



## ACMA Stakeholder Satisfaction Survey



FINAL Report

Prepared for:  
**ACMA**

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## 1. Introduction

### Objective

The objective of the 2015 Stakeholder survey was to provide the ACMA with information to help it assess and improve its stakeholder engagement. The survey explored how well the ACMA and its people communicate, consult and interact with stakeholders.

### Methodology

The **stakeholder population** was defined as any organisation that had been identified by ACMA staff as a key stakeholder of the ACMA. A pre-approach letter was sent to the stakeholder population via e-mail by the ACMA's Chairman prior to the fieldwork. A copy of this letter is appended to this report. This initial email stage allowed the ACMA to identify any 'bounce-backs', where the email address was invalid and they sourced an alternative email address.

A database of the stakeholder population with valid email addresses (n=323) was provided to McNair Ingenuity Research by the ACMA. McNair Ingenuity Research sent an invitation with a link for the online survey to all stakeholders in the database.

The survey was launched on 10<sup>th</sup> June 2015 and the invitation e-mail is appended. Three reminder emails (appended) were sent to non-responders as follows:

- First reminder: 17<sup>th</sup> June 2015
- Second reminder: 24<sup>th</sup> June 2015
- Third reminder: 1<sup>st</sup> July 2015

The survey cut-off was 3<sup>rd</sup> July 2015, three weeks after the launch of fieldwork.

The ACMA provided McNair Ingenuity Research with a draft **questionnaire** for comment and input. Once a final questionnaire was approved, McNair Ingenuity Research programmed the questionnaire for online data collection and the link was tested by McNair Ingenuity Research and the ACMA. The average interview length was 4-5 minutes. The questionnaire was composed of rating scales and one open-ended question at the end (an overall comments question). The responses to the open-ended question have been provided as verbatims and are appended to this report. The questionnaire is also appended to this report.

The ACMA sought approval from the Australian Government Statistical Clearing House (approval number 02367 -- 01) and stakeholders were provided with this information, as well as a contact number should they want verification of the approval.

During fieldwork the **eligible sample** was reduced to **n=286**, with the following cases removed from the sample frame:

- Thirty five were undelivered emails (perhaps restricted by company firewalls);
- Two stakeholders unsubscribed.

By the survey cut-off, there were 92 completed questionnaires. The final **response rate** was therefore 32%, which was within the ACMA's expected response rate range of between 30% and 40%. The response rate by segment level 1 and 2 (as defined by the ACMA) is outlined below.

The response rate is highest for the Industry and the Government organisations, and lowest for the Emergency Services organisations. The sample profile by organisation type Q1 and role within the organisation Q2 is shown in *Appendix D*.

**Table 1: Response rate by Segment Level**

Note: Some are categorised in more than one segment

	<b>Population</b>	<b>Final Sample</b>	<b>Response Rate</b>
	<b>n=323</b>	<b>n=92</b>	<b>%</b>
<b>Segment Level 1</b>			
Emergency Services	10	1	10
Government	40	11	28
Industry	206	74	36
Influentials	67	6	9
<b>Total</b>	<b>323</b>	<b>92</b>	<b>29</b>
<b>Segment Level 2 (Multiple Codes)</b>			
Academics, analysts and researchers	15	4	27
Broadcasters	60	23	43
Content creators	9	3	75
Content publishers	12	2	29
Educators	3		0
Equipment supplies	9	2	50
Federal	32	9	28
Lobbyists	46	21	46
NGO	3	1	33
Spectrum	15	6	60
State/Territory	17	3	18
Telcos	132	27	21
<b>Total</b>	<b>353</b>	<b>101</b>	<b>31</b>

As advised by the ACMA, the data was not weighted.

The data for this research is based on two surveys (2015 and 2014) of key stakeholders with a valid e-mail address, and therefore in theory it is representative of the views of this population. No margin of error is applicable for comparisons of results within each survey or between each survey. When using this data one must take into account other potential sources of error, such as the 32% response rate in the 2015 survey and potential non-response bias (which was not measured in this study). It should be noted that sample sizes are small (n=92 in 2015; n=119 in 2014) and therefore caution should be taken in the interpretation of all results.

## 2. Interpretive Notes

Percentages are generally rounded to whole numbers. Some percentages may not add to 100 percent due to rounding. Where total satisfaction or a combined top two or bottom two boxes is reported, the percentages in the text may differ by 1% from the simple summed percentages in the chart. This is due to rounding.

To avoid overlapping of labels in the charts, the data labels are generally not shown for 1% or 2% (these sections are still shown in the chart, but they do not have a data label).

Some of the questions invite a multiple response and so the total responses add to more than 100 per cent. Some questions are filtered depending on the respondent's previous response, and this is always shown as the 'base' on a chart or in a table. Care needs to be taken when interpreting the results, so that the data is analysed in the correct context.

The main focus for the analysis, as instructed by the ACMA, is for the total sample of stakeholders. However, where relevant, some questions may be analysed by Segment Level 1 (see Table 1). As there are only a small number of Emergency Services organisations and of Influentials, any analysis by Segment 1 will exclude Emergency Services and Influentials in order to protect their identification.

In most cases the data is presented in tabular form and is accompanied by a chart highlighting the key findings where appropriate.

This report presents the results for the survey with comparisons where appropriate to the 2014 Stakeholder Satisfaction Survey.

### 3. Results

#### i. Overall Satisfaction with ACMA engagement

Stakeholders were asked how satisfied or dissatisfied they were with the way the ACMA engages with their organisation (this question was asked at the end of the survey).

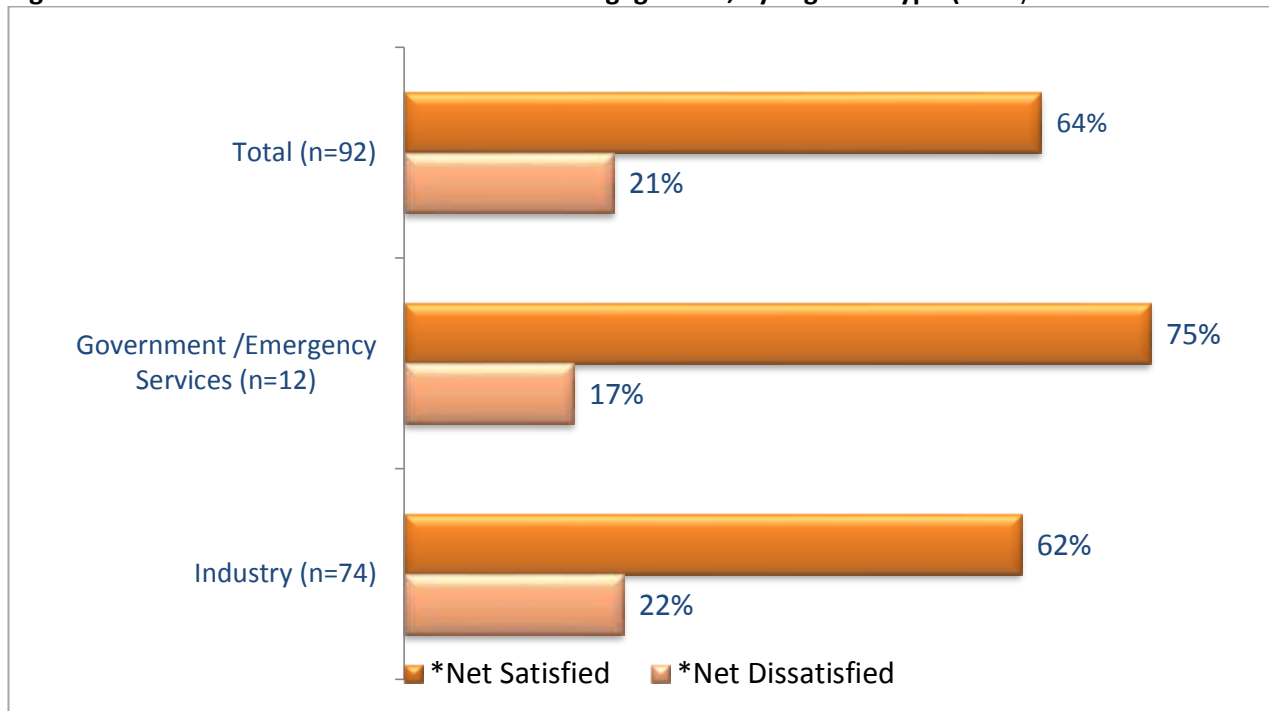
Nearly two thirds (64%) are satisfied, and one in six is *very satisfied* (18%) with the ACMA's engagement. Twenty one percent of stakeholders are dissatisfied with this aspect.

