

## Appendix 5: Survey Form

### SURVEY OF POLICYMAKERS, PRIMARY PRODUCERS AND BUSINESS TO IMPROVE QUEENSLAND SEASONAL CONDITIONS REPORTS ISSUED BY QDPI AND QDNR

1. What is your nearest **town**? \_\_\_\_\_ In what **State**? \_\_\_\_\_
2. What is the name of your **local government area**/district? \_\_\_\_\_
3. A bit of information about **yourself** (please tick appropriate boxes)
- 3a. Your gender?                      Male                       Female
- 3b. What age group do you belong to?
- |   |   |   |  |
|---|---|---|--|
| <input type="checkbox"/> 18 - 24 years <input type="checkbox"/> | <input type="checkbox"/> 35 - 39 years <input type="checkbox"/> | <input type="checkbox"/> 50 - 54 years <input type="checkbox"/> | <input type="checkbox"/> Over 65 years |
| <input type="checkbox"/> 25 - 29 years <input type="checkbox"/> | <input type="checkbox"/> 40 - 44 years <input type="checkbox"/> | <input type="checkbox"/> 55 - 59 years <input type="checkbox"/> |  |
| <input type="checkbox"/> 30 - 34 years <input type="checkbox"/> | <input type="checkbox"/> 45 - 49 years <input type="checkbox"/> | <input type="checkbox"/> 60 - 64 years <input type="checkbox"/> |  |
- 4a. What **industry/business** are you involved with? (Tick one or more appropriate boxes).
- |   |  |
|---|--|
| Government - policy <input type="checkbox"/>            | Sheep <input type="checkbox"/>                 |
| Government - extension <input type="checkbox"/>         | Graingrowing <input type="checkbox"/>          |
| Government - research <input type="checkbox"/>          | Irrigation <input type="checkbox"/>            |
| Government - management <input type="checkbox"/>        | Agribusiness <input type="checkbox"/>          |
| Primary industry organizations <input type="checkbox"/> | Other (specify) _____ <input type="checkbox"/> |
| Cattle <input type="checkbox"/>                         |  |
- 4b. Are you a member of a Local Drought Committee? (Tick one box)
- Yes                       No
5. How important are your **assessments** of current and future **seasonal conditions** (over the next three to 12 months) in your planning or decision-making? (Tick one box).
- |  |  |  |  |
|--|--|--|--|
| not at all <input type="checkbox"/><br>important | slightly <input type="checkbox"/><br>important | fairly <input type="checkbox"/><br>important | very <input type="checkbox"/><br>important |
|--|--|--|--|
6. How useful is **probability-based information** (see 'Definitions' on last page) in the management of your business? (Tick one box).
- |  |   |   |   |   |
|--|---|---|---|---|
| I don't <input type="checkbox"/><br>use it | not at all <input type="checkbox"/><br>useful | slightly <input type="checkbox"/><br>useful | fairly <input type="checkbox"/><br>useful | very <input type="checkbox"/><br>useful |
|--|---|---|---|---|
7. Which report(s) have you been receiving monthly? (Tick one box).
- |  |   |   |
|--|---|---|
| REPORT A <input type="checkbox"/><br>'A summary of<br>seasonal conditions<br>in Qld' (in colour) | REPORT B <input type="checkbox"/><br>'Seasonal conditions<br>report' (in black and white) | Both reports <input type="checkbox"/><br>stapelled together |
|--|---|---|

**NOTE:** The following questions refer to the report(s) which you receive.

8. Overall, how well has the information in the report(s) correlated with your knowledge of seasonal conditions? (Tick one box).





To what extent does the content of this section satisfy the requirements listed below. Circle one number for each factor to indicate your response on the scale, where: 1=very poor; 2=poor; 3=OK; 4=fairly good; 5=very good.			
<b>Range of information</b> satisfies my needs.	1 2 3 4 5	<b>Layout and map sizes</b> make the information easy to use.	1 2 3 4 5
Information is sufficiently <b>timely</b> to be of value.	1 2 3 4 5	<b>Written material</b> is brief and easy to understand.	1 2 3 4 5
<b>Presentation</b> of individual products makes them easy to understand.	1 2 3 4 5	Technical <b>jargon</b> is kept to a minimum.	1 2 3 4 5

