



Corporate Profile

Strategic research and consulting
providing clarity and insights to
your organisation





Our people are qualified, passionate and deliver insights not just data

Strategic Research

Building on what you already know, we assist business and government organisations to pinpoint and interpret information and bridge knowledge gaps quickly and efficiently. Our clients make smarter decisions faster than ever before, and are able to respond to market and community needs and trends using focused strategic research, tailored to their specific requirements.

Integrity

We ensure that your data and insights are trustworthy and reliable so that decisions can be rapidly implemented with confidence every time.

Clarity

We define the problem or opportunity and choose the correct combination of primary and secondary data to support a clear and workable solution.

Insight

Delivering the best in efficient and effective interpretation and analysis of data, we are the service provider of choice for commercial, corporate and government sectors.

Knowledge

Accredited to best practice levels in all research tasks and skilled in relationship building, our staff are adept at applying strategic insights to specific client needs.



Research

n – The systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions.



Introduction

We know that your organisation requires quality research to provide you with a solid and substantial knowledge base as a springboard for complex issue analysis and strategic direction for a better future.

We ask the right questions and offer a systematic approach with our team of highly qualified and friendly staff ensuring premium outcomes that are results-driven.

newfocus operates throughout Australia and has a significant global presence spanning over two decades of service providing practical market and social research and strategy to both government and commercial clients.

Sought after by the many industry leaders, **newfocus** has built a solid reputation through its commitment to quality and strategic research that delivers clarity and insight for its clients.

Arguably the best in the industry, our team are highly trained and come from a broad range of disciplines and backgrounds. They are friendly, passionate and client focused, having the ability to synthesize data and produce reports that impart wisdom and understanding in a personal way.

Our business is established on traditional values of high quality, rapid turnaround and value for money, coupled with a sound reputation for the best in client service and reliability. With substantial experience across both commercial and government sectors, we offer all of the traditional market and social research methodologies with the ability to incorporate next-gen solutions.

“newfocus has built an enviable reputation through its commitment to quality and strategic research that delivers clarity and insight.”

Integrity

n - 1. Honesty 2. The quality of being sound and reliable.



Client Service

A cornerstone of the research tasks that new**focus** undertakes on behalf of its clients is to understand with increasing clarity customer expectations and attitudes to their own services and products. It is this analysis that provides a direct and successful approach which will benefit turnaround and productivity.

At new**focus** we regularly monitor and analyse our own performance, as we too can benefit from an insight into our clients' needs and glean invaluable information that assists us to achieve better results.

As a consequence we are proud of our track record that has constantly lifted the standard on client servicing by achieving over 90% client retention across a broad and diverse client base, with best practice satisfaction levels consistently above 95%. Our benchmark is to attain 98% levels of satisfaction in both the public and private sector.

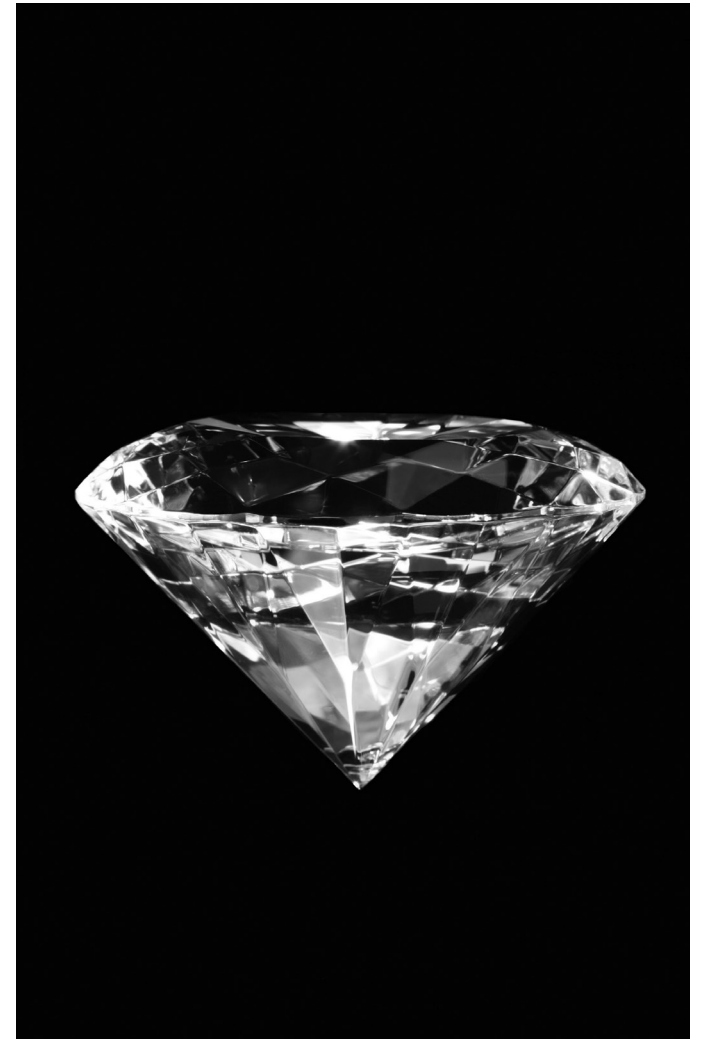
new**focus** is committed to excellence, innovation and rigorous research methodology. We undertake to deliver timely reports presented in customised state of the art digital formats combined with comprehensive research summaries. Our track record demonstrates that new**focus** delivers reliable results on time and within budget. Most importantly, new**focus** upholds the importance of integrity in all its research.

