



Statement of Applicability

Ipsos Australia is a full-service firm, offering the full range of research services across various market and social research methodologies. We have expertise in designing, managing and conducting all aspects of qualitative and quantitative research, as well as in community consultation, evaluation and secondary analysis (e.g. literature reviews), and the capacity to undertake projects of any magnitude. In accordance with ISO 20252-2019, we declare the following research services are included in our portfolio:

ANNEX	INCLUDED	STATEMENT OF SERVICES PROVIDED
Annex A – Sampling, including Access Panels	YES	Ipsos sources sample primarily through Ipsos Interactive Services (IIS), which manages global online panels in compliance with industry standards and ISO 20252:2019 requirements. For telephone samples, numbers are randomly selected from the Integrated Public Number Database (IPND) with ACMA authorisation where applicable.
Annex B – Fieldwork	YES	Ipsos conducts qualitative and quantitative fieldwork using approved methodologies, including face-to-face, telephone (CATI), CAPI, online, and self-completion techniques. Fieldwork is carried out by Ipsos personnel or approved subcontractors under documented quality and compliance controls. Our Melbourne-based team manages CATI operations in-house.
Annex C – Physical Observation	YES	Ipsos conducts physical observational research in natural or controlled settings as part of qualitative or mixed-method studies, following documented consent and ethical procedures.
Annex D – Digital Observation	YES	Ipsos conducts active and passive digital observations using approved tools and techniques, such as online diaries, forums, and media consumption tracking, with full participant consent and in compliance with privacy and ethical standards.
Annex E – Self Completion	YES	Ipsos provides self-completion methodologies, primarily through online surveys hosted on IIS and local servers, as well as paper-based questionnaires where applicable.
Annex F – Data Management and Processing	YES	Ipsos provides in-house and IIS-supported data management and processing services, including survey scripting, validation, analysis, and reporting, in accordance with ISO 20252:2019 requirements.

Authorised by: Quality Assurance Director AU

Signed: Lisa Cooper

Dated: August 2025

