

ADIA's leadership team has worked hard over the past three years to incorporate and action the wide-ranging changes across the industry, protect members' interests, and continue to enhance membership benefits. The rebrand in 2021 acknowledged the industry now and into the future and ensured it retains the association's strong heritage of trust, ethics and privacy for consumers and client companies.

Board and Advisory Committee members meet regularly to review ADIA's value proposition, purpose, and goals for the year ahead and are pleased to deliver the following strategic priorities for 2023-2024.

## Mission

As the peak organisation for Australia's data, insights and research organisations, our mission is to protect, promote and strengthen the industry to ensure our members' important contribution to our economic, social and political well-being continues.

## Purpose

The purposes of the Association are to:

- (a) Represent and enhance the data, insights and research industry ('Industry')
- (b) Advise, support, represent and advocate on behalf of members
- (c) Enhance capabilities of, and opportunities for, members and their staff through:
  - i education, professional development and training; and
  - ii the development of industry partnerships.
- (d) Encourage confidence and minimise risk in client decision making; and
- (e) Ensure industry standards are relevant, appropriately promoted and recognised.

## Values

<b>Ethical</b>	We are focused on the needs of all members and scrupulously protect private and confidential information.
<b>Integrity</b>	Our organisation and members set high standards and we meet those standards. We are prepared to challenge behaviour that does not reflect ADIA's values.
<b>Leadership</b>	Our members are leaders in their field, and we reflect this in our leadership across the industry. We think carefully about the opportunities and risks on the horizon and share knowledge across the industry.
<b>Strategic</b>	We work towards an agreed mission, with clear strategic priorities. In doing so, we focus on the needs of our members and represent their long-term interests.
<b>Collaborative</b>	We understand the value that comes from working across stakeholders including members, non-members, industry, peak bodies and government to enhance and strengthen our industry.
<b>Making a difference</b>	We are passionate about helping our members succeed and create the best possible market research and insights ecosystem in Australia.



## Strategic Priorities

ADIA will serve its members across four key priority areas:



**To advocate and speak out with a strong voice on behalf of the industry** – building a united, stronger association for all companies collecting, using, and storing data for research and insights.

**We will achieve this by:** ADIA will advocate and inform the government, media and other stakeholders on priority industry issues to deliver necessary change and ensure long-term industry sustainability. ADIA's dedicated government relations committee continue to address issues with key stakeholders to improve the operating environment for members and clients. Current issues include Call Blocking, Online Fraud, IPND and Procurement, and data security and privacy matters.



**To support our members with industry programs, advice, and insights while delivering relevant (non-technical) professional development and training for businesses and leaders.**

**We will achieve this by:** ADIA continues the legacy of AMSRO, focusing on expert advisory around privacy law, workplace relations, quality standards, networking for industry leaders and supporting young talent. With a birds-eye view of the sector, we provide our members with strategic insights about future trends, opportunities and risks to support business decision making. The recently launched [ADIA Academy](#), available to all members and their employees, is regularly updated and hosts a suite of professional development resources. Andrew Maher, ADIA legal/Partner CIE Legal, continues to offer a free, unlimited hotline advising on workplace relations, privacy law, and the Enterprise Agreement. Norine Cruse, ADIA's quality consultant, works with members to ensure quality ISO and data information services are understood and complied with across the four preferred, industry trained certification suppliers. The annual Leaders Forum conference focuses on current leadership themes, trends and ideas helping businesses grow and thrive.



**To identify and explore relevant strategic partnerships to increase member value.**

**We will achieve this by:** ADIA continues to work with appropriate partners, company members, privacy authorities, business, government, and the community to protect and promote the industry and uphold the highest ethical and privacy standards. Current partners include: ESOMAR, the Australian Marketing Institute, WIRE, Gallagher, Giftpay & B&T. ADIA will explore new opportunities and partnerships that support our core areas – privacy, quality, workplace and advocacy – with a view to further member benefits and group buying discount opportunities.



**To represent a broader, more inclusive Association** – providing the compliance framework to inspire, attract and represent a broader industry dedicated to upholding best practice standards for evidence-based decisions which inform and service Australians.

**We will achieve this by:** ADIA, its Board and Committee members continue to work collaboratively to deliver valuable member services and expand the membership base to attract a broader industry representation. ADIA is committed to adding value to members and their clients, building our co-regulated operating environment to ensure the industry provides career opportunities and commercial success for future generations.

**Visit [dataandinsights.com.au](https://dataandinsights.com.au) for a full list of member benefits.**