



ASIA
PACIFIC
RESEARCH
COMMITTEE

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ASIA PACIFIC RESEARCH COMMITTEE (APRC)

MINUTES OF COMMITTEE SUMMIT MEETING

Date: 13 October 2014
Time: 1.30pm – 5.30pm
Host: MRSM
Venue: Parkroyal Hotel, KL
Apologies: None

Attendance: **AMSRS:** Mr. Peter Harris, Ms. Elissa Molloy
AMSRO: Ms. Sarah Campbell
CMRA: Mr. Andy Zhao, Ms. Jane Zhang
CMRS: Ms Ming-Chih Chen
JMRA: Mr. Shunichi Uchida, Mr. Tatsuzou Uewaki, Ms. Chiharu Sakai,
Mr. Kazunori Watanabe
KORA: Ms. Su-Hyun Kim
MMRA: Mr. Davaasuren Chuluunbat
MRSM: Mr. Barry Ooi, Ms Rozina Mat Rawi
MRSS: Mr. Martin Tomlinson, Mr. Baxter Tan
RANZ: Ms. Winifred Henderson
TMRS: Dr Kreaovan Limapichat, Ms. Viriya Vorakittikun
EFAMRO: Mr. Andrew Cannon

Agenda 1 – Welcome to APRC delegates

Barry welcomed all committee members to the 6th Asia Pacific Research Committee summit meeting in Kuala Lumpur. Barry updated the committee on the conference activities and social events.

Introductions from Association representatives – all the APRC associations were represented at the meeting and the delegates that attended introduced themselves.

Agenda 2 - Association updates

All the associations spoke to their written report provided in the agenda papers prior to the meeting.

The MRSS did not provide a written report prior to the meeting so their update is summarised as follows:

- Singapore has grown by 3.5% from last year to SGD \$313 million. Domestic market has grown. They are hoping for a bumper market with some clients shifting from Hong Kong and China to Singapore. General Motors moved from Shanghai to Singapore.
- MRSS members make up 85% of MR revenue and 40% comes from manufacturing.
- A new privacy act has been introduced in Singapore but they were given a long lead time allowing for their members to prepare for the changes in regulations.
- The MRSS has provided some education but luckily not too many requirements for MR under privacy act. Had a volunteer counsel from GFK join board to help answer questions.
- Held a conference this year that was quite well attended.
- They have also held some networking events.
- The Annual MRSS day is coming up.
- They have an election year next year.

Agenda 3 – APRC Finance & Secretariat Report

Elissa spoke to her written report and outlined the contents of the APRC folders that were provided to all APRC delegates on arrival.

The APRC accounts and proposed budget were included in the agenda papers. Elissa spoke to the accounts and outlined that as we had not had to pay for the multi-country collaborative study this year we have saved a considerable amount of money and for the first time have a surplus. Due to this we have decided to leave the current APRC membership fees at the same rate for 2015.

It was noted that the 2015 Budget had the CMRA membership fee at USD \$5,000 and Elissa agreed to amend the Budget to show the 2014 CMRA membership fee rate of USD \$4,000 instead.

Action: Elissa revise the 2015 Budget to show the CMRA rate as USD \$4,000 instead of USD \$5,000.

Elissa ran through all the secretariat activities she, Paul Wheeler and Sarvenaz Ghahreman do for the APRC. Elissa advised that she has not invoiced APRC as yet for the second instalment of the secretariat fee of USD \$2750 for the 2014 financial year but now that we have a surplus she will arrange to do so. Barry Ooi has approved this payment. The AMSRS will also invoice for the website fee of USD \$2750 that was in the 2014 budget. This fee covers all the updates that have been made on the APRC website – including linking the GRBN events calendar to the APRC website and updating all the conference details annually.

Elissa also provided a list of GRBN activities those she co-ordinates. There have been exciting developments with GRBN over the past 12 months including incorporating it as an association in the US and developing a set of by-laws for its governance and hiring a part-time Executive Director. Her report outlined the GRBN leadership team and she explained that an additional APRC representative is required on the committee and the JMRA were asked if they would like to participate and Uchida-san has kindly agreed to join the next meeting which will be held in Tokyo on 7 & 8 April 2015. The AMSRS will cover all costs related to this meeting.

Agenda 4 – GRBN Report

Elissa introduced Andrew Cannon who is the new GRBN Executive Director. His position is part-time and is currently being funded by the AMSRS, CASRO and MRS UK. We hope that this position will become self-funding in the next 12-18 months.

Andrew conducted a PowerPoint presentation that provided the APRC delegates with an overview on GRBN activities over the past 12 months.

