

REGIONAL DAIRY NEWSLETTER READER SURVEY

Dear Readers, we would value your feedback through this brief survey to help us respond to your needs and improve your local regional dairy newsletter. When completed, please fold in three along dotted lines, tape it closed and post to the reply paid address or FAX the survey to 5624 2200.

1. Which dairy newsletter do you read?

- How Now Gippy Cow
- WestVic Dairy News
- Target 10 Communicator
- Mountain Milk Line

2. Are you a...

- Dairy farmer
- Service provider / industry rep.
- A student
- Other (please specify).....

3. Which age group do you fall into?

- Under 30 years
- 30-49 years
- 50-69 years
- 70 + years

4. What is your postcode

5. Is the newsletter length....

- Too long
- Too short
- Just right

6. Which items included in the newsletter do you find useful? (tick as many as you wish)

- Seasonal reminders
- Dairy management and technical articles
- Coming events
- Regional activities and project updates
- Latest research results
- Farm case studies / focus farms
- Statewide industry issues
- Regional industry issues

7. Please list any other topics you would like to see covered in future issues of the newsletter

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8. Have you participated in any dairy activities as a result of reading about them in the newsletter?

- Yes
- No

9. Overall, how useful is the newsletter to you or your business?

Please rate it on a scale of 1 to 10 with 1 being not useful at all and 10 being extremely useful (please circle)

1 2 3 4 5 6 7 8 9 10

10. How else do you source information?

- Receive and send emails
- Surf the Web
- E-newsletters
- Phone text (SMS)
- Other industry newsletters
- Rural newspapers
- Other sources (please specify)

11. Currently DPI publishes/contributes to regional newsletters (see question 1). Would you prefer a regional or statewide newsletter?

- Regional
- Statewide

12. Would you prefer the newsletter to be

- Monthly
- Bi-monthly
- Quarterly

13. Would you prefer to receive your newsletter?

- Online / Web
- Hard copy (post/tanker drop)
- Email

14. What improvements would you like to see in your newsletter or do you have any other comments?

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If you have more comments please use the lines on the back of this sheet or a separate page.

15. If you would like to be eligible to win a shopping voucher to the value of \$100, please provide your name and contact number below

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Thank you for your feedback

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Delivery Address:
1301 Hazeldean Rd
Ellinbank, VIC 3821

No stamp required
if posted in Australia



Department of Primary Industries
Reply Paid 83516
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