



APR Services:

Social Research

This is one of a series of APR information sheets available for download.

For more information about the range of APR Consultants services, please visit our website.

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Specialist Area: Social Monitoring

Social monitoring has emerged as a specialist discipline, particularly amongst New Zealand central and local government sectors. APR personnel have considerable experience in developing and implementing social monitoring programmes covering the full spectrum of health, safety, housing, employment and other components of social well-being. Such programmes are typically developed in close collaboration with the client and involve elements of key stakeholder engagement.

APR Consultants has developed a customised approach to social monitoring that:

- Ensures a robust process for selecting social indicators, to ensure they are 'SMART'.
- Incorporates readily available secondary data.
- Compiles data into a single spreadsheet that the client or contractor can update on a regular basis.
- Includes circles of well-being showing historical trends and identifying priority community needs.

In addition to the core social monitoring programme above, APR Consultants can offer:

- Facilitation of community stakeholder meetings to identify 'SMART' indicators.
- Monitoring and Reporting Plans including data calendars and social monitor questionnaires.
- Community surveys to fill information gaps. (Note: APR Consultants has an in-house market research team that can cater to most requirements).

A selection of past projects includes:

- Napier Social Monitor updates (Napier City Council).
- Rotorua Safety Perceptions Survey (Rotorua District Council).
- Public opinion, perception and satisfaction surveys.
- Community outcomes monitoring programmes which integrate social, economic, environmental and cultural indicators.

APR Consultants would be pleased to discuss your requirements. Contact paul.killerby@apr.co.nz or phone 0-7-349-8327.

APR Consultants provides strategic information, analysis and advice to companies, entrepreneurs, industry bodies, local and central government, iwi groups and non-profit organisations throughout New Zealand.