

AMSRO

ASSOCIATION OF MARKET AND SOCIAL RESEARCH ORGANISATIONS

Backgrounder

The Association of Market & Social Research Organisations (AMSRO) is the peak body for the market and social research industry. AMSRO works in partnership with its market research company members, plus privacy authorities, business, government and the community to protect and promote the industry and uphold the highest ethical and privacy market and social research standards.

Since its establishment in 1989, AMSRO has grown to more than 100 members, which include some of Australia's leading research companies including Ipsos Australia, The Leading Edge, The Nielsen Company, TNS, Millward Brown and Sweeney. The full list can be viewed [here](#).

AMSRO members represent 75% of the industry's total employment with an annual turnover of \$786 million in 2012. For members, AMSRO membership signals to their clients and the industry that they are committed to quality-assured market and social research practices that deliver high-quality data.

AMSRO's role in supporting and guiding the industry has become increasingly pertinent with the worldwide explosion of available data due to the migration of consumers to online channels. With business and government increasingly relying on consumer data for critical decision making, the role of research has not only escalated, but so has the need to ensure the data that companies and government departments rely on is ethically sourced and accurate.

Those commissioning market and social research include government agencies, companies and NGOs – in fact, any organisation that needs to better understand the community, trends or its own customers. Research projects educate the response of decision makers to a range of important issues, including planning for major transport, infrastructure projects, responses to climate change, taxation policy and many other areas.

In 2003, AMSRO was the first industry body to launch its own industry-specific privacy code, the AMSRO Market and Social Research Privacy Principles. These Principles were awarded an Australian Privacy Award in 2009. AMSRO members have upheld this privacy code for more than a decade without breach, demonstrating the commitment of AMSRO and its members to privacy.

Nicola Hepenstall is the President of AMSRO, a market and social research expert and published author with more than 20 years experience. Hepenstall is a Managing Director at Hall & Partners | Open Mind.

AMSRO also works with the Australian Market and Social Research Society (AMSRS), the industry's professional membership body, which represents the interests of more than 2,000 research professionals committed to increasing the standard and awareness of market and social research.

For more, visit amsro.com.au

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