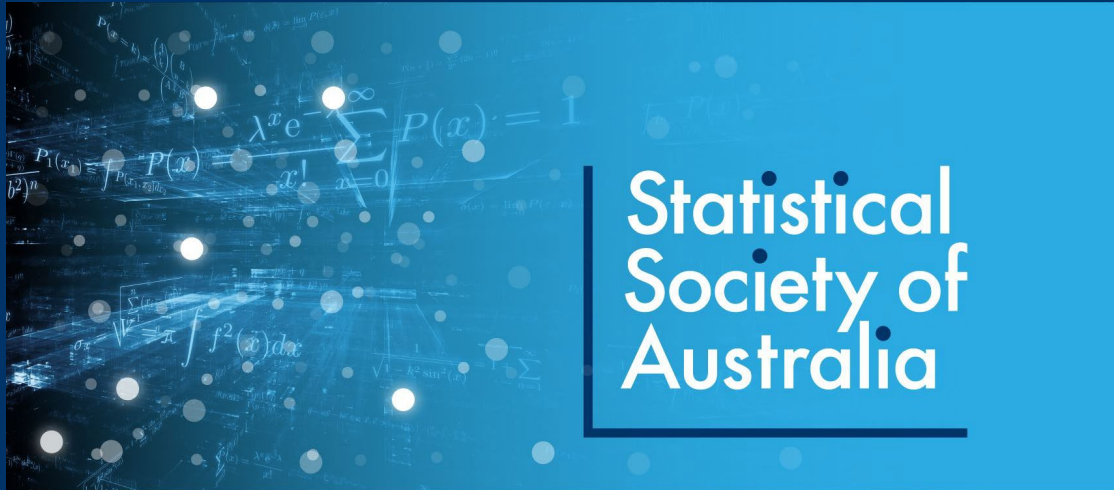


**From:** [Statistical Society of Australia](#)  
**To:** [Marie-Louise Rankin](#)  
**Subject:** Stats Matters & Events  
**Date:** Thursday, 7 September 2023 4:09:13 PM



## STATS MATTERS & EVENTS

7 September 2023

During the last week everybody has been talking about Qantas. According to Roy Morgan Research Managing Director Michele Levine, Qantas went from being “one of the most trusted brands in Australia” to now falling to the “13th most *distrusted* brand.”

What makes people trust a brand? The website “Trusted Brands Australia” states:

“A Trusted Brand enjoys international appeal, yet at the same time upholds a strong local connection. It has individual relevance for all its consumers, just about anywhere and in any culture.”

It is not difficult to see how Qantas would have ticked all those boxes in the past.

If not Qantas, what are some of the most trusted brands these days? This is a good question and every year Readers Digest Australia sets out to identify the brands you trust with the assistance of research company Catalyst Research. They conducted another survey in 2023.

To ensure a comprehensive representation of the Australian population,

Catalyst Research invited over 2800 Australian adults to participate. The sample spanned across every state and territory, with respondents hailing from various backgrounds and regions.

One of the key strengths of the Trusted Brands survey was its consumer-centric approach. The list of brands to be rated was generated by posing an unprompted question to Australian consumers: "Which brands do you trust the most?" This open-ended query ensured that the brands featured in the survey were those genuinely trusted by the people, devoid of any external influence or bias.

Each survey participant completed an online questionnaire. They were asked to nominate brands they trust across a staggering list of 74 categories of products and services, encompassing a wide spectrum of industries. The respondents then faced the challenging decision of selecting their single most trusted brand within each category, substantiating their choice with written explanations.

The survey results then identified winning brands in each category, followed by two "highly recommended" brands. You may be interested that Singapore Airlines scored as the most trusted airline, followed by Qantas and Air Zealand. But that was, of course, earlier in the year.

Some results that may surprise you may be the following: Dettol was the company that was voted the most trusted brand, followed by Weber. Woolworths took out 20<sup>th</sup> place. You can see the complete list [here](#).

While factors like price, quality and appeal carry significant weight for consumers, a brand's ability to adhere to its commitments remains paramount. In an ever-changing landscape where brands rise and fall in popularity, those that stand out, retain our faith and secure our confidence do so by sharing our own fundamental values, such as honesty and humility.

Conducting surveys like the one mentioned above gives Australian consumers a voice. Companies are on notice: we will watch you, we will take note and we will vote not only in surveys, but more importantly, we will vote with our feet.

[Marie-Louise Rankin](#)

Executive Officer

*Read newsletter in your [browser](#)*

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## **In this newsletter:**

[Just launched: SSA's Masterclass Series](#)

[From TV Journo to Data Science Communicator: Tim Macuga's Journey on Stats + Short Stories Podcast](#)

[Australian Public Service Data Professional Stream Video Library](#)

[SSA events](#)

[Other events](#)

[Current Job Vacancies](#)

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## **Don't Miss Out! Unlock Your Career Potential with SSA's Masterclass Series!**

We are thrilled to announce our upcoming Masterclass Series, and you definitely don't want to miss out on this opportunity! Whether you're a seasoned professional or just starting on your career path, these sessions will equip you with the knowledge and skills you need to succeed.

