

THE RESEARCH

FORUM

A document prepared for the
Australian Quarantine and Inspection Service

**Export Market Manager Clients
2005 Satisfaction Survey
Research Report**

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October 2005

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EXPORT MARKET MANAGERS- 2005 CLIENT SATISFACTION SURVEY FINDINGS

SURVEY SAMPLE

In total, 38 clients of AQIS who qualify as Export Market Managers were contacted by telephone to participate in the Customer Satisfaction Survey in 2005. Of these, **32 clients participated in the survey**, giving an overall **response rate of 84%** - showing that there was a very good response to the survey among Export Market Managers clients.

SAMPLE CHARACTERISTICS

Length of time dealing with AQIS

Most respondents who participated in the survey were long-time clients of AQIS. Over half (56%) had dealt with AQIS for 10 years or more. A significant proportion (19%) also indicated that they had dealt with AQIS for 5-9 years. This distribution is similar to that of the 2004 survey sample.

Length of time dealing with AQIS	% (n = 32)
Less than 12 months	3
1-3 years	13
3-5 years	9
5-9 years	19
10 years or more	56
TOTAL	100 ¹

¹ Figures in the text and in tables are generally rounded. 'Totals' are generally the rounded sum of unrounded figures and so may not be the strict sum of the figures presented.

Regular AQIS contact office

Regular contact office	% (n = 32)
Canberra	56
Melbourne	41
Perth	19
Brisbane	16
Sydney	13
Adelaide	6
Queensland - Far North/Cairns/Townsville	6
Darwin	6
NSW - not Sydney	6
Hobart	3
Victoria – not Melbourne	3

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.

The table above shows the main AQIS office with which Export Market Managers clients liaise. As expected, the capital cities dominate as the primary contact offices, with Canberra and Melbourne clearly being the most contacted offices. This has not changed significantly since the previous survey.

OVERALL SATISFACTION

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

The majority of Export Market Managers clients were satisfied with the service provided to them by AQIS, with 91% giving it a rating of 6 or more out of 10. The overall satisfaction rating was 6.9 out of 10. Results have declined slightly though not significantly since the 2004 survey when average overall satisfaction was 7.3 out of 10.

Level of overall satisfaction with AQIS service (on a scale of 1-10)	% (n = 32)
1(Extremely Dissatisfied)	3
2-5	6
6-9	91
10(Extremely Satisfied)	0
TOTAL	100

Consistency in satisfaction across AQIS offices

Approximately half the Export Market Manager clients indicated that they usually deal with a single AQIS office. Just under half said that they deal with more than one AQIS office. Clients who dealt with more than one AQIS office were asked if their level of satisfaction was consistent across different offices. Generally, levels of satisfaction **were consistent** across different offices, though exact percentages are not reported due to the very small sample size. These findings are consistent with results reported in 2003 and 2004.

Of the minority who were not consistently satisfied, Canberra was nominated as the office with which they were least satisfied. However, considering that this is the office used by the largest proportion of clients, this is as expected.

Changes in overall satisfaction over the last two years

Reflecting the level of overall satisfaction, 1 in 3 **Export Market Managers clients (34%) said that their overall satisfaction had improved over the last two years** and (44%) said that they were as satisfied now, as they were two years ago. One in five (19%) reported that they were less satisfied. These are positive results, and have not changed significantly since 2004.

Change in overall satisfaction over last 2 years	% (n = 32)
Improved	34
Stayed the same	44
Deteriorated	19
Don't know/Can't say	3
TOTAL	100

Main factors contributing to *improvement* in satisfaction

Clients whose overall satisfaction had improved (11 people) attributed this improvement to the following factors:

- ❖ Staff being more approachable and communicating better with them;
- ❖ Staff understanding their business and their business needs;
- ❖ Staff being more professional; and
- ❖ Improved efficiency.

Main factors contributing to *deterioration* in satisfaction

Approximately one in five respondents (19% or 6 people) reported that their overall satisfaction had deteriorated over the last two years. The reasons provided for this deterioration were inflexible/faceless/bureaucracy, not enough staff and staff not available when needed, staff lacking specific knowledge and unprofessional staff/service. Exact percentages are not reported here due to the very small sample size.

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. The table below shows that the five main suggestions for improvements were:

- ❖ Closer consultation with industry (suggested by one in three);
- ❖ Better trained/more knowledgeable staff (suggested by one in five);
- ❖ Being more flexible and understanding;
- ❖ Consistent rule interpretation; and
- ❖ More staff.

In addition, it should be noted that 13% of respondents said that no improvements were necessary.

Suggested changes to improve service	% (n = 32)
Closer consultation with industry	34
Better trained/more knowledgeable staff/specialist knowledge	22
More flexible/more understanding	16
Consistent rule interpretation	16
More staff	13
None/no improvements/no changes necessary	13
Improve understanding of business/my business	9
More efficient/faster processing	9
More accessible/contactable	9
More information/updates	7
Don't know	6
Adopt a team approach/work with us	3
More communication	3
Better customer service/Friendlier/less arrogant	3
Better access to information/updates	3

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

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 attribute of AQIS service is **staff professionalism** (average importance rating of 8.8 out of 10) followed closely by **understanding the needs of business, staff technical competence and clear expectations** (all three with an average importance rating of 8.6 out of 10).

