



Social
Research
Centre

Collection statement for ACMA Media Diversity Research Survey

Background and purpose

The Social Research Centre is conducting the Media Diversity Research Survey for the Australian Communications and Media Authority (ACMA). The survey forms part of ACMA's work to better understand the range of professional news outlets operating in Australia, including the geographic areas they serve and the types of news and information they regularly produce.

We are collecting your personal information for the purpose of administering the survey, confirming the outlet or media brand you are responding on behalf of, and compiling a research dataset about professional news outlets and their geographic coverage. The information collected through the survey will be combined with information from desk research and other project sources to support ACMA's media diversity research and future monitoring. We, and by extension the ACMA, will only use the information you provide for this specific purpose.

This survey should take around 5 minutes to complete.

Who is conducting the research?

The Social Research Centre has been engaged by the Australian Communications and Media Authority (ACMA) to conduct the research.

The survey will be distributed through peak bodies or organisations representing selected broadcast and news outlets. The invitation you receive may refer to a specific outlet, masthead, station, program, channel, account or service that has been identified for inclusion in the research.

Information held and collected

Before you complete the survey, the research team may hold limited information about the outlet or media brand being sampled, such as outlet name, brand name, media type, location, licence or registration information where relevant, and publicly available organisational details. This information may come from ACMA-provided data, publicly available sources, existing industry datasets, desk research, or information provided by relevant peak bodies or organisations.

As part of the survey we will collect information about the outlet or media brand you are responding on behalf of, including its name, relationship to any broader brand or parent organisation, outlet type, whether it regularly produces news, the types of content it produces, and the geographic areas its content relates to. We may also collect limited personal information if you provide it, such as your name, role, work contact details.

Disclosure and use

Survey responses and related outlet-level information will be disclosed to ACMA for the purpose of the Media Diversity Research project, including compiling, validating and analysing a dataset of professional news outlets and their geographic coverage. Results may be reported at an outlet, brand or aggregate level. Respondents will not be individually identified in reporting, and responses will not be linked to you as an individual unless this is necessary to clarify or validate the outlet information you provided and you have provided your contact details and permission to be contacted.

The Social Research Centre will retain personal information only for as long as needed to administer the survey, conduct quality assurance, process the data and complete the research. Personal information will then be securely destroyed or de-identified in accordance with the Social Research Centre's data retention and privacy procedures. De-identified outlet-level data and supporting methodological information may be retained and provided to ACMA to support ongoing maintenance and future use of the dataset.

Other matters

Participation in this research is not required by law.

Participation is voluntary and you can stop the survey at any time. If you choose not to take part, or choose not to answer particular questions, this may limit the information available about the outlet or media brand you have been asked about.

If you have questions about the research, or if you want to request access to or correction of personal information you have provided, you can contact the Social Research Centre on 03 9236 8500 or via email at info@srcentre.com.au.

The Social Research Centre fully complies with the Australian Privacy Principles and all applicable privacy legislation. Our [privacy policy](#) contains general information on how the Social Research Centre protects your privacy rights. It also contains information about how we secure your data, how you can make a privacy-related complaint, access and correction of your information, and the general circumstances under which your information may be disclosed to overseas recipients.