? We need more information because I wasn’t even aware of it.

Signatory
• 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. One benefit of being a signatory is that you are licensed to display the FPA Australia logo. If you were a signatory, would you use the logo to demonstrate that your company is Code compliant? We are already using it.
  o 8a3. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? Yea, I think that would be good.

Educational Material
• 9. Would educational material about the Code of Practice, the Code compliancy logo, and their uses be helpful for your company? Education material is always helpful.
  o 9a. Would it be helpful to know the benefits to being a signatory? Yes, I guess that’s part of the package.
9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? I haven’t really thought about it yet.

10. What other type of information should be included in this material?
   a. What form would you prefer to have this information presented to you? I have no opinion on that.

11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? Yes, but it might not be so relevant to us because we are originally a foreign company.
Summary
This company was a signatory provider that was familiar with the Code of Practice and the logo. They did not use the logo because they are not strictly a fire protection company and the logo would crowd their letterhead. However they believe that more fire protection companies should use the logo. The company believes that the Code of Practice is very important to the industry, but they feel that a more stringent auditing system must be developed. They believe that educational material about the Code of Practice and the logo would be helpful.

Background
1. Company Position: Manager (Global Leader)
2. Job Description: Lead and direct the global practice of fire protection engineering within the company. Set strategy, polices, and business approaches to consulting.
3. Experience in Company: 12 years
4. Experience in Field: 32 years

Questions
Knowledge of FPAA

- 5. Why does your company remain a member of FPA Australia? We remain a member to make a contribution to the development of fire safety within the community. Other reasons that we remain a member include networking, marketing, and to develop contacts within the industry. We also gain technical knowledge from FPA Australia and benefit from their educational training.

- 6. Are you familiar with FPA Australia’s Code of Practice? Yes, but it has been a couple months since we read it.

- 7. Are you aware that you are a signatory of the Code of Practice? Yes.
  - 7a. Why did you become a signatory? We should be a signatory to set a good example and be a model for others in the industry.
  - 7b. What do you see as the advantages of being a signatory? There are advantages to being a signatory, however they are not huge for our company. We do not use the logo so we do not benefit from one of the major advantages. Also the Code of Practice means a lot less to consulting engineering companies like us. The Code is more applicable to companies that are manufactories, suppliers, and producers.
  - 7c. Are there any disadvantages? No, the Code of Practice imposes requirements, but any good company should be performing to the standard set within the Code anyway. If a company cuts corners then there are disadvantages for them.

Logo

- 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement
such as through use of the FPA Australia logo which demonstrates compliance to the Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo? **Yes.**

- **8a.** Do you use the logo? **No.**
  - **8a1.** Why don’t you use the logo? **We do not use the logo because our company is part of a broader firm of consulting engineers. Fire protection engineering is actually only a very small part of our company. Our letterhead would get very crowded if we started using logos, such as the FPA Australia logo, from the entire various fields that our company is comprised of.**
  - **8a2.** Do you see any benefits from/for using the logo? **There are benefits for other companies, especially for companies that are suppliers, producers, and training, maintenance, and installing companies. One benefit of logo use is that it gives companies marketing advantages, but that advantage is dependent on FPA Australia promoting the Code of Practice and the association itself.**
  - **8a3.** Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? **Yes. The more the logo is used, the more recognizable it becomes. Consumers need to see the logo more to increase its importance. It would really help the industry if more companies used the logo.**

**Educational Material**

- **9.** Would educational material about the Code of Practice, the Code compliancy logo, and their uses be helpful for your company? **Yes.**
  - **9a.** Would it be helpful to know the benefits to being a signatory? **Yes. If a company understands the benefits of complying with the Code of Practice, the will see that they can improve their business through it.**
  - **9b.** Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? **Focus on the delivery of the material as much as you focus on the educational material itself. Communicating the message effectively is very important. Make sure the right people are given the educational material.**

- **10.** What other type of information should be included in this material? **The benefits of using the logo should be included. The material should show how a company can benefit from being a signatory and from using the logo. The material needs to show the value of the Code of Practice and the logo. Also tell what FPA Australia is doing to create that value, including FPA Australia’s influence with the government, what FPA is doing to market and promote the logo, and the actions taken against signatories who fail to comply with the Code of Practice, such as successful prosecutions in the federal court. Corporate members think that prosecution is great because it make the logo look more credible. The material should convey an effective message that will change the behavior of corporate members. One way to do this is to show a company how they can get more business and increase profits through using the Code and the logo. Also the Code of Practice is an obligation Think about how to create material that will produce the desired outcome.**
  - **10a.** What form would you prefer to have this information presented to you? **Power Point. An FPA Australia employee should teach the power point presentation to someone in each state who can deliver the presentation to
corporate members all over Australia. The form is very important email is not an effective form of communication. Face to face communication is the most effective form, calling someone is the next most effective form.

- 11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? **Yes, we can even go through it in person if you want.**

**Additional Comments**
The Code of Practice needs to be enforced effectively. A stricter auditing system need to be implemented. Corporate members and the public need to be told about actions that have been taken against signatories that do not comply with the Code of Practice. For example tell corporate members about successful prosecutions of noncompliant signatories.

The Code of Practice was written when the industry was different than it is now. The Code is not very applicable to consulting companies; it really only applies to manufacturers, suppliers, and producers. The membership of FPA Australia has recently become broader, and the Code of Practice needs to be made broader to reflect that.

Also FPA Australia does not accept complaints by one member company against another member company. FPA Australia only looks into consumer complaints against a member company. Display information about the complaint process in place that is accessible to consumers, for example on the wall of a corporate member’s business.
Interview: 25
Member Type: Signatory User – Corporate Member
Date Joined FPA Australia: 11 September 1989
Interview Date: 23 March 2007
Interview Time: 11:30 am
Interviewer: Jessica Balesano
Scribe: Alexander Trudeau

Summary
This company is a signatory user and a corporate member of FPA Australia. They are a member in order to be recognized by people. They are aware of the Code of Practice and that they are a signatory and they saw advantages when they joined, however as of recently, they have been seeing fewer advantages because of the lack of policing of the Code.

Background
1. Company Position: National Fire Manager
2. Job Description: Manage fire products, perform estimations
3. Experience in Company: 9.5 Years
4. Experience in Field: 9.5 Years

Questions
Knowledge of FPA

5. Why does your company continue to be a member of FPA Australia? It’s good for our company to be a member because people recognize membership. Being a member promotes our business.

6. Are you familiar with FPA Australia’s Code of Practice? Yes

7. Are you aware that you are a signatory of the Code of Practice? Yes
   o 7a. Why did you become a signatory? We have been in the fire field for the past 25 years and we want to be known as compliant.
   o 7b. What do you see as the advantages of being a signatory? Initially there were advantages. Recently, there are fewer advantages. There are so many fire pump manufacturers, including a lot of “backyarders.” There is no policing force in the fire industry.
   o 7c. Are there any disadvantages? No

Logo
8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. As a user, do you give preference to a product that is from a FPA Australia Code compliant company? The fire industry is cut throat, therefore, not many people care if companies are compliant. They just want a product that works.
   o 8a1. Have you noticed the FPA Australia logo anywhere? Where? Some other companies use the logo. Also, I’ve seen it on the FPA Australia website.
   o 8a3. Would you like to see more companies use the logo, thus making it more recognizable to the public? Yes

Educational Material
• 9. Would educational material about the Code of Practice, the Code compliancy logo, and their uses be helpful for your company? **Yes**
  o 9a. Would it be helpful to know the benefits to being a signatory? **Yes**
• 10. What other type of information should be included in this material? **I would like to see a list of names of companies that are accredited by FPA Australia by what services they provide.**
  o 10a. What form would you prefer to have this information presented to you? **Everything is okay**
• 11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? **Yes**

**Additional Comments**
I would like to see more policing of the Code within the fire industry. FM does policing of their products, and I would like to see someone do that for the Australian Standards.
Summary
This company was a signatory to the Code of Practice and uses the logo on letterheads, the company website, and on the backs of company vehicles. The major reasons for being a signatory were that it provides credibility and has useful information. They think a brief flyer or brochure would be good and would like to have the educational information available on C.D.

Background
1. Company Position: Director and sole employee
2. Job Description: fire protection consultant
3. Experience in Company: 17 years
4. Experience in Field: 40 years

Questions
Knowledge of FPAA
• 5. Why does your company remain a member of FPA Australia? Besides the information, the Code is important because you need to be able to convince people that you can do your job properly.
• 6. Are you familiar with FPA Australia’s Code of Practice? Yes.
• 7. Are you aware that you are a signatory of the Code of Practice? Yes.
  o 7a. Why did you become a signatory? It differentiates you from everyone else and you can use the logo on your letterhead.
  o 7b. What do you see as the advantages of being a signatory? Besides using the logo, it gives people a better opinion of you, and you have a better opinion of possible clients who are also a member of FPAA because you know you are dealing with the right people.
  o 7c. Are there any disadvantages? No.

Logo
• 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo? Yes.
  o 8a. Do you use the logo? Yes.
    • 8a1. How do you display the logo? I use it on my letterhead, the back of my car, and on my website. I have a sticker on my folder.
    • 8a2. Do you see any benefits from/for using the logo? I’m not sure, some people may like it and it might encourage them to do business with me, but I haven’t had time to ask.
    • 8a3. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? Yes, as long as
they use it properly. The higher the public awareness, the more public complaints, therefore making people more compliant.

Educational Material

• 9. Would educational material about the Code of Practice, the Code compliancy logo, and their uses be helpful for your company? **It could be helpful, but its kind of like preaching to the converted.**
  o 9a. Would it be helpful to know the benefits to being a signatory? **For sure.** We need to do something about the website providers lists though, because small companies with only four employees can list themselves as providers in different states, and people will call them up, but they are so small that there is no way that they can do business for someone in another state.
  o 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? **I’m not really sure that it will make much of a difference until we have a national accreditation. I think a brochure or a flyer would be really good. It could be a bold one page flyer with like five quotations. Maybe corporations could buy them and hand them out to clients.**

• 10. What other type of information should be included in this material?
  o 10a. What form would you prefer to have this information presented to you? **A C.D would be good.**

• 11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? **Yes.**

**Additional Comments**

*It would be good to be able to differentiate between the member logo and the code compliant logo. Maybe the compliant logo could be made to look more like a seal.*
Interview: 27
Member Type: Signatory Provider - Corporate Member
Date Joined FPA Australia: 04 August 1980
Interview Date: 23 March 2007
Interview Time: 03:40 pm
Interviewer: Andrea Hevey
Scribe: Allison Elder

Summary
This company was a signatory and a provider of fire services. They were a member because of the credibility, logo, and information services. They use the logo on their front door and letterheads and think educational material would be helpful. He would like this material to be online.

Background
1. Company Position: Principal
2. Job Description: Everything. I do planning, concept design, business and engineering running and supervise the staff.
3. Experience in Company: 9 years.
4. Experience in Field: 14 years.

Questions
Knowledge of FPA
• 5. Why does your company remain a member of FPA Australia? We are members because of the status and the Code of Practice. It shows we are professional and we proudly display the logo on the front door. They also have lots of information to assist us with.
• 6. Are you familiar with FPA Australia’s Code of Practice? Yes.
• 7. Are you aware that you are a signatory of the Code of Practice? Yes.
  o 7a. Why did you become a signatory? It is like a code of ethics we should follow.
  o 7b. What do you see as the advantages of being a signatory? It is like a code of ethics. It lifts the level of professionalism in the industry and we can show everyone.
  o 7c. Are there any disadvantages? No.

Logo
• 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo? Yes.
  o 8a. Do you use the logo? Yes.
    ▪ 8a1. How do you display the logo? We have it on the front of our business and our letterhead.
    ▪ 8a2. Do you see any benefits from/for using the logo? It shows we are professional and that we belong to an organization with a good code. So far, the feedback from people has been positive.
    ▪ 8a3. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? Yes.
Educational Material

• 9. Would educational material about the Code of Practice, the Code compliancy logo, and their uses be helpful for your company? Absolutely.
   o 9a. Would it be helpful to know the benefits to being a signatory? Yes.
   o 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? You have to be careful that it doesn’t become like an exclusive club.

• 10. What other type of information should be included in this material?
   o 10a. What form would you prefer to have this information presented to you? Online. I don’t like to be overloaded with information on my computer. The Institute of Fire Engineers has things that you can access on their website with a password.

• 11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? Yes.
Summary
This company is a signatory provider of FPA Australia. They remain a member in order to learn about the latest legislation and standards, as well as to influence the industry. They are aware of the Code of Practice and use the Code to become a leader in the Fire Protection field through example. They do not use the logo because their company is a multidiscipline company, although they state their membership on marketing material and brochures. They feel as though the Code of Practice needs to be explained to the people that use the Code most, therefore they believe the information needs to be broader to target those people.

Background
1. Company Position: Associate Director
2. Job Description: Looks over Fire Protection Engineering and Fire Protection groups. Sits on executive board and looks over projects that are done within the company.
3. Experience in Company: 17 Years
4. Experience in Field: 17 Years

Questions
Knowledge of FPAA

• 5. Why does your company remain a member of FPA Australia? It is important for our company to be a member of the fire community and learn about the latest legislation and standards. We’re also in a position to influence the industry and we believe that being a member of FPA Australia is good branding and gives us the edge through a technical, political and marketing point of view.

