

Market Analysis

Social Research

Feasibility

Evaluation

Consulting

Fact file

Sports organisers in NSW – only one in ten is paid, the others are volunteers.

Most years, 44% of NSW people attend at least one sporting event.

NSW has over 400,000 coaches, referees and club committee members.

Being there – the ‘living experience’

Today, more than ever, visitors want memorable experiences when they leave home. They go places in order to see, share, try and do. While the internet and books provide information, real world engagement offers deeper experiences.

Museums offer the real thing, whether it is rock from the moon, living spiders, working machinery or hands-on activities. If the real objects are too valuable to be handled by visitors, a well-made recreation can be effective. In the Melbourne Immigration Museum a passenger cabin from a 1960's migrant ship is recreated, allowing visitors to walk in, check out the cupboards or lie in the bunks.



Smart retailers apply the same principles. Furniture shoppers can visit room settings, sit on the couches and lie on the beds. New season clothing fashions are conveyed through displays and sales assistants who wear the clothes.

One trend has been for retailers to expand their range to include accessories for the whole experience. Freedom and Ikea sell more than furniture and Country Road sells more than clothes.

Hotels, too, are providing more memorable experiences. The Sydney InterContinental included window seats in a recent refurbishment so guests can linger over the harbour views.

Shops, hotels and museums that offer lively experiences make it really worth leaving home!

Spectators make the game

There's a myth going around that if you REALLY love a sport, you will be playing it, and that watching sport is a vicarious pleasure. This makes spectators second class citizens in the sporting world.

Research shows that this is not the case.

Spectator engagement in sport can be one of the most intense human experiences. Spectators of various sports report times when the game ‘flows’ and watching becomes doing.

Most sports people talk about those moments when they feel ‘in the zone’. It is not so widely acknowledged that spectators can also have this transcendent experience.

At these times, the spectator can feel a strong sense of connection with the

players and the play, to the extent that they sometimes feel that they are the ones driving the play.

“There's this euphoric sense of harmony where I and the world around me are suddenly sublime.”



Just as players train hard and hope for those moments of grace when they will be ‘in the zone’, so spectators who ‘live the sport’ can also experience these unpredictable moments of joy.

Environmetrics helps sporting bodies study the spectator experience to help them offer the best possible experiences for all participants in the game.



Where am I?

Leisure

Arts + Culture

Travel + Toursim

Housing

Communication

Places that work well are easy to navigate, safe, and comfortable to be in. These are the basics that underpin the added-value experience offered by the events or activities that are the reason for the place existing at all.

Australian place managers are constantly improving the standard of practice that makes a good place into a great place.

For example, we see steady improvement in wayfinding and signage. Best-practice signage does more than provide functional information about how big the place is and where things are.

Excellent signage adds



value by offering high design values that enhance both the aesthetics of the physical environment and key attributes of brand value.

The best signs also succeed in incorporating interpretive perspectives about the place to help convey significance.

Environmetrics evaluates signage to determine how it can add value.

You will know you have achieved real excellence when your signs are used for photo-opportunities. Where sites are large or complex, a sign can offer the ultimate photographic proof to show the folks back home that you really were there.

Two in five Sydneysiders say they go shopping for pleasure each week.

25% of international visitors to Sydney visit a museum or gallery.

56% of domestic visitors to Sydney stay with family or friends.

I hate shopping!

So men say. But we know better.

We know that two-thirds of Sydney men say they go shopping for pleasure.

Men's enjoyment of shopping differs from that of women. While many women enjoy decorating themselves and their home and will spend hours browsing for fashion items, men are much more targeted in their approach.

When men take clothes into the change room, their decision to buy is already made. They just want to check the fit. But when women visit the change room, they want to mull over the various ways that the look will fit their personal style.

Women tend to do their comparative shopping in person at the shops, whereas men are inclined to do this by phone or online. For them, the trip to the shops is simply to make the purchase that has already been decided.

While women spend more on clothing and decorator accessories, men spend more on big ticket items like power tools, BBQs and appliances. Male shoppers love shopping as much as women do – it's just a different kind of love.

