



**MEMBERSHIP  
BROCHURE  
2018**



# BECOME AN IRIS RESEARCH MEMBER



Better business intelligence begins with an IRIS Research membership.

In return you'll receive exclusive online access to detailed Illawarra market intelligence, unrivalled local insights and a powerful commercial advantage.

From consumer and business sentiment to real estate, trade and labour market trends, an IRIS Research subscription provides members with instant access to over 35 years of continuous market, social and economic research and statistical data from a single reputable source.

Whether you operate from, or do business in the Illawarra, you cannot afford to miss the opportunity that will grant you to better understand the past and forecast your future.

Sought after by business, government and community groups, IRIS Research membership packages are tailored to meet the needs of organisations of all shapes and sizes, from the smallest business to the largest publically listed corporation.

On offer are a range of online publications reporting market trends, conditions and sentiment, opportunities for networking and promotion and access to a suite of commercial research and consulting services, depending on your level of membership.

Membership packages are available at five levels: corporate; bronze; silver; gold and platinum.

Each subscription level and what members can expect to receive in return is summarised in the membership packages table and described in detail on the following pages. And from 2017 we will be AS20252 certified, ensuring excellence and quality in all our products and services.

We believe IRIS Research is uniquely positioned in the world of market and social research for not only the commercial services we offer our clients but also the valuable research intelligence we make available to benefit our members.

If you haven't joined us already, we'd like to invite you to become part of something special. Become an IRIS Research member today and start the journey to better business intelligence.

# MEMBERSHIP PACKAGES SUMMARY



|                            | CORPORATE                                      | BRONZE | SILVER | GOLD     | PLATINUM |     |
|----------------------------|--|--------|--------|----------|----------|-----|
| <b>PUBLICATIONS</b>        | Consumer Sentiment Monitor Illawarra           | ●      | ●      | ●        | ●        |     |
|                            | Business Survey Illawarra                      | ●      | ●      | ●        | ●        |     |
|                            | Real Estate Report Illawarra                   | ●      | ●      | ●        | ●        |     |
|                            | Profile Illawarra                              | ●      | ●      | ●        | ●        |     |
|                            | Statistical Guide Illawarra                    | ●      | ●      | ●        | ●        |     |
|                            | Consumer Sentiment Monitor Western Sydney      | ●      | ●      | ●        | ●        |     |
|                            | IRIS Research Annual Report                    | ●      | ●      | ●        | ●        |     |
|                            | #IRISVoxpop Series                             | ●      | ●      | ●        | ●        |     |
|                            | Special Research Series                        | ●      | ●      | ●        | ●        |     |
|                            | Historical Publications Access (past 5 years)  | ●      | ●      | ●        | ●        |     |
|                            | Online Access - # nominees                     | 1      | 2      | 3        | 6        | 6   |
| <b>RESEARCH SERVICES</b>   | Complimentary Desktop Research Hrs p.a.        | 2      | 4      | 6        | 6        | 12  |
|                            | Research Commission Discount                   | -      | ●      | 2.5%     | 5%       | 10% |
|                            | Omnibus questions p.a. [#]                     | -      | -      | optional | optional | 2   |
|                            | An Online Illawarra Community Research project | ○      | ○      | optional | optional | ●   |
|                            | NPS Survey (online)                            | ○      | ○      | ○        | ●        | ●   |
| <b>CONSULTING SERVICES</b> | In-House On-line Survey Design Advice/Hrs p.a. | ○      | 4      | 6        | 12       | 12  |
|                            | IRIS Research Account Manager                  | ○      | ○      | ○        | ●        | ●   |
|                            | Annual Membership Display Certificate          | ●      | ●      | ●        | ●        | ●   |
|                            | Online Member Newsletter                       | ●      | ●      | ●        | ●        | ●   |



## CONSUMER SENTIMENT MONITOR ILLAWARRA

A statistically representative quarterly update tracking consumer sentiment and spending patterns in the Illawarra region. Indicators include:

- Consumer confidence
- Household financial position
- Economic expectations of Australia
- Actual and intended purchases of:
  - Clothing & footwear
  - Household furniture & equipment
  - Recreation & travel
  - Motor vehicles

JANUARY  
APRIL  
JULY  
SEPTEMBER



## CONSUMER SENTIMENT MONITOR WESTERN SYDNEY

New for 2016, we will start collecting the same consumer sentiment data for the rapidly growing Western Sydney.

