

Market Analysis

Social Research

Feasibility

Evaluation

Consulting

Fact file

Into the closet

90% of people who build a new home add extra storage.

Easy-spending

Shoppers go more slowly and spend more money in supermarkets that play easy-paced music.

Fine wines

A liquor store that played classical music increased the sale of upmarket wines and lifted overall revenue.

Event. Product. Brand. Icon.

The Royal Easter Show is a Sydney institution. For over 100 years it has been one of the premier events on the Sydney leisure calendar and is one of the City's most recognisable 'brands'.

Visitor numbers consistently approach 1 million each year, guided by management initiatives underpinned by up-to-the-minute market research.

Regular tracking carried out by Environmetrics reveals that the profile of Show visitors continues to evolve in parallel with the changing demographics of the city. New populations seem to find the Show just as attractive as Sydney residents of past generations.



The traditional attractions – animals, showbags and rides – are still the big crowd pullers.

Our strategic research gives the RAS vital information for attracting specific markets such as the notoriously fickle Teen Market. Recent research

has shown that 70% of Teens at the Show visit every year. As with past generations, but perhaps contrary to current perceptions of technology-obsessed teenagers, they represent one of the most loyal Show markets.

For 10 years, we have worked with the RAS to track visitors, test new concepts and products, and assess marketing initiatives.

Where will I put this???

"Storage. Can you do some research and tell us what they want," is a common request from builders and developers.

Well, we have done the research and we know what home buyers want.

We have found that there isn't a room in the house that does not cry out for storage solutions – living room, bedroom, hallway, bathroom, kitchen, under the stairs, in the roof, the garage, laundry, wardrobes and cupboards.

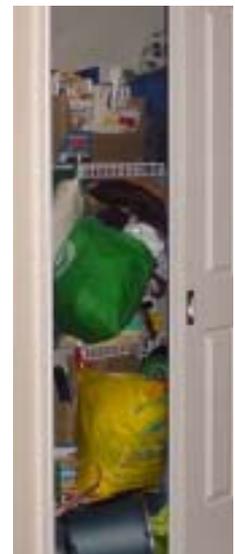
We have identified lost opportunities for storage excellence.



"We've got our dream home but we've got nowhere to put things."

The most urgent need is for somewhere to put bulky things like spare bedding and suitcases, and oddly shaped equipment used for hobbies and interests – bicycles, games, craft materials, collectables and toys.

Most new homes, even larger ones, do not offer effective storage facilities for all the paraphernalia of modern family life.





Retail Positioning

Leisure

Arts + Culture

Travel + Toursim

Housing

Communication

Like most of us, retail centres get tired and run down in a way that can't be fixed by a face lift. What is needed is a major overhaul – a new reason for living. In humans this might be a mid-life crisis, but in retail centres it calls for a re-positioning exercise.

Re-positioning can develop a strong, unique and relevant new centre with vibrant commercial activity.

Before letting go of the tired old format and stepping into the bold unknown, retail managers use our information to verify social trends, catchment demographics and receptivity to the proposed new format.

Our shopper surveys and indepth interviews unpack community beliefs and preferences as well as patterns of

behaviour. From this, a new market position is developed that is immediately legible to shoppers.

This legibility will be supported by marketing and promotion, but it will rest, ultimately on the retail mix. Shoppers who are attracted to 'cool contemporary fashion', 'factory outlet' or 'everything for the home' will not come back if there are not enough outlets that fit the theme.

Architecture, layout and setting (indoor/outdoor, lakeside, etc.) also contribute to the potential positioning of retail centres.

All in all, retail positioning is a make-over exercise. It may take some years to get all the elements aligned with the new positioning, but eventually the tired old place emerges from the overhaul with a new identity and new role to play.

Sustainability – built for the future

Guidelines for urban development have come a long way in a short time in an endeavour to ensure long-term environmental sustainability.

A related task that now faces planners and developers is to develop an effective set of indicators for social sustainability.

All too often, the lists of indicators used in development are more like a butterfly collection than a systematic set of inter-related measures. Environmetrics has been helping our clients find ways to develop meaningful measures of social sustainability that capture the dynamics of a community.



Vintage cars can foster social networks

Elements like trust, social networks, social exchange, intergenerational issues, shared values, common interests, health and education need to be understood as related elements in a dynamic whole.

The approach can be used for social planning and the auditing of ongoing social development.