



Business Sentiment Survey

2019 detailed guidelines

These guidelines have been developed with advice from Geoscience Australia, independent market research company ORIMA Research and input from the Kimba Consultative Committee and Barndioota Consultative Committee.

Overview

The Australian Government is committed to delivering the National Radioactive Waste Management Facility (the facility) on a site volunteered by the owner alongside a community that broadly supports hosting it. Indicators informing community sentiment include the community ballots, public submissions, and business and neighbour surveys.

This document explains the method by which we will collect and manage the information you provide.

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Business Survey Objective

To determine business sentiment towards the proposal to establish a National Radioactive Waste Management Facility at the nominated sites of Lyndhurst, Napandee and Wallerberdina Station.

Each eligible business will have the opportunity to provide one response to the business survey.

Survey responses will be collected from a person authorised to speak on behalf of the business, including the business owner or an authorised representative of the owner/s of the business.

Definitions

A *business* is any entity that undertakes a commercial activity on a for profit basis, that is registered on the Australian Business Register with an active Australian Business Number on 1 October 2019.

Geographic boundary means:

- For the purposes of the Kimba survey, the Kimba District Council local government area; and
- For the purposes of the Hawker survey, land located within either or both of the following:

- the Flinders Ranges Council local government area; or
- a 50km radius drawn from all points along the boundary of Wallerberdina Station (including land managed by the Outback Communities Authority), as determined by Geoscience Australia.

A *respondent* is the person with authority to respond to the survey on behalf of the business.

Eligibility

A business can participate in the survey once via a respondent. Respondents can also abstain when called to participate in the survey.

A business must be eligible to respond to the survey. The eligibility criteria is specified in this section.

Eligibility Criteria

Businesses will be eligible to participate in the survey if they meet guideline requirements regarding their registration, structure and activities.

Business Registration

Businesses eligible to participate in the survey must:

- have a registered address within the geographic boundary *or* have a registered address outside the geographic boundary and opt-in in accordance with the process described in these guidelines; and
- have conducted business activities within the geographic boundary within the last 12 months.

Business Structure

Businesses operating under the following structures are eligible to participate:

- Companies;
- Partnerships;
- Sole traders;
- Trusts* that are registered on the Australian Business Register;
- Incorporated entities; and
- Unincorporated entities.

Businesses owned or controlled by State or Commonwealth Government entities are not eligible to participate.

** Explanation- A trust is a legal structure used to hold and subsequently transfer assets. It is not a separate legal entity in its own right, but a relationship between a trustee and beneficiaries. The trustee is the entity that carries out business on behalf of the beneficiaries, and the trustee may be an individual or a company. Where a business is run under a trust, the trustee must determine who the authorised respondent will be, in a manner consistent with the terms of the trust.*

Example: *Yolanda runs a hairdressing business through a discretionary trust with a corporate trustee. The trustee is a proprietary limited corporation with Yolanda as the sole director and shareholder. The trustee, being the entity responsible for the assets of the trust (including the hairdressing business), is entitled to participate on behalf of the business. Yolanda will participate in the survey in her capacity as sole owner of the trustee corporation. No other entity in this scenario (including beneficiaries, or Yolanda in her personal capacity) is entitled to participate in the survey.*

Business Activities

To be eligible, the business must undertake a commercial activity on a for profit basis. A broad definition of commercial activities is applied and includes:

- retail / wholesale / manufacturing activities undertaken with the aim of deriving an economic return;
- the provision of services,
- the operation of an agribusinesses within the geographic boundary;
- micro / home / mobile businesses; and
- local franchisee businesses.

Business must also have filed an Australian Tax Return for the past two financial years (2017/18 and/or 2018/19).

Notwithstanding any of the above, businesses will not be eligible to participate if they:

- function as not-for-profits or charities; or
- have been principally established for the community benefit (this includes sporting clubs, societies and interest groups).

Participation Process

Step 1 – Businesses operating in the geographic boundary (see *Definitions*) will be informed of the survey and how to participate via local advertising, flyers, social media and email messages from the Taskforce.

Step 2 – You are automatically included in the survey if you have a business with a registered address in the geographic boundary. You will need to confirm your business contact details by opting in.

Step 3 – You will need to opt-in to the survey if you operate a business in the geographic boundary area but have a registered business address elsewhere. You have 10 business days to opt-in by emailing the Taskforce at radioactivewaste@industry.gov.au with:

- Your business name;
- Business operating address;
- Business structure;
- Australian Business Number;
- Name of the authorised respondent;
- The respondent's contact phone number; and
- The respondent's preferred time for contact.

