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Australian Quarantine and Inspection Service

**Biological Clients
2006 Satisfaction Survey
Research Report**

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BIOLOGICALS CLIENTS - SATISFACTION SURVEY FINDINGS

SURVEY SAMPLE

In total, 56 clients of AQIS Biologicals Client Services were contacted by telephone to participate in the Customer Satisfaction Survey in 2006. Of these, 50 clients actually participated in the survey, giving an **overall response rate of 89 %** - showing that there was an excellent response to the survey among Biologicals clients.

SAMPLE CHARACTERISTICS

Length of time dealing with AQIS

Most respondents who participated in the survey were long-term clients of AQIS. Almost half of Biologicals clients (44 %) have dealt with AQIS for 10 years or more and about one in five (22%) have dealt with AQIS for 5-9 years (presumably through other AQIS client service areas).

In comparison to the 2003 and 2004 survey samples, about **the same proportion of respondents has been dealing with AQIS for five years or more (66% in 2006, 60% in both 2003 and 2004%)**. A point to note is that only 4% of the 2006 sample said they have been dealing with AQIS for less than 12 months (compared with 20% in 2004).

The slight difference in client profile between the 2004 and 2006 surveys will be considered when interpreting satisfaction levels over time in order to distinguish changes due to sample differences and real changes made by AQIS.

Length of time	% 2004 (N = 51)	% 2006 (N = 306)
Less than 12 months	20	4
1 and less than 3 years	4	18
3 and less than 5 years	16	12
5-9 years	25	22
10 years or more	35	44
TOTAL	100	100

Frequency of contact with AQIS

Over half of Biologicals clients (56%) have contact with AQIS on a fortnightly basis or more frequently (three in ten actually have contact on a weekly or more frequent basis). Only about one in five (22%) respondents reported having contact every couple of months or less often.

The 2006 survey sample had significantly more frequent contact with AQIS on average than the survey sample in 2004. In 2006, 30% of clients contacted AQIS weekly or more often compared with only 8% in 2004. Further, while in 2004 some 41% reported contact with AQIS to be less often than every couple of months this figure was only 2% in 2006.

Contact with AQIS	% (N = 50)
Daily	8
Weekly	22
Fortnightly	26
Monthly	20
Every couple of months	20
Less often	2
Varies/depends on work flow	2
TOTAL	100

Regular AQIS contact office

The table below shows the main AQIS offices with which Biologicals clients liaise. In 2006 Canberra was the main office regularly dealt with. Two thirds (66%) of clients reported this office as the office with which they regularly liaise.

In general, the capital cities dominate as the primary contact offices with significant proportions having dealt with the Sydney, Brisbane, and Melbourne office, each of these being contacted regularly by approximately one in five clients.

Since 2004, Canberra and Sydney have increased significantly as a regular contact office for Biologicals clients (up 25% and 18% respectively).

Regular contact office	% (N = 50)
Canberra	66
NSW - Sydney	24
Queensland - Brisbane	18
Victoria - Melbourne	18
WA - Perth	10
SA-Adelaide	6
Tas – not Hobart	4
NSW – not Sydney	2
Tas - Hobart	2

Note: The percentages in the above table add to more than 100 as respondents were able to specify more than one office.

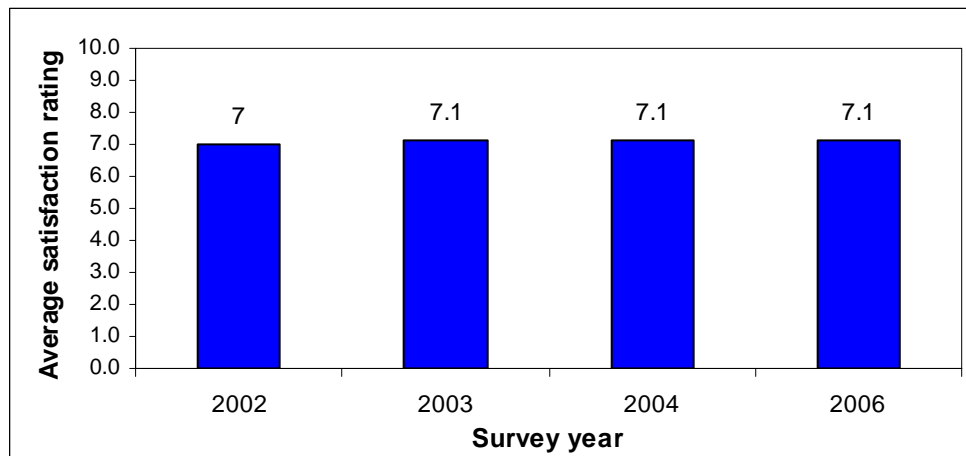
OVERALL SATISFACTION

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 vast majority of Biologicals clients were satisfied with the service provided to them by AQIS, with 80% giving the Service a rating of 6 or more out of 10.** Of these, 4% reported being extremely satisfied with AQIS service.

Respondents' overall satisfaction with AQIS service was therefore high in 2006, **with an average satisfaction rating of 7.1 (out of 10).** The average satisfaction rating has remained unchanged since the 2003 survey period.

Level of overall satisfaction with AQIS service (on a scale of 1-10)	% (N = 50)
1 (Extremely Dissatisfied)	0
2-5	20
6-9	76
10 (Extremely Satisfied)	4
TOTAL	100

Overall Satisfaction with AQIS service - 2002-2006



Consistency in satisfaction across AQIS offices

The majority of clients (70%) indicated that they usually deal with a single AQIS office. Of the minority (15 clients) who said that they deal with more than one AQIS office, approximately half said that their **level of satisfaction was consistent** across the different offices (the exact percentage is not reported due to the very small sample size).

Changes in overall satisfaction over the last two years

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

Two in five clients (40%) reported that they were as satisfied now, as they were two years ago and just over a **third** (36%) reported that their overall **satisfaction had improved** over the last two years. About 1 in 5

(22%) respondents reported that their overall satisfaction had deteriorated since 2004.