Overall satisfaction ratings were similar in 2014 (63%) to those in 2015 (64%).

**Table 2: Overall satisfaction with the way ACMA engages with organisation Q14 (n=92)**

Net satisfied	ACMA Stakeholders	ACMA Stakeholders
	2015 n=92	2014 n=119
Very dissatisfied	8%	7%
Dissatisfied	13%	8%
Neither satisfied nor dissatisfied	14%	19%
Satisfied	46%	38%
Very satisfied	18%	25%
Don't know	1%	3%
*Net Satisfied	64%	63%
*Net Dissatisfied	21%	15%

**Figure 1: Overall satisfaction with stakeholder engagement, by segment type (n=92)**



Stakeholders were also asked if the way the ACMA engages with their organisation has become better or worse over the last twelve months or if there has been no change.

The majority believe there has been no change (57%), and those who feel there has been a change are more likely to believe it is for the better, with nearly one third of stakeholders saying that the ACMA engagement is somewhat or much better (32%). However, eleven per cent feel the way the ACMA engages with stakeholders has become worse over the last twelve months.

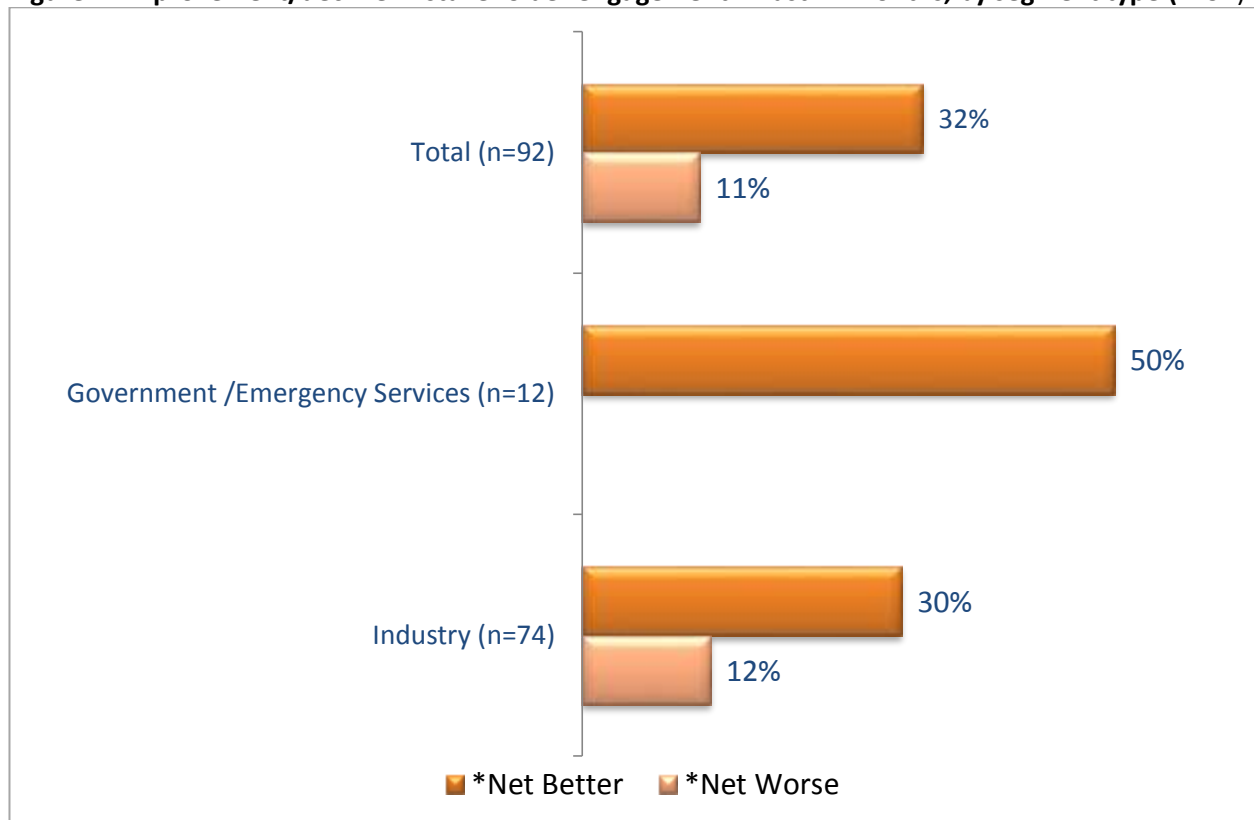
In comparison, one in four stakeholders felt that ACMA engagement over the previous twelve months was somewhat or much better in 2014.

A comparison by stakeholder segments shows that whilst one in three (32%) stakeholders overall feel that ACMA engagement is better, one in two (50%) Government and Emergency Services stakeholders feel that ACMA engagement is better, whereas none feel that ACMA engagement is worse; and three in ten (30%) Industry stakeholders feel that that ACMA engagement is better and twelve per cent feel that ACMA engagement is worse over the last 12 months.

**Table 3: Changes over the last 12 months in the way the ACMA engages with the organisation Q15 (n=92)**

Net satisfied	ACMA Stakeholders 2015 n=92	ACMA Stakeholders 2014 n=119
Much worse	3%	2%
Somewhat worse	8%	7%
No change	57%	60%
Somewhat better	24%	21%
Much better	8%	4%
Don't know	1%	7%
*Net Better	32%	25%
*Net Worse	11%	8%

**Figure 2: Improvement/decline in stakeholder engagement in last 12 months, by segment type (n=92)**





## ii. Engagement in formal regulatory processes

Stakeholders were told that from time to time the ACMA conducts formal consultation processes. Respondents were then asked if they or their organisation participated in one of the ACMA's formal processes in the past twelve months.

Over two thirds of stakeholders (66%) have participated in one of the ACMA's formal processes in the past twelve months, and they are most likely to have been involved with Spectrum (36%), Broadcasting (27%) or Telecommunications (25%).

**Table 4: Engagement in formal regulatory processes Q3 (n=92)**

	ACMA Stakeholders n=92
Spectrum	36%
Broadcasting	27%
Telecommunications	25%
Internet	15%
Suppliers	7%
Marketing	7%
Something else (please specify) *	3%
Have not participated in a formal process in the last 12 months	34%

\*These include: Activities under the terms of a mutual agreement; Radcoms; and Cabling Registrar - Cabling Provider Rules

The stakeholders who have participated in one of the ACMA's formal processes in the past twelve months were asked to rate several aspects of the processes. Stakeholders are most positive about being provided with reasonable time frames for responding (77% satisfied).

Satisfaction with two aspects of the regulatory process was lower than in 2014. The area rated with the biggest difference in satisfaction - the provision of appropriate channels and venues for you to respond (79% satisfied in 2014) - had 10% lower satisfaction in 2015 (69% satisfied).