In summary he provided:

- An overview of GRBN
- Outlined GRBN strategic initiatives
- Talked about member expansion and retention
- Discussed **GRBN Reciprocal Training and Conference Rate Policy**
 - o EFAMRO and ARIA have signed up to this – it means all GRBN associations have access to each other’s training and conferences at member rates.
 - o Andrew and Elissa asked all APRC countries to advise whether they would be willing to sign up to this agreement.
 - o APRC associations agreed in principle and advised they would email Elissa after the meeting confirming their association’s position on this policy.

Action: Elissa to email APRC associations and request prompt approval for the GRBN Reciprocal Training and Conference Rate Policy.

- Discussed the **GRBN webinar opportunities**. All APRC associations can access the MRS, CASRO and AMSRS webinars at member rates. A quarterly newsletter outlining the webinars for that 3 month period will be emailed out to all APRC associations. It is a wonderful additional member benefit for countries that do not have webinars to be able to access. Some of the webinars are recorded and so can be accessed at the members’ convenience.

Action: Elissa to send out the GRBN quarterly webinar program with the next APRC newsletter.

Action: Elissa to look into providing downloadable copies of slides for the APRC Associations (suggestion by Thailand)

- **GRBN events calendar** – this is now on the APRC website. Elissa encouraged all APRC associations to keep the APRC (and GRBN) calendar up to date with their local events. Please send them to Elissa or Sarvenaz and they will update the events calendars on both websites.

Action: All APRC associations to send their conference and event information to APRC Secretariat so they can keep the GRBN and APRC event calendars up to date.

- GRBN now has a strategic alliance with GreenBook – GRBN will be presenting its results of the Trust & Personal Data Study at Ilex conferences around the world. GRBN presented the UK and US results in Amsterdam in February 2014; the Europe and Americas results in Atlanta in June 2014; the APAC results will be presented in the next agenda item and the global results will be presented at the Ilex conference in Sydney on 4 & 5 December 2014. Elissa provided a flyer of the Ilex Sydney Conference in the APRC booklet that was handed out at the meeting and she advised that all APRC members receive a 15% discount to attend this conference.

Action: All APRC associations to advise their members of the 15% discount to attend the Ilex Conference in Sydney on 4 & 5 December 2014.

- **Standards and Guidelines** – GRBN have now to come to an arrangement with ESOMAR that all future guidelines will be jointly developed between ESOMAR and GRBN. Currently ESOMAR and GRBN are working on 2 joint guidelines:
 - o Online Research
 - o Online Sample qualityAll APRC associations will get copies of these new guidelines. We discussed that it would be good for APRC or GRBN to be able to assist with the translation of these guidelines into various languages. Andrew advised that GRBN is looking into this.
- **GRBN communication – new newsletter.** Updates with bite sized information about GRBN activities will be regularly sent to APRC associations for distribution amongst members. GRBN will look into the costs of translating this newsletter into local languages and will organise and pay for it if reasonable.
- **GRBN has a communications and twitter strategy** using minimal resources and accessing help from staff at AMSRS, CASRO and MRS.
- GRBN seeking **advertising and sponsorship funding** for Personal Data Study; dashboard and e-report); the Strengthening National Associations Programme (SNAP); and the Building Public Trust Programme.
 - o If APRC members know of clients or members that would be willing to sponsor GRBN please email Andrew or Elissa and they email out a media pack for GRBN.

Action: APRC association to consider if they have members or clients who would be willing to sponsor GRBN. Media packs can be provided to those interested by Andrew or Elissa.

Feedback from APRC associations on these activities:

- Andy advised it would be good to share our member lists in a confidential format so that suppliers in various countries can be sought and key visits and delegations to different countries can be arranged. Chinese companies would be interested in visiting client headquarters in USA, Europe in particular.
- GRBN has a number of resources to assist associations. Value for money statements would be beneficial for some of the smaller associations in APAC. GRBN will be rolling out these documents to the APRC associations.

Agenda 5 – Results from APRC Trust & Personal Data Study

Peter introduced this agenda item and then handed over Andrew to go through the PowerPoint presentation.

In summary:

- all of the 10 APRC association countries participated
- There is in place a controlled release of results. Today we will be presented the APAC results only.
- Research Now has funded a lot of the fieldwork. On Device assisted with fieldwork in 2 countries which was fantastic – thank you Martin.
- Rozina did an outstanding job assisting Andrew with the co-ordination of the fieldwork.
- very soon we will release an e-report. All the APRC associations can tailor it with their own expert comments and own brands.
- the global results will be presented in Sydney at the IIX conference in December and an e-report will come out with it. For the global study there is 24 countries in all - 10 in APAC, 8 in Europe, 6 in the Americas. A total of 23,000 people were interviewed.
- Some compromises in methodologies had to be made as we couldn't do total population sampling in all countries (such as China). We also had to cut the age at 64.

