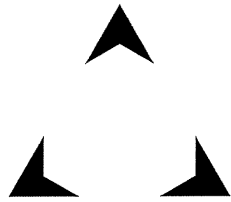




AEC*group*

**MARKET RESEARCH CAPABILITY
STATEMENT FOR GBRMPA**

market research • economics
organisational consulting • infotec
design • marketing & advertising
education & training



AEC*group*

**MARKET RESEARCH CAPABILITY
STATEMENT FOR GBRMPA**

1 December 2000

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Introduction

The AEC Group Ltd (AEC) takes pleasure in submitting a capability statement to conduct market research for GBRMPA.

AEC can confirm that we have the necessary qualifications and experience to complete the project to the highest quality in a cost-effective manner. In support of this we can highlight AEC's:

- experience in **the conduct of community attitude research of Queensland residents**, including research for Townsville Enterprise Ltd, NORQEB Retravision, Ergon, Tourism Whitsundays, Queensland Transport, Townsville City Council, Cairns City Council, Thuringowa City Council, Charters Towers City Council, Beaudesert Shire Council and Mackay City Council to name a few;
- AEC are the **pre-qualified suppliers (through the LGAQ)** of market research services to local government in Queensland with our methodology and pricing policies accredited with the LGAQ;
- **experience in the conduct of general market research** for a diverse group of clients including News Ltd, Australian Provincial Newspapers, all tiers of government, DEETYA, LGAQ, Westpac, Telstra, Hamilton Island Resorts, Employment National, CHR Employment, BHP, Skyrail and Sheraton International – **AEC are one of the largest market research firms in Australia and the largest market research firm in Queensland (as measured by Business Queensland)**;
- **familiarity with the region and issues encompassed by GBRMPA** as evidenced by our quarterly publication on the Whitsunday, NQ and FNQ Regional Economies -additionally AEC have undertaken several previous projects for GBRMPA;
- **fully trained interviewing staff** in telephone, face-to-face, and focus group techniques;
- our **local presence in Townsville** and ability to support GBRMPA with this project beyond the normal project completion;
- due to our integrated range of services we are able to assist GBRMPA in the **development of community information strategies** to address issues raised in the market research;
- **experience in extensive data processing** of cross sectional and time series databases both for internal and external use; and

- experience in the analysis, **presentation**, timely completion and dissemination of surveys, databases and reports.

This proposal outlines our understanding of your requirements and demonstrates our ability to meet those requirements. A methodology and a breakdown of fees and costs are provided together with resumes of the main project staff. Further information on AEC along with details of relevant work completed is also included.

For any clarification of details or further information please contact:

Mr Carey Ramm
CEO
AEC Group Ltd
PO Box 5804MC
Townsville QLD 4810

Ph: 07 47715550
Fax: 07 47715152
Email: carey@aecgrouppltd.com

Capability

Relevant Experience

The *AECgroup* is Australia's largest mainstream economic research firm with offices in Sydney, Brisbane, Townsville and Cairns. Areas of pertinent experience are detailed in the sections below.

AEC Market Research

The *AECgroup* also has its own market research division, *AECmarket research*, that undertakes surveying for all clients of the *AECgroup* and Sports Poll (a subsidiary of the *AECgroup*). Over the last decade, it has grown to become one of the largest market research companies in Australia and the largest in Queensland (as measured by Business Queensland May 2000). This has been achieved through our ability to swiftly respond to client needs, producing highly accurate market research and analysis to extremely tight deadlines.

Our ability to consistently deliver service at high levels is leveraged through the maximum use of technology. We are able to provide all forms of information collection from personal interview (face-to-face and telephone surveys) to self-enumeration (mail, fax, hand and web delivered surveys) to focus groups. Projects vary in size from small 200 respondent phone surveys to national 100,000 respondent mail and telephone surveys.

