



Australian Fisheries Management Authority.

Stakeholder Perceptions Survey.

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1. Executive summary.

1.1. Introduction

Colmar Brunton Social Research (CBSR) was approached by the Australian Fisheries Management Authority (AFMA) to conduct research into stakeholder perceptions of the authority. This report presents the findings of this research.

The Australian Fisheries Management Authority (AFMA) is the Australian Government agency responsible for the efficient management and sustainable use of Commonwealth fish resources on behalf of the Australian community.

AFMA manages and monitors commercial Commonwealth fishing to ensure Australian fish stocks and fishing industry is viable now and in the future. By doing so, they aim to ensure that healthy and fresh local seafood is available and affordable to all Australians for current and future generations.

Through their foreign compliance functions, AFMA also works together with other Australian Government agencies and international counterparts to deter illegal fishing in the Australian Fishing Zone.

As part of AFMA's ongoing commitment to service improvement, they commissioned Colmar Brunton to conduct research with their stakeholders to measure current perceptions of AFMA's performance in a number of domains including:

- 6 Overall stakeholder satisfaction;
- 6 AFMA's decision making;
- 6 Service delivery;
- 6 AFMA's domestic compliance program; and
- 6 AFMA's communication and consultation with its stakeholders.

1.2. Methodology in brief

The research involved an online survey of stakeholders identified by AFMA. A total of n=124 stakeholders responded to the survey invitation.

The survey was undertaken from 21 March 2017 to 31 March 2017.

This report presents the findings of this research.

1.3. Key findings

1.3.1. Overall satisfaction with AFMA's performance

Survey respondents were asked to rate how satisfied they were with AFMA's performance on a scale from 1 to 5, where 1 was 'very dissatisfied' and 5 was 'very satisfied'.

Just over half of all respondents indicated they were either satisfied (38%) or very satisfied (15%) with AFMA's overall performance. A further 21% were neutral, and just one quarter were either dissatisfied (17%) or very dissatisfied (9%).

The mean satisfaction rating observed across the sample was 3.3 out of 5.

1.3.2. Reasons given for satisfaction rating

Among respondents who reported being satisfied, key reasons for this satisfaction largely related to an appreciation of the high standard of customer service provided by AFMA and AFMA staff, including their friendly and approachable manner, responsiveness and proactive approach. Among respondents who were neither satisfied nor dissatisfied, key reasons for this were their lack of interaction with AFMA, disagreement with quota reductions and perceptions of too much 'red tape'. Among dissatisfied respondents, the main issues that appeared to be behind this dissatisfaction were perceptions of high (and increasing) fees, a lack of consultation by AFMA, and a lack of fairness and consistency in decision making.

1.3.3. Net Promoter Score

Net Promoter Scores are an established measure in the private sector, and provides a means of exploring the degree to which a company's clients are advocates for the company (e.g. they are likely to speak positively to friends and family about the company), are neutral, or are detractors (e.g. more likely to speak negatively about the organisation to others). This type of measure is increasingly being used by government agencies (despite their often monopoly role in performing a specific role or function – as is the case with AFMA) as a means to track customer and stakeholder sentiment over time.

Respondents were asked to rate their likelihood of speaking positively of AFMA to a colleague on a scale of 0-10, where 0 was "very unlikely" and 10 was "very likely". This scale was then used to calculate a net promoter score for AFMA: ratings of 0-6 represent respondents as "Detractors", 7-8 represents respondents as "Passives" and a rating of 9 or 10 represents "Promoters".

Overall, a quarter of respondents were categorised as "Promoters" (25%), a similar amount were "Passives" (27%), and the remaining 47% were "Detractors" (1% responded "Don't know"). This yielded an overall Net Promoter Score (NPS) of -22 (% Promoters – % Detractors), as the proportion of "Detractors" is larger than the proportion of "Promoters".

1.3.4. Ratings of specific aspects of AFMA's performance

When specific aspects of AFMA's performance were rated by respondents, four of the five measures achieved a mean rating that was above the midpoint (3 out of 5). This indicates that respondents on average were more inclined to give the AFMA a positive rating rather than a negative one, although there is room for improvement in these scores.

Across the different measures, the highest ratings were given to AFMA's performance in ensuring the sustainability of fish stocks and the fishing environment (means of 3.8 and 3.7 respectively), but AFMA was rated lower on their role in balancing environmental and economic issues (mean rating of 3.2). It should also be noted that commercial fishing operators gave particularly low ratings to this aspect of AFMA's performance (2.9), whereas respondents from Federal and State/Territory Government agencies rated this significantly higher (3.9).

1.3.5. AFMA's decision making

A key aspect of stakeholder perceptions of AFMA's performance is perceptions of its decision making. Respondents rated their satisfaction with AFMA's decision making on a scale from 1 to 5, where 1 was 'very dissatisfied' and 5 was 'very satisfied'.

Approximately four in ten respondents indicated they were either satisfied (33%) or very satisfied (10%) with AFMA's decision making. A further 28% were neutral, and just over one quarter were either dissatisfied (15%) or very dissatisfied (13%).

The mean satisfaction rating observed across the sample was 3.1 out of 5.

- 6 However, commercial fishing operators were significantly less satisfied on average (2.9), and Government respondents were more satisfied (3.6).

When asked about specific features of AFMA's decision making, respondents gave higher ratings on average to AFMA making decisions based on a sound foundation of the legislation and scientific evidence (3.6 and 3.4, respectively), but gave lower ratings to how AFMA explains these decisions (3.0).

1.3.6. AFMA's service delivery

Of each of the key overall satisfaction measures, this received the highest ratings of satisfaction, with a mean rating of 3.5 out of 5.

More than half of the respondents indicated they were either satisfied (39%) or very satisfied (16%) with the service provided by AFMA. A further 22% were neutral, and less than one in five were either dissatisfied (10%) or very dissatisfied (6%).

Nearly all respondents in the survey (95%) reported direct contact with AFMA staff, and were therefore asked the subsequent questions about their dealings with AFMA staff.

Among respondents who had direct contact, nearly all (97%) had direct contact with AFMA staff in the last 12 months, and the median number of contacts was 8. Despite this low median figure, there was a wide variety in the frequency of contact:

- 6 39% of respondents had direct contact between one and five times;
- 6 27% had contact between 6 and 19 times; and
- 6 31% had direct contact with AFMA staff 20 or more times in the last 12 months.

Additionally, respondents from government agencies had significantly more frequent contact (e.g. 81% had contact 20 or more times, compared to 28% of commercial fishing operators).

The main reasons for the most recent contact with AFMA were '*Participation in a Management Advisory Committee (MAC) or Resource Assessment Group (RAG)*' (23%), followed by '*Logbook or catch disposal records query*' (18%) and '*Fisheries Management arrangements*' (13%).

Respondents who had had direct contact with AFMA were also asked to rate AFMA's staff on a variety of dimensions. Respondents gave the highest ratings to AFMA staff being helpful (4.3 out of 5), followed by their understanding of the stakeholder's issue (4.2), and the issue being processed in a timely manner (also 4.2). Aspects of service delivery that attracted slightly lower ratings mainly related to the consistency of the information given to the stakeholder, and AFMA staff knowing the history of the issue (both 4.0).

This suggests that although AFMA staff are knowledgeable about the issues that their stakeholders contact them about, that there is scope for improving how information from one contact to another is conveyed within the organisation to minimise repetition and confusion for the stakeholder.

1.3.7. Information about fishing yields

All respondents who identified as commercial fishing operators (50%, n=62) were asked how useful it would be for them to receive information about average fishing yields, on a scale from 1 to 5, where 1 was 'not at all useful' and 5 was 'extremely useful'. The mean rating for this scale was 3.4, which is above the midpoint option of 'moderately useful'.

Just under a quarter of respondents (who were commercial fishing operators) indicated that this information would be extremely useful to them (23%), just under a third indicated it would be very useful (29%), and a further 31% indicated it would be moderately useful.

Among those who rated this information as being at least moderately useful, a strong majority (80%) indicated that they would like the information per species, whereas 37% wanted the information per month (multiple options could be selected in response to this question).

1.3.8. AFMA's domestic compliance program

Approximately half of the respondents reported that they were either satisfied (38%) or very satisfied (13%) with AFMA's compliance and enforcement activities. A further 19% were neutral, and 19% were either dissatisfied or very dissatisfied. It should also be noted that 11% of respondents reported 'Don't know', which may indicate that some stakeholders may not be sufficiently aware of AFMA's activities to give their opinion.

The mean satisfaction rating for AFMA's compliance program was 3.4, which is above the neutral rating, showing that stakeholders on average were inclined to give this a positive rather than negative rating.

Respondents were also asked how confident they were in AFMA's ability to detect non-compliance, on a scale from 1 to 5, where 1 was 'no confidence' and 5 was 'very high confidence'. The mean rating for this scale was 3.5, suggesting that on average respondents had confidence in AFMA's ability in this regard.

Approximately four in ten respondents had either high confidence (31%) or very high confidence (11%) in AFMA's ability to detect non-compliance. A further third (33%) reported having moderate confidence in AFMA, 12% had no or little confidence, and a further 12% selected 'Don't know'.

Respondents estimated on average that 10% of fish were being taken illegally in Commonwealth waters, although the results varied considerably across respondents. For example, 18% thought that no fish were taken illegally, whereas 20% thought that more than 20% of fish were taken illegally.

When asked about specific aspects of AFMA's compliance activities, respondents were positive about the detection and compliance actions AFMA is taking, and statements about supporting AFMA's actions (4.2) and AFMA notifying license holders (4.0) received the highest ratings among the statements. However, respondents were somewhat less positive about the **impact** and **effectiveness** of these efforts in deterring illegal fishing in Commonwealth waters (3.5 for effective penalties, 3.4 for a strong chance of AFMA catching rule-breakers).

1.3.9. AFMA's communication and consultation

The final aspect of AFMA's performance that respondents were asked about was their satisfaction with AFMA's communication with industry and stakeholder organisations. The mean rating for this aspect was 3.5, indicating that on average stakeholders were inclined to give AFMA a positive rating for this aspect, rather than a negative rating.

Nearly two-thirds of respondents reported that they were either satisfied (51%) or very satisfied (10%) with AFMA's communication, compared to 20% who were neutral, and 15% who were either dissatisfied or very dissatisfied.

Mean ratings of specific aspects of AFMA's consultation and communication ranged from 3.4 to 3.1. The two statements that received the highest ratings in communication both related to AFMA effectively communicating the regulations and translating legal obligations into practical guidance (both 3.4 out of 5).

Slightly lower average ratings were given to other metrics relating to AFMA's communication and consultation (between 3.1 and 3.2), which mainly related to the input for regulations. In particular, stakeholders were slightly less positive about the regulations reflecting the most current scientific information (3.2), and not having enough opportunities to provide input into the regulations (3.1).

Half of the respondents (50%) indicated that they had participated in AFMA-led consultation in the past. The main reasons for not participating were not being aware that they could participate (32%), followed by perceptions that it would not make a difference (11%), and that the stakeholder didn't participate because they were too busy (also 11%).

1.4. Conclusions

The findings from the stakeholder survey suggest that, while respondents in general were more inclined to rate AFMA positively than negatively, there is scope for improvement in stakeholder perceptions of AFMA's performance in multiple areas.

- 6 Overall stakeholder satisfaction is moderate, with half of respondents being either satisfied or very satisfied, and one quarter being either dissatisfied or very dissatisfied.
- 6 A particular area of strength in the agency is respondent satisfaction with AFMA's service delivery, and its staff. Respondents were highly satisfied with the friendliness of staff, their knowledge, and with their responsiveness. This is a strong asset to the agency as its staff will often be the key point of interaction that stakeholders have with the agency, and this strength should be encouraged further.
- 6 A key area for improvement is consistency, both in relation to the information given to stakeholders, and in its decision making. While satisfaction with staff was high, there was some dissatisfaction (particularly among commercial fishing operators) that information they received was inconsistent with information they had previously received. Additionally, there was substantial dissatisfaction with the consistency of AFMA's decision making.
- 6 Potentially, the issues of consistency may be related to dissatisfaction with how AFMA explains its decisions and communication with its stakeholders. If decisions are not clearly explained (including the key factors that tipped the balance), then it may appear to stakeholders as if there is no consistency in the approach that AFMA is taking, and that there are no clear guiding principles being applied.
- 6 It should also be noted that there were significant differences in survey results between different sub-groups of respondents, most notably between commercial fishing operators and respondents from Government agencies (Federal and State/Territory). In general, commercial fishing operators were significantly less satisfied with a variety of aspects of AFMA's performance, whereas respondents from Government agencies were more satisfied. Issues that divided these two sub-groups included balancing economic and environmental factors, and satisfaction with AFMA decision making (including transparency of decision-making, and the decisions being underpinned by scientific evidence).

1.5. Recommendations

Based on the findings observed from the study, Colmar Brunton makes the following recommendations for AFMA's consideration:

- 6 We recommend that AFMA should focus on improving the consistency of information that stakeholders receive when they contact staff. While stakeholders are satisfied with the approach and responsiveness of staff, if the information provided is inconsistent with previous information, it discourages stakeholders from seeking information in the first place. Staff should be able to access records of previous interactions with the stakeholder, and previous advice given, to ensure consistency across interactions. Even if there is a good reason for the information to be inconsistent (e.g. the legislation or regulation has changed since the previous interaction), if staff have access to records of previous interactions, they will be able to explain why the information has changed, and instil greater confidence among stakeholders in the information provided.
- 6 AFMA also needs to address the dissatisfaction with how decisions are explained, and the basis for these decisions. This is particularly an issue among commercial fishing operators, which made up half of the respondents in this survey. If stakeholders do not feel that they adequately understand why AFMA has made a particular decision, or if they do not understand (or agree with) the information that is informing the decision, they are more likely to perceive that there is no consistency in decision making, and are potentially less likely to comply.
- 7 We recommend that AFMA publishes brief summaries of key decisions made by the agency (or other relevant institutions) on their website, and other prominent locations. These summaries should outline the decision, the reasons for the decision, and the implications of this decision. Stakeholders should be notified of these summaries and invited to read them on AFMA's website.
- 7 We also recommend that AFMA hold information sessions about the key scientific information and interpretation of the regulation that it commonly uses in making decisions, and invites stakeholders to participate.
- 6 Finally, we recommend that efforts in these areas should be particularly targeted at commercial fishing operators, to inform and engage with them, as this group appears to have lower levels of satisfaction with AFMA's performance.

