

# **MEDIA RELEASE**

**NEWS FROM THE UNIVERSITY OF TASMANIA**

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ATTENTION: Chiefs of Staff, News Directors

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## **New approach to understanding data provides fresh insights**

A new approach to understanding regional information is providing fresh insights into the Cradle Coast region.

The Regional Atlas is a practical tool which goes beyond traditional data collating methods, to making sense of data in relation to key development issues.

“There are a lot of data and statistics about the region which can be very hard to interpret,” Institute for Regional Development Senior Research Fellow and atlas co-ordinator Dr Robyn Eversole said.

“People can have a hard time understanding what this information is exactly, and what it means for them.

“A lot of data hasn’t been interpreted in relation to what it means for the region, and this is exactly what the Regional Atlas can do.”

For example, in the past there has been a strong focus on the level of post-school qualifications in the North-West falling below national figures.

However, data suggests the North-West is well ahead of the national average when it comes to trades qualifications.

“The Regional Atlas is about going beyond the facts and figures to gain a real understanding of what is going on in the region,” Dr Eversole said.

The atlas is an initiative of the Institute for Regional Development and is based at the UTAS Cradle Coast campus.

The atlas offers on-demand data, analysis and interpretation, including explorations of key regional development issues, such as skills and standard of living, and trends over time.

A unique part of the atlas’ approach, Dr Eversole is conducting workshops with local organisations which contribute to research results.

“When we present a workshop, individual experiences and local knowledge are integral to gaining an understanding of the data,” Dr Eversole said.

“This is where the Regional Atlas differs, it offers a qualitative as well as quantitative research approach, and provides a new understanding of the nature of knowledge.”

Individuals or groups interested in more information regarding the Regional Atlas should contact Dr Robyn Eversole on 6430 4519 or email [Robyn.Eversole@utas.edu.au](mailto:Robyn.Eversole@utas.edu.au)

**For more information/interviews contact:**

Dr Robyn Eversole is available for interviews **today** from 11.30-12.30pm and 2.30 – 4pm on (03) 6430 4519.

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