



ANNUAL REPORT 2010

30 years serving the Illawarra



Insight
for
Business &
Government

www.iris.org.au



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About IRIS

IRIS has served the research and marketing needs of business and government for 30 years. Our goal is to provide all customers with the highest levels of understanding, insight and value for money for their research activities.

We provide independent high quality research to assist business, government and the community in their decision making.

Our personnel have demonstrated expertise in both national and regional based research projects. IRIS Research conducts all fieldwork services in-house, ensuring data integrity and security. We provide our clients with access to a high quality IQCA accredited Computer Aided Telephone Interviewing facility.

IRIS through support from government agencies and the local business sector offers an integrated business information service for planning and analysis of decisions.

When we commenced operations in 1980, IRIS was Australia's first computer based information service. Since that time we have developed a number of sophisticated research techniques and services that permit us to provide the highest level of information quality and research to business, government and community organisations.

Capabilities

- Computer aided telephone interviewing incorporating audio facilities
- Web/online surveys
- Household interviewing
- Mall intercepts
- Audits and observational studies including mystery shopping
- Data mining
- Statistical/multivariate analysis and modelling
- Focus groups
- Workshop facilitation
- Economic profiles

Specialisations

- Local government
- Community usage and attitudes
- Customer satisfaction
- Advertising and brand tracking
- Corporate image and identity studies
- Finance and banking
- Media
- Business to business
- Staff opinion surveys
- Public opinion polling
- Tourism
- Health and medical
- Service and program evaluation for local, state & federal government
- Economic and social planning

Chairman's Report

This year represents 30 years of operation for IRIS. The original idea of a regional information service for the Illawarra was first proposed in 1977 in a report prepared by Illawarra Regional Organisations of Councils. The report discussed the establishment of a multiple-user information and research facility. With the help of Wollongong City Council, University of Wollongong and NSW Government, the Illawarra Regional Information Service commenced in July 1980. Since this time we have not wavered from our mission to be the centre of excellence in community and regional research. Over this time we have continued to contribute to major issues concerning economic development of the Illawarra region

Today IRIS activities are spread across Australia. IRIS conducts projects for over 40 Local Councils across NSW and Queensland, a range of State Government and Federal government departments and major private sector organisations such as BHP Billiton, BlueScope Steel, IMB Banking Services, Real Insurance, Fairfax Newspapers, Bovis Lend Lease and the WIN Corporation.

IRIS is indebted to its major sponsors for their continued support. Their grants and tied research funding traditionally form the basis for the funding of our charter service activities which provide significant benefits to the community. 2009/2010 has again proven to be another successful and productive year for IRIS and I thank all of our sponsors, large and small, for the confidence you express in IRIS by your financial support.

A number of sponsors joined us for the first time during 2009/10. These were: ANZ Wollongong, Bartercard Australia, Finance Control, People-care, Southern Valuers, Southern Youth & Family Services, The Smith Family, WEA Illawarra and Zammit Consulting. A very special thanks is extended to them and all of the sponsors of IRIS for their continued support.

I am also pleased to recognise those sponsors that have made major contributions to the economic wellbeing of IRIS and the Region through subscriptions at the level of \$1000 or more. These are:

The NSW Government of Industry & Investment, the University of Wollongong, Wollongong City Council, the Illawarra Credit Union, Illawarra Newspaper Holdings Ltd, Shellharbour City Council, Kiama Municipal Council, Bluescope Steel, Shoalhaven City Council, Regional Development Australia – Illawarra, Miltonbrook Group of Companies, Bartercard Australia, AJ Bartlett Cachia Chartered Accountants, Cleary Bros, IMB Ltd, nab, Peoplecare, The Illawarra Business Chamber, The Illawarra Connection, Thiess Services, Tourism Wollongong and Wollongong Central.



I thank the IRIS Board members for their dedicated and unpaid efforts to guide and support the company. I would like to make a special mention of former IRIS chairman Professor John Steinke, whom was a foundation board member and has remained with us for the last 30 years. Finally, I extend my congratulations to the management and staff for their continued efforts to effectively operate the organisation.

