

*ORIMA pays respect to Aboriginal and Torres Strait
Islander Peoples past and present, their cultures and
traditions and acknowledges their continuing
connection to land, sea and community*

ORIMA Research

First Nations Research Services

ORIMA Research: Who we are

“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”



Melbourne
Canberra
Sydney
Brisbane



We bring over **20 years of experience**

We have been delivering research solutions to the Australian public sector since our inception in 1997, bringing decades of experience and knowledge to our work



We have a **proven track record**

We are Australia's largest provider of research, evaluation and data analytics services to the public and not-for-profit sector



We are **100% Australian owned**

A privately held, independent Australian company, owned wholly by the company's Directors



We are an **AS ISO 20252** accredited company

And we have been particularly active in advocating for quality approaches within the research industry



We are serious about **privacy, ethical standards and data security**

All our data servers are located in Australia and protected by the most stringent security protocols in the industry. We are also the only firm in the research industry with our own NHMRC registered HREC.



We have a **commitment to best practice**

Leading to superior strategy development, implementation and evaluation



We are passionate about supporting **evidence-based decisions**

We believe supporting informed decision making with high quality research is a key way we can make a positive difference



First Nations Research Services

A dedicated Research Division, tasked with conducting inclusive, robust, ethical and high quality research

First Nations Community Interviewers



- Over 35 Aboriginal and Torres Strait Islander community-based interviewers across Australia.
- Conducting face-to-face and telephone surveys and recruiting participants for qualitative research.

Tailored First Nations Research Projects



- Tailoring and adapting our research design to meet project objectives and target audience needs.
- ORIMA's Human Research Ethics Committee, registered by the NHMRC, can be used to ensure projects are ethically sound.

ORIMA Research is privileged to have had its First Nations Community Interviewers artwork completed by **Tristan Pwerl Duggie**. The artwork depicts ORIMA Research's core values of conducting work in an ethical manner with honesty, integrity, respect, and humility. It also reflects our value of contributing to our community in a positive way. The painting represents the First Nations Community Interviewers humbly visiting the country and community of other First Nation Peoples, listening with integrity and respectfully sharing views and thoughts.

First Nations Community Interviewers

Over 35 First Nations interviewers in 23 locations across Australia



Conducting **sensitive and robust national research with First Nations peoples**, and directly hearing the opinions of people on the ground.



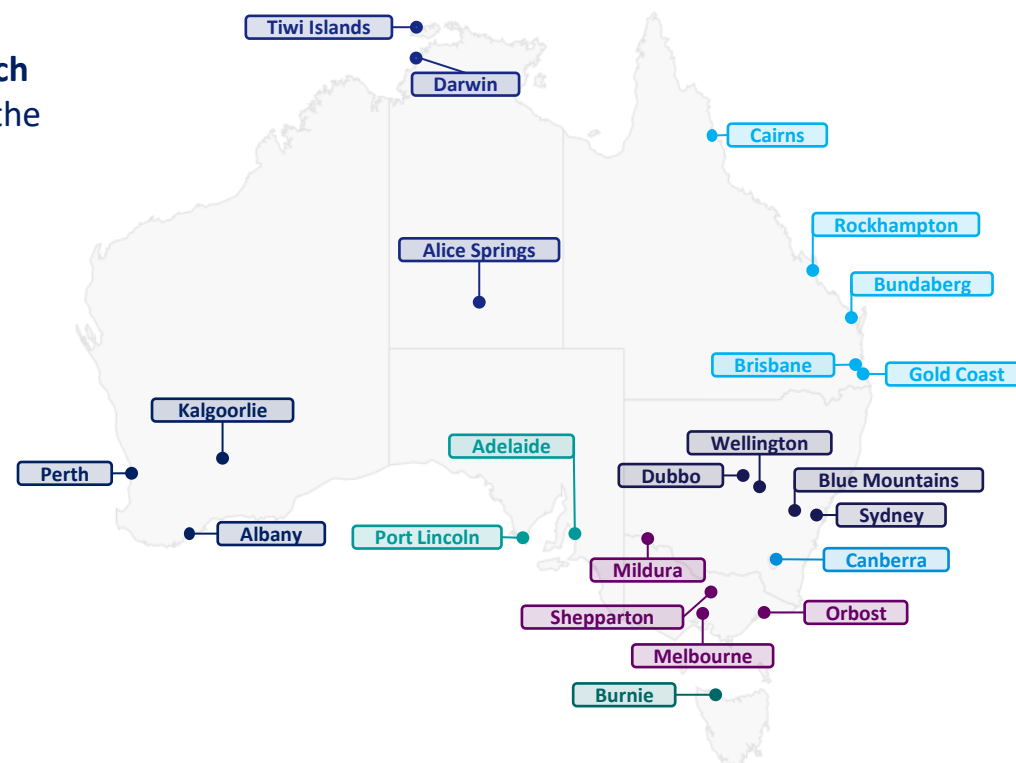
Working **within their local communities** across Australia (in urban, regional, and remote areas).



