

# 2011 – 2012 Society Highlights

**Peter Harris**

# MEMBERSHIP

2.101 members.

Member numbers have steadily increased this year.

481 QPMR's (Qualified Practising Market Researchers)



# LEAPS



## into the cloud

We launched new interactive web solution to improvement communication and interaction.

**Member-only benefits include:**

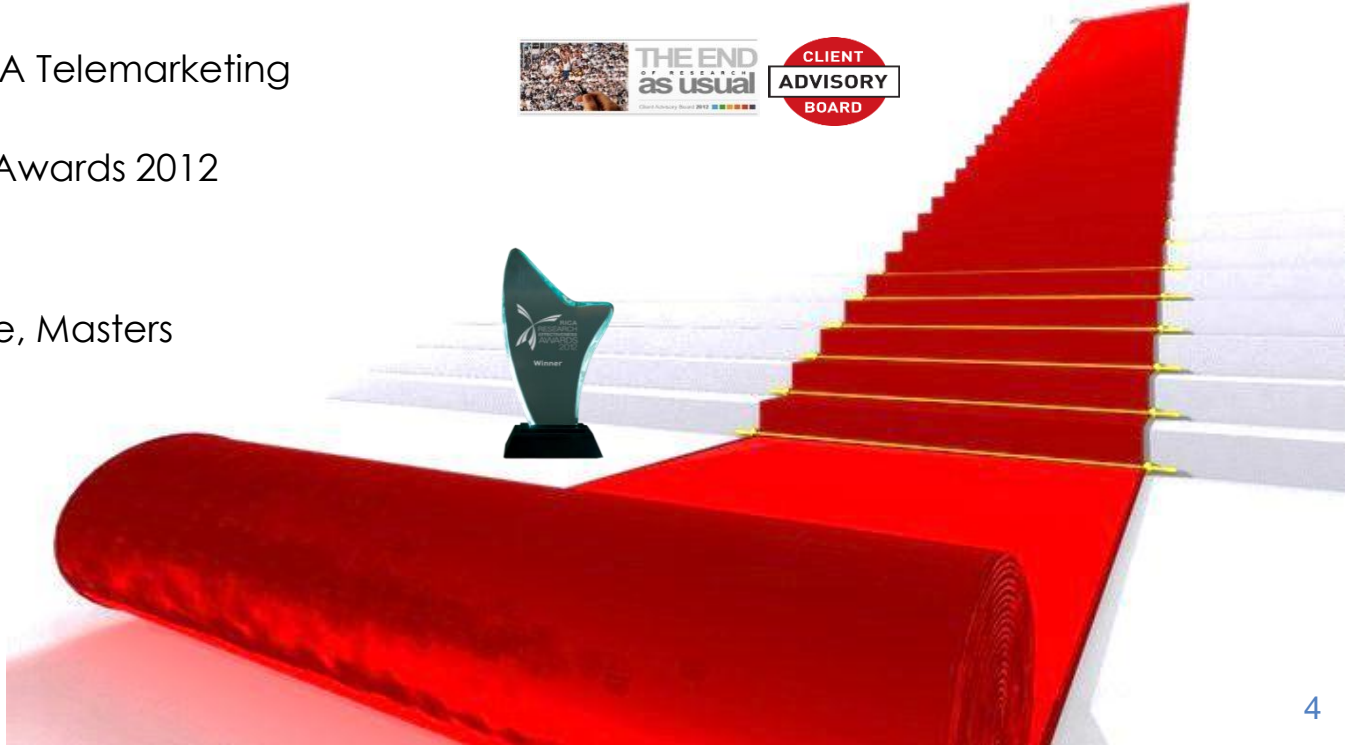
- Member centre
- Member only news
- Online PD tracker
- Online QPMR diary
- Podcasts and recorded webinars



RESEARCH INDUSTRY  
COUNCIL OF AUSTRALIA



- Advocacy – IPND, ACMA Telemarketing Standard, Privacy
- Research Effectiveness Awards 2012
- Client Advisory Board
- University partnership
  - Graduate certificate, Masters program



# Professional Development

- 46 courses & seminars in 2011/12
- 13 webinars with 1276 participants
- 19 special interest group events
- Winter School – 8 courses
- Summer School in Melbourne
- 5 workshops at national conference
- Total participants = 3793

