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## AMSRO's Mission

AMSRO's mission is to maximise the long-term livelihood of its member companies by providing benefits through sharing information and representing their interests in areas including:

- promotion of the industry
- government and public relations
- quality assurance
- industry self regulation
- workplace relations

AMSRO pursues its mission by:

- taking steps to improve the awareness and regard for market and social research organisations in all sections of the community
- assisting member companies meet the highest quality assurance standards
- helping develop talent attraction strategies for the industry and talent retention for the industry
- representing and promoting the interests of member companies amongst government, regulators and other stakeholders
- undertaking all practical steps to improve the quality and professionalism of market and social research practices
- promoting industry self-regulation and providing a forum where reasonable complaints against member market and social research organisations can be objectively and promptly heard
- compiling statistical information about the industry and the marketplace for research
- promoting networks and exchange of information among industry leaders

## Your Views Count

More than 100 market and social research companies, representing 80 percent of all research businesses in Australia, are sponsoring the Your Views Count campaign to promote greater awareness of the value of Market and Social Research in society. [Read more...](#)



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