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## ASIA PACIFIC RESEARCH COMMITTEE (APRC)

### MINUTES OF COMMITTEE MEETING

Meeting: Asia Pacific Research Committee Summit Meeting

Date: 8 April 2013

Time: 12.30 pm – 2.00pm

Host: AMSRS

Venue: Intercontinental Hotel, Vietnam

Apologies: Martin Tomlinson, MRSS

Attendance: **AMSRS:** Ms Elissa Molloy, Secretary-General

**CMRA:** Mr Andy Zhao

**JMRA:** Mr. Michihiro Ota, Advisory Board member

**MRSM:** Ms Rozina Mat Rawi

**TMRS:** Ms Dangjaithawin Anantachai (Orm), APRC Chair

**VMRC:** Mr Richard Burrage

### **Agenda 1 – Welcome to VMRC**

The chair of the new Vietnamese association VMRC was welcomed to the meeting. Richard spoke briefly about the VMRC and then we updated Richard on the APRC and GRBN.

## Agenda 2 – APRC conference in Thailand

Orm advised that there are now new dates for the 5<sup>th</sup> annual APRC Conference. Due to lack of hotel availability in mid November (as per original conference dates), the conference has had to be moved to 31 October and 1 November 2013.

APRC Conference, Bangkok – 31 October & 1 November 2013  
Social activities – 2 November 2013.

Conference Theme: Sense & Sensibility- hybrid of success

Day 1 (31 October) will include a sensory workshop from 9am-4pm and then the Summit meeting from 4pm-6pm and then the APRC dinner.

Day 2 (1 November) will be the conference and will include invited keynote speakers and some APRC speakers.

Day 3 (2 November) will include social activities – a boat trip.

There was a general discussion about cost of the conference and what APRC pays for. Orm advised that the cost will be around \$200 USD for the one day conference and approximately \$200 USD for the workshop. APRC pays for 2 committee delegates to attend from each association. APRC pays for the summit costs (venue hire, catering, equipment hire etc) but the host association pays for the APRC dinner.

### Conference planning – collaboration study

The APRC representatives discussed the annual collaboration survey and agreed to the following:

- 1) That the association hosting the conference can choose the topic of the annual collaboration survey. This year the TMRS would like the topic – **the hidden power of women.**
- 2) That the questionnaire length should be shortened. Orm suggested that we may change the key content to match with the conference theme, and remove less relevant questions. It was agreed that we should have no more than 25 key questions. This should make the administration of the survey easier for each association. It was agreed that as each country pays for the study, they should each be able to ask one question that would be particularly interesting for their country. Roughly the questionnaire would include 5 questions for online; 20 questions on women (12 questions from Thailand and 8 from APRC associations – one question each).
- 3) We should try to minimise the expense of the study. It was agreed that although the collaborative study is essential to the conference, the expense seems to be a burden for some countries, especially if they don't utilize it afterwards. The APRC representatives agreed to reduce the sample size to N=500, focusing on key city of each country only. Last we paid \$1500 per association for a sample of 1000

per country. Perhaps this cost can be brought down even further for the 2013 study.

- 4) We should try to use the same survey provider as last year – SSI. As SSI did an outstanding job last year, the APRC representatives agreed that they would like to continue to use them this year if possible. It was agreed that Ota-san should kindly invite SSI to sponsor the 2013 study and determine what the conditions would be to do so? In return, they will be granted a booth in Bangkok and entitled as main sponsor of the conference. TMRS aim to have 200-250 participants, 80% researchers and 20% marketers.

**Action: Ota-san to talk to SSI and ask if they would be willing to sponsor the 2013 collaboration study again.**

#### Other workshops at the 2013 APRC conference:

TMRS is organising for a sensory workshop to be held on day 1 of the conference. Elissa suggested we may attract more overseas delegates if we put on one or two more workshops to provide some choice for conference delegates. Elissa offered to search and pay for an additional workshop facilitator if there was interest amongst the APRC committee. The APRC representatives discussed the possibility of an all-day 'online communities' workshop – Richard suggested he may be able to do this. Richard's company Cimigo does qual and quant and has Asian case studies.

**Action: Elissa to investigate potential workshop facilitators and report back to Orm and the APRC committee.**

#### Sponsorship:

Orm requested some help from AMSRS and KORA regarding conference sponsorship. Elissa advised that she could forward Orm a copy of the sponsorship brochure the AMSRS used for their conference last year.

**Action: Elissa to email Orm a copy of the AMSRS 2012 conference sponsorship brochure.**

**Action: Sarvenaz from AMSRS to email Ms Bomi Park from KORA and ask if she could forward Orm some sponsorship information from the 2012 APRC conference.**

#### **Agenda 3 – other APRC activities**

Training – APRC representatives agreed that we should do more training for APRC associations. AMSRS has offered a webinar program at a reduced fee for APRC associations (\$30 AUD – equivalent at the moment to \$30 USD). There was some interest in this despite language barriers.

Country tours – there was a lot of interest in APRC arranging a tour to Myanmar – exploring emerging markets. These kinds of opportunities would be beneficial to APRC association members.

***Action: Elissa to investigate further the possibility of a tour to Myanmar in 2013/2014.***

Andy advised that GfK have a non-for-profit arm of their company (GfK Verein) that uses funds to invest in the market research industry. They provide considerable funds to ESOMAR to do this. Andy suggested that Elissa should follow up with this organisation (he can't because of his role with GfK) to see if some funding could be sourced for APRC. Andy will provide Elissa with the details.

***Action: Andy to forward details of GfK Verein contact details to Elissa***

***Action: Elissa to follow up on potential funding for APRC.***

#### **Agenda 4 – Next meeting for APRC**

The next APRC meeting will be held on 31 October 2013 at the APRC Conference in Bangkok hosted by TMRS. Details will be sent out to APRC committee member in the next few months.

Meeting closed at 2pm.

## 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
<b>Total</b>	<b>\$1,050.00</b>	<b>\$1,050.00</b>



## 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
<b>Total</b>	<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)