

**LEAD ON**

**ADIA**

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.

Renew now to continue to access ADIA's essential member services.



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 **ADIA**  
AUSTRALIAN DATA AND INSIGHTS ASSOCIATION

**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 to a registered APP privacy code. We provide a critical "first line of defence" to help manage and mediate any privacy problems that arise. ADIA is the administrator of the privacy code and the Australian Information Commissioner is the adjudicator.



## Quality standards

ADIA develops and monitors standards, keeps abreast of regulatory matters and evaluates compliance in order to develop member resources. We support members understanding and implementation of changes to privacy law (such as the Notifiable Data Breach Scheme and the General Data Protection Regulation).



## Legal support

ADIA provides an unlimited complimentary telephone advisory service exclusive to members. ADIA's legal consultant Andrew Maher (Partner, CIE Legal) covers human resources law and privacy law matters.



## Advocacy and a collective voice

ADIA provides members with a powerful combined voice that results in committed regulatory representation. We have successfully secured access to the Integrated Public Number Database (IPND) and continue to maximise our excellent government relationship by working to include mobile numbers in the Scheme.



## 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 clients when engaging research companies. ADIA also support ADIA member businesses of all sizes by subsidising ISO certification programs.



## 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 and the Australian Marketing Institute (AMI).



## 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 Chief Executive Officer.