Survey projects undertaken by *AECmarket research* generally fall into several categories:

- Surveys to fill missing or incomplete data;
- Surveys to measure consumer satisfaction with a product or service;
- Surveys to measure reactions to new products or services; and
- Longitudinal surveys to measure changes over time.

The *AECmarket research* methodology is based on the following five steps:

1. Research available data sources, or create primary data through survey instruments;
2. Statistically analyse the data according to the client's needs;
3. Extract the relevant information through data analysis;
4. Analyse the information for the best client advantage; and
5. Disseminate the information through written reports or electronic presentations.

AEC is a company that is essentially built around information collection, analysis and use. Most consultancies typically follow a five-stage process, that is:

1. Obtaining existing data through secondary sources or obtaining primary data through any number of data collection methods.
2. Embodiment of the data into suitable database structures that facilitate analysis.
3. Analysis of data looking for trends and patterns and the identification of that data which is relevant.
4. Adding value to the data by relating the analysis to business situations, which can include modelling and forecasting.
5. Using the analysed and value added data in business decisions and marketing directions.

AEC has in the past decade undertaken many market research projects that have lead to very successful business outcomes. Presented below is a cross section of some of our Queensland clients and the market research projects that we have undertaken for them:

Client	Report
Australian Provincial Newspapers	<input type="checkbox"/> Sunshine Coast Daily Newspaper Survey <input type="checkbox"/> Bundaberg News-Mail Survey <input type="checkbox"/> Caboolture News Survey
Beaudesert Shire Council	<input type="checkbox"/> Community Attitude Survey
BHP	<input type="checkbox"/> Cannington Labour Market Survey Analysis <input type="checkbox"/> Supplementary Report 1: Population Trends Townsville <input type="checkbox"/> Supplementary Report 2: Mining Awards
BHP Reinforcing Products	<input type="checkbox"/> SRIA Nth Aust, Housing Analysis, Slab on Ground/Concrete Floor Study <input type="checkbox"/> Research into list of ATSIIC Organisations
Bureau of Immigration and Population Research	<input type="checkbox"/> Migration, Population Growth and Regional Development in Queensland <input type="checkbox"/> The Northern Territory and its Northern Neighbours
Century Zinc Limited	<input type="checkbox"/> Economic Impact of the Century Zinc Mine <input type="checkbox"/> Century Zinc Workforce Location Issues – Survey Research <input type="checkbox"/> Review and Suggestions for the Taxation of Base Metals in Queensland <input type="checkbox"/> Update “Century Zinc Project – Importance to Australia”
Charters Towers City Council	<input type="checkbox"/> Community Attitude Survey
Coles Myer Properties	<input type="checkbox"/> Market Catchment Surveys
Coopers and Lybrand	<input type="checkbox"/> Townsville Hospital Relocation Surveys
Department of Employment, Education, Training and Youth Affairs	<input type="checkbox"/> Economic Impact of the Drought in North Queensland <input type="checkbox"/> Sources of Funds for HECS and Postgraduate Fees for Students – 100,000 Surveys <input type="checkbox"/> New Business Opportunities arising from major Mining and related development in North Queensland <input type="checkbox"/> New Business Opportunities in the Northern Territory Recruitment and Labour Hire Sector
Department of Prime Minister and Cabinet	<input type="checkbox"/> Northern Australia Economic Development Strategy: Report to the Commonwealth Government <input type="checkbox"/> Stakeholder Focus Groups