In comparison to 2004, a smaller proportion of respondents reported overall satisfaction to have stayed the same over the last two years (40% in 2006 compared with 53% in 2004). While the proportion of respondents reporting improved satisfaction had increased by about 10% points in 2006, so too had the proportion reporting deterioration.

Change in overall satisfaction over last 2 years	% (N = 50)
Improved	36
Stayed the same	40
Deteriorated	22
Don't know	2
TOTAL	100

Main factors contributing to *improvement* in satisfaction

From those whose overall satisfaction had *improved* (18 respondents), a mix of reasons was attributed for this improvement including that **AQIS has improved efficiency, responsiveness and now seem more professional** (exact percentages are not reported, due to the very small sample sizes). These factors overlap those reported in 2004.

Main factors contributing to *deterioration* in satisfaction

In 2006, 22% of respondents (11 people) reported that their overall satisfaction had *deteriorated* over the last two years. Deterioration was attributed to a number of factors including inconsistent rule interpretation and unprofessional staff/service. (Readers are advised to take note of the extremely small sample size here).

Changes that AQIS could make to improve levels of service

Respondents were asked (an open-ended question) about improvements that could be made to AQIS services. Of the suggestions provided by clients, more than one in ten noted that AQIS should:

- provide more consistent rule interpretation (up 18% since 2004 to 28%);
- be more efficient and provide faster processing (20%);

- have better trained more knowledgeable staff (16%);
- be more flexible/understanding (16%); and
- improve understanding of business/my business (14%).

It is noted that the proportion of respondents reporting that AQIS should provide **more consistent rule interpretation increased significantly since 2004 by 18% resulting in approximately three in ten (28%) Biologicals clients' reporting this suggestion for improvement in 2006.** AQIS Client Services Division should work to address this concern.

On a positive note, approximately one in six clients suggested that no improvements were necessary in 2006.

Suggested changes to improve service	% (N = 50)
Consistent rule interpretation	28
More efficient/faster processing	20
Better trained/more knowledgeable staff/specialist knowledge	16
More flexible/understanding	16
Improve understanding of business/my business	14
More information/updates	8
Closer consultation with industry	8
More accessible/contactable	6
Reduce fees/improve value for money	6
More staff	6
Adopt a team approach/work with us	4
Better access to information/updates	2
None/no improvements/no changes necessary	16
Don't know	8
Other	2

Note: The percentages in the above table add to more than 100, as respondents were able to suggest more than one change to improve service.

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. AQIS 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 clients, the most important attributes of AQIS service are:

- ❖ Staff technical competence (8.8 out of 10);
- ❖ Staff professionalism (8.6 out of 10);
- ❖ Responsive to needs (8.5 out of 10); and
- ❖ AQIS expectations being clear (8.5 out of 10).

Respondents were relatively satisfied with these aspects of service with AQIS achieving average satisfaction ratings of 7.4 for staff professionalism and 6.9 for the other three service attributes. These **attributes received satisfaction ratings in positive territory**.

The remaining 'important' attributes were all rated above 7 out of 10. AQIS performed average to moderately well on all these attributes, with average satisfaction ratings ranging from 6.1 to 7.6 (all within positive territory). This shows that AQIS is generally meeting the needs of this client group though there remains considerable room to increase satisfaction levels.

There was a reasonable positive relationship between respondents' ratings of importance and satisfaction with the nine attributes of AQIS service. In other words, clients were more satisfied with areas that were considered more important. This is a positive result. A weaker item in this respect, however, was 'staff technical competence'. This service attribute lagged slightly in satisfaction ratings compared to its importance rating.

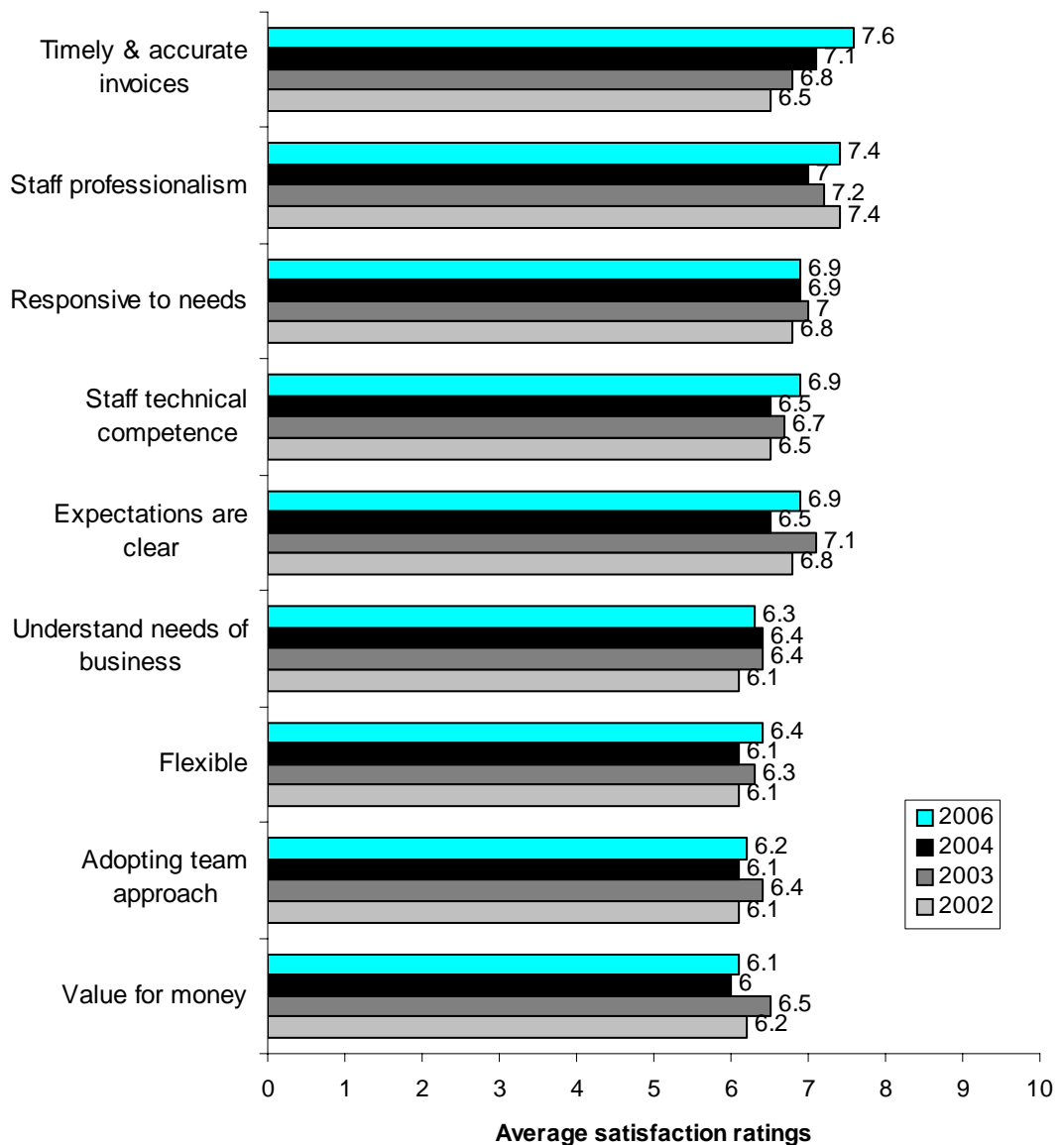
Attribute of AQIS service	Average rating - Satisfaction	Average rating - Importance	Weighted Satisfaction Gap (i.e. 10 – Satisfaction X Importance)
Staff technical competence	6.9	8.8	27
Staff professionalism	7.4	8.6	22
Responsive to needs	6.9	8.5	26
Expectations are clear	6.9	8.5	26
Understand needs of business	6.3	8.1	30
Flexible	6.4	7.8	28
Adopting team approach	6.2	7.7	29
Value for money	6.1	7.6	30
Timely & accurate invoices	7.6	7.4	18

