

25 March 2020

Re: The importance of prioritising Market and Social Research and insights during COVID-19

The Association of Market and Social Research Organisations (AMSRO) is the national peak industry body for companies involved in consumer research, insights and data analytics in Australia. The Association represents close to 100 of the leading research and insights companies in Australia, with members employing over 5,000 permanent and 3,000 casual employees. Our member companies conduct market and social research for the majority of Federal and State Government Departments, Local Governments and most of the ASX top 200 companies. The Australian research and insights industry generates over \$1 billion of economic activity annually, with all levels of Government representing a significant portion of this.

As an Association, our focus has been on supporting our members to strengthen the resilience of their businesses in this time of crisis. Our members are prioritising the health and welfare of our employees, our research participants and our clients. We have encouraged our members to take the recommended pandemic measures, including instituting social distancing, remote working and methodological shifts designed to protect our people and the broader community. All the while, we have maintained our focus on delivering reliable, trusted quality insights for our clients.

AMSRO and our members acknowledge the efforts of the Australian Federal, State and Local Governments to protect employment and support businesses in this time of crisis. As an industry employing significant numbers of knowledge workers as well as many casual staff, **we ask all levels of Government to consider the continued procurement of market and social research services as a priority.**

Never has there been a more critical time to base decisions on a sound evidence base. To truly understand how Australians are feeling, to understand what they are doing and to understand their needs in this time of crisis. Market and social research, data and insights have an essential role to play during these unprecedented and uncharted times.

The future of social policy regarding our nation's health and wellbeing, education, employment, social security and multiple other areas depend on trusted, quality community insights. Australians need to be heard and our members rely on the continuation of Government support in commissioning this research.

These are difficult times and we, as an industry, are here to support Government in navigating our collective way through.

Should you require further information about [AMSRO](#) please do not hesitate to contact me on 0412 370 393 or AMSRO's Executive Director, Sarah Campbell on 0417 665 144.

Wishing you all the very best during this uncertain time and again, thank you for your continued support.

Kind regards,



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