

**JUNE 2010**



# PROFILE ILLAWARRA



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# State of the Region

## Highlights

- » Mixed economic signals locally and abroad appear to have contributed to a 3 pt weakening of the Illawarra *Consumer Sentiment Index* during the June 2010 quarter, to now stand at 87 pts.
- » Local employment figures worsened over the year to March 2010 with the average yearly unemployment rate increasing to 6.9%, while the youth unemployment rate increased to 14.5%. At the same time employment and the participation rate both declined.
- » The volume of job advertisements published in the Saturday edition of the Illawarra Mercury declined over the year to March. There was a 39.3% fall in the number of part time positions and a 3.8% weakening in full time positions, causing an overall decline in job advertisements of 14.9%.
- » Local businesses experienced deteriorating conditions during the three months to March, but remain cautiously optimistic about the future.
- » Takings from tourist accommodation across the Illawarra improved by a marginal 0.7% to \$76.3 Million in the year to March 2010. Over the same period, accommodation revenue in the Wollongong Statistical District decreased 2.8% to \$41.7 Million.
- » The volume of trade passing through Port Kembla Harbour expanded over the year to March. Exports increased by 20.6% to 18.9 Million tonnes and imports reached 10.8 Million tonnes, up 17.8%.
- » The Wollongong Statistical District property market exhibited positives signs of growth. Over the year to March the volume of house sales in the WSD surged 20.1%, number of medium density properties sold rose 30.0% and land lot sales doubled.
- » In the twelve months to March, the median price for houses improved by 8.1% to \$400,000, the median unit price grew 10.4% to \$323,900, and the median land lot price reached \$239,500, up 7.6%.
- » The number of rental advertisements in the Saturday edition of the Illawarra Mercury fell 39.0% for houses and 27.7% for units during the year to March 2010. Over the same period the median weekly rental price grew to \$360 for houses and to \$280 for units.
- » In the Illawarra Statistical District, the volume of dwelling approvals experienced a 27.8% rise to 1,828 during the twelve months to March, with medium density approvals growing by 44.2% and house approvals increasing by 21.1%. Growth in the quantity of approvals was recorded by Kiama LGA, Shellharbour LGA, Wollongong LGA and Shoalhaven LGA.

## Southern Mines Coal Production

Local coal production continued to wane during the March 2010 quarter:

- » Adjusted production decreased to 2.6 Million tonnes, down 5.9% since December, and productivity fell 9.7% to 0.9 Thousand tonnes per person.
- » Average employment improved by 4.2% to 3,005 employees.

Boosted by a particularly strong September 2009 quarter, however, the annual results remained positive. Over the year to March 2010:

- » Adjusted production was up by 0.4% to 12.6 Million tonnes and average employment reached 2,954 persons (up 6.6%). Meanwhile, productivity per employee dipped to 4.3 Thousand tonnes per person, down 5.8%.

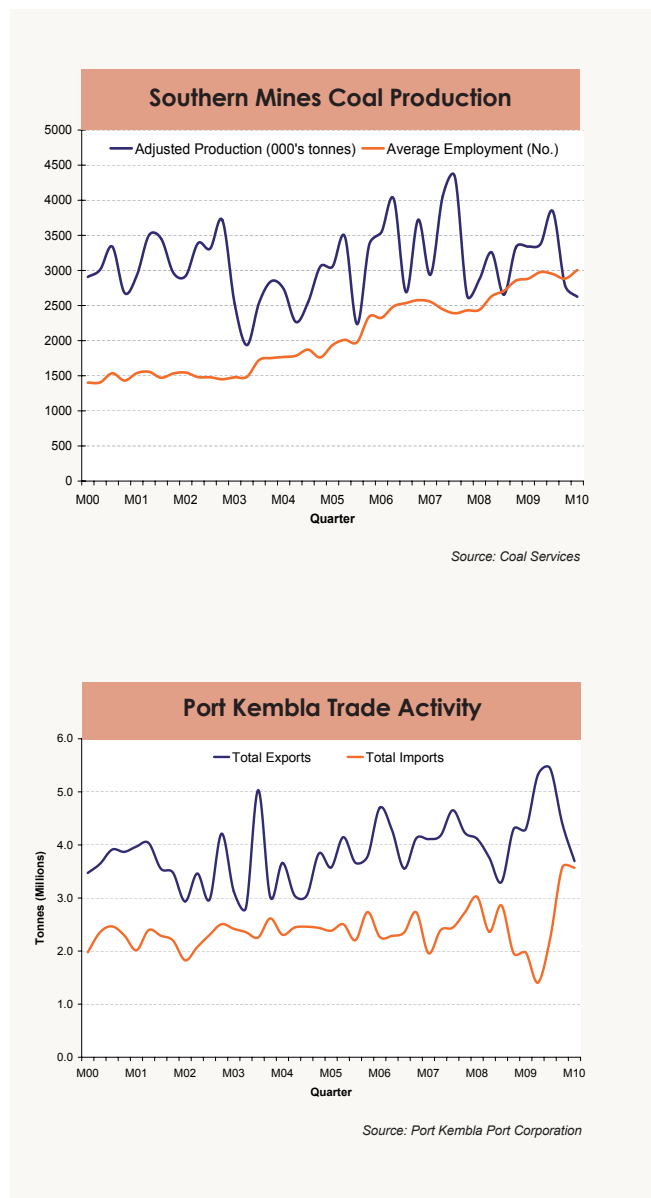
## Port Kembla Trade

The volume of trade passing through Port Kembla expanded over the year to March:

- » Exports increased by 20.6% to 18.9 Million tonnes with strong growth in overseas exports of coke, coal, and iron and steel products.
- » Import tonnage reached 10.8 Million tonnes, a rise of 17.8% compared to the 9.2 Million tonnes reported for the year to March 2009.

