



ASIA  
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COMMITTEE

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## ASIA PACIFIC RESEARCH COMMITTEE (APRC)

### MINUTES OF COMMITTEE MEETING

Meeting: Asia Pacific Research Committee Summit Meeting

Date: 18 October 2012

Time: 3.00 pm – 6.00pm

Host: KORA

Venue: Plaza Hotel, Korea

Apologies: Mr. Kee-hyoung Lee, Mr Ian Thomas

Attendance: **AMSRS:** Mr Peter Harris, Ms Elissa Molloy, Mr David McCallum, Mr Bob Sharma

**AMSRO:** Mr Hugh Amoyal

**CMRA:** Dr Liu Dehuan, Mr Andy Zhao, Ms Jane Zhang, Mr Tang Ruihong

**CMRS:** Dr Jian-bang Lin, Mr Ben Chang, Mr Stephen Wu

**JMRA:** Taori-san, Ota-san, Suzuki-san, Tateishi-san, Iiyama-san, Watanabe-san

**KORA:** Dr Ick Sang Roh, Mr. Jeonghoon Kim, Mr Heung-chul Lee

**MRSM:** Mr Barry Ooi, Mr John Smurthwaite

**MRSNZ/ AMRO:** Ms Winifred Henderson

**MRSS:** Mr Martin Tomlinson

**TMRS:** Ms Viruya Vorakittikun, Ms Dangjaithawin Anantachai

## **Agenda 1 – Welcome ceremony for New Zealand**

Ota-san welcomed all committee members to the 4th Asia Pacific Research Committee meeting in Korea. Ota-san thanked KORA for hosting.

Ota-san welcomed the ninth member of APRC, New Zealand to the group. Ms Winifred Henderson from MRS and AMRO was officially welcomed and presented with a gift from Taori-san.

Winifred then outlined the 2 associations in New Zealand that she is representing – MRS and AMRO.

- MRS is the professional association for individuals and has been around since 1962
- AMRO is the company association. AMRO company CEO's have to be members of the MRS
- Small industry – well known to each other
- Have to comply with a code of Professional Behaviour
- Have a bi-annual conference and a bi-annual Research Effectiveness Awards.
- Lobby government; run events for industry, very active in a small industry

## **Agenda 2 – Personnel changes and reforms of APRC**

Ota –san advised that Taori-san completes his term as Chairman of JMRA next May. Taori-san advised that he would like to also resign from his position as APRC Chairman. JMRA talked to the original members of APRC - China, Korea, and Australia about both Taori-san and Ota-san stepping down from their official positions in APRC.

They discussed how we proceed with handover and they proposed the following structural reforms:

1. Chairman of APRC will be one year and the position will be held by the host country of the APRC conference
2. The Secretary-General role should be moved to AMSRS who are currently managing the APRC administration.
3. There will be an Advisory Board established of senior, experienced APRC members.

After much discussion about the Chair position and it could be appropriately supported, the APRC committee agreed to the following new structure to take effect immediately:

1. The new Thailand President, Orm, will be the APRC Chair for 2013 and there will be two Vice-Chair positions – one for Korea who hosted this year, Mr Jeonghoon Kim and one advisory Vice Chair position for Mr Peter Harris who currently sits on the GRBN committee.
2. In 2014 – the next host of the conference will become the APRC Chair (either Singapore or Malaysia) with the Vice Chair role swapping to Thailand. Peter Harris advisory role will be reviewed on a yearly basis.

3. There will be an Advisory Board established for APRC that will consist of Taori-san, Ota-san and Tateishi-san.
4. Elissa Molloy from AMSRS will be the new Secretary-General of APRC.

All the APRC committee expressed their sadness that Taori-san and Ota-san were retiring – they brought wisdom, experience and strong leadership to the positions that will be sorely missed at APRC.

Elissa, on behalf of the APRC committee, acknowledged and thanked them both for their enormous contribution to APRC and presented them with a gift (silver chopsticks).

