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**Approved Premises Clients
2006 Satisfaction Survey
Research Report**

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APPROVED PREMISES CLIENTS - SATISFACTION SURVEY FINDINGS

SURVEY SAMPLE

In total, 345 clients of AQIS Approved Premises Client Services were contacted by telephone to participate in the Customer Satisfaction Survey in 2006. Of these, **306 clients actually participated in the survey, giving an overall response rate of 89%** - showing that there was an excellent response to the survey among Approved Premises clients.

SAMPLE CHARACTERISTICS

Length of time dealing with AQIS

Just less than four in ten (36%) respondents had dealt with AQIS for ten years or more while approximately three in ten (28%) had dealt with AQIS for less than three years. This distribution is largely consistent with the survey sample of prior years as can be viewed in the table below.

Length of time	% 2004 (N = 202)	% 2006 (N = 306)
Less than 12 months	6	8
1 and less than 3 years	19	20
3 and less than 5 years	11	13
5-9 years	27	23
10 years or more	37	36
TOTAL	100	100

Frequency of contact with AQIS

Approved Premises clients were asked how often they have contact with AQIS. Approximately equal proportions (one in five respondents) reported having daily contact, weekly contact, fortnightly or monthly contact, or contact every couple of months with AQIS. A final one in five Approved Premises clients reported that contact with AQIS varies depending on work flow or occurs less often than every couple of months. Frequency of contact with AQIS among Approved Premises clients has not changed significantly since 2004.

Frequency of contact	% 2004 (N = 202)	% 2006 (N = 306)
Daily	20	18
Weekly	20	20
Fortnightly	9	11
Monthly	15	13
Every couple of months	16	20
Less often	15	14
Depends on work flow	5	4
TOTAL	100	100

Type of Business

Approved Premises clients were asked to classify their business, from an AQIS approval perspective. The main shift in business type in the survey sample since the previous survey (in 2004) is an increase in the proportion reporting Restricted Sea/Air Freight. This figure increased from 18% in 2004, to 28% in 2006.

Type of Business	% 2003 (N = 210)	% 2004 (N = 202)	% 2006 (N = 306)
Unrestricted Sea/Air Freight	21	25	28
Restricted Sea/Air Freight	20	18	28
Analytical and Research Laboratories	20	21	23
Nurseries/Plants	16	6	8
Food Importation	-	3	-
Animal feed/Fertilisers	-	3	-
Machinery/Parts importation	-	2	-
Other	16	13	8
Don't know	7	9	5
TOTAL	100	100	100

Regular AQIS contact office

The table below shows the main AQIS offices with which Approved Premises clients liaise. In 2006, *significantly fewer* respondents reported dealing with the Sydney office (down from 34% in 2004 to 15% in 2006) while significantly more respondents reported dealing with the Perth office (up from 10% in 2004 to 19% in 2006) and Brisbane office (up from four percent in 2004 to 13% in 2006).

Melbourne dominates as the primary contact office in 2006 for Approved Premises clients with approximately a third (34%) reporting regular dealings with this office. Following next are the Perth, Sydney, Brisbane, Canberra and Adelaide office. The capital cities clearly dominate as the primary contact offices. This distinction is more pronounced in 2006 than it was in 2004, with declines in the proportion of respondents reporting to deal with regional Victoria and regional NSW.

Regular contact office	% (N= 306)
Victoria – Melbourne	34
WA – Perth	19
NSW- Sydney	15
Queensland – Brisbane	13
Canberra	10
SA – Adelaide	9
Queensland - Far North/Cairns/Townsville	5
Victoria - not Melbourne	2
WA - not Perth	2
Queensland – South Qld not Brisbane	2
Queensland – South Qld	2
NT – Darwin	2
Tas – Hobart	1
SA - not Adelaide	1
NSW- not Sydney	0

Note: The percentages in the above table add to more than 100% as respondents were allowed to specify more than one office with which they have regular dealings.

OVERALL SATISFACTION

Respondents were asked to rate their overall satisfaction with the service provided by AQIS on a scale of 1 to 10 – 1 being 'extremely dissatisfied', and 10 being 'extremely satisfied'.

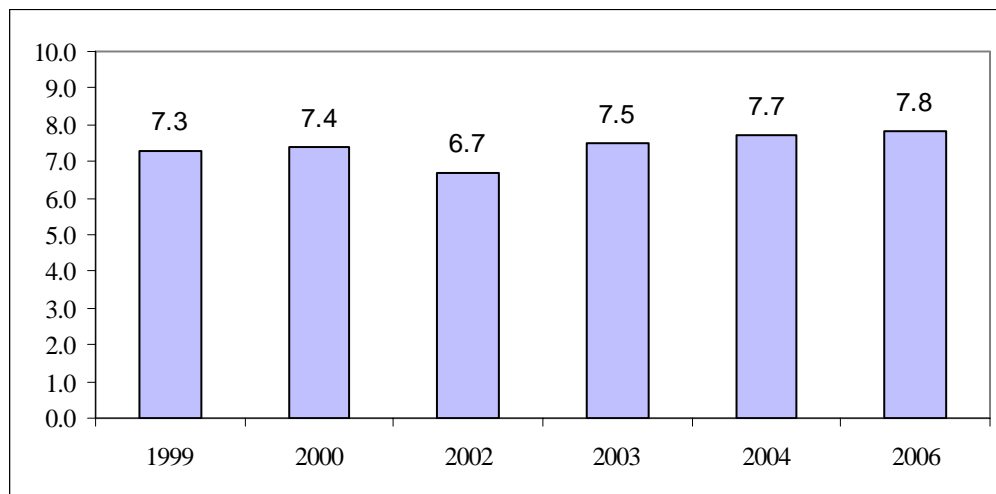
The overwhelming majority of Approved Premises clients were satisfied with the service provided to them by AQIS, with 91% giving it a rating of 6 or more out of 10. **This is an excellent result** and has been maintained since 2004. Almost one in eight Approved Premises' clients reported being extremely satisfied overall (i.e., a 10 out of 10 rating).

Only one in eleven clients rated their overall satisfaction with the service provided by AQIS as five or less – i.e. in the overall 'dissatisfaction' range.

Level of overall satisfaction with AQIS service (on a scale of 1-10)	% 2006 (N = 306)
1 (Extremely Dissatisfied)	0
2-5	9
6-9	78
10 (Extremely Satisfied)	13
TOTAL	100

Respondents' overall satisfaction with AQIS service was therefore relatively high in 2006, with an **average satisfaction rating of 7.8** out of 10. From the figure below, showing historical data since 1999, the average satisfaction rating is at its highest level yet.

Average rating of Overall Satisfaction with AQIS service



Consistency in satisfaction across AQIS offices

Approximately 1 in 10 of Approved Premises clients (10%, or 32 people) reported that they usually deal with more than one AQIS office. Of these, two thirds said that their level of satisfaction *is consistent* across all the offices they deal with.