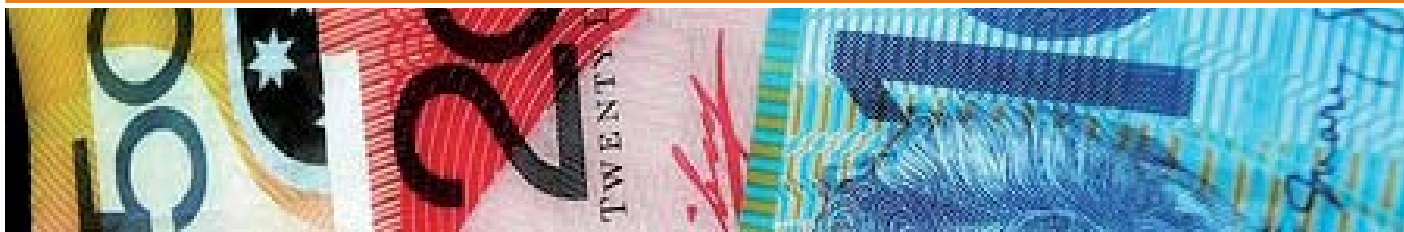
There was a mild downturn in the Illawarra region's trade activity during the March 2010 quarter:

- » Import tonnage decreased slightly by 0.2% to 3.6 Million tonnes. However, overseas imports grew 14.8% to 1.9 Million tonnes.
- » There was a 16.1% fall in export levels, with total exports sitting at 3.7 Million tonnes.





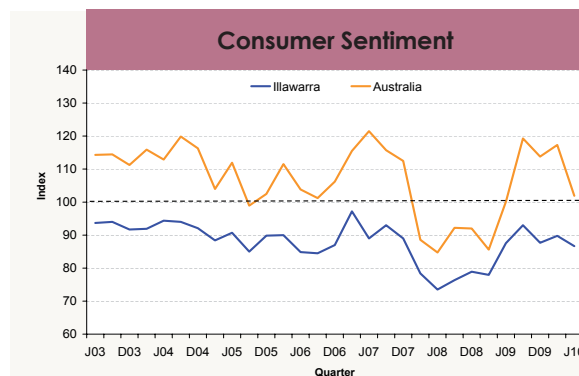
# Consumer Sentiment & Business Conditions



## Consumer Sentiment

Mixed economic signals both locally and abroad appear to have contributed to a weakening of consumer confidence in the Illawarra during the June 2010 quarter:

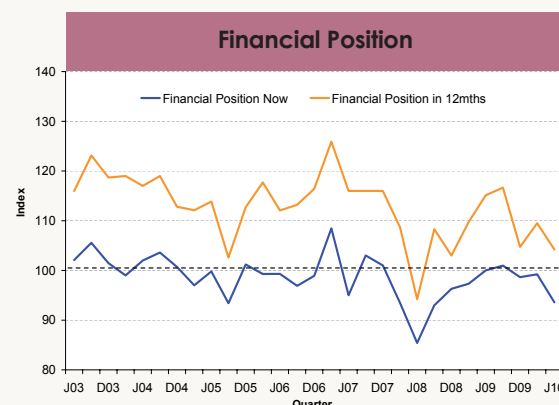
- » The *Illawarra Consumer Sentiment Index* declined by 3 pts since March to 87 pts overall.
- » This is just 1 pt shy of the long term June quarter average of 88 pts.
- » Westpac's *Australian Consumer Sentiment Index* continued to lose much of the gains made after the Global Financial Crisis, dropping 15 pts to 102 pts.
- » The nation's long term June average is 107 pts.



## Financial Position

After showing some signs of relief in the March quarter, the financial position of local households deteriorated in the June quarter:

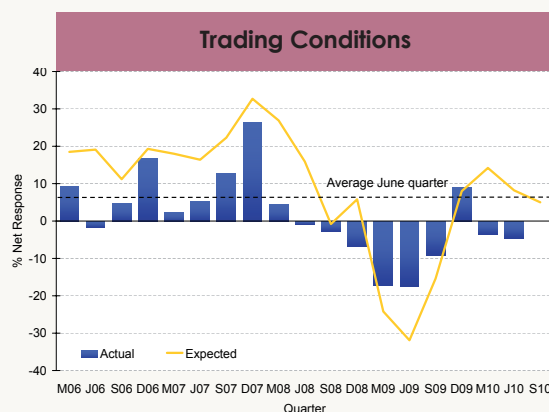
- » The *Current Financial Position Index* stood at 94 pts, which is a 6 pt fall from the March quarter result and 4 pts below the long term June quarter average.
- » Confidence about the future financial position of households declined by 5 pts to 104 pts, reversing the improvement made during the three months to March. This is the lowest result recorded since December 2008.
- » The average level of the *Future Financial Position Index* during a June quarter is 110 pts.



