



NEWSLETTER

issue 03 | 2010

in this issue...

	THE CONSUMER PROTECTION ACT – WHAT RESEARCHERS NEED TO KNOW	p2
	MEET YOUR COUNCIL GOING INTO 2011	p4
	MEMBERSHIP PORTFOLIO	p11
	SAMRA ACCREDITED RESEARCHERS.....	p15
	FIELDWORKERS FORUM	p17
	TREASURY – MEMBERSHIP FEES FOR 2011	p17
	QUALITATIVE SPECIAL INTEREST GROUP	p18
	JOHANNESBURG BRANCH - COLLECTIVE INSIGHTS BREAKFAST!	p19
	COMMUNICATIONS PORTFOLIO	p19



Hello SAMRA members! Good luck to you all as we do the final slog to the end of the year, and wishing you all a good break at the time of the year when research traditionally slows down. And for those who are not slowing down, we wish you some good cheer anyway, and lots of energy. In this newsletter we have some useful info on the consumer protection act, and you're going to get to meet some of our council members.

THE CONSUMER PROTECTION ACT

WHAT RESEARCHERS NEED TO KNOW

The Consumer Protection Act was due to come into effect in 2010, but has been delayed until the end of March 2011. Market researchers need to know about the Act, because there are possible implications for how we conduct certain kinds of research, and how we find and interact with our respondents. Below is a summary of what it's all about.

This Act represents an overhaul of the consumer protection legislation, as previous laws were believed to be outdated and fragmented across various bills with regard to consumer protection. The Act addresses the following:

- Reducing discriminatory and unfair labour practices
- Improving consumer awareness of their rights
- Improving consumer redress
- Protecting the consumer legally

Government felt that consumers had the right to information, disclosure, fairness and transparency in terms of goods and services being provided.

The aim is to enforce a culture of consumer rights and responsibilities. There was a need to promote and advance the social and economic welfare of consumers by creating a legal framework to benefit them, especially those who:

- live in rural or isolated areas,
- minors and seniors (vulnerable consumers) and
- those with low literacy competencies.

The Act was formulated after examining international legislative benchmarking studies and various stakeholders, including: industry associations, sector regulators, NGO's, professional bodies, government departments, consumers and businesses. A national consumer survey and focus groups were conducted and public consultation workshops were also facilitated.

The intended benefit of this Act is that consumers will be more informed and that this in turn will promote an enhanced market with more price competition for goods and services. The Act aims to:

- promote fair business practices (protect consumers from unfair practices as well as deceptive and misleading conduct by businesses),
- improve consumer awareness and information,
- promote consumer confidence and empowerment
- provide an efficient system for redress and
- facilitate an efficient system of dispute resolution

SAMIRA THE CONSUMER PROTECTION ACT

WHAT RESEARCHERS NEED TO KNOW

It will also protect against discrimination in terms of:

- different quality or pricing for different consumers
- differential treatment of consumers based on gender, age, sex etc

Marketers will still be able to target specific population groups based on their needs of their clients. However, it's important to know that

Consumers have the right to:

- Privacy including the right to accept, refuse or block any approach for the purpose of direct marketing.
- Expect services to be provided on the agreed date and at the agreed time, failing which the supplier needs to inform the consumer timeously that said services will not be delivered and provide an alternative date and time, subject to the consumer's approval.
- Have information provided to them in 'plain' language so that the average person could understand it.

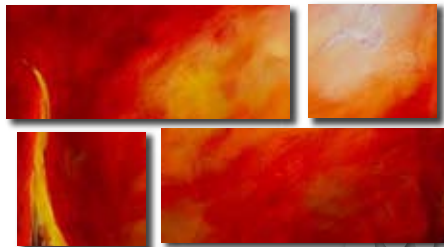
Furthermore:

- Businesses may not discriminate against consumers, nor penalize them for voicing their opinion.
- Nobody may use the electronic signature of anyone else except for the purpose that that person intended.

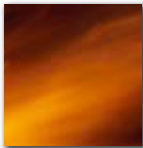
- Consumers approached for direct marketing have a 'cooling off' period of 5 working days to cancel any agreement that they accepted (due to psychological pressure).

An ombudsman will resolve disputes between companies and consumers and this act endorses and accredits consumer protection groups. The Act makes it mandatory for businesses to operate under their registered name. It will be an offence to disclose any personal information concerning the affairs of any person that has been entrusted to the company (punishable by jail or a fine).

It's important to know that, like a number of aspects of law, many grey areas remain that will probably only be resolved if/when they come up in a court case – the act cannot hope to conclusively cover every permutation of what might happen in real life. What this means for us as an industry is that we will have to monitor this issue, and possibly lobby in the future, in order to ensure that research is not subject to unfair or blanket rulings that may apply more appropriately to other fields such as direct marketing.



