



ANNUAL REPORT 2013



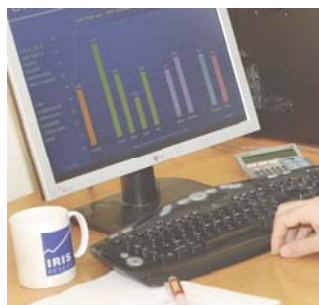
Information



Recommend



Implement



Success

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IRIS Research has served the research and marketing needs of business and government for over 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.

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 all levels of government
- Economic and social planning

Capabilities

- CATI (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

Executive Director's Year in Review

The 2012-13 year was a watershed for IRIS Research, with major wins and losses. We operated for the first time without NSW State government support. The NSW Government has supported IRIS Research at varying levels since its inception in 1980, with the most recent sponsorship arrangement providing \$3 for every \$5 raised in the community, up to a cap of \$150,000 per year. This arrangement has been in place at that level since 1985.

Despite this loss, IRIS Research has continued to maintain its core products and services for the Illawarra region. The existence of independent regional bodies such as IRIS, dedicated to providing regional information based on sound research methodologies is an important ingredient for evidence-based decision-making and policy formulation at the regional level.

IRIS contributes to the knowledge economy and employment in the Illawarra. Over the past 12 months we have generated over \$1M in commercial research activity, employing 8 full-time staff and 30 casuals.

I am proud to say wins have come on the research field, where we have undertaken some significant pieces of work. A study on small business in the region undertaken on behalf of the NSW and Illawarra Business Chambers received positive reviews. This report addressed the impact of government policy on the small business sector and played an important role in the chamber's campaign Small Business - Too Big to Ignore.

A second study which highlights our leading position in local government research was our success in tendering for the NSW local government survey undertaken on behalf of the Independent Inquiry into Local Government. The survey results will play an important role in the inquiries' recommendations to the State Government on the sustainability of Local Councils.

In addition, IRIS in 2012/13 continued to excel in community research for Local Councils in New South Wales and Queensland. The year has seen local government studies conducted for Logan City Council, Queanbeyan, Canterbury, Bankstown, Bega Shire, Shellharbour City Council, Blue Mountains City Council, Lismore, and Shoalhaven City Council.

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 21 publications on the state play of the region, data services, research support, invitations to economic presentations and membership recognition.

Our major supporters such as University of Wollongong, Wollongong City Council, and Shellharbour City Council have also benefited with the preparation of research papers, economic profiling and a number of high level presentations to businesses and delegates.

The IRIS board and management have now put in place a strategy to support IRIS's future. To survive, IRIS has to focus significantly on generating commercial research income inside and outside the region. We need to demonstrate that IRIS "does more than just research". The power is not in information. The power is in how to use the information. IRIS's sustainability will be based on demonstrating to clients and the community how to implement the findings of the research to achieve success.

Before closing I would like to thank the dedicated IRIS team of Michael Di Leo, David Garcia, Deni Markovski, Melissa Dabinett, Gina Kime, Geoff Besnard, Mathew Nicholson, Alex Stewart, Judy Ohlbach, 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



Chairman's Report

The financial year was one of reflection, planning and action. The financial report sadly reflects a small loss for the year which can be attributed to the loss of the tied grant from the State Government.

However, I am delighted to report that the IRIS board and management have worked diligently over the past 12 months to build strategies that aim to sustain the viability of IRIS.

We recognise that our organisation has to change, but change to an extent that we can still fulfill our charter of supporting the economic and social development of the Illawarra. IRIS accepts that this will be a challenge in the current economic environment. I am confident that we have the internal capabilities to and are prepared for that challenge. With the continued support of our founding members the University of Wollongong, Wollongong City Council, Shellharbour City Council and Kiama Council and all other members we will meet the challenge.

Our need to generate higher levels of commercial income will see IRIS position itself as a critical and essential professional support service for business and government to assist in their ongoing success. This process is well underway and IRIS expects to see positive results flowing in the short term leading to a more stable economic environment from which IRIS will continue to provide first class services to its sponsors and the community.

It is important for our membership base to remain strong and I encourage each of you to support this iconic organisation for the ongoing development and benefit of this region.

It is encouraging to see that our major sponsors continued to support our activities through grants and tied research funding throughout the year. This has allowed us to continue to meet our charter obligations with the lowest possible overall demand on the public purse.

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 2012/13. These were: BMS, Dapto Leagues Club, Edmiston Jones Architects, MacDonald International, and SOTO Group. A 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 commitments to the economic wellbeing of IRIS and the region through subscriptions at the level of \$1000 or more. These are: The University of Wollongong, Wollongong City Council, Shellharbour City Council, Kiama Municipal Council, Bluescope Steel, Shoalhaven City Council, Cleary Bros, The Illawarra Credit Union, IMB, National Australia Bank, Peoplecare, The Illawarra Business Chamber, The Illawarra Connection, Destination Wollongong, Westpac and Wollongong Central/ The GPT Group.

