



National Seniors Australia – Research Prospectus

**Unlock the Power of Over 50s’
Insights with National Seniors Australia**

About NSA

Founded in 1976, National Seniors Australia (NSA) is the peak consumer body representing older Australians.

Our purpose is to advance the wellbeing of all older Australians.

We advocate on issues from aged and health care to the Age Pension, retirement income, age discrimination, mature-age employment, housing, energy, and social inclusion.

Our advocacy activities are supported by an in-house research team. Committed to providing accurate and actionable information. This makes us a trusted partner for organisations and government seeking to understand and cater to the needs and preferences of people aged 50 and over.

Since 2008, National Seniors has produced more than 100 research reports in partnership with government, business and the wider research community. We specialise in delivering valuable insights across health, aged care, finance, lifestyle, retirement living, and many other areas that directly impact older people's lives.

Our community of more than 240,000 people enables us to gauge unique insights into the values, needs, and preferences of older people.

Acknowledgement of country

National Seniors Australia acknowledges the Traditional Owners of Country throughout Australia and recognises the continuing connection to lands, waters and communities. We pay our respect to Aboriginal and Torres Strait Islander cultures; and to Elders past and present.



Why choose National Seniors Australia

1. Expertise and experience:

- With over 40 years of experience, we are experts in understanding and engaging the 50+ demographic.
- Our researchers are academically qualified professionals who are passionate about using their diverse disciplinary perspectives and skills to serve the community of senior Australians. The team employs best research practice including rigorous analysis methods.

2. Access to a large 50+ audience:

- Our 240,000+ strong community includes direct email distribution reaching over 120,000 people aged 50+ across Australia, which allows us to tap into a broad spectrum of the community.

3. Tailored solutions:

- We collaborate closely with our clients to develop research objectives aligned with their specific needs.
- Our research methodologies and reporting formats are customisable to meet unique requirements and deliver maximum value.

4. Actionable insights:

- We focus on delivering insights that drive real-world impact and inform strategic decision-making.
- Our reports provide practical recommendations, helping organisations create tailored solutions for seniors.

5. Trusted reputation:

- National Seniors Australia is a respected voice for older Australians, advocating for their rights and wellbeing.
- Our research capability is founded on the expertise of our people and our strong track record of productive engagement with older Australians. Our contribution to knowledge about this demographic is highly regarded by government bodies, corporations, and not-for-profit organisations.

Our track record

National Seniors Australia (NSA) delivers high-quality research having produced more than 100 comprehensive reports since 2008, across a range of topic areas, including:



Health and aged care: reports on physical activity, dementia, ageing, aged care services, COVID-19, and health costs.



Social connection and community: reports on issues such as volunteering, grandparent care, community, transport, and mobility.



Employment: reports on motivations to work, barriers to it, interactions with health or caring duties, entrepreneurship, and more.



Finance: reports on aspects such as retirement income, pension issues, cost-of-living impacts, the affordability of specific life expenses, and more.



Housing: reports on issues such as downsizing and retirement living preferences.

Our research reports can be viewed at
<https://nationalseniors.com.au/research/reports>

or via the Productive Ageing Institute
<https://productiveageinginstitute.org.au/>



What we offer

At National Seniors Australia, we employ a multi-faceted approach to research, combining quantitative and qualitative methodologies to provide a holistic understanding of older Australians. Our capabilities include:

1. Recruitment:

- Through our growing community of over 240,000 members, supporters, and customers, National Seniors can promote participation in research activities such as surveys and focus groups.
- We have dedicated communications channels to reach older people across multiple socio-demographic characteristics, such as age group, location, and life circumstances.
- We are able to recruit small targeted groups or larger cohorts (our large surveys regularly attract up to 5,000 participants).

2. Survey design and implementation:

- We design and conduct large-scale surveys tailored to the older population, gathering both quantitative and qualitative data.
- Our surveys cover a wide range of topics such as healthcare access, financial planning, housing options, and more.
- Most of our surveys are conducted online. Our team has extensive experience in designing user-friendly and accessible online surveys for older cohorts. We also provide alternative survey completion options as required.