• 6. Are you familiar with FPA Australia’s Code of Practice? Yes

• 7. Are you aware that you are a signatory of the Code of Practice? Yes
  o 7a. Why did you become a signatory? It is important to maintain a benchmark in the industry. We also want to lead by example and it gives us a sense of responsibility and duty within the industry to create a safer community and environment.
  o 7b. What do you see as the advantages of being a signatory? We like to lead by example and provide a level of service that meets community expectations; therefore it’s best to be a signatory to show that we do meet these levels.
  o 7c. Are there any disadvantages? No. It’s important for us to educate our clientele and the Board about the Code, however that’s more of a challenge than a disadvantage.

Logo

• 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the
Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo? Yes
  o 8a. Do you use the logo? No
    ▪ 8a1. Why don’t you use the logo? We are a multidiscipline company, therefore we cannot promote every part of the company as being a member to an association. We do say that we are a member in our marketing material and in other brochures.
    ▪ 8a2. Do you see any benefits from/for using the logo? The logo is good for marketing exposure of single-service companies. The logo in general is aimed towards contractor companies to put on their documentation and on trucks to gain exposure in the industry.
    ▪ 8a3. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? Absolutely

Educational Material
  • 9. Would educational material about the Code of Practice, the Code compliancy logo, and their uses be helpful for your company? Yes
  o 9a. Would it be helpful to know the benefits to being a signatory? Yes
  o 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? More should be done to target the people who actually use the Code.
  • 10. What other type of information should be included in this material? Needs to be focused on the various codes of practice and conduct.
  o 10a. What form would you prefer to have this information presented to you? Pamphlet and online. Also, it would help to have it attached to the renewal registration or as an appendix to purchases.
  • 11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? Absolutely

Additional Comments
Although the Code is on the Internet and there are newsletters that refer to the document when it changes, the information doesn’t get out to the people who use it most. The information needs to target more people that would use it, which probably means that the contact database of FPA Australia would need to be improved. If the people could be reached in an efficient form, then it will be most beneficial.
Interview: 29  
Member Type: Signatory Provider - Corporate Silver  
Date Joined FPA Australia: 25 November 2005  
Interview Date: 26 March 2007  
Interview Time: 10:05 am  
Interviewer: Jessica Balesano  
Scribe: Allison Elder  

Summary  
This company was a member because they wanted to keep up to date on changes in standards. They didn’t use the logo and didn’t see any advantages or disadvantages to being in compliance with the Code. They also felt there was a strong need for an auditing system as well as the promotion of actions taken against noncompliant companies.

Background  
1. Company Position: Managing Director  
2. Job Description: The company makes products that audit fire safety and sells logbooks.  
3. Experience in Company: 5 years  
4. Experience in Field: 20 years

Questions  
Knowledge of FPAA

- 5. Why does your company remain a member of FPA Australia? The company is a member because their product applies to the fire industry and we need to keep on top of changes in standards.
- 7. Are you aware that you are a signatory of the Code of Practice? Yes.
  - 7a. Why did you become a signatory? We became a signatory because a commercial point of view. We don’t want to come across a situation where we have to be in compliance and we aren’t.
  - 7b. What do you see as the advantages of being a signatory? There aren’t any really.
  - 7c. Are there any disadvantages? No.

Logo

- 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. As a signatory, are you aware that you are licensed to use the FPA Australia logo? Yes.
  - 8a. Do you use the logo? No.
    - 8a1. Why don’t you use the logo? We don’t display it because in our marketplace, there isn’t enough use of it and isn’t really a need for it. There is also no cause and effect. Nobody has been prosecuted and they need an auditing process.
    - 8a2. Do you see any benefits from/for using the logo? No.
8a3. Would you like to see more companies use the FPA Australia logo, thus making it more recognizable to the public? Yes, I would like to see more companies use it.

Educational Material

9. Would educational material about the Code of Practice, the Code compliancy logo, and their uses be helpful for your company? Yes, but I think it’s more about the member’s customers.
   o 9a. Would it be helpful to know the benefits to being a signatory? It would be helpful if there were benefits. There needs to be weight to being a member, otherwise it is a waste. Before anything happens, there needs to be an auditing process.
   o 9b. Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? FPA needs to promote that they prosecute and take actions against people who do the wrong thing.

10. What other type of information should be included in this material? There should also be information on FPA services and revenue and the process of complaints and dispute resolution as well as fines.
    o 10a. What form would you prefer to have this information presented to you? I prefer a printed copy.

11. After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? Yes.
Summary
This company was a non-signatory provider of fire protection services. The company was familiar with the Code of Practice; however they were not aware that they were not a signatory or of the process to become a signatory. The company said that they would not use the logo even if they were a signatory because the FPA Australia logo is not credible; any company could use it if they pay their membership fees. They feel that FPA Australia should not ask companies if they want to be signatories, companies should have to earn signatory status. They also think that there needs to be a strict auditing process and the FPA should publish a list of companies that comply with the Code of Practice and of those who fail to comply with it. The company believes that educational material about the Code of Practice and the logo would not be helpful.

Background
1. Company Position: Owner
2. Job Description: In charge of everything
3. Experience in Company: 21 years
4. Experience in Field: 31 years

Questions
Knowledge of FPAA
• 5. Why does your company remain a member of FPA Australia? We remain a member to keep informed of Changes to Australian Standards.
• 6. Are you familiar with FPA Australia’s Code of Practice? Yes.
• 7. Are you aware that you are not a signatory of the Code of Practice? No.
  o 7a. What are the reasons towards not being a signatory? We did not know that you had to resign the Code of Practice Declaration Form every year. We do not look at every single piece of paper that comes through here because we are busy.
  o 7b. If you decided that you wanted to become a signatory, do you know the process that is involved? No.
  o 7c. Is there anything that FPA Australia could change to make you want to become a signatory? Not really, I believe that FPA Australia should not ask companies if they want to be a signatory, the companies should have to earn signatory status. If a company had to attain a certain standard to be a signatory and there was an auditing process, then I would be interested in being a signatory.

Signatory
• 8. It has been proven that consumers are more likely to buy a product from a company that they believe is credible, which can be done by use of a third party endorsement such as through use of the FPA Australia logo which demonstrates compliance to the Code. One benefit of being a signatory is that you are licensed to display the FPA
Australia logo. If you were a signatory, would you use the logo to demonstrate that your company is Code compliant? **No.** We **would not use the logo** because FPA Australia only worries about money. Any company could pay the membership fee and be able to use the logo. The logo is therefore not credible. Also FPA Australia does not have an auditing process in place to ensure that companies are performing to a high standard. Our company uses more credible logos, such as the American Bureau of Shipping and ISO 9000.

- **8a3.** If you were a signatory and you saw other companies using the logo, would you use it too? **No.** If more companies were using the logo, I would **definitely not use it.** FPA Australia sell the logo to any company that wants it, so the logo is not credible. An auditing process needs to be developed.

**Educational Material**

- **9.** Would educational material about the Code of Practice, the Code compliancy logo, and their uses be helpful for your company? **No.**
  - **9a.** Would it be helpful to know the benefits to being a signatory? **No.** What does it mean to be a signatory? FPA Australia **should not ask companies** if they want to be a signatory, the companies should have to earn signatory status.
  - **9b.** Do you have any recommendations on how to increase people’s knowledge about the Code of Practice and logo usage? **FPA Australia should have affordable lectures, meaning lectures that cost between $75 and $200.**

- **10.** What other type of information should be included in this material? **FPA Australia should monitor companies’ compliance with the Code of Practice and they should publish a list of companies that meet the standard of the Code and companies that fail to meet the standard.** The list could be included in the educational material. **Further more companies that fail to meet the standard should have their membership suspended for 5 years.**
  - **10a.** What form would you prefer to have this information presented to you? **Email.**

- **11.** After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness? **Yes.**
Appendix D  Follow-Up Interviews

The phone questionnaire will be conducted in a semi-structured manner. This style will allow for feedback on the effectiveness of the material in areas such as content and aesthetics. For more information about the follow-up interviews and how they will be performed, see Section 3.4.

D.1 Follow-Up Interview

Interview:
Member Type:
Questionnaire Date:
Questionnaire Time:
Interviewer:
Scribe:

Summary

Questions

Contents
The first questions are open ended; please feel free to offer your opinions about the educational material.

1. What new information did you learn from this material?
2. If a signatory: Will the information in this material affect your company’s use of the Code compliant logo?
   a. Which examples of the places to use the logo were you unaware of before?
   b. Will you use the logo more as a result of this material? If so, where?
3. If a non-signatory: What in this material makes you want to become a signatory?
4. What additional information should be added to this material?
5. Is there anything in the material that is unclear to you?

Please respond to the next statements with strongly disagree, disagree, agree, or strongly agree.

5. This material is helpful to my company.
6. This material is easy to understand.
7. The length of this material is appropriate.
8. This material is visually appealing.

Presentation of the material
The last series of questions addresses the presentation of the educational material. These questions are open ended.

Pamphlet
9. Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an email?
10. If you received this pamphlet in the mail, what would you do with it after you had read it?
   a. Would you distribute it to the employees of your company?
      i. If so, who would you give it to and for what reason?
   b. Would you show it to your consumers?
      i. If so, how?

Webpage
11. Have you had a chance to look at the webpage containing educational information about the Code of Practice?
   a. If no: Could you please look at it? The address is http://users.wpi.edu/~atruedau/fpaa/
12. Would you access a webpage if you had questions about the Code?
13. Would you be more likely to access a webpage similar to this if it was linked to the FPA Australia homepage?
14. Have you had a get a chance to look at the video clip on the website?
   a. If no, could you please take a few moments to view it?
15. Do you think it was beneficial having the video clip on the website?
16. Does having the video clip help you to understand the webpage’s contents further?
17. By having the video clip, does it make you more likely to read the webpage?
18. Once you learned about this webpage, how would you utilize it afterward?
   a. Would you tell the employees of your company about it?
      i. If so, who would you tell to and for what reason?
   b. Would you tell your consumers about the webpage?
      i. If so, how would inform them about it?
   c. Would you reference the URL for this webpage in any of your documents or on your website?

Preferences
19. Which form of the educational material would you be more likely to view as an initial guide in order to learn about the Code of Practice: the pamphlet or webpage?
20. If you had a question about the Code of Practice, which form of the educational material would you be more likely reference in order to find the answer: the pamphlet or webpage?
21. If a consumer had a question about the Code of Practice, would you rather refer them to a pamphlet or a webpage?
22. Was there anything about the pamphlet version that you preferred over the website version? Is so, what?
23. Was there anything about the website version that you preferred over the pamphlet version? If so, what?
**D.2 Follow-Up Interview Transcripts**

Interview: 01  
Member Type: Non-Signatory Provider – Corporate Silver  
Questionnaire Date: 23 April 2007  
Questionnaire Time: 01:30 pm  
Interviewer: Andrea Hevey  
Scribe: Allison Elder

**Summary**  
This company was a non-signatory. The educational material raised more questions for them about whether they should sign the Code. They thought the material was easy to understand and the right length and would prefer it in the PDF form. They might show the material to certain employees but only consumers if they asked.

**Questions**  
**Contents**  
The first questions are open ended; please feel free to offer your opinions about the educational material.

1. What new information did you learn from this material? *It made me go and read the Code of Practice. It also made me unsure of whether I should sign.*
2. What in this material makes you want to become a signatory? *I think it actually brought up more questions. I’m not sure whether it’s a good thing or a bad thing (the COP) because 90% of companies are small and I’m not sure it will promote goodwill and prevent disputes. We already have standards and best practices that people should follow. If it is that important, FPA should make it a requirement.*
3. What additional information should be added to this material? *No.*
4. Is there anything in the material that is unclear to you? *No.*

Please respond to the next statements with strongly disagree, disagree, agree, or strongly agree.

5. This material is helpful to my company. *Agree.*  
6. This material is easy to understand. *Agree.*  
7. The length of this material is appropriate. *Agree.*  
8. This material is visually appealing. *Agree.*

**Presentation of the material**  
The last series of questions addresses the presentation of the educational material. These questions are open ended.

**Pamphlet**

9. Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an email? *PDF.*  
10. If you received this pamphlet in the mail, what would you do with it after you had read it? *I would file it.*
   a. Would you distribute it to the employees of your company? *If it was appropriate, but I’m not sure it is. If it was a specific document like the COP I would.*
i. If so, who would you give it to and for what reason? **I would give it to my technicians, management staff, and directors.**
b. Would you show it to your consumers? **No.**

**Webpage**
11. Have you had a chance to look at the webpage containing educational information about the Code of Practice? **Yes.**
12. Would you access a webpage if you had questions about the Code? **Yes.**
13. Would you be more likely to access a webpage similar to this if it was linked to the FPA Australia homepage? **Yes because then I would know the link is there.**
14. Have you had a get a chance to look at the video clip on the website? **No.**
15. Do you think it was beneficial having the video clip on the website? **I think how to use the logo is clear in the Code. The video might be beneficial to some, but not to me.**
16. Does having the video clip help you to understand the webpage’s contents further? **No, if you don’t have the software it becomes a pain.**
17. By having the video clip, does it make you more likely to read the webpage? **No.**
18. Once you learned about this webpage, how would you utilize it afterward? **I would use it as a reference document.**
   a. Would you tell the employees of your company about it? **As before, only if it applied.**
      i. If so, who would you tell to and for what reason? **I would show it to my technicians and management.**
   b. Would you tell your consumers about the webpage? **Only if they asked what the Code referred to and what it was about.**
   c. Would you reference the URL for this webpage in any of your documents or on your website? **No.**

**Preferences**
19. Which form of the educational material would you be more likely to view as an initial guide in order to learn about the Code of Practice: the pamphlet or webpage? **Pamphlet.**
20. If you had a question about the Code of Practice, which form of the educational material would you be more likely reference in order to find the answer: the pamphlet or webpage? **Webpage.**
21. If a consumer had a question about the Code of Practice, would you rather refer them to a pamphlet or a webpage? **Webpage.**
22. Was there anything about the pamphlet version that you preferred over the website version? Is so, what? **The pamphlet is a bit easier to read.**
23. Was there anything about the website version that you preferred over the pamphlet version? If so, what? **Apart from having the different medium with the video, it might keep some people’s interest more. Not for me though.**

**Additional Comments**
Make sure you highlight the webpage in the email because it was just in normal text like the rest of the email.
Summary
This company was a non-signatory to the Code of Practice, but there wasn’t anything in
the material that would make them want to become a signatory. They thought it was
exactly what people in service work need and would give it to employees and certain
consumers. They preferred the website version over the pamphlet and liked the video
on the website.