## Trading Conditions

Local businesses experienced deteriorating conditions during the three months to June:

- » The *Trading Conditions Index* continued to wane, with a net 4.6% of businesses reporting decreased trade activity compared to a net 3.5% in the March quarter.
- » This result is also 10.4% pts poorer than the long term June quarter average.
- » The September quarter forecast is cautiously optimistic with a net 5.0% of Illawarra businesses expecting improved trading conditions.



# Labour Market



## Labour Market Statistics

All annual employment figures weakened despite a fall in labour force participation. During the year to March 2010:

- » The average yearly unemployment rate worsened to 6.9%, which is an increase of 1.0% pts on the previous year.
- » Youth unemployment in the Illawarra region increased to 14.5% for the year, also a rise of 1.0% pts.
- » The average number of persons employed declined to 177,600 persons, which represents a reduction of 12,300 jobs. This is down 6.5% compared with the year to March 2009.
- » The average labour force participation rate fell to 54.7%, representing a drop of 4.1% pts from 58.8%.
- » There was an average of 8,466 people receiving unemployment benefits in the year to March 2010, up 14.2% (1,051 recipients) on the previous year.

The employment results for the quarter showed encouraging signs:

- » Employment grew 7.0% over the three months to March, to 186,100 persons, while unemployment averaged 6.3%.
- » There was an average of 8,189 unemployment benefit recipients, 165 less people than for the December quarter.

## Job Advertisements

The volume of job advertisements published in the Saturday edition of the Illawarra Mercury decreased over the year to March 2010:

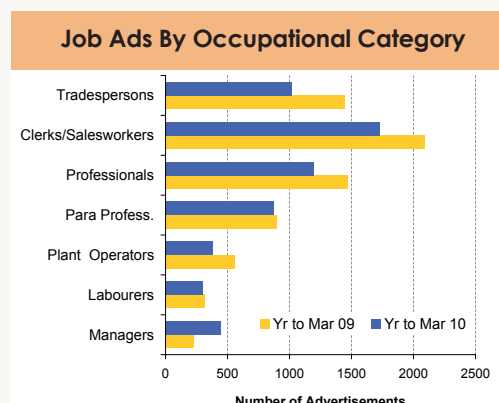
- » The volume of available positions advertised recorded a drop of 14.9%, comprised of a 3.8% weakening in full time positions to 4,505 and a 39.3% fall in the number of part time positions to 1,407.
- » The number of advertised positions nearly doubled for managerial jobs, up 96.5% to a total of 444 ads.
- » Conversely, ad volumes fell for plant operators (down 32.4% to 380), tradespersons (down 29.2% to 1,023), clerks/salesworkers (down 17.3% to 1,730), professionals (down 8.8% to 1,195) and labourers (down 3.5% to 303), while there were 876 ads for para professionals, a fall of 2.2%.

The quarterly number of local job advertisements published declined during the March quarter:

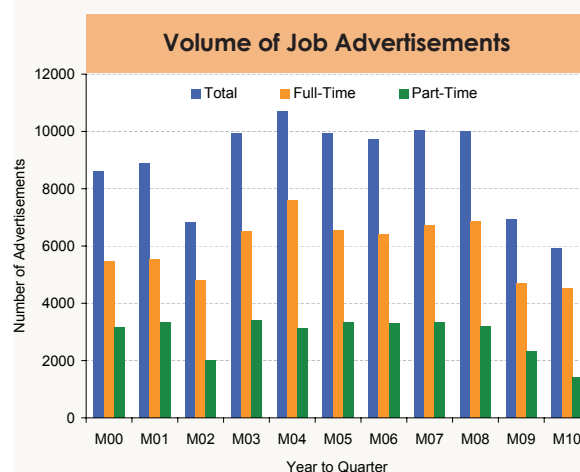
- » The volume of job advertisements decreased a further 30.9% to 1,193. There was a 33.8% fall in full time positions from 1,425 to 944 and a 21.9% drop in the number of part time positions to 246.

	Yr to M09 (Ave.)	Yr to M10 (Ave.)
<b>ISD Labour Market Statistics</b>		
Employment (000's)	189.9	177.6
Unemployment Rate (%)	5.9	6.9
Participation Rate (%)	58.8	54.7
Youth Unemployment Rate (%)	13.5	14.5
Unemp. Benefit Recipients (No.)	7415	8466

Source: ABS Labour Force Survey



Source: IRIS Job Advertisement Series



Source: IRIS /Illawarra Mercury Job Advertisements Series

# Property



## Property Market (WSD)

The Wollongong Statistical District property market exhibited positive signs of growth over year to March 2010:

- » The median price improved by 8.1% to \$400,000 for houses, by 10.4% to \$323,900 for units and by 7.6% to \$239,500 for land lots.
- » The volume of house sales surged 20.1% to 3,597, sales of medium density properties jumped to 1,825 (up 30.0%) and the number of land lots sold doubled to 477.

