

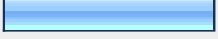

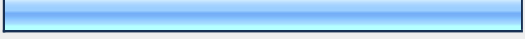
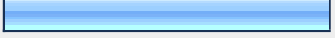

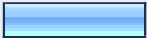





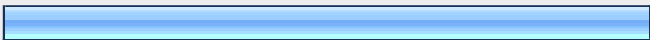

# Adelaide Hills Food Member Survey 2008

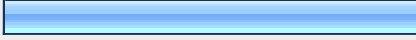


1. What is the MAIN business you are involved in?			Response Percent	Response Count
Primary production.			38.5%	5
<b>Value add for wholesale food industry.</b>			<b>46.2%</b>	6
Value add for retails food market.			23.1%	3
<b>Food retail.</b>			<b>46.2%</b>	6
Tourism and hospitality.			23.1%	3
Distribution.			0.0%	0
Education and training.			7.7%	1
		Other (please specify)		1
		<b>answered question</b>		<b>13</b>
		<b>skipped question</b>		<b>2</b>

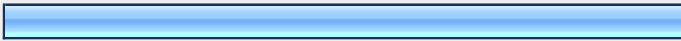

2. How many staff are employed at your business?			Response Percent	Response Count
<b>Less than five people.</b>			<b>57.1%</b>	8
Five to 10 people.			35.7%	5
10 to 20 people.			0.0%	0
More than 20 people.			7.1%	1
		Other (please specify)		0
		<b>answered question</b>		<b>14</b>
		<b>skipped question</b>		<b>1</b>


3. What is your annual business turnover?			Response Percent	Response Count
Less than \$50,000 p.a.			15.4%	2
\$50,000 to \$100,000 p.a.			0.0%	0
\$100,000 to \$200,000 p.a.			15.4%	2
\$200,000 to \$500,000 p.a.			7.7%	1
<b>More than \$500,000 p.a.</b>			<b>61.5%</b>	<b>8</b>
			Other (please specify)	0
			<b>answered question</b>	<b>13</b>
			<b>skipped question</b>	<b>2</b>

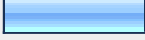

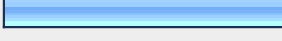
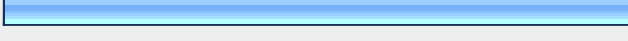
4. How useful have you found Adelaide Hills Food's activities?			Response Percent	Response Count
Excellent, projects and workshops were very useful.			7.7%	1
<b>Good, some of the work was valuable.</b>			<b>46.2%</b>	<b>6</b>
Some use, one or two things useful.			30.8%	4
Rarely useful.			15.4%	2
			Other (please specify)	1
			<b>answered question</b>	<b>13</b>
			<b>skipped question</b>	<b>2</b>

5. Did you participate in any Adelaide Hills Food activities?			Response Percent	Response Count
Yes.			71.4%	10
No.			28.6%	4
			Other (please specify)	0
			<b>answered question</b>	<b>14</b>
			<b>skipped question</b>	<b>1</b>



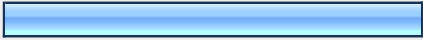


6. Overall, what was the standard of the activities?			Response Percent	Response Count
Excellent.			45.5%	5
Good.			45.5%	5
Fair.			9.1%	1
			Other (please specify)	0
			<b>answered question</b>	<b>11</b>
			<b>skipped question</b>	<b>4</b>

7. Were the activities sufficiently publicised?			Response Percent	Response Count
Yes.			75.0%	9
No.			25.0%	3
			Other (please specify)	0
			<b>answered question</b>	<b>12</b>
			<b>skipped question</b>	<b>3</b>

8. Would you like to see more industry development projects and workshops offered by Adelaide Hills Food?			
		Response Percent	Response Count
Yes.		92.3%	12
No.		7.7%	1
Other (please specify)			0
<b>answered question</b>			<b>13</b>
<b>skipped question</b>			<b>2</b>




9. Select the time(s) of day that best suits you for projects or workshops.			
		Response Percent	Response Count
9am to 12noon.		15.4%	2
12noon to 2pm.		7.7%	1
2pm to 4pm.		30.8%	4
Evenings.		69.2%	9
Other (please specify)			0
<b>answered question</b>			<b>13</b>
<b>skipped question</b>			<b>2</b>