Client	Report
Department of Public Health and Tropical Medicine	<input type="checkbox"/> Townsville General Hospital Redevelopment
Federal Airports Corporation	<input type="checkbox"/> Townsville International Airport Visitor and Tenant Perceptions
G E Chapman Pty Ltd	<input type="checkbox"/> FAC Mount Isa Airport Survey <input type="checkbox"/> Superleague Cowboys regarding Flinders Central <input type="checkbox"/> Security Screen Feasibility Study <input type="checkbox"/> Skyrail Marketing Strategy <input type="checkbox"/> Skyrail Satisfaction Survey Program
Geoffrey Lord & Associates	<input type="checkbox"/> Demographic Profile of the Inala Area <input type="checkbox"/> Inala Report – Census 96 Update <input type="checkbox"/> Cairns Brothers Leagues Club Members & Non-Members Survey and Demographic Analysis
Great Barrier Reef Aquarium	<input type="checkbox"/> Tourist Surveys <input type="checkbox"/> Aquarium Survey Program <input type="checkbox"/> Focus Groups
Hamilton Island	<input type="checkbox"/> Regular Guest Survey Program – Quarterly <input type="checkbox"/> Race Week Survey <input type="checkbox"/> Guest Focus Group Research – Quarterly
International Petroleum Corporation	<input type="checkbox"/> Economic Impact of Pandora Gas Pipeline Project <input type="checkbox"/> Stakeholder Focus Groups
James Cook University of Nth Qld	<input type="checkbox"/> Student and Community Survey Program <input type="checkbox"/> Year 12 School Leavers Survey <input type="checkbox"/> Market Focus Groups
Lend Lease Retail	<input type="checkbox"/> Monthly Pricing Survey Study <input type="checkbox"/> Population Forecast for Primary & Secondary Cairns Trade Areas
Local Government Association of Queensland	<input type="checkbox"/> Pre-qualified Market Research Supplier <input type="checkbox"/> LGAQ NCP Survey <input type="checkbox"/> LGAQ Performance Benchmarks Survey
North Australia Economics	<input type="checkbox"/> Carpentaria Skills Audit and Indigenous Surveys
North Queensland Cowboys Rugby League Club	<input type="checkbox"/> North Queensland Cowboys Impact and Marketing Study <input type="checkbox"/> Fan Surveys 1996, 1997, 1998 and 1999 <input type="checkbox"/> Preparation of Submission for Nth Qld Lightning <input type="checkbox"/> Leagues Club Feasibility Study <input type="checkbox"/> Corporate Box Holders Survey <input type="checkbox"/> Premium Seating Survey <input type="checkbox"/> North Queensland Cowboys Economic Impact Assessment Stage 3
North Queensland Economic Development Board	<input type="checkbox"/> North Queensland Economic Development Strategy <input type="checkbox"/> Stakeholder Focus Groups
North Queensland Electricity Board	<input type="checkbox"/> Electrical Appliance Survey
Office of Labour Market Adjustment / Mareeba Shire Council	<input type="checkbox"/> Tobacco Industry Adjustment and the Regional Economy <input type="checkbox"/> Survey of Young Growers (Tobacco)
Pacific Film and Television Commission	<input type="checkbox"/> International Film Survey
Queensland Newspapers	<input type="checkbox"/> Townsville Bulletin Readership Survey <input type="checkbox"/> Cairns Post Readership Survey <input type="checkbox"/> Townsville Bulletin Focus Group research
Queensland Department of Tourism, Sport and Racing	<input type="checkbox"/> Masters Games Economic Impact and Surveys <input type="checkbox"/> Queensland Backpacker Survey <input type="checkbox"/> North Queensland Backpacker Survey
Restaurant and Caterers Association	<input type="checkbox"/> Restaurant and Caterers Surveys 1996 & 1997

