

Customer Impact Survey Wave 3



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OF QUEENSLAND
AUSTRALIA

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social science leadership for a better world

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1 INTRODUCTION

1.1 BACKGROUND

1.1.1 The DTESB

The Government Department for Tourism, Major Events, Small Business and the Commonwealth Games (DTESB) helps Queensland small businesses to grow and prosper.

Queensland's approximately 400,000 small businesses are the foundation of the state's economy, representing 96 per cent of all businesses state-wide and employing around half of all private sector workers.

In 2010, the DTESB set up the Business and Industry Portal (BIP) website, business.qld.gov.au to provide small businesses with easy and direct access to Queensland Government services and information.

The Queensland Small Business Strategy and Action Plan 2013-2015 (written by the DTESB) outlined the Queensland Government's policy directions and actions to help small businesses meet challenges and look for opportunities.

A key priority of the strategy is to raise business awareness of Queensland Government services to ensure small businesses are directed to the right information and assistance. BIP is used to attract small businesses to engage with the government and to connect to their large range of business services.

1.2 STUDY OBJECTIVES

A Customer Impact Survey among small businesses in Queensland, with 200 or less employees, has been conducted on behalf of DTESB annually since 2011.

Complementing their Customer Impact Index (CII) data model, in late 2015, ISSR was re-commissioned to explore:

- Awareness and use of the Business and Industry Portal (BIP)
- Satisfaction with and advocacy of BIP
- How BIP is meeting expectations, overall and by device
- Business savings of time and/or money, attributed to use of BIP
- Awareness and use of Queensland Government online services
- Awareness and use of the Australian Business Account (ABA) website
- Awareness and use of the Australian Business Licence and Information Service (ABLIS) website
- Satisfaction with and advocacy of ABA and ABLIS
- Variation in results by region, industry, business size and business age.

1.3 APPROACH

1.3.1 Sample

A list of small and medium sized businesses was purchased from a commercial business list provider, Dun & Bradstreet.

- All businesses had management in Queensland
- All businesses employed between zero and 199 staff
- A stratification based sampling strategy was used. The two strata were: business size (using three categories of 0-4 employees, 5-19 employees and 20-199 employees) and industry (using the 19 ANZSIC standard industry divisions shown in *Table 1*).
- Attempts were made to exclude businesses which had been included in the sample for either of the previous two waves of the survey
- The sample design ensured that the profile of respondents broadly matched the profile of Queensland businesses.

The fieldwork took place from 23rd November to 18th December 2015. Interviews were conducted by telephone (Computer Assisted Telephone Interviewing or CATI), with the key decision maker, or the person in day-to-day control of the business and most likely to use government information or services in business. This tended to be the business owner, director, or manager. If the person in charge was *not* the most likely to use the services, priority was given to the employee who was most likely to use these services (generally the accounts or administration manager).

1528 completed interviews were conducted with businesses who use the internet for businesses purposes. A response rate of 39 per cent of eligible businesses was achieved, calculated using the American Association for Public Opinion Research (AAPOR) Response Rate 1.

1.3.2 Questionnaire

The questionnaire was designed in consultation with the DTESB. To enable comparison across waves, the key questions remain unchanged.

The sample size has varied slightly across the years: 1500 interviews in 2013, 1204 interviews in 2014 (Wave 1), 1140 interviews in March-May 2015 (Wave 2) and 1528 interviews in November-December 2015 (Wave 3). Prior to 2014 the research was conducted by another research provider.

1.3.3 Weighting

The data was weighted using the same approach as Waves 1 and 2 of the Customer Impact Survey (i.e. 2014 and 2015), using the Australian Bureau of Statistics Business Register (ABSBR), for Queensland businesses. The ABSBR is a comprehensive list of all businesses in Australia. The sample was benchmarked to the population of

businesses found on the ABSBR, so that the profile of the sample (business size and industrial classification) was similar to the profile of the ABSBR population.

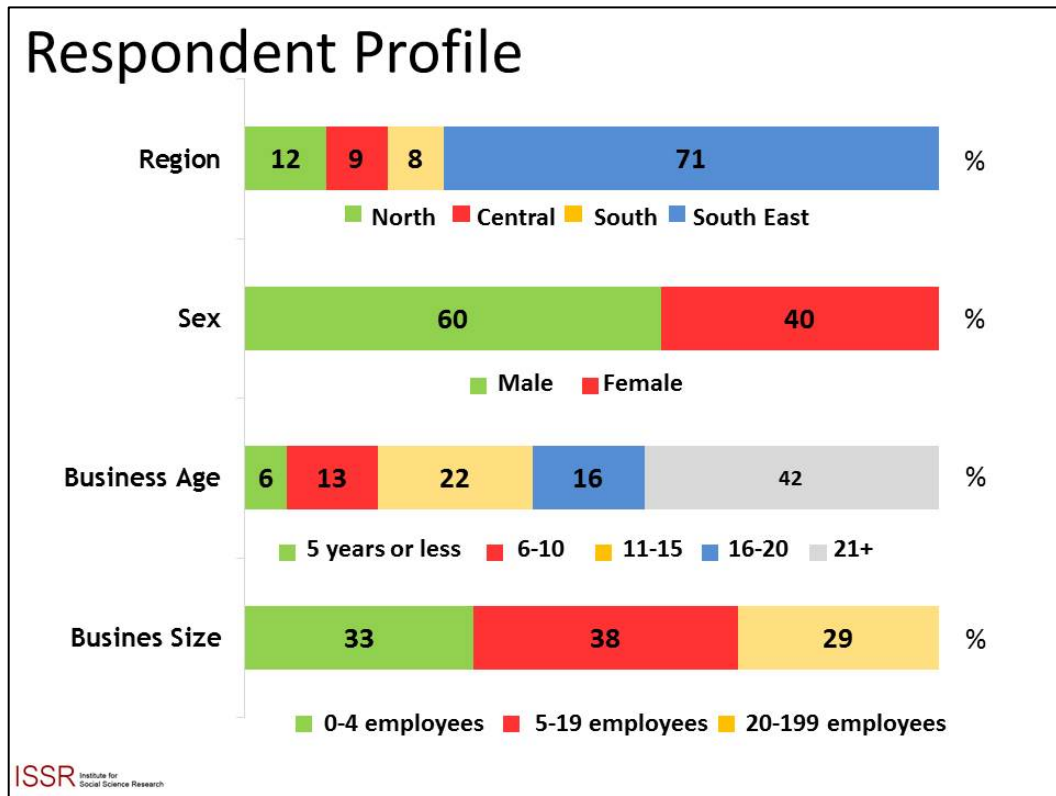
The purpose of the weights was to ensure that the sample was representative of the Queensland business population, and allows for valid and more accurate inferences to be made about the achieved sample.

Unless specified otherwise, the data in this report has been weighted. The sample profile is based on the unweighted data. Where the sample sizes are small (including the sub-sample of BIP users, n=179) the unweighted figures are reported and this has been noted.

1.4 RESPONDENT PROFILE

The profile of respondents is illustrated in Chart 1.

Chart 1



Base: All complete interviews (unweighted n=1528)

1.5 DATA ANALYSIS

Key questions have been analysed by business characteristics (e.g. region, business size, business age and BIP use).

Any relevant or actionable significant differences have been commented upon. See Appendix C for further information about the cross breaks used for analysis.

1.5.1 Terms of reference

Please note the following terms of reference within the report:

BIP = The Business and Industry Portal / business.qld.gov.au

BIP users = Businesses that have used BIP in the last 12 months, unless otherwise stated

ABA = The Australian Business Account

ABLIS = The Australian Business License and Information Service

Businesses = Small and medium sized Queensland businesses, with 0-199 employees



= Beware of a small base size (under 50).

The standard ANZSIC industry classification codes were used to determine which sector the businesses fall into. See Table 1 for the codes and abbreviations. Please note that 'Other services' is a legitimate code with specific activities forming part of this category. Refer to the ABS website for further information: www.abs.gov.au/ANZSICcodes

Table 1

Industry Code	Industry Description	Abbreviation in report
A	Agriculture, Forestry and Fishing	Agriculture
B	Mining	Mining
C	Manufacturing	Manufacturing
D	Electricity, Gas, Water and Waste Services	Utilities
E	Construction	Construction
F	Wholesale Trade	Wholesale
G	Retail Trade	Retail
H	Accommodation and Food Services	Accommodation
I	Transport, Postal and Warehousing	Transport
J	Information, Media and Telecommunications	Media
K	Financial and Insurance Services	Financial Services
L	Rental, Hiring and Real Estate Services	Real Estate
M	Professional, Scientific and Technical Services	Professional Services
N	Administrative and Support Services	Administrative Services
O	Public Administration and Safety	Public Administration
P	Education and Training	Education
Q	Health Care and Social Assistance	Health Care
R	Arts and Recreation Services	Arts
S	Other services	Other

2 CUSTOMER SEGMENTATION

2.1 BUSINESS LIFECYCLE

The telephone interview began by asking some general questions about the business, including number of employees and when it was established. When asked to describe the status of the business, over half (56%) claim to be ‘Growing or expanding’, while four in ten (39%) are ‘Established, but not growing’. These results are in line with Wave 2.

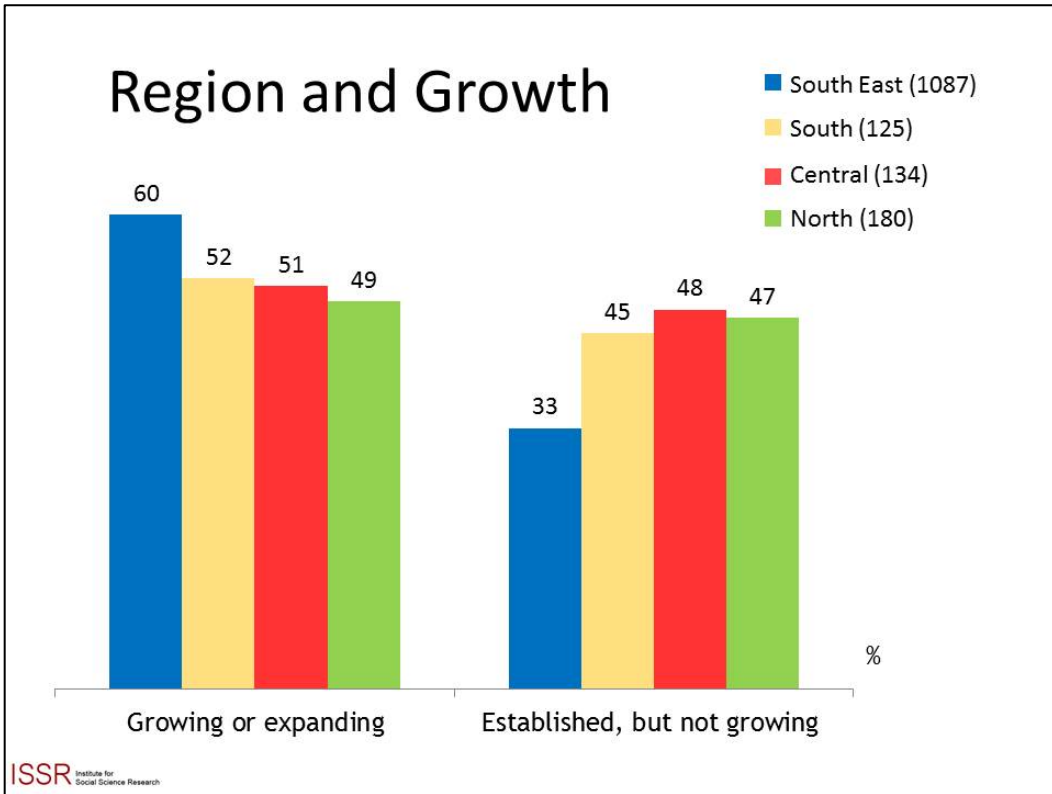
BIP users are more likely than average to be ‘Growing or expanding’ their business (67% compared with 55% of non BIP users). See Table 2.

Table 2

	Total (%)	BIP users (%)	Non-BIP Users (%)
Growing or expanding	56	67	55
Established, but not growing	39	26	40
Exiting, closing or being sold	2	1	2
Starting up	1	3	1
Something else	2	3	2
Base (n =)	Total (1528)	BIP users (179)	Not used BIP in last 12m (1349)

Variation by region can also be observed with those in the South East more likely than average to be 'Growing or expanding' (60% vs. 50% elsewhere). Only a third of businesses (33%) in the South East, describe their status as 'Established, but not growing' compared with almost half (48%) elsewhere in Queensland.

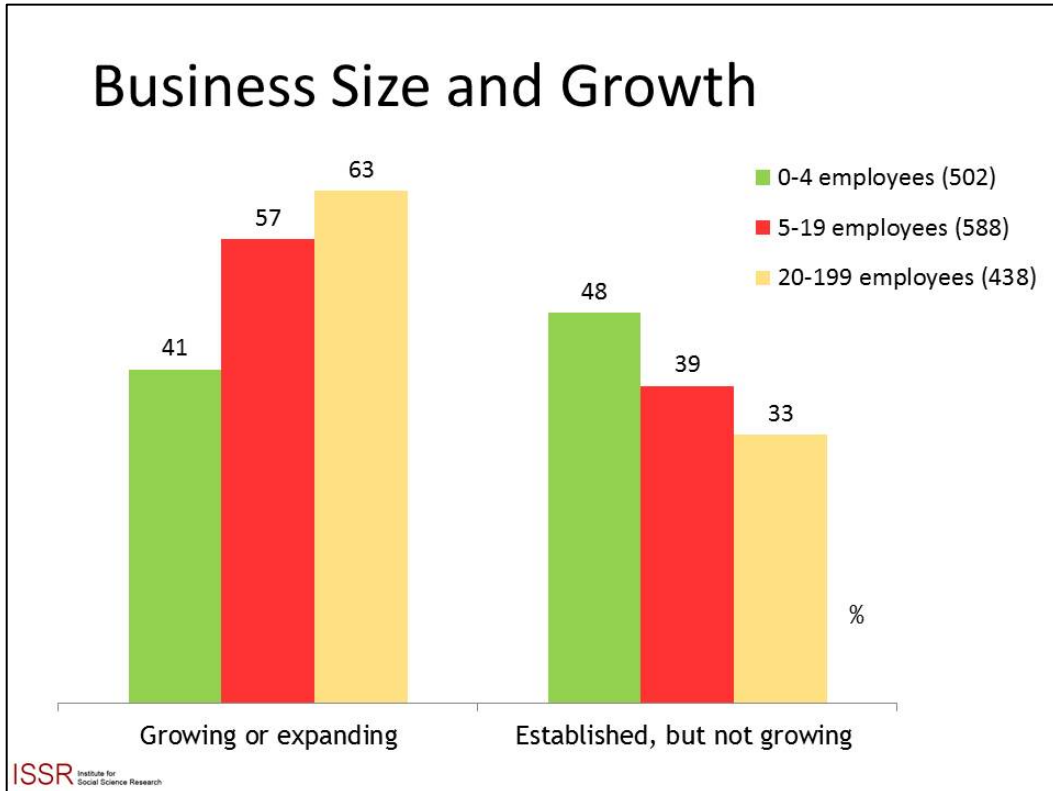
Chart 2



Q. Which of the following currently best describes the status of your business? Base: All businesses (n=1528)

Larger businesses are more likely to consider their business is growing: four in ten (41%) with 0-4 employees say that their business is currently growing, rising to around six in ten with 5-19 or 200-199 employees (57% and 63% respectively).

Chart 3



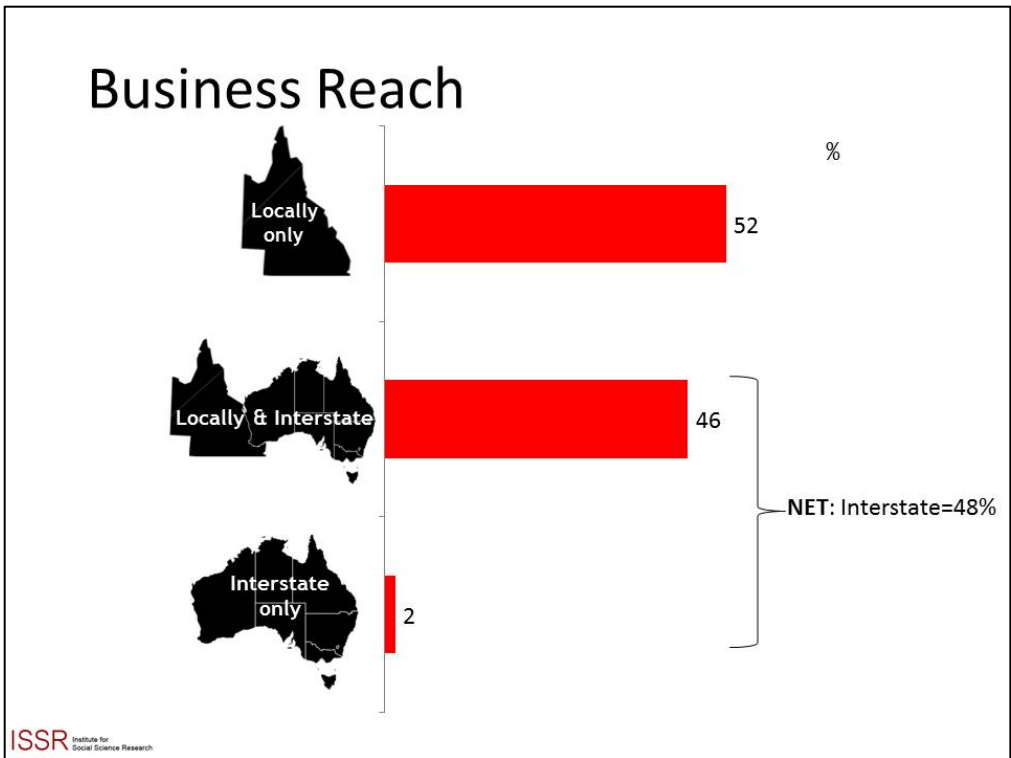
Q. Which of the following currently best describes the status of your business? Base: All businesses (n=1528)

More established businesses are more likely to be growing or expanding. Almost six in ten (57%) businesses aged six years or more state their business is 'Growing or expanding', compared with under half (48%) established within the past five years.

2.2 BUSINESS REACH

Almost half of businesses (48%) indicate that they operate interstate.

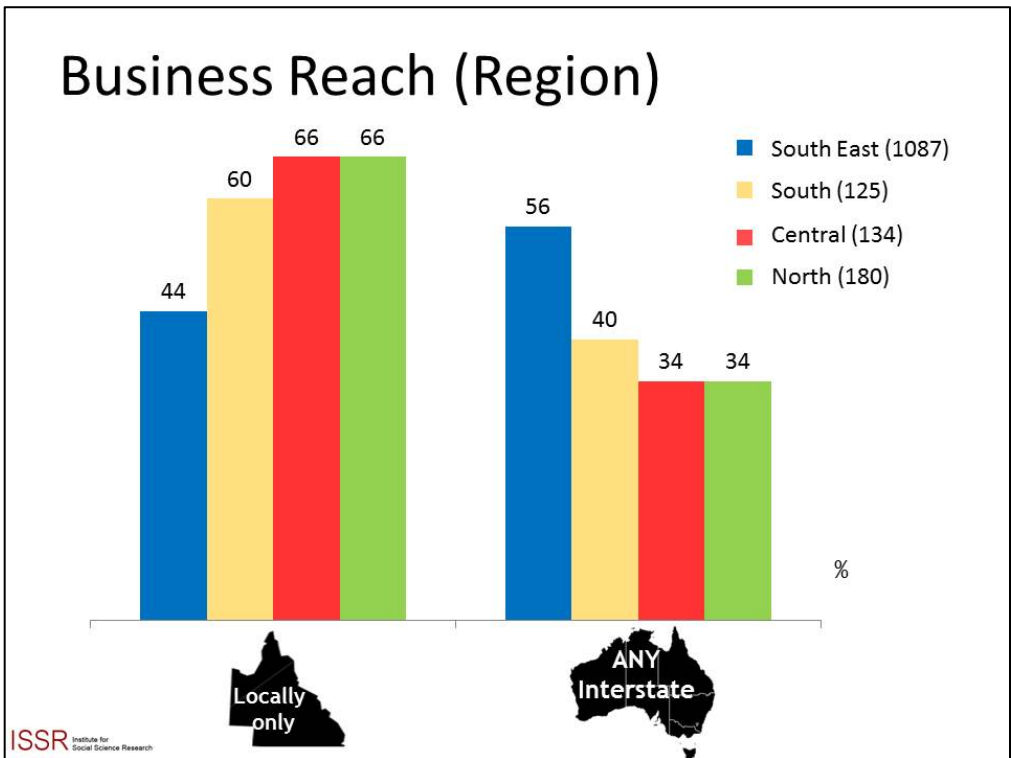
Chart 4



Q. Does your business operate locally, interstate or both? Base: All businesses (n=1528)

Businesses in South East Queensland are more likely to do so (56% vs 36% elsewhere).

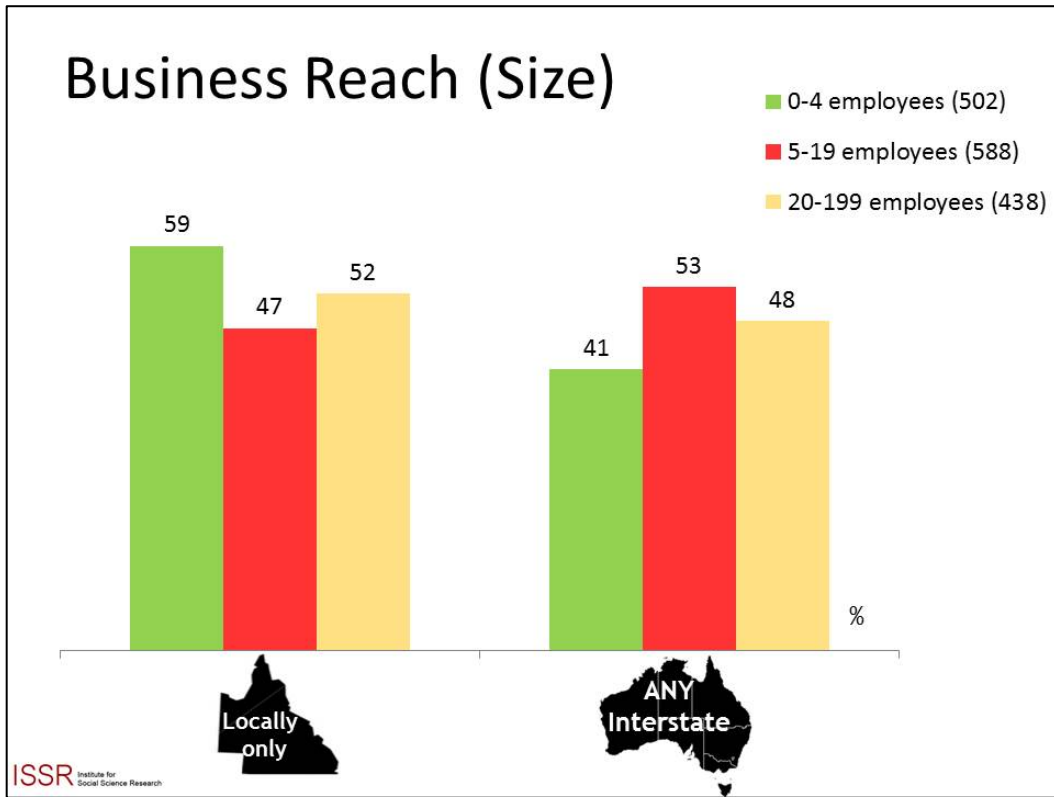
Chart 5



Q. Does your business operate locally, interstate or both? Base: All businesses (n=1528)

Businesses with at least five employees are more likely to have interstate business operations (50% compared with 41% with 0-4 employees).

Chart 6



Q. Does your business operate locally, interstate or both? Base: All businesses (n=1528)

3 QUEENSLAND GOVERNMENT ONLINE SERVICES

3.1 SUMMARY

More Queensland small businesses are accessing Queensland Government online services, most are satisfied with them, and few have difficulty finding what they need.

Awareness & Use

- Three quarters of businesses are aware that the Queensland Government offers online support and services for business (higher among larger and more established businesses)
- Over half say they have used Queensland Government websites in the operation of their business (again, increasing with business size and business age)
- Both awareness and use of Queensland Government online services for business continues to rise, wave on wave
- Users access the online services, on average, once a month (median = 12 times per year).

User Experience

- Almost half of users say it is easy, or very easy, to find what they are looking for via the Queensland Government online business services

Satisfaction

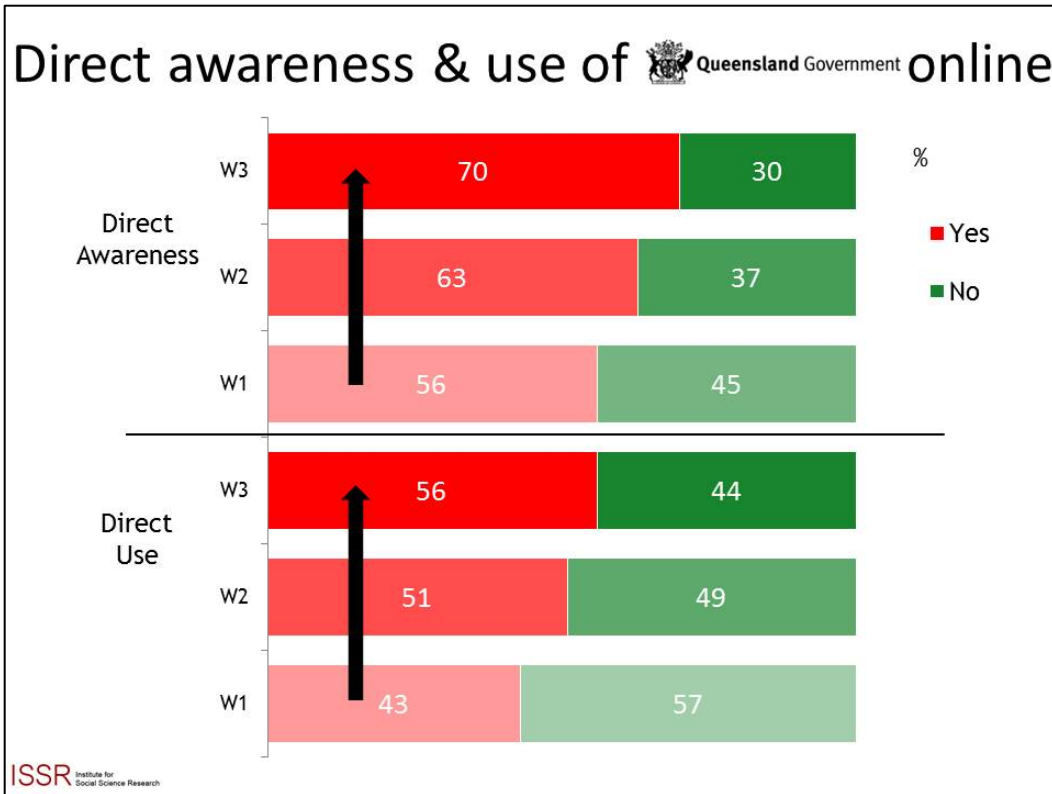
- Over half of businesses are satisfied, or very satisfied, (overall) with the online offerings for business from the Queensland Government (no change since Wave 2).

3.2 AWARENESS AND USE

Historically, both awareness and use of Queensland Government online services has been increasing among Queensland businesses since Wave 1 (2014) of the ISSR Customer Impact Survey.

Chart 7 displays the results for direct awareness. 'Direct Awareness / Use' is the percentage of businesses saying that they are aware of the online offerings from Queensland Government or have used any Queensland Government website in the operation of their business, when asked directly.

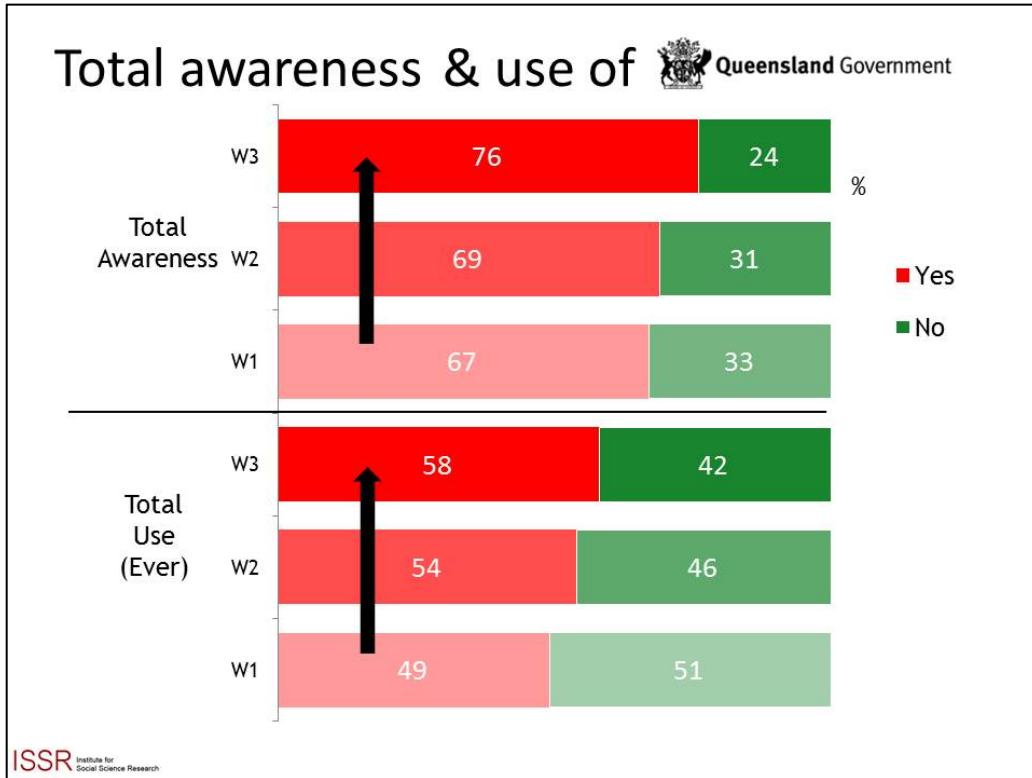
Chart 7



Q. Are you aware that QLD Government has a number of online sources of support and advice for businesses or that you can complete some business transactions with QLD Government online? Q. Have you ever used any QLD Government websites in the operation of your business? Base: All businesses (n=1528 in W3, n=1140 in W2, n=1204 in W1)

The 'Total awareness / use' figures combine 'Direct awareness / use' with businesses who mention awareness / use of the BIP website (including 'Liquor, Gaming or Racing' and 'Mining and Natural Resources'). This approach recognises that the BIP site fits under the Queensland Government online services umbrella.

Chart 8



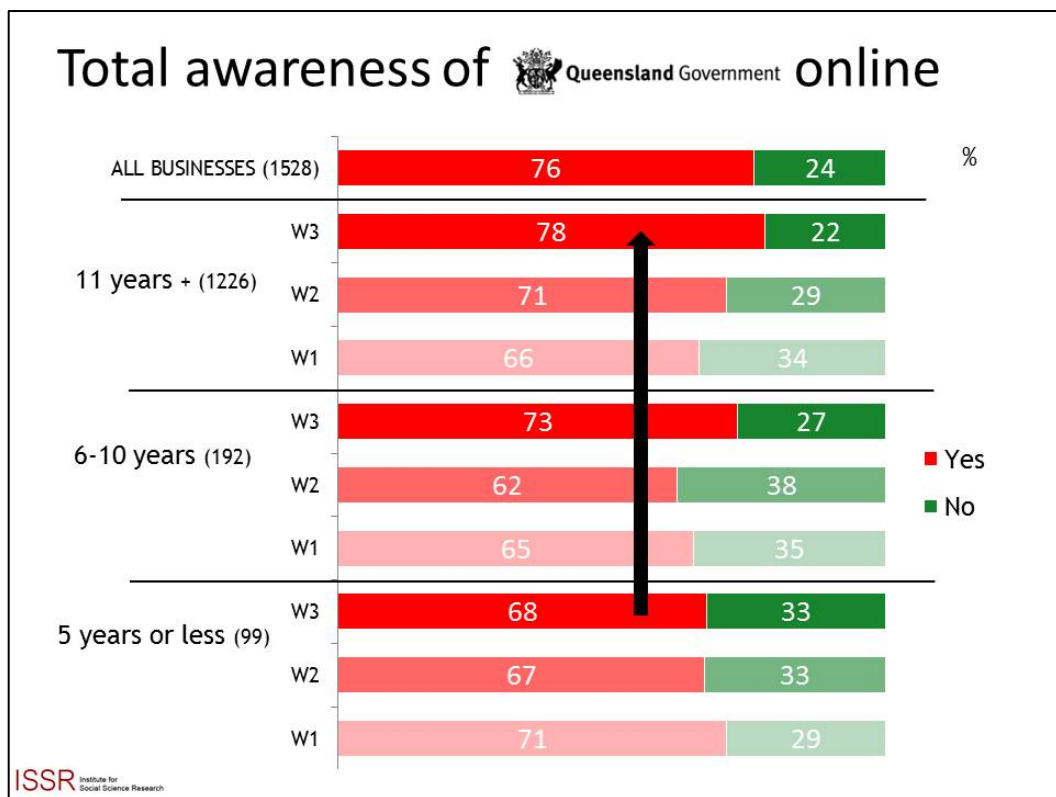
Q. Are you aware that QLD Government has a number of online sources of support and advice for businesses or that you can complete some business transactions with QLD Government online? Q. Before today, had you heard of the Business and Industry portal or website, which is the primary QLD Government website for business services? Q. Are you able to bring up the homepage at business.qld.gov.au? This is the main QLD Government business and industry website. Do you recognise the homepage? Q. Have you ever used any QLD Government websites in the operation of your business? Q. Have you ever used the main business and industry website, business.qld.gov.au? Base: All businesses (n=1528 in W3, n=1140 in W2, n=1204 in W1)

3.2.1 Awareness of QGOV online services

Three quarters of businesses (76%) are aware of Queensland Government online sources of support and advice for businesses. This includes those aware of BIP when asked directly. There is a significant increase since the direct comparison at Wave 2 (up from 69%). See Charts 7 and 8. Please note a questionnaire improvement at Wave 2 asking for confirmation of awareness among those saying 'Don't know' initially, which means the Wave 1 figures are not directly comparable.

