



TAF Salary and Benefits Benchmarking Survey **HOW-TO GUIDE**

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OBJECTIVES

1. SECTOR

- build public and government understanding
- lobbying and campaigning
- track progress and trends in association salaries and benefits
- measure effectiveness

2. SENIOR LEADERSHIP

- set realistic objectives
- assess performance (“industry standard” KPIs)
- make informed investment decisions

3. PRACTITIONERS

- measure and monitor progress
- (relatively) consistent reporting in sector
- lobby senior management for investment
- refute myths and build internal understanding
- identify and learn from best practice
- improve performance



SURVEY DESIGN

- 2025 - 45 questions, 25 mins
- 13 sections
 - Section A About your organisation - 3 questions
 - Section B Financials (revenue and expense) - 6 questions
 - Section C Membership numbers and benefits - 2 questions
 - Section D Recruitment - 7 questions
 - Section E Working practices - 3 questions
 - Section F Staff size - 3 questions
 - Section G Salaries - 3 questions
 - Section H Pay awards - 2 questions
 - Section I Bonus arrangements - 3 questions
 - Section J Staff benefits - 2 questions
 - Section K Holiday entitlements - 2 questions
 - Section L Pensions - 5 questions
 - Section M AI tools and technologies - 4 questions
- 22 questions are multi-choice / radio, easy to answer
- Answer as much or as little - not all questions or fields are mandatory
- Data validation checks



HOW-TO-GUIDE

1. PLAN

- Warm up, read the PDF survey
- Mark easy wins, nice-to-haves and questions which are not applicable
- Make it a priority at internal meetings

2. PREPARE

- Distribute sections across relevant teams, share PDF version
- Collaborate with teams to gather as much information as possible
- Run calculations and collect numerical data in Excel (e.g. membership numbers, revenue, expenses, % changes in pay)
- Collate final data in PDF

3. PROOFREAD

- Check final data for any errors or omissions
- Get sign-off
- Save a copy of your return

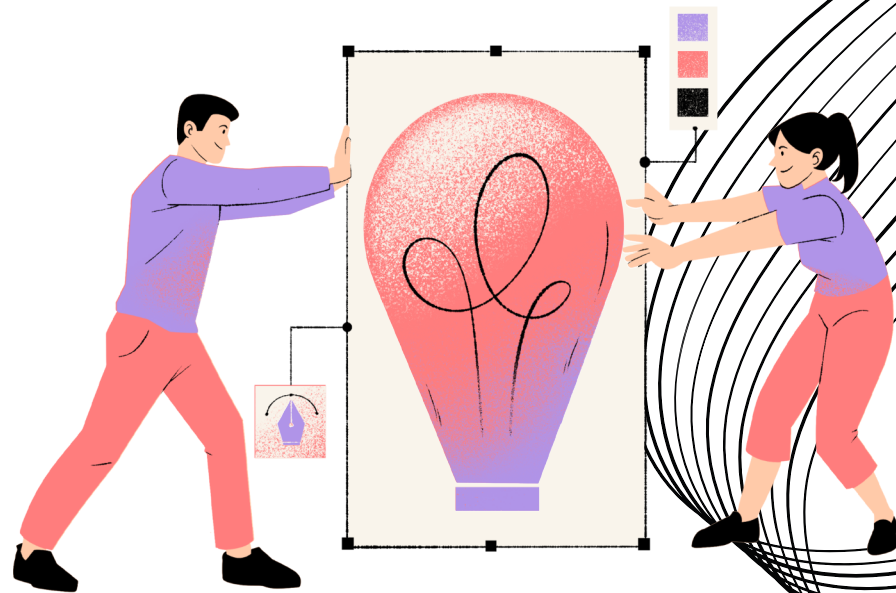
4. SUBMIT

- Enter data into online survey
- Click submit
- Await confirmation/request for clarifications



ANY QUESTIONS?

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