



**MINUTES BOARD MEETING
RESEARCH ASSOCIATION NEW ZEALAND
(Public Version)**

**Thursday 8th June, 2017 at 3:00pm - 5:30pm
Kantar TNS, Level 3, 435 Khyber Pass Road, Newmarket, Auckland**

Attending: Winifred Henderson (Chair), Jason Shoebridge (VP), Rob Bree (CEO), Horst Feldhaeuser, Vince Galvin, Galina Mitchelhill, Claire Lloyd (minutes)

Apologies: Kay Bramley, Nicola Legge (conference call from 4.07pm)

1. Welcome / Apologies Meeting started at 3:13pm

2. Review and Adopt Previous Minutes

Matters arising:

2.1. Aged Receivables – X has now paid, Y hasn't.

2.2. Retiring member X – "Special" membership status granted

2.3. Minutes were accepted by: Jason/Winifred

3. Review Financials / Annual Budget (Rob / Claire)

3.1. Claire working with the accountant to understand the Financial Statements (discrepancies in accounting treatment between the versions)

3.2. Members' levies and awards/conference

3.3. Budget accepted – may be changes (Horst/Winifred)

- Explanation of previous 15 month statements
- PD and events losing money due to low attendance and Wellington events being free
- Aged Receivables – statements to be sent
- Cash Summary – invoices to be sent out for Find a Company listing

4. Priorities Work Plan Updates / CEO Report – Rob

Complaint – Confidential discussion

4.1. Elections – if a client nominee isn't elected, then a special Board member can be co-opted as with Sonia McConachie in 2015. Board meeting early August for hand over.

4.2. Professional Development and Events

- Board member required to take over PD from Horst
- Anna Keyter EC member offered to be the coordinator for the PD team



- Calendar update: June AGM and Fellows' panel, Duncan, Jesvier, Spencer, Murray open forum for topics, NZ Marine after AGM
July – Lindsay Mouat ANZA, 19 July at Five Knots, latest advertising news
- August – Kiwi Premium Ad Exchange, evening or breakfast
- September - conference
- Oct – Anthony Ord perhaps breakfast?
- Nov – left – Callaghan
- Stephen Naude invited to become a judge of RAEAWARDS and maybe someone to tap into
- RANZ Social was launched in April, sponsored by Kantar TNS, Colmar Brunton and University of Auckland; 61 people on FB group, need to be more visible. First event is a Pool night in June

4.3. Wellington Executive Committee (Vince)

- Calendar – Vince has some ideas to run through with Rob
- Business NZ allow us to use their premises for free, although Rob will ask them if they would be willing to co-host a couple of events.

4.4. Member Communications / Marketing (Nicola)

- Team functioning very well, Emily doing a fantastic job, Dan and George helping. EC support needed for conference
- SSI Platinum Partners for the website and InterVIEW logo on front page and page inside the magazine, need to “Official Platinum Partner SSI” to be used in PD comms.

4.5. GRBN The Learning Centre (Winifred)

- MarComms (Nicola) – launch phase and Robyn re-tweets and re-posts from GRBN. Not much take up on people doing reviews – perhaps to follow-up on this in InterVIEW. Regular mentions in InterimVIEW. May take a few phone calls and visits to companies to make sure they're receiving the message.
- Call for content partners to upload more. AMSRS has a set of webinars to upload, MRSUK has more to upload. Canada MIRA accreditation costs more but pay for assessments. AMSRS would charge RANZ to become an international member in exchange for QPMR (Qualified Practitioner Market Research) system to market through the Learning Centre. 100 point per year to retain QPMR (Horst willing to oversee this). Directly communicate with AMSRS. \$100-\$200 charge for assessment. Board needs to discuss how to manage the points system. Winifred & Horst to discuss.
- X mentioned that they would be interested in the Learning Centre.



- Launch of the accreditation via webinar – venue, conference facility (Go to meeting), camera. Global launch is 1st July. Launch at conference dinner if we have all the information (Winifred not available).

4.6. 2017 Conference (Galina)

- Jason to open the conference in Winifred's absence.
- Speakers – more papers received than required (28). All those who have been accepted and rejected and have been advised. 4 talks have been combined
- Intro - Jason
Prof Roger Marshall
Dame Diane is unconfirmed. Vince to contact Dame Diane to make sure it's in her diary.
Spencer closing off
- Break into two streams – keynote from RN, lunch and then together for mid-afternoon, then 20/20 12 participants, so Catherine and Spencer have been briefed on how to take the participants through the process. Licence obtained from PechaKucha.
- Fuzzy Logic for workshop – Claire to follow-up with Roger. Or Lee and Galina suggested a joint workshop aimed at junior to intermediate on Marketing Strategy in the Digital Age.
- Pricing has been finalised
- Rob has contacted other organisations to distribute the MarComms
- Need for EC member to co-ordinate spreadsheet by someone co-ordinating things to be done
- Sponsorship push - pack to Horst rather than Ant
- Health and Safety – Claire to contact AUT for this
- RAEAWARDS – September 2018 – Claire to follow-up with venues

4.7. Strategic Partnerships, Sponsors and Alliances (Rob)

- InterimVIEW and the Learning Centre partnerships still available, due to do a Leaders' Forum and RANZ Social sponsorship – contact X

4.8. Membership Growth & Development (Jason)

- No major progress yet (numbers growing steadily)

4.9. RANZ Brand Advocacy & Development (Rob)

- Ran young voter participation piece - Newshub and OneNews rang Rob for interviews, main political parties made contact too. More survey topics postponed until further discussed with the Board.



- Media Training event – Duncan and Jocelyn presented to MediaWorks; NZME make sure they know who we are and why we're doing it
- Good write-up of Toby Hilless event by Tim
- Focus will be on conference
- Tim suggested that we get some members to stick their hand up as experts

4.10. Government Relations / Issues Management (Rob)

- Rob did the Wellington training with Business NZ, Ministries generally keen to interact with associations.
- Vince – AOG Panels Review – Winifred, Nicola, Taija Peach met with Aaron Hissey (MBIE)
- Stats Act Review – Jonathan will be including an article on this in InterVIEW

4.11. Association Finances & Administration (Jason) discussed earlier

4.12. Standards, Codes, Ethics, Self-Regulation – Debra Hall has offered to speak with the new Board on governance in a 4-hour session. Post-conference.

Review the strategic plan with the new Board and start talking about any changes that might be needed.

Need to review Health & Safety at meetings. And agenda item.

ESOMAR code – we have adopted the latest Code, link in communications and on website, with subsidiary document showing the changes.

5. Any Other Business

5.1. Board election / AGM

- 21 June, close off for votes on the 20th. A reminder will be sent to remind people to vote.
- AGM, vote then Fellows' panel.
- Adopt minutes from the last AGM
- Rob will present a PowerPoint – what's in the plan what did we do
- Jason presenting the financials and budget – need members to accept and second

5.2. Leaders' and Clients' Forum

- Previously Craig Foss, although poor turnout of senior members. 50 Traps of Leadership has offered, perhaps October or November. Ann Andrews.
- Possibly repeat in Wellington

Close at 5:32pm

Close | Next Board meeting: Wednesday 2 August, 2017 at 3:00pm (outgoing and incoming)