2. Introduction

Colmar Brunton Social Research (CBSR) was approached by the Australian Fisheries Management Authority (AFMA) to conduct research into stakeholder perceptions of AFMA. This report presents the findings of this research.

2.1. Background

AFMA is the Australian Government agency responsible for the efficient management and sustainable use of Commonwealth fish resources on behalf of the Australian community.

AFMA manages and monitors commercial Commonwealth fishing to ensure Australian fish stocks and fishing industry is viable now and in the future. By doing so, they aim to ensure that healthy and fresh local seafood is available and affordable to all Australians for current and future generations.

Through their foreign compliance functions, AFMA also works together with other Australian Government agencies and international counterparts to deter illegal fishing in the Australian Fishing Zone.

2.2. Research objectives

As part of AFMA's ongoing commitment to service improvement, they commissioned Colmar Brunton to conduct research with their stakeholders to measure current perceptions of AFMA's performance in a number of domains including:

- 6 Overall stakeholder satisfaction;
- 6 AFMA's decision making;
- 6 Service delivery;
- 6 AFMA's domestic compliance program; and
- 6 AFMA's communication and consultation with its stakeholders.

3. Methodology in Brief

In order to address AFMA's key objectives for the study, Colmar Brunton undertook a short quantitative survey online with stakeholders identified by AFMA. The research was conducted in a multi-stage process as outlined below.

- 6 Stage One: Scoping workshop and questionnaire design
- 6 Stage Two: Quantitative fieldwork
- 6 Stage Three: Quantitative analysis and reporting

3.1. Stage One: Scoping workshop & questionnaire design

The initial scoping workshop was conducted on 15 February 2017. At this meeting the following items were discussed:

- 6 Key roles and responsibilities for both the AFMA project team and Colmar Brunton;
- 6 Timeframes for the fieldwork;
- 6 Stakeholders to be invited to participate in the survey; and
- 6 Key questions to ask in the survey, and desired research outcomes.

3.2. Stage Two: Quantitative fieldwork

The quantitative survey was designed collaboratively with the AFMA project team, based on other surveys Colmar Brunton has conducted for similar agencies, and past questions used in AFMA stakeholder research.

The online survey was promoted via a number of channels:

- 6 Emails were sent by Colmar Brunton to stakeholders whose contact details had been provided by AFMA; and
- 6 A Primary Approach email was sent on behalf of the CEO of AFMA to all stakeholders notifying them of the impending survey and encouraging them to participate.

The survey was undertaken from 21 March 2017 to 31 March 2017 and a total of 124 surveys were completed across the sector.

3.3. Stage Three: Quantitative analysis and reporting

3.3.1. Presentation of results

Results from the survey have been cross-tabulated by stakeholder type, length of time in the industry, and by two different versions of location (state, and metro vs regional). Differences in results have been reported on the basis of significance. An exception reporting style has been adopted whereby only significant differences are reported in the body of the report (e.g. if the commentary does not mention a difference between groups on a specific demographic variable, no such differences were observed in responses to that question by that variable).

Percentages in this report are based on the total number of valid responses. Percentages are generally rounded to whole numbers. Some percentages may not add up to 100% due to rounding.

3.3.2. Significance testing

Significance testing was conducted between groups, using t-tests at the $p < 0.05$ level. In the main body of the report, variations in results for sub-groups were reported for significant differences only. All demographic breakdowns can be found in the appendices.

For all significant differences reported, we can be 95% confident that the result is not due to chance. All statistically significant differences are identified through statistical analysis that allows for variation in sample sizes, and as such can be relied upon as an indicator of a true difference between sub-groups (for example, any significant difference highlighted by location of the stakeholder is independent of the number of responses observed by state or territory).

3.3.3. Sorting of results

Where appropriate, results in charts and tables have been sorted from most frequent response to least, or by most positive response (e.g. agree or strongly agree) to least positive.

3.3.4. Verbatim responses

Verbatim responses to the open-ended questions asked of stakeholders have been reviewed and coded into themes. In addition, responses provided to the partially open ended questions at the code 'Other (Please specify)' have also been reviewed and if needed coded into themes. The coding model was tailored to the individual questions and designed based on the obtained data to ensure accuracy and validity. Codes have been created when the number of respondents who provided that response is equal to or greater than 1% of the responses at each individual question.

3.3.5. Weighting

No weighting has been applied to this survey data.

4. Key findings

4.1. Overall stakeholder satisfaction with AFMA

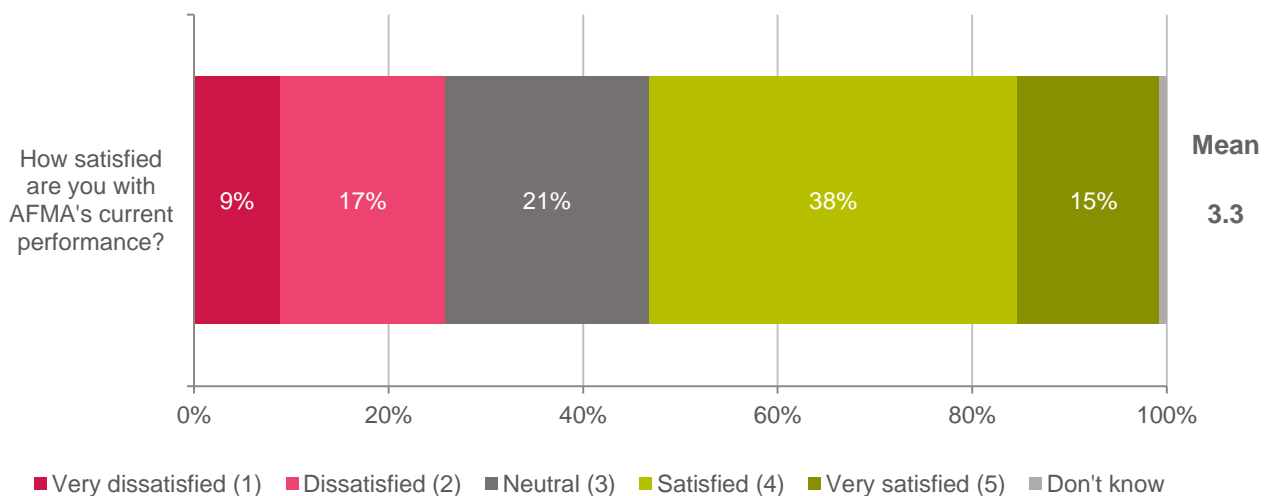
4.1.1. Overall satisfaction with AFMA's performance

Survey respondents were asked to rate how satisfied they were with AFMA's performance on a scale from 1 to 5, where 1 was 'very dissatisfied' and 5 was 'very satisfied'. The mean satisfaction rating observed across the sample was 3.3 out of 5.

Just over half of all respondents indicated they were either satisfied (38%) or very satisfied (15%) with AFMA's overall performance. A further 21% were neutral, and just one quarter were either dissatisfied (17%) or very dissatisfied (9%).

There were no statistically significant differences by state, length of time in industry or stakeholder type.

Figure 1. Overall satisfaction with AFMA's performance



QA1. On a scale of 1 – 5 where 1 is "very dissatisfied" and 5 is "very satisfied", how satisfied are you with AFMA's current performance?

Base: All respondents (n=124)

The following statistically significant differences were observed by sub-group:

- 6 Respondents from metro locations (capital cities) had higher average satisfaction ratings (3.8) compared to respondents in regional locations (3.1).

4.1.2. Reasons given for satisfaction rating

Respondents were then asked to provide a reason for the satisfaction rating that they had given.

Among respondents who reported being satisfied, key reasons for this satisfaction largely related to an appreciation of the high standard of customer service provided by AFMA and AFMA staff, including:

- 6 their friendly and approachable manner;
- 6 their responsiveness to queries; and
- 6 being proactive when interacting with stakeholders.

Among those who reported having a neutral level of satisfaction, the key reasons included:

- 6 Having minimal interactions with AFMA;
- 6 AFMA not being relevant for the business;
- 6 Issues with quota reductions; and
- 6 Perceptions of too much 'red tape' involved in dealing with AFMA.

Among those who reported being dissatisfied with AFMA, reasons included perceptions of:

- 6 High (and increasing) fees;
- 6 A lack of consultation and engagement with stakeholders by AFMA; and
- 6 A lack of fairness and consistency in how AFMA applies regulations and makes decisions.

4.1.3. Net Promoter Score

Net Promoter Scores are an established measure in the private sector, and provides a means of exploring the degree to which a company's clients are advocates for the company (e.g. they are likely to speak positively to friends and family about the company), are neutral, or are detractors (e.g. more likely to speak negatively about the organisation to others). This type of measure is increasingly being used by government agencies (despite their often monopoly role in performing a specific role or function – as is the case with AFMA) as a means to track customer and stakeholder sentiment over time.

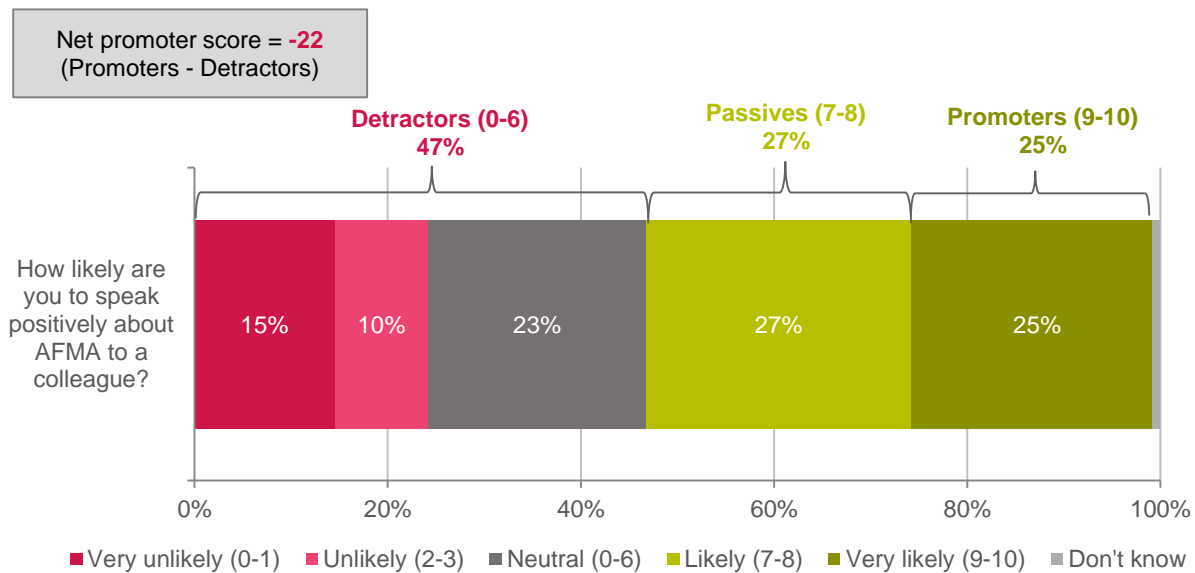
Respondents were asked to rate their likelihood of speaking positively of AFMA to a colleague on a scale of 0-10, where 0 was "very unlikely" and 10 was "very likely". This scale was then used to calculate a net promoter score for AFMA: ratings of 0-6 represent respondents as "Detractors", 7-8 represents respondents as "Passives" and a rating of 9 or 10 represents "Promoters".

Overall, a quarter of respondents were categorised as "Promoters" (25%), a similar amount were "Passives" (27%), and the remaining 47% were "Detractors" (1% responded "Don't know"). This yielded an overall Net Promoter Score (NPS) of -22 (% Promoters – % Detractors), as the proportion of "Detractors" is larger than the proportion of "Promoters".

In terms of interpreting this result, it's useful to compare this outcome with other NPS results for government and regulatory agencies. A recent Colmar Brunton survey (March 2017) of 2,303 Australians that had interacted with a government agency at any level over the past month showed that the average NPS reported was -16. Similarly, another Federal government regulatory agency recently obtained an NPS

outcome of -27. To this end, while there is scope for improvement in the NPS result observed (leading commercial organisations achieve NPS scores of +40 or higher) the -22 result is similar when comparing with other regulatory agencies and government service providers more broadly.

Figure 2. Net promoter score



QA3. On a scale of 0 - 10 where 0 is "very unlikely" and 10 is "very likely", how likely are you to speak positively about AFMA to a colleague?

Base: All respondents (n=124)

4.1.4. Ratings of specific aspects of AFMA's performance

In order to explore stakeholder perceptions of AFMA's performance in further depth, respondents were asked to rate their satisfaction against a number of key performance dimensions. Across the five dimensions of performance, participants were asked to rate on a scale of 1-5, where 1 was 'very poor' and 5 was 'very good'.

Four of the five measures achieved a mean rating that was above the midpoint (3 out of 5), indicating that overall respondents were more inclined to give AFMA a positive rating rather than a negative one, although there is room for improvement in these scores.

Across each of the measures, the statements that received the highest mean ratings both related to AFMA's role in ensuring the sustainability of the marine environment:

- 6 'Managing fish stocks to ensure sustainability of the resource' (mean rating of 3.8 out of 5); and
- 6 'Managing the impact of fishing on the marine environment' (mean rating of 3.7 out of 5).

Respondents gave a slightly lower (but still positive) rating of AFMA's performance in service delivery 'Delivering its services effectively and efficiently' (mean rating of 3.5 out of 5).