Little variation by region or business size is evident. However, more established businesses (established more than five years ago) are more likely to be aware of online business services from the Queensland Government than those established within the past five years (77% and 68% respectively).

Chart 9



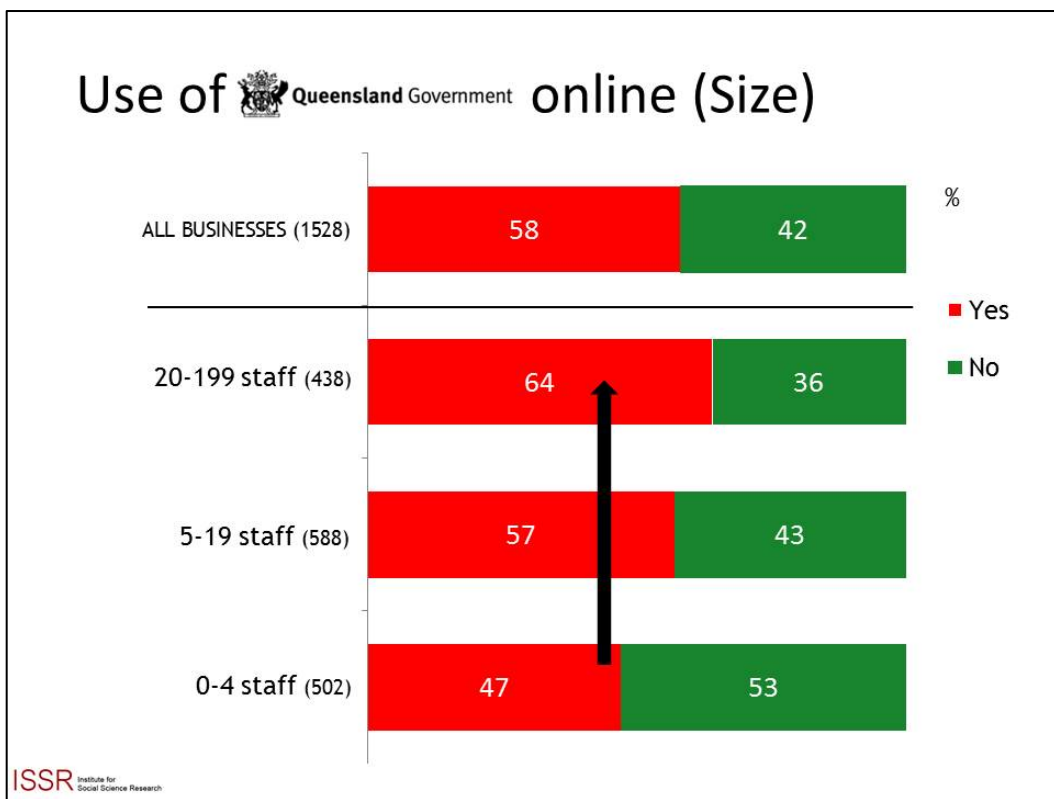
Q. Are you aware that QLD Government has a number of online sources and advice for business and that you can complete some business transactions with the QLD Government online? Q. Before today, had you heard of the Business and Industry portal or website, which is the primary QLD Government website for business services? Q. Are you able to bring up the homepage at www.business.qld.gov.au? This is the main QLD Government business and industry website. Do you recognise the homepage? Base: All business (n=1528 in W3, n=1140 in W2, n=1204 in W1)

3.2.2 Use of QGOV online services

When incorporating all businesses who cite that they have *ever* used a Queensland Government website, with those who have *ever* used BIP, almost six in ten businesses (58%) have used at least one Queensland Government website, for business purposes. Again, there is an observed increase since Wave 2 (up from 54%).

Use of Queensland Government online increases with business size, with larger businesses (20-199) significantly more likely to use services: 47 per cent of businesses with 0-4 employees have used online offerings from Queensland Government, 57 per cent with 5-19 and almost two thirds (64%) of businesses with 20-199 employees. This is displayed in Chart 10.

Chart 10



Q. Have you ever used any QLD Government websites in the operation of your business? Q. Have you ever used the main business and industry website, business.qld.gov.au? Base: All businesses (n=1528 in W3, n=1140 in W2, n=1204 in W1).

3.3 USER EXPERIENCE

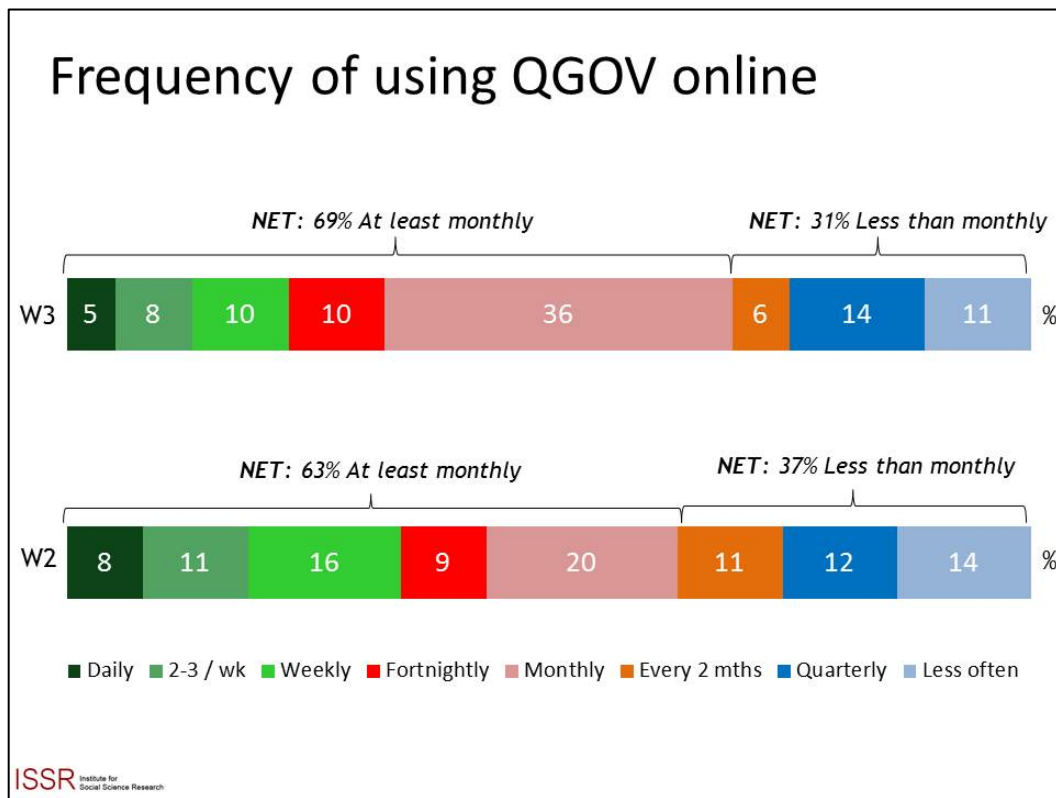
3.3.1 Frequency of using QGOV online services

Seven in ten businesses (69%) who have ever used Queensland Government online services in the operation of their business, are accessing services at least monthly.

Users are visiting Queensland Government online services an average of 12 times per year (median), which remains the same as at Wave 2. Looking at use across the four regions, the median number of visits per year is consistent across Queensland, with no significant variations by region.

The response codes were altered following the Wave 1 survey, so the results are not directly comparable with Wave 1.

Chart 11

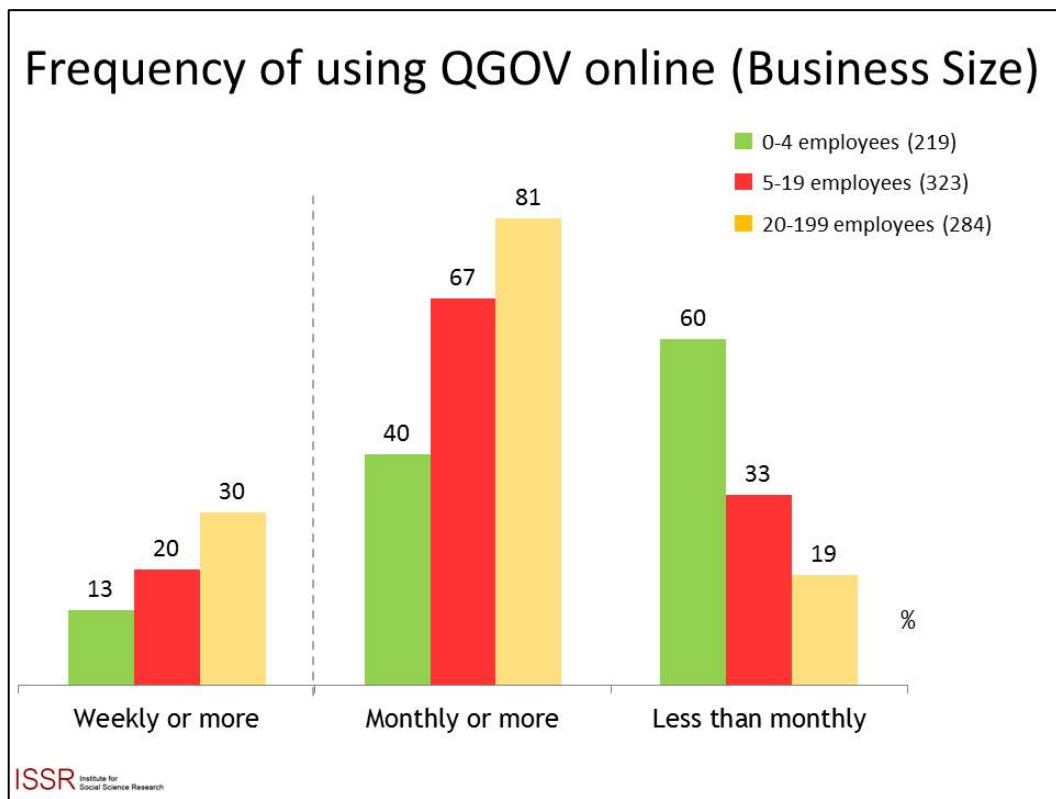


Q. Thinking about all of the QLD Government websites for business you have used, which of the following best describes how often you use QLD Government websites? Base: All who have used QLD Government online services for business (n=824 in W3, n=550 in W2)

As illustrated in Chart 12, frequency of use of Queensland Government online services is higher amongst businesses with more employees. Eight in ten (81%) businesses with 20-199 employees, who access the sites, do so at least monthly, compared with two thirds of businesses with 5-19 employees, and only two fifths of businesses with less than five employees. Weekly use of Queensland Government online services also reflects these variations by business size.

This variation is reflected in the average (median). Business users with 0-4 employees access the Queensland Government online services an average of four times a year (median), compared with the equivalent of once a month (12 times a year) for businesses with five or more employees.

Chart 12



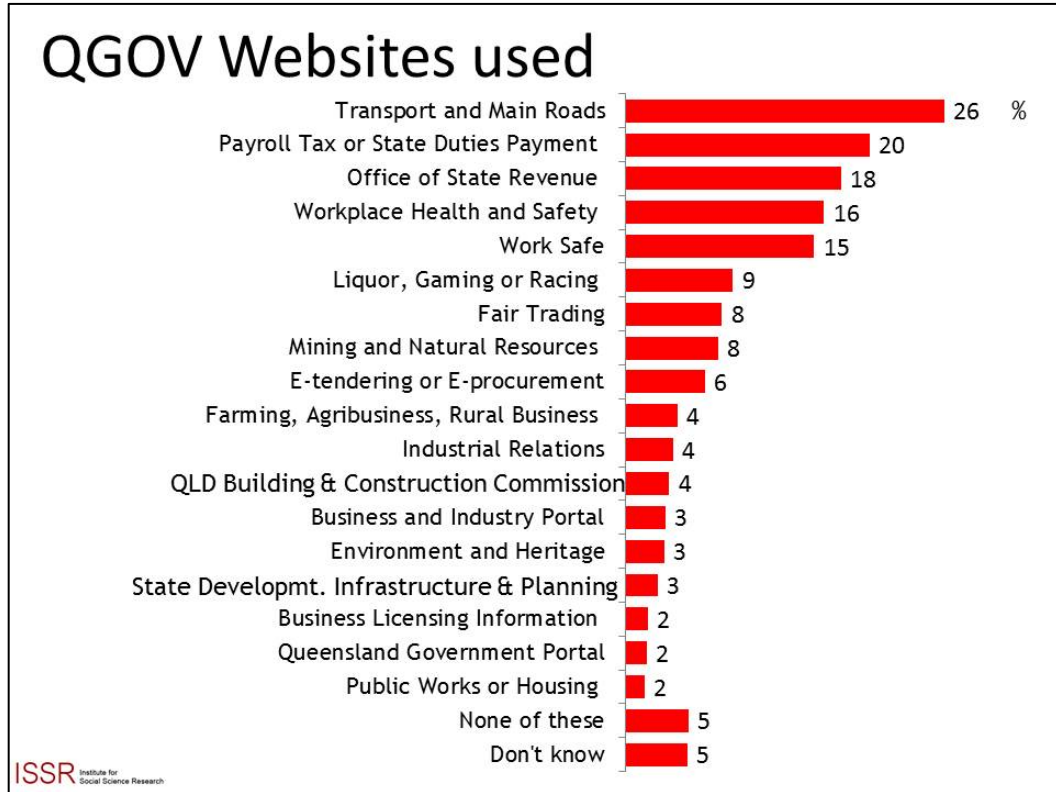
Q. Thinking about all of the QLD Government websites for business you have used, which of the following best describes how often you use QLD Government websites? Base: All who have used QLD Government online services for business (n = 824)

Less established businesses access the Queensland Government sites more frequently. Seventy eight per cent of those established within the last five years, visit at least monthly, compared with 68 per cent of businesses who have been established for 6 years or more.

3.3.2 QGOV Websites used

Chart 13 displays all websites mentioned spontaneously by two per cent or more of businesses who have used Queensland Government online services for business.

Chart 13



Q. In the last 12 months, which QLD Government websites have you used? Base: All who have used QLD Government online services for business (n = 824)

‘Transport and Main Roads’ is the most commonly used Queensland Government website cited by one quarter, while ‘Payroll Tax or State Duties Payment’ was mentioned by one in five.

‘Payroll Tax or State Duties Payment’ is more popular in the South, mentioned by one in three (33%). Businesses that have ever used BIP (and answered this question) reported higher mentions of the Payroll Tax site (32%) compared with businesses that have not used BIP (17%).

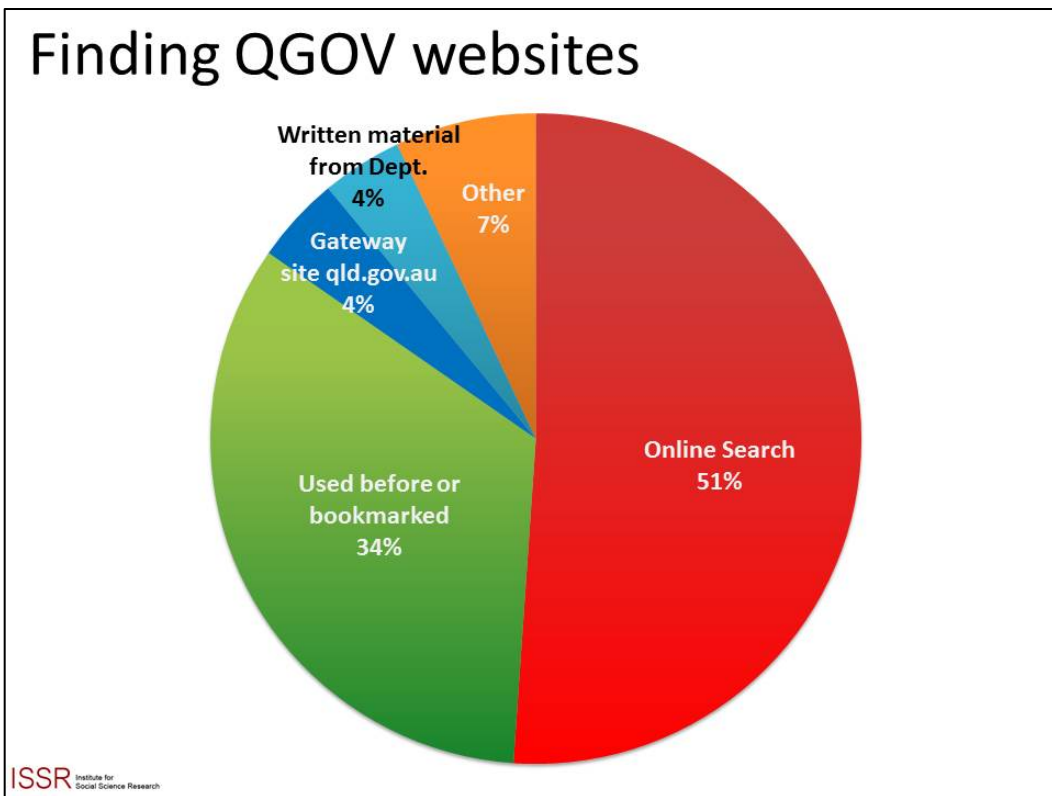
Usage of the Payroll Tax website (osr.qld.gov.au) increases with business size with four per cent of businesses with 0-4 employees, 19 per cent with 5-19 employees and a quarter (26%) with 20-199 employees, having used the site. The same is true for business age: only four per cent of less established businesses (≥ five years) use the site, compared with 15 per cent aged 6-10 years and 21 per cent of more established businesses who started out 11 years ago or more.

3.3.3 Source of Awareness of QGOV online services

The main way users typically look for the Queensland Government website they need for their business, is to search for it online (51%). One in three (34%) already know it because they have used it before, or saved it as a bookmark or favourite. This increases with business size (22% with 0-4, 31% with 5-19 and 39% per with 20-199 employees) and business age (17% of businesses aged 5 years or less, 25% aged 6-10 years and 36% of businesses aged 11 years or more).

A minority believe they have discovered the online offerings via written material from the department or via the Gateway website qld.gov.au (both 4%).

Chart 14



Q. I am going to read you a list of options and I would like you to tell me the main way in which you typically look for the Queensland Government website you need for your business interactions? Base: All who have used QLD Government online services for business (n=824)

3.3.4 Ease of Sourcing Information from QGOV online

Few businesses have difficulty finding the information they need from Queensland Government online services with fifteen per cent indicating it is 'Very difficult' or 'Difficult'.

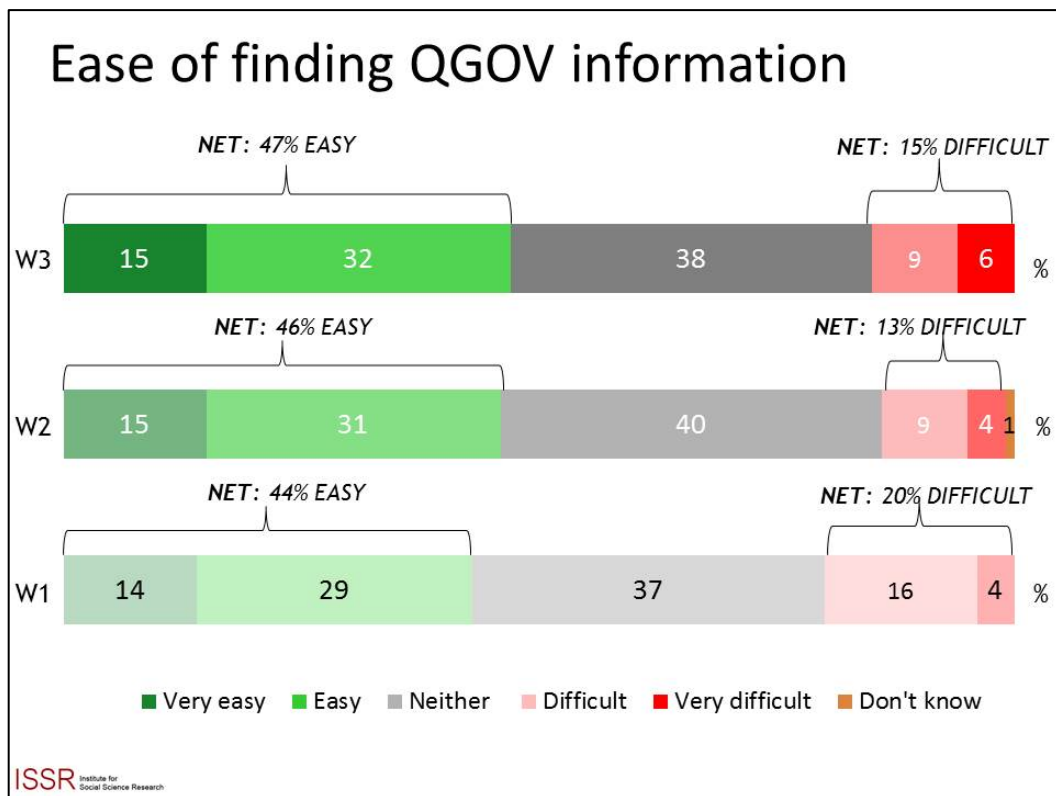
The proportion considering the process easy to some extent (either 'very easy' or 'easy') increases with business size: 37 per cent with 0-4 employees, up to around half with 5-19 and 20-199 employees (46% and 51% respectively).

Over half of those who use the Queensland Government online services at least monthly (52%) consider the process to be either 'very easy' or 'easy', compared with just over a third (37%) who are using the site less often.

Ease of finding what is needed from Queensland Government online services is higher among businesses that answered this question, and have ever used BIP. 58 per cent rate the process either 'very easy' or 'easy', compared with less than half (44%) of businesses who use government websites but when asked directly, had not used BIP.

The overall proportions have remained similar since Wave 1, see Chart 15.

Chart 15



Q. How easy or difficult is it for you to find the business services you need from QLD Government online?
 Base: All who have used QLD Government online services for business (n=824 in W3, n=550 in W2, n=485 in W1)

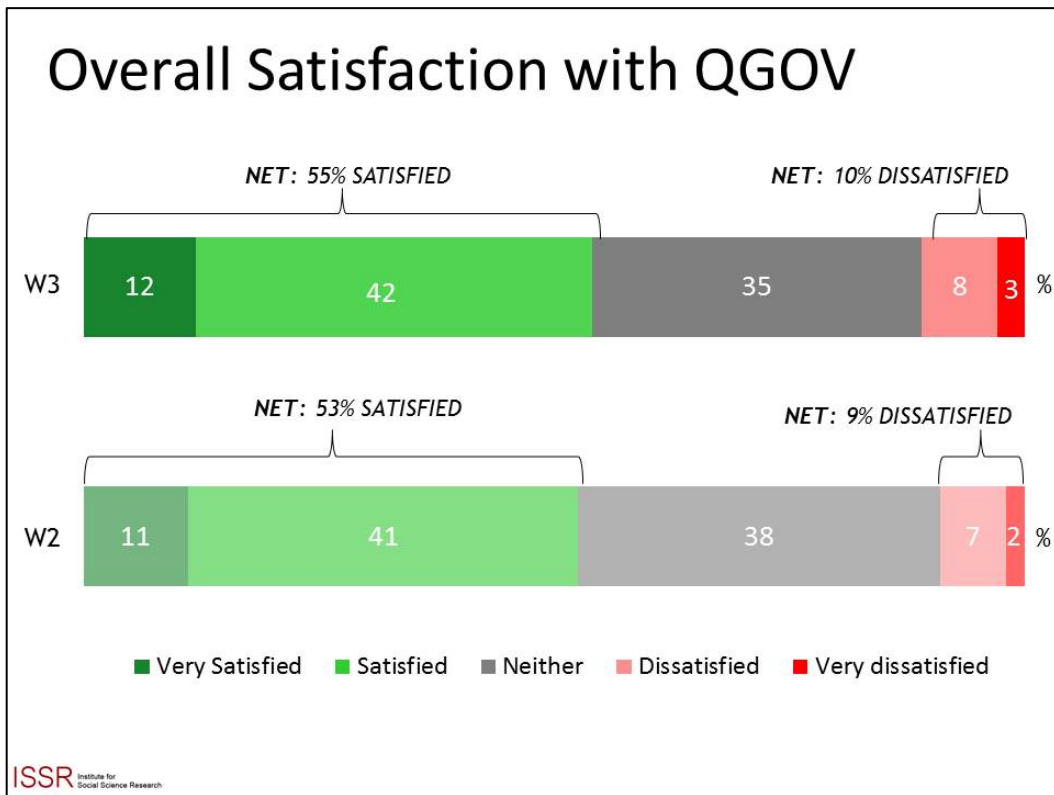
3.4 SATISFACTION

Since Wave 2, businesses have been asked to rate their overall satisfaction with the Queensland Government online services they have used in the last 12 months. One in eight businesses are 'Very satisfied', while a further two fifths make up the 55 per cent in the combined 'Satisfied' group.

These results are similar to Wave 2 and the previous wording (ratings of 'Poor / Fair / Good / Very good / Excellent') do not allow for direct comparisons with Wave 1.

There are no significant variations by region, business size or business age.

Chart 16



Q. Thinking of all of QLD Government online services for businesses you have used in the last 12 months, how satisfied or dissatisfied are you with them overall? Base: All who have used QGOV websites for business (n=824 in W3, n=550 in W2)

4 BUSINESS INDUSTRY PORTAL (BIP)

4.1 SUMMARY

Looking now at the main Queensland Government business and industry website, an increase in awareness has been observed, though use remains stable.

Awareness & Use

- Two fifths of businesses are aware of BIP
- 'Aware, but not used BIP' group is growing. Half of these businesses source information elsewhere
- As well as other Queensland Government and non-Government websites, non-BIP users commonly cite getting information from accountants or business advisors as a reason for non-use
- Total usage in last 12 months remains unchanged (one fifth)
- BIP users access the site, on average, once a quarter (median = 4 times per year)

User Experience

- All users access BIP via a laptop or PC
- Almost three in ten BIP users access the site via a tablet or smartphone
- BIP users rate the website highly for learning outcomes
- Seven in ten businesses save time by using BIP, while a quarter save money. One in five BIP users save money avoiding professional advice
- Two thirds have increased industry knowledge as a result of using BIP

Satisfaction

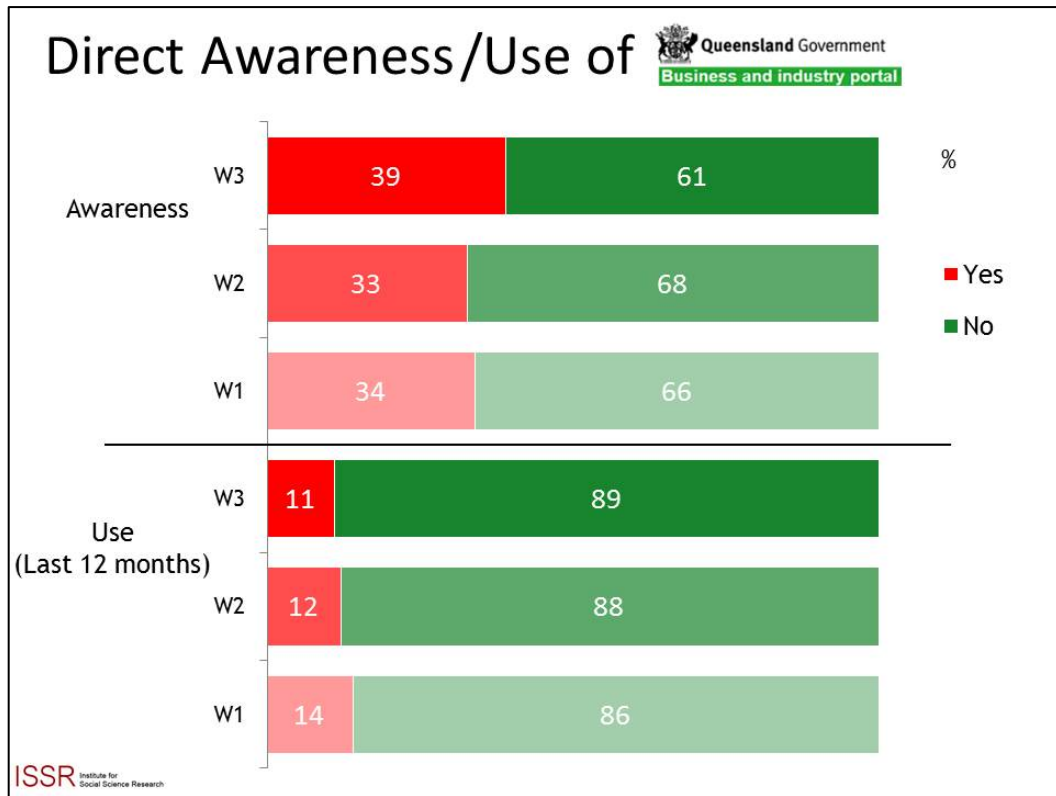
- Overall satisfaction is up to 76 per cent either 'very satisfied' or 'satisfied'
- Almost all would use BIP again (similar to Waves 1 and 2).

4.2 AWARENESS AND USE

The awareness of BIP among Queensland businesses has risen since Wave 2, with no significant change in the proportion of businesses using the site.

Chart 17 displays the results for direct awareness. This is the percentage of businesses saying that they are aware of, or have used the BIP website in the last 12 months.

Chart 17



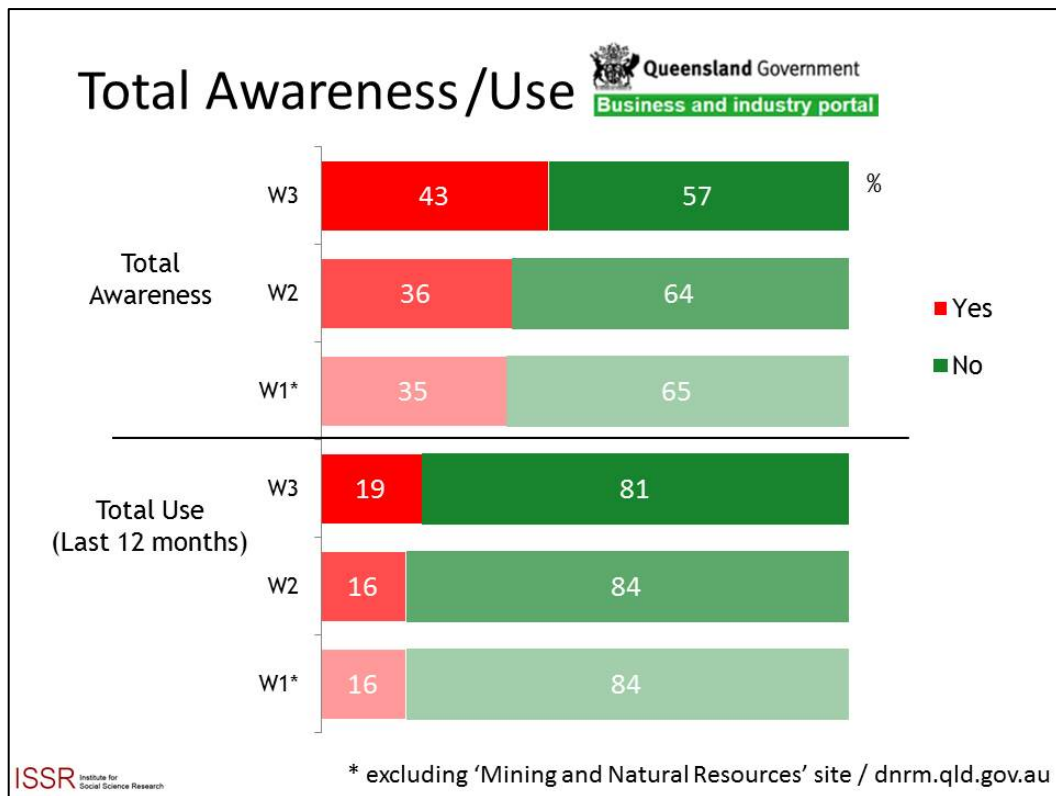
Q. In the last 12 months, which Queensland State Government websites have you used? Q. Before today, had you heard of the Business and Industry Portal or website, www.business.qld.gov.au, which is the primary QLD Government website for business services? Q. Do you recognise the homepage? Q. Have you ever used the main QLD Government business and industry website? (n= 1528 in W3, n=1140 in W2, n=1204 in W1)

4.2.1 Awareness of BIP

Over two fifths of businesses are aware of the BIP online offering. This uses ‘Total awareness’ and takes into consideration businesses who spontaneously mention use in the last 12 months of the Business and Industry Portal (business.qld.gov.au), ‘Liquor, Gaming or Racing (olgr.qld.gov.au)’ or ‘Mining and Natural Resources (dnrm.qld.gov.au)’. The latter two sites are part of the BIP site, although respondents may not have been aware they were visiting BIP.

