



January 2014

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A big welcome to Mongolian Market Research Association (MMRA)



The Mongolian Marketing Research Association (MMRA) officially joined the APRC In December 2013. We are delighted to welcome them into the APRC family. The MMRA are the 10th country and 12th association to join the APRC. We look forward to hearing more from them over the coming months.

Save the date for the 6th APRC Conference



APRC CONFERENCE 2014 - KUALA LUMPUR, MALAYSIA 15 & 16 OCTOBER 2014

Kuala Lumpur Malaysia hosted by MRSM – 15 & 16 October 2014

We are delighted to advise that the 6th annual APRC Conference will be held in Kuala Lumpur Malaysia on Wednesday 15th & Thursday 16th October 2014 (please note this is a new date). Barry Ooi, the new APRC President, and the MRSM team will be hosting a conference in a similar format to the TMRS conference, with a workshop day on Wednesday 15th and a one day conference on Thursday 16th October.

The APRC Summit meeting will be held on Wednesday 15th October from 1pm – 5.30pm which should provide more time for the APRC committee to discuss and plan APRC activities and future events.

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



Please save the date for this important APRC event. Information on the 6th APRC conference will be put on the APRC website as it comes to hand.

The Research Association of New Zealand



2014. Our year of change

MRS and AMRO come together to create the Research Association

The “professional standards” and “business development” parts of the NZ research industry have come together in 2014 under the new brand of the Research Association. The MRS was established in 1962 and AMRO in 1984 and over those years they have cooperated in many areas to build a strong research sector in NZ. In recent years it was increasingly felt that the two bodies were not optimally placed to face an increasingly competitive future and during 2013 a working group comprising members of both organisations worked on a proposal to merge.

After an overwhelming majority vote at the AGMs of both organisations the work to merge went into overdrive. “The new association has at its core a desire to broaden the church and include a much greater diversity of researchers, clients, businesses, institutions etc. in acknowledgement that client needs and behaviours are changing” said Rob Bree, Executive Director of the new association. “The Board are currently working on creating a strong plan of work between the board, executive committee and members and we expect to start seeing new initiatives emerging by the end of the first quarter”. 2014 is a transitional year in which the transitional board comprising the members of the previous boards will lay down a solid foundation for the new association.

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



KORA 2013 end of year event



Kora had their end of year event on 3 December 2013 at the Club Horizon.

More than 60 members of KORA attended and they enjoyed gourmet food with various entertainment such as Christmas photo zone, mini-casino, lucky draw and so on. KORA also raised funds to donate to the Community Chest of Korea.

GRBN Mobile Research Guidelines

As we discussed at the APRC meeting in October 2013, we would like our APRC association members to endorse the new *GRBN Mobile Research Guideline*. Every association that endorses them is able to include their logo on the document as well as an Appendix at the back of the document that includes specific legislative and regulatory requirements for your country.

Please let us know by **Friday the 28th of February** if your national association would like to endorse the new guidelines.

Please send your responses to aprc@amsrs.com.au

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



AMSRS Webinars only \$30 AUD for APRC members



If you have not registered yet, don't forget to register to the AMSRS webinars at the special price of **\$30 AUD** per webinar.

The AMSRS holds one webinar per month for its members, we would like to extend this offer to all APRC members. [Click Here](#) to download the AMSRS Webinar brochure.

In order to register for a webinar you are interested in please email us on aprc@amsrs.com.au and we will register you and send you all the details.

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 March 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 17 March 2014**.

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