

The logo for Data Analysis Australia features a stylized 'D' on the left and two 'A's on the right, all in a dark blue color. The letters are set against a background of horizontal lines, with small red squares interspersed. Below the logo, the words 'STATISTICS MATHEMATICS INFORMATION' are written in a red, sans-serif font, and 'NEWSLETTER' is written in a larger, bold, black, sans-serif font.

STATISTICS MATHEMATICS INFORMATION
NEWSLETTER

May 1999

Last year, Data Analysis Australia celebrated the end of its first decade. Now, to prepare for the next decade, Data Analysis Australia is expanding still more and moving to a new home. These changes will enable us to better serve our growing range of clients.

*Dr John Henstridge
Managing Director*



Data Analysis Australia Moves...

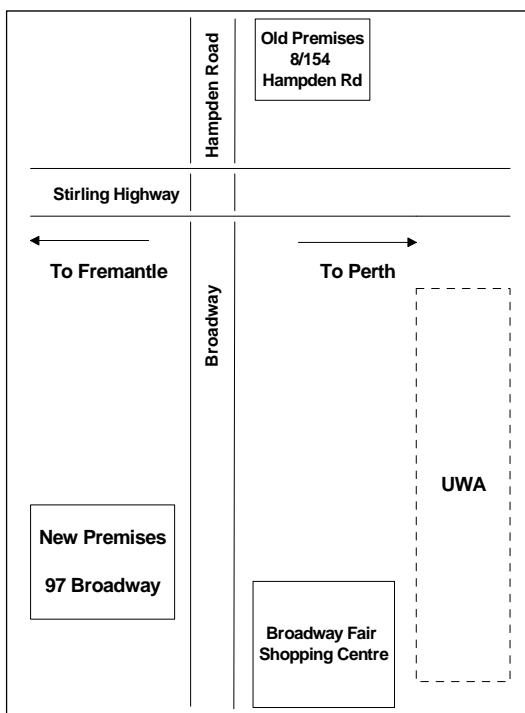
Data Analysis Australia has expanded and outgrown its existing premises. In order to satisfy the increasing demand for services, Data Analysis Australia will be moving to 97 Broadway in Nedlands on May 17 (see diagram on page 2 for directions). Designed by Julius Elisher, the building has become a Perth architectural landmark. The building is being refitted to reflect both the architect's original theme and Data Analysis Australia's particular requirements.

Moving... (cont)

Data Analysis Australia has now been able to employ more staff (for more information please see staff news on the back page), implement better facilities (in line with our policy of continually updating and increasing the capacity of our specialised computer systems) and maintain the same level of quality expected from our clients. The new building has the capacity to satisfy Data Analysis Australia's long term growth needs.

Data Analysis Australia is proud to be a part of the continual growth of the outsourcing industry in recent years. The need for services in statistics and mathematics in government and the private sector is continually increasing, leading to a corresponding increase in the size of Data Analysis Australia.

Data Analysis Australia has a strong association with other consulting companies, in order to provide clients with a full range of specialised services. Economic Research Associates, Economic Consulting Services and Helen Grzyb and Associates will also be moving to the new premises.



Data Analysis Australia would like to thank the following people involved in the move; Alan Holbrook (Alan Holbrook and Associates) the architect who is supervising the restoration of the building, and Toby Dominic (Distec) the builder.

Data Analysis Australia's telephone and fax numbers will remain the same, and staff can also be contacted on the same email addresses.

Statistics in Justice

The long relationship between Data Analysis Australia and the Ministry of Justice began in 1990, and has expanded to include many different areas of application.

Data Analysis Australia's core competences in the areas of statistics, mathematics, forecasting, and data management have been levered across the functional areas of Justice to provide practical and cost effective solutions.

Data Analysis Australia has been involved in areas such as Court Optimisation, Court Services, Offender Management, and Legislation, using tools such as surveys, mapping skills, and statistical and data management advice.

A more specific example of recent work with the Ministry of Justice is the review of the Fines Enforcement System. The aim of the project was to review the system as a whole, incorporating qualitative and quantitative factors, and measure the efficiency and the effectiveness of the system.

To do this, Data Analysis Australia used a combination of data extraction (from current data provided by the Ministry), and interviews with the judiciary and other key stakeholders. Ernst and Young also participated in this project.

Using qualitative and quantitative information sources in conjunction, Data Analysis Australia was able to review the strengths and weaknesses of the system, and subsequently make recommendations to the Ministry of Justice.

There have been other notable projects for the Ministry of Justice, for example developing a sentencing information system to assist the Judiciary.

Data Analysis Australia worked in conjunction with ESS Consulting (Information Technology Consulting) on this project.

Data Analysis Australia's expertise in surveying is being used in current projects for the Ministry of Justice, for example Data Analysis Australia is conducting a Courts Satisfaction survey in conjunction with David Hides Consulting Group.

Data Analysis Australia's is also forecasting of demand for the Supreme and District Courts of Western Australia.

For more information on Data Analysis Australia, please contact [Dr. John Henstridge](#).

Web Surveys

The fastest growing area in business today is the integration of business activities and the Internet, and with the increasing globalisation of business, organisations in today's marketing environment that want to be competitive must be familiar with the Internet.

The concept of Web surveys is becoming more important to organisations in order to benefit from the 'information superhighway'. An integral part of making the Internet work for you is the collection and use of information.

One of the most innovative ways to collect information on customers is by a Web Survey. Not only can they provide the organisation some feedback on the Web Site, but they can be used to gain customer's views on the organisation itself.

Web surveys can also give organisations information on who the customer is. The most effective Web Surveys integrate the newest technology on the Internet with marketing research expertise to provide the most useful information to the company.

