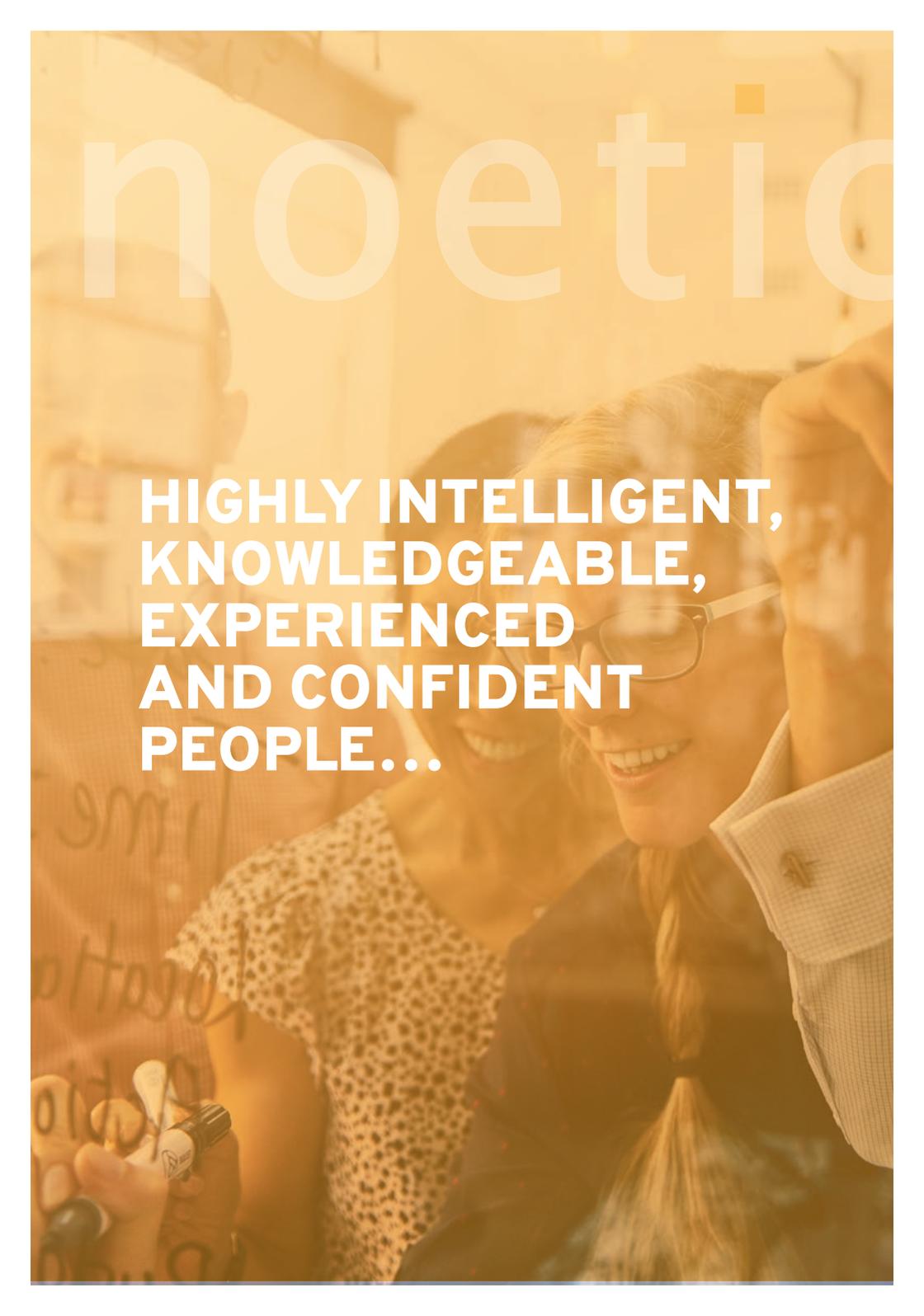


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# OUTCOME FOCUSED RESEARCH

AT NOETIC GROUP

IMPLEMENTING  
**SIGNATURE SOLUTIONS**  
for STRATEGY, RESEARCH & DESIGN

A group of people in a meeting, smiling and looking at a whiteboard with handwritten notes. The image has a warm, orange-toned overlay. The word "noetic" is written in large, white, lowercase letters across the top. Below it, the text "HIGHLY INTELLIGENT, KNOWLEDGEABLE, EXPERIENCED AND CONFIDENT PEOPLE..." is written in bold, white, uppercase letters.

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**HIGHLY INTELLIGENT,  
KNOWLEDGEABLE,  
EXPERIENCED  
AND CONFIDENT  
PEOPLE...**

Noetic is an Australian owned, international consultancy that provides professional services to the government; not-for-profit; national security and defence; emergency management; mining; and oil and gas sectors worldwide. We bring together great people to inject fresh ideas and provide drive and energy to deliver implementable solutions.

At Noetic we have over 15 years of experience in research support for both Commonwealth and state/territory government organisations. Our work includes program evaluations, developing strategic plans and contributing to significant research projects. All of our major research projects have involved stakeholder engagement and working with organisations to analyse internal and/or external data to develop applicable research instruments.