**Session 1: Resume and Cover Letter Writing (28 September 2023)** In this session, we'll dive deep into the art of crafting resumes and cover letters that grab employers' attention. From keyword optimisation to nailing that perfect cover letter, you'll leave with a toolkit to land your perfect job.

**Session 2: Networking and LinkedIn Tactics (5 October 2023)** Unlock the power of networking and LinkedIn. Learn how to boost your profile, connect with key industry players and tap into the hidden job market. Networking has never been this fun and effective! Don't let others get ahead while you miss out on valuable connections!

**Session 3: Job Interview Training (12 October 2023)** Breeze through any interview, whether it's face-to-face, over the phone or via a screen. We'll cover body language, mastering the "Tell me about yourself" pitch and acing both technical and behavioural questions. Missing this could mean missing out on your dream job opportunity!

By participating in these Masterclasses, you'll:

- Craft compelling Resumes & Cover Letters
- Understand what employers seek in Resumes

- Secure interviews through your resume
- Network effectively and access the hidden job market
- Excel in job interviews

**Who Can Attend?** Everyone is welcome, but SSA members enjoy a seriously special rate.

Each class will go for two hours (12-2pm AEST/AEDT after 1 October)

Register [here](#). #SSAMasterclass #CareerBoost

But that's not all! We have more exciting Masterclasses in the pipeline and we want to hear from you. What topics are you interested in? Share your suggestions with SSA's Event Coordinator, [Jodi Phillips](#), and help us tailor future sessions to your needs!

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### **From TV Journo to Data Science Communicator: Tim Macuga's Journey on Stats + Short Stories Podcast**

If you know the [Australian Data Science Network \(ADSN\)](#), chances are that you have heard of Tim Macuga. Tim Macuga is the TV Journo turned Science Communicator, who joined the QUT Centre for Data Science at the start of 2022 to expand connections and amplify research for the Centre and for the Australian Data Science Network. He also produces the podcast, The Random Sample (see the whole team, including some of SSA's very own, [here](#)).

In episode 291 of [Stats + Short Stories](#) (Live from the World Statistics Congress, 17 August 2023), "Tim, the producer" turns into "Tim, the subject of the podcast". He answers the question "What Does a News Producer Do?".

Listen to the podcast [here](#).

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### **Australian Public Service Data Professional Stream Video Library**

The Australian Public Service Data Professional Stream links data professionals from across the Australian Public Service together. The Data Professional Stream video library, available [here](#), may be of interest to SSA members. Along with conversations with a range of interesting people, including the Federal Member for Fenner in the ACT – Hon Dr Andrew Leigh MP and Abi Bradshaw, Head of the Australian Cyber Security Centre at the

Australian Signals Directorate,, recordings of Technical Forums are also available. Keep an eye out as more videos are added!

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**Mentioned in previous newsletters:**

### **Nurture your statistical career – Join SSA's 2024 Mentoring Program**

Applications will open on 2nd October and close on 30 October. The application form will be available from 2nd October on the [SSA Mentoring website](#).

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### **Researchers wanted for the UN Datathon**

Are you a researcher? If so, you are invited to take part in this year's [U.N. Datathon](#) with the Australian Data Science Network. The ADSN would like to organise multiple teams for this year's event. Ideally, they are looking to put together teams with members from different organisations and universities.

This year's Datathon runs the weekend of 3-6 November. The organisers hope to get enough interest to create an 'ADSN Satellite Datathon' event in Australia where teams could come together.

Please consider this exciting opportunity. If interested, complete the [expression of interest form](#). It will take less than two minutes to complete.

The theme for this year's Datathon will be announced near the event with it, of course, focusing on UN SDGs. Teams must submit applications by the end of September, so the ADSN would like to encourage researchers who are interested to fill out the form by Thursday, 14 September. That will give the ADSN time to put together teams and organise our event.

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## **SSA Events**

### **SSA WA September: Data Science in WA (Alex Jenkins)**

12 Sep 2023, 6:00 PM – 7:00 PM (AWST), held in person at the Blakers Lecture Theatre, The University of Western Australia

In this presentation Alex will speak on WADSIH's work with data and AI,

including opportunities with synthetic data. He will discuss the implications of AI, language models, and embedding models for industry and research. Furthermore, there will be a discussion on potential areas of collaboration between WADSIH and the Statistical Society of Australia and its members.

Members, visitors, and guests are invited to mingle over wine and cheese from 5:30PM.

