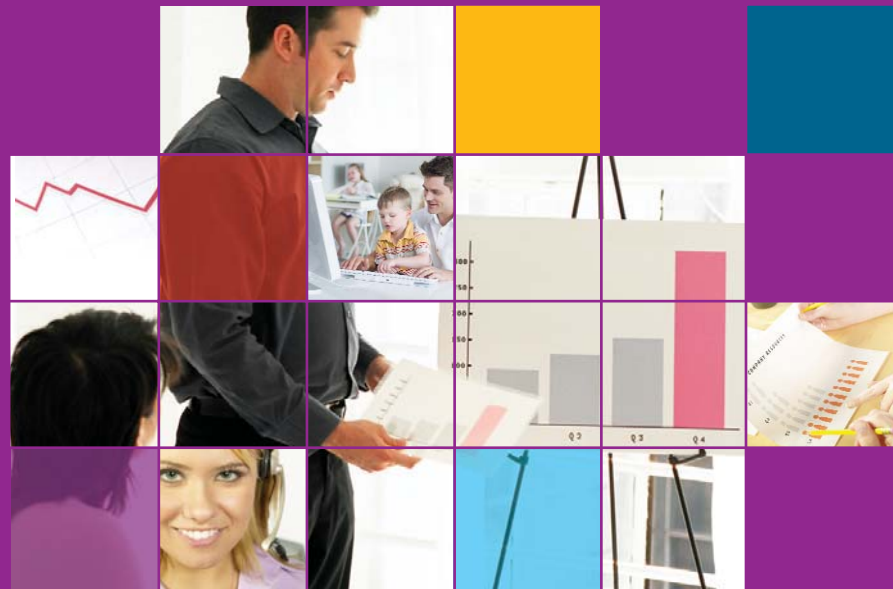




Market & Social Research



Economics, Planning & Development 

Business Strategy & Finance 

Community Research & Strategy 

Design, Marketing & Advertising 

Information & Knowledge Management 

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

“Our market research methodologies are tried and tested and transferable to any sector.”

Market & Social Research

The AECgroup's *Market & Social Research* team has provided timely, accurate and authoritative market and social research to the public and private sector since 1992. Since this time we have grown to become one of the largest market research companies in Australia. This has been achieved through our ability to swiftly respond to client needs, producing highly accurate market research and analysis to extremely tight deadlines.

In undertaking each project, the team takes the time to fully understand the requirements of our clients, and tailor each research program to best meet their needs. Most importantly, we assist our clients in implementing research strategies and outcomes – we work side by side with our clients to ensure they achieve maximum benefit from our involvement.

“We offer high quality, cost effective and flexible, customised programs across a full range of research methodologies.”



Experience

The *Market & Social research* team is able to provide all forms of information collection, including:

- Personal interviews (face-to-face / telephone / CATI)
- Self-administration (mail / fax / paper & pencil style / and online surveys)
- Focus groups
- Community and stakeholder consultations
- Evaluation of existing research / data

Research projects undertaken by the team have ranged from small sample-size surveys based on one-on-one personal interviews to national projects, including 100,000 respondent mail-out surveys and nationally stratified telephone surveys. Our long association of working with local government also ensures our staff are experienced in working with a diverse range of stakeholders and groups that include community members, business leaders and industry operators.

We have our own in-house CATI systems, OCR scanning and online database programming capabilities.

Our experience is spread across a range of industry sectors including:

- Business – retail / commercial / industrial
- All levels of government
- Hospitality and tourism
- Education sector
- Indigenous sector
- Sporting and leisure sectors



Clients

Market & Social Research clients range in size from small and medium enterprises to large publicly listed companies, from the smallest local governments to the largest state and commonwealth government departments and from small not-for-profits to significant religious organisations.

“After working with the AEC team for three years I attribute a substantial amount of success to the excellent market research they have provided which has impacted every area of the business. The AECgroup is one of our most vital strategic business partners.”

Rodger Powell
Managing Director
AIH Group Ltd

Australian Market & Social Research Society (AMSRS)

Key personnel within the *Market & Social Research* team are members of the Australian Market and Social Research Society providing up to date / and industry compliant research services and associated benefits to our clients.

Market & Social Research Services

Quantitative Research

- Telephone / CATI interviews
- Face to face interviews
- Self-administration – mail / fax / email / hand delivered questionnaires
- Online / web-based surveys

Research Areas of Interest

- Advertising - pre / post tracking and campaign testing
- Brand and logo development
- Business surveys and skills audits
- Community attitude surveys
- Concept testing (new products / residential / commercial developments)
- Corporate and brand image / value of the brand
- Customer / member and user satisfaction
- Liquor and gaming license application community surveys
- Loyalty tracking / awareness surveys
- Education and drivers of school choice surveys
- Household shopping / expenditure surveys
- Library user and non-user surveys
- Community facilities surveys
- Vocational education & training research (VET market)

Qualitative Research

- Focus Groups / workshops / stakeholder and community consultations
- Concept testing
- Advertising campaign evaluation
- Case studies
- Participant observation
- Mystery shopper

Other Services

- Social profiling and development strategies
- Benchmarking – local government community consultation research data
- Longitudinal research programs

"The Market & Social Research team also works with other AECgroup teams to deliver a seamless service to our clients."



Case Study: Australian International Hospitality Group (AIH Group)

Over the last 3 years, the AECgroup has undertaken a number of research projects for the AIH Group. The annual research program was designed to inform AIH's strategic planning and operational decisions for the year ahead. The projects have utilised various research methodologies including:

- Over 400 face to face interviews of patrons at 11 different venues;
- Over 400 telephone interviews of the general community and previous customers;
- Development of various online surveys – specific to venue/s;
- Conduct of industry benchmarking surveys segmented by operator size and style;
- Consultation with key stakeholders and industry commentators.

The research is utilised in terms of understanding more about the market position of new products and services and the progress of existing products against performance targets and previous benchmarks.

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