Data Analysis Australia has combined its experience in surveys with expertise in Internet and Unix systems development to develop a set of tools that make it particularly easy to incorporate surveys into web sites.

This includes the ability to transmit survey information to independent third parties (using HTTP protocols for confidentiality and security), and on-line monitoring of responses.

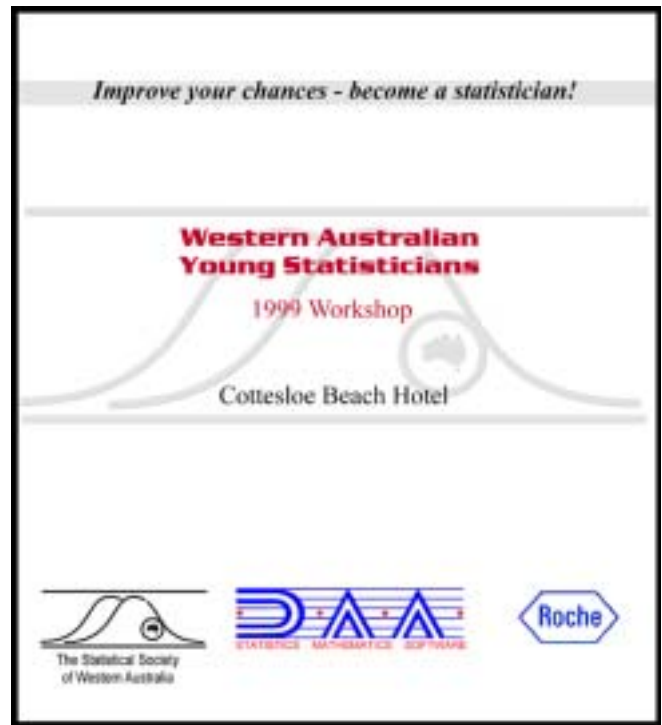
About the Coastal Data Centre

The latest Web Survey that Data Analysis Australia designed was for the Coastal Management Branch of the Department of Transport. The client wanted a web survey that would obtain customer feedback on the website, as well as information that could be used to determine their main customer base.

There were two surveys of interest in this area. One was a survey that was located on the CDC (Coastal Data Centre) website, and the other was a location e-mailed out to customers from Data Analysis Australia of a survey that was located on the Data Analysis Australia website.

The Coastal Management Branch's new website (including developments such as the Webcam) and the new online surveys, can be viewed at <http://www.coastaldata.transport.wa.gov.au/>

Youngstats



Data Analysis Australia was the major sponsor for the second WA Young Statisticians Workshop held on 19th February at the Cottesloe Beach Hotel. The workshop attracted 45 young statisticians, in fact equal to the national equivalent!

The workshop demonstrated the commitment of Data Analysis Australia to promoting statistics and mathematics in the community and supporting professional development, particularly for younger people.

The keynote speaker was Dr Mervyn Thomas, Science and Industry Manager for the CSIRO. Speakers came from a wide variety of backgrounds in order to show participants the broad application of mathematical and statistical skill.

Speakers from organisations such as the Police Service, Australian Bureau of Statistics, Bankwest, Western Power, and the Ministry of Justice also spoke at the Workshop.

Data Analysis Australia put forward two speakers, the managing director, Dr John Henstridge, and consulting statistician, Jodie Thompson.

The day proved to be interesting and constructive for all involved. Many thanks to sponsors and the organising committee (Jodie Thompson, Narelle Mullan and Wesley Soet) for all the work put in.

How to?... Send Data

Data Analysis Australia is capable of receiving data in a wide range of formats, including floppy disk, CD-ROM, via email or the Internet, or by tape.

Most frequently, data is received by floppy disk, although CDs are particularly effective for larger volumes (they can hold up to 650Mb of information). Clients should check tape types carefully, as there are many physical and logical formats. Data Analysis Australia primarily uses industry standard DDS tapes, holding up to 24Gb of information.

The Internet can transfer data as attachments to email. Many systems set a size limit - typically about 1Mb. As Data Analysis Australia has its own Internet server, data is sent straight through to a secure and confidential environment. Encryption such as PGP can add an extra level of security.

Certain formats are more reliable than others. Data Analysis Australia recommends the .DBF format, or for convenience to clients, an .XLS format. When in doubt, clients should use the ASCII "flat file" format. This is simple text, but can be read by almost any program.

Data Analysis Australia has a document describing formats readable by our equipment. If interested, please contact Carole for a copy.

Staff News

Bon Voyage to Selena Boddington, travelling to France. Data Analysis Australia would like to wish Selena all the best for the future.

Staff News

Data Analysis Australia would like to welcome several new members of staff

Donna Hill joins Data Analysis Australia as a consultant statistician. Donna is a recent graduate of Edith Cowan in a Bachelor of Science (Hons), majoring in Mathematics. Donna was the recipient of the prestigious University Medal, awarded to the University's top student. Donna is interested in geostatistics.

Raelene Roydhouse also joins Data Analysis Australia as a consultant statistician. Raelene is completing her Masters degree in Science (Mathematics and Planning) at Edith Cowan University. Raelene's interests are in the areas of Health and Statistics.

Ketan Shah is the new IT Administrator at Data Analysis Australia. Ketan graduated from Oklahoma City University in the USA with a Bachelor of Science (Hons) majoring in engineering design. Ketan has had a number of years' experience running computer networks in Kenya.

Data Analysis Australia is pleased to welcome **Terri Burgess**. Terri joins us as Administrative Assistant. Terri's main duties are in reception, and in utilising her word processing and database skills to assist in projects. Terri also uses her administrative expertise to ensure the smooth running of the office.



Data Analysis Australia Pty Ltd provides a complete service in the fields of statistics and mathematics - consulting, research, software development and the provision of data. We serve clients from all sectors of industry and government.

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