On a sad note IRIS recently lost one of its founders, Professor John Steinke. John was instrumental in the creation of IRIS in 1980 and undertook the role of Chairman for many years and continued on as a Director. John's enthusiasm and dedication to IRIS were emphatic and unwavering and he is and will be sadly missed. In appreciation of John's contribution I am very pleased to announce that IRIS will be committing to the University of Wollongong a long term sponsorship for the IRIS John Steinke Memorial prize in Economics.

Finally I thank the IRIS Board members for their dedicated and unpaid efforts to guide and support the Company and I extend my congratulations to the management and staff for their continued efforts in effectively operating the organisation.

John E McEwan

Chairman



Board Members

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.

Name	Experience	Date Appointed	Date Resigned
John E McEwan (Chairman)	Director, Heard McEwan Legal	04/12/1992	
Prof. John C Steinke	Fellow of the University of Wollongong	24/09/1981	
Arthur Rorris	Secretary, South Coast Labour Council	26/06/2003	
Damian Israel	Chief Finance Officer, University of Wollongong	31/03/2005	
Chris Fogarty	President, Minerals, Bluescope Steel	16/10/2006	
Ben Marsh	General Manager, Illawarra Newspaper Holdings	14/06/2007	10/04/2013
Robert Ryan	Chief Executive Officer, IMB Limited	18/10/2007	
John Vohradsky	Chief Information Officer, Pillar Administration	19/06/2008	
Brian Petschler	Mayor Councillor, Kiama Municipal Council	23/10/2008	
Peter Masterson	Regional Manager Illawarra & South Coast, AusIndustry	23/10/2008	
Peter O'Rourke	Director Community Planning & Strategies, Shellharbour City Council	23/10/2008	24/08/2012
Nick Hartgerink	Principal, Hartgerink Media Services	11/12/2008	
Adam Cole	Partner, KPMG	11/12/2008	
Nieves Murray	Chief Executive Officer, IRT Group	20/08/2009	
Anita Mulrooney	GM Marketing & Communications, Peoplecare	19/08/2010	
Vicki Curran	Councillor, Wollongong City Council	28/02/2012	
John Dorahy	Councillor, Wollongong City Council	28/02/2012	
Ann Martin	Councillor, Wollongong City Council	28/02/2012	
Kellie Marsh	Mayor Councillor, Shellharbour City Council	28/02/2012	24/09/2012
John Murray	Councillor, Shellharbour City Council	28/02/2012	
Marianne Saliba	Mayor Councillor, Shellharbour City Council	24/09/2012	

IRIS Members

Platinum Members



Gold Members



Silver Members

- Cleary Bros
- Community Alliance Credit Union Ltd
- Destination Wollongong
- Illawarra Business Chamber
- IMB Ltd
- nab
- Peoplecare Health Insurance
- Shoalhaven City Council
- The Illawarra Connection
- Westpac
- Wollongong Central/The GPT Group

Bronze Members

- Cardno (NSW/ACT) Pty Ltd
- Figtree Private Hospital
- Heard, McEwan Legal
- Landmark White
- RDA Illawarra
- The Illawarra ITeC Ltd
- UrbanGrowth NSW

IRIS Members

Corporate Members

- ABICO Insurance Brokers Pty Ltd
- Access Law Group
- Accounting Professionals
- Akele Kinnas & Co
- All Residential Real Estate
- AusIndustry
- Australand
- AVC Pty Ltd
- BHP Billiton - Illawarra Coal
- BMS
- Camarda & Cantrill Pty Ltd
- CatholicCare Wollongong
- Crown Valuation Service Pty Ltd
- Dapto Leagues Club
- Department of Family & Community Services - Housing NSW
- Department of Planning & Infrastructure, Southern Region
- Department of Premier & Cabinet
- Department of Regional Australia, Local Government, Arts & Sport
- Edmiston Jones Architects
- Essential Employment & Training
- Hansons Lawyers
- Herron Todd White
- Hill PDA Pty Ltd
- Illawarra Legal Centre Inc
- IRT Group
- Jamberoo Action Park
- JBA Planning
- Jojoni Pty Ltd
- Kells the Lawyers
- KPMG
- Land and Property Information Finance & Services
- Lend Lease Communities (Australia)
- Lifeline South Coast
- MacDonald International
- Marksman Homes Pty Ltd
- MMJ Wollongong Pty Ltd
- Mr Stephen Jones, MP - Federal Member for Throsby
- Newkem Australia Pty Ltd
- One Agency Sally Absalom
- PCL Finance Pty Ltd
- Peter M. Woods & Associates
- Pillar Administration
- Port Kembla Operations Pty Ltd
- School of Economics UOW
- SOTO Consulting Engineers
- Southern HR
- Southern Youth & Family Services
- Stockland Shellharbour
- TAFE NSW - Illawarra Institute Moss Vale Campus
- TAFE NSW - Illawarra Institute Wollongong Campus
- The Greater Building Society
- The Housing Trust
- The Illawarra Grammar School
- The Smith Family
- The Village Building Company Ltd
- Transport Workers Union of NSW
- Walsh & Monaghan Pty Ltd
- Warrigal Care
- WAVE FM
- Wests Illawarra
- White Constructions Pty Ltd