In delivering on these services, Noetic brings together a global network of expertise to ensure a comprehensive approach to projects with a staff of highly intelligent, knowledgeable, experienced and confident people, who have a proven capability for original thought. This allows Noetic to undertake highly complex projects that are often characterised by organisational and political sensitivities, and deliver high quality, implementable outcomes.

# THE NOETIC STORY

Noetic began in 2001, with a vision of growing a professional services firm to rival the established strategic advisory firms within the market. We sought to bring together great people who would inject fresh ideas and provide drive and energy to client assignments. We've since grown our head office in Canberra and have expanded operations with offices in Sydney, Brisbane and Washington D.C.

We offer our clients signature solutions by exploring the full extent of challenges they face and co-designing the appropriate actions, responses and changes needed for positive and implementable outcomes.

Noetic delivers a range of services pertinent to the industry sectors in which we work. Noetic's services are underpinned by strong, and in some cases, unique intellectual property that has been refined and documented through proven practical experience.

Capability areas include:

- + **research and development**
- + **strategy and planning**
- + **implementation**
- + **review and evaluation**
- + **capacity building**
- + **investment management**
- + **enterprise risk management**
- + **exercising and business simulation**

# RESEARCH INSTRUMENT DESIGN

Noetic supports its research and evaluation capability by designing fit-for-purpose research instruments, tailored to client needs through testing and piloting. We are experienced in the identification and engagement of stakeholders, and support greater collaboration and rapport-building.

We create research and survey instruments that provide organisations with quality, accurate and actionable information to make sound business and policy decisions.

Noetic's data analytics capability supports the classification, documentation, mapping and organisation of quantitative and qualitative data to enable effective data analysis.

Noetic has recent experience delivering research instrument design advice for the Defence Science & Technology Group; ACT Policing; Department of Home Affairs; the Department of Defence; and the ACT Justice & Community Safety Directorate.

## STAKEHOLDER ENGAGEMENT

Research needs are underpinned by effectively ascertaining the views, ideas and opinions of stakeholders and customers. We appreciate that our clients can have extensive reach into the Australian community through the services they provide. As a result, the individuals, customers and stakeholders involved in research projects can be from a variety of cultural, demographic, and socio-economic backgrounds. Using a diverse range of engagement techniques to meet the needs of a variety of individuals is critical for success.

Noetic can develop a Stakeholder Engagement Strategy which aligns stakeholder groups with the most efficient and cost effective mechanism of engagement, which may include one-on-one interviews; focus groups; workshops; and/or community consultation forums.

## DATA COLLECTION

Noetic has experience in the collection of quantitative and qualitative data. Noetic understands from experience that effective evaluations require sufficient quantitative data to ensure the evaluation is grounded in evidence, not anecdotes. Noetic sources its qualitative data from desktop research, document review, stakeholder engagement, site visits and online surveys. We tailor an Evaluation Plan that contains a Stakeholder Engagement Strategy outlining engagement with all major stakeholder cohorts. To ensure the data collected is valid and accurate, Noetic adheres to the principles of oversight; transparency; confidentiality; bias minimisation; identification of assumptions; and appropriate sample size.

Noetic has collected quantitative and qualitative data as part of a Youth Justice research project for the Department of Prime Minister and Cabinet, as well as desktop review, stakeholder consultation, data collation and development of options for the Tasmanian Department of Health and Human Services Custodial Youth Justice Options Paper.

