



Insight

AUSTRALIAN SHOOTING INDUSTRY RESEARCH

Regulator Performance Survey 2024

Introduction

In March 2023, SIFA set out to quantify the Australian shooting industry's evaluation on the performance of our state and territory regulators.

As this was a new initiative and there was no existing data set available, it was decided to measure these 4 essential criteria:

- Overall performance.
- Permit and application processing times.
- Customer service.
- Communication.

The initial survey that ran in 2023 gave us good baseline data that could be used to build an overall picture of performance, to which future data could then be added to identify trends, and objectively monitor service levels and performance.

In March 2024, SIFA again surveyed the Australian shooting industry using the same metrics to examine changes in performance and perception across Australia.

We are now pleased to publish the results of this recent survey.

The information we have collected is crucial to our efforts and will greatly assist us when we work with state-based regulators. It is also planned that SIFA will also use this information for:

- individual state and territory advocacy.
- identifying trends and the cause of issues.
- holding our regulators to account on their service levels.
- demonstrating good/poor performance.
- identifying any customer service trends in relation to overall industry success and public safety.

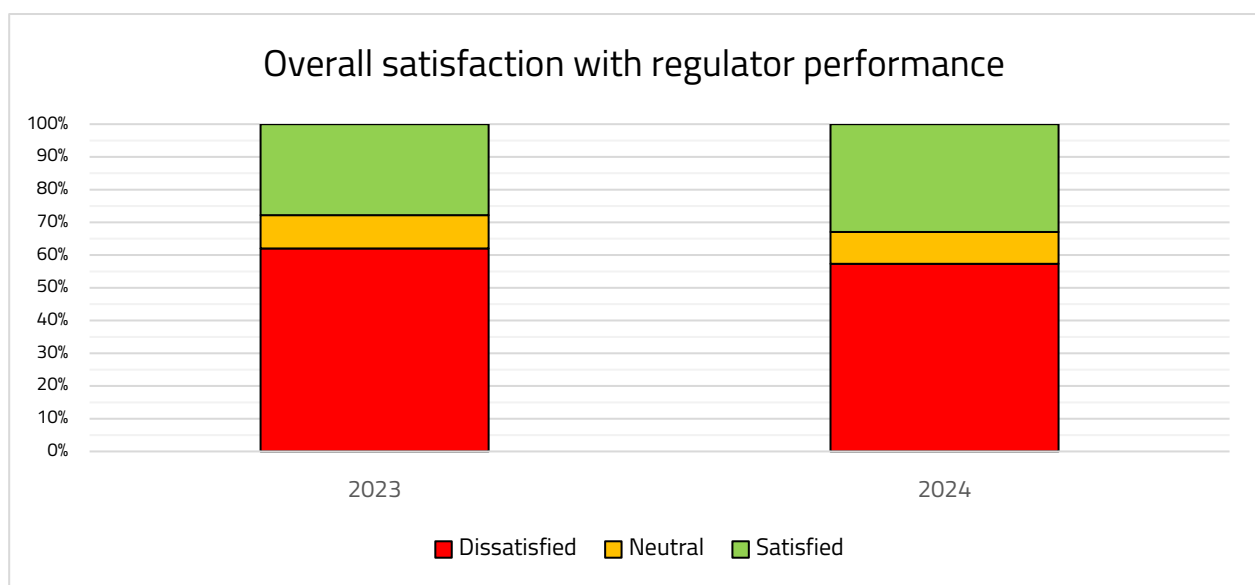
SIFA would like to thank all the businesses who went to the trouble of completing this important survey. We look forward to running this again in 2025.

Survey Results

The SIFA Insight 2024 regulator performance survey has produced a data set which has highlighted some significant movements when compared to the 2023 survey.

At the combined national level, the industry satisfaction with regulator performance index improved by 5% overall, admittedly off a low base.

We saw a 5% increase in satisfied responses (28% to 33%), offsetting a 5% reduction in dissatisfied responses (62% to 57%). Neutral responses remaining the same at 10%.



As problematic as it is that less than a third of all dealers believe that their regulators are performing to expectations, any improvement is to be welcomed, and must be acknowledged.

This will become increasingly important as work on the National Firearm Register (NFR) ramps up and diverts scarce police resources away from the routine licensing and permissions work which the industry relies upon to function.