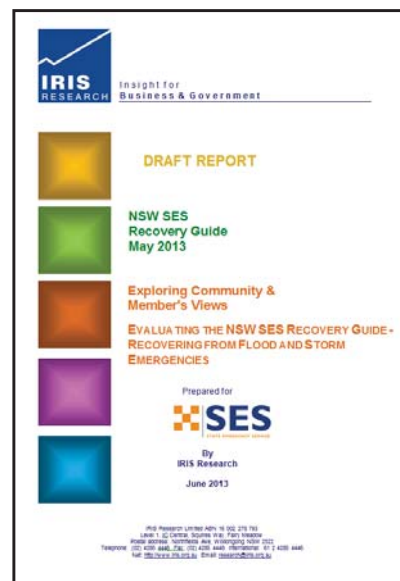
Major Research Projects

IRIS Research was contracted to complete numerous research projects throughout the 2012/13 financial year. The major projects completed during this period are listed below:

- Client Satisfaction with Services provided by LawAccess NSW and Births, Deaths and Marriages on behalf of NSW Attorney General's Department
- Logan City Council Community Survey and Internal Staff Survey
- Bega Valley Shire Council Community Satisfaction Survey and Deliberative Poll
- Camden City Council Community Survey
- Townsville Council Community Survey
- Illawarra Coal Community Attitude Survey
- Shoalhaven City Council Community Survey and Community Infrastructure Study
- Illawarra Mercury Market Study
- Queanbeyan City Council Community Satisfaction Survey
- Bankstown City Council Community Satisfaction Survey
- Canterbury Council Community Survey
- NSW/Illawarra Business Chamber Small Business Barometer
- City of Canada Bay Council Amalgamation Phone Survey
- Shellharbour City Council Special Rates Variation Deliberative Poll
- State Emergency Services Qualitative Recovery Guide Study and Tsunami Workshops



- Wollongong City Council Communications Survey, Swimming Pools Survey and Professional Services Market Feasibility Study
- WAVE FM Radio Research and Tracking Survey
- Wollondilly Shire Council Waste Survey
- Lismore City Council Recruitment Workshops
- C91.3FM Listeners Survey
- Blue Mountains City Council Special Rates Variation Deliberative Poll
- IRT Group Resident Satisfaction Survey
- Gunnedah Shire Council Special Rates Variation Deliberative Poll
- Illawarra Credit Union Market Study
- University of Wollongong Glenniffer Brae Community Attitude Survey
- WEA Illawarra Brand Survey
- Northern Beaches Business Education Network Socio-economic Status of Northern Sydney & Northern Beaches Residents
- Peoplecare Brand Awareness Tracking Survey
- NSW Trade & Investment Industrial Property Report
- Greater Hume Shire Council Community Survey Summary Report
- ANCORS Boat Expenditure Survey



Local Government Clients

IRIS Research has provided an extensive range of local government clients with insightful research over the last 33 years. We are based in, but not confined to, the Illawarra region.



- Auburn City Council
- Bathurst City Council
- Bega Valley Shire Council
- Blue Mountains City Council
- Camden Council
- Canterbury City Council
- Coolamon Shire Council
- Eurobodalla Shire Council
- Fairfield City Council
- Greater Hume Shire Council
- Goulburn Mulwaree Council
- Guyra Shire Council
- Hunter's Hill Council
- Hurstville City Council
- Junee Shire Council
- Kiama Municipal Council
- Kogarah City Council
- Lane Cove Council
- Leichhardt Municipal Council
- Lismore City Council
- Liverpool City Council
- Logan City Council
- Mackay Regional Council
- Marrickville Council
- Mosman Municipal Council
- Newcastle City Council
- Parramatta City Council
- Penrith City Council
- Rockdale City Council
- Singleton City Council
- Shellharbour City Council
- Shoalhaven City Council
- Sutherland Shire Council
- Tamworth Regional Council
- The Hills Shire Council
- Townsville City Council
- Uralla Shire Council
- Wagga Wagga City Council
- Warringah Council
- Wingecarribee Shire Council
- Wollondilly Shire Council
- Wollongong City Council

Financial Report

Director's Declaration

In accordance with a resolution of the directors of Illawarra Regional Information Service Limited, the directors declare that:

1) The financial statements and notes 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, 2013 and of its performance for the year ended on that date.

