Market research for industry engagement

Market Research Resources

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Market Research Resources

1. Accessing market research resources
2. Researching organisations
3. Researching sectors and industries
4. Environment analysis (PESTLE)
5. Industry news and current awareness
Part 1:
Accessing market research resources
A ‘subject research guide’ showcases the library’s specialised resources for different areas of study.

You will find the guides on our website library.unimelb.edu.au
The range of business and economics guides will support you through your studies. Today we will focus on the ‘Company, Industry, & Country Information’ guide.
Specialised databases can be found in the library’s ‘Company, Industry, & Country Information’ guide. There are databases to support each level of analysis.

Levels of analysis
Part 2: Researching organisations
The availability of company information

The information available on an organisation varies dramatically.
Organisational research – Australia

- Industry report → Major Companies
- Limited selection of competitors – mostly major industry players
- Access
Organisational research – Australia

- All ASX publicly listed companies
- Search Tool → Advanced Search
  - Search By Sector → Industry Group → Industry
- Access
Organisational research – Australia

- Top 50,000 private and public companies
- Advanced Search → Industries → Industry Search
- Access
Organisational research – Global

- 120 million business records from across the world
- Search Builder – search by sector and region
- Access
Organisational research – Global

- 360+ million companies across the globe
- Search Builder – search by sector and region
- Access
Government departments & agencies

Australian Government Directory
- **List of departments and agencies** – quick access to Australian Government department and agency homepages
- **Government by portfolio** – provides a comprehensive overview of the Australian Government portfolios and their ministers, departments, agencies and websites
- **Annual reports** – find annual reports for Australian Government departments and a number of major agencies

Victorian Government Directory
- **List of departments and bodies** – quick access to the homepages of Victorian Government departments and other bodies
- **DPC portfolios, entities and agencies** – Find out which portfolios, agencies and entities are supported administratively by Department of Premier and Cabinet
Not-for-profit organisations

PRObono Australia

- A for-profit business providing resources and news on charities, not for profits, impact investing, philanthropy, volunteering, corporate social responsibility, and social enterprise
- Search charities and not-for-profits – search the PRObono not-for-profit register by keyword, charity cause or location

Australian Charities and Not-for-profits Commission

- Is the regulatory authority for charities and not-for-profit organisations within Australia
- Search for a charity – search the ACNC not-for-profit register by keyword, charity cause or location
Arts and cultural organisations – Australia

**ArtsHub**

- **ArtsHub** is Australia's leading independent online resource dedicated to the world of the arts.
- Search the ArtsHub register by keyword, industry sub-sector or location.

**Office for the Arts**

- **Register of Cultural Organisations** lists organisations which can receive tax deductible donations.
- This helps cultural organisations to attract funding from businesses and individuals.

**Australian Council for the Arts**

- **Four-Year Funding program** is a program through which the Australia Council provides multi-year core program funding to leading small to medium companies.
- These companies are recognised for their national leadership in artistic excellence and the critical role they play in the Australian arts landscape.
Part 3: Researching sectors and industries
Industry Research – Australia

500 Australian industry reports

Reports are 30 to 40 pages and contain key statistics and analysis on:
- Market characteristics
- Operating conditions
- Current and forecast performance
- Major industry participants and more

250 Australian specialized industry reports
- Small or new industries

Access
Owned by Fitch – one of the Big 3 credit ratings agencies

22 industry sectors across 100 countries
- Market overview and key analyst views
- SWOT analysis
- Economic analysis
- Competitive landscape
- 5-10 year forecasts

Access
Industry Research – Global

- 19 core industry sectors globally
- 22 Global industry sectors across 100 countries
  - Market overview
  - Market value
  - Market segmentation
  - Market outlook
  - Five forces analysis
  - Access
Not-for-profit sector

- **Australian Charities and Not-for-profits Commission (ACNC)**
  - **Australian Charities Report** – contains the annual analysis of the charity sector
  - It documents the contribution of Australian charities to the Australian economy and communities both at home and abroad
  - These reports builds on analysis from previous years and is based on the most current available Australian charity data
Part 4: Environment analysis (PESTLE)
Environmental Analysis (PESTLE)

- **PESTLE reports** – for the world’s top 110 economies
  - Political landscape
  - Economic landscape
  - Social landscape
  - Technological landscape
  - Legal landscape
  - Environmental landscape
  - Access

- **Covers 200 economies globally**
  - Risk summary
  - Economy
    - SWOT
    - Analysis
    - Growth Outlook
    - Political risk analysis
  - Access
Part 5: Industry news and current awareness
Industry News and Current Awareness – Global

- has continuously updated global news content
- from 35,000+ newspapers, magazines, journals, Dow Jones, Reuters, blogs, and websites
- in more than 200 countries
  - The library has 10 licenses available at any one time
  - so you may have to wait a short period to gain entry into the database
- Access
Industry News and Current Awareness – Global

Business Source Complete

- **Subject Area**
  - Business & Economics

- **Content coverage**
  - 1,200+ active, full-text, peer-reviewed journals
  - 2,000+ active full-text journals and magazines

- **Discipline coverage**
  - Business, including marketing, management, accounting, banking, finance, economics and more

- **Personal account**
  - Setup a personal account and search alerts

- **Access**
Industry News and Current Awareness – Global

- **Subject Area**
  - Multidisciplinary

- **Content coverage**
  - 16,000+ full-text, peer-reviewed journals
  - 4,400+ full-text journals and magazines
  - 2,400+ newspapers
  - 2,000+ magazines

- **Discipline coverage**
  - Multidisciplinary

- **Personal account**
  - Setup a personal account and search alerts

- **Access**
Academic perspectives on the news

THE CONVERSATION

Independent and authoritative news written by academic researchers. Sign up to their excellent daily e-newsletter.