



ChooseCBR Phase 2 Evaluation Survey

FINAL REPORT

12 July 2021





Background: Phase 2 of the ChooseCBR digital voucher scheme commenced on 9 June 2021, offering Canberrans the opportunity to redeem vouchers at hundreds of local businesses. Following the completion of the scheme, both public and business participants who had registered to participate in it were invited to complete a short survey to provide feedback on their experience.

Purpose: The findings from the survey will help inform an evaluation of the ChooseCBR digital voucher scheme.

Timeframe: The survey took place between **5 – 11 July 2021**.

Sample: **12,465 members of the public** and **119 business participants** completed the survey

Rounding: In single choice questions, results may not add up to 100% due to rounding.

Limitations: Findings may be subject to non-response bias.



In summary...

Customer feedback:

- Six in ten respondents (60%) thought that the sign-up experience was easy
- Three in ten respondents (31%) redeemed a voucher in Phase 2 of ChooseCBR
- Voucher redemption was higher among Gungahlin residents and tended to decrease with age
- The bulk of vouchers redeemed by respondents were redeemed in food and drink (62%) and retail (45%) businesses
- A perceived strength of the program was in introducing customers to new businesses, and almost four in ten (38%) indicated they would be more likely to shop at businesses who participated in the scheme
- Suggested improvements principally involve the allocation of vouchers to extend the scheme's reach and duration, and issues related to system downtime and use

Business feedback:

- Three-quarters of business respondents (75%) thought that the sign-up experience was easy
- Nine out of ten (90%) reported that ChooseCBR vouchers were redeemed at their business in Phase 2
- For the most part, promotion of the program was considered suitable, leading to high demand
- Perceived positive aspects of the scheme included the introduction of new and more customers to local business and showing government were supportive of business

