



Australian Community Research

How can research help you and your organization?

No one would embark on a journey without a map. Just like a map, good quality research is an invaluable tool which helps the decision maker plan, test and communicate with the people they need to service.

Research can do a huge variety of tasks. It can:

- Help in policy development
- Find key target groups
- Identify demand for community services and infrastructure
- Identify key lines and messages to communicate
- Identify what issues or services are important for people in their lives
- Construct the best communication strategies
- Provide feedback on the vocabulary that people use so you can communicate with them in terms and words that they can understand
- Warn you when consumers show signs of finding an established product less desirable than it once was
- Determine the most persuasive promises
- Tell you whether your community advertising communicates the message you want to
- Show what your important target groups think about your organisation, product or service
- Track community attitudes over time
- Measure the impact of a communication campaign
- Save people from making serious mistakes

Australian Community Research (ACR) is a WA owned company. Established in 1984, it was incorporated in WA in 1988.

The following pages outline the services, experience and ways that ACR can assist you and your organisation.

**For more information contact
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*“People who ignore research are as dangerous as Generals who ignore decodes of enemy signals... armed with this kind of information, it is not difficult to defeat competitors who fly blind.” **



** David Ogilvy (in **Ogilvy on Advertising** “18 Miracles of Research” pp158-163)*

*You don't have to
be big to afford
quality research*

Introduction to ACR

ACR specialises in the provision of high quality social and commercial market research services.

ACR works for a range of small and large organisations.

ACR's cost structure means that it can service large and small clients. Your organisation does not have to be large to access quality research at a reasonable cost.

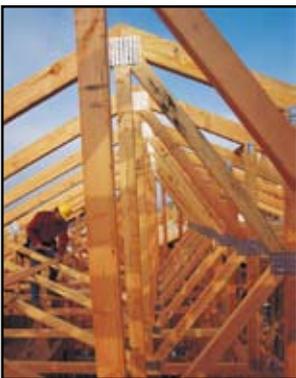
ACR has extensive experience in the provision of research services such as:

- Community attitude surveys
- Phone surveys
- Focus group facilitation
- Web based surveys
- Customer satisfaction monitoring
- Transforming research into key messages for advertising and mass communications
- Evaluating advertising materials and campaigns
- Policy development
- Assessing demands for services and infrastructure
- Corporate image
- Service benchmarking
- Membership research
- Campaign and material testing research
- Readership profiles
- Organisational climate surveys
- Research to develop and track educational campaigns
- Research to address each phase of advertising campaigns
- Program evaluation
- Research to evaluate in-house communications such as newspapers, intranets and professional journals.



Clients who have used our services include:

- AlintaGas
- Business and Employment. Dept of (Vic)
- Business Today (WA)
- Chamber of Commerce and Industry of WA
- ChevronTexaco (Aust)
- City of Gosnells
- City of Melbourne
- City West water (Vic)
- Criminology Department, University of Melbourne
- Department of Environmental Protection (WA)
- East Metropolitan Regional Council (WA)
- Employment, Vocational Education and Training, Dept (WA)
- Esplanade Hotel Fremantle
- Family and Children's Services (WA)
- Landcorp
- Health Department (WA)
- Melbourne Times
- Met Ticketing Task-force (Vic)
- Ministry for Police and Emergency Services (Vic)
- Ministry of Education (WA)
- Ministry of Education and Training (Vic)
- Ministry of Ethnic, Municipal and Community Affairs
- Mount Hospital (WA)
- Occupational Health and Safety Authority (Vic)
- Office of Road Safety (WA)
- Office of Youth Affairs
- Planning and Urban Development, Dept of (WA)
- Public Transport Corporation
- Shopping Centre Council
- Telstra Australia
- Victoria Police



ACR Resources and Services

- Australian Community Research (ACR) is a social and commercial research organisation specialising in high quality data collection, research and communications with key target groups in the community or market.
- ACR emphasises the provision of actionable strategic data and careful assessment of objectives, a combination of research techniques to provide both depth and clarity of information, and rigorous research methods.
- ACR has its own data collection facilities and has maintained its own WA based call centre since 1986 and is able to provide research services in most geographical locations.
- ACR annually conducts telephone interviews or personal interviews with thousands of individuals and households in WA and other States. ACR has also conducted studies involving hundreds of focus groups including residential and business participants.
- Australian Community Research provides research for government, business and a range of other organisations.
- ACR provides data collection facilities via a range of services including survey interviews, focus groups and web-based surveys.
- ACR is WA owned and managed.
- ACR emphasises tight quality control in interviewing and information handling for client confidentiality. All staff are trained and closely supervised to maintain high standards of data collection.
- Key consultants are QPMR qualified (Qualified Practising Market Researchers) and long standing members of the Australian Market and Social Research Society.
- ACR emphasises close liaison with the client to ensure that research meets the client's needs.
- Key personnel within the organisation have a proven ability to lead, manage research programs and to identify trend and information relevant to our clients' interests - and then to effectively communicate this advice.
- Our ACR developed computer based "QED system" delivers verbatim responses for open-ended questions to allow better encoding and provision of full information to service client better.



ACR'S phone interviewing facilities

