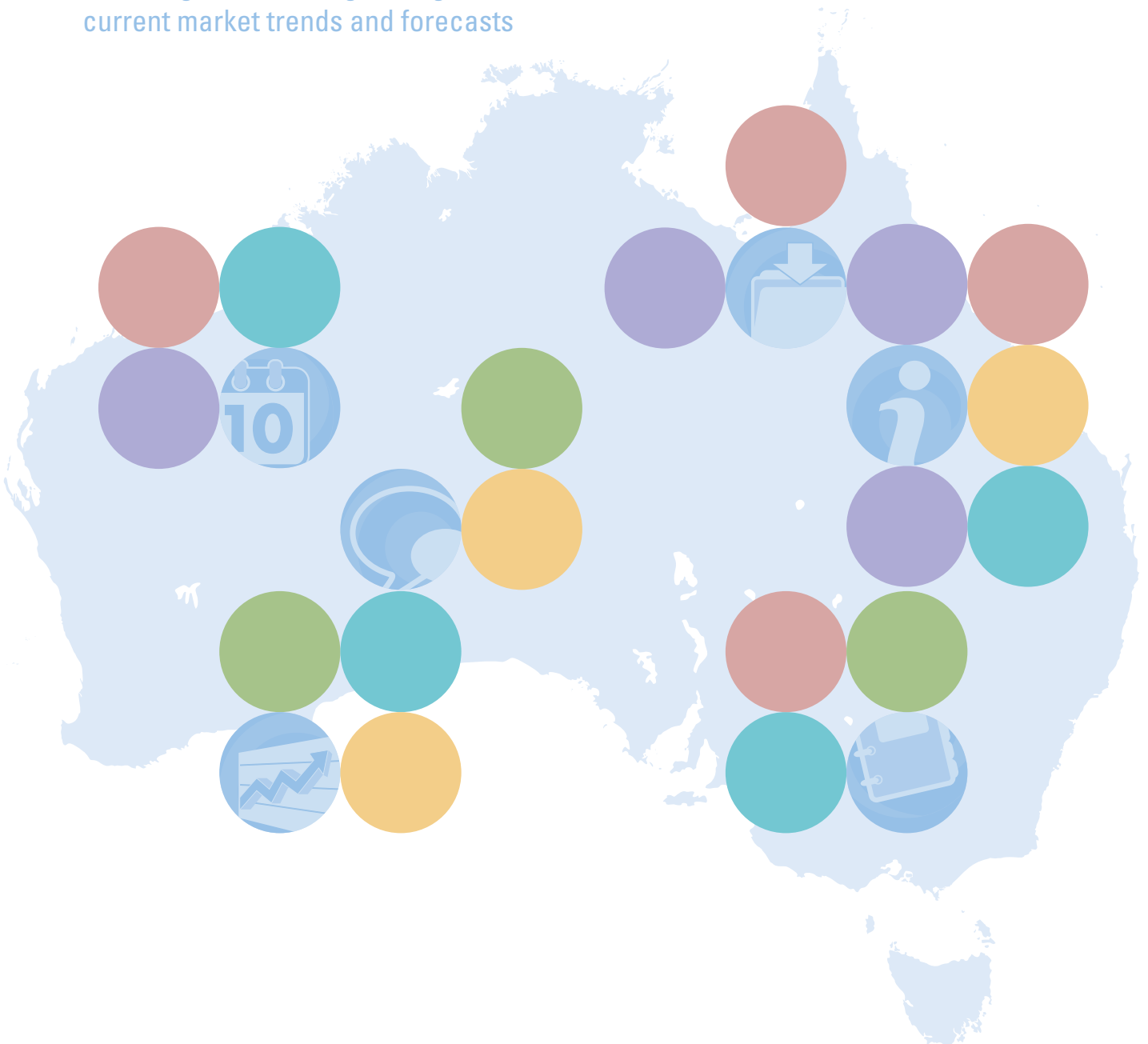


CONSULTING MARKET PROGRAMME

The Australian consulting market in 2014

Including market sizing data, growth rates,
current market trends and forecasts



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Executive summary



- Growth in the Australian consulting market slowed in 2013 to just 2%, meaning the market is now worth a little in excess of US\$4.2bn. Political uncertainty, allied to ongoing concerns about the fragility of the economy (domestically and internationally) accounted for much of this slowdown in the rate of growth.
- We expect the rate of growth to recover slightly in 2014, to about 3%.
- Australian clients are focused on their productivity, both in response to a relatively weak domestic economy and to the opportunities that exist for them internationally.
- The consulting market in Australia's large services sector led the way in 2013, growing by 3.9% to a value of US\$687m. Transport saw significant investment, while logistics and distribution companies benefited from Australian consumers' interest in buying goods online from overseas vendors. But healthcare was also strong, growing by 3.1% to a value of US\$150m. Public sector investment, despite the new government's austerity measures, drove the use of consulting here.
- From a consulting service perspective, technology dominated, growing by 3.2% in 2013 to a value in excess of US\$1bn. Productivity is the driver here, but clients are embracing the potential held by new technology to enable much of what they want to do both in terms of productivity and the way they interface with customers. Consulting support around more traditional IT services like ERP remained in relatively strong demand, too.

Definitions of sectors and services

Sectors	Sub-sectors
Energy and resources	Includes utilities
Financial services	Includes banking, insurance, investment and capital markets
Manufacturing	Includes construction
Pharma and biotech	
Healthcare	Includes publicly-funded healthcare
Public sector	Includes federal/central and state/regional/local government, state-owned organisations and education. Excludes healthcare
Retail	
Services	Includes business and consumer services, real estate, professional services and transportation
Technology, media and telecoms	

Services	Sub-services
Financial management and risk	Responding to regulation Finance function Budgeting/financial planning process IT risk Operational risk Financial risk Programme risk
HR and change management	HR strategy and effectiveness Benefits, compensation and pensions Change management Internal communications Organisational design and culture Stakeholder management Team effectiveness and collaboration Leadership and governance Performance management Talent management/training and development
Operational improvement	Business continuity and recovery Knowledge management Lean and Six Sigma Property and estate management Quality and performance management Supply chain management Cost-cutting Innovation M&A integration Managing quality Post-M&A integration Process design and re-engineering Procurement/purchasing Research and development Benchmarking

Services	Sub-sectors
