

ECU Survey Research Centre



Our CORE purpose

Cost-effective, quality data collection aiming to achieve high response rates.

ECU Survey Research Centre (SRC) provides survey and research services to assist organisations and groups in answering their research questions and in achieving their decision-making objectives.

ECU SRC specialises in one-on-one contact and values the opinion and contribution made by all respondents. We pride ourselves on our **respondent comes first** attitude. Our surveys are conducted by a long standing, fully trained, experienced, team of interviewers and supervisors.

We believe that the benefits of using interviewers are:

- Collect quality data at consistent standards
- Interviewer training reduces potential bias
- Explain difficult concepts to respondents
- Counter resistance
- Ensure confidentiality (privacy concerns)
- Minimize respondent burden

We offer

- A flexible and customised approach to working with clients, whether undertaking CATI telephone surveys, online or face-to-face surveys, we can do them all.
- Specialised knowledge of research and decision-making processes and practical expertise in the area of survey design.
- Complex quota management.
- We pride ourselves on attaining a response rate of 70% or higher, dependent on client sample methodology.
- ISO accreditation in phone and field interviewing and recruiting.
- Quality assurance through strict adherence to standards set by National Health and Medical Research Council and Australian Privacy Principles.
- We undertake small to large surveys of 30,000+.

Our approach

Our approach is to meet with the client to develop a joint understanding of the research question, and to clarify the appropriate course of action. Clear goals, expectations and costs are then agreed upon.

- We maintain ongoing communication with the client at all stages, to enable opportunities for input and feedback.
- We provide a dataset of completed interviews **on time and within budget** in SPSS or Excel format.
- We are experienced in dealing with calls of a sensitive nature in general population surveys/studies.
- Confidentiality – the data belongs to the client.
- Academic collaboration available.

Our clients

We work with organisations and groups across all sectors and undertake surveys for universities, government departments, not for profit entities, and private companies, Australia wide.

Whilst our clients are many and varied, our particular specialisation and expertise is in the health related areas and in sensitive data collection.

Our infrastructure

ECU SRC is equipped with the following state-of-the-art facilities:

- A computer-assisted telephone and online interviewing facility with 28 permanent interviewer work stations that are networked with a supervisor.
- Bespoke multi-modal data collection software that enables an innovative, cost effective and flexible means of capturing and processing questionnaire data.
- An automated telephone dialer system for accuracy and increased efficiency.
- Recording capability and audio component.
- A bulk SMS messaging system.
- Customised intelligent software allowing pre-coded responses, to assist in accuracy and efficiency, as well as cater for open-ended fields, where required.
- A web interviewing facility.
- Online survey capacity.
- Face-to-face central location interviewing using wireless mobile devices.

Key capabilities

- Consultation with clients on appropriate research methodology and assistance in the decision-making process with regard to the use of research methods.
- Practical advice on the development and design of questionnaires in consultation with the client.
- Use of state-of-the-art data collection scripting systems ready for computer-assisted telephone or personal interviewing or online data collection.
- Multi-modal Data Collection Capacity, including ability to record, play audio during interviews, bulk SMS to advise respondents of upcoming calls, and smart phone surveys.
- Ability to conduct postal surveys, large and small.
- Telephone surveys conducted at a local, statewide or interstate level.
- Focus group recruitment.
- Provision of broker, RDD and EWP sample.
- Survey record storage.
- Collection of research data of the highest quality under best practice guidelines.
- Provision of opportunities for the education and research training of undergraduate and postgraduate students who are required to collect data using population-based surveys.
- Face-to-face and intercept surveying using wireless mobile devices for real-time data collection, or hard copy if client preference.

Data security

ECU SRC servers and systems are stored locally in Perth and are the responsibility of ECU IT Service Centre (ITSC).

ECU ITSC is regularly audited by Office of Auditor General in order to ensure its Information Security Controls are appropriate.

Firewalls, anti-virus systems, password protection, use of SOE equipment and encryption processes ensure security and confidentiality of all data collected and stored by ECU SRC.



L-R: Cassidy Hill (Survey Data Officer), Amber Sky (Survey Data Officer), Eugené Abrahams (Senior Research Officer), Vicki Graham (Project Coordinator), Dennis Taaffe (Director)

Our knowledge and expertise

The Centre is staffed by an Academic Director, a Project Coordinator, two Survey Data Officers, a Senior Research Centre Officer, four experienced Supervisors and an experienced team of telephone and field interviewers.

Professor Dennis Taaffe PhD, DSc, MPH, FACSM, ESSAF Director, ECU Survey Research Centre

Over 25 years research experience in Australia and the United States, specialising in exercise and ageing, and exercise and cancer.

Vicki Graham, BA, Dip Ed

Project Coordinator, ECU Survey Research Centre

Has over 25 years experience in all aspects of market and social research. An associate member of AMSRS (Australian Market and Social Research Society).

Eugené Abrahams, Senior Research Centre Officer ECU Survey Research Centre

Experienced in customer service delivery and research support.

For more information refer:

www.exercisemedicine.org.au/staff

Contact Details

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Information contained in this brochure was correct at the time of printing and may be subject to change.

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At ECU Survey Research Centre (SRC), we take pride in undertaking projects that abide by Edith Cowan University's purpose, vision, and values.

Integrity
Rational Inquiry
Respect
Personal Excellence