



## The Arts and Creative Industries

'Creative industries have their origin in individual creativity, skill and talent. They have the potential to create wealth and jobs through the generation and use of intellectual property' (Department of the Environment, Water, Heritage and the Arts). Intellectual property produced by this industry includes art and architecture, advertising and design, fashion, film, video, software, music, television and radio.

The Ipsos-Eureka Social Research Institute enjoys a long and proud association with the arts and creative industries. We understand the crucial importance of the arts and creative industries within the Australian social and economic landscape; this field continues to grow in scope and importance. We have experience across the breadth of the creative industries, including the arts, digital media, trademarks, and intellectual property rights.

### What we provide

The Ipsos-Eureka Social Research Institute's consultants are well versed in qualitative and quantitative methodologies, including:

- in-depth interviews
- discussion groups
- surveys (in-person, online, phone)
- experimental methodologies
- expert workshops
- literature reviews

We also are also proficient in:

- visitor surveys
- program/policy evaluation & development
- policy/strategy development & advice
- brand image/development
- communications/campaign/ concept development
- customer satisfaction research
- market segmentation research
- advertising and communications evaluation and strategy
- exploratory market studies
- stakeholder consultation

### Expertise

Our services are conducted by highly qualified staff with a range of experience in research for the arts and creative industries. Several of our consultants have academic and professional backgrounds covering fields such as cultural studies, globalisation theory, film, design, and art history and theory. Our consultants also possess extensive professional experience, including working for peak arts organisations and voluntary work. Where there is a need to supplement our capacity or skills in order to undertake a particular project, we partner with highly specialised experts across Australia, including regional and rural areas.

### Clients

Our past and current clients include government departments and agencies, and commercial operators, including: *The Australian, Communications and Media Authority, the Australia Council for the Arts, IP Australia, Optus, Jacobsen Entertainment, Sydney Superdome, Victorian Arts Centre and the ABC.*

### Working Relationships

We form close working relationships with our clients which do not end at the completion of a project. We build our knowledge and understanding of partner organisations to inform future quality research.

### Past projects

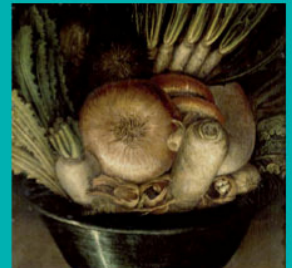
#### **Fairfax Media**

The Ipsos-Eureka Social Research Institute was commissioned by Fairfax Media to assist in the strategic redevelopment of its titles portfolio. A usage and attitude study was undertaken, providing Fairfax with a comprehensive understanding of the ways Australians consume media, followed by an audience segmentation analysis. Strategic recommendations from this project motivated changes to Fairfax publication titles.

#### **Jacobsen Entertainment**

Jacobsen Entertainment engaged Ipsos-Eureka to undertake market research to estimate the likely demand for a series of Elvis tribute concerts. A telephone survey of 1,408 potential concertgoers was conducted, and we advised Jacobsen that there was sufficient interest in the concert to proceed with a nationwide series of shows.

Up close we see  
certain details.  
But when we step  
back we discover  
something else.





**Ipsos-Eureka**  
Social Research Institute

## Our portfolio leaders

### Andrew Griffiths

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Andrew holds a Master of Arts in International Studies with majors in art history and theory. Previously, Andrew worked at Regional Arts NSW, the peak body for the arts and community cultural development in regional, rural and remote NSW. His position involved research, promotions, communications, and advocacy on behalf of the sector. At Ipsos-Eureka, Andrew has conducted research for clients that include The Australia Council for the Arts and Playwriting Australia.

### Emma Rowland

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Emma is a dedicated social researcher, spending the majority of her career working with Government and not-for-profit organisations. She is proficient in a range of qualitative and quantitative techniques, specialising in advanced statistical methods to find the 'story' in the data.

Offices in Canberra, Sydney, Melbourne and Brisbane

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