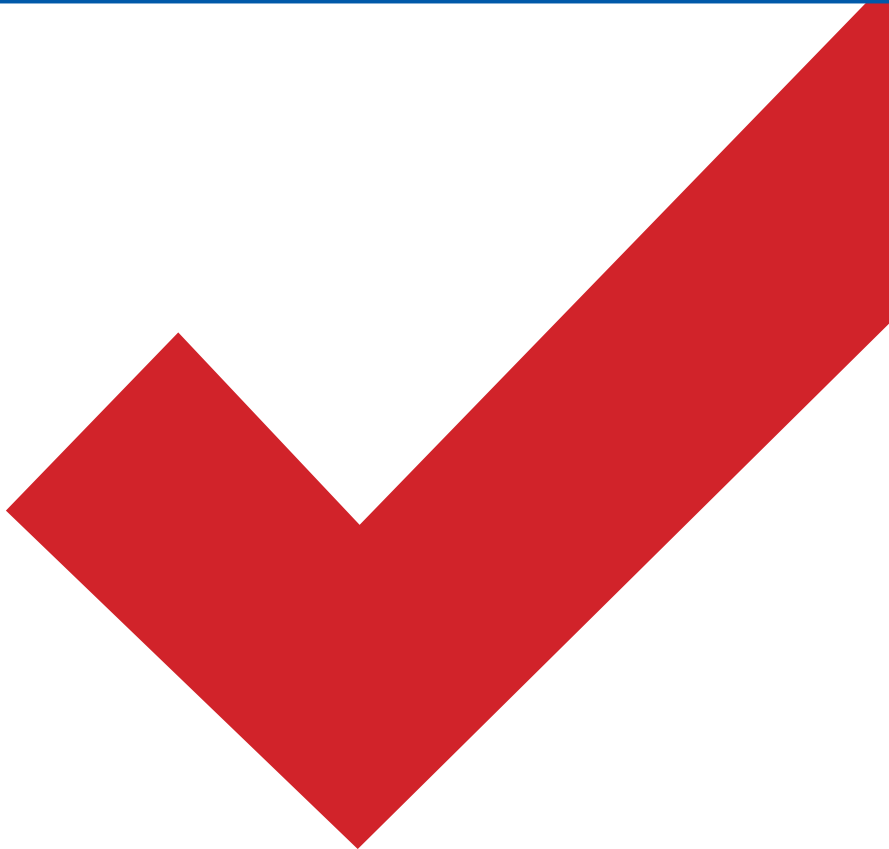


# Professional Standards

A guide to professional standards for  
market and social research in Australia



## Introduction

→ Australian market and social researchers recognise the need for strong professional standards as a basis for the maintenance and expansion of the industry in Australia.

They adhere to a range of professional standards which are constantly reviewed to meet the changing needs of the industry, the general public and government regulation.

**This booklet outlines these standards.**

## Code of Professional Behaviour

Individual members of the Australian Market and Social Research Society (AMSRS) are bound to observe the Code of Professional Behaviour, which covers the ethical requirements and standard conditions of conducting and reporting market and social research in Australia.

Market Research depends upon the willing co-operation of the public and the business community. This co-operation is based on public and business confidence that market research is carried out honestly, objectively and without unwelcome intrusion or disadvantage to respondents. The purpose of market and social research is to collect and analyse information, not to sell or promote goods or services, influence respondents' opinions or engage in other non-research activities. It is in this spirit that the Code of Professional Behaviour has been developed.

The Code defines market and social researchers' responsibilities to their respondents, to their clients, to each other and to the community at large. It confirms to international standards and had been adapted to meet the particular needs of the Australian market.

A copy of the Code of Professional Behaviour is available at [www.amsrs.com.au](http://www.amsrs.com.au) together with guidance on implementation of the Code, guidelines on specific areas of research practice and fact sheets on aspects of research and the law.

Members can call the Ethics Line with questions about the application of the Code: 1300 661 951

## Qualified Practising Market Researcher (QPMR)

A Qualified Professional Market Researcher (QPMR) is a market and social research professional with extensive experience and formal qualifications. He or she has also made a commitment to on-going professional development in their profession.

A QPMR may be a supplier of market and social research, or a buyer or user of research services.

A QPMR:

- is a full member of AMSRS
- Has at least five years research experience, with at least two of those years spent in Australia, and relevant tertiary or practical experience
- Has passed the QPMR examination
- Agrees to undertake continuing professional development each year to maintain and expand their research knowledge and keep up to date with developments in the industry.
- Abides by the industry Code of Professional Behaviour.

QPMRs are requested to document their continuing professional development activities. Relevant professional development activities are awarded points per hour of learning.

Accreditation is reviewed annually and a minimum of 100 points must be achieved in order to maintain QPMR accreditation.

For further details contact AMSRS on 02 9566 3100 or email: [qpmr@amsrs.com.au](mailto:qpmr@amsrs.com.au)

## Privacy Principles

Market and social researchers abide by the Privacy Act 1988 (Commonwealth) and the National Privacy Principles (NPPs) therein, where these principles apply.

Members of the Association of Market and Social Research Organisations (AMSRO) subscribe to a Market and Social Research (M&SR) Privacy Code. The Market and Social Research Privacy Principles (M&SRPPs) in this Code replace the (NPPs) in the Privacy Act 1988 (Commonwealth). The M&SRPPs give clarity to market and social research practice.

The M&SRPPs were approved by the Privacy Commissioner in 2003, and again in 2007, upon Review. This approval indicates that the Privacy Commissioner is satisfied that the obligations in the M&SRPPs are at least the overall equivalent of those set out in the National Privacy Principles in the Privacy Act 1988 (Commonwealth).

The aims of the Code are:

- to facilitate the protection of identified information provided by, or held in relation to, the participants or subjects of market and social research;
- to enable quality research to be carried out, so as to provide accurate information to government, commercial and not for profit organisations to support their decision-making processes;
- to allow market and social research small business operators that are otherwise not subject to the Privacy Act 1988 (Commonwealth) to benefit from compliance with industry best practice in relation to the handling of identified data.

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## Quality Assurance Standards

### AS:ISO 20252

ISO 20252 is recognised internationally as the industry quality control standard for market and social research. AS:ISO 20252 is the version of the Standard adapted for Australian conditions. For Australian companies, it replaces AS 4752 and incorporates functions of IQCA.

It is a company based standard and includes requirements for the entire research process.

The Standard is available to all market and social research companies in Australia.

The standard can be purchased from SAI Global ([www.saiglobal.com](http://www.saiglobal.com)), NCS International ([www.ncsi.com.au](http://www.ncsi.com.au)) or Best Practice ([www.bestpractice.com.au](http://www.bestpractice.com.au)). Assessment and certification is available from industry approved certification bodies.



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## Access Panel Standards AS: ISO 26362

ISO 26362 is the international standard for access panels, both online and offline. AS:ISO 26362 is the version of the Standard adapted for Australian conditions.

It addresses a wide range of matters such as organisational responsibilities for quality management, confidentiality and transparency, methods and sources of recruitment, confirmation of identity, panel structure/size, and profile data of panels.

It also covers aspects of panel management including use of incentives, sampling, frequency of participation, screening and validation of data.

The Standard is now available to all market and social research companies who operate access panels in Australia.

The standard can be purchased from NCS International ([www.ncsi.com.au](http://www.ncsi.com.au)) or Best Practice ([www.bestpractice.com.au](http://www.bestpractice.com.au)). Assessment and certification is available from industry approved certification bodies.



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