

## Corporate Profile

One of Australia's most experienced and respected research consultancies, Australian Survey Research provides a full-service capability to a blue chip client list including key Commonwealth and State government departments, top 100 companies and major universities.

ASR assists clients manage their total research programs or projects, including the design, administration, statistical analysis and reporting of research activities involving any number of respondents—from a handful to millions.

Combining social  
& market research  
with human resources  
& organisational  
consulting

With its highly qualified consultants and SurveyManager proprietary software, ASR is uniquely positioned to partner with organisations that want insights into managing their internal and external relationships or building new ones. ASR's advanced software development skills and information management expertise ensure survey outcomes can be integrated into all key business processes.

ASR assists clients to centralise and streamline their research projects, achieving cost efficiencies, data consolidation, data integrity and maximum value from their information.

# Social & Market Research

## Survey & Research Consulting

ASR assists clients to gain competitive advantages through policy and process improvement. It works with clients to generate new information and insights. By combining this new knowledge with existing information, it provides options for future actions and the shaping of stakeholder attitudes.

Typical outcomes are higher revenues as products and services reach markets more quickly; more acceptable or effective policies that better meet stakeholder needs; improved customer satisfaction through focusing on critical service dimensions; and enhanced employee retention and productivity by addressing key workforce issues.

ASR runs a full-service research and survey bureau which assists clients in the design, deployment, administration and analysis of all types of research projects. In turn, it is highly regarded for the quality of its service delivery and its data integrity.

Many of ASR's projects require confidential interviews and/or the collection of sensitive data. As a result, the company employs encrypted data collection processes and its technologies have Australian Government security clearance. Importantly, ASR's web servers are located in Australia and so any data collected through these servers are exempt from the USA PATRIOT Act.

Projects typically require determining sample frames and sizes, drawing representative samples, advanced statistical analysis, as well as data validation at input or output stages, data cleansing and mining. Text analysis tools allow us to generate customised code frames as well as word clouds. Our researchers focus on identifying underlying patterns of relationships in data as well as building cause and effect models.

ASR has current ISO 20252 Market and Social Research quality accreditation.

## Scope of Services

We often combine quantitative and qualitative methods in the same assignment. Any combination of the following can be used: desktop research, face-to-face and telephone interviewing, focus groups, workshops, web and/or e-forms, mobile phones, paper and CATI.

ASR works in every Australian state & and territory, and in over 50 countries. Its survey and research bureau works across a range of traditional and novel innovative areas, including:

### Business processes

- Strategic commercial research
- Market scoping & and development
- Customer satisfaction and loyalty
- Product concept research
- Mystery shopping
- Market segmentation studies
- Competitor analysis
- Communications/advertising research
- Internal service provision, eg, IT
- Risk assessment

### Government surveys and research

- Social research and policy development
- Government-to-government
- Government-to-business
- Program review and improvement
- Compliance

### Educational sector

- Student surveys
- Parent surveys
- Teacher and support staff surveys
- Educational research
- Postgraduate studies
- Student destination and expenditure studies

### Workforce and organisational

- Employee attitude surveys
- Employee 180°/360° surveys
- Organisational performance reviews
- Organisational benchmarking
- Workforce analysis
- Training needs analysis
- Salary benchmarking
- Skills audits and inventories

### Stakeholder research

- Investor relations
- Government stakeholders
- Community stakeholders / engagement
- Membership satisfaction/feedback

### Specialist

- Medical & pharmaceutical research
- Audit surveys
- Audience research
- Industry benchmarking
- Collecting financial returns

### Associations and unions

- Membership surveys
- Communication & education



## surveymanager

The collection and analysis of all types of information is critical for the effective running of government and business enterprises, but it is often carried out in an ad hoc manner. If information is poorly managed, much of its true value is lost.

SurveyManager is a powerful enterprise data collection system. ASR developed the application to coordinate the internal and external information-gathering activities within an organisation. It is Australia's only combined survey and forms software capable of collecting facts and attitudes from 100 to 1,000,000 people at the same time.

SurveyManager can manage any combination of web and mobile phone surveys, paper questionnaires and scannable paper forms. The application is available to clients on a single project basis or as licensed software that is fully supported by ASR. Survey Manager supports anonymous, invitational and multi-rater (including upward feedback and 360°) surveys. It can be used stand-alone, or be interfaced with other business systems such as ERP, HRIS, financials/payroll and CRM.