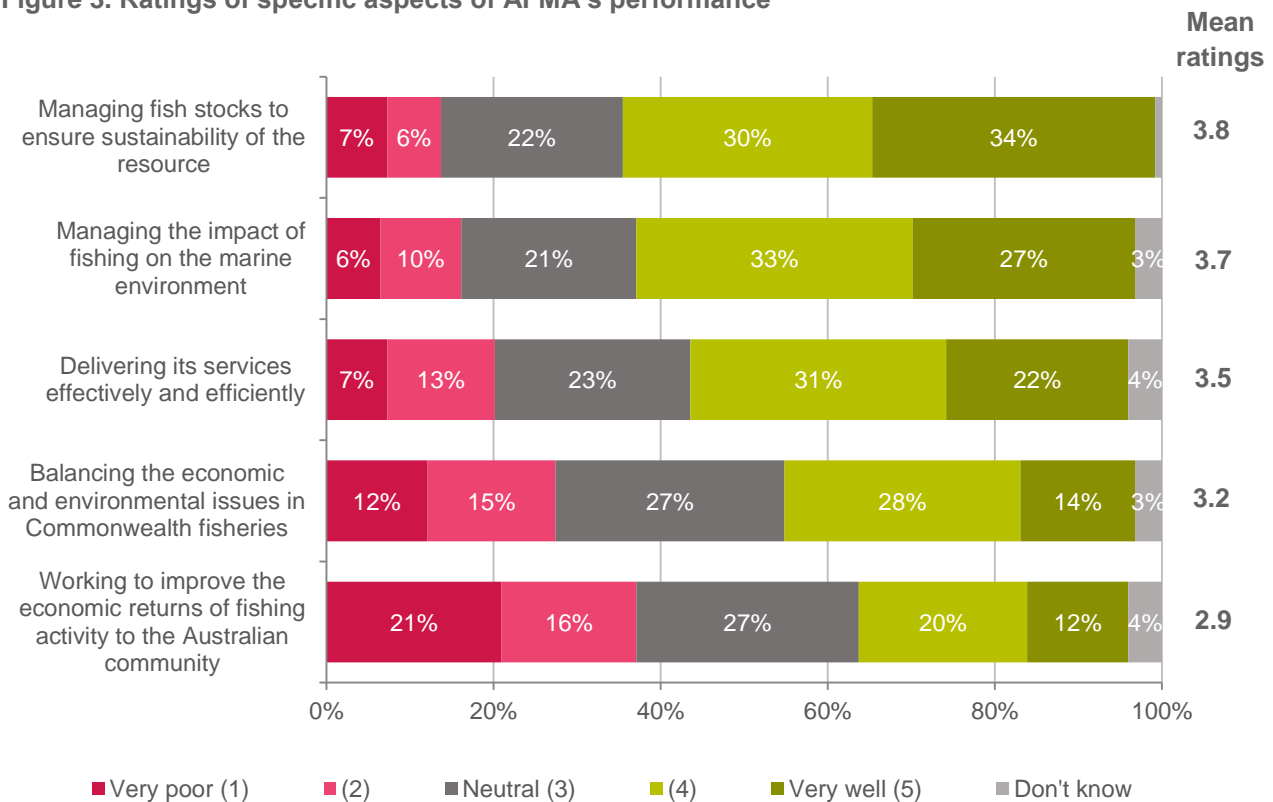
The two statements that received the lowest ratings of the five both related to AFMA's performance in relation to the economic returns of fishing:

- 6 'Balancing the economic and environmental issues in Commonwealth fisheries' (mean rating of 3.2 out of 5); and
- 6 'Working to improve the economic returns of fishing activity to the Australian community' (mean rating of 2.9 out of 5).

The following statistically significant differences were observed by sub-groups:

- 6 Respondents from Government agencies (Federal or State/Territory) gave higher average ratings for AFMA managing fish stocks to ensure sustainability (4.4) compared to the overall result (3.8).
- 6 In relation to balancing economic and environmental issues, commercial fishing operators gave this a significantly lower average rating (2.9), whereas Government agencies rated this higher on average (3.9).
- 6 Commercial fishing operators gave lower average ratings to AFMA working to improve economic returns (2.5), compared to the overall result (2.9).
- 6 Respondents based in Victoria gave significantly lower ratings on average for AFMA's performance in ensuring sustainability (3.2, compared to 3.8 overall) and managing the impact on the marine environment (3.2, compared to 3.7 overall).

Figure 3. Ratings of specific aspects of AFMA's performance



QA4. AFMA has a number of key roles in ensuring it manages Commonwealth fisheries in an efficient and sustainable manner. On a scale of 1-5, where 1 is “very poor” and 5 is “very well”, how well do you think AFMA is currently performing the following core roles:

Base: All respondents (n=124)

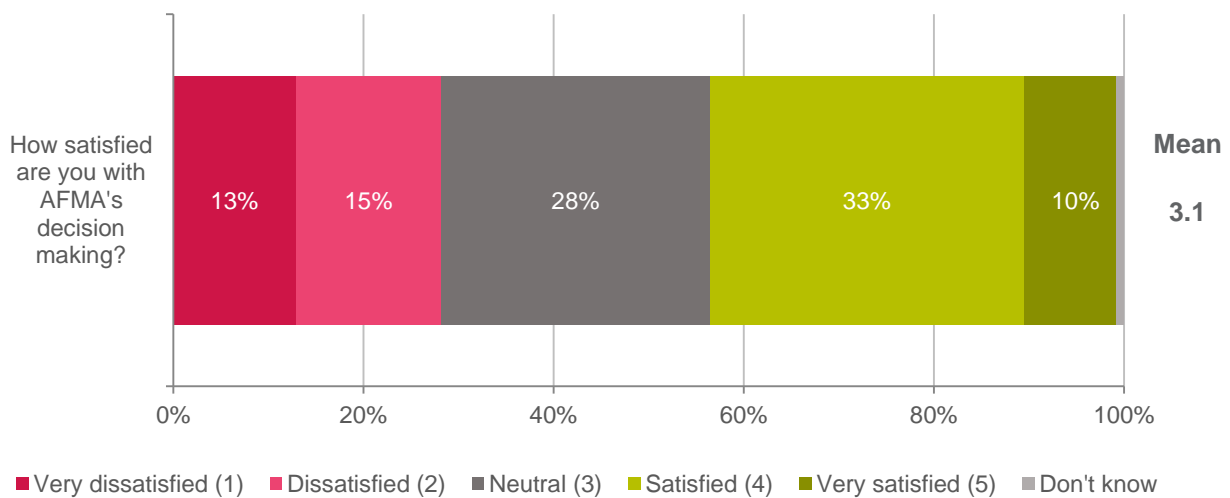
4.2. AFMA’s decision making

4.2.1. Overall ratings of AFMA’s decision making

A key aspect of perceptions of AFMA’s performance is stakeholder perceptions of its decision making. To assess this, respondents were asked overall how satisfied they were with AFMA’s decision making, on a scale from 1 to 5, where 1 was ‘very dissatisfied’ and 5 was ‘very satisfied’. The mean satisfaction rating observed across the sample was 3.1 out of 5.

Approximately four in ten respondents indicated they were either satisfied (33%) or very satisfied (10%) with AFMA’s decision making. A further 28% were neutral, and just over one quarter were either dissatisfied (15%) or very dissatisfied (13%).

Figure 4. Overall perceptions of AFMA’s decision making



QB1. On a scale of 1-5 where 1 is “very dissatisfied” and 5 is “very satisfied”, how satisfied are you with AFMA’s decision making?
 Base: All respondents (n=124)

The following statistically significant differences were observed by sub-groups:

- 6 Commercial fishing operators were significantly less satisfied with AFMA’s decision making (2.9 mean rating), compared to the overall result (3.1).
- 6 Stakeholders from Government agencies (Federal and State/Territory) were significantly more satisfied (3.6), compared to the overall result.

4.2.2. Ratings of different aspects of AFMA's decision making

In order to further examine perceptions of AFMA's decision making, respondents were asked to rate their agreement with a series of statements about AFMA's decision making on a scale from 1 to 5, where 1 was 'strongly disagree' and 5 was 'strongly agree'.

Five of the six measures achieved a mean rating that was above the midpoint (3 out of 5), indicating that overall respondents were more inclined to give the AFMA a positive rating for its decision making, rather than a negative one (although there is room for improvement in these scores).

Across each of the measures, the statements that received the highest mean ratings both related to AFMA making decisions on the appropriate basis (informed by the legislation and evidence):

- 6 *'Decisions are made in accordance with the relevant legislative framework'* (mean rating of 3.6 out of 5); and
- 6 *'Decisions are underpinned by scientific evidence'* (mean rating of 3.4 out of 5).

Respondents gave the remaining four statements ratings of 3 out of 5 or slightly higher:

- 6 *'AFMA is consistent in its decision making'* (mean rating of 3.2 out of 5);
- 6 *'Decisions are made with an appropriate level of openness and transparency'* (mean rating of 3.1 out of 5);
- 6 *'AFMA understands the impact of its decisions on its stakeholders'* (mean rating of 3.0 out of 5); and
- 6 *'AFMA clearly explains the rationale for decisions it takes'* (mean rating of 3.0 out of 5).

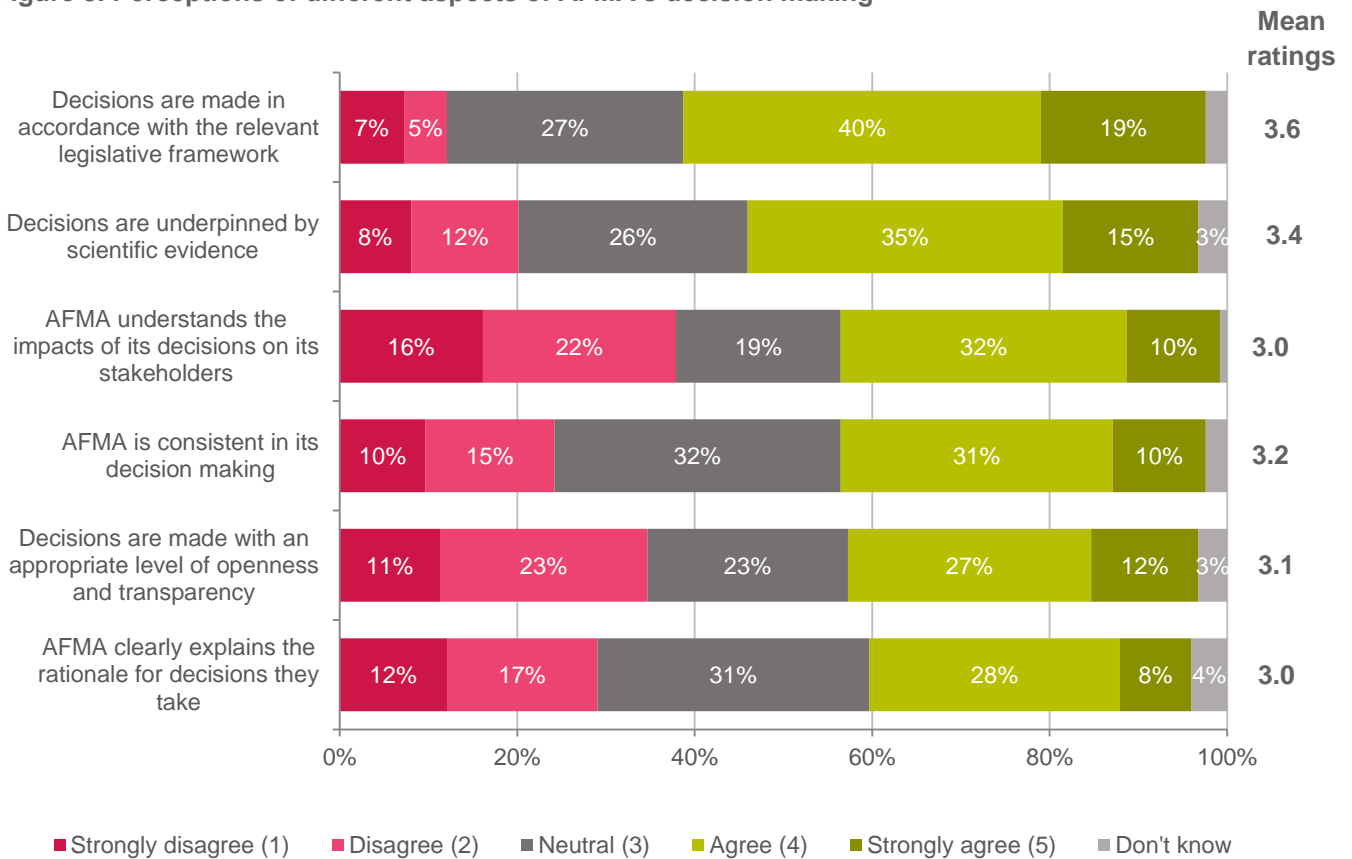
An interesting contrast in the two groups of statements above is that while respondents are more likely to agree that AFMA is basing its decisions on sound factors (science and the legislative framework), they are less likely to agree that AFMA is appropriately communicating the reasons for those decisions, potentially leading to the decisions appearing to be less transparent. If the explanation of the decisions is not communicated well to stakeholders, they may not understand how the same set of guiding principles can lead to different outcomes across different situations.

The following statistically significant differences were observed by sub-groups:

- 6 Commercial fishing operators were significantly less satisfied with the statement relating to AFMA's decisions being in accordance with the relevant legislative framework (3.4), or being underpinned by scientific evidence (3.1).
- 6 Government agencies gave higher ratings for AFMA's decisions being underpinned by scientific evidence (4.2).
- 6 Government agencies gave higher ratings for AFMA understanding the impact of decisions on stakeholders (4.1), whereas commercial fishing operators gave lower ratings on average (2.7).
- 6 Commercial fishing operators also gave significantly lower ratings for AFMA clearly explaining decisions (2.8).

- 6 Respondents involved in the fishing industry for more than 30 years gave significantly lower ratings for the consistency of AFMA’s decision making (2.8), and those involved for between 21 and 30 years gave significantly higher ratings (3.6).

