



Research and Insights at ThinkPlace^x

ThinkPlace 
Part of Synergy Group

Research and Insights

We don't just gather data — we uncover what matters.

In today's fast-changing world, traditional research isn't enough. At ThinkPlace^x, we dig deeper — blending quantitative rigour with human insight to understand the systems, behaviours, and conditions shaping people's experiences.

Our research is designed to spark change, not just describe the status quo. Using mixed methods, we bring together lived experience, stakeholder perspectives, and strategic data to show not only what's happening, but why it matters — and what's possible next.

Our Approach

We frame before we dive

Effective research starts with the right questions. We work with clients to clearly frame the challenge, so insight leads directly to action.

We use mixed methods

No single lens reveals the full picture. We integrate qualitative and quantitative methods to explore what people think, feel, and do — and how systems support or obstruct them.

We move from insight to innovation

Our research fuels ideation, prototyping, and system redesign. Insights aren't just reported — they're activated, tested, and scaled.

We explore the human and the system

From frontline stories to structural barriers, we zoom in and out to understand experience within context — because truly citizen-centred change happens when both are aligned.

Why Clients Choose Us

- We uncover the hidden drivers of system performance
- We surface the real needs and lived experiences of communities
- We translate complexity into clear, actionable insight
- We inform co-design, policy reform, and service transformation
- We design research that builds trust, inclusion, and shared understanding

How We Can Help



Human-Centred Design Research

We explore human experience through interviews, focus groups, and immersive observation. This enables us to go beyond surface behaviours and uncover the beliefs, motivations, and stories that drive them.



Strategic Opportunity Mapping

We use high-quality data from diverse sources and advanced analytics to drive informed decision-making.



Co-Design & Community Engagement

We engage directly with communities, particularly those most affected by change, to truly understand the context. These insights ensure that policies, programs and services reflect real needs and are more likely to be embraced and sustained.



Behavioural Insights

We use psychology and behavioural science to identify what influences people's decisions. These insights inform the design of interventions that can shift behaviours constructively and sustainably.



Complex Visualisation

We create insightful and intuitive visual representations, enabling easier interpretation and strategic analysis of complex problems. We use advanced tools and techniques to create dynamic pathway maps, business insights, and interactive dashboards.



Observatories

We look around the world to examine models, innovations, and failures to create insights and intelligence for government innovation and benchmarking. Drawing on official data, academic research, industry intelligence, and expert input, our Observatories provide a deep, evidence-based view of how others are addressing similar challenges.

From Insight to Impact

The best research doesn't sit on a shelf. It moves people, challenges assumptions, and unlocks new futures. Let's work together to generate insights that drive measurable change.

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