

REGIONAL MARKETING INITIATIVE

This information will be provided to the Foundation for Regional Development Limited; for the purposes of completing a project called 'Regional Marketing Initiative' to be completed by March 2012. As part of this project you have agreed to provide information of a personal nature and complete this form. Your information and answers will not be used to identify you as an individual in any way and your contact information will be held by the Project Coordinator in confidence and destroyed when the project concludes. If you have any queries in relation to this project or this form please contact the coordinator:

Rebel Thomson on 0427 666945 or rebel.thomson@bigpond.com.au. Or Fax the completed form to : 02 6771 4349

Please note: This document describes what we think are the different stages taken in making the decision to move to regional NSW. You may have experienced some, or all of the stages please consider each stage carefully and the triggers in each. It will help us greatly in designing a marketing program for regional NSW.

TITLE:		FIRST NAME:	
LAST NAME:		DATE OF BIRTH:	
ADDRESS:			
CITY:		STATE:	
POSTCODE:		TELEPHONE:	
MOBILE:		EMAIL:	
I have agreed to be part of this project with the understanding that I will not be identified in the project nor my personal information be used for projects outside this one.			
SIGNED:		DATE:	

TELL ME ABOUT YOURSELF

- | | | | |
|--|--------------|------------|-------------|
| 1. I AM MARRIED? | YES GO TO 3 | <u>OR</u> | NO GO TO 2 |
| 2. I AM IN A RELATIONSHIP? | YES GO TO 3 | <u>OR</u> | NO GO TO 3 |
| 3. I HAVE CHILDREN? | YES GO TO 4 | <u>OR</u> | NO GO TO 9 |
| 4. I HAVE CHILDREN THAT LIVE AT HOME WITH ME? | YES GO TO 5 | <u>OR</u> | NO GO TO 9 |
| 5. MY CHILDREN ARE IN PRIMARY SCHOOL? | YES GO TO 9 | <u>OR</u> | NO GO TO 6 |
| 6. MY CHILDREN ARE IN SECONDARY SCHOOL? | YES GO TO 9 | <u>OR</u> | NO GO TO 7 |
| 7. MY CHILDREN ARE IN HIGHER/TERTIARY EDUCATION? | YES GO TO 9 | <u>OR</u> | NO GO TO 8 |
| 8. MY CHILDREN ARE IN EMPLOYMENT? | YES GO TO 9 | <u>OR</u> | NO GO TO 9 |
| 9. IS ANYONE ELSE LIVING AT HOME? | YES GO TO 10 | <u>OR</u> | NO GO TO 10 |
| 10. WHEN DID YOU MOVE TO _____? | MONTH _____ | YEAR _____ | GO TO 11 |
| 11. WHERE DID YOU MOVE FROM? | _____ | | GO TO 12 |

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12. HOW MANY YEARS WERE YOU LIVING IN THIS PLACE BEFORE MOVING? _____ GO TO 13
13. OTHER THAN THE CHILDREN ABOVE,
DO YOU HAVE OTHER FAMILY LIVING IN THE AREA? YES GO TO 14 OR NO GO TO 15
14. WHAT RELATIONSHIIP ARE THEY TO YOU? _____ GO TO 15
15. DID YOU FINISH HIGH SCHOOL? YES GO TO 16 OR NO GO TO 17
16. DID YOU COMPLETE HIGHER/TERTIARY EDUCATION? YES GO TO 17 OR NO GO TO 17
17. WHAT WAS YOUR PRIMARY REASON FOR RELOCATING?
- Employment/Job for me _____
- Employment/Job for my partner _____
- Housing Affordability _____
- Relatives _____
- Friends _____
- Schools/Education facilities _____
- Health facilities and services _____
- Lifestyle _____
- Sporting facilities _____
- Other _____ GO TO 18
18. WERE YOU THE PRIMARY PERSON IN THIS DECISION? YES GO TO 20 OR NO GO TO 19
19. WHO IS THE PRIMARY PERSON MAKING DECISIONS? _____ GO TO 20

NOW I WOULD LIKE TO ASK YOU ABOUT YOUR RELOCATION EXPERIENCE we think there are a number of stages a person goes through when considering relocation to regional NSW. The following summarises the stages, you may have experienced some or all of the stages.