Changes in overall satisfaction over the last two years

Respondents were asked if their overall satisfaction with AQIS service had improved, deteriorated, or stayed the same over the last two years.

Consistent with the earlier findings, approximately two in five (43%) said that their overall satisfaction had **improved** over the last two years. A *significant* proportion (47%) also said that they were as satisfied now, as they were two years ago. Only one in approximately thirteen reported that their overall satisfaction had deteriorated.

Change in overall satisfaction over last 2 years	% 2004 (N = 202)	% 2006 (N = 306)
Improved	39	43
Stayed the same	46	47
Deteriorated	12	8
Don't know	3	2
TOTAL	100	100

Main factors contributing to *improvement* in satisfaction

Of those (131 respondents) whose overall satisfaction had improved, most attributed this improvement to four main factors:

- ❖ Staff being more approachable, and communicating better with clients;
 - Noted by more than one in five Approved Premises clients
- ❖ Staff being better trained
 - Noted by more than one in six
- ❖ Staff having more contact with clients and forming more personal service relationships
 - Noted by approximately one in eight
- ❖ AQIS being more efficient
 - Noted by approximately one in eleven.

Two of the four factors noted above (i.e. Staff being more approachable and communicating better with clients and Staff having more contact with clients and forming more personal service relationships) were also identified amongst core factors to which improvement was attributed in 2004.

Main factors contributing to *deterioration* in satisfaction

Only 8% of respondents (25 people) reported that their overall satisfaction had deteriorated over the last two years. The two most frequently cited reasons for this deterioration were (percentages are not reported due to the small sample sizes):

- ❖ Inconsistent rule interpretation,
- ❖ Staff lacking the necessary knowledge/specific knowledge.

It is noted that these reasons were cited by only six and five respondents respectively from the 25 noting deterioration in satisfaction over the last two years (from the 306 survey completers in the 2006 survey).

Changes that AQIS could make to improve levels of service

All Approved Premises clients were asked (an open-ended question) about improvements that could be made to AQIS services.

Suggested changes to improve service	% 2006 (N = 306)
Better trained/more knowledgeable staff/specialist knowledge	12
More accessible/contactable	12
More efficient/faster processing	10
More flexible/understanding	10
More staff	8
Closer consultation with industry	8
Consistent rule interpretation	8
More information/updates	7
Reduce fees/improve value for money	4
Improve understanding of business/my business	4
Better access to information/updates	4
Adopt a team approach/work with us	2
Other	3
Don't know	10
None/no improvements/no changes necessary	28
Total	130

Note: The percentages in the above table add to more than 100% as respondents were allowed to report more than one suggestion for improvement.

The table above shows the most frequently reported suggestions for improvement - noted by one in ten clients or more were:

- ❖ Be more accessible/contactable;
- ❖ Have better trained staff with specialist knowledge;
- ❖ Be more flexible and understanding; and
- ❖ Be more efficient/faster processing.

It is noted that the proportion of suggestions concerning accessibility/contactability and flexibility/understanding have increased significantly since 2004 (by 7% and 6% respectively).

Consistent with Approved Premises clients' high level of overall satisfaction, almost **three in ten (28%) suggested that no changes were necessary in 2006. This proportion is similar to that reported in 2004.**

SATISFACTION WITH AND IMPORTANCE OF SPECIFIC AQIS SERVICE ATTRIBUTES

Respondents were asked to rate (i) the importance of, and (ii) their satisfaction with nine attributes of AQIS service on a 1-10 scale (1 being '*not at all important/extremely dissatisfied*', and 10 being '*extremely important/extremely satisfied*').

Asking clients to rate how important they perceive particular attributes of AQIS service to be enables AQIS to identify the needs of each client group, and to improve services to these groups. It is, in effect, developing a *client values framework* for each client group. By measuring client satisfaction against these values, AQIS can identify areas of service that are fulfilling clients' needs, or areas of service that need to be improved.

According to respondents, the **most important attributes of AQIS service** are staff professionalism, AQIS having clear expectations and being responsive to client's needs. These three attributes achieved an average importance rating of 8.7 or higher (out of 10). Staff technical competence and understanding needs of business were also considered very important. These two attributes achieved average ratings of 8.6 and 8.5 respectively.

Respondents not only thought that these attributes were important, but were also relatively satisfied with these aspects of service. Average satisfaction ratings were 8.0 for Staff professionalism, 7.7 for AQIS having clear expectations and 7.5 for being responsive to needs. Satisfaction ratings concerning staff technical competence and understanding needs of business were also relatively high – average ratings of 7.6 and 7.5 respectively.

This shows that **AQIS is largely meeting the needs of this client group.**

Other important attributes (which achieved importance ratings of 8 or more out of 10) include:

- ❖ Flexibility; and

- ❖ Adopting a team approach with clients.

AQIS performed well on all these attributes, with average satisfaction ratings ranging from 7.3 to 7.4.

Attribute of AQIS service	Average rating - Satisfaction	Average rating - Importance	Weighted Satisfaction Gap (i.e. 10 – Satisfaction X Importance)
Staff professionalism	8.0	8.9	18
Expectations are clear	7.7	8.8	20
Timely & accurate invoices	7.7	7.9	18
Staff technical competence	7.6	8.6	21
Responsive to needs	7.5	8.7	22
Understand needs of business	7.5	8.5	21
Adopting team approach	7.4	8.2	21
Flexible	7.3	8.3	22
Value for money	6.7	7.8	26

Furthermore, there was a moderate positive relationship between respondents' ratings of importance and satisfaction with the nine attributes of AQIS service. In other words, service was better in areas that were seen as more important by clients. This means that the **Approved Premises client service area at AQIS is 'on track' and understands client needs, knows what is important to this client group and generally provides it to them.**

Satisfaction with seven of the nine attributes increased or remained unchanged since 2004 - the two largest (though not statistically significant) increases since 2004 occurred for:

- staff technical competence (up from 7.3 to 7.6); and
- timely & accurate invoices (up from 7.3 to 7.7).

