

Appendix 4: Covering Letter for Survey

Queensland Centre for Climate Applications

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What do you think of the enclosed prototype booklet, containing 'big-picture' information, entitled 'Seasonal Conditions and Outlook in Qld – June 2000'?

Dear Sir/Madam,

Many thanks for agreeing to provide some feedback on the above prototype product, which will provide monthly information on current seasonal conditions in Queensland to a wide range of clients. As only a limited number of people have volunteered to help, your ideas will be particularly valuable in assisting us to develop a product that is useful to you for making business decisions, and to other clients.

I am enclosing the following documents for you to refer to:

- REPORT A. 'A summary of seasonal conditions in Queensland' (colour);
- REPORT B. 'Seasonal conditions report' (black and white); and
- REPORT C. The prototype of a monthly coloured product which combines the above two reports and expands the range of information – entitled 'Seasonal Conditions and Outlook in Queensland – June 2000'.

The information in the prototype product is complete except for a few items of text, so the booklet should provide you with a good sample of the full package of information. We need your help in developing this up-to-date product, including identifying which items of information are of value to you in making business decisions. Your completion of the following questionnaire will contribute significantly to this goal.

At the risk of exhausting your patience, I have included a few questions (at the end of the feedback sheet) on your needs regarding seasonal climate forecasting.

Confidentiality of individual responses is assured. Responses will be amalgamated and studied as a group, and there is no need to supply your name. Participation is, of course, voluntary - but I encourage you to take part.

If possible, we would like to commence distribution of the improved product in early July. Therefore I would be grateful if you could complete the feedback sheet, and **return it via the pre-addressed and paid envelope within two weeks**. Any responses, even if incomplete, would be greatly appreciated.

Yours sincerely,

Col Paull
Senior Extension Officer