Stage 1 is 'INTEREST' by definition interest is the feeling you have when your attention or curiosity is engaged for the first time, you had thoughts about moving but only thoughts, at this stage you don't do any active looking or seeking for information. This stage would have started when you first thought about leaving your metropolitan home and moving to regional NSW.

20. DID YOU EXPERIENCE INTEREST? YES GO TO 21 OR NO GO TO 24
21. WERE YOU THE PRIMARY PERSON IN THIS STAGE? YES GO TO 23 OR NO GO TO 22
22. WHO IS THE PRIMARY PERSON MAKING DECISIONS? _____ GO TO 23
23. HOW LONG DID YOU SPEND IN THE INTEREST STAGE? _____ GO TO 24
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Stage 2 is 'AWARENESS' by definition this is different to 'interest' in that you became aware of moving to regional NSW, to a place or somewhere away from where you were living. This stage means you might have moved from interest to seeking out specific information about moving away.

24. DID YOU EXPERIENCE AWARENESS? YES GO TO 25 OR NO GO TO 30

25. WHAT WERE TRIGGERS IN THIS STAGE? Y/N RANK

(Select and rank highest to lowest 1 to 9)

- | | | |
|-----|-------------------------------------|----------|
| ___ | Speaking to a friend | ___ |
| ___ | Speak to potential employers | ___ |
| ___ | Speak to real estate agents | ___ |
| ___ | Advertising on TV, radio, billboard | ___ |
| ___ | Internet | ___ |
| ___ | Social networks | ___ |
| ___ | Community Groups | ___ |
| ___ | Country Week | ___ |
| ___ | Evocities | ___ |
| ___ | Other _____ | GO TO 26 |

26. WHAT WERE YOUR INFLUENCES IN THIS STAGE? RANK

(Rate Highest to Lowest 1 to 8)

- | | |
|--------------------------------|----------|
| Employment for me | ___ |
| Employment for my partner | ___ |
| Housing Affordability | ___ |
| Relatives | ___ |
| Friends | ___ |
| Schools/Education facilities | ___ |
| Health facilities and services | ___ |
| Sporting facilities | ___ |
| Other _____ | GO TO 27 |

27. WERE YOU THE PRIMARY PERSON IN THIS STAGE? YES GO TO 29 OR NO GO TO 28

28. WHO IS THE PRIMARY PERSON MAKING DECISIONS? _____ GO TO 29

29. HOW LONG DID YOU SPEND IN THE AWARENESS STAGE? _____ GO TO 30

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Stage 3 is 'INTENTION' this means you have made the decision to relocate, perhaps you don't know where but you have decided it would be good for you rationally and emotionally to relocate. Your intention will lead you to look at specific locations, comparing locations, services etc.

30. DID YOU EXPERIENCE INTENTION? YES GO TO 31 OR NO GO TO 38

31. DID YOU LOOK AT OTHER LOCATIONS _____? YES GO TO 32 OR NO GO TO 33

32. WHAT OTHER LOCATIONS? _____

 _____ GO TO 33

33. WHAT WERE TRIGGERS IN THIS STAGE? Y/N RANK

(Select and rank highest to lowest 1 to 9)

- | | | |
|-----|-------------------------------------|----------|
| ___ | Speaking to a friend | ___ |
| ___ | Speak to potential employers | ___ |
| ___ | Speak to real estate agents | ___ |
| ___ | Advertising on TV, radio, billboard | ___ |
| ___ | Internet | ___ |
| ___ | Social networks | ___ |
| ___ | Community Groups | ___ |
| ___ | Country Week | ___ |
| ___ | Evocities | ___ |
| ___ | Other _____ | GO TO 34 |