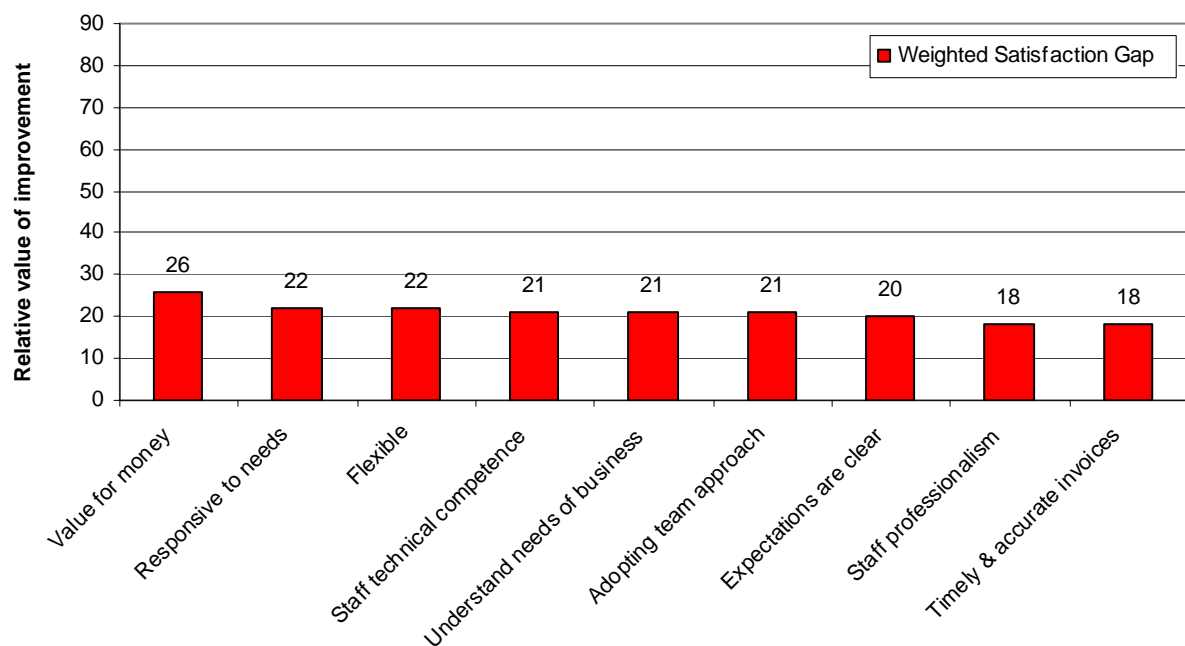
To identify the AQIS service attributes with the most fertile room for improvement (i.e. where improvement would be most valued by clients) a client centred analysis approach was utilised taking into account both client perceived performance (i.e., satisfaction) and client perceived importance.

In summary, as presented in the last column of the table above we calculated the 'Importance Weighted Satisfaction Gap'. This figure is calculated by subtracting the 'Average Satisfaction Rating' from the 'Maximum Possible Satisfaction Rating' (which is 10) resulting in identification of the 'Satisfaction Gap' (a gap of zero would indicate a perfect satisfaction rating was recorded - i.e., $10 - 10 = 0$, while a satisfaction gap of nine would indicate the lowest satisfaction rating - i.e., $10 - 1 = 9$).

After calculating the Satisfaction Gap this figure was multiplied by the 'Average Importance Rating' providing an 'Importance Weighted Satisfaction Gap' as perceived by the client¹.

The Weighted Satisfaction Gap scores are presented in the last column of the table above. In the figure below these scores have a potential range from 1 to 90 with higher scores indicating those service attributes which require most improvement from the point of view of improving overall client satisfaction.

Relative value of improvement across the AQIS Service Attributes



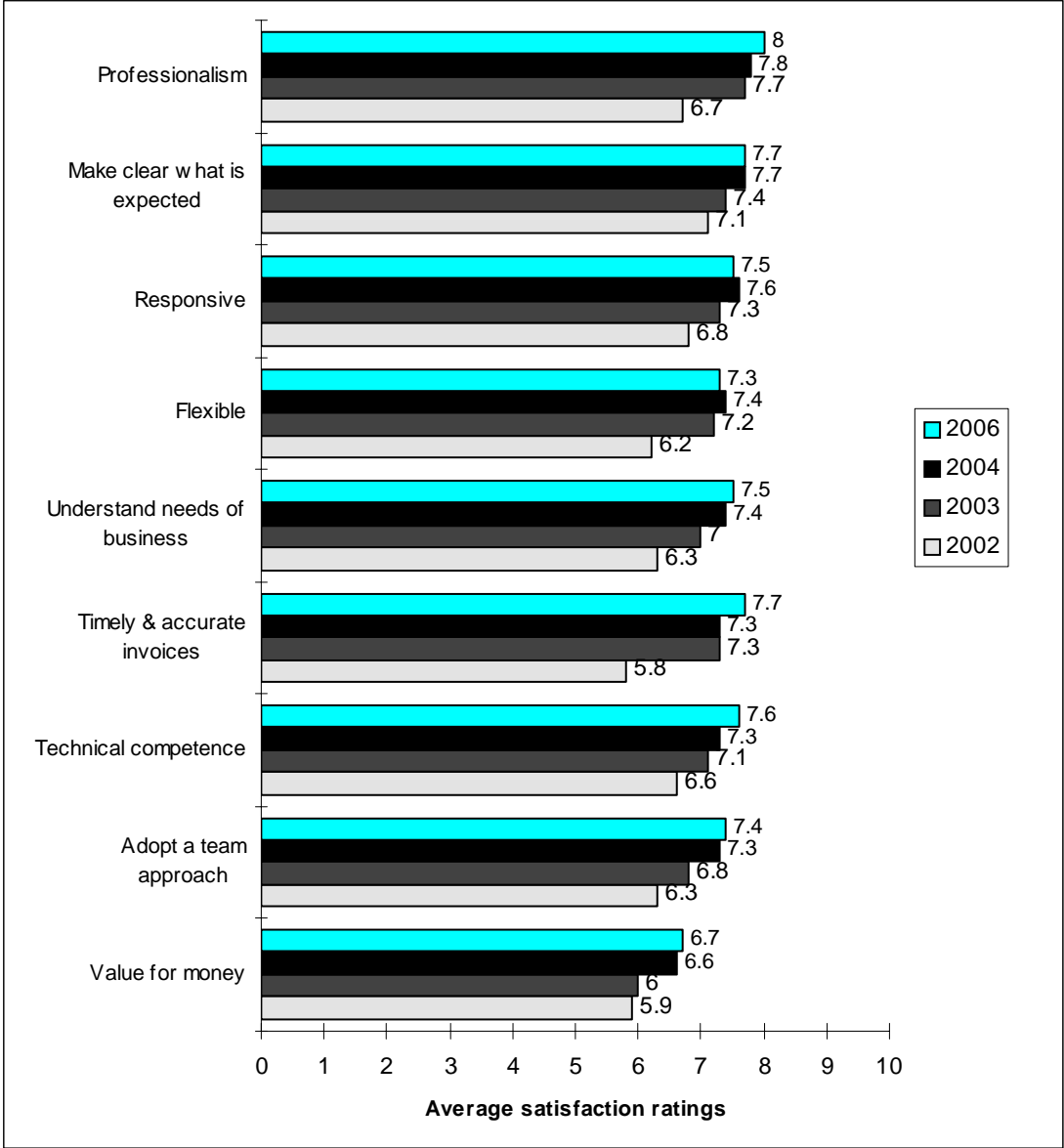
The figure above illustrates the relatively small room for improvement (i.e. due to already high levels of client satisfaction) for each of the individual service attributes. It is noted that as the weighted satisfaction

Formula: (Maximum Possible Satisfaction Rating - Average Satisfaction Rating) × Average Importance Rating.

gaps are comparatively equal across the nine attributes it is difficult to specify attributes that, if improved, will be most appreciated by clients. However *marginal* improvements in total satisfaction appear most likely to be gained if satisfaction concerning value for money were to improve further.