Figure 5. Perceptions of different aspects of AFMA’s decision making



QB2. Please indicate your level of agreement with the following statements on a scale of 1 to 5, where 1 is “strongly disagree” and 5 is “strongly agree”.
 Base: All respondents (n=124)

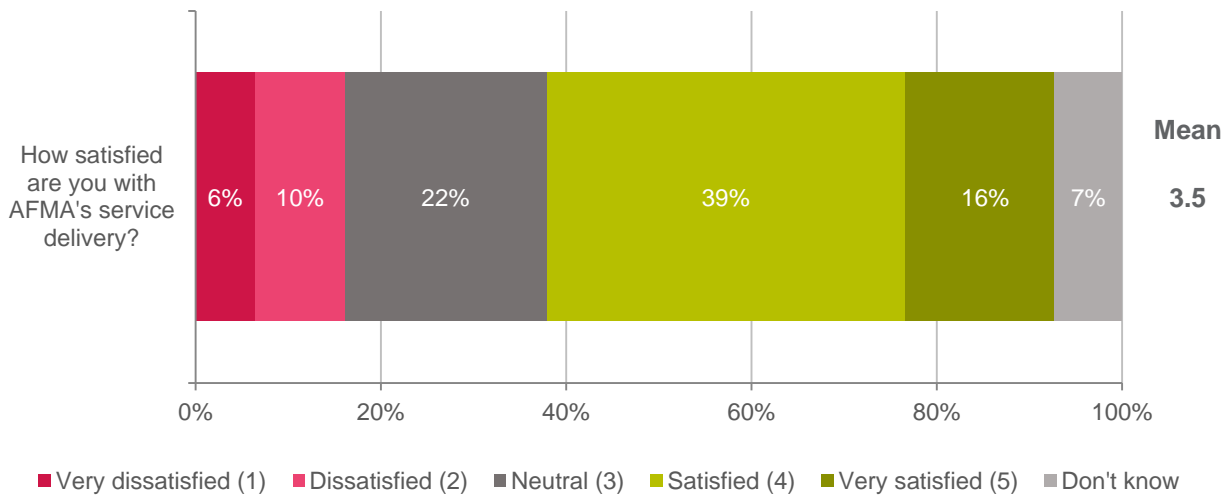
4.3. Perceptions of AFMA’s service delivery

4.3.1. Overall satisfaction with AFMA’s service delivery

Another key aspect of AFMA’s overall performance is how it delivers its services to its stakeholders. Respondents were asked to rate their overall satisfaction with AFMA’s service delivery on a scale from 1 to 5, where 1 was ‘very dissatisfied’ and 5 was ‘very satisfied’. The mean satisfaction rating observed across the sample was 3.5 out of 5.

Of each of the key overall satisfaction measures, this received the highest ratings of satisfaction. More than half of the respondents indicated they were either satisfied (39%) or very satisfied (16%) with the service provided by AFMA. A further 22% were neutral, and less than one in five were either dissatisfied (10%) or very dissatisfied (6%).

Figure 6. Overall satisfaction with AFMA's service delivery



QC1. On a scale of 1-5 where 1 is "very dissatisfied" and 5 is "very satisfied", how satisfied are you with AFMA's service delivery?
 Base: All respondents (n=124)

4.3.2. Contact with AFMA staff

Although all respondents were asked about their overall satisfaction with AFMA's service delivery, there were a number of questions in the survey that were intended to be asked of only respondents who had experienced direct contact with AFMA staff.

Nearly all respondents in the survey (95%) had direct contact with AFMA staff, and were therefore asked the subsequent questions about their dealings with AFMA staff.

4.3.3. Frequency of contact with AFMA staff

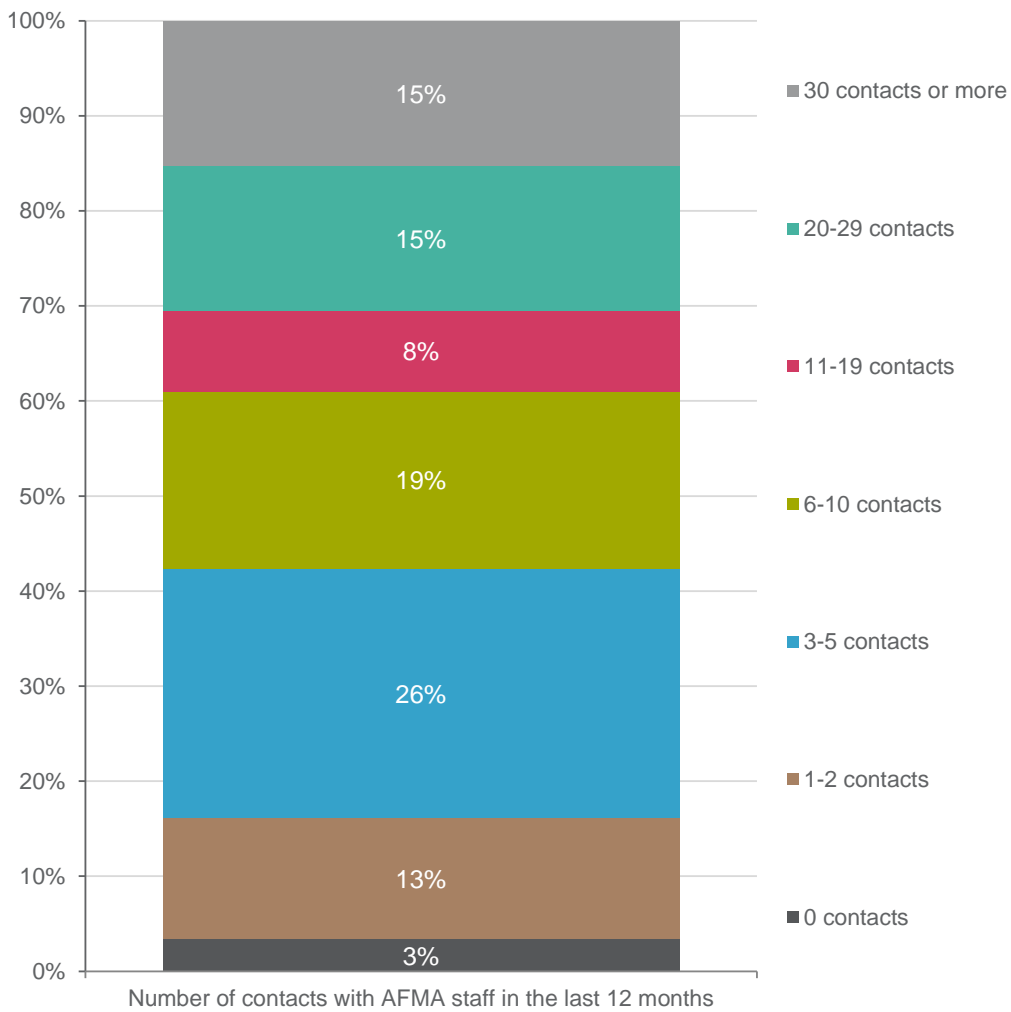
Respondents who reported having direct contact with AFMA staff were asked how many times in the last 12 months they had had direct contact with AFMA staff.

Among these respondents, nearly all (97%) had had direct contact with AFMA staff in the last 12 months, and the median number of contacts was 8. Despite this low median figure, there was a wide variety in the frequency of contact across respondents:

- 6 39% of respondents had direct contact between one and five times;
- 6 27% had contact between 6 and 19 times; and
- 6 31% had direct contact with AFMA staff 20 or more times in the last 12 months.

Additionally, respondents from government agencies had significantly more frequent contact: the median number of contacts was 22 for these respondents, compared to 6 for commercial fishing operators.

Figure 7. Number of direct contacts with AFMA staff in the last 12 months



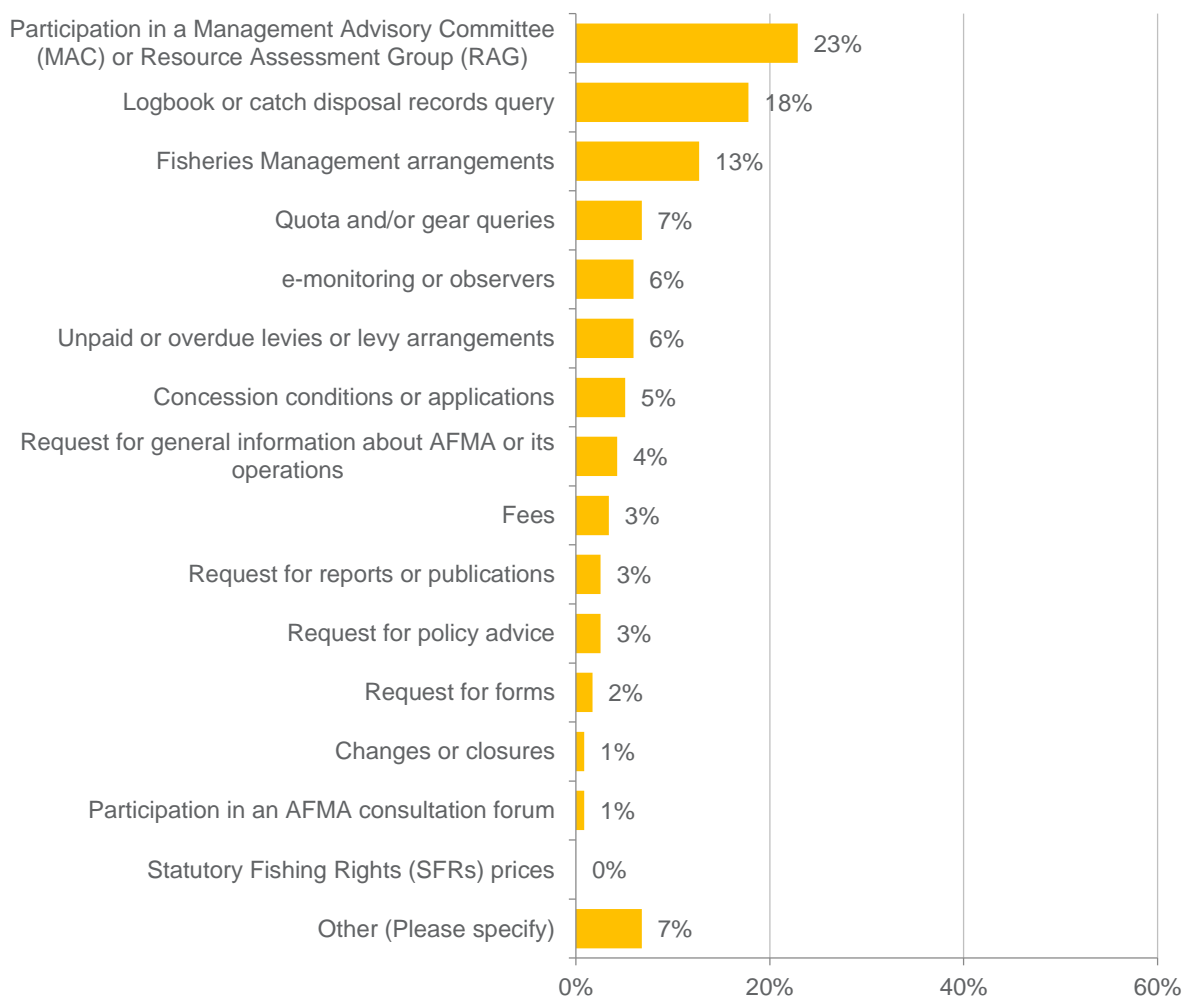
QC3. *How many times have you had direct contact with AFMA staff over the past 12 months?*
 Base: *All respondents who have had direct contact with AFMA staff (n=118)*

4.3.4. Reason for most direct contact

Respondents who reported having direct contact with AFMA staff before were also asked what the reason was for their most recent direct contact (even if it was not in the last 12 months).

The most common reason for contact with AFMA reported was 'Participation in a Management Advisory Committee (MAC) or Resource Assessment Group (RAG)' (23%), followed by 'Logbook or catch disposal records query' (18%) and 'Fisheries Management arrangements' (13%).

Figure 8. Reason for most recent contact with AFMA staff



QC4. What was your most recent direct contact with AFMA staff in relation to? If you had more than one reason for contacting AFMA on this occasion, please select the main reason for contact.

Base: All respondents who have had direct contact with AFMA staff (n=118)

4.3.5. Ratings of specific aspects of AFMA's staff

Respondents who reported having direct contact with AFMA staff were asked to rate a number of aspects of their experience in dealing with AFMA staff on a scale from 1 to 5, where 1 was 'very dissatisfied' and 5 was 'very satisfied'. Mean ratings for these aspects were among the highest for any of the survey questions, ranging between 4.3 and 4.0.

Across the statements, respondents gave the highest ratings to AFMA staff being helpful (4.3 out of 5), followed by staff understanding the stakeholder's issue (4.2), and the issue being processed in a timely manner (also 4.2). It is encouraging that stakeholders who have interacted with AFMA's staff have found them to be helpful, knowledgeable and quick to act.

Aspects of service delivery that attracted slightly lower ratings mainly related to the information given to the stakeholder, and the consistency of the advice:

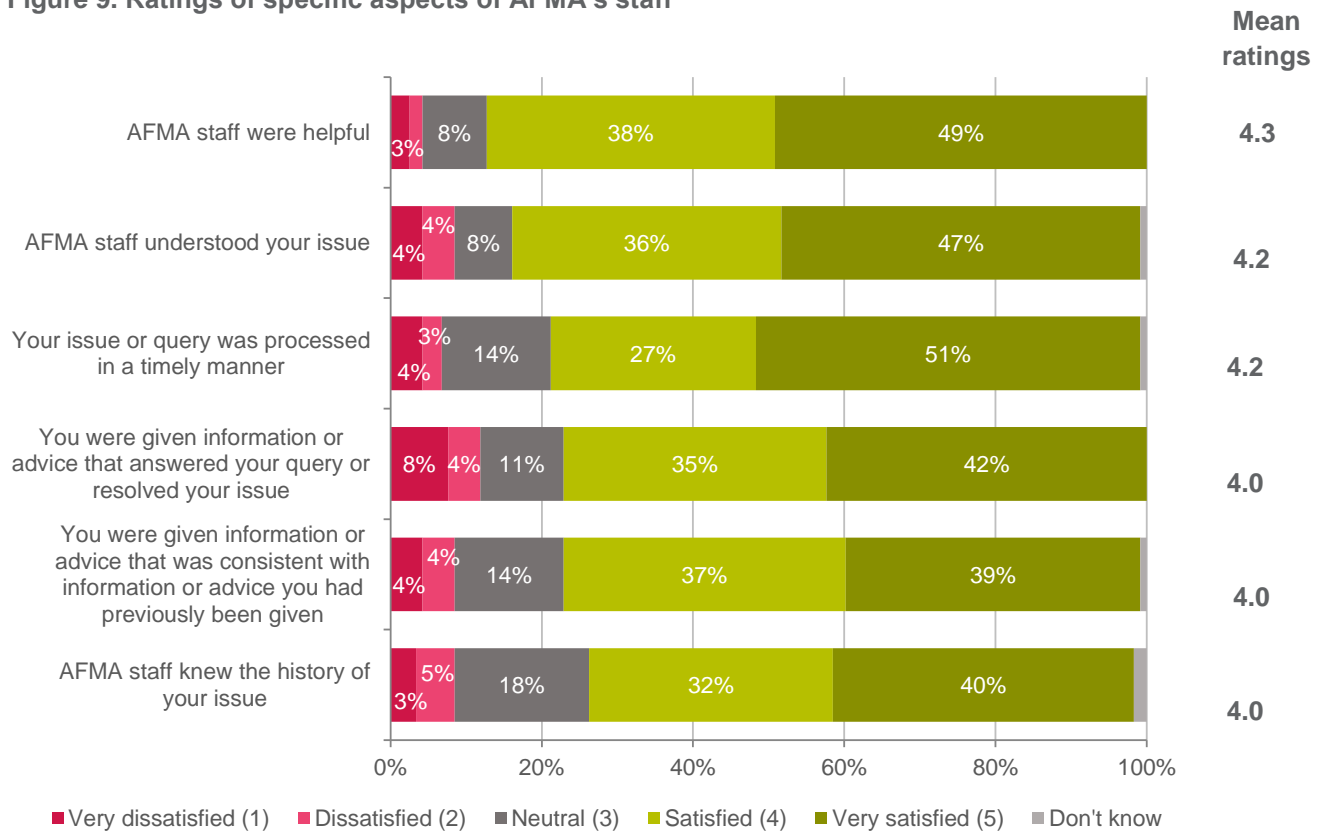
- 6 'You were given information or advice that answered your query or resolved your issue' (mean rating of 4.0 out of 5);
- 6 'You were given information or advice that was consistent with information or advice you had previously been given' (mean rating of 4.0 out of 5); and
- 6 'AFMA staff knew the history of your issue' (mean rating of 4.0 out of 5).

