## **COG’s name survey July 2021**

## **What’s in a name – the Canberra Ornithologists Group**

**COG Members, we would like your input!**

One of the issues raised in our 2019 membership survey was that some members are not enthusiastic about the name Canberra Ornithologists Group, and so the idea of COG using a new or different name was discussed during the Strategic Planning meetings that the COG committee held in late 2020 and early 2021.

Reasons for considering a different name include:

* the name Canberra Ornithologists Group can be unwieldy, not understood, or too hard to pronounce. This is especially the case for non-members (as members, we have likely become quite used to the abbreviation ‘COG’)
* ornithology only addresses one of the club’s three objectives and purposes (which broadly are education, research and conservation of the birds of the Canberra region).

There are also reasons that the name Canberra Ornithologists Group remain unchanged:

* the name has served the club for decades, is well recognised, and has a good reputation throughout the ACT.

As members we have the option of keeping the name unchanged, formally changing COG’s name, or adopting a ‘trading name’ while keeping Canberra Ornithologists Group as the legal name (for example, we already title our website and chatline ‘Canberra Birds’, and although we don’t use that name elsewhere, we could start to).

If you have any thoughts on this for the committee to consider, please complete this brief survey. The committee will review the responses, and bring a consensus view back to the membership for discussion. Any change to COG’s legal name would require a vote at the AGM.

***The survey is anonymous. Please return completed surveys by Saturday 31 July to:***

***PO Box 301 CIVIC SQUARE ACT 2608***

or

cogoffice@canberrabirds.org.au.

COG Committee.

**How long have you been a member of COG?**

<5 years <10 years <15 years <20 years <30 years >30 years Not a COG member

**Do you think we should consider adopting another name for the club? *If so, why?***

**Are there potential benefits to the club if a new name were to be adopted? *If so, what are they?***

**Are there potential detriments to the club if a new name were to be adopted? *If so, what are they?***

**If a new name were to be adopted, would you approve of any of the following alternatives?**

*Note that the names “Canberra Bird Club” and “Canberra Birders” are already used by other organisations or social media presence.*

*Please circle your preferred option(s), including if you wish one name where there is an x/x choice.*

**Canberra Birds COG Canberra Birds**

**ACT Birds / ACT Birders ACT and Region Birds / ACT and Region Birders**

**Capital Birds / Capital Birders Capital Region Birds / Capital Region Birders**

**Capital Region Bird Club Canberra Birding Group**

**None of the above**

**If you support COG adopting a new name, but not any of the possible alternatives listed in the previous question, what name or names would you suggest? Please include a note on why the name or names you suggest would be preferable.**

**Thank you for your responses, above. If you have any other comments on the topic of changing COG's name, or related matters, please provide them here.**