



April 2015

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APRC President Voice



Welcome to the second quarter of 2015 and I hope you are all having a successful year.

The APRC Executive met on the 7th April to update our strategy and participate in the GRBN leadership meeting on the 8th and 9th of April. We are actively helping to shape the direction of the market research profession within the Asia Pacific, and globally. We continue to work on improving communications and providing useful content for our members, so please do not hesitate to contact me directly if you have any comments on our objectives or activity.

We are searching for our 14th member of the APRC, and are monitoring the launch of the Market Research Society of Hong Kong (MRSHK). We are hoping once they settle in, their local members they will consider joining the APRC family in 2016. We are also in contact with our affiliated associations in India, Vietnam and the Philippines.

I feel proud that the APRC are working towards delivering value to our member associations, and continue to work closely with the GRBN to resolve a number of challenges. I hope you, and your associations are using the translated versions of the *Personal Trust & Data Study* and enjoying the GRBN newsletters, which are also translated into local languages.

In this edition of our newsletter, we announce the newly created support documents. You will note that a number of support documents are being provided to you, including: "12 benefits of joining national associations" and "Developing value for money statements – guidance for national research associations". These are directly in response to your feedback in Kuala Lumpur the last time we met.

Remember to let your teams know that all APRC association members are able to attend other GRBN associations, conferences and events at member rates.

I hope to see each of you in September at the APRC Summit meeting and conference which is taking place in New Zealand. Winifred gave an update on the New Zealand APRC Conference, and the program looks fantastic. The conference is being held on 7th and 8th September 2015. The workshop and APRC Summit meeting will be held from 1:00 pm – 6:00 pm on Monday 7th September, followed by an APRC dinner in the evening.

As always, I hope you find this newsletter both useful and enjoyable to read.

Regards
Peter Harris

To submit anything for the APRC Newsletter, please send to - aprc@amsrs.com.au



APRC 7th Annual Conference in New Zealand



This year's APRC Conference Theme: **RESEARCH WITHOUT BOUNDARIES**

We live in an age where the traditional social, political, technological and financial boundaries are fast becoming irrelevant. For businesses and governments this rapid rate of change presents both valuable opportunities and significant challenges. Successful businesses are adapting to the new normal and creating exciting new opportunities for innovation and growth.

What does this mean for businesses operating in NZ and the wider Asia-Pacific region? What does it mean for research agencies and their clients? Find out at this year's APRC Conference how clients are prospering and how the research profession is expanding its own boundaries to better meet the needs of these organisations.

You will hear from a diverse range of organisations that are at the forefront of change, and how they are dealing with the changing business environment and busting through boundaries to create customer value and competitive advantage.

You will hear from some of New Zealand's leading protagonists driving their organisations forward into new frontiers for growth.

And you will gain a rich understanding of how they uncover insights and generate innovations that have led to multi-million dollar opportunities in new sectors and new markets, pushing past their own traditional boundaries.

KEYNOTE SPEAKERS

The breadth of our keynote speakers will attract delegates from across the broad spectrum of the research industry and beyond.

Peter Cullinane – Co-Founder, **Assignment Group and Lewis Rd Creamery**

Phil O'Reilly – CEO, **Business NZ**

Kevin Bowler – CEO, **Tourism NZ**

Alexis Perrott- Global Research Manager, **NZ Trade & Enterprise**

Dominic Quin - Director, Marketing - Planning & Insights – **Fonterra Co-operative Group Limited**

Delegates will be all together in the ballroom for the five key note speakers and a 20/20 Pecha Kucha style session. At other times they will stream into the broad

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variety of topics most appealing to them. Over the course of the day there will be over 18 presentations to choose from.

VENUE

The venue for the APRC Conference is the Crowne Plaza on Albert Street, Auckland. The conference will have exclusive use of the Ballroom and the Elliot suite of rooms with a capacity of approximately 300.

On Monday afternoon 7th September a 3 hour workshop will start at 2pm while at the same time the APRC Summit will meet in a separate venue. Details of the workshop will be made available at a later date.

On Tuesday 8th September registrations will be open from 7am to 8am and presentations will run until 5pm. Cocktails will commence at 6pm and the formal dinner will start at 7.30pm including colourful entertainment and late night dancing.



Exhibition space is available directly outside the Ballroom (picture on left hand side above) on either side of the Atrium (picture on right hand side above).

Anyone, who is interested in sponsoring the event should please contact the Conference organiser, Winifred Henderson - MD Prime Research, Deputy Chair RANZ, Vice President APRC winifred@primeresearch.co.nz

ACCOMMODATION/ RESERVATIONS:

We have negotiated preferential room rates for the week of conference for any out of town delegates, who require accommodation. The rate is NZ\$195 plus GST for a room and this includes one free breakfast per room per night booked.

Please use the link below when booking accommodation, it will take you directly to the "Make a Reservation" page and the special rate will show next to room choices.

