

GILG community survey

After the Federal election, probably the last thing you want to do is answer another telephone survey. The good news

INDUSTRY UPDATE

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is that unlike a political poll, the Gladstone Industry Leadership Group (GILG) community perception survey will not be forgotten in a few days.

So why should you give me 15 to 20 minutes of your time if in the next three weeks you are randomly selected to be one of the 520 survey respondents?

The GILG survey is five surveys for the price of one. This is because it covers all five GILG members – Boyne Smelter Limited (BSL), Cement Australia, NRG, Queensland Alumina Limited (QAL) and Rio Tinto Alcan - Yarwun. As a result rather than each site doing their own survey, GILG will only do one survey that covers them all. This means fewer surveys and less survey fatigue for the Gladstone community.

The GILG survey is your opportunity to anonymously tell GILG members what you think about each of them. What they need to get on top of and what they do well. The senior management of GILG members will read your comments, so your anonymous feedback will get to the top of each GILG operation.

The GILG survey will be credible. Central Queensland University (CQU) researchers have carefully reviewed the survey questions to make sure there is no bias. The leading Australian based data collection agency National Field Services will conduct the telephone survey. The data collection and analysis will be overseen by independent CQU researchers.

The reason that CQU has been so thorough is that, once the results are released, the researchers plan to use the survey results in their academic papers. These papers will undergo a meticulous peer review by fellow Australian academics so it's in CQU's best interests to make absolutely sure that the survey is completely fair.

The GILG survey findings will be available to the community. The results of this survey will be shared with the people they're all about – you. That means that you too will be privy to the results of the survey.

From industry's perspective, the reason that GILG members have commissioned this survey is to show them where they need improve and what they need to keep doing. This will help GILG organisations be better Gladstone community members because they will be able to better focus their improvement efforts on projects that are important to the community. This in turn will help you and the Gladstone community.

If you would like to make any comments about the GILG survey, www.gilg.com.au has a discussion forum where you can leave your comments. I hope to hear from you soon, cheers, Kurt.



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