



2021 ZIA members' survey

Key findings

▲ ▼ indicates the percentage change since the 2017 member survey.



70% of members **highly positive** about the development of the Association

▲ 31%



82% felt membership fully met their expectations, a significant rise from the 2017 member survey

▲ 32%



91% confirmed that ZIA is an **industry body able to address common challenges, with lobbying regulators** about the radioactivity of zircon considered a future priority

▲ 30%



82% agreed ZIA represents the **global zircon value chain**

▲ 36%



77% said they get **excellent or reasonable value for money** from their membership

▲ 20%



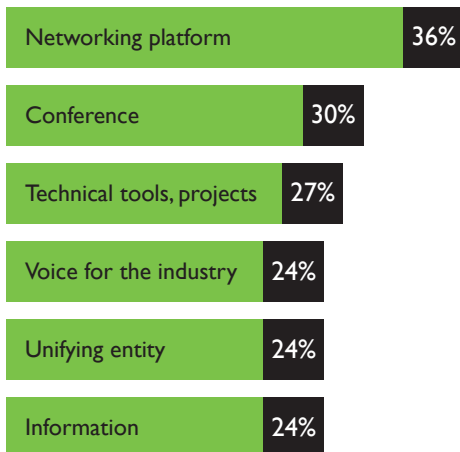
Almost 50% believe ZIA membership **improves their status in the wider industry**

▲ 21%

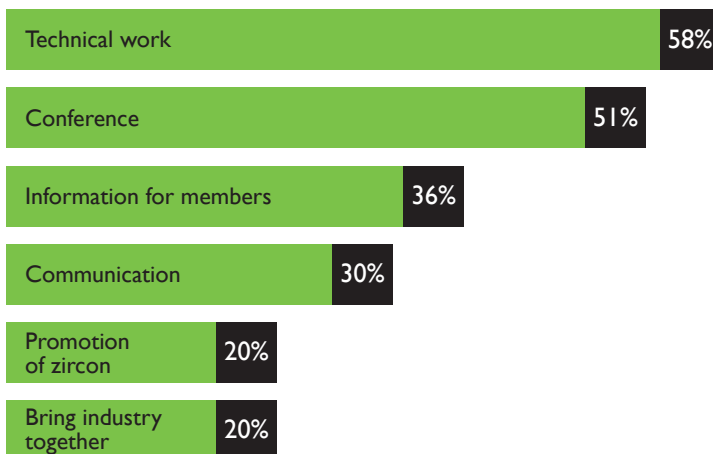


100% rated the ZIA annual conference as 'excellent' or 'very good'

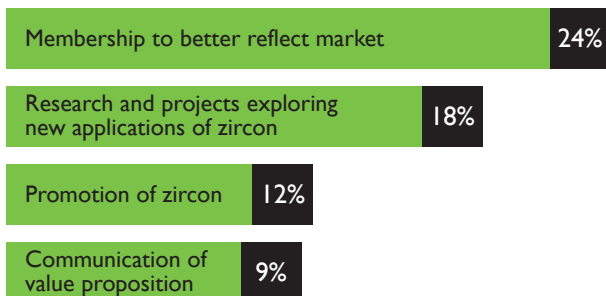
Most valued benefits of membership



ZIA Strengths



Areas for Improvement



Thank you to the 33 respondents, from 25 member companies, who participated.

The insight gained from the in-depth interviews will inform the association's future strategy. To meet the needs of members ZIA will:

- Zr Organise an in-person conference in 2022
- Zr Host more webinars on matters relevant to members and the wider industry
- Zr Publish *ZIA In Touch*, a regular newsletter
- Zr Implement a comprehensive communications plan which includes a media and social outreach strategy to promote the sustainable benefits of zircon
- Zr Work with members to support their community interactions
- Zr Continue work on the radioactivity of zircon to educate and inform the value chain on NORM management
- Zr Work to increase membership, particularly within Asia and developing markets, and work to retain existing members
- Zr Continue to commission relevant technical projects based on members' input
- Zr Grow the activities of the newly-formed ESG committee



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ZIA operates a strict antitrust policy and Code of Conduct for all member communications and activities.

Our members commit to ZIA values, which serve to encourage the industry to operate sustainably and with integrity.