



Media release

AUSTRALIAN PRIVACY COMMISSIONER TO PRESENT AT AMSRO LEADERS FORUM IN MARCH

- AMSRO first to pursue new, industry-specific privacy code -

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Australia's peak body for the market and social research industry, the Association of Market & Social Research Organisations (AMSRO), will feature Australian Privacy Commissioner Timothy Pilgrim as keynote speaker at its 2014 Leaders Forum in Sydney on March 20, 2014.

At the exclusive event, Pilgrim will provide detailed insight into the far-reaching implications for business and government agencies of the new Privacy Amendment Act, which comes into effect on March 12, as well as Australians and their changing attitudes to privacy.

AMSRO President Nicola Hepenstall said: "The AMSRO Leaders Forum coincides with the launch of the most stringent privacy legislation Australia has seen and we are delighted to have the Commissioner work with our industry to help understand the changes. Market and social research relies heavily on the goodwill of the public and as such we take privacy very seriously.

"AMSRO member organisations have been working under an award winning privacy code for over ten years to ensure we have the best ethical standards in the industry.

"Developing our new privacy code in consultation with the Privacy Commissioner means our industry association will continue to provide a voice for our members and ensure the new legislation allows clients to source relevant, accurate insights, while ensuring Australian consumers' privacy is respected and protected."

Honorary Professor of Marketing at the University of Sydney and AMSRO's Independent Code Reviewer, Dr Terry Beed said: "The development of the new market and social research privacy code reaffirms the commitment of AMSRO's member organisations to protecting the privacy of hundreds of thousands of research participants nationwide.

"Participants will be able to look towards AMSRO's code with renewed confidence that the information they provide is secure. At a time when data gathered from the population is driving the critical decisions of the private and public sectors more and more, concerns about protecting the privacy of research participants will be paramount

in any organisation's choice of a research supplier. AMSRO's new code takes this imperative to a new level and will differentiate its member organisations from those who operate without the discipline of the code."

Other speakers at the Leaders Forum, themed '*Our Vision, Our Future*', include:

- Educator, Business Leader & Mentor Wendy McCarthy looks at leadership, diversity and women in the workplace;
- Broadcaster, author and social critic Phillip Adams will also present on big data and how the internet has eradicated the community's perceived need for education;
- Olympic gold medallist and Head of Business Development at National Australia Bank's Private Wealth Kieren Perkins talks about his transition from the pool to the Board room
- UGM Consulting's Dr Grant Robertson on the way organisations overlook individuals who are cornerstone of its success;
- Head of Industry Economics Dean Pearson on Australia's multi-speed economy; and
- Phuel's Alistair White on how individuals can achieve increased performance.

Sarah Campbell, Executive Director, AMSRO said: "Our annual Leaders' Forum allows members to ask questions in a uniquely confidential environment, learn the latest about issues affecting market and social research and engage with leading experts regarding marketing, economic, industrial and workplace relations.

"We will also use the Leaders Forum to launch an Australian-first initiative that takes the risk out of decision making for companies engaging in market and social research".

Held in Sydney for the first time, the AMSRO Leaders Forum will take place at the Pier One Sydney Harbour, Sydney on March 20, 2014.

Ends.

About AMSRO:

The Association of Market and Social Research Organisations (AMSRO) is the peak body for Australia's leading market and social research companies. AMSRO has over 100 Australian member companies representing approximately 75% of total employment in the industry with a turn-over of \$786 million in 2012. AMSRO members are committed to quality assured market and social research practices to ensure that the highest quality research data is used to support government and commercial decision-making. AMSRO's Market and Social Research Privacy Principles were awarded the Community and NGO category of the *Australian Privacy Awards in 2009*. amsro.com.au

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