



# ABOUT US

Focus People was established in 2004 by Sarah Heath.

Our database has been growing rapidly for the past 20 years and we now have a large database, Australia-wide with respondents ranging from 10 to 90 years of age.

Focus People is one of Australia's largest market research recruitment agencies, with a large team of in-house recruiters finding respondents who are on-spec for every project.

We are open 7 days a week and open late on business days.

We also recruit respondents from client supplied customer lists and have experienced staff who specialise in cold-calling and finding people on social media platforms.

Our experienced Account Managers can guide you step-by-step through the recruitment process to ensure we recruit the highest quality respondents for your research project.

# RECRUITMENT SERVICES

We aim to recruit high-quality, on-spec participants for:

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|---|--|
| <ul style="list-style-type: none"><li>• Depth interviews</li><li>• Focus groups</li><li>• Product trials and taste testing</li><li>• Accompanied shops</li><li>• B2B research</li></ul> | <ul style="list-style-type: none"><li>• Children's groups</li><li>• Customer experience/user testing</li><li>• Online surveys, forums and bulletin boards</li><li>• Large car clinics</li><li>• Client-list projects</li></ul> |
|---|--|

We recruit Australia-wide: Metro, Regional and Rural Areas

# DATABASE PROFILING

When respondents register with us they are asked to fill in the information below.

We can search these segments which makes it much easier to find the right respondents for your projects.

## DEMOGRAPHICS

- Age, Gender, Nationality, Languages spoken & Country of birth
- Level of Nationality
- Household Income
- Marital Status

## HOUSEHOLD INFORMATION

- Home address
- Household composition
- Number of children in household, if any.
- Age & Gender of each child

## FINANCE

- Main bank, Credit cards & Superannuation account
- Household income
- Government benefits
- Renting / mortgage

## MEDICAL

- Medical conditions
- Health insurance
- Smoker
- Non-smoker

## EMPLOYMENT INFORMATION

- Employment status, Job title & Company address
- Number of employees, Annual revenue, Industry & Employer
- Spouse employment status & Occupation

## BUSINESS OWNERS

- Number of staff & Annual turnover
- Business internet supplier
- Business travel
- Business main bank

## TECHNOLOGY

- Mobile phone provider
- Mobile phone plan
- Home internet
- Social media preferences

## TRANSPORT

- Car owners & Licensed type
- Car Insurance, Car company & Car club member
- Public transport
- Motorcycle

# OTHER SERVICES

- Venue bookings
- Screener preparation
- Handling and payment of respondent incentives
- Referral to freelance researchers
- Supplying staff to assist with large projects
- Arrangement of translators and transcribers
- Project management for international projects
- Quick turnaround projects - we bring in extra staff for urgent projects

# WHY CHOOSE US?

- ✓ Australia-wide recruitment
- ✓ In-house recruitment team
- ✓ Night admin to facilitate communication between venues, researchers, and participants
- ✓ Experienced Account Managers
- ✓ Same day, fast turnaround quotes
- ✓ Live spreadsheet to see bookings in real time
- ✓ Large team to cope with fast turnaround projects
- ✓ Open until 8pm for recruiting
- ✓ In-house social media team for recruiting through various platforms
- ✓ Thorough confirmation process to ensure high attendance
- ✓ We recruit 7 days a week
- ✓ A full time staff member updates and improves our database daily

# OUR MISSION STATEMENT

All staff in our office adhere to our company mission statement.

All of our team are working towards the same goal of recruiting on-spec respondents for your projects.



## FOLLOW-UP

Fortune is in the follow-up. We ensure we follow up on all quotes we send out, showing our clients that we care and want to work with them in the future to build lasting relationships.

We also take our confirmation process seriously, following up with each respondent to ensure they take part in the projects they are booked into and if anyone cancels we work hard to replace them where possible.



## OWNERSHIP

Our team all takes ownership of their work and responsibilities, ensuring that we deliver results and exceed expectations. We hold ourselves accountable for the success of every project and strive for excellence. We take any feedback we receive being positive or negative and make changes necessary to deliver a better service to our team, clients, suppliers or respondents.



## COLLABORATION

Collaboration and working together to achieve common goals. Teamwork is important in our work place as well as a high level of communication and stepping in to support each other in order to fully recruit a client's project.



