



April 2014

TABLE OF CONTENTS

GRBN Update – Peter Harris

APRC 2014

Membership fees

APRC Association

Updates:

- AMSRS/AMSRO
- KORA
- MRSM
- MRSS
- TMRS

Keeping the contact list up to date

Send us your news

GRBN Update – Peter Harris



The GRBN Leadership team held the first bi annual meeting of the year in London on March 17th 2014. The meeting was held in the offices of the MRS who kindly hosted members from APRC, ARIA and EFAMRO. APRC was represented by Elissa Molloy and myself and this trip was made possible via funding from AMSRS. We thank them for their contribution. Whilst in London I also was invited to address the Board of EFAMRO on behalf of APRC discussing business and privacy/data protection issues in the Asia Pacific region.

The GRBN is the network to link, unify, strengthen and advance the role of National research associations within the global marketing industry. The Asia Pacific region has a significant role to play in this. The GRBN is working on eight key work streams of activity and key actions out of

the day included:

1. Draft policy on discounted global events tabled for members of Federations (e.g.APRC) to events in Europe and The America's.
2. Funding and sponsorship continues, exploring benefactors and sponsorship as currently GRBN has no funding source.
3. Exploring a strategic alliance with Greenbook that may extend to a media partnership, access to directory and maybe an Ilex event for APAC region.
4. Webinars from APRC and EBook library from ARIA to be made available to extend training opportunities to members globally.
5. Working with ESOMAR with a view to co publish new GRBN/ESOMAR global standards on ISO Data analytics, Mobile, Online sample quality.
6. The GRBN Data privacy and protection study (USA/UK) presented in Amsterdam at the Ilex event. This is a short survey on attitudes to personal and sensitive data. It was entitled PERSONAL DATA: IS SENSITIVITY IN THE EYE OF THE BEHOLDER?. Very positive publicity was received. The report will be made available on the APRC website. We would like to extend this short study to the Asia Pacific region in June/July this year. We are talking to Research Now to assist with sample in each country.

Developing, collaborating and co-branding global standards and guidelines with ESOMAR instead of both organizations is a significant step forward. We will talk to APRC members in April/May regarding replicating the short personal and sensitive data survey which we plan to have for discussion in October during our Annual meeting in Malaysia.

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

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

APRC Administration
Level 1, 3 Queen Street, Glebe NSW 2037 Australia
Phone: +61-2-9566-3100 Fax: +61-2-9571-5944



APRC 2014 Membership fees

All APRC membership renewal invoices for the period of January – December 2014 will be emailed out to all associations tomorrow (2 April 2014). If your association does not receive the email with the invoice please let us know by Monday 7 April.

If you have any questions regarding your invoices please contact Sarvenaz on aprc@amsrs.com.au.

AMSRs/AMSRO News

Changes to the Australian Privacy Act – 12 March 2014

The Australian Privacy Act sets out minimum standards for the collection and handling of identified personal information. Organisations conducting market or social research must be aware of these standards when they collect, use, disclose and store personal information in such a way that the individual who provided the information can be identified.

The new Australian Privacy Principles (APPs) came into force on 12 March 2014, replacing two sets of principles – the National Privacy Principles (NPPs), covering organisations, and the Information Privacy Principles (IPPs), covering government agencies.

The APPs apply to all public and private sector businesses with a turnover of more than \$3m per annum, and while most are based on the existing NPPs, there are some changes.

Changes affecting the Australian research industry

For the first time an APP (7) deals specifically with direct marketing. It states that an organisation may only use or disclose personal information for direct marketing purposes if certain conditions are met. If a research company does any form of direct marketing in addition to market or social research, it must ensure these conditions are met and as always, any research should be clearly differentiated from other activities.

The Privacy Principles have always stated that a business can only send personal identified data to another country if that country has privacy legislation which is similar to that in Australia. A new APP (8) makes that business more accountable.

Post privacy reform, if a research company sends identified data to another country in any format it must take reasonable steps to ensure that the recipient does not breach the APPs and it may be responsible for any breach by that recipient.

Another major change is that the Office of the Australian Information Commissioner now has greater enforcement powers and can seek greater penalties for breaches of the Privacy Act – penalties of up to \$1.7million.

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



The APPs only apply to personal information that could identify a person and it is recommended that any data that is collected be de-identified as soon as practically possible after completion of the research project. This means not only removing the name, but any other details that may identify the person: demographic characteristics, photos or videos, customer details and so on.