**Choose
CBR**

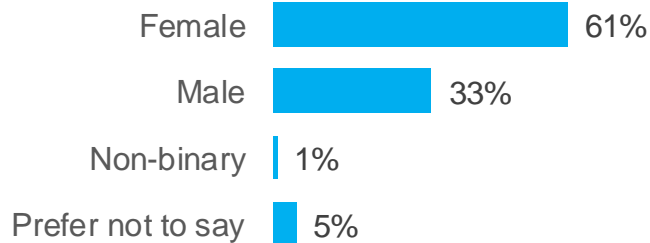
digital vouchers

Customer feedback

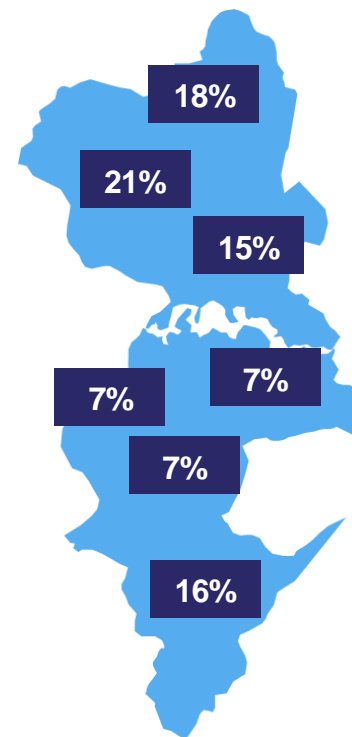


Respondent characteristics

Gender



Location



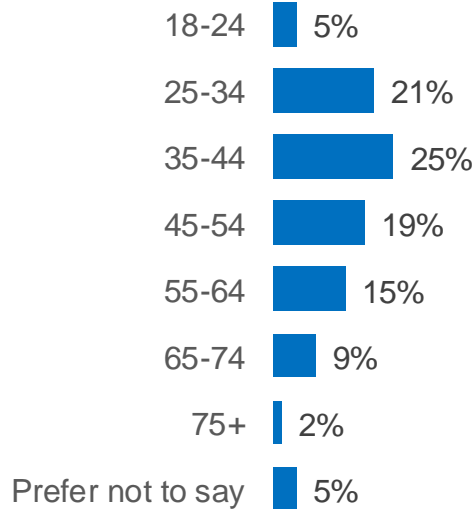
Queanbeyan

2%

Other location

2%

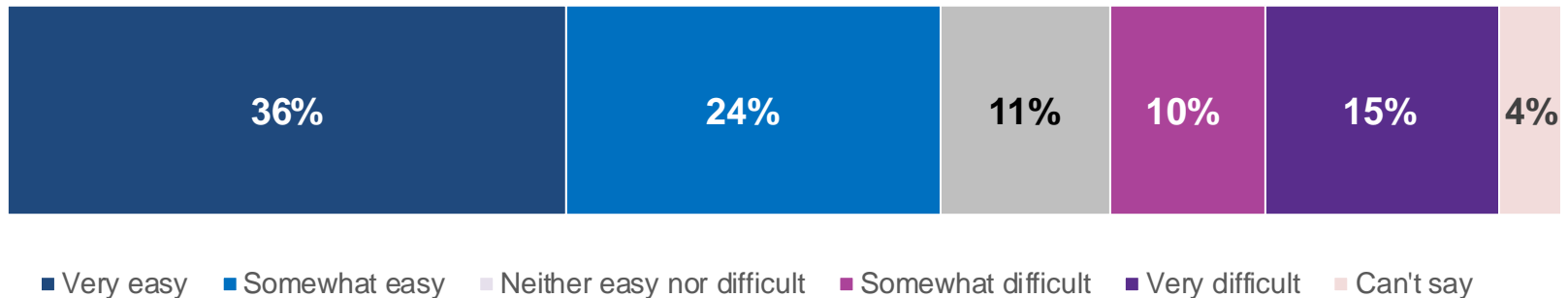
Age





Six in ten respondents thought the sign-up process was easy

Q. Overall, how would you describe your experience signing up to the ChooseCBR program?

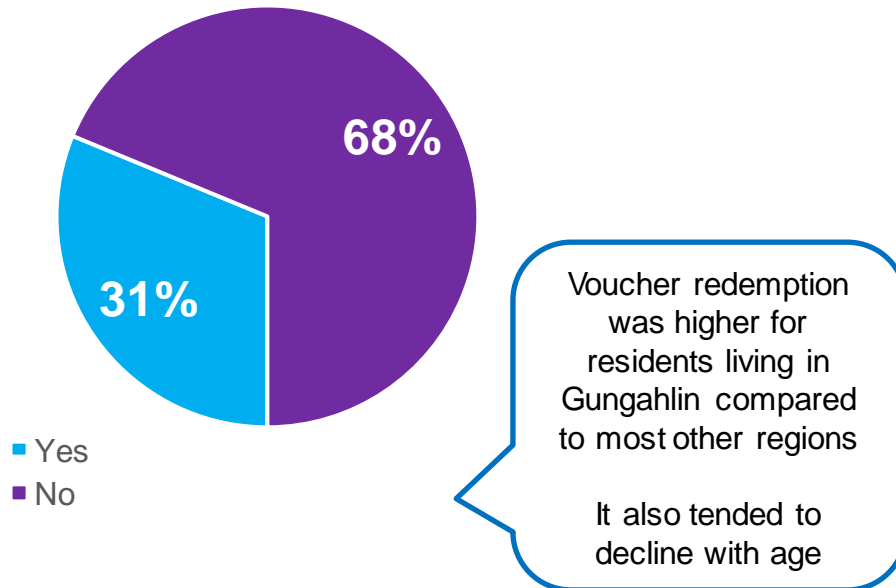


Reported ease of use tended to decline with age, ranging from 43% of 18-24 year olds saying very easy to 24% of those aged 75 or more

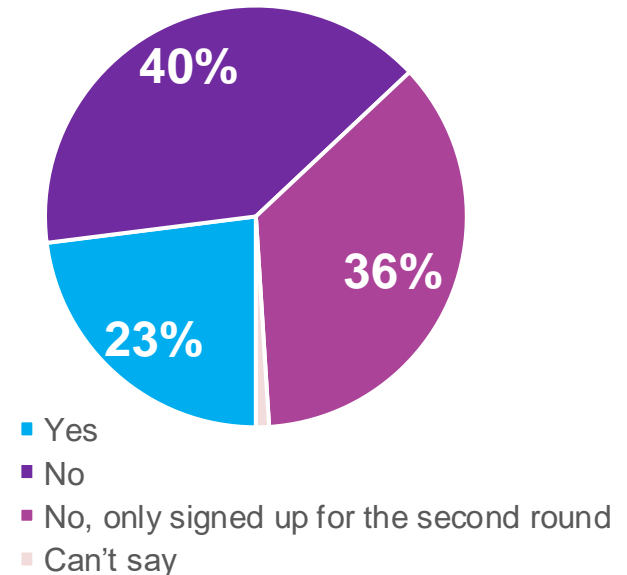


Three in ten respondents redeemed a voucher in the most recent phase of ChooseCBR