When combining and comparing these figures in the same way for Waves 1 and 2, this is a significant increase (35% and 36% respectively). It is important to note that ‘Liquor, Gaming or Racing’ was migrated to the BIP website after the Wave 1 fieldwork (in September 2014), while ‘Mining and Natural Resources’ has been part of the BIP site throughout the fieldwork periods, although migration of the different areas has been staggered over time.

Chart 18

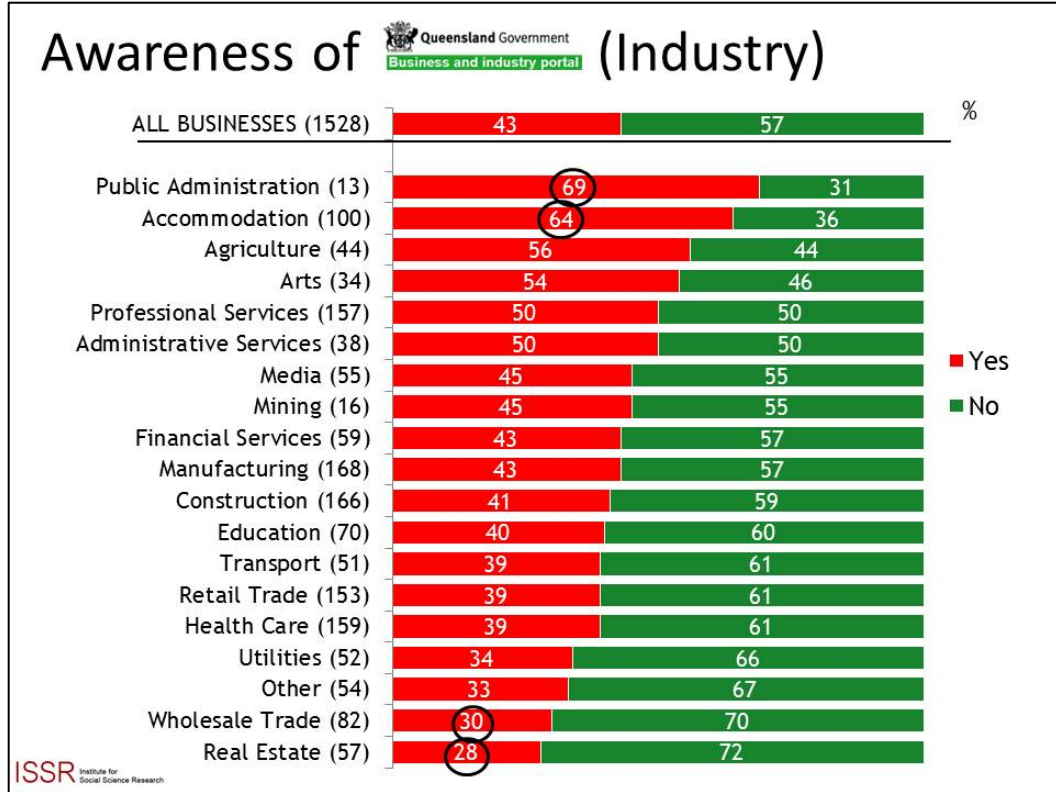


Q. Before today, had you heard of the Business & Industry Portal or website, business.qld.gov.au, which is the primary QLD Government website for business services? Q. Do you recognise the homepage? Q. Have you ever used the main QLD Government business and industry website? Q. Approximately when did you last use the main business and industry website? Q. In the last 12 months, which QLD State Government websites have you used? A. 02 Business & Industry Portal / 11 Liquor, Gaming or Racing (olgr.qld.gov.au) / 12 Mining & Natural Resources (dnrm.qld.gov.au). Base: All businesses (n= 1528 in W3, n=1140 in W2, n=1204 in W1)

BIP awareness is fairly consistent across the regions in Queensland and by business age. However, awareness is higher among businesses with 20-199 employees. Four in ten businesses (38%) with 0-19 employees are aware of BIP, compared with half of businesses (50%) with 20-199 employees.

Some variation can be noted by industry. Businesses within public administration and accommodation sectors are more likely than average to be aware of BIP (69% and 64% respectively) while those in the wholesale and real estate industries are less likely (30% and 28% are aware of the site). Small sample sizes do not allow for detailed industry analysis across all sectors. See Chart 19.

Chart 19



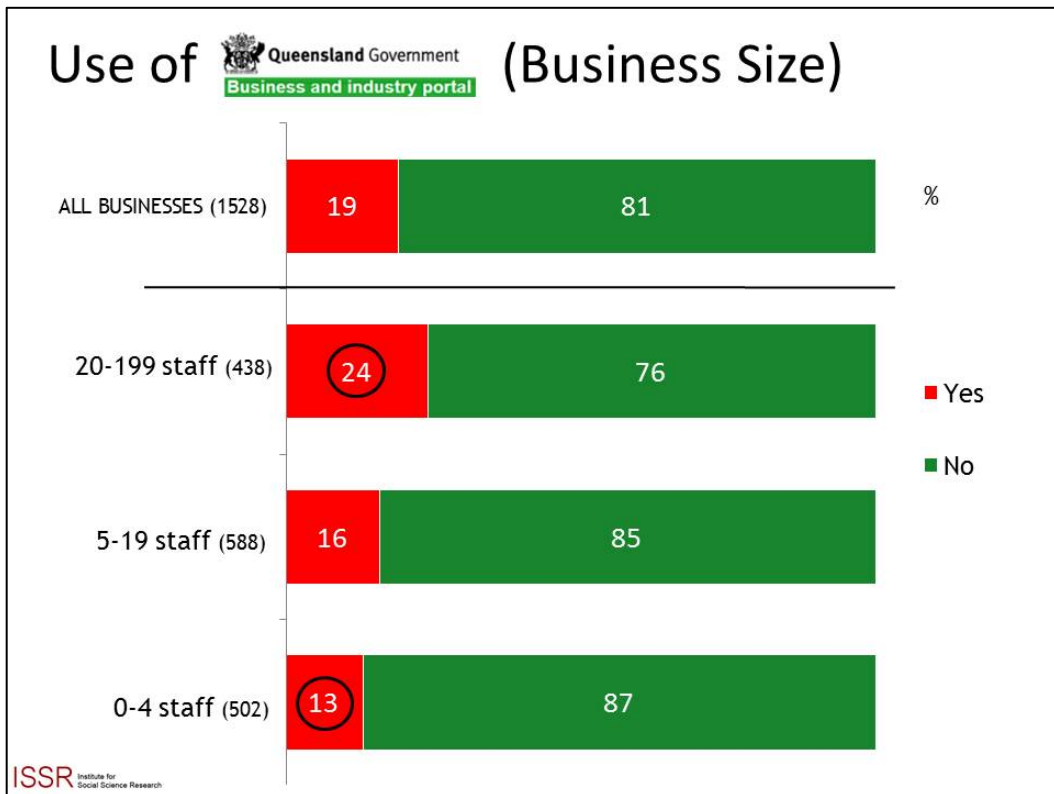
Q. Before today, had you heard of the Business & Industry Portal or website, business.qld.gov.au, which is the primary QLD Government website for business services? Q. Are you able to bring up the homepage? Q. Do you recognise the homepage? Q. Have you ever used the main QLD Government business and industry website? Q. In the last 12 months, which QLD State Government websites have you used? A. 02 Business & Industry Portal / 11 Liquor, Gaming or Racing (olgr.qld.gov.au) / 12 Mining & Natural Resources (dnrm.qld.gov.au). Base: All businesses (n= 1528 in W3, n=1140 in W2, n=1204 in W1)

4.2.2 Use of BIP

Businesses who are starting out or re-starting are more likely to use the BIP website (38% and 37% respectively). There is only a small number of businesses in the sample that are closing, so a comparison with this group is not possible.

There is no significant variation by region. BIP use varies by business size. Use in the last 12 months is lowest amongst small businesses with less than five employees; 13 per cent (only 10% among solo operators with no staff), rising to a quarter of businesses (24%) with 20 or more employees.

Chart 20

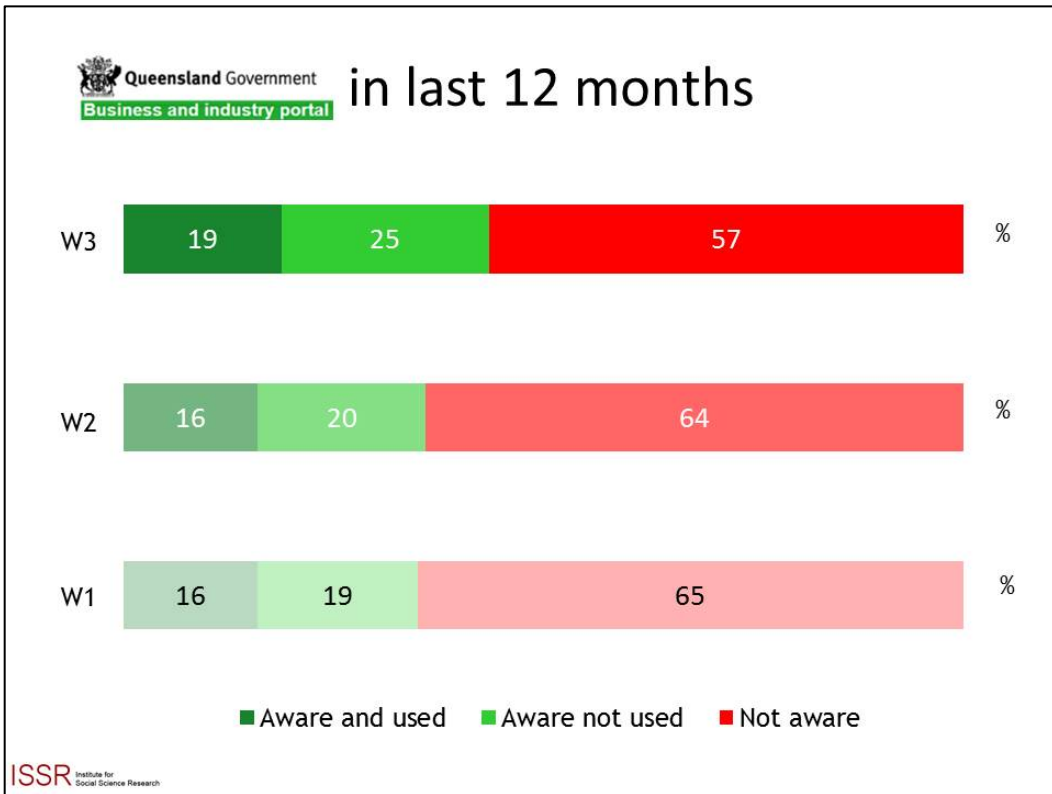


Q. In the last 12 months, which QLD State Government websites have you used? Q. Approximately when did you last use the main business and industry website? Base: All businesses (n=1528)

4.2.3 Aware of but not used BIP

As illustrated in Chart 21, a quarter of businesses (25%) are aware of BIP but have not used the website in the last 12 months. This has increased since Wave 2. There is little variation in this group by any of the key business characteristics.

Chart 21

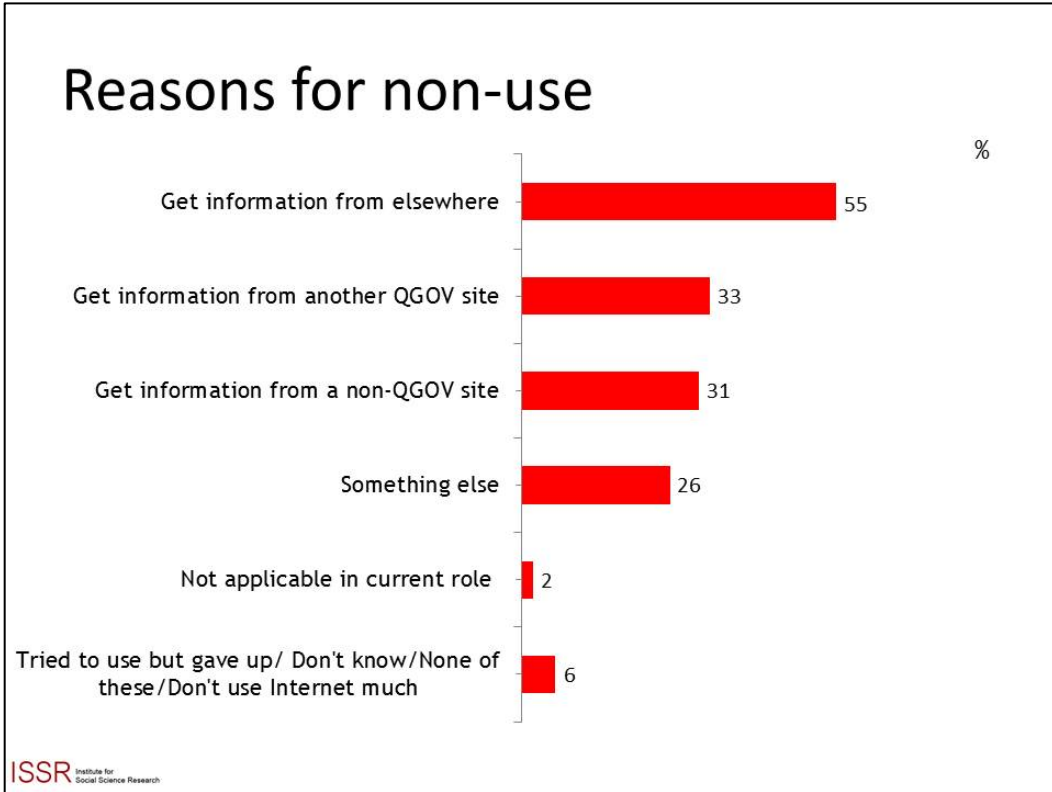


Q. In the last 12 months, which QLD State Government websites have you used? Q. Are you able to bring up the homepage at www.qld.business.gov.au? This is the main Queensland Government business and industry website. Do you recognise the homepage? Q. Have you ever used the main QLD Government business and industry website? Q. Approximately when did you last use the main business and industry website? Q. Base: All businesses (n=1528 in W2, 1140 in W2, 1204 in W1)

4.2.4 Reasons for Non-Use

The group of businesses who are aware of BIP and who have not used the site, were asked which reasons best describe why they have not used the site. The majority of this group (55%) indicate they are getting information from somewhere else. One in three (33%) quote another Queensland Government site as a preferred source, while a similar proportion (31%) mention a non-Queensland Government website.

Chart 22



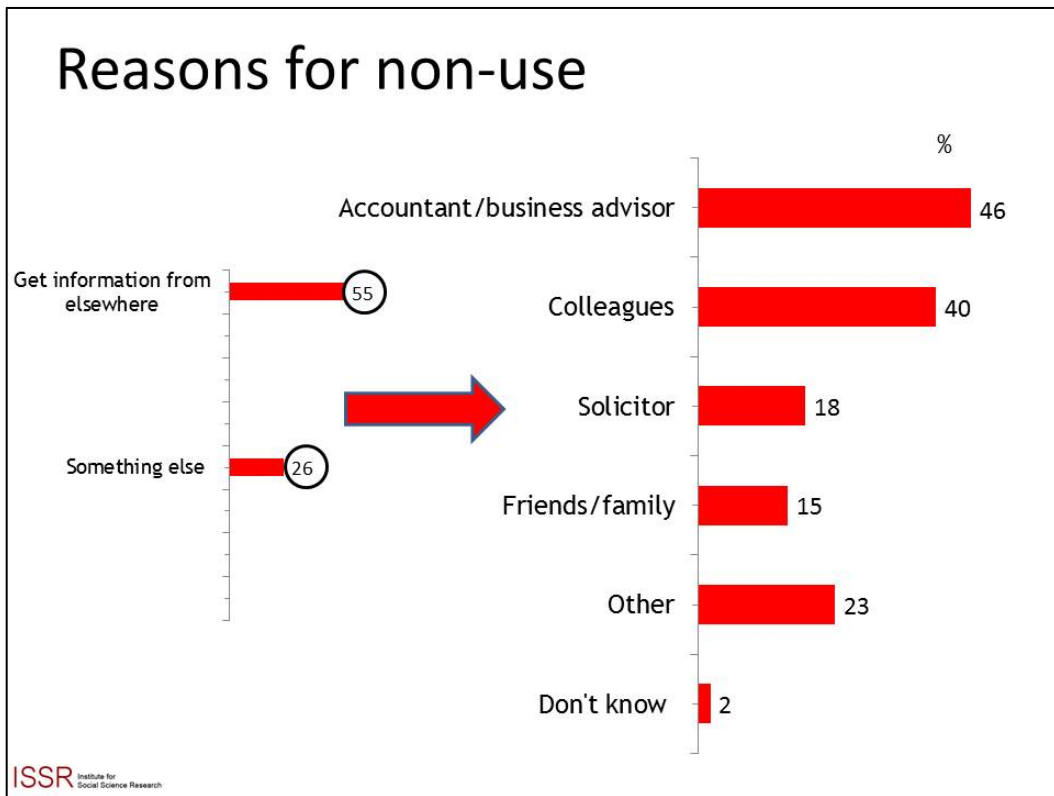
Q. Which of the following reasons, if any, best describe why you have not used the main business and industry website? Base: Non BIP users aware of BIP (n=376) UNWEIGHTED

The responses in 'something else' include mentions of government departments, industry group associations and business advisors. This was explored further, with those businesses who mention another source asked a subsequent question to identify the sources used.

To ease comparisons with the preceding question, the following figures have been rebased on all non-BIP users aware of BIP. As shown in Chart 23, almost half (46%) of this group get the information they need from an accountant or business advisor, instead of using the BIP site. Four in ten cite colleague(s) as a source, while almost one in five (18%) consult a solicitor, rather than using the BIP website.

The remaining answers in 'other' include industry group associations and google / online searches.

Chart 23



Q. Which of the following reasons, if any, best describe why you have not used the main business and industry website? Base: Non BIP users aware of BIP (n=376) UNWEIGHTED

4.2.5 Source of BIP Awareness

Six in ten businesses aware of BIP heard about the website online (via a search engine or a link somewhere). Almost a quarter (23%) became aware of the site through word of mouth, while a fifth specify face to face contact (including a Queensland Government service counter). A further one in five businesses became aware of BIP from attending a seminar or conference (19%).

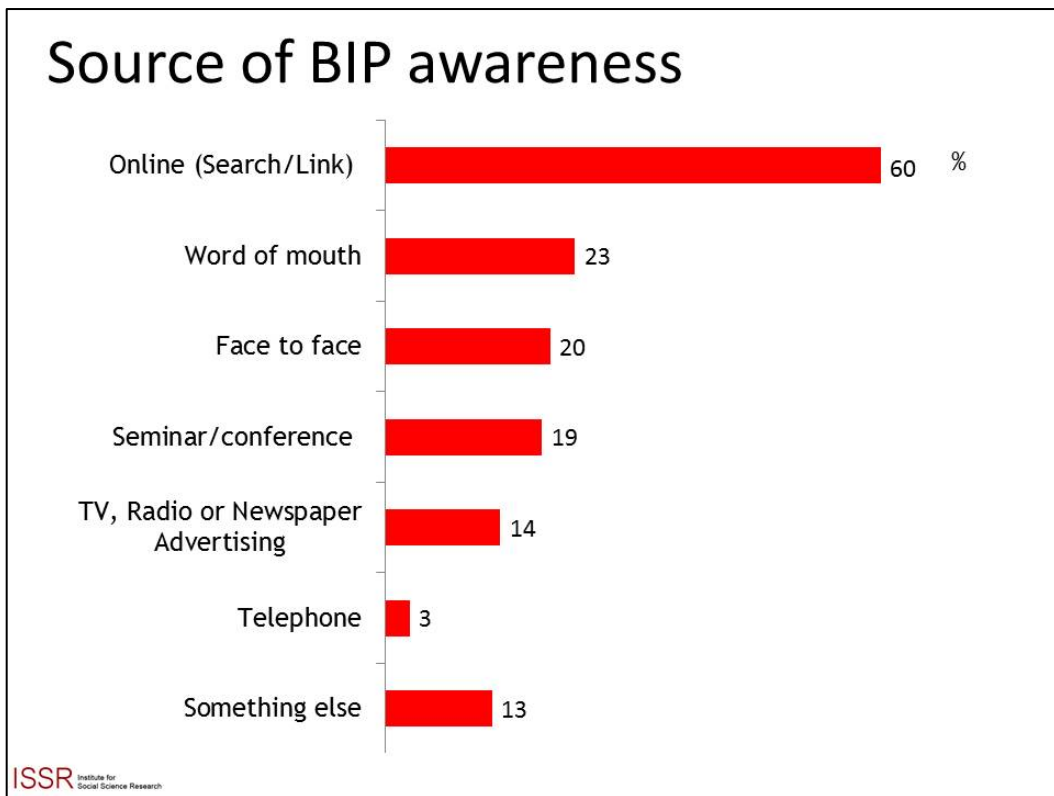
There are no notable differences in awareness by business size, business age or region.

The answers in 'something else' include:

“Followed a link from another website”

“Obtained it from a Queensland Government employee / telephone service”.

Chart 24



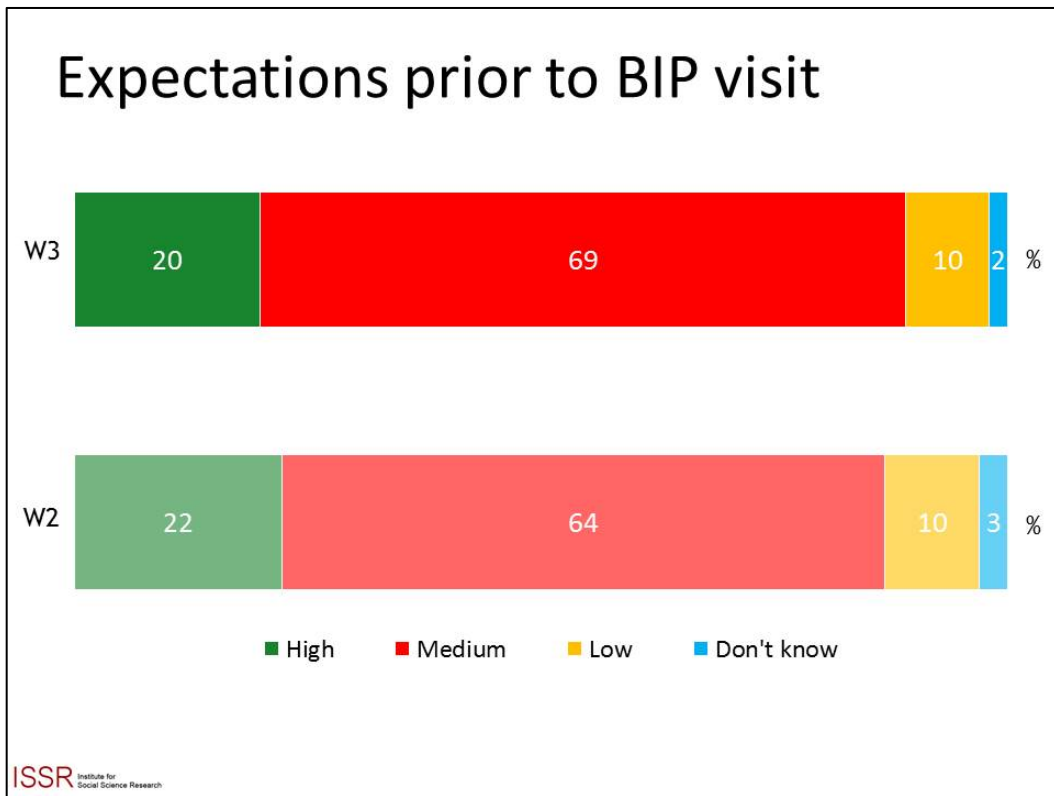
Q. How did you hear about the main Business and Industry website? Base: All aware of BIP (n=598)

4.2.6 Expectations prior to most recent visit

Business expectations of the BIP website have not changed since Wave 2, when this question was introduced.

The majority of businesses (69%) report having ‘medium’ expectations before their most recent visit. One in five businesses had high expectations of the site, while nine per cent of BIP users had low expectations.

Chart 25

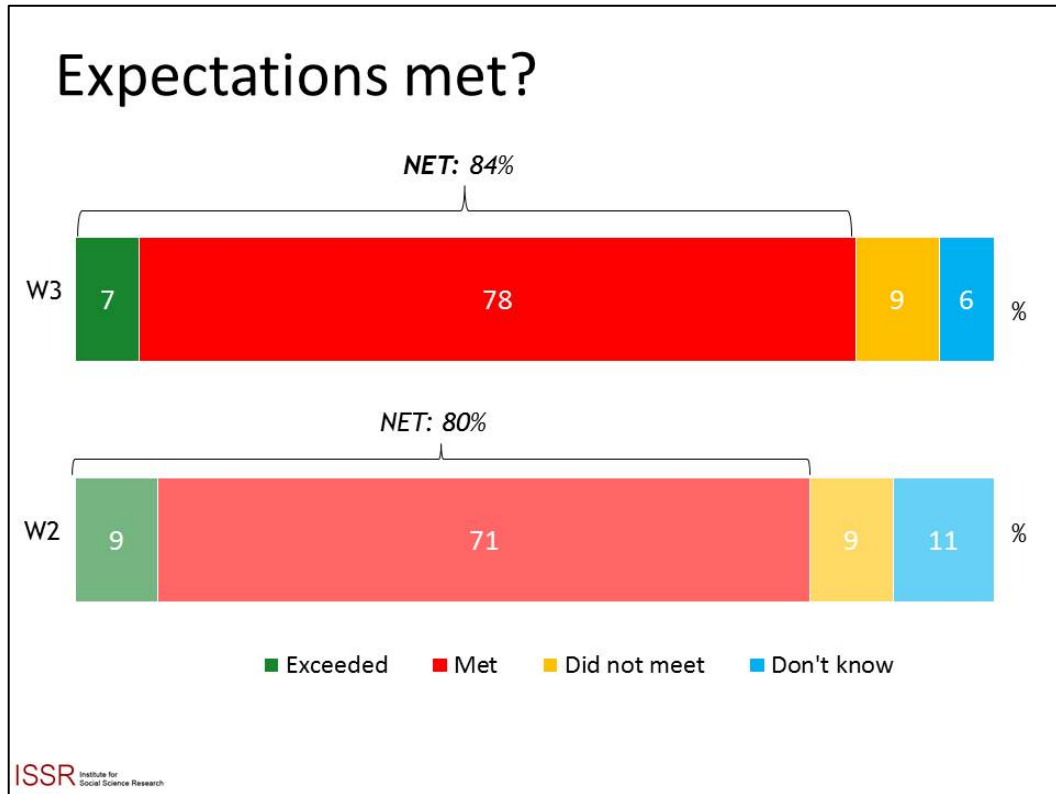


Q. Still thinking about the last time you used the main business and industry website, which of the following best describes your expectations beforehand? (n = 179 in W3, n = 117 in W2) UNWEIGHTED

4.2.7 Expectations following most recent visit

A measure of how the BIP site is performing is whether or not these expectations were met. When referring to the last time they used the BIP website, more than eight in ten users (84%) indicated that their expectations were met, or exceeded. This result is similar to Wave 2.

Chart 26



Q. Thinking about the last time you used the main business and industry website, which of the following best describes how well the site met, or did not meet your expectations overall? Would you say it...? (n=179 in W3, n=117 in W2) UNWEIGHTED

4.2.8 How expectations met

There are two main themes when businesses are asked how their expectations had been exceeded: the ability to easily find the information they need and the type and/or detail of the information.

“It was easy to find the information I wanted”

“By the array of information about business start-ups, protocol to launch and release new products into the national market, starting importing/exporting, and information regarding developing business plans”

Among those whose expectations were not met, the two main topics were around the site containing insufficient or unclear information which did not meet their needs and difficulty navigating or finding what they were looking for.

“Trying to find the form I needed, I found it very difficult to navigate my way through to get where I needed”

“It’s vagueness. It left me a bit confused afterwards because of not getting the answers I was after, especially in regards to workplace health and safety”

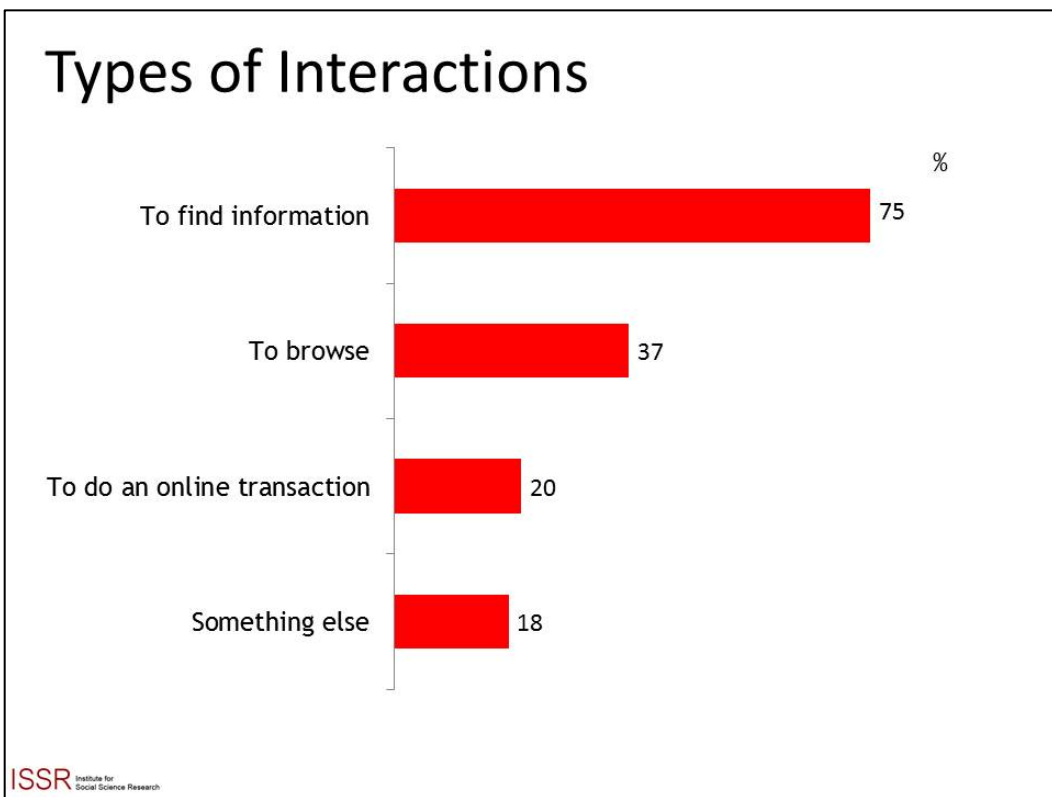
4.2.9 Types of Interactions with BIP

Thinking about their last visit to the BIP website, three quarters of users access the site to look for information (for themselves or someone else). Almost two fifths ‘browse’ while around a fifth (20%) visit BIP to complete an online transaction (for example, apply for something).

The answers in ‘something else’ include:

- Licensing
“The paperwork required for certain licensing”
- Employment
“About employment contracts”
- Grants
“Access the grant portal”

Chart 27



Q. Thinking about the last time you used the main business and industry website, what was the main reason for your visit? Base: All BIP users (n = 179) UNWEIGHTED

4.3 USER EXPERIENCE

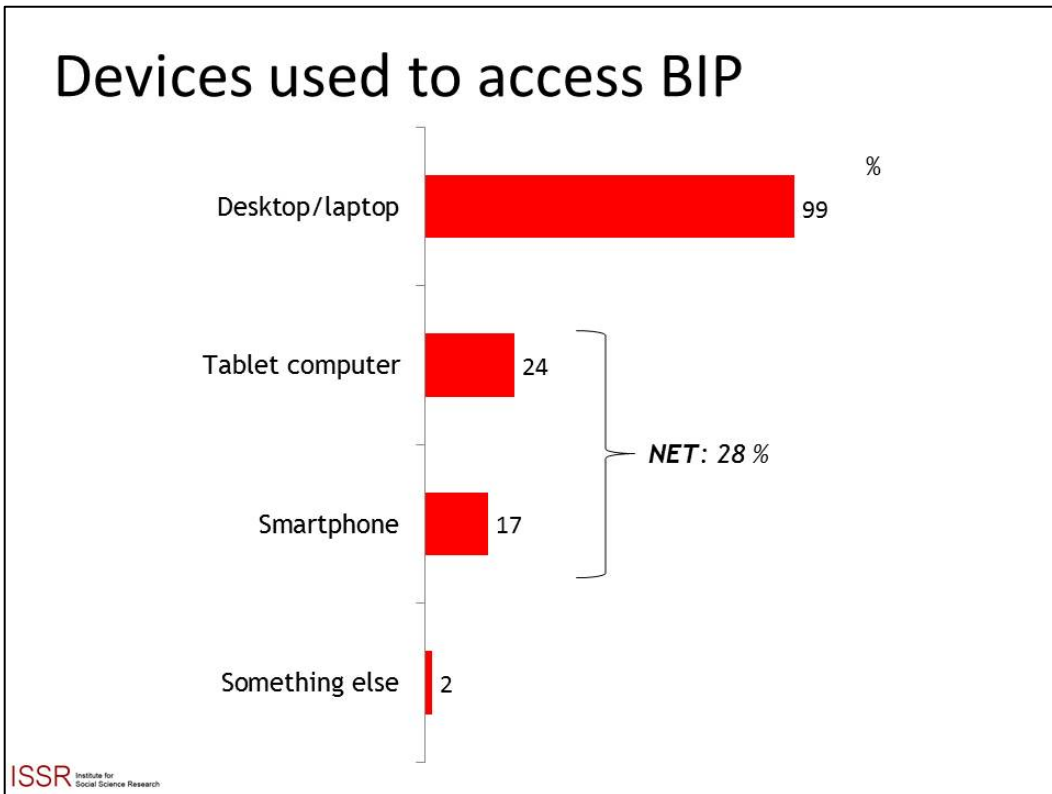
This section of the report explores how businesses are engaging with Queensland Government via the BIP website. These results can assist Queensland Government with strategies to help businesses better connect with the large range of services available to them.