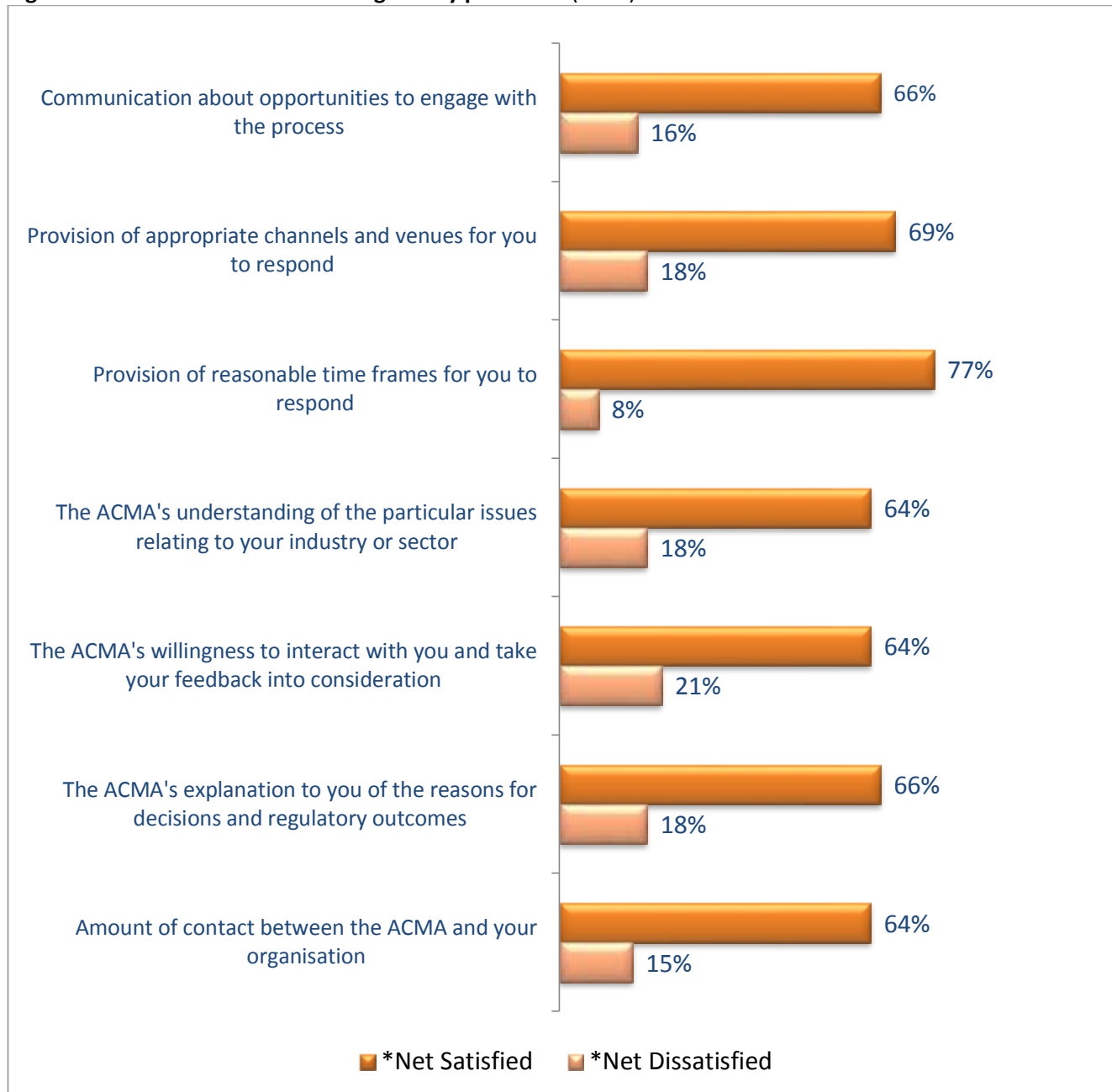
The aspects stakeholders reported that they are relatively less satisfied with (although still overall more satisfied than not), are:

- The ACMA's understanding of the particular issues relating to the stakeholder's industry (18% dissatisfied);
- Having explanations about decisions and outcomes (18% dissatisfied); and
- ACMA's willingness to interact and take feedback into consideration (21% dissatisfied, although 26% are *very satisfied* with this aspect).

**Table 5: Satisfaction with formal regulatory processes Q4 (n=92)**

Net satisfied	Communication about opportunities to engage with the process	Provision of appropriate channels and venues for you to respond	Provision of reasonable time frames for you to respond	The ACMA's understanding of the particular issues relating to your industry or sector	The ACMA's willingness to interact with you and take your feedback into consideration	The ACMA's explanation to you of the reasons for decisions and regulatory outcomes	Amount of contact between the ACMA and your organisation
Very Dissatisfied	5%	2%	3%	3%	5%	3%	3%
Dissatisfied	11%	16%	5%	15%	16%	15%	11%
Neither dissatisfied nor satisfied	16%	10%	11%	16%	11%	13%	21%
Satisfied	44%	46%	61%	41%	38%	44%	43%
Very Satisfied	21%	23%	16%	23%	26%	21%	21%
Don't know	2%	2%	-	2%	3%	-	-
Not applicable	-	2%	3%	-	-	3%	-
*Net Satisfied	66%	69%	77%	64%	64%	66%	64%
*Net Dissatisfied	16%	18%	8%	18%	21%	18%	15%
2014 Net Satisfied	65%	79%	73%	60%	63%	58%	73%.

**Figure 3: Satisfaction with formal regulatory processes (n=92)**



### iii. Engagement with the ACMA and its staff

Four in five stakeholders (83%) personally deal with the ACMA staff in the course of their work and on average changes are in relation to between one and two areas (1.8 on average). Stakeholders are most likely to engage with ACMA staff in relation to Spectrum (50%), Broadcasting (47%) or Telecommunications (43%).

**Table 6: Areas stakeholders deal with the ACMA Q6 (n=76)**

	ACMA Stakeholders Dealt with ACMA Staff n=76
Spectrum	50%
Broadcasting	47%
Telecommunications	43%
Internet	25%
Suppliers	8%
Marketing	9%
Something else	1%
Average Number per Stakeholder	1.84

Stakeholders who have personally dealt with the ACMA staff were asked to rate their satisfaction on several attributes.

Over 70 per cent of stakeholders are satisfied with each aspect rated. Stakeholders are most positive about the staff's courtesy and helpfulness and their professionalism (88% and 86% satisfied respectively). There are also high satisfaction ratings for the ACMA staff's knowledge and understanding of relevant policies and legislation (84% satisfied).