Respondents not only thought that these attributes were important, but were also most satisfied with these aspects of AQIS service. The average satisfaction rating for **staff professionalism** was 7.0 and 6.4 to 6.6 for '**understanding the needs of business**', '**staff technical competence**' and '**clear expectations**'. This shows that **AQIS is generally meeting the needs of this client group**, though there remains significant room to improve satisfaction.

Almost all (7 from 9) service attributes were considered important (rated 8 or more out of 10). The two exceptions were 'timely and accurate invoices' and 'value for money' which rated below 8 in importance.

While the most important attributes were also those with which respondents were most satisfied, satisfaction ratings with AQIS service were **moderate** across the nine attributes and lagged behind most importance ratings. Average satisfaction ratings were between 6 and 7 out of 10 for all nine attributes. **The Export Market Managers section at AQIS should attempt to improve all satisfaction ratings for the nine service attributes, paying particular attention to the attributes with higher importance rankings**

Attribute of AQIS service	Average rating - Satisfaction	Average rating - Importance	Average rating - Satisfaction x Importance
Staff professionalism	7.0	8.8	62
Expectations are clear	6.6	8.6	57
Staff technical competence	6.5	8.6	56
Understand needs of business	6.4	8.6	55
Responsive to needs	6.5	8.3	54
Flexible	6.4	8.2	52
Adopting team approach	6.3	8.0	50
Value for money	6.3	7.6	48
Timely & accurate invoices	6.4	6.5	42

The last column in the table above provides a 'product' of columns 2 and 3 – that is, the average of a product score – client's satisfaction score multiplied by their importance score for each attribute. Scores in this last column can potentially range from:

- ◇ 1 (extremely dissatisfied with an attribute that is not at all important) to
- ◇ 100 (extremely satisfied with an attribute that is extremely important).

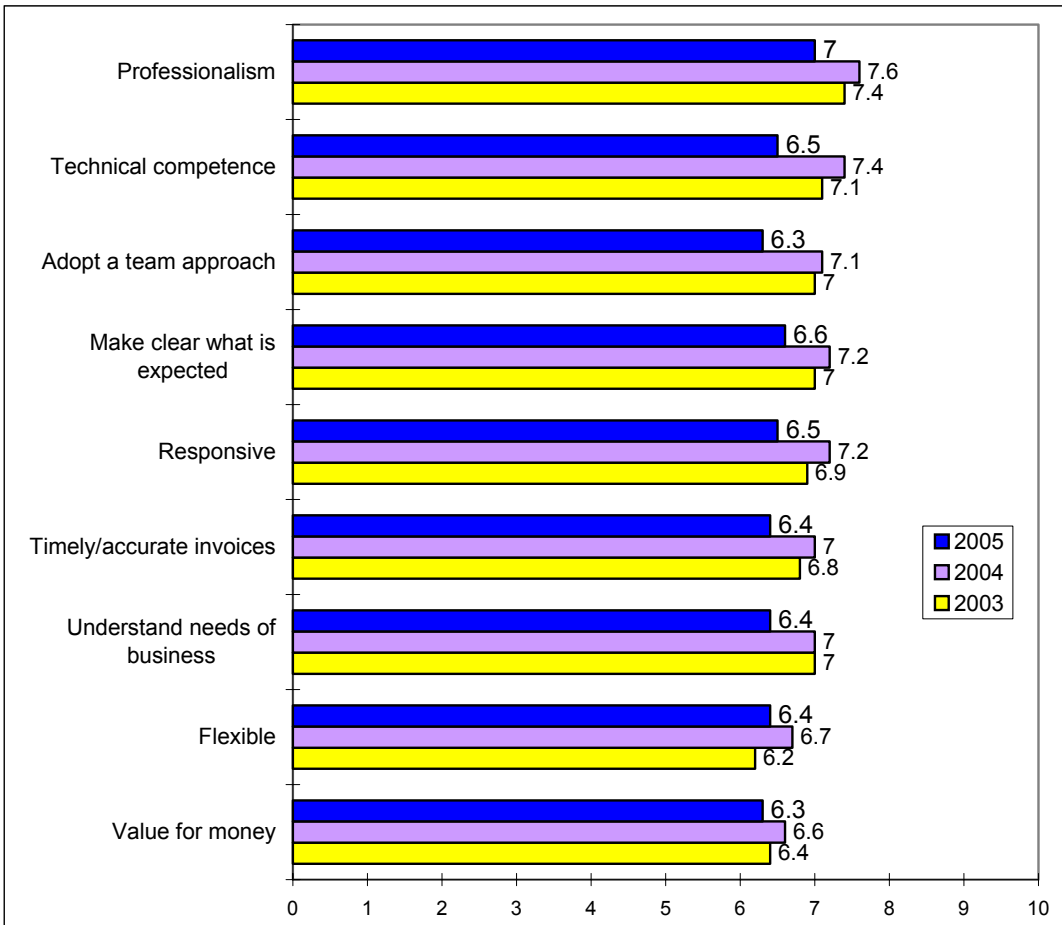
For Export Market Managers clients, these final 'satisfaction x importance' scores range from a low of 42 for 'timely & accurate invoices', to a moderate of 62, for 'staff professionalism'. With regards to 'timely and accurate invoices', the average satisfaction rating is equal to the average importance rating – this is an area where AQIS is likely to be exceeding expectations considering the relative disparity between satisfaction and importance ratings for the other service attributes.