4.3.1 Navigation

4.3.1.1 Access by device

Virtually all businesses access the BIP website on their desktop or laptop (as per Wave 2). Almost three in ten (28%) are also using a tablet or smartphone to do this. Tablet use is slightly higher (24%), with the smartphone use slightly lower (17%). One in eight (13%) BIP users use both of these channels and access the site interchangeably.

Chart 28



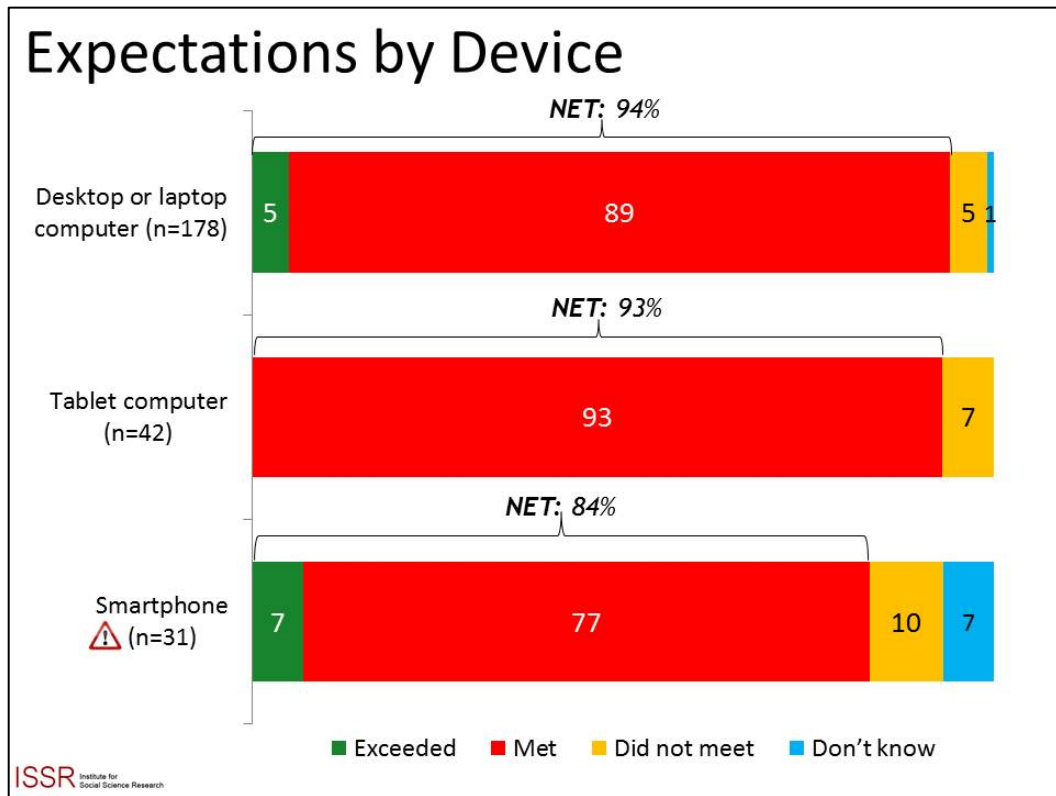
Q. Which of the following do you ever use to access the main QLD Government business and industry website? (n = 179) UNWEIGHTED

4.3.1.2 Expectations and Satisfaction by device

Although it appears users are less likely to have had their expectations met or exceeded when accessing the BIP site via a smartphone, compared with a desktop or laptop, the difference is not significant (the sample size is small).

It is worth noting however, that no more than one in ten businesses, across the channels, claim their expectations are not met.

Chart 29



Q. Which of the following best describes how well the main QLD Government business and industry website met or did not meet your expectations, when accessing it using a desktop or laptop computer, a tablet computer, a smartphone (e.g. iPhone or android)? Base: All who have accessed the BIP site via the device (n=178/42/31) UNWEIGHTED

When asked to rate satisfaction with the way the BIP site could be accessed via the first channel of their choosing: three quarters (76 per cent) are satisfied to some extent ('very satisfied' or 'satisfied'). Only three per cent are 'very dissatisfied' or 'dissatisfied'.

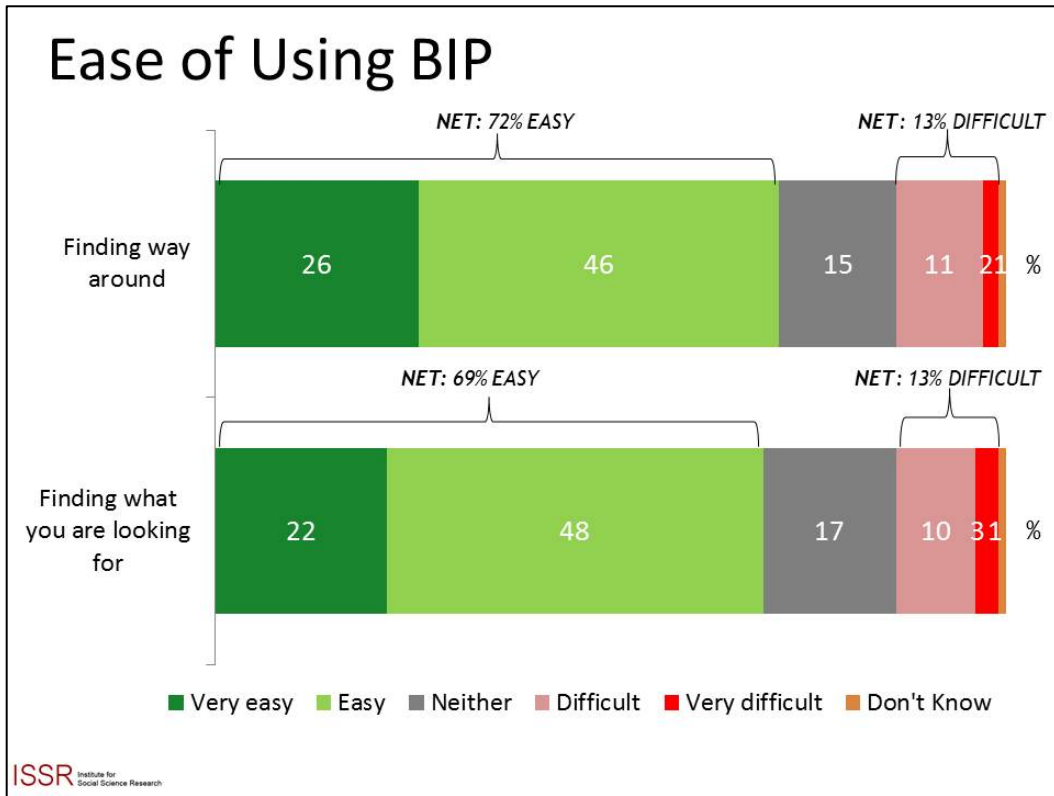
To provide some context, these proportions are in line with overall satisfaction of using the BIP site (76 per cent 'Satisfied' to some extent, see section 4.4.2) and higher than the overall ratings for Queensland Government online services (see section 3.4).

4.3.1.3 Ease of Navigation

Attitude statements were included in the survey to gauge opinion on particular aspects of the BIP website. These included ease of navigating the site and finding the information needed.

Seven in ten BIP users claim it is easy to some extent ('very easy' or 'easy') to find their way around or get what they were looking for (72% and 69% respectively). However, the proportion who find it 'very difficult' or 'difficult' to get around the site is one in eight (13%), while one in eight cite difficulty finding what they are looking for. These are areas for development to attempt to decrease the proportion of users finding navigation of the site difficult.

Chart 30



Q. Thinking about the last time you used the main Queensland Government business and industry website, can you please tell me how easy or difficult you found going each of these tasks? Base: All who have used BIP (n = 179) UNWEIGHTED

4.3.1.4 Satisfaction with Navigation

Seven in ten BIP users are satisfied with the navigation of the site in some way, three in ten of these are 'very satisfied'. The survey shows that most businesses are satisfied with the navigation, with only seven per cent dissatisfied to some extent ('very dissatisfied' or 'dissatisfied').

However, nearly a quarter of businesses answer 'neither satisfied nor dissatisfied'. This group are also less likely to have found it easy to source what they were looking for or find their way around the BIP site (41% and 37% respectively found the process 'very easy' or 'easy', vs. seven in ten of all BIP users). See section 4.3.1.

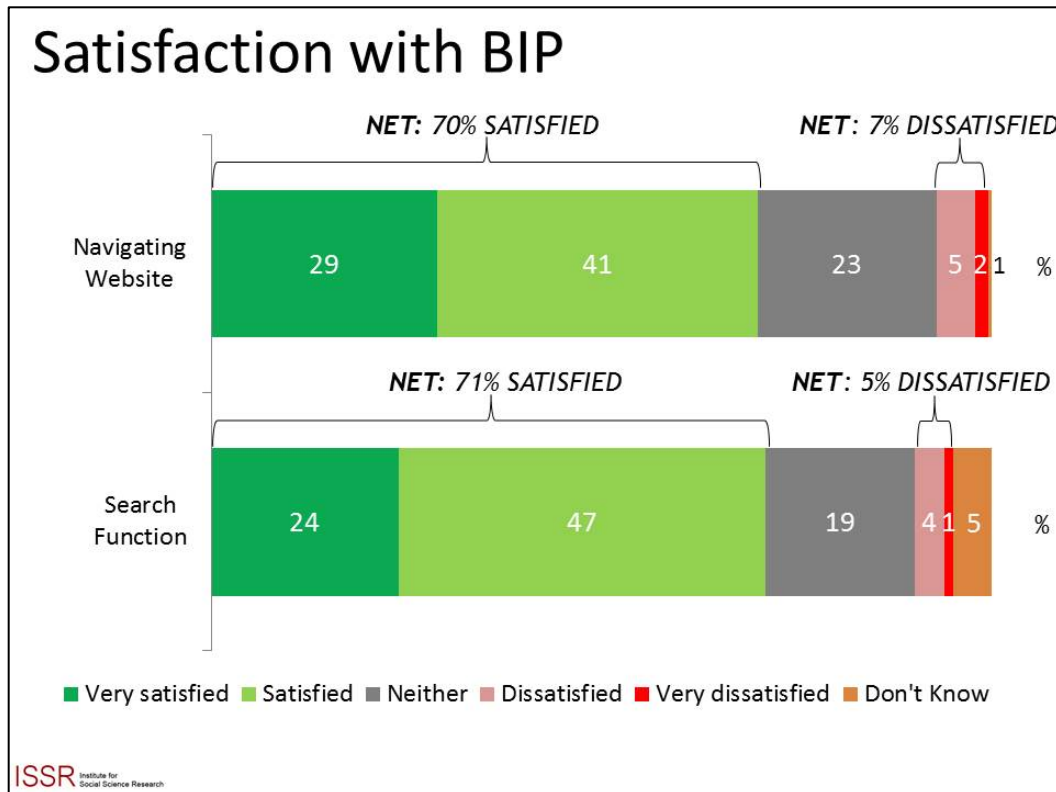
Coupled with the one in eight users finding navigation of the site difficult to some extent, there are some issues around the general navigation of the website.

Moving on to other features of the site, seven in ten users (71%) are satisfied with the BIP search function to some extent ('very satisfied' or 'satisfied'). This is comparable with Wave 2 (61%).

Although only seven per cent of users respond that they are dissatisfied with the site navigation, when including businesses who cite 'neither satisfied nor dissatisfied' it can be observed that three in ten are *not* satisfied with the navigation.

This reiterates the point made earlier identifying navigation as a focus for development.

Chart 31



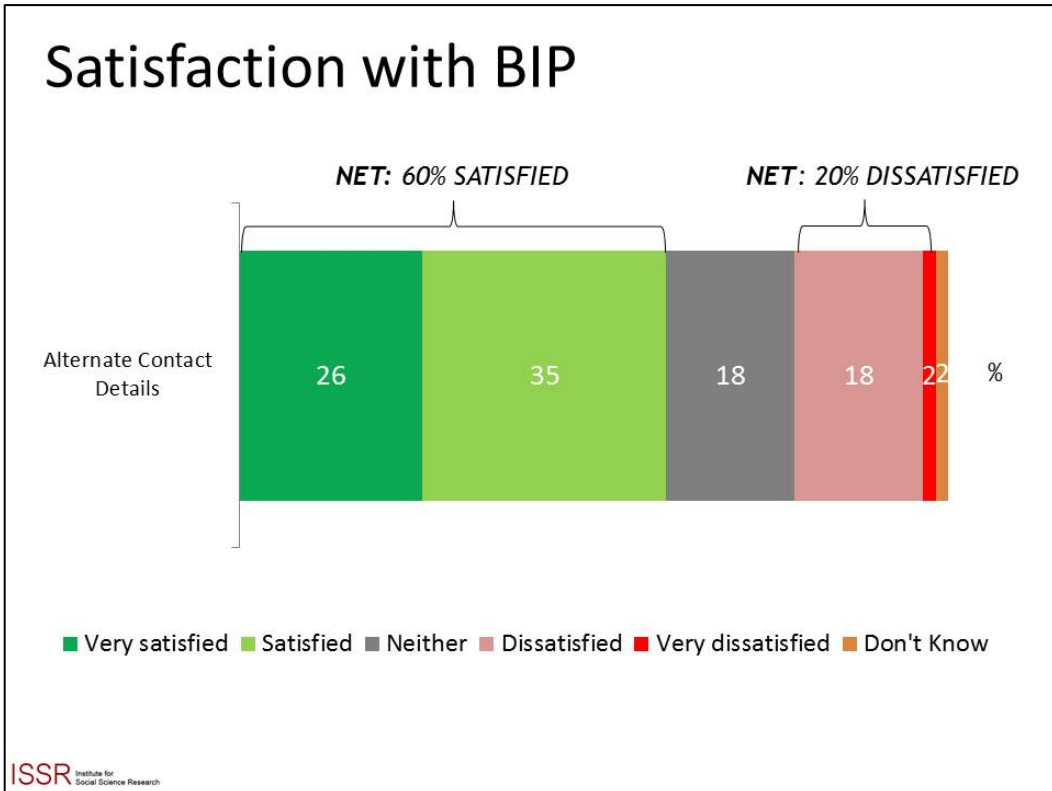
Q. Can you please tell me how satisfied or dissatisfied you are with the following elements thinking about the last time you used the main business and industry website. Base: All who have used BIP (search function n = 172, navigation, n=179) UNWEIGHTED

4.3.1.5 Alternative contact details

Following their last visit, three in ten BIP users (31 per cent) claim they needed alternative ways of getting in contact with the Queensland Government (e.g. a telephone number or email address).

This group were asked to rate their satisfaction with the provision of alternative contact details. Six in ten of these went on to report satisfaction (a quarter 'very satisfied'). However, a fifth are dissatisfied, to some extent, which equates to around six per cent of all BIP users.

Chart 32

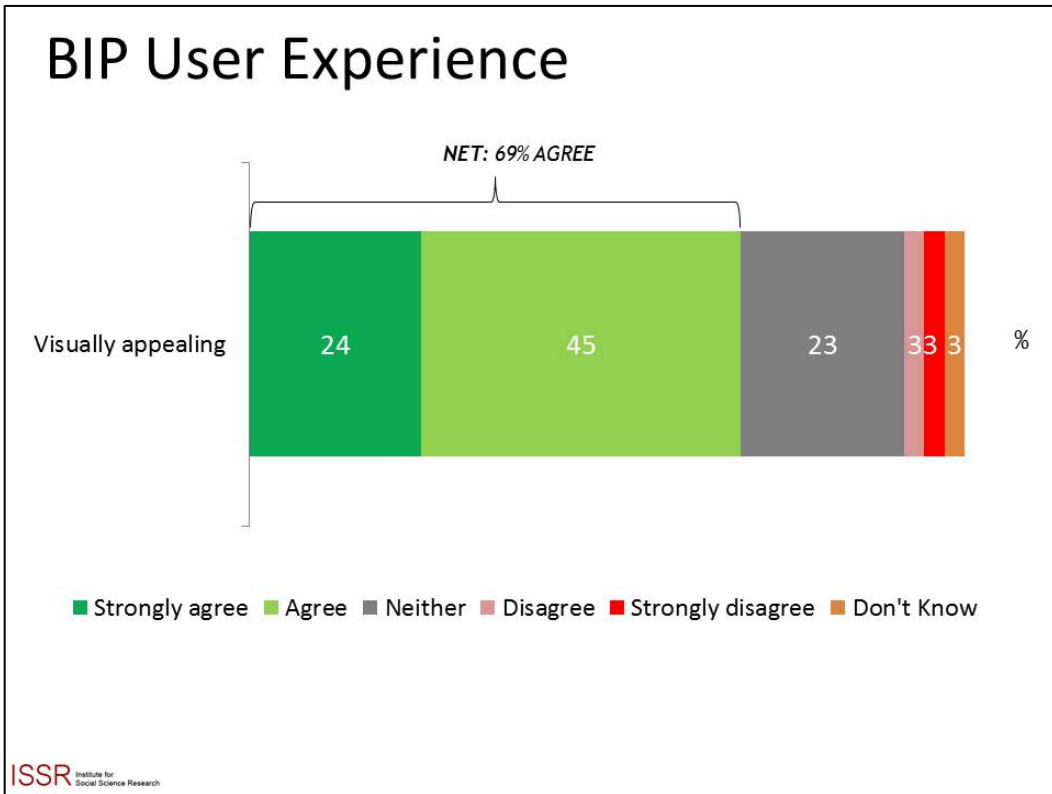


Q. Can you please tell me how satisfied or dissatisfied you are with the following elements thinking about the last time you used the main business and industry website. Base: All who have used BIP (alt. contact details n=55) UNWEIGHTED

4.3.2 Appeal

The majority of businesses agree that the site is visually appealing and an increase has been observed since Wave 2 (from 57%). However, this rating is ranked the lowest of the five statements discussed (69 per cent 'strongly agree' or 'agree').

Chart 33



Q. Thinking about the last time you used the website, can you please tell me how much you agree or disagree with each one? (n=179) UNWEIGHTED

4.3.3 Ideas for BIP

Regardless of whether or not a business had used the BIP site, they were asked to provide ideas for services or information that would be useful for themselves and their business. Responses were recorded verbatim to retain the richness of the comments.

The verbatim comments were analysed using a text analysis software program called "Leximancer®". Leximancer® is an automated content analysis tool capable of identifying concepts from the text. The results are calculated from the statistics of the processed text, reflecting the definitions used by the respondent rather than those imposed by the reader or analyst.

The concept maps are developed by analysing respondents' comments, to identify important themes and concepts. Each theme is represented by a coloured circle and is labelled with the strongest or most frequently coded concept. The most important ("hottest"), is shown in red, the next most important in orange, then yellow, green, blue, indigo and violet through the colour spectrum.

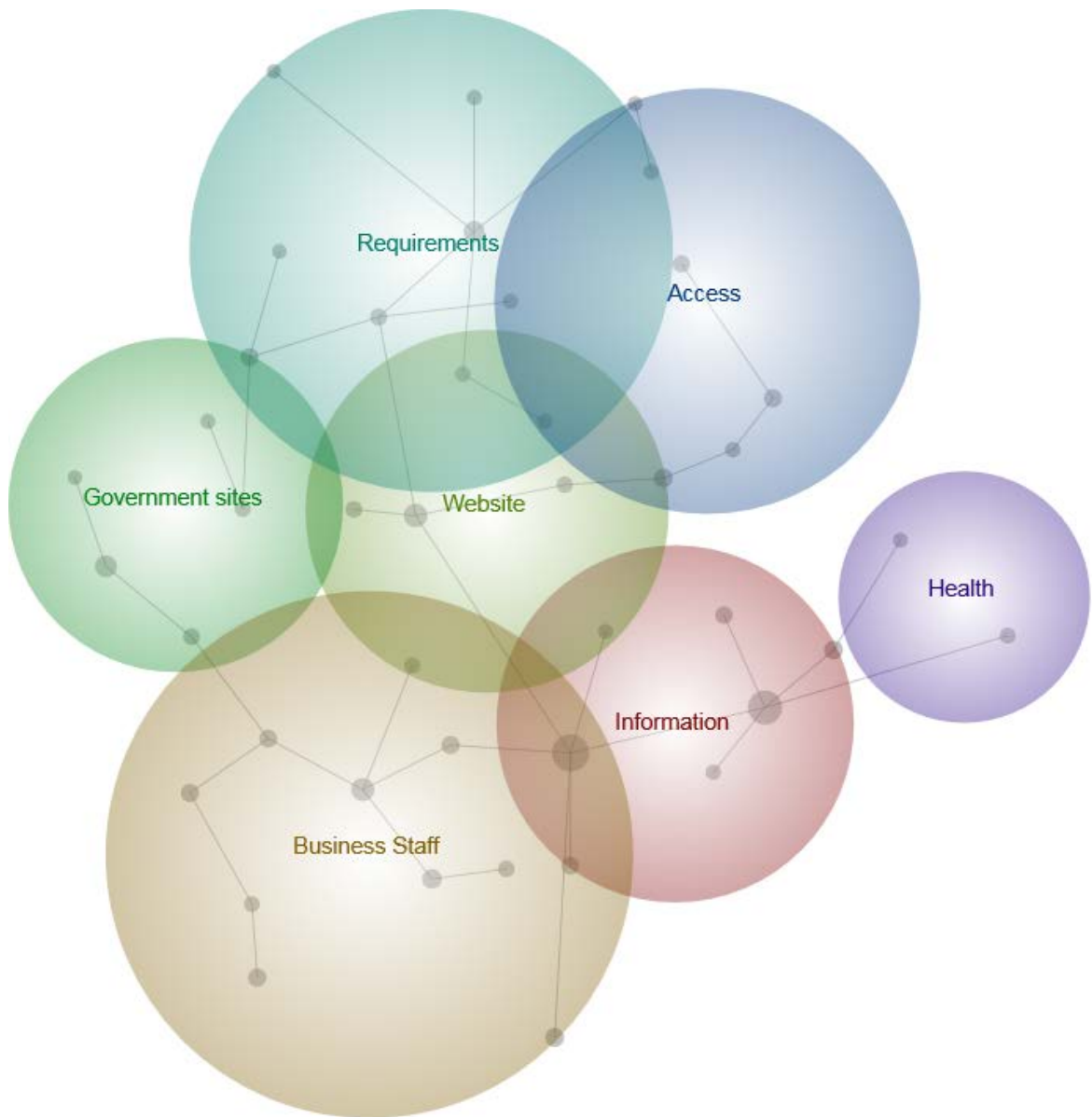
The concepts relating to each of the themes are labelled within the circles. The lines in between the concepts indicate how the concepts are linked.

Businesses were forthcoming in providing suggestions, mainly around the following themes (see Concept Map 1):

- Business Staff (including employing people, support services and grants)
- Information (including industry specific information, lack of information, relevance and business legislation)
- Requirements (including ease of access, usability and available services)

The mention of 'website', positioned in the centre of the map, illustrates this as a central theme, onto which the other concepts are linked.

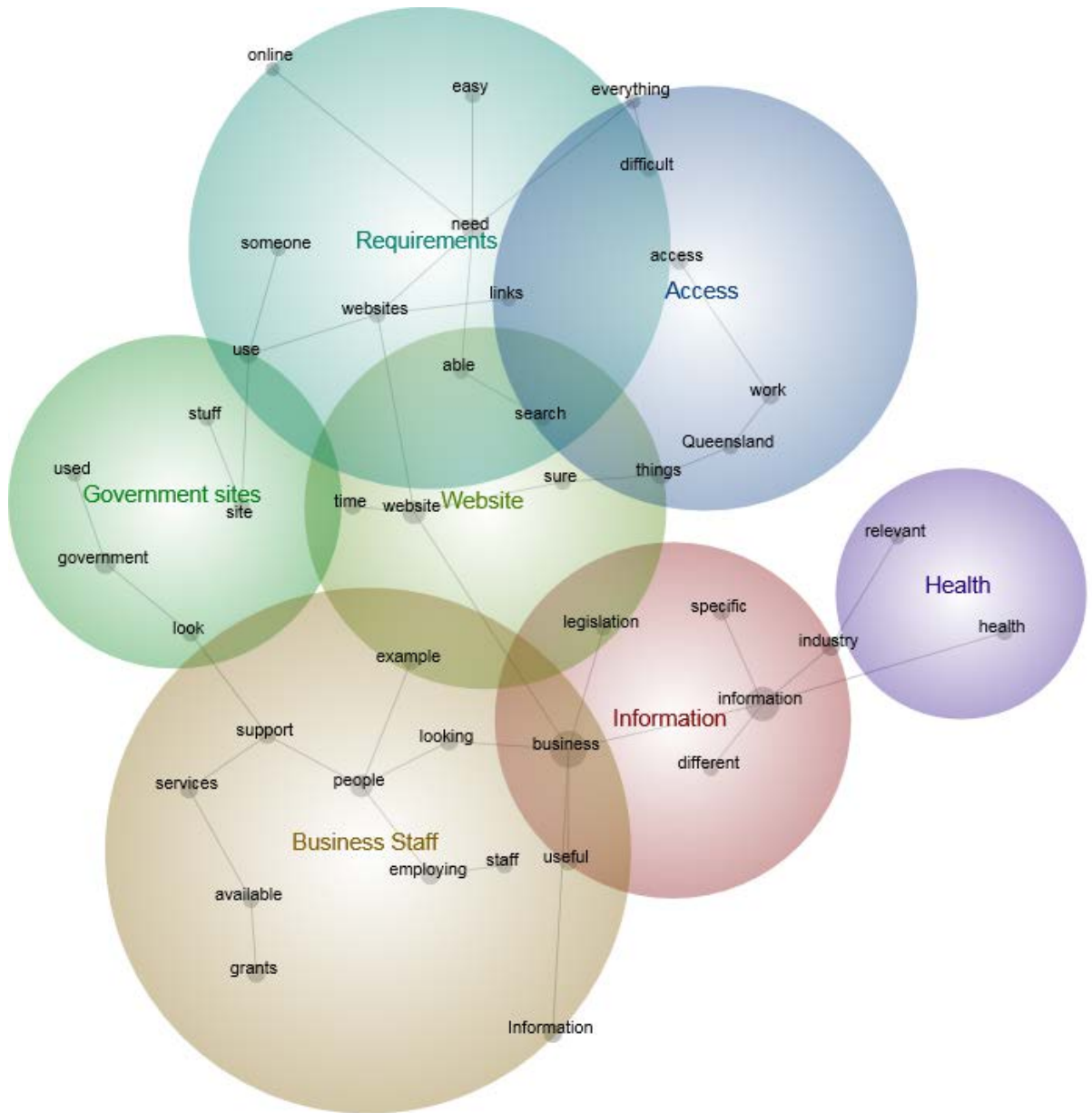
Concept Map 1: Themes only



Q. What ideas do you have for additional services or information on the main business and industry website, business.qld.gov.au, which would be useful for you and your business? (n=703)

The next Leximancer© map shows all concepts.

Concept Map 2: Themes and concepts



Q. What ideas do you have for additional services or information on the main business and industry website, business.qld.gov.au, which would be useful for you and your business? (n=703)

The following verbatim comments best illustrate the themes and how they interlink.

Business Staff

This overarching theme includes mentions of employing people, support services and grants.

- Employing people

“Information on employing people and contracts for employment. Award wages”

“Information on accessing financial assistance to retain staff”

“...employing people...about their rights, awards and entitlements and information, about ending employment”

“Struggle with payroll and employing people, as this information seems to change all the time. It is often difficult to know, when the employee requests information, what the correct information is and where to find it”

“Wages and looking up employment conditions in an easy to read and access manner... Most legislation needs to be summarised for small business - not just given an act because small businesses don't employ people in specialised roles, and I need to be able to do everything myself”

- Support Services and Grants

“I couldn't find any services that could help me”

“Not strong promotion for services which support the industry so improvement here would be good”

“Just use Payroll Tax services mainly. No need to access information from the Queensland Government, or get support from them, as all private work and information”

“Grants available for businesses...people that recommend where you go and how to improve services in the business. The running of courses, more often a time component restricts participating in courses to support the business. Would like to see the courses available accessible on this site”

Information

This theme includes comments around industry specific information, lack of information, relevance and business legislation.

- Industry specific information

“Benchmarking information for industry”

“Industry specific pay rates, human resources information for new businesses within specific industry”

“Making forms easier to find, clearer and more accessible information about industry specific fees”

“More specific industry related information. If I have to refer to any awards or employing staff...”

“No - get everything I need from industry specific sites like Liquor and Gaming, don't feel the need for general information”

- Relevance

“Don't see anything relevant for people who have been in business for a while, resources seem aimed at new businesses”

“Information on the website is good but you can get it anywhere. The government doesn't need to do this” .

“More industry specific information for the workplace health and safety side of things, and to have different areas for different sized businesses. To understand what applies to you and what doesn't...”

- Business legislation

“I think a specific heading for Workplace Health and Safety is a priority. Any information about legislation and regulation in that area is always useful. Perhaps some templates or factsheets, that could be used to help formulate something in your own business”

Requirements

The suggestions around requirements include ease of access, usability and available services.

- Ease of access

“Wouldn't be first point of call or first thought for something business oriented, would go to a search engine instead or an industry specific website. Help and support for small businesses, more information and crossover between state and local organisations, easier access to person-to-person support (either by phone or in person) when needed”

“...easier navigation to specific and pointed help and information”

“Quick access to information. Generally it seems to be re-hashing things that have been in other government sites”

“Information on locating specific services. Technical information ... and where those services can be sourced”

- Usability

“Need to make the website a bit easier to understand. Include links to go to other websites”

- Available services

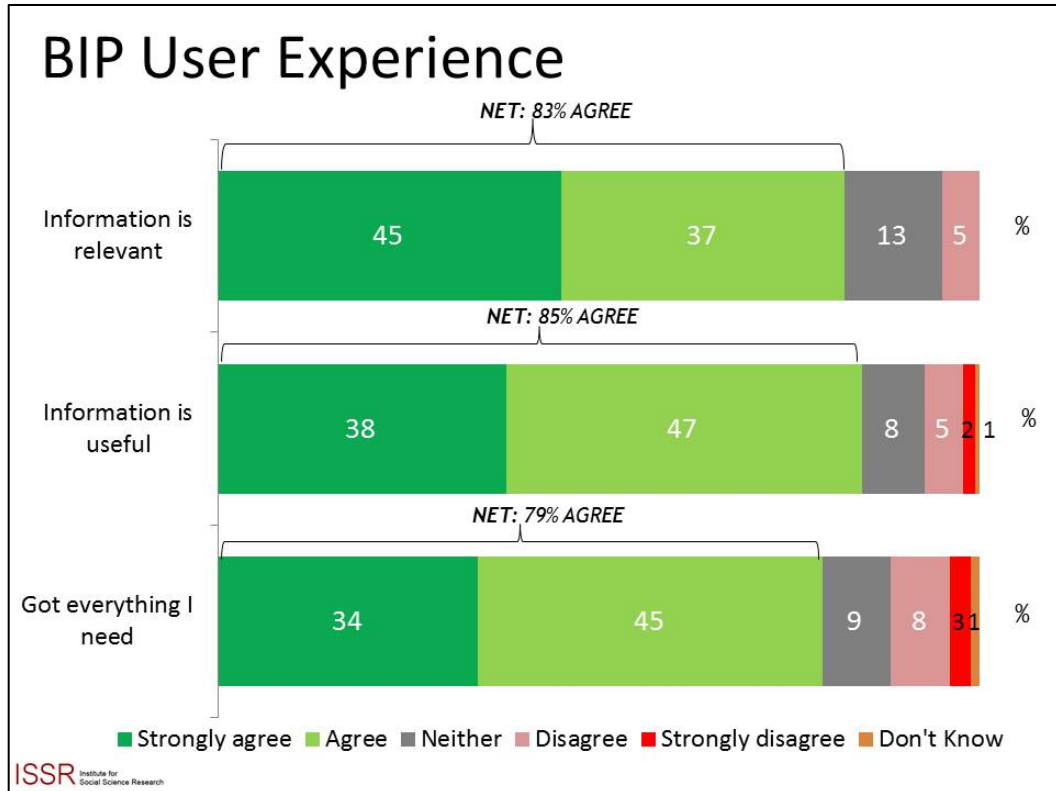
“Doesn't see the need for a general business portal, would prefer specialised information, small businesses have no time for a general website”

4.3.4 Information

The information available on the BIP website is another key area explored by the survey. Attitude statements included relevance and utility of information provided on the BIP website.