JANUARY  
APRIL  
JULY  
OCTOBER



## REAL ESTATE REPORT ILLAWARRA

A quarterly report on economic activity in the Illawarra region. Indicators include:

- Residential property market, with median prices for house, units and land
- Median weekly rental prices for units and houses
- Number and value of residential building approvals in the Illawarra, including housing and unit approvals
- Value of non-residential building approvals with an industry breakdown

JANUARY  
MARCH  
JUNE  
SEPTEMBER



## BUSINESS SURVEY ILLAWARRA

A quarterly report on the performance and expectations of local business for the coming quarter. Analysis is presented by organisational size and industry. Indicators include:

- Trading conditions
- Employment levels
- Profitability
- Amount of overtime
- Capital expenditure

JANUARY  
APRIL  
JUNE  
SEPTEMBER



## PROFILE ILLAWARRA

A quarterly economic review of the Illawarra region providing an up-to-date summary of economic performance and development in the region. Indicators include:

- Trade
- Coal production
- Labour market update
- Residential & non-residential building approvals
- Real estate & rental markets
- Tourism
- Regional investment profile
- Economic trends update at a regional & state level

JANUARY  
APRIL  
JULY  
OCTOBER



## STATISTICAL GUIDE ILLAWARRA

An invaluable annual snapshot of the Illawarra region by Local Government Area in one convenient booklet. Indicators include:

- Population
- Births & deaths
- Business counts
- Motor vehicle counts
- Labour force characteristics
- Local dwellings characteristics
- Education
- Health
- Real estate market
- Mining
- Tourism
- Regional trade
- Crime statistics
- Climate

NOVEMBER



## #IRISVoxpop

"Utilising our own online research panel of Illawarra residents, we will publish up to six short research pieces over the year on a range of topical subjects, including an annual Housing Affordability survey.



## SPECIAL RESEARCH SERIES

is a new initiative. We will publish up to three Special Research pieces over the year on regional development issues relevant to members such as the Illawarra Commuter Experience research reported August 2018.



## ANNUAL MEMBERSHIP DISPLAY CERTIFICATE

All members receive a stylish certificate to publically display their membership of IRIS Research.



## IRIS RESEARCH ONLINE NEWSLETTER

Keep up to date with all the latest news and opportunities from IRIS Research through our new online newsletter, which we expect to publish around six times a year.

## ACCESS

The publications are designed in attractive and easy to read formats and published in softcopy.

Members have access to the publications via a members only portal in the IRIS research website. Different membership levels provide for one or more nominees to have access to the members portal.



# RESEARCH SERVICES



## DESKTOP RESEARCH

Desktop research investigates publically available Australian social and economic data and information at varying levels of detail, ranging from curating data and information sources, through to data analysis. A fixed per annum quota of complimentary service hours of desktop research is available under prior agreement to eligible IRIS Research members, depending on their level of subscription.



## COMMERCIAL RESEARCH (MEMBER DISCOUNT)

IRIS Research commercial research services are available at discounted price to eligible members, depending on their level of subscription.



## OMNIBUS SURVEY

IRIS Research collects wide-ranging data by telephone interview on a regular basis in Omnibus Surveys as part of our quarterly Consumer Sentiment Monitor. All members can take advantage of this relatively low-cost quantitative market research method to book and buy survey 'space' and questions to investigate their own customer and social objectives. A fixed per annum quota of complimentary questions is also available for eligible members, depending on their level of subscription.



