



### Specialist Area: Submissions Analysis

Public consultation is seen as a core component of democracy in New Zealand. However, analysing a large number of potentially complex submissions can often stretch the capacity of an organisation. At times like these there may be value in commissioning an independent company that specialises in handling large amount of data and information.

#### APR Services:

##### Submissions Analysis

*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.*

APR Consultants Ltd  
The Business Hub  
1209 Hinemaru Street  
P O Box 1715  
ROTORUA  
t: 07-349-8333  
e: [info@apr.co.nz](mailto:info@apr.co.nz)  
w: [www.apr.co.nz](http://www.apr.co.nz)

APR Consultants has experience in compiling, analysing and summarising large numbers of submissions and surveys. The general approach is to use a combination of spreadsheets and documents, allowing themes to emerge from the raw data within the prescribed framework of the Consultation Document. Results are generally presented as:

- Summary report; and
- Full set of verbatim comments (unsorted, in electronic form); and
- Themed set of verbatim comments.

For larger projects (eg, 3000+ submissions), APR has access to electronic data mining software which can help automate the analysis process without loss of quality. APR also uses optical character recognition (OCR) to assist with data entry on larger projects, with an appropriate level of quality assurance built in.

A selection of previous clients and projects includes:

- Foundation for Research, Science and Technology (FRST) – Summary of submissions for the Stable Funding Environment initiative.
- Ministry of Fisheries – Summary of submissions for Shared Fisheries discussion document.
- Rotorua District Council – Report on the recreational values of Whakarewarewa Forest, Rotorua, including analysis of more than 1,000 survey responses.
- Department of Conservation (DoC) - Submissions analysis – Volkner Rocks Marine Reserve.

APR Consultants would be pleased to discuss your council's requirements.

For more information on how APR Consultants can help tailor their services to your requirements, please get in touch.

*Providing strategic advice and information to add value to client decision-making.  
APR delivers high-quality services that are consistently on time and within budget.*