




Community Research & Strategy



Economics, Planning & Development 

Business Strategy & Finance 

Design, Marketing & Advertising 

Information & Knowledge Management 

A leading Australian consulting group recognised through the success of our clients

“Our research is governed by professional standards which adds credibility to our results.”

Community Research & Strategy

The *Community Research & Strategy* team provides the full range of market research services as well as specialised library, community, cultural and organisational consulting services.

Operating largely in the public realm the team assists clients to understand their customers or communities needs and wants and provides an independent focused view.

Our market research capabilities provide a core information gathering medium for both internal and external clients, whilst our consultants are hands on practitioners that have performed the jobs that our clients now fulfil.

“Our job is two fold, understanding what the client needs to know and what the community is saying.”



Experience

The *Community Research & Strategy* team has extensive experience in market and social research through a large variety of telephone, mail out, web and face-to-face survey techniques and well as focus groups with the general public. Our senior staff are members of the Market and Social Research Society of Australia which means we follow a code of professional behaviour and privacy principles.

We have worked extensively with a variety of community groups and organisations, and have a strong working knowledge of the issues relevant to these groups. Our strengths in social research have been used to transform primary information into targeted community planning strategies that have led the development of regions throughout Australia.

AECgroup is also a leading consultant to public libraries, with over 20 years experience in all aspects of library planning and analysis. Our library work includes a variety of service delivery models, mobile library services, facilitating high level workshops with key stakeholders, Local Government Associations, Library Associations and Government Departments, conducting state-wide surveys and publishing reports for a state-wide audience.



Clients

Given the market and community nature of our work, our clients are predominately public sector based or not-for-profit organisations. Our market research spans clients from several spheres including: libraries, councils, sporting clubs, events, tourism, hospitality and member based organisations.

In the library realm we work for small private libraries as well as regional libraries through to State Library services. We have conducted state-wide consultations with public libraries for the State Library of NSW, Queensland and Western Australia, including facilitating high level workshops with key stakeholders, Local Government Associations, Library Associations and Government Departments, conducting state-wide surveys and publishing reports for a state-wide audience. We also often combine with other *AECgroup* teams to deliver a seamless solution.

“Council was pleased with the outcomes of the project and considered it was excellent value for money. The lead Consultant for the project was particularly valuable as her experience in Library Management issues greatly assisted the process.”

Don Green
Library Manager
City of Cockburn

Community Research & Strategy Services

Quantitative Research

- Telephone interviews
- Face to face interviews
- Mail / fax out surveys
- Hand delivered surveys
- Web surveys

Qualitative Research

- Focus groups
- Concept testing
- Controlled experiments
- Case studies
- Participant observation

Data & Analysis

- Demographic profiling
- Statistical analysis
- Benchmarking

Community Facilities

- Facilities audits
- Provision benchmarking
- Gap analysis
- Site analysis
- Financial analysis
- Planning

Libraries

- Review of library services and processes
- Benchmarking
- Staff, key stakeholders and community consultation
- Strategic review and reform
- Staffing and structural review
- Business performance
- Process review
- Site analysis and facility planning
- Industry trend analysis and case studies
- Financial analysis
- Forward development strategy
- Literature review
- Business performance market research (user / non-user surveys)

Organisational Consulting

- Strategic planning
- Structure, systems and processes
- Human resource strategy and workforce planning
- Corporate culture

"We encourage debate on the hard issues and become the messenger as well as the solution provider."



Case Study: Structural Reform of West Australian Public Library Services

The key objective of the study was to conduct a review of the current status of the Western Australian (WA) public library service. The process involved the definition of goals and objectives for the public library service in WA in line with contemporary public library theory and the assessment of strengths of, and challenges facing, the current WA library service delivery model in terms of existing funding mechanisms and infrastructure. The outcome of this project was the recommendation of the most efficient and effective model for the delivery of public library services to the Western Australian community, taking into account:

- The development of a 'one-state wide' system to achieve equity of access and resource optimisation, accounting for regional and metropolitan needs;
- Development of an Information and Communication Technology (ICT) plan for public libraries and the State Library of WA;
- Development of options for the delivery of public library services addressing issues such as ownership of library resource materials; and
- Development of standards and quantifiable Key Performance Indicators (KPIs) for the delivery of public library services.

The deliverable was a public report that is available online at <http://www.liswa.wa.gov.au/publibs.html>.

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