## ONLINE SURVEY

IRIS Research maintains a research panel of over 2,000 Illawarra residents over 18 years of age, handpicked to accurately represent population demographics, willing and available online for independent community-oriented research using the trusted IRIS Research brand. Access to our online research panel makes possible a deeper level of enquiry and the opportunity to ask more questions, much faster, than an omnibus survey allows. Complimentary access to investigate an appropriate topic is available to eligible members, depending on their level of subscription, with assistance from IRIS Research for design, delivery, analysis and research outcome reporting.

# CONSULTING SERVICES



## DIY ONLINE SURVEY DESIGN ADVICE

If you've ever been disappointed by the results of your own in-house surveys of customers, staff, suppliers and stakeholders, IRIS Research is here to help. Our DIY online survey design advice service will work with you to better design and improve future outcomes, from helping you to define your survey purpose, framework and metrics, through to sample design, questionnaire design, analysis testing and validation. Complimentary access to a fixed per annum quota of free consulting hours with a senior market researcher is available to eligible members, depending on their level of subscription.



## IRIS RESEARCH ACCOUNT MANAGER

Make IRIS Research your market research partner. This year, for the first time we are delighted to make available dedicated account management services for all Gold and Platinum members. As part of this exciting service initiative, a senior IRIS Research consultant will work exclusively with you to develop a structured approach to your market research strategy as part of your business and marketing plans. At quarterly meetings, your IRIS Research account manager will help drive performance, keep you updated about new IRIS Research data and initiatives available, provide market research industry updates and oversee all IRIS Research services undertaken on your behalf. IRIS Research account management time is capped at a fixed per annum quota of 32 hours.



## IRIS RESEARCH - RESEARCH CAPABILITIES, SPECIALISATIONS AND MARKETS

IRIS Research is primarily a commercial market researcher. Through our tailored research solutions, we give clients the necessary intelligence and insights to capture growth opportunities with confidence. Here is a brief list of our offerings. Contact us to find out how we could assist your organisation's business intelligence needs.

# COMMERCIAL SERVICES



**IRIS RESEARCH TAILORED RESEARCH SOLUTIONS GIVE OUR CLIENTS THE NECESSARY VITAL INTELLIGENCE AND INSIGHTS TO CAPTURE MARKET INTELLIGENCE AND GROWTH OPPORTUNITIES WITH CONFIDENCE.**

## CAPABILITIES

Online quantitative research

Computer aided telephone interviewing

Focus Groups

In-depth interviewing

Workshop facilitation

Data mining

Statistical/multivariate analysis & modelling

Household interviewing

Mall intercepts

Mystery shopper

Management consulting

## SPECIALISATIONS

Community usage & attitudes

Customer behaviour & satisfaction

Staff opinion polling

Public opinion polling

Brand health/tracking

Advertising tracking

Market segmentation

Business to business

Service & program evaluation

## MARKETS

Local Government

State Government Agencies

Federal Government Agencies

Aged Care

Health & Community Services

Education - preschool to tertiary

Finance & Insurance

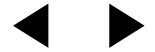
Property & Business Services

Cultural & Recreational Services

Retail

Regional Australia





## CORPORATE

ABICO INSURANCE BROKERS

ACCOUNTING PROFESSIONALS

ALL RESIDENTIAL REAL ESTATE

ANZ BUSINESS BANKING

AUSINDUSTRY

CARDNO NSW/ACT

CATHOLICCARE WOLLONGONG

COLLIERS INTERNATIONAL

DAPTO LEAGUES CLUB

DEPARTMENT OF PLANNING & ENVIRONMENT

DONNELLEY CIVIL

EDMISTON JONES GBB

ESSENTIAL EMPLOYMENT & TRAINING

FEDERAL MEMBER FOR CUNNINGHAM

FEDERAL MEMBER FOR WHITLAM

FLAGSTAFF GROUP

GREENACRES DISABILITY SERVICES

HANSONS LAWYERS

HERRON TODD WHITE

ILLAWARRA LEGAL CENTRE (FORMERLY SMALL BUSINESS MEMBER)

JAMBEROO ACTION PARK

KELLS LAWYERS

KIAMA & DISTRICT CHAMBER OF COMMERCE

KNIGHT FRANK (FORMERLY SMALL BUSINESS MEMBER)