Comparison of average satisfaction ratings with historical data are shown in the figure below. While not statistically significant, **average satisfaction ratings have improved slightly since 2004**. Increases in ratings occurred across seven of the nine attributes and improvements of 0.3 of a point or greater occurred across five attributes.

The largest increases in satisfaction ratings concerned the following service attributes:

- Staff professionalism (increased by 0.4 of one point);
- Staff technical competence (increased by 0.4 of one point);
- Expectations are clear (increased by 0.4 of one point);
- Timely and accurate invoices (increased by 0.5 of one point); and
- Flexibility (increased by 0.3 of one point).

Average satisfaction ratings with attributes of AQIS service - 2002 – 2006



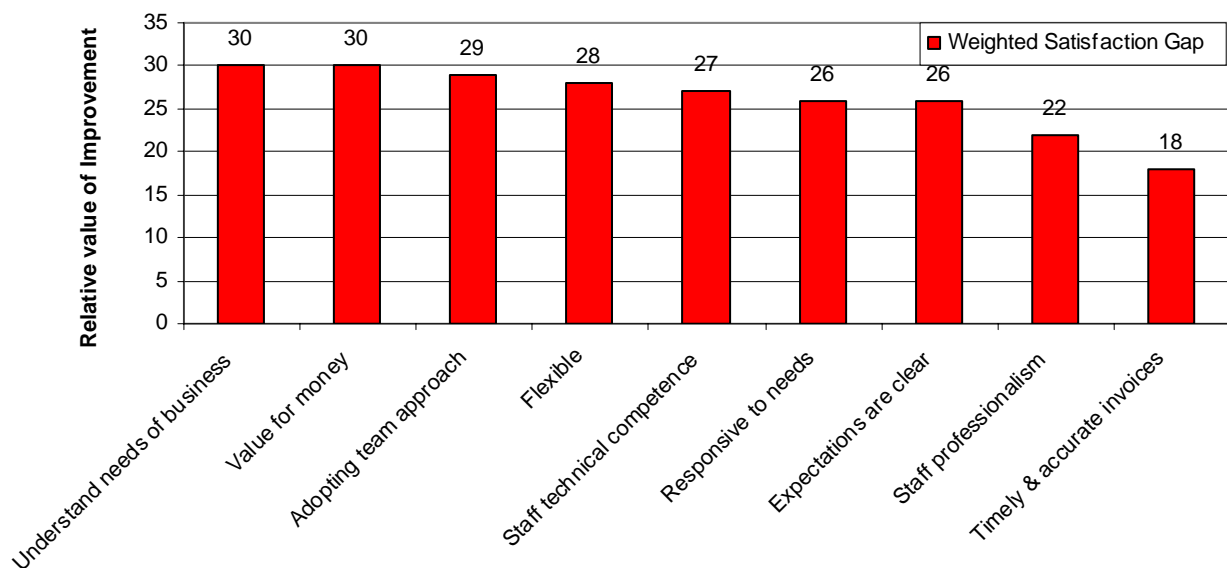
To identify the AQIS service attributes with the most fertile room for improvement (i.e. where improvement would be most valued by clients), a client centred analysis approach was utilised taking into account both client perceived performance (i.e., satisfaction) and client perceived importance.

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 attributes, that if improved, will be most appreciated by clients. The range in weighted satisfaction gap scores is limited for the majority of attributes (i.e. ranging between 26 and 30 for seven of the nine attributes) and all weighted satisfaction gap scores are in excess of 25 indicating areas that if improved would likely increase satisfaction. **Identifying priorities for improvement** from the table and figures above and incorporating the significant suggestions for improvement provided by Biological clients **we recommend focusing on staff technical competence, understanding needs of business (and related adopting team approach) and value for money.**

In general, as service was better in areas that were seen as more important by clients, the Biologicals client service area at AQIS understands client needs, knows what is important to this client group and generally provides it to them. What we recommend however is improved performance across the core areas specified to decrease the divergence between perceived importance of an attribute and perceived performance.

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

ASSESSMENT OF SERVICE AGAINST AQIS VALUES

Clients were asked to rate 25 attributes of AQIS service provision, which represent five key values that underlie AQIS service standards. These values are shown in the table below.

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.