10. Select the day(s) of the week that suit you best for projects and workshops.




		Response Percent	Response Count
Monday.		38.5%	5
<b>Tuesday.</b>		<b>46.2%</b>	6
<b>Wednesday.</b>		<b>46.2%</b>	6
Thursday.		30.8%	4
Friday.		23.1%	3
Saturday.		0.0%	0
Sunday.		0.0%	0
Other (please specify)			0
		<b>answered question</b>	<b>13</b>
		<b>skipped question</b>	<b>2</b>

11. Are there any projects or workshops that you think should be repeated in 2008-2009?

		Response Count
		0
		<b>answered question</b>
		<b>skipped question</b>
		<b>15</b>

12. How useful do you find the Adelaide Hills Food Guide?			
		Response Percent	Response Count
Excellent, it is a valuable marketing tool for business and tourism.		30.8%	4
<b>Good, it is a useful reference for both industry and consumers.</b>		<b>53.8%</b>	<b>7</b>
Sometimes useful.		15.4%	2
Rarely useful.		0.0%	0
		Other (please specify)	0
		<b><i>answered question</i></b>	<b>13</b>
		<b><i>skipped question</i></b>	<b>2</b>

13. Does your business participate in the Fabulous Adelaide Hills Food Trails or have a listing in the Trails brochure?			
		Response Percent	Response Count
Yes.		75.0%	9
No.		25.0%	3
		Other (please specify)	1
		<b><i>answered question</i></b>	<b>12</b>
		<b><i>skipped question</i></b>	<b>3</b>


14. How useful do you find the Fabulous Adelaide Hills Food Trails and brochure?			
		Response Percent	Response Count
Excellent, it is a valuable marketing tool for business and tourism.		54.5%	6
Good, it has been of some value for business and tourism.		9.1%	1
Sometimes useful.		0.0%	0
Rarely useful.		36.4%	4
		Other (please specify)	2
		<b>answered question</b>	<b>11</b>
		<b>skipped question</b>	<b>4</b>

15. Do you believe the region has benefitted from Adelaide Hills Food's projects and workshops?			
		Response Percent	Response Count
The region and the food industry as a whole has benefitted.		58.3%	7
Some individual businesses have benefitted.		33.3%	4
It is still too soon to make an assessment.		8.3%	1
Other.		0.0%	0
		Other (please specify)	1
		<b>answered question</b>	<b>12</b>
		<b>skipped question</b>	<b>3</b>

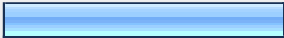
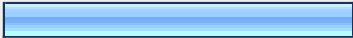
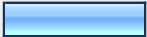
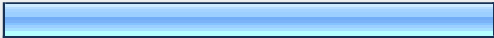
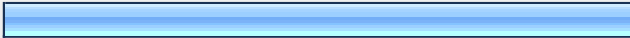
**16. Please check the three most important issues for your business.**

		Response Percent	Response Count
Skills and labour.		30.8%	4
Financial management.		38.5%	5
Product development.		38.5%	5
<b>Sales and marketing.</b>		<b>69.2%</b>	9
<b>Distribution.</b>		<b>69.2%</b>	9
Communication.		7.7%	1
Business development and planning.		46.2%	6
		Other (please specify)	0
		<b><i>answered question</i></b>	<b>13</b>
		<b><i>skipped question</i></b>	<b>2</b>

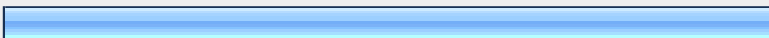



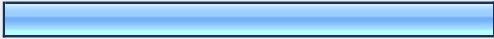


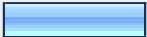
**17. Are environmental issues important to your business?**


		Response Percent	Response Count
Yes.		100.0%	13
No.		0.0%	0
		Other (please specify)	0
		<b><i>answered question</i></b>	<b>13</b>
		<b><i>skipped question</i></b>	<b>2</b>

