

Research & Insights Portfolio Lead

Portfolio Lead · Operations Team · Australasian Wellness Association (ASWELL)

Role type:	Portfolio Lead, Operations Team (volunteer)
Reports to:	President
Location:	Remote
Commitment:	Ongoing; flexible, in line with other Operations Team roles
Apply to:	president@aswell.au

About ASWELL

ASWELL is the Australasian Wellness Association – a not-for-profit peak body bringing the wellness industry together across Australia and New Zealand. We connect practitioners, businesses and organisations across every modality, and work to raise the profile, standards and influence of the wellness sector.

About the Role

Good decisions – and real industry influence – come from good evidence. The **Research & Insights Portfolio Lead** builds ASWELL's understanding of its members and the wider wellness industry, and turns that understanding into insight the Association, its members and its partners can act on.

It's a role for someone curious and rigorous, who enjoys turning information into clear, useful findings – and who wants to help shape how the wellness industry understands itself. It's also our most visible research platform: this portfolio produces ASWELL's flagship annual report.

This is a leadership role. You won't be expected to do everything yourself – you'll have ASWELL's management and can additionally build a small team of volunteers around you to support the work (see "Building Your Team" below).

What You'll Do

- **Member surveys.** Run regular (monthly) member surveys by email, and turn the results into a clear, useful report for the Operations Team and members.
- **The flagship report.** Lead ASWELL's annual State of Integrated Wellbeing Report – the Association's signature research publication – from planning through to delivery.
- **Industry monitoring.** Keep watch on wellness-industry research and trends, and curate the most relevant findings for Operations Team action or member news.
- **Ad hoc projects.** Propose, and oversee, one-off research projects – including ideas raised by members or industry partners.
- **Insight into action.** Work with other portfolios (Marketing, Membership, Partnerships, Advocacy) so that research actually informs ASWELL's communications, member value and advocacy positions.

Building Your Team

As the portfolio grows, you can recruit and lead your own volunteers as a **Research Working Group** – and/or, where a piece of work calls for it, establish a project-specific **Task Force**. You'll set the direction; your team helps deliver it. ASWELL will support you in finding the right people.

A Portfolio Lead Role, Not a Board Role

This is an **Operations Team role** – you lead the research portfolio and sit among ASWELL's portfolio leads. It is **not a director or Board position**. You won't be registered with ASIC, you don't carry the legal duties of a company director, and you don't vote on Board matters. You lead your area, contribute to Operations Team discussion, and report to the President.

Who We're Looking For

- Someone comfortable with research – designing surveys, making sense of data, and writing up findings clearly for a non-technical audience.
- A curious, organised self-starter who can run projects and, over time, lead a small team.
- An interest in the wellness industry and what makes it tick.
- Experience in research, insights, academia, market research or a data-related field is a strong advantage – but enthusiasm and rigour matter most.
- Care with member information – survey and member data is handled in line with ASWELL's privacy and data-protection policy and the Privacy Act.

What You'll Get

- Complimentary ASWELL membership for the duration of your role.
- Recognition on the ASWELL website as a member of the Operations Team, and as lead author/editor of the annual report.
- A visible platform – your work shapes a flagship industry publication and ASWELL's primary evidence base.
- The experience of building and leading a research function from the ground up, and connections across the wellness industry.

How to Apply

If this sounds like you, email the President, Samantha Dunn, at president@aswell.au with a few words about yourself, any relevant research experience, and why the role appeals. We'd love to hear from you.