Following the meeting you are invited to dine with the speaker and fellow attendees at a local restaurant.

To register click [here](#).

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### **SSA QLD Branch Meeting: Counting all the fish in the MCM"SEA" (Montana Wicken)**

20 Sep 2023, 5:00 PM – 6:30 PM AEST, held in person at 0500D-0M14 - UQ Brisbane City, 88 Creek Street, Brisbane/Online

At Fisheries Queensland, their aim is to provide useful population models that inform harvest control rules promoting sustainability. The population models are guided by fishery-dependent data such as catch-per-day, and fishery-independent data such as biomass surveys and age-length measurements. The population models are often non-linear with highly correlated parameters. Constructing models that capture biological processes, are resilient to poor data, and reveal the true uncertainty of estimates is extremely important. They hope to demonstrate the statistical challenges they face and present their best attempts at solutions.

To register click [here](#).

### **Statistical Consulting Network July Meet-Up**

29 September 2023, 12:30 PM – 1:30 PM AEST, held online

Come along with your thinking cap, maybe a problem, and some lunch!

The Statistical Consulting Network invites you to their monthly meet-up, a virtual lunchtime meeting where statisticians help each other out with problems that they aren't sure how to deal with. This virtual meeting is held on Zoom at lunchtime on the last Friday of each month, 12:30-1:30 PM (AEDT). We start each meet-up with announcements, or occasionally a special topic discussion, then discuss problems that attendees have brought along with them.

We also have a Slack workspace where members of the consulting network

can communicate between meetings, or post problems or relevant materials they would like to discuss during a meeting.

[Zoom link](#)

Password: 660145

[Slack Workspace link](#)

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### **Risk & Insurance Insights: Why Statisticians should have Cyber & Professional Indemnity Insurance**

Please join us for this webinar, where SSA's insurance partner KBI will give a 20-minute presentation followed by a Q&A opportunity for participants.

Wednesday, 20 Sep 2023, 11:00 AM – 12:00 PM (AEST)

Learn more about your more insurance options with KBI [here](#).

Register for the webinar [here](#).

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### **SSA and NZSA September Webinar with Kylie Reiri**

21 Sep 2023, 12:00 PM – 1:00 PM (AEST), online

The ECSSN and the NZSA are holding a webinar with Kylie Reiri. Kylie is a partner in a consulting practice that leads the Data and Analytics growth play in NZ.

She has over 15 years' of experience working with social sector data with a focus on improving social outcomes. Her specialties lie in algorithmic decision making, data strategy, data governance, and Māori Data Sovereignty. Prior to joining PwC one year ago, Kylie founded and led both Nicholson Consulting, a data science focused consultancy, and the Impact Lab, a product based social outcomes measurement company, both based in Wellington, NZ.

To register click [here](#).

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**Check out these pre-conference workshops held in Wollongong on 10 December 2023:**

- [Essential Skills for Statistical Communication](#) presented by Professor Sir David Spiegelhalter, University of Cambridge and Dr Linden Ashcroft, University of Melbourne

The workshop will include a panel discussion. Presenters Prof David Spiegelhalter and Dr Linden Ashcroft will be joined by applied mathematician and science communicator [Dr Sophie Calabretto](#), and ABC journalist and 'lapsed mathematician', [Casey Briggs](#), to share their experiences.

- [Statistical Consultancy – The Essentials for Getting Started and Ongoing Success](#) Presented by Professor Julie Simpson, University of Melbourne, A/Professor Emily Karahalios, University of Melbourne and A/Professor Karen Lamb, University of Melbourne, A/Prof Sue Finch from The University of Melbourne and
- [Deep Statistics for More Rigorous and Efficient Data Science](#) presented by Professor Xiao-Li Meng, Harvard University

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## [Australian Statistical Conference \(ASC\) and Australian Conference on Teaching Statistics \(OZCOTS\)](#)

10th - 15th December 2023, Wollongong



### **ASC and OZCOTS 2023 Social Events**

[Early Career and Student Statisticians Network ASC Social](#) on 12 December 2023, held at the Illawarra Brewery's outdoor terrace at WINN stadium. The ECSSN is organising a social get-together during the ASC2023! They are inviting students, early career and more senior statisticians to join them a lovely beach view and network with like-minded people you might not see very often, plus have some fun, nibbles, and drinks!



[Statistical Conference Dinner](#) on 13 Dec 2023, at the Grand Ballroom at the Sage Hotel. Just minutes from the beach, come and join us for a three-course dinner. (You register on the same page as the conference registration page)

[OZCOTS 2023 Social](#) on 14 Dec 2023, at Lucia's by the Sea, next to the Novotel Hotel. The OZCOTS committee invites you to come and join them for a lovely meal and catch-up at a beautiful beach front venue.

