

Curriculum Vitae

Gary Morgan

Executive Chairman
Roy Morgan Research
www.roymorgan.com



QUALIFICATIONS

B. Comm., Mathematics and Economics

AFFILIATIONS

Fellow, The Marketing Association of Australia and New Zealand
Member, American Marketing Association
Member, European Society for Opinion and Market Research
Member, World Association of Public Opinion Research

DIRECTORSHIPS

Roy Morgan Research Pty Limited
Roy Morgan International Limited (incorporated in USA)
Roy Morgan International Limited (incorporated in UK)
Elazac Pty Limited
Elazac Mining Pty Limited
Haoma Mining NL
Kitchener Mining NL

BACKGROUND

Gary Morgan is a businessman who has developed a substantial market research business now operating in Australia, New Zealand, USA, UK and Indonesia. He is Executive Chairman of Australia's most highly regarded research company, The Roy Morgan Research, whose clients include most major Australian companies', multi-national companies and institutions operating in Australia. Roy Morgan Research although most recognised for its political polling, employs approximately 450 full-time staff and is the authoritative source of information across a range of industries including media, tourism, finance, etc.

As Australia's leading pollster, Gary Morgan is seen as having his finger on the pulse of issues in Australia. He is often called upon to provide political and social comment on research based understanding of the public's view on all nature of issues is sought by television, radio and press.

As a businessman and a Melburnian, Gary Morgan is committed to Melbourne - and the drive to ensure Melbourne maintains its position within the business world. Gary Morgan was critical in the foundation and development of the Committee for Melbourne - a group of leading business people and influential public sector people, dedicated to the task of increasing Melbourne's world position.

Other business achievements include:

- continuous provision of Australia's longest running and most widely accepted political polls – founded by Roy Morgan in 1941.
- in 1996 the launching of Roy Morgan Single Source – an Australia-wide database of 55,000 respondents each year which allows advertisers and marketers to access a total market intelligence system. Now also conducted in New Zealand (from 1990), USA (2000), UK (2001) and Indonesia (2004).
- the successful Joint Venture with A.C. Nielsen, on the warehouse withdrawal information business, and television meter rating business. A.C. Nielsen bought Roy Morgan's 50% share back in 1989.
- the development and successful management of Australia's national integrated readership, TV, radio, cinema and internet usage survey.

Gary Morgan also has an interest in gold mining in Australia. He is Chairman of Haoma Mining NL, which has gold mine tenements located in the Marble Bar/Pilbara Region, Western Australia and at Ravenswood, Queensland.

[History of Roy Morgan Research/resources/pdf/papers/20070601.doc](#)

MAJOR PAPERS:

1. [Gary Morgan's Address to the Victoria Day Council in Victorian State Parliament for the 157th Anniversary of the Foundation of the State of Victoria, — July 5, 2008/resources/pdf/papers/20080810.pdf](#)
2. [Who will be the next Prime Minister of Australia? A Woman and it will be sooner than you think! by Gary Morgan - September 10, 2008 /resources/pdf/papers/20080813.pdf](#)
3. [Roy Morgan Media Research, 1941-2008/resources/pdf/papers/20070601.pdf](#)
4. [Everyone Knows the Difference between Right and Wrong — March 1, 2006 /resources/pdf/papers/20060301.pdf](#)
5. [Doing Business Globally — Marketing “Brand Melbourne”, — October 12, 2004 /resources/pdf/papers/20041005.pdf](#)
6. [Now there's No Corruption in Indonesia - Australia must be next! — June3, 1998 /news/papers/1998/19980601](#)
7. [Now there's Democracy in Russia - Australia must be next! — July 11, 1990! /resources/pdf/papers/19900701.pdf](#)

OTHER PAPERS

8. [Globalisation — An International Perspective, — May 8, 2004 /resources/pdf/papers/20041005.pdf](#)
9. [A Fresh Look at Estimating Readership Frequency Distributions, — June 13-18, 2004 /news/papers/papers.cfm](#)
10. [Only Real Leadership or A Crisis Can Save the L-NP Coalition, — May 22-23, 2001 /news/papers/2001/20010501/](#)
11. [The New Frontier of Polling — What it Means for Global Marketing, — October 29, 2001 /resources/pdf/papers/20011102.pdf](#)
12. [Single Source — For Increased Advertising Productivity in A Multimedia World, — October 29 — November 1, 2001 /resources/pdf/papers/20011101.pdf](#)
13. [A New Method to Measure Media Casualness for Magazines and Newspapers, — October 21-26, 2001 /resources/pdf/papers/20011001.pdf](#)
14. [Pragmatic Readership Measures for the Future — October, 1997 /resources/pdf/papers/19971001.pdf](#)
15. [What Customer needs are — January 7, 1998 /resources/pdf/papers/19980101.pdf](#)
16. [Gold Mining and Marketing — January 12, 1998 /news/papers/1998/19980102/](#)
17. [Owning the Customer — The Role of Customer Satisfaction Surveys, 1998 /resources/pdf/papers/19980201.pdf](#)
18. [Proof! Same Budget, get 30-50% greater value! — May 7, 1998 /resources/pdf/papers/19980501.pdf](#)
19. [Ensuring the Future Prosperity of Australia's Retail Sector — July 29, 1998 /resources/pdf/papers/19980702.pdf](#)