

EDUCATION, SCIENCE AND TRAINING

**SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE
2006-2007 BUDGET ESTIMATES HEARING**

Outcome: ANSTO
Output Group: ANSTO

DEST Question No. E335_07

Senator Wong provided in writing:

Question:

Please provide a copy of the standard questions asked as part of this research on behalf of ANSTO. Please also provide a list of interviewees; the research results and any market research report produced for ANSTO on this issue.

Answer:

Market research

ANSTO has provided the following response:

The questions asked as part of the current survey on ANSTO's Corporate Social Responsibility report are attached. Interviewee details cannot be provided. Interviewees were told their details would be confidential and would not be passed on to ANSTO or anyone else. To provide such information would also contravene Australian Privacy legislation. The results of the research are not yet available.

According to details provided to Quantum by ANSTO to enable us to conduct this research, you received the latest CSR report (FOR ALL EXCEPT STAFF - either late last year or earlier this year, FOR STAFF – which was provided in the January 2006 edition of Nuclear Matters). Do you recall receiving it?

- Yes..... 1 GO TO MAIN Q'AIRE
- No..... 2 CONTINUE
- Not sure..... 3 CONTINUE

The (FOR ALL EXCEPT STAFF – report, FOR STAFF – report edition) featured a number of articles covering ANSTO’s commitments, some case studies and some measures of performance in a range of areas. Do you recall receiving it?

- Yes..... 1 GO TO MAIN Q'AIRE
- No..... 2 TERMINATE
- Not sure..... 3 TERMINATE

MAIN QUESTIONNAIRE

Thinking about ANSTO and its activities, would you say you have... (SINGLE RESPONSE)

- No knowledge about what ANSTO does..... 1
- Very little knowledge about what ANSTO does 2
- Some knowledge of what ANSTO does, but not a great deal..... 3
- A detailed understanding of what ANSTO does..... 4
- Don't know 5

How or where do you find out things about ANSTO? Where else?

- ANSTO brochures..... 1
- ANSTO letters / newsletters..... 2
- ANSTO Corporate Social Responsibility (CSR) Report 3
- ANSTO employees 4
- ANSTO website..... 5
- ANSTO site tours 6
- ANSTO presentation to community groups..... 7
- Local newspaper articles or editorials 8
- Local newspaper advertising..... 9
- Business publications or sections 10
- General interest magazines (eg. Who Weekly)..... 11
- Major events such as large expos, exhibitions and shows 12
- Community events 13
- Metropolitan daily newspaper articles and editorials..... 14
- Metropolitan daily newspaper advertising..... 15

Newspaper letters to the editor	16
Community radio	17
Commercial radio	18
ABC radio	19
Television	20
Community groups (please specify)	21
Special interest groups (eg. environment groups, activists).....	22
Friends and family	23
Work colleagues.....	24
Other internet sites (please specify).....	25
Other sources (please specify)	26
Don't know	27

*I'm going to read out some things other people have said might influence how they feel about ANSTO, the organisation. For each thing I read out, I'd like you to tell me how well you think ANSTO is **performing** in that area by giving me a score between 0 and 10, where 0 means they are performing very poorly and 10 means they are performing very well. If you genuinely don't have an opinion, please tell me. Does this make sense to you? How would you score ANSTO's performance on*

What about **[READ NEXT SECTION & REPEAT & RANDOMISE SECTIONS AND STATEMENTS WITHIN SECTIONS]. CODE 'DON'T KNOW' AS CODE 11.**

A. Thinking about what information ANSTO provides...

1. Keeping you informed about safety issues on a regular basis..... _____
2. Providing information that is comprehensive (answers all your questions)..... _____
3. Being proactive in informing the community about activities and issues
4. Providing information that reduces feelings of risk or uncertainty..... _____
5. Providing information that is written in an interesting and involving way

B. Thinking about the claims that ANSTO makes...

6. You can believe what ANSTO tells you and you trust what they say..... _____
7. ANSTO presents a balanced view of what it does

C. Thinking about the way ANSTO operates...

8. They are not secretive
9. They are ethical and honest..... _____
10. They have systems and procedures that guarantee safety in the event of an emergency..... _____
11. ANSTO is consistent in what it says

D. Thinking about the way ANSTO connects with the community...

12. They listen to community viewpoints..... _____
13. They provide a forum for providing input..... _____
14. They respond to community feedback
15. They embrace different viewpoints about their operations..... _____

*Some organisations choose to report to their local community and other stakeholders about their activities and operational performance on a regular basis. How important do you think it is for **organisations generally** to regularly report in this way? Is it*