Andy commented that it is the right timing to think about APRC and its future. How to move to the next step and the GRBN activities are a good way forward. Andy thanked Elissa and Peter for driving the global GRBN connections.

Agenda 6 – APRC now and in the future

Some points of discussion:

- The challenge now is how do we expand the APRC conference from a local conference to a more global one. How do we bring more members to global countries - such as USA, UK and Europe?

- We need a clear statement of what we can do as APRC - how we position ourselves and demonstrate value. Need to clearly differentiate ourselves from ESOMAR. We need to draw on GRBN's strengths and use that in our conference.
- Andy advised that it would be of interest to Chinese members to have a conference in Europe - and tie it in with visits to research companies and clients in that region. He suggested making the APRC conference more business focussed or business focussed conferences in the USA.
- There was a suggestion for us to hold an APRC meeting and conference in the USA where CASRO hosts but we add a stream with Asian content in it.
- Members also discussed the APRC newsletter and the fact that we all need to feed into the APRC newsletter better. The language is the barrier. Perhaps we can use Google translate – or course other technology to translate to assist with language barrier. Some website can assist with translation.

Key points for action:

- 1) Build up global platform between national associations
- 2) More organised networking for APRC associations and their members
- 3) Articulate clear difference between ESOMAR and APRC
- 4) More training opportunities
- 5) Ways to contact member organisations

Discussion about next APRC Conference:

- Barry advised that Singapore has declined to host the conference in 2015 so the next in line is CMRS. They have also advised that they are unable to host a conference next year.
- New Zealand is next in line and Winifred kindly offered to host the APRC Conference in Auckland on 8 & 9 September 2015. The RANZ have put their conference immediately after the AMSRS Conference which is being held in Sydney on 3 & 4 September 2015. This would allow APRC associations to attend both conferences if they wanted to. Winifred suggested that they could hold the APRC Summit meeting on the 7 September 2015.
- There was a discussion about who should host the conference in 2016 and 2017. Japan advised that ESOMAR is coming to Tokyo in 2016 which means they will not be able to do it. China offered to host 2016 and Japan could possibly do 2017.

Action: Elissa to put a list of all the conferences on next year in an email to APRC members.

Agenda 7 – Electoral process and the future governance of APRC

Peter - led discussion on governance paper that he developed with Barry and Elissa. Peter advised that he reviewed governance from associations around the globe

Peter summarised the paper and advised that there was a recommendation at the end of the paper. Peter also emphasised that he developed a new Code of Conduct for the new APRC Board to adopt.

In summary:

- We would continue to operate in the federation we are in.
- A 4 person Board would be established
- The Board acts under a formal code of conduct
- The Board would be comprised of a President, 2 x VP and Secretary- General
- The Executive Board has power so we need a Code of Conduct.
- In the new governance system there are 3 key things - general meeting; establishing of executive board; and accepting of the code of conduct

Andy commented that it was a very clear structure, helping to increase the efficiencies. Winifred said it was a sensible structure that would help us make decisions and move forward. TMRS commented that we need to add in a voting process.

The committee decided to agree to the following voting process:

1. Each member of the Federation has the right to nominate candidates
2. Each country has one vote
3. Voting is conducted by a show of hands
4. Nominees exclude themselves from room when voting is conducted (if more than one person has been nominated for the same position).

RESOLUTION: The APRC Committee resolved to accept the proposed new governance structure for APRC as proposed by Barry and Peter. The Committee resolved to accept the new voting process as put forward by the group.

RESOLUTION: The APRC Committee resolved to conduct an immediate election at the meeting.

RESOLUTION: The APRC Committee voted and accepted the following candidates for the newly created APRC Executive Board that were nominated by the committee at the meeting, including three Vice –Presidents:

President: Peter Harris, AMSRS
Vice-Presidents: Winifred Henderson, RANZ, Andy Zhao, CMRA & Shunichi Uchida from JMRA
Secretary- General: Elissa Molloy, AMSRS

Peter closed the meeting by sincerely thanking the MRSM for hosting a wonderful summit meeting and conference. Gifts were presented to Barry and Rozina by Elissa on behalf of the APRC Committee.

Meeting closed at 5.30pm.