Thus:

- ❖ satisfaction with AQIS services is generally **moderate** (with the majority of product scores in the 50s);
- ❖ scores can be significantly increased on all service attributes, so there is considerable **room for improvement**; and
- ❖ specific areas of service that should receive most attention from AQIS are increasing **clarity of AQIS expectations, staff technical competence, understanding the needs of business, being responsive to needs, flexibility of staff and adopting a team approach.**

In comparison with last year's survey results, **satisfaction with AQIS service attributes in 2005 has decreased** (though not significantly). This decrease is displayed consistently across the nine domains in the figure below.

Export Market Managers clients – Average satisfaction with attributes of AQIS service –2003-2005



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 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.

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

Generally, professionalism of AQIS staff was rated highly by Export Market Managers clients in 2005. Nine in ten clients agree that AQIS staff are professional. Further, approximately 8 in 10 clients agree that:

- ❖ Staff adequately explained QA/CA/Co-regulation options to them; and
- ❖ Staff are well trained.

Furthermore, the vast majority (84%) *disagreed* that AQIS's main aim was to raise revenue while 7 in 10 *agreed* that the tasks AQIS performs are value for money.

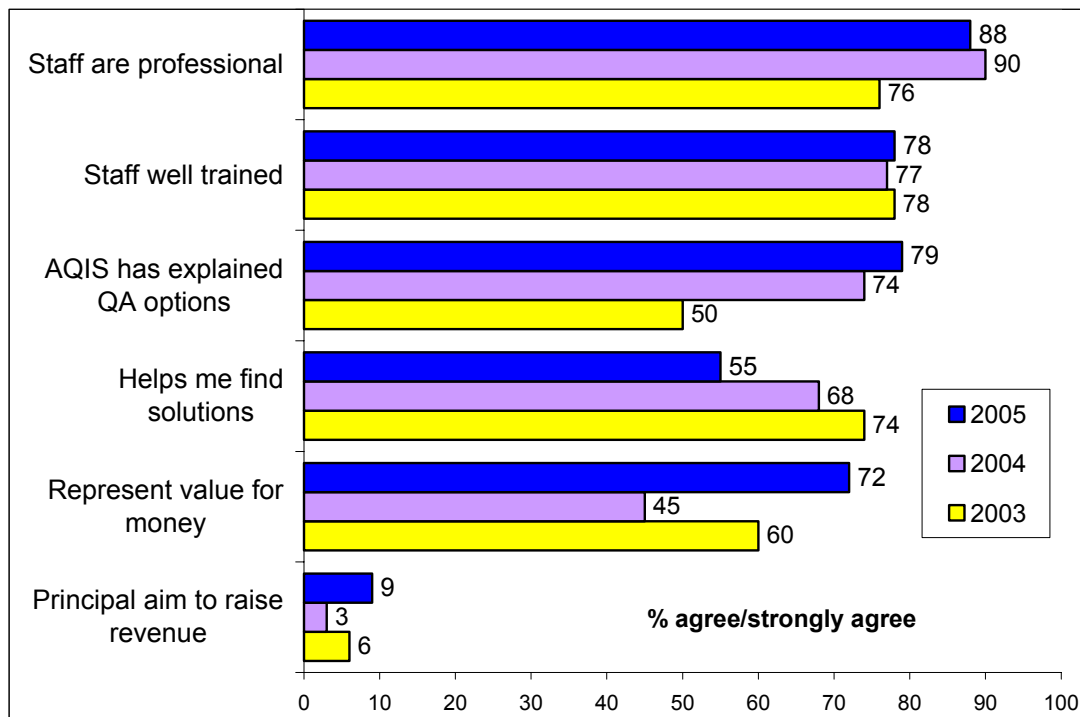
The lowest rating item concerned AQIS staff helping clients find solutions to their problems - just over one in two (55%) agreed with this statement about the proactive nature of service being provided by AQIS staff.

