



**Environmetrics**  
social and market research

## **Environmetrics: Market Intelligence and Advice**

**An independent social and market research consultancy  
providing specialist advice to business and government.**

**2010**



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## Environmetrics

Environmetrics Pty Ltd, an independent company, provides advice and information based on high quality social research. We specialise in leisure activities, cultural venues, environmental and social issues, communication and advertising research. Since 1988 we have carried out more than 1,600 projects for private sector and public sector clients.

From our Sydney base, we work in all Australian States including both metropolitan and remote areas.

Our core team of staff researchers and our network of associated colleagues offer the depth of skill and experience necessary for high quality, reliable advice and information.



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## Our Values

Being a company which specialises in researching complex subjects, we bring a high level of commitment and interest to the projects we conduct.

Our working style:

- > foster clear communication with our clients to ensure that real information needs are met and to enable enriched understandings to emerge from the research process
- > bring an innovative and energetic approach to each project
- > ensure that the highest standards of professionalism brings integrity to our work which makes us proud of our daily efforts

We offer:

- > consultants with proven track records
- > a comprehensive knowledge of consumer and visitor behaviour
- > a proven ability to form cooperative relationships with clients
- > QPMR accreditation (Australian Social and Market Research Society)
- > a focus on achieving value for money while balancing quality and benefit



**clear communication**

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## Our professional skills

We are expert in the full range of research skills and are at the leading edge of information collection, analysis and presentation.

### Qualitative Methods

- Focus group discussions
- Community consultation
- Stakeholder consultation
- Indepth interviews
- Executive interviews
- Action research



### Quantitative Methods

- Self completion
- Exit surveys
- Telephone surveys
- Mail surveys
- Onsite surveys

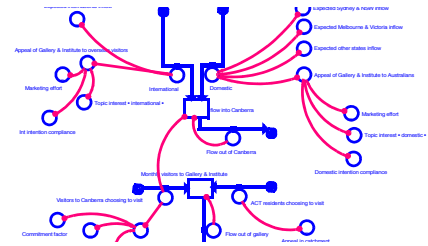


### Observation Methods

- Tracking
- Counting
- Timing
- Recording behaviours
- Usability testing



**Modelling and analysis**  
 Dynamic systems modelling  
 Choice analysis  
 Geomapping  
 Multi-variate analysis  
 Market forecasting



**Desk Research**  
 Literature reviews  
 Data mining  
 Summarising and synthesising  
 Context reviews  
 Industry research  
 Theme and content analysis

378	720	1,075	84	17	349	57	72	3	6
339	726	1,459	69	15	358	65	72	3	6
128	523	1,119	60	12	354	54	44	2	3
61	261	647	47	5	195	36	24	2	2
47	242	472	33	7	148	18	20	—	—
5	19	29	1	—	7	1	1	—	—
589	923	1,956	72	20	352	80	112	6	8
603	135,600	248,360	11,047	2,152	67,765	—	—	—	—
969	733	1,955	97	—	513	—	—	—	—
905	620	1,795	93	—	429	—	—	—	—
18	317	452	32	—	249	—	—	—	—
7	35	65	7	—	20	—	—	—	—
—	7	7	—	—	9	—	—	—	—
—	11	12	1	—	6	—	—	—	—
—	42	85	10	—	45	—	—	—	—
—	32	40	2	—	27	—	—	—	—
—	6	10	—	—	5	—	—	—	—
—	23	44	5	—	16	—	—	—	—
—	3	6	1	—	6	—	—	—	—
—	62	80	5	—	46	—	—	—	—
—	27	34	—	—	25	—	—	—	—



**Proprietary Research Tools**

PEQI – quantify perceptions of the environment  
 HomeZone – optimise residential development

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## Clients

Environmetrics is pleased to serve the needs of a substantial number of clients who use our services regularly. In addition, we offer our expertise to clients with special requirements for particular projects.

Organisations that have used our services include:

### **Government**

DEWRSB  
DCITA  
Department of Primary Industry + Energy  
Department of Corrective Services  
State Transit Authority  
Sydney Water  
City of Sydney  
Baulkham Hills Shire Council  
Parkes Shire Council  
Orange City Council  
Waverley Council  
Blacktown City Council  
Liverpool City Council

### **Cultural institutions**

Albury Library and Museum  
Art Gallery of NSW  
Australian Museum  
Australian War Memorial  
Glen Street Theatre  
Melbourne Museum  
National Library of Australia  
National Museum of Australia  
Old Parliament House  
Powerhouse Museum  
Queensland Art Gallery  
Queensland Museum  
Questacon  
State Library of NSW  
State Library of Victoria