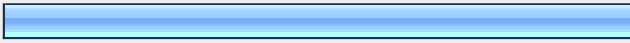
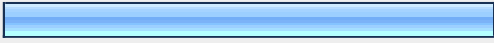
**18. If you answered "Yes" to the previous question, please select issues of interest from the following...**

		Response Percent	Response Count
Eco certification.		30.8%	4
Organics.		38.5%	5
Biodynamics.		15.4%	2
Waste management.		53.8%	7
<b>Water quality and availability.</b>		<b>69.2%</b>	9
Other (please specify)			3
		<b>answered question</b>	<b>13</b>
		<b>skipped question</b>	<b>2</b>

**19. What do you believe to be the top five marketing priorities for Adelaide Hills Food as a food producing region? (Check your top five.)**

		Response Percent	Response Count
<b>Promoting the Adelaide Hills as a food tourism experience nationally.</b>		<b>84.6%</b>	11
Attracting national and international media.		46.2%	6
Producing feature articles and news releases promoting Adelaide Hills Food to the media and consumers.		76.9%	10
Adelaide Hills Food presence at local and national industry events.		15.4%	2
Producing a regional branding template for food producers to align with.		53.8%	7
Assistance for food producers with development and promotion of their product.		53.8%	7
Assistance with marketing product locally and nationally.		61.5%	8
Assistance for food producers to market their product internationally.		15.4%	2

Attracting luxury consumers.		23.1%	3
		Other (please specify)	0
		<b>answered question</b>	<b>13</b>
		<b>skipped question</b>	<b>2</b>

20. How would you like information about marketing projects communicated to you?			
		Response Percent	Response Count
Monthly or bi-monthly e-newsletter (The Adelaide Hills Food Chain).		69.2%	9
Updates via email.		53.8%	7
Updates via website calendar.		0.0%	0
		Other (please specify)	1
		<b>answered question</b>	<b>13</b>
		<b>skipped question</b>	<b>2</b>

21. What is your opinion of the Adelaide Hills Food e-newsletter, The Adelaide Hills Food Chain?			
		Response Percent	Response Count
Excellent.		69.2%	9
Moderately interesting.		30.8%	4
Have not read.		0.0%	0
		Other (please specify)	0
		<b>answered question</b>	<b>13</b>
		<b>skipped question</b>	<b>2</b>

22. What is your opinion of the usefulness of the newsletter?			Response Percent	Response Count
Very useful.			46.2%	6
Useful.			53.8%	7
Have not read.			0.0%	0
		Other (please specify)		1
		<b>answered question</b>		<b>13</b>
		<b>skipped question</b>		<b>2</b>

23. Please provide any specific suggestions you have for Adelaide Hills Food activities...		Response Count
		6
	<b>answered question</b>	<b>6</b>
	<b>skipped question</b>	<b>9</b>

24. Thank you very much for your time in filling out this important survey. By completing this survey by Friday, August 15th and providing your contact details below you will go into the draw to win a mixed dozen Howard Vineyard wines, a Hills Market Kitchen Friday Session (cooking demonstration and lunch for one valued at \$45) and an Adelaide Hills Food produce hamper. The prize will be drawn (and must be collected) at the Adelaide Hills Food Annual General Meeting and Supper with guest Justin Ross, PIRSA Food, Market Development General Manager speaking on the subject of food tourism and the World Food Exchange. Adelaide Hills Food AGM and Supper Tuesday, September 16th 6pm Howard Vineyard, Lot 1 Bald Hills Road, Nairne. RSVP mfowler@adelaidehills.com.au

		Response Percent	Response Count
Name:	<input type="text"/>	100.0%	12
Company:	<input type="text"/>	91.7%	11
Address:	<input type="text"/>	91.7%	11
Address 2:		0.0%	0
City/Town:	<input type="text"/>	91.7%	11
State:	<input type="text"/>	91.7%	11
ZIP/Postal Code:	<input type="text"/>	83.3%	10
Country:	<input type="text"/>	58.3%	7
Email Address:	<input type="text"/>	83.3%	10
Phone Number:	<input type="text"/>	91.7%	11
		<b><i>answered question</i></b>	<b>12</b>
		<b><i>skipped question</i></b>	<b>3</b>