MEET YOUR COUNCIL GOING INTO 2011



Here, at a glance is your new SAMRA Council. In this newsletter we will tell you a little more about some of them, and what some of the different portfolios hope to achieve, and we'll cover the rest in our next few news letters

TREASURY AND CHAIR ELECT

Prof Adre Schreuder has stepped up to take this position as Rob Powell has stepped down as he will be taking up a position in TNS Australia

PROFESSIONAL PRACTICE

Elaine Alder

ACCREDITATION

Alex Kessel

EDUCATION AND TRAINING

Noluvuko Mathibe

CODE OF CONDUCT

Shirley Harding

SERVICES SETA

Margaret Constantaras

MEMBERSHIP

Jan Wegelin

QUALITATIVE INTEREST GROUP

Marna Kirchner

MEMBERSHIP DIVERSITY

Mzwandile Khanya

CONFERENCE

Kim Larsen

JOURNAL

Dion van Zyl

YEARBOOK

Cletus Dube

COMMUNICATIONS

Kathryn Robinson

EXTERNAL COMMUNICATIONS

Anina Maree

INTERNATIONAL COMMUNICATIONS

Leonie Vorster

CORPORATE

Lydia Rolando

RESEARCH USER'S FORUM

Neil Govender

FIELDWORKERS FORUM

Claudette Dearnaley

BRANCH MANAGERS:

Cape Town – Stina van Rooyen

Johannesburg – Marna Kirchner

Pretoria – Sanchen Henning

Durban – Peter Highley

Namibia – Cornelius D'Alton

GETTING TO KNOW SOME OF OUR COUNCIL MEMBERS



CHAIR - ELSA THIRION-VENTER

Elsa has 26 years research experience. She started off as a traffic researcher at the HSRC in 1984, inter alia

compiling tests for learner licences, and trained as a Traffic Psychologist in Germany.

Elsa became Survey Manager at MarkData from 1991-1993, and then moved to the SABC as Research Manager: Television, and later on Research Manager: Special Projects from 1993-1996. In 1996 Elsa moved back to MarkData as a director.

Elsa is one of our SAMRA Accredited Researchers, and has an MA Psychology from the University of Pretoria, 1991, MBA from UNISA, 1999, and a Higher Diploma in Speech Training. She is enrolled for a Doctorate in Consulting Psychology at Unisa, and is registered as a Research Psychologist at the Health Professions Council. Elsa has also made many contributions in the academic field – she has lectured Marketing Research at the Graduate School of Business in 2002, and was a facilitator in Statistics and Economics from 2002-2006 for the University of North West's distance MBA course in Pretoria. She has also lectured Statistics in 2010 at the University of Pretoria for Research Psychology Master students

In Elsa's free time, she studies, does Pilates, reading, property investment, and codeword puzzles.



IMMEDIATE PAST CHAIR - SALOME BARNARD

Salome started her professional career as a communications specialist at Eskom. After 10 years, she got hooked on marketing science and soon after that decided to try her hand at marketing research.

She now has an extensive history in marketing research, mainly in a management capacity. Starting out at Eskom where she spent 7 years in business intelligence and strategic research, she then moved to Telkom, where, for the past 11 years she has been a senior manager responsible for research. Her experience ranges across qualitative, quantitative, local and international research at both consumer and business to business levels.


Salome has a BA Communications degree, and various qualifications in marketing and management. She completed two International Executive Development programmes (WBS, and London School of Business), as well as a programme called "Managing Young Global Enterprises" through WBS and Insead Business School in France. She is a certified SAMRA Accredited Researcher, as well as a member of ESOMAR.

Why she agreed to serve on the SAMRA council? "I fully support SAMRA'S aims and objectives, and believe we should all promote and maintain professional research standards in South Africa. It is also important to enhance the professional status of the market research practitioner, especially on the User side. There are a lot of challenges in the world of research today, but one way of becoming part of the solution, is by joining and serving your representative industry body."

Salome loves travelling ("destination is not important, it is all about the journey"), and is also a keen hiker. Interior decorating is another passion, as is gardening and spending time outdoors with her husband and sons.

GETTING TO KNOW SOME OF OUR COUNCIL MEMBERS

ACCREDITATION - ALEX KESSEL




No longer active as a researcher, Alex has a long history in this industry. She cut her milk teeth in research with a company called

Grant Advertising about 40 years ago. A couple of stints on the research supplier side and a further spell in the advertising industry followed. Finally, after learning a lot (but not everything) about what research and marketing are about, she started one of the early independent market research consultancies in South Africa, in 1989.

Now, during a more leisurely phase in her life, Alex was glad for the opportunity to put something back by working on a project close to her heart: uplifting quality standards in research in South Africa. SAMRA's Accreditation Programme, which is the result of the insights and hard work of a number of respected researchers in this country, was introduced about a year ago. Happily, interest is building steadily in this opportunity to underpin what good standards in research are about.

What does an 'inactive' researcher do with her spare time? Prosaic things - heaps of books to catch up on; music in all its shapes and forms; overseeing never ending repairs to an elderly house ; at last there is also time for friends and family, among whom the important 'smalls' - two granddaughters; writing and allied activities and, eventually, perhaps the travel bug will be biting again.