Over four fifths of users (85%) agree to some extent ('strongly agree' or 'agree') that the information on the BIP site during their last visit is relevant and/or useful. This shows an increase since Wave 2 (64% and 71% respectively).

Chart 34



Q. Thinking about the last time you used the website, can you please tell me how much you agree or disagree with each one? (n=179) UNWEIGHTED

Eight in ten businesses agree to some extent ('strongly agree' or 'agree') that they got everything they needed from their most recent visit to the BIP site. This has increased since Wave 2. At Wave 2 the combined 'agree' figure was 56 per cent and a greater proportion of businesses replied 'Neither agree nor disagree' (33 per cent vs. 9 per cent in Wave 3).

4.3.4.1 Alternative sources of information

Businesses who had used BIP in the last 12 months but did not agree that 'You get everything you needed' (referring to the last visit) were asked where else they turned to find the information they were looking for.

Of the 34 responses, the main mentions were other websites unrelated to both Queensland Government or an Industry Association (68%). One in three mentioned an accountant or business advisor, friends or colleagues, or an industry association website

(e.g. Master Builders Queensland). Other Queensland Government site or an unspecified websites were also reported. There were a handful of 'other' responses were relating to specialist companies or specific individuals.

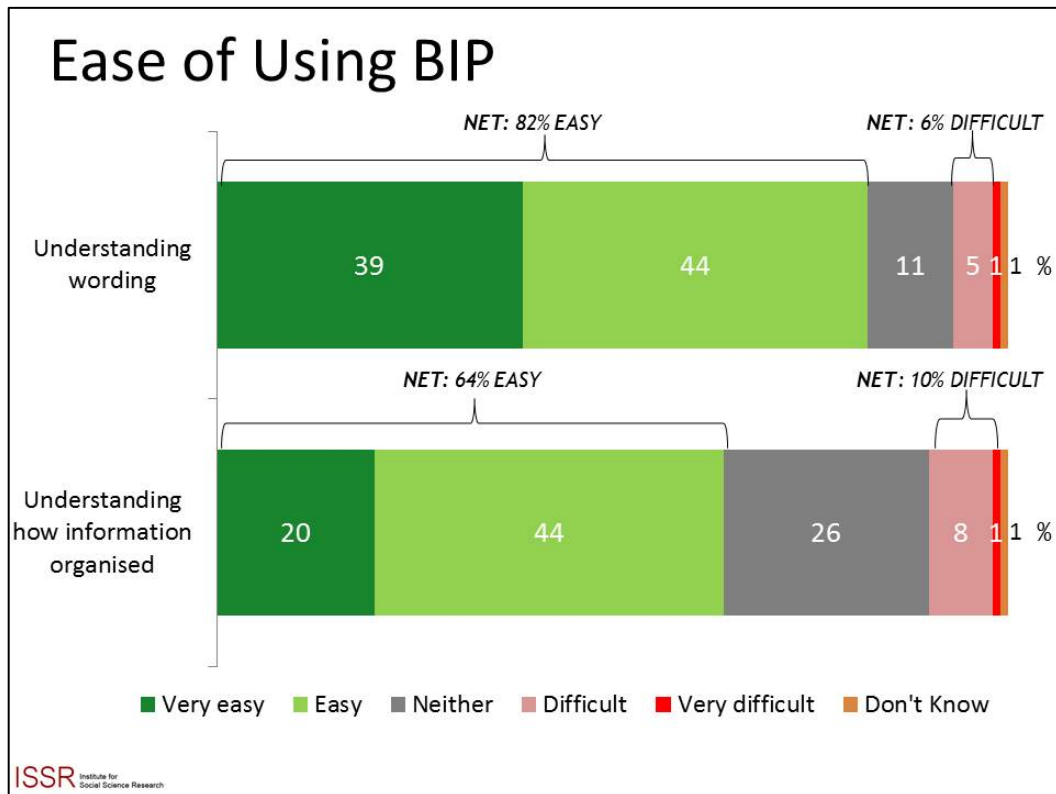
4.3.4.2 Clarity of information

All who had used the BIP website in the last 12 months went on to rate a number of tasks related to comprehension of the information provided.

From these results, it appears that appropriate language is being used, with only six per cent of BIP users rating difficulty in understanding the wording on the site ('very difficult' or 'difficult') and four fifths rating the wording as 'easy' or 'very easy' to understand.

However, there is some confusion around the how information is organised on the BIP website. Only two thirds (64 per cent) of BIP users rate this as easy to some extent ('very easy' or 'easy') , while one in ten claim it is 'very difficult' or 'difficult'.

Chart 35



Q. Thinking about the last time you used the main Queensland Government business and industry website, can you please tell me how easy or difficult you found going each of these tasks? Base: All who have used BIP (n = 179) UNWEIGHTED

4.3.4.3 Missing Information

When BIP users were asked to cite information they thought was missing that they had expected to find on the BIP website, the majority had no comment to make.

Among the 42 comments, the main themes were around:

- Navigation
- Relevance of information

Many mentioned that the site contains a lot of information, but it can be quite difficult to find relevant information due to problems navigating or by passing the large amount of content irrelevant to them, or their industry. Others specifically mentioned lack of relevant content.

“The workplace health and safety information is generic and broad. Maybe it would be easier if they had websites specific for each industry”

“I did find the information that I was after, but it was very difficult to navigate. It's not to the point, and there's a lot of irrelevant information before you get to the information you need”

“Nothing missing, just too hard to navigate”

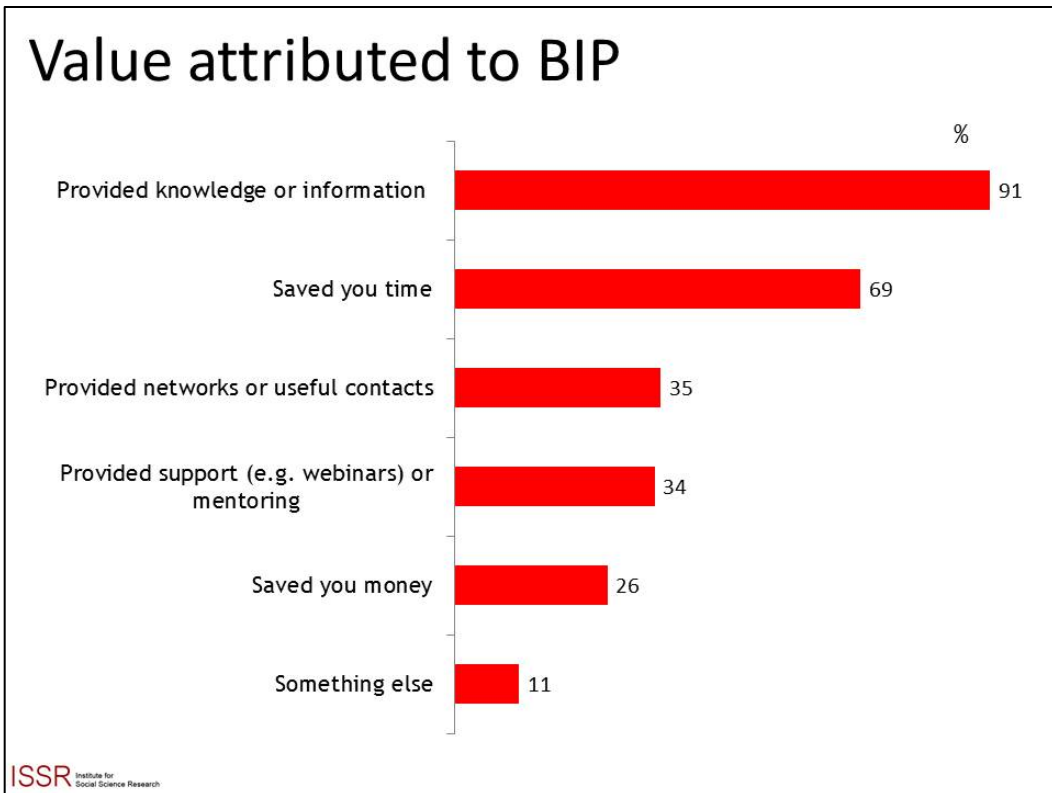
4.3.5 Value

BIP users rate the website highly for learning outcomes.

Encouragingly, nine in ten users attribute new knowledge or information to their use of the BIP website. Seven in ten have saved time as a result while, one quarter attribute a monetary saving to BIP.

A third cite (35%) value added to their business from the provision of networks or useful contacts, while 34 per cent receive support (e.g. webinars) or mentoring. There were no consistent themes in the remaining ‘other’ answers.

Chart 36



Q. Can you please tell me whether using the main Queensland Government business and industry website has added or provided value to your business in any of the following areas? Base: All who have used BIP in the last 12 months (n=179) UNWEIGHTED

4.3.5.1 Calculations

When looking at the amounts of time and money saved, businesses who have used BIP were asked to reference the last 12 months, to frame the time period.

Businesses were asked to indicate how much time or money (as applicable) they had saved in the last 12 months from using BIP.

The median saving figure was calculated using the raw figure (if provided) and if not, the lower point of the range provided to produce an overall savings figure. The details are:

Time: QValue3a (raw figures) and QValue3b (ranges, using lowest point as figure).

Money: QValue5a (raw figures) and QValue5b (ranges, using lowest point as figure).

The distributions of values, particularly those specified for the amount of money saved, are asymmetric, with a higher number (and proportion) of lower values of dollars, or hours saved, hence our recommended use of the median.

4.3.5.2 How time was saved

Seven in ten BIP users (69%) believe that using the BIP website saved their business time, in some way. Higher frequency users were more likely to save with three quarters of BIP users who (generally) use the site at least four times a year identify a time saving, compared with 56 per cent who use the site less often.

Those who have saved time were asked to define the ways in which they had done so. To aid comparisons, this question has been rebased to show the proportion of all BIP users.

Over half of BIP users claim to have saved time in comparison to other methods of obtaining the same information or advice, or by having all the information in one place. The same proportion believe they have added value to their business as they were better able to understand and comply more easily with regulations.

Chart 37



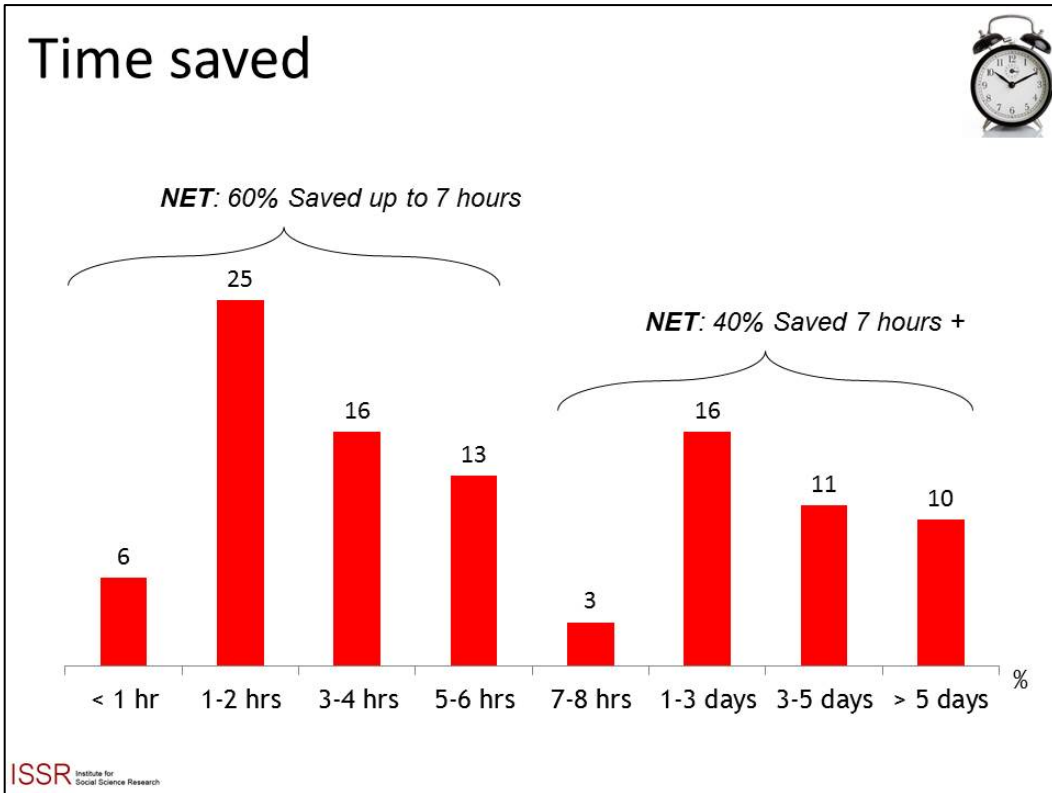
Q. Thinking about the last 12 months, in which of the following ways did you save time by using the main business and industry website? Base: All who have used BIP in the last 12 months (n=179) UNWEIGHTED

4.3.5.3 Amount of time saved

Among those businesses who provided an amount of time saved as a result of using the BIP website, the average per business is five hours (median).

As shown in Chart 38, six in ten businesses (60%) who mention a time saving from using BIP, saved less than 7 hours, while four in ten (40%) saved 7 hours or more. A small number (three per cent) were unable to provide a number of hours and have been excluded from the chart.

Chart 38



Q. Thinking about all the ways you have saved time in the last 12 months by using BIP, roughly how much time do you think you have saved? Base: All BIP users who cite a time saved, excluding 'Don't know' (n = 119)
UNWEIGHTED

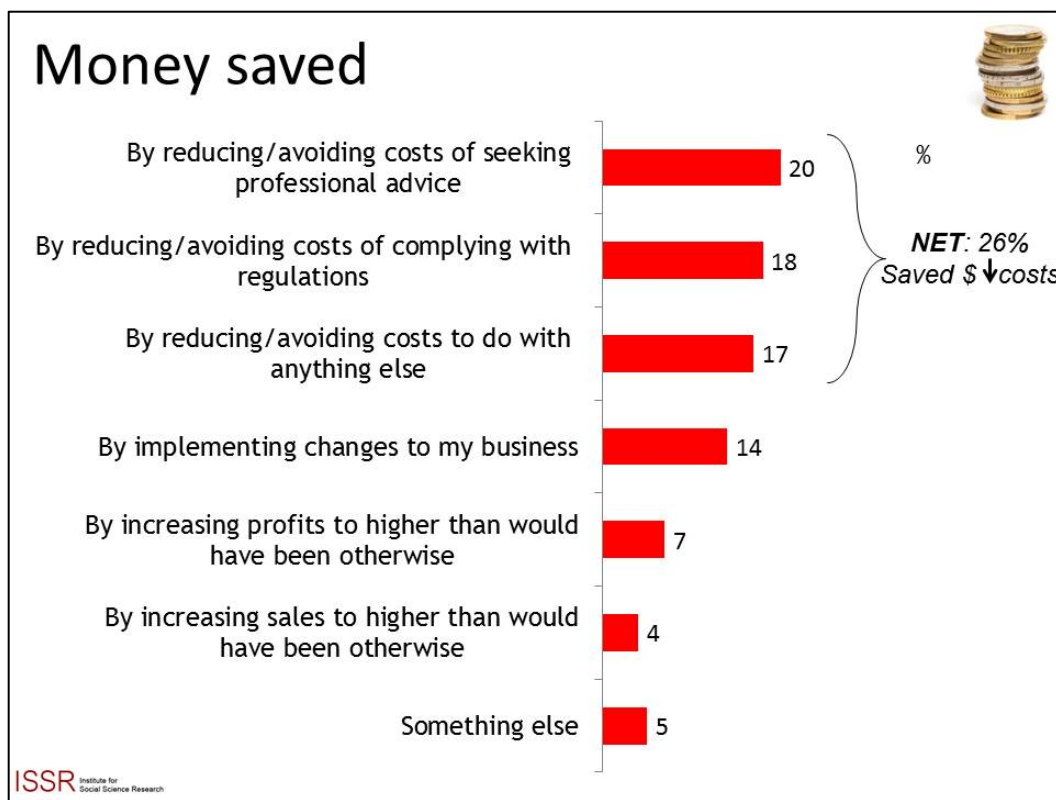
4.3.5.4 How money saved

One quarter of BIP users quote a financial saving to their business as a result of using the BIP website. Due to the small sample size, analysis by frequency of use is not possible.

Those who quote a financial saving, define the ways in which they saved money. Once again, to assist with the analysis, the question has been rebased to show the proportions of all BIP users.

One in five BIP users save money by avoiding the need to pay for professional advice. The next most commonly cited answer is by avoiding the costs of complying with regulations (18 per cent) and reducing costs linked to anything else (17 per cent).

Chart 39



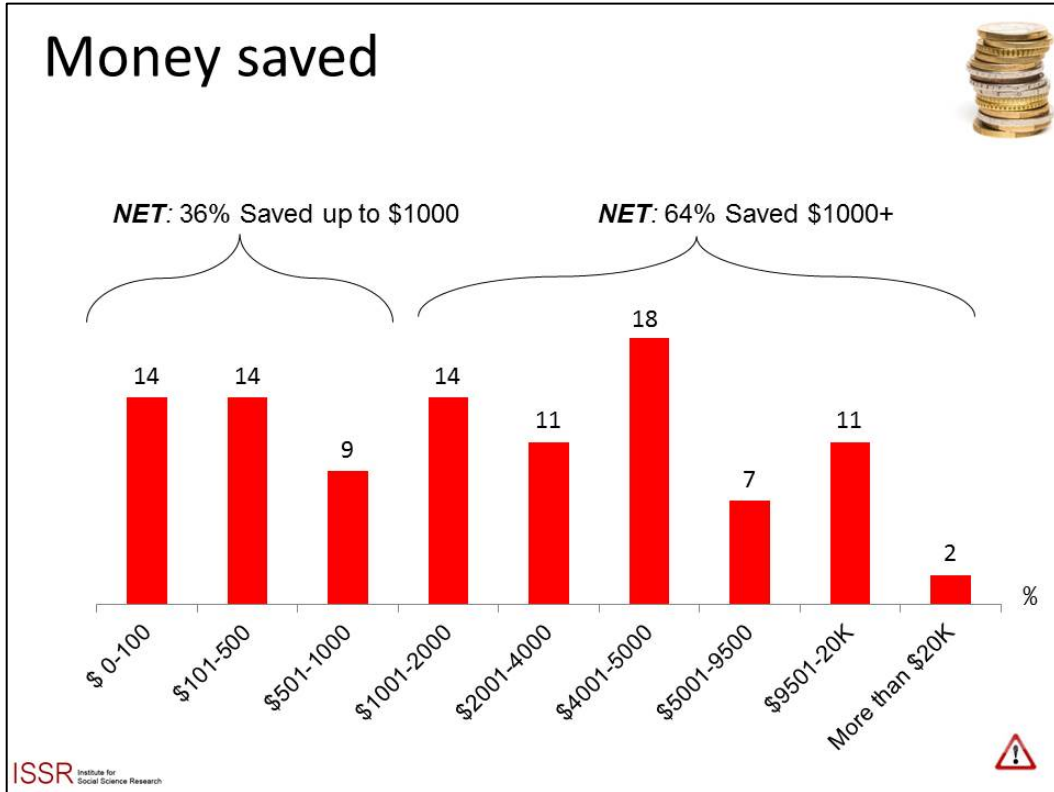
Q. Thinking about the last 12 months, in which ways did you save money by using the business and industry website? Base: All who have used BIP in the last 12 months (n = 179) UNWEIGHTED

4.3.5.5 Amount of money saved

Among those businesses who provided an amount of money saved by using the BIP website, the average saving per business is \$2000 (median).

A third of businesses, who were able to provide a figure for money saved, saved less than \$1000 in the last 12 months, while two thirds saved \$1000 or more.

Chart 40



Q. Thinking about all the ways you have saved money in the last 12 months by using BIP, roughly how much do you think you have saved Base: All BIP users who cite an amount saved, excluding 'Don't know' (n = 44) UNWEIGHTED

4.4 SATISFACTION

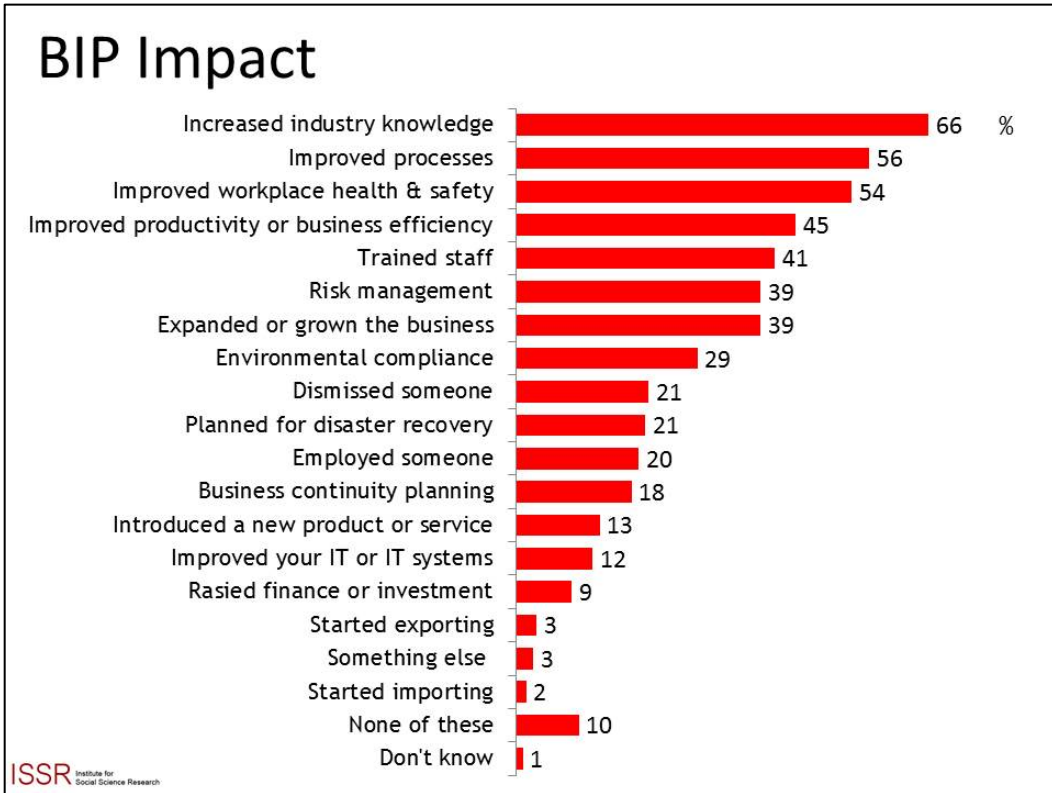
4.4.1 Outcome

4.4.1.1 Action attributed to BIP

The BIP website has a wide range of impacts on Queensland businesses, as can be seen in Chart 41 which illustrates the actions taken as a result of using the site.

Two thirds of BIP users have increased industry knowledge as a result of using the BIP website. Over half have improved processes (56%) or improved occupational health and safety (54 per cent). When combining those who have trained staff, employed someone or dismissed someone, half of BIP users (49%) took 'Staff' related actions, following use of the BIP website.

Chart 41



Q. Thinking about the last 12 months, which of the following actions have you taken, if any, as a result of using the BIP website? Base: All who have used BIP in last 12 months (n=179) UNWEIGHTED

4.4.1.2 Challenges and Frustrations

Any business who expressed dissatisfaction with one or more rating, but declared they would use the BIP site again, were asked to describe the reasons for their dissatisfaction. Minimal responses were received (15 comments) although there were multiple mentions relating to:

- Navigation and site layout

“Took too long to find the content we wanted”.

“I am short on time in my business and I am less inclined to use the website when I don't know what is on there and it is difficult to find”

- Lack of relevant information or industry specific content

“Hard to find specific industry information”

- Additional contacts

“Finding that end result I couldn't find it without a phone call or an email to someone in the department”

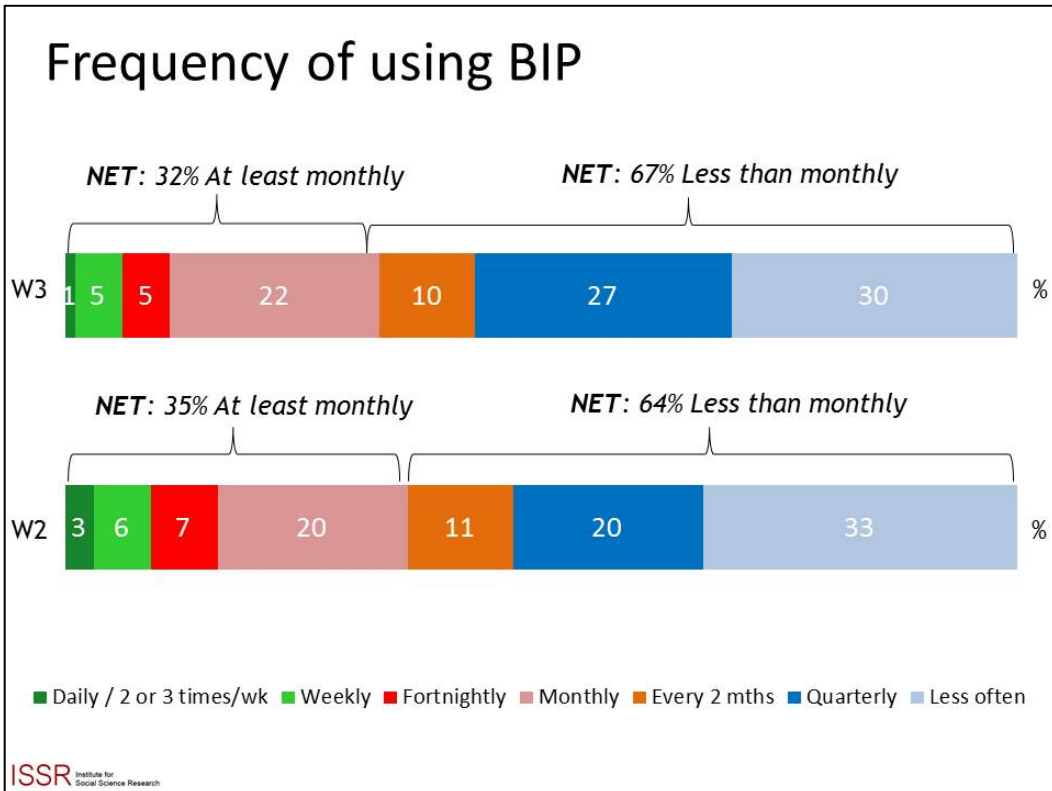
4.4.2 Usage

4.4.2.1 Frequency of using BIP

Among businesses who have used BIP in the last twelve months, one in three (33%) are accessing the website at least monthly.

Users are visiting an average of 4 times per year (median), which remains unchanged since Wave 2. The response codes were altered following Wave 1 and as such, results are not directly comparable with Wave 1. There is an insufficient sample of BIP users to allow subgroup analysis.

Chart 42



Q. Which of the following best describes how often you use the main business and industry website?
 Base: All who have used BIP in last 12 months (n = 179) UNWEIGHTED

4.4.2.2 Areas of BIP site used

Businesses that use BIP were asked which areas of the BIP website they use.

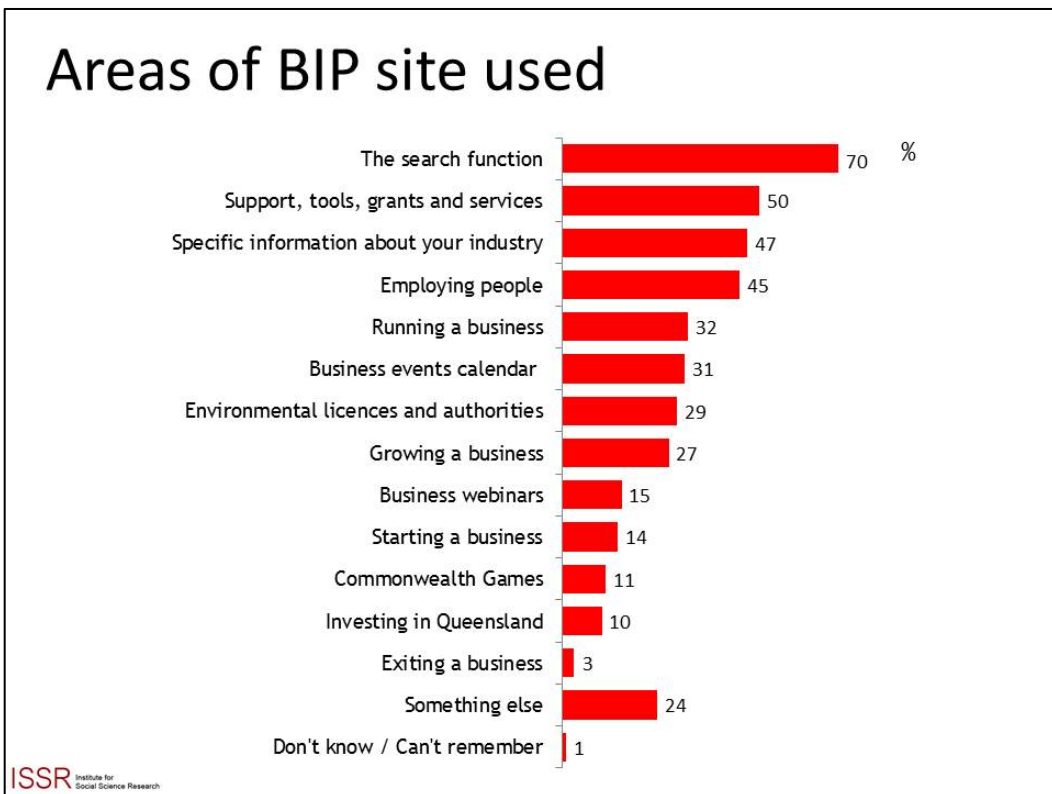
Seven in ten BIP users (70 per cent) claim to have used the search function of the website in the last 12 months. Half have sourced information around support, tools, grants and services from the site. Almost half of users referenced BIP information specific to their industry (47%) or staff employment (45%).

Around a third have accessed the areas of BIP on running a business (32%) or accessed the business events calendar (31%). The environmental licenses and authorities area of the site is mentioned by one in three users, while one in four (27%) referred to the section on growing a business.

The answers in 'something else' include:

- Applications e.g. permits, licenses or registrations
- Workplace health and safety information
- The Office of State Revenue e.g. to access payroll tax.

Chart 43



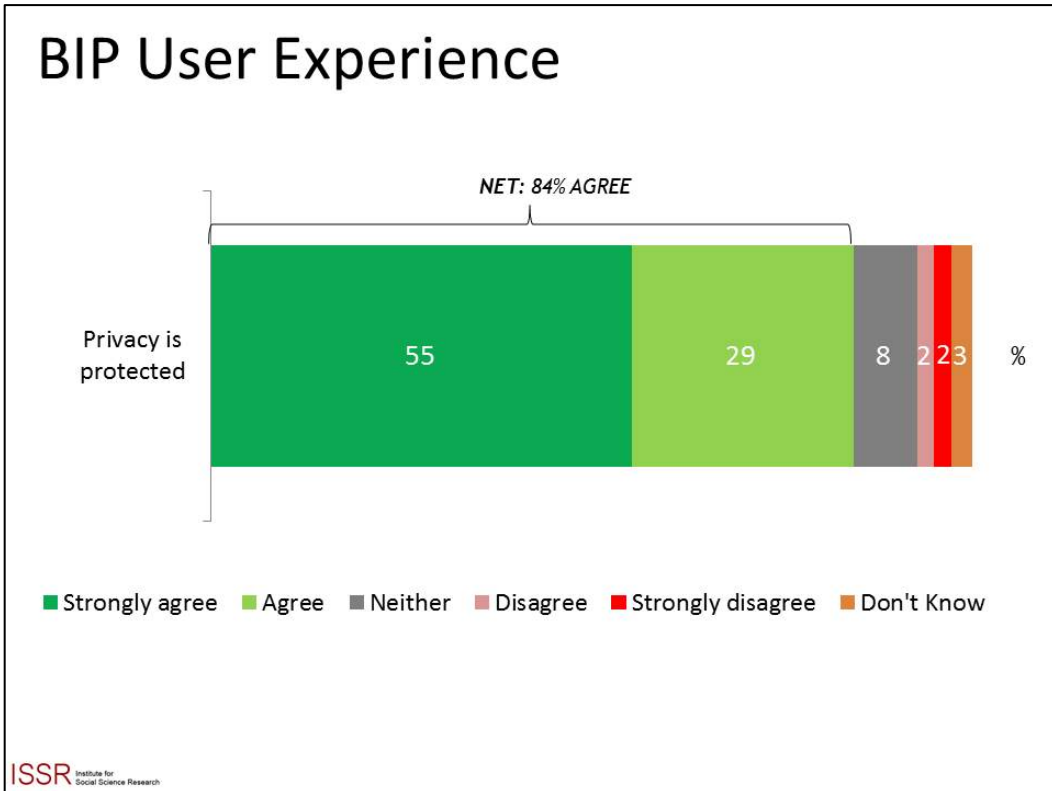
Q. Thinking about the last 12 months, which of the following areas of the main business and industry website, if any, have you used or looked at? Base: All BIP users (n=179) UNWEIGHTED

4.4.2.3 Privacy

Privacy was another area explored using attitude statements. As observed at Wave 2, there is minimal concern among BIP users about privacy when using the site: 84 per cent agree to some extent ('strongly agree' or 'agree') that 'You were confident your privacy was protected'.