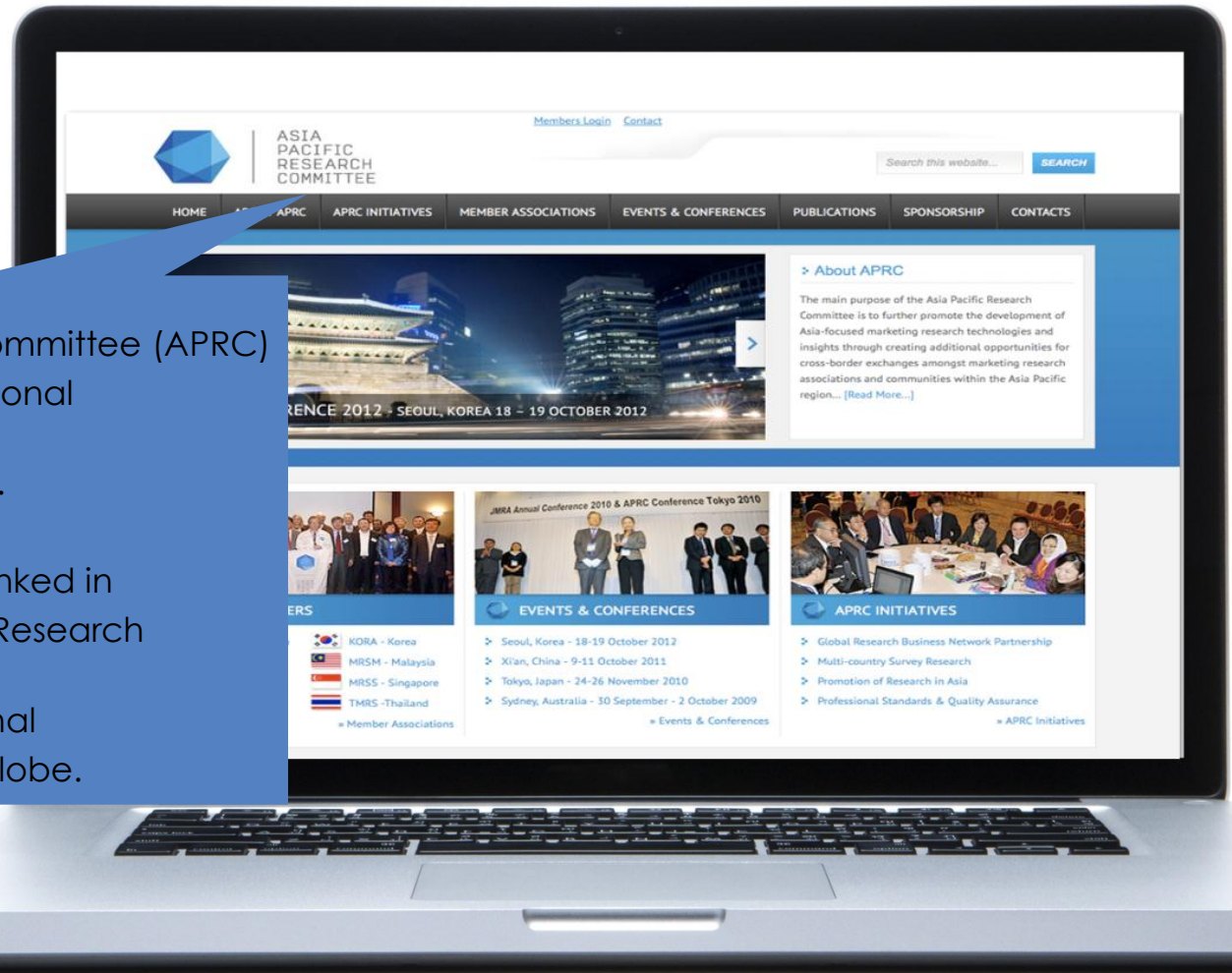
(members=2814; non-members=979)



# STRATEGIC RELATIONSHIPS

Asia Pacific Research Committee (APRC) is the federation of 9 national associations in the Asia Pacific region.

APRC, ARIA & EFAMRO linked in 2012 to form the Global Research Business Network (GRBN) which now links 32 national associations across the globe.



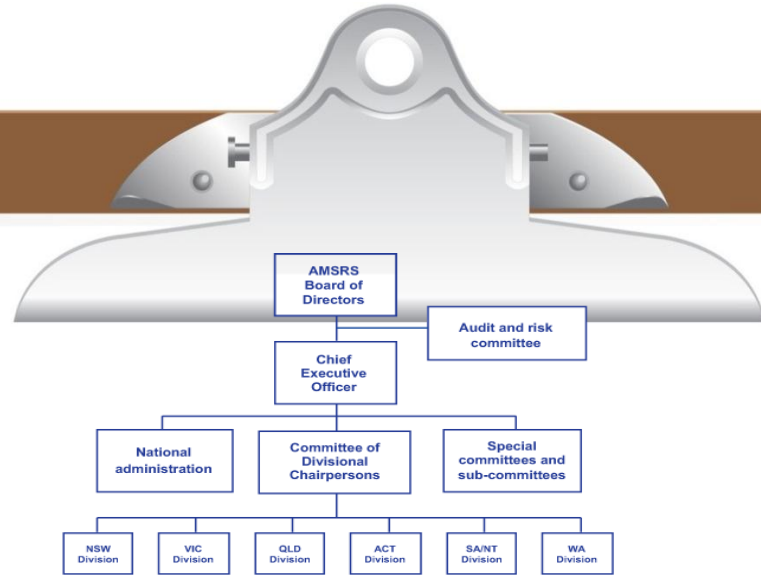
# GOVERNANCE – AN UPDATED CONSTITUTION



2 year plan to update  
Constitution and board  
Structure.

Members voted supported  
at the National AGM:

6 September 2012



## A: Recommended Board of Directors model

- Direct election by AMSRS members
- Two year staggered terms with maximum three consecutive terms
- Eligibility: Full AMSRS members, nominated by 3 members of good standing, clean ASIC slate, not a Division Chair (if elected to Board).

## B: Recommended objects of the AMSRS

The object of the company is to advance the market and social research profession in Australia by:

- Providing education and member services;
- Setting and promoting high professional standards; and
- Communicating and engaging with stakeholders and the wider community.

# Thank you

Australian  
MARKET & SOCIAL  
RESEARCH SOCIETY

AMRSRS