Clients 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

In total, professionalism of AQIS staff is rated average to high by Biologicals clients.

Approximately nine in ten clients agreed that 'staff are professional' and seven in ten agreed that 'staff are well trained'. One in two or more clients also agreed that:

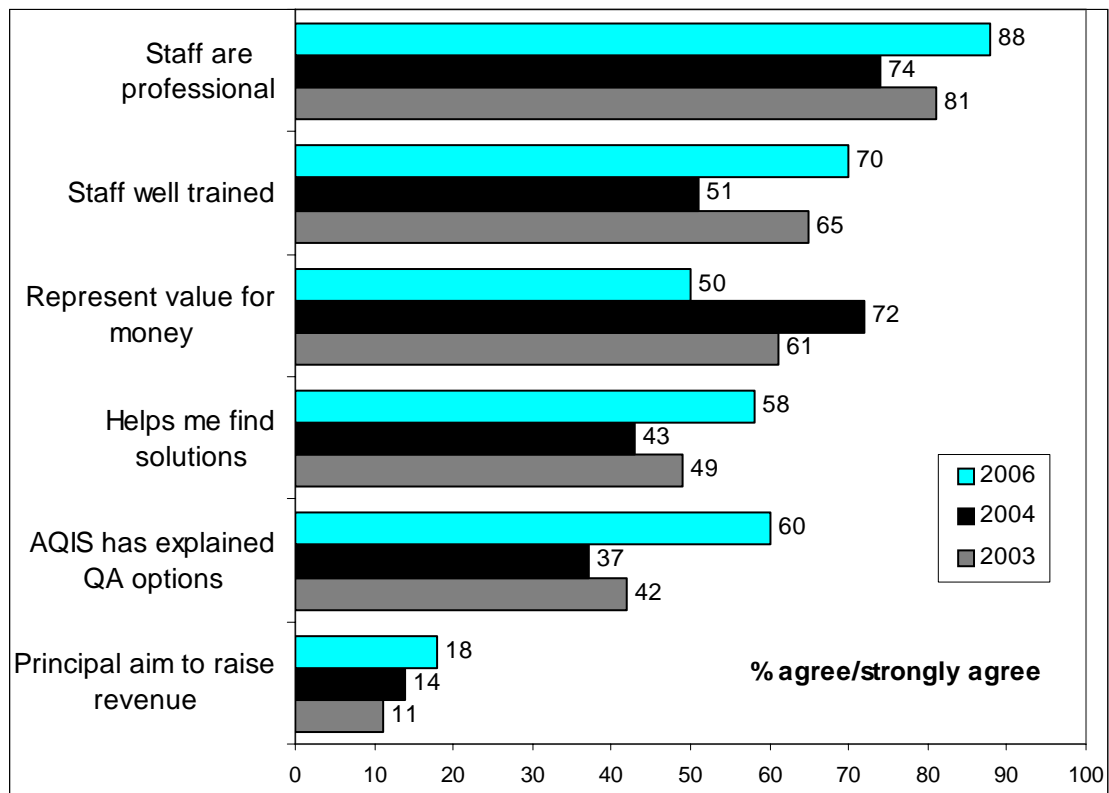
- AQIS helps them find solutions;
- AQIS staff adequately explained QA/CA/Co-regulation options; and
- the tasks AQIS performs are value for money.

Finally, the majority (72%) did not agree that AQIS's aim was to raise revenue.

In comparison to 2004, **ratings have increased significantly across four of the six professionalism items** (the four non revenue/value for money related statements). The only notable negative shift in ratings concerned the statement that 'the tasks AQIS performs are value for money'. Agreement with this statement decreased significantly by 22%.

Professionalism statements	% Agree/ Strongly Agree	% Neither/ Don't know	% Disagree/ Strongly Disagree
Staff are professional	88	2	10
Staff are well trained	70	20	10
Tasks AQIS performs are value for money	50	16	34
Help me find solutions	58	18	24
Adequately explained QA/CA/Co-reg options	60	14	26
Aim of AQIS is to raise revenue	18	10	72

Ratings of Staff Professionalism – 2003 – 2006



Integrity of staff

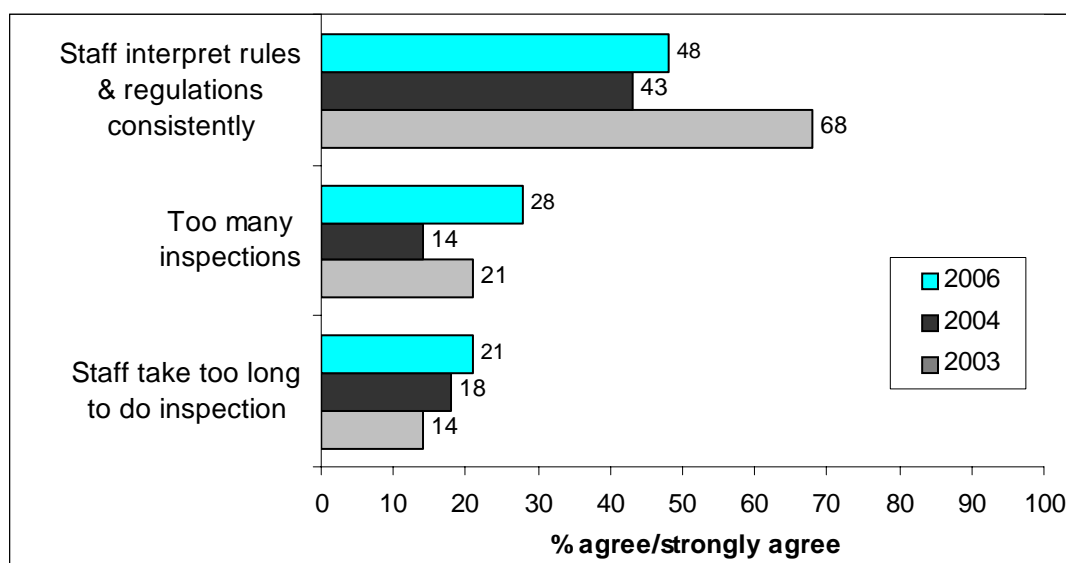
Respondents' ratings of staff integrity were midrange in 2006. Almost half (48%) Biologicals clients *agreed* that AQIS staff interpret rules and regulations consistently. A significant proportion (of almost equal size; 42%) disagreed. In terms of inspections, three in five clients disagreed that staff do too many or take too long to do inspections.

