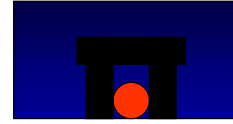


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## Charlie Nelson

*Charlie Nelson* has a B.Sc. degree majoring in statistics and has worked in the market research and forecasting fields for over 35 years.

He has extensive consulting experience in the telecommunications, retail trade, food, media, motor vehicle, and finance industries as well as in public policy.

He has been a leader in the application of conjoint analysis and choice modelling in Australia. He has applied these techniques to problems in a wide range of industries including consumer packaged goods; financial services; telecommunications services; transport services; motor vehicles; and public policy. In 1987, he received the Market Research Society of Australia Award of Merit for a paper on the application of choice modelling to new product design and he is a co-author of a 2005 Marketing Science paper on an application to competition in the telecommunications industry (“A prelaunch diffusion model for evaluating market defense strategies” by John H. Roberts, Charles J. Nelson, and Pamela D. Morrison; Marketing Science, Winter 2005 – <http://www.charlienelson.com/robertsetal.pdf>).

His forecasting services have achieved a high degree of accuracy over the last ten years and this has been achieved by a combination of advanced modelling techniques and a deep understanding of consumer behaviour, developed by analyzing market data. His forecasts include retail spending, new vehicle sales, other economic forecasts, and fertility.

He has developed survey-based indicators of consumer willingness and ability to spend, which consistently out-performs the indexes of consumer sentiment. For example, Harold Mitchell (Chairman of Mitchell Communication Group) wrote an article in The Age and The Sydney Morning Herald on 30 April 2009 about Charlie’s prediction that the worst of the economic slowdown was over. This prediction was based on the Consumer Pulse<sup>®</sup> surveys of willingness and ability to spend, which had shown in April that willingness to spend had rebounded to record levels from a low level in late 2008. By contrast, the index of consumer sentiment did not lift above average until July at which time the Reserve Bank of Australia and economic commentators were still expressing surprise at the strength of the economy.

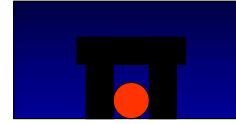
Charlie also has a broad interest in the factors that will shape the business and social policy environment in the longer term. That interest was recognized by Business Review Weekly who asked him to contribute an article about trends in consumer spending over the next ten years for the final issue of 1999. That article “The future has already happened” was published on December 17 1999 (<http://www.charlienelson.com/future1999.pdf>).

Charlie has applied his talent for pattern recognition, statistical analysis, and his broad general knowledge to identify a major influence on long-term rainfall cycles in southeast Australia, especially Melbourne and the Murray Darling Basin. This is an 18.6 year cycle of the moon, a factor which has eluded the experts. He has made a

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submission to the 2009 House of Representatives Industry, Science and Innovation Committee enquiry into long-term meteorological forecasting in Australia on this subject (<http://www.aph.gov.au/house/committee/isi/weather/index.htm>). His updated and extended research on this subject can be read at <http://www.charlielson.com/moonrain.pdf>.

He established the forecasting and futures consulting firm **foreseechange** in 2000. Before that, he was director ACNielsen Futures with ACNielsen Australia.