

### 4.1.1 Statement of Applicability (SoA)

IER specialises in measuring the impact of major events and evaluating the social and economic importance of the sport, cultural and entertainment sectors. With over 30 years' experience, we consult for leading brands and organisations in the major events and entertainment sectors.

Major research work includes:

- Tourism and economic research
- Experimental and environmental research
- Social and community research
- Cultural events research
- Marketing and communications analysis
- Attendance estimates, segmentation and event economic forecasting
- Event strategy and commercialisation of events

Size and scope studies commonly include sporting, cultural, arts, government and capital projects economic modelling.

IER attests to the following Statement of Applicability Annexes as meeting the requirements of ISO 20252: 2019.

- Annex A Sampling
- Annex B Fieldwork
- Annex E Self completion
- Annex F Data management and processing

IER excludes Annex C Physical Observation, Annex D Digital Observation and Access Panels Annex A from this scope as we do not offer these services.

This attestation is authorised by the IER partners and made available to IER clients and other interested parties via the IER website.

Partner: Glenn Hardy

Partner: Paul Limoli



Date: Tuesday 21st October 2025

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IER is a national organisation with offices in Victoria, NSW, Queensland and Western Australia. This SoA is reviewed annually in accordance with Clause 4.1.1 requirements.