#### Conference 2014:

Singapore is next in line to host the APRC and Ota-san advised that he met with their President Melanie Ng who advised she would consider hosting in 2014 but was unable to commit at this stage. Barry Ooi from Malaysia advised that MRSM would be interested to host in 2014 if MRSS is unable to do so.

#### **Agenda 3 - Knowledge sharing between associations**

Each of the nine countries gave an update on the activities of their association/s in the past year. Copies of the country presentations will be placed in the member centre on the APRC website.

#### **Agenda 4 – Review of FY2011, Actions for 2012 and Financial Audits**

Elissa provided an update on the financial status of APRC. Copy of the report is attached in Appendix A.

CMRA paid their membership fees in cash to Elissa at the summit meeting. CMRS advised they will be paying their fees next week.

***Action: CMRS to pay membership and multi-country survey fees as soon as possible.***

***Action: MRSS to pay membership fees as soon as possible.***

#### **Agenda 5 – APRC Webinar presentation by AMSRS**

David McCallum who is the Professional Development Chair of the AMSRS gave a brief presentation on AMSRS webinars and offered the opportunity for APRC member associations to join in on them if they are interested.

#### Proposal

- To make current AMSRS Webinar Series available to all APRC members
- Preferential Rates for APRC Society Members (as per AMSRS members)

#### Recent topics (past 2 years)

- Advances in Questionnaire Design

- Developments in on-line research
- Innovations in Modelling
- Gamification
- Webnography
- Continuous Panel Research
- Neuroscience and Biometrics
- ...plus several others

#### Next Steps

- APRC members to determine degree of interest
- If interest exists, AMSRS Prof Development Team will liaise with each Society
- Each member Society to nominate 'point' person
- To be discussed
  - Pricing – uniform or indexed
  - Communication to respective Society Membership

***Action: APRC members to contact AMSRS if they are interested in participating in AMSRS webinars.***

#### **Agenda 6 – Free discussions on APRC Conferences 2013, 2014 & 2015**

Singapore is next in line to host the APRC and Ota-san advised that he met with their President Melanie Ng who advised she would consider hosting in 2014 but was unable to commit at this stage. Barry Ooi from Malaysia advised that MRSM would be interested to host in 2014 if MRSS is unable to do so.

#### **Agenda 7 – House-keeping issues for APRC conference**

Dinner for APRC & GRBN guests is tonight. Guests advised to meet in lobby at 7.20pm. Meeting closed at 6pm.

## Appendix A



# Agenda 4: GAMMA Achievements for 2011/12

6. Budget Audit Update  
Balance carried forward  
from 2011 as transferred to  
AMSRS from JMRA – USD  
\$11951.91  
Income:  
Annual Membership Fees

Member	Fee (USD)	Amount Received
AMSRS	\$3,000.00	\$3,000.00
CMRA	\$4,000.00	
CMRS	\$1,000.00	
JMRA	\$5,000.00	\$5,000.00
KORA	\$2,000.00	\$2,000.00
MRSS	\$1,000.00	
MRSM	\$1,000.00	\$1,000.00
TMRS	\$1,500.00	\$1,500.00
MRSNZ	\$250.00	\$250.00
AMRO	\$250.00	\$250.00
Total	\$19,000.00	\$13,000.00



# Agenda 4: GAMMA Achievements for 2011/12

6. Budget Audit Update –  
Cont'd  
APRC Eight Country  
Collaborative Research  
Study 2012

Member	Fee (USD)	Amount Received
AMSRS	\$1,500.00	\$1,500.00
CMRA	\$0.00	\$0.00
CMRS	\$500.00	
JMRA	\$4,500.00	\$4,500.00
KORA	\$1,000.00	\$1,000.00
MRSS	\$500.00	\$500.00
MRSM	\$500.00	\$500.00
TMRS	\$750.00	\$750.00
Total	\$9,250.00	\$8,750.00



## Agenda 4: GAMMA Achievements for 2011/12

### 6. Budget Audit Update – Cont'd

Registrations for KORA  
National Conference, Seoul  
Korea

Member	Fee (USD)	Amount Received
CASRO – Diane Bowers	\$350.00	\$350.00
CASRO – Kevin Menk	\$350.00	\$350.00
EFAMRO – Barry Ryan	\$350.00	\$350.00
Total	\$1,050.00	\$1,050.00



