



Pay rates



Working conditions



Health and safety

NEW BALLOT FOR PROPOSED UWU AND ADIA MARKET AND SOCIAL RESEARCH INDUSTRY AGREEMENT 2023-2026

The United Workers Union (UWU) and Australian Data and Insights Association (ADIA), the peak employer body for the market and social research industry, reached an agreement in mid-2022 on the terms of a new multi-employer enterprise agreement to replace the expired *NUW and AMSRO Market and Social Research Industry Agreement 2017-2020*. This new Industry Agreement was endorsed by an online ballot of employees held last July and was submitted to the Fair Work Commission (FWC) for approval. The pay rises in the new Agreement were passed on to employees by ADIA companies in July 2022 and July 2023, despite the new Industry Agreement still awaiting approval by the FWC.

After attending a conference with the FWC to discuss a range of technical matters the Commission had raised (about the procedure adopted by some ADIA members in the making of the proposed 2022 Industry Agreement and low voting numbers), the UWU and ADIA agreed to update the proposed Industry Agreement to reflect recent changes to the Fair Work Act, to rerun the ballot process and resubmit the revised Agreement to the FWC once that occurs. If approved by a new vote of employees, ADIA and the UWU will seek to have the proposed Agreement approved by the Fair Work Commission (FWC) as a multi-enterprise agreement under the Fair Work Act 2009. It would then be a three-year, not four, Agreement, as a year has elapsed since agreement was initially reached between the parties.

NEXT STEPS:

- An online ballot to approve the proposed Agreement will be held between **9am, Wednesday 13 December 2023**, and **5pm, Friday 19 January 2024**.
- You will be able to cast your online vote at https://glo.link/uwu_adia_ballot once the link goes live when voting opens on 13 December 2023. Please note that only employees of the companies listed on the ballot site are entitled to vote.
- A copy of the amended proposed Agreement is attached. Copies will be also available by request from your employer and a copy is available at <https://dataandinsights.com.au/member-services/workplace-relations>

The UWU and ADIA have worked to protect existing employment conditions and the proposed Agreement locks into a statutory agreement the following benefits for employees which were agreed in 2022:

Pay rates



Remote pay rates (clause 15.8): When a casual employee is required to work from home by their employer, an additional allowance of 52 cents per hour shall be paid if the interviewer chooses to use a device (PC/tablet etc.) provided by their employer; **or** 80 cents per hour if they choose to use their own equipment/device (PC/tablet etc.).



Executive (Telephone) interview rate (clause 10.5.2): An extension of the existing coverage of the (higher) Executive Interview Rate for interviewing work involving highly sensitive subject matter (e.g., domestic violence, sexual health, suicide, self-harm or significant trauma).



Wage increases (clause 9): the Agreement rates will be increased from 1 July 2024 (where applicable) to 2% above the [Market and Social Research Industry Award 2020 \(Award\)](#). The wage rates in the Award increased by 5.75% on 1 July 2023 so these increases have been incorporated into the amended proposed Agreement. The Agreement rates will increase annually in line with future annual Fair Work Commission increases to the Award until its nominal expiry.



New Graduate classifications/pay rates (clauses 9 and 10): Two new classifications - Graduate Researcher & Graduate Research Officer - have been introduced for market research professionals in their first year in the industry.

Improved working conditions



Notice of shift cancellation (clause 18.2.2): Increase to the notice required from an employer that a shift is cancelled. This has gone up from **18 hours to 24 hours** (otherwise, the casual employee will be paid for a minimum of the lesser of four hours or the agreed shift length).



Temporary alternative workspaces (clause 15.8.5): Access to alternate workspaces to be provided where possible by employers for regular, remote casual employees who, due to unexpected circumstances, are temporarily unable to fulfil their duties from home.



Communications about available work (18.6.9): Increased obligations on employers to communicate with casual staff about current and projected work availability.



Alternative interviewing work (clause 18.6.12): Where a casual interviewer requests not to perform work on a particular project due to personal and/or ethical objections to the subject matter of the survey, or due to reasonable concerns about interacting with a respondent demographic, the employer will, where possible, offer the employee available interviewing work on other current projects.



Transparency about casual shift allocation (clause 18.6.3): Greater clarity to be provided by employers to casual employees about how shifts have been allocated, including employers providing information about any metrics/methodologies that have been used to allocate casual shifts.



Recordings of project briefings (clause 18.7): New obligation on employers to record project briefings where possible so casual employees who were unavailable for the briefing can still be briefed for new projects.



Annual Leave (clause 23.8): The ability for permanent staff to cash out up to two weeks of accrued annual leave.

Additional work health and safety cover



Paid domestic and family violence leave (clause 27): Two weeks of **paid** domestic and family violence leave for all employees to be available, including for casuals.

Union Rights



Union Meetings (clause 38.2): Increased paid employee time for union meetings – increased to 4 hours a year and 8 hours in a bargaining year.



Union Delegates (clause 41.3): Increased paid time for union delegates.