With plans to personalise the use of the BIP website, this may be an area to further examine. These results could be used as a 'benchmark' to assess any impact on confidence among BIP users as these changes are implemented.

Chart 44



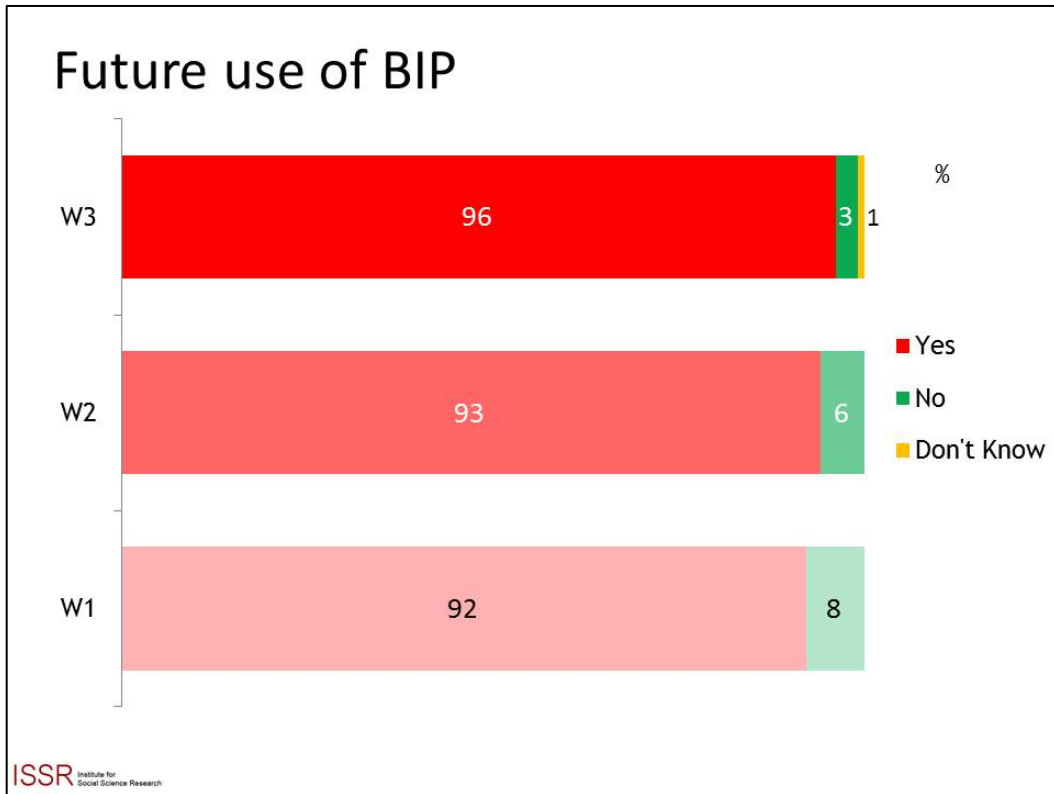
Q. Thinking about the last time you used the website, can you please tell me how much you agree or disagree that you were confident your privacy was protected? (n=179) UNWEIGHTED

4.4.3 Future Use

Almost all businesses who have used BIP would use it again (96%) with no significant change since Wave 2.

One in five BIP users (19%) have not visited the site in the last 12 months. Encouragingly, almost nine in ten of these (88%) say that they would use the site again.

Chart 45



Q. Would you use the main QLD Government business and industry website again? Base: All who have used BIP ever (n=222 in W3, n=140 in W2, n=183 in W1) UNWEIGHTED

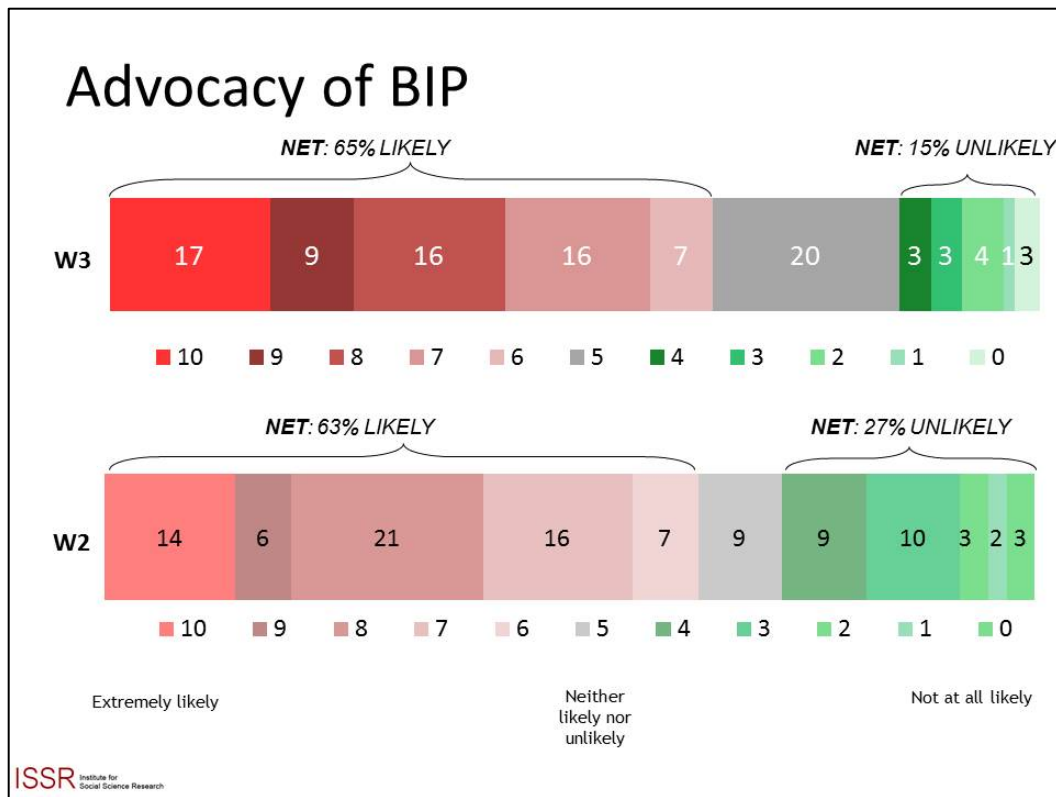
4.4.3.1 Advocacy of BIP

Two thirds of businesses who have used the BIP site in the last 12 months are likely to recommend it (giving a rating between 6 and 10, out of 10).

Likelihood drops among those who use the BIP website less than quarterly (56%). Four in ten (42%) BIP users give a rating likelihood of 8, 9 or 10 (Extremely / Very likely to recommend BIP) compared with only three in ten (32%) who use the BIP site less than quarterly.

Furthermore, businesses who cite a time saving as a consequence of their BIP use are more likely than average to recommend BIP to a friend or colleague (75% rated likelihood between 6 and 10).

Chart 46



Q. Using a scale of 0-10, where '0' is 'Not at all likely' and 10 is 'Extremely likely', how likely would you be to recommend the main business and industry website to a friend or colleague? Base: All who have used BIP in the last 12 months (n = 179 in W3, n=117 in W2) UNWEIGHTED

Although the proportion of BIP users 'Likely' to recommend the site remains unchanged since Wave 2 (63%), the proportion 'Unlikely' has dropped, with a larger proportion citing 'Neither likely nor unlikely' (20% vs. 9% at Wave 2).

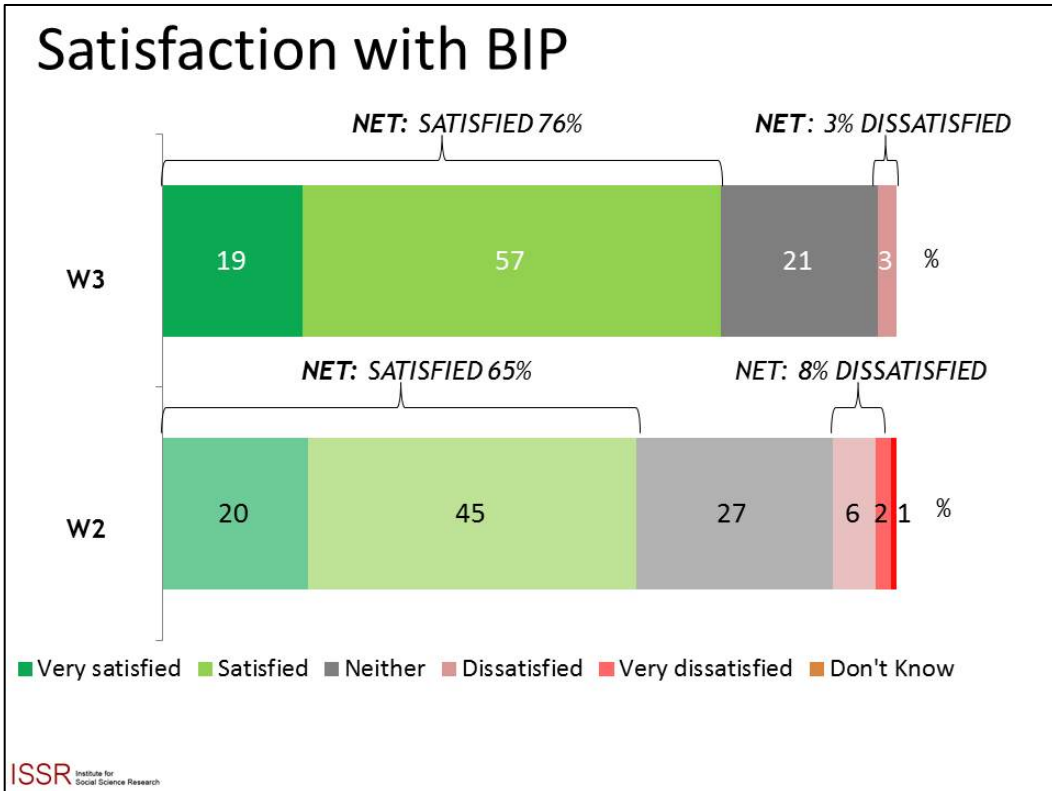
Strategies to increase frequency of use and ways for businesses to recognize the value of the site could be drivers to increase advocacy in this group.

4.4.4 Overall Satisfaction

One in five businesses (19%) who have used BIP in the last 12 months are ‘very satisfied’ with the site overall. Those who were unable to give an answer (‘Not applicable’) are excluded from the total. This is illustrated in Chart 47.

Overall satisfaction is significantly higher for the BIP website, than the rating for Queensland Government online services more broadly (55% are ‘very satisfied’ or ‘satisfied’).

Chart 47



Q. Can you please tell me how satisfied or dissatisfied you are with the following elements thinking about the last time you used the main business and industry website. (Overall experience, search function, alt. contact details, navigation) Base: All who have used BIP in the last 12 months, (W3 n=179), W2 n=117) UNWEIGHTED

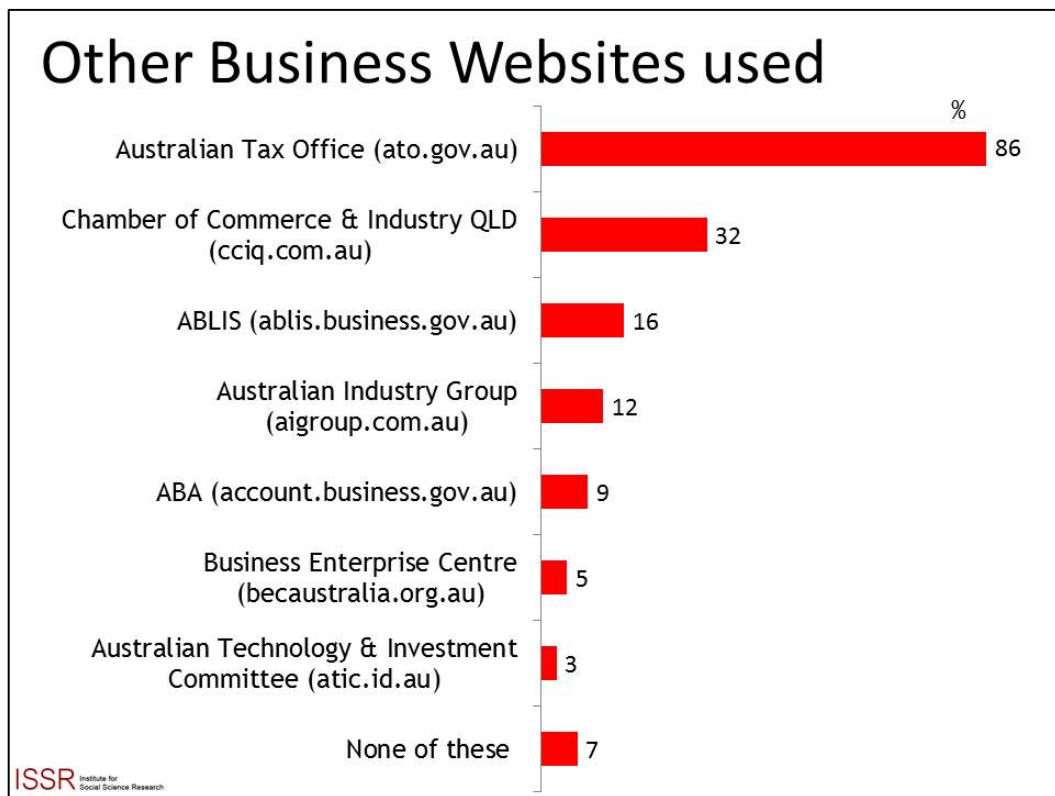
5 ALTERNATIVE BUSINESS WEBSITES

5.1 USE OF OTHER SITES

As well as exploring the use of the Australian Business Account (ABA) and Australian Business License and Information service (ABLIS) the survey sought to find out which other business sites were being accessed. From the list of websites included in this question, the Australian Tax Office was the main site mentioned (86% of businesses had used in the last 12 months). CCIQ was cited by a third (32%) of businesses, with the proportions increasing with size (18% with 0-4 employees, 30% with 5-19 and 40% of businesses with 20-199 employees).

One in six businesses have used the ABLIS website in the last 12 months (16%), with those in the financial services more likely than average (28%). Nine per cent have accessed the ABA website in the last 12 months, although a slightly higher proportion of businesses cite having an ABA account (11% as illustrated in Chart 49).

Chart 48



Q. Which of the following websites, if any, have you used in the last 12 months when seeking information or services for your business? Please say 'yes' or 'no' for each. Base: All businesses (n=1528)

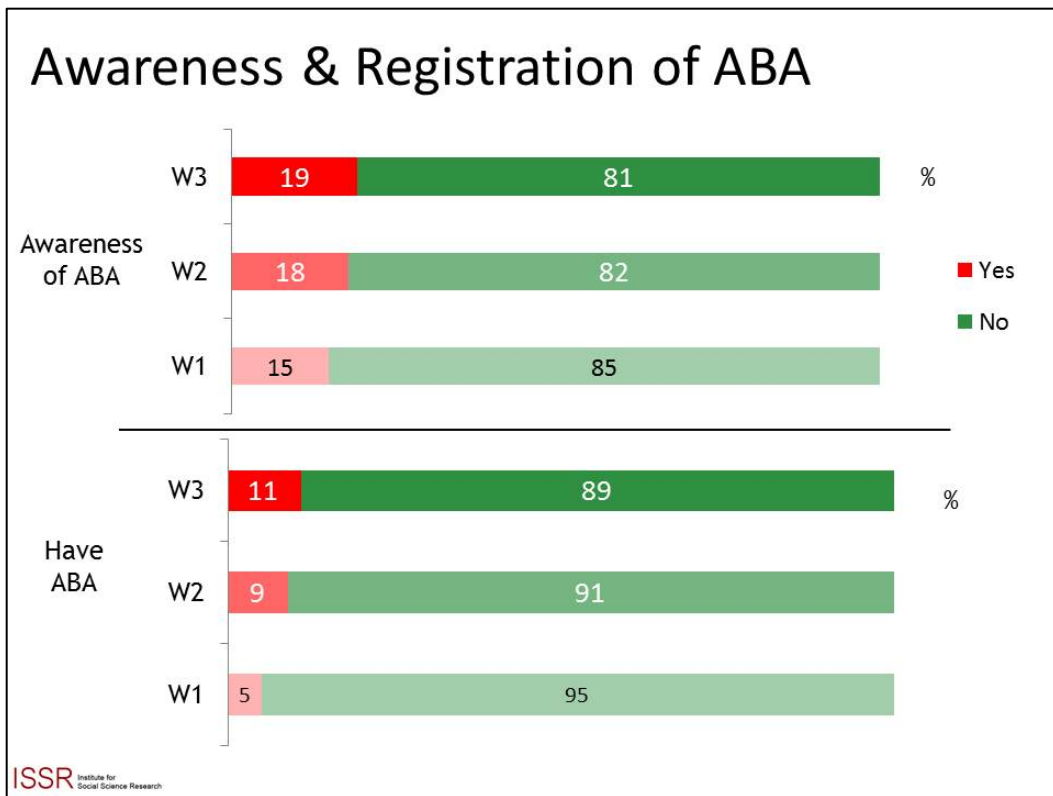
5.2 THE AUSTRALIAN BUSINESS ACCOUNT (ABA)

5.2.1 Awareness of Australian Business Account (ABA)

Around one in five businesses are aware of the ABA, which shows no significant change since Wave 2.

One in nine businesses (11%) have an ABA account. Although there has been no change since Wave 2, this has risen significantly since Wave 1 of the survey (up from only 5%). There is no significant variation by business size or age.

Chart 49



Q. Which of the following websites have you used in the last 12 months when seeking information or services for your business? Q. Are you aware of the national Australian Business Account? Q. Does your business already have an Australian Business Account? Base: All businesses (n=1528)

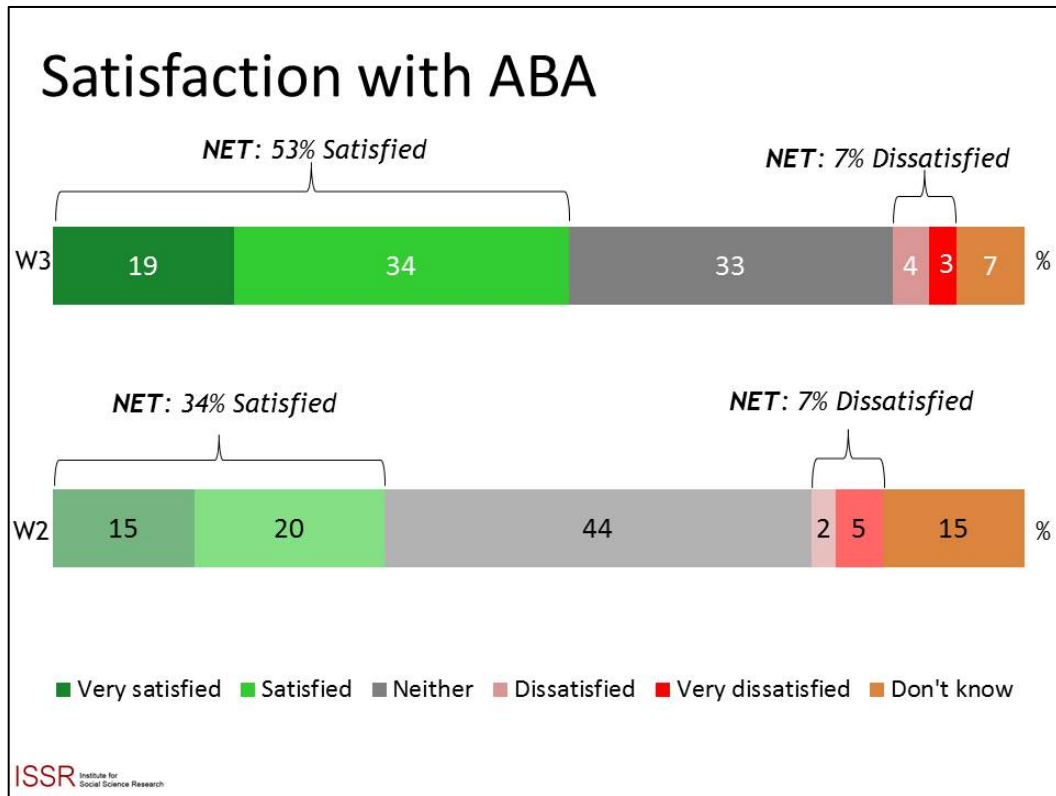
5.2.2 Registration / intention to register for ABA

Three in ten (29%) non-users aware of the ABA, intend to register for an ABA account in the next 12 months (unweighted figure). The small sample size does not allow for analysis by subgroups.

5.2.3 Satisfaction with ABA

Half of ABA website users are satisfied with the overall experience of using the ABA site, to some extent ('very satisfied' or 'satisfied'). Although, as a comparison, this is considerably lower than the proportion satisfied with the BIP site (76%), there has been an increase since Wave 2, when this question was introduced. Please note the small sample size at Wave 2.

Chart 50

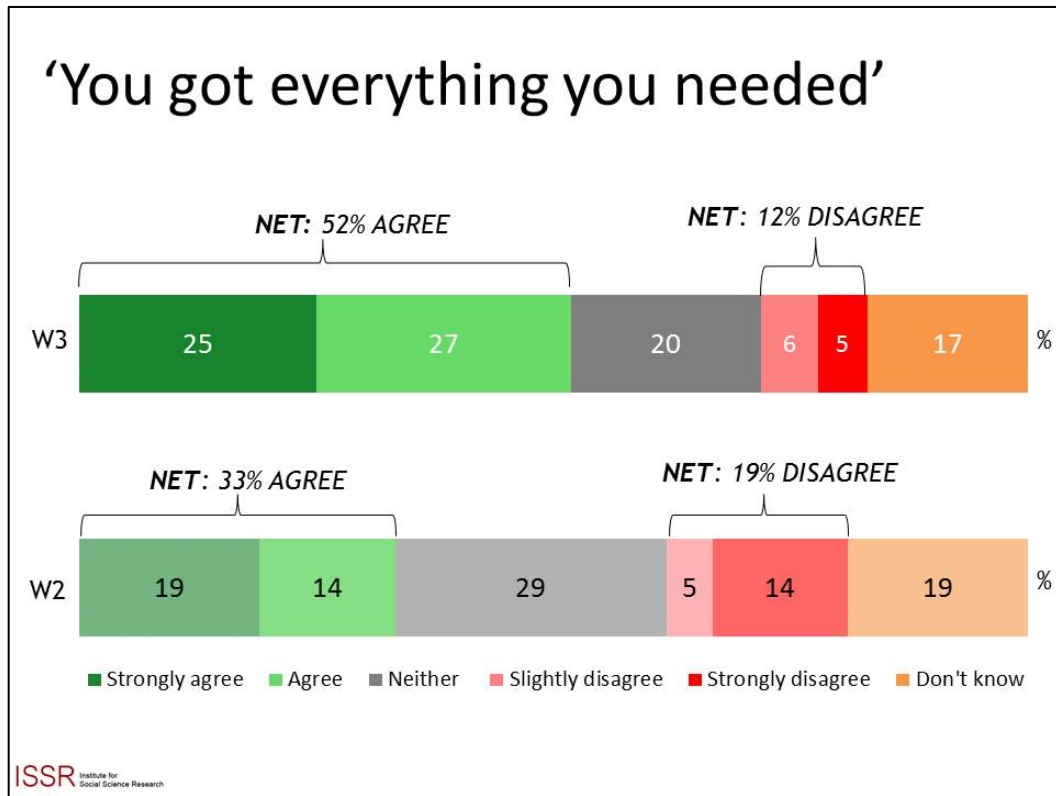


Q. Thinking about the last time you used the ABA website, can you please tell me how satisfied or dissatisfied you were with the overall experience? Base: All who have used ABA website excluding 'Not Applicable' (W3 n=103, W2 n = 41) UNWEIGHTED

5.2.4 User Experience of the ABA website

Although the proportion has increased since Wave 2 (from 33% to 52%), still only half of businesses ‘strongly agree’ or ‘agree’ that they got everything they needed from their last visit to the ABA website. As a comparison, this figure is eight in ten businesses when referring to the BIP website. However, it is worth noting that one in five businesses were unable to provide an answer (Don’t know mentioned by 17%), as per Wave 2 (19%).

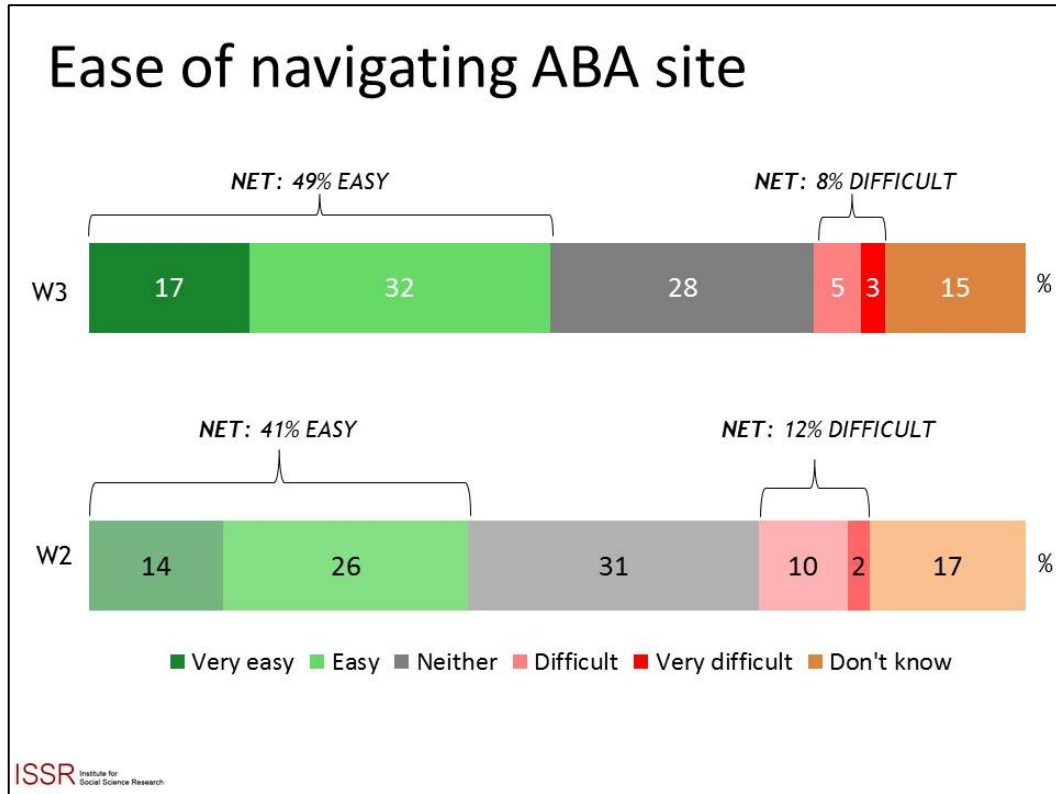
Chart 51



Q. Thinking about the last time you used the ABA site, using a scale of 1 to 5 where 1 is ‘strongly agree’ and 5 is ‘strongly disagree’, can you please tell me which best describes the statement ‘You got everything you needed from the ABA website’? Base = All who have used ABA site in last 12 months (n=113 in W3, n=42 in W2) UNWEIGHTED

Ratings for ease of using the site are also fairly low, particularly in comparison to the BIP website (where at least 64% agree in some way, across the various elements rated). Furthermore, there is no significant increase in proportions since Wave 2.

Chart 52



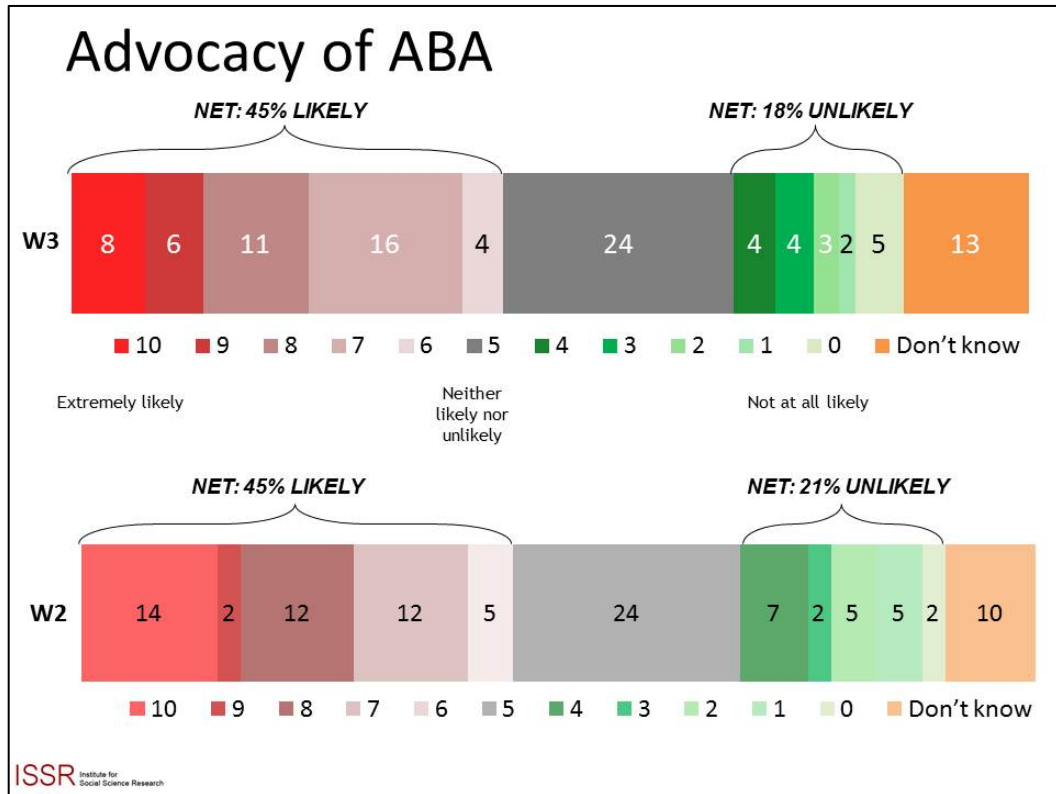
Q. Thinking about the last time you used the ABA site, can you please tell me how easy or difficult you found navigating the site? Using a scale of 1 to 5, where 1 is 'very easy' and 5 is 'very difficult'? (n=113 in W3, n=42 in W2) UNWEIGHTED

5.2.5 Advocacy of ABA

Combining responses 6 to 10, out of 10, over two fifths of ABA users (45%) are likely to recommend the website to a friend or colleague, to some extent.

These combined proportions of likelihood and unlikelihood to recommend the site remain unchanged since Wave 2 (45% and 21% respectively).

Chart 53



Q. Using a scale of 0-10, where '0' is 'Not at all likely' and 10 is 'Extremely likely', how likely would you be to recommend the Australian Business Account or ABA website to a friend or colleague? Base: All who have used ABA site (n=113 in W3, n=41 in W2) UNWEIGHTED

5.2.6 Ideas for ABA

Regardless of whether or not they had used the site, businesses aware of the ABA were asked for suggestions for any additional services or information the site could offer which they may find useful for their business.

Of the 40 comments made, some relate to challenges with site navigation and the need for industry specific information.

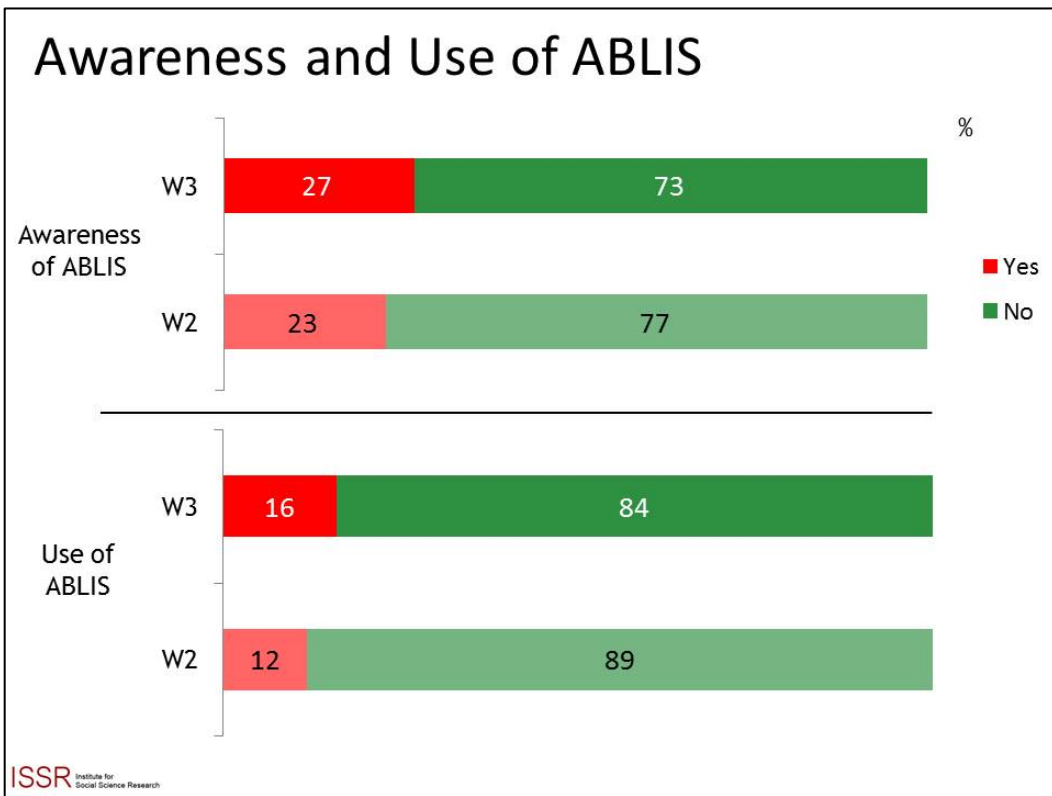
5.3 THE AUSTRALIAN BUSINESS LICENSE AND INFORMATION SERVICE (ABLIS)

5.3.1 Awareness and Use

More than one in four businesses are aware of the ABLIS website, while one in six have used the site (which represents around half of those aware). Use and awareness have both risen significantly since Wave 2.