## DATA ANALYSIS & MODELLING

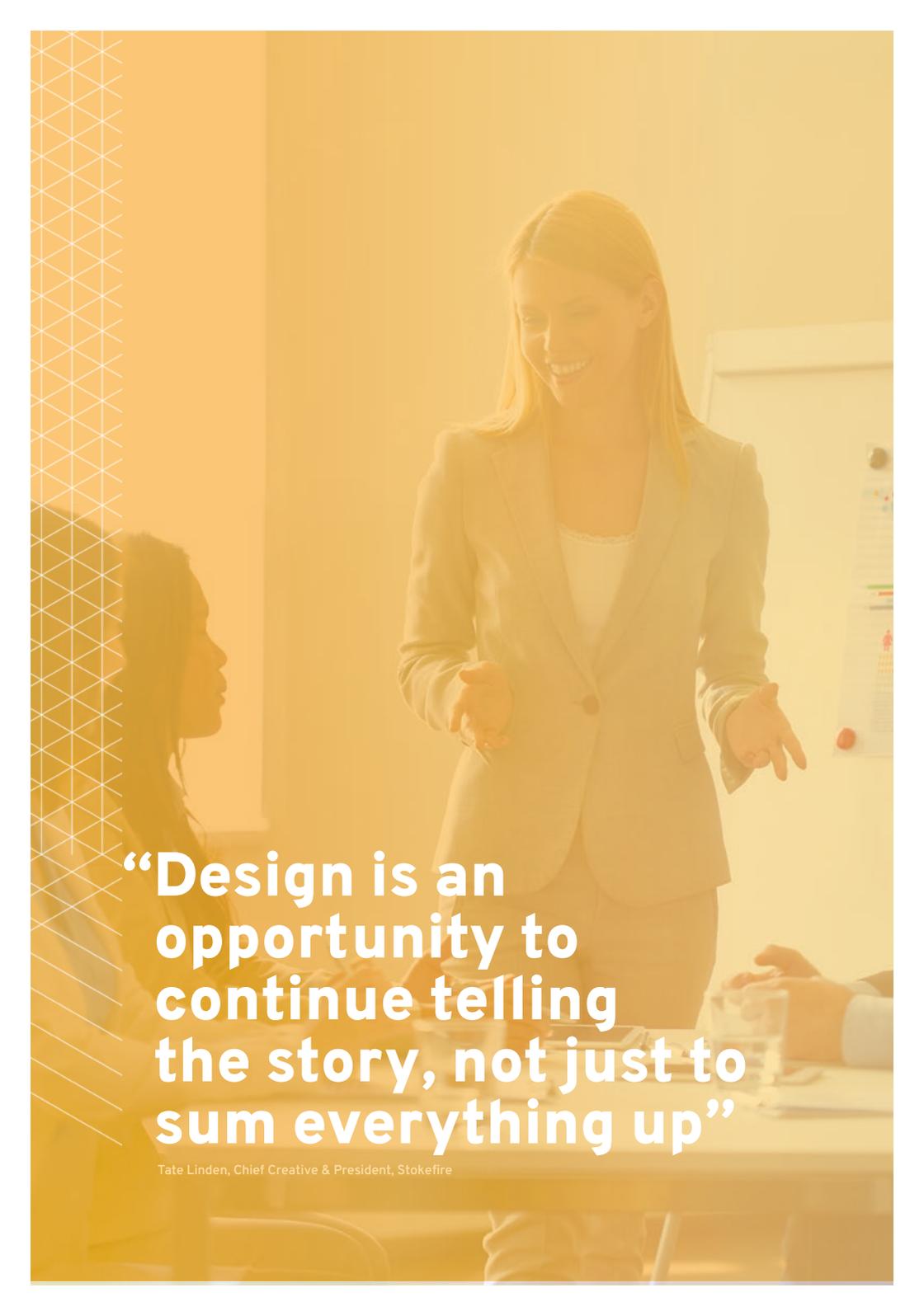
Noetic can offer skills in the classification, documentation, mapping and organisation of quantitative and qualitative data to enable effective data analysis. Noetic has a deep understanding of program logic and is skilled at developing and implementing program logic evaluations.

Noetic has conducted data analysis and modelling support for Anglicare South Australia as part of the Communities for Children Program submitted to the Australian Institute of Family Studies. We've also assisted with Debt Recovery Reporting, that included the development of an interactive scorecard for business intelligence for the Department of Human Services.



**“The price of light  
is less than the  
cost of darkness.”**

Arthur C. Nielsen, Market Researcher & Founder of ACNielsen



**“Design is an opportunity to continue telling the story, not just to sum everything up”**

Tate Linden, Chief Creative & President, Stokefire

# DATA VISUALISATION AND REPORT DESIGN

Noetic's service offerings are supported by our communications team, who can design and develop a range of visualisations. These include, but are not limited to: infographics, data visualisation, program logic, user mapping and workflows, strategic messaging and brand communications.

Noetic has developed visualisations for projects including the ACT Community Services Directorate Bimberi Youth Justice Centre Efficiency Review and the Second Review of the Lake Eyre Basin Intergovernmental Agreement.

## HUMAN CENTRED DESIGN

Noetic can help anchor your research focus primarily on the users of your service. We employ ethnographic techniques in undertaking research to fully understand the motivations of your stakeholders.

With this understanding, we can facilitate a collaborative approach so you can create solutions with your stakeholders instead of for them. Truly understanding the human perspective of stakeholders and staff allows us to work with our clients to add value and find tested solutions to real problems.

We follow a flexible process that always starts with developing empathy for end-users, building on this understanding with surveys; interviews; ethnographic research; desktop research; and workshops. Noetic works with its clients to define the problems that empathy research tell us needs to be addressed. We iteratively work on evaluating and refining our research until we arrive at our design goals.

# RESEARCH SKILLS DEVELOPMENT FOR GOVERNMENTAL STAFF

Noetic has been engaged by various Commonwealth departments to assist staff with researching complex processes, analysing materials and producing literature reviews. For most projects, part of this process has involved coaching departmental staff to support them with skill development. Noetic's expertise in capability development has been built over a range of high-profile and long-term projects. We have supported clients with intensive research on their investment/expenditure environments and have trained a number of departmental staff in program analysis. Where appropriate, we also provide 'how to' guides and training. Examples of this include Benefits Management Coaching for the Department of Industry, Innovation and Science, and Investment Management Capability Workshops for the NSW Department of Primary Industries.

**'A good teacher  
is one who makes  
himself progressively  
unnecessary.'**

THOMAS CARRUTHERS



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