[Research Association](#)

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PLANNING THE TRIP OF A LIFETIME:

To assist delegates in planning their trip and stay, here are some resources that Tourism NZ has kindly sent us:

www.newzealand.com

This is the best site for information on just about everything including itineraries, travel agents, airlines, accommodation, attractions etc. As well as English, it is available in other languages including:

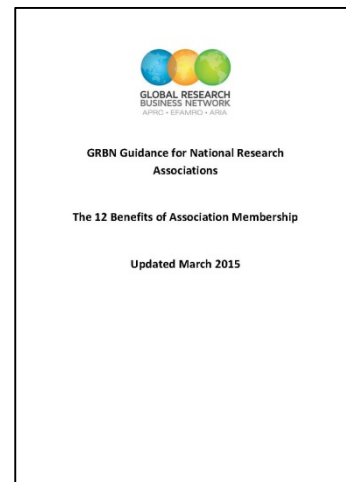
Chinese
Indonesian
Japanese
Korean
Malaysian

A range of resources is also available here including suggested itineraries and regional fact sheets etc <http://businessevents.newzealand.com/en/help-and-support/resources/>

Benefits of APRC and GRBN membership

Two GRBN documents have been developed to assist national all APRC member associations, this is a benefit of being a part of APRC and GRBN.

Please [click here](#) to download *Benefits of Corporate Membership of National Associations 2015* and [click here](#) to download *Developing Value for Money Statements - a Guidance Document 2015*.



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You're receiving this because you are an APRC member.

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AMSRS News

AMSRS Winter School

Winter School offers a broad range of courses for researchers of all levels [click here](#) for more information. Email admin@aprc-research.com to take up the members rate.

A diamond year for the AMSRS

The AMSRS is celebrating their 60th anniversary as the peak body for Australian research professionals was founded in 1955. The highlight of the celebrations will be the annual conference in Sydney at the Hilton Hotel on Thursday 3rd & Friday 4th September 2015.



FREE AMSRS Conference ticket for each APRC committee member

AMSRS is offering **one free conference ticket for each of our APRC association partners (APRC committee members)** to come along and share in the celebrations with the AMSRS. Come to Sydney for our conference and then head over to New Zealand for the APRC committee meeting on Monday 7th September that will be followed by the APRC Conference on the 8th & 9th September 2015. Contact Elissa if you are interested in taking up this offer of a complimentary ticket offer via elissa.molloy@amsrs.com.au or amsrs@amsrs.com.au

MRSS News

MRSS has a lot of exciting events organised for the next 3 months

These events will all be placed on the APRC and GRBN calendars shortly.

Mobile Crowd-Sourcing Comes to Singapore *Date: May 28th*

Featuring guest speaker Oliver Gilbert (Project Director of Next Billion), who leads development of the Singapore-based mobile crowd-sourcing platform [MOAR!](#) Learn from Oliver how mobile crowd-sourcing can benefit you, including potential applications from retail audits to consumer-generated creation to in-the-moment consumer understanding. This is also your chance to influence the development of the MOAR! platform – Oliver is keen to learn your “wish list” too!

AGM + Pub Quiz *Date: June 25th*

Always a key event for the MRSS, the 2015 AGM is particularly important for you. We're considering simplifying membership tiers, discussions with the Government are underway to enhance the role of the MRSS, and Committee roles are open. And in case that's all too “serious”, we'll lighten the mood with a Pub Quiz!

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TMRS News



Welcome the new TMRS president - Mr. Jerome Hervio, Managing Director of Ipsos Thailand

Mr. Hervio holds a MA in sociology from University of Amiens (FRANCE). He has 20-year track record in the field of research starts with a French research agency (Institute Francais de Demoscopie).

He then joined Research International France in 1990 as a Director. He was Managing Director of Research International East Africa (1995-end1997) and arrived in Thailand early 1998 to start up Research International Asia (Thailand). Mr. Hervio is the co-founder of Ipsos (Thailand) in 2005, his position is Managing Director. He also a member of the Franco-Thai Chamber of Commerce.

TMRS Objective & Plan 2015-2016



TMRS New Board Members

- To increase TMRS visibility and recognition at the national and international level
- Incorporate with national and international associations for seminars / events arrangement
- To promote the understanding and the image of market research in Thailand
- Continue and increase TMRS training courses to educate better understanding to market research

- To promote TMRS members' benefits and privileges. Joint events to be promoted in various communication channels – digital media

Keeping the contact list up to date

We would like to thank all the APRC members who have been providing their contact updates to us over the last few months. Please continue to inform us on relevant contact changes. To download the APRC contact list [click here](#). Have a look at your section and let us know of any changes by sending them to aprc@amsrs.com.au

Send us your news

If you have any news for the July edition of the APRC Newsletter that you'd like to share with your APRC members please send it to aprc@amsrs.com.au by **Tuesday 7 July 2015**.

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