This suggests that although AFMA staff are knowledgeable about the issues that their stakeholders contact them about, there is scope to improve how information from one interaction to another is conveyed within the organisation, to minimise repetition and confusion for the stakeholder.

The following statistically significant differences were observed by sub-groups:

- 6 Commercial fishing operators gave significantly lower results for AFMA giving them information that was consistent with what they had previously received (3.8), compared to the overall rating (4.0).
- 6 Respondents from NSW gave significantly higher average ratings for four of the six statements, including ratings of helpfulness (4.7), staff understanding the issue (also 4.7), timely processing of the issue (also 4.7), and staff knowing the history of the issue (4.6).

Figure 9. Ratings of specific aspects of AFMA's staff



QC5. During your most recent interaction with AFMA staff, how satisfied were you that...
 Base: All respondents who have had direct contact with AFMA staff (n=118)

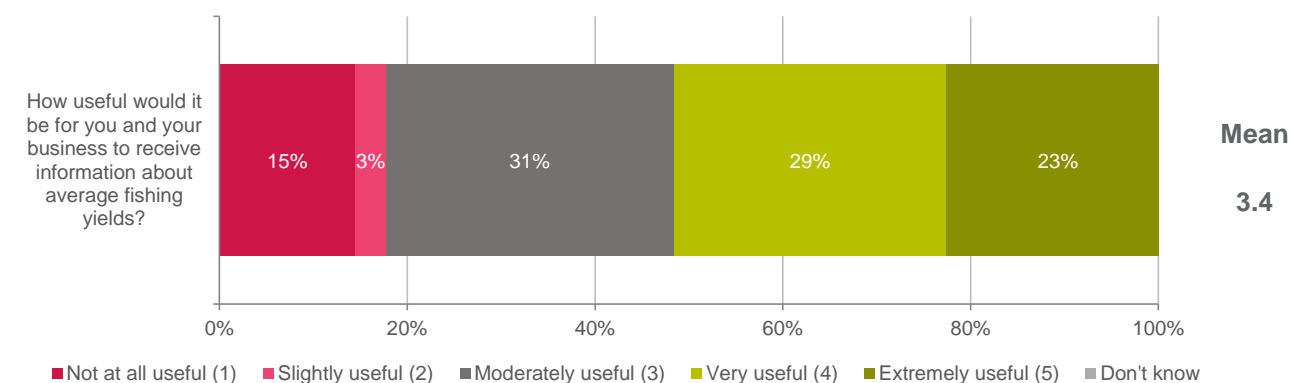
4.4. Information about fishing yields

4.4.1. Usefulness of receiving information about average fishing yields

All respondents who identified themselves as commercial fishing operators (50%, n=62) were asked how useful it would be for them to receive information about average fishing yields, on a scale from 1 to 5, where 1 was 'not at all useful' and 5 was 'extremely useful'. The mean rating for this scale was 3.4, which is above the midpoint rating of 'moderately useful'.

Just under a quarter of commercial fishing operator respondents indicated that this information would be extremely useful to them (23%), just under a third indicated it would be very useful (29%), and a further 31% indicated it would be moderately useful.

Figure 10. Usefulness of receiving information about average fishing yields



QC7. On a scale of 1-5 where 1 is "not at all useful" and 5 is "extremely useful", how useful would it be for you and your business to receive information about average fishery yields? (SR)

Base: All commercial fishing operators (n=62)

4.4.2. How to present fishing yield information

Respondents who indicated that they would find it at least moderately useful to have information about average fishing yields (n=51) were asked whether they would like this information to be presented by species or by month. A strong majority (80%) indicated that they would like the information per species, and 37% wanted the information per month (respondents could select both options if they wanted both of these). Only two respondents requested the information be presented in alternative ways.

4.4.3. Other information wanted from AFMA

All respondents who identified themselves as commercial fishing operators were also asked if there was any other information that they wanted from AFMA, and 27% (n=17) indicated that there was. The type of information requested varied across respondents, but the information requested generally related to three categories:

- 6 Stakeholder receiving information in a more timely manner from AFMA;
- 6 Clearer explanations of the rules and reasons behind key decisions; and
- 6 AFMA providing even more detailed information about fishing by species (for example, the peak seasons for various species Australia-wide).

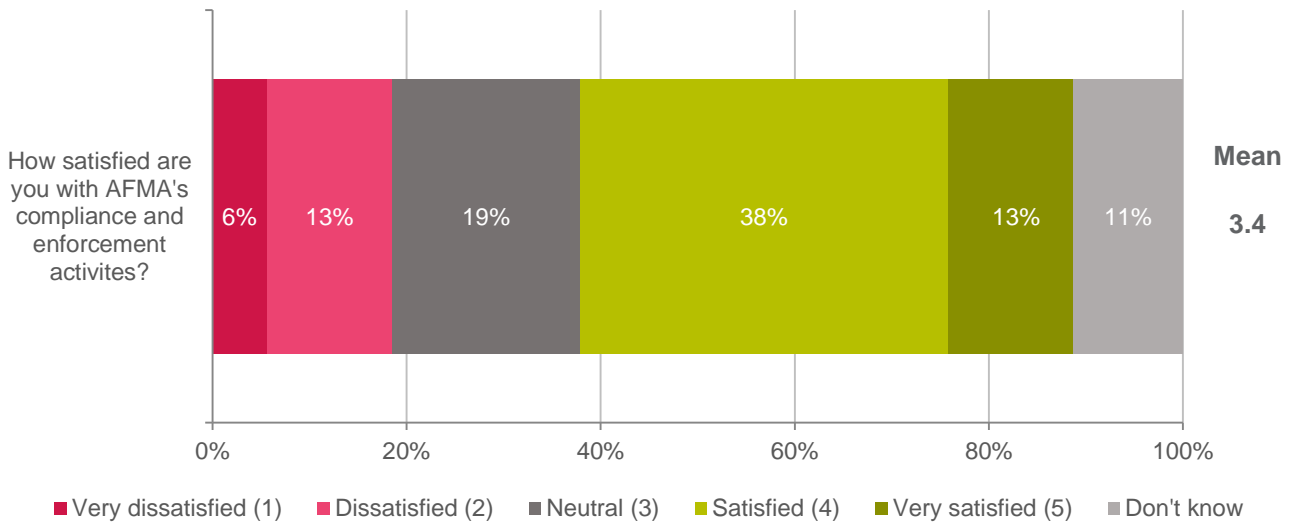
4.5. AFMA’s domestic compliance program

4.5.1. Satisfaction with AFMA’s compliance and enforcement activities

Respondent were asked to rate their overall satisfaction with AFMA’s compliance and enforcement activities on a scale from 1 to 5, where 1 was ‘very dissatisfied’ and 5 was ‘very satisfied’. The mean rating for this scale was 3.4, which is above the neutral rating, showing that stakeholders are inclined to give this a positive rather than negative rating.

Approximately half of the respondents reported that they were either satisfied (38%) or very satisfied (13%) with AFMA’s compliance and enforcement activities. A further 19% were neutral, and 19% were either dissatisfied or very dissatisfied. It should also be noted that 11% of respondents reported ‘Don’t know’, which may indicate that some stakeholders may not be sufficiently aware of AFMA’s activities to give their opinion.

Figure 11. Satisfaction with AFMA’s compliance and enforcement activities



QD1. On a scale of 1-5 where 1 is “very dissatisfied” and 5 is “very satisfied”, how satisfied are you with AFMA’s compliance and enforcement activities?

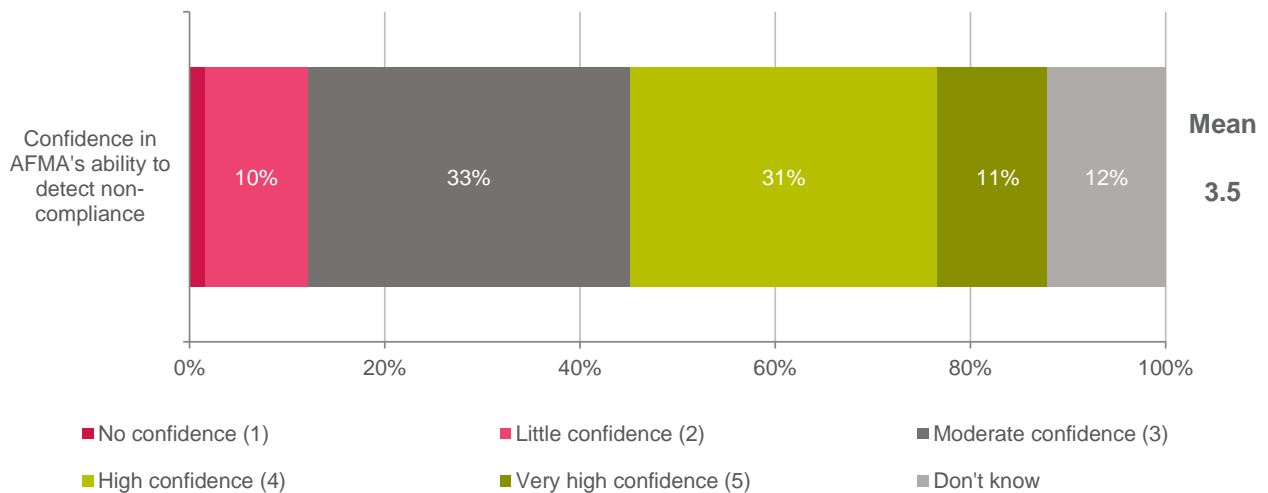
Base: All respondents (n=124)

4.5.2. Confidence in AFMA’s ability to detect non-compliance

Respondents were also asked how confident they were in AFMA’s ability to detect non-compliance, on a scale from 1 to 5, where 1 was ‘no confidence’ and 5 was ‘very high confidence’. The mean rating for this scale was 3.5, suggesting that on average respondents had confidence in AFMA’s ability.

Approximately four in ten respondents had either high confidence (31%) or very high confidence (11%) in AFMA’s ability to detect non-compliance. A further third (33%) reported having moderate confidence in AFMA, and 12% had no or little confidence. As with the previous question, it should be noted that 12% of respondents answered ‘Don’t know’, which may reflect a lack of awareness of the activities AFMA undertakes in this area.

Figure 12. Confidence in AFMA’s ability to detect non-compliance



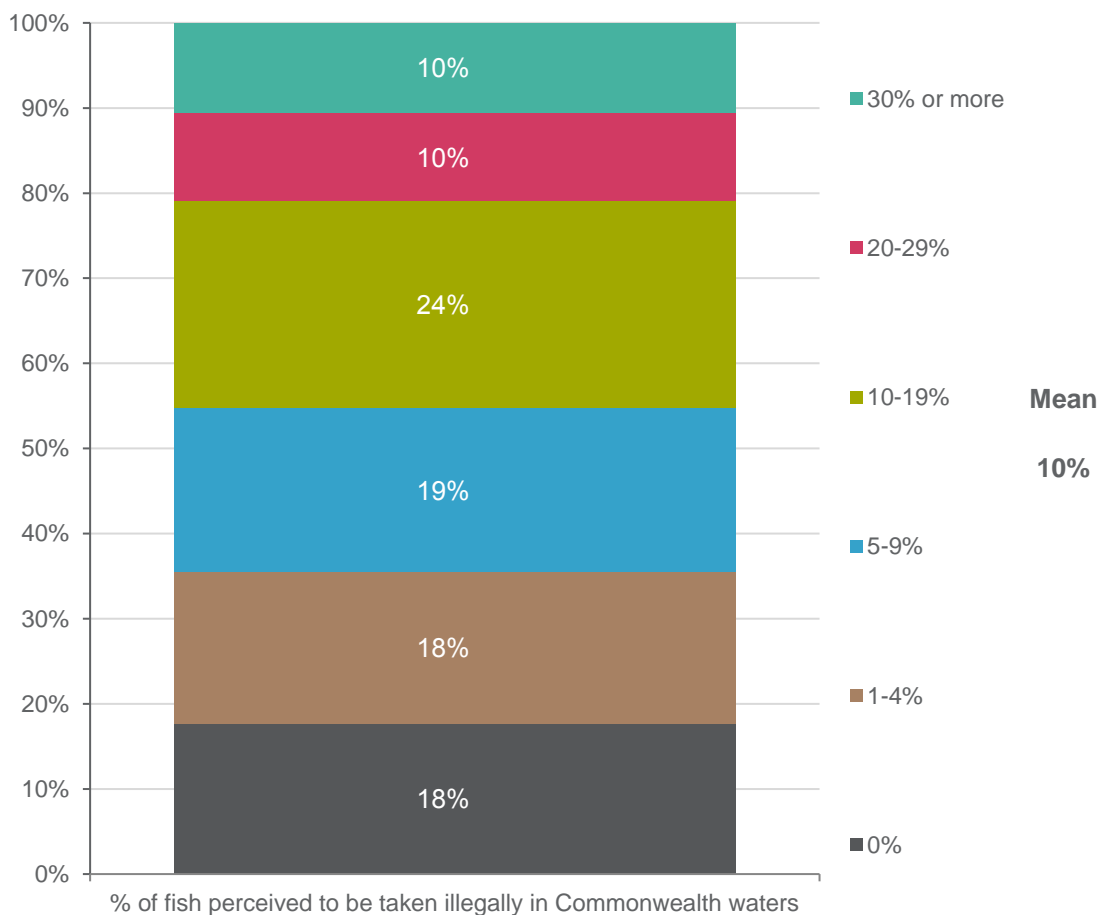
QD2. On a scale of 1-5 where 1 is “no confidence” and 5 is “very high confidence”, how much confidence do you have in AFMA’s ability to detect instances of non-compliance with quotas, gear or Statutory Fishing Rights?
Base: All respondents (n=124)

4.5.3. Perceptions of proportion of fish caught illegally in Commonwealth waters

In order to further assess respondent perceptions of illegal fishing, they were asked what percentage of fish they thought was being caught illegally in Commonwealth waters. On average, respondents perceived that 10% of fish were being taken illegally in Commonwealth waters, although the results varied considerably across respondents:

- 6 18% of respondents thought that no fish (0%) were being taken illegally;
- 6 37% of respondents thought that between 1% and 9% were being taken illegally;
- 6 24% thought that between 10% and 19% were being taken illegally; and
- 6 20% thought that 20% or more were being taken illegally.