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<p>34. WHAT WERE YOUR INFLUENCES IN THIS STAGE? (Rate Highest to Lowest 1 to 8)</p>	Y/N		RANK
	___	Employment for me	___
	___	Employment for my partner	___
	___	Housing Affordability	___
	___	Relatives	___
	___	Friends	___
	___	Schools/Education facilities	___
	___	Health facilities and services	___
	___	Sporting facilities	___
		Other _____	GO TO 35
35. WERE YOU THE PRIMARY PERSON IN THIS STAGE?		YES GO TO 37 <u>OR</u> NO GO TO 36	
36. WHO IS THE PRIMARY PERSON MAKING DECISIONS?		_____ GO TO 37	
37. HOW LONG DID YOU SPEND IN THE INTENTION STAGE?		_____ GO TO 38	

Stage 4 is 'DECISION' it is the action of determining a commitment to a community in regional NSW outside any other; this is when you determine your preferred location.

<p>38. DID YOU EXPERIENCE 'DECISION'?</p>			
		YES GO TO 39 <u>OR</u> NO GO TO 44	
<p>39. WHAT WERE TRIGGERS IN THIS STAGE? (Select and rank highest to lowest 1 to 8)</p>	Y/N		RANK
	___	Speaking to a friend	___
	___	Speak to potential employers	___
	___	Speak to real estate agents	___
	___	Advertising on TV, radio, billboard	___
	___	Internet	___
	___	Social networks	___
	___	Community Groups	___
	___	Country Week	___
	___	Evocities	___
	___	Other _____	GO TO 40

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40. WHAT WERE YOUR INFLUENCES IN THIS STAGE?

RANK

(Rate Highest to Lowest)

Employment for me	_____
Employment for my partner	_____
Housing Affordability	_____
Relatives	_____
Friends	_____
Schools/Education facilities	_____
Health facilities and services	_____
Sporting facilities	_____
Other _____	GO TO 41

41. WERE YOU THE PRIMARY PERSON IN THIS STAGE?

YES GO TO 43 OR NO GO TO 42

42. WHO IS THE PRIMARY PERSON MAKING DECISIONS?

_____ GO TO 43

43. HOW LONG DID YOU SPEND IN THE DECISION STAGE?

_____ GO TO 44

Stage 5 is the 'COMMITMENT' stage of your decision, you have made your decision, you start to apply for positions of employment, search for community groups, schools etc. with similar interests to your own.

44. DID YOU EXPERIENCE COMMITMENT?

YES GO TO 45 OR NO GO TO 49

45. WHAT WERE TRIGGERS IN THIS STAGE?

Y/N

RANK

(Select and rank highest to lowest)

_____	Speaking to a friend	_____
_____	Speak to potential employers	_____
_____	Speak to real estate agents	_____
_____	Advertising on TV, radio, billboard	_____
_____	Internet	_____
_____	Social networks	_____
_____	Community Groups	_____
_____	Country Week	_____
_____	Evocities	_____
_____	Other _____	GO TO 46

46. WERE YOU THE PRIMARY PERSON IN THIS STAGE?

YES GO TO 48 OR NO GO TO 47

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47. WHO IS THE PRIMARY PERSON MAKING DECISIONS? _____ GO TO 48

48. HOW LONG DID YOU SPEND IN THE COMMITMENT STAGE? _____ GO TO 49

Stage 6 and the final stage is the 'FULFILLMENT' stage; did your process come to an end and are you satisfied with your decision.

49. DID YOU EXPERIENCE FULLFILMENT? YES GO TO 50 OR NO GO TO 51

50. ARE YOU POSITIVE OR NEGATIVE ABOUT YOUR FUTURE IN _____? + OR - GO TO 51

51. HOW LONG WILL YOU STAY IN _____? 0 – 2 years _____

2 – 5 years _____

5 – 8 years _____

8 – 10 years _____

> 10 years _____

Survey Completed - THANKS!