Professionalism statements	% Agree/ Strongly Agree	% Neither/ Don't know	% Disagree/ Strongly Disagree
Staff are professional	88	3	9
Adequately explained QA/CA/Co-reg optns	79	3	17
Staff well trained	78	6	16
Tasks AQIS performs are value for money	72	14	14
Helps me find solutions	55	26	19
Aim of AQIS is to raise revenue	9	6	84

Two notable changes in ratings of staff professionalism have occurred since 2004:

- One positive – increased positive response to ‘Tasks AQIS performs are value for money’ (agreement with this statement increased 27%); and
- One negative – decreased positive response to ‘Helps me find solutions’ (agreement decreased 13%)

Export Market Managers – Ratings of Staff Professionalism – 2003 – 2005



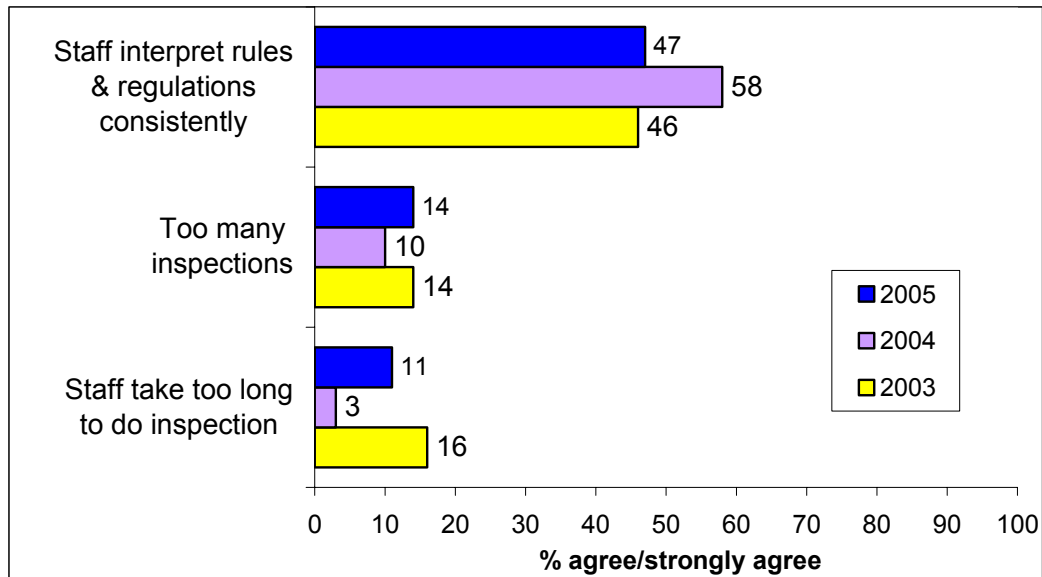
Integrity of staff

Client ratings of staff integrity have decreased slightly and returned to levels reported in 2003, as can be viewed in the figure below. In 2005, just less than one in two clients agreed that staff interpret rules/regulations in a consistent manner (a decrease of 11%) while a comparable proportion disagreed with this statement. It is recommended that AQIS attempt to lift this rating.

With regards to inspections, seven in ten **disagree** that AQIS does too many inspections (an increase of 12%) and that staff take too long to do inspections (an increase of 7%). It is noted that while agreement levels with these two negative statements are low they too have increased slightly.

Integrity statements	% Agree/Strongly Agree	% Neither/Don't know	% Disagree/Strongly Disagree
Staff interpret rules & regulations consistently	47	10	43
Too many inspections	14	10	76
Staff take too long to do inspection	11	21	68