Working with our clients as their research partner, we regularly ask and answer the critical questions and pride ourselves on delivering pragmatic research that provides discerning judgments to enable our clients to achieve their goals quicker than ever before.

“newfocus is committed to excellence, innovation and rigorous research methodology.”

Clarity

n - To make or become clear or easy to understand through the illumination, simplification and making plain.



Local knowledge with global expertise

An innovative national company with global alliances, new**focus** partners with clients to help them achieve their goals on time and to budget.

The new**focus** team is committed to delivering research that is tailored to client needs. We deliver statistically reliable reports that provide clear insights through analysis of the data, leading to practical, dependable recommendations that our clients can act upon with confidence.

new**focus** provides personalised service to businesses and national corporations as well as State and Commonwealth agencies.

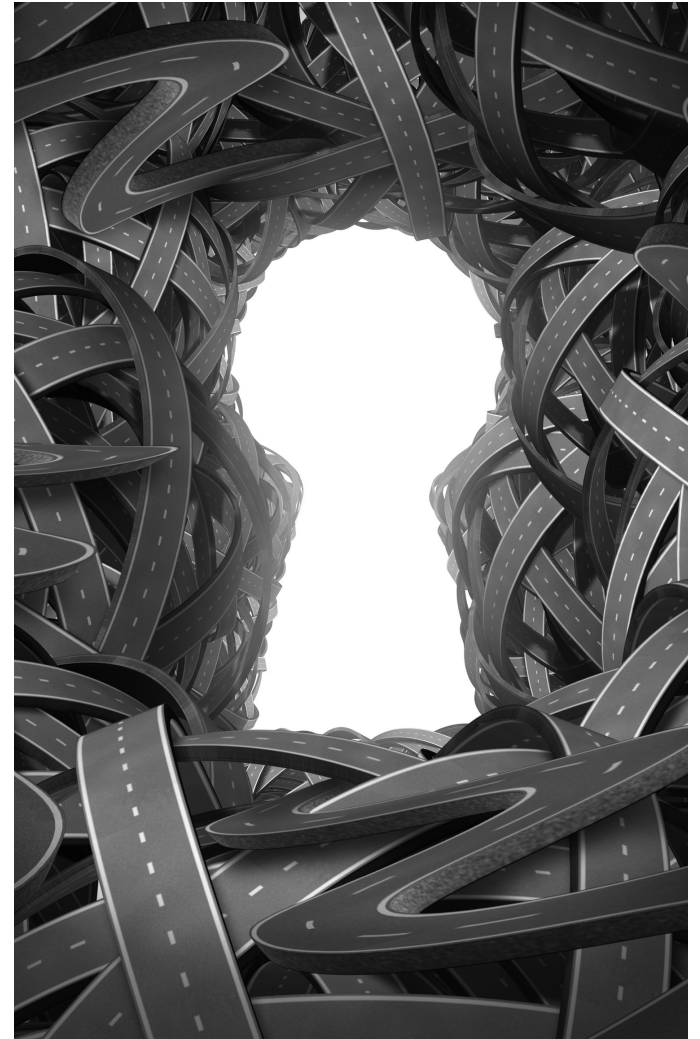
All our systems and methodologies meet quality assurance standards that guarantee statistical accuracy and complete confidence in the data, allowing the conclusions and recommendations to be persuasive and reliable.

