



ORU first Australian company to receive global accreditation

Sydney, June 15, 2010: Leading online fieldwork and panel management company, The Online Research Unit (ORU) has been audited and accredited for a new global quality standard, the first Australian organisation to do so.

The ORU, part of STW Group, was accredited for the new Global ISO 26362 standard last month following a comprehensive and rigorous process of independent audits.

It was also again recognised as the 'Best Practice' online fieldwork company and panel management in Australia, and the Quality Standard for Online Access Panels (QSOAP) 'Gold Standard' for best practice.

For the second year running, the ORU has also achieved the Australian Market & Social Research Standard ISO 20252 in recognition of its ongoing commitment to the highest standards in online research data collection.

"We've always had a strong commitment to quality within the online research field, which we believe is vital for robust and accurate research results," said The ORU's Business Director, Sam Dier.

"We are extremely proud that this commitment has been formally recognised, not just within Australia, but also now globally. We will continue to ensure that the most rigorous processes and high quality expertise is applied across all our work," The ORU's General Manager Steven Davies added.

The quality standards were developed by a research industry Quality Taskforce, comprising representatives from end user clients, research consultancies and online research companies, and adopted in Australia in 2008. The ORU was recognised as the only 'Best Practice' online panel management and fieldwork company in Australia soon after the quality standards were introduced.

Davies said that Australia leads the world in the take up of online methods for marketing and social research and in the adoption of industry wide independently audited standards.

The ORU is part of STW Group, Australia's leading marketing content and communications services group.

Ends.

Contact:
Tessa Sexton
STW Group
Ph: 0421 098 674

tessa.sexton@stwgroup.com.au