Export Market Managers clients – Ratings of Staff Integrity – 2003 - 2005



Openness of staff and of the organisation

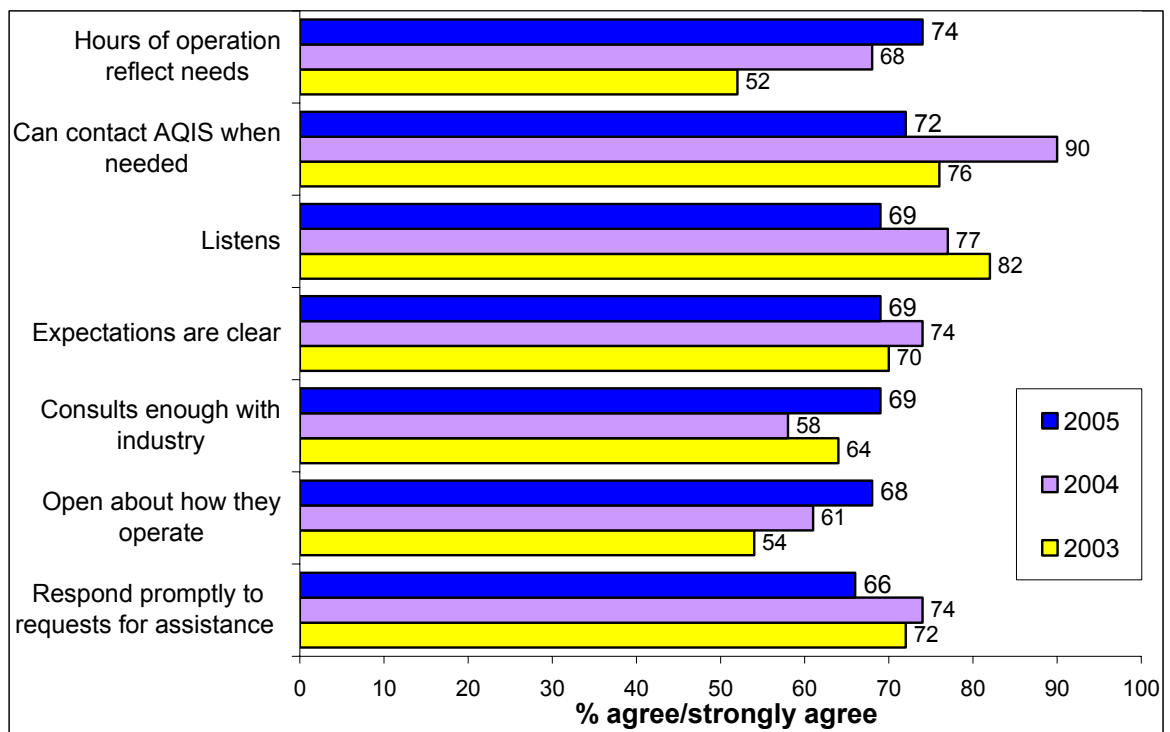
Satisfaction with the openness of AQIS staff, and with the organisation as a whole, was moderately high in 2005 as it was in 2004 and 2003.

Approximately seven in ten clients agreed with the seven positive openness attributes while approximately one in five disagreed with six of the seven statements.

Openness statements	% Agree/Strongly Agree	% Neither/Don't know	% Disagree/Strongly Disagree
Hours of operation reflect industry needs	74	7	19
Can contact AQIS when needed	72	6	22
Expectations are clear	69	6	25
Listens	69	13	19
Consults enough with industry	69	13	19
Open about how they operate	68	26	7
Respond promptly to requests for assistance	66	13	22

The main change in openness ratings (as shown in the figure below) is the decrease in the proportion of participants who agreed that they can contact AQIS when needed (down by 18%, from 90% in 2004).

Export Market Managers clients – Ratings of Staff Openness – 2003 – 2005



Fairness of staff

Client ratings of staff fairness were moderate in 2005. There was general agreement on five issues:

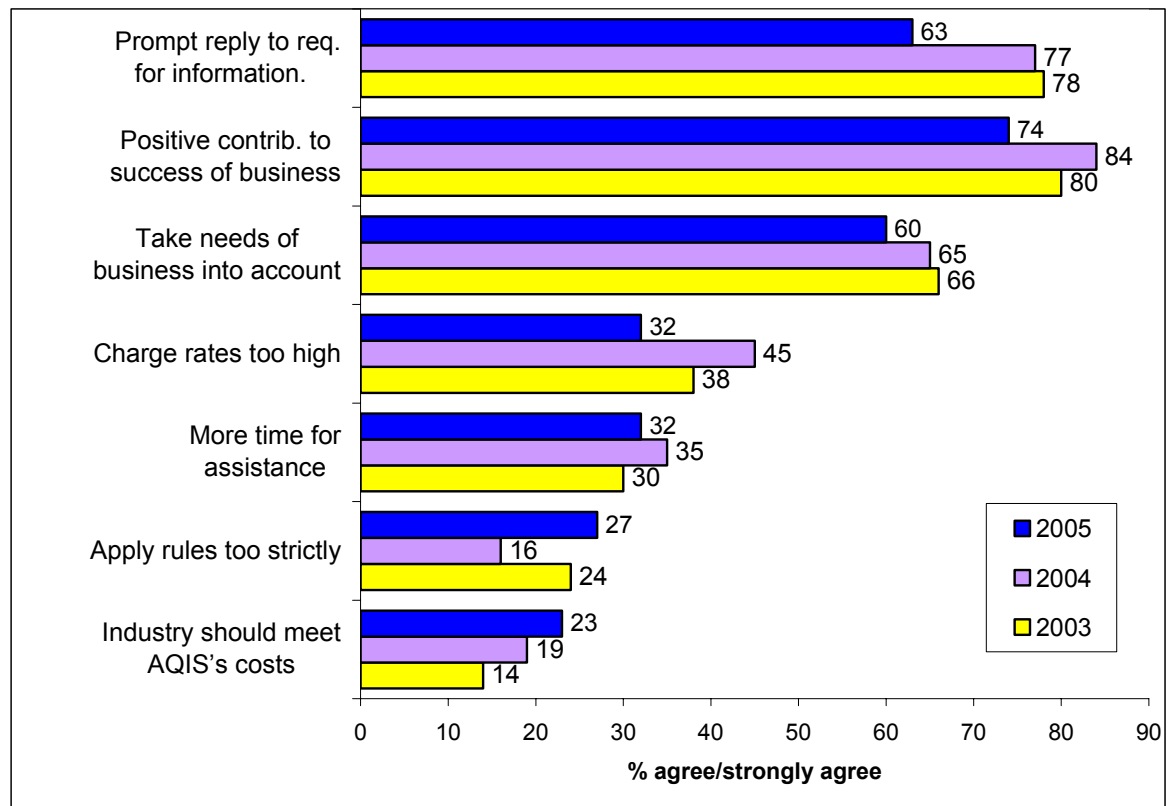
- The majority agree that AQIS makes a positive contribution to their business success (3 in 4 agree);
- Most agree that AQIS responds promptly to requests for information (almost 2 in 3 agree);
- AQIS takes the needs of their business into account (3 in 5 agree);
- (not surprisingly) the majority felt the industry should *not* meet all of AQIS's costs (7 in 10 disagreed); and
- 3 in 5 clients (57%) *disagreed* that staff apply rules/regulations too strictly.