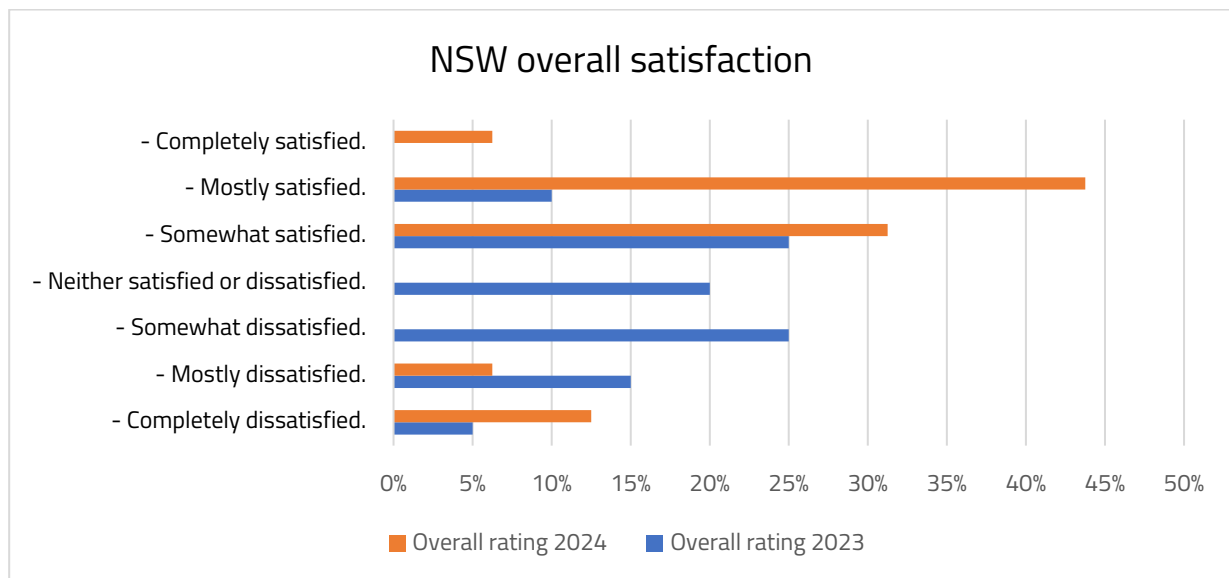
The key takeaways on this:

- SIFA will need to keep a watchful eye on ensuring that service delivery levels to the industry are improved over the next 4 years.
- SIFA must also ensure that the needs of industry are incorporated into the design and deployment of the NFR. To date, that has not occurred.

New South Wales has seen a marked improvement, with overall dissatisfaction falling from 45% in 2023 to just 19% in 2024. Positive sentiment (completely, mostly or somewhat satisfied) has improved from 35% to 81% over the same period.

These results are underpinned by satisfaction ratings for processing times improving from 55% to 75%, customer service satisfaction improving from 50% to 69%, and communication improving from 45% to 69%.

This can be attributed (at least in part) to NSW’s investment in modern digital support systems, a preparedness to explore problem areas brought to them by industry, and overall increase in industry communication and consultation.



NSW 2023	overall rating	processing times	customer service	communication
Dissatisfied	45%	40%	20%	30%
Neutral	20%	5%	30%	25%
Satisfied	35%	55%	50%	45%

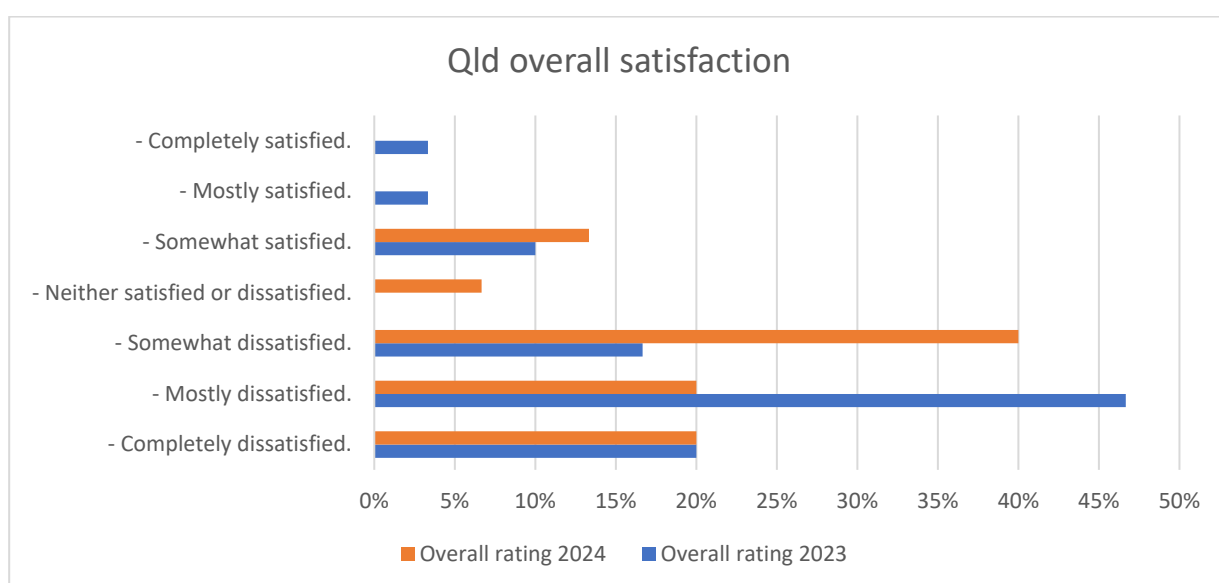
NSW 2024	overall rating	processing times	customer service	communication
Dissatisfied	19%	19%	19%	31%
Neutral	0%	6%	13%	0%
Satisfied	81%	75%	69%	69%

