



STRATEGIC
INFORMATION
CONSULTANTS

NEWSLETTER

September 2003

Any successful business relies upon a combination of the right staff, the right ideas and appreciative customers. Looking back over the past fifteen years I feel that Data Analysis Australia has been fortunate in all three respects. In founding the company I hoped to create something that would last, and I look forward with confidence to the next fifteen years.

*Dr John Henstridge
Managing Director*

15 Years of Statistical Excellence

Over 80% of new businesses fail within the first two years and of those that survive, another 50% will not survive for another three years. In defiance of these odds, Data Analysis Australia is celebrating its 15th birthday.

Founded in September 1988 as a consultancy to provide statistical and mathematical services on a commercial basis, Data Analysis Australia initially consisted of the founder, Dr John Henstridge, working as a one-man operation. The vision was to develop a company that would provide good quality statistical work in a commercially viable consultancy, with the depth and size to provide a comprehensive service to a wide range of clients.

The vision remains the same and, in particular, the last five years has seen the company move into a new phase in its growth. We now number ten consulting Statisticians and three additional consultants working in the areas of Business Analysis and Information Technology. We also have a significant support team with one consulting assistant, two administration staff and a number of casual staff employed to assist with large-scale survey work.

What have been some of our major accomplishments over the last 15 years? We have used statistics to measure the real effectiveness of advertising campaigns and to measure the impact that random breath testing has on the rates of crime and accidents. We have modelled the components of water usage in preparation for the introduction of water restrictions. Our growth has enabled us to conduct large-scale projects such as the \$1.4million Perth and Regions Travel Survey for the Department for Planning and Infrastructure.



We are repeatedly called upon to provide advice when organisations are making decisions of high monetary and strategic value. And, as our team of consultants grows, so does the variety of work we can do.

Data Analysis Australia is recognised in the statistical community as being a commercial success story. We have succeeded in bringing statistics out from under the umbrella of academia and have been instrumental in the growth of statistics as a business tool. At Data Analysis Australia we firmly believe that statistics is a tool that can be applied in many ways in many different areas and we are constantly striving to expand our areas of expertise.

What do the next 15 years hold for us? We will continue to grow, taking on larger and more challenging projects as our depth of talent increases. Our long-term goal is to be the premiere statistical and mathematical consulting firm in Australia and we are well on our way to achieving that.

Generating Statisticians

Australia is not producing enough statistical and mathematical graduates to meet the demands for these professional skills. As the largest employer of statisticians in Western Australia and among the largest employers of applied statisticians in Australia, Data Analysis Australia is doing quite a bit to address this concern, and our efforts date back to the early days of the company.

“... the next generation of great minds will strive to become statisticians!”

Being located in the most isolated capital city in the world, Data Analysis Australia is consciously focused on supporting and developing the local statistical community. Perhaps the most successful local venture has been the Workshop for Western Australian Young Statisticians (sponsored by Data Analysis Australia since its inception), which aims to inform undergraduates about how wonderful statistical careers are and provides a networking opportunity for young statisticians. These activities raise awareness of statistics as a profession by providing work experience and practical opportunities for budding statisticians.

While our efforts seem small on the scale of the problems facing Australia, we believe that these initiatives are gradually changing perceptions that people have of the profession of statistics, and that the next generation of great minds will strive to become statisticians!

For more information on our activities to promote the development of statistics as a career, log on to

<http://www.daa.com.au/newsletters>



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Company News

Donna Hill has been promoted to Senior Consultant Statistician. Donna joined the firm in April 1999 and has made significant contributions to the development of the company.

Laura Firth and **Chris Milne** received accreditation as Graduate Statisticians (GStat) from the Statistical Society of Australia. GStat accreditation is awarded to recently graduated statisticians to provide professional recognition of their qualifications. Laura and Chris were also the invited speakers at the May 2003 meeting of the Statistical Society of Australia (WA Branch) with a record attendance hearing these young statisticians discuss their honours research.

James Henstridge was an invited speaker at the Gnome User and Developer European Conference in Dublin, Ireland.

We welcome **April Rutkay** and **Sarah Barnes** to the Perth Consulting team. April has recently graduated from UWA with an honours degree in Applied Statistics and is interested in genetics and socio-economic trends. Sarah has qualifications in both statistics and business and has experience in applying these in government and private enterprise.

The UWA postgraduate team of which **Rebecca Gordon** was a member recently won the Western Australian final of the Boston Consulting Group Strategy competition. We wish them luck in competing in the National Final in Sydney in October.

John Henstridge has had the title of Adjunct Professor within the school of Mathematics and Statistics at UWA conferred upon him. This is in recognition of John's contributions to the work of the university over many years.

Classic Quote

“It is proven that the celebration of birthdays is healthy. Statistics show that those people who celebrate the most birthdays become the oldest.”

S. den Hartog, Ph D. Thesis University of Groningen.