Questions
Contents
The first questions are open ended; please feel free to offer your opinions about the
educational material.
1. What new information did you learn from this material? I didn’t learn anything that
I didn’t know already.
2. What in this material makes you want to become a signatory? Nothing really.
3. What additional information should be added to this material? No. It is probably
more designed for people in service work. It is exactly what is needed for people
dealing with the general public.
4. Is there anything in the material that is unclear to you? No.

Please respond to the next statements with strongly disagree, disagree, agree, or strongly
agree.
5. This material is helpful to my company. Strongly agree.
6. This material is easy to understand. Strongly agree.
7. The length of this material is appropriate. Agree.
8. This material is visually appealing. Agree.

Presentation of the material
The last series of questions addresses the presentation of the educational material. These
questions are open ended.
Pamphlet
9. Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an
email? PDF.
10. If you received this pamphlet in the mail, what would you do with it after you had
read it? I would probably store it or save it in a file.
   a. Would you distribute it to the employees of your company? Yes.
      i. If so, who would you give it to and for what reason? I would give it
to people who deal with the public and the customers to make
them aware of what we are.
   b. Would you show it to your consumers? Certain aspects, yes.
      i. If so, how? I would display the logo and show them the reasons for
our integrity.

Webpage
11. Have you had a chance to look at the webpage containing educational information about the Code of Practice? Yes, but I got interrupted watching the video. I think the video was good though because it is easier for some people if they are able to visualize things.

12. Would you access a webpage if you had questions about the Code? Yes.

13. Would you be more likely to access a webpage similar to this if it was linked to the FPA Australia homepage? Yes.

14. Have you had a get a chance to look at the video clip on the website? Yes.

15. Do you think it was beneficial having the video clip on the website? Yes.

16. Does having the video clip help you to understand the webpage’s contents further? Yes.

17. By having the video clip, does it make you more likely to read the webpage? I don’t know, possibly. Sometimes videos can give information quicker than reading it.

18. Once you learned about this webpage, how would you utilize it afterward? I would use it for research.
   a. Would you tell the employees of your company about it? Yes.
      i. If so, who would you tell to and for what reason? Same as before (question 10a-I would give it to people who deal with the public and the customers to make them aware of what we are.)
   b. Would you tell your consumers about the webpage? Yes.
      i. If so, how would inform them about it? It’s the same perspective as before (from question 10b certain aspects yes, I would display the logo and show them the reasons for our integrity)
   c. Would you reference the URL for this webpage in any of your documents or on your website? Possibly.

Preferences

19. Which form of the educational material would you be more likely to view as an initial guide in order to learn about the Code of Practice: the pamphlet or webpage? Webpage.

20. If you had a question about the Code of Practice, which form of the educational material would you be more likely reference in order to find the answer: the pamphlet or webpage? Webpage.

21. If a consumer had a question about the Code of Practice, would you rather refer them to a pamphlet or a webpage? It would depend. If they were there personally, I would give them the pamphlet. If it was on the phone I would direct them to the web.

22. Was there anything about the pamphlet version that you preferred over the website version? Is so, what? No.

23. Was there anything about the website version that you preferred over the pamphlet version? If so, what? No, only that the video was more informative.
Summary
This company was a signatory to the Code of Practice. They learned what it means to be a signatory form the educational material. They thought that the material was very helpful to their company and that it was very clear and easy to understand. This company prefers the webpage version of the educational material; they believe that it is easier to navigate than the pamphlet. Overall, their response to the material was positive.

Questions
Contents
The first questions are open ended; please feel free to offer your opinions about the educational material.
1. What new information did you learn from this material? I learned what it means to be a signatory.
2. Will the information in this material affect your company’s use of the Code compliant logo? No.
   a. Which examples of the places to use the logo were you unaware of before? No, not really. I was already familiar with this information.
   b. Will you use the logo more as a result of this material? If so, where? No, I don't think so.
3. What additional information should be added to this material? No, all the necessary information was well covered and the material was concise.
4. Is there anything in the material that is unclear to you? No, it was very clear.

Please respond to the next statements with strongly disagree, disagree, agree, or strongly agree.
5. This material is helpful to my company. Strongly agree.
6. This material is easy to understand. Strongly agree.
7. The length of this material is appropriate. Agree.
8. This material is visually appealing. Agree.

Presentation of the material
The last series of questions addresses the presentation of the educational material. These questions are open ended.

Pamphlet
9. Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an email? As a PDF file attached to an email.
10. If you received this pamphlet in the mail, what would you do with it after you had read it? File it.
   a. Would you distribute it to the employees of your company? If I believe it’s is relevant to them, I’d show my employees.
   b. Would you show it to your consumers? No.
Webpage
11. Have you had a chance to look at the webpage containing educational information about the Code of Practice? No
   a. If no: Could you please look at it? Yes.
12. Would you access a webpage if you had questions about the Code? Yes, if I had a question.
13. Would you be more likely to access a webpage similar to this if it was linked to the FPA Australia homepage? Yes, most definitely. It’d be a lot easier to access if it was linked to the homepage.
14. Have you had a get a chance to look at the video clip on the website? No.
   a. If no, could you please take a few moments to view it? No, I cannot view it, I do not have quick time.
15. Do you think it was beneficial having the video clip on the website? No, not for me. However I do think it is beneficial to have video clips for people who do not want to read all the words on the website.
16. Does having the video clip help you to understand the webpage’s contents further? No, not for me.
17. By having the video clip, does it make you more likely to read the webpage? No, not necessarily.
18. Once you learned about this webpage, how would you utilize it afterward? I would use it as a reference.
   a. Would you tell the employees of your company about it? Yes.
      i. If so, who would you tell to and for what reason? I would tell those who need to know about it.
   b. Would you tell your consumers about the webpage? Yes, I never though of it before, but I would.
      i. If so, how would inform them about it? Through email or word of mouth.
   c. Would you reference the URL for this webpage in any of your documents or on your website? No, but I would reference the URL for FPA Australia’s homepage on my website.

Preferences
19. Which form of the educational material would you be more likely to view as an initial guide in order to learn about the Code of Practice: the pamphlet or webpage? Webpage.
20. If you had a question about the Code of Practice, which form of the educational material would you be more likely reference in order to find the answer: the pamphlet or webpage? Webpage.
21. If a consumer had a question about the Code of Practice, would you rather refer them to a pamphlet or a webpage? Webpage.
22. Was there anything about the pamphlet version that you preferred over the website version? Is so, what? No.
23. Was there anything about the website version that you preferred over the pamphlet version? If so, what? The webpage was easier to navigate than the pamphlet.
Summary
This provider company is signatory to the Code of Practice. The educational material will not affect their use of the Compliant logo since it is already used to its fullest currently. They believed the material was clear and easy to understand and thought it was a good idea that the material was developed. They preferred the webpage overall to the pamphlet version of the educational material.

Questions

Contents
The first questions are open ended; please feel free to offer your opinions about the educational material.

1. What new information did you learn from this material? I have a better understanding of what you are doing.
2. Will the information in this material affect your company’s use of the Code compliant logo? No.
   a. Which examples of the places to use the logo were you unaware of before? There weren’t any.
   b. Will you use the logo more as a result of this material? If so, where? No, we use it to its fullest already.
3. What additional information should be added to this material? There isn’t any.
4. Is there anything in the material that is unclear to you? No, it was straightforward and easy to understand.

Please respond to the next statements with strongly disagree, disagree, agree, or strongly agree.

5. This material is helpful to my company. Agree
6. This material is easy to understand. Agree
7. The length of this material is appropriate. Agree
8. This material is visually appealing. Agree

Presentation of the material
The last series of questions addresses the presentation of the educational material. These questions are open ended.

Pamphlet

9. Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an email? PDF
10. If you received this pamphlet in the mail, what would you do with it after you had read it? File it.
   a. Would you distribute it to the employees of your company? Yes.
      i. If so, who would you give it to and for what reason? Everyone, at our company everyone looks over everything so that they are educated, then I would file it from there.
   b. Would you show it to your consumers? Not really.
Webpage
11. Have you had a chance to look at the webpage containing educational information about the Code of Practice? No.
12. Would you access a webpage if you had questions about the Code? Yes, definitely.
13. Would you be more likely to access a webpage similar to this if it was linked to the FPA Australia homepage? Yes.
14. Have you had a chance to look at the video clip on the website? No.
15. Do you think it was beneficial having the video clip on the website? Yes, the more information that is included, the better.
16. Does having the video clip help you to understand the webpage’s contents further? Yes, definitely.
17. By having the video clip, does it make you more likely to read the webpage? No.
18. Once you learned about this webpage, how would you utilize it afterward? I would reference it when I needed information.
   a. Would you tell the employees of your company about it? Yes.
      i. If so, who would you tell to and for what reason? I would tell everyone so that we are all on the same page.
   b. Would you tell your consumers about the webpage? Yes. If they look at it then it can make us look more professional.
      i. If so, how would inform them about it? I would mention it to them.
   c. Would you reference the URL for this webpage in any of your documents or on your website? Yes, maybe on our letterheads.

Preferences
19. Which form of the educational material would you be more likely to view as an initial guide in order to learn about the Code of Practice: the pamphlet or webpage? Webpage.
20. If you had a question about the Code of Practice, which form of the educational material would you be more likely reference in order to find the answer: the pamphlet or webpage? Webpage.
21. If a consumer had a question about the Code of Practice, would you rather refer them to a pamphlet or a webpage? Webpage.
22. Was there anything about the pamphlet version that you preferred over the website version? Is so, what? No.
23. Was there anything about the website version that you preferred over the pamphlet version? If so, what? No.

Additional Comments
I think it’s a good idea what you are doing.
Interview: 12  
Member Type: Signatory Provider – Corporate Silver  
Questionnaire Date: 23 April 2007  
Questionnaire Time: 01:40 pm  
Interviewer: Jessica Balesano  
Scribe: Alexander Trudeau

Summary
This company is a signatory provider of FPA Australia. The educational material helped them realize what the difference between being compliant and non-compliant meant, as well as what it means to be a signatory. They had not known that they were licensed to use the logo before the interview and material, therefore that part of the material was new. Additionally, they gave some suggestions on what could be modified in the material and they both felt as though the material was helpful and appealing. Although they both disagreed on which form of the material was preferred between them, both R and M agreed that there were positives to both the pamphlet and the website depending on what type of information was needed. Although they were unable to view the video, they also gave some feedback about its usefulness in general on a website.

Questions
Contents
The first questions are open ended; please feel free to offer your opinions about the educational material.

1. What new information did you learn from this material? The difference between being a compliant and non-compliant signatory. It is also enlightening of what it means to be a signatory. The first interview we had was very enlightening in itself, and if we hadn’t had it, all this material would be new to us.
   a. Which examples of the places to use the logo were you unaware of before? All of them, because we didn’t know we were even allowed to use it.
   b. Will you use the logo more as a result of this material? If so, where? We will have a look at where it is possible to use it and which ones benefit us most.
2. Will the information in this material affect your company’s use of the Code compliant logo? We will use the logo where we can in the near future. Before, we didn’t even know where we could use it.
3. What additional information should be added to this material? Nothing
4. Is there anything in the material that is unclear to you? No. However, if you have an anecdotal piece of information, such as your statistics, you either should take them out (because you do not want this to sound like a sales pitch, but rather as an informative pamphlet).

Please respond to the next statements with strongly disagree, disagree, agree, or strongly agree.

5. This material is helpful to my company. R: Agree. M: Agree
6. This material is easy to understand. R: Agree. M: Agree
7. The length of this material is appropriate. R: Agree. M: Agree
8. This material is visually appealing. R: Agree. M: Agree

Presentation of the material
The last series of questions addresses the presentation of the educational material. These questions are open ended.

**Pamphlet**

9. Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an email? M: *E-mail will be received and looked at, whereas a pamphlet may stay in my in pile for a while.* R: I will look at mail, whereas I will only spend a couple moments looking at my e-mail. In conclusion: both.