Thus **Approved Premises clients' satisfaction with AQIS services is generally moderate to high.** Comparisons with historical data are shown in the figure below. The figure shows **consistent improvement across the array of AQIS service attributes since 2002 – a very positive result.**

Average rating of satisfaction with attributes of AQIS service



ASSESSMENT OF SERVICE AGAINST AQIS VALUES

Respondents were asked to rate 25 attributes of AQIS service provision, which represent five key values that underlie AQIS service standards. These values are as follows:

Value	Description
1. Professionalism of staff (6 attributes)	Doing the best job we can, serving out clients in a practical, diligent, rigorous and outcomes-focussed way;
2. Integrity of staff (3 attributes)	Behaving ethically, acting with honesty, loyalty and courage;
3. Openness of staff & the organisation (7 attributes)	Building trust, being frank, open to ideas, and accessible to staff and clients
4. Fairness of staff (7 attributes)	Ensuring that people get a fair go, that all are treated equitably and justly;
5. Respect of staff (2 attributes)	Respecting each other, our families, our clients, those with different ideas and those from diverse backgrounds and cultures.

Respondents were presented with 25 statements about the attributes, and were asked to rate their level of agreement with each statement on a five-point agreement scale (with an additional 'don't know' option) as follows:

- 1 = Strongly agree
- 2 = Agree
- 3 = Neither agree nor disagree
- 4 = Disagree and
- 5 = Strongly disagree.

Professionalism of staff

Approved Premises clients' views on AQIS staff professionalism were very positive. **In 2006, over 9 in 10 clients (95%) said that they agreed staff were professional and over 8 in 10 clients agreed that staff were well trained (84%) and had adequately explained QA/CA/ Co-regulation options.**

Three quarters also agreed that AQIS helps them find solutions to their problems and that the tasks AQIS performs are value for money. Less than one in ten agreed that the aim of AQIS is to raise revenue.

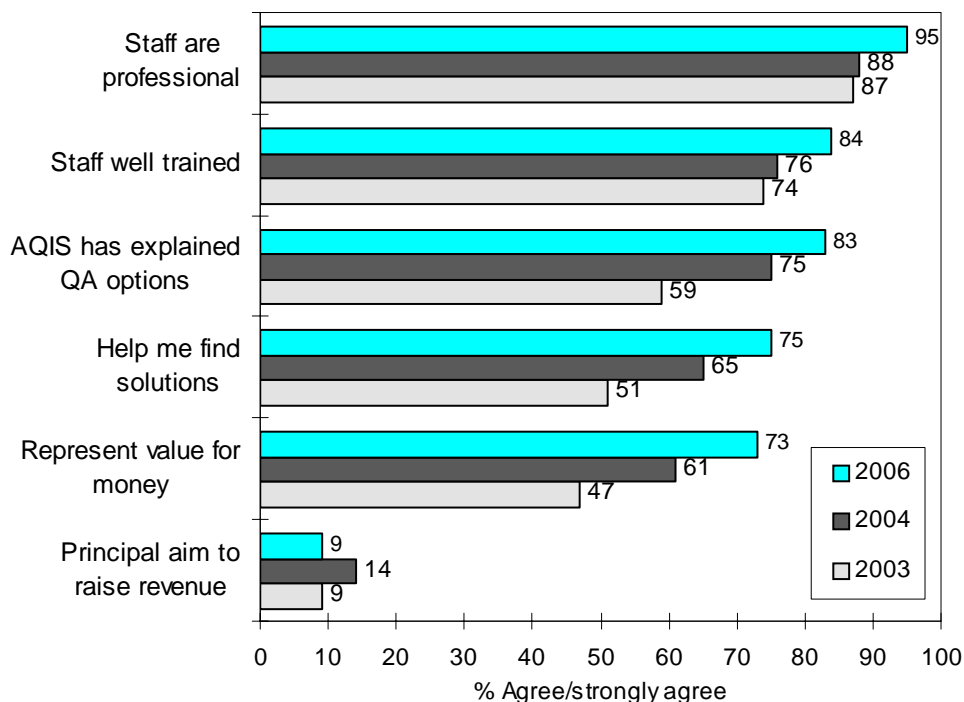
Comparisons to 2004 figures reveal increases in agreement with all five positive professionalism statements (though not statistically significant a positive trend is evident). In addition, *disagreement* with the one negatively worded professionalism statement increased significantly:

- While 71% of respondents in 2004 disagreed that the aim of AQIS is to raise revenue, 86% of respondents disagreed with this statement in 2006.

The improvements occurred evenly across the range of professionalism statements. These findings indicate AQIS service provision is in step with clients and has been successful in continued targeting and addressing problems where required.

Professionalism statements	% Agree/ Strongly Agree	% Neither/ Don't know	% Disagree/ Strongly Disagree
Staff are professional	95	3	2
Staff well trained	84	9	7
Adequately explained QA/CA/Co-reg optns	83	8	9
Helps me find solutions	75	15	10
Tasks AQIS performs are value for money	73	12	14
Aim of AQIS is to raise revenue	9	5	86