Global Alliances

new**focus** sets itself apart from other research companies by examining high level strategic trends (global, national and local) which may already be having an impact on businesses and will potentially affect sustainability and profitability.

Insight

n - A penetrating understanding of a complex situation or problem and the ability to perceive clearly or deeply the inner nature of things.



Vision

Our vision is to broaden our reach as leaders in the research industry based on our commitment to integrity coupled with innovation and use of pioneering new technologies.

We are committed to this goal through the application of proven traditional research approaches, applying new innovations in our data collection methods and reporting that is insightful and based on rigour and integrity.

We bring **insight** from our vast experience of understanding consumer, business and government markets, and our ability to interpret and analyse the data accurately and efficiently every time.

Our commitment

- ⊗ Service our clients with high quality market and social research that provides insights and clear strategic direction
- ⊗ Provide the best possible value for money by having efficient, reliable processes and the most up to date and innovative approaches
- ⊗ Build long term relationships with our clients based on a partnership approach and a belief in high levels of client service
- ⊗ Build a team of qualified, experienced, passionate and talented people that genuinely want to add value and bring knowledge and wisdom to our clients
- ⊗ Respect the privacy of clients and people being surveyed, and work within the Privacy Act to the benefit of all concerned.

As a member of the Australian Market & Social Research Society (AMSRS) **newfocus** abides by the Code of Professional Behaviour requiring strict adherence to the Market & Social Research Privacy Principles approved by the Federal Privacy Commissioner.

newfocus has had an endorsed quality management system in place since the 90s and is accredited to the international standard AS-ISO 20252 which governs market, social and opinion research organisations.

Our valued clients

We are proud to list our client experience built up over 21 years of strategic research and consulting

- 3 Telecommunications
- AAPT Business Solutions
- ABCC
- ACH Group
- ACPET
- AECOM
- Air Services Australia
- Allied Mills
- AMP Banking
- Austrade
- Australian Catholic University
- Australian Central Credit Union
- Australian Executor Trustees
- Australian Federal Police
- Australian Hotels Association
- Australian Institute of Super
- Australian National Couriers
- Australian Property Group
- AustralianSuper
- Australian Taxation Office
- Australians Donate
- Balfours
- Bendigo & Adelaide Bank
- Bendigo Wealth
- BHP Billiton
- BioLab
- BOC Limited
- Boral Energy
- BP Australia/BP Air
- British Aerospace
- Business SA
- Cancer Council
- Civil Aviation Safety Authority
- Centrelink
- Citigroup/Citibank/Citi Australia
- City of Charles Sturt
- City of Marion
- City of Newcastle
- City of Salisbury
- City of Tea Tree Gully
- City Super
- Coles Myer
- Commonwealth Bank
- Commonwealth Securities
- Corporation of Walkerville
- CPA Australia
- Crown Casino
- CRS Australia
- CSR Limited
- DASFLEET
- Defence Force – various (Academy; Recruiting; Imagery, Materiel, Public Affairs, Science & Tech)
- Delfin/LendLease
- Department of Administrative & Information Services
- Department of Education (DEEWR, DFEEST, DEET, DETYA)
- Department of Finance (various)
- Department of Human Services
- Department of Industry & Trade
- Department of Justice
- Department of Premier & Cabinet
- Department of Trade & Economic Development
- Department of Transport, Energy & Infrastructure
- Department of Veterans' Affairs
- Diners Club
- D'Orsogna Smallgoods
- Drug & Alcohol Services SA
- Education Services Australia
- EnergyAustralia
- Engineers Australia/Engineers Media