There were mixed changes in property prices and the volume of properties sold across the WSD during the March 2010 quarter:

- » In the WSD, the median house price rose 3.6% to \$429,000, while the median unit price fell 0.2% to \$325,000.
- » The volume of houses sold improved by 21.5% in Kiama LGA to 96, however it declined by 11.3% in Wollongong LGA to 485 sales and by 4.7% to 184 in Shellharbour LGA.
- » The median house price increased in Kiama LGA by 6.7% to \$562,500 and in Wollongong LGA by 1.2% to \$425,000. Shellharbour LGA recorded a slight 0.3% fall to \$369,000.
- » For medium density properties, the median price dropped 12.1% to \$369,000 in Kiama LGA, with sales down 10.0% to 27 and the median price in Wollongong LGA was \$325,000 (down 2.0%) with sales growing 5.8% to 309 during the quarter. In Shellharbour LGA the median price rose 4.3% to \$294,000 and sales increased to 7.7% to 42.
- » In Wollongong there were 44 land lots sold (up 10.0%) with a median price of \$267,500, in Shellharbour the median price remained at \$230,000 while sales grew 16.7% to 56 and the median price in Kiama was down 1.8% to \$270,000 with 19 lots sold.

## Rental Market

The rental market tightened further during the year to March 2010:

- » The number of rental advertisements in the Saturday edition of the Illawarra Mercury for houses fell 39.0% to an average of 36 ads per week, while for units it was 73 per week (down 27.7%).
- » The median weekly rental price rose 2.9% for houses to \$360 and the median weekly cost for a unit was up 7.7% to \$280.

The quarterly results mimicked those seen over the past twelve months:

- » The median weekly rental prices for houses and units increased to \$360 and \$280 (up 2.9% and 3.7%) respectively.
- » Unit listings dropped to 62 per week (down 21.5%) and there was an average of 30 house listings per week (down 14.3%).

MEDIAN PROPERTY VALUES	Year to Mar 09 (\$)	Year to Mar 10 (\$)	Yearly Change (%)
<b>HOUSES</b>			
Wollongong Statistical District	370,000	400,000	8.1
Wollongong LGA	372,500	400,000	7.4
Shellharbour LGA	335,000	360,000	7.5
Kiama LGA	470,000	525,000	11.7
<b>UNITS/TOWNHOUSES</b>			
Wollongong Statistical District	293,500	323,900	10.4
Wollongong LGA	295,250	328,000	11.1
Shellharbour LGA	265,500	282,000	6.2
Kiama LGA	340,000	370,000	8.8
<b>LAND</b>			
Wollongong Statistical District	222,500	239,500	7.6
Wollongong LGA	240,000	248,000	3.3
Shellharbour LGA	198,500	225,000	13.4
Kiama LGA	255,000	260,500	2.2

Source: IRIS/Valuer General's Land and Housing Database

RENTAL MARKET VALUES	Year to Mar 09 (\$)	Year to Mar 10 (\$)	Yearly Change (%)
<b>HOUSES</b>			
Median Weekly Rental (\$)	340	360	5.9
Av. No. of Weekly Listings	59	36	-39.0
<b>UNITS - 1 Bedroom</b>			
Median Weekly Rental (\$)	160	180	12.5
Av. No. of Weekly Listings	16	12	-25.0
<b>UNITS - 2 Bedroom</b>			
Median Weekly Rental (\$)	250	270	8.0
Av. No. of Weekly Listings	50	38	-24.0
<b>UNITS - Total</b>			
Median Weekly Rental (\$)	260	280	7.7
Av. No. of Weekly Listings	101	73	-27.7

Source: Derived from the 'To Let' Section of Saturday Edition of the Illawarra Mercury

# Building Approvals



## Dwelling Approvals

In the Illawarra Statistical District (ISD) the volume of dwelling approvals improved over the twelve months to March:

- » Total dwelling approvals experienced a 27.8% rise to 1,828, with medium density housing approvals growing by 44.2% to 600 and house approvals increasing by 21.1% to 1,228.
- » Growth in the number of approvals was recorded by Kiama LGA where they more than doubled to 48, by Shellharbour LGA up 81.9% to 331, by Wollongong LGA up 70.8% to 666 and by Shoalhaven LGA 32.9% in to 618 approvals.
- » Wingecarribee LGA recorded a 56.0% decline approvals to 165.

Wollongong Statistical District recorded a rise in approvals during the March quarter, however the Illawarra balance felt a decline:

- » Approvals in Wollongong LGA reached 291 (up 70.2%) with unit approvals doubling to 195. Shellharbour recorded 25.0% growth in approvals to 100 and Kiama LGA was up 15.4% to 15 approvals.
- » The volume of approvals dropped in Shoalhaven LGA to 139 (down 23.2%) and Wingecarribee fell to 33 approvals, a 19.5% drop.
- » Across the ISD the total number of dwelling approvals was up 18.9% to 578, with 281 unit approvals (up 57.0% from 179) and 297 house approvals (down 3.3% from 307).

