



## Industry and Technology Research

Understanding the needs of businesses, governments and the community is the core focus of the Ipsos-Eureka Social Research Institute. Our industry and technology experts understand the issues facing businesses and governments in this sector, and bring a wealth of experience and insight to each project.

Supporting innovation in the industry and technology sector is a key challenge for Australia, now and in the future. By facilitating understanding of 'real life' issues faced by businesses, we assist governments to maximise the potential of Australian businesses. In collaboration with Ipsos' global network, we conduct multi-national projects and provide internationally comparable data.

Within our industry and technology portfolio, we specialise in providing consultancy and research services for the government and business sectors, including high-level stakeholder consultations, executive interviewing, community consultation, and international comparison.

### What we provide

We use various methods for accessing stakeholder opinion and detailed descriptions of personal experiences to improve understanding of the motivations and needs of governments and businesses, including:

- in-depth interviews
- focus groups
- quantitative surveys (in person, online, phone)
- community consultation
- stakeholder consultation
- experimental design

We also are proficient in:

- literature reviews
- program/policy evaluation
- policy/strategy development
- communications development and testing
- mixed method research
- high quality reportage

Our services are conducted by highly qualified staff with a range of experiences in industry and technology research.

Areas of research experience related to industry and technology:

- community engagement
- market identification and analysis
- stakeholder satisfaction
- communications testing and evaluation
- service evaluation
- regulatory environments

### Expertise

Our consultants possess extensive experience conducting research on behalf of business and government. Where there is a need to supplement our capacity or skills in order to undertake a particular project, we employ specialised experts who are based across Australia, including regional and rural areas.

### Clients

Our clients include state and commonwealth government departments and agencies. Industry and technology clients include: *Australian Communications and Media Authority (ACMA), ASIC, ATO, Biotechnology Australia, Department of Broadband, Communications and the Digital Economy, Department of Innovation, Industry, Science and Research, IP Australia, CSIRO, Italian Trade Commission, NSW Department of Commerce, SA Department of Transport, Energy and Infrastructure, and the ABC.*

### Past Projects

#### ACMA – Digital media

We conducted an Australia-wide research study investigating consumer uptake and attitudes towards digital television and other digital media within Australian households. The findings were presented at the ACMA National Conference, and to the House of Representatives Standing Committee on Communications, IT and the Arts.

The published report is available online:

<http://www.acma.gov.au/acmainterwr/assets/main/lib100068/digitalmedia.pdf>

### Our portfolio leader

#### Adam Rowland

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Adam Rowland has over 10 years experience in market and social research and in the conduct, analysis, and reporting of qualitative and quantitative research with diverse target audiences.

Offices in Canberra, Sydney, Melbourne and Brisbane

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