- eo Financial
- Ericsson Australia
- ETSA Utilities
- ExxonMobil
- Ferguson Fisheries
- Gambling Research Panel
- Great Southern Rail
- Harness Racing Australia
- Health Partners
- HSA Group
- HESTA
- Hobsons Bay Council
- Homestart Finance
- HOSTPLUS Superannuation
- Housing SA/Office for Community Housing
- Immanuel College
- Industry Fund Services/ Industry Super Network
- Innovate SA
- IP Australia
- Insurance Australia Group
- Kimberly Clark
- KWP
- Lafarge Plaster
- Land & Water Australia
- Land Management Corporation
- Landcom
- Lend Lease
- Library Board of Victoria
- Lifeplan Funds Management
- LUCRF Superannuation
- Manningham City Council
- Marketing Business Solutions
- Masonic Homes
- MBF
- Mercantile Mutual
- Mission Australia
- Mitchell Shire Council
- Mitsubishi Motors Australia
- MTAA Superannuation
- Mutual Community
- MyState Financial
- National Australia Bank
- National Centre for Vocational Education Research
- National Pharmacies
- Nestlé
- NSW Health
- NSW Fair Trading
- NSW Police
- Office for Public Employment
- Office for Recreation & Sport
- Optus/Singtel Optus
- Pembroke School
- Perpetual
- Pharmacia
- Playford City Council
- Primary Industries
- Prime Super
- Prince Alfred College
- Principals Australia
- Public Trustee
- QSuper
- RAA/RAA Insurance
- REI Insurance
- RetireInvest/ING
- Robern Menz
- Royal Flying Doctor Service
- Rural Solutions SA
- Russell Investments
- SA Water
- Savings & Loans
- Seeley International
- Shannon's Way
- Simes Australia
- Skycity Adelaide
- SA Centre for Manufacturing
- Solar Shop Australia
- Southern Cross University
- Spirit of Tasmania
- St George Bank
- State Theatre Company
- Stethoscope
- SUNCORP/Metway
- Superpartners
- Sydney Harbour Foreshore Authority
- Sydney Water
- The Arts Centre
- TMP Worldwide
- Toll Transitions
- Tourism NSW / Tourism SA
- Tradelink Plumbing Supplies
- TransGrid
- Transport NSW
- TT-Line Company
- TVET Australia
- University of Adelaide
- Victoria Police
- Westminster School
- Westpac Bank
- Wine Australia (formerly Australian Wine & Brandy Corporation)
- WorkCover SA
- Workers Compensation Commission NSW
- Yarra Valley Water
- Young & Rubicam
- Young Media Australia

The world is changing - we can help you answer the why question

At new**focus** we recognise that the world is continually evolving. We live in a rapidly changing digital age where we are experiencing a new paradigm in communications that increasingly occur online. As a research partner we aim to provide not only traditional research but also innovative services including mobile research, social media analysis, behavioural studies, big data analysis, change management and predictive analytics.

New technology has also invited an avenue of DIY online survey tools; these have benefits if used in appropriate ways, where data is carefully analysed, interpreted and applied correctly. However the reality is, short cuts in research methodology through new generation survey options have led to poor investment decisions and the demise of many solid businesses and social change programs.

It is imperative that raw data is collated appropriately, analysed and reported, and that risks are minimised. Even if you are using DIY research tools, or perhaps aiming to integrate 'big data' into your strategic planning, ask us how we can help you answer the 'why' questions and advise you on complementary strategic research that will reduce the risk to your organisation.



newfocus can offer you:

Next-Gen business research solutions

- ✕ mobile communities/smart phones
- ✕ big data
- ✕ social media
- ✕ change management
- ✕ behavioural economics
- ✕ predictive analytics
- ✕ integrated management dashboards

Traditional research that builds success

- ✕ marketing strategy & segmentation
- ✕ brand & communication
- ✕ customer satisfaction/loyalty/advocacy
- ✕ usage & attitude
- ✕ price point & purchase intention
- ✕ customer churn, retention & acquisition
- ✕ product/service development (new & existing)
- ✕ mystery shopping & retail audits
- ✕ hybrid methodologies
- ✕ best practice qualitative research
- ✕ quantitative benchmarking & tracking

Social research that matters

- ✕ community engagement
- ✕ social marketing campaigns
- ✕ program evaluation
- ✕ cross-cultural research
- ✕ stakeholder & community consultation research
- ✕ ethnography



integrity · clarity · insight

To discuss how we can help
you achieve your goals,
please contact our office on:

T 1800 807 535

F 1800 812 319

www.newfocus.com.au

admin@newfocus.com.au

Level 5, Edgecliff Centre
203-233 New South Head Rd
Edgecliff, NSW 2027

Melbourne Central Executive Suites
222 Latrobe St
Melbourne, VIC 3000

Unit 2, 28 Lower Portrush Rd
Marden, SA 5070