SurveyManager supports online survey completion by any combination of desktop PC, laptop or smart device. It can detect the type of answering device and present the most appropriate web questionnaire. Contact with respondents can be through paper, emails or SMS messaging.

## Our Key People

**David L. Willcox** *CEO* B.Sc., Dip Sc, M.Sc, DPhil (Oxon), member AMSRS and QPMR

David is a former research scientist with an extensive background in national and international business. He has held senior roles in Australia, England, the USA, New Zealand and Pacific Rim countries. David takes an active role in many of the company's assignments as well as providing advice on a range of human resources, research and business issues. He is responsible for managing ASR's workload and coordinating the company's delivery to clients.

**Erik Okerstrom** *Research Director* B.A (Phil), Grad Dip (Marketing), M. Bus (Marketing), member AMSRS, QPMR, member of Institute of Analytic Professionals Australia

Erik has a health and financial services industry background of 20 years, 15 of those in marketing analytics and research, particularly in customer satisfaction and wellbeing measures. He has been involved in numerous social research projects assessing public/stakeholder perception, satisfaction with performance of various state and federal government portfolio areas, including Transport, Consumer Affairs, Health, Education, Public Perception, Justice and Communications.

He has had many years experience in statistical analysis in areas of market research such as segmentation, sales forecasting and modelling, customer satisfaction measurement connected to profit measures, perceived service quality measurement, brand/marketing research and wellbeing metrics. Erik's master's thesis was in customer satisfaction and the connection to bottom-line effect.

**Tricia Deasy** *Principal Consultant* B.Bus. (Communication), M.Arts, Workplace trainer and assessor Cert IV, member AMSRS and QPMR

Tricia is a researcher with a background in organisational communication, market research and human resource management. She designs and analyses complex research projects, usually in the role of project manager. Many of her projects involve combinations of employees, customers, suppliers, shareholders and other stakeholders. The projects involve both qualitative and quantitative methodologies. Tricia works across all industry sectors, including government, not-for-profit organisations and small & large commercial organisations.

**Vanessa Koufomanolis** *Senior Consultant* B. Arts, M. App Social Research, Grad Dip HR Mgt, member AMSRS

Vanessa is interested in the implementation of public policy and corporate governance. She has worked on a wide variety of survey & research projects, including large scale school and organisational climate surveys, stakeholders of regulatory institutions, immigration-related studies including humanitarian refugees and customer satisfaction studies.

# Clients

ASR's client list includes a number of Australia's top 100 companies, Australian and state government departments, major industry and professional associations, universities and educational bodies, as well as market research and human resource consultants.

## Corporate

AAP  
Campus Living Villages  
Industry Fund Services  
ME Bank  
Village Cinemas  
NHP  
Universal Business Team  
Transport Friendly Society  
Catholic Church Insurance  
Westpac

## Australian Government

APRA  
ASQA  
Attorney General  
Dept of Finance  
Dept of Employment  
Dept of Immigration and Border Control  
Dept of Defence  
Commonwealth Super Corporation  
PHIAC  
Department of Veterans' Affairs  
Australian Institute of Criminology

## State Government

Department of Education (SA, Vic and Qld)  
Dept of Environment, Land, Water & Planning (Vic)  
Premiers Dept NSW  
Victorian Public Sector Commission  
WorkSafe NSW  
Victorian Auditor-General's Office  
Training Accreditation Council (WA)  
Fisheries (NSW and Vic)  
Northern Territory Government  
ACT Government  
Clinical Excellence Commission (NSW)

## Local Government

Parramatta City Council  
City of Stonnington  
And others

## Govt-owned businesses

Telstra  
Australian Broadcasting Corporation  
Hunter Water  
East Gippsland Water  
Sydney Water  
Stromlo Forest Park

## Education & Universities

La Trobe University  
Universities Australia  
New England University  
University of Western Sydney  
Sydney University  
University of New South Wales  
Victorian Curriculum and Assessment Authority

## Associations

AI Group  
Chemical Engineers Australia  
Royal ANZ College of O&G  
Victorian Country Football League

## Consultants

Vaughan Felton Associates  
Insight SRC  
Survey Matters  
Voice Project

# Certifications & Memberships

ISO 20252 Accreditation from CIRQ  
Registered Research Service Provider (number 40503)  
Association of Market and Social Research Organisations (AMSRO)  
Australian Market and Social Research Society (AMSRS)  
Victorian Whole-of-Government eServices Panel  
Many state and federal government research panels

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