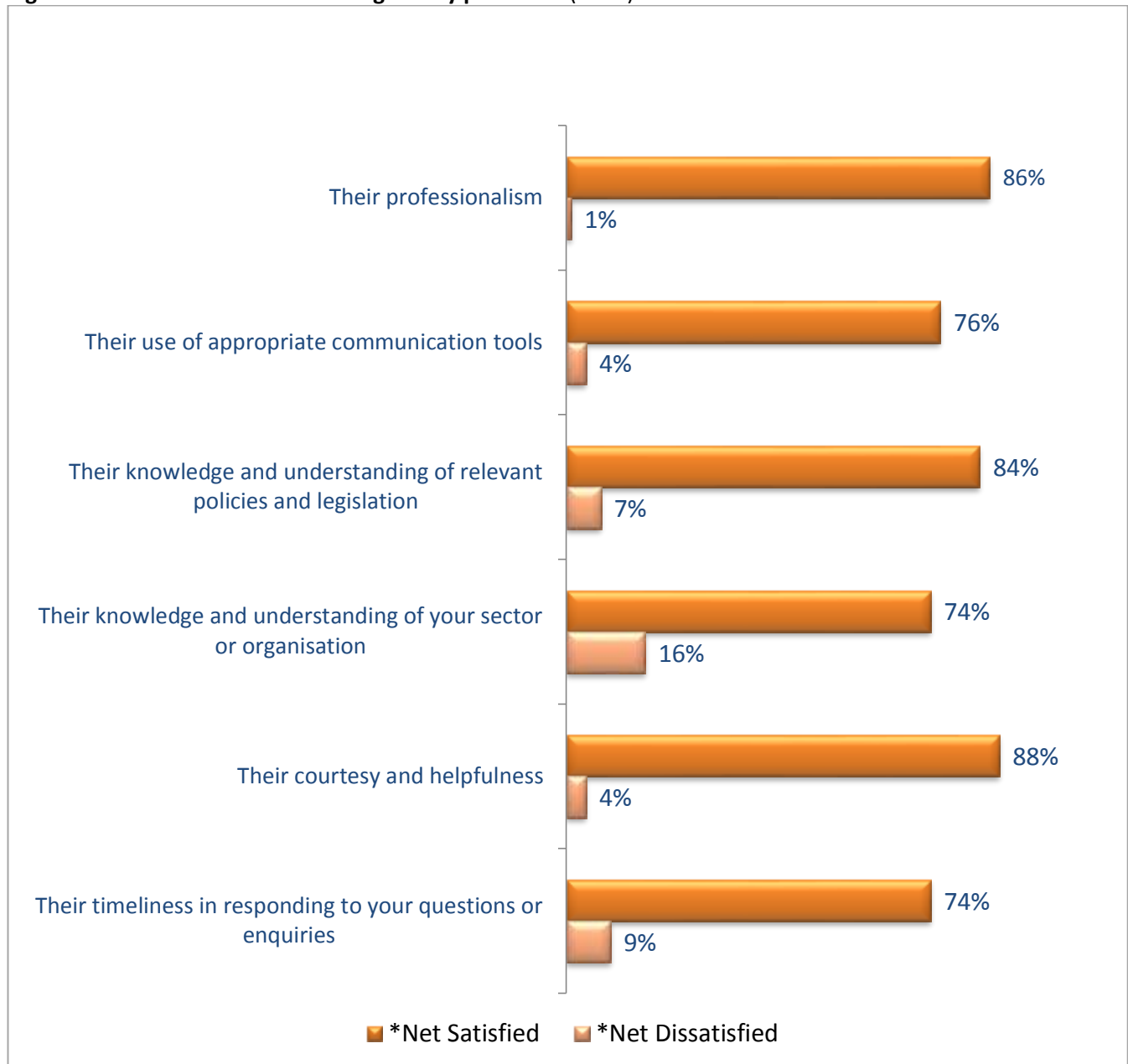
Stakeholders in 2015 had the same or higher satisfaction level on all aspects of staff as stakeholders in 2014. The area rated with the biggest difference in satisfaction was the staff knowledge and understanding of relevant policies and legislation, 84% satisfied compared to 76% satisfied in 2014.

The aspects that stakeholders were most likely to be dissatisfied with are the ACMA staff knowledge and understanding of the stakeholder's sector or organisation (16% dissatisfied) and their timeliness in responding to questions or enquiries (9% dissatisfied).

**Table 7: Satisfaction with ACMA staff Q7 (n=76)**

Net satisfied	Their professionalism	Their use of appropriate communication tools	Their knowledge and understanding of relevant policies and legislation	Their knowledge and understanding of your sector or organisation	Their courtesy and helpfulness	Their timeliness in responding to your questions or enquiries
Very Dissatisfied	1%	1%	-	5%	-	5%
Dissatisfied	-	3%	7%	11%	4%	4%
Neither dissatisfied nor satisfied	13%	17%	8%	9%	8%	16%
Satisfied	34%	45%	38%	42%	32%	39%
Very Satisfied	51%	32%	46%	32%	57%	34%
Don't know	-	3%	1%	1%	-	1%
*Net Satisfied	86%	76%	84%	74%	88%	74%
*Net Dissatisfied	1%	4%	7%	16%	4%	9%
2014 Net Satisfied	85%	74%	76%	71%	85%	74%

**Figure 4: Satisfaction with formal regulatory processes (n=76)**



#### iv. Engagement with Compliance and Enforcement

A new set of questions about engagement with compliance and enforcement were asked in 2015.

Just over half of all stakeholders (54%) personally engaged with the ACMA on compliance and enforcement matters.

Stakeholders who have personally engaged with the ACMA on compliance and enforcement matters were asked to rate their satisfaction on several attributes.

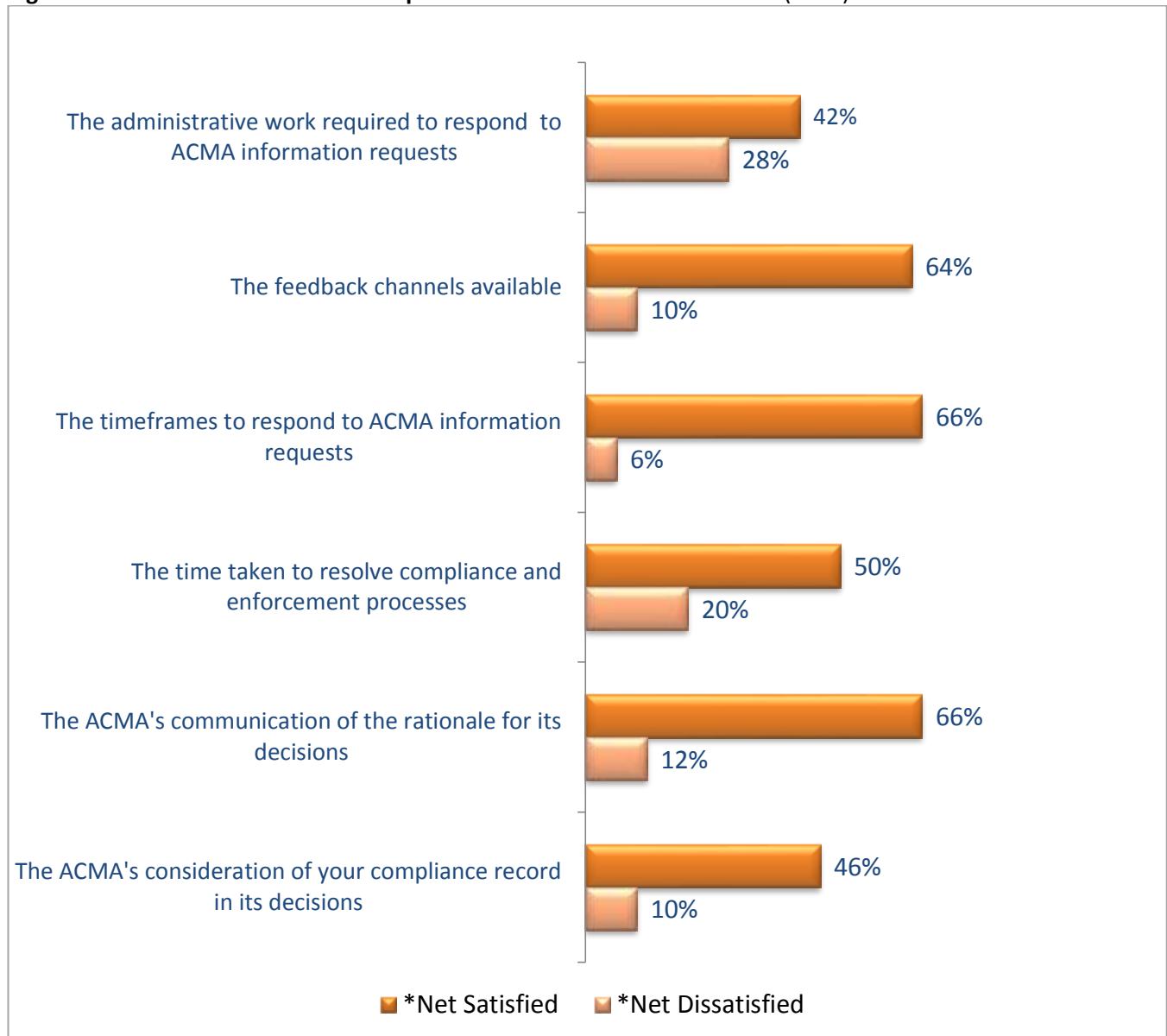
Stakeholders are most positive about the timeframes to respond to the ACMA information requests and the ACMA's communication of the rationale for its decision (66% satisfaction with both aspects).