Queensland saw a small reduction in overall negative sentiment (i.e., completely, mostly or somewhat dissatisfied), 83% dissatisfied down to 80% dissatisfied.

Disappointingly, there was also a movement of previously satisfied customers who were now neutral. This trend towards the middle ground was also observed in the Qld customer service metrics.

There was a marked improvement on processing times which went from 93% dissatisfied in 2023, to 53% dissatisfied in 2024.

Communication slightly improved from 73% dissatisfaction in 2023, to 67% in 2024.



Qld 2023	overall rating	processing times	customer service	communication
Dissatisfied	83%	93%	60%	73%
Neutral	0%	0%	13%	17%
Satisfied	17%	7%	27%	10%

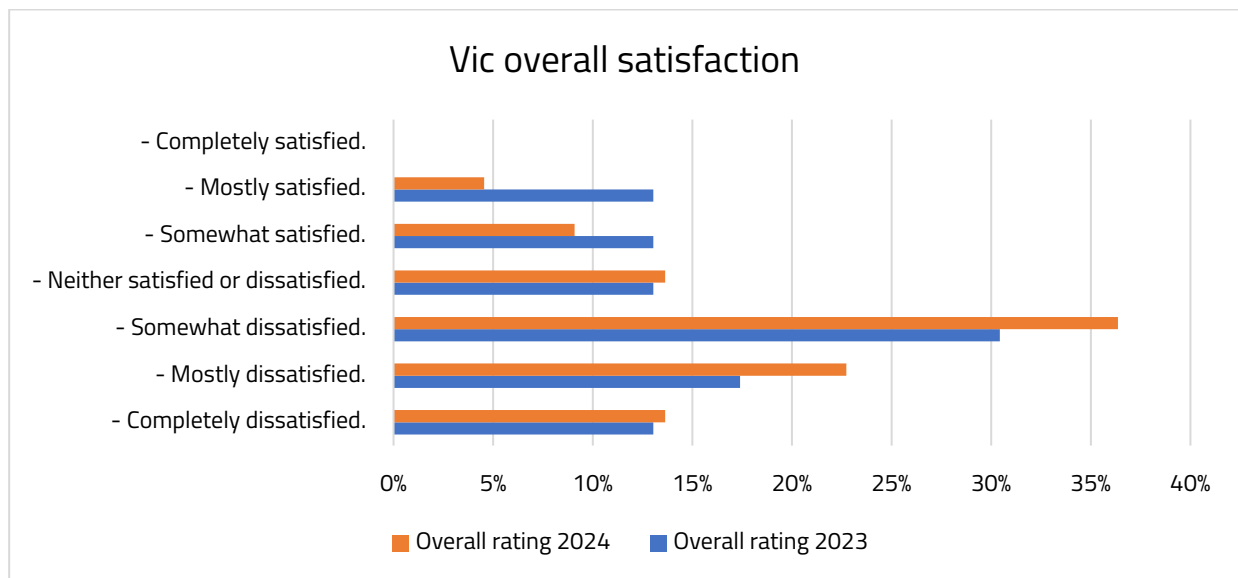
Qld 2024	overall rating	processing times	customer service	communication
Dissatisfied	80%	53%	60%	67%
Neutral	7%	20%	20%	20%
Satisfied	13%	27%	20%	13%

Victoria saw their overall dissatisfaction score degrade further from 61% of responses in 2023 to 73% this year.

