

# JOIN THE LEADERS



AUSTRALIAN DATA AND INSIGHTS ASSOCIATION

ADIA is your national peak industry body. We proudly champion, listen, advise, train and protect close to 100 company members, to advocate and promote the research, data and insights industry.

ADIA works in partnership with our company members, privacy authorities, business, government and the community to form a collective voice that promotes the excellence and capability that is within your industry.

Our collective voice helps to mitigate risk, protect your reputation, and directly benefit your company and the clients you serve. Together we can achieve goals that benefit the industry now and into the future.

An ADIA membership demonstrates your organisation's commitment to quality, ethics and privacy. Join now to access ADIA's essential member services and take your seat at the table.

A handwritten signature in black ink, appearing to read "Sarah Campbell".

**Sarah Campbell,**  
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**Enhance your reputation**

**Reduce risk**

**Be seen as a trusted provider of excellence**

**Speak with one voice**

**Educate & inspire your team**

**Build competitive advantage**

**Be ahead of changes that affect you**

# ADIA MEMBER BENEFITS



## Registered privacy code

ADIA member organisations are the first and only industry collective in Australia to sign up for an APP Privacy Code registered with the Office of the Australian Information Commissioner (OAIC). We provide members with expert advice across changes to privacy law, including the NDB scheme and GDPR, plus we offer a "first line of defence" to help manage and mediate any privacy issues.



## Quality standards

ADIA develops and monitors compliance standards and keeps abreast of regulatory matters to help mitigate risk. Our members receive specialised training and resources to support the implementation of industry standards. Member businesses (of all sizes) obtain access to subsidised ISO certification programs.



## Legal support

ADIA provides an exclusive and unlimited complimentary telephone advisory service with legal consultant Andrew Maher (Partner, CIE Legal). Member resources and regular training sessions cover human resources law and privacy law matters.



## Advocacy and a collective voice

ADIA provides a powerful combined voice that results in committed regulatory representation. We continue to maximise our excellent government relationship to ensure industry needs are met and the importance of research is recognised across procurement platforms.



## Trust Mark directory

ADIA recognises member companies that uphold the pillars of trust, ethics and quality via the [Trust Mark Directory](#). The ADIA industry Trust Mark signifies a business of excellence and is recognised as a reputable endorsement by government and commercial clients when engaging research companies.



## Professional development

ADIA offers training tools and programs across ISO quality standards, privacy law, information and data security, risk management and workplace relations – including webinars, online training programs and templates and member-only workshops. We also offer preferential rates with strategic partners, including ESOMAR, the Australian Marketing Institute (AMI) and GiftPay.



## Industry networks

ADIA offers members many opportunities to network with fellow industry leaders, suppliers and clients with the potential to form rewarding partnerships. Our annual flagship event is a Leadership Forum for industry leaders (all events are conducted in line with the highest health and safety protocols). In addition, all members can find and give support on ADIA LinkedIn Leaders Group and receive advice, confidential mentoring service and access our on-call CEO.