Figure 13. Perceptions of percentage of all fish taken illegally in Commonwealth waters



QD3. What percentage of all fish caught do you believe is taken illegally in Commonwealth waters?
 Base: All respondents (n=124)

4.5.4. Perceptions of aspects of compliance activities

In order to further investigate respondent views on the issue of compliance, respondents were asked to rate their level of agreement with a number of statements about AFMA’s compliance activities, on a scale from 1 to 5, where 1 was ‘strongly disagree’ and 5 was ‘strongly agree’. Mean ratings for these statements ranged from 4.2 to 3.4.

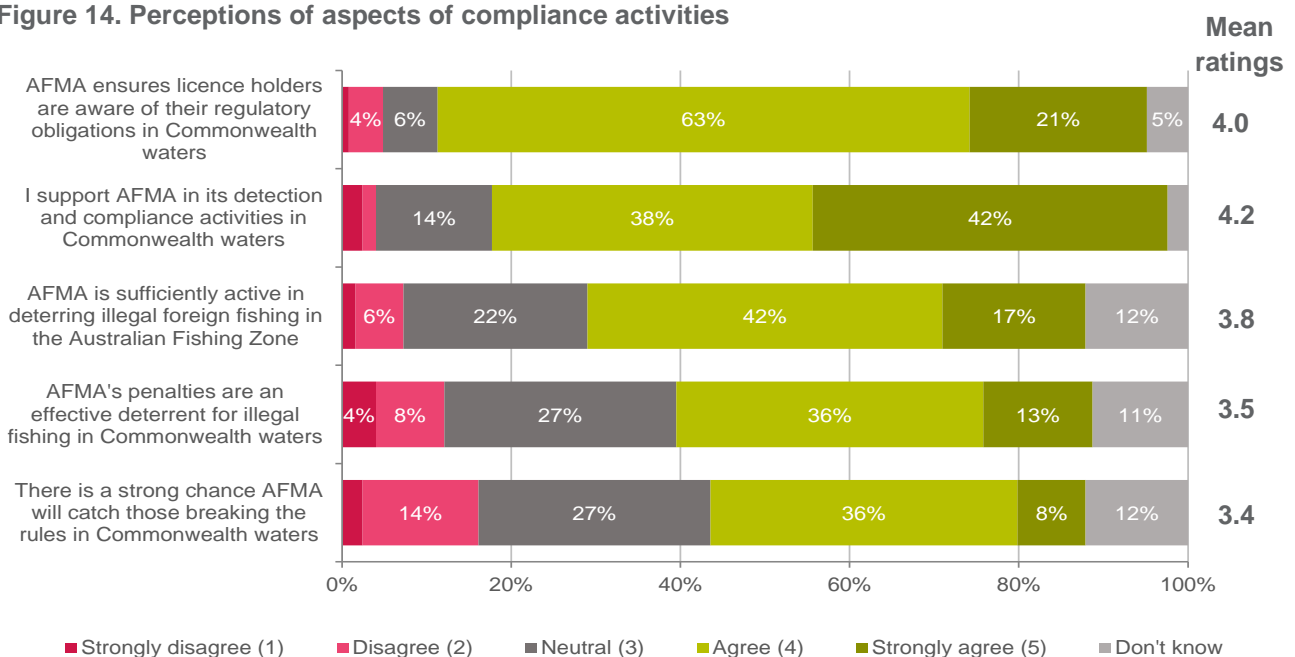
In general, respondents were positive about the detection and compliance actions that AFMA was taking, with the following statements receiving higher mean ratings:

- 6 ‘I support AFMA in its detection and compliance activities in Commonwealth waters’ (mean rating of 4.2 out of 5);
- 6 ‘AFMA ensures licence holders are aware of their regulatory obligations in Commonwealth waters’ (mean rating of 4.0 out of 5); and
- 6 ‘AFMA is sufficiently active in deterring illegal foreign fishing in the Australian Fishing Zone’ (mean rating of 3.8 out of 5).

However, respondents were somewhat less positive about the **impact** and **effectiveness** of these efforts in deterring illegal fishing in Commonwealth waters:

- 6 ‘AFMA’s penalties are an effective deterrent for illegal fishing in Commonwealth waters’ (mean rating of 3.5 out of 5); and
- 6 ‘There is a strong chance AFMA will catch those breaking the rules in Commonwealth waters’ (mean rating of 3.4 out of 5).

Figure 14. Perceptions of aspects of compliance activities



QD4. Please indicate your level of agreement with the following statements on a scale of 1 to 5, where 1 is “strongly disagree” and 5 is “strongly agree”.
 Base: All respondents (n=124)

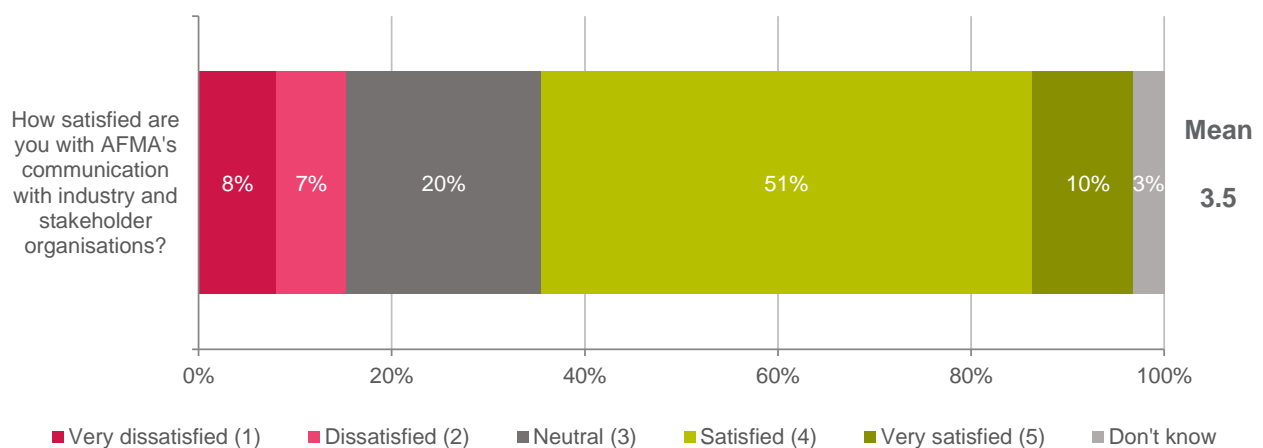
4.6. Communication and consultation

4.6.1. Satisfaction with communication with stakeholders and industry organisations

The final aspect of AFMA's performance that respondents were asked about was their satisfaction with AFMA's communication with industry and stakeholder organisations. This was rated on a scale from 1 to 5, where 1 was 'very dissatisfied' and 5 was 'very satisfied'. The mean rating for this aspect was 3.5, indicating that on average stakeholders were inclined to give AFMA a positive rating for this aspect, rather than a negative rating.

Nearly two-thirds of respondents reported that they were either satisfied (51%) or very satisfied (10%) with AFMA's communication, compared to 20% who were neutral, and 15% who were dissatisfied.

Figure 15. Satisfaction with AFMA's communication with industry and stakeholder organisations



QE1. On a scale of 1-5 where 1 is "very dissatisfied" and 5 is "very satisfied", how satisfied are you with AFMA's communication with industry and stakeholder organisations?

Base: All respondents (n=124)

4.6.2. Perceptions of different aspects of communication and consultation

Respondents were also asked to rate their level of agreement with a series of statements about AFMA’s communication and consultation, on a scale from 1 to 5, where 1 was ‘strongly disagree’ and 5 was ‘strongly agree’. Mean ratings for these statements ranged from 3.4 to 3.1.

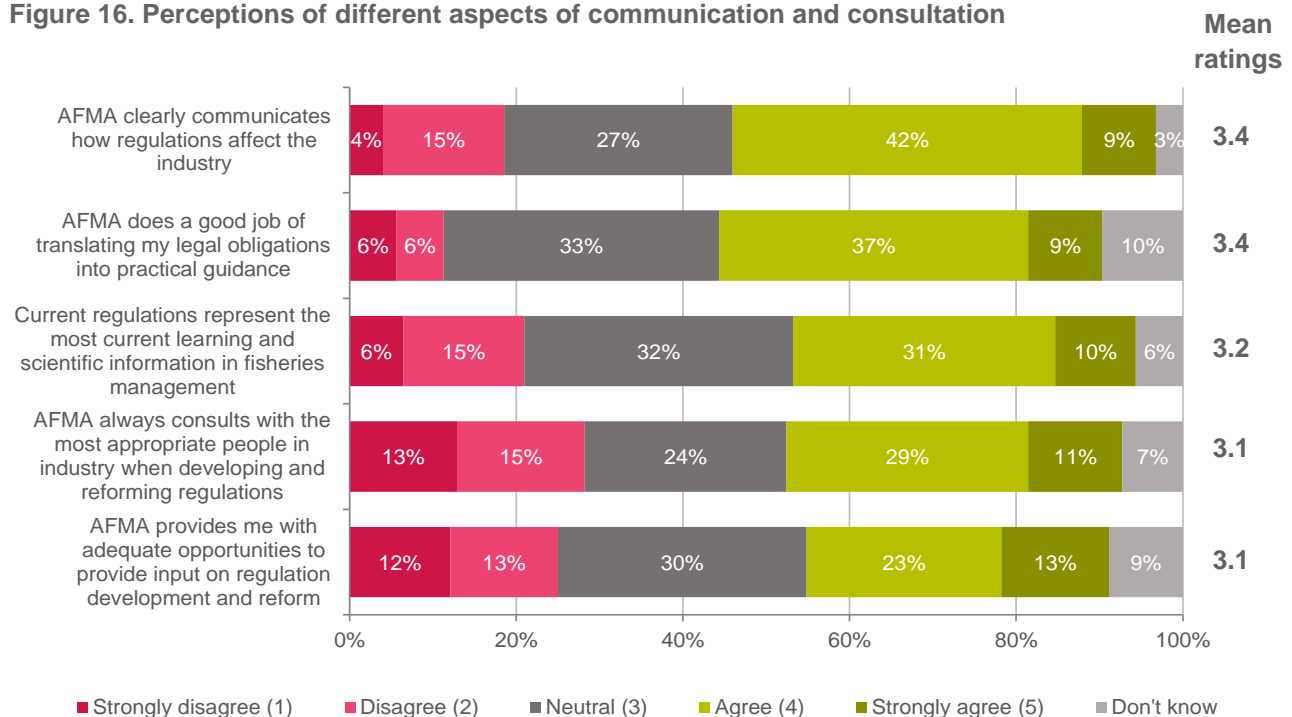
The two statements that received the highest ratings in communication both related to AFMA effectively communicating the regulations and legislation to their stakeholders:

- 6 ‘AFMA clearly communicates how regulations affect the industry’ (mean rating of 3.4 out of 5); and
- 6 ‘AFMA does a good job of translating my legal obligations into practical guidance’ (mean rating of 3.4 out of 5).

Slightly lower ratings were given to the remaining statements, which mainly related to the input for regulations. In particular, stakeholders were slightly less positive about the regulations reflecting the most current scientific information, and not having enough opportunities to provide input into regulations:

- 6 ‘Current regulations represent the most current learning and scientific information in fisheries management’ (mean rating of 3.2 out of 5);
- 6 ‘AFMA always consults with the most appropriate people in industry when developing and reforming regulations’ (mean rating of 3.1 out of 5); and
- 6 ‘AFMA provides me with adequate opportunities to provide input on regulation development and reform’ (mean rating of 3.1 out of 5).

