

# 2011 – 2012 Society Highlights

Peter Harris

2012 APRC Conference Seoul

"Drive the Smart Future"

## MEMBERSHIP

2.101 members.

Member numbers have steadily increased this year.

465 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)

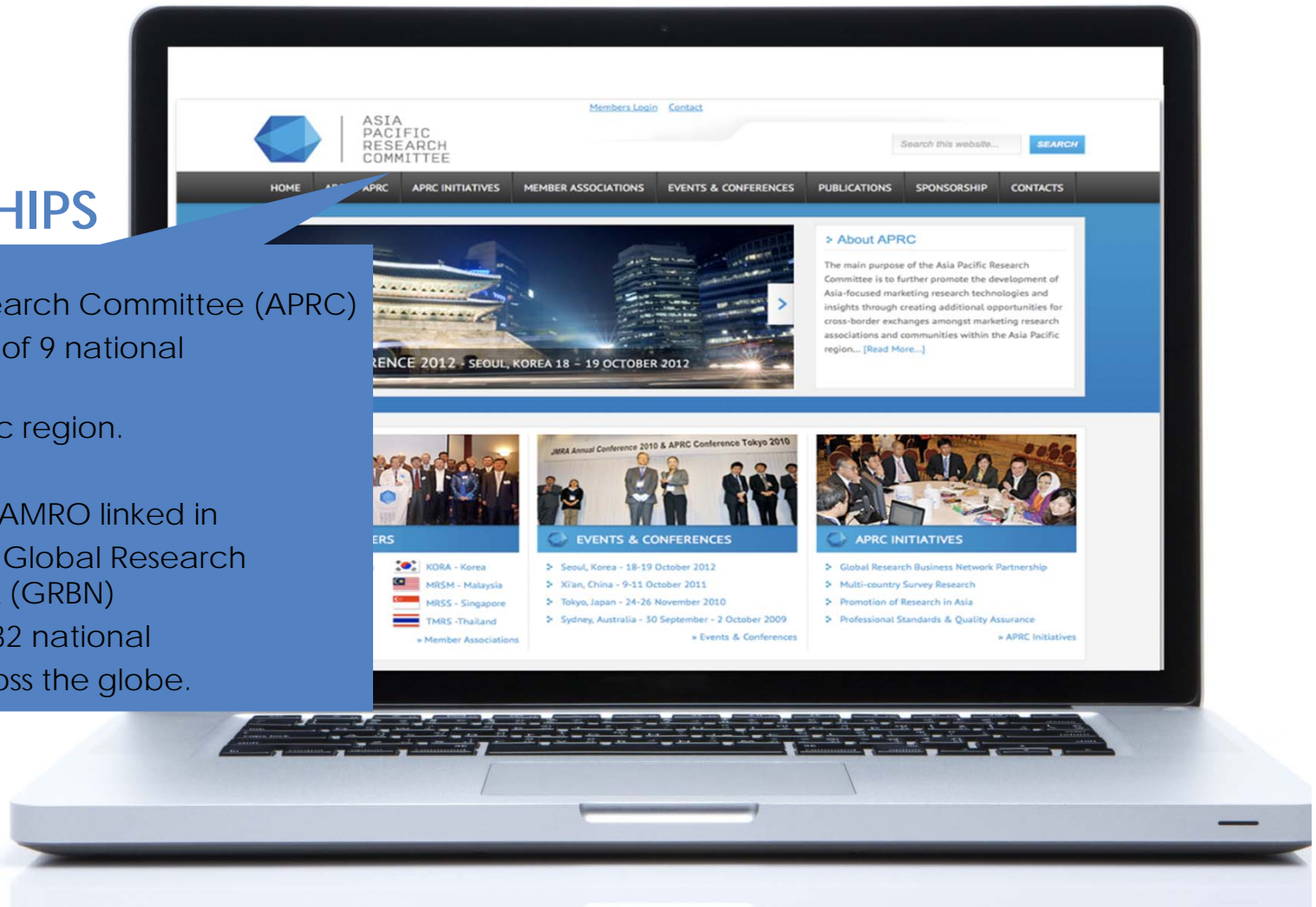




# STRATEGIC RELATIONSHIPS

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

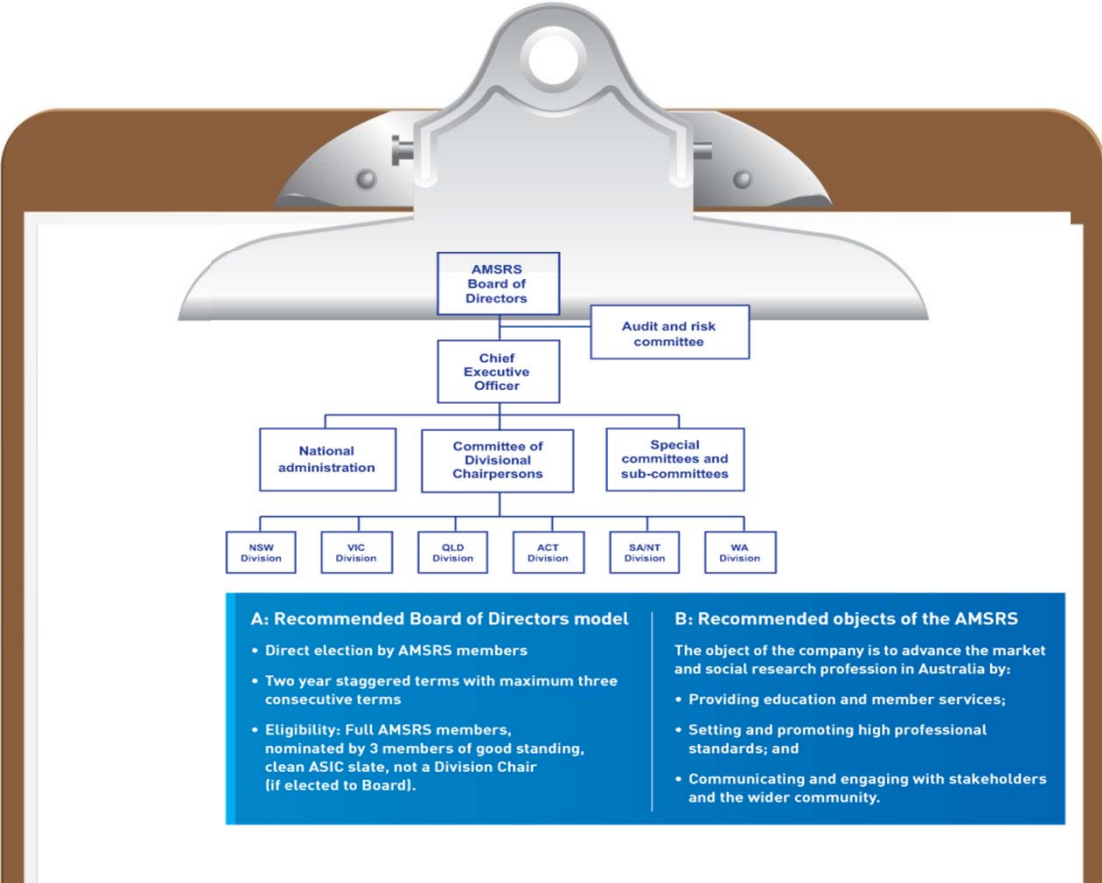
APRC, ARIA & EFAMRO linked in 2012 to form the Global Research Business Network (GRBN) which now links 32 national associations across the globe.



# 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  | B: Recommended objects of the AMSRS   |
|--|---|
| <ul style="list-style-type: none"> <li>• Direct election by AMSRS members</li> <li>• Two year staggered terms with maximum three consecutive terms</li> <li>• Eligibility: Full AMSRS members, nominated by 3 members of good standing, clean ASIC slate, not a Division Chair (if elected to Board).</li> </ul> | <p>The object of the company is to advance the market and social research profession in Australia by:</p> <ul style="list-style-type: none"> <li>• Providing education and member services;</li> <li>• Setting and promoting high professional standards; and</li> <li>• Communicating and engaging with stakeholders and the wider community.</li> </ul> |

# Thank you

Australian  
MARKET & SOCIAL  
RESEARCH SOCIETY | AMSRS 

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