Ratings of Staff Professionalism - 2003-2006



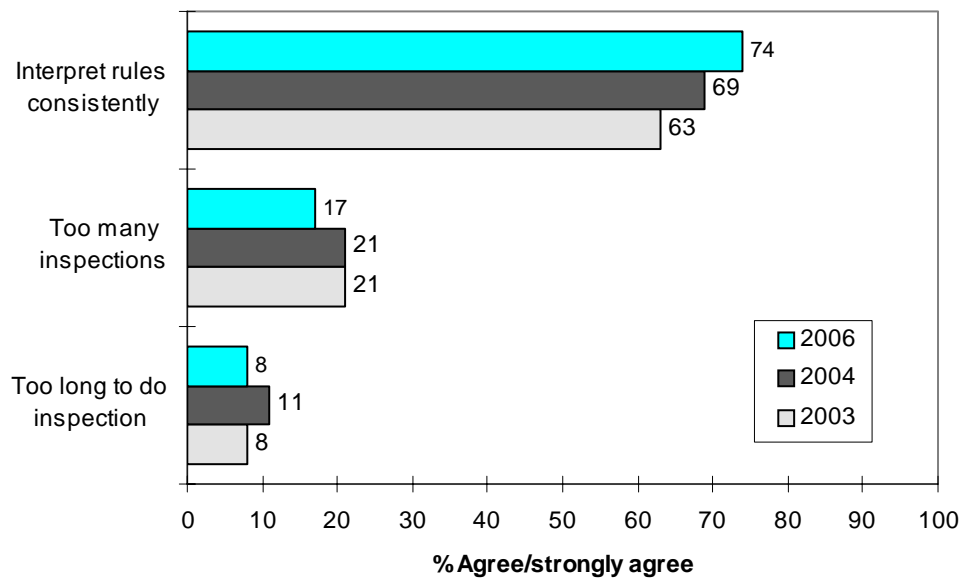
Integrity of staff

Approved Premises clients' ratings of staff integrity remained at high levels in 2006. Three quarters (74%) of clients (up 11% since 2003 and 5% since 2004) felt that staff interpret rules and regulations consistently.

About seven in ten (71%) respondents *disagreed* that AQIS staff conduct too many inspections (up 6% since 2004) and above eight in ten (85%) *disagreed* that staff take too long to do inspections (up 8% since 2004).

Integrity statements	% Agree/ Strongly Agree	% Neither / Don't know	% Disagree/ Strongly Disagree
Staff interpret rules & regulations consistently	74	6	20
Too many inspections	17	12	71
Staff take too long to do inspection	8	6	85

Ratings of Staff Integrity - 2003 to 2006



Openness of staff and of the organisation

Ratings of the openness of staff, and of the organisation as a whole, were high and continue to increase in 2006.

In 2006, more than eight in ten respondents agreed that:

- ❖ AQIS listens to clients (up significantly by 11% since 2004, to 87%);
- ❖ AQIS's expectations are clear (up 1%, to 85%);
- ❖ They can contact AQIS when needed (up 3% to 85%);
- ❖ AQIS responds promptly to requests for assistance (up 1%, to 84%); and
- ❖ AQIS is open about how they operate (up 9%, to 82%).

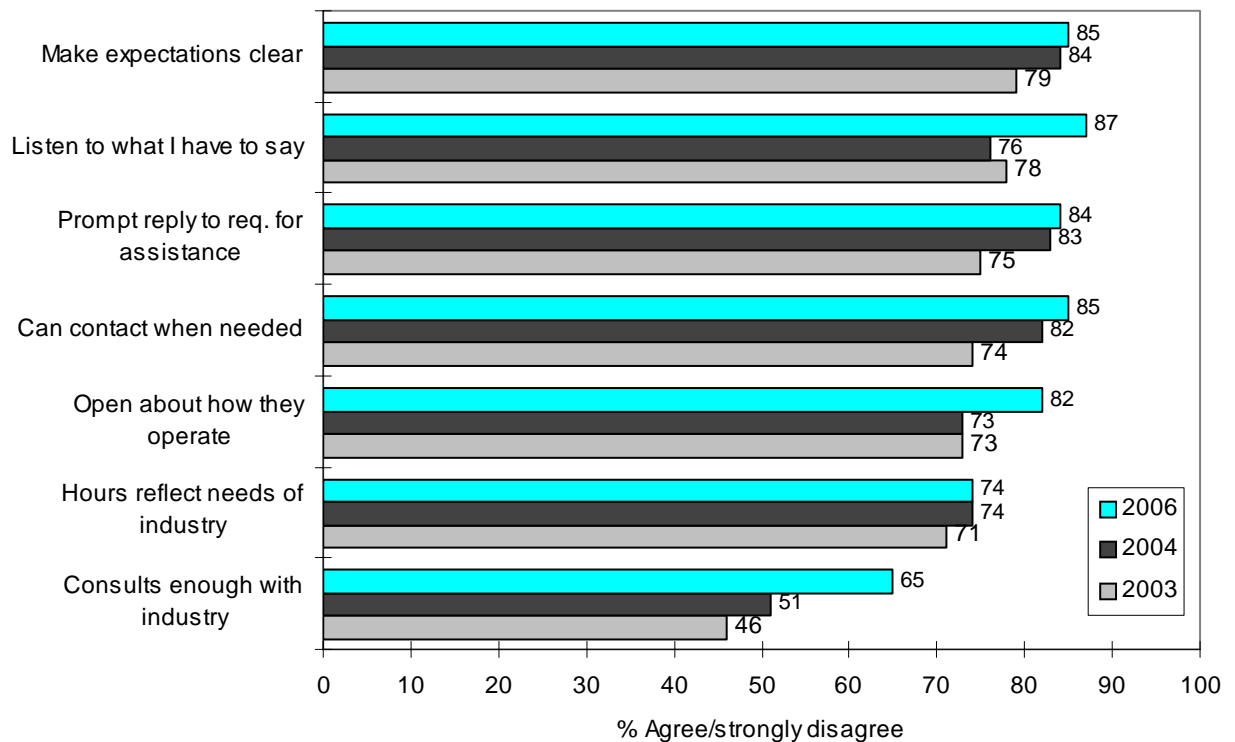
Approximately, two in three or more respondents also agreed that:

- ❖ AQIS hours of operation reflect needs (74%); and
- ❖ AQIS consults enough with industry (up notably by 14%, to 65%).

In terms of areas needing improvement, the view that AQIS consults enough with industry is still lagging compared to the other 'openness' attributes. However, considering that less than one in five disagreed that 'AQIS consults enough with industry' and considering the gains made in this domain over the last two years, while real, this lag is not considered significant.

Openness statements	% Agree/ Strongly Agree	% Neither/ Don't know	% Disagree/ Strongly Disagree
Expectations are clear	85	7	8
Listens	87	8	5
Respond promptly to requests for assistance	84	8	9
Can contact AQIS when needed	85	6	10
Open about how they operate	82	12	6
Hours of operation reflect needs	74	8	18
Consults enough with industry	65	18	17

Ratings of Staff Openness - 2003 to 2006



Fairness of staff

Generally, Approved Premises clients were moderately satisfied with the attributes of staff fairness and ratings increased in favourability or remained unchanged since 2004:

- ❖ Over eight in ten (85%) Approved Premises clients *agreed* that AQIS staff promptly reply to clients' requests for information; and
- ❖ Two thirds of clients *agreed* that AQIS takes the needs of business into account (67%) and makes positive contribution to business success (65%).

In addition the majority of respondents disagreed that:

- ❖ Staff apply rules & regulations too strictly (63%);
- ❖ Industry should meet all of AQIS's costs (59%) and
- ❖ AQIS should devote more time to assistance/less to policing/regulating (56%).