Client	Report
Sheraton Breakwater Casino-Hotel	<input type="checkbox"/> Demographic Study of Customers
	<input type="checkbox"/> Marketing Strategy
	<input type="checkbox"/> Sheraton Surveys of Past Guests
	<input type="checkbox"/> Residents survey, Quarterly research program
	<input type="checkbox"/> Redevelopment Strategy
	<input type="checkbox"/> Visitor Survey
Sunshine Coast Newspapers	<input type="checkbox"/> Caboolture News Survey
Townsville Bulletin	<input type="checkbox"/> Focus Group Research
	<input type="checkbox"/> Northpoll – Regional Opinion Poll
Thuringowa City Council	<input type="checkbox"/> On-going Focus Groups
	<input type="checkbox"/> Community Attitude Survey 96
	<input type="checkbox"/> Community Attitude Survey 99
	<input type="checkbox"/> EBA Performance Survey
Townsville City Council	<input type="checkbox"/> Thuringowa Water Survey program
	<input type="checkbox"/> Public Benefit Assessment – Focus Groups
	<input type="checkbox"/> Community Attitude Survey 95
	<input type="checkbox"/> Community Attitude Survey 99
	<input type="checkbox"/> Health Services Survey
	<input type="checkbox"/> Strand Usage Survey
	<input type="checkbox"/> Botanic Gardens Survey
	<input type="checkbox"/> Townsville City Heart Retail Study
	<input type="checkbox"/> Townsville City Heart Parking Trial Study
	<input type="checkbox"/> CBD Database
Townsville City Heart Traders	<input type="checkbox"/> CBD Food and Retailers Survey
	<input type="checkbox"/> CBD Sunday Trading Submission
	<input type="checkbox"/> CBD Indicators
	<input type="checkbox"/> Townsville Hospital Relocation Survey
	<input type="checkbox"/> Townsville Visitor Survey
	<input type="checkbox"/> Members Database
Townsville Enterprise Limited	<input type="checkbox"/> Membership Survey
	<input type="checkbox"/> Stakeholder Focus Groups
	<input type="checkbox"/> Westpac Customer Attitude Survey
	<input type="checkbox"/> Westpac Focus Groups
	<input type="checkbox"/> Quarterly Survey Research Program
Whitsunday Visitors Bureau	<input type="checkbox"/> Visitor Survey
	<input type="checkbox"/> Business Survey
	<input type="checkbox"/> Non-visitor Survey
Woods Bagot	<input type="checkbox"/> CBD Survey
	<input type="checkbox"/> Stakeholder Focus Groups

Market Research

In brief our market research experience relative to the market is:

- Community attitude surveys for numerous local councils encompassing benchmarking with other Councils to measure relative performance.
- Community Consultation for major projects such as Nelly Bay Harbour, Port Access Roads, By Pass Roads, etc. for a range of clients ranging from Queensland Transport to the private sector.
- Market research for Employment National covering expectations of main user groups, identification of key competitors, setting of market share goals and fees structures, identification of niche markets and forecasts of market size.
- Major surveys in Far North Queensland and Central Queensland for the DEETYA ACC covering employment and training needs of business. These projects involved detailed interviews with over 2000 businesses of varying size in each marketplace.
- Numerous skills audits for a variety of clients including Cairns, Herberton, Burke, Doomadgee and Mirani. Many of these surveys involved ATSI clients.
- Labour market surveys for major new projects including Century Zinc mine and the BHP Cannington mine. The aim of the projects was to provide detailed information on labour market skills and attitudes to shift length, fly-in fly-out procedures and workforce location.
- Market research for James Cook University focusing on the identification of existing and future markets and the identification of niche markets. Additional telemarketing was also undertaken of prospective clients.
- A major survey of tertiary students for DEETYA collecting information on sources of funds for HECS. Sample size was 100,000.
- Numerous survey research projects including sample surveys, longitudinal surveys, and focus group research for clients including Australian Provincial Newspapers, BHP, News Ltd, Bureau of Immigration and Population Research, Coles Myer, Stockland Property Trust, DEETYA, Federal Airports Corporation, GBRMPA, QEC and Westpac just to name a few.

Technical Capacity

The AECgroup has brought together a balanced team of knowledge and experience that will ensure the consultancy is carried out expertly and accurately. A brief outline on the project team members that will be involved in the project are given in the section titled "Project Team".