The aspects that stakeholders were most likely to be dissatisfied with are the administrative work required to respond to ACMA information requests (28% dissatisfied) and the time taken to resolve compliance and enforcement processes (20% dissatisfied).

**Table 8: Satisfaction with ACMA Compliance and Enforcement Processes Q9 (n=50)**

Net satisfied	The administrative work required to respond to ACMA information requests	The feedback channels available	The timeframes to respond to ACMA information requests	The time taken to resolve compliance and enforcement processes	The ACMA's communication of the rationale for its decisions	The ACMA's consideration of your compliance record in its decisions
Very Dissatisfied	8%	2%	-	6%	2%	2%
Dissatisfied	20%	8%	6%	14%	10%	8%
Neither dissatisfied nor satisfied	20%	18%	20%	20%	18%	22%
Satisfied	28%	40%	42%	32%	44%	24%
Very Satisfied	14%	24%	24%	18%	22%	22%
Don't Know	-	4%	-	2%	-	2%
Not Applicable	10%	4%	8%	8%	4%	20%
*Net Satisfied	42%	64%	66%	50%	66%	46%
*Net Dissatisfied	28%	10%	6%	20%	12%	10%

**Figure 5: Satisfaction with ACMA Compliance and Enforcement Processes (n=50)**





## v. Consultation on Regulatory Changes

A new set of questions about consultation on regulatory changes were asked in 2015.

Half of all stakeholders (50%) personally engaged with the ACMA regarding consultation about regulatory changes in the last 12 months.

Stakeholders who have personally engaged with the ACMA in a consultation about regulatory changes in the last 12 months were asked to rate their satisfaction on several attributes.

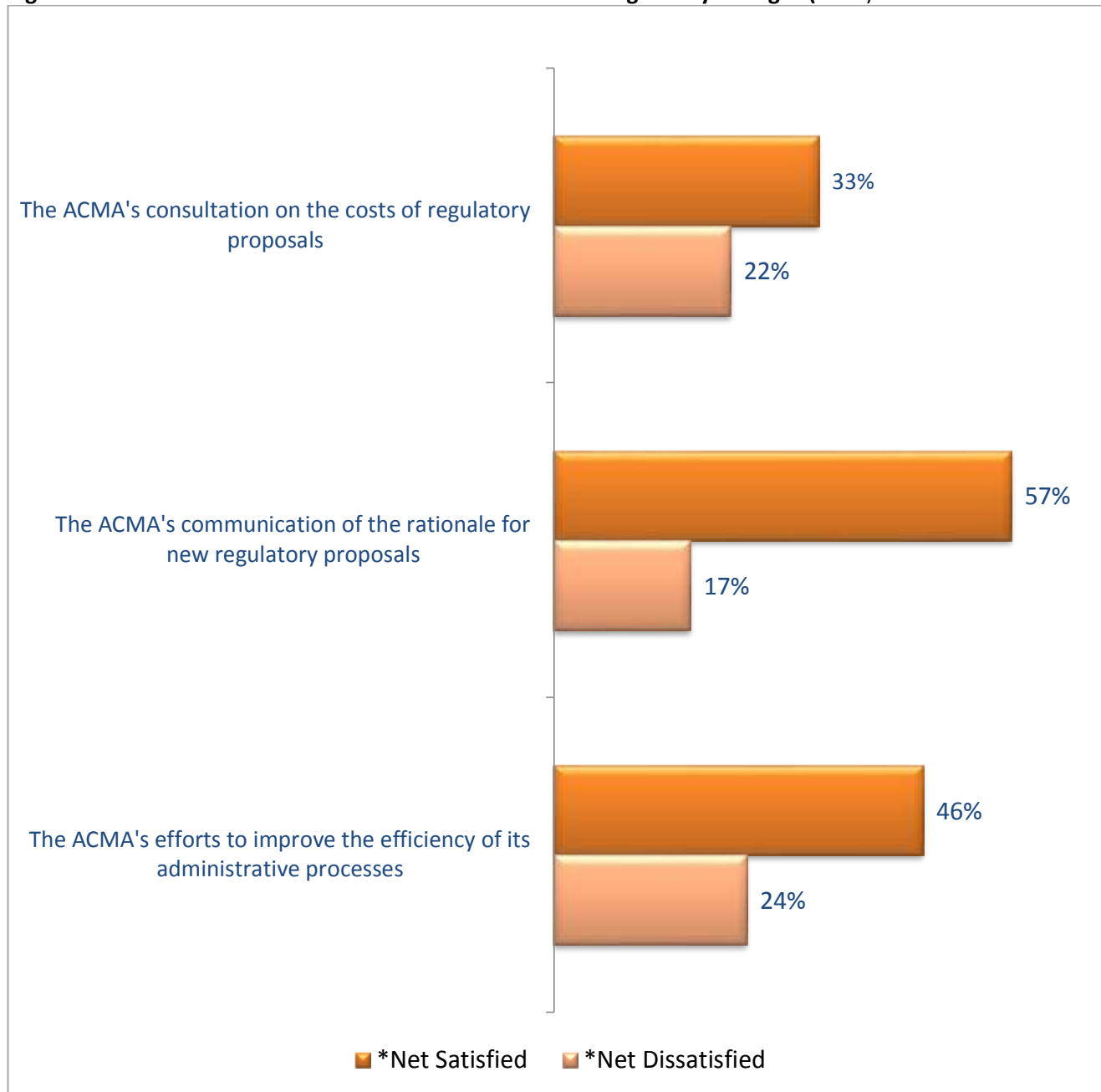
Stakeholders are most positive about the ACMA's communication of the rationale for new regulatory processes (57% are satisfied).

The aspects that stakeholders were most likely to be dissatisfied with are the ACMA's efforts to improve the efficiency of its administrative processes (24% are dissatisfied.)

**Table 9: Satisfaction with ACMA Consultation Process for Regulatory Changes Q11 (n=46)**

Net satisfied	The ACMA's consultation on the costs of regulatory proposals	The ACMA's communication of the rationale for new regulatory proposals	The ACMA's efforts to improve the efficiency of its administrative processes
Very Dissatisfied	4%	2%	11%
Dissatisfied	17%	15%	13%
Neither dissatisfied nor satisfied	33%	24%	28%
Satisfied	26%	43%	28%
Very Satisfied	7%	13%	17%
Don't know	7%	-	2%
Not Applicable	7%	2%	-
*Net Satisfied	33%	57%	46%
*Net Dissatisfied	22%	17%	24%

Figure 6: Satisfaction with ACMA Consultation Process for Regulatory Changes (n=46)



## vi. Engagement with the ACMA and its products

Stakeholders were asked if they had read or used a selection of the ACMA products in the last twelve months. The vast majority (90%) have read or used at least one of the ACMA products.

The majority (87%) have used the ACMA website, around a third have read or used the ACMA Annual Report (34%) and around a third have read or used the Communications Report (32%).

**Table 10: Read or used ACMA products Q12 (n=92)**

Product Used	ACMA Stakeholders n=92
ACMA Annual Report	34%
ACMA website	87%
ACMA Communications Report	32%
None of the above	10%

The stakeholders who read or use each product were asked to rate the content of it in terms of its value to their organisation.