The least positively rated statement concerned whether charge rates are too high and results were mixed with approximately equal proportions agreeing and disagreeing (37% and 40% respectively).

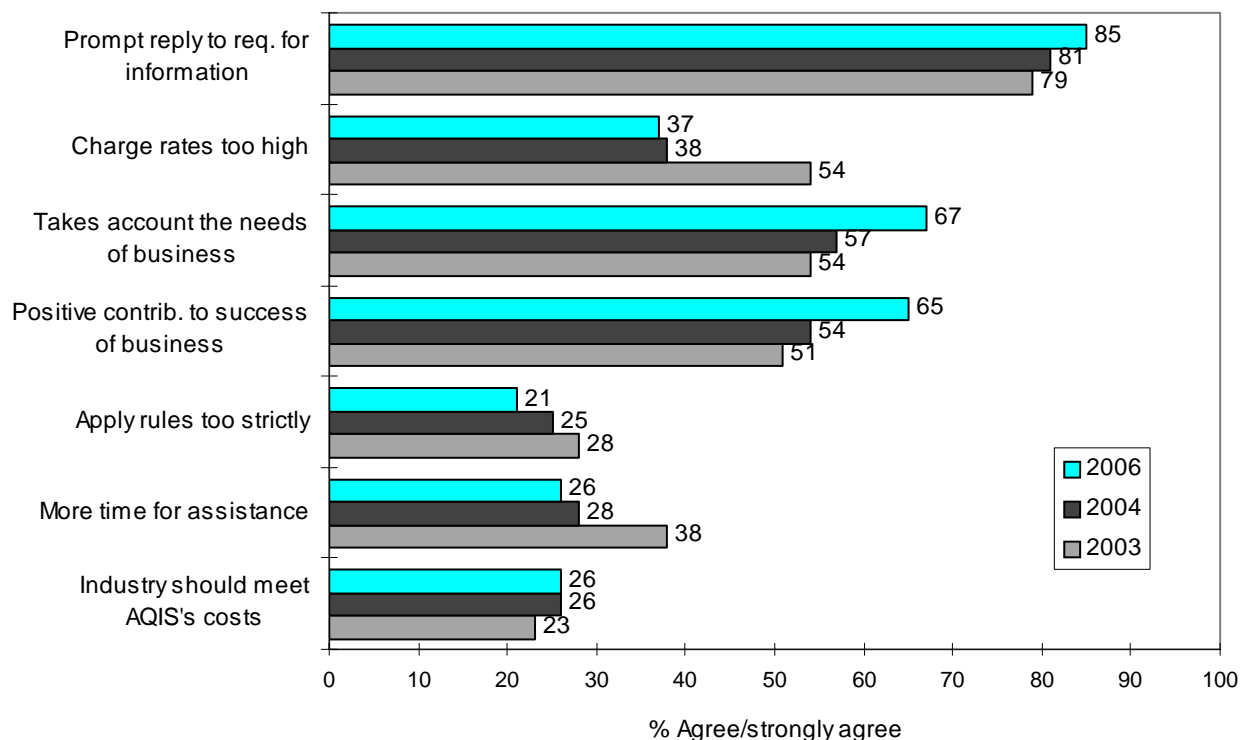
The largest *significant* difference in comparison to 2004 ratings concerned the *increased disagreement* with the *negative statement* that charge rates are too high (disagreement increased 12% since 2004, to 40% in 2006).

Other notable differences (though not statistically significant) include the increase in agreement with the positive statements:

- AQIS take needs of business into account (up by 10% to 67%); and
- AQIS makes a positive contribution to business success (up by 9% to 65%).

Fairness statements	% Agree/ Strongly Agree	% Neither/ Don't know	% Disagree/ Strongly Disagree
Responds promptly to requests for information	85	6	9
Charge rates too high	37	23	40
Take needs of business into account	67	19	14
Staff apply rules & regulations too strictly	21	16	63
Should devote more time to assistance/less to policing/regulating	26	18	56
Makes positive contribution to business success	65	15	20
Industry should meet all of AQIS's costs	26	15	59

Ratings of Staff Fairness - 2003 to 2006



Respect

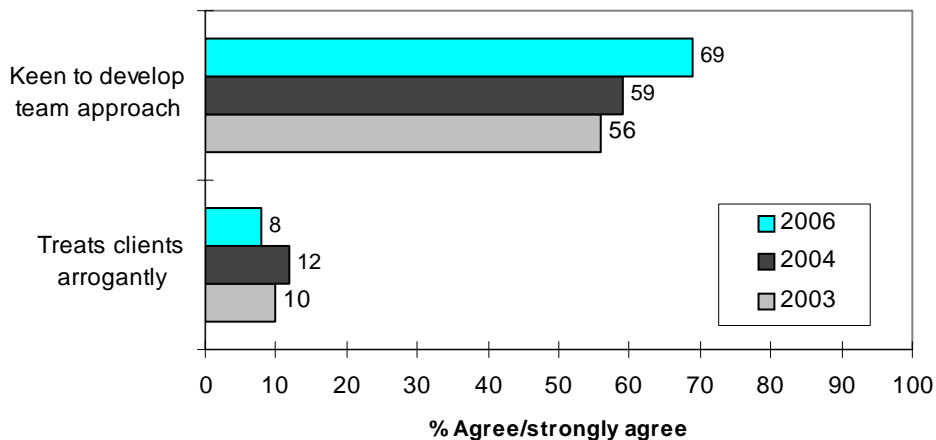
In terms of staff respect, respondents' ratings improved slightly since 2004.

Seven from ten (69%) agreed that AQIS is keen to develop a team approach with the industry. This proportion has increased notably by 10% since 2004 and while not statistically significant is consistent with the increase in perception that AQIS consults enough with industry (also up – by 14% since 2004 to 65% - recorded within the Openness attribute above).

Fewer than one from twelve believe AQIS treats its clients arrogantly and almost nine from ten (86%) clients disagreed with this statement.

Respect statements	% Agree/Strongly Agree	% Neither/Don't know	% Disagree/Strongly Disagree
Keen to develop team approach	69	19	12
Treats clients arrogantly	8	6	86

Ratings of Staff Respect - 2003-2006



BROAD AQIS ISSUES

Primary role and function of AQIS

Primary role & function of AQIS	% 2006 (N = 306)
Protect Australia from incoming pests/diseases	66
Monitor quality of imports	14
Ensure compliance	7
Responsible for regulations	4
Facilitate /administer imports	3
Quality control (imports and exports)	2
Monitor quality of exports	2
Don't know	2
Represent Australia's interests overseas	1
TOTAL	100

Respondents were asked what they perceived to be the primary role and function of AQIS. The majority of respondents (66%) felt that AQIS's main role is to protect Australia from incoming pests and/or diseases – this figure has increased 11% since 2004. Approximately one in seven (14%) believed AQIS's main role is to monitor the quality of imports.

