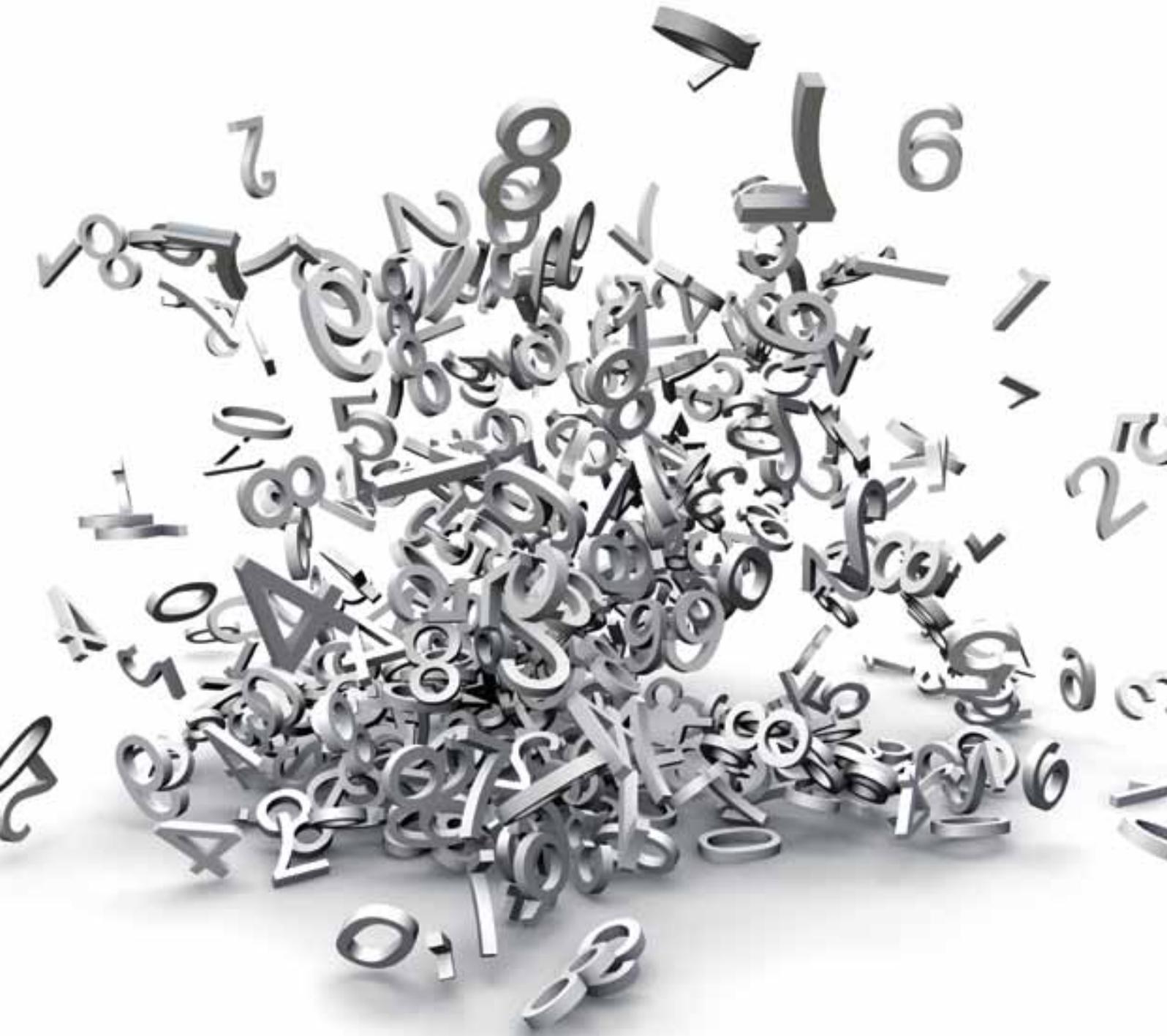


Research

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News



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Improving standards and standing

Jane Gregory says professional standards and training have always been close to her heart, because 'it's just in me to want to do things properly'.

But early on in her research career, the AMSRS Professional Standards Officer had a memorable experience as a respondent, which served as a salutary lesson in the importance of improving the standards and status of the industry.

"I was on maternity leave with my daughter who was three-months-old. She was screaming and I was trying to feed her and cook the dinner, and it was just an example of a really bad time to ring. But there was no opportunity to make an appointment to ring later and on top of that, it was the worst interview you could ever have. It just went on and on. He told me it would take 10 minutes, and it easily took three quarters of an hour.

"It broke most rules; the questions were really boring and made little apparent sense. At one point the interviewer realised I was unhappy and said: "I won't ask you this next section, because I know you won't be interested."

"I was only hanging in there because I worked

in research and wanted to experience the other side." (The interviewer hadn't asked whether she worked in MSR). "The interviewer worked for a company that had no AMSRS members, but it brought home to me how important it is to maintain the standing of the research industry in the eyes of the general public and to promote AMSRS membership.

"If I'd had no connection to [the industry], it would have been enough to put me off doing an interview ever again."

Since taking on the role of AMSRS Professional Standards Officer in November last year, Gregory said her main focus has been disseminating information about standards to members, with the first QPMR webinar on ethics and regulatory issues held in March (and to be repeated in June and October).

Gregory is a member of the AMSRS Professional Standards Committee and has been working on updating AMSRS guidelines. She is also developing a series of fact sheets to give members information about particular legal areas with which they may come into contact.

"I'm writing one at the moment about working with children and young people, as this is an area



where people often contact AMSRS seeking clarification or guidance.

"For example, each state has slightly different regulations, but most have requirements for pre-employment screening of people working with children – and in some cases that covers market research."

As an AMSRS Life Member, Gregory brings extensive practical experience to her new role and is available to answer questions about the Code of Professional Behaviour and associated guidelines. Members can call the Ethics Line on 1300 661 951.