10. If you received this pamphlet in the mail, what would you do with it after you had read it? *It will end up on our coffee table for everyone to look at, and then we will file it with our other FPA Australia information.*
   a. Would you distribute it to the employees of your company? *Everyone will see the material because we have an open office policy.*
   i. If so, who would you give it to and for what reason? *Everybody. We want to make sure that they are not as ignorant about the Code of Practice as we were.*
   b. Would you show it to your consumers? *No, because consumers generally do not come into our office.*

**Webpage**

11. Have you had a chance to look at the webpage containing educational information about the Code of Practice? *No (They looked at it during the interview when asked)*

12. Would you access a webpage if you had questions about the Code? *We would probably go to the FPA Australia homepage and then assume to find this information from there.*

13. Would you be more likely to access a webpage similar to this if it was linked to the FPA Australia homepage? *Yes, we would expect it to be linked from there.*

14. Have you had a get a chance to look at the video clip on the website? *No, we cannot view it*

15. Do you think it was beneficial having the video clip on the website? *Without looking at the video, we do not have any comment. However, the target audience would most likely not need it.*

16. Does having the video clip help you to understand the webpage’s contents further? *No*

17. By having the video clip, does it make you more likely to read the webpage? *Depends on the information within the page. If there is test data with a video of the test, then it would be helpful to have the video. If it was more subjective information, then no.*

18. Once you learned about this webpage, how would you utilize it afterward? *We would probably do the same thing as the pamphlet, circulate the URL to staff and put it in our favorites in case we needed it. It would also probably make me want to read the Code of Practice to make me more aware.*
   a. Would you tell the employees of your company about it? *Yes, because we have an open office policy.*
   b. Would you tell your consumers about the webpage? *Probably not because we don’t have consumers which would benefit.*
   c. Would you reference the URL for this webpage in any of your documents or on your website? *Probably not, but possibly. Our website needs to be more developed and we would put a link in if we had a page on “Accredited Bodies and Standards.”*
Preferences
19. Which form of the educational material would you be more likely to view as an initial guide in order to learn about the Code of Practice: the pamphlet or webpage?
   Pamphlet because it’s prettier
20. If you had a question about the Code of Practice, which form of the educational material would you be more likely reference in order to find the answer: the pamphlet or webpage? Website because you can fit more on a webpage
21. If a consumer had a question about the Code of Practice, would you rather refer them to a pamphlet or a webpage? Website, although we would refer them to the FPA main site
22. Was there anything about the pamphlet version that you preferred over the website version? Is so, what? The pamphlet has a nicer formatting and layout. The text in the webpage is not very friendly.
23. Was there anything about the website version that you preferred over the pamphlet version? If so, what? It is just a general webpage and it is more accessible. It also has the link back to FPA Australia and the video.

Additional Comments
The website would benefit from a graphic designer, which is FPA Australia’s responsibility, although you’ve given them a good basis to work with.
Summary
This company was a signatory to the Code of Practice. They learned that they can use the logo on invoices and emails, and will probably use it there as a result of the material. They thought the pamphlet was better for initial information and the website was better as a reference and may put a link to the site on their website. Overall, their response to the material was positive.

Questions
Contents
The first questions are open ended; please feel free to offer your opinions about the educational material.
1. What new information did you learn from this material? I didn’t learn a lot because I knew it, apart from where you can get the COP on the website.
2. Will the information in this material affect your company’s use of the Code compliant logo? Yes.
   a. Which examples of the places to use the logo were you unaware of before? I didn’t realize I could use it on emails or invoices, I didn’t think of that.
   b. Will you use the logo more as a result of this material? If so, where? I will probably use it on emails and invoices now.
3. What additional information should be added to this material? It seems pretty good, so nothing really.
4. Is there anything in the material that is unclear to you? Just paragraph two on the first page. It is ambiguous for the part about whether it would be undesirable for the client or consultant. It isn’t clear which person it’s talking about.

Please respond to the next statements with strongly disagree, disagree, agree, or strongly agree.
5. This material is helpful to my company. Agree.
6. This material is easy to understand. Agree.
7. The length of this material is appropriate. Agree.
8. This material is visually appealing. Agree

Presentation of the material
The last series of questions addresses the presentation of the educational material. These questions are open ended.

Pamphlet
9. Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an email? PDF.
10. If you received this pamphlet in the mail, what would you do with it after you had read it? Honestly, I would probably put it in the rubbish bin.
   a. Would you distribute it to the employees of your company? I am the only person in my company.
b. Would you show it to your consumers? I probably wouldn’t give it to consumers but I would mention that I am bound by the Code and explain it to them.

Webpage
11. Have you had a chance to look at the webpage containing educational information about the Code of Practice? No.
   a. Could you please look at it? Yes.
12. Would you access a webpage if you had questions about the Code? Yes, now that I know its there.
13. Would you be more likely to access a webpage similar to this if it was linked to the FPA Australia homepage? Yes, certainly if they had it on the homepage.
14. Have you had a get a chance to look at the video clip on the website? No.
   a. Could you please take a few moments to view it? Yes.
15. Do you think it was beneficial having the video clip on the website? Yes.
16. Does having the video clip help you to understand the webpage’s contents further? No, because the detail on the website is already appropriate, but it reinforces it.
17. By having the video clip, does it make you more likely to read the webpage? It makes it more interesting.
18. Once you learned about this webpage, how would you utilize it afterward? If I had questions I would go to it or I would direct people who wanted more information to it. I would probably put a link on my website.
   a. Would you tell the employees of your company about it? I don’t have employees.
   b. Would you tell your consumers about the webpage? Yes.
      i. If so, how would inform them about it? I would put it on my website (question 18)
   c. Would you reference the URL for this webpage in any of your documents or on your website? Yes. (See question 18 above)

Preferences
19. Which form of the educational material would you be more likely to view as an initial guide in order to learn about the Code of Practice: the pamphlet or webpage? Pamphlet.
20. If you had a question about the Code of Practice, which form of the educational material would you be more likely reference in order to find the answer: the pamphlet or webpage? Webpage.
21. If a consumer had a question about the Code of Practice, would you rather refer them to a pamphlet or a webpage? Webpage.
22. Was there anything about the pamphlet version that you preferred over the website version? Is so, what? Not really. If I got it in the mail first up, I would read it, but for further information I would use the web.
23. Was there anything about the website version that you preferred over the pamphlet version? If so, what? It is easy to access.
Interview: 15
Member Type: Signatory Provider – Corporate Silver
Questionnaire Date: 23 April 2007
Questionnaire Time: 05:05 pm
Interviewer: Jessica Balesano
Scribe: Alexander Trudeau

**Summary**
This member was a signatory provider of FPA Australia. Being a member of FPA Australia’s State Committee, they already knew a lot about the Code of Practice and Logo usage, therefore they did not learn anything new. However, they did find the educational material very helpful and appealing and they would link to the website from their website, as well as let their employees and consumers know about the material. Although the video on the website was helpful for the website, it did not help them to understand the website better. They also liked the website more than the pamphlet, and they would rather refer to the former over the latter.

**Questions**

*Contents*
The first questions are open ended; please feel free to offer your opinions about the educational material.

1. What new information did you learn from this material? **Nothing**
2. Will the information in this material affect your company’s use of the Code compliant logo? **No**
   a. Which examples of the places to use the logo were you unaware of before? **No**
   b. Will you use the logo more as a result of this material? If so, where? **No**
3. What additional information should be added to this material? **No**
4. Is there anything in the material that is unclear to you? **Nope**

Please respond to the next statements with strongly disagree, disagree, agree, or strongly agree.

5. This material is helpful to my company. **Strongly Agree**
6. This material is easy to understand. **Strongly Agree**
7. The length of this material is appropriate. **Strongly Agree**
8. This material is visually appealing. **Strongly Agree**

*Presentation of the material*
The last series of questions addresses the presentation of the educational material. These questions are open ended.

*Pamphlet*
9. Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an email? **PDF**
10. If you received this pamphlet in the mail, what would you do with it after you had read it? **We would distribute it to our staff**
   a. Would you distribute it to the employees of your company? **Yes**
      i. If so, who would you give it to and for what reason? **All employees so they understand what a signatory does**
   b. Would you show it to your consumers? **Yes**
      i. If so, how? **We would put a link to it on our website**
Webpage
11. Have you had a chance to look at the webpage containing educational information about the Code of Practice? Yes
12. Would you access a webpage if you had questions about the Code? Yes
13. Would you be more likely to access a webpage similar to this if it was linked to the FPA Australia homepage? Yes
14. Have you had a chance to look at the video clip on the website? Yes
15. Do you think it was beneficial having the video clip on the website? Yes
16. Does having the video clip help you to understand the webpage’s contents further? Not Really
17. By having the video clip, does it make you more likely to read the webpage? Yes
18. Once you learned about this webpage, how would you utilize it afterward? I would put a link to it on our website
   a. Would you tell the employees of your company about it? Yes
      i. If so, who would you tell to and for what reason? All employees so they understand what a signatory does
   b. Would you tell your consumers about the webpage? Yes
      i. If so, how would inform them about it? We would put a link to it on our website
   c. Would you reference the URL for this webpage in any of your documents or on your website? Yes

Preferences
19. Which form of the educational material would you be more likely to view as an initial guide in order to learn about the Code of Practice: the pamphlet or webpage? Website
20. If you had a question about the Code of Practice, which form of the educational material would you be more likely reference in order to find the answer: the pamphlet or webpage? Website
21. If a consumer had a question about the Code of Practice, would you rather refer them to a pamphlet or a webpage? Website
22. Was there anything about the pamphlet version that you preferred over the website version? Is so, what? No
23. Was there anything about the website version that you preferred over the pamphlet version? If so, what? It is guaranteed to be the most up-to-date version

Additional Comments
I already know a lot of information about the Code of Practice and FPA Australia, which is why I did not give in depth answers.
Summary
This user was a signatory provider of FPA Australia. They did not learn anything new from the material, however they obtained a renewed interest of FPA Australia, the Code and the Logo from it. They had a suggestion of something that can be added to the material and felt that the material contained good content and was appealing. They would like to receive the material electronically, and would prefer a website more than a pamphlet. They would also distribute the material to their employees if they received it.

Questions
Contents
The first questions are open ended; please feel free to offer your opinions about the educational material.
1. What new information did you learn from this material? Nothing. This summed up what I already knew was there
2. Will the information in this material affect your company’s use of the Code compliant logo? No, but we have a renewed interest in the logo.
   a. Which examples of the places to use the logo were you unaware of before? None. However, it renewed interest with us.
   b. Will you use the logo more as a result of this material? If so, where? No, but we are aware of where we can use it again.
3. What additional information should be added to this material? A bullet point in the logo usage section for quotations.
4. Is there anything in the material that is unclear to you? No

Please respond to the next statements with strongly disagree, disagree, agree, or strongly agree.
5. This material is helpful to my company. Agree
6. This material is easy to understand. Agree
7. The length of this material is appropriate. Agree
8. This material is visually appealing. Agree. Certain areas are more appealing than others.

Presentation of the material
The last series of questions addresses the presentation of the educational material. These questions are open ended.
Pamphlet
9. Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an email? E-mail
10. If you received this pamphlet in the mail, what would you do with it after you had read it? File it
   a. Would you distribute it to the employees of your company? Yes
i. If so, who would you give it to and for what reason? My employees to make sure they are aware of the Code via a staff meeting or something similar.

b. Would you show it to your consumers? Yes
   i. If so, how? If consumers have questions about FPA Australia and the Code

Webpage
12. Would you access a webpage if you had questions about the Code? We may use it and include it on our website
18. Once you learned about this webpage, how would you utilize it afterward? I would file it.
   a. Would you tell the employees of your company about it? Yes
      i. If so, who would you tell to and for what reason? Same people that I specified earlier.
   b. Would you tell your consumers about the webpage? I would use it to remind my consumers about the Code.

Preferences
19. Which form of the educational material would you be more likely to view as an initial guide in order to learn about the Code of Practice: the pamphlet or webpage? Website
20. If you had a question about the Code of Practice, which form of the educational material would you be more likely reference in order to find the answer: the pamphlet or webpage? Website
21. If a consumer had a question about the Code of Practice, would you rather refer them to a pamphlet or a webpage? Both, it depends on the situation.
Summary
This member was a signatory provider of FPA Australia. They did not learn anything new from the educational material and will not use the logo more because of it. They believed the material’s content was good and that it was appealing. They would like the material to be sent to them via e-mail and would not show it to their employees. They liked the website, although they were unable to view the video. They would only visit it, however, when they needed to because of a question, and would not view it otherwise.

Questions
Contents
The first questions are open ended; please feel free to offer your opinions about the educational material.
1. What new information did you learn from this material? I just realized that I have to read the Code of Practice. Other than that, nothing.
2. Will the information in this material affect your company’s use of the Code compliant logo? Probably not because our company is small
   a. Which examples of the places to use the logo were you unaware of before? None
   b. Will you use the logo more as a result of this material? If so, where? We would be more interested about using the logo, but we don’t need to because of the small industry and company
3. What additional information should be added to this material? Nothing
4. Is there anything in the material that is unclear to you? No

Please respond to the next statements with strongly disagree, disagree, agree, or strongly agree.
5. This material is helpful to my company. Agree
6. This material is easy to understand. Agree
7. The length of this material is appropriate. Agree
8. This material is visually appealing. Agree

Presentation of the material
The last series of questions addresses the presentation of the educational material. These questions are open ended.
Pamphlet
9. Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an email? PDF
10. If you received this pamphlet in the mail, what would you do with it after you had read it? I would file it on my computer
    a. Would you distribute it to the employees of your company? No
    b. Would you show it to your consumers? Yes
i. If so, how? I would let them know we were members of FPA Australia and I would show them this material if they asked about the Code of Practice

Webpage
11. Have you had a chance to look at the webpage containing educational information about the Code of Practice? No (Looked at it when we brought it up)
12. Would you access a webpage if you had questions about the Code? Yes
13. Would you be more likely to access a webpage similar to this if it was linked to the FPA Australia homepage? Yes
14. Have you had a chance to look at the video clip on the website? I cannot play it (Does not have QuickTime)
15. Do you think it was beneficial having the video clip on the website? Yes
16. Does having the video clip help you to understand the webpage’s contents further? Yes
17. By having the video clip, does it make you more likely to read the webpage? Probably, yes
18. Once you learned about this webpage, how would you utilize it afterward? I probably wouldn’t visit it until I had a question, then I would look to find an answer
   a. Would you tell the employees of your company about it? No
   b. Would you tell your consumers about the webpage? No
   c. Would you reference the URL for this webpage in any of your documents or on your website? Yes

Preferences
19. Which form of the educational material would you be more likely to view as an initial guide in order to learn about the Code of Practice: the pamphlet or webpage?
   Pamphlet
20. If you had a question about the Code of Practice, which form of the educational material would you be more likely reference in order to find the answer: the pamphlet or webpage? Webpage
21. If a consumer had a question about the Code of Practice, would you rather refer them to a pamphlet or a webpage? Pamphlet (Distributed as PDF)
22. Was there anything about the pamphlet version that you preferred over the website version? Is so, what? I have not been able to compare the two materials presently.
23. Was there anything about the website version that you preferred over the pamphlet version? If so, what? I have not been able to compare the two materials presently.
Summary
This company was a non-signatory of the Code of Practice. They learned a lot of information about the Code of Practice and the benefits of being a signatory to the Code, including the licensed use of the logo. They also liked the actions that could be taken against non-compliant members of FPA Australia. This interviewed company provided the project group with a lot of positive feedback about the educational material that was created. Specifically, the company provided the group with a couple of suggestions on small pieces of information that could be used to add to the material created.