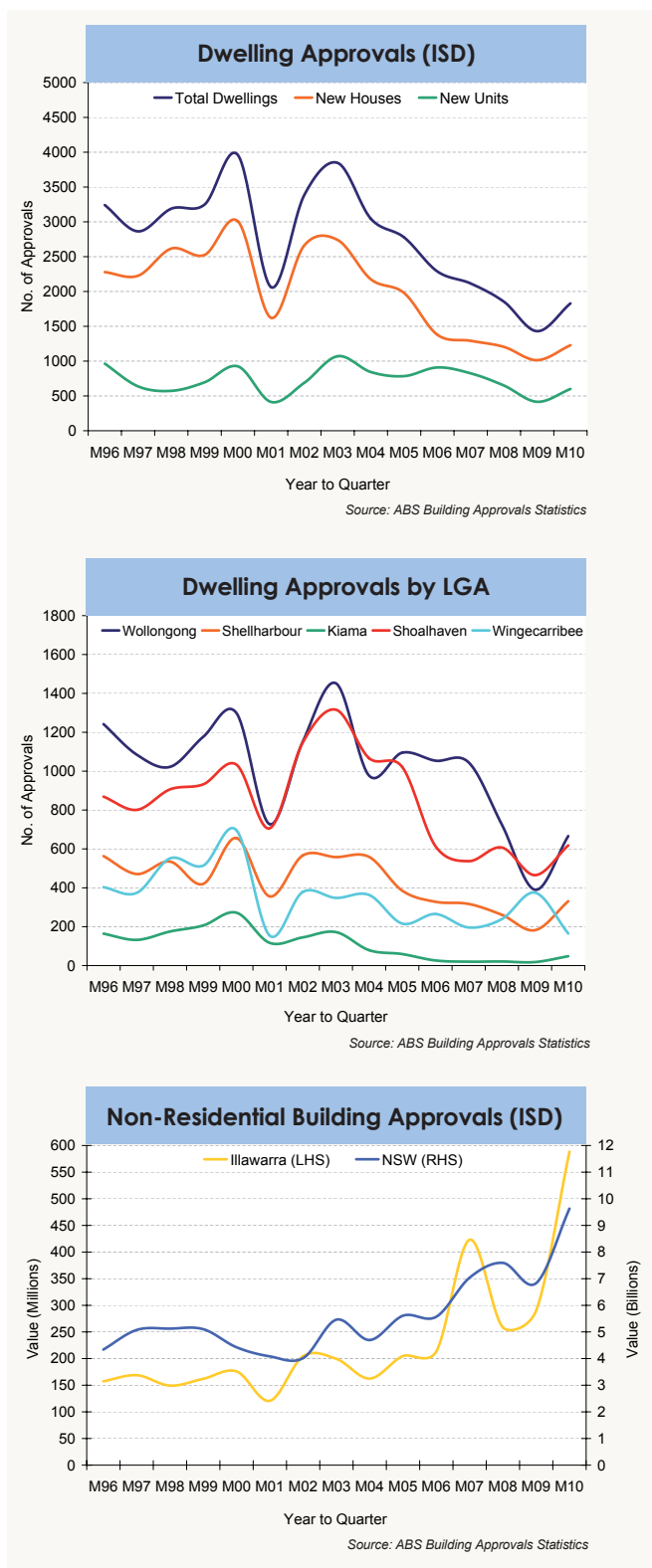
## Non-Residential Building Approvals

There was a sizeable strengthening in non-residential building investment in the year to March 2010:

- » Commercial investment in the Illawarra Statistical District increased to \$588.6 Million, up 102.8% from \$290.2 Million in the year to March 2009.
- » In NSW the value of non-residential building approvals grew 40.9% to \$9.6 Billion, up \$2.8 Billion.

During the March quarter the private sector helped to boost commercial building in the ISD:

- » Private spending totalled \$61.1 Million, up 389.9% since December 2009, while public spending rose by a lesser 3.6%.
- » The total value of non-residential building approvals in the Illawarra experienced a 67.4% increase to \$126.4 Million.
- » This is in stark contrast to New South Wales, where a 67.4% decline was recorded, with \$1.1 Billion worth of approvals.





# Tourism



## Tourism Activity (WSD)

Research by Tourism New South Wales has revealed that the number of visitors and visitor nights spent in the Wollongong Statistical District grew in the year to March 2010:

- » The number of domestic overnight visitor nights increased 5.2% to 2.4 Million, with the WSD receiving 5.1% of domestic overnight visitors in regional NSW. These travellers spent approximately \$125 per trip.
- » International visitors stayed in the WSD for a collective 1.5 Million nights (up 8.7%) and spent an average of \$80 per night.
- » The region received 8.5% of international visitors to regional NSW and 15.9% of visitor nights.
- » The WSD received 3.0 Million domestic daytrippers (up 5.3%), with domestic day trip tourists spending an average of \$82 per trip (down 8.9%).
- » Nationally, the number of domestic day trips taken by Australians increased by 8.7% compared to last year and the WSD accounted for 9.4% of day trips to regional NSW.

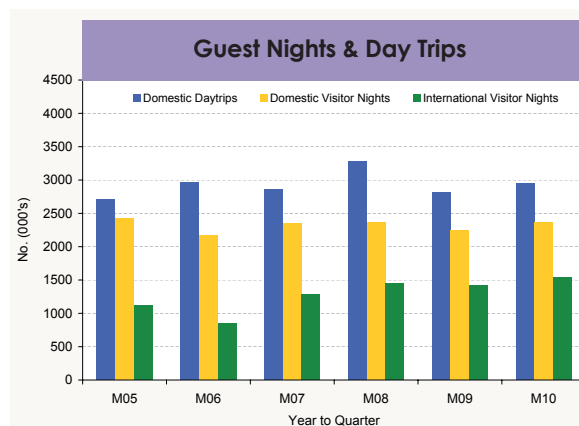
Estimated tourist expenditure in the WSD strengthened overall to \$661.0 Million, a rise of 6.3% or \$39.0 Million.