LAND & PROPERTY INFORMATION FINANCE & SERVICES

LEND LEASE COMMUNITIES (CALDERWOOD)

MARKSMAN HOMES

MERCER ADMINISTRATION SERVICES (AUSTRALIA)

NATIONAL AUSTRALIA BANK

NETSTRATA

NSW BUSINESS CHAMBER

PCL MONEY

RDA ILLAWARRA

RMB LAWYERS

SALLY ABSALOM REAL ESTATE

SOUTHERN YOUTH & FAMILY SERVICES

STACKS HEARD MCEWAN

STOCKLAND

THE HOUSING TRUST

THE ILLAWARRA GRAMMAR SCHOOL

TRANSPORT WORKERS' UNION OF NSW

UNITECH SOLUTIONS

UOW SCHOOL OF ACCOUNTING ECONOMICS & FINANCE

VILLAGE BUILDING COMPANY

WARRIGAL

WAVE FM

WESTS ILLAWARRA

## BRONZE

NSW DEPARTMENT OF PREMIER & CABINET

MMJ WOLLONGONG

WALSH & MONAGHAN

## SILVER

CLEARY BROS

ILLAWARRA CREDIT UNION

IMB BANK

IRT GROUP

PEOPLECARE

SHOALHAVEN CITY COUNCIL

SMART INFRASTRUCTURE

FACILITY - UOW

THE ILLAWARR CONNECTION

## GOLD

BLUESCOPE

KIAMA MUNICIPAL COUNCIL

SHELLHARBOUR CITY COUNCIL

## PLATINUM

UNIVERSITY OF WOLLONGONG

WOLLONGONG CITY COUNCIL



# CORPORATE MEMBERSHIP

Value: **\$5,300 exc GST**

Annual Membership Fee: **\$600 exc GST**



## PUBLICATIONS

- ▶ Consumer Sentiment Monitor Illawarra
- ▶ Consumer Sentiment Monitor Western Sydney
- ▶ Business Survey Illawarra
- ▶ Real Estate Report Illawarra
- ▶ Profile Illawarra
- ▶ Statistical Guide Illawarra
- ▶ IRIS Research Annual Report
- ▶ Annual Membership Display Certificate
- ▶ IRIS Research electronic membership newsletter [occasional series]
- ▶ #IRISVoxpop Series
- ▶ #Special Report Series

These publications are produced four times a year, excepting the Statistical Guide Illawarra, which is published annually.

## HISTORICAL ILLAWARRA PUBLICATIONS ACCESS

- ▶ Access to all IRIS Research past publications from 2011 (.pdf version)
- ▶ Access to all #IRISVoxpop results, since 2015
- ▶ Access to additional public economic and social reports published by IRIS since 2011

## EXCLUSIVE IRIS RESEARCH ONLINE MEMBER ACCESS

- ▶ A single nominee from your organisation.

## CONSULTING SERVICES

- ▶ Two hours complimentary DIY on-line survey design advice p.a.



# BRONZE MEMBERSHIP

Value: **\$5,450 exc GST**

Annual Membership Fee: **\$1,050 exc GST**



## PUBLICATIONS

- ▶ Consumer Sentiment Monitor Illawarra
- ▶ Consumer Sentiment Monitor Western Sydney
- ▶ Business Survey Illawarra
- ▶ Real Estate Report Illawarra
- ▶ Profile Illawarra
- ▶ Statistical Guide Illawarra
- ▶ IRIS Research Annual Report
- ▶ Annual Membership Display Certificate
- ▶ IRIS Research electronic membership newsletter [occasional series]

These publications are produced four times a year, excepting the Statistical Guide Illawarra, which is published annually.

## HISTORICAL ILLAWARRA PUBLICATIONS ACCESS

- ▶ Access to all IRIS Research past publications from 2011 [.pdf version]
- ▶ Access to all #IRISVoxpop results, since 2015
- ▶ Access to additional public economic and social reports published by IRIS since 2011

## EXCLUSIVE IRIS RESEARCH ONLINE MEMBER ACCESS

- ▶ Two nominees from your organisation.

