

2016-2017 BROADCASTERS SATISFACTION SURVEY

PREPARED FOR THE BROADCASTING STANDARDS AUTHORITY



JUNE 2017

EXECUTIVE SUMMARY

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OBJECTIVES

This survey was conducted to gain an understanding of broadcasters' satisfaction with the quality of the BSA's processes and services, their perceptions and experiences of the complaints process, and working relationships with the BSA. The outcome of the survey will assist the BSA to measure its effectiveness and to identify any areas for improvement.

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STATEMENT OF PERFORMANCE EXPECTATIONS (SPE) MEASURES

The following table summarises the measures set in the BSA's Statement of Performance Expectations (SPE) for the year ending 30 June 2017 and the results achieved in this 2017 survey.

Measure:	Target in SPE (2016/17)	Result 2015 Survey	Result 2016 Survey	Result 2017 Survey
Broadcasters rate the BSA processes and working relationships as good or better and identify any issues	80% or more of broadcasters surveyed rate the BSA processes and working relationships as good or very good on a 5-point scale.	88% of broadcasters surveyed rate the BSA working relationships as good or very good on a 5-point scale. 88% also rated the BSA processes as neither good nor poor, good or very good (with 63% good or very good).	100% of broadcasters surveyed rate the BSA working relationships as good or very good on a 5-point scale (with 60% very good). 80% rated the BSA processes as good or very good, and the remaining 20% neither good nor poor.	100% of broadcasters surveyed rate the BSA working relationships as good or very good on a 5-point scale (with 50% very good). 83% rated the BSA processes as good and the remaining 17% neither good nor poor.
Any issues identified are considered by Board and appropriate changes made and recorded or raised with broadcasters	100% of issues discussed with broadcasters and resolved to satisfaction of both broadcasters and the BSA or explanation provided by the BSA.	The following areas have been identified for discussion: <ul style="list-style-type: none">• Timeliness of the overall process• Broadcasters having the opportunity to say everything they wish• Ease of use of website, including search. These have been analysed and raise no issues not already under consideration, or outside BSA control.	The following areas have been identified for discussion: <ul style="list-style-type: none">• More flexibility in how deadlines are set• Improving the clarity of content on the website and the website's functionality. These have been analysed and actioned appropriately.	The following areas have been identified for discussion: <ul style="list-style-type: none">• Realistic expectations of timeframes for enquiries• Communication of timeframes for when a decision is expected. These have been analysed and will be actioned appropriately.
Broadcasters rate the value and clarity of the BSA website as good or very good on a 5-point scale	At least 70% of broadcasters surveyed rate the BSA website as good or very good on a 5-point scale.	Between 67% and 100% (average of 83%) of broadcasters surveyed rated the value, ease of use and clarity of the website as good or very good on a 5-point scale.	Between 60% and 80% (average of 67%) of broadcasters surveyed rated the value, ease of use and clarity of the website as good or very good on a 5-point scale.	Between 75% and 100% (average of 86%) of broadcasters surveyed rated the value, ease of use and clarity of the website as good or very good on a 5-point scale.

1. SATISFACTION WITH THE COMPLAINTS PROCESS

Overall, broadcasters are positive about the process they go through when a complaint has been referred to the BSA as well as the relationship they have with the BSA. One broadcaster indicated that 'all aspects' of their relationship with the BSA had improved over the past year.

Five out of six broadcasters have been through the refreshed complaints process that was established in December 2016, with two broadcasters indicating this refreshed process is 'better' than the previous process. One broadcaster indicated this process is 'worse', commenting that "the timeframes will be unrealistic for many enquiries".

There is little difference in results between large or small broadcasters (as determined by the number of complaints received by them). Positive ratings of the overall process, relationship with the BSA and fairness of the decision are consistent, with only one broadcaster who received more than 50 complaints indicating that the complaints process was 'neither good nor poor' and one indicating that the written decision was 'neither fair nor unfair'.

2. COMPLAINTS PROCESS RESOURCES

Satisfaction with complaints process resources is similar to 2016. Broadcasters continue to use a high number of information resources and the contact broadcasters have with BSA staff is rated 'good' or 'very good'.

A higher proportion of broadcasters indicated the BSA information content is 'good' or 'very good' highlighting improvement across each of the aspects including: information about the process itself; information on how to respond to a formal complaint; and information about the broadcaster's obligations under the Broadcasting Act 1989.

3. BSA WEBSITE

The BSA website has seen more positive ratings this year, more in line with the results from 2015 than 2016. Only one aspect of the BSA website – ease of use, including the ability to search for content – has one negative rating of 'poor'. The most positive aspect, rated 'good' or 'very good' by all broadcasters, is that the content is relevant and informative.

4. MANAGEMENT OF THE COMPLAINTS PROCESS

Overall, the new process is generally perceived as the same or better than the previous process. However, the deadlines set by the new process for broadcasters' response is an area of potential difficulty for some broadcasters, receiving less positive ratings than other aspects. While this may improve as experience with the new process increases, the BSA should monitor broadcasters' feedback to ensure this does not develop into a significant issue.

5. BSA RESEARCH

The BSA research findings from the 2016 Litmus Testing of BSA Decisions, specifically looking at the Good Taste and Decency standard provided value to the broadcasters that were aware of it. Four out of six broadcasters indicated they have seen or heard of this research, one broadcaster indicated this piece of research is valuable, and three indicated it is somewhat valuable.

6. DECISION AND FAIRNESS

Overall, broadcasters taking part in the survey viewed the written decisions issued by the BSA as fair. One broadcaster who indicated the written decision was 'neither fair nor unfair' also gave the same rating in 2016. Satisfaction with the written decision is more positive than in previous years with a greater proportion of broadcasters giving a 'very good' rating.