Q. Thinking only about the recent round of the ChooseCBR program which commenced on 9 June. Did you redeem a ChooseCBR voucher at any participating businesses across Canberra?



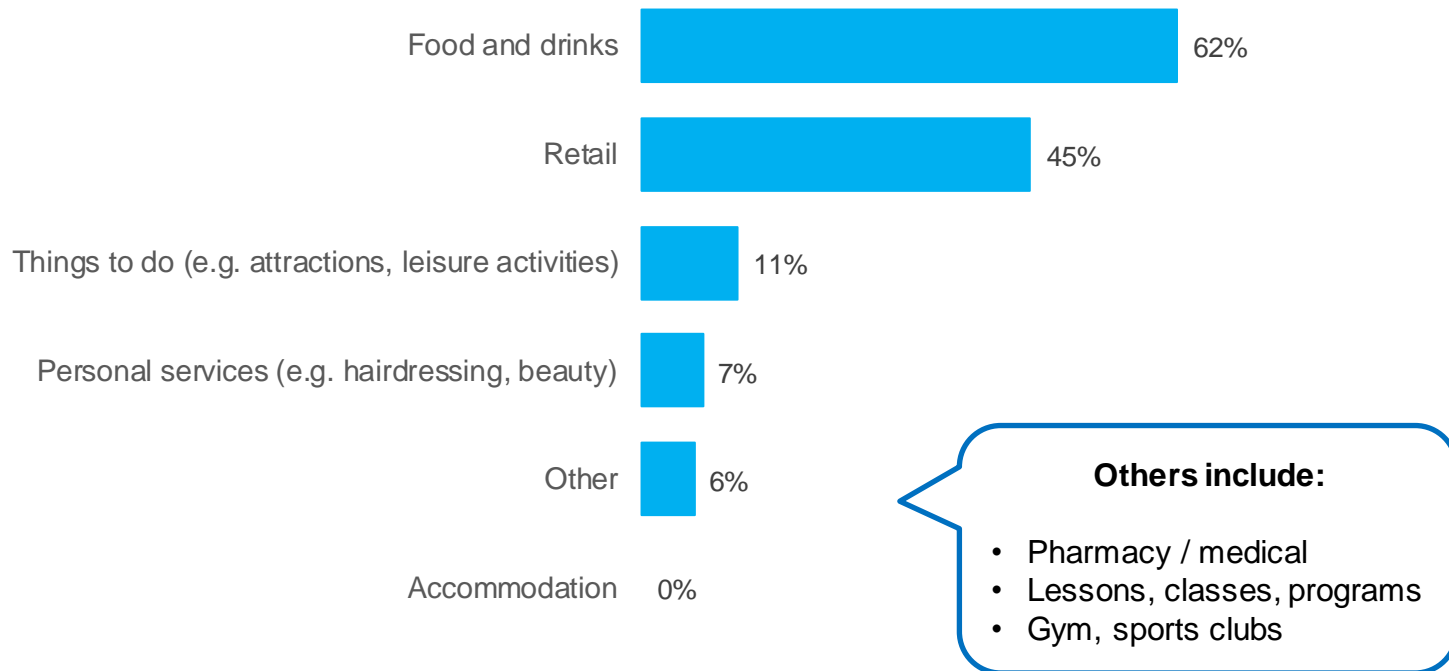
Q. And did you redeem a voucher in the ChooseCBR trial, which commenced in December 2020?





The bulk of voucher redemption reported was with food and drink and retail businesses

Q. What types of goods or services did you redeem vouchers for? (Phase 2)





Almost four in ten feel they are more likely to shop at Canberra businesses because they participated in the scheme

Q. Would you say that you are more likely or less likely to shop at Canberra businesses because they participated in the ChooseCBR program, or has it made no difference?