John E McEwan

Chairman

Executive Director's Year in Review

It is my pleasure to present the 30th Annual report for IRIS. The organisation again achieved a strong level of income as we continued to meet the demands of increasing cross subsidy between our community charter commitments and our commercial research activities.

Looking at our charter activities, IRIS has again assisted the development of the regional community through its research and provision of reports and publications. Over the past 12 months the community and our members have received 17 separate survey reports on the state play of the region. Our major members such as University of Wollongong, NSW State Government, Wollongong City Council, and Regional Development Australia have benefited with the preparation of research papers, economic profiling and a number of high level presentations to businesses and delegates.

Our research standing in the national arena continues to strengthen. This was highlighted by IRIS being awarded by the Federal Department of Broadband, Communications and Digital economy to undertake the largest Australian study into cyber-safety and cyber-bullying for children in Australia. This project involved national surveys of parent and teachers to understand the behaviour of children using the Internet.

Another major highlight for the year was the successful completion of a research study into employment opportunities for indigenous Australians in the health and aged care services. This project was commissioned by the Australian Federal Government.

IRIS in 2010 continued to excel in community research for Local Councils in New South Wales and Queensland. We continued to enhance our offering for the Local government sector with the development of web based tools which allow Councils to benchmark the delivery of facilities and services.

The year has seen local government studies conducted for Logan City Council, Warringah Council, Marrickville Council, Leichardt Council, Lane Cove Council, Penrith City Council, Wollongong City Council, Shellharbour City Council, and Blue Mountains City Council.

The foundations for IRIS Research were built on a strong community and business base. The University of Wollongong, Wollongong City Council, Shellharbour Council and NSW Government came together to form IRIS. These stakeholders 30 years later remain strong supporters of IRIS.

Other organisations that have been members with IRIS for over 25 years and warrant special mention are, Boral Country Concrete & Quarries, Cardno Forbes Rigby Pty. Ltd, Hansons Lawyers, Heard McEwan Legal, Illawarra Credit Union, Illawarra Mercury, IMB Limited, Industry & Investment NSW Government, Jamberoo Action Park, Kells The Lawyers, Kiama Municipal Council, KPMG, Marksman Homes Pty. Ltd,



National Australia Bank, Peter M. Woods & Associates and the Transport Workers' Union of NSW.

Before closing I would like to thank the dedicated IRIS team of Michael DiLeo, Natalie Viselli, David Garcia, Deni Markovski, Julie Hall, Lois Besnard, Melissa Dabinett, Gina Kime, Geoff Besnard, Hana Singleton, Judy Ohlbach, Jane Rooney and Judith Clifford.

Finally to my Chair John McEwan and to the board I thank you for your guidance and input.

Simon Pomfret
Executive Director



The IRIS board of directors is a committed group of individuals working together to ensure the overall strategic direction of the organisation, so it continues to serve the interests of the Illawarra community. For many, their position on the board has extended over many years and is a demonstration of their strong commitment to the ideals of IRIS and the prosperity of the Illawarra region.

Chairman

Mr. John E. McEwan Partner/ Principal, Heard McEwan Legal
Board Member since 1992

Honorary Secretary

Mr. Ben Marsh General Manager, Illawarra Newspaper Holdings
Board Member since 2007

Board Members

Professor John Steinke Fellow of the UOW
Board Member since 1981

Mr. Arthur Rorris Secretary, South Coast Labour Council
Board Member since 2003

Mr. Damian Israel Deputy Vice Pricipal Finance & IT, UOW
Board Member since 2005

Mr. Chris Fogarty General Manager Finance, BlueScope Steel
Board Member since 2006

Mr. Robert Ryan Chief Executive Officer, IMB Ltd
Board Member since 2007

Mr. John Vohradsky Operations Manager, Illawarra Credit Union
Board Member since 2008

