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10 April 2007

Mr Chris Chapman
Chair, Australian Communications and Media Authority
Level 44, Melbourne Central Tower
360 Elizabeth Street
Melbourne VIC 3000

Dear Mr Chapman

Quantum Market Research, a leading practitioner of market and social research in Australia for nearly 40 years, is alarmed and disturbed to learn that ACMA intends to apply 'telemarketing' standards to the market and social research industry as part of the establishment of the Do Not Call scheme.

As a key provider of market research to both the public and private sector, Quantum is acutely aware that our telephone research service providers (all AMSRO members), do not engage in telemarketing and have given a written undertaking to AMSRO in that regard. They adhere to mandatory industry codes and guidelines that minimise disruption to the public from research calls.

The recently announced Research Calling Standard unnecessarily restricts calling times and will be very damaging to this organisation. Early industry estimates of the impact of restrictions on research involving Sunday calls and calls to 9pm would see costs rising or the length of survey fieldwork periods increasing by around 23% because of the lack of available calling times to get suitably representative samples.

We are interested to know how ACMA will be subsidising research providers and their clients for this additional impost or assisting with placating clients who have urgent timing needs. We presume these factors have been taken into account ahead of making such an ill-advised decision.



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We are also concerned about trends in survey results for long-term studies that will now be broken and in some cases invalidated as a consequence of ACMA's decision. This will hinder decision-making that was based on previously reliable estimates formed from a consistent approach to survey research. Further it will render the often very large investment in past studies worthless.

We support AMSRO's request that ACMA amend the Telecommunications (Do Not Call Register) (Telemarketing and Research Calls) Industry Standard 2007 to permit legitimate market and social researchers to call prospective researcher participants between the hours of 9 am and 9 pm on weekdays and on Saturday and Sunday between 9 am and 5 pm. We also support the establishment, if necessary, of a Market and Social Research Voice Communications Code to further protect the interests of respondents.

Sincerely

Adrian Goldsmith
Joint Principal

c.c. Senator the Hon Helen Coonan, Minister for Communications, Information Technology and the Arts, Parliament House, CANBERRA ACT 2600

Deputy Chair Lyn Maddock, ACMA, Level 44, Melbourne Central Tower 360 Elizabeth Street, Melbourne VIC 3000

Manager, Do Not Call Taskforce, ACMA, PO Box 13112 Law Courts Melbourne VIC 8010

Travyn Rhall, President, AMSRO, Level 1, 3 Queen St, Glebe, NSW 2037

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