Perceived positive aspects of the scheme included money-saving and exposure to different businesses, but issues were noted

What did you like about the program?*

- Discounts, saving money, making things more affordable
- Encouraged me to shop at local / new businesses wouldn't have done otherwise
- Introduced me to new business
- Good concept – helping business through a tough time
- A good range of businesses
- Fairly easy to use
- Nothing / can't say as didn't get to use

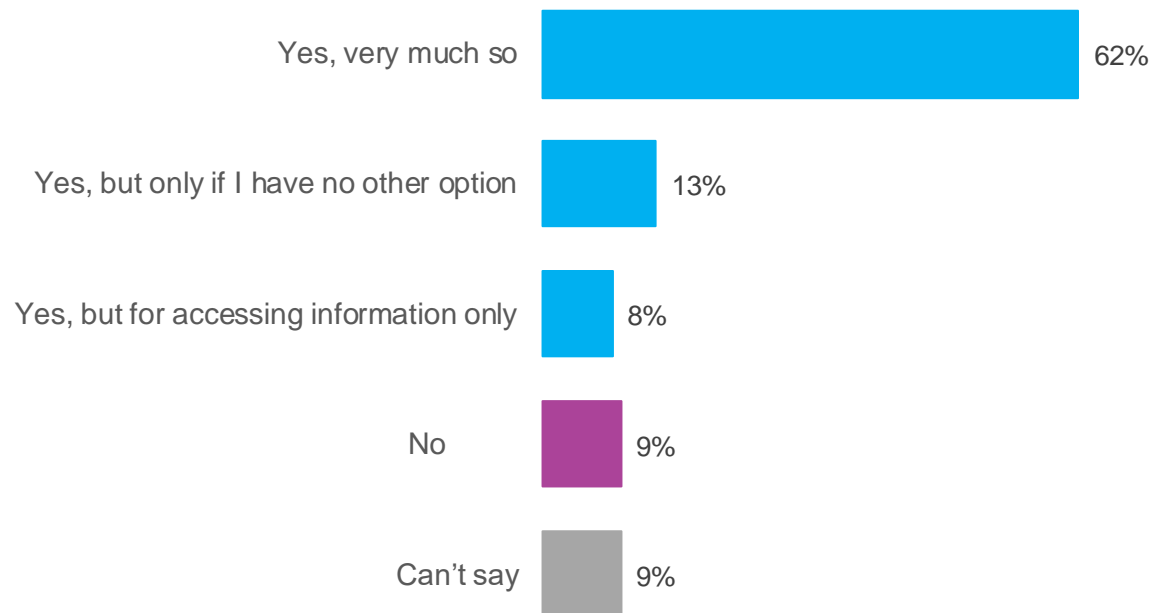
What would you have improved?*

- Fairer allocation of vouchers so more people can access scheme and it lasts longer
- Working system / tech issues / able to redeem vouchers
- Exclude big business / retail
- More money in the scheme
- Better searchability of participating business on website
- Comments relating to concerns / suspicions around misuse of the scheme



Nonetheless, there appears to be an appetite for further use of digital platforms to engage with Government services

Q. The ACT Government is working towards using more digital platforms (e.g. an App or website) to deliver services to the ACT community. Would you be willing to use more digital platforms to engage with government services?





Common sentiments about the scheme

Overall I appreciated the opportunity to use the vouchers however the way it was set up and all the technical difficulties added confusion and frustration. In future I think it would be better to have individual vouchers allocated to people with more time to use them.

I really loved the concept but I thought the execution was lacking, which was disappointing given the trial in December 2020. Also the language around the discount was confusing.

I think it was a great initiative but was open to exploitation both from businesses and consumers. I would be happy to support future ventures that focus on the businesses that have been hit the hardest by ongoing Covid restrictions.

Having the money used up in one day was very disheartening. It was difficult to get out of the house on Friday but I did because the funding was quickly going. Having vouchers that I could use by a certain date would've been a more enjoyable way to support local businesses..

Would have been good to restrict to small-medium businesses and to share among people more. Like NSW 2 vouchers each.

