

Richard Dunbar-CV

Position: Director Nexus Planning and Research Ltd.

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Qualifications: BSc Econ (Hons) London,
Diploma Town Planning, (Polytechnic of Central London)

Professional Affiliations: Fellow of the New Zealand Market Research Society
▪ President 2001 - 2002
Member of the New Zealand Planning Institute

Awards:

- Platinum Award; NZ Market Research Effectiveness Awards 2002
- Highly Commended; NZ Market Research Effectiveness Awards 2000

Conference Papers Presented:

- New Zealand Planning Institute Conference: Maintaining an integrated approach to development through to the implementation of complex urban development projects (2009)
- Australasian Planning Congress Queensland: Development Policy for Diverse Communities (2006)
- Technology Users Association of NZ: Internet Usage in travel planning and booking (2001)
- Tourism Industry Association Conference: Internet usage in travel planning and booking (2001)
- Internet Safety Group of NZ: Internet usage levels, trends and demographics (2001)
- Auckland University Business School – Department of Marketing – Advanced Strategy Workshop panel member (1999)
- AIC Conference on Marketing for Profit; Customer Satisfaction and Loyalty (1995)
- Institute for International Research conference on ‘Measuring and Improving Customer Satisfaction’ (1994)

Current Role: Founder Director Nexus Planning and Research

- Nexus's focus is on making the connections between planning, research, economics and marketing.
- Nexus works with local and central government clients on research-based policy development and policy evaluation.
- And with private businesses who wish or need to work closely with the public sector as a key part of their business strategy.
- Nexus offers excellence in research design and analysis, in project management and client servicing.
- Please see www.npr.co.nz for further details.

Some Nexus Experience (since November 2003):

- **North Shore City Council**
Consultancy services towards the design, improvement and coordination of research services across the council. Project work included event audience surveys, customer satisfaction drivers and brand development research. Also conducted the annual survey of residents and businesses to determine satisfaction with Council services.
- **Rodney District Council**
Research into planning related issues including rural residential development options, medium density housing in Orewa, strategic planning for the Hibiscus Coast and the demand for industrial land in the North West sector of Auckland. Also developed a framework for monitoring community outcomes and prepared the first monitoring report on progress.
- **Auckland City Council**
Consultancy services developing a framework for managing partnership arrangements as required under the 2002 Local Government Act. Community Needs assessments of eastern suburbs, evaluation of training needs for CDEM programmes, capacity building with community advisors, consultation programme around street trading by laws.
- **Westpac Bank**
A wide range of customer satisfaction surveys based around channels and products. Evaluation of branch fit-outs. A survey to quantify levels of savings among the population.

- **Tourism New Zealand**

Desk research to help establish the role of TNZ in assisting with regional events and a literature review of how events can be used for DMO promotional purposes. Research into Qualmark and i-Sites as inputs to strategic planning exercises.

- **Eden Park Trust Board**

Audience surveys of rugby and cricket matches towards economic impact evaluations.

- **New Zealand Transport Authority**

Integration of land use and transport. Two main assignments concerned with the implementation and monitoring of complex urban development projects.

Previous Career

Roles:

1995-2003

Team Leader/ Director of Research ACNielsen (NZ) Ltd

- Responsible for a team of 12 researchers and a revenue budget of approx. \$3.5 million
- Manager of internal measurement sciences (statistics) team
- Leader of Tourism Industry Practice Group now with revenues of approx. \$1.5 million p.a.
- Member of the NZ Customised Research Management Team
- Client responsibilities included Ministry of Tourism (IVS/DTS), Tourism New Zealand, Department of Labour and Auckland City Council.
- Other Client responsibilities have included a wide range of CPG and Service Sector clients.

Previous Positions:

1991 - 1995

Director– Heylen Research Centre

- Labour department research into ECA(1991) and Parental Leave.
- Political Polling
- Customer Service research in manufacturing and IT sectors
- Staff surveys
- Pricing surveys for: fast service restaurants, pharmaceuticals,
- credit cards, liquor and public transport
- General market research in a range of service and FMCG markets

- Previous Positions: 1988 - 1991** **Research Director / Director - Research International (NZ) Ltd**
- Customer service research in; Tourism, transport, manufacturing, financial services, computer services
 - Staff surveys including Air New Zealand
 - General market research projects in; bread, dental products, fast food, restaurants, cars, banking and finance
 - Pricing research for; insurance, banking, grocery products and cars
- Previous Positions: 1982 – 1988** **Consultant/ Director – McDermott Miller Group Ltd**
- Airport landing charges investigation for NZ airports – domestic and international
 - Economic arguments for subsidising public transport in Auckland and Wellington regions
 - Regional economic development plans
 - Industrial location studies
 - Tourism project feasibility studies
 - Social and economic impact studies
 - Property development feasibility studies
 - Conjoint analysis of public transport options
 - Conjoint studies of air travel/ holiday packages
 - Newspaper readership studies
 - Greeting cards market study
 - Established CATI and CAPI systems
 - Business planning
- 1987 – 1982** **Economist/ Strategic Planner – London Borough of Hackney (UK)**
- Monitoring economic development trends
 - Study of clothing and footwear industries in East London
 - Planning for re-development of derelict areas
- 1977 – 1978** **Transport Planner Urban Transport Study Group of NSW**
- Applications of computer models of land use/ transportation
 - Cost-benefit analysis
 - Implications of a second Sydney airport development
- 1974 – 1976** **Town Planner – Crawley District Council (UK)**
- New town development planning
 - Planning new residential suburbs
 - Control of commercial development at Gatwick Airport