Step 4 – After the opt in period, business' details will be cross-checked to verify their eligibility to participate.

Step 5 – Businesses will be contacted via phone by Action Market Research, ORIMA Research’s preferred fieldwork partner, to participate in the survey.

Step 6 – Individual participants will be asked to confirm they are authorised to speak on behalf of the business as part of the survey, and if confirmed, the survey will proceed. If no authorised respondent is available to speak, arrangements will be made to call back. If no contact is made, ORIMA will make at least three attempts to reach the eligible business’ authorised respondent for a response.

Note: Some business owners may be contacted twice to help validate the survey results. Information may be collected as part of the survey to validate the survey response.

Methodology

Sentiment will be captured by way of a computer assisted telephone survey process to be conducted by Action Market Research, ORIMA Research’s preferred fieldwork partner.

A combination of mobile and landline numbers will be used to contact individuals pre-identified as the authorised respondent of an eligible business, as informed by ABR data. Where there is no recorded individual contact information available, or the listed individual is identified as possibly not being the correct authorised respondent (for example and accountant who acts on behalf of the business), the business will be contacted via publically available contact numbers.

Sample frame

The list of businesses within the geographic boundary has been drawn from the Australian Business Register (ABR), a database of ABNs maintained by the Australian Taxation Office (ATO). Government agencies including the Department can access the ABR data to understand and assist businesses and the wider community in their area. The opt-in process has been included in the interest of addressing the known limitations on the ABR data.

Validation

To validate the computer assisted survey process, a non-automated quality control process will be conducted. This will involve a follow-up call to the authorised respondent by a supervisor from Action Market Research. To facilitate validations, the respondent who answers the survey will be asked to give their first name. A minimum of 10% of all phone survey responses captured via the computer assisted survey system will be validated. Validation data will be reported alongside the survey results.

Survey Content

ORIMA Research will design the computer-assisted telephone survey in consultation with the Department. The survey content has also been informed by consultation with members of the Kimba Consultative Committee and Barndioota Consultative Committee.

A number of additional elements and questions will be included:

- The purpose of the call
- Explanation of the survey, process, and what happens to survey responses
- That the individual answering the survey call is the authorised respondent
- The structure of the entity operating the business

- The number of current employees engaged by the business, categorised into bands (e.g. 0 – 5, 5 to 15, etc.) and the estimated annual turnover of the business (also in broad \$ value bands) for validation purposes
- The response to the sentiment question
- Willingness to be re-contacted for validation

The sentiment question - “Do you support the proposed National Radioactive Waste Management Facility being located at one of the nominated sites in the community of Kimba?”/ “Do you support the proposed National Radioactive Waste Management Facility being located at the nominated site at Wallerberdina Station)?” - will be presented with the option to provide a “yes” / “no” / “abstain” response. This question mirrors the equivalent question being asked of the community in the ballot process.

Privacy

A privacy statement will be provided as part of the survey call that confirms how personal information will be collected, used, disclosed and stored and that all responses to this survey are protected by Australian privacy legislation. For the purposes of conducting the survey, Action Market Research will collect information, which will be provided to ORIMA Research who will prepare a report for the Department that summarises the findings of the survey.

Individual responses will not be shared publically. Personal information collected through the survey process will be managed in accordance with the department’s Privacy Policy.

Results will be aggregated for each region.

Aggregated results will be included in the Community Sentiment Report provided to the Minister for Resources and Northern Australia. The Minister may refer to the results in a proposed decision statement and statement of reasons prepared for the purposes of a declaration under section 14 of the *National Radioactive Waste Management Act 2012*.

Aggregated results may be used in public statements.

Implementation Timing

The business survey will be undertaken during or close to the respective ballot periods for each geographic region, with the survey to be completed by close of business on 12 December 2019.

Implementation includes a period of consultation on the business survey guidelines, a business opt-in period and the in-field survey of eligible businesses.

Implementation Considerations

If the authorised respondent is not available for the duration of the survey, a call back will be undertaken up to three times to contact the authorised respondent. Numbers will be called a minimum of 5 times if no contact is made, and up to 10 times if a contact has been established but no survey completed.

About ORIMA Research

The Department has engaged ORIMA Research, an Australian company that provides end-to-end research and data analytics services to the public sector, to assist with validating the data set and ensuring that it aligns to the defined eligibility criteria. ORIMA Research is an ISO20252 accredited company and an affiliate of the Australian Market and Social Research Society. ORIMA Research's preferred fieldwork partner is Action Market Research. Action Market Research is an Adelaide-based research company that ORIMA Research has worked extensively with since 2015 and is also ISO20252 accredited.