



Chief Executive's Board Report

RESEARCH ASSOCIATION NEW ZEALAND

Thursday 8 June 2017

1.0 Professional Development and Events

- Calendar update (Horst). Events for remainder of 2017 planned. Need to start thinking about 2018.
- With Horst standing down this year we will need a Board Member to take charge.
- We have had a new EC member volunteer (Anna Keyter, Research in Practice) to coordinate the group in a similar way that Emily coordinates the MarComms Team
- PD Vouchers unsuccessful. Good test but can be parked for now.
- RANZ Social successfully launched at Auckland Uni late April. Next event late June. Facebook group of 72+ currently.

2.0 Wellington Executive Committee

- Vince has assumed leadership of this group
- SSI has taken up Platinum Partnership for Wellington PD calendar
- Calendar of events for next 6 months to be firmed up ie confirm dates, various speakers etc
- Rob working on potential media event for Wellington members and a meet-up type event for Wellington officials

3.0 Member Communications and Marketing

- Comms Team functioning very well with Emily taking over from Anika
- SSI are now Platinum Partners for website and InterView
- Comms currently focussed on Conference, AGM, July PD Event, GRBN The Learning Centre

4.0 GRBN The Learning Centre

- Next step to partner with MRIA for full course
- 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?
- Winifred and Horst also working through QPMR with AMSRS

5.0 Conference 2017

- Galina working with Winifred, Horst and Maria on speakers and sponsors
- Excellent progress on speakers, pricing, agenda and two foundation partners
- Ideally attract one or two journalists to attend and cover the event. And also, some PR beforehand.
- I also met with Tony Mitchell at MA. Maybe opportunity for them to assist with marketing to their membership.
- Roughly 100 days to go. What does Galina need?
- Kavindi has agreed to provide coordination support to Galina. RANZ Social keen to assist.

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 as main sponsor for 2017 (PD, Wellington, InterVIEW and Gold Conference partner)
- 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)

- 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

Previously Proposed Activities:

1. Make a list of targets
2. Write to them, introducing the Association, its purpose, aims etc. and what it offers to the research and insights community. Advise them we'd like their input into better serving the client-researcher community.
3. Survey them to better understand what their hot buttons are and what they'd need from us in order to consider joining. We'll share back the learnings with them also.
4. Learnings from survey / face to face discussions to be factored into our development plans eg PD, The Learning Centre, Conference etc.
5. Invite them to a suitable event. We'd need to think about AKL and WGN versions of this. Pitch membership to them, maybe with a special offer??? Can we do this for February event? Discuss.
6. Special offer around Conference 2017 e.g. ticket includes one-year personal membership or a team ticket that includes team membership (Conference 2017 will need to have sufficient client appeal)
7. Potentially a stream of activity that is more client focussed. Possibly seek sponsorship of that stream???

9.0 Brand Advocacy and Development (Media Advocacy)

- Making slow but 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
- Currently exploring NZME, Fairfax, NBR
- Good uptake on PD event releases generally
- Focus for July-Sep will be Conference 2017
- Compiling expert list

10.0 Government Relations and Issues Management

- Earlier in the year Rob attended Wellington Training at Business NZ. Excellent course.
- Key out-take is we need to “do the rounds” and introduce ourselves to key ministries
- Ministries are keen to interact with business and professional associations
- Find out what their interests are and how we can help them (business interaction)
- Take the opportunity to understand and influence their world view

During May, two opportunities to interact with Govt, AOG Panels Review, Statistics Act Review:

1. AOG Panels Review (led by Vince Galvin)
 - Vince, Winifred, Nicola, Taija Peach, Edward Langley
 - Met with Aaron Hissey (MBIE) to discuss revisions to procedures (Vince)
2. Stats Act Review (led by Jonathan Dodd)
 - Jonathan, Taija and Will Koning attended Stats Review meeting regarding rewrite of data provisions of the ACT
 - Jonathan wrote an article for InterView of main content of meeting:
3. Both meetings possibly not burning platforms with immediate benefits for our industry but if we don't engage then we risk being overlooked and suffering unintended consequences ie largely defensive measures. Thanks to everyone who participated.
4. Some potential interest from BusinessNZ to host a meeting or two that will help with us building our visibility with Government, Media and Business in Wellington.

11.0 Association Finances and Administration

- Financial situation continues to be challenging (securing incomes and attracting new income sources)
- Accounts and budget will be presented at AGM. Jason has agreed to run that part of meeting and field inquiries.
- Debra Hall has offered to deliver a 4-hour workshop on governance for board members – she runs these workshops quite frequently with start-ups and other company boards, who are associated with the Icehouse. She'll be doing this free of charge for us, which is a very generous offer and will be very useful, especially for new Board members. Let's target for when new board members have started.
- Strategic Plan. We should plan to review our progress on Strategic Plan later this year. I suggest a session as part of July / Aug Board meeting and we could do wider member involvement from October.



12.0 Standards, Codes, Ethics, Self-Regulation

- Winifred will meet with member regarding complaint and their membership
- Latest ESOMAR Code adopted by RANZ, loaded on website and communicated to membership
- Plan to include in Interview

13.0 Health and Safety

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

14.0 AGM and Elections

- 21 June AGM and Fellows Panel (registrations?)
- Election Candidates
- Election Process / dates (Claire)
- Adopt last year's minutes
- Review of the year (Rob PowerPoint)
- Financials and Budget (Jason) need to be adopted by members