



## **Ipsos launches the Ipsos-Eureka Social Research Institute**

**Date:** 27 February 2008

Following on from [Ipsos'](#) acquisition of Eureka Strategic Research in June 2007, the [Public Affairs](#) division at Ipsos Australia has joined with Eureka to found the **Ipsos-Eureka Social Research Institute** (IESRI). IESRI is modeled on the highly successful [Ipsos MORI](#) in the UK, and brings together an expert team dedicated to using research to improve community outcomes. It includes a number of specialized social research units, focused on areas of importance to government and society.

The Ipsos-Eureka Social Research Institute will be headed by John Sergeant, who was the President of the Market and Social Research Society in Australia from 2003 to 2007. The Ipsos-Eureka Social Research Institute has over 30 staff based in Canberra, Sydney and Melbourne, each of whom has grown to be recognised as a specialist in Social Research in Australia, coupled with expert skills in a number of areas of focus.

IESRI staff are frequently invited to speak as experts at numerous Social Research, government and private sector conferences around Australia. The Ipsos-Eureka Social Research Institute adopts the philosophy to strive for independently developing a deeper understanding of specific areas of expertise, to ensure that outcomes delivered to clients can go beyond the scope of the project requirements and provide expert insight and recommendations.

The Ipsos-Eureka Social Research Institute will be launched with breakfasts in 3 states across Australia, with many of the key personnel from both public and private sector organisations in attendance;

- **Thursday 28<sup>th</sup> February:** Canberra, ACT, The Lobby Restaurant, King George Terrace Parkes.
- **Friday 29<sup>th</sup> February:** Sydney, NSW, Customs House, Circular Quay.
- **Monday 3<sup>rd</sup> March:** Melbourne, VIC, Zink, Federation Square.

Ben Page, the Chair of the UK's Ipsos-MORI Social Research Institute will be speaking at the launch breakfasts. Ben is one of the world's leading thinkers and practitioners on measuring and improving government services. Named one of the 'most influential people in the British public sector' by the Guardian newspaper, Ben has recently served on the Roberts Commission, investigating ways of making British local government more representative, and over the last decade he has worked closely with No 10 Downing Street, assisting in an ambitious program of reform in government service delivery. He is visiting Australia briefly to share his experiences at these breakfast forums, providing an opportunity to hear him speak and to ask questions about his experiences.

Further information on IESRI's capabilities and upcoming events where you can hear staff speak can be found on the website at [www.ipsos.com.au/IESRI](http://www.ipsos.com.au/IESRI).

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