Stakeholders are most positive about the ACMA Communications Report, with 69% saying it is *very good/excellent*.

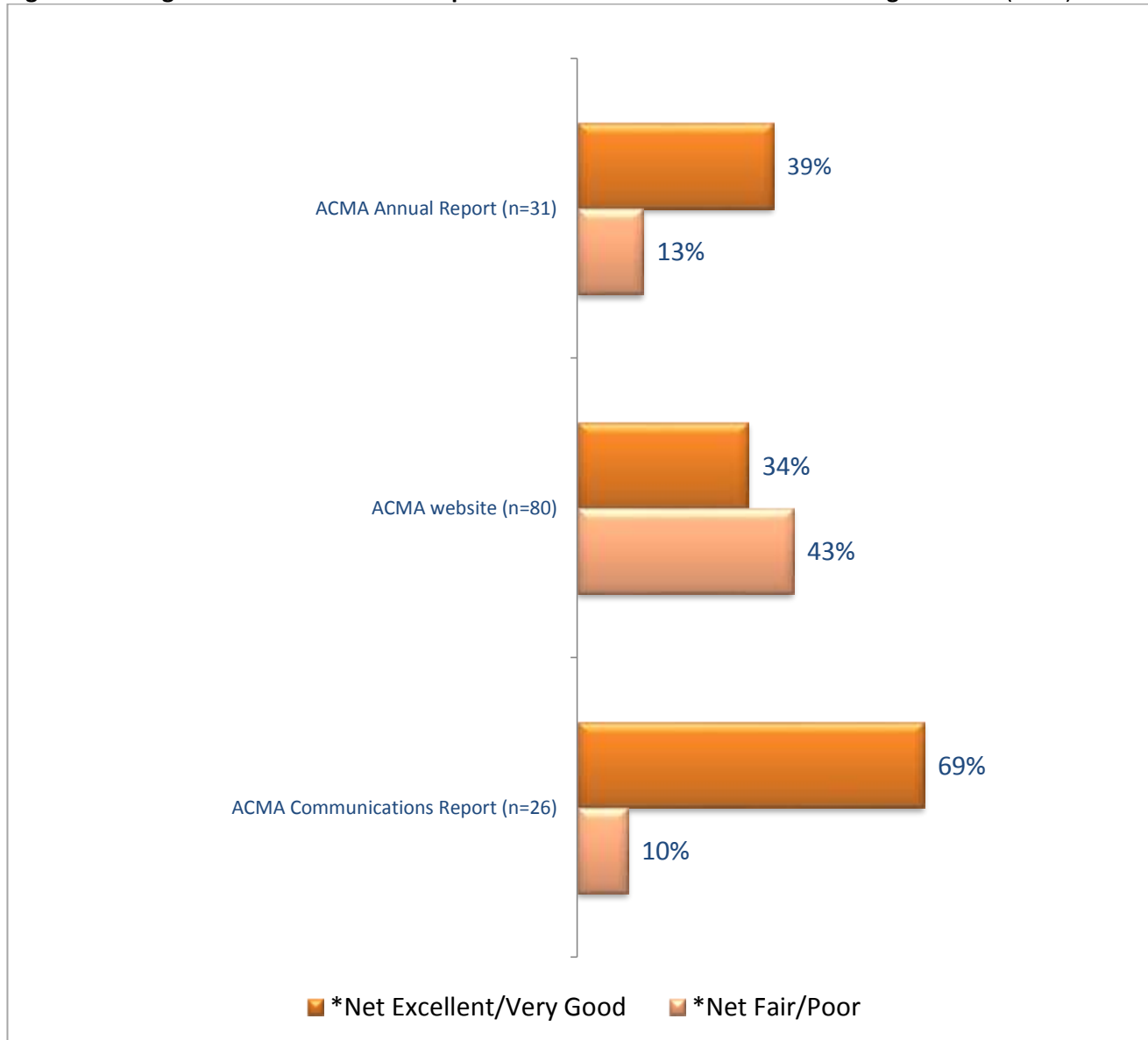
Opinion on the ACMA website is divided – while around a third indicated that it is *very good/excellent* (34%), a greater proportion (43%) rate it as *poor/fair*.

Stakeholders surveyed in 2015 were more likely to rate the website as poor or fair (43%) compared to stakeholders surveyed in 2014 (33%).

**Table 11: Rating the content of the ACMA products in terms of their value to the organisation Q13 (n=83)**

Net satisfied	ACMA Annual Report (n=31)	ACMA website (n=80)	ACMA Communications Report (n=26)
Poor	3%	16%	3%
Fair	10%	26%	7%
Good	48%	23%	21%
Very good	29%	31%	48%
Excellent	10%	3%	21%
Don't Know	-	1%	-
*Net Excellent/Very Good	39%	34%	69%
*Net Fair/Poor	13%	43%	10%
2014 Net Excellent/Very Good	33%	31%	47%
2014 Net Poor/Fair	19%	33%	13%

Figure 5: Rating the content of the ACMA products in terms of their value to the organisation (n=83)



## 4. Appendix A: Preliminary Approach Letter & Invitation

**ACMA Stakeholder Satisfaction survey 2015  
Primary approach letter  
Survey invitation by email to stakeholders**

**To:** Key stakeholder

**From:** Chapman Chris TOP mailbox

**Subject:** ACMA Stakeholder Satisfaction survey 2015 – An invitation to tell us what you think about the ACMA

Dear [NAME]

To assess and improve our stakeholder engagement, I have asked McNair Ingenuity Research to conduct an online survey of the key stakeholders of the Australian Communications and Media Authority (ACMA).

You are a key stakeholder of ours, so on Thursday, 11 June you will receive an email from McNair Ingenuity Research inviting you to participate in this online survey. I hope you do as it should take you about 5 minutes to complete.

Your input will help me understand how well (or otherwise!) the ACMA and its people communicate, consult and interact. Your participation should also help us materially improve the way we engage with our stakeholders.

I am interested in a global perspective from «Organisation», so would appreciate you taking the time to complete the online survey yourself. Alternatively, I would ask that you forward the email on to a colleague who you feel may be in a better position to reflect the overall view of your organisation with respect to its engagement with the ACMA.

Individual responses will be anonymous and remain completely confidential. The results will only be used by the ACMA for the ongoing improvement of its stakeholder engagement.

If you have any questions please call me on 02 9334 7900 or email me at [chapman.chris@acma.gov.au](mailto:chapman.chris@acma.gov.au). I would be only too happy to chat with you.

I thank you in advance for your time and what, I know, will be your constructive feedback. We will undoubtedly benefit from the insights that you can provide.

Yours sincerely

Chris

**Chris Chapman**  
Chairman

**Australian Communications and Media Authority**

T +61 2 9334 7900 F +61 2 9334 7711

E [chapman.chris@acma.gov.au](mailto:chapman.chris@acma.gov.au)

[www.acma.gov.au](http://www.acma.gov.au)



## Invitation email text from McNair Ingenuity Research

Email subject field: **2015 ACMA Stakeholder Satisfaction Survey**

Dear [FIRST NAME]

You recently received an email from Chris Chapman, Chair of the Australian Communications and Media Authority (ACMA), telling you about a survey the ACMA is undertaking to assess and improve their engagement with key stakeholders. McNair Ingenuity Research have been commissioned to conduct this research.

As part of the research, you have been selected to take part in a survey of the ACMA's key stakeholders.

**This is your opportunity to provide feedback and input into the way the ACMA currently communicates, consults and interacts with its key stakeholders.** The ACMA values any insights that you can provide to help them improve the way they engage with you.

**Please take the time to complete this survey by 3<sup>rd</sup> July 2015 - it should take you about 5 minutes.**

***Please click on the link below to enter the survey:***

[SURVEY LINK]

If you cannot click and access the above link, please try to copy the link and paste it in a new browser.