Figure 16. Perceptions of different aspects of communication and consultation



QE2. Please indicate your level of agreement with the following statements on a scale of 1 to 5, where 1 is “strongly disagree” and 5 is “strongly agree”.
 Base: All respondents (n=124)

The following statistically significant differences were observed by sub-groups:

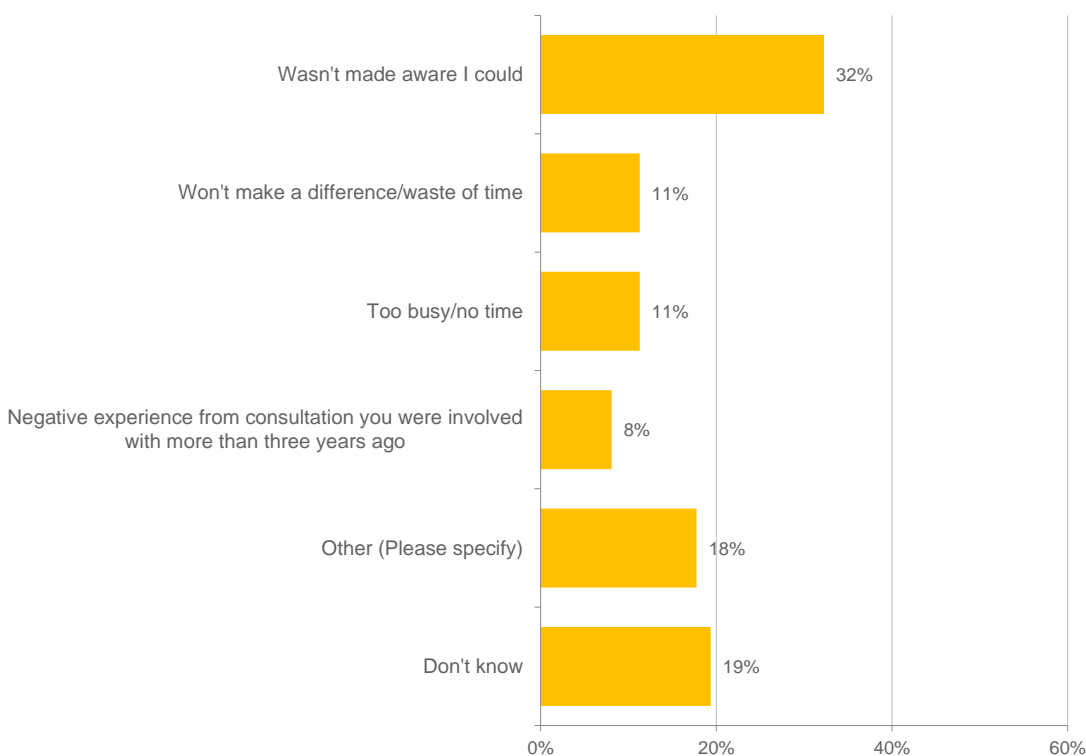
- 6 Commercial fishing operators had significantly lower average ratings for AFMA always consulting with the most appropriate people in industry (2.9), and Government stakeholders gave this a significantly higher average rating (3.8).
- 6 Respondents involved in the fishing industry for more than 30 years gave significantly lower ratings on average for AFMA clearly communicating how regulations affect the industry (3.0), and for AFMA consulting with the most appropriate people (2.7).

4.6.3. Participation in consultation and reasons for participations

To follow up on the issue of stakeholder participation, respondents were asked whether they had previously participated in consultation led by AFMA or in regulation reform in the last three years. Half of the respondents reported that they had participated (50%), and the respondents who had not participated were asked about the reasons for this.

The most common reason cited for non-participation was not being aware that they could (32%), followed by a perception that it would not make a difference (11%) and that the stakeholder was too busy (also 11%). This potentially suggests that making stakeholders more aware of consultation opportunities may increase the levels of participation.

Figure 17. Reasons for not participating in consultation



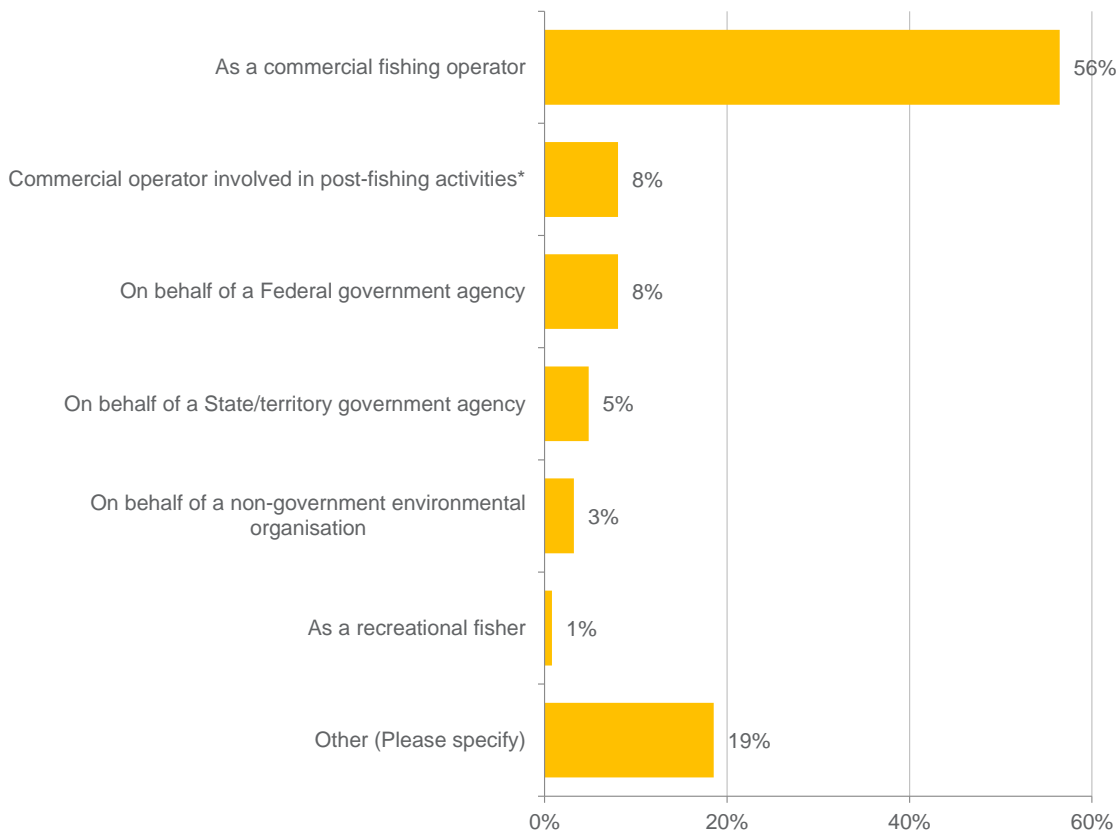
QE4. What is the main reason you have not participated in AFMA led consultation over the past three years?
Base: All respondents who have not participated in consultation (n=62)

5. Sample Profile

5.1. Stakeholder type

Respondents were asked how they mainly interacted with AFMA, and just over half (56%) indicated that they interacted as a commercial fishing operator. The two next most common responses were 'on behalf of a Federal government agency' (8%), and 'Commercial operator involved in post-fishing activities' (also 8%), which was created out of the 'Other (Please specify)' responses.

Figure 18. Stakeholder type

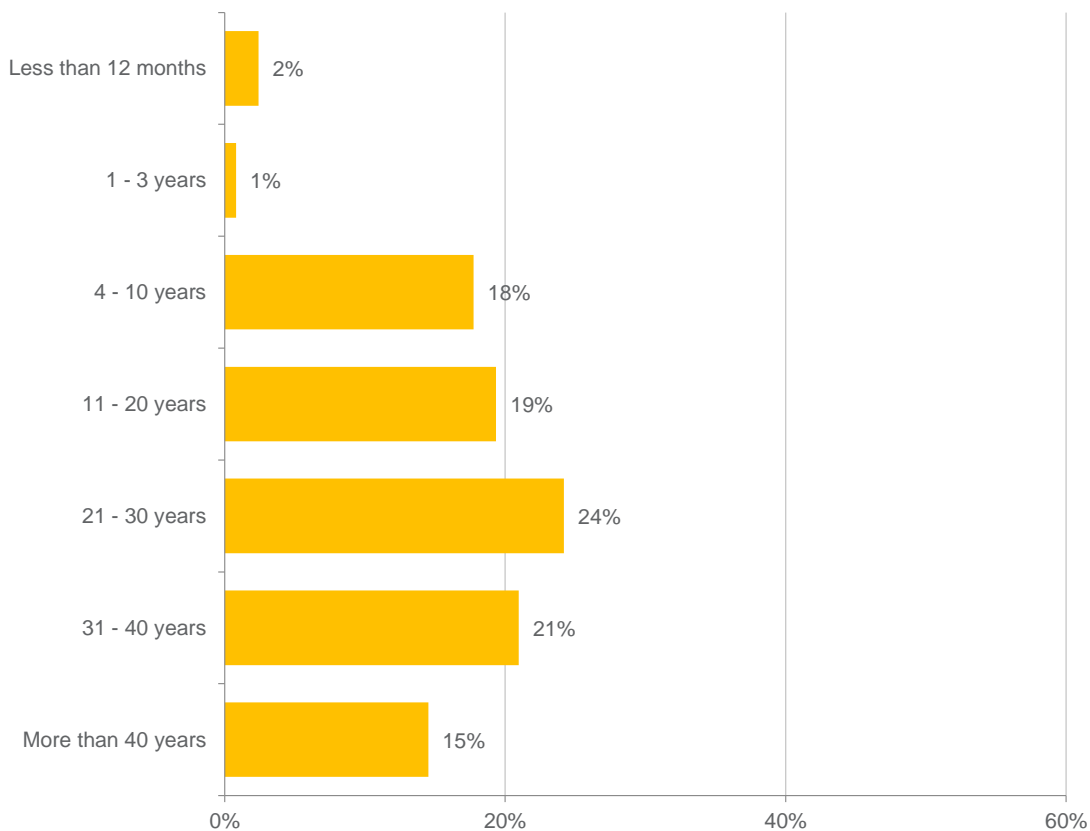


QF1. Which of the following best describes how you interact with AFMA?
Base: All respondents (n=124)
*Note This option was created in backcoding of the 'Other (Please specify)' category.

5.2. Length of time involved in fisheries sector

Respondents were asked how long they had been involved in the fisheries sector, and although there was variation across respondents, the majority of respondents (79%) had been involved in the sector for more than 10 years. Specifically, 3% had been involved for less than four years, 18% had been involved between four and ten years, 44% had been involved for between 11 and 30 years, and 35% had been involved for 31 years or more.

Figure 19. Length of time involved in the industry

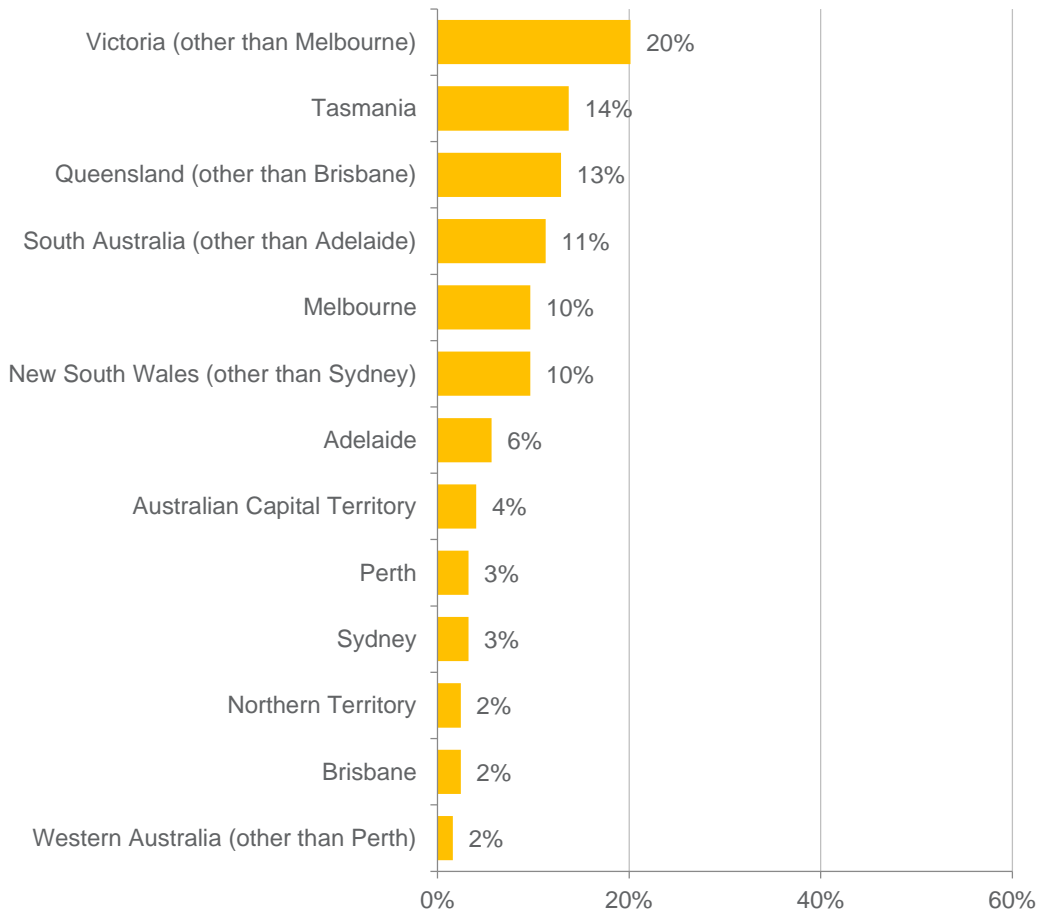


QF2. How long have you been operating or otherwise involved in the fisheries sector?
Base: All respondents (n=124)

5.3. Stakeholder location

Respondents were asked where they were based, and the most common responses were 'Victoria other than Melbourne' (20%), 'Tasmania' (14%), and 'Queensland other than Brisbane' (13%).

Figure 20. Stakeholder location



QF2. Where are you based?
Base: All respondents (n=124)

For the purposes of cross-tab analysis, responses to this question were re-categorised to form two new analysis variables: metro vs regional location, and state location. Metro vs regional location was created by combining all the capital city locations into metro (e.g. Sydney), and the regional location was created from all of the non-capital city locations. The distribution of results for this analysis variable were 31% Metro (n=38), 69% Regional (n=86).

State location was created by combining the options that related to the same state (e.g. combining 'Victoria other than Melbourne' with 'Melbourne'), and the results for that analysis variable were as follows:

- 6 VIC (30%);
- 6 SA (17%);

- 6 QLD (15%);
- 6 TAS (14%);
- 6 NSW (13%);
- 6 WA (5%);
- 6 ACT (4%); and
- 6 NT (2%).

6. Appendix A: Technical notes

6.1. Interpreting this report

6.1.1. Definitions

The following terms or abbreviations have been utilised throughout this report.

Table 1: Definitions

Term of abbreviation	Definition
AFMA	Australian Fisheries Management Authority

6.1.2. Percentages and averages

Percentages are generally rounded to whole numbers. Some percentages may not add to 100 percent due to rounding.

Some survey questions asked respondents to give a rating from 0 to 10. The classification used with **likelihood** ratings was as follows:

- a rating of 0 or 1 is classified as very unlikely;
- a rating of 2 or 3 is classified as unlikely;
- a rating of 4, 5 or 6 is classified as neither likely nor unlikely;
- a rating of 7 or 8 is classified as likely; and
- a rating of 9 or 10 is classified as very likely.

Average ratings are rounded to one decimal place.

Note that average ratings **cannot** be translated into percentages. For example, an average rating of 7.3 out of 10 cannot be interpreted as meaning 73% of people.

6.1.3. Sorting of results

In all charts, rows are sorted from highest positive percent (e.g. agree and strongly agree) to lowest.

