



CAPABILITY STATEMENT

Natural Acumen is a Tasmanian company providing specialist services in tourism and recreation research and planning.

Natural Acumen are specialists in:

- recreation and visitor research and management in protected and natural areas
- online surveys
- tourism and event research
- gathering public comment on development proposals and management plans
- satisfaction research
- visitor experience and perception studies
- market analysis
- development of strategies for research, monitoring and evaluation.

In addition to customised research, we also conduct reviews of the current state of knowledge by gathering, analysing and reporting on information and data available from existing sources, such as earlier studies, private and government publications, industry journals and statistics.

At **Natural Acumen** we focus on the practical needs of our clients; and in doing so, bring together scientific rigour and practicality to produce insights they can readily use.

Dr Mark Poll is the Principal Consultant and Director with over 20 years' experience working in the fields of tourism, natural resource and recreation management with more recent forays into the agriculture sector. Mark has worked in the areas of research, planning, policy and management for the Tasmanian Parks and Wildlife Service and Tourism Tasmania. His work in the area of strategic visitor and asset management has been internationally recognised by the IUCN and the World Heritage Area Consultative Committee.

Additionally, together with Wild Ecology Pty Ltd and our network of associates, we have the capacity to deliver complex projects that encompass social and environmental spheres.

CONTACT

Dr Mark Poll

BA (Hons) Out. Ed., Grad. Dip. Env. St., PhD

natural acumen

Mount Nelson TAS 7007

03 6223 3168

0418 120 424

mark@naturalacumen.com

www.naturalacumen.com

Tourism & Recreation Research

Natural Acumen has expertise and experience in reviewing, designing, conducting and analysing qualitative and quantitative surveys for both urban and remote environments. Our expertise includes in-depth interviews, focus groups, online and mail-back surveys. Whether the research is a moment-in-time snapshot or a long-term monitoring program we can develop a program to meet your needs. Our projects have spanned the government and private sectors and are targeted at delivering outcomes and recommendations that can be readily applied.

Importantly, the research undertaken by **Natural Acumen** abides by The Market and Social Research Privacy Code of the Association of Market and Social Research Organisations (AMSRO).

Services include:

- demand assessment and product testing
- satisfaction studies
- product and experience inventory and evaluation
- gap analysis
- event research
- analysis of existing research, reports and statistics
- customised analysis of the Tasmanian Visitor Survey.

Strategic Recreation Planning

With a background in tourism and recreation management and research, Mark's development of practical and realistic plans and frameworks for the management of recreation have been underpinned by targeted stakeholder engagement and understanding the needs of landholders and managers. **Natural Acumen** specialises in the management of recreation in natural areas and balancing the protection of natural and cultural values with recreation and commercial use. Mark's work in this area has been recognised by the IUCN and the World Heritage Area Consultative Committee.

Services include:

- visitor monitoring
- collection and analysis of community views and public comment
- recreation planning
- recreation impacts and opportunities assessments
- management strategy and policy development
- policy discussion papers
- stakeholder consultation.

Business Intelligence & Development

Natural Acumen has expertise and experience that spans the development of business insight, planning and development. Mark has developed feasibility studies, business cases and environmental scans to support business decisions.

Services include:

- program design and evaluation
- environmental scans
- competitor and situation analysis
- options analysis.