The AECgroup staff are equipped with outstanding technical and analytical skills which have allowed us to grow and prosper over the last nine years. These skills are based on formal on-going training supplemented by rigorous applied experience gained in the market place.

Management Capacity

All staff on the project team have considerable management skills to ensure quality project outcomes are achieved on time and on budget.

While the AECgroup is involved with a number of projects at any given time, project and time management is practiced extensively to ensure deadlines are fulfilled.

Project progress is discussed internally on a daily basis. Potential problems are identified early and solutions implemented as soon as possible.

Part of our management approach is to ensure that full communication is maintained with the client regarding timetables and stages of the project.

Project Methodology

AEC adheres to a policy of full transparency on all projects undertaken. We avoid the black box approach to consultancies and aim to maintain a full level of consultation with clients to ensure maximum satisfaction with all stages of the project.

A detailed methodology for every project is always provided for client sign off.

Past Time Performance

We are often required to complete demanding research tasks in short time frames in order to meet our client's requirements. It is our company philosophy that we ensure that our written reports are to the highest standard and we make a real effort to explain methodologies and technical information in simple terms. This is particularly important in areas of economics where complex methodologies are utilised.

The AECgroup has an internal management practice of ensuring that projects are completed on time. Before we take on a project we ensure that

we have the capacity to meet all timeframes. AEC always delivers on time according to a client's instructions.

Price

The AECgroup believes in presenting a price that represents good value to our clients. We are a company that aims at reducing our overheads to a minimum, particularly when those overheads are being paid by the client. In this manner the client can get the maximum value from their outlay.

In addition and as mentioned previously, the AECgroup aims to give value beyond the dollar confines of the project. It is this policy that has enabled us to retain clients for the longer term.

AEC generally provide a fixed price costing for all projects.

Referees

The following local referees can attest to the professional capacity, experience and quality outcomes provided by the AECgroup:

Mr Brian Guthrie
CEO
Townsville City Council

Telephone: 07 4722 0350

AEC have undertaken numerous employee and ratepayer surveys to establish usage, needs and satisfaction levels of the Townsville community in relation to services and facilities provided by Council.

Ms Lyn Russell
CEO
Thuringowa City Council

(07) 4773 8411

AEC have undertaken numerous employee and ratepayer surveys to establish usage, needs and satisfaction levels of the Thuringowa community in relation to services and facilities provided by Council. Data from the employee survey is used in the EBA process.

Mr Barrie Lovett
TEL

Telephone: 07 4771 3061

AEC have undertaken numerous market research projects for TEL over the past decade.

Track Record

The AECgroup qualified staff have been involved in numerous economic analysis and research projects over its ten years of operation. The high calibre of our results have continually satisfied our client's expectations, and have led to very successful business outcomes.

The AECgroup would not have been successful over recent years if we did not maintain an excellent track record. We believe that this is demonstrated in the volume of work that we have been awarded from government, where word of mouth is of paramount importance.

**The AECgroup has a proven track record
required to ensure a successful outcome
for market research projects.**

Example Project Methodology

We have provided an example project methodology in this section to demonstrate the level of detail we provide clients in every project proposal we prepare. This enables both ourselves and our clients to have a clear understanding of the project outcomes.

Our approach to conducting this project will follow these stages:

1. Develop a survey instrument and methodology in conjunction with GBRMPA – we have a range of community attitude surveys we can make available to GBRMPA to illustrate the range of approaches undertaken by other Clients.
2. Consult with GBRMPA staff on the survey form and methodology and AEC quality assurance procedures for the conduct of community attitude surveys.
3. Conduct the survey – we have provided two methodologies (telephone and face to face techniques) for GBRMPA consideration;
4. Analyse and interpret the data in a detailed report to GBRMPA including performance benchmarks.
5. Present the results to GBRMPA.

Telephone Survey Option

All market research will be undertaken via telephone surveys by experienced AEC staff using the AEC Computer Aided Telephone Interviewing (CATI) system. The survey instrument will be designed in consultation with GBRMPA and piloted. The survey has been costed on an XX minute completion time.