You can re-enter and continue the survey at a later time should you need to depart at any point in the survey.

### **Protecting your confidentiality**

Please be assured that your confidentiality will be maintained at all times. In particular, no one within the ACMA will have access to your specific answers. Your answers will be combined with other key stakeholders for reporting purposes to maintain your confidentiality.

This survey has been approved by the Australian Government Statistical Clearing House. The approval number is 02367 -- 01. You may phone the Statistical Clearing House on (02) 6252 5285 to verify the approval number.

If you have any questions about this survey, please do not hesitate to contact Hugh Clapin of the ACMA on 02 9334 7952 or [hugh.clapin@acma.gov.au](mailto:hugh.clapin@acma.gov.au), or myself on (02) 9966 9133 or [Angela@mcnair.com.au](mailto:Angela@mcnair.com.au).

Thank you and we hope you are able to take this opportunity to provide feedback and suggestions to improve the ACMA's engagement with key stakeholders.

Yours sincerely,

**Angela Brooks**  
Senior Consultant  
McNair Ingenuity Research

## 5. Appendix B: Questionnaire

# 2015 ACMA Stakeholder Satisfaction Survey

June 2015

### NOTES IN DARK RED ARE PROGRAMMING NOTES

**Note:** Text Version Only – In Confidence

#### Introduction

Thank you for agreeing to take part in the ACMA Stakeholder Satisfaction survey.

Australian Government Statistical Clearing House Approval Number: 02367 -- 01

**FOOTER:** To view our Privacy Policy

### HIDDEN QUESTIONS: DATA FROM SAMPLE FILE

#### A. SEGMENT LEVEL 1

1. Emergency services
2. Government
3. Industry
4. Influentials

### ABOUT YOU AND YOUR ORGANISATION

1. Is your organisation....? *Please select one answer*

#### SINGLE RESPONSE

1. A peak / representative group
2. A government body / Department
3. A corporation / business entity
4. A research / education entity
5. Something else *(please specify)*



2. Which of the following best describes your role in your organisation? *Please select one answer*

**SINGLE RESPONSE**

1. CEO / Board member / MD / Departmental Secretary
2. Regulatory affairs / company secretary
3. Operations manager / Senior manager
4. Something else (*please specify*)

**ENGAGEMENT IN FORMAL REGULATORY PROCESSES**

3. From time to time the ACMA conducts **formal consultation processes**.

Have you or your organisation participated in one of the ACMA's formal processes in relation to any of the following in the past 12 months? *Please select all that apply*

**MULTIPLE RESPONSE  
IF 8 IS SELECTED, 1-7 CANNOT BE SELECTED**

1. Spectrum (Spectrum planning, Radiocommunications licensing)
2. Broadcasting (Television, Radio, Media ownership and control)
3. Telecommunications (Infrastructure, Carriers and service providers, ISPs, Consumer protections, Numbering)
4. Internet (online content, Cybersafety, e-Security)
5. Suppliers (Equipment suppliers)
6. Marketing (Do Not Call Register, Anti-spam, Marketing numbers)
7. Something else (*please specify*)
8. Have not participated in a formal process in the last 12 months

**ASK IF HAVE PARTICIPATED IN ONE OF ACMA'S FORMAL PROCESSES IN LAST 12 MONTHS (Q3=1-7). OTHERS GO TO Q5**

4. Please indicate the extent to which you are satisfied or dissatisfied with the following aspects of the ACMA's formal regulatory processes. *Please select one answer per row*

**SINGLE RESPONSE PER ROW**

	<b>RANDOMISE STATEMENTS</b>	Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	Don't know	Not applicable
A	Communication about opportunities to engage with the process	1	2	3	4	5	6	7
B	Provision of appropriate channels and venues for you to respond	1	2	3	4	5	6	7
C	Provision of reasonable time frames for you to respond	1	2	3	4	5	6	7
D	The ACMA's understanding of the particular issues relating to your industry or sector	1	2	3	4	5	6	7
E	The ACMA's willingness to interact with you and take your feedback into consideration	1	2	3	4	5	6	7
F	The ACMA's explanation to you of the reasons for decisions and regulatory outcomes	1	2	3	4	5	6	7
G	Amount of contact between the ACMA and your organisation	1	2	3	4	5	6	7

**ENGAGEMENT WITH THE ACMA AND ITS STAFF**

**ASK ALL**

5. Do you personally deal with ACMA staff in the course of your work? *Please select one answer*

**SINGLE RESPONSE**

1. Yes
2. No

**ASK IF PERSONALLY DEAL WITH ACMA STAFF (Q5=1). OTHERS GO TO Q8**

6. Is that in relation to.....? *Please select all that apply*

**MULTIPLE RESPONSE**

1. Spectrum (Spectrum planning, Radiocommunications licensing)
2. Broadcasting (Television, Radio, Media ownership and control)
3. Telecommunications (Infrastructure, Carriers and service providers, ISPs, Consumer protections, Numbering)
4. Internet (online content, Cybersafety, e-Security)
5. Suppliers (Equipment suppliers)
6. Marketing (Do Not Call Register, Anti-spam, Marketing numbers)
7. Something else (*please specify*)

7. Thinking about your dealings with ACMA staff, please indicate the extent to which you are satisfied or dissatisfied with the following aspects of ACMA's staff. *Please select one answer per row*

**SINGLE RESPONSE PER ROW**

	<b>RANDOMISE STATEMENTS</b>	Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	Don't know
A	Their professionalism	1	2	3	4	5	6
B	Their use of appropriate communication tools	1	2	3	4	5	6
C	Their knowledge and understanding of relevant policies and legislation	1	2	3	4	5	6
D	Their knowledge and understanding of your sector or organisation	1	2	3	4	5	6
E	Their courtesy and helpfulness	1	2	3	4	5	6
F	Their timeliness in responding to your questions or enquiries	1	2	3	4	5	6

8. Have you engaged with the ACMA on compliance and enforcement matters in the last 12 months?
- Yes – go to Q11
  - No – go to Q12

9. Thinking about your experience with regulators please indicate the extent to which you are satisfied or dissatisfied with the following aspects of the ACMA's compliance and enforcement processes.  
*Please select one answer per row*

**SINGLE RESPONSE PER ROW**

	<b>RANDOMISE STATEMENTS</b>	Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	Not applicable
A	The administrative work required to respond to ACMA information requests	1	2	3	4	5	6
B	The feedback channels available	1	2	3	4	5	6
C	The timeframes to respond to ACMA information requests	1	2	3	4	5	6
D	The time taken to resolve compliance and enforcement processes	1	2	3	4	5	6
E	The ACMA's communication of the rationale for its decisions.	1	2	3	4	5	6
F	The ACMA's consideration of your compliance record in its decisions.	1	2	3	4	5	6

10. Have you engaged with the ACMA in a consultation process about regulatory changes in the last 12 months?
- Yes – go to Q13
  - No – go to Q14

11. Please indicate the extent to which you are satisfied or dissatisfied with the following aspects of the ACMA's consideration of the impact of regulation on industry. *Please select one answer per row*

**SINGLE RESPONSE PER ROW**

	<b>RANDOMISE STATEMENTS</b>	Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	Not applicable
A	The ACMA's consultation on the costs of regulatory proposals	1	2	3	4	5	6
B	The ACMA's communication of the rationale for new regulatory proposals	1	2	3	4	5	6
C	The ACMA's efforts to improve the efficiency of its administrative processes.	1	2	3	4	5	6

## ENGAGEMENT WITH THE ACMA AND ITS PRODUCTS

### ASK ALL

12. In the past 12 months, have you read or used any of the following ACMA products? *Please select all that apply*

### MULTIPLE RESPONSE IF 4 IS SELECTED, 1-3 CANNOT BE SELECTED

1. ACMA Annual Report
2. ACMA website
3. ACMA Communications Report
4. None of the above

### ASK FOR EACH ACMA PRODUCT READ OR USED AT Q8. IF HAVEN'T READ OR USED ANY (Q8=7) GO TO Q10

13. How would you rate the content of these ACMA products in terms of their value to your organisation? *Please select one answer per row*