## RESEARCH SERVICES

- ▶ Up to four hours complimentary desk-top research.

## CONSULTING SERVICES

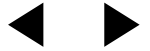
- ▶ Up to four hours DIY on-line survey design advice p.a.



# SILVER MEMBERSHIP

Value: **\$6,600 exc GST**

Annual Membership Fee: **\$1,800 exc GST**



## PUBLICATIONS

- ▶ Consumer Sentiment Monitor Illawarra
- ▶ Consumer Sentiment Monitor Western Sydney
- ▶ Business Survey Illawarra
- ▶ Real Estate Report Illawarra
- ▶ Profile Illawarra
- ▶ Statistical Guide Illawarra
- ▶ IRIS Research Annual Report
- ▶ Annual Membership Display Certificate
- ▶ IRIS Research electronic membership newsletter [occasional series]

These publications are produced four times a year, excepting the Statistical Guide Illawarra, which is published annually.

## HISTORICAL ILLAWARRA PUBLICATIONS ACCESS

- ▶ Access to all IRIS Research past publications from 2011 [.pdf version]
- ▶ Access to all #IRISVoxpop results, since 2015
- ▶ Access to additional public economic and social reports published by IRIS since 2011

## EXCLUSIVE IRIS RESEARCH ONLINE MEMBER ACCESS

- ▶ Three nominees from your organisation.

## RESEARCH SERVICES

- ▶ Up to six hours complimentary desk-top research.
- ▶ 2.5% discount on commercial rates for additional market research **NEW**
- ▶ One Omnibus question per year; or
- ▶ An online survey community [eight questions plus demographics] deployed to IRIS Research On-line Panel [over 2,000 local residents].

## CONSULTING SERVICES

- ▶ Six hours DIY on-line survey design advice and assistance per annual membership



# GOLD MEMBERSHIP

Value: **\$19,510 exc GST**

Annual Membership Fee: **\$7,500 exc GST**



## PUBLICATIONS

- ▶ Consumer Sentiment Monitor Illawarra
- ▶ Consumer Sentiment Monitor Western Sydney
- ▶ Business Survey Illawarra
- ▶ Real Estate Report Illawarra
- ▶ Profile Illawarra
- ▶ Statistical Guide Illawarra
- ▶ IRIS Research Annual Report
- ▶ Annual Membership Display Certificate
- ▶ IRIS Research electronic membership newsletter [occasional series]

These publications are produced four times a year, excepting the Statistical Guide Illawarra, which is published annually.

## HISTORICAL ILLAWARRA PUBLICATIONS ACCESS

- ▶ Access to all IRIS Research past publications from 2011 [.pdf version]
- ▶ Access to all #IRISVoxpop results, since 2015
- ▶ Access to additional public economic and social reports published by IRIS since 2011

## EXCLUSIVE IRIS RESEARCH ONLINE MEMBER ACCESS

- ▶ Six nominees from your organisation

## RESEARCH SERVICES

- ▶ Up to 12 hours complimentary desk-top research.
- ▶ Two Omnibus questions per year; or
- ▶ An online survey community [eight questions plus demographics] deployed to IRIS Research On-line Panel [over 2,000 local residents].
- ▶ Annual NPS survey [on-line] of your customers/stakeholders.

## CONSULTING SERVICES

- ▶ Six hours DIY on-line survey design advice and assistance per annual membership

## KEY ACCOUNT MANAGEMENT

- ▶ High level one year market research planning tailored to your business intelligence needs.
- ▶ Quarterly meeting with your dedicated senior IRIS Research Account Manager to review your market research and business analysis approach and needs.





# PLATINUM MEMBERSHIP

Value: **\$18,050 exc GST**

Annual Membership Fee: **\$20,000+ exc GST**



## PUBLICATIONS

- ▶ Consumer Sentiment Monitor Illawarra
- ▶ Consumer Sentiment Monitor Western Sydney
- ▶ Business Survey Illawarra
- ▶ Real Estate Report Illawarra
- ▶ Profile Illawarra
- ▶ Statistical Guide Illawarra
- ▶ IRIS Research Annual Report
- ▶ Annual Membership Display Certificate
- ▶ IRIS Research electronic membership newsletter [occasional series]

These publications are produced four times a year, excepting the Statistical Guide Illawarra, which is published annually.