Conducting **face-to-face and telephone surveys** and **recruiting participants for qualitative research groups**.



Continuing investment in **technologies to overcome logistical barriers** (including tablet enabled survey conduct and dedicated training to facilitate).



“Sometimes, remote means ‘forgotten’; the broader government agencies forget about these little communities and they get overlooked... ORIMA has cast its net far and wide to hear the voices of these communities where English is a second language. It is really something to be proud of”

– ORIMA First Nations Community Interviewer

Tailored First Nations Research Projects

Qualitative Research



Interviews



Focus groups



Workshops



Literature reviews



Quantitative Research



Surveys



Data analytics



Data portals and ballots

By **applying our best practice framework** and **knowledge from our Aboriginal and Torres Strait Islander advisors and staff**, our projects are conducted in a robust, ethical, culturally sensitive and inclusive manner. This includes:



Communications and Social Marketing Research



Program Evaluations and Reviews



Community Research



Policy Development and Program Management Research

ORIMA Research Human Research Ethics Committee (HREC)

The ORIMA HREC was established to ensure our projects are of a **high quality, ethically sound and in line with ORIMA's core values**. It is **registered with the NHMRC**. The ORIMA HREC is chaired by Mr Des Pearson AO (former Victorian and WA Auditor-General). Mr Laurie Harkin AM (former Victorian Disability Services Commissioner) is another highly regarded and independent member of our HREC.

First Nations Omnibus Survey

Survey demographic

Representative Australia-wide data available

GENDER



50%
Female



50%
Male

AGE



50%
18-34
years old



50%
35+
years old

Each Autumn and Spring, ORIMA Research surveys 300 Aboriginal and Torres Strait Islander peoples. The omnibus:

- Is a regular survey of Aboriginal and Torres Strait Islander adults across Australia
- Is designed to provide **robust, affordable** and **ethical** survey data to Government and other not-for-profit organisations
- Allows clients to take advantage of an existing sample and survey setup and **only pay for the questions they want to ask.**

Data collection



Data is collected by the **ORIMA Aboriginal and Torres Strait Islander Field Force**, who conduct interviews in their local communities across Australia.



Geographic dispersion ensures **proportional geographic representation** (40% metropolitan, 40% regional and 20% remote).

Some of
our clients



Australian Government
Department of Health



Australian Government
Department of Education, Skills and Employment

Our Approach to First Nations Research

Principal Advisor



The First Nations Research Division works in close collaboration with **N'Arweet Dr Carolyn Briggs, ORIMA's First Nations Principal Advisor**, to develop and achieve best practice in our research projects, services and products, as well as HR policies and practices.

"Everyone at ORIMA is dedicated to improving the quality of life for all groups of people through research. It's this philosophy that drew me to ORIMA, as well as the strength of the organisation. I feel the passion." – N'Arweet Dr. Carolyn Briggs