### **Urban environment**

City of Sydney  
Lend Lease  
RESITECH  
South Sydney Council  
DUAP, DIPNR, DEUS

### **Natural environment**

NSW Natural Resources  
Sydney Catchment Authority  
Northside Storage Tunnel  
Hawkesbury Nepean CMT  
Bookmark Biosphere  
PlanningNSW–Sustainability Unit

### **Research auditing**

Commercial Radio Australia  
Malaysian Television Audit Steering C'm'ttee  
Parks Victoria

### **Parks, Gardens, Zoos**

Bicentennial Park  
Royal Botanic Gardens  
Mt. Tomah Botanic Gardens  
Taronga Zoo  
SUPER Group  
Zoos Victoria

### **Precincts**

Darling Harbour Authority  
FOX Studios  
Port Phillip Bay (SKM)  
Royal Agricultural Society NSW  
The Rocks  
Olympic Coordination Authority  
Sydney Harbour Foreshore Authority

### **Retail**

Harbourside Shopping Centre  
Byvan, Nuance  
Sydney City Marketing  
Sydney Airport  
Bondi Junction Markets  
Ipoh, Queen Victoria Building, Chifley Plaza

### **Hospitality, Food + Beverage**

InterContinental, Crowne Plaza, Holiday Inn  
Sheraton, Hilton  
Marriot, ACCOR  
Penrith Panthers  
Sydney Convention & Visitors Bureau  
YHA

### **Housing + Urban**

Allam Homes, Australand, Austcorp  
AV Jennings, Boral, Clarendon  
Investa, Landcom, Lensworth  
LJ Hooker, Mirvac, Multiplex,  
Penrith Lakes Development Corp  
Stockland, Sunland  
Walker Corp, Waltcorp, Winten

### **Leisure/Sport**

Cricket NSW  
Centennial Parklands  
Parramatta Council  
Blacktown City Council

### **Modelling + Strategic Development**

BlueScope Steel  
Migration Agents Registration Authority  
Dept Agriculture, Fisheries and Forestry

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## Areas of practice

Environmetrics has several main practice areas which are listed here. However we are always willing to consider ways to apply our skills to new situations.

We regularly combine our skills with other professionals in multi-disciplinary teams.

Market profile and segmentation

Concept tests – advertising, housing, retail, hospitality, leisure

Program evaluation – social marketing, public programs

Social trend analysis – housing, retail and leisure

Customer satisfaction

Visitor studies

Visitor Needs Analysis

Exhibition evaluation – front end and summative

Feasibility studies – leisure, tourism and recreation venues

Auditing research programs

Community and stakeholder consultation

Document testing

Functional analysis – retail and service outlets

Film evaluation – diagnostic analysis from story concept through final edit

Social value assessment

Social impact studies

Market forecasting

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## The Environmetrics Team



**Rob Hall** Director

PhD

Rob's high-level understanding of survey methodology ensures sound sampling and statistical analysis of data. Rob is an Honorary Visiting Fellow in both the Schools of Marketing and Psychology at the University of NSW, and an Honorary Associate of the School of Behavioural Sciences at Macquarie University. He has strong grounding in marketing and a good understanding of the cultural industry and of education.



**Gillian Savage** Director

BA (Psychology & Literature)

Gillian brings strategic thinking and planning to projects that require complex data collection and interpretation. She applies social research methodologies to evaluation or planning in the fields of culture, communication, leisure and tourism.



**Philip Smith** Research Director, Qualitative

BCommerce (Marketing)

Philip combines a superior understanding of marketing and communication with excellent listening skills and strong interpretative ability to make him an outstanding qualitative researcher.

Consumer behaviour, leisure and retail trends and residential development are his areas of expertise.



**Johann Song** Research Analyst

B Actuarial Studies (Hons Statistics)

Johann has an excellent grounding in statistical analysis and research methodology.

Given his training in mathematical statistics, Johann is constantly motivated by the prospect of applying advanced quantitative methods in market research, particularly multivariate techniques. This, together with his solid programming skills, allows him to tackle problems of a statistical nature.

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## Professional Standing

### Code of Professional Behaviour

All senior research staff of Environmetrics are members in good standing of the Australian Market and Social Research Society (AMSRS). Environmetrics' company policy is that all employees, consultants and contractors for Environmetrics adhere to the AMSRS Code of Professional Behaviour.

Senior researchers are QPMR accredited with the AMSRS, recognising their advanced professional expertise.

### Insurance

Environmetrics Pty. Limited carries:

- Professional Indemnity Insurance with Chubb Insurance (\$10,000,000), Ref. 08030023;
- Public Liability (\$10,000,000) with CGU, Policy No.15T250131900.

### Contact

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