



**MINUTES BOARD MEETING
RESEARCH ASSOCIATION NEW ZEALAND
PUBLIC VERSION**

**Wednesday 2nd August, 2017 at 3:00pm - 5:30pm
IAG, Fanshaw Street, Auckland**

Attending: Winifred Henderson (Chair), Jason Shoebridge (VP), Rob Bree (CEO), Horst Feldhaeuser, Catherine Frethey-Bentham, Carin Hercock, Nicola Legge, Galina Mitchelhill, Claire Lloyd (minutes)

Conference call: Vince Galvin

Apologies: Kay Bramley

The meeting commenced at 3:15pm

1. Winifred thanked departing Board members, Kay and Horst, for their time and effort; new Board members Carin and Catherine were welcomed.
 - 1.1. Board meetings – Horst suggested that the Board resume monthly meetings, alternating between operational and strategic agendas.
2. Review and Adopt Previous Minutes (Galina & Winifred)
 - 2.1. Matters arising from the minutes:
 - Sponsorship – Rob has been in contact with sponsor, who have confirmed that they will renew
3. AGM follow-Up / Strategic Plan / Constitution / Financials
 - 3.1. AGM Follow-up – Rob tabled a document circulated prior to the meeting.
 - Rob met with new Board members, Carin and Catherine, to talk about the role of the Board.
 - Catherine is to take over Professional Development from Horst.
 - Carin is taking over “member recruitment” strategy
 - It was agreed that those who raised concerns at the AGM be contacted for their suggestions.
 - Board Governance Workshop – Debra Hall prepared to offer this to the Board members at no cost.
 - Transparency – there was a commitment at the AGM to make Board meeting minutes available to members via the RANZ website; some information is to be anonymised.
All Board members agreed.
 - CEO report will be posted alongside the minutes.
 - 3.2. Strategic Plan Review – Some members felt as though they hadn’t been consulted regarding development of the strategic plan, and that the Board should be taking more of an industry leadership role.



- The procedure in 2015 involved holding focus groups with large, medium, small organisations and clients. It was suggested that there be wider consultation for the next review, including an online discussion board.
- Process and timeline to be decided. Rob to table suggestions August.
- Members and Fellows to be invited to form advisory groups.
- Board to ensure that RANZ is providing to members what is wanted. Decide (1) what is essential, (2) what can do, (3) would be nice to do.
- Launch possibilities were discussed.
- Panel members from the AGM are to put forward their ideas as follows: newsletter (Duncan), conference (Spencer), post-conference half day workshop (Murray & Jesvier).
 - Other panellists for “Young Researcher Workshop – Future Making” include design agency Principal, Sherryn Macdonald (Experience Place) and young researcher Jenni Anderson (Kantar TNS).

3.3. Constitution Review – a few contradictions need addressing. To be reviewed following strategic review. The Incorporated Societies Act is under review but won't have material impact for RANZ.

3.4. Financial – needs to follow strategic review.

- Levies may need to be revised following the review.
- Due to “imposed” April to March FY Revenue from levies won't be known until the last quarter of the financial year.

3.5. Fellows' engagement – Winifred circulated documents and requests for input to the Fellows

4. AMSRS / AMSRO / QPMR / Closer Working Relations

4.1. QPMR (Qualified Practising Market Researcher)

- Points are awarded throughout the year for attending conferences, PD etc.
- AMSRS has offered to RANZ a special deal of \$100 pa international membership, plus QPMR and sign-up/set-up fee of \$200.
- A 5-minute talk at conference/networking drinks was suggested – follow-up with MarComms
- No cost to us if nobody signs-up. All Board members in agreement.

5. ESOMAR Partnership Agreement

5.1. ESOMAR Partnership Agreement – ESOMAR systems have been changed

- Partnership doesn't cost, but participation in activities will.
- Geoff Lowe is the current NZ representative.