## HISTORICAL ILLAWARRA PUBLICATIONS ACCESS

- ▶ Access to all IRIS Research past publications from 2011 [.pdf version]
- ▶ Access to all #IRISVoxpop results, since 2015
- ▶ Access to additional public economic and social reports published by IRIS since 2011

## EXCLUSIVE IRIS RESEARCH ONLINE MEMBER ACCESS

- ▶ Six nominees from your organisation

## RESEARCH SERVICES

- ▶ Up to 12 hours complimentary desk-top research.
- ▶ 10% discount on commercial rates for additional market research.
- ▶ Two Omnibus question per year.
- ▶ An online survey community [eight questions plus demographics] deployed to IRIS Research On-line Panel [over 2,000 local residents].
- ▶ Annual NPS survey [on-line] of your customers/stakeholders.

## CONSULTING SERVICES

- ▶ Six hours DIY on-line survey design advice and assistance per annual membership

## KEY ACCOUNT MANAGEMENT

- ▶ High level one year market research planning tailored to your business intelligence needs.
- ▶ Quarterly meeting with your dedicated senior IRIS Research Account Manager to review your market research and business analysis approach and needs.



UNIVERSITY OF WOLLONGONG AUSTRALIA

# MEMBERSHIP APPLICATION

To join the IRIS Research membership community fill-in this form and return it to use by mail or fax, or go online to [www.iris.org.au](http://www.iris.org.au) click on 'Subscription' and select 'Become a Member'

## MEMBERSHIP LEVEL

|           |                          |           |           |
|-----------|--------------------------|-----------|-----------|
| Corporate | <input type="checkbox"/> | \$600     | [exc GST] |
| Bronze    | <input type="checkbox"/> | \$1,050   | [exc GST] |
| Silver    | <input type="checkbox"/> | \$1,800   | [exc GST] |
| Gold      | <input type="checkbox"/> | \$7,500   | [exc GST] |
| Platinum  | <input type="checkbox"/> | \$20,000+ | [exc GST] |

Name of Organisation

Postal Address

Telephone

Fax

Email

Nominee

Position

Signature

Date

For further information contact:

[research@iris.org.au](mailto:research@iris.org.au)

**T** 4285 4446 **F** 4285 4448

## TERMS AND CONDITIONS



- ▶ Membership is due on 1 October of each year.
- ▶ Membership is to be paid in full.
- ▶ We make every effort to deliver your complimentary research and consulting services to the extent of your membership entitlement, but reserve the right to decline or defer requests according to prevailing commercial demand conditions at the time.
- ▶ Requests for complimentary services must be put in writing to [research@iris.org.au](mailto:research@iris.org.au) allowing at least three weeks before the information is required.
- ▶ Research and consulting services requests which exceed the member's available balance for year will be charged at normal commercial rates which are available on request. IRIS Research will not undertake any chargeable research without the prior agreement of the member.
- ▶ Balance of complimentary services that are not used at the expiration of the membership year do not carry-over to following year/s.
- ▶ IRIS Research reserves the right to decline applications for membership.
- ▶ IRIS Research's normal Terms and Conditions apply [in all other instances] to all research projects. Our Terms and Conditions are available on request.
- ▶ Members must formally advise IRIS Research of their nominee/s and any changes to that effect. IRIS Research will provide access PIN only to the nominee/s directly.
- ▶ Members nominee/s details are to be treated as confidential. Sharing of these details with other member personnel or representative is prohibited. IRIS Research reserves the right to suspend member access in this instance.
- ▶ Platinum membership must meet the minimum value threshold and be a formal contractual agreement of at least three continuous years.
- ▶ IRIS Research reserves the right to change any aspect of its membership offering without prior notice.



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