



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.