Considering the mixed response to 'staff interpret rules & regulations consistently' and that of nine AQIS service attributes 'Staff technical competence' was rated most important while its satisfaction score lagged slightly (in addition to 28% of clients suggesting AQIS needs to increase consistent rule interpretation') we **recommend AQIS Customer Service Division attempt to improve perception concerning the consistency with which staff interpret rules and regulations.**

Improvement in this domain is expected to result in positive satisfaction gains overall (considering the high importance of this service dimension to clients).

Integrity statements	% Agree/ Strongly Agree	% Neither/ Don't know	% Disagree/ Strongly Disagree
Staff interpret rules & regulations consistently	48	10	42
Staff take too long to do inspection	21	21	58
Too many inspections	28	11	61

Ratings of Staff Integrity – 2003 – 2006



Openness of staff and of the organisation

Openness of AQIS staff and of the organisation was rated average to highly by Biologicals clients in 2006. Overall, responses were similar to those recorded in 2004.

Three in four or more clients agreed that:

- ❖ AQIS expectations are clear (80%); and
- ❖ AQIS responds promptly to requests for assistance (74%).

Two thirds or more clients agreed that:

- ❖ AQIS listens to what I have to say (72%);
- ❖ They can contact AQIS when needed (66%); and
- ❖ AQIS are open about how they operate (68%).

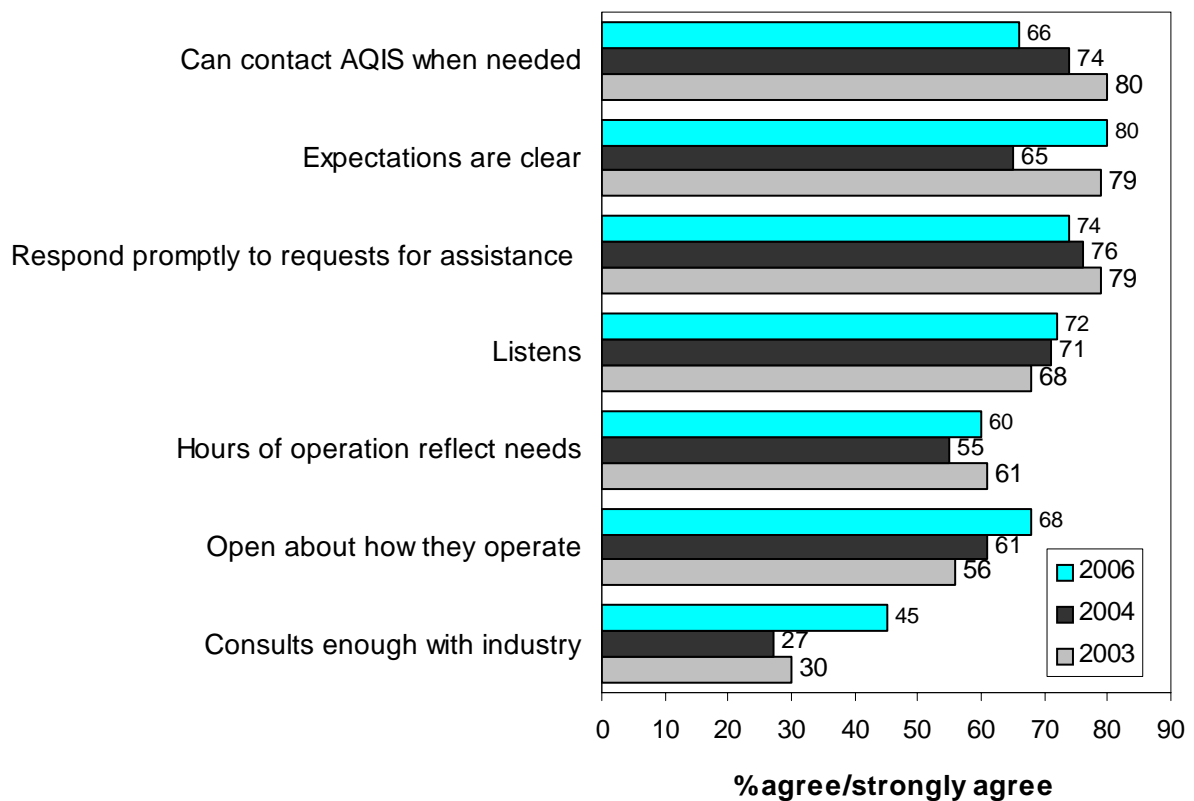
It is noted that while three in five clients agreed that hours of operation reflect needs (and as noted above two thirds agreed they can contact AQIS when needed) notable proportions disagreed (32% and 26% respectively).

While less than one in two clients (45%) agreed that AQIS consults enough with Industry, agreement has increased by 18% since 2004.

To improve this client rating, **AQIS Biologicals Client Services Division is encouraged to inform Biologicals clients of the industry consultation AQIS does conduct and/or to actually increase consultation with industry.**

Openness statements	% Agree/ Strongly Agree	% Neither/ Don't know	% Disagree/ Strongly Disagree
Can contact AQIS when needed	66	8	26
Respond promptly to requests for assistance	74	10	16
Expectations are clear	80	2	18
AQIS listens to what I have to say	72	16	12
Hours of operation reflect needs	60	8	32
Open about how they operate	68	18	14
Consults enough with industry	45	25	30

Ratings of Staff Openness – 2003 – 2006



Fairness of staff

Respondents' ratings of staff fairness were moderate. In summary, while the majority agreed with positive statements, a significant proportion of clients *disagreed* with *positive* statements and agreed with negative statements about the fairness of staff.