Group consensus was not apparent on two issues:

- While a third agree that charge rates are too high, half disagree; and
- While a third agree that AQIS should devote more time to assistance and less to policing, half disagree.

Fairness statements	% Agree/ Strongly Agree	% Neither/ Don't know	% Disagree/ Strongly Disagree
Responds promptly to requests for information	63	16	22
Makes positive contribution to business success	74	13	13
Take needs of business into account	60	13	27
Should devote more time to assistance/less to policing/regulating	32	19	48
Charge rates too high	32	18	50
Staff apply rules & regulations too strictly	27	17	57
Industry should meet all of AQIS's costs	23	3	73

Export Market Managers clients – Ratings of Staff Fairness – 2003 – 2005



As can be seen in the figure above, **three of the four ratings changes ($\geq 10\%$) since 2004 are negative:**

- Decrease in the proportion who agreed 'AQIS promptly replies to requests for information' (down 14%);
- Decrease in the proportion who agreed 'AQIS makes a positive contribution to business success'; and
- Increase in the proportion who agreed with the negative statement 'AQIS should devote more time to assistance/less to policing/regulating'.

The one positive change occurred in response to 'charge rates being too high' – 13% fewer clients agreed with this negative statement in 2005. This positive rating change is consistent with the significant increase in the proportion of clients who agreed that the tasks AQIS performs are value for money.

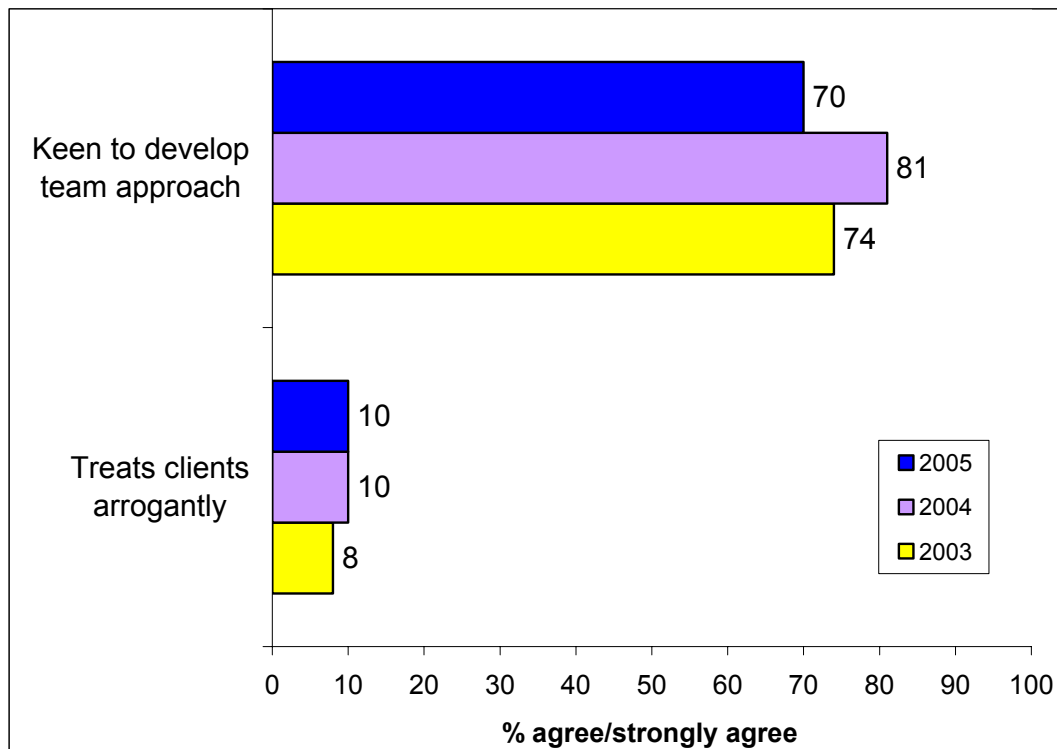
Respect

With regards to respect shown by AQIS staff, there was widespread and positive agreement: **3 in 4 disagreed that AQIS staff treat their clients arrogantly and 7 in 10 agreed that AQIS is keen to develop a team approach with their clients.**

Conversely, just 1 in 11 agreed that staff treat clients arrogantly and just 1 in 8 disagreed that AQIS is keen to develop a team approach.