There is little variation by subgroup, although there is a distinct overlap with businesses aware of both ABA and ABLIS (10%).

Chart 54

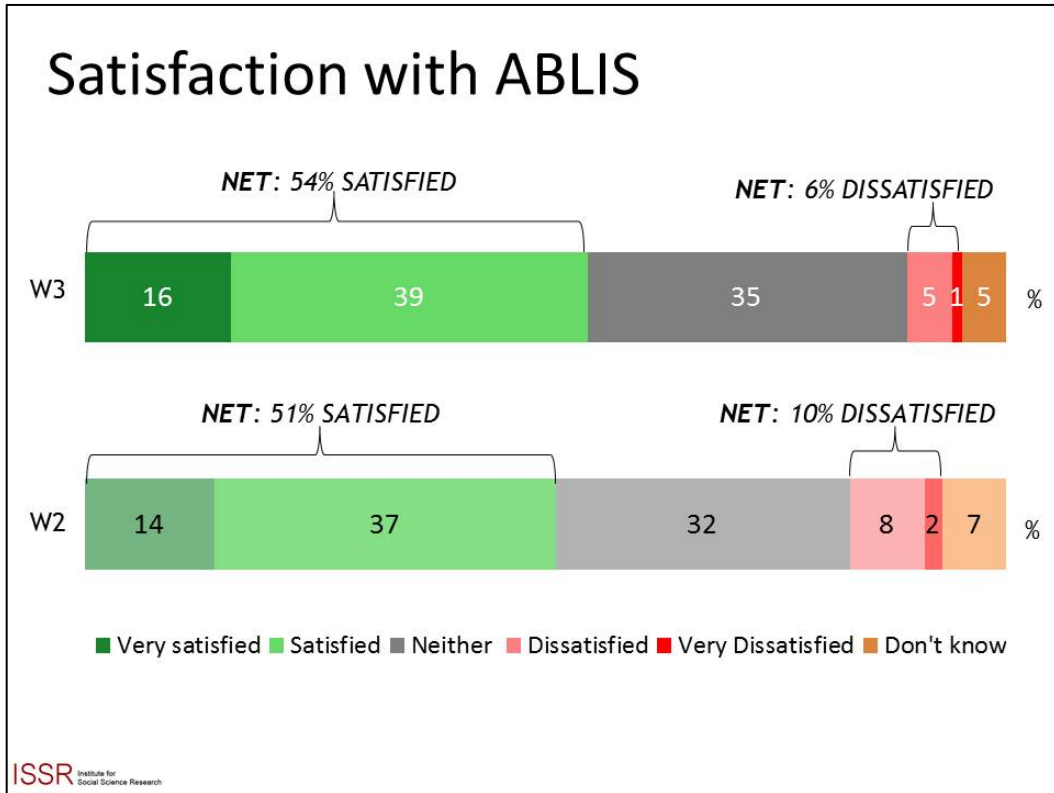


Q. Which of the following websites, if any, have you used in the last 12 months when seeking information or services for your business? Q. Are you aware of the national Australian Business Licence and Information Service or ABLIS? Base: All businesses (n = 1528)

5.3.2 Satisfaction with ABLIS

Referring to their most recent website visit, around half of ABLIS users are satisfied with the site to some extent ('very satisfied' or 'satisfied'). This remains unchanged since Wave 2. The satisfaction for the ratings of the ABA and ABLIS sites are similar. Those who were unable to give an answer ('Not applicable') are excluded from the total.

Chart 55



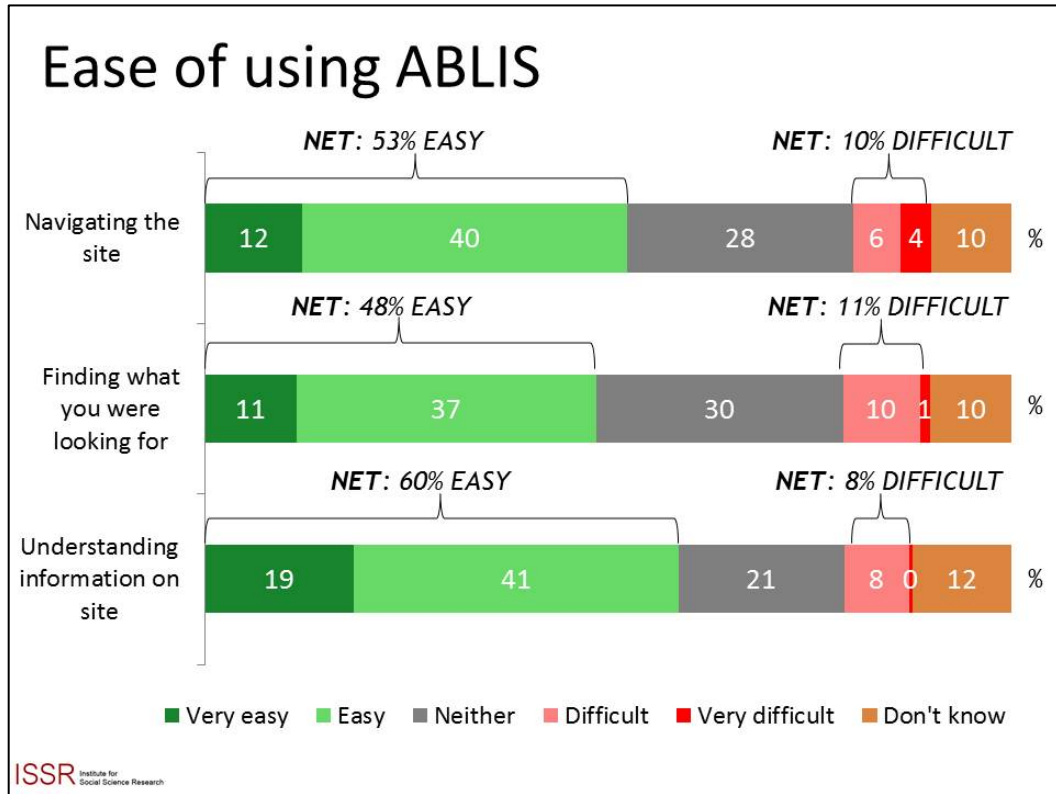
Q. Thinking about the last time you used the ABLIS website, can you please tell me how satisfied or dissatisfied you were with the overall experience? Base: All who have used ABLIS website in last 12 months, excluding 'Not Applicable' (n=233 in W3, 128 in W2) UNWEIGHTED.

5.3.3 User Experience of the ABLIS website

Around half of ABLIS users rate the navigation of the site and finding what you are looking for as 'very easy' or 'easy' (52% and 48% respectively). Smaller businesses have more difficulty with 13 per cent with 0-19 employees indicating difficulty, compared with only 5 per cent with 20-199 employees.

Comprehension of the information of the site was rated as either 'very easy' or 'easy' by six in ten users.

Chart 56



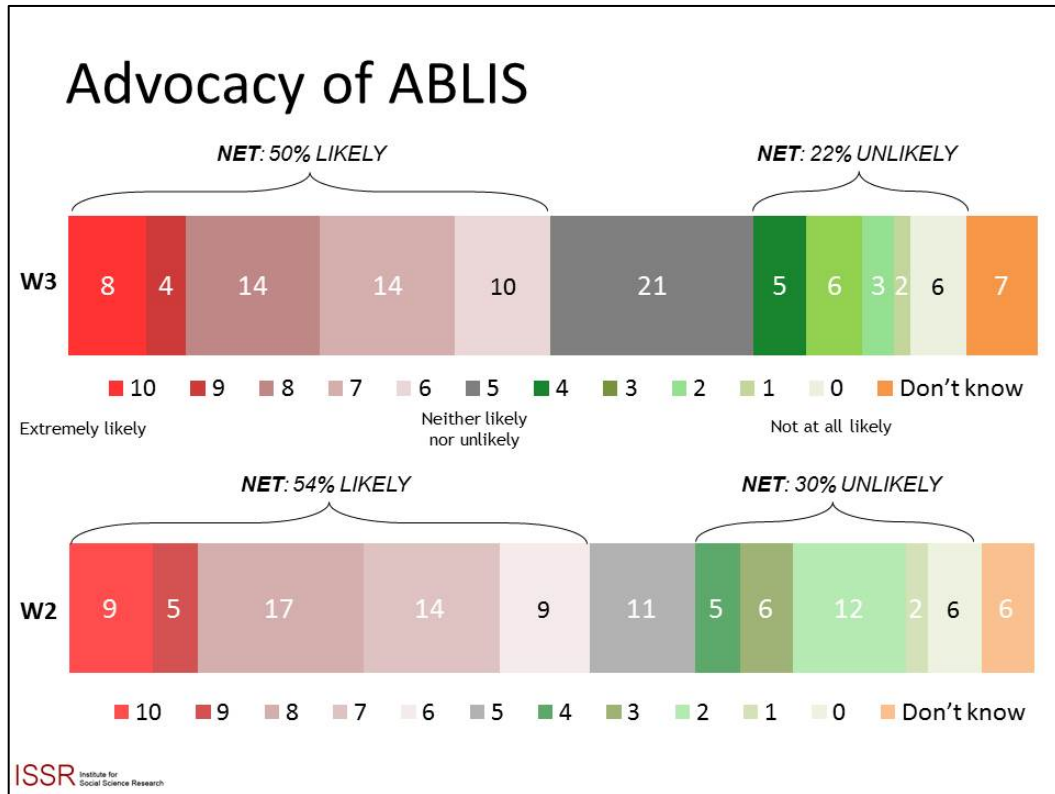
Q. Thinking about the last time you used the ABLIS website, can you please tell me how easy or difficult you found doing each of these tasks? Using a scale of 1 to 5, where 1 is 'very easy' and 5 is 'very difficult' (n=240) UNWEIGHTED

5.3.4 Advocacy of ABLIS

When combining responses of 6 to 10, half of ABLIS users (50%) are likely to recommend the website to a friend or colleague.

The proportions of those likely or unlikely to recommend the ABLIS website to a friend or colleague remain unchanged since Wave 2 (54% and 30% respectively).

Chart 57



Q. Using a scale of 0-10, where '0' is 'Not at all likely' and 10 is 'Extremely likely', how likely would you be to recommend the Australian Business License and Information Service or ABLIS website to a friend or colleague? Base: All who have used ABLIS (n=240 in W3, n=128 in W2) UNWEIGHTED

5.3.5 Ideas for ABLIS

Regardless of whether or not they had used the ABLIS site, businesses aware of the site were asked for suggestions for any additional services or information the site could offer which would be useful for their business.

Of the 59 comments, many were around navigation, a recurrent theme from the survey, while others include the presence of superfluous information or information presented in an unexpected or confusing order.

Rather than suggestions, comments were predominantly areas of frustration but can be used by the Queensland Government as areas for improvement.

“Difficult to navigate and nothing in a logical order”

“Understanding the menu hierarchy, what looking for compared to expected”

“Lack of defined, clear direction and too many possible interpretations...No black and white answers given to questions”.

6 OBSERVATIONS & RECOMMENDATIONS

6.1 NAVIGATION

Seven in ten BIP users claim it is easy, to some extent, to find their way around the BIP website or get what they are looking for. However, multiple issues around navigation of the BIP site can be noted throughout the report. As such, this is a potential area for development by the Queensland Government. The below findings corroborate the need for improved navigation.

6.1.1 Findings

- BIP site access via a tablet or smartphone is rising, with one in eight users using the two channels interchangeably (section 4.3.1)
- Navigation is commonly cited as a reason for expectations not being met (section 4.2.8)
- Some users cite difficulty finding their way around or finding the information they need (section 4.3.1)
- Users not satisfied with the navigation, are considerably less likely to find it easy to source what they were looking for, or find their way around the BIP site (section 4.3.1)
- One in ten businesses using BIP report difficulty with how the information is organised (section 4.3.4)
- Over half of users save time by having everything in one place. This could be increased (section 4.3.5)
- Issues accessing or finding relevant information are mentioned in response to missing information (section 4.3.4)
- Most users access the search function, which may be an indication of difficulty going directly to the business information they need (section 4.4.2)
- Mentions around poor navigation among the ideas to improve the site further (section 4.3.3)
- Navigation and layout of the BIP site is mentioned among the challenges and frustrations faced by some businesses (section 4.4.1).

6.1.2 Recommendations

The following suggestions could improve navigation and help decrease the proportion of businesses finding the navigation process difficult.

- Ensure different channels are kept in mind with all website developments
- Improve navigation of the site through focused website user testing

- Ideas to improve ease of navigation could be explored in the next wave of research e.g. to identify possible solutions such as improving menu labels and locations, how to keep the navigation consistent (with regards to how items appear on the website and where they are located)
- Explore 'competitor' websites for things that work well and that do not work so well.

6.2 BIP 'COMPETITORS'

The findings suggest that there are various other sources of information that Queensland businesses are accessing to get the business information that they need. These sources, could be described as 'competitors' to the BIP website. This could also be explored by the Queensland Government.

6.2.1 Findings

- The proportion of businesses aware of BIP but not using the site is increasing. The majority of this group source business information from paid professional sources (such as accountants, business advisors and solicitors) and industry group associations (section 4.2.4)
- Some BIP users are not getting everything they need from the BIP site. This group are approaching a mix of 'competitors' including Queensland Government and non-Government websites, industry group associations and accountants or business advisors (section 4.3.4)
- One in five BIP users cite money savings by avoiding paying for professional advice. This confirms their use as alternative sources of information.

In summary, the results suggest that the main 'competitors' of BIP are:

- Paid professional help (e.g. accountants, business advisors and solicitors)
- Other Queensland Government websites (e.g. Payroll Tax, Workplace Health and Safety)
- Other non-Queensland Government websites (e.g. Federal websites)
- Industry group associations (e.g. Master Builders Queensland and QTIC)

6.2.2 Recommendations

- Promote which kinds of activities are best completed through the BIP website and which, if any, currently being undertaken by a paid professional could be completed via BIP (e.g. simple tax returns)
- To provide the best offering in the marketplace, explore the key 'competitors' identified. This includes sites or services offering both paid for and free information and advice

- Categorise the 'competitor' sites: Queensland Government websites, non-Queensland Government websites, Federal websites or other sources. Examine the proportion using each type of site (asking directly), frequency of use, ratings of 'ease of finding information', 'satisfaction with overall navigation' etc. Benchmark the BIP website against these categories
- Queensland Government may choose to further 'double up' and provide the same information across multiple pages to ensure businesses can easily locate what they need. Ensure links are available across all relevant Queensland Government websites, including those not currently included
- Identify areas in which Queensland Government are to become the number one source of information e.g. licensing, payroll. Once identified, Queensland Government can better compete against the specific 'competitors' on the targeted areas, with the aim of increasing visitors to the BIP site.

6.3 BUSINESS STAFF

6.3.1 Findings

- Half of BIP users have undertaken staff related actions as a result of using the BIP website (combining employing, dismissing and training) (section 4.4.1)
- A third of BIP users mention adding value to their business by reducing time spent getting advice on employment and staffing (section 4.3.5)
- 'Business staff' is one of the key themes identified from the Leximancer© analysis, looking at the ideas and suggestions from Queensland businesses for the BIP website (section 4.3.3).

6.3.2 Recommendations

- Improve accessibility of business information regarding employment, retention and dismissal of staff.

6.4 PROMOTION OF BIP

Virtually all BIP users say they would go back to the site again. The main task is to get businesses to access the site initially, or even recognise that the information they are accessing is part of the overall business portal.

One suggestion is to focus on promotion of the BIP website among businesses with 0-4 employees. Within this group, BIP awareness and use is currently lower than those with 5-199 staff.

Furthermore, having established that frequency of use also increases the likelihood to recommend the site to a friend or colleague, encouraging visitors back to the site is important. Whether this be through the events calendar, viewing webinars or just reminders about general advice on payroll tax or staffing issues relevant across the year.

Relevant, targeted and timely communications are essential to engage Queensland businesses.

Another area of focus is how the site can save users time. Those who recognise a time saving element from using the site are also more likely to recommend. More frequent users cite a greater time saving.

6.5 FURTHER RESEARCH: SEGMENTATION

A segmentation study could be conducted to determine current and potential target markets for the DTESB within the larger population of Queensland businesses. This could further identify opportunities to increase your customer base from the pool of Queensland businesses. There will be some businesses with whom engagement is more difficult and being able to identify different strategies of contacting and engaging with them, would be particularly productive to convert interest into a website visit.

This would involve an in-depth qualitative and quantitative approach with the quantitative element conducted once the areas to focus on had been developed in the qualitative focus groups. These would involve varying types of businesses across Queensland. The quantitative element would involve an online survey of mainly attitude statements to a large sample of 2000 - 3000 businesses answering using a five point scale from 'Strongly agree' to 'Strongly disagree' in order to categorise the types of businesses into segments. Once the research had been carried out, on any subsequent surveys, businesses could answer a lesser group of attitude statements to be assigned a segment.

6.6 FURTHER RESEARCH: CUSTOMER IMPACT SURVEY WAVE 4

UQ recommends conducting another wave of the Customer Impact Survey to allow Queensland Government the ability to continue to monitor the proportion of businesses using the main Queensland Government websites, particularly BIP.

To maintain the longitudinal nature of the study is it important for the key questions to remain unchanged, although a review of the questionnaire is advised.

Additional questions could explore:

- Themes identified from the suggested areas for improvement (e.g. staff, industry specific information and business requirements)
- Specific areas of the site where improvements to navigation are sought
- Ideas to improve the ease of navigation e.g. improving menu labels and locations, how to keep the navigation consistent (with regards to how items appear on the website and where they are located)
- Businesses not currently using Queensland Government online resources
- 'Competitors' to the BIP website
- Social Media, by refining the questions used in Wave 1 of the survey

- Any marketing or other campaign that Queensland Government may be running.

UQ recommends an increase in sample size for Wave 4 to 2000 Queensland businesses. Based on the current incidence of 11 per cent using BIP in the last 12 months, this would increase the number of BIP users to 220 and potentially allow more detailed analysis, in some areas. Alternatively, over sampling BIP users would be a way of increasing the sample size. This would involve a shorter questionnaire to recruit BIP users, with this group continuing to complete a more detailed questionnaire.

APPENDIX A – SURVEY OUTCOMES

6.7 SURVEY OUTCOMES

Table 3

Call-outcomes	Count	%
Response Rate [Completed / (Eligible + Unknown Eligibility)]	1528 / 3889	39.29%
Completed	1528	32.87%
Refusal	840	18.07%
Definite Appointment	2	0.04%
Unspecified Appointment	47	1.01%
Subtotal Eligible	2417	51.99%
Respondent never available	921	19.81%
Answer Machine /No Answer / Engaged	405	8.7%
Language Difficulty	0	0.00%
Organisation will contact us	146	3.14%
Subtotal Unknown Eligibility	1472	31.66%
Duplicate case	16	0.34%
Fax / Disconnected	423	9.10%
Non-business Number	116	2.50%
No eligible respondent	205	4.41%
Subtotal Not eligible	760	16.35%
Total	4649	100.00%

APPENDIX B – QUESTIONNAIRE

INTRO

Introduction to gatekeeper:

Good morning/afternoon, I am looking to speak to:

Key decision maker: <FNAME> (position: <POSITION>)

or

The person in day-to-day control of the business (*usually owner or manager*)

Introduction to respondent:

Good morning/afternoon, my name is [insert interviewer name] from the Institute for Social Science Research at the University of Queensland.

On behalf of the Queensland Government (*IF ASKED: DTESB, the Department of Tourism, Major Events, Small Business and the Commonwealth Games*), we are asking Queensland businesses about their awareness and use of government business resources. This information will be used to develop government online resources to better help and support businesses like yours in Queensland.

ISSR is conducting this research for the government department responsible for the coordination of services to Queensland business, tourism and industry.

The survey should only take around 15 minutes. Your answers will be confidential and your business will not be identifiable individually unless you consent to us providing your details, that is, your name, email address and business details including your industry, size and age of business to the Department for Tourism, Major events, Small business and the Commonwealth Games so that you can potentially be invited to take part in follow up research. Your participation in this study is voluntary.

INT01 Is now a good time for you to talk?

CN Yes, continue with interview → **INT02**

RQ Request for further information by email → **CON1**

EMAIL_NAME We will send some additional information shortly. Please tell me the best contact name and email address to send this to?

Interviewer note: *If gatekeeper does not provide a name please use 'Business leader'.*

It is incredibly important to repeat the participant's details back to them using phonetics.

If gatekeeper says "don't call us, we'll call you", then set for Xmas day.

EMAIL_NAME: Name:

EMAIL_ADD: Email:

EMAIL_CC: CC:

[SKIP TO APPOINTMENT SCREEN AFTER SENDING]

INT02 Before we begin, I will let you know that the call may be monitored or recorded for coaching and quality purposes. Is this ok?

01 Yes, continue

KR No → **CLOSE**

ASK ALL

INT03 [SINGLE RESPONSE. DO NOT READ OUT]

Are you the person in day-to-day control of the business and the most likely to use government information or services in your business?

Interviewer Note: All businesses are eligible, including government owned. Please choose the appropriate code below.

If the business is a franchise we wish to speak to them, **not** the head office.

01 Yes

02 No (return to intro and ask for someone in day-to-day control) → **INT01**

03 Am a government owned business → **CONTINUE**

BN Am not a business - Do not read out → **CLOSE (dispositioned as Non-Business number)**

ASK ALL

INT04 [SINGLE RESPONSE. READ OUT]

Firstly, I'd like to start by asking some background information about you and your business.

How many staff (full time equivalent) does the business employ? This is **not** including yourself, so could be none.

Interviewer Note: This refers to **all** FTE employed by the business. If unsure whether or not to include subcontractors, are they treated as regular staff? If yes, they can be included, but it is up to respondent to determine. It may depend on type or length of contract, for example rolling contract.

Reconfirm staff number if around response range, e.g., "I think about 200" - "Ok so would that be '20-199 staff' or '200 or more staff'?"

CALCULA

\03 5-19 staff

04 20-199 staff

NE 200 or more staff → **CLOSE**

ASK ALL

QCS3 [OPEN. RECORD VERBATIM]

What is your role or job title within the business?

01 [OPEN ENDED]

DK Don't know – Do not read out

ASK ALL

INT05 [SINGLE RESPONSE – DO NOT READ OUT]

Do you use the Internet for business purposes?

01 Yes

NE No → **CLOSE**

ASK ALL

INT06 [RECORD VERBATIM. 0000-9999]

I understand that your business is based in Queensland. What is your business postcode?

Interviewer Note: *If there are multiple sites, please record postcode of QLD headquarters / main site.*

Post code (0000-9999): [INPUT FIELD]

DK Don't know - Do not read out

NE No management in Queensland – Do not read out → **CLOSE**

ASK ALL**QEST1** [SINGLE RESPONSE. READ OUT]

How long has the business been established?

Interviewer Note: *IF RESPONDENT UNSURE - Think about when the business of this name was set up.*

01 One year or less → **QCS4**

02 Over a year → **QEST2**

03 Over a year but you took over in the last twelve months → **QEST2**

ASK IF BUSINESS AT LEAST A YEAR OLD (QEST1 = 02 / 03)

QEST2 [1-999] For how many years has the business been established?

DK Don't know - Do not read out

ASK ALL**QCS4** [SINGLE RESPONSE – DO NOT READ OUT]

What does your business mainly do?

Interviewer Note: *Categorise according to the description provided by the respondent. Prompt for more information or **main** business activity if necessary. Ensure enough text is recorded if selecting code 20 'Other' specify. Use sentences rather than one word, as will be back coded later.*

- 01 Agriculture, forestry or fishing
- 02 Mining
- 03 Manufacturing
- 04 Electricity, gas, water or waste services
- 05 Construction
- 06 Wholesale trade
- 07 Retail trade
- 08 Accommodation or food services
- 09 Transport, postal or warehousing
- 10 Information, media or telecommunications
- 11 Financial or insurance services
- 12 Rental, hiring or real estate services
- 13 Professional, scientific or technical services
- 14 Administrative and support services
- 15 Public administration and safety
- 16 Education or training
- 17 Health care or social assistance
- 18 Arts or recreation services
- 19 Other services
- 20 Other (please specify): [OPEN END]

ASK ALL

QCS5 [SINGLE RESPONSE. PROMPT IF NECESSARY.]

Does your business operate locally, interstate or both?

- 01 Locally
- 02 Interstate
- 03 Both
- 04 ONLY internationally – Do not read out
- 98 Don't know / Can't answer - Do not read out

ASK ALL

QCS6 [SINGLE RESPONSE. READ OUT]

Which one of the following currently best describes the status of your business?

- 01 Starting up
- 02 Established but not growing
- 03 Growing or expanding
- 04 Exiting, closing or being sold (*Interviewer note: Add "This includes being taken over" if necessary*)
- 05 Re-starting with new owners
- 06 Something else (please specify): [OPEN ENDED] - Do not read out
- 07 Closed – Do not read out → **QQGOVAWARE**
- 98 Don't know / Can't answer - Do not read out

QGOV ONLINE SERVICES**ASK ALL****QQGOVAWARE [SINGLE RESPONSE]**

I'd now like to ask you about the services offered to businesses by Queensland State Government.

Are you aware that the Queensland Government has a number of online sources of support and advice for businesses or that you can complete some business transactions with the Queensland Government online?

01 Yes

02 No → **QBIP**

IF AWARE (QQGOVAWARE = 1)**QQGOVUSE [SINGLE RESPONSE. DO NOT READ OUT]**

Have you ever used any Queensland State Government websites in the operation of your business?

01 Yes

02 No → **QBIP**

IF USED (QQGOVUSE = 1)**QQGOV [SINGLE RESPONSE. READ OUT]**

Thinking about all of the Queensland Government websites for business you have used, which of the following best describes how often you use Queensland State Government websites?

Interviewer Note: Please give best estimate if unsure

01 Daily

02 2-3 times a week

03 Weekly

04 Fortnightly / every two weeks

05 Monthly

06 Every two months

07 Quarterly / every three months

08 Less often

98 Don't know – Do not read out

99 Never / Not applicable - Do not read out → **QBIP**

IF USED (QQGOVUSE = 1 AND QQGOV <>99 / NEVER)**QWEBSPONT [OPEN / MULTI RESPONSE. DO NOT READ OUT. MIN 1 ANSWER]**

In the last 12 months, which Queensland State Government websites have you used?

INTERVIEWER PROMPT: Can you think of any others?

01 Building Services Authority (bsa.qld.gov.au)

02 Business and Industry Portal (business.qld.gov.au)

03 Business Licensing Information (ablis.business.gov.au)

04 Disaster Recovery Assistance (qraa.qld.gov.au)

05 Energy, Water Supply (.dews.qld.gov.au)

06 Environment and Heritage (ehp.qld.gov.au)

07 E-tendering or E-procurement (hpw.qld.gov.au/bas/etender/)

08 Fair Trading (justice.qld.gov.au)

09 Farming, Agribusiness, Rural Business (daff.qld.gov.au)

10 Industrial Relations (justice.qld.gov.au)

11 Liquor, Gaming or Racing (olgr.qld.gov.au)

12 Mining and Natural Resources (dnrm.qld.gov.au)

- 26 Office of State Revenue (osr.qld.gov.au)
- 13 Payroll Tax or State Duties Payment (osr.qld.gov.au)
- 14 Public Works or Housing (hpw.qld.gov.au)
- 15 Queensland Government Portal (qld.gov.au)
- 16 Residential Tenancies Authority / RTA (rta.qld.gov.au)
- 17 Small Business Solutions (smallbusinesssolutions.qld.gov.au)
- 18 State Development, Infrastructure and Planning (dsdip.qld.gov.au)
- 19 Tourism Industry (teq.queensland.com)
- 20 Transport and Main Roads (tmr.qld.gov.au)
- 21 Treasury and Trade (treasury.qld.gov.au)
- 22 Work Safe (worksafe.qld.gov.au)
- 23 Workplace Health and Safety (justice.qld.gov.au)
- 24 Queensland Building and Construction Commission (qbcc.qld.gov.au)
- 25 Something else (please specify – record verbatim): [OPEN ENDED]
- 98 Don't know which websites were used [EXCLUSIVE]
- 99 None of these websites – Do not read out

IF USED (QQGOVUSE = 1)**QWEBSOURCE** [SINGLE RESPONSE. READ OUT. RANDOMISE LIST]

I am going to read you a list of options and I would like you to tell me the **main** way in which you typically look for the Queensland Government website you need for your business interactions?

- 01 Search for it online, for example, Google or Bing
- 02 Follow a link from another website
- 03 Use the Queensland Government “gateway” website (qld.gov.au)
- 04 Already know it because I've used it before or saved it as a bookmark or favourite
- 05 Look for it on written material from the department
- 06 Obtain it from a government employee or telephone service
- 07 Know of it from a friend or colleague
- 08 Something else (please specify): [OPEN ENDED] [FIXED]
- 98 Don't know – Do not read out [FIXED]

IF USED (QQGOVUSE = 1)**QWEBEASY** [SINGLE RESPONSE. READ OUT]

Using a scale of 1 to 5, where 1 is 'Very easy' and 5 is 'Very difficult', how easy or difficult is it for you to find the business services you need from Queensland Government online?

- 01 Very easy
- 02 Easy
- 03 Neither easy nor difficult
- 04 Difficult
- 05 Very difficult
- 98 Don't know - Do not read out
- 99 Not applicable - Do not read out

IF USED (QQGOVUSE = 1)**QWEBSAT** [SINGLE RESPONSE. READ OUT.]

Thinking of all of Queensland Government online services for businesses you have used in the last 12 months, how satisfied or dissatisfied you are with them overall? Using a scale of 1 to 5, where 1 is 'very satisfied' and 5 is 'very dissatisfied'.

- 01 Very satisfied
- 02 Satisfied
- 03 Neither satisfied nor dissatisfied
- 04 Dissatisfied
- 05 Very dissatisfied
- 98 Don't know - Do not read out
- 99 Not applicable - Do not read out

Business and Industry Portal

ASK ALL

QBIP [SINGLE RESPONSE. READ OUT]

I'd now like to talk about the main website offered to businesses by the Queensland State Government.

Before today, had you heard of the Business and Industry Portal or website, www.business.qld.gov.au, which is the primary Queensland Government website for business services?

- 01 Yes, I've definitely heard of it
- 02 Yes, I think I've heard of it
- 03 No, I've never heard of it → **QREAS2**
- 98 Don't know → **QREAS2**

ASK IF NOT AWARE OR DON'T KNOW (QBIP =3 /98)

QREAS2 [SINGLE RESPONSE – DO NOT READ OUT]

Are you able to bring up the homepage at www.business.qld.gov.au? This is the main Queensland Government business and industry website. Do you recognise the homepage?

- 01 Yes, I recognise the homepage → **QREAS3**
- 02 No, I don't recognise the homepage / Don't know if I recognise the homepage → **QUSEOPEN**
- 99 No, I am not able to bring up the homepage (Do not have internet access right now) → **QUSEOPEN**

ASK IF AWARE OF BIP (QBIP =1 / 2 OR QREAS2 = 1)

QREAS3 [MULTI RESPONSE. READ OUT. RANDOMISED]

How did you hear about the main Business and Industry website?

- 01 Online, for example, a Google search, saw a link somewhere
- 02 Telephone, for example, 13QGOV
- 03 Face-to-face for example, colleagues, friends, Queensland Government service counter
- 05 TV, radio or newspaper advertising
- 06 Word of mouth
- 07 At a seminar or conference
- 04 Something else (please specify): [OPEN ENDED] [FIXED]
- 98 Don't know / Can't remember – Do not read out [EXCLUSIVE] [FIXED]

ASK IF AWARE OF BIP (QBIP =1 / 2 OR QREAS2 = 1)

QUSE1 [SINGLE RESPONSE – DO NOT READ OUT]

Have you ever used the main Queensland Government business and industry website, www.business.qld.gov.au?

01 Yes → QUSE4

02 No → QUSE2

ASK IF NOT USED BIP (QUSE1 = 2)

QUSE2 [READ OUT. MULTI RESPONSE. RANDOMISE LIST]

Which of the following reasons, if any, best describe why you have not used the main business and industry website? Please choose all that apply.

01 I can get the information I need from another Queensland Government website

02 I can get the information I need from a non-Queensland Government website

03 I can get the information I need from somewhere else (for example friends, colleagues or a business advisor)

07 Something else (please specify): [OPEN ENDED] [FIXED]

04 I tried to use the main Queensland Government business and industry website but gave up - Do not read out [FIXED]

05 It is not applicable in my current role - Do not read out [FIXED]

06 Do not use the internet much - Do not read out [FIXED]

98 Don't know – Do not read out [FIXED]

99 None of these – Do not read out [FIXED]

IF GETS INFO FROM SOMEWHERE ELSE (QUSE2 = 3 OR 7)

QUSEWHERE [MULTI. READ OUT] [RANDOMISE]

From where do you get the information you need?

