



## Sustainable Communities and Environment Unit

The Ipsos-Eureka Social Research Institute has accumulated a wealth of research expertise within our dedicated and highly specialised Sustainable Communities and Environment Unit.

### We understand sustainability

Our team consists of highly skilled market and social research consultants, who have expertise and experience in sectors relating to the environment and sustainability.

All members of the team have a long-standing professional interest in issues relating to the environment and sustainability, and we regularly commission in-house surveys to expand our body of knowledge. These surveys provide critical information about the current opinions, knowledge and behaviours of Australians, and add value to our research reports.

We aim to make an ongoing, positive contribution to issues relating to environmental sustainability.

### What we provide

Ipsos-Eureka employs a range of innovative methodologies and delivers strategically designed reports. We understand that studying complex issues relating to environmental and social sustainability requires careful planning and we tailor our methodologies to meet clients' specific needs.

Our reports clearly identify critical research findings and recommendations for actions to achieve project objectives. We also identify actionable opportunities beyond the scope of the brief, delivering research insights enhanced by our considerable knowledge and experience in the field.

### Expertise

The unit has conducted over 200 studies across Australia covering energy, water usage and management, conservation, sustainability, land management, waste management, public land management, and a range of agricultural issues.

Where there is need to supplement our capacity or skills, we employ highly specialised experts across Australia, including regional and rural areas.

Examples of sector-specific research are listed below:

### Sustainability and environmental research

**Energy** – energy saving and climate change research which guided the development of the widely acclaimed "*Black Balloons*" campaign; GreenPower branding, communications and marketing research; research into green energy for Energy Australia.

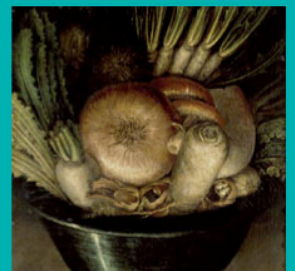
**Water** – Water conservation behavioural change campaign, social research to inform Phase 6 of the Our Water Our Future (OWOF) campaign; behavioural 'Stages of Change' segmentation for OWOF, campaign testing for OWOF; water products and services needs and wants amongst residents and businesses, social acceptability of future water options, contributing to the Victorian Government's 50 Year Sustainable Water Strategy - Central Region; stakeholder and consumer research to inform the development and delivery of the Federal Government's WELS Scheme; numerous tracking and issue-based studies for water retailers.

**Waste management** – understanding and measuring community knowledge, attitudes, and behaviours in relation to plastic bags, stormwater, recycling, and disposal of many types of other waste such as electronic and hazardous waste, including research with children and teens; attitudes and behaviours towards littering and illegal rubbish dumping in Gippsland.

**Conservation and land management** – research to inform the Federal Government's launch of an environmental stewardship program; landholder conservation on private land; research into an interactive website for involved users of natural resource information; the volunteer experience working in National Parks and development of a best practice program; community perceptions of water quality and the bays in Victoria, to inform the Water Quality Improvement program; and coastal and public land management.

**Consumer** – understanding current and likely influences of environmental issues; visitor surveys in National Parks; evaluation of NSW's "Who cares about the environment?" citizen research program; considerations or values on purchase behaviours and brands under different scenarios and across different product and service categories; new product concept testing. In addition, we conduct on-going internal tracking on understanding and identifying the *Green Consumer*.

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





## Our clients lead their sectors

We have worked with key government agencies, utilities, R&D corporations, and leading companies pursuing sustainability values. Our clients include the departments of: Environment, Water, Heritage & the Arts (AUS), Agriculture, Fisheries & Forestry (AUS); Sustainability & Environment (VIC); Environment & Climate Change (NSW); Water & Energy (NSW); Transport (VIC); Sustainability Victoria; Cooperative Research Centre for Water Quality and Treatment; Yarra Valley Water, City West Water, Western Water, South-East Water, Central Highlands Water, Sydney Water and Hunter Water; Origin Energy, Integral Energy, Energy Australia and GreenPower; NAB; Parks Victoria; National Parks and Wildlife Service NSW; Meat and Livestock Australia; EPA Victoria; GHD Limited; AWB Limited; WWF, CMAs including Namoi, West Gippsland, Glenelg-Hopkins, Corangamite and Southern Rivers; and a number of local councils.

## Working relationships

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

*"Yarra Valley Water has had a valued relationship with Ipsos for several years now. The insights they provide are invaluable in helping us engage with our customers and deliver on their needs and expectations. We have always found them to be a truly professional organisation."*

**Andrew Hinchliffe, Senior Business Analyst, Marketing, Strategy & Communications, Yarra Valley Water**

*"Ipsos have been extremely valuable in assisting us in gathering crucial research for our ongoing work. They have provided excellent technical advice to us, and delivered quality output within agreed timeframes. The professionalism and high attention to client service have made Ipsos a pleasure to deal with, and the data collected from their work has been well received within our Branch."* **John Storrrie, Department of Transport (VIC)**

*"Over several years I have contracted Ipsos to undertake a number of market research projects. In every case their staff have demonstrated great skills and knowledge, been a pleasure to work with, and produced great insights into our issues. On one project in particular, the report ...[was] so insightful and well presented we used much of it verbatim for the strategy for the next phase of that campaign...surely one of the highest endorsements of the value of great market research! I would not hesitate to work with Ipsos again."* **Dale Starr, Manager Corporate Public Relations, Department of Agriculture, Fisheries and Forestry**

*"We were really happy with the research. This information has provided a really valuable insight into the approach to conservation for many primary producers and lifestyle property owners and received a great response from our board."* **Chelsey Langley, Regional Implementation Manager, EcoTender Project, Corangamite CMA**

*"Ipsos have been extremely professional in annual survey work they have conducted on behalf of AWB. The survey data has been used in submissions to the Federal Government and as part of our statutory reporting requirements, so it has had to be able to withstand the highest level of external scrutiny. Ipsos have never dropped the ball. They have hit every target on time and on budget. Their work is incredibly insightful and influential."* **Robert Hadler, General Manager, AWB Corporate Affairs, AWB**

## Our portfolio leaders

### Bridget Bentley

[Bridget.Bentley@ipsos.com](mailto:Bridget.Bentley@ipsos.com)

Bridget has 9 years research experience. Bridget holds a Bachelor of Agricultural Science and has extensive experience within natural resource management and the agricultural industry, and a strong understanding of relevant scientific, economic and social issues.

### Bettina Johnson

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Bettina has 5 years research experience in both qualitative and quantitative disciplines. Bettina has a Bachelor of Cognitive Science from the University of Western Australia and is a full member of the Australian Market and Social Research Society.

Offices in Melbourne, Canberra, Sydney and Brisbane

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