Neutral responses have remained around the same, however, positive sentiment has slid from 26% last year to 14% this year.

This result is driven mostly by their score for processing times falling from 74% dissatisfaction last year, to a remarkable 100% dissatisfaction this year. Clearly, Victoria has a significant remediation work to be done to ensure better service to the Victorian shooting industry.

Customer service and communications scores were both unfavourable as well.



Vic 2023	overall rating	processing times	customer service	communication
Dissatisfied	61%	74%	83%	74%
Neutral	13%	13%	9%	13%
Satisfied	26%	13%	9%	13%

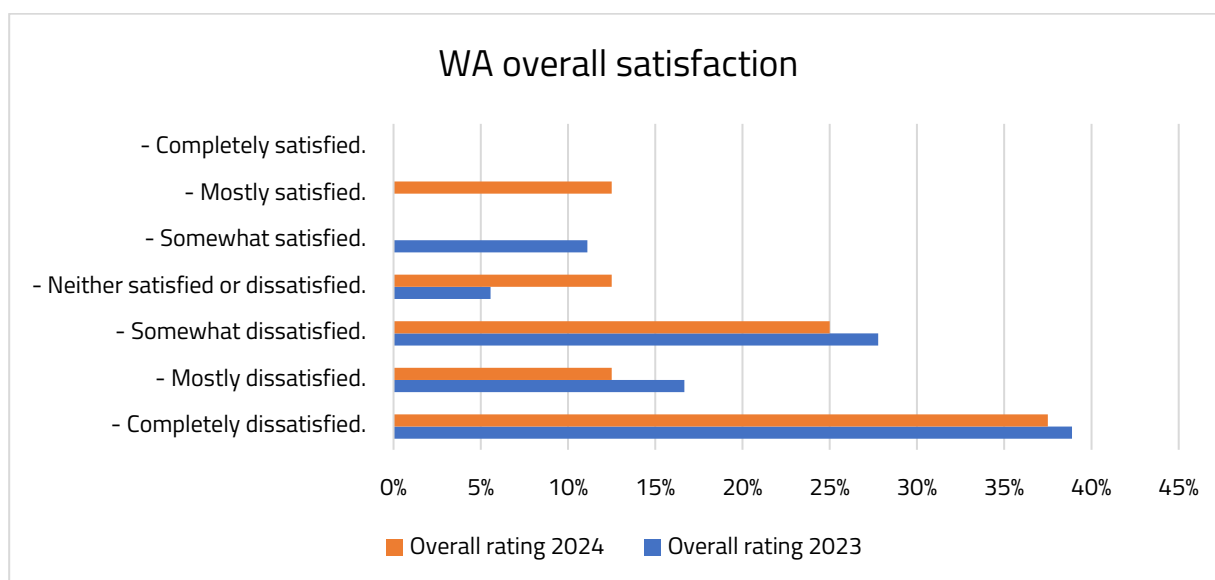
Vic 2024	overall rating	processing times	customer service	communication
Dissatisfied	73%	100%	68%	68%
Neutral	14%	0%	14%	18%
Satisfied	14%	0%	18%	14%

Western Australia’s overall dissatisfaction improved slightly by 8% from 83% to 75%.

The overall score was influenced by improvement in processing times (89% dissatisfaction in 2023 to just 69% dissatisfaction this year).

Increasing dissatisfaction with both customer service (67% to 75%) and communication (67% to 81%) also demonstrate that the WA shooting industry is significantly unhappy with the performance of their regulator.

These results are not unexpected with the heavy-handed introduction of the WA Firearms Bill 2024, and the way that the WA Police have conducted the reform process.



WA 2023	overall rating	processing times	customer service	communication
Dissatisfied	83%	89%	67%	67%
Neutral	6%	6%	11%	11%
Satisfied	11%	6%	22%	22%

WA 2024	overall rating	processing times	customer service	communication
Dissatisfied	75%	69%	75%	81%
Neutral	13%	19%	13%	13%
Satisfied	13%	13%	13%	6%

Other States and Territories, the smaller jurisdictions (Tas, NT, SA and the ACT) were all included in the national assessment, however at this stage we are not confident in drawing any direct conclusions from the specific data received, as the sample size is considered too small, and in some instances would remove respondent anonymity.

The data we have collected is still added to the national picture and will be used in direct discussions with these jurisdictions, on how their firearm regulators are performing and where improvements are needed.