Value of AQIS Label

Respondents were asked, *"If you are involved in export in any way, how much value if any do you see in having an AQIS label on or AQIS clearance of your products when it comes to accessing overseas markets?"*

Value of AQIS label	% 2006 (N = 306)
High value	21
Some value only	14
Low value	4
No value at all	1
Don't know/Depends	3
Not involved in exports	58
TOTAL	100

Four in ten respondents (42%) were involved in exports, and of these **83% felt that the AQIS label *does* add high or at least some value when it comes to accessing overseas markets. This figure has increased significantly from the 63% figure noted in 2004.**

FEES/CHARGES AND VALUE FOR MONEY

Rating value for money of AQIS services

Rating of value for money (on a scale of 1 – 10)	% 2006 (N = 306)
1 (Very poor value for money)	2
2-5	25
6-9	65
10 (Very good value for money)	8
TOTAL	100

Respondents were asked to rate the value for money of AQIS services on a scale of 1 to 10 (where 1 = *very poor value for money*, and 10 = *very good value for money*).

Almost three quarters of respondents (73%) gave AQIS service value for money a rating of 6 or higher out of 10. Approximately one in twelve respondents rated value for money as very good while only 1 in 50 thought value for money was very poor.

The average rating of value for money among Approved Premises clients was 6.7 out of 10 in 2006 – significantly higher than the rating of 6.3 in 2004 and 5.8 reported in 2003. This is a positive result, in 'good value for money' territory. The significant increase in the rating of value for money is consistent with the significant increases noted elsewhere re satisfaction with AQIS fees/charges. i.e.:

- ❖ The *significant increase in disagreement* with the *negative statement* that charge rates are too high (disagreement increased 12% since 2004, to 40% in 2006);
- ❖ The increase in disagreement with the negative statement that the aim of AQIS is to raise revenue (disagreement increased 15% since 2004, to 86% in 2006);
- ❖ The increased agreement with the positive statement that the tasks AQIS performs are value for money (increased 12% since 2004 to 73% in 2006).

Changes to AQIS charges over the last 12 months

Changes to AQIS charges over the last 12 months	% 2006 (N = 306)
Increased	22
Stayed the same	44
Decreased	1
Both increased and decreased	0
Don't know	33
TOTAL	100

When asked if AQIS charges had changed over the last 12 months, **one in five (22%) felt that charges had increased – a continued decrease of 8% since 2004 and 26% since 2003** (when 48% felt this way). Just over two in five (44%) noted charges had remained the same while a third (33%) reported not knowing whether or not charges had changed. Only 1 in 100 clients (or 1%) reported a decrease in 2006.

While the proportion of Approved Premises clients reporting an increase in charges did decline by 8% since 2004 the proportion reporting a decrease

in charges also decreased by a comparable 6% - leaving the overall balance relatively similar to the 2004 levels.

The significant increase in satisfaction with perceived value for money of AQIS service and increase in satisfaction with charge rates and cost issues (all reported on above) are in excess of the findings concerning changes in charges rates in 2006, **indicating clients perceive real improvement in AQIS service.**

AQIS SERVICE CHARTER

Awareness of AQIS Service Charter

Respondents were asked whether or not they are aware that AQIS has a Service Charter.

Aware of AQIS Service Charter	% 2006 (N = 306)
Yes	13
No	84
Don't know	3
TOTAL	100

Fewer than 1 in 7 respondents (13%) said that they were aware of the charter – this has not changed significantly since the previous survey. It is apparent that if AQIS wants Approved Premises' clients to be aware of the charter the Approved Premises Client Service Area needs to communicate more consistently with clients about the AQIS Service Charter.

Awareness of Service Standards in the Charter

Of those (33 Approved Premises clients) that were aware of the Charter, the large majority *were aware* of the actual Standards therein (though, the exact percentage is not reported here due to the small sample size).

How often Service Standards are met

All clients were read out three of the service standards contained within the Service Charter and asked to state to what extent AQIS had met each standard over the last 12 months.

How often Service Standard met	"Replies to your correspondence within 20 working days of receipt with an answer to your query or at least letting you know when you can expect an answer" (N = 306)	"Answers your telephone calls or messages promptly during normal office hours" (N = 306)	"Responds to your requests for printed information within 5 working days of receipt" (N = 306)
Always	70	55	52
Often	14	22	17
Sometimes	6	15	8
Rarely	2	4	3
Never	1	2	1
Don't know	7	2	20
TOTAL	100	100	100
Always + Often			
2003	84	79	68
2004	85	75	76
2006	84	77	69

In 2006, three quarters or more of Approved Premises clients said that AQIS 'always' or 'often' met two of the three service standards – 'Replies to your correspondence within 20 working days of receipt ...' AND 'Answers your telephone calls or messages promptly during normal office hours'.

In regards to 'responds to your requests for printed information within 5 working days' of receipt', it is noted that the proportion of Approved Premises clients who responded "don't know" was significant in 2004 and 2006 (14% and 20% respectively). If we utilise responses only from respondents who provide an answer other than 'don't know', in other words utilise responses only from those for whom the question was applicable, the extent to which AQIS meets this standard 'always' or 'often' is actually high at 86% (i.e. $69/(100-20 \times 100)$).

In comparison to 2004, the frequency with which AQIS staff 'always' or 'often' met the three service standards remained relatively unchanged in 2006. **Service standards are being met for the large majority of clients. These findings indicate solid performance and are consistent with the high satisfaction levels of earlier findings.**

INDUSTRY CONSULTATION

Awareness of Peak Industry Organisations

In 2006, approximately one in four Approved Premises clients (26%) was aware of Peak Industry Organisations that consult with AQIS to represent their interests. Awareness has remained relatively unchanged since 2003 (29% in 2003, 23% in 2004, and 26% in 2006).

Awareness of Peak Industry Organisations	% 2006 (N = 306)
Yes	26
No	70
Can't say	4
TOTAL	100

Membership of Peak Industry Organisations

Of those Approved Premises clients who are aware of peak industry organisations representing their interests, the majority (58%) are currently members of this peak body. While not statistically significant, the proportion of survey respondents who are peak industry organisation members has decreased by 14% since 2004, when 72% were members.

Currently a member of peak industry body	% (n = 80)
Yes	58
No	42
TOTAL	100

AQIS PRODUCTS

AQIS Bulletin

Receive AQIS Bulletin	% (N=306)
Yes	26
No	72
Don't know	2
TOTAL	100

One in four Approved Premises clients (26%) reported receiving the AQIS Bulletin in 2006. This figure has remained relatively unchanged in the last three years (i.e. 25% received the AQIS Bulletin in 2003, 30% in 2004 and 26% in 2006).

