

This newsletter is the first appearance of the new Data Analysis Australia corporate image. We don't see this as being a change in the company, but rather a stronger affirmation of the technical expertise and customer focus that have characterised Data Analysis Australia to now.

*Dr John Henstridge
Managing Director*

New Corporate Image

Fourteen years ago, Data Analysis Australia was established as a consulting company with an emphasis on quality, technical competence and client service. While Data Analysis Australia has grown over the years, this philosophy is still relevant and has been enhanced by our recognition of the 'human face' of the company.

The corporate image of Data Analysis Australia (below) has been with the company since its inception in 1988. While it captures the technical attributes for which the company is known, we felt it was important to convey the spirit of the organisation and the business we are in. People often ask 'who are we?' and 'what do we do?'.

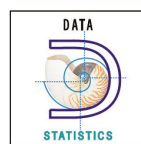


A process of looking at how we view ourselves, and how our clients perceive us, was undertaken. Flametree House, graphic designers, assisted us in translating the result into a new concept, communicating our work in a highly visual way. We believe the result is a new image that truly represents the company.

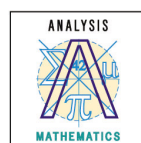
About the new image

The phrase 'Strategic Information Consultants' can now be found on our stationery. This recognises how we assist clients to make informed decisions and construct practical strategies using a combination of technical knowledge and practical experience.

What is the meaning behind the symbols on the logo?



The nautilus shell in the 'D' represents the complex structure found in the real world. This is marked out by the blue mathematical spiral, known as the 'Archimedean' spiral. It represents the power of statistics to translate complexity in the real world to manageable information or simple solutions.



The Greek symbols in the first 'A' reflect the primary tools of our trade, namely mathematics, statistics and logic that are used to investigate patterns in data that underlie many problems. The '42' shows the emphasis Data Analysis Australia places on quantitative answers to a wide range of problems.



The Southern Cross in the second 'A' represents our strong identification with Australia. The compass rose symbolises the direction and the strategic nature of information we give to clients. This directional symbol is particularly appropriate given our expertise in Geographic Information Systems and Mapping.

The new image will become synonymous with the attributes that Data Analysis Australia is known for - quality of service, technical competence, and providing direction or strategic information.

Christmas Island Forecasting

Christmas Island is an Australian Territory located northwest of Western Australia and administered by the Commonwealth Government. The Island has an unusual mix of visitors attracted to a rich marine life and an unusual ecosystem. There is an additional seasonal demand from tourists to see the annual red crab migration.

Recently, the island attracted intense media attention as asylum seekers became a point of public concern. The presence of the asylum seekers has stimulated the Christmas Island economy, with guards being located on the island. The other important event currently for the island is the proposal to construct a space centre by Asia Pacific Space Centre (APSC), which will involve six to eight satellite launches per year and the refurbishment of the Casino to provide accommodation for visitors.

Westralia Airports Corporation has the contract to manage and develop the Christmas Island airport. The airport is unique, as it is regarded as an international airport for all passengers, including Australians, and has restrictions associated with this. (Another feature is the location of the airport - on top of a hill - a challenging runway for pilots.)

Data Analysis Australia and Dr Paul McLeod of Economic Research Associates prepared the previous forecasts of passenger numbers on the island in 1995. Westralia Airports Corporation required an investigation of how major events on the island since the previous forecasts would affect passenger numbers in the Airport Master Plan.



(cont.)

The radical changes in the island economy required an assessment of the impact on the airport, and an update of the model incorporating new statistical and qualitative information.

The model was able to incorporate the unique mix of features on the island that attract different types of visitors. The model then was used to forecast the numbers of aircraft for the next twenty years for the airport master plan.

A Case Study on this project is available at <http://www.daa.com.au/case>. For more information, please contact **Rebecca Gordon**.

Perth and Regions Travel Survey (PARTS) Update

The PARTS pilot survey has commenced and will continue until late July. The goal of the pilot is to test the questionnaires and processes for running the survey that are now in place, and ensure that the main survey will be run to the high standards set by the Department for Planning and Infrastructure and Data Analysis Australia.

Craig Fillingham has joined Data Analysis Australia as the fieldwork supervisor for the PARTS survey. Craig has the responsibility of overseeing the implementation of the survey and reporting to our survey manager **Donna Hill**. Craig has previously worked on supervising large teams for complex surveys, and is a welcome addition to the team. Fieldwork staff have also been hired as part of the survey team.

The Data Analysis Australia website has more information on PARTS (in several different languages!). For more information, go to <http://www.daa.com.au/parts>.

Classic Quote

Starting Windows 95...

Windows cannot determine what configuration your computer is in. Select one of the following:

1. Connected to Network.
2. Not connected to Network.
3. None of the above.

Display on starting IBM notepad computer

Company News

Data Analysis Australia has a new consulting assistant, **Meaghan O' Loughlin**. Meaghan recently moved to Western Australia from Victoria and previously worked for Qantas..... **Rebecca Gordon** is studying a Masters of Business Administration at UWA with Data Analysis Australia's support..... **James Henstridge** was an invited speaker at the recent Gnome Users and Developers European Conference (GUADEC) in Seville, Spain.

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