



June 2014

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## Personal Data Trust Survey

As many of you already know the 2014 APRC study is taking a new form. It will be conducted as a Personal Data Trust Survey. This survey was conducted by the Global Research Business Network (GRBN) in the UK, US and Latin America, now in July/August APRC will have the chance to run it in the Asia Pacific region with nine member countries having confirmed participation.

In July we will contact all member associations to coordinate the questionnaires and plan the field-work.

## APRC Conference Update



### Kuala Lumpur Malaysia hosted by MRSM – 13 & 14 October 2014

Please save the **NEW** date for this important APRC event. Information on the 6<sup>th</sup> APRC conference will be put on the APRC website as it comes to hand. We are delighted to advise that the program for the 6<sup>th</sup> annual APRC Conference has been set.

Day 1	APRC Summit meeting	Monday 13 October	1pm – 5pm
Day 1	Half day workshop with Jon Puleston from GMI	Monday 13 October	2pm – 5.30pm
Day 2	1 day APRC conference consisting of Supplier and client side speakers	Tuesday 14 October	9am – 5pm

[Click here](#) to view the Workshop information

[Click here](#) to view the conference program

Pricing and registration information will be available in the next month. The agenda for the APRC Summit will be sent out to all APRC members in early July, to allow time for all associations to prepare for the meeting.

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



## AMSRS News

### **AMSRS Webinars for APRC members from July 2014 – June 2015**

The AMSRS holds one webinar per month for its members and for the past 2 years we have extended this offer to APRC members at a hugely discounted rate of \$30 AUD.

This financial year from July 2014 – June 2015 we are happy to continue to offer our webinars to APRC member association colleagues again but this year we will be charging them the same price as we do for AMSRS members – which is **\$88 AUD**. We hope you will understand we are needing to do this for financial considerations and member equity reasons.

Please [Click Here](#) to download the AMSRS/ APRC Webinar brochure or refer to the attachment in this email.

In order to register for a webinar you are interested in please email us on [admin@aprc-research.com](mailto:admin@aprc-research.com) and we will register you and send you all the details.

## AMSRO News

### **AMSRO first industry body to develop 2014 industry Privacy Code**

Australia's peak body for the market and social research industry, the Association of Market & Social Research Organisations (AMSRO) has developed its own privacy code for members following the release of the new Privacy Amendment Act on March 12, 2014.

[Click here](#) to read the full press release.

### **AMSRO announces Australian-first Trust Mark to ensure highest privacy, ethical and quality standards**

In an Australian-first, Australia's peak body for the market and social research industry, the Association of Market & Social Research Organisations (AMSRO), has today launched the AMSRO Trustmark.

The Trustmark is a seal of endorsement that ensures AMSRO member companies are compliant with the highest ethical standards, particularly in regards to privacy. It also guarantees companies that their data is protected.

[Click here](#) to read the full press release.

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



## JMRA News

JMRA held a 3day training seminar from 16th - 18th of April 2014. The Number of attendees including researchers and marketers was thirty.



JMRA Magazine 'Marketing Researcher' No 123 released on 27 March.

[Click here](#) to download it.



## MRSM News

### Malaysia Market Research Industry Adopts Standard Practice on Data Privacy Act.

The government has introduced the Personal Data Protection Act 2010. This act is operationally effective 1<sup>st</sup> January 2013 and it is applicable to all commercial organisations including the marketing research industry.

The purpose of the Act is to regulate the processing of personal data in commercial transactions with the aim of curbing the unauthorised use of personal data.

The consequence of breaching the Act is a hefty fine of RM500,000.00 or a up to 3 years imprisonment or both. Members of MRSM have agreed that the society should introduce a standard guideline for the industry.

A document will be circulated to provide the industry with a standard guideline while carrying out research. It will also list out the administrative procedures which are necessary to avoid the risks of not complying with the Act.

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



## Research Association News – New Zealand

### Bi-Annual NZ Industry Effectiveness Awards

Entries are now open! Research Association New Zealand is calling all researchers from client or agency-side to register their interest to enter now! "We know there is great award-winning research work out there," says Rob Bree, General Manager, Research Association NZ, "and we want them recognised - in order to do so you have to be in to win!" he says.

Visit [www.ResearchAssociation.org.nz](http://www.ResearchAssociation.org.nz) now to find out how you can enter. The Awards event will be celebrated with a glamorous evening at The Hilton on 26 September 2014 hosted by 'That Guy', Leigh Hart. It'll be a night of glitz and glamour befitting the high standards of research in NZ and NZ research conducted domestically and internationally.

Currently we have around 40 entries and the standard of entries is very high reflecting the diversity of projects, clients and contenders.

Research Association New Zealand is the research industry leadership forum to enhance and promote research in society and business. Our aims are:

- To deliver a wide range of valuable services to the members for the betterment of the profession
- To provide the industry and its stakeholders with access to high quality, relevant and timely education, training and development resources
- To represent the wider industry and its stakeholders in discussions on relevant legislative and regulatory matters
- To be the voice of the industry in discussions with government, media, the business sector and the public

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



## APRC 2014 Membership fees

All APRC membership renewal invoices for the period of January – December 2014 were emailed out to all associations in April. If your association did not receive the email with the invoice please let us know.

If you have any questions regarding your invoices please contact Sarvenaz on [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 August 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 **Monday 21 July 2014**.

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