



**Australia's leading provider
of government and social
research, consulting and
advisory services**

ORIMA Research is Australia's leading provider of end-to-end government and social research and related consulting and advisory services.



Established
in 1997



70+ professional
staff



Four offices > Melbourne, Canberra,
Sydney and Brisbane

ORIMA is the largest provider of market and social research, organisational performance and data analytics services to Australian Government agencies (by contract number).

90%+

ORIMA is a genuine public sector research specialist with over 90% of our business being conducted for public sector clients

ORIMA was founded with the intent to make a positive difference to Australians and Australian society through providing the highest possible quality, independent and professional evidence-based research.



The work we do results in:

- Enhanced organisational performance
- Improved employee engagement
- Desired attitudinal and behaviour change
- More effective communication strategies and campaigns
- Improved client satisfaction
- Better stakeholder engagement
- Better targeted policies and programs
- Social licence to engage with the community

Having worked for government since establishment, our processes and systems have been developed specifically to meet government expectations and requirements. This means a high premium on quality, reliability and realistic timeframes.

We believe our purpose and values are closely aligned with those of our clients, and that we are a safe, skilled and experienced pair of hands for agencies to choose as their research partners.

Our purpose is to improve the wellbeing of people by contributing to high quality, evidence-based public policy, public administration, service delivery and management decisions through our research, data analytics and advisory services.

We achieve outcomes for clients through:

- Communications and marketing research
- Client, stakeholder and employee research
- Community sentiment research
- Policy / program development research
- Program evaluations and reviews
- Data analytics
- Data portals and ballots
- PGPA performance measurement services

Additionally, we have deep domain expertise in First Nations research, public health, education, disability and more.

We strongly believe in the value of high-quality evidence-based decision making. To this end:

- Our senior people are hands-on in every project.
- We keep our research practices at the forefront of best practice, while minimising risks.
- Our solutions are custom-designed to suit each client and context.
- We do the intellectual 'heavy-lifting' at the outset, employing appropriate theories and frameworks to maximise rigour and value.

OUR VALUES

1



Value-adding
through a service
ethos

2



Integrity through
our culture

3



Excellence
through high
performance

4



Productivity
through
innovation

5



Thriving through
a focus on
wellbeing

Ethics, Privacy, Information Security and Quality

ORIMA places great importance on adhering to high ethical, privacy, information security and quality standards. We also conduct all of our work with strict professional independence. As such, company policies are in place to ensure that we maintain integrity and impartiality in all the work that we do. For instance, ORIMA employees are prohibited from becoming members of any political parties. ORIMA's commitments in this area are underpinned by our adherence to formal professional and operational standards.

OUR SAFE HANDS APPROACH



TRS Code of Professional Behaviour

ORIMA is a company partner of The Research Society (TRS) and must ensure that all ORIMA staff adhere to the Society's Code of Professional Behaviour. The Code sets out standards for conducting and reporting on research and data analytics.

- This provides our clients with assurance that projects will be delivered in an **ethical and professional manner**.



QPR

All ORIMA senior staff are required to attain accreditation as Qualified Professional Researchers (QPRs). ORIMA has more than double the QPRs than any other firm operating in Australia.

- This means that our senior staff are committed to **continually improving their expertise** for the benefit of our clients.



Privacy

ORIMA is a member of the Australian Data and Insights Association (ADIA) and adheres to the **Privacy (Market and Social Research) Code 2021** administered by ADIA. ORIMA is also **Fair Data** certified. Assurance around our compliance with our privacy obligations is provided by annual internal and independent external audit programs.

- This means that our clients can have a high level of **confidence that we will handle personal information in an appropriate manner**, in accordance with better practice and the law.



Quality Accreditation

ORIMA is accredited under the research quality standard **ISO 20252**. Our ongoing accreditation is subject to annual internal and external audit

- This provides our clients with assurance that we will deliver **accurate and reliable outputs**.



Information Security

ORIMA is accredited under the international information security standard **ISO 27001**. Our ongoing accreditation is subject to annual internal and external audit.

- This means that our clients can have a high level of **confidence that we will protect their confidential information** in a robust way, in accordance with better practice.



Ethics

ORIMA adheres closely to the Values and Principles of Ethical Research, as issued by the National Health and Medical Research Council (NHMRC). ORIMA is the only Australian social research company with **its own NHMRC-accredited Human Research Ethics Committee (HREC)**; chaired by the former Victorian and WA Auditor-General Des Pearson AO. ORIMA is a **Child Safe Organisation** and has a formal **Duty of Care policy** - which further demonstrates our commitment to managing ethical risks.

- This provides our clients with strong assurance that projects will be delivered **ethically**.

Range of services

ORIMA Research has a wealth of experience employing a broad range of research methodologies and tools to address client needs.

Our services cover the full spectrum of survey research including questionnaire development; design, programming and administration of surveys; analysis and production of high-level and specialisation reports; time-series and benchmarking; and results presentations, ideation and planning workshops, and debriefs to Executive leaders and managers. We also commit around 10% of our annual revenue to investment in research and development, directed at improving the value of our core business to our clients.

AREAS OF EXPERTISE



Specialists in government and social research



Community research



Communications and marketing research



Stakeholder research



Employee research



Client and customer research



Consultation and submissions



Program evaluations and reviews



Data analytics



Data portals and ballots



PGPA Act compliance services



First Nations research



Public health research



Inclusive research



Education research



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ISO 20252,
*the international
standard for market
and social research*



ISO 27001,
*the international
standard for information
security management*



Fair Data Certified, conforms to
national and international data
and privacy requirements