## Agenda 4: GAMMA Achievements for 2011/12

### 5. Budget Audit Update – Expenditure

Expenditure	Amount USD
2012 Administration fee paid to AMSRS	\$5,500.00
2012 Website maintenance paid to AMSRS	\$2,750.00
2012 APRC Eight Country Collaborative Research Study (Approx \$16,250, awaiting amended invoice) – <i>to be paid to SSI Japan</i>	
Payment to KORA - 2012 APRC conference sponsorship – 1 booth (SSI)	\$1,810.00
Payments to KORA - 2012 APRC registration fee for GRBN – 3 people	\$1,110.00
Payments to KORA - 2012 APRC registration fee for committee – 13 people	\$4,810.00
2012 Bank fees of funds transferred and payments received	\$244.13
Total	<b>-\$16,244.13</b>
Balance carried forward as per bank statement 12th October 2012	\$18,527.78





# Annual Membership Fees of 2013

## FY2013

Revenue Formula which was agreed at the 3<sup>rd</sup> APRC Summit in October 2011

2000(\$M)≤Country .....	\$6000
1500(\$M)≤Country<2000(\$M) .....	\$5000
1000(\$M)≤Country<1500(\$M) .....	\$4000
500(\$M)≤Country<1000(\$M) .....	\$3000
300(\$M)≤Country<500(\$M) .....	\$2000
100(\$M)≤Country<300(\$M) .....	\$1500
Country<100(\$M).....	\$1000

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Note: "≤" means "more than or equal to"

- Industry size is defined by ESOMAR Industry Report which is available in October each year.
- Membership fees in 2013 are based on ESOMAR Industry Report 2011



APRC

# APRC Annual Membership Fees - FY2013

Industry Size by country (*1) (US\$M)	Industry Size 2009	Membership Fees (2010)	Industry Size 2009	Membership Fees (2011)	Membership Fees (2011) (@Special)	Industry Size 2010	Membership Fees (2012)	Industry Size 2011	Membership Fees (**) (2013)
Japan	1769	\$3,000	1769	\$5,000	\$5,000	1916	\$5,000	2126	6000 (+1000)
China	974	1500	974	3000	3000	1114	4000	1323	4000
Australia	576	1500	576	3000	3000	657	3000	737	3000
South Korea	295	1500	295	2000	1000 (@)	338	2000	411	2000
India	174	500	174	2000	2000	197	1500	206	1500
Thailand	98	500	98	1000	500 (@)	135	1500	143	1500
Indonesia	78	500	78	1000	1000	101	1500	120	1500
Hong Kong	88	500	88	1000	1000	97	1000	102	1500 (+500)
Malaysia	73	500	73	1000	500 (@)	91	1000	102	1500 (+500)
Chinese Taipei	86	500	86	1000	500 (@)	88	1000	98	1000
New Zealand	74	500	74	1000	1000	84	1000	84	1000
Philippines	70	500	70	1000	1000	78	1000	83	1000
Singapore	58	500	58	1000	500 (@)	73	1000	92	1000
Commonwealth	36	500	36	1000	1000	41	1000	47	1000
Vietnam	30	500	30	1000	1000	38	1000	41	1000
Pakistan	12	500	12	1000	1000	14	1000	15	1000
Bangladesh	8	500	8	1000	1000	9	1000	12	1000
Sri Lanka	5	500	5	1000	1000	4	1000	6	1000
Cambodia	3	500	3	1000	1000	3	1000	4	1000
Myanmar	2	500	2	1000	1000	2	1000	2	1000
Laos	1	500	1	1000	1000	1	1000	2	1000
Asia Pacific Total	4525	\$16,000	4525	\$31000 (+15000)	\$28000 (+12000)	5082	\$32,500	5754	34500 (+2000)
APRC Total	3945	\$9,500	3945	\$17000 (+7500)	\$14000 (+4500)	4412	\$18500 (+4500)	5116	\$21000 (+2500)