

Research@WA

The AMSRS newsletter for Western Australia members

We're Back

Welcome to the latest edition of Research@WA – the AMSRS newsletter just for West Australians.

This month sees us review a variety of recent professional development activities and workshops, profile one of the society's young researchers, as well as outline the exciting program of events and activities coming up.

Managing, Mentoring & Coaching for Performance: Workshop Review

Paul Vittles presented two excellent half day workshops on developing staff and improving performance within our own organisations. The morning workshop was attended by research managers, field managers and Directors of some of the large corporate organisations and research agencies in Perth. In a very upbeat and positive presentation Paul spoke about the ways to get the best out of your teams; leadership with participants reflecting on their leadership journey and their leadership style; coaching and motivating people; and, importantly, learning and enjoyment - the two key things that drive greater performance.



In the afternoon session Paul focused on “managing yourself and others to set and achieve your goals”. This session was designed for people who have to manage themselves, manage projects and aspire to management leadership positions. Some of the issues

covered here included the secrets of successful people; setting SMART (Specific, Measurable, Attractive, Realistic, and Time) bound goals and staying focused on achieving these goals.

Paul received excellent ratings for his two courses and the half day format worked well. It was generally agreed amongst the morning group that because Paul had so much interesting information we would have liked more time to enable us to do more of the practical exercises.

Overall it was great to take half a day out of the office and be able to spend some time working on your business and to take away some really practical applicable ideas.

Review by Nicky Munro

Profile of the Week

Allison Clemkey

Allison has taken on the ethics portfolio for the Western Australian and South Australian branches of the AMSRS. Allison is a project manager at TNS, having previously worked with the Disabilities Services Commission. She is currently working towards a PhD in social psychology.



Matching Research and Strategy for Troubled Times: Workshop Review

This joint half day workshop with the Australian Marketing Institute was run at ECU. The workshop was for CPMs and QPMRs, though disappointing that QPMRs attending were greatly outnumbered by AMI members.

The seminar explored the use of market research and strategy development to solve business problems,



problems in the current economic climate. C Y Lee gave an excellent presentation on some of the tools you should have in your tool box when making strategic recommendations, and took the group through a number of interactive exercises.

This was the third successful joint workshop with the AMI and we hope to continue to make it an annual event.

The AMI and the Public Relations Institute have invited the Society to join them in a day seminar on *Colours* by renowned speaker Eric Bauxbaum from Unilever based in the UK. This event will be held in October.

Reviewed by Nicky Munro

New Members

More members have joined the society – congratulations and welcome!

- Alex O'Byrne, Bankwest
- Paul Yole, The Brand Agency
- Brooke Binder, HBF
- Linda Bradley, Research Solutions
- Alex How, West Coast Field Services
- Elizabeth Pereira, WFI

National AMSRS Conference

The AMSRS - National Conference *100 Stories* is being held at the Hilton Hotel in Sydney on 30 September and 1 October 2009.

You can still get a ticket... but you need to hurry.

WA has speakers presenting at the National Conference from:

- Painted Dog Research – *Darwin's Feelings: A Framework of Evolution and Emotion*
- TNS – *What Gives A Social Marketing Campaign Longevity and Success? Reflections on the Freedom From Fear Campaign Against Domestic Violence, Ten Years On*

WA State Conference 2009?

We have had a lot of questions from researchers and buyers asking when this year's Conference will be running. The short answer is that in the name of continual improvement the Conference has been postponed by a number of months, pushing it into early 2010. The proposed date is March 4 2010. This change will enable WA to tap into the best speakers from the September National Conference in addition to our own local top speakers.

A call for papers and sponsors will be coming out soon!

Tourism's Real Star Campaign? YRG Review

On a chilly Winter's night in June, an intrepid group of young researchers ventured to the Oxford Hotel to hear Casey Intini, Campaign Manger from Tourism WA, discuss their recent 'Real Star' campaign.



It turned out that Casey's presentation was not the only entertainment on offer at the Oxford though as the State of Origin rugby was being broadcast in the adjacent room. Despite having to battle to be heard over the loud yells of Queensland and New South Wales supporters, Casey valiantly delivered an entertaining and interesting insight into the promotion and marketing effort that accompanied *Australia*. For the mainly agency-based researchers who attended, it was a great to hear about what life on 'the other side' is like.

The 'Real Star' campaign was designed to leverage the exposure given to the Kimberley region by Baz Luhrmann's epic movie *Australia*. Backed by movie giant 20th Century Fox, *Australia* was filmed in NSW, Qld, NT and WA. Since its release, *Australia* has grossed more than US\$200 million at the box office and is now the second highest grossing Australian film of all time.

The movie provided Tourism WA with a unique opportunity to showcase the Kimberley to the world.

Throughout her presentation Casey spoke of the methods that Tourism WA used in order to leverage this opportunity both domestically and internationally to highlight that the Kimberley was the 'real star' of the movie.

Casey took us through the thinking behind the creative and talked us through the some of the innovative promotional, media and digital strategies that the campaign employed: examples included 'I love Kimberley' merchandise and a mock red carpet event with Hugh Jackman and Nicole Kidman lookalikes! Casey also discussed the positive impact that the campaign has had on market, consumer, media and partner metrics, with the campaign producing increased visitation to the area. The 'Real Star' campaign has also recently been shortlisted as a finalist in the 2009 Premier's Awards for Excellence in Public Sector Management, in the 'Revitalising the Regions' category

The night provided attendees with a great real-life insight into the thinking behind a very successful campaign and also made a few of us yearn for a holiday in the Kimberley! Thanks Casey and thanks to everyone involved in organising the event.

Reviewed by Julieanne Harmer

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Upcoming Events

Lock these in your calendar and watch out for more details closer to the event.

Date	Event	Venue	Who can come
15 Sep	Using results strategically	St Catherine's College	Buyers
end Sep	TBA	TBA	Young Researchers
30 Sep	National Conference – <i>100 Stories</i>	Sydney	Everyone
19 Oct	Quality research for strategy development	TBA	Everyone
27 Oct	Selling results back to your organisation	St Catherine's College	Buyers
Nov	Buyers Think Tank	TBA	Buyers only
26 Nov	Christmas lunch and AGM – 12.00pm	TBA	Everyone
4 Mar 2010	WA State Conference – <i>The Real Value of Research</i>	TBA	Everyone