- Very important..... 1
- Quite important..... 2
- Not very important..... 3
- Not important at all..... 4
- Not sure (**DO NOT READ OUT**) 5

*ANSTO has committed itself to reporting on its activities and operational performance on a regular basis. How important do you feel it is for **ANSTO in particular** to regularly report in this way? Is it (**READ OUT 1-4**)... ?*

- Very important..... 1
- Quite important..... 2
- Not very important..... 3
- Not important at all..... 4
- Not sure (**DO NOT READ OUT**) 5

*In reporting on its operational activities and performance, ANSTO prepares and distributes a Corporate Social Responsibility Report or CSR Report to a range of audiences. I'd like to ask your views in relation to the most recent Report. Firstly, other than reading it for the purposes of participating in this research, how much of the report would you **normally read** (did you read on the last occasion)? **READ OUT 1-5 – SINGLE RESPONSE***

- All of it 1
- Most of it..... 2
- Some of it..... 3
- Very little of it..... 4
- None of it..... 5
- Not sure (**DO NOT READ OUT**) 6

*How **relevant** do you think the information contained in the Report is for your needs? **READ OUT 1-4 – SINGLE RESPONSE***

- Highly relevant 1
- Quite relevant..... 2
- Not all that relevant 3
- Not at all relevant 4
- Not sure (**DO NOT READ OUT**) 5

How **believable** do you find the information contained in the Report? **READ OUT 1-4 – SINGLE RESPONSE**

- Highly believable 1
- Quite believable 2
- Not all that believable..... 3
- Not at all believable..... 4
- Not sure (**DO NOT READ OUT**) 5

To what extent do you **trust** what you hear from ANSTO through the Report? **READ OUT 1-4 – SINGLE RESPONSE**

- To a great extent..... 1
- To a moderate extent..... 2
- To a small extent..... 3
- Not at all..... 4
- Not sure (**DO NOT READ OUT**) 5

Do you feel you generally feel you are **getting the full story** about ANSTO's operations through the Report (**READ OUT 1-4**)...? **SINGLE RESPONSE**

- All or most of the time 1
- Some of the time 2
- Rarely..... 3
- Never..... 4
- Not sure (**DO NOT READ OUT**) 5

What impression does the Report leave you with in relation to **ANSTO overall**? As a result of receiving the Report do you feel (**READ OUT 1-5**)...? **SINGLE RESPONSE**

- Much more positive about ANSTO overall 1
- A little more positive 2
- No differently about ANSTO overall 3
- A little more negative..... 4
- Much more negative about ANSTO overall..... 5
- Not sure (**DO NOT READ OUT**) 6

What impression does the report leave you with in relation to **ANSTO's corporate and social responsibility**? As a result of receiving the Report do you feel (**READ OUT 1-5**)...? **SINGLE RESPONSE**

- Much more positive about ANSTO's corporate social responsibility 1
- A little more positive 2
- No differently about ANSTO..... 3
- A little more negative..... 4
- Much more negative about ANSTO corporate social responsibility 5
- Not sure (**DO NOT READ OUT**) 6

*To what extent has your **knowledge of ANSTO** increased as a result of the Report? **READ OUT 1-4 – SINGLE RESPONSE***

- To a great extent 1
- To a moderate extent..... 2
- To a small extent..... 3
- Not at all 4
- Not sure (**DO NOT READ OUT**) 5

*Turning now to some of the features of the Report, I'd like you to rate the following aspects on a scale from 0 to 10 where 0 means the feature was very poor and 10 means the feature was excellent. How would you rate the (**READ OUT**)? **RECORD RATING FOR EACH ASPECT***

- Length of the report in terms of number of pages _____
- Structure and layout of the information in the report _____
- The graphic design style used in the report _____
- The typeface used in the report _____
- The writing style used to provide the information in the report..... _____
- The level of interest created by the articles..... _____

I'm going to read out a few of the sections contained in ANSTO's CSR Report. For each section, I'd like you to tell me if you would definitely read, probably read, maybe read or probably not read that section.

