



ASIA  
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## ASIA PACIFIC RESEARCH COMMITTEE (APRC)

### MINUTES OF COMMITTEE MEETING

Meeting: Asia Pacific Research Committee Interim Meeting  
Date: 21 March 2011  
Time: 7.30am -8.30am  
Host: AMSRS  
Venue: Crown Promenade Hotel, Melbourne  
Apologies: Ota-san, Suzuki-san  
Attendance: **AMSRS/ AMSRO:** Mr Peter Harris, Mr. Ian Thomas, Ms. Elissa Molloy  
**KORA:** Dr Heung Chul Lee, Mr. Kee-hyoung Lee  
**TMRS:** Ms Dangjaitawin Anantachai, Ms Kreaovan Limapichat

#### WELCOME:

Peter Harris, President of AMSRS opened the meeting and welcomed each APRC delegate to Melbourne and confirmed that Ms. Elissa Molloy will be taking the minutes for the committee meeting.

Apologies were received from Ota-san and Suzuki-san because of the current situation in Japan. All the APRC members expressed their sadness and concern for the Japanese people who have suffered so much due to the earthquake and tsunami that hit the north of Japan on 11 March 2011. A letter will be sent to JMRA from all the APRC members expressing their sincere condolences at the devastating situation in Japan and expressing our full support and help to JMRA should they require any.

### Agenda 1: APRC Preparation

Ota-san emailed a number of documents prior to the meeting. Peter asked that it was minuted that the APRC committee are grateful for his administrative efforts.

It is only an interim meeting so there was no formal agenda but instead a general discussion about the status of APRC and its activities.

### Agenda 2: APRC website

Elissa advised that the AMSRS would be happy to organise and pay for an APRC website. She offered to co-ordinate the development of the website. This would be in English. If the other countries wanted a site in their own language they could either develop their own or add a link to ours that takes them to their own local associations' website.

It was agreed the website should contain the following:

- A password section for APRC agendas, minutes and meeting documents
- Photos
- APRC members list
- Aims of APRC and benefits of membership
- Constitution
- Introduction to APRC member associations
- Contact information
- Committee information and structure
- Schedules of conferences and events
- Professional development activities in each association (with links to the association websites)
- Quality assurance information – ISO, QPMR etc.
- APRC publications and newsletters

**Action:** *Elissa to see if [www.aprc.com](http://www.aprc.com) is available and if not then see if [www.aprc.com.au](http://www.aprc.com.au) is available.*

**Action:** *Elissa to develop the APRC website*

### Agenda 3: APRC 3<sup>rd</sup> Conference in Xi'an China

Ota-san sent through a document from the Chinese APRC members advising of their plans for the 3<sup>rd</sup> APRC conference on October 14 & 15 October which will be followed by the CMRA conference on the 16 & 17 October 2011.

There is an APRC summit meeting on the 14<sup>th</sup> following by a one day APRC conference on the 15 October 2011.

#### Collaborative Study:

The APRC delegates in Melbourne discussed potential topics for an APRC research project for the 3<sup>rd</sup> annual APRC conference. The APRC delegates agreed that we need to confirm the topic soon so that the 8 APRC members can start the research. Suggested timetable is as follows:\

April – confirm topic and design study

May – sign off on the questionnaire

June & July – fieldwork

One potential topic that is current in the industry at the moment is social media and whether social media is a useful tool or not? The use of social research and how social media impacts our lives as researcher and consumer. It was discussed that it might be hard to research respondents consistently on this topic but we could research researchers. How is social media changing the way we communicate and the way we work?

**Action:** *The APRC delegates in Melbourne would like CMRA to consider our topic for the 3<sup>rd</sup> APRC conference. We would also request that if they would like to do a collaborative study for their conference, could they please communicate the topic and timings to the APRC associations as soon as possible.*

#### Agenda 4: PR Opportunities for APRC

The APRC delegates then discussed other ways of promoting the APRC.

- 1) Conference – it was agreed by the committee members that the host country should send out conference and registration information as soon as possible so that APRC associations can promote the APRC conference to their members. It would be ideal to have APRC conference registration information by July 2011 so members have time to book their international travel. THE APRC committee agreed to assist CMRA by

**Action:** *Ideally CMRA should have APRC conference content and registration information ready for distribution amongst APRC member countries by July 2011 to ensure maximum number of delegates attend the 3<sup>rd</sup> APRC conference in Xi'an.*

- 2) LinkedIn – it was agreed we should set up a LinkedIn Group for APRC to facilitate communication between the countries.

**Action:** *Elissa to set up an APRC LinkedIn Group.*

#### Agenda 5: Alpha, Beta and Gamma

The committee request that the team captains bring their team together on email and then start work on their various projects.

***Action: Team captains to bring their team together on email and start work on their various projects.***

Meeting closed: 8.30am

**See you all again in October at the 2011 APRC Conference Xi'an!**