Environmetrics: Market Intelligence and Advice

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

2011
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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 researchers and our network of associated colleagues offer the depth of skill and experience necessary for high quality, reliable advice and information.
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 Market and Social Research Society)
> a focus on achieving value for money while balancing quality and benefit
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

Proprietary Research Tools
- PEQI — quantify perceptions of the environment
- HomeZone — optimise residential development
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, Lensesworth
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
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
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.
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.

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

W: www.environmetrics.com.au
T: 1300 802 446
E: mail2@environmetrics.com.au
P: PO Box 285, Lindfield, NSW 2069, Australia.