Mr. Peter Kofod
Executive Manager Governance & Planning, Wollongong City Council
Board Member since 2008

Mr. Greg Doyle
Manager Communications & Strategy, Wollongong City Council
Board Member since 2008

Mr. Brian Petschler Councillor, Kiama Municipal Council
Board Member since 2008

Mr. Peter Masterson Corporate Planning, Shellharbour City Council
Board Member since 2008

Mr. Peter O'Rourke
Director Comm Plan & Strategies, Shellharbour City Council
Board Member since 2008

Mr. Nick Hartgerink Principal, Hartgerink Media Services
Board Member since 2008

Mr. Adam Cole Partner, KPMG
Board Member since 2008

Ms. Nieves Murray Chief Executive Officer, Illawarra Retirement Trust
Board Member since 2009

IRIS staff includes specialists in marketing research, statistics, survey design, economic analysis and qualitative methods such as focus groups and workshops. The achievements of the past 12 months would have not been possible without the expertise and dedication of the IRIS team.

Executive Director

Simon Pomfret MBA B. Comm. (Econ) AIMM MMSRS QPMR

Research Director

Michael Di Leo B Comm. (Hons) (Mktg) MMSRS QPMR

Research Manager

David Garcia B. Comm, MMSRS

Natalie Viselli GradCertRegDev, B. Comm. (Econ), LLB, CertMR, MMSRS

Julie Hall MA BA (Sociology)

Community Researcher

Lois Besnard BA Hons DipEd

Research Analyst

Hana Singleton BA (Education), MMSRS

Melissa Dabinett B. Comm. (Mktg)

Systems Analyst/Programmer

Geoff Besnard B Math

Financial Controller

Deni Markovski JP, Assoc Dip (Accountancy)

Office Administration

Gina Kime

CATI Supervisor

Judy Ohlbach

CATI Team Leader

Jane Rooney

Judith Clifford

Financial Report

Year ended June 2010

Statement of Financial Position As at 30th June



	2010	2009
	\$	\$
CURRENT ASSETS		
Cash and Cash Equivalents	703,480	445,937
Receivables	17,176	76,524
Work in Progress	31,106	16,695
Other Current Assets	<u>167,056</u>	<u>25,967</u>
TOTAL CURRENT ASSETS	<u>\$918,818</u>	<u>\$565,123</u>
NON-CURRENT ASSETS		
Property, Plant and Equipment	<u>150,771</u>	<u>161,857</u>
TOTAL NON-CURRENT ASSETS	<u>\$150,771</u>	<u>\$161,857</u>
TOTAL ASSETS	<u>\$1,069,589</u>	<u>\$726,980</u>
CURRENT LIABILITIES		
Payables	416,321	132,644
Short-term Provisions	86,442	71,627
Other Current Liabilities	<u>38,400</u>	<u>38,751</u>
TOTAL CURRENT LIABILITIES	<u>\$541,163</u>	<u>\$243,022</u>
NON-CURRENT LIABILITIES		
Loan - University of Wollongong	<u>118,035</u>	<u>139,112</u>
TOTAL NON-CURRENT LIABILITIES	<u>\$118,035</u>	<u>\$139,112</u>
TOTAL LIABILITIES	<u>\$659,198</u>	<u>\$382,134</u>
NET ASSETS	<u>\$410,391</u>	<u>\$344,846</u>
EQUITY		
Reserves	-	12,000
Retained Earnings	<u>\$410,391</u>	<u>\$332,846</u>
TOTAL EQUITY	<u>\$410,391</u>	<u>\$332,846</u>

Income Statement For the Year Ended 30th June

	2010	2009
	\$	\$
Revenue from government grants	421,548	426,588
Other revenue	1,028,167	669,729
Employee benefits expenses	(937,341)	(769,420)
Depreciation and amortisation	(29,341)	(20,491)
Repairs, maintenance and vehicle running expenses	(16,242)	(16,210)
Rental expense	(151,700)	(131,667)
Audit expense	(5,450)	(4,900)
Other expenses	(244,421)	(151,493)
Surplus before income tax	\$65,545	\$2,136
Income Tax Expense	-	-
SURPLUS AFTER INCOME TAX	<u>\$65,545</u>	<u>\$2,136</u>

Independent Audit Report to the Members of Illawarra Regional Information Service Limited

Audit Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of Illawarra Regional Information Service Limited as of 30 June 2010 and its financial performance and cash flows for the year then ended in accordance with the Corporations Act 2001 and the Australian Accounting Standards (including Australian Accounting Interpretations).