- Benefit to sign-up is unclear, therefore the Board opted not to sign the agreement at this stage.
6. Salary Survey – undertaken by Janine annually and is now relevant for suppliers and clients.
 7. NZME Research Briefing – Jason attended.
 - 7.1. David Talbot UMR gave talk on political polling. Jason briefed on how to recognise suspicious research and secondly on political polling.
 - Carin volunteered to be involved.
 - Rob and Tim Marshall had been meeting with various parties and Polling guidelines were re-sent to journalists last week
 - Rob had been interviewed on Checkpoint and Seven Sharp. The goal being to raise visibility of the association and to encourage journalists to contact RANZ.
 8. Complaints handling and rulings –
 - 8.1. Karin is happy to be involved in the complaints process review flowing from the strategic review.
 - 8.2. Code needs to be reviewed regarding an organisation having two identities ie research and non-research. ESOMAR Code may have a reference.
 9. Priorities Work Plan Updates / CEO Report
 - 9.1. Professional Development and Events
 - July's PD event with Lindsay Mouat had to be cancelled due to lack of registrations.
 - PD team has tried to adjust offerings in accordance with membership research on what PD events they want. This included client case studies, technology, topics outside of the research industry.
 - Events for August, October and November have been confirmed.
 - Catherine offered to informally contact members who don't attend events.
 - Consider webinar options.
 - Christmas event – RANZ Social to be invited to organise this.
 - 9.2. Wellington Executive Committee (Vince)
 - Enthusiasm of Wellington EC is proving difficult again.
 - 9.3. Member Communications / Marketing (Nicola)
 - Concern of the work load on Emily, delegation to other team members needed.
 - Members are to be asked to update their details.
 - 9.4. GRBN The Learning Centre (Winifred)



- To produce a video for conference as she will be overseas– to be shown at the dinner. Ask Sue if she's able to assist. What it is, what you have to do etc.

9.5. 2017 Conference (Galina)

- Planning is going well.
- Speakers all confirmed – except TradeMe, (Josh Borthwick). One speaker profile awaited (Xero) – Jason has contact.
- Venue details have been confirmed with AUT
- Entertainment – Carl Edkins' band 5WD
- Sponsorships going well
- MarComms have regular EDM scheduled
- 11th August - papers due
- 20/20 – four finalists have been chosen. All other 20/20 participants to be given tickets to post-conference workshop (8 in total). All agreed.
- RANZ Social helping with conference
- Chairs for each of the sessions – young researchers are chairing the sessions – Horst asked to brief them
- There will be a MarComms push prior to end of early bird registration
- Canapes, drinks for networking – AV will be restrictive during this period
- Speeches – recognition of the sponsor; AV needs to be Breakout in 2nd room won't have the roving microphone
- Photographer, fairy lights, pot plants have been organised for the dinner.
- Post conference workshop – University of Auckland to sponsor. Lee Ryan has volunteered a lot of her time. Theme is "Future of Market Research". Would be good to record. Charging – if came to conference then free otherwise \$49 + GST.
- Dinner – alternate drop. Special meals will be catered for.
- Infotools holding a meeting prior to 8am in foyer for clients and prospectives that are attending conference.

9.6. Strategic Partnerships, Sponsors and Alliances (Rob)

- Perceptive has renewed the website sponsorship
- ANZEA is keen to work with RANZ

9.7. Membership Growth & Development (Jason)



- ISENTIA –media monitoring/scan media sources - Rob talking with them coming on board as members
- Research First – re-joining

9.8. RANZ Brand Advocacy & Development (Rob)

- Election is main matter of interest currently
- Also Conference 2017 PR

9.9. Government Relations / Issues Management (Rob) – nothing at the moment

9.10. Association Finances & Administration (Jason)

- Follow up with aged receivables (Claire)
- Tabled the comparison table of Commercial memberships.

9.11. Standards, Codes, Ethics, Self-Regulation

9.12. Health & Safety for workshop – Catherine to enquire about this

9.13. Note on meeting papers whether they're for decision, for information, discussion etc.

9.14. A link to Board minutes from InterimVIEW.

Close at 5:20pm | Next Board meeting: September/October, 2017 at 3:00pm