



## **EMPLOYER FEEDBACK SURVEY 2017**

### **EXECUTIVE SUMMARY**

This survey followed those carried out in 2013 and 2015. Questions and topics are broadly similar, but some minor changes have been made, and new questions introduced.

In July 2017 e-mail enquiries about the survey were sent to a range of people known or believed to employ SPCNM graduates; only 3 responses were received. Informal contact with respondents suggests a certain element of 'survey fatigue', given that Natural Medicine is a very small profession or community of practice within NZ, and that most of the people involved are well known to each other.

One employer was subsequently interviewed by telephone; there was informal contact with others, either directly, by telephone or via e-mail. The respondents currently employ a range of graduates in a range of different roles.

In excess of 60 graduates have been employed in recent years. There is a mixture of full-time and part-time employment.

SPCNM graduates continue to be employed in three main types of role:

- Clinical practitioners.
- Retail workers – some of whom also consult with clients when required.
- Commercial locations involving technical, research and development or product management roles.

Respondents' positive responses are broadly similar to those of the previous survey:

- There continues to be a high level of satisfaction with SPCNM graduates.
- They are professional and engaged with the industry.
- They are also seen as well-trained, having a good range and level of knowledge, able to continue learning.
- All of the employers would recommend SPCNM graduates to other employers.

## **Conclusion**

The effect of the BNatMed programme continues to generate positive feedback with respect to the quality of graduates, although their strengths are understood to be as much about the individual as their education.

Discussions with respondents to the questionnaire, and informal contacts during College events such as AGMs and the Jubilee suggest that SPCNM graduates continue to be highly thought of.

Equally, after completing the BNatMed the graduates progress into a range of roles which continues to broaden. Attention should be paid to regularly reviewing the graduate profile, to ensure that graduates are able to take advantage of the widening spectrum of different employment possibilities that will continue to be available to them. Simply focusing on the prospect of graduates working as clinical practitioners will not be enough.

CS

August 2017