



Painted Dog COVID-19 Response Strategy

As at: 18 March 2020

Given the outbreak of coronavirus (COVID-19) in Australia, these are the temporary measures Painted Dog Research is undertaking to minimise risk to our staff, clients, participants and community.

This information is based on current understanding and will be updated should government and health advice change. It should be noted this does not replace government advice; it is meant to supplement the official sources with the addition of some research considerations. Painted Dog will continue to check the up-to-date guidance on the Australian Government Health website <https://www.health.gov.au/news/health-alerts/novel-coronavirus-2019-ncov-health-alert>.

Our commitment to our industry and workforce

As a leader and major employer in our industry, we have a responsibility to help our business and the clients and industries we service to keep functioning during these uncertain times. We pledge our flexibility, resource capability and expertise in response management and research practices to ensure we deliver the excellent levels of service, availability and expertise that everyone has come to expect from us, while looking after the safety and wellbeing of our 'pack' and everyone we work and interact with.

We endeavour to undertake business as usual and are dedicated to find ways to help our clients navigate any challenges they are facing or assist them with future planning.

Our approach to a safe working environment

In order to maintain a healthy work environment Painted Dog has signage at the entrance and in the lifts which requests no one enter the building if they or someone they are in close contact with, have recently travelled overseas (in the last 14 days) or have any of the symptoms, or have come into contact with a suspected or confirmed case of COVID-19.

All visitors to the building are encouraged to use appropriate hygiene practices by washing hands often with soap and water or hand sanitiser.

All visitors are encouraged to not shake hands.

Our approach to workforce engagement

The health and safety of a strong workforce remains our most important priority. Painted Dog has embarked on the following measures to minimise the impact of COVID-19 at the individual and workplace levels:

- We have briefed our team to follow all guidelines as provided by the Australian Government regarding hygiene and best practice (e.g., washing hands)
- We provide employees with daily updates from credible sources in relation to the COVID-19 threat
- Our team have been urged to stay at home should they feel sick or develop flu-like symptoms. This includes all consultants, sub-contractors, interviewers, recruiters and casual workers
- Our team has been asked to self-isolate if they have returned from an international trip or have been in contact with anyone who has. This includes all consultants, sub-contractors, interviewers, recruiters and casual workers
- Several our team members may be working from home or splitting days in the office over the next few weeks.
- Our physical office will remain open. All calls will be received at our main Reception line (08 92276464) as normal and be transferred to any Painted Dog team member or get in touch via any of your other usual means.
- We communicate changes to work volumes and patterns as proactively as possible
- We will provide employees time and space to deal with personal or family situations that arise as a result of COVID-19 and its various effects, including flexible leave arrangements
- We have put into place procedures to limit face-to-face contact between clients, participants and business partners if deemed necessary



- All our team is equipped with the appropriate technology to work remotely
- We refer to <https://www.health.gov.au/news/health-alerts/novel-coronavirus-2019-ncov-health-alert> to receive appropriate advice if we have evidence or concerns of any staff or participants being infected with Covid-19.

Our approach to client management and service continuation

Painted Dog is confident in its ability to continue to provide research and data buyers with expert research design, fieldwork and data management, information security, and response-optimisation advisory during the COVID-19 situation. We're fully equipped to provide our services remotely and seamlessly, via the following tools and processes:

- Audio and video conferencing through industry-leading GoToMeeting, Skype for Business and Zoom.
- Secure, fast and efficient written communication via email and Microsoft Teams
- Document collaboration through SharePoint and Office 365
- Highly secure connections to servers - data is encrypted at rest and in transit
- Verbal communication using mobile and IP telephony
- Conversion of face-to-face methodologies to online methods

Out of concern for the wellbeing of our team and clients, we will be limiting face-to-face meetings and using technology such as Skype, Zoom or phone calls instead where possible. All existing client meetings /presentations will go ahead as planned, unless a team member gets in touch to make alternative arrangements. If you have a face-to-face meeting already booked with a Painted Dog team member and would like to switch to a phone call, Skype or Zoom meeting instead, please do let us know!

We won't be offended should any persons not wish to shake hands.

