

AMSRO has worked for two decades to ensure that the market research industry has a stable workplace relations system that is fair and equitable to employers and employees. A principal achievement was the creation in 1990 of the Market Research Industry Award and subsequent statutory Collective Agreements covering member companies - all tailored to the particular needs of the market research industry.

1. Objectives

AMSRO's Workplace Relations and Occupational Health and Safety (OH&S) objectives and outcomes achieved include:

- pursuing a co-operative, consistent approach to workplace relations and OH&S across the industry
- negotiating consistent long-term Agreements, backed by an up-to-date, flexible national Award, so as to maintain a level playing field on which all market research companies can fairly compete on the basis of their efficiency and quality
- providing all market research suppliers and buyers with information about their current industrial rights and obligations and working towards achieving compliance throughout the industry
- providing information and expert advice tailored to market research companies' needs.

2. The Market Research Industry Award and Agreements

The Market Research Industry Award was created in 1990 by the Australian Industrial Relations Commission after extensive negotiations between (then) AMRO and the National Union of Workers (NUW). A new modernised version of this Award will come into effect on 1 January 2010. This new Modern Award will cover nearly all market and social research undertaken in Australia once it comes into effect. AMSRO has been instrumental in seeking to preserve this Award as a separate Award and to avoid market and social research being brought within a general private sector clerical modern award - which would have increased costs across the industry. The Award and consecutive Industry Agreements (that sit above the Award) have given the industry stable and flexible workplace relations.

The current Industry Agreement reached between AMSRO and the NUW runs till the end of 2010. It sets minimum rates of pay and conditions for all market research and social research employees employed by AMSRO members.

[Click here for a copy of the 2009-2010 NUW and AMSRO Market and Social Research Industry Agreement](#)

3. Workplace Relations and Occupational Health & Safety advice, advocacy and assistance

Andrew Maher is retained by AMSRO to provide legal assistance and advice on workplace and industrial relations matters. Andrew is a partner at HR Legal, a specialist workplace relations and workplace safety law firm based in Melbourne, and has been AMSRO's Workplace Relations Advisor since 2004.

He has over a decade's experience both working in the Market and Social Research Industry and providing legal advice and assistance to AMSRO and employers across the industry nationally.. Andrew assisted AMSRO in the negotiations for, and the drafting of, the last two Market Research Industry Agreements.

Andrew and the team at HR Legal are able to assist AMSRO members with queries in relation to the operation or interpretation of the Industry Agreement, as well as any other employment, workplace relations, OH&S or workplace privacy issues that AMSRO member companies may have.

Currently, each AMSRO member is entitled to two hours of



free advice from Andrew and HR Legal each financial year.

AMSRO members can contact Andrew Maher on:

Phone: 1300 HRLEGAL (1300 475342) (local call cost nationally) or 03 9948 2454 (direct line)

Email: amaher@hrlegal.com.au