Amongst those who do receive it, readership of the Bulletin is high: **64%** of those who do receive it **read every edition** and a further 18% read it every few months. Furthermore, most of those who receive it also read most of it: **78% read half or more of the Bulletin**.

Finally, **most of those who receive it (76%) judge it to be useful:**

- ❖ 31% say it is very useful; and
- ❖ 45% say somewhat useful.

About 1 in 4 (24%) feel it is 'of little use' or 'not at all useful'.

Website visitation

Four from five (79%) Approved Premises clients reported visiting the website in 2006. This proportion has increased significantly in the last three years (by 28% since 2003 and by 10 % since 2004) and demonstrates the increasing importance of the website as a way of communicating any number of messages to Approved Premises clients.

Have you visited the AQIS website	% (N=306)
Yes	79
No	21
TOTAL	100

Just over two in five of those who have visited the website (43%) do so at least monthly:

- ❖ 2% visit daily;
- ❖ 14% visit weekly;
- ❖ 27% visit monthly;
- ❖ 46% visit only once or twice a year; and
- ❖ 9% only visit if they know there's something new there.

The vast majority of those who visit the website (89%) also judge it to be useful:

- ❖ 44% say it is very useful; and
- ❖ 45% say somewhat useful.

Only 9% feel the website is of little use.

Finally, those who visited the AQIS website were asked which areas they regularly visit. The answers are outlined below and show the wide range of interests of Approved Premises' clients on the AQIS website.

❖ Food	16%
❖ Rules/regulations/restrictions	14%
❖ Icon/database	11%
❖ Biological products	10%
❖ Import conditions/schemes/information	8%
❖ Publications/notices/reports/updates	8%
❖ Plants/grains/horticulture	6%
❖ Training/courses	6%
❖ Forms/guidelines	6%
❖ Cargo	5%
❖ Permits/permit application	5%
❖ Quarantine information	5%
❖ Shipping vessels.....	3%
❖ Live animals/reproductive material	3%
❖ Don't know	6%
❖ Other.....	14%

Note: The percentages above add to more than 100% as respondents were allowed to specify more than one area of the website usually visited.

SPECIAL INTEREST ISSUES

AQIS Approved Co-regulation/Quality Assurance/Compliance Agreement system

Approved Premises clients were asked if they have an AQIS approved Co-regulation (Co-reg), Quality Assurance (QA), or Compliance Agreement (CA) system in place. Most respondents (76%) reported that they did have a QA/CA/Co-reg system in place. This figure has remained unchanged since 2004.

AQIS Approved Co-regulation/Quality Assurance/ Compliance Agreement system	% (N=306)
Yes	76
No	12
Don't know/ Can't say	12
Total	100

Approved Premises clients with AQIS approved QA/CA/Co-reg systems were asked:

- i) whether AQIS was very helpful in the development of their QA/CA/Co-reg system; and
- ii) whether AQIS is very knowledgeable about QA/CA/Co-reg systems.

The large majority of responses to both of these items were positive, as can be seen in the table below. Agreement with these statements has increased notably since the last survey, a very positive outcome.

Co-regulation/Quality Assurance/ Compliance Agreement systems	% Agree/ Strongly Agree	% Neither / Don't know	% Disagree / Strongly Disagree
AQIS was very helpful in the development of their QA/CA or co-regulation system	80 Up 14% since 2004 and 23% since 2003	12	8
AQIS is very knowledgeable about QA/CA or Co-regulation systems	84 up 12% since 2004 and 26% since 2003	11	5

The table below shows that the large majority of Approved Premises clients (94%) with AQIS approved QA/CA/Co-reg systems believes the QA/CA/Co-reg system is working well – this figure has increased significantly by 12% since 2004.

The Co-regulation/ Quality Assurance/ Compliance system is working well	% (n = 231)
Yes	94
No	6
TOTAL	100

Improvements to QA/CA/Co-reg systems

Approved Premises clients with AQIS approved QA/CA/Co-reg systems where asked what improvements they could suggest to the system. **Half (50%) reported that they could think of NO improvements for the QA/CA/Co-reg system – a very positive result.**

The improvements that were suggested by clients (shown in the table below) are not concentrated strongly around any specific factors. This is a positive finding indicating that there are no specific aspects of the system which are not performing according to clients. Findings are largely consistent with those reported in 2004.

In summation, the Co-regulation/Quality Assurance/Compliance system is working well for the large majority of clients who currently have a system in place.

Improvements to QA/CA/Co-reg systems	% (N = 231)
None	50
Don't know	19
System needs to be simplified	5
Training process needs review	4
Need to work more closely with industry and understand industry	4
Faster processing/faster turn round time	3
Needs more communication/provide more information	3
Make system more practical/flexible	3

Improvements to QA/CA/Co-reg systems	% (N = 231)
More consistency in audits	3
More/better trained staff	2
Need more accessible offices/longer opening hours	2
Improve administration/paperwork/electronic systems	2
AQIS needs to place more trust in industry	1
AQIS needs to increase its presence	1
Single audits/more self regulating/look at track record	1
Total	103

Note: The percentages in the above table add to more than 100% as respondents were able to suggest more than one improvement.

CLIENT COMMENTS

Approved Premises clients were given the opportunity to supply an additional comment at the end of the survey and 17% of clients did so. The majority of these comments were suggestions for improvement and/or criticism of the current AQIS situation. On a positive note, a significant proportion (just over one in four) took this question as an opportunity to commend AQIS or AQIS staff.

Of the Approved Premises clients who provided a comment, one in ten or more remarked:

- ❖ Happy, AQIS are doing a good job – *positive remark*;
- ❖ AQIS needs more consistent rule interpretation; and
- ❖ Staff need better training/need specialist staff.

It is important to remember that while the remarks listed above were noted by more than one in ten Approved Premises clients providing comment, these proportions are of the 17% of respondents providing comment (i.e. under 2% of the total number of Approved Premises clients completing the 2006 survey).

Additional comments made by Approved Premises clients	% (n = 80)
Positive comment - Happy, AQIS are doing a good job	28
Staff need better training / specialist staff	19
AQIS needs more consistent rule interpretation	17
Need more awareness of the market place	9
Don't understand my business	8
Need more staff/more regional staff	6
Positive comment - excellent customer service	6
Be more flexible/less bureaucratic	6
Other negative comments	6
Other	6
Need closer consultation with industry/work with us	6
Fees are too high/need flexible fee structure	4
Positive comment - Helpful/responsive/easy to deal withy	4
Other positive comments	4
Examination process to strict/ should be randomised	4
Improve electronic information /computer systems	4
Faster turnaround/delays/takes too long for items to get through	4
Room to improve	4
Provide more guidelines/more detail	4
Need to work in partnership/ Act more like police	4
Total	153

Note: The percentages in the above table add to more than 100% as respondents were able to provide more than one comment/remark.