



**RESEARCH
ASSOCIATION**
NEW ZEALAND

THE PROFESSIONAL INSIGHTS INDUSTRY LEADERSHIP AND DEVELOPMENT BODY

Research Association New Zealand is the official membership organisation specifically for the community of professional providers and users of research, data and insights. It is the only industry body in New Zealand dedicated to supporting and developing the wider information and insights community.

The Research Association New Zealand brand is a trust-mark for clients, employers, colleagues and other industries and indicates that the bearer is a member of an expert community, which upholds the highest professional and ethical standards.



The RANZ mission is to unite, lead and support the development of the wider insights profession in New Zealand. We currently have around 700 members representing a diverse range of disciplines, including:

- Research, data insights and strategy agencies.
- Client side, commercial, central and local government research, data and insights teams.
- Suppliers of products and services to agencies and clients e.g. software, interview facilities, recruitment services and panels.
- Academics and tertiary institutions engaged in conducting and teaching research and data sciences.



Research Association membership is recommended to any individual or firm engaged in the profession of sourcing information and insights for commercial or social decision making, whether on the client or supplier side of the profession.

An elected Board of seven, an executive committee, and a small management team offer a portfolio of valuable products and services suited to the needs of members and the markets they are engaged with, including:

- 1. Use of RANZ Branding.** The RANZ brand can be used alongside your personal or business branding in your communications, proposals, reports etc. It demonstrates that you are a professional in your field and are committed to ongoing learning and upholding the standards embodied in our Code of Practice.
- 2. Professional Development Opportunities.** RANZ hosts at least ten learning events every year encompassing a range of subject matter. At these events you will meet various experts in their fields as they share their professional insights and experiences.
- 3. Annual Industry Conference or Awards Event.** Every year the association hosts either a conference or Awards event, bringing together hundreds of members with subject matter experts to celebrate the best of our industry and the wider insights eco-system.
- 4. Industry Advocacy.** Research Association advocates across various audiences for the relevance, growth and development of the research and insights industry.
- 5. Information and Communications.** RANZ facilitates sharing of relevant information between members via regular email on relevant matters, an industry quarterly newsletter, monthly updates and a variety of social media channels.
- 6. Access to Alliances.** Our association is highly networked both locally and internationally, providing access to opportunities with industry associations both within New Zealand and around the world.
- 7. Industry Statistics and Information.** The association collects a variety of information from members and other sources which is available to better understand the size, trends and health of the industry.
- 8. Standards.** The Code of Practice binds all members to ensure industry standards are maintained in line with NZ laws and international, professional guidelines.
- 9. Marketing, Business Development and Networking.** If you are seeking to build relationships, the association provides at least a dozen opportunities every year from professional development events, annual conference or awards, annual general meeting and the annual Christmas party. Strategic partnership opportunities are also available for firms, who want to build their brand with suppliers, agencies and clients.
- 10. Member Discounts and Incentives.** Our relationships and buying power mean that members can access various goods and services at superior rates via our Member Discounts Card or member rates from various associations.

To find out more about Research Association New Zealand please visit our website www.researchassociation.nz or contact our General Manager at director@researchassociation.org.nz or our Executive Secretary at secretary@researchassociation.org.nz. We welcome all inquiries for membership and can supply you with membership rates depending on your situation. We can also provide you with contact details for members who would be happy to provide further information on the benefits of membership.



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