It is envisaged that qualitative and quantitative data will be collected with the survey instruments.

The sampling frame will be XX respondents drawn from the GBRMPA catchment area. The sample selection will be based upon a derived sample framework using existing population data sources based on Australian Bureau of Statistics data. This will enable data to be broken down into areas smaller than the entire GBRMPA area for in-depth analysis – such as **by XX Division**.

Responses to survey questions will be entered directly into the survey database. The survey database will be edit checked by the survey supervisor who will also audit XX% of the surveys with follow-up phone calls to ensure both data quality and respondent satisfaction meet AEC's quality assurance policy. All survey staff will be fully briefed on survey goals and a

survey query telephone line will be established should respondents wish to check on the authenticity of each survey.

Once the surveys are completed the 'clean' survey databases will be analysed and the reporting function commenced. Weights for the survey results will have been predetermined during the sampling framework construction phase.

Coverage

The surveys are dependent on a number of variables. Comments relating to this exercise are:

- Sample size – the sample size depends on the size of the acceptable standard error and the degree of stratification required (the number of discrete groups in the sample that require either within group analysis or between group analysis) – XX completed surveys will yield a standard error of XX% at a XX% confidence interval [a costing on a sample size of XX respondents yielding a XX% SE has also been provided];
- Sample profile – generally referred as to sample stratification relates to the number of different groups that we wish to analyse. For this survey this relates to location by XX division;
- Frequency – AEC have allowed for up to four call backs before substitution to the next default random number;
- Sampling location – stratified surveying will be required by local government area;

Individual Survey (XX completed responses)

Example Region	Surveys (%)
1	17.0%
2	16.5%
3	17.7%
4	16.8%
5	17.0%
6	15.0%
Total	100.0%

- Sampling time - Individual surveys will be conducted on weekdays between the hours of 6 pm and 9 pm and weekends between 2 pm and 9 pm.
- Target response rates – these are generally set in order to achieve the required standard errors with the AEC target for this project set at +90%; and

- Confidence limits – generally standard errors are calculated on the basis that confidence intervals will be 95%.

Accuracy

Accuracy is achieved through several approaches which includes:

- Appropriate level and duration of training of survey staff - all of our survey staff for this project are familiar with local geography and industry;
- A set level of checking that survey staff are asking and collecting the correct information;
- Random checking of entered data, usually around 5% of completed surveys;
- Rigorous statistical analysis to identify and remove outliers and other factors that may bias the use of the information; and
- Correct calculation and use of weights with the data when amalgamating results for different sample profiles.

Data accuracy will be reported including estimates of standard errors and other statistical measures. Detailed response rates classified by the sampling structure will also be produced.

Face To Face Survey Option

All market research will be undertaken via face to face surveys by experienced AEC staff and supervisors. The survey instrument will be designed in consultation with GBRMPA and piloted. The survey has been costed on an XX minute completion time.

It is envisaged that qualitative and quantitative data will be collected with the survey instruments.

The sampling frame will be XX respondents drawn from the GBRMPA catchment area. The sample selection will be based upon a derived sample framework using existing population data sources based on Australian Bureau of Statistics data. This will enable data to be broken down into areas smaller than the entire GBRMPA area for in-depth analysis – such as **by XX Division.**

Responses to survey questions will be recorded manually then transferred into the survey database. The survey database will be edit checked by the survey supervisor who will also audit XX% of the surveys with follow-up phone calls to ensure both data quality and respondent satisfaction meet AEC's quality assurance policy. All survey staff will be fully briefed on survey goals and a survey query telephone line will be established should respondents wish to check on the authenticity of each survey.

Once the surveys are completed the 'clean' survey databases will be analysed and the reporting function commenced. Weights for the survey results will have been predetermined during the sampling framework construction phase.