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Other events

# AUSTRALIAN TRIALS METHODOLOGY CONFERENCE 2023

[Australian Trials Methodology Conference 2023, 17&18 October, Melbourne + online \(hybrid\)](#)

**Invited speakers:** Thomas Jaki, James Wason, Ronald Geskus, Lisa Yelland, Fan Li (\*Yale), Giorgos Bakoyannis, Marta Bofill Roig, Laura Balzer, Rachael Morton, David Robertson, Haiyan Zheng, Annabel Webb, Jonathan Bartlett, Fan Li (\*Duke), Laura Flight, Eleanor Van Vogt, Miguel Hernan

You are invited to join us at the second Australian Trials Methodology Conference, a hybrid event which will take place both in person and online on the 17th and 18th October 2023.

After conducting the first conference fully online due to COVID restrictions, the organisers are delighted to announce visiting international speakers James Wason and Thomas Jaki who will be presenting live in-person. The Scientific Program Committee have assembled an exciting program including leading international speakers, some of whom will present live via video link.

The meeting program will showcase cutting-edge trial design and analysis approaches in a way that is thought-provoking yet still accessible to biostatisticians, methodologists and trialists (across any clinical discipline) alike.

There will be ample opportunity for attendees to engage with speakers and fellow delegates both during the sessions and at the networking reception on the Tuesday evening. Those attending online will have similar opportunities, with the purpose-built conference platform enabling you to interact with online and in-person attendees throughout the event.

**Registration:**

Conference only - Standard \$675 / Student \$350

Conference PLUS pre-conference workshop Standard \$1000 / Student \$500

Pre-conference workshop only Standard \$400 / Student \$200

**Contact for all queries:** [austrim@monash.edu](mailto:austrim@monash.edu)

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**Bayes on the Beach 2024**

**[2023 International Biometric Society Australasian Region conference,](#)**

27 Nov 2023 – 1 Dec 2023, Bay of Islands, NZ

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**Integrated Earth 2023**

- 12-13 September
- The Shine Dome, Canberra
- **[REGISTER](#)**

ARDC, TERN, NCI, AuScope, ACCESS-NRI and IMOS are partnering to host the Australian Academy of Science Elizabeth and Frederick White Research Conference. This 2-day symposium will bring together researchers, scientists, and STEM professionals working across the 5 Earth systems: geosphere, biosphere, cryosphere, hydrosphere, and atmosphere, to address complex environmental challenges.

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**RSE Asia Australia Unconference**

- 13-15 September
- Online

- [REGISTER](#)

You are invited to join the second online Research Software Engineer (RSE) Asia Australia Unconference from the 13th to the 15th of September 2023. This is a joint partnership between the [RSE Asia Association](#) and the [RSE Association of Australia and New Zealand](#). The theme for this year is “Silos to Synergy - Achieving collaboration across domains”. The unconference will run online over three half-days from 1pm to 5pm AEST.

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### **Monash AIMday 2023 – Maths & AI Meet Industry**

- · 10 November – 8:30 AM – 5:30 PM
- · Monash University
- · [REGISTER](#)

AIMday provides an opportunity for a diverse group of academics to connect with organisations and help solve real-world problems. If your organisation has a challenging Maths/AI-related problem, join us for AIMday at Monash University on 10th November 2023.

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### **2<sup>nd</sup> Bayesian Nonparametric Networking Workshop**

- · 4-8 December
- · Monash University
- · [REGISTER](#)

We are pleased to announce the 2nd Bayesian Nonparametric Networking workshop. The format will largely follow the first of these new BNP Networking workshops that was held in Nicosia (Cyprus) in April 2022, this time with 3 mini-courses delivered by Jim Griffin, Athanasios Kottas and Stephanie van der Pas, who will also deliver Keynote talks. The workshop will also feature invited talks, contributed talks and a poster session each featuring a range of different topics presented by a blend of both junior and established researchers.

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### **Current Vacancies in SSA's Career Centre**

[Senior Research Officer / Data Analyst - Inside Out Institute for Eating Disorders](#)

New South Wales

The University of Sydney

Part time (0.6FTE) / fixed term for 12 months ...

[Postdoctoral Fellow](#)

Australian Capital Territory

Australian National University

Classification:ANU Academic Level A Salary package: ...

[Internal Revenue Agent \(Examiner\) - Direct Hire \(12 Month Register\)](#)

Multiple Locations (see description)

Internal Revenue Service

Duties WHAT ARE THE APPEALS (AP), LARGE BUSINESS ...

[Revenue Officer- DIRECT HIRE \(12 Month Register\)](#)

Multiple Locations (see description)

Internal Revenue Service

Duties WHAT IS THE DIVISION? SMALL BUSINESS ...

[View All Jobs](#)

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If you have news from the Australian statistical community to share in Stats Matters and Events, please get in touch [with us](#)! We love getting feedback too.

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