**Choose
CBR**

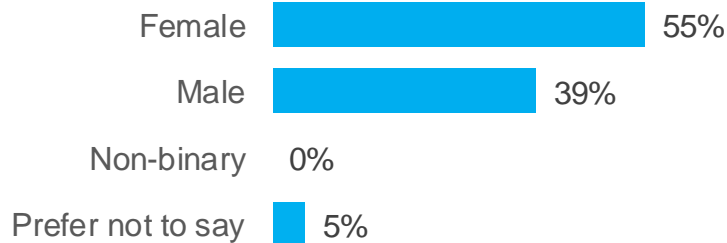
digital vouchers

Business feedback

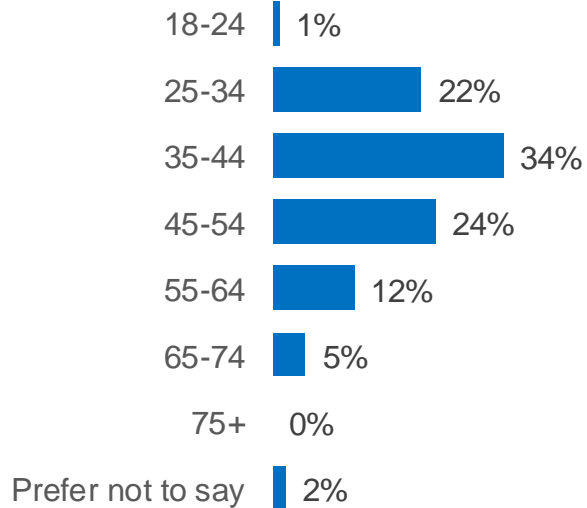


Business respondent characteristics

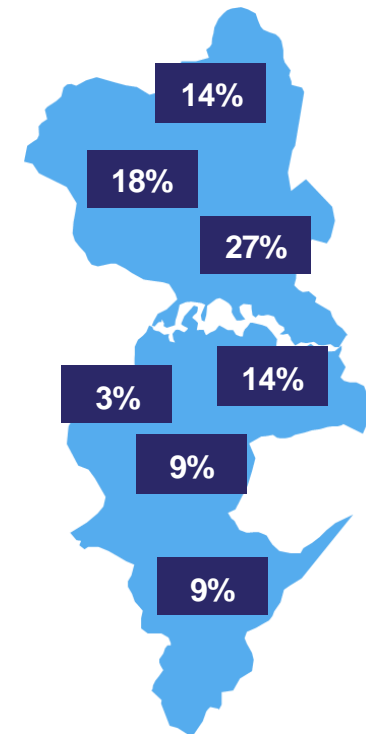
Gender



Age



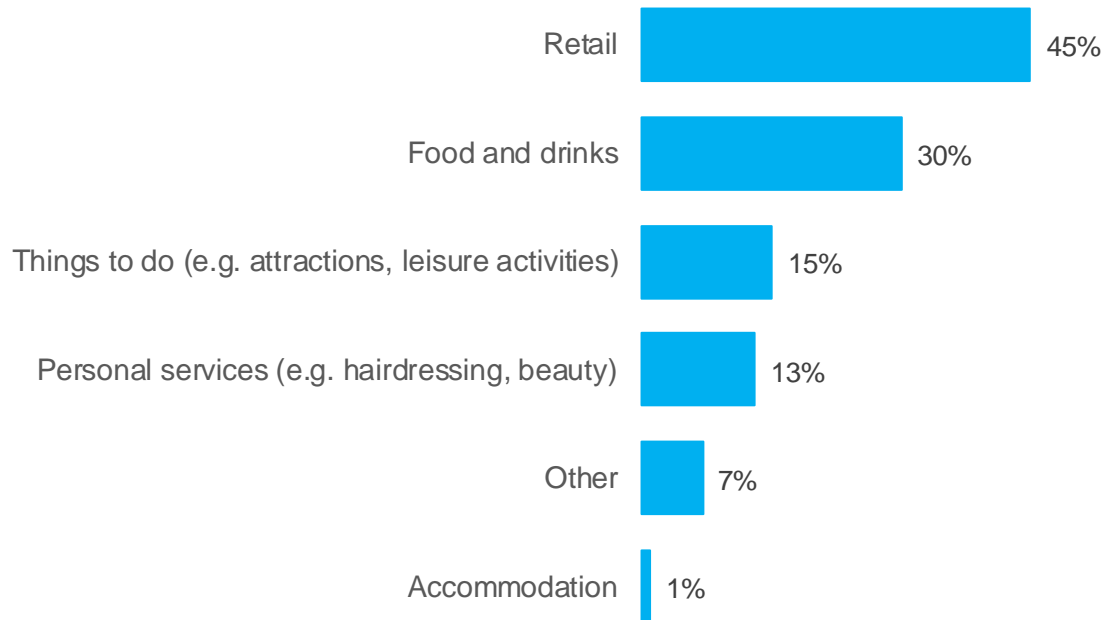
Business Location(s)