**Additional Comments** (refer to page numbers; for more space, use the blank back of this page)

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**13c. Rainfall**

To what extent does the content of this section satisfy the requirements listed below. Circle one number for each factor to indicate your response on the scale, where: 1=very poor; 2=poor; 3=OK; 4=fairly good; 5=very good.			
<b>Range of information</b> satisfies my needs.	1 2 3 4 5	<b>Layout and map sizes</b> make the information easy to use.	1 2 3 4 5
Information is sufficiently <b>timely</b> to be of value.	1 2 3 4 5	<b>Written material</b> is brief and easy to understand.	1 2 3 4 5
<b>Presentation</b> of individual products makes them easy to understand.	1 2 3 4 5	Technical <b>jargon</b> is kept to a minimum.	1 2 3 4 5

**Additional Comments** (refer to page numbers; for more space, use the blank back of a following page)

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**13d. Pastures and Livestock**

To what extent does the content of this section satisfy the requirements listed below. Circle one number for each factor to indicate your response on the scale, where: 1=very poor; 2=poor; 3=OK; 4=fairly good; 5=very good.			
<b>Range of information</b> satisfies my needs.	1 2 3 4 5	<b>Layout and map sizes</b> make the information easy to use.	1 2 3 4 5
Information is sufficiently <b>timely</b> to be of value.	1 2 3 4 5	<b>Written material</b> is brief and easy to understand.	1 2 3 4 5
<b>Presentation</b> of individual products makes them easy to understand.	1 2 3 4 5	Technical <b>jargon</b> is kept to a minimum.	1 2 3 4 5

**Additional Comments** (refer to page numbers; for more space, use the blank back of a following page)

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**13e. Crops and Horticulture**

To what extent does the content of this section satisfy the requirements listed below. Circle one number for each factor to indicate your response on the scale, where: 1=very poor; 2=poor; 3=OK; 4=fairly good; 5=very good.			
<b>Range of information</b> satisfies my needs.	1 2 3 4 5	<b>Layout and map sizes</b> make the information easy to use.	1 2 3 4 5
Information is sufficiently <b>timely</b> to be of value.	1 2 3 4 5	<b>Written material</b> is brief and easy to understand.	1 2 3 4 5
<b>Presentation</b> of individual products makes them easy to understand.	1 2 3 4 5	Technical <b>jargon</b> is kept to a minimum.	1 2 3 4 5

**Additional Comments** (refer to page numbers; for more space, use the blank back of a following page)

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**13f. Water Supplies**

To what extent does the content of this section satisfy the requirements listed below. Circle one number for each factor to indicate your response on the scale, where: 1=very poor; 2=poor; 3=OK; 4=fairly good; 5=very good.			
<b>Range of information</b> satisfies my needs.	1 2 3 4 5	<b>Layout and map sizes</b> make the information easy to use.	1 2 3 4 5
Information is sufficiently <b>timely</b> to be of value.	1 2 3 4 5	<b>Written material</b> is brief and easy to understand.	1 2 3 4 5
<b>Presentation</b> of individual products makes them easy to understand.	1 2 3 4 5	Technical <b>jargon</b> is kept to a minimum.	1 2 3 4 5

**Additional Comments** (refer to page numbers; for more space, use the blank back of the following page)

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**13g. Drought Situation**

To what extent does the content of this section satisfy the requirements listed below. Circle one number for each factor to indicate your response on the scale, where: 1=very poor; 2=poor; 3=OK; 4=fairly good; 5=very good.			
<b>Range of information</b> satisfies my needs.	1 2 3 4 5	<b>Layout and map sizes</b> make the information easy to use.	1 2 3 4 5
Information is sufficiently <b>timely</b> to be of value.	1 2 3 4 5	<b>Written material</b> is brief and easy to understand.	1 2 3 4 5
<b>Presentation</b> of individual products makes them easy to understand.	1 2 3 4 5	Technical <b>jargon</b> is kept to a minimum.	1 2 3 4 5

**Additional Comments** (refer to page numbers; for more space, use the blank back of the following page)

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**13h. Outlook and Alerts**

To what extent does the content of this section satisfy the requirements listed below. Circle one number for each factor to indicate your response on the scale, where: 1=very poor; 2=poor; 3=OK; 4=fairly good; 5=very good.			
<b>Range of information</b> satisfies my needs.	1 2 3 4 5	<b>Layout and map sizes</b> make the information easy to use.	1 2 3 4 5
Information is sufficiently <b>timely</b> to be of value.	1 2 3 4 5	<b>Written material</b> is brief and easy to understand.	1 2 3 4 5
<b>Presentation</b> of individual products makes them easy to understand.	1 2 3 4 5	Technical <b>jargon</b> is kept to a minimum.	1 2 3 4 5

**Additional Comments** (refer to page numbers; for more space, use the blank back of the following page)

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13i. Do you have any comments on the omission of **NDVI products** from the prototype booklet (due to space difficulties and problems with interpretation of them)?

