



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

PUBLIC HEALTH RESEARCH

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 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**.

ORIMA Research's Public Health Division

WHAT IS IT?

We are a dedicated, specialist Public Health Division, comprising a quantitative research team and a qualitative research team. Having a specialist Division has allowed us to develop deep and up-to-date expertise in this area of research, including via translating and applying new ideas developed in academia and pushing forward the industry best practice frontier.

We partner with all levels of government and not-for-profit organisations, to address communication and policy challenges across the public health sector.

WHY IS IT IMPORTANT?

A generalist approach is sufficient for many government policy areas. However, subject matter expertise and an in-depth knowledge of the policy area is important when addressing communication and policy challenges in the public health sector.

OUR APPROACH

OVERVIEW

Our mission is to improve the wellbeing of Australians by contributing to high quality, evidence-based public policy, public administration, service delivery and management decisions, in partnership with our clients. Addressing risk and promotive factors that undermine or enhance public health is integral to this mission. We are committed to leading best practice in developing an evidence base for a more robust and effective public health sector.

METHODOLOGIES

- Developmental research to inform behaviour change / social marketing campaigns
- Campaign concept and refinement testing research
- Key message testing research
- Information product testing
- Campaign evaluation
- Target audience segmentation
- Brand development, tracking and strategy
- Population / monitor surveys
- Secondary analysis and modelling of health data
- Community sentiment research
- Need assessments and gap analyses
- Client experience research
- Stakeholder research
- Evidence reviews

OUR AREAS OF EXPERTISE

- Cancer prevention
- Chronic disease prevention & management
- Infectious disease control
- Alcohol & other drug harm reduction
- Tobacco & vaping control
- Gambling harm prevention
- Mental health & wellbeing promotion
- Diet & physical activity promotion
- Health & medication literacy
- Occupational health & safety

BENEFITS TO CLIENTS

Access to a highly knowledgeable team with decades of experience in conducting research in the public health sector

Bespoke research services tailored to meet each client's specific needs and challenges

Our commitment to partnerships - including providing opportunities for continuous collaboration during and beyond the project

Sensitive and ethical practices - supported by our NHMRC approved ethics committee

PRINCIPAL STAFF



Lucy Marshall

Principal Research Manager, B.A.Sc. (Psych & Social), QPR, MRS

Lucy has over 12 years' experience in social research. She is a qualitative research specialist with extensive experience working with government health departments and not-for-profit organisations, particularly to facilitate health behaviour change.



Emily Bariola

Senior Research Manager, BA Hons (Psych), QPR, MRS

Emily is a social researcher with 16 years of experience. She is a quantitative researcher, specialising in the mental health and public health policy areas, with vast experience consulting to all levels of government and NFPs across these sectors.



Alison McLaverty

Senior Research Manager, BSc (Psych) (Hons), QPR, MRS

Alison is a qualitative research specialist, drawing on her expertise in psychology to maximise understanding and insights in research projects. Alison has extensive experience working on complex, mixed-methods research projects, and specialises in projects related to attitudinal and behaviour change research.



Tamara Taylor

Senior Research Consultant, BSc (Psych) (Hons), Msc (Health Psych)

Tamara has been conducting research for 25 years in university, government and agency settings using a combination of qualitative and quantitative methodologies. She has significant expertise in conducting large-scale longitudinal and serial cross-sectional studies.

OUR CONTRIBUTIONS

McLaverty, A., Sgouros, F. (2024). "Breaking Barriers: Strategies for Boosting Vaccination Uptake in Influenza and Childhood Vaccinations". *2024 Communicable Diseases & Immunisation Conference, Brisbane QLD*.

Marshall, L., Harrison, A., Nicholson, A., Dixon, H. (2024). "Over-confident and under-informed: Qualitative findings on consumer understanding and response to recommendations for effective sunscreen application" *2024 International Conference on Ultraviolet Radiation and Skin Cancer Prevention*
[Awarded Best Poster Prize]

Nicholson, A., **Marshall, L., Harrison, A.**, Dixon, H. (2024). "Over-confident and under-informed: Qualitative findings on consumer awareness of recommendations for effective sunscreen application"
[Manuscript submitted for publication]

Scott, A., **Taylor, T.**, Russell, G. Sutton, M. (2024). "Associations between corporate ownership of primary care providers and doctor wellbeing, workload, access, organizational efficiency, and service quality" *Health Policy*.

Ishikawa, A., Rickwood, D., **Bariola, E.**, Bhullar, N. (2023). "Autonomy versus support: self-reliance and help-seeking for mental health problems in young people." *Social Psychiatry and Psychiatric Epidemiology*.

Moxham, R., **Moylan, P., Duniec, L.**, Fisher, T., Furestad, E., Manolas, P., Scott, N., Kenna, D., Finlay, S. (2021) "Knowledge, attitudes, beliefs, intentions and behaviours of Australian Indigenous women from NSW in response to the National Cervical Screening Program changes: a qualitative study." *The Lancet Regional Health-Western Pacific*.

Bariola, E., Jack, G., Pitts, M., Riach, K., Sarrel, P. (2017). "Employment conditions and work-related stressors are associated with menopausal symptom reporting among perimenopausal and postmenopausal women." *Menopause*.

WHAT OUR CLIENTS SAY

“

The team went above and beyond many times and always delivered high quality work on time

[ANON] Australian Government Agency

“

They go above and beyond and deliver high quality work on time and within budget

[ANON] ACT Government Agency

“

ORIMA's expertise, timeliness, quality of deliverables and dedication to the project were all exemplary. The team went above and beyond to deliver their part of the project under extremely tight deadlines. The advice received was always frank, actionable and of the highest quality. Nothing was too much to ask...

[ANON] Australian Government Agency

“

ORIMA's approach was to work in partnership with the Territory...ORIMA genuinely listened and comprehended the Territory's needs (including a number of sensitivities) and developed an approach which responded to these and overlaid professional expertise to improve the end product

[ANON] Australian Government Agency

OUR PARTNERS & CLIENTS

We partner with government departments & not-for-profit organisations across the public health sector...



Contact us for further information



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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*