### SINGLE RESPONSE PER ROW SHOW STATEMENTS 1-6 SELECED AT Q8 ONLY

	<b>RANDOMISE STATEMENTS</b>	Poor	Fair	Good	Very good	Excellent	Don't know
1	ACMA Annual Report	1	2	3	4	5	6
2	ACMA website	1	2	3	4	5	6
3	ACMA Communications Report	1	2	3	4	5	6

## OVERALL SATISFACTION

### ASK ALL

14. Considering everything, how satisfied or dissatisfied are you about the way the ACMA engages with your organisation as a stakeholder? *Please select one answer*

### SINGLE RESPONSE

1. Very dissatisfied
2. Dissatisfied
3. Neither satisfied nor dissatisfied
4. Satisfied
5. Very satisfied
6. Don't know

15. Thinking overall about the way the ACMA engages with your organisation as a stakeholder, do you believe this has become better or worse over **the last 12 months**, or do you think there has been no change? *Please select one answer*

**SINGLE RESPONSE**

1. Much worse
2. Somewhat worse
3. No change
4. Somewhat better
5. Much better
6. Don't know

16. Would you like to make any other comments about the ACMA's engagement with its stakeholders?  
*Please select one answer*

**SINGLE RESPONSE**

1. Yes
2. No

**SHOW OPEN TEXT FIELD IF YES AT Q12 (Q12=1). OTHERS GO TO CLOSE**

17. *Please provide as much detail as necessary*

**OPEN TEXT FIELD**

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**CLOSE**

That's the end of the survey. Thank you very much for your help. As this is a research survey, we can assure you it is carried out in compliance with the Privacy Act, 1988 and the information you provided will be used only for research purposes.

Please be assured that no individual will ever be identified in the research results submitted to the ACMA. Your answers will be combined with those of many others to produce an aggregated report of results.

## 6. Appendix C: Reminders

### Reminder 1 email text from McNair Ingenuity Research: sent to non-responders only on 17<sup>th</sup> June 2015

Email subject field: **Reminder: ACMA Stakeholder Satisfaction Survey**

Dear [FIRST NAME]

This is a friendly reminder about the survey McNair Ingenuity is conducting for the ACMA to assess and improve their engagement with key stakeholders. The survey closes on **Friday 3<sup>rd</sup> July**

Remember, this is your opportunity to provide feedback and input into the way the ACMA currently communicates, consults and interacts with its key stakeholders. The ACMA values any insights that you can provide to help them improve the way they engage with you. It should take about 5 minutes to complete.

*If you have already completed the survey, thank you for your participation. Please ignore this email.*

**Please click on the link below to enter the survey:**

[SURVEY LINK]

If you cannot click and access the above link, please try to copy the link and paste it in a new browser. You can re-enter and continue the survey at a later time should you need to depart at any point in the survey.

Please be assured that your confidentiality will be maintained at all times. In particular, no one within the ACMA will have access to your specific answers. Your answers will be combined with other key stakeholders for reporting purposes to maintain your confidentiality.

If you have any questions about this survey, please do not hesitate to contact Hugh Clapin of the ACMA on 02 9334 7952 or [hugh.clapin@acma.gov.au](mailto:hugh.clapin@acma.gov.au), or myself on (02) 9966 9133 or [Angela@mcnair.com.au](mailto:Angela@mcnair.com.au).

Thank you for taking part in this important survey.

Yours sincerely,

**Angela Brooks**  
Senior Consultant

**Reminder 2 email text from McNair Ingenuity Research: sent to non-responders only on 24<sup>th</sup> June 2015**

Email subject field: **Reminder: ACMA Stakeholder Satisfaction Survey**

Dear [FIRST NAME]

This is a friendly reminder about the survey McNair Ingenuity is conducting for the ACMA to assess and improve their engagement with key stakeholders. The survey closes **next week on Friday 3<sup>rd</sup> July 2015 at 5pm.**

Remember, this is your opportunity to provide feedback and input into the way the ACMA currently communicates, consults and interacts with its key stakeholders. The ACMA values any insights that you can provide to help them improve the way they engage with you. It should take about 5 minutes to complete.

*If you have already completed the survey, thank you for your participation. Please ignore this email.*

**Please click on the link below to enter the survey:**

[SURVEY LINK]

If you cannot click and access the above link, please try to copy the link and paste it in a new browser. You can re-enter and continue the survey at a later time should you need to depart at any point in the survey.

Please be assured that your confidentiality will be maintained at all times. In particular, no one within the ACMA will have access to your specific answers. Your answers will be combined with other key stakeholders for reporting purposes to maintain your confidentiality.

If you have any questions about this survey, please do not hesitate to contact Hugh Clapin of the ACMA on 02 9334 7952 or [hugh.clapin@acma.gov.au](mailto:hugh.clapin@acma.gov.au), or myself on (02) 9966 9133 or [Angela@mcnair.com.au](mailto:Angela@mcnair.com.au).

Thank you for taking part in this important survey.

Yours sincerely,

**Angela Brooks**  
Senior Consultant  
McNair Ingenuity Research



**Final Reminder email text from McNair Ingenuity Research: sent to non-responders only on 1<sup>st</sup> July 2015**

Email subject field: **Final Reminder: ACMA Stakeholder Satisfaction Survey**

Dear [FIRST NAME]

This is a friendly reminder about the survey McNair Ingenuity is conducting for the ACMA to assess and improve their engagement with key stakeholders. The survey closes **on Friday 3<sup>rd</sup> July 2015 at 5.00pm.**

Remember, this is your opportunity to provide feedback and input into the way the ACMA currently communicates, consults and interacts with its key stakeholders. The ACMA values any insights that you can provide to help them improve the way they engage with you. It should take about 5 minutes to complete.

*If you have already completed the survey, thank you for your participation. Please ignore this email.*

**Please click on the link below to enter the survey:**

[SURVEY LINK]

If you cannot click and access the above link, please try to copy the link and paste it in a new browser. You can re-enter and continue the survey at a later time should you need to depart at any point in the survey.

Please be assured that your confidentiality will be maintained at all times. In particular, no one within the ACMA will have access to your specific answers. Your answers will be combined with other key stakeholders for reporting purposes to maintain your confidentiality.

If you have any questions about this survey, please do not hesitate to contact Hugh Clapin of the ACMA on 02 9334 7952 or [hugh.clapin@acma.gov.au](mailto:hugh.clapin@acma.gov.au), or myself on (02) 9966 9133 or [Angela@mcnair.com.au](mailto:Angela@mcnair.com.au).

Thank you for taking part in this important survey.

Yours sincerely,

**Angela Brooks**  
Senior Consultant  
McNair Ingenuity Research

## 7. Appendix D: Sample profile

**Table A7: Sample profile by organisation type and organisation role**

<i><b>Organisation Type</b></i>	<i><b>Respondent Segment</b></i>			
	Government n=12	Industry n=74	Influentials n=6	<i><b>Total</b></i> n=92
Peak/Representative Group	-	16	2	<b>18</b>
Government body/Department	9	3	-	<b>12</b>
Corporation/Business entity	2	52	1	<b>55</b>
Research/Education entity	-	1	3	<b>4</b>
Other	1	2	-	<b>3</b>
<i><b>Organisation Role</b></i>				
CEO/Board Member/MD	4	49	3	<b>56</b>
Regulatory Affairs/Company Secretary	1	12	-	<b>13</b>
Operations Manager/Senior Manager	5	10	-	<b>15</b>
Other	2	3	3	<b>8</b>