Type of goods and services provided by business respondents – retail and food and drink the most common

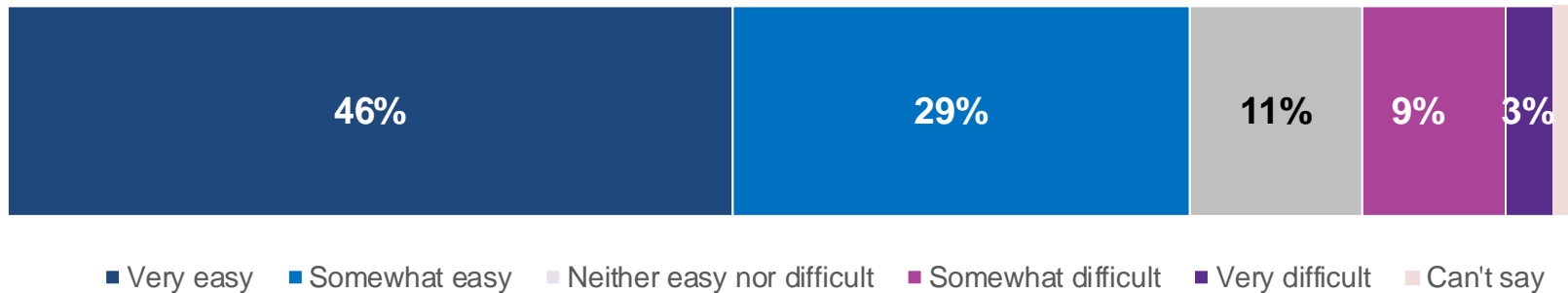
Q. What types of goods or services does your business mainly provide?





Three-quarters of business respondents thought that the sign up experience was very or somewhat easy

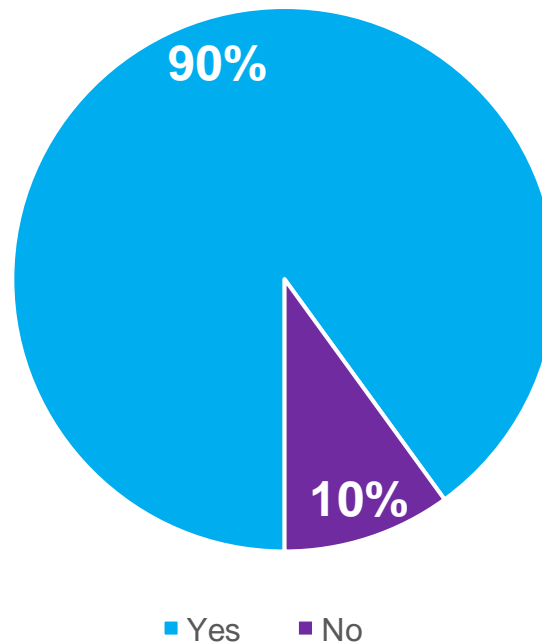
Q. Overall, how would you describe your experience signing up for the ChooseCBR program?





Nine out of ten respondents report that ChooseCBR vouchers were redeemed at their business in Phase 2

Q. Thinking only about the recent round of the ChooseCBR program which commenced on 9 June. Did any customers redeem a ChooseCBR voucher at your business?





For the most part, promotion of the program was considered suitable, leading to high demand

How did your business promote the program?

- Social media channels
- Printed signage / information on premises
- Business website / email to customers
- Word-of-mouth, letting customers know
- Didn't promote it

What might have assisted you to promote it?

- Nothing – received enough promotion as it
- More time for the program to run
- Greater community awareness of the scheme in the initial lead up to it
- Better searchability of business on the website
- Better communications with government – when things went offline, when coming back online etc



Perceived positive aspects of the scheme included the introduction of new and more customers to local business

What did you like about the program?

