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## APRC President Voice



Gong Xi Fa Cai to all of my APRC friends.

I would like to warmly welcome the Indonesia Market Research Association (PERPI) to the APRC family. After our meeting in Malaysia last year, the PERPI leaders have agreed to join the APRC. With Indonesia being one of the fastest growing markets in our region, I am extremely excited and looking forward to their input as our 12<sup>th</sup> member organisation. We are delighted to welcome them into growing the APRC family. PERPI are the 11th country and 12th association to join the APRC.

Last year, in KL, you told me that you wanted more communication from the APRC Committee so I thought I would provide an update for you on APRC and GRBN activities since we last saw each other. What we are delivering to you, our member partners in the Asia Pacific region, is tailored based on our discussions last year.

- We have started discussions with Hong Kong who have now formed a new association in the region and we are hoping we can assist their setup and growth with an aim of them joining the APRC in the near future.
- APRC membership fees will be invoiced by the APRC Secretariat at the end of March for April 2015. We have not increased the fees for this year – they remain the same rate as 2014.
- The GRBN has been busy translating documents for APRC members – including the first GRBN newsletter and the Trust & Personal Data local report.
- All GRBN news was summarised in the first GRBN newsletter for 2015 that we hope you all received.
- We released the results of the GRBN Global member survey which I spoke to many of you about in KL. In total, 25 national association representatives answered the survey, which is a fantastic response rate. 10 respondents were from the EFAMRO region, 8 from ARIA and 7 from APRC, giving us a good global perspective. The results will assist us in shaping our activity for the next 18 months.

Please put the following dates in your diary for 2015 – the 7<sup>th</sup> annual APRC summit meeting will be held in Auckland, New Zealand from midday to 5.30pm with the APRC conference being held on the **8<sup>th</sup> September 2015**. Just prior to the APRC Conference will be the 60<sup>th</sup> anniversary conference for the AMSRS which will be held in Sydney at the Hilton Hotel on the 3 & 4 September 2015. We are hoping that you will be able to join us for either or both of these events.

To submit anything for the APRC Newsletter, please send to - [aprc@amsrs.com.au](mailto:aprc@amsrs.com.au)

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

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The APRC Executive are excited to be meeting in Tokyo on April 7<sup>th</sup> to update our strategy and participate in the GRBN leadership meeting on April 8 and 9. We are very active in helping to shape the direction of the MR profession in both Asia Pac and globally. The APRC remain very focused on improving communications and providing useful content for you so please do not hesitate to contact me directly if you have any comments on our direction or activity.

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

Regards  
Peter Harris  
President, APRC

## Welcome to Indonesia Market Research Association (PERPI)



PERPI Committee 2015-2016

The Indonesia Market Research Association also known as Perhimpunan Riset Pemsaran Indonesia (PERPI) joined APRC in late December 2014.

We are delighted to welcome them into the APRC family. PERPI are the 11<sup>th</sup> country and 12<sup>th</sup> association to join the APRC.

PERPI was established in 2007, with a current membership total of 30 companies.

We look forward to hearing more from them over the coming months.

[Click here](#) to view the PERPI page on the APRC website

To submit anything for the APRC Newsletter, please send to - [aprc@amsrs.com.au](mailto:aprc@amsrs.com.au)



## APRC 7<sup>th</sup> Annual Conference in New Zealand



**Monday 7<sup>th</sup> September** – a workshop will be presented in the afternoon by a highly recognised and accomplished presenter, who has earned best paper at ESOMAR amongst other accolades.

**Tuesday 8<sup>th</sup> September** – a full day of presentations, including 4 fantastic key note speakers and double streaming during the day, meaning more choices to pick from. The conference concludes with a lovely sit down dinner and entertainment on Tuesday night.

Research Association New Zealand have booked the Crowne Plaza in central Auckland with a super special rate of NZ\$ 195 per night, which includes 1 breakfast per room, per night booked. This special rate is available from Saturday night 5<sup>th</sup> September to Friday 11<sup>th</sup> September. A special code will be available for delegates to use when they book rooms.

## AMSRS News

### A diamond year for the AMSRS

The Australian Market & Social Research Society (AMSRS) is celebrating their 60<sup>th</sup> anniversary as the peak body for Australian research professionals was founded in 1955. AMSRS is looking forward to providing their members with a number of new resources, events and networking opportunities throughout the year. The highlight of the celebrations will be the annual conference in Sydney at the Hilton Hotel on Thursday 3<sup>rd</sup> & Friday 4<sup>th</sup> September 2015.



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 7<sup>th</sup> September that will be followed by the APRC Conference on the 8<sup>th</sup> & 9<sup>th</sup> September 2015. Contact Elissa if you are interested in taking up this offer of a complimentary ticket.

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## AMSRO News

### **New code the first to be registered by the Australian Privacy Commissioner**

The Association of Market & Social Research Organisations' (AMSRO) new privacy code, the **Privacy (Market and Social Research) Code 2014**, has become the first and only registered privacy code under the Australian Privacy Principles (APP), following the Australian Privacy Commissioner's registration of the Code today.

Today's data driven world, and a number of high profile data breaches, have seen a growing need to ensure Australians' personal information is always protected and this new Code is a significant step in assuring this continues to occur in the market and social research sector.

Australian Privacy Commissioner Timothy Pilgrim said: "I'm very pleased to have worked with AMSRO in the development of the Code. It is the first industry-led APP Code to be registered under new Australian privacy laws. This is a significant step that highlights the value of co-regulatory schemes under the Privacy Act and it demonstrates the importance of privacy for the marketing and social research industry." [Click here](#) to be directed to the complete press release.

## MRSM News

### **MRSM has launched 6 monthly seminars**

MRSM in collaboration with Navigator Business Academy is conducting a series of six monthly seminars, beginning 26<sup>th</sup> of January 2015. These seminars are designed help market researchers understand how clients in the various industries are using market research data and what are their needs are in 2015.

These seminars are industry focussed and included in the agenda is a panel discussion comprising of experts and practitioners ie clients (users) who will provide their views and comments on where the industry is heading and their information needs.

Navigator Business Academy is a Malaysia based regional training academy, which provides executive development seminars and training to organisations.

[click here](#) to be directed to the MRSM website for further seminar information.

**To submit anything for the APRC Newsletter, please send to - [aprc@amsrs.com.au](mailto:aprc@amsrs.com.au)**



## 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](mailto:aprc@amsrs.com.au)

## Send us your news

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

To submit anything for the APRC Newsletter, please send to - [aprc@amsrs.com.au](mailto:aprc@amsrs.com.au)