## USE YOUR RESOURCES

Use your resources to make things happen. At Focus People we don't just rely on our database to fill projects. We go beyond our database to recruit those more difficult projects. We provide a can-do, optimistic, proactive approach to ensure our client's projects are successfully recruited.



## SYSTEMS, STRATEGIES AND SOLUTIONS

Within our supportive team, we utilise our systems to outline a plan and implement strategies to come up with solutions. We take the initiative to ensure we understand the needs of our clients and deliver a positive outcome. Developing systems for our process and procedures is very important to us, ensuring that all staff follow the correct way of doing things.



# RESPONDENT INCENTIVE GUIDELINES

## Online Project Incentives

GENERAL CONSUMERS	BUSINESS REpondENTS
1 hour \$70	1 hour \$120
1.5 hours \$100	1.5 hours \$150
2 hours \$125	2 hours \$175

## In-Person Project Incentives

GENERAL CONSUMERS	BUSINESS REpondENTS
1 hour \$80	1 hour \$130
1.5 hours \$120	1.5 hours \$170
2 hours \$150	2 hours \$200

The prices above are a rough guideline. It depends on the type of people you want us to recruit, especially with business respondents. You may need to increase the incentives if you want to recruit a CEO or a Senior Business person.

Please add \$20 to each of the incentive guidelines if your project is scheduled on a Public Holidays or during Christmas period.

# OUR ACCOUNT MANAGEMENT TEAM

Our experienced team of Account Managers are well practised in managing client needs across a vast array of research topics and are able to draw on knowledge from previous projects. We work in partnership with our clients to develop screeners and ensure recruitment runs as smoothly as possible while maintaining our standard of high-quality recruitment of on-spec respondents.



**Sarah Heath**  
Managing Director  
sarah.heath@focuspeople.com.au  
(03) 9599-4242



**Pauline Kinnaird**  
Quoting Manager  
quotes@focuspeople.com.au  
(03) 9599-4275



**Megan Aparo**  
Office Manager  
megan.aparo@focuspeople.com.au  
(03) 9599-4200



**Laura Duggan**  
Project Manager  
laura.duggan@focuspeople.com.au  
(03) 9599-4260



**Sandra Perez**  
Project Manager  
sandra.perez@focuspeople.com.au  
(03) 9599-4218

# OUR CLIENTS

A selection of our loyal and long-term clients





# CLIENT TESTIMONIALS



“The recruitment has been outstanding so far (even by your high standards). Really looking forward to next week's groups.”

*Simon Welsh, Redbridge Group*

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“Thanks for an amazing effort from you and the team to get these fully recruited in such a short amount of time, we really appreciate it!”

*Laura De Laine, House of Brand*

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“We've been using FP a lot more for our recruitment as your team deliver great respondents, on spec and on time. The team are great to work with and I'm always grateful to have flexible and reliable like Focus People.”

*Matthew Jorgenson, Human8*

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"Excellent mix of people. Great to have such diversity of participants and exactly the right audiences.“

*Kate Whelan, 89degrees*

# QUALITY ASSURANCE

All of our staff are trained and adhere to the:



All of our staff are trained on the  
Australian Privacy Principles 2014 Guidelines  
to which we strictly comply to protect the respondents in our database.

## CONNECT WITH US



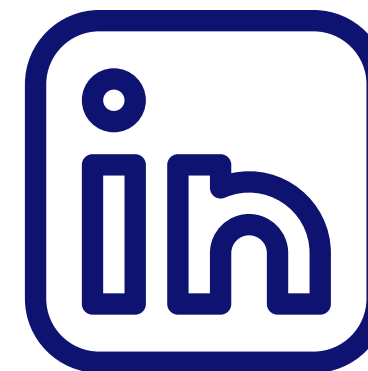
WEBSITE



FACEBOOK PAGE



INSTAGRAM



LINKEDIN

Click on the icon to visit the pages



## CONTACT US

ABN: 971 4307 3390



Suite 2, 349-351 Bluff Road, Hampton VIC 3188



Ph: (03) 9599 4200



[quotes@focuspeople.com.au](mailto:quotes@focuspeople.com.au)

## Office Hours

**Monday - Thursday**

9:00 am to 8:00 pm

**Friday**

9:00 am to 5:00 pm

**Saturday**

Hours vary

**Sunday**

Hours vary