- Introduced new customers to our business
- Created foot traffic, sales, people through the door
- Financial stimulus, a little boost of income
- Created excitement, customers loved it
- Was easy to use (when running)
- Showed government being supportive of business

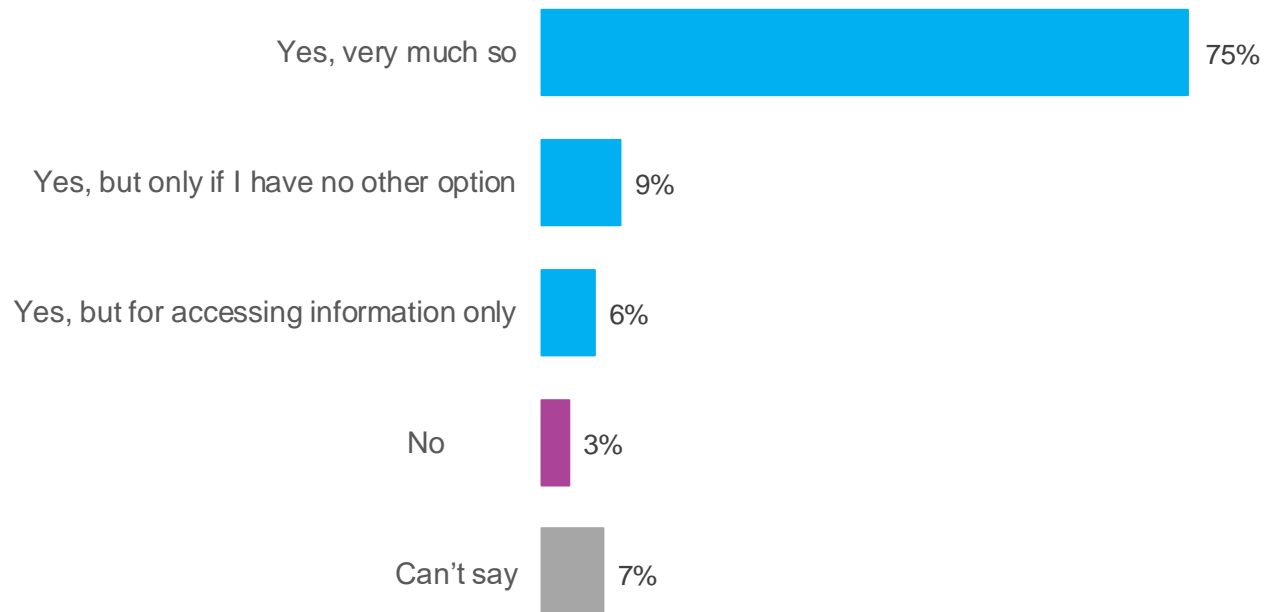
What would you have improved?

- Tighter eligibility on businesses – i.e. not big business, for groceries / staples, businesses for whom revenue was not affected by COVID etc
- A more orderly / fairer system for customers – e.g. maximum spend, vouchers per day, so that it lasts longer
- Online system working / no glitches
- Being better prepared for high volume, customer demand



And there is a clear appetite among business respondents to use digital platforms to engage with Government services in future

Q. The ACT Government is working towards using more digital platforms (e.g. an App or website) to deliver services to the ACT community. Would you be willing to use more digital platforms to engage with government services?





Common sentiments about the scheme

Thanks for coming up with this initiative. I think it was a great idea & it served its purpose of injecting more funding into local businesses. I think there are few tweaks that could be made if this is offered again, but overall it was good & I would be part of it again.

It should run for a longer time to give people and businesses more time to choose products. Any effect dissipated very quickly. When it worked it worked well. But the fact that it was unable to operate on a weekend or for more than 3 days meant that a lot of people missed out. Many businesses also.

Thank you for this great initiative. It has helped us promote our work to new customers. It was well designed and easy to use - apart from the obvious issues at the beginning.

Maybe reduce the criteria to \$5million turnover and remove supermarkets and chemists as we didn't suffer during lockdown. Slowing down the redemption rate so the businesses are not overwhelmed or missing out.

I like the initiative and what it offers - it appears to have been abused widely this time around.



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