Three quarters of respondents (76%) agreed that their **requests for** information are promptly dealt with – a positive result which has remained unchanged since 2004. The Biological clients were also positive about the impact that AQIS has on their business: half agreed that AQIS positively contributes to their business; and almost six in ten clients (58%) agreed that AQIS take the needs of their business into account. It is noted, however, that a significant proportion also disagreed with these statements (38% and 32% respectively).

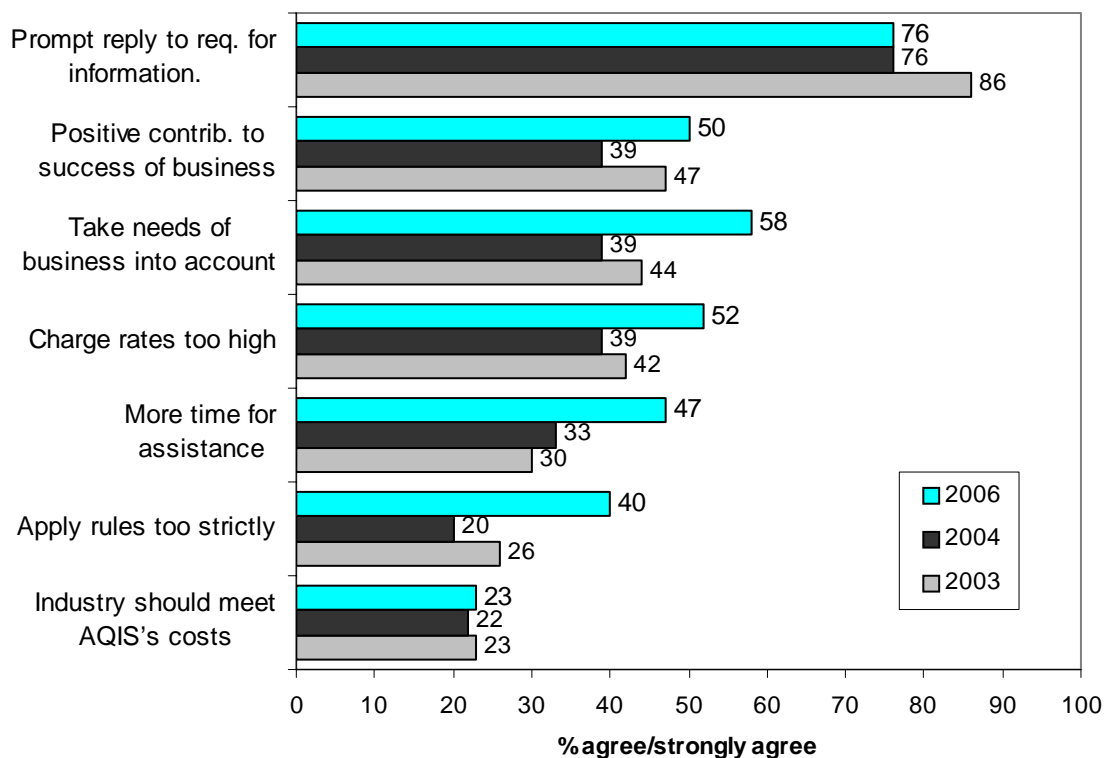
In comparison to the 2004 findings, the largest notable differences (all non significant) are mixed and include increases in agreement concerning:

- AQIS takes needs of business into account (agreement up 19%);
- AQIS staff apply rules & regulations too strictly (up 20%);
- AQIS should devote more time to assistance/less to policing/regulating (up 14%); and
- AQIS charge rates are too high (up 13%).

The levels recorded in 2006 and the shifts since 2004 demonstrate that there is ample room to improve satisfaction levels.

Fairness statements	% Agree/ Strongly Agree	% Neither/ Don't know	% Disagree/ Strongly Disagree
Responds promptly to requests for information	76	10	14
Makes positive contribution to business success	50	12	38
Charge rates too high	52	20	28
Should devote more time to assistance/less to policing/regulating	47	12	41
Take needs of business into account	58	10	32
Staff apply rules & regulations too strictly	40	16	44
Industry should meet all of AQIS's costs	23	8	69

Ratings of Staff Fairness – 2003 – 2006



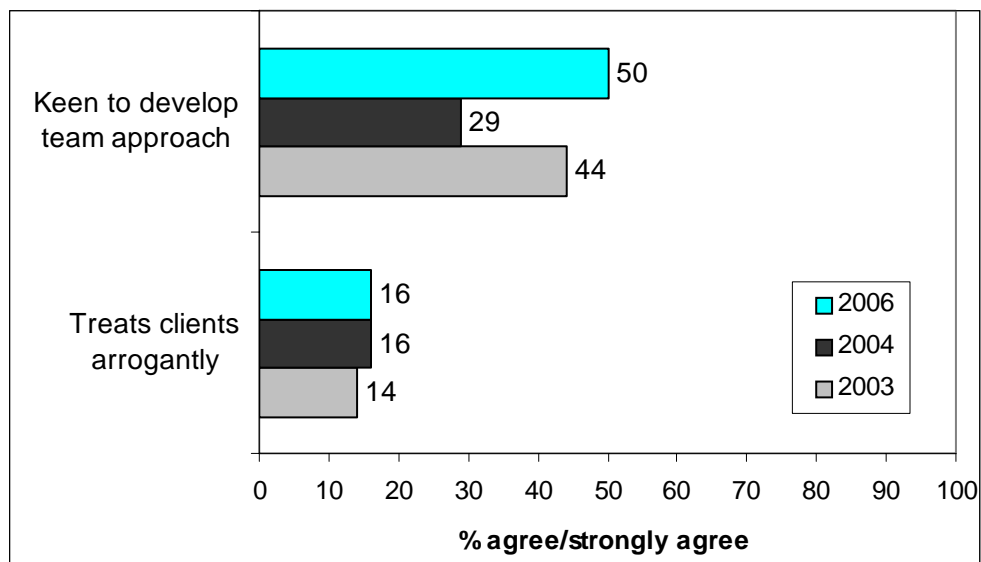
Respect

Generally, respondents rated AQIS staff respect moderately. Almost 4 in 5 respondents (78%) *disagreed* that AQIS staff treat their clients arrogantly.