01 Friends or family

02 Colleagues

03 An accountant or business advisor

04 A solicitor

05 Someone else (please specify): [OPEN ENDED] [EXCLUSIVE]

98 Don't know – Do not read out [EXCLUSIVE]

IF TRIED TO USE BIP BUT GAVE UP (QUSE2 = 4)

QUSE3 [OPEN END]

You said that you attempted to use the main business and industry website, but gave up. Can you tell me why?

Interviewer Prompt: Were there any other reasons you gave up using the site?

01 [OPEN ENDED]

ASK IF USED BIP (QUSE1 =1)

QUSE4 [SINGLE RESPONSE. READ OUT]

Approximately, when did you last use the main business and industry website? Was it...

01 Within the last 12 months

02 Longer than 12 months ago → QOUT1

ASK IF USED BIP IN LAST 12 MONTHS (QUSE4 =1)

QUSE5 [MULTI. READ OUT. RANDOMISE]

Thinking about the last 12 months, which of the following areas of the main business and industry website, if any, have you used or looked at? Please say 'yes' or 'no' for each one.

01 Starting a business

- 02 Running a business
- 03 Growing a business
- 04 Support, tools, grants and services
- 05 Employing people
- 06 Exiting a business
- 07 Commonwealth Games
- 08 Environmental licences and authorities
- 09 Business events calendar (workshops, seminars, etc.)
- 10 Business webinars
- 11 Specific information about your industry
- 12 Investing in Queensland
- 14 The search function
- 13 Something else? (please specify): [OPEN ENDED] [FIXED]
- 98 Don't know / Can't remember - Do not read out [EXCLUSIVE] [FIXED]
- 99 None of these / Nothing - Do not read out [EXCLUSIVE] [FIXED]

ASK IF USED BIP IN LAST 12 MONTHS (QUSE4 =1)

QUSE6 [OPEN END]

What information, if any, was missing from the main Queensland Government business and industry website, that you had expected to find on the site?

- 01 [OPEN END]
- 99 No comment - Do not read out

ASK IF USED BIP IN LAST 12 MONTHS (QUSE4 =1)

QUSE7 [SINGLE RESPONSE. READ OUT]

Which of the following best describes how often you use the main business and industry website?

Interviewer Note: Please encourage best estimate if unsure

- 01 Daily
- 02 2-3 times a week
- 03 Weekly
- 04 Fortnightly / every two weeks
- 05 Monthly
- 06 Every two months
- 07 Quarterly / every three months
- 08 Less often
- 98 Don't know - Do not read out
- 99 Not applicable - Do not read out

ASK IF USED BIP IN LAST 12 MONTHS (QUSE4 =1)

QDEVICE. [MULTI. READ OUT]

Which of the following do you ever use to access the main Queensland Government business and industry website? Do you use a...

- 01 Desktop or laptop computer
- 02 Tablet computer (for example, iPad)
- 03 Smart phone (for example, iPhone or Android)
- 04 Different device
- 98 Don't know – Do not read out

ASK IF USED BIP IN LAST 12 MONTHS (QUSE4 =1) AND (QDEVICE=1)**QDEVICEEXP1 [SINGLE – READ OUT]**

Which of the following best describes how well the main Queensland Government business and industry website met or did not meet your expectations, when accessing it using a **desktop or laptop computer**?

- 01 The site exceeded my expectations
- 02 The site met my expectations
- 03 The site did not meet my expectations
- 98 Don't know / Can't remember – Do not read out

ASK IF USED BIP IN LAST 12 MONTHS (QUSE4 =1) AND (QDEVICE=2)**QDEVICEEXP2 [SINGLE – READ OUT]**

Which of the following best describes how well the main Queensland Government business and industry website met or did not meet your expectations, when accessing it using a **tablet computer**?

- 01 The site exceeded my expectations
- 02 The site met my expectations
- 03 The site did not meet my expectations
- 98 Don't know / Can't remember – Do not read out

ASK IF USED BIP IN LAST 12 MONTHS (QUSE4 =1) AND (QDEVICE=3)**QDEVICEEXP3 [SINGLE – READ OUT]**

Which of the following best describes how well the main Queensland Government business and industry website met or did not meet your expectations, when accessing it using a **smartphone (for example, iPhone or Android)**?

- 01 The site exceeded my expectations
- 02 The site met my expectations
- 03 The site did not meet my expectations
- 98 Don't know / Can't remember – Do not read out

ASK IF USED BIP (QUSE1 =1)**QDEVICESAT1**

Can you please tell me how satisfied or dissatisfied you were with the way the main Queensland business and industry website could be accessed via the first channel of your choosing? This could be on your desktop, laptop, tablet, smart phone or a different device. Using a scale of 1 to 5, where 1 is 'Very satisfied' and 5 is 'Very dissatisfied'

[SINGLE RESPONSE. READ OUT]

- 01 Very satisfied
- 02 Satisfied
- 03 Neither satisfied nor dissatisfied
- 04 Dissatisfied
- 05 Very dissatisfied
- 98 Don't know - Do not read out
- 99 Not applicable - Do not read out

ASK IF DISSATISFIED WITH ACCESS (QDEVICESAT1 = 4 DISSATISFIED / 5 VERY DISSATISFIED)**QDEVICESAT2**

In what ways were you dissatisfied with the way the website could be accessed via the first channel of your choosing? [OPEN END]

98 Don't know - Do not read out

ASK IF USED BIP IN LAST 12 MONTHS (QUSE4 =1)

QREAS4 [MULTI. READ OUT]

Thinking about the last time you used the main business and industry website, what was the main reason for your visit?

01 To find information for myself or someone else

02 To do a transaction online (for example, apply for something)

03 To browse

04 Something else (please specify – record verbatim): [OPEN ENDED]

98 Don't know / Can't remember - Do not read out

99 None of these – Do not read out

ASK IF USED BIP IN LAST 12 MONTHS (QUSE4 =1)

QUSE11 [SINGLE RESPONSE. READ OUT]

Still thinking about the last time you used the main business and industry website, which of the following best describes your expectations beforehand?

01 High

02 Medium (neither high nor low)

03 Low

98 Don't know / Can't remember – Do not read out

ASK IF USED BIP IN LAST 12 MONTHS (QUSE4 =1)

QUSE12 [SINGLE RESPONSE. READ OUT]

Thinking about the last time you used the main business and industry website, which of the following best describes how well the site met, or did not meet your expectations overall? Would you say it...

01 Exceeded my expectations

02 Met my expectations

03 Did not meet my expectations

98 Don't know / Can't remember – Do not read out

IF EXPECTATIONS WITH BIP NOT MET (QUSE12 = 3)

QNOTMET

Can you please describe in what ways the main business and industry website did not meet your expectations?

01 [OPEN END]

98 Don't know / can't remember - Do not read out

IF EXPECTATIONS WITH BIP EXCEEDED (QUSE12 = 1)

QEXCEED

Can you please describe in what ways the main business and industry website exceeded your expectations?

01 [OPEN END]

98 Don't know / can't remember - Do not read out

ASK IF USED BIP IN LAST 12 MONTHS (QUSE4 =1)

QUSE13 [SINGLE RESPONSE. READ OUT. RANDOMISE STATEMENTS]

I am now going to read out a series of statements regarding the main Queensland Government business and industry website. Thinking about the last time you used the

website, using a scale of 1 to 5, where 1 is 'Strongly agree' and 5 is 'Strongly disagree', can you please tell me how much you agree or disagree with each one?

- 01 Strongly agree
- 02 Slightly agree
- 03 Neither agree nor disagree
- 04 Slightly disagree
- 05 Strongly disagree
- 98 Don't know / Can't remember - Do not read out

- **QUSE13a** The site was visually appealing
- **QUSE13b** The information was relevant to you
- **QUSE13c** The information was useful
- **QUSE13d** You got everything you needed from the site
- **QUSE13e** You were confident your privacy was protected

ASK IF USED BIP IN LAST 12 MONTHS (QUSE4 =1)

QUSE14A [SINGLE RESPONSE. READ OUT. RANDOMISE STATEMENTS]

I am now going to read out a number of tasks. Thinking about the last time you used the main Queensland Government business and industry website, using a scale of 1 to 5, where 1 is 'Very easy' and 5 is 'Very difficult', can you please tell me how easy or difficult you found doing each of these tasks?

- 01 1 Very easy
- 02 2 Easy
- 03 3 Neither easy nor difficult
- 04 4 Difficult
- 05 5 Very difficult
- 98 Don't know / Can't remember - Do not read out

- **QUSE14aa** Finding what you were looking for
- **QUSE14ab** Understanding how the information is organised on the site
- **QUSE14ac** Finding your way around the site
- **QUSE14ad** Understanding the wording used on the site

ASK IF USED BIP IN LAST 12 MONTHS (QUSE4 =1)

QUSE14B [SINGLE RESPONSE. DO NOT READ OUT]

Thinking about the last time you used the main business and industry website, to get what you needed, did you require alternative ways of getting in touch with the Queensland Government, for example, a telephone number or mailing address?

- 01 Yes
- 02 No
- 98 Don't know – Do not read out

IF NOT GOT ALL NEEDED FROM SITE (QUSE13D = 3 / 4 / 5)

QUSE15 [MULTI. READ OUT.]

You mentioned that you were unable to get everything you needed the last time you used the main business and industry website. Can you please tell me, using a 'yes' or 'no' for each of the following, where else you turned to, to find the information you were looking for? Was it...

- 01 Other Queensland Government websites

- 02 An Industry Association website, for example, Master Builders Queensland (masterbuilders.asn.au), Tax Institute (taxinstitute.com.au) or Queensland Tourism Industry Council (qtic.com.au)
- 03 Other websites not linked to Queensland Government or Industry Associations
- 04 Other website but don't know what type
- 05 Friends or colleagues
- 06 Queensland Government telephone helpline
- 07 Other telephone helpline
- 08 An accountant or business advisor
- 09 Somewhere else (please specify): [OPEN ENDED][FIXED]
- 98 Don't know - Do not read out [EXCLUSIVE][FIXED]
- 99 Nowhere else – Do not read out [EXCLUSIVE][FIXED]

ASK IF USED BIP IN LAST 12 MONTHS (QUSE4 =1)

QUSE16 [SINGLE RESPONSE. READ OUT. ROTATE STATEMENTS]

Using a scale of 1 to 5, where 1 is 'Very satisfied' and 5 is 'Very dissatisfied' can you please tell me how satisfied or dissatisfied you are with each of the following elements thinking about the last time you used the main business and industry website.

- 01 Very satisfied
- 02 Satisfied
- 03 Neither satisfied nor dissatisfied
- 04 Dissatisfied
- 05 Very dissatisfied
- 98 Don't know - Do not read out
- 99 Not applicable - Do not read out

- **QUSE16a** Your overall experience of using the website
- **QUSE16b** The website search function
- **QUSE16c** The provision of alternative contact details, for example, how to get in touch by telephone or by post [IF QUSE14B = YES / 1]
- **QUSE16d** Navigating the website

TIME AND MONEY SAVED**ASK IF USED BIP IN LAST 12 MONTHS (QUSE4 =1)****QVALUE1** [SINGLE RESPONSE. READ OUT. RANDOMISE LIST]

Can you please tell me whether using the main Queensland Government business and industry website has added or provided value to your business in any of the following areas? Has it...

01 Yes

02 No

98 Don't know - Do not read out

- **QVALUE1a** Saved you time
- **QVALUE1b** Saved you money
- **QVALUE1c** Provided support (for example, webinars) or mentoring
- **QVALUE1d** Provided knowledge or information
- **QVALUE1e** Provided networks or useful contacts
- **QVALUE1f 1** Something else (please specify): [OPEN ENDED][FIXED][UNFORCED]

IF SAVED MONEY (QVALUE1b= 1)**QVALUE2** [SINGLE RESPONSE. READ OUT. RANDOMISE LIST]

Thinking about **the last 12 months**, in which of the following ways, did you **save money** by using the business and industry website? Was it...

01 Yes

02 No

98 Don't know - Do not read out

- **QVALUE2a** By reducing or avoiding costs of complying with regulations
- **QVALUE2b** By reducing or avoiding costs of seeking professional advice (as would have paid someone for the help or advice otherwise)
- **QVALUE2c** By reducing or avoiding costs to do with anything else other than complying with regulations or seeking professional advice
- **QVALUE2d** By implementing changes to my business
- **QVALUE2e** By increasing sales to higher than they would have been otherwise
- **QVALUE2f** By increasing profits to higher than they would have been otherwise
- **QVALUE2g** In some other way (please specify): [OPEN ENDED][FIXED][UNFORCED]

IF SAVED MONEY (QVALUE1b = 1)**QVALUE3A** [0-999,999]

Thinking about all the ways you have saved money **in the last 12 months** by using the main business and industry website, roughly how much money do you think you have saved?

Interviewer Note: *This refers to their business as a whole. Please encourage best estimate if unsure.*

Money saved: \$[INPUT FIELD]

DK Don't know - Do not read out

IF SAVED MONEY BUT UNABLE TO GIVE FIGURE (QVALUE3A = DON'T KNOW / DK)**QVALUE3B** [SINGLE RESPONSE. READ OUT]

Thinking about all the ways you have saved money **in the last 12 months** by using the main business and industry website, which of the following ranges best describe how much money you think you have saved?

Interviewer Note: *This refers to their business as a whole. Please encourage best estimate if unsure.*

01. \$0-50
 02. \$51-100
 03. \$101-200
 04. \$201-300
 05. \$301-400
 06. \$401-500
 07. \$501-600
 08. \$601-650
 09. \$651-700
 10. \$701-750
 11. \$751-800
 12. \$801-850
 13. \$851-900
 14. \$901-950
 15. \$951-1000
 16. \$1001 – 1500
 17. \$1501 – 2000
 18. \$2001 – 2500
 19. \$2501 – 3000
 20. \$3001 – 3500
 21. \$3501 – 4000
 22. \$4001 – 4500
 23. \$4501 – 5000
 24. \$5001 – 5500
 25. \$5501 – 6000
 26. \$6001 – 6500
 27. \$6501 – 7000
 28. \$7001 –7500
 29. \$7501 – 8000
 30. \$8001 – 8500
 31. \$8501 – 9000
 32. \$9001 – 9500
 33. \$9501 –10 000
 34. \$10 001 – 15 000
 35. \$15 001 – 20 000
 36. \$20 001 – 25 000
 37. \$25 001 – 30 000
 38. \$30 001 – 35 000
 39. \$35 001 – 40 000
 40. \$40 001 – 45 000
 41. \$45 001 – 50 000
 42. \$50 001 or more
- 98 Don't know / Can't remember - Do not read out

IF SAVED TIME (QVALUE1a = 1)

QVALUE4 [SINGLE RESPONSE. READ OUT. RANDOMISE STATEMENTS]

Thinking about **the last 12 months**, in which of the following ways, did you **save time** by using the main business and industry website? Was it...

- 01 Yes
- 02 No
- 98 Don't know - Do not read out

- **QVALUE4a** By better understanding or complying more easily with regulations
- **QVALUE4b** By planning or helping implement changes to your business
- **QVALUE4c** By getting advice on employment and staffing
- **QVALUE4d** By submitting applications or registrations online
- **QVALUE4e** By having everything in one place
- **QVALUE4f** In comparison to other methods of obtaining information or advice
- **QVALUE4g** In some other way (please specify): [OPEN END] [FIXED]

IF SAVED TIME (QVALUE1a_1 = 1)

QVALUE5A [0-9999]

Thinking about all the ways you have saved time **in the last 12 months** by using the main business and industry website, roughly how much time do you think you have saved? Please answer in hours.

Interviewer Note: *This refers to their business as a whole. Please encourage best estimate if unsure.*

Number of hours: [INPUT FIELD]

- DK Don't know - Do not read out

IF SAVED TIME BUT UNABLE TO GIVE FIGURE (QVALUE5A = DON'T KNOW)

QVALUE5B [SINGLE RESPONSE. READ OUT]

Thinking about all the ways you have saved time **in the last 12 months** by using the main business and industry website, which of the following ranges best describes how much time you think you have saved?

Interviewer Note: *This refers to their business as a whole. Please encourage best estimate if unsure.*

- 01. Less than an hour
- 02. 1 - 2 hours
- 03. 3 - 4 hours
- 04. 5 - 6 hours
- 05. 7 - 8 hours
- 06. 1 - 3 working days
- 07. More than 3 working days, up to 5 working days
- 08. More than 5 working days
- 98. Don't know / Can't remember - Do not read out

BIP SUMMARY**ASK IF EVER USED BIP (QUSE1 =1 OR QWEBSPONT =2)****QOUT1** [SINGLE RESPONSE. DO NOT READ OUT]

Would you use the main Queensland Government business and industry website, www.business.qld.gov.au, again?

01 Yes

02 No

98 Don't know - Do not read out

IF WOULD NOT USE BIP AGAIN (QOUT1 = 2 / 98)**QOUT2A** [OPEN ENDED]

Can you tell me why you would not use the main business and industry website again? Please include any challenges or frustrations you faced when using the site, as well as other sources of information you prefer.

01 [OPEN ENDED]

98 Don't know - Do not read out

IF WOULD USE BIP AGAIN BUT DISSATISFIED ((QOUT1 = 1) AND ((QUSE16_A=4,5) OR (QUSE16_B=4,5) OR (QUSE16_C=4,5)))**QOUT2B** [OPEN ENDED]

Can you please describe why you were dissatisfied with the main business and industry website? Please include any challenges or frustrations you faced when using the site.

01 [OPEN ENDED]

98 Don't know - Do not read out

ASK IF USED BIP IN LAST 12 MONTHS (QUSE4 =1)**QOUT3** [MULTI RESPONSE. READ OUT. RANDOMISE]

Thinking about the last **12 months**, which of the following actions have you taken, if any, **as a result of using the main business and industry website?** Please say 'yes' or 'no' for each one. Have you...

01 Employed someone

02 Dismissed someone

03 Expanded or grown the business

04 Improved processes

05 Started importing

06 Started exporting

07 Trained staff

08 Improved workplace health and safety

09 Environmental compliance

10 Risk management

11 Planned for disaster recovery

12 Increased industry knowledge

13 Improved productivity or business efficiency

14 Improved your IT or IT systems

15 Business continuity planning

16 Introduced a new product or service

17 Raised finance or investment

97 Something else (please specify): [OPEN ENDED]

98 Don't know – Do not read out [EXCLUSIVE]

99 None of these – Do not read out [EXCLUSIVE]

ASK IF USED BIP IN LAST 12 MONTHS (QUSE4 =1)**QREC [SINGLE RESPONSE. READ OUT]**

Using a scale of 0 to 10 where 0 is 'Not at all likely' and 10 is 'Extremely likely', how likely would you be to recommend the main business and industry website, to a friend or colleague?

- 01 0 Not at all likely
- 02 1
- 03 2
- 04 3
- 05 4
- 06 5 Neither likely nor unlikely
- 07 6
- 08 7
- 09 8
- 10 9
- 11 10 Extremely likely
- 98 Don't know – Do not read out

ASK ALL**QUSEOPEN**

What ideas do you have for additional services or information on the main business and industry website, www.business.qld.gov.au, which would be useful for you and your business?

Interviewer note: This question can be answered by any participant as we're looking for features/services that they may find useful if *they were to use the website*.

- 01 [OPEN ENDED]
- 02 No ideas – Do not read out

ASK ALL**QABABLIS** [MULTI. READ OUT. RANDOMISED]**AUSTRALIAN BUSINESS ACCOUNT**

We are nearing the end of the survey now. I would just like to ask a few questions regarding some other websites for businesses.

Which of the following websites, if any, have you used in the last 12 months when seeking information or services for your business? Please say 'yes' or 'no' for each.

- 01 Business Enterprise Centre (becaustralia.org.au)
- 02 Australian Industry Group (AI Group) (aigroup.com.au)
- 03 Australian Business Account (ABA) (account.business.gov.au)
- 04 Australian Business Licence and Information Service (ablis.business.gov.au)
- 05 Chamber of Commerce and Industry Queensland (cciq.com.au)
- 06 Australian Tax Office (ATO) (ato.gov.au)
- 07 Australian Technology and Investment Committee (ATIC) (atic.id.au)97
- Something else (please specify): [OPEN ENDED] [FIXED]
- 98 Don't know -- Do not read out [EXCLUSIVE] [FIXED]
- 99 None of these -- Do not read out [EXCLUSIVE] [FIXED]

ASK IF NOT MENTIONED ABA (QABABLIS<>3)**QABAAWARE** [SINGLE RESPONSE - Do not read out]

Are you aware of the national Australian Business Account or ABA?

Interviewer Note: If asked the website is account.business.gov.au

- 01 Yes
- 02 No → **QABLISAWARE**

ASK IF AWARE OF ABA (QABAAWARE = 1 OR QABABLIS=3)**QABAUSE** [SINGLE RESPONSE. DO NOT READ OUT]

Does your business already have an Australian Business Account or ABA?

- 01 Yes
- 02 No
- 98 Don't know - Do not read out

ASK IF NO ABA ACCOUNT (QABAUSE = 2 / 98)**QABAINTEEND** [SINGLE RESPONSE – DO NOT READ OUT]

The Australian Business Account or ABA (account.business.gov.au) is a national free service set up to better manage all your government-related licences, permits and registrations. Do you intend to register for an ABA account within the next 12 months?

- 01 Yes
- 02 No
- 98 Don't know - Do not read out

ASK IF USED ABA SITE (QABABLIS=3)**QABAUSE2** [SINGLE RESPONSE. READ OUT.]

Thinking about the last time you used the ABA website, can you please tell me how satisfied or dissatisfied you were with the overall experience? Using a scale of 1 to 5, where 1 is 'very satisfied' and 5 is 'very dissatisfied'.

- 01 1 Very satisfied
- 02 2 Satisfied
- 03 3 Neither satisfied nor dissatisfied

- 04 4 Dissatisfied
- 05 5 Very dissatisfied
- 98 Don't know - Do not read out
- 99 Not applicable - Do not read out

ASK IF USED ABA SITE (QABABLIS =3)**QABAU3E3** [SINGLE RESPONSE. READ OUT.]

Thinking about the last time you used the the ABA site, can you please tell me how easy or difficult you found navigating the site? Using a scale of 1 to 5, where 1 is 'very easy' and 5 is 'very difficult'.

- 01 1 Very easy
- 02 2 Easy
- 03 3 Neither easy nor difficult
- 04 4 Difficult
- 05 5 Very difficult
- 98 Don't know / Can't remember - Do not read out

ASK IF USED ABA SITE (QABABLIS=3)**QABAPROB** [OPEN ENDED]

What challenges or frustrations, if any, did you experience when using the ABA site?

Interviewer note: If yes, ask 'and what were those challenges or frustrations?'

- 01 [OPEN ENDED]
- 98 No - Do not read out

ASK IF AWARE OF ABA (QABABLIS=3 OR QABAWARE = 1)**QABAU3EOPE** [OPEN-END]

What ideas do you have for additional services or information the Australian Business Account or ABA website could provide which would be useful for you and your business?

- 01 [OPEN ENDED]
- 99 No ideas - Do not read out

ASK IF USED ABA SITE (QABABLIS=3)**QRECABA** [SINGLE RESPONSE. READ OUT]

Using a scale of 0 to 10, where 0 is 'Not at all likely' and 10 is 'Extremely likely', how likely would you be to recommend the Australian Business Account or ABA website (account.business.gov.au), to a friend or colleague?

- 01 0 Not at all likely
- 02 1
- 03 2
- 04 3
- 05 4
- 06 5 Neither likely nor unlikely
- 07 6
- 08 7
- 09 8
- 10 9
- 11 10 Extremely likely
- 98 Don't know -- Do not read out

ASK IF USED ABA SITE (QABABLIS=3)

QABANEED [SINGLE RESPONSE. READ OUT]

Thinking about the last time you used the ABA site, using a scale of 1 to 5 where 1 is 'Strongly agree' and 5 is 'Strongly disagree', can you please tell me which best describes the statement 'You got everything you needed from the ABA website'?

01 Strongly agree

02 Slightly agree

03 Neither agree nor disagree

04 Slightly disagree

05 Strongly disagree

98 Don't know/Can't remember - Do not read out

ABLIS**ASK IF NOT USED ABLIS (QABABLIS<>4)****QABLISAWARE** [SINGLE RESPONSE. DO NOT READ OUT]

Are you aware of the Australian Business Licence and Information Service or ABLIS?

Interviewer Note: *If asked the website is ablis.business.gov.au*

01 Yes

02 No

ASK IF NOT USED ABLIS (QABABLIS<>4)**QABLISNOUSE** [MULTI RESPONSE (UP TO 6)– READ OUT]

Which of the following reasons, if any, best describe where you get the information you need about your business licenses? Please choose all that apply.

01 I get the information from another Queensland Government website

02 I get the information from a non-Queensland Government website

03 I get the information from somewhere else (for example, friends or colleagues) (please specify): [OPEN ENDED]

98 I don't need Business Licensing information / Not applicable [EXCLUSIVE]

04 I attempted to use the Australian Business Licence and Information Service or ABLIS website but gave up – Do not read out

05 I do not use the internet much - Do not read out

99 Don't know - Do not read out [EXCLUSIVE] → **QTURN1****ASK IF USED ABLIS (QABABLIS=4)****QABLISUSE2** [SINGLE RESPONSE. READ OUT.]**ABLIS**Thinking about the last time you used the **Australian Business Licence and Information Service or ABLIS website**, can you please tell me how satisfied or dissatisfied you were with the overall experience? Using a scale of 1 to 5, where 1 is 'Very satisfied' and 5 is 'Very dissatisfied'.

01 Very satisfied

02 Satisfied

03 Neither satisfied nor dissatisfied

04 Dissatisfied

05 Very dissatisfied

98 Don't know - Do not read out

99 Not applicable - Do not read out

ASK IF USED ABLIS (QABABLIS=4)**QABLISUSE3** [SINGLE RESPONSE. READ OUT. RANDOMISE STATEMENTS]

I am now going to read out a few tasks. Thinking about the last time you used the Australian Business Licence and Information Service or ABLIS website, can you please tell me how easy or difficult you found doing each of these tasks? Using a scale of 1 to 5, where 1 is 'Very easy' and 5 is 'Very difficult'.

01 Very easy

02 Easy

03 Neither easy nor difficult

04 Difficult

05 Very difficult

98 Don't know / Can't remember - Do not read out

- **QABLISUSE3A** Finding what you were looking for
- **QABLISUSE3B** Understanding the information on the site
- **QABLISUSE3C** Navigating the site

ASK IF USED ABLIS (QABABLIS=4)**QABLISPROB [OPEN ENDED]**

What challenges or frustrations, if any, did you experience when using the Australian Business Licence and Information Service or ABLIS website?

01 [OPEN ENDED]

98 None - Do not read out

ASK IF AWARE OF ABLIS (QABABLIS=4 OR QABLISAWARE = 1)**QABLISUSEOPE [OPEN-END]**

What ideas do you have for additional services or information the Australian Business Licence and Information Service or ABLIS website could provide which would be useful for you and your business?

01 [OPEN ENDED]

99 No ideas - Do not read out

ASK IF USED ABLIS (QABABLIS=4)**QRECALLIS [SINGLE RESPONSE. READ OUT]**

Using a scale of 0 to 10, where 0 is 'Not at all likely' and 10 is 'Extremely likely', how likely would you be to recommend the Australian Business Licence and Information Service or ABLIS website (ablis.business.gov.au), to a friend or colleague?

01 0 Not at all likely

02 1

03 2

04 3

05 4

06 5 Neither likely nor unlikely

07 6

08 7

09 8

10 9

11 10 Extremely likely

98 Don't know - Do not read out

QTURN1 [0-999,999,999]

CLOSING QUESTIONS

This is the last section of the survey now. So that I can get an idea of the scale of your business, roughly, what was your total turnover for the 2014 to 2015 financial year, in dollars?

Interviewer Note: *This is the estimated turnover for their business as a whole. Turnover should be recorded for all businesses, including not-for-profit organisations.*

Expected turnover: \$ [INPUT FIELD]

DK Don't know - Do not read out

ASK IF DON'T KNOW TURNOVER (QTURN1=DK)

QTURN2 [SINGLE RESPONSE. READ OUT]

Could you estimate which of the following bands your total turnover falls into for the 2014 to 2015 financial year?

Interviewer Note: *If turnover is stated as being negative, code as '01 Less than \$100,000'*

- 01 Less than \$100,000
- 02 \$100,001 to \$500,000
- 03 \$500,001 to \$1 million
- 04 \$1,000,001 to \$2 million
- 05 \$2,000,001 to \$10 million
- 06 More than \$10 million
- 97 Refused - Do not read out
- 98 Don't know - Do not read out

ASK IF USED BIP IN LAST 12 MONTHS (QUSE4 =1)

QFOLLOW [SINGLE RESPONSE – DO NOT READ OUT]

Would you be willing to participate in future research projects to help improve Queensland Government services for businesses like yours? If you agree to this, your name, email address and business details including your industry, size and age of business, will be given to the Department for Tourism, Major events, Small business and the Commonwealth Games and you may be contacted only for the purposes of taking part in future research. These details would not be connected to any of your other survey responses.

Interviewer Note: *The contact details must be for the participant of this study.*

- 01 Yes
- 02 No

QCALLBACK [SINGLE RESPONSE. DO NOT READ OUT]

Myself or someone from my research team may need to call you back to clarify your answers or to ask anything I may have missed during this call, is this ok?

- 01 Yes
- 02 No

ASK IF AGREED TO FOLLOW UP RESEARCH OR A CALL BACK (QFOLLOW =1 or QCALLBACK=1)

Thank you for that. Can you please let me know your...

Q103A First and Last name [FORCED]

Q103B Best contact number [UNFORCED]

Q103C Best email address [UNFORCED]

QSEX [SINGLE RESPONSE. DO NOT READ OUT]

Interviewer note: *Record the respondent's gender*

01 Male - Do not read out

02 Female - Do not read out

QAGE [SINGLE RESPONSE. READ OUT]

For statistical purposes, may I ask which of the following age groups you belong to? Is it...

07 Under 18

01 18-24

02 25-34

03 35-44

04 45-54

05 55-64

06 65 or older

99 Declined to respond – Do not read out

INT99 [SINGLE RESPONSE]

Thank you for participating in this research, we really appreciate your time and assistance.

Did you have any questions before we finish?

END

APPENDIX C – ANALYSIS

6.8 CROSS BREAKS USED FOR ANALYSIS AT WAVE 3

Analysis by '**Awareness / Use of Queensland Government online**' is categorized as follows:

- Total Awareness of Queensland Government online: QQGOVAWARE = 1 or QBIP = 1 / 2 or QREAS2 = 1
- Total Use of QGOV ever: QQGOVUSE = 1 or QUSE1 = 1
- Total Awareness of BIP: QBIP = 1 / 2 or QREAS2 = 1 or QWEBSPONT = 02 Business and Industry Portal (business.qld.gov.au) or 11 Liquor, Gaming or Racing (olgr.qld.gov.au) or 12 Mining and Natural Resources (dnrm.qld.gov.au)
- Total Use of BIP in last 12 months: QUSE4 = 1 or QWEBSPONT = 02 Business and Industry Portal (business.qld.gov.au) or 11 Liquor, Gaming or Racing (olgr.qld.gov.au) or 12 Mining and Natural Resources (dnrm.qld.gov.au)

Analysis by '**Region**' is split into four categories:

- North (North West, Far North & Northern Queensland)
- Central (Central West, Mackay & Fitzroy)
- South (South West, Darling Downs & Wide Bay-Burnett)
- South East (Brisbane & Moreton)

Analysis by '**BIP Use**':

- BIP users (have used BIP in last 12 months / QUSE4= 1)
- Non-BIP users (have not used BIP in last 12 months / QUSE4<>1)

Analysis by '**Frequency of Use**':

- Frequent BIP users (Monthly or more) (QUSE7 = 1 / 2 / 3 / 4 / 5)
- Infrequent BIP users (Less often) (QUSE7 = 6 / 7 / 8)

Analysis by '**Awareness / Use of BIP**':

- Aware and used in last 12 months (QUSE4 = 01 / QWEBSPONT = 02 / 11 / 12)
- Aware but not used in last 12 months (QUSE4 = 2 and NOT (QWEBSPONT= 02 / 11 / 12))
- Not aware (QREAS2 = 02 / 99 & NOT (QWEBSPONT = 02 / 11 / 12))

Analysis by '**Industry**' is by the 19 standard ANZSIC codes (e.g. Agriculture, Forestry & Fishing, Mining etc.)

Analysis by '**Business Size**' (excluding the respondent) is divided into three categories:

- 0 - 4 employees (small businesses)
- 5 - 19 employees (small businesses)
- 20 - 199 employees (medium sized)

Analysis by '**Business Age**' is based on year of establishment:

- 5 years or less (less established)
- 6-10 years
- 11 years or more (more established)

Analysis by '**Business Operation**' is based on geography of operation:

- Locally only
- Interstate only
- Locally and Interstate
- Any interstate (QCS5 = 2 / 3)
- Only internationally.