

Census data informs planning for mining fly-in fly-out facilities

Global market research and consulting company Frost & Sullivan used Census data to inform how organisations provide services to fly-in fly-out workers. Census data helped it estimate the total size of the facilities management market in remote areas of Australia.

Mark Dougan, Head of Frost & Sullivan Australia and New Zealand, said the credibility of the data it uses for research is critical and Census data is a key contributor.

“With high quality data, we can help make clients and markets more efficient and informed. That comes from the highest possible completion rate for the Census and highest levels of accuracy,” Mr Dougan said.

“We looked at mining sites for fly-in fly-out workers. The camps in these sites are often run by third-party organisations that contract out cleaning, catering and maintenance.

“We knew what the daily charge per resident would be to cover these costs. We also needed to find out how many workers would be staying in the camps across remote Australia at any one time.”

Census data provided the number of individuals staying in company-provided accommodation in remote areas on the night of the Census.

“This told us there were about 70,000 individuals using these services, which we then used to calculate the value of the facilities management market.”

Frost & Sullivan provides insights to help businesses plan and grow. The company analyses data to help its clients make strategic decisions to innovate or enter new markets.

By providing analysis of the fly-in fly-out market, Frost & Sullivan has assisted facility management companies to plan, budget and be more competitive.

“Census data adds credibility and enables better informed decisions to be made across a broad spectrum,” said Mr Dougan.