

# Staff Profile

**Jasmine Hoye**  
**Research Director**

**Melbourne-based**

Jasmine is a sustainability specialist with more than 13 years experience in market and social research. Jasmine has particular strengths in designing research programmes that will accurately assess community and stakeholder sentiment and behaviours, drawing on a diverse toolkit of qualitative and quantitative research techniques.

Jasmine has conducted many influential social and market research studies in the water, energy, waste, and natural resource management sectors, also covering transport, climate change and behavioural change. She founded the annual Ipsos-Eureka Climate Change survey, which is now in its fourth year, and has presented research findings at various sustainability related conferences.

Most recently, Jasmine was a Director of the Ipsos-Eureka Social Research Institute, where she headed the Sustainable Communities and Environment Unit. She has worked with many of the leading government agencies in the field, including Department of Environment, Heritage, Water and the Arts (AUS), Department of Agriculture, Fisheries and Forestry (AUS), EPA Victoria, EPA Queensland, CSIRO, Department of Sustainability and Environment (VIC), Department of Environment and Climate Change (NSW), Sustainability Victoria, Parks Victoria, and number of research and development corporations, catchment management authorities, water and energy retailers and regional waste management authorities.

Jasmine has directed the research efforts behind a number of successful behavioural change campaigns, including the Victorian Government's widely acclaimed *Black Balloons* energy saving and climate change campaign, various phases of the same Government's *Our Water Our Future* campaign, and a national waste engine oil recycling campaign. She has also directed a number of research studies in the renewable energy sector, including a national GreenPower branding and communications study.

Prior to joining Ipsos in 2005, Jasmine was an Account Manager at Millward Brown, where she specialised in customer loyalty and value based research, whilst also gaining extensive experience in ad hoc research, and brand and advertising studies. She also has a background

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in communications and interviewing, and draws upon this to create positive research experiences for participants.

Jasmine holds a Graduate Certificate in Sustainability from Swinburne, a Bachelor of Arts in Media Studies from Deakin University, and is a full member of the Australian Market and Social Research Society (AMSRS).