Reconciliation Action Plan

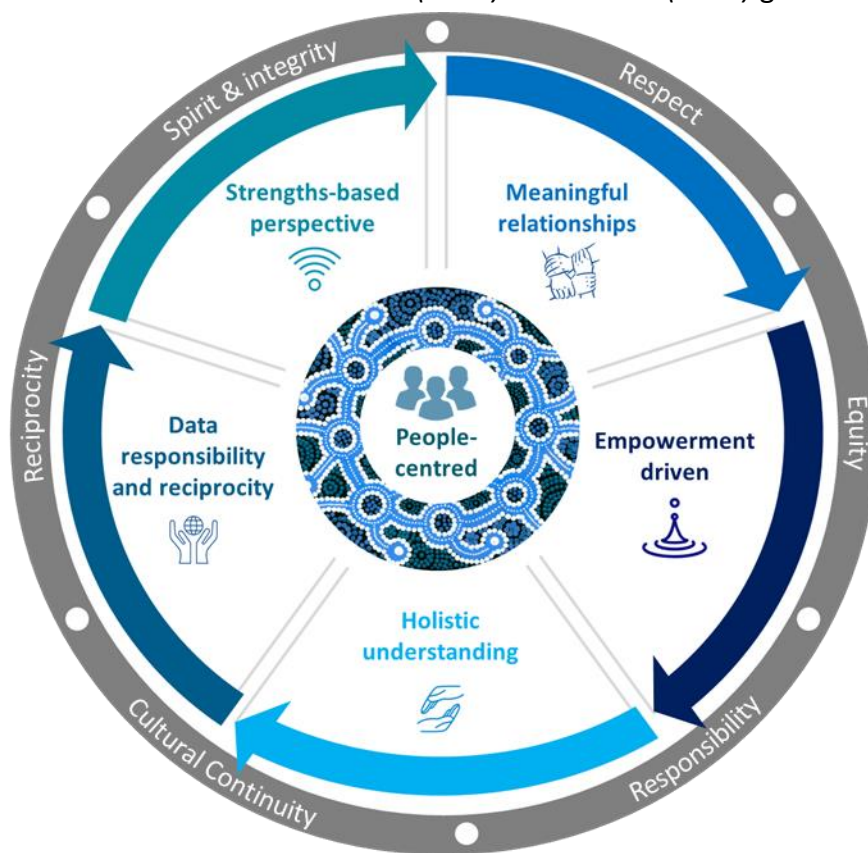


Our Reconciliation Action Plan (RAP) formalises our **commitment** to working with, and creating opportunities for, Aboriginal and Torres Strait Islander peoples and communities.

We are currently implementing our **Reflect Reconciliation Action Plan**.

ORIMA First Nations Framework

Research conducted by ORIMA with First Nations Peoples is done in accordance with our **Framework**. This Framework ensures that research undertaken adheres to best practice principles and approaches. It is underpinned by the values and principles outlined in both the *NHMRC (2018)* and *AIATSIS (2020)* guidelines.



Examples of our Projects



Qualitative research with First Nations netball players, coaches, administrators, and parents to determine enablers and barriers to entering and continuing in netball for First Nations peoples (2020)



Developmental research to explore awareness, attitudes, perceptions and behaviours relating to cervical screening amongst Aboriginal women and healthcare professionals in NSW (2019)



Developmental research with Aboriginal and Torres Strait Islander parents, carers and youth to explore attitudes, perceptions and behaviours pertaining to online safety and online child sexual exploitation (2019)



Large scale national qualitative and quantitative research to explore the feasibility of using new technologies to deliver counselling and information services about family violence and sexual abuse. This included research with Aboriginal and Torres Strait Islander women and service providers (2018)



Research to explore preferences among Aboriginal and Torres Strait Islander peoples in the development of an integrated website (2018)



Developmental research with the general public and stakeholders, including Aboriginal and Torres Strait Islander stakeholders, to inform communications about the Murray-Darling Basin (2018)



Qualitative and quantitative developmental research to inform engagement / communications about environmental water in Victoria, including with Aboriginal and Torres Strait Islander audiences (2017)



Formative and segmentation research in relation to mental wellbeing and resilience of young Victorians aged 12-25 years, including with those from Aboriginal and Torres Strait Islander backgrounds (2016)



Research with Aboriginal and Torres Strait Islander peoples for the 'Beyond Today...it's up to you' campaign to promote tobacco cessation and healthy lifestyle behaviours (2012, 2015)



Developmental, concept testing and refinement research for the 'health heroes' campaign, aimed at encouraging Aboriginal and Torres Strait Islander secondary school students to pursue a career in health (2010, 2011, and 2013)

What ORIMA brings to our First Nations Research Services



Over 20 years research experience, with extensive analytical, lateral thinking and problem solving skills.



Aboriginal and Torres Strait Islander and non-Indigenous team members and advisors, **collaborating and working together to inform evidence-based approaches.**



Best practice approaches to all aspects of research design, implementation and outputs, specialising in conducting research co-designed with and by Aboriginal and Torres Strait Islander Peoples.

All research is conducted in accordance with:

- ✓ The **international quality standard ISO 20252.**
- ✓ The **Australian Privacy Principles** contained in the Privacy Act 1988.
- ✓ The Association of Market and Social Research Organisations (AMSRO) **Market and Social Research Privacy Code.**
- ✓ The **National Health and Medical Research Council (NHMRC) Guidelines** for Ethical conduct in research with Aboriginal and Torres Strait Islander Peoples and communities 2018.
- ✓ **The Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS) Guidelines** for Ethical Research in Australian Indigenous Studies 2020.

“The research team who come into the communities are fantastic men and women and I feel proud to introduce them to the Elders and community people with their great approach. They are culturally aware and show sensitivity towards subject matter. They’re just people with great personality and understanding” - Verna, ORIMA First Nations Community Interviewer

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-  Communications and marketing research
-  Policy development and program management research
-  Program evaluations and reviews

-  Employee research
-  Community research and social systems measurement
-  Product and information testing research

-  Client and stakeholder research
-  Disability services research
-  Aboriginal and Torres Strait Islander research

-  Data analytics
-  Submissions tool
-  Data portals and ballots

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