Respect statements	% Agree/Strongly Agree	% Neither/Don't know	% Disagree/Strongly Disagree
Keen to develop team approach	70	17	13
Treats clients arrogantly	9	16	75

Export Market Managers clients – Ratings of Staff Respect – 2003 – 2005



No significant changes have taken place on indices of staff respect since 2003.

BROAD AQIS ISSUES

Primary role and function of AQIS

Primary role & function of AQIS	% (n = 32)
Facilitate/administer exports	25
Monitor quality of exports	22
Protect Australia from incoming pests/diseases	13
Responsible for regulations	13
Ensure compliance	6
Monitor quality of imports	6
Represents Australians interests overseas	6
Facilitate/administer imports	6
Other	3

Respondents were asked what they perceived to be the primary role and function of AQIS. The predominant view was that AQIS's main role is to monitor the quality of and administer exports. Protecting Australia from incoming pests and diseases and being responsible for regulations were also noted by a moderate proportion of respondents.

Value of AQIS Label

Value of AQIS label	% (n = 32)
High value	69
Some value only	16
Low value	0
Don't know/Depends	3
Not involved in exports	13
TOTAL	100

Clients 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?" **Almost all (98% or 85% of the 87%) of those involved in exports felt that the AQIS label does add high or at least some value when it comes to accessing overseas markets.** This figure is comparable to that found in the last survey (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)	% (n = 32)
1 (Very poor value for money)	3
2-5	28
6-9	60
10 (Very good value for money)	9
TOTAL	100

Clients 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*). **The majority of clients (69%) gave AQIS service a value for money rating of 6 or more out of 10.** Approximately 1 in 11 clients actually rated value for money 10 out of 10 (very good value).

The **average rating** of value for money among Export Market Managers clients was **6.2** out of 10. This is a mid-range result, pointing toward “good value for money”. The average rating of value for money has remained unchanged since 2004.

AQIS charges changed in the last 12 months?

Changes to AQIS charges?	% (n = 32)
Decreased	6
Stayed the same	41
Increased	22
Don't know	31
TOTAL	100

Approximately **one in five clients (22%) reported charges had increased over the past 12 months** while only 6% reported a decrease in charges. The largest proportion (41% or 2 from 5) said that charge rates had not changed and a third (31%) actually said that they did not know whether charge rates had changed.

The most notable difference in comparison to 2004 figures is **the proportion reporting charges to have remained the same (up from 26% in 2004 to 41% in 2005).**

AQIS SERVICE CHARTER

Awareness of AQIS Service Charter

Aware of AQIS Service Charter?	% (n = 32)
Yes	34
No	66
TOTAL	100

Respondents were asked whether or not they were aware that AQIS has a Service Charter. Only 1 in 3 Export Market Managers clients (34%) were aware of the Charter in 2005.

Awareness of Service Standards in the Charter

Of those (11 Export Market Managers clients) that were aware of the Charter, most (8 people) were 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. Results are shown below.

In 2005, three quarters or more Export Market Managers clients said that over the past 12 months **AQIS 'always' or 'often'** –

- 'Replies to correspondence within 20 working days of receipt...'; and
- 'Responds to your requests for printed information within 5 working days...'

However, just over 6 in 10 respondents (62%) said that AQIS 'always' or 'often' answers telephone calls or messages promptly during normal office hours. The frequency with which this service standard was 'always' or 'often' met in the past 12 months has **decreased significantly** as shown in the table below (80% in 2004 compared with 62% in 2005).

In summary, performance on the three service standards is satisfactory (and above) being met most of the time for most clients. However, performance concerning the answering of telephone calls or messages promptly during normal office hours should be targeted by AQIS customer service and improved.

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 = 32)	% "Answers your telephone calls or messages promptly during normal office hours" (N = 32)	% "Responds to your requests for printed information within 5 working days of receipt" (N = 32)
Always	72	56	53
Often	9	6	22
Sometimes	16	25	16
Rarely	0	13	0
Never	3	0	3
Don't know	0	0	6
TOTAL	100	100	100
Always + Often			
2003	88	76	78
2004	74	80	68
2005	81	62	75

AQIS INFORMATION PRODUCTS

AQIS Bulletin

Receive AQIS Bulletin	% (n = 32)
Yes	78
No	19
TOTAL	100

Eight in ten Export Market Managers clients reported receiving the AQIS bulletin in 2005. Amongst those who do receive it, readership of the Bulletin is very high: **80%** of those who do receive it **read every edition** and a further 16% read it every few months. Furthermore, most of those who receive it also read most of it: **68% read half or more of the Bulletin**.

