

# TRA

## **TRA Sydney bolsters senior team; signs foundation clients; and move into new premises**

**Sydney. June 20, 2022:** Leading insights and research consultancy TRA has announced the appointment of a new Head of Innovation and two new directors to join its burgeoning Sydney team. This follows the recent opening of Sydney's office and appointment of its Managing Partner, Terri Hall.

The three appointments include:

- Nikki Davey, Head of Innovation, TRA Sydney (previously Head of Innovation, Kantar)
- Ngaia Calder, Business Director, TRA Sydney (previously Customer Insights Specialist, Kmart)
- Tara Collins, Account Director, TRA Sydney (previously Associate Director, The Behavioural Architects, and Senior Consultant, TRA New Zealand)

The newly created roles will report to Terri Hall, who said she is delighted about the calibre of her new team, brought onboard to support the momentum behind the business.

Hall said: "Since launching earlier this year and securing two foundation clients, I have prioritised building a skilled team whose collective passion for customer-centric insights will optimise our focus to deliver the best possible client outcomes.

"At TRA we do things differently. We have a deep obsession with people and doing what we can to improve their lives. We consistently stretch our craft skills, challenge ourselves towards innovative and creative solutions to problems, and relentlessly pursue telling stories that drive change. This is what clients need from us and I know that as a team we have an exciting opportunity to make an impact in Sydney," Hall explained.

As Head of Innovation, Nikki Davey's remit is to lead TRA's innovation capability, partnerships and thought leadership while driving growth for clients.

On her new role Davey commented: "I'm so looking forward to joining this incredibly talented and well-respected team and being part of an agency that has such a clear, recognised innovation mindset and fresh take on generating insights.

"On a personal level, I am excited to get started doing what I love most, which is building strong relationships with our client partners to drive business growth at this pivotal moment in TRA's journey."

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As senior client service roles, Calder and Collins share a remit to build relationships with clients founded on a shared value of delivering powerful work that influences change for TRA's partners.

The team has moved into new offices at The Commons Surry Hills, in the heart of Sydney's creative community. Collins and Davey will be based at The Commons alongside Hall, while Calder will work between Noosa and Sydney, under TRA's Flex policy.

Hall said: "Our team has fresh perspectives on how insights can bring inspiration, foresight and confidence to decision making. I believe TRA is poised to make a significant impact on Sydney's insights market; we have the talent, the new home, and the drive to make things happen."

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## **ABOUT TRA and TRA BUSINESS GROUP:**

TRA is an insight agency that combines understanding of human behaviour with intelligent data capability to help clients navigate uncertainty and answer complex problems. It does this by putting people at the heart of the organisations it works with through extensive use of research, analytics, strategy, culture and design.

It is part of TRA Business Group, that manages client relationships through its offices in Auckland, Sydney and Melbourne. Other businesses in the group include Zavy, a social media insight and listening tool and the SME brand health platform, Tracksuit.

In 2018 TRA was awarded Gold for the most effective piece of insights work globally by ESOMAR. In 2021, 2020 & 2018 they have been awarded Best Innovation Programme and in the AFR Boss Most Innovative Companies awards. In 2022, TRA was the only dedicated market research agency to be recognised across the AFR BOSS Best Places to Work awards system.

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