Half of the clients agreed that AQIS is keen to develop a team approach with the industry. The proportion of clients in agreement with this statement increased notably (by 21%) since 2004.

Respect statements	% Agree/ Strongly Agree	% Neither/ Don't know	% Disagree/ Strongly Disagree
Keen to develop team approach	50	25	25
Treats clients arrogantly	16	6	78

Ratings of Staff Respect – 2003 - 2006



BROAD AQIS ISSUES

Primary role and function of AQIS

Primary role & function of AQIS	% (N = 50)
Protect Australia from incoming pests/diseases	56
Facilitate/administer imports	4
Ensure compliance	8
Represents Australia's interests overseas	2
Responsible for regulations	12
Monitor quality of imports/exports	14
Other	4
TOTAL	100

Just over half the Biologicals clients surveyed (56%) felt that AQIS's main role is to protect Australia from incoming pests and/or diseases. The second and third highest response, 'Monitor quality of imports/exports' and 'Responsible for regulations' were also reported by more than one in ten respondents. These proportions are similar to those reported in 2004.

Value of AQIS Label

Value of AQIS label	% (N = 50)
High value	28
Some value only	16
Low value	4
No value at all	6
Don't know/Depends	2
Not involved in exports	44
TOTAL	100

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?".

Just over half of Biologicals respondents (56% or 28 people) were involved in exports, and of these over half (17 people) felt that the AQIS label *does* add high or at least some value when it comes to accessing overseas markets. The perceived value of the AQIS label is similar to that recorded in 2004 (percentage comparisons are not provided due to the small sample sizes).

FEES/CHARGES AND VALUE FOR MONEY

Rating value for money of AQIS services

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*).

Rating of value for money (on a scale of 1 – 10)	% (N = 50)
1 (Very poor value for money)	6
2-5	40
6-9	48
10 (Very good value for money)	6
TOTAL	100

Slightly over half of the Biologicals clients (54%) gave AQIS service value for money a rating of 6 or higher out of 10. **The average rating of value for money among Biologicals clients was 5.9 out of 10.** This is a mid-range result, towards "good value for money". While a significant proportion (46%) scored 'value for money' as 5 or below, a notable proportion (24% of the total sample) scored value for money a 5 (first scale mark in unsatisfactory territory).

Ratings concerning value for money have decreased *slightly* since 2004 when 59% of respondents gave AQIS service value for money a rating of 6 or higher out of 10 and the average rating was 6.2 out of 10. A negative trend in perceptions of value for money is clear when considering that in 2003, 72% of respondents gave AQIS service value for money a rating of 6 or higher out of 10 and the average rating was 6.7 out of 10.

Changes to AQIS charges over the last 12 months

Changes to AQIS charges over the last 12 months	% 2004 (N = 51)	% 2006 (N = 50)
Increased	29	52
Stayed the same	22	36
Both increased and decreased	2	0
Decreased	0	2
Don't know	47	10
TOTAL	100	100

When asked if AQIS charges had changed over the last 12 months, just over half reported an increase, and 1 in 3 reported that charges had stayed the same. A small proportion reported that they did not know if there were changes to charges over the last twelve months (10%). A significantly larger proportion reported not knowing whether charges had changed in 2004 and a smaller proportion reported charges had increased.

AQIS SERVICE CHARTER

Awareness of AQIS Service Charter

Aware of AQIS Service Charter	% (N = 50)
Yes	4
No	92
Can't say	4
TOTAL	100

Respondents were asked whether they were aware that AQIS has a Service Charter. The vast majority of Biologicals clients, 92%, were

unaware of the AQIS service charter. Awareness levels have remained similarly low in 2006 as they were in 2004.

If AQIS wants Biological clients to be aware of the charter, the Client Service Area needs to communicate more consistently with clients about the AQIS Service Charter.

Awareness of Service Standards in the Charter

Only two Biological clients were aware of the Charter. These two clients reported being aware of the actual Standards therein.

How often Service Standards are met

All clients were then 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 =50) %	"Answers your telephone calls or messages promptly during normal office hours" (N = 50) %	"Responds to your requests for printed information within 5 working days of receipt" (N = 50) %
Always	68	44	34
Often	26	28	26
Sometimes	4	22	12
Rarely	2	6	2
Never	0	0	2
Don't know	0	0	24
TOTAL	100	100	100
Always + Often			
2003	88	84	72
2004	84	68	61
2006	94	72	60

The frequency with which the three service standards were met in 2006 are positive and varied from moderate to very high:

- More than nine in ten Biologicals clients (94%) felt that AQIS 'replies to your correspondence within 20 working days ...' 'always' or 'often' over the last year – a very positive result (as shown in the table above an increase of 10% since 2004).
- Just over seven in ten (72%) of Biologicals clients' reported AQIS always or often "Answers their telephone calls or messages promptly during normal office hours"; and
- Six in ten clients (60%) reported AQIS always or often responds promptly to requests for printed information...'

It is noted that the proportion of respondents saying that they 'don't know' whether AQIS 'Responds to requests for printed information within 5 working days of receipt ...' was 24% in 2006. 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 likelihood of AQIS meeting this standard in 2006 was actually 79%, a high achievement rating.

In summary, the three service standards are being met most of the time for most Biologicals clients. However, there is room to improve performance on the service standard regarding promptly answering telephone calls.

AQIS PRODUCTS

AQIS Bulletin

Receive AQIS Bulletin?	% (N = 50)
Yes	42
No	56
Don't know	2
TOTAL	100

In 2006 two from five of Biologicals clients (42%) reported that they do receive the AQIS Bulletin. **The proportion of clients receiving the AQIS Bulletin is significantly higher than that reported in 2004, when only 4% reported receiving the Bulletin.**

Amongst those who do receive it, readership of the Bulletin is high: **76%** of those who do receive it **read every edition** and a further 10% read it

every few months. Furthermore, most of those who receive it also read most of it: **67% read half or more of the Bulletin.**

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

- ❖ 10% say it is very useful; and
- ❖ 67% say somewhat useful.
- ✖ 19% say it is of little use.