Coverage

The surveys are dependent on a number of variables. Comments relating to this exercise are:

- Sample size – the sample size depends on the size of the acceptable standard error and the degree of stratification required (the number of discrete groups in the sample that require either within group analysis or between group analysis) – XX completed surveys will yield a standard error of XX% at a XX% confidence interval [a costing on a sample size of XX respondents yielding a XX% SE has also been provided];
- Sample profile – generally referred as to sample stratification relates to the number of different groups that we wish to analyse. For this survey this relates to location by XX division;
- Frequency – AEC have allowed for up to two return visits before substitution to the next default household;
- Sampling location – stratified surveying will be required by local government area;

Individual Survey (XX completed responses)

Example Region	Surveys (%)
1	17.0%
2	16.5%
3	17.7%
4	16.8%
5	17.0%
6	15.0%
Total	100.0%

- Sampling time - Individual surveys will be conducted on weekdays between the hours of 9 am and 6 pm and weekends between 1 pm and 6 pm.

- Target response rates – these are generally set in order to achieve the required standard errors with the AEC target for this project set at +90%; and
- Confidence limits – generally standard errors are calculated on the basis that confidence intervals will be 95%.

Accuracy

Accuracy is achieved through several approaches which includes:

- Appropriate level and duration of training of survey staff - all of our survey staff for this project are familiar with local geography and industry;
- A set level of checking that survey staff are asking and collecting the correct information;
- Random checking of entered data, usually around 5% of completed surveys;
- Rigorous statistical analysis to identify and remove outliers and other factors that may bias the use of the information; and
- Correct calculation and use of weights with the data when amalgamating results for different sample profiles.

Data accuracy will be reported including estimates of standard errors and other statistical measures. Detailed response rates classified by the sampling structure will also be produced.

Benchmarking

AEC have a comprehensive benchmarking database which will be made available to GBRMPA.

Deliverables

The following deliverable's will apply to each survey conducted:

- A Quantitative Survey Design Brief - This deliverable is to include the quantitative research questionnaire, survey methodology as well as interviewer briefing notes; and
- Project Analysis Report - Each report will be user friendly and include analysis of the results. As such it will be laid out in a clear, consistent logical manner for a wide audience. The report will:

- be supplied in written and electronic format;
 - an executive summary will be produced;
 - results will be presented as frequency tables;
 - calculation of performance indicators and comparison with AEC XX benchmarks; and
 - detailed division segmentation analysis will be available through the database.
-
- A detailed briefing of findings to GBRMPA including a PowerPoint presentation; and
 - A copy of the database in an Access format for ease of use and provided on CD-ROM.

AEC have the proven track record required to ensure a successful outcome for the project on behalf of GBRMPA.

Project Personnel

Mr Carey Ramm BEc (Hons)

Mr Ramm is the Managing Director of AEC based in Townsville. His research interests include regional development, economic forecasting and market research. Mr Ramm was formerly a Federal Ministerial Adviser on Transport, Communications and Economic Development issues. Prior to this, he was a research economist with the *Queensland State Model Project*, specialising in economic forecasting. Mr Ramm has extensive expertise in the conduct of all aspects of market research including stratified sampling frames, sample surveys, longitudinal surveys and focus groups.

Mr Simon Smith BSc (Comp Sci) BEcon (Hons)

Mr Smith is a Senior Economist with AEC, based in the Brisbane. His research interests include national accounts, the economic significance of tourism, econometrics, macroeconomic and microeconomic modelling, econometric model simulation and interface software, and relational and time series database systems. Mr Smith was formerly employed at the Centre for Applied Economic Research and Analysis before moving to the Queensland Treasury where he was a Senior Finance Officer responsible for programming the *Queensland State Model* and the development and publishing of the *Queensland State Accounts* and *Queensland Economic Review*. Mr Smith has wide ranging experience with the construction, processing, analysis and presentation of datasets and estimation of the economic significance of market sectors.