Questions
Contents
The first questions are open ended; please feel free to offer your opinions about the educational material.

1. What new information did you learn from this material? I learned where I could find the Code of Practice, although I’m sure I could have just searched FPA Australia’s website for it. I also learned some benefits of being a signatory, and that my company can use a different logo if the company is a signatory. Also, I learned how to become a signatory, specifically how often I have to sign the form. It was nice to see actions that can be taken against non-compliant signatories.

2. What in this material makes you want to become a signatory? I’m not sure if the Code applies to me because it’s for the installation and maintenance of fire protection equipment, which my company does not do. I would if the Code were applicable to me. (After being told that all corporate members can be a signatory to the Code, the contact stated that he would want to become a signatory)

3. What additional information should be added to this material? I cannot think of anything big. My only suggestion is to have a date or revision number on the material so people will know how current the material is.

4. Is there anything in the material that is unclear to you? No, everything is written well.

Please respond to the next statements with strongly disagree, disagree, agree, or strongly agree.

5. This material is helpful to my company. Agree
6. This material is easy to understand. Strongly Agree
7. The length of this material is appropriate. Agree
8. This material is visually appealing. Agree

Presentation of the material
The last series of questions addresses the presentation of the educational material. These questions are open ended.
Pamphlet
9. Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an email? **PDF file in my e-mail**

10. If you received this pamphlet in the mail, what would you do with it after you had read it? If I received it as paper, I would either file it with my membership information, or I would throw it away. If I received it as an e-mail, I would file it with my other e-mails or print out a copy to file with my membership information.
   
   a. Would you distribute it to the employees of your company? **Probably not. I would make them aware that our company can use a different logo and explain what that means.**
   
   b. Would you show it to your consumers? **Only if they asked me what it meant to be a member of FPA Australia, for situations where they might see the logo and want to know more. Otherwise, I would not.**

**Webpage**

11. Have you had a chance to look at the webpage containing educational information about the Code of Practice? **Yes**

12. Would you access a webpage if you had questions about the Code? **Yes**

13. Would you be more likely to access a webpage similar to this if it was linked to the FPA Australia homepage? **Yes**

14. Have you had a get a chance to look at the video clip on the website? **No, I was unable to load the video.**

15. Do you think it was beneficial having the video clip on the website? **It’s certainly not a bad thing. However, just be sure to make sure that the video does not automatically run, so that user chooses if they would like to view it or not.**

16. By having the video clip, does it make you more likely to read the webpage? **Not particularly**

18. Once you learned about this webpage, how would you utilize it afterward? **I would save it to my favorites and then access it if I needed any clarification about the Code.**

   a. Would you tell the employees of your company about it? **Probably not unless they had a query about the Code, but they would most likely ask me instead.**
   
   b. Would you tell your consumers about the webpage? **As I said before, only if they asked me what it meant to be a member of FPA Australia.**
   
   c. Would you reference the URL for this webpage in any of your documents or on your website? **Not on our website because our company has a policy not to link to other websites. We would probably only use the FPA Australia logo on our documents, not a link to this website.**

**Preferences**

19. Which form of the educational material would you be more likely to view as an initial guide in order to learn about the Code of Practice: the pamphlet or webpage? **Webpage**

20. If you had a question about the Code of Practice, which form of the educational material would you be more likely reference in order to find the answer: the pamphlet or webpage? **Webpage**

21. If a consumer had a question about the Code of Practice, would you rather refer them to a pamphlet or a webpage? **Webpage**
22. Was there anything about the pamphlet version that you preferred over the website version? Is so, what? **The format looks better on the pamphlet. Also, the image is on the top of each page of the pamphlet, whereas it’s only on the top of the webpage.**
23. Was there anything about the website version that you preferred over the pamphlet version? If so, what? **No**
Summary
This member was a signatory provider to the Code. They liked the educational material, although they already knew the information included within the material. They also gave the project group some ideas about what could be changed in the material. When it came to asking about the website, this member is not a fan of the Internet, therefore they did not view it.

Questions
Contents
The first questions are open ended; please feel free to offer your opinions about the educational material.

1. What new information did you learn from this material? Nothing that I didn’t already know.
2. Will the information in this material affect your company’s use of the Code compliant logo? No
   a. Which examples of the places to use the logo were you unaware of before? No
3. What additional information should be added to this material? Nothing. However, you made a comment stating that being a signatory may increase profits. Profits are based on a lot of different things, so it may be good to
4. Is there anything in the material that is unclear to you? It was fairly well done and presented.

Please respond to the next statements with strongly disagree, disagree, agree, or strongly agree.
5. This material is helpful to my company. Neutral, but leaning to Agree
6. This material is easy to understand. Strongly Agree
7. The length of this material is appropriate. Strongly Agree
8. This material is visually appealing. Neutral, but leaning to Agree. It doesn’t really appeal to me, but I have different tastes.

Presentation of the material
The last series of questions addresses the presentation of the educational material. These questions are open ended.

Pamphlet
9. Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an email? Mail, because I’m not a huge fan of e-mail
10. If you received this pamphlet in the mail, what would you do with it after you had read it? If it were good enough, I would ask for more copies in order to give or show the material to customers if they ask about FPA Australia.
   a. Would you distribute it to the employees of your company? Yes
   i. If so, who would you give it to and for what reason? My employees just so they can give it to customers.
b. Would you show it to your consumers? **Yes, in case they have questions about FPA Australia**
   i. If so, how? **I would give it to my clients if they have a question about FPA Australia**

**Webpage**
11. Have you had a chance to look at the webpage containing educational information about the Code of Practice? **No. I’m not a big fan of the Internet.**
12. Would you access a webpage if you had questions about the Code? **No**
13. Would you be more likely to access a webpage similar to this if it was linked to the FPA Australia homepage? **Yes**
14. Have you had a chance to look at the video clip on the website? **No**
15. Do you think it was beneficial having the video clip on the website? **Because I haven’t viewed the video, no.**
16. By having the video clip, does it make you more likely to read the webpage? **It makes viewing a webpage easier**
17. Once you learned about this webpage, how would you utilize it afterward? **I wouldn’t**
   a. Would you tell the employees of your company about it? **No**
   b. Would you tell your consumers about the webpage? **No**
   c. Would you reference the URL for this webpage in any of your documents or on your website? **No**

**Preferences**
19. Which form of the educational material would you be more likely to view as an initial guide in order to learn about the Code of Practice: the pamphlet or webpage? **Pamphlet**
20. If you had a question about the Code of Practice, which form of the educational material would you be more likely reference in order to find the answer: the pamphlet or webpage? **Pamphlet**

**Additional Comments**
Even with this educational material, being Code of Practice compliant doesn’t mean anything because it doesn’t have any credibility in the fire industry. FPA Australia needs to focus on having an auditing system before focusing on educating members.
Summary
This member was a non-signatory provider of FPA Australia. They did not learn too much information from the material, however they did like the material and found it appealing. They would much rather receive the material electronically and would show their employees. They also would not view the website very often; once per year at the most when resigning the Code of Practice. However, they would also prefer to view the website over the pamphlet for any information.

Questions
Contents
The first questions are open ended; please feel free to offer your opinions about the educational material.
1. What new information did you learn from this material? Not too much, although I have never seriously looked at the Code of Practice. It pretty much all seems like common sense.
2. What in this material makes you want to become a signatory? If one becomes a member, they should also adhere to the Code of Practice. Knowing the benefits of being a signatory helps, but it is not relevant to our company.
3. What additional information should be added to this material? Nothing. This is very well done.
4. Is there anything in the material that is unclear to you? No

Please respond to the next statements with strongly disagree, disagree, agree, or strongly agree.
5. This material is helpful to my company. Agree
6. This material is easy to understand. Agree
7. The length of this material is appropriate. Agree
8. This material is visually appealing. Agree

Presentation of the material
The last series of questions addresses the presentation of the educational material. These questions are open ended.

Pamphlet
9. Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an email? PDF
10. If you received this pamphlet in the mail, what would you do with it after you had read it? I would store it electronically
   a. Would you distribute it to the employees of your company? Yes
      i. If so, who would you give it to and for what reason? To make them aware of the Code
   b. Would you show it to your consumers? No

Webpage
11. Have you had a chance to look at the webpage containing educational information about the Code of Practice? **No, I cannot view it right now due to time constrictions**

12. Would you access a webpage if you had questions about the Code? **Not through my own initiative**

13. Would you be more likely to access a webpage similar to this if it was linked to the FPA Australia homepage? **No**

14. Do you think it was beneficial having the video clip on the website? **Yes, a video is always good**

15. Does having the video clip help you to understand the webpage’s contents further? **Possibly, although I would have to see it to be sure if it would be helpful or not**

16. By having the video clip, does it make you more likely to read the webpage? **Probably**

17. Once you learned about this webpage, how would you utilize it afterward? **I wouldn’t look at it very often (only once per year when resigning the Code)**
   a. Would you tell the employees of your company about it? **Probably not**
   b. Would you tell your consumers about the webpage? **No**
   c. Would you reference the URL for this webpage in any of your documents or on your website? **Yes, possibly. I believe I already link to FPA Australia**

**Preferences**

19. Which form of the educational material would you be more likely to view as an initial guide in order to learn about the Code of Practice: the pamphlet or webpage? **Website**

20. If you had a question about the Code of Practice, which form of the educational material would you be more likely reference in order to find the answer: the pamphlet or webpage? **Website**

21. If a consumer had a question about the Code of Practice, would you rather refer them to a pamphlet or a webpage? **Website**

22. Was there anything about the pamphlet version that you preferred over the website version? **Is so, what? Not really**

23. Was there anything about the website version that you preferred over the pamphlet version? If so, what? **I would prefer the webpage.**

**Additional Comments**

This material made us aware of something we didn’t know much about because you put emphasis on it.
Summary
This company is a signatory to the Code of Practice. They prefer the pamphlet version of the educational material, but also like and would use the website. They thought it was helpful and that the length was appropriate. They would distribute it to employees and liked the video.

Questions
Contents
The first questions are open ended; please feel free to offer your opinions about the educational material.

1. What new information did you learn from this material? I learned little bits of the research you did like the statistics about 90% of consumers etc.
2. Will the information in this material affect your company’s use of the Code compliant logo? We don’t use the logo because we are multidiscipline and fire is only a small bit of that, so no.
   a. Which examples of the places to use the logo were you unaware of before? I was aware of all of them.
   b. Will you use the logo more as a result of this material? If so, where? N/A
3. What additional information should be added to this material? I think it’s good as is. It has a good balance between the information and the readability.
4. Is there anything in the material that is unclear to you? No.

Please respond to the next statements with strongly disagree, disagree, agree, or strongly agree.

5. This material is helpful to my company. Strongly agree.
6. This material is easy to understand. Strongly agree.
7. The length of this material is appropriate. Strongly agree.
8. This material is visually appealing. Strongly agree.

Presentation of the material
The last series of questions addresses the presentation of the educational material. These questions are open ended.

