



Key Insights Pty Ltd  
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## COMPANY PROFILE AND CAPABILITY STATEMENT

**Key Insights** is a recognised leader in the Hunter in social and applied research. Established in 1994, Key Insights is involved in a diverse range of projects throughout New South Wales, interstate and overseas.

Key Insights works with a wide range of clients and communities and has extensive experience in facilitating strong business, community and public sector relationships and can offer clients expertise and experience across a range of research and consulting services.

Key Insights employs a number of staff and specialist contractors. The principal office is located in the regional city of Newcastle. For further information please see the company's website at [www.keyinsights.com.au](http://www.keyinsights.com.au).

## OUR SERVICES

### **Social and economic impact assessments**

- o Demographic profiles
- o Economic analysis
- o Qualitative and Quantitative research
- o Identifying and engaging with stakeholders and the community
- o Reviewing government policies and programs, particularly local and state government plans
- o Knowledge of planning policies and processes
- o Assessing potential negative and positive social and economic impacts associated with developments and policy initiatives and identifying mitigating strategies
- o Writing clear and easy to understand reports
- o Expert Evidence in the Land and Environment Court
- o Public Voice presentations
- o Social planning advice

### **Market research and data analysis**

- o Surveys (doorknock, intercept, mail out, online, telephone)
- o Focus group facilitation
- o Target group mapping
- o In depth qualitative research
- o Linking market analysis and research with strategic commercial objectives

### **Community and stakeholder consultation and engagement**

- o Developing comprehensive community engagement strategies
- o Conducting consultation through briefings, Community Reference Groups, workshops, on-line surveys, community meetings and door knocks
- o Preparing consultative tools such as stakeholder registers, data capture, brochures and web page content

### **Strategic and business planning**

- o Conducting strategic planning workshops
- o Developing business plans
- o Corporate Governance training and consulting
- o Provision of Executive Management

### **Organisational and project reviews**

- o Organisational reviews and evaluation
  - o Tender preparation
  - o Report peer review and assessment
  - o Project critiques
  - o Project and organisation management (including organisational rescue for crisis situation)
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## INDUSTRY EXPERIENCE

Key Insights has successfully undertaken projects across the following sectors with examples of our main clients listed:

### Corporate Sector:

A large number of Key Insights' clients are corporate clients and we value providing rigorous research to assist sound planning and decision-making. We understand clients' business objectives and deadlines. We manage our projects to time and to budget.

For the **residential development industry**; Key Insights has provided a range of social and economic impact assessments and community consultation programs. Previous clients include: Australand, Buildev, Mirvac, Lendlease, Stockland, County Property Group, Hunter Land and Rosecorp.

For the **mining industry**; Key Insights has provided social and economic assessments, close of mine planning, community engagement strategies and strategic planning consultancy. Clients include BHP Billiton, Xstrata and Narrabri Coal.

For the **liquor retail industry**; Key Insights has provided Category A and Category B Social Impact Assessments. Clients include IGA and Metcash independent operators, Ritchies Supermarkets and Cellarbrations outlets. Key Insights has also provided detailed data analysis for presentation to the Licensing Court.

### Government Sector and Institutions:

Key Insights has been engaged by Federal, State and Local Government agencies and worked cooperatively with Universities and other institutions on a wide range of research, community consultation, policy development and consultancy projects. Clients include:

**Commonwealth:** Department of Education, Employment and Workplace Relations,

Attorney General's Department, ECEF and the Office of Labour Market Adjustment.

**State:** NSW Department of Aging Disability and Homecare, NSW Department of Community Services, NSW Department of Health and the NSW Bureau of Crime Statistics and Research.

**Local:** Newcastle City Council, Lake Macquarie City Council, Maitland City Council, Cessnock City Council, Port Stephens City Council, Liverpool City Council and Upper Hunter Shire Council.

**State Corporations:** Hunter Development Corporation, RailCorp, QRNational, Landcom.

**Institutions:** University of Newcastle, National Centre for Indigenous Research (ANU), TAFE NSW, The United Nations (International Criminal Tribunal for Rwanda), ANZ Bank (Solomon Islands Mining Project), WEA NSW, NSW Council of Adult and Community Education.

### Community Sector:

Key Insights has over 30 years of experience in the community sector and are committed to helping community based organisations achieve social outcomes in their local communities.

Clients include: Catholic Diocese of Newcastle-Maitland, The Uniting Church of Australia, Mission Australia, Life Without Barriers, Lifestyle Solutions, Foster Care Association Newcastle Family Support Service, Special Olympics, Newcastle Youth Service and The Margaret Jurd Learning Centre and several Indigenous Land Councils and Indigenous corporations and businesses.

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## KEY INSIGHTS COMPANY STRUCTURE



## THE KEY INSIGHTS TEAM

Personnel	Key Areas of Expertise
<b>Ellen Davis Meehan (Director)</b> <ul style="list-style-type: none"> <li>▪ Bachelor of Education</li> <li>▪ Masters of Educational Studies</li> </ul>	<ul style="list-style-type: none"> <li>- Strategic and business planning</li> <li>- Community and stakeholder consultation and engagement</li> <li>- Social and Economic Impact Assessment</li> <li>- Market research</li> <li>- Business development</li> </ul>
<b>Stuart Davis Meehan (Director)</b> <ul style="list-style-type: none"> <li>▪ Bachelor of Arts (sociology and philosophy)</li> </ul>	<ul style="list-style-type: none"> <li>- Corporate governance</li> <li>- Organisational and project reviews</li> <li>- Organisational rescue (short term management)</li> <li>- International business</li> </ul>
<b>Nicole Wergeltoft-Grant</b> <ul style="list-style-type: none"> <li>▪ Bachelor of Environmental Management</li> </ul>	<ul style="list-style-type: none"> <li>- Social impact assessments</li> <li>- Community and stakeholder consultation and engagement</li> <li>- Indigenous research &amp; planning</li> </ul>
<b>Lee-Anne McDougall</b> <ul style="list-style-type: none"> <li>▪ Certificate II in Front Office Operations</li> <li>▪ Certificate III in Tourism (Meetings and Events)</li> </ul>	<ul style="list-style-type: none"> <li>- Administration</li> <li>- Field researcher organisation and management</li> <li>- Event management</li> </ul>
<b>Ivan Skaines (Contractor)</b> <ul style="list-style-type: none"> <li>▪ Bachelor of Arts with Honours</li> <li>▪ Graduate Certificate in Educational Studies</li> </ul>	<ul style="list-style-type: none"> <li>- Quantitative and qualitative research design and implementation</li> <li>- Corporate and business planning, performance measurement, organisational reviews and quality assurance</li> <li>- Needs analysis and social planning</li> <li>- Facilitation and consultation skills</li> </ul>

## VALUES

### Key Insights:

- Believes in working co-operatively with clients to design processes that achieve sound objectives with integrity.
- Uses the latest technology and methodologies to achieve strategic outcomes for clients.
- Works from a position of respect that values confidentiality and equality of access.
- Emphasises flexibility in order to respond to the dynamic nature of projects.
- Seeks out consultancies that have at their heart issues of social justice.

## MEMBERSHIPS

- Hunter Business Chamber
  - Newcastle Business Club
  - Australian Institute of Company Directors
  - Australian Market and Social Research Society
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