- » Expenditure by international overnight tourists grew to \$123.2 Million, up 20.8% since the year to March 2009.
- » Domestic overnight tourists expenditure increased by 10.5% (\$28.1 Million) to \$295.6 Million.
- » Conversely, expenditure by domestic daytrip travellers weakened by 4.1% to \$242.2 Million, down from \$252.5 Million in the previous year.

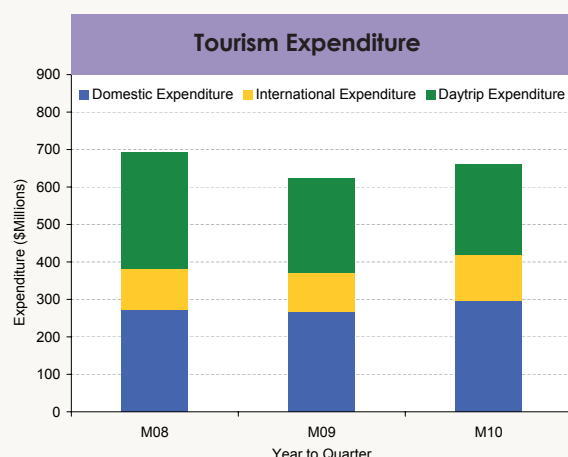
## Accommodation Takings (ISD)

Takings from tourist accommodation across the Illawarra Statistical District improved by a marginal 0.7% to \$76.3 Million in the year to March 2010:

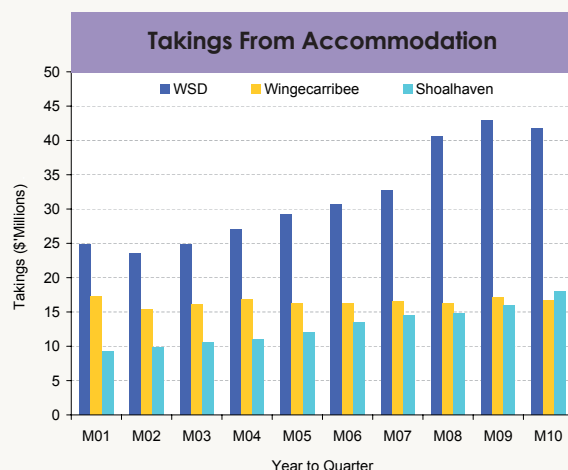
- » Accommodation revenue in the WSD decreased by 2.8% to \$41.7 Million, compared to the takings over the year to March 2009 of \$42.9 Million.
- » Accommodation takings recorded a decline of 5.8% in the Wollongong LGA with \$30.6 Million.
- » Takings in the Shoalhaven LGA surged 13.6% to \$18.0 Million, which amounts to a \$2.2 Million rise.
- » Wingecarribee LGA recorded a 2.6% dip in accommodation takings to \$16.6 Million.



Source: Tourism NSW (2010), Travel To Illawarra



Source: Tourism NSW (2010), Travel To Illawarra



Source: ABS Survey of Tourist Accommodation





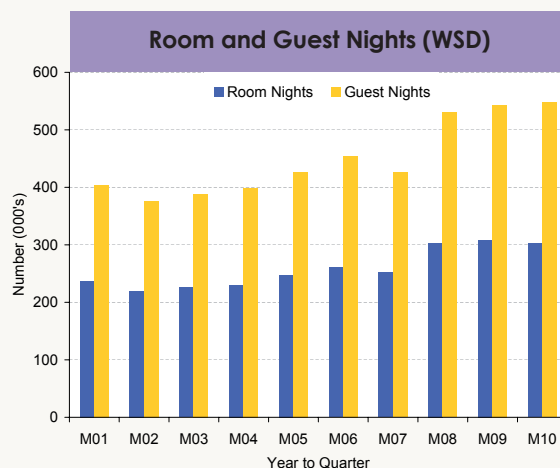
## Wollongong Statistical District

The tourist accommodation sector in the Wollongong Statistical District experienced minor change in the twelve months to March 2010:

- » Guest nights recorded a 0.8% increase to 547,319 nights, up from 543,077 in the year to March 2009.
- » Room nights fell to 302,236, a reduction of 6,581 nights (down 2.1%).

The quarterly figures revealed a slight fall in the WSD. Compared to the March 2009 quarter:

- » Room nights were down by a marginal 0.1% to 85,114.
- » Guest nights declined to 162,614 for the March 2010 quarter, down 1.3%.



Source: ABS Survey of Tourist Accommodation

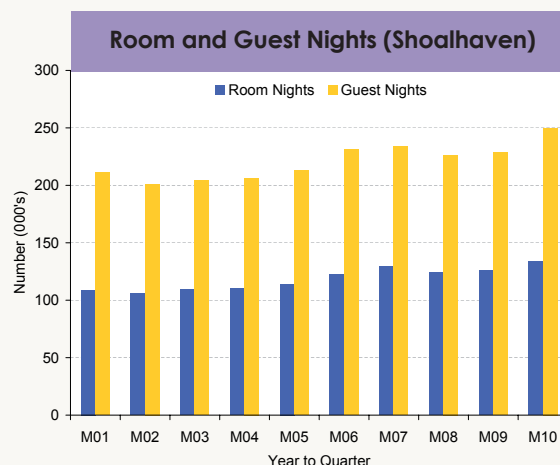
## Shoalhaven

Shoalhaven LGA's accommodation industry recorded positive results for the year to March 2010:

- » There were 133,917 room nights recorded, which is an increase of 6.2% from 126,127 in the year to March 2009.
- » Guest nights improved by 9.5% to 249,946, an increase of 21,602 nights.