	Distribution strategy Environmental, sustainability and CSR Operational review
Strategy	Business and financial modelling Corporate re-structuring Corporate recovery and turnaround Corporate strategy Market analysis and strategy Market research Policy formulation Strategic sourcing/offshoring strategy Due diligence and valuation Infrastructure/asset financing and management, PFI Mergers and acquisitions Customer service New product development Branding Marketing and channel management Customer relationship management Pricing Sales force effectiveness Category management Sales and distribution planning
Technology	ERP consulting IT training Application of new technology Hardware/software selection IT design and build IT strategy, planning and review IT testing and integration Management information and business intelligence Technology and security risk services Hardware/software and systems implementation Requirements definition Web and internet consulting Project and programme management (eg where consulting firm has been engaged to run a specific project which it is otherwise not involved in)



2014 Consulting Market Programme research schedule*

Reports for different regions vary in length but the content includes:

- Overall description of the market in the region
- Data for the consulting market, by sector, service and segment
- High-level breakdown by geography within region
- Discussion about the current state of, and prospects for, the consulting market by sector, service and segment, combining the feedback of consultants
- Analysis of the key challenges and opportunities in the market
- Feedback from clients about individual firms (in selected regions)
- Growth forecasts

Please note that this content is subject to slight changes and amendments

January

UK

March

Gulf Cooperation Council (GCC)

Nordics

April

France

Benelux

May

Germany, Switzerland, Austria (DACH)

USA

June

Eastern Europe, Russia

Southern Europe

July

Australia

September

Africa

India

October

China

Brazil

* Source will be producing three additional country reports in the autumn of 2014 covering Mexico, Turkey and Indonesia. Please contact Alice Noyelle (details below) for further information.

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About Source

Source Information Services Limited (Source) is a leading provider of information about the market for management consulting. Set up in 2007 with offices in London and Dubai, Source serves both consulting firms and their clients with expert analysis, research and reporting. We draw not only on our extensive in-house experience, but also on the breadth of our relationships with both suppliers and buyers. All of our work is underpinned by our core values of intelligence, integrity, efficiency and transparency.

Source was founded by Fiona Czerniawska and Joy Burnford. Fiona is one of the world's leading experts on the consulting industry. She has written [numerous books](#) on the industry including: [The Intelligent Client](#) and The Economist books, [Business Consulting: A Guide to How it Works and How to Make it Work](#) and [Buying Professional Services](#).

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