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14. Do you have access to a **computer with CD-ROM**? (*Tick one box*)      Yes       No

15. Do you currently have access to the **Internet**? (*Tick one box*)      Yes       No

16. Do you have a **facsimile machine**? (*Tick one box*)      Yes       No

17. What would be the most convenient way(s) for you to **access 'big-picture' information** on seasonal conditions? (*Tick appropriate boxes*).

- |  |  |
|--|--|
| TV <input type="checkbox"/>                      | Computer packages <input type="checkbox"/>                 |
| Radio <input type="checkbox"/>                   | Internet/Email <input type="checkbox"/>                    |
| Telephone recordings <input type="checkbox"/>    | Personal conversations/neighbours <input type="checkbox"/> |
| Daily newspapers <input type="checkbox"/>        | Faxed directly <input type="checkbox"/>                    |
| Local newspapers <input type="checkbox"/>        | Government Extension officers <input type="checkbox"/>     |
| Rural newspapers <input type="checkbox"/>        | Consultants <input type="checkbox"/>                       |
| Farm Journals/Magazines <input type="checkbox"/> | Others (please name) <input type="checkbox"/>              |
| Newsletter <input type="checkbox"/>              | .....  |

18. Do you need additional **reference material** explaining how each 'big-picture' information product is produced, and how to interpret it? (*Tick one box*)

Yes       No

**19. Seasonal Climate Forecasting**

Climate scientists around Australia are currently working on exciting **new forecast systems** that will result in more accurate forecasts and forecasting further ahead (that is, a longer ‘lead-time’ – see Definitions of Jargon). For example, in Queensland researchers are aiming to produce improved forecasts for the summer growing season.

A new forecasting system cannot be responsibly released until it has proven skill, and has passed rigorous scientific testing. However, you can **assist researchers** by sharing your ideas on the usefulness of an improved seasonal climate forecast system (to you), through answering the following questions:

19a. In terms of **predicting summer rainfall**, our best current skill using the Southern Oscillation Index (SOI – see Definitions of Jargon) occurs in October/November, which may be too late in the year for some business decisions, for example stocking rates in grazing areas. Are such forecasts useful to you? (*Tick one box*)

Yes   
(go to Question 19c)

No   
(go to Question 19b)

19b. If you answered ‘No’ to Question 19a, please indicate your reason. (*Tick one box*)

Forecasts of summer conditions   
are **not accurate** enough

Forecasts of summer conditions   
are **too late** for use in  
management decisions

19c. If we could achieve much **greater accuracy** (in forecasting summer conditions) than we currently do in October/November, what differences would that make in your business?

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19d. If we could achieve the same skill (in forecasting summer conditions) in March/April, as we currently do in October/November, what differences would that make in your business? (that is, a significant **increase in ‘lead-time’**)

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19e. In the light of your responses to Questions 19c and 19d, what is your **most important requirement** for improving forecasting of summer conditions? (*Tick one box*)

Forecasts of summer conditions   
are significantly **more accurate**

Forecasts of summer conditions   
have a significantly **longer ‘lead-time’**

19f. In your opinion, what would be the ideal month for **issuing** a reasonably accurate **forecast** of November-March rainfall? Please name a month: .....



## Definitions of Jargon

**‘Big-picture’ seasonal information** helps to describe the seasonal conditions ‘outside a particular property’ at a district, state or national scale (usually down to areas covering approximately 100-250 sq kms). It provides part of the context in which individual property management decisions are made.

**Probability-based information/forecasts** are obtained by analysis of historical records. For example, ‘a 70% probability of below average winter rainfall’, or ‘the chances are that winter rainfall will be below average in seven years out of 10 years’.

The **Southern Oscillation** is a see-saw of air pressure between the eastern equatorial Pacific Ocean and the Indonesian region. When the surface atmospheric pressure is abnormally high over one region, it is usually abnormally low over the other. The Southern Oscillation explains up to 40% of the year-to-year variability in eastern Australian rainfall.

The strength of the Southern Oscillation is measured by the **Southern Oscillation Index (SOI)**, which is the difference in air pressure between Tahiti and Darwin. The SOI usually ranges from -30 to +30.

In a seasonal climate forecast, the **‘lead-time’** is the length of time between issuing of the forecast and the commencement of the period of time that is the subject of the forecast (usually expressed as a number of months).