Pamphlet

9. Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an email? I would prefer a hardcopy through the mail. It is better at teaching people. The most effective way overall would be having someone actually go and teach people, though.
10. If you received this pamphlet in the mail, what would you do with it after you had read it? I would put it in my FPAA file.
   a. Would you distribute it to the employees of your company? Yes, I would give it to the fire engineers.
      i. If so, who would you give it to and for what reason? The fire engineers because it is relevant.
b. Would you show it to your consumers? **I would probably give it to some of the equipment and suppliers that we use.**

**Webpage**

11. Have you had a chance to look at the webpage containing educational information about the Code of Practice? **Yes.**
12. Would you access a webpage if you had questions about the Code? **Yes.**
13. Would you be more likely to access a webpage similar to this if it was linked to the FPA Australia homepage? **Yes.**
14. Have you had a get a chance to look at the video clip on the website? **Yes.**
15. Do you think it was beneficial having the video clip on the website? **Yes.**
16. Does having the video clip help you to understand the webpage’s contents further? **Yes.**
17. By having the video clip, does it make you more likely to read the webpage? **Yes.**
18. Once you learned about this webpage, how would you utilize it afterward? **I would use it to go back to.**
   a. Would you tell the employees of your company about it? **Yes.**
      i. If so, who would you tell to and for what reason? **I would show it to the employees so they could find companies who signed the Code of Practice.**
   b. Would you tell your consumers about the webpage? **Yes.**
      i. If so, how would inform them about it? **I would probably email them a link.**
   c. Would you reference the URL for this webpage in any of your documents or on your website? **No because we are a multidiscipline company.**

**Preferences**

19. Which form of the educational material would you be more likely to view as an initial guide in order to learn about the Code of Practice: the pamphlet or webpage? **Pamphlet.**
20. If you had a question about the Code of Practice, which form of the educational material would you be more likely reference in order to find the answer: the pamphlet or webpage? **I would use either depending on if I had the pamphlet in front of me.**
21. If a consumer had a question about the Code of Practice, would you rather refer them to a pamphlet or a webpage? **Webpage.**
22. Was there anything about the pamphlet version that you preferred over the website version? Is so, what? **The pamphlet is easier to see the whole thing and you can jump around and read it.**
23. Was there anything about the website version that you preferred over the pamphlet version? If so, what? **The website has the video.**

**Additional Comments**

We should probably have the video professionally made since we are a professional company.
Summary
This member was a signatory user of FPA Australia. They believe that the material and the website are very well made, although they did not learn much from it. They agreed to the statements made about the content and appeal of the material and would prefer it as a PDF file in e-mail because it’s easier to distribute to people. They would choose a hard copy (pamphlet version) of the material when referring to it in the future.

Questions
Contents
The first questions are open ended; please feel free to offer your opinions about the educational material.

1. What new information did you learn from this material? It shows that FPA Australia is committed to the work that they are doing and they are assuring that companies are providing the best product. However, I didn’t learn anything new.

2. Will the information in this material affect your company’s use of the Code compliant logo? We use the logo already and are happy doing so.
   a. Which examples of the places to use the logo were you unaware of before? I received an information pack last year describing the places where the logo could be used, so I knew most of these already. I didn’t know about company vehicles though.
   b. Will you use the logo more as a result of this material? If so, where? I already use it on my documentation and business cards, and the company does not have its own vehicle, so no.

3. What additional information should be added to this material? Nothing, The material covered pretty much everything.

4. Is there anything in the material that is unclear to you? No.

Please respond to the next statements with strongly disagree, disagree, agree, or strongly agree.

5. This material is helpful to my company. Agree
6. This material is easy to understand. Agree
7. The length of this material is appropriate. Agree
8. This material is visually appealing. Agree

Presentation of the material
The last series of questions addresses the presentation of the educational material. These questions are open ended.

Pamphlet

9. Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an email? E-mail because it’s easier to distribute. However, I am pleased receiving it either way.
10. If you received this pamphlet in the mail, what would you do with it after you had read it? I would distribute it to employees.
   a. Would you distribute it to the employees of your company? Yes
      i. If so, who would you give it to and for what reason? My Sales team, which sells fire units. Also, my engineers. This would be to keep them all up-to-date.
   b. Would you show it to your consumers? Yes, but only if they asked specific questions about the specific areas of the Code.

Webpage
11. Have you had a chance to look at the webpage containing educational information about the Code of Practice? Yes, I have.
12. Would you access a webpage if you had questions about the Code? Yes, however, I don’t think that questions that could be asked are specific enough for the Code. So yes and no.
13. Would you be more likely to access a webpage similar to this if it was linked to the FPA Australia homepage? Yes.
14. Have you had a chance to look at the video clip on the website? Yes
15. Do you think it was beneficial having the video clip on the website? Yes. I’ve been in the fire industry for five years, so I already know about things within the video. However, for someone that doesn’t know, it would be good for him or her.
16. Does having the video clip help you to understand the webpage’s contents further? It makes no difference to me.
17. By having the video clip, does it make you more likely to read the webpage? No, not for me.
18. Once you learned about this webpage, how would you utilize it afterward? I would make a link to it on my computer, and as enquiries come, I would refer to the website.
   a. Would you tell the employees of your company about it? Yes
      i. If so, who would you tell to and for what reason? Same people as I stated earlier.
   b. Would you tell your consumers about the webpage? No, because I do not see a need to.
   c. Would you reference the URL for this webpage in any of your documents or on your website? I could, I believe that’s a good idea.

Preferences
19. Which form of the educational material would you be more likely to view as an initial guide in order to learn about the Code of Practice: the pamphlet or webpage? Pamphlet
20. If you had a question about the Code of Practice, which form of the educational material would you be more likely reference in order to find the answer: the pamphlet or webpage? Pamphlet
21. If a consumer had a question about the Code of Practice, would you rather refer them to a pamphlet or a webpage? It depends on what material they had. If they had a pamphlet, I would refer them to the specific page and section in the material. However, if they only had access to the webpage, I would refer them to that.
22. Was there anything about the pamphlet version that you preferred over the website version? Is so, what? The pamphlet is easier to access for me because I know
where the specific sections are and I know where to go. I have access to
Australian Standards on the web, but I always refer to the hard copy first.

23. Was there anything about the website version that you preferred over the pamphlet version? If so, what? No, not really.
Interview: 26
Member Type: Signatory Provider – Corporate Member
Questionnaire Date: 17 April 2007
Questionnaire Time: 01:25pm
Interviewer: Jessica Balesano
Scribe: Allison Elder

Summary
This company is a signatory to the Code of Practice and a provider of fire services. In reaction to the educational material, they preferred the website version and would link to it on their website and would show it to certain consumers. They didn’t really learn too much about the Code because they were already aware of most of it, but they thought it will help other members.

Questions
Contents
The first questions are open ended; please feel free to offer your opinions about the educational material.

1. What new information did you learn from this material? I wasn’t aware of the conditions of tender in the Code. Also, the consumer studies, I thought they were good for convincing people.

2. Will the information in this material affect your company’s use of the Code compliant logo? No.
   a. Which examples of the places to use the logo were you unaware of before? I wasn’t aware of telephone directories, yellow pages, or using them in the newspapers. I also hadn’t thought of invoices before, which I wouldn’t be bothered with using.
   b. Will you use the logo more as a result of this material? If so, where? I pretty well use it. I haven’t used it in emails, but I guess I could. I just can’t even seem to get my own in those though.

3. What additional information should be added to this material? I guess it’s just the same as I said last time about making the compliant logo look different than the others. Also, the Code of Practice is similar to business ethics; it could come under the signatory side maybe? I can’t think of the word right now, but it has to do with N-Ron.

4. Is there anything in the material that is unclear to you? I don’t think so. I’m surprised that there are so few complaints, but I guess it has to do with consumer awareness.

Please respond to the next statements with strongly disagree, disagree, agree, or strongly agree.

5. This material is helpful to my company. Agree.
6. This material is easy to understand. Agree.
7. The length of this material is appropriate. Agree.
8. This material is visually appealing. Disagree. (I’ve never liked the FPA Australia heading, it’s too dark.)

Presentation of the material
The last series of questions addresses the presentation of the educational material. These questions are open ended.
Pamphlet
9. Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an email? PDF.
10. If you received this pamphlet in the mail, what would you do with it after you had read it? I guess I would file it.
   a. Would you distribute it to the employees of your company? If I had employees, I would give it to them.
   b. Would you show it to your consumers? I would show it to consumers under certain circumstances if they needed to be impressed.
      i. If so, how? I would include it with CV’s.

Webpage
11. Have you had a chance to look at the webpage containing educational information about the Code of Practice? Yes.
12. Would you access a webpage if you had questions about the Code? Yes.
13. Would you be more likely to access a webpage similar to this if it was linked to the FPA Australia homepage? Yes.
14. Have you had a get a chance to look at the video clip on the website? No.
   a. If no, could you please take a few minutes to view it? Yes.
15. Do you think it was beneficial having the video clip on the website? Yes.
16. Does having the video clip help you to understand the webpage’s contents further? No, but it would probably help some people.
17. By having the video clip, does it make you more likely to read the webpage? I would view it anyway.
18. Once you learned about this webpage, how would you utilize it afterward? I would make a link to it on my website.
   a. Would you tell the employees of your company about it? If I had employees.
   b. Would you tell your consumers about the webpage? Well, most of my consumers are members but like I said before, I would tell specific clients.
   c. Would you reference the URL for this webpage in any of your documents or on your website? (See question 18 above)

Preferences
19. Which form of the educational material would you be more likely to view as an initial guide in order to learn about the Code of Practice: the pamphlet or webpage? The webpage.
20. If you had a question about the Code of Practice, which form of the educational material would you be more likely reference in order to find the answer: the pamphlet or webpage? Webpage.
21. If a consumer had a question about the Code of Practice, would you rather refer them to a pamphlet or a webpage? Webpage.
22. Was there anything about the pamphlet version that you preferred over the website version? Is so, what? No.
23. Was there anything about the website version that you preferred over the pamphlet version? If so, what? It is quicker to read and you can go straight to what you’re interested in.
Interview: 27  
Member Type: Signatory Provider – Corporate Member  
Questionnaire Date: 23 April 2007  
Questionnaire Time: 03:00 pm  
Interviewer: Jessica Balesano  
Scribe: Alexander Trudeau

Summary
This member was a signatory provider of FPA Australia. They did not learn anything new from the educational material, however they are happy to abide by the Code and use the logo. They really liked the material’s content and felt as though it was very appealing. They would give the material to all their employees because it is a standard company practice to make everybody in the business aware of what they follow. They would also show the material to consumers if they had an enquiry about FPA Australia. While looking at the website, they felt that it was very well made and that a video is worth 10, 000 words and would direct clients and employees to the website. They also saw advantages of the pamphlet as opposed to the website.

Questions
Contents
The first questions are open ended; please feel free to offer your opinions about the educational material.

1. What new information did you learn from this material? Nothing new, although it helped summarize what the Code of Practice is about, how it works and how to apply to become a member.
2. Will the information in this material affect your company’s use of the Code compliant logo? No, we are happy to abide by the Code of Practice  
   a. Which examples of the places to use the logo were you unaware of before?  
      None
   b. Will you use the logo more as a result of this material? If so, where? We will continue to use the logo where we do currently (on our letterhead, website and front door)
3. What additional information should be added to this material? None
4. Is there anything in the material that is unclear to you? It is very good

Please respond to the next statements with strongly disagree, disagree, agree, or strongly agree.

5. This material is helpful to my company. Strongly Agree
6. This material is easy to understand. Strongly Agree
7. The length of this material is appropriate. Strongly Agree
8. This material is visually appealing. Strongly Agree

Presentation of the material
The last series of questions addresses the presentation of the educational material. These questions are open ended.

Pamphlet
9. Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an email? Mail
10. If you received this pamphlet in the mail, what would you do with it after you had read it? **I would read it and then hope I was still a member. I would also make sure there were no major differences between what is written and what I signed.**
   a. Would you distribute it to the employees of your company? **Yes**
      i. If so, who would you give it to and for what reason? **All my employees because they deal with the public and they must be aware of what they follow. It is standard company practice to give everything to employees.**
   b. Would you show it to your consumers? **Yes**
      i. If so, how? **Only if they enquire. We display the logo in many places, so if they have a question, we would show them the pamphlet.**

Webpage
11. Have you had a chance to look at the webpage containing educational information about the Code of Practice? **No (They looked at it during the interview)**
12. Would you access a webpage if you had questions about the Code? **Absolutely**
13. Would you be more likely to access a webpage similar to this if it was linked to the FPA Australia homepage? **Yes, In fact, that is where I would look for it.**
14. Have you had a get a chance to look at the video clip on the website? **No, I do not have QuickTime**
15. Do you think it was beneficial having the video clip on the website? **Absolutely**
16. Does having the video clip help you to understand the webpage’s contents further? **Very much so. A picture is worth 1000 words, so I’m sure that a video is worth 10,000.**
17. By having the video clip, does it make you more likely to read the webpage? **Not really**
18. Once you learned about this webpage, how would you utilize it afterward? **I would direct people to the website.**
   a. Would you tell the employees of your company about it? **Absolutely, because they must be informed.**
   b. Would you tell your consumers about the webpage? **Yes, we would direct clients to the website.**
   c. Would you reference the URL for this webpage in any of your documents or on your website? **Yes, we would.**

Preferences
19. Which form of the educational material would you be more likely to view as an initial guide in order to learn about the Code of Practice: the pamphlet or webpage?
   **Pamphlet**
20. If you had a question about the Code of Practice, which form of the educational material would you be more likely reference in order to find the answer: the pamphlet or webpage? **Website**
21. If a consumer had a question about the Code of Practice, would you rather refer them to a pamphlet or a webpage? **Depends on if they are computer literate, so both.**
22. Was there anything about the pamphlet version that you preferred over the website version? **Is so, what? It was easier to access for me, as I am not entirely computer literate.**
23. Was there anything about the website version that you preferred over the pamphlet version? **If so, what? Nothing comes to mind.**
Additional Comments
It is good to see that everything is being put together, as this is a fantastic thing for the consumer. Additionally, FPA Australia could form a register of complaints for consumers to access via the Internet. It could be a database to see if a company has a history of noncompliance. It would give the public a good idea on how the company is running.
Summary
This member was a signatory provider. The educational material clarified their perception of the Code of Practice, its objectives and logo usage. Although the material will not directly affect how they use the logo, they gave good suggestions of additional locations where the logo may be utilized. They liked the website as a whole, although were unable to view the video.

Questions
Contents
The first questions are open ended; please feel free to offer your opinions about the educational material.