Finally, **most of those who receive it (88%) judge it to be useful:**

- ❖ 48% say it is very useful; and
- ❖ 40% say it is somewhat useful.

About 1 in 13 (8%) feel it is of little use while only 1 in 25 (4%) judge it as 'not at all useful'.

Website Visitation

In 2005, almost four in five Export Market Managers clients reported visiting the AQIS website.

Have you visited the AQIS website?	% (n = 32)
Yes	78
No	22
TOTAL	100

Approximately half of those who have visited the website (52%) do so at least monthly:

- ❖ 4% visit daily;
- ❖ 12% visit weekly;
- ❖ 36% visit monthly;
- ❖ 40% visit only once or twice a year; and
- ❖ 8% visit only if they know there is something new on the website.

Most of those who visit the website (84%) judge it to be useful:

- ❖ 36% say it is very useful; and
- ❖ 48% say somewhat useful.

About 1 in 8 (12%) feel it is of little use while only 1 in 25 (4%) judge it as 'not at all useful'.

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

❖ Export facilitation	32%
❖ Dairy	16%
❖ Exporting fish and fish products.....	8%
❖ Useful links: Export	8%
❖ Exporting live animals and reproductive material (inc. pets)	4%
❖ Farms for Quarantine	4%
❖ Import requirements.....	4%
❖ Icon.....	4%
❖ Unsure/don't know	12%
❖ Other	8%

Clearly, export facilitation and dairy are two popular areas for this client group.

SPECIAL INTEREST ISSUES

Specific AQIS Services

Clients were told that “**AQIS negotiates with overseas Governments** to improve access for Australian exports for meat and processed food products. AQIS also participates in international activities that lead to new food standards. Exporters are not charged for these services.” They were then asked whether they were aware of any of these services.

The table below shows that all but one (97%) of Export Market Manager clients were aware of these value-added AQIS services.

Aware of AQIS-Government negotiating services?	% (n = 32)
Yes	97
No	3
TOTAL	100

Using a scale from 1 to 10, the clients were then asked how satisfied they were with this AQIS service.

Rating of satisfaction with AQIS-Government negotiating services	% (n = 31)
1 (Extremely dissatisfied)	3
2-5	23
6-9	74
10 (Extremely satisfied)	0
TOTAL	100

The table above indicates that **3 in 4 clients (74%) were satisfied with this value-added AQIS service**, that is, they gave the service a satisfaction rating of 6 or more out of 10. In fact, the average satisfaction rating was 6.5 out of 10.

Next, clients were told that “**AQIS also negotiates with port authorities in overseas markets to help clear shipments** of Australian exports for meat and processed food products when these are held for various reasons.” Client usage of this service was then gauged.

The table below shows that **1 in 2 (50%) of Export Market Manager clients had used AQIS to help in negotiating with overseas port authorities in this regard.**

Used AQIS's Port Authority negotiating services?	% (n = 32)
Yes	50
No	50
TOTAL	100

Using a scale from 1 to 10, those who had used this service were then asked **how satisfied** they were with this AQIS service.

Rating of satisfaction with AQIS's Port Authority negotiating services	% (n = 16)
1 (Extremely dissatisfied)	0
2-5	19
6-9	81
10 (Extremely satisfied)	0
TOTAL	100

The table above indicates that most (13 out of 16) **clients were also satisfied with this value-added AQIS service**, that is, they gave the service a satisfaction rating of 6 or more out of 10. The average satisfaction rating was 6.2 out of 10. Readers are reminded of the extremely small sample size in this case.

Awareness of Peak Organisations that consult with AQIS

Almost 9 in 10 (88%) Export Market Managers clients were aware of Peak Industry Organisations that consult with AQIS to represent their interests.

Aware of Peak Industry Organisations?	% (n = 32)
Yes	88
No	12
TOTAL	100

Membership of Peak Industry Organisations

Of those (28 clients) who were aware of these Peak Industry Organisations, most (89%) are currently members of these peak bodies.

Both awareness and membership rates are similar to the 2004 survey results.

Member of Peak Industry Organisation/s?	% (n = 28)
Yes	89
No	11
TOTAL	100

CLIENT COMMENTS

Export Market Managers clients were given the opportunity to supply any additional comments at the end of the survey. Approximately a third of clients (11 from 32) took up this opportunity.

The table below lists the comments provided and includes a count showing the number of clients who noted each comment. The points have all been covered in various sections of the current report and indicate that all relevant aspects considered important to these clients have been examined.

Other comments	Frequency
Need more consistent rule interpretation/more consistency	4
Poor staff training/need improved staff training/specialist staff	3
More staff/more regional staff	1
Work with us/closer consultation with industry	1
Need less confusing guidelines	1
Faster turn around /takes too long for items to get through	1
Performs a necessary function/valuable service	1
Too political/Government revenue raiser/no real function	1
Helpful/responsive/easy to deal with	1

Note: The count adds to more than eleven as respondents were able to provide more than one comment.