When comparing the March 2009 quarter with the March 2010 quarter, the Shoalhaven experienced strong growth:

- » Room nights increased to 39,859, up 8.1%, with an additional 2,971 nights.
- » Guest nights grew from 69,135 to 76,725, a rise of 11.0%.



Source: ABS Survey of Tourist Accommodation

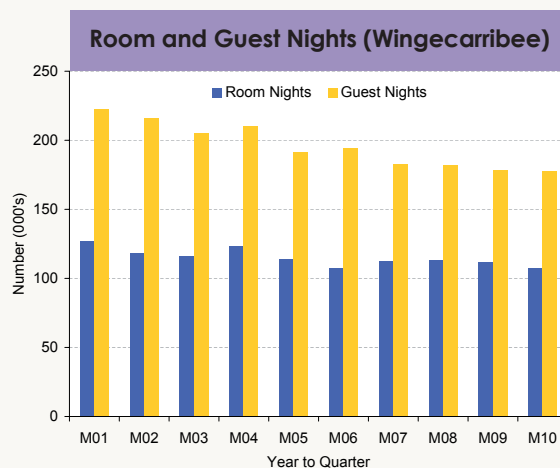
## Wingecarribee

The number of visitors staying in the Wingecarribee declined in the year to March 2010:

- » Room nights totalled 107,314, a decrease of 4.2% compared with the year to March 2009.
- » Guest nights were down 0.3% to 177,674.

However, the results from the March quarter showed improvement:

- » There was a slight 0.5% increase in room nights to 27,436, up from 27,302 nights.
- » Guest nights were up 5.2% when compared to the March 2009 quarter, reaching 45,553 nights.



Source: ABS Survey of Tourist Accommodation

# Investment



The following list represents the majority of large developments (\$1M and over) taking place in the region up to the date of publishing. Those developments that have been approved to be built are indicated by an 'A', a project which has been completed in the current quarter is indicated by a 'C' and those currently under construction or have had their construction certificates approved are indicated by a 'U/C'. (A full list of current and recently completed projects is available by contacting IRIS Research).

## Infrastructure and Public Utilities

Organisation	Development	Status	Value
South Eastern Sydney - Illawarra Area Health Service	Wollongong - Psychiatric emergency care unit	U/C	\$5.5M
	Shellharbour - Shellharbour Hospital Renal Unit for Dialysis	U/C	\$4.5M
	Shellharbour - Child and Adolescent Inpatient Unit	U/C	\$4.4M
NSW Public Works	South Nowra - South Coast Correctional Centre	U/C	\$122.0M
	Various - Schools science facility upgrades	U/C	\$11.7M
	Shellharbour - TAFE Child Studies & Childcare Centre	U/C	\$5.1M
	Wollongong - TAFE blocks refurbishment	U/C	\$3.9M
	Wollongong - Wollongong Performing Arts New Performance Venue	U/C	\$3.5M
	Bulli - High school gymnasium and basketball court	U/C	\$2.7M
The University Of Wollongong	Illawarra Health & Medical Research Institute - new building	C	\$30.0M
	GBS/Digital Media Unit	C	\$16.5M
	Hope Theatre Refurbishment	C	\$2.0M
	Building 40 Performance Space	U/C	\$2.0M
	SMART Infrastructure Building	U/C	\$40.0M
	P&DII Building	U/C	\$33.0M
	Enterprise 1 Building	U/C	\$31.3M
	Building 24	U/C	\$10.0M
	UniCentre Refurbishment	U/C	\$6.8M
Roads and Traffic Authority	Main Road 92 - Nowra to Nerriga	U/C	\$95.0M
	Kings Highway - Road Safety Improvements	U/C	\$26.0M
	Bulli - Improvements at Princes Highway/Lawrence Hargrave Drive Intersection	U/C	\$31.0M
	Picton Road - Road Safety Strategy	U/C	\$15.7M
Department of Housing	Unanderra - 14 x 1 br - pensioner housing	U/C	\$2.7M
	Warilla - 6 x 2 br - general housing	U/C	\$1.2M
	Primbee - 3 x 2 br and 2 x 3 br - general housing	U/C	\$1.4M
	Fairy Meadow - 16 x 1 br and 10 x 2 br - pensioner housing	U/C	\$6.1M
	Corrimal - 19 x 1 br and 14 x 2 br - pensioner housing	A	\$7.7M
	Wollongong - 28 x 1 br and 12 x 2 br - pensioner housing	A	\$9.4M