	Definitely read	Probably read	Maybe read	Probably not read	Not sure
ANSTO's Mission, Vision & Values section	1	2	3	4	5
Corporate governance section	1	2	3	4	5
Our Safety section	1	2	3	4	5
Our Environment section	1	2	3	4	5
Our Employees section	1	2	3	4	5
Our Community section	1	2	3	4	5
Our Science section	1	2	3	4	5

To what extent do you feel ANSTO is being **more transparent** about its operations through the Report? **READ OUT 1-4 – SINGLE RESPONSE**

- To a great extent 1
- To a moderate extent 2
- To a small extent 3
- Not at all 4
- Not sure (**DO NOT READ OUT**) 5

To what extent does the Report enhance your perception of ANSTO as... (**READ OUT**)?
SINGLE RESPONSE PER STATEMENT – RANDOMISE

	Great extent	Moderate extent	Small extent	Not at all
Being responsive to stakeholder needs	1	2	3	4
Working to build trust with stakeholders	1	2	3	4
Being innovative	1	2	3	4
Providing solutions to commercial, environmental and medical issues	1	2	3	4
Offering staff a great place to build a career	1	2	3	4
Contributing to the welfare of the community	1	2	3	4
Acting in a socially responsible way	1	2	3	4
Being an environmentally responsible organisation	1	2	3	4
Operating in a safe manner	1	2	3	4

Which of these statements best describes how you feel about ANSTO’s CSR Report? **READ OUT SINGLE RESPONSE**

- I am so impressed by ANSTO’s CSR Report that, given the opportunity, I would readily mention this to others1
- I am sufficiently impressed by ANSTO’s CSR Report but don’t see it as anything to talk about with others2
- I feel I have enough information about ANSTO’s CSR Report to know I have no feelings either way about the organisation3
- I am not all that impressed with ANSTO’s CSR Report but don’t see it as anything to talk about with others4
- I am so unimpressed by ANSTO’s CSR Report that, given the opportunity, I would readily mention this to others5
- I really don’t know enough about ANSTO’s CSR Report to have formed an opinion either way6

What, if anything, would you like to see improved or changed in relation to the Report to make it more beneficial or of greater interest to people like you? **PROBE FULLY & RECORD VERBATIM**

Would you prefer to receive the Report in hard copy format or through a link to where it exists on the ANSTO website?

- Prefer hard copy format 1
- Prefer link to ANSTO website 2
- No preference 3
- Not sure..... 4

Would having information on ANSTO's financial and business performance in the Report be of value to you?

- Yes..... 1
- No..... 2
- Not sure..... 3

Do you believe the Report's credibility would be enhanced by having an advisory committee of staff and people from outside ANSTO to review the Report before it was released?

- Yes..... 1
- No..... 2
- Not sure..... 3

Would you miss ANSTO's CSR Report if you no longer received it?

- Yes..... 1
- No..... 2
- Not sure..... 3

DEMOGRAPHICS – ASKED OF COMMUNITY ONLY. OTHER AUDIENCES GO TO 0

And finally, just a couple more questions about you, so that we can understand how different people have answered these questions. As this is market research, it is carried out in compliance with the Privacy Act and the information you provided will be used

only for research purposes. Do you have... **READ OUT CODES 1-4**

- Dependent children mostly aged under 13 years living with you at home 1
- Dependent children mostly aged 13 years or over living with you at home 2
- Independent children who are not living with you at home 3
- No children at all 4

And lastly, which of the following levels of education is the highest you have achieved to date? **READ OUT CODES 1-5**

- Year 10 at secondary school or less 1
- Year 11 at secondary school..... 2
- Year 12 at secondary school (Higher School Certificate) 3
- A university degree 4
- Post graduate degree..... 5
- Other (specify)..... 6

ASK ALL

And finally, do you live in the Sutherland Shire?

- Yes..... 1
- No..... 2

CONTINUE
GO TO 0

Generally speaking, how safe or unsafe do you feel having the ANSTO facility nearby? **READ OUT CODES 1-4 (SINGLE RESPONSE)**

- Very safe 1
- Quite safe..... 2
- Quite unsafe..... 3
- Very unsafe 4
- Not sure (**DO NOT READ OUT**) 5

**RECORD FOR ALL
RECORD GENDER**

- Male 1
- Female 2

As part of quality control procedures, someone from our project team may wish to re-contact you to ask a couple of questions, verifying some of the information we just collected.

Thank you for your time. Just to remind you, I'm calling from Quantum Market Research. If you have any queries, you can call our free line on: 1800 995 688.

NAME:

PHONE:

I declare that the information obtained is true and correct and I have obeyed the ICC/ESOMAR Code of Marketing and Social Research Practice.

INTERVIEWER:

Start	Finish	Min

Quantum Questionnaire Approval/Sign off

		Date	Initial
1.	Fieldwork Manager		
2.	Coding Manager		
3.	Data Processing Manager		
4.	Project Manager		
5.	Project Director		