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Taverner, Jetty and IRIS come together as Taverner Research Group

Taverner Research is excited to announce its three brands are uniting as the Taverner Research Group, with a new logo and identity.

Taverner Research was founded by Philip Mitchell-Taverner in 1995. However its roots go back to 1975, when Philip co-founded (with Jim Reark) Reark Research.

Following the acquisitions of Coffs Harbour-based Jetty Research in early 2019 and Wollongong-based IRIS Research in mid-2020, Taverner has been operating under three separate identities. The company will now be unifying under a single name and branding, while maintaining offices and call centres in Sydney, Wollongong and Coffs Harbour - giving Taverner a unique regional presence and understanding.

“This is a logical and exciting progression following the Jetty and IRIS acquisitions”, said Taverner Research Group Managing Director Michael Trigwell. “Modernising and unifying the Taverner brand under a single logo will allow us to move forward as one organisation, while still harnessing all the benefits of our metropolitan and regional offices.”

Linking Jetty and IRIS to Taverner’s existing call centre platform means that the Taverner Research Group now has 50 ISO-certified CATI seats across three locations. Together with a highly trained face-to-face interviewing team with national coverage, this makes Taverner one of Australia’s leading fieldwork providers.

The new Taverner Research Group logo is a modernised and simplified interpretation of the original “oak tree sitting in a crown” emblem. The three peaks and merging blue and green colours symbolise the converging entities, which have come together under a unified Taverner brand.

“Taverner is one of the oldest and most trusted research companies in Australia, with over a hundred years of combined experience among the senior team” said chairman Philip Mitchell-Taverner. “We look forward to using this important milestone as the launchpad for an exciting new phase in Taverner’s evolution, which seeks to position us as Australia’s leading locally-owned, independently managed research company”.

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