1. What new information did you learn from this material? The material clarifies the content of the Code of Practice and crystallizes its objectives. It also conforms the places where I can use the Code Compliant logo.
2. Will the information in this material affect your company’s use of the Code compliant logo? Our company is multi-disciplined; therefore we probably still won’t use it. However, we may use it in our presentation materials for fire safety presentations.
   a. Which examples of the places to use the logo were you unaware of before? None, as I thought that was where the logo could be used.
3. What additional information should be added to this material? Put a bullet point in for where the logo can be used to say presentation material, marketing pamphlets, etc. Other than that, the material is very comprehensive. You’ve captured the spirit of the Code of Practice and logo.
4. Is there anything in the material that is unclear to you? No, it’s very good.

Please respond to the next statements with strongly disagree, disagree, agree, or strongly agree.

5. This material is helpful to my company. Agree
6. This material is easy to understand. Strongly Agree
7. The length of this material is appropriate. Strongly Agree
8. This material is visually appealing. Strongly Agree

Presentation of the material
The last series of questions addresses the presentation of the educational material. These questions are open ended.

Pamphlet
9. Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an email? PDF
10. If you received this pamphlet in the mail, what would you do with it after you had read it? I would try to find a home for it if it came in the mail. I would save it on my computer if it were electronic.
   a. Would you distribute it to the employees of your company? Yes.
i. If so, who would you give it to and for what reason? I would give it to each member of the fire protection group under my management. I would also give it to my managing director. This is because they are all fire engineers responsible for the design and administration of projects and they are the ones using the Code.

b. Would you show it to your consumers? Our consumers are our clients so probably not.

Webpage
11. Have you had a chance to look at the webpage containing educational information about the Code of Practice? No, (They looked at it when it was brought up)
12. Would you access a webpage if you had questions about the Code? Yes
13. Would you be more likely to access a webpage similar to this if it was linked to the FPA Australia homepage? Yes
14. Have you had a get a chance to look at the video clip on the website? No, I cannot view it.
15. Do you think it was beneficial having the video clip on the website? Yes, it’s a very good idea.
16. By having the video clip, does it make you more likely to read the webpage? I think that it’s a great idea and it would generate interest in people just wanting to see what the video clip is about.
17. Once you learned about this webpage, how would you utilize it afterward? Yes, I would reference the site.
   a. Would you tell the employees of your company about it? Yes
      i. If so, who would you tell to and for what reason? The same people that I mentioned earlier.
   b. Would you tell your consumers about the webpage? Probably not
   c. Would you reference the URL for this webpage in any of your documents or on your website? Probably not the website because again, we are multidiscipline. I would probably mention it in the presentation material though.

Preferences
19. Which form of the educational material would you be more likely to view as an initial guide in order to learn about the Code of Practice: the pamphlet or webpage?
   Webpage
20. If you had a question about the Code of Practice, which form of the educational material would you be more likely reference in order to find the answer: the pamphlet or webpage?
   Webpage
21. If a consumer had a question about the Code of Practice, would you rather refer them to a pamphlet or a webpage?
   Webpage
22. Was there anything about the pamphlet version that you preferred over the website version? Is so, what? It is very nice and simple
23. Was there anything about the website version that you preferred over the pamphlet version? If so, what? The website has the Table of Contents which allows for a quicker time to find things. Both versions are very good though.

Additional Comments
I’m not sure that the bullet about FPA Australia receiving 4-5 complaints per year needs to be included. You want to keep the material positive overall so people do not get
a bad impression of FPA Australia. You can keep in the bullet about 100% of complaints being looked into, but think about the first bullet.
Summary
This member was a signatory provider of FPA Australia. Although they did not learn anything new from the material besides the ability to use the logo on invoices, they gave suggestions on how to make the material more effective. They felt as though the material was very helpful and visually appealing and would prefer a paper version over electronic. They did give suggestions of a video that would benefit the website, and they would save the website and access it when they needed to. They also gave advantages of each type of material (pamphlet and website).

Questions
Contents
The first questions are open ended; please feel free to offer your opinions about the educational material.

1. What new information did you learn from this material? I don’t think there is anything.
2. Will the information in this material affect your company’s use of the Code compliant logo? No. I will use the logo when there is better marketing and acceptance within the industry.
   a. Which examples of the places to use the logo were you unaware of before? Invoices
   b. Will you use the logo more as a result of this material? If so, where? No. There needs to be an auditing system. Also, I’m not a service provider so it’s not as important to me.
3. What additional information should be added to this material? More case study examples. Also, more information of how FPA Australia monitors the Code’s compliance and how they update it. Additionally, I would like to know how it’s promoted.
4. Is there anything in the material that is unclear to you? No

Please respond to the next statements with strongly disagree, disagree, agree, or strongly agree.

5. This material is helpful to my company. Strongly Agree
6. This material is easy to understand. Strongly Agree
7. The length of this material is appropriate. Agree
8. This material is visually appealing. Agree

Presentation of the material
The last series of questions addresses the presentation of the educational material. These questions are open ended.

Pamphlet

9. Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an email? Mail
10. If you received this pamphlet in the mail, what would you do with it after you had read it? I would give it to my staff
   a. Would you distribute it to the employees of your company? Yes
      i. If so, who would you give it to and for what reason? My staff because they need to understand the Code of Practice themselves.
   b. Would you show it to your consumers? No, not until the Code holds more weight

Webpage
11. Have you had a chance to look at the webpage containing educational information about the Code of Practice? Yes
12. Would you access a webpage if you had questions about the Code? Yes
13. Would you be more likely to access a webpage similar to this if it was linked to the FPA Australia homepage? Yes
14. Have you had a get a chance to look at the video clip on the website? No, I cannot view the video.
15. Do you think it was beneficial having the video clip on the website? Yes
16. Does having the video clip help you to understand the webpage’s contents further? If it were succinct, then yes.
17. By having the video clip, does it make you more likely to read the webpage? No
18. Once you learned about this webpage, how would you utilize it afterward? I would put it into my favorites and access it when I need to
   a. Would you tell the employees of your company about it? Yes
      i. If so, who would you tell to and for what reason? My entire staff for marketing purposes
   b. Would you tell your consumers about the webpage? Yes
      i. If so, how would inform them about it? By e-mail
   c. Would you reference the URL for this webpage in any of your documents or on your website? Yes

Preferences
19. Which form of the educational material would you be more likely to view as an initial guide in order to learn about the Code of Practice: the pamphlet or webpage?
   Pamphlet
20. If you had a question about the Code of Practice, which form of the educational material would you be more likely reference in order to find the answer: the pamphlet or webpage? Website
21. If a consumer had a question about the Code of Practice, would you rather refer them to a pamphlet or a webpage? Website
22. Was there anything about the pamphlet version that you preferred over the website version? Is so, what? One has the pamphlet in their hands, making it easier to give to people in the organization and making it easier to reference.
23. Was there anything about the website version that you preferred over the pamphlet version? If so, what? It is quicker to access and more efficient.

Additional Comments
There needs to be an auditing system to measure compliance. The complaint procedure depends on people complaining. Complaints should be used as a last resort. Also, there needs to be information about who ensures someone is compliant.
An idea of a video that could be included on the website would include testimonials from large corporations that receive more tenders due to being Code compliant.
Summary
This company didn’t learn anything new from the educational material but thought it was helpful, easy to understand, and an appropriate length. They would distribute it to some of the employees and thought the video would be beneficial. Overall, they would prefer the website and PDF version.

Questions
Contents
The first questions are open ended; please feel free to offer your opinions about the educational material.

1. What new information did you learn from this material? **I already expected everything that was in the material. I don’t know if I knew it, but I expected it.**
2. What in this material makes you want to become a signatory? **N/A**
3. What additional information should be added to this material? **Nothing.**
4. Is there anything in the material that is unclear to you? **No.**

Please respond to the next statements with strongly disagree, disagree, agree, or strongly agree.

5. This material is helpful to my company. **Agree.**
6. This material is easy to understand. **Agree.**
7. The length of this material is appropriate. **Agree.**
8. This material is visually appealing. **Disagree.**

Presentation of the material
The last series of questions addresses the presentation of the educational material. These questions are open ended.

Pamphlet
9. Would you prefer to receive the pamphlet in the mail, or as a PDF file attached to an email? **PDF.**
10. If you received this pamphlet in the mail, what would you do with it after you had read it? **I would archive it in a folder on my computer.**
    a. Would you distribute it to the employees of your company? **Yes, it would be important.**
    i. If so, who would you give it to and for what reason? **I would introduce it at management meetings so that they could have input.**
    b. Would you show it to your consumers? **I think it would be good to have available for consumers but it wouldn’t add much because FPA doesn’t have teeth.**

Webpage
11. Have you had a chance to look at the webpage containing educational information about the Code of Practice? **No.**
12. Would you access a webpage if you had questions about the Code? **Yes.**
13. Would you be more likely to access a webpage similar to this if it was linked to the FPA Australia homepage? **Yes.**
14. Have you had a get a chance to look at the video clip on the website? **No.**
   a. If no, could you please take a few moments to view it? **(Couldn’t get to the website)**
15. Do you think it was beneficial having the video clip on the website? **In general, videos are always beneficial because people learn easier with videos.**
16. Does having the video clip help you to understand the webpage’s contents further? **Probably, but what you sent is fine.**
17. By having the video clip, does it make you more likely to read the webpage? **No.**
18. Once you learned about this webpage, how would you utilize it afterward? **Tell the employees about it.**
   a. Would you tell the employees of your company about it? **Yes.**
   b. Would you tell your consumers about the webpage? **Yes.**
      i. If so, how would inform them about it? **Using our webpage**
   c. Would you reference the URL for this webpage in any of your documents or on your website? **I would put it on our website.**

Preferences
19. Which form of the educational material would you be more likely to view as an initial guide in order to learn about the Code of Practice: the pamphlet or webpage? **Website.**
20. If you had a question about the Code of Practice, which form of the educational material would you be more likely reference in order to find the answer: the pamphlet or webpage? **Website.**
21. If a consumer had a question about the Code of Practice, would you rather refer them to a pamphlet or a webpage? **Webpage.**
Appendix E   Sponsor Interviews

These interviews were conducted with members of FPA Australia help the project group understand the requirements of the sponsor. The interviews were also conducted to help contact corporate members of FPA Australia and as a source of feedback about the educational material created by the project group.

E.1 Ross Hodge Interviews

Position: Executive Director

Interview Dates: 14, 15 March 2007

Summary
Throughout the time at FPA Australia, the group spoke with the sponsor, Ross Hodge, to obtain recommendations for the project. Ross first talked about everyone who worked in the building and what they do for the organization in order to help the project group decide who could be asked specific questions. When asked about marketing the educational material, he said that the group could talk to larger associations with people in marketing, such as the Association Forum and The Swimming Pool and Spa Association of Victoria. As for finding additional information on fire statistics, he explained that statistics like these are hard to find in Australia because organizations don’t share their information with each other. He also thought that the group should include in interviews conducted the fact that corporate members are licensed to use the logo and that logos, such as the FPA Australia logo, increase company credibility. He indicated that the interviews should be no more than fifteen minutes and that the group needed to ask about the benefits of being a signatory, but not about how the companies found out about the organization.

Mainly, he said that the project is about educating corporate members about what the Code of Practice is about. It will be an awareness package for new members about using the logo and the benefits of the Code.

Interview Date: 26 March 2007

Summary
The auditing system FPA Australia uses with their code is an honor-based system. Corporate members are not allowed to file complaints against other corporate members because of competition. Members could file complaints about other companies in order to try to gain the edge. Consumers are the only people that can complain about a company. An individual of a corporate company that is a user of another company’s services or products is allowed to complain if necessary.

FPA Australia receives 4-5 complaints per year and looks into all of them. Usually, when FPA Australia receives a complaint, it is easily sorted out between the company and the consumer. However, sometimes it must be brought to the next level, which can include suspension of membership or court action. In the past five years, only three complaints have resulted in disciplinary action from FPA Australia. Ross also gave the
group some suggestions into where to look about information on complaints that have been made, including the past six issues of *Fire Talk*.

Ross suggested that FPA Australia will most likely make a complaint form for consumers to fax in which will help to make complaints more formalized and allow them to contain more information, which some complaints do not contain currently. “To get a good answer, you must ask a good question” (Hodge, R. Personal Communication).

Ross is the person that all complaints go to. When a complaint is submitted, which can be done by e-mail, phone or in writing, Ross performs a follow-up and then acts on the complaint if it needs to be done.

The project group then clarified their thoughts about logo usage by corporate members. All corporate members are allowed to use the logo stating that the company is a corporate member of FPA Australia. Only signatories are allowed to use the code compliant logo to promote their business. Even if a corporate member is not a signatory, they are still considered a member of FPA Australia. Ross suggested that the renewal form may need to be updated in the future to make becoming a signatory more mandatory to be a member of FPA Australia.

Interview Date: 27 March 2007

**Summary**
Ross believes that the educational material that will be developed will be easy to distribute to members. He sees this as the easiest piece of the project and that the group should not be concerned with it. He envisions the material as more of a pamphlet form, which can be put online and through e-mail via a PDF file. The group can make the recommendation for FPA Australia to make a website about their Code of Practice, however the project is not focused on this matter.

Ross explained that the Code of Practice was developed in 1999 - 2000 when the Australian Competition and Consumer Commission (ACCC) found bad practices in the fire protection industry. Currently, however, the document is very cumbersome and needs to be more succinct so that people will understand its contents. Also, it is too objective and needs to be more subjective.

The focus of the educational material is to highlight the advantages of being a signatory, information about the logo, and how to use it. The project group needs to make sure enough information is provided, but not too much. It should be easy to follow and understand.