The peak research associations in Australia, the Australian Market & Social Research Society (AMSRS) and the Association for Market & Social Research Organisations (AMSRO), are working together to ensure that the Australian research industry and research professionals are able to make a smooth transition to the new privacy regulatory framework.

AMSRO is currently the first and only body pursuing a non-mandatory, new APP Privacy Code. AMSRO remains committed to ensuring that members are provided certainty working under the new Market and Social Research Privacy Code (aligned with the new Australian Privacy Principles) and receive expert advice and assistance with the handling of informal resolutions. At the time of this publication we are pleased to report that AMSRO and the Office of the Australian Information Commissioner (OAIC) are finalising the draft code ahead of a 28 day public consultation period and anticipate that this should be available to AMSRO members and stakeholders over the coming weeks.

KORA News

New Marketing Researcher Cultivating Course

For this year KORA was selected as an operating agency for 'Marketing Researcher Cultivating(Training) Course' under the Youth Employment Academy Program which is run by the Korean Ministry of Employment and Labor.

Many positive effects are expected with this selection such as:

- Offer an opportunity to graduate students or senior students to achieve adapted quality and skills to be a researcher with quality courses which are operated by the industry and funded by the government.
- Solve manpower shortage in the industry and attract talent thanks to the matching between trained students and KORA members.
- Promote KORA and Research industry and improve KORA's reputation with the public.

The course will start from 2nd June 2014, for more information please contact Su Hyun KIM shkim@ikora.or.kr .

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



MRSM News

Barry Ooi, reelected as MRSM President

The Marketing Research Society of Malaysia, has re-elected Barry Ooi as its President for the 2nd term during its Annual General Meeting held in Petaling Jaya on 17th March 2014. His term is for the period 2014/2015

MRSM has more than 80 members; comprises of individual and corporate members. All MNC as well as major local market research companies are members of MRSM.

Barry served as President for the last term 2012/2013.

In addition to his appointment, the body has also re-elected Rozina Mat Rawi (MD of Metrix Research) as its Vice-President. Alvin Chia (from The Nielsen Company) was elected as Honorary Secretary and Megan Kuek retained her position as honorary Treasurer.

Commenting on his re-election, Barry states:

"I'm honoured to be re-elected for the 2nd term. It reflects that members wanted continuity. The work has been crafted out for the new committee as there are quite a number of initiatives which need to be carried out this year.

Top of the list is hosting and organising the Asia Pacific Research Committee's conference at the later part of this year. The new Executive Committee is committed to raise the profile and quality of research practice. We will work with all stakeholders and collaborate with our counterparts across Asia Pacific, Europe and North America to achieve this".



From left:

1) Lee Poh Chun - Committee, 2) Rozina Mat Rawi - VP, 3) Barry Ooi - President, 4) Megan Kuek - Treasurer, 5) John Smurthwaite – Committee, 6) Johnson Tan – Committee, 7) Julius Augustine – Committee, 8) Sam Leong - Committee
Absent from photo, 9) Alvin Chia - Committee

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



MRSS News



The Brave New Digital World – New Opportunities for MR

MRSS Asia Research Conference | 6th-7th August 2014 | Fairmont Hotel | Singapore

The Brave New Digital World – New Opportunities for MR

- Dates: 6th ~ 7th August 2014
- Venue: Fairmont Hotel, Singapore

The world of marketing and marketing research is changing at warp speed as consumer behaviour is increasingly digital and even blurring channels. The philosophy and practice behind these disciplines are on the cusp of transformation as digital data on consumer's needs & habits increase in quantity and accessibility.

New digital technologies and tools have made it faster, easier and more affordable to conduct market research and inform marketing decisions. However marketers are continually challenged on how to effectively work in the digital space & target digital-based behaviour and the digitally-engaged consumer.

This year's conference will showcase expert international and regional speakers discussing disruptions and opportunities for marketers and researchers in this Brave New Digital World.

Please contact the MRSS Secretariat for more information:
secretariat@mrssingapore.org.sg

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



TMRS News

TMRS Corporate Annual Meeting 2014



TMRS held their corporate annual meeting for 2014 on Tuesday 25th of March.

The meeting was interactive and constructive, members actively discussed the initiative on Fraudulent Respondent Management, the SES asset update, and mobile research regulation.



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

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

APRC Administration
Level 1, 3 Queen Street, Glebe NSW 2037 Australia
Phone: +61-2-9566-3100 Fax: +61-2-9571-5944



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 May edition of the APRC Newsletter that you'd like to share with your APRC members please send it to aprc@amsrs.com.au by **Monday 19 May 2014**.

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