Ms Rebecca Archbold BA (psych, statistical analysis)

Ms Archbold is the market research manager of the AECgroup. She holds a Bachelor of Arts degree, majoring in psychology and statistical analysis. Her duties include the coding and analysis of data, design of surveys and written reports. Ms Archbold is extensively trained in the implementation of survey work including the statistical analysis of data and the training of survey and data entry staff.

Recently Ms Archbold completed an 18 month market research project for the Department of Employment, Education, Training and Youth Affairs titled: *An Investigation of the Sources of Funds for Upfront Higher Education Contribution Scheme (HECS) Contributions and Postgraduate Fees Paid by Australian Students*. This project involved a survey of 100,000 Australian students from 12 different universities across Australia.

Heath Hill - Senior Surveyor. With a degree in Business, Heath brings to the AEC Group his experience in the conduct of all forms of market research; from face to face surveying and focus groups to national telephone surveying as part of the AEC Group and Sports Poll Australasia. As part of normal operations Sports Poll Australasia regularly collects 1,500 national telephone surveys per week.

Andrew Herron - Surveyor. Andrew is a permanent member of the AEC CATI team. This staff member has extensive experience in national telephone surveying as part of the AEC Group and Sports Poll Australasia, including the collection of 1,500 national surveys per week.

Teresa Alexandrou - Surveyor. is a permanent member of the AEC CATI team. This staff member has extensive experience in national telephone surveying as part of the AEC Group and Sports Poll Australasia, including the collection of 1,500 national surveys per week.

Diana Cooper - Surveyor. Diana is a permanent member of the AEC CATI team. This staff member has extensive experience in national telephone surveying as part of the AEC Group and Sports Poll Australasia, including the collection of 1,500 national surveys per week.

Meghan Fisher - Surveyor. Meghan is a permanent member of the AEC CATI team. This staff member has extensive experience in national telephone surveying as part of the AEC Group and Sports Poll Australasia, including the collection of 1,500 national surveys per week.

Nathalie Vaucher - Surveyor. is a permanent member of the AEC CATI team. This staff member has extensive experience in national telephone surveying as part of the AEC Group and Sports Poll Australasia, including the collection of 1,500 national surveys per week.

List of Current Permanent Part Time Surveyors

Robyn Bartlett
Melissa Byass
Britt Hein
Louise Keller
Shannon Kimber
Lisa Lalor-Prior
Kellie Lobb
Adam McCoy
Natalie Reed
Jodi Salmond
Jeannine Shelley
Helen Whitfield
Elizabeth Zanetti

Full cv's are available on request.

Other Information

Quality Assurance

The AECgroup has in place procedure and quality assurance documentation, which meets Australian Standard ISO 9002.

Insurances

The AECgroup presently holds insurance coverage policy as per the details below.

Type of Policy	Insurance Company	Policy No.	Extent of Cover per Incident	Extent of Cover in Aggregate	Expiry Date
GITC	Qld Govt.	Q-1241	NA	NA	11/01
Workers Compensation	Workcover	HW966418309	Full Cover	Full Cover	00/01
Public liability	QBE	BR1639533OFF	\$5,000,000	\$5,000,000	3/3/01
Professional indemnity	HIH Casualty & General Insurance Ltd	NK31541	\$1,000,000	\$1,000,000	7/3/01

As per the table above the AECgroup holds coverage for Workers Compensation, Public liability and Professional indemnity.

Project Management

The AECgroup will make extensive use of project management software over the lifetime of the project.

Privacy, Confidentiality and Security

The AECgroup deals on a day to day basis with confidential information both for private companies and government departments. The AECgroup assures that confidentiality of client details will be observed and that all materials and data collected will be returned at the conclusion of the project.

Conflicts of Interest

The AECgroup has no actual nor any potential conflicts of interest in undertaking this project.



AECgroup

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