Project delivery

- We pledge our flexibility, resource capability and expertise research practices to ensure we provide high quality and reliable outputs during this time.
- All planned research projects / proposals will continue as usual, however a team member will be in touch about any issues relating to the timeliness, response rates or altered consumer sentiment on a case-by-case basis.
- Our online surveys, polls and online groups/discussions are continuing as usual and we've observed our panel sizes, participant engagement and response rates with these methods actually increasing. We've also noted higher and faster response rates to mail drops and phone surveys.
- If necessary, we will be suggesting alternative approaches to data collection and are fully equipped to provide these methods remotely and seamlessly throughout the project.
- We're in regular contact with our business partners in panel sampling and qualitative recruitment to ensure we all adhere to the appropriate screeners for participant recruitment and work collaboratively to deliver continuity of service.

Our approach to participant recruitment

If approaching individuals face to face to participate in research interviewers/recruiters/researchers should:

- Avoid people who look visibly unwell
- Stand at least 1 metre (3 feet) away from the potential participant
- Carry tissues and bacterial wipes and throw away in a bin any which are used
- Avoid touching their nose, mouth or eyes
- Avoid any physical contact such as shaking an individual's hand

When developing the screener questions (via online, telephone or face to face) to establish whether individuals qualify for a face to face project, we're adding additional questions to determine:

- Whether individuals have visited or been in close contact with any individuals who have visited, or travelled through (via transfers, etc) any of the high-risk areas
- Whether individuals are experiencing any flu-like symptoms
- Whether individuals have been in close contact with individuals experiencing flu-like symptoms

People who respond to the screener questions in a way which indicates they have a high risk of infection will not be recruited for face to face research. These people could be recruited for either online or telephone studies if obtaining such information is



unlikely to expose the interviewer/recruiter/researcher to potential infection.

Please note: According to Rule 21 of the AMSRS Code of Professional Behaviour the Covid-19 screener questions can only be collected with the informed consent of participants as they include the collection of sensitive information (about people's health). When recording the responses to the screener questions no inferences will be made about the actual health of the participant. The screener questions being recommended are being used to reduce potential risk to others involved in research (interviewers, recruiters, researchers and other participants).

Our approach to face-to-face research

Wherever possible, face to face research such as focus groups and in-depth interviews will be replaced with telephone interviews, online focus groups or other standard video conferencing tools.

As per the above, for face-to-face research that is absolutely necessary, respondents who participate will be subjected to a number of other precautionary measures to protect them (and us), such as:

- Adding screening questions to our research invites to gauge recent travel history and state of health
- Encouraging participants to avoid attending our offices in-person if they're feeling unwell or have travelled overseas recently
- Ensuring all participants use strict hygiene standards before and during face to face research such as via the use of hand cleaning via soap and / or sanitiser
- Removing any unnecessary physical contact with moderators and other participants
- Ceasing the sharing of food and drinks during focus groups
- Strict cleaning and sanitising of our venues before and after each in-person interaction
- Enforcing social distancing protocols such as discouraging handshaking, cheek kissing, etc

Our approach to setting up venues and/or facilities being used for the face to face research undertake the following:

- Position participants and those involved in the research (e.g. researchers, moderators, recruiters, venue staff, hosts, interviewers) at least 1 metre apart from each other
- Provide hand sanitizer
- Provide adequate washroom facilities which have hot water and soap
- If providing refreshments, ensure that the servers are trained to handle refreshments in an appropriate manner
- If providing goods as incentives, ensure they are wrapped/sealed before handing to participants
- Provide participants with a telephone number, website, and/or email address for Painted Dog which participants can contact if they become infected with Covid-19 following a research project.

Our approach to travel

Individuals who have travelled overseas and arrive back into Australia must 'self-isolate' and avoid contact with other people for 14 days (or as advised by authorities). As mentioned above, all interstate travel is also being avoided in favour of remote working arrangements. Domestic travel is to be assessed on a case-by-case basis.

Our approach to supplier/partner management

We're in constant communication with our business partners in panel sampling, data services, and qualitative recruitment and hosting and ensuring we're all working collaboratively to deliver continuity of service. We will do all we can to afford our suppliers the time and space to manage the impact of COVID-19 on their businesses and people, whilst also maintaining our primary obligations to our employees, respondents, and clients.