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.

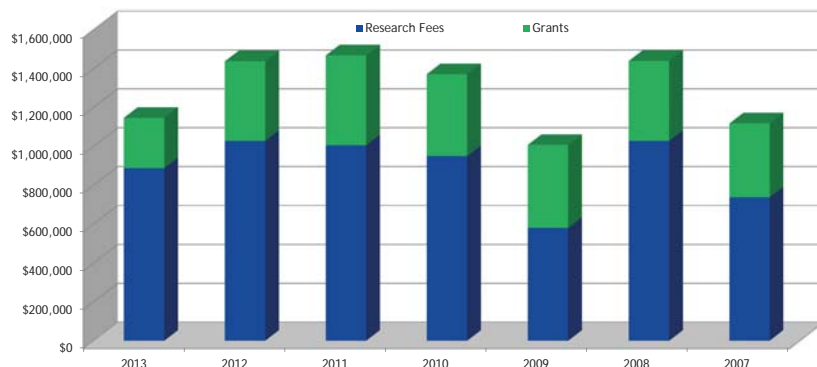
J E McEwan
(Director)

A Cole
(Director)

Wollongong, August 2013

Statement of Profit or Loss and Comprehensive Income For the Year Ended 30th June

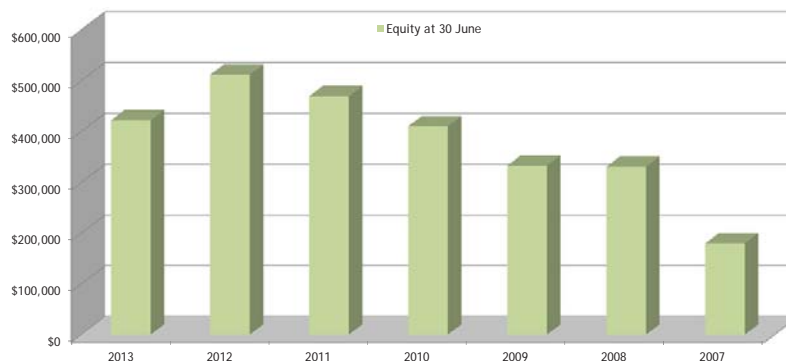
	2013 \$	2012 \$
Revenue from government grants	258,200	408,968
Other revenue	965,850	1,159,341
Employee benefits expenses	(980,730)	(1,143,961)
Depreciation and amortisation	(27,921)	(26,907)
Repairs, maintenance & vehicle running expense	(25,678)	(23,524)
Interest expense	(5,638)	(6,479)
Motor vehicle expenses	(25,247)	(23,492)
Staff training and development expense	(3,694)	(6,824)
Rental expense	(150,920)	(162,798)
Audit expense	(5,975)	(5,880)
Other expenses	(87,706)	(126,404)
Surplus before income tax	(89,459)	42,040
Income Tax Expense	-	-
Net Current Year Surplus/(deficit)	(89,459)	42,040



Financial Report

Statement of Financial Position As at 30th June

	2013	2012
	\$	\$
ASSETS		
CURRENT ASSETS		
Cash on Hand	376,376	601,127
Receivables	128,433	130,933
Work in Progress	78,679	106,111
Other Current Assets	24,819	28,238
TOTAL CURRENT ASSETS	608,307	866,409
NON-CURRENT ASSETS		
Property, Plant and Equipment	133,340	126,819
TOTAL NON-CURRENT ASSETS	133,340	126,819
TOTAL ASSETS	741,647	993,228
LIABILITIES		
CURRENT LIABILITIES		
Accounts Payable	106,387	197,467
Employee Provisions	118,817	116,459
Other Current Liabilities	15,168	74,867
TOTAL CURRENT LIABILITIES	240,372	388,793
NON-CURRENT LIABILITIES		
Loan - University of Wollongong	79,043	92,744
TOTAL NON-CURRENT LIABILITIES	79,043	92,744
TOTAL LIABILITIES	319,415	481,537
NET ASSETS	422,232	511,691
EQUITY		
Reserves	370,000	370,000
Retained Surplus	52,232	141,691
TOTAL EQUITY	422,232	511,691





IRIS RESEARCH

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