AKELE KINNAS & CO
Chartered Accountants

Elias Kinnas
Suite 6, 104 Railway Street
CORRIMAL NSW 2518
Dated this 6th day of August 2010

Director's Declaration

The directors of Illawarra Regional Information Service Limited declare that:

1) The financial statements and notes, set out on pages 3 to 16, are in accordance with the Corporations Act 2001:

- (a) comply with Accounting Standards and
- (b) give a true and fair view of the financial position as at 30 June 2010 and of the performance for the year ended on that date, of the entity.

2) In the directors' opinion, there are reasonable grounds to believe that the entity will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors.

J E McEwan B Marsh
(Director) (Director)

Wollongong August 2010

Disclaimer:

A complete version of the Illawarra Regional Information Service Ltd. Financial Reports for the year ended 30 June, 2010 are available from our office or on our website at www.iris.org.au

Platinum Members



Industry & Investment



Gold Members



Silver Members

- AJBartlettCachia Chartered Accountants
- Bartercard Australia
- Cleary Bros
- Illawarra Business Chamber
- IMB Ltd
- Miltonbrook Group
- National Australia Bank
- Peoplecare
- Shoalhaven City Council
- The Illawarra Connection
- Thiess Services
- Tourism Wollongong
- Wollongong Central

Bronze Members

- ANZ Illawarra
- Cardno Forbes Rigby
- Figtree Private Hospital
- Heard, McEwan Legal
- Landmark White
- Landcom
- Southern Valuers
- The Illawarra ITeC Ltd



Corporate Members

- ABICO Insurance Brokers Pty Ltd
- Access Law Group
- Accounting Professionals
- Akele Kinnas & Co
- AusIndustry
- AVC Pty Ltd
- BHP Billiton – Illawarra Coal
- Boral Country Concrete & Quarries
- CatholicCare Wollongong
- Colleen Coyne Property Research
- Consulting Plus Pty Ltd
- Crown Valuation Service
- D & D Services
- Delfin Lend Lease
- Department of Commerce
- Department of Planning
- DocPrint Solutions Pty Ltd
- Economics Discipline UOW
- Edmen Pty Ltd
- Essential Personnel
- Fanning Real Estate
- Finance Control
- Greater Building Society
- Hansons Lawyers
- Herron Todd White
- Hill PDA Pty Ltd
- Illawarra & South East Regional Office - DET
- Illawarra Housing NSW
- Illawarra Legal Centre Inc.
- Illawarra Retirement Trust
- Jamberoo Action Park
- Jojoni Pty Ltd
- Kells the Lawyers
- KPMG
- Land & Property Management Authority
- Marksman Homes Pty Ltd
- Martin, Morris & Jones Pty Ltd
- Newkem Australia Pty Ltd
- NSW Department of Premier & Cabinet
- PCL Money Pty Ltd
- Peter M. Woods & Associates
- Preston Rowe Paterson Illawarra
- Stockland Shellharbour
- Southern Youth and Family Services
- TAFE Library Wollongong Campus
- TAFE Library Moss Vale Campus
- The Illawarra Grammar School
- The Smith Family
- The Village Building Company Ltd
- Total Expressions
- Transport Workers Union of NSW
- Walsh & Monaghan Pty Ltd
- Warrigal Care
- WAVE FM
- WEA Illawarra
- Wests Illawarra
- White Constructions Pty Ltd
- Wollongong Serviced Apartments
- Zammit Consulting