6.1.4. Weighting

The results of this survey have not been weighted.

6.1.5. Tests of Statistical Significance

Tests for statistical significance have been conducted on particular subgroups of interest in this survey, including:

- 6 Stakeholder type (e.g. commercial fishing operator, Government agency (Federal or State/Territory, non-government environmental organisation);
- 6 State;
- 6 Metro vs Regional location; and
- 6 Length of time in sector.

Tests have been undertaken at a 95% confidence level. If there is a statistically significant difference between the result for a particular group and the result for the wider population, we can be confident that this difference has not occurred by chance, rather that it reflects a genuine difference among that group compared to the wider population.

6.1.6. Reliability

Contact details for AFMA stakeholders were supplied by AFMA to Colmar Brunton for the purpose of contacting them for this stakeholder survey, and those that responded were included in the survey. Because the sample is based on those who self-selected for participation rather than a probability sample, no estimates of sampling error can be calculated. All sample surveys and polls may be subject to multiple sources of error, including, but not limited to sampling error, coverage error, and measurement error.

7. Appendix D: Quantitative survey

QMS QUANT ONLINE FIELD REQUIREMENTS [FIELD BRIEFING NOTES & QUESTIONNAIRE]

Project No.: AFMA0002

Project Name: Stakeholder Survey

Main Client Service Contact: James Wunsch

Client Service Project Leader:

Other Client Service Team Members: Adrian Knight

Your Source Project Manager:

DA Representative:

Issue Date: 16/03/17

QMS ONLINE FIELD BRIEFING NOTES

1. *Background Information*

As the Australian Government agency responsible for the efficient management and sustainable use of Commonwealth fish resources, the Australian Fisheries Management Authority (AFMA) deals with a diverse range of clients, some of whom have competing as well as conflicting objectives. These clients include:

- Commercial fisheries from three nautical miles out to the extent of the AFZ;
- Joint Authorities of the Commonwealth and State Governments, including the Torres

Strait Protected Zone Joint Authority; and

- Australian Government agencies responsible for border protection.

AFMA is committed to understand and to respond to the needs and expectations of these various client groups and as such requires a stakeholder survey.

2. *Schedule/Timing*

TBA

3. *Sample Size*

AFMA are providing a sample of contacts for the proposed survey of around n=300 stakeholders.

All will be invited to undertake the survey.

4. *Sample/Recruiting Specification*

Unique, personalised survey invitations will be sent to approximately n=300 stakeholders from lists provided by AFMA.

5. *Quota Instructions/Codes*

No quotas – all AFMA stakeholders live and in scope

6. *Incidence Rate/s*

N/A

7. *Interview Length*

15 minutes

8. *Reminders*

Those stakeholders sent an email invitation will be sent a reminder midway through fieldwork.

AFMA will also promote the survey (including reminder messages) during fieldwork.

9. *Incentive/Thank-You*

N/A

10. *Other Specific Fieldwork Instructions*

N/A

QMS ONLINE QUESTIONNAIRE

SECTION A. SURVEY INTRODUCTION

Dear [NAME]

The purpose of this survey is to provide feedback on AFMA's performance. AFMA invites community, environment groups, government and industry to provide their frank and honest feedback and perceptions of AFMA and its performance in managing Commonwealth fisheries.

We have engaged Colmar Brunton - an independent research organisation that conducts projects on behalf of the Government and other organisations – to undertake this survey on our behalf. Your contact details and any responses you give in this survey will remain confidential to Colmar Brunton. Only aggregated information (information that does not enable the identification of particular person or organisations) will be included in any reports provided to AFMA.

The survey will take no longer than 15 minutes to complete, and this is your opportunity to influence how AFMA interacts with all industry stakeholders into the future.

When completing the survey, please do not use the forward and back buttons in your browser.

Please click on “next” to enter the survey.

SECTION B: INDIVIDUAL PROJECT REQUIREMENTS

PART A. – OVERALL STAKEHOLDER SATISFACTION

QA1 On a scale of 1 - 5 where 1 is “very dissatisfied” and 5 is “very satisfied”, how satisfied are you with AFMA’s current performance?

Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Don't know
1	2	3	4	5	99

QA2 Why is that?

QA3. On a scale of 0 - 10 where 0 is “very unlikely” and 10 is “very likely”, how likely are you to speak positively about AFMA to a colleague?

Very unlikely										Very likely	Don't know
0	1	2	3	4	5	6	7	8	9	10	99

QA4. AFMA has a number of key roles in ensuring it manages Commonwealth fisheries in an efficient and sustainable manner. On a scale of 1-5, where 1 is “very poor” and 5 is “very well”, how well do you think AFMA is currently performing the following core roles:

CODE		Very poor		Neutral		Very well	Don't know
1	Managing fish stocks to ensure sustainability of the resource	1	2	3	4	5	99
2	Balancing the economic and environmental issues in Commonwealth fisheries	1	2	3	4	5	99
3	Managing the impact of fishing on the marine environment	1	2	3	4	5	99
4	Working to improve the economic returns of fishing activity to the Australian community	1	2	3	4	5	99
5	Delivering its services effectively and efficiently	1	2	3	4	5	99

PART B – PERCEPTIONS OF AFMA DECISION MAKING

QB1. On a scale of 1-5 where 1 is “very dissatisfied” and 5 is “very satisfied”, how satisfied are you with AFMA’s decision making?

Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Don't know
1	2	3	4	5	99

QB2. Please indicate your level of agreement with the following statements on a scale of 1 to 5, where 1 is “strongly disagree” and 5 is “strongly agree”.

CODE		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Don't know
1	AFMA understands the impacts of its decisions on its stakeholders	1	2	3	4	5	99
2	AFMA decisions are made in accordance with the relevant legislative framework	1	2	3	4	5	99
3	AFMA decisions are underpinned by scientific evidence	1	2	3	4	5	99
4	AFMA is consistent in its decision making	1	2	3	4	5	99
5	AFMA decisions are made with an appropriate level of openness and transparency	1	2	3	4	5	99
6	AFMA clearly explains the rationale for decisions they take	1	2	3	4	5	99

PART C – SERVICE DELIVERY

QC1. On a scale of 1-5 where 1 is “very dissatisfied” and 5 is “very satisfied”, how satisfied are you with AFMA’s service delivery?

Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Don't know
1	2	3	4	5	99

QC2. Have you ever had direct contact with AFMA staff?

CODE		
1	Yes	1
2	No	2

IF QC2=2 SKIP TO QC6. IF QC2=1 CONTINUE TO QC3.

QC3. How many times have you had direct contact with AFMA staff over the past 12 months?

Enter number of times:	
None/no contact	99999

QC4. What was your most recent direct contact with AFMA staff in relation to? If you had more than one reason for contacting AFMA on this occasion, please select the **main** reason for contact. (SR, RANDOMISE ORDER OF OPTIONS 1-15)

CODE	
1	Request for general information about AFMA or its operations
2	Request for policy advice
3	Request for reports or publications
4	Request for forms
5	Participation in a Management Advisory Committee (MAC) or Resource Assessment Group (RAG)
6	Participation in an AFMA consultation forum
7	Logbook or catch disposal records query
8	Fees
9	Unpaid or overdue levies or levy arrangements
10	Concession conditions or applications
11	Quota and/or gear queries
12	Changes or closures
13	e-monitoring or observers
14	Statutory Fishing Rights (SFRs) prices
15	Fisheries Management arrangements
97	Other (Specify)

QC5. During your most recent interaction with AFMA staff, how satisfied were you that...

CODE		Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Don't know
1	Your issue or query was processed in a timely manner	1	2	3	4	5	99
2	You were given information or advice that was consistent with information or advice you had previously been given	1	2	3	4	5	99
3	AFMA staff understood your issue	1	2	3	4	5	99
4	AFMA staff knew the history of your issue	1	2	3	4	5	99
5	AFMA staff were helpful	1	2	3	4	5	99
6	You were given information or advice that answered your query or resolved your issue	1	2	3	4	5	99

QC6. Are you a commercial fishing operator? (SR)

CODE		
1	Yes	1
2	No	2

IF QC6=2 SKIP TO QD1. IF QC6=1 CONTINUE TO QC7.

QC7. On a scale of 1-5 where 1 is “not at all useful” and 5 is “extremely useful”, how useful would it be for you and your business to receive information about average fishery yields? (SR)

Not at all useful	Slightly useful	Moderately useful	Very useful	Extremely useful	Don't know
1	2	3	4	5	99

IF QC7=1 OR 2 OR 99, SKIP TO QC9. IF QC7=3 OR 4 OR 5, CONTINUE TO QC8.

QC8. There are different ways that the information about average yields could be presented. Which of the following ways would be useful to you and your business? (MR)

CODE		
1	Average yield per month	1
2	Average yield per species	2
97	Other [Please specify]	

QC9. Is there any other information that you would like to receive from AFMA? (SR)

CODE		
1	Yes (Please specify) _____	1
2	No	2

PART D – AFMA’S DOMESTIC COMPLIANCE PROGRAM

QD1. On a scale of 1-5 where 1 is “very dissatisfied” and 5 is “very satisfied”, how satisfied are you with AFMA’s compliance and enforcement activities?

Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Don't know
1	2	3	4	5	99

QD2. On a scale of 1-5 where 1 is “no confidence” and 5 is “very high confidence”, how much confidence do you have in AFMA’s ability to detect instances of non-compliance with quotas, gear or Statutory Fishing Rights?

No confidence	Little confidence	Moderate confidence	High confidence	Very high confidence	Don't know
1	2	3	4	5	99

QD3. What percentage of all fish caught do you believe is taken illegally in Commonwealth waters?

ENTER % RANGING FROM 0% TO 100%

QD4. Please indicate your level of agreement with the following statements on a scale of 1 to 5, where 1 is “strongly disagree” and 5 is “strongly agree”.

CODE		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Don't know
1	AFMA ensures licence holders are aware of their regulatory obligations in Commonwealth waters	1	2	3	4	5	99
2	AFMA is sufficiently active in deterring illegal foreign fishing in the Australian Fishing Zone	1	2	3	4	5	99
3	AFMA’s penalties are an effective deterrent for illegal fishing in Commonwealth waters	1	2	3	4	5	99
4	There is a strong chance AFMA will catch those breaking the rules in Commonwealth waters	1	2	3	4	5	99
5	I support AFMA in its detection and compliance activities in Commonwealth waters	1	2	3	4	5	99

PART E – COMMUNICATION & CONSULTATION

QE1. On a scale of 1-5 where 1 is “very dissatisfied” and 5 is “very satisfied”, how satisfied are you with AFMA’s communication with industry and stakeholder organisations?

Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Don't know
1	2	3	4	5	99

QE2. Please indicate your level of agreement with the following statements on a scale of 1 to 5, where 1 is “strongly disagree” and 5 is “strongly agree”.

CODE		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Don't know
1	AFMA clearly communicates how regulations affect the industry	1	2	3	4	5	99
2	AFMA always consults with the most appropriate people in industry when developing and reforming regulations	1	2	3	4	5	99
3	Current regulations represent the most current learning and scientific information in fisheries management	1	2	3	4	5	99
4	AFMA does a good job of translating my legal obligations into practical guidance	1	2	3	4	5	99
5	AFMA provides me with adequate opportunities to provide input on regulation development and reform	1	2	3	4	5	99

QE3. Have you participated in any AFMA led consultation on regulation development or reform - including a face- to-face consultation session, or submitting written feedback – over the past three years?

CODE		
1	Yes	1
2	No	2

IF QE3=2, CONTINUE TO QE4 BELOW. OTHERWISE SKIP TO QF1 BELOW.

QE4. What is the main reason you have not participated in AFMA led consultation over the past three years?

CODE	
1	Wasn't made aware I could
2	Too busy/no time
3	Won't make a difference/waste of time
4	Negative experience from consultation you were involved with more than three years ago
96	Other (SPECIFY)
97	Don't know

PART F – DEMOGRAPHICS

Now just a few questions to help us analyse our results...

ASK ALL:

QF1. Which of the following best describes how you interact with AFMA? Please select one. (SR)

Code	
1	As a commercial fishing operator
2	As a recreational fisher
3	On behalf of a non-government environmental organisation
4	On behalf of a Federal government agency
5	On behalf of a State/territory government agency
97	Other (SPECIFY)

QF2. How long have you been operating or otherwise involved in the fisheries sector? (SR)

Code	
1	Less than 12 months
2	1 – 3 years
3	4 – 10 years
4	11 – 20 years
5	21 – 30 years
6	31 – 40 years
7	More than 40 years

QF3. Where are you based? Please select one. (SR)

CODE	
01	Sydney
02	New South Wales (other than Sydney)
03	Melbourne
04	Victoria (other than Melbourne)
05	Brisbane
06	Queensland (other than Brisbane)
07	Adelaide
08	South Australia (other than Adelaide)
09	Perth
10	Western Australia (other than Perth)
11	Australian Capital Territory
12	Northern Territory
13	Tasmania
14	I don't live in Australia

QF4. As part of AFMA’s efforts to further improve their communications with stakeholders, they are likely to want to engage with industry participants in the near future for additional research on a range of topics. Would you be willing to be contacted to participate in any future research activity undertaken? Even if you agree, participation would be voluntary and you would be under no obligation to participate even if contacted again in future if this didn’t suit your circumstance at the time.

Are you willing to be recontacted and be invited to participate in future research projects undertaken by AFMA?

Code		Instructions
1	Yes	CONTINUE
2	No	GO TO CLOSING SCRIPT

QF5. Thank you for your willingness to potentially engage in us with future research projects. Please record your name and contact details below in order for us to contact you if such opportunities arise. This information will be separated from your responses to the survey to ensure your confidentiality.

Name	
Best phone contact no. (incl. area code if landline)	
Email address	

SECTION C: MANDATORY QMS REQUIREMENTS

CONCLUSION

Thank you, you have completed the survey.

As this is market research, it is carried out in compliance with the Privacy Act and the information you provide will be used only for research purposes. The research project is being conducted on behalf of the Australian Fisheries Management Authority.

For questions about the Market Research Industry as a whole, you can call the Market and Social Research Society's Survey Line on 1300 364 830.

Thank you for sharing your views.

Please click "SUBMIT" to send your responses.

QMS LOG OF CHANGES [IF RELEVANT]

Section	Details of Change/s	Date DD-MM-YY	By Whom
xx			