## Industrial and Commercial

Organisation/Area	Development	Status	Value
Shellharbour LGA	Oak Flats - Construction of a new Police Station for Lake Illawarra Local Area Command	U/C	\$10.6M
	Albion Park Rail - Demolition, construct Aldi store, 3 retail shops & 7 residential allotments	U/C	\$4.5M
	Shellharbour - Church and hall including facilities	U/C	\$4.0M
	Shellharbour City Centre - Additions to existing Aldi store and signage	A	\$1.1M
Shoalhaven LGA	Nowra - 98 suite hotel and associated facilities	U/C	\$16.5M
	Yerrilyong - Aircraft hangars, workshops, office building and car parking	U/C	\$2.8M
	Bomaderry - Fast food outlet, car parking and associated signage	A	\$3.3M
	Manyana - Supermarket, retail shops, professional suites and associated car parking	A	\$3.3M
	South Nowra - Redevelopment of Caltex Service Station	A	\$1.5M
Wollongong LGA	Port Kembla - Construction of Illawarra Cogenerational Power Plant	U/C	\$385.0M
	Helensburgh - Construction of Bowling Club, facilities and car parking	U/C	\$4.5M
	Wollongong - Town Hall Refurbishment for use as a place of public entertainment	U/C	\$4.3M
	Wollongong - 23 level mixed use building with commercial, residential and car parking	A	\$44.0M
	Wollongong - Redevelopment of North Beach Bathers Pavilion	A	\$8.9M
	Port Kembla - Construction of billet caster facility	A	\$8.8M
	Port Kembla - Construction of warehouse for storage of packed timber	A	\$3.0M
	Kembla Grange - Construction of asphalt batching plant and associated structures	A	\$2.7M
	Mangerton - Two storey extension to existing junior school	U/C	\$3.3M
Wingecarribee LGA	Mittagong - Water Reservoir	A	\$4.3M
	Robertson - Sewerage treatment plant	A	\$17.5M
	Sutton Forest - Refurbishment of hotel and motel units	A	\$10.0M

## Residential

Organisation/ Area	Development	Status	Value
Wollongong LGA	Woonona - Construction of 19 houses and 26 lot torrens title subdivision	U/C	\$4.5M
	Lake Heights - 109 lot subdivision	U/C	\$2.0M
	North Wollongong - Construction of 13 x 3 br, 8 x 2 br & 12 x 1 br units and parking	A	\$6.4M
	Unanderra - 'Coachwood Park' subdivision	U/C	\$4.4M
Kiama LGA	Kiama - Demolish motel & construction of 9 residential units & 2 serviced apartments	A	\$2.9M
	Kiama - Seniors living development - 52 villas, community facility and carparking	A	\$2.8M
Shellharbour LGA	Albion Park - 'Tullimbar Village' 1300 homes & 300 units, town centre & commercial	U/C	\$550.0M
	Albion Park South - 'Whistler's Run' 110 lots (Stage 1 construction complete)	U/C	\$25.0M
	Warilla - Demolition of 3 dwellings & construction of medium density develop. (6 x 2 villas)	U/C	\$1.2M
	Albion Park Rail - Construction of 8 single-storey self-contained dwellings	U/C	\$2.1M
	South Nowra - 'Peppermint Grove' 200 lot residential subdivision. Stage 3	U/C	\$26.0M
Shoalhaven LGA	Bomaderry - 13 units (9 single storey & 4 double storey)	U/C	\$1.3M
	Bawley Point - New rural dwelling	U/C	\$1.1M
	Sussex Inlet - 43 medium density units	A	\$3.4M
Wingecarribee LGA	Moss Vale - Aged Care Facility	C	\$28.0M
	Burradoo - Seniors Living 53 dwellings	U/C	\$13.0M



# About IRIS

## Profile Illawarra

Profile Illawarra is a quarterly economic review of the Illawarra region providing an up to date summary of economic performance and development in the region.

## Real Estate Report

A quarterly report on market activity in the Wollongong, Shellharbour, Kiama, Shoalhaven and Wingecarribee areas.

## Consumer Sentiment Monitor

A quarterly update of consumer sentiment and spending patterns in the Illawarra Region.

## Illawarra Business Survey

A quarterly report on performance and expectations of local business for the coming quarter. Analysis is presented by organisational size and industry.

## Statistical Guide to the Illawarra

Updated annually, this is an easy to use, pocket sized pamphlet that covers a wide variety of interesting data.



When we commenced operations in 1980, IRIS was Australia's first computer based information service. Since that time we have developed a number of sophisticated research techniques and services that permit us to provide the highest level of information quality and research to business, government and community organisations. Our diverse range of research capabilities and specialisations include:

### Capabilities

- » Computer aided telephone interviewing incorporating audio facilities
- » Web/online surveys
- » Household interviewing
- » Mall intercepts
- » Audits and observational studies including mystery shopping
- » Data mining
- » Statistical/multivariate analysis and modelling
- » Focus groups
- » Workshop facilitation

### Specialisations

- » Community usage and attitudes
- » Customer satisfaction
- » Advertising and brand tracking
- » Local government
- » Corporate image and identity studies
- » Finance and banking
- » Media
- » Business to business
- » Staff opinion surveys
- » Public opinion polling
- » Tourism
- » Health and medical
- » Service and program evaluation

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### Report Notes

The Profile Illawarra Report is produced quarterly by IRIS as an indicator of the regional economy. Information is based on data sourced from ABS publications, State Government, regional commercial and industrial establishments and from the IRIS database.

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