Website Visitation

More than 8 in 10 Biologicals clients (86%) reported visiting the AQIS website in 2006. This has remained stable since 2003 and demonstrates the reach, potential value and usage of the website: a means to distribute information to clients who are less likely to receive the Bulletin.

Have you visited the AQIS website	% (N = 50)
Yes	86
No	14
TOTAL	100

Just over seven in ten of those who have visited the website (72%) do so at least monthly:

- ❖ 2% visit daily;
- ❖ 21% visit weekly;
- ❖ 49% visit monthly; and
- ❖ 28% visit only once or twice a year.

The vast majority of those who visit the website (91%) also judge it to be useful:

- ❖ 35% say it is very useful; and
- ❖ 56% say somewhat useful.
- ✖ Only 7% 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 that more than one in five Biologicals clients regularly visit the AQIS website areas concerning Biological products, permits and applications, and import conditions/schemes/information.

❖ Biological products	33%
❖ Permits/permit application	28%
❖ Import conditions/schemes/information..	23%
❖ Icon/database	16%
❖ Rules/regulations/restrictions	14%
❖ Forms/guidelines	12%
❖ General Information/browsing	7%
❖ Publications/notices/reports/updates	2%
❖ Quarantine information	2%
❖ Other.....	9%
❖ Don't know	2%

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

SPECIAL INTEREST ISSUES

Awareness of Peak Organisations that consult with AQIS

Only the minority of Biologicals clients (40%) were aware of Peak Industry Organisations that consult with AQIS to represent their interests. The proportion aware of peak organisations has increased by 22% since 2004 when 18% reported awareness.

Awareness of Peak Industry Organisations?	% (N = 50)
Yes	40
No	60
TOTAL	100

Membership of Peak Industry Organisations

Of those Biologicals clients (20 people) who were aware of Peak Industry Organisations representing their interests, most were members of this peak body (as was the case in both 2004 and 2003).

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

Biologicals clients were asked if they have an AQIS approved Co-regulation, Quality Assurance, or Compliance agreement system in place. Approximately one in three clients (36%) reported that they did (consistent with levels reported in 2004).

AQIS Approved Co-regulation/Quality Assurance/Compliance Agreement system	% (N = 50)
Yes	36
No	64
TOTAL	100

The 18 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 was very knowledgeable about QA/CA/Co-reg systems.

The majority of responses to both of these items were generally positive, as can be viewed in the table below.

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	78	11	11
AQIS is very knowledgeable about QA/CA or Co-regulation systems	82	6	12

Note: sample size is very small (N=18).

The table below shows that the large majority of Biologicals clients (78%) with AQIS-approved QA/CA/Co-reg systems believe the system is working well.

Is the Co-regulation/Quality Assurance/Compliance Agreement system working well?	% (N = 18)
Yes	78
No	22
TOTAL	100

Improvements to QA/CA/Co-reg systems

Clients with QA/CA/Co-reg systems in place were asked what improvements they could suggest to the system. One in two (50%) reported that they could think of **no improvements** for the QA/CA/Co-reg system.

The improvements suggested by the minority of clients are listed in the table below. It is noted that the sample size is small and thus the proportions of actual comments should not be considered at a deep level of analysis.

Improvements to QA/CA/Co-regulation systems	Number of clients making each suggestion (N = 18)
AQIS needs to place more trust in industry	2
System needs to be simplified	2
Makes system more practical/Flexible	1
Improved administration/Paperwork/Electronic systems	1
No improvements	9
Don't Know/Can't say	3

Note: Frequency counts are used in the table above, not percentages, to draw attention to the very small sample size.

AQIS Permits

Biologicals clients were asked whether they were required to apply for an AQIS permit. All bar one client completing the 2006 survey (98%) did need to apply for an AQIS permit (as did the vast majority of clients in 2003 and 2004).

Required to apply for AQIS permit?	% (N = 50)
Yes	98
No	2
TOTAL	100

The vast majority of the Biologicals clients (57%) who did have to apply for a permit **felt that the permit application process was completed within an acceptable or faster than expected time-frame**. A considerable proportion (39%) noted that they thought the process took too long; this proportion was 18% greater in 2006 compared with 2004 figures.

How would you rate the permit application process?	% (N = 49)
Faster than expected	4
Acceptable time-frame	53
Took too long	39
Don't know/Can't say	4
TOTAL	100

As the table below shows, the majority of Biologicals clients (65%) who did have to apply for a permit **felt the permit conditions were clear and easy to understand**. These levels are comparable to those reported in the last survey period (2004).

Were the permit conditions clear and easy to understand?	% (N = 49)
Yes	65
Don't know/Can't say	31
No	4
TOTAL	100

CLIENT COMMENTS

Biologicals clients were given the opportunity to provide any additional comments at the end of the survey and 32% of clients (or 16 people) did so. The comments were either suggestions for improvement, criticism or praise for current AQIS performance.

The primary comments made by approximately a third of clients providing comment concerned poor training of staff/need for specialist staff and the need for improved consistency with regard to rule interpretation. It is noted that the sample size is extremely small and thus counts (frequencies) have been used in the table below rather than percentages. Client comments have all been covered in various sections of the current report and indicate that all relevant aspects considered important to Biologicals clients have been examined in this customer satisfaction survey.

Additional comments made by Biologicals Clients	Number of clients making each comment (N = 16)
Poor training of staff/need specialist staff	5
Need consistent rule interpretation/More consistency	5
Faster turn around times/delays/takes too long for items to get through	4
Not enough flexibility/bureaucratic attitude/over regulated	3
Happy/you are doing a good job	2
Work with us/industry/closer consultation with industry	2
More/better/less confusing guidelines	2

Additional comments made by Biologicals Clients	Number of clients making each comment (N = 16)
Need more awareness of the market place	2
Good service/Excellent customer service	1
Don't understand my business	1
Need more staff/more regional staff	1
Improve electronic information and computer systems	1
Need to improve communication/ are not informed of delays	1
Problems with documentation processes/lost paperwork	1

Note: Counts add to more than 16 as clients were allowed to provide more than one comment.