3. In-depth interviews and focus groups:

- We conduct in-depth interviews and focus groups to gain qualitative insights, capturing nuanced perspectives and opinions.
- These qualitative research methods provide valuable context and enrich our understanding of seniors' motivations and behaviours.

4. Data analysis and reporting:

- Our highly qualified researchers are experienced across all stages of data collection and data management.
- We are rigorous in our statistical methodology and interpretation. We aim to provide clear and interpretable results for driving informed decision-making.
- Our research reports and other outputs are meticulously crafted, presenting findings in a clear, concise, and visually engaging manner.

Research topics

National Seniors Australia has the ability to cover a wide range of research topics and industries, including but not limited to:

1. Health and wellbeing:

- Understanding healthcare access, quality, and affordability for seniors.
- Exploring lifestyle choices, preventative measures, and chronic disease management.

2. Finance and retirement planning:

- Investigating financial challenges faced by older people and assessing retirement preparedness.
- Identifying attitudes towards investments, pensions, and financial products.

3. Lifestyle and leisure:

- Exploring recreational activities, preferences, and social engagement opportunities.
- Assessing attitudes towards technology adoption and digital literacy among seniors.

4. Retirement living and aged care:

- Evaluating retirement living options and preferences for aged care and community support services.
- Analysing housing preferences, location considerations, and affordability concerns.

5. Social policy:

- Conducting research to support evidence-based policy development and advocacy on issues impacting seniors.
- Providing insights into social, economic, and health-related challenges faced by the seniors.



Timely, efficient and cost effective

National Seniors can deliver what you need in a timely, efficient, and cost-effective manner.

Our team can provide a range of research services and products tailored to your needs and budget.

Whether it is simply facilitating access to our community for a survey or engagement activity, implementing a full-service research project with high-quality research report, and everything in between, we can cater our services to deliver the information and insights you need.

As a trusted organisation, National Seniors also has the capacity to actively promote research findings through the media and other communications channels.

Below are indicative time frames dependent on the size and scope of the commissioned work.

■ Scoping and survey development	(2-6 weeks)
■ Data collection	(2-3 weeks)
■ Data analysis	(2-3 weeks)
■ Report writing	(2-6 weeks)
■ Promotion of findings	(2-3 weeks)



Meet the team

As the independent voice of older Australians, we've assembled an experienced, passionate, and skillful team to conduct high-quality research relevant to older Australians.



Dr Brendon Radford

Director of Advocacy and Research

Dr Radford leads the advocacy and research team, having joined National Seniors in 2015. Prior to this, he worked for several years in policy and engagement roles at the Queensland Council of Social Services.

With a PhD in sociology, Dr Radford has a strong understanding of research methodology, which is complemented by over 10 years of experience in policy development and community engagement.



Dr Diane Hosking

Head of Research

Dr Hosking leads National Seniors' research program and has been with the organisation since 2019. Dr Hosking completed her PhD in psychology at the University of Adelaide and CSIRO Human Nutrition, then took up a postdoctoral fellowship at the Australian National University. Dr Hosking's expertise extends across psychological, biological and social aspects of ageing. She has a strong background in research design and quantitative data analysis and is responsible for designing and implementing the annual National Seniors Social Survey. Dr Hosking remains an Associate Investigator with the UNSW Centre for Excellence in Population Ageing Research.



Dr Lindy Orthia

Senior Research Officer

Dr Orthia has been with National Seniors since 2021. She was a science communication academic at the Australian National University for 14 years. In addition to her PhD in science communication, she has qualifications in biological sciences and history. Dr Orthia has published 49 peer reviewed papers and chapters, edited three academic books, and written or presented research to the public through many other venues. In her work at National Seniors, she brings expertise in social research, qualitative data analysis, and research communication.

Contact us

Interested in engaging our team to conduct research for your business?

To enquire about our research services, capabilities and pricing, please contact:

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www.nationalseniors.com.au/research

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