



## **Chief Executive's Report Public Version for Website**

**RESEARCH ASSOCIATION NEW ZEALAND**

**2 August 2017**

Welcome. The main items on today's agenda are:

- Outcomes from AGM
- Welcomes and farewells to Board Members
- Conference

Thank you all for your contributions.

Rob

### **1.0 Professional Development and Events**

- With Horst standing down this year we need a Board Member to take charge. Catherine Frethey-Bentham has indicated she is happy to do that.
- Anna Keyter, (Research in Practice) has been assisting Horst over the last couple of months and that should assist with the transition
- Calendar update (Horst / Catherine)
- We had to cancel Lindsay Mouat (ANZA) IFA presentation this month due to lack of registrations.
- I believe we need to seriously look at more online options for PD events
- Can we ask RANZ Social to take the lead on the RANZ Xmas Event?

### **2.0 Wellington Executive Committee**

- Vince has been trying to firm up the calendar
- We have had an expression of interest from ANZEA to work more closely together nationally
- This could be particularly helpful in Wellington and Christchurch
- IMNZ (and DAF) are also potential opportunities for collaboration

### **3.0 Member Communications and Marketing**

- Comms Team appears to be functioning very well with Emily taking over from Anika
- SSI are now Platinum Partners for website and InterView
- Current focus is Conference
- We'll need to support The Learning Centre and QPMR if we're going to grow those
- QPMR is being launched at Conference

### **4.0 GRBN The Learning Centre / AMSRS QPMR**

- Launch currently underway
- Nicola / Winifred update on GRBN Learning Centre? Next steps?
- Next step to partner with MRIA for full course (is this still the preferred option?)
- Winifred is in talks with Dr Kara Mitchelmore from MRIA (Canada) re offering their accreditation course in NZ
- What needs to be done at our end to ensure successful launch of full course?



## 5.0 Conference 2017

- Galina working with Winifred, Horst and Maria on sponsors
- Excellent progress on speakers, pricing, agenda and two foundation partners
- Need to confirm full package to SSI for their Gold Plus Partnership
- Main member marketing burst over August. Can we each please work our networks
- Ideally attract one or two journalists to attend and cover the event. And some PR beforehand.
- Tim Marshall working on getting a media organisation to run a piece over 3-4 issues.
- Roughly 6 weeks to go. What does Galina need now?
- Reminder. H&S Plan for Conference (AUT can probably provide a template?)
- Kavindi providing excellent support to Galina.

## 6.0 RAEAWARDS 2018

- Nothing further to report
- Secured venue this year for 2018

## 7.0 Strategic Partnerships

- Main conclusion that we need to become more attractive to client-members (and analytics community?) if we're going to attract a broader range of strategic partners
- SSI confirmed various sponsorships
- Other partnerships still available
  - InterimVIEW
  - GRBN Learning Centre
  - Other events e.g. Leaders and Clients Forum; Breakfast speakers etc. (time we did one of these. Nov?)
  - RANZ Social (TNS and Colmar sponsoring launch at Auckland University). Still looking for ongoing or event by event sponsorship.

## 8.0 Member Growth and Development

Claire update Board on any major changes to membership / new members etc.

Free Graduate membership launched at Auckland Uni MR Day (Discuss)

Discuss Free membership for clients.

- I think we're all agreed that attracting client researcher's / insights managers etc. is the main priority for this group.
- At the most basic level I think we're talking about two distinct groups of clients:
  1. Research and Insights teams (Corporate)
  2. Research and Insights teams (Government)
- Proposed Objective: Target the top tier of corporate and government for membership and sign up 20 teams.
- What can we offer them?
  1. Community / a "spiritual" home / a network / contacts / communication (CRM, Interview, InterimView, EDMs etc.)
  2. Resources / learning / support / development and growth / properly structured and presented
  3. Conferences / Awards / Recognition / Speaking opportunities / scale

Carin Hercock, new Board Member, has put her hand up to lead this. Will be interviewing some non-members to get an initial take on the situation. Rob to follow up on development of a programme.



## 9.0 Brand Advocacy and Development (Media Advocacy)

- Making steady progress. Good interest from media
- Ran test of SSI panel opportunity using “Young Voter Participation” as topic of interest to media
- We achieved excellent pick-up including:
  - NZ Herald NZME, Fairfax, NBR
  - Mediaworks Newshub, One News TVNZ blog
  - Radio Live, Pacific Radio, Newstalk ZB
  - M+AD, Scoop, Frontpage, Daily Blog,
  - Various academics, Vic Uni, Massey Uni, Civics Education Trust, NZ Uni Students Assoc
  - Main political parties, National, Labour, Mana, Opportunities
- Ran first media training event at Mediaworks and next one at NZME
- Currently exploring Fairfax, NBR
- Good uptake on PD event releases generally
- Focus for July-Sep will be Conference 2017
- Compiling expert list
- Sent out Polling Code to media again in July.

## 9.0 Government Relations and Issues Management

- Nothing new in July
- Attended address in Auckland by PM and Deputy
- Main message of evidence based decision making. Opportunities for industry mainly in data analytics and evaluation
- Not much will happen between now and election. Looking like NZF is going to be an important factor in September (though PM reluctant to concede that)

## 11.0 Association Finances and Administration

- Claire to table accounts and budget
- Need to ensure that our accounting practices are correct to avoid the differences we incurred last year.
- Debra Hall Governance Workshop is confirmed.
- Strategic Plan. We need to confirm process. Who will run the process?

## 12.0 Standards, Codes, Ethics, Self-Regulation

- Have proposed to Karin that we need to review strategy, policies and procedures as part of strategy review
- Purpose of review to agree Association duties, responsibilities, powers etc. and ensure we are acting according to the membership’s needs

## 13.0 Health and Safety

- Upcoming events, any identifiable hazards, brief attendees
- Have we purchased first aid kit? Take to events.

