

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(S 22)

Sample design

In Phase 1 we will work closely with the DVA project team to finalise the CATI sample design in light of the research objectives and likely questionnaire content, to ensure that there is scope in the sample for us to 'drill down' into the findings for specific cohorts within the client base to undertake more tailored and sensitive analysis

Table 1 below provides an indicative CATI sample, designed to provide representative coverage of the client base with a total of **n=3,000** interviews being conducted. This example provides a level of statistical precision for survey estimates of around +/- 2 percentage points at the 95% confidence level, and robust estimates at a cohort level.

- ◆ Compared to other data collection approaches, a CATI methodology will provide not only representative coverage (including minimising non-response bias), but it is also the most universally accessible given the diverse nature of DVA's client base.

We have based our indicative CATI sample design on the design used in 2016, stratifying by age, gender, and State/ Territory. Our sample design also distinguishes between those clients who have contacted DVA through the Client Contact Facility, and those with no recorded contact in the last 12 months – in 2016 and 2014, this was important given that there were multiple sources of data for the DVA project team to collate to form a representative client sample frame (from which to select the survey respondents).

- ◆ However, we are happy to tailor the sample design to suit DVA's analysis requirements and sample list accessibility.
- ◆ The final sample design will allow DVA to 'drill down' further into the results to identify nuances in client experiences and therefore tailor action strategies accordingly.
- ◆ The final sample design will form the parameters for the contact list the DVA project team will need to provide. We will provide detailed guidelines for the project team on the sample list specifications, including list randomisation, data fields to include, and number of records required (given response rate estimates and required number of interviews).

Table 1: Indicative CATI sample design

Demographics	2019		2018 Total
	CCF (contact with DVA Client Contact Facility) in last 12 months	Non-CCF (no recorded contact in last 12 months)	
Gender			
Male	1,350	250	1,600
Female	1,100	300	1,400
Total	2,450	550	3,000
Age			
18-34	225	50	275
35-44	225	50	275
45-54	170	60	230
55-64	275	80	355
65-74	700	140	840
75-84	330	70	400
85+	525	100	625
Total	2,450	550	3,000
State			
NSW	725	160	885
VIC	455	110	565
QLD	710	140	850
SA	190	45	235
WA	235	55	290
Tas	65	40	105
NT	15		15
ACT	55		55
Total	2,450		550

* Groups shown in blue are sampled proportional to the population breakdown. Groups in green are oversampled to ensure sufficient data is collected for analysis. The group in red is undersampled. Weighting will be applied to the aggregate estimates such that the results are representative of the underlying population.

Questionnaire co-design

As an optional, but strongly recommended, component, we propose to conduct qualitative research to help develop the questionnaire for 2018 through further consultation with DVA clients and members of Ex-Service Organisations as appropriate. We feel that the questionnaire is due for a solid refresh in order to ensure it is capturing the feedback clients wish to provide about DVA.

- ◆ Putting clients at the centre of this questionnaire development process will yield significant benefits for DVA through a stronger and up-to-date understanding of client needs, wants and pain points, whilst reflecting the true intent of the transformation efforts. It will also ensure the questionnaire is meaningful (language, terminology, etc) to clients and hence will strengthen the validity of the instrument.
- ◆ The DVA project team will be invited to attend these focus groups.
- ◆ The outcome of this component will be a series of findings and recommendations for consideration to aid in the further development of the questionnaire.

As a core service, we will hold a questionnaire development meeting with the DVA project team to develop the first draft of the questionnaire.

- ◆ ORIMA will bring a template questionnaire to the development meeting, based on the 2016 instrument, and on the information obtained at the inception meeting, and incorporating the findings from the qualitative research (if undertaken). ORIMA will work closely with the project team adapt and refine this version of the questionnaire at the meeting, ensuring that key variables are maintained for tracking purposes.
- ◆ As noted above, significant work was undertaken with the DVA project team in 2016 to identify the 'core' (asked every survey), 'topical' (asked on an 'as needs' basis) and 'seasonal' (asked every second survey) questions going forward. This information will be brought to the questionnaire development discussion for consideration by the team for the 2018 survey.
- ◆ We propose to include a range of attitudinal, behavioural and demographic questions to facilitate value-added analysis of the survey results and to allow for the targeting of follow-up strategies where appropriate. The attitudinal questions will be designed to facilitate segmentation of respondents based on their underlying attitudes and confidence in DVA service delivery and to combine this with the demographic profile of respondents to provide a robust picture of key variations in priorities between cohorts within the client population.

We expect that the core survey questions will cover clients' dealings with DVA's various touchpoints, as well as overall satisfaction with the service provided by DVA.

- ◆ Filter and drill-down questions will be used to ensure that respondents are only asked questions relevant to their experiences (minimising the burden on individual respondents), and that as much information as possible is obtained about their experiences and expectations.

To maximise the likely response rate and enable delivery of the survey within the given budget, our approach involves targeting a survey length of around 20 minutes, which equates to around 75 questions. For ease of response, most questions will be close-ended, however, there will also be scope for a few free-text questions. Average completion time will be tested during the pilot testing phase.

We will ensure regular telephone and email contact with the DVA project team to effectively and efficiently finalise the draft Word version of the questionnaire, based on the outcomes of the development meeting. As the questionnaire nears its final draft, we will work closely with the project team to carefully review the questionnaire in terms of the following aspects:

- ◆ wording, terminology, clarity and understanding of questions;
- ◆ appropriateness of response scales and variety of options;
- ◆ questionnaire flow and skips;
- ◆ facilitating effective analysis; and
- ◆ length (average completion time).

We will then seek the project team's assistance to conduct a 2.5 hour workshop with key internal stakeholders, to further refine the draft by ensuring that key issues are included, and that all parties are 'on the same page' in relation to questionnaire intent, structure and broad analysis plan. We will rely in the project team to provide the venue and invite relevant attendees. A senior ORIMA consultant will run the workshop, assisted by a note-taker.

- ◆ The note-taker will update the questionnaire 'live' during the workshop, such that at the end of the workshop a revised draft is available for circulation and final comment, and then approval by the project team that the questionnaire is ready for CATI programming.

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)

(s 22)