



MINUTES BOARD MEETING RESEARCH ASSOCIATION NEW ZEALAND

Thursday 5th October 2017 at 3:00pm - 5:30pm
University of Auckland Business School, Owen G Glenn Building, Auckland

Attending: Winifred Henderson (Chair), Rob Bree (CEO), Catherine Frethey-Bentham, Carin Hercock, Nicola Legge, Claire Lloyd (minutes)

Conference call: Galina Mitchelhill

Apologies: Vince Galvin, Jason Shoebridge

Due to people travelling, Conference etc it was agreed that this meeting not cover last set of minutes and these will be covered at the November meeting.

1. Life membership presentations – 17th October

- Two Fellows have been nominated for Life membership
 - Aim to present these at the RANZ Christmas function
 - Catherine to guide RANZSocial on Christmas function organisation;
 - To avoid a date clash, Rob to ask MA if they have a date for their Christmas function.

2. Professional Development and Christmas function

- Catherine has taken on the role of board member overseeing Professional Development.
- PD EC team needs to be re-built; meeting will take place shortly to discuss the November and Christmas events.
- PD EC team has been requested to informally ask colleagues and clients what type of PD events they would be interested in.
- Christmas function – potentially use a venue outside of CBD
- October: Initial idea was for Anthony Ord to present. Potentially an InterVIEW article instead of PD session (Rob to contact him). Details are in the Conference folder in Google.
- November: Ross Pearce of Callaghan Innovation – breakfast event Wednesday 15th at NZ Marine.
- Venue: Debra Chantry of The Common in Parnell has offered to host events for free while she is building up her membership; worth considering in future.
- Clients: some clients have stated that RANZ PD sessions aren't always relevant to them.
- PD EC will review the feedback to formulate a plan.
- Potentially hold training sessions that aren't run internally within member organisations.



- Consider other sponsorship options and ways to add value for platinum partner SSI.

3. Conference de-brief

- Financials show a that there will be a good profit, mainly due to the AUT reciprocal agreement and sponsorship; AUT final invoice hasn't yet been received.
- Post-conference survey results
 - 65 respondents
 - Venue rated from 7.3 to 8.3
 - Speakers rated from 6.5 to 8
 - Comments received regarding lack of qualitative content; there was a late cancellation from one qual presenter.
 - Consider having overseas speakers next time.
 - Results overall similar to 2015
- All documentation will be kept on file for 2019 conference team reference.
- Conference venues to be considered for 2019; theme to be more inclusive of different audiences.
- APRC in 2015 was an international conference, therefore attracting more prestigious speakers.
- Galina to write some notes for the 2019 conference team.
- RAEAWARDS: team leader needed.
 - Take into consideration dates of global conferences such as ESOMAR Congress, therefore change Hilton provisional booking to August (Claire).
 - Plan an initial timeline
 - Hold judging sessions in June; Winifred has volunteered to return as Convenor of Judges; it is likely that the sessions will be held at Prime Research.

4. Outputs from post-conference workshop

- Richard Shed (Thoughtfull Design) has offered to run a strategic session for the Board (Rob to contact him); Catherine to discuss this with Lee Ryan.
- The worksheets are to be scanned/photographed and copies sent to Board members prior to discussion (Rob).
- Catherine has photos of the workshop to forward to MarComms/Claire.
- Strategic Plan process to be discussed.



5. Mini-conference in Wellington

- Statistics New Zealand to host this
- Four speakers from conference have been invited, including the Wellington PechaKucha finalist.
- It is likely that this event will be free to members
- Catherine will discuss Wellington PD at the Auckland PD meeting
- A Wellington Christmas function is to be organised.

6. Strategic Plan

- Steering Committee has been convened, including 2 Fellow representatives (Duncan Stuart, Jesvier Kaur), 2 Board members (Jason Shoebridge, Carin Hercock), 2 RANZSocial (Jenni Anderson, Nicholl Oblitas-Costa).
- A meeting has been scheduled for next week.
- It was suggested that an independent Strategic Planner be invited to run the process
- A clear brief and clarity regarding financial charges will be required.
- Accountability will be to the steering group, who will then present to the Board.
- Rob is to co-ordinate the process.
- Identify the segments of the industry
- Initial Outputs expected March/April
- Communications liaison to be appointed to update members.
- Karin Curran has offered to run an online panel.

7. Other items

- Carin has spoken with clients on their perception of RANZ:
 - they want to know what are the benefits to clients
 - relevance rather than cost is more important - wanting to learn cutting edge ideas
 - looking for professional support as often isolated in their own organisations.
- Claire to add bullet points to the website on membership benefits.
 - Current bank balance is approximately \$55k with some conference income expected 20 October.



- Galina pointed out that if we are to be a professional body, how does free membership giveaways fit into this if credentials aren't checked; the current Constitution doesn't allow for Associate membership.
- Winifred:
 - Winifred recently attended the APRC meeting and has been re-engaged as VP of the Board again; the Presidency is in China.
 - GRBN handbook (e-book) - RANZ to make available to members as a benefit of membership.
 - GRBN newsletter – content can be branded as RANZ and used in our newsletter at no cost.
 - ROI book is also available to RANZ.
 - GRBN Learning Centre to be promoted through RANZSocial in addition to RANZ MarComms.
 - GRBN Learning Centre – Winifred is intending to visit organisations in person to explain what it is and the benefits.
 - A RANZ banner with GRBN Learning Centre and QPMR logos to be made and displayed at all RANZ events (Claire, Rob).

Meeting closed at 5:05pm

Close | Next Board meeting: Thursday 2 November 2017 at 3:00pm