The Code of Practice allows small companies to adhere to the principles that larger companies use Quality Assurance for. FPA Australia does not want their focus to be policing the actions of organizations, but wants companies to have ideals that they strive for. Ross recommended that the group look into Providing Bushfire Planning and Design Services quality assurance guidelines that FPA Australia developed.
E.2 Julie Fida Interviews

Position: Membership Liaison Officer

Interview Date: 14 March 2007

Summary
Julie Fida is the Membership Liaison Officer at FPA Australia. Julie provided the group with information about the corporate membership of FPA Australia. She gave the group an Excel spreadsheet titled *FPA Australia Corporate Members* that contained a detailed list of all of the corporate members. The spreadsheet included useful information about member companies such as the level of membership (i.e. Corporate Member, Corporate Silver, etc.), the last date the Code of Practice Declaration form was signed, the date joined, the activity of the company (i.e. provider, user, etc.), and contact information. Julie identified member companies that she thought would be willing to help with the project.

The project group also received the artwork of the Code of Practice Compliant logo, the Report on the Yearly Member Survey, and information about the source of membership of corporate members including why they joined and where they first heard about FPA Australia from Julie. The report on the yearly surveys gave incite into corporate members’ views of FPA Australia including their views on member benefits, logo usage, and the association’s marketing strategy.

Interview Date: 16 March 2007

Summary
Julie helped the group evaluate their interview questions for the corporate members of FPA Australia. The group performed a mock interview with Julie, asking her all of the questions that the group intended to ask to the corporate members. Julie answered all of the questions and identified which ones were unclear and she provided the group with general feedback on the interview. The unclear questions were all reworded as a result of this interview. The mock interview provided the group with a rough estimate of the amount of time that the corporate member interviews would take.

E.3 Lucy Stewart Interview

Position: Communications Officer

Interview Date: 28 March 2007

Summary
In order to discuss possible ideas for the execution of the educational material, the project group spoke with Lucy Stewart, Communications Officer at FPA Australia. She said that she thought some sort of official document, like a pamphlet, would be great for the association. She also said to look at the different publications FPA Australia currently has and ask people how they produced it. If a CD-ROM was going to be created, she said it would be great to talk to the training people, because they are familiar with CDs. As for anything to do with websites, she informed the group that she, Fran, and Julie are currently being trained on the FPA Australia website.
The information that was put into the pamphlet should be broken into small sections with lots of professional pictures and diagrams. She also told the group to ask her, Fran, or Julie for their opinions on things along the way. Overall, she said that the group should write a pamphlet with the minimum amount of words, such as key four or ten points. She also said that if the group wanted to have more information, the pamphlet could point to something more detailed, like a CD or website.

When it came time to develop the educational pamphlet, the project group worked a lot with Lucy. An initial prototype was developed by the group, which she read through. She offered suggestions on how to make the wording clearer and make it look more professional. She helped with the visual aspect of the material, suggesting which colors and fonts to use for the words. She also stressed the importance of consistency within the material, such as with bullets, capitalization, and punctuation. Lucy played a very important role in making the educational material into a professional document that was consistent with the material FPA Australia currently sends to members.
Appendix F  FPA Australia Logos

Figure F-1 FPA Australia Code of Practice Compliant Emblem

Figure F-2 FPA Australia Corporate Gold Member Emblem

Figure F-3 FPA Australia Company Emblem
Appendix G  Interview Selection

A total of 105 corporate members of FPA Australia were contacted in an attempt to setup an interview. Of the members contacted, thirty agreed to an interview. There were two types of interviews: one for signatories and the other for non-signatories of the Code of Practice. Each interview varied depending on the responses given to previous questions to ensure only relevant matters were asked to particular members.

Corporate members were selected for interviews based on statistics of the total corporate membership. Assuming that thirty total interviews would be accomplished in the allotted time, it was calculated how many members from each category should be attempted to interview. Table G-1, Table G-2 and Table G-3 break down the members in terms of their levels, compliancy status, and activity. The last column shows the number of interviews that would ideally be completed in each category.

<table>
<thead>
<tr>
<th>Member Levels</th>
<th>Number of Members</th>
<th>Percentage of Total</th>
<th>Number to Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>543</td>
<td>100</td>
<td>30</td>
</tr>
<tr>
<td>Member</td>
<td>288</td>
<td>53</td>
<td>16</td>
</tr>
<tr>
<td>Silver</td>
<td>208</td>
<td>38</td>
<td>11</td>
</tr>
<tr>
<td>Gold</td>
<td>41</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>Platinum</td>
<td>6</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

Table G-1 Amounts of corporate member levels

<table>
<thead>
<tr>
<th>Member Compliancy Status</th>
<th>Number of Members</th>
<th>Percentage of Total</th>
<th>Number to Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>543</td>
<td>100</td>
<td>30</td>
</tr>
<tr>
<td>Signatory</td>
<td>342</td>
<td>63</td>
<td>19</td>
</tr>
<tr>
<td>Non-Signatory</td>
<td>201</td>
<td>37</td>
<td>11</td>
</tr>
</tbody>
</table>

Table G-2 Amounts of signatories and non-signatories of the Code

<table>
<thead>
<tr>
<th>Member Activity</th>
<th>Number of Members</th>
<th>Percentage of Total</th>
<th>Number to Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>543</td>
<td>100</td>
<td>30</td>
</tr>
<tr>
<td>Provider</td>
<td>497</td>
<td>92</td>
<td>27</td>
</tr>
<tr>
<td>Other</td>
<td>46</td>
<td>8</td>
<td>3</td>
</tr>
</tbody>
</table>

Table G-3 Amounts of providers and non-provider corporate members

Figure G-1, Figure G-2 and Figure G-3 compare the ideal amount of interviews, by category, to the actual interviews that were conducted. Nineteen interviews for signatories
were planned and twenty-two were actually performed, whereas eleven non-signatory interviews were expected and eight were completed. The ideal distribution for corporate member, corporate silver, corporate gold, and corporate platinum was sixteen, eleven, two, and one interviews respectively. Thirteen, sixteen, one, and zero was the actual distribution for interviews with corporate member, corporate silver, corporate gold, and corporate platinum. For member activity, the goal of twenty-seven providers and three other types of members was met with the number of interviews conducted with this group.

![Figure G-1 Actual and ideal values of signatories and non-signatories interviewed](image1)

**Figure G-1** Actual and ideal values of signatories and non-signatories interviewed

![Figure G-2 Actual and ideal values of corporate member levels interviewed](image2)

**Figure G-2** Actual and ideal values of corporate member levels interviewed
Figure G-3 Actual and ideal values of providers and non-providers interviewed
Appendix H   Additional Findings

H.1 Knowledge of FPA Australia

Both interviews began by asking why the corporate member remained a member of FPA Australia. It was an open-ended question, so multiple answers were given by some of the members and there were a variety of responses from the thirty companies interviewed. The most popular answer given was that members wanted the public to associate them with FPA Australia. Thirteen different corporate members provided an answer that fit into this category. Twelve members said that they remain a part of FPA Australia to keep up to date on changes to standards and on legislation. Training about assorted fire industry subjects is an important topic to eight of the corporate members interviewed. Having access to the information that FPA Australia can provide for its members received six responses. Three corporate members believed a discounted insurance rate was a key reason to remain a member of the association. Four members provided responses that were unique and thus were grouped into the “Other” category. Figure H-1 shows the responses provided by the corporate members to the question, “Why does your company remain a member of FPA Australia?”

![Reasons for Being a Member](image)

Figure H-1 Reasons corporate members remain a member of FPA Australia

H.2 Signatory

To find out what disadvantages signatories associate with signing the Code of Practice, a question was asked on this topic. However, out of the twenty-one corporate members asked,
90% said there they did not see disadvantages with being a signatory. 10% said that they actually did see negative association with the Code.

**H.3 Educational Material**

Corporate members were asked the question, “Do you have any recommendations on how to increase people's knowledge about the Code of Practice and logo usage?” in order to try and determine additional information that would be valuable to include in the educational material. In total, twenty-five corporate members were asked this question, but only fourteen had helpful responses. Nine of the members interviewed could not think of any additional information to be included, while two misunderstood the question.

Of the signatories who did have ideas, three companies thought that the project group should focus on the delivery method of the educational material and three companies thought that information should be included on how FPA Australia enforces the Code. Another three companies thought that FPA Australia needs to work on promoting the Code in places such as on the website or through e-mail. Two companies thought that FPA Australia should work on promoting the Code to the end users. Two other companies thought that FPA Australia should target specific companies, such as those who are non-signatories or those who use the Code of Practice. One member thought training information should be included in the material. **Figure H-2** outlines the signatory responses to this question.
To uncover any information that was not taken into account to address in the educational material, eighteen member companies were asked the question, “What other type of information should be included in this material?” Eight of the companies couldn’t think of additional information to include. Two companies thought that information about the Code should be included, while two other companies thought that the benefits of logo usage should be in the material. Three companies thought the material should contain information on actions taken by FPA Australia against noncompliant companies. Two companies thought that industry news, such as changes in Australian standards, should be included. The rest of the answers varied. One member thought that a list of signatories should be included. One response was that industry news should be included, and a different company mentioned that services offered by FPA Australia should be incorporated into the material. **Figure H-3** shows the different responses to this question.
The last question that was asked to the members was, “After we develop educational material, can we send you a copy and then follow-up with a phone questionnaire on its effectiveness?” This question was asked in order to ensure that interviewees would like to express their opinions on the material. The educational material will then be modified accordingly. Of the thirty members interviewed, twenty-nine people said that they would like to be called again, and one member did not want to give his opinions.
Appendix I    Educational Material

The supplementary website that was created by the project group, including the video, can be found at http://users.wpi.edu/~atruedo/fpaa/.
Applying The FPA Australia Code Of Practice

What Is The Code Of Practice?

The Code of Practice is a document created by FPA Australia for corporate members of the Association. The purpose of this Code is to promote fire safety through compliance with best practice in the fire protection industry.

This Code provides a means for clients to clearly identify companies which have a clear and identifiable commitment to customer service. This includes adherence to regulatory or technical requirements and when this is not possible or is undesirable, ensuring that the client is informed and aware of not only the reason for this, but the resultant consequences.

The Code of Practice aims to:

- promote fire safety through the best practices
- increase industry integrity
- increase communication, cooperation, and competitiveness
- ensure the industry is competent, efficient, and productive
- promote goodwill in the industry and prevent disputes
- provide a means to easily identify Code compliant companies

What Information Is Contained Within The Code Of Practice?

The Code of Practice is available in document form, the content of which includes:

- Purpose
- Requirements
  - FPA Australia’s Responsibilities
  - General Requirements
  - Contract Administration
  - Commitment to Best Practice and Workplace Reform
  - Conditions of Tender
  - Installation and Maintenance of Equipment– Australian Standards
  - Observance of Applicable Legislative Controls
- Compliance

Where Can I Read The Code Of Practice?

Refer to the full Code of Practice document online at:

What Does It Mean To Be A Signatory?

A signatory is a corporate member of FPA Australia that is deemed compliant with the Code of Practice. Signatories are required to adhere to the standard of service set by the Code.

Benefits to being a signatory include:

- Licensed use of the Code Compliant Logo
- A listing on the FPA Australia website (for Corporate Silver, Corporate Gold and Corporate Platinum Members)
- Promoting adherence to high standards
- Increased level of credibility in the eyes of the consumer*

*In a study of consumers, about 90% of people surveyed said that they would rather buy a product from a more reputable company if they had comparable goods and services.

What Are The Benefits Of Using The Compliant Logo?

Signatories are licensed to use the Code Compliant logo. Logo usage may benefit a corporate member by:

- making the company look more **credible, dependable, and stable**
- **influencing customers** to obtain goods or services from the company rather than a noncompliant company
- **increasing the company’s profits**

*For example, when a ScanAlert seal of approval (a third party endorsement of webpage security) was placed on a company’s website, **sales increased by 23 percent**.

Where Can I Use The Compliant Logo?

Corporate signatories may use the compliant logo on the following:

- Letterhead
- Business cards
- Webpages
- E-mails
- In front offices
- Company vehicles
- Telephone directories
- Newspapers
- Industry publications
- Invoices
How Can My Company Become A Signatory?

Companies must sign the Code of Practice Declaration Form **every year** to maintain signatory status.

**Current Members:**
The Code of Practice Declaration form is provided with the membership renewal notice. Current members must complete the form which is then used to update FPA Australia’s records.

**New Members:**
The Code of Practice Declaration form is provided with the new member application form. The form is then reviewed and approved by FPA Australia in order to award signatory status.

What Actions May Be Taken Against Noncompliant Signatories?

**All signatories are required to comply with the Code of Practice** in order to ensure that best practices are applied when providing a consumer with products and services. If a consumer experiences substandard services from a Code of Practice signatory, they can file a complaint with FPA Australia.

**Complaint Procedures:**

1. A consumer files a complaint with FPA Australia headquarters.†
2. FPA Australia establishes the validity of the complaint to ensure authenticity.‡
3. FPA Australia works with the consumer and the company to help rectify the problem.
4. If the problem appears to be the responsibility of the member, they may be asked to provide justification in order to retain membership status. Depending on the company’s response, membership will be further considered.

† To maintain industry integrity, formal complaints **against a member are not accepted from another member** for commercial reasons (ie complaints must come from consumers).
‡ **Commercial disputes between consumers and members are not covered** under the Code of Practice (eg payment conflicts).

Past Complaints:

- FPA Australia receives about four to five complaints per year
- 100% of complaints are addressed
- All problems have been rectified or disciplinary action has been taken
- In the last five years, action has been taken against three member companies
Where Can I Get Further Information?

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