

COG Name: Committee response July 2022

In July 2021, we ran a survey about the name of our organisation. The survey asked whether the name Canberra Ornithologists Group (COG) should be retained, or if we should adopt a new name or a trading name. The survey was prompted by member responses to a 2019 survey about planning for COG's future.

There were 107 respondents to the survey. Of these, 47% supported changing the name, 15% were possibly in favour of changing the name, and 38% preferred to retain the current name. Overall, the results highlighted a strong desire within the membership to increase the visibility and approachability of the group, make our name more user-friendly, ensure the name reflected the wider goals of the membership, and increase the membership base. Reluctance to using a name other than COG was associated with the risk of losing professional and scientific recognition and history.

A number of potential new trading names were suggested in the survey, and respondents suggested many more. By far the most popular name was "Canberra Birds", which also aligns with the branding of our website and Facebook page.

The COG Committee has therefore decided not to change the formal name of the group. Legally, we will remain the Canberra Ornithologists Group, and will keep using this name for research contracts and for interactions such as with the ACT Government. However, increasingly we will use the name Canberra Birds for community activities such as events, radio interviews and school visits, as well as social media. This approach is designed to mitigate concerns around loss of recognition from a name change, while becoming more appealing to a wider and younger audience.

A full analysis of the survey results will be posted to our website <http://canberrabirds.org.au/about-cog/annual-reports/>. The Committee thanks Brittany Brockett, David McDonald and Steve Read for their assistance with devising the survey and analysing its results.