



ASIA
PACIFIC
RESEARCH
COMMITTEE

New Zealand Presentation



Association of Market
Research Organisations



*The New Zealand Research
Industry Leadership Forum*

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AMRO and MRSNZ

- AMRO established in 1984, MRSNZ in 1962
- AMRO members are companies and CEOs have to be MRS members
- MRS members are individuals employed in the MR and related industries
- AMRO and MRS members comply with a MR Code of Practice
- AMRO is One United Research Industry Voice
 - Engaging with business, government, academia, media and the public
 - Uniting research industry companies and associated influential bodies
 - Championing industry standards, quality and cohesion
 - Protecting industry's capability to service the needs of its customers
 - Co-operation, policy setting, governance, discussion and debate
- AMRO activities are complementary to the MRS focus:
 - Branch meetings, seminars, conference, Effectiveness Awards, social events
 - InterView online newsletter
 - MRS committee members are volunteers, middle management or below



Membership

- AMRO has grown from 16 to 24 members in the last 12 months
- We focus on attracting new members to ensure we truly represent the needs and views of New Zealand's research firms - large, medium and small
- We now offer various memberships to MR companies and influencers
- AMRO has been promoting an alternative arrangement for the MR industry in NZ recommending that AMRO and MRS merge. This proposal is currently a work in progress.



New Political Polling Guidelines

- Election 2011 demonstrated the importance of polls and their impact on voter behavior with AMRO member polls among the most accurate in predicting final results
- A new phenomenon for NZ emerged with media and political parties more actively than before generating their own polls and generating headlines
- In May the inaugural AMRO Polling Forum was held in Parliament's Banquet Hall attended by researchers, media, politicians, commentators and academics
- Support for a set of published guidelines was overwhelming
- Various groups have worked on formalizing a set of guidelines to be ratified by AMRO, MRSNZ, political parties, the main news media organisations and relevant academic institutions



Tertiary Engagement

- This year we worked closely with Auckland University Business School to launch a student mentoring scheme with final year students in the Market Research paper.
- Dr Catherine Frethey-Bentham runs the course and has facilitated the pilot involving 8 mentors from 6 research firms with great success.
- For the first time ever in this course class attendance has been 99%, which is indicative of its success and popularity
- This initiative will be rolled out with other institutions in 2013



National Census

- Government frequently initiate activities that may have consequences for the research industry
- We keep a watching brief on them and where appropriate offer to work with government to ensure outcomes are positive or at the very least minimize any unintended and harmful consequences
- The current review of the Census is such an activity
- AMRO has engaged with Stats NZ to assist the policy team with the review and future recommendations
- This is one of those instances where AMRO funds and resources an activity that benefits the entire MR industry



Privacy Act / DNC Register

- During 2012 we continued engagement with government following our industry submission made in 2010
- The main focus of our consultation was to address a recommendation arising from the Law Commission Review that a national “do not call” register be evaluated
- We met with Min of Economic Development, Min of Consumer Affairs, Consumers Institute, Marketing Association and others to reinforce the reasons we believe this is not an appropriate direction to take
- The parliamentary group, led by MCA largely agreed and thus the set of recommendations provided to the Minister of Justice agreed that the current system overseen separately by AMRO and Marketing Association is preferable
- Subsequently a MRS/AMRO group have worked on strengthening our shared website, ensuring that the public find our DNC Register and can sign up more easily



Unsolicited Electronic Messages (ANTI-SPAM) Act

- It's been a long haul but we are getting closer to securing a set of guidelines from government that will clarify challenges contained in the UEMA
- At the moment, using email for research is technically illegal
- We have challenged that as we believe that using electronic communications for genuine research purposes is not “spam” and the Act never intended it to be
- We have won some ground with that argument but personnel changes in government have slowed the process
- Once the guidelines are completed and approved, we will share them with AMRO/MRS members



SUGGING / Disciplinary Strategy / Cross Industry Cooperation

- AMRO and the MRS Complaints Committee have formulated a strategy for dealing with recidivist “suggers”
- The website now contains a page to address the problem and consumer advice is provided as to what to do about it
- We met with the Marketing Association and Consumers Institute who agreed to cooperate to help crack down on suggers and link websites and share copy
- The web page is very informative to the public
- We have formed strong links with the Office of the Privacy Commission and they also have added helpful information to the page



Government Procurement - GETS

- The Govt tendering process was prioritised for our industry some time ago
- Investment in social research has declined but it still requires a time consuming and wasteful process for tendering
- AMRO discussed this with Business NZ and various government departments
- Fortunately the PM's Office and Cabinet worked through similar issues with CAANZ regarding selection of advertising agencies
- We approached DPMC and requested a similar exercise for the MR industry
- The first meeting takes place in late October
- We want to simplify the process and encourage government to develop meaningful, longer term relationships with research providers and reduce reliance on tendering every project



AMRO and ISO 20252

- There is a global trend with procurement specialists requiring suppliers to be certified
- In 2011 we agreed to investigate a system of certification and agreed that ISO 20252 was appropriate as it is the recognized global standard
- AMRO engaged with Norine Cruse who was responsible for facilitating the ISO 20252 accreditation process in Australia with AMSRO
- Workshops with member companies were conducted
- Seven participating firms will be audited and accredited in early 2013 at which point we'll review the exercise



Thank you!