SERVICES SETA - MARGARET CONSTANTARAS

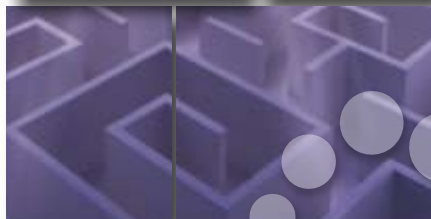


Margaret (Margie) Constantaras is an independent consultant within the marketing and marketing research industry and

has been involved in the marketing research industry for more years than she cares to admit to.

Margie has been involved with the SAMRA council (was chairman in 2000/2001) for quite a few years and now holds the portfolio dealing with the Services SETA. She is also the vice-chair of the Marketing Research committee of the Services SETA.

Reading is Margie's passion and she also plays a mean game of backgammon – any takers ????



GETTING TO KNOW SOME OF SAMRA'S FOUR COUNCIL MEMBERS

MEMBERSHIP - JAN WEGELIN

Jan started his career in operations at the Human Sciences Research Council (HSRC) in 1994 as an interviewer and coder. He moved

on to Project Coordinator when he joined MarkData in 1996. In 2001 he moved to NGM Market Research in Waterford, Ireland, as a Project Manager after which he was appointed Global Field Manager at Wirthlin Europe (now Harris International), an international research house based in Manchester. Here Jan was responsible for all face-to-face fieldwork projects in UK, Europe, Central Asia and Africa.

With a growing interest in the research side of the business, Jan returned to South Africa to join MarkData as a SRE where he was mainly involved in social research projects. He joined Synovate as Research Manager in 2007, responsible for projects in the financial, fuels-and-lubs, IT and communication sectors followed by his current role as Research Specialist in the FMCG sector. With nearly 16 years' experience, Jan has recently joined BMI as Research Manager.

As Chairperson of SAMRA Pretoria Branch in 2006/2007, Jan got involved with SAMRA at a council level and has now accepted the Membership Chairperson role for 2010/2011. Jan strongly believes in the important role of SAMRA as a regulatory body for the industry that not just maintains high research standards but grows its footprint to ensure that quality research and advice is disseminated into the developing economies of South Africa and Africa.

Hobbies include welding, reading, mosaic, gardening and more recently (inspired by his

wife) cooking. He grew up in a house where animals were always around; there was a horse, a donkey, monkeys, chickens, rabbits, ducks, peacocks etc. Jan and his wife live in Pretoria with their two Newfoundland dogs, a Labrador and a miniature Schnauzer.



CONFERENCE - KIM LARSEN

Kim works for TNS Research Surveys on the client service side and 2010 is her 10th year in research. Whilst she feels she

should be an expert in her field she thinks that the unique challenges and new thinking means she is always learning and discovering new things! Kim loves her job which involves working closely with her team and key clients.

Kim feels it is important to contribute towards the continued development and progression of the industry you work in – it keeps it fresh and ahead of the curve. Kim's portfolio for this year and 2011 is the conference (which she has been told is the most fun portfolio!). It is an exciting portfolio as it is the hub for new ideas and sharing these at a broad level.

In her spare time Kim enjoys a variety of things. One of her passions is travelling and she'll take any opportunity to go overseas/discover something new. She is extremely patriotic and believes South Africa truly is one of the most beautiful countries in the world. Kim has a mild obsession with the bush which is her place to reenergize and refresh. She enjoys scuba diving and a good game of backgammon, cards or sudoku.

GETTING TO KNOW SOME OF OUR COUNCIL MEMBERS



QUALITATIVE INTEREST GROUP AND JOHANNESBURG BRANCH MANAGER - MARNA KIRCHNER

Marna owns Headworkz a specialised qualitative research consultancy. She is passionate about qualitative research and loves to hear and make sense of what consumers think about everything under the sun. South Africa did not have a formal body championing qualitative research specifically but SAMRA has now managed to establish the Qualitative Special Interest Group (QSIG) under the SAMRA umbrella. Marna is very excited about this especially since it grew out of a real need in the industry and is championed by people who are knee deep in qualitative research every day. Marna believes in ... ploughing back what she has learnt, hence her involvement in SAMRA and the QSIG. She is also involved with students at two universities and lectures on qualitative research in South Africa whenever it's needed.

Away from work, Marna is passionate about travelling – it's not hard to get her on an airplane to some destination. She loves to walk around a new place and experience the people, the places where they live, the food that they eat and share in the things that they do. The most interesting place she's been to is Petra in Jordan where she wondered around the amazing ancient structures all carved out of the rockface

Marna escapes by reading all kinds of stuff but her secret pleasure is fantasy – The wheel of Time, A Storm of Swords, the Assassin series, Lord of the Rings, Harry Potter and the likes keep

her busy. The only problem is that she always has to buy the next one in the series! In her previous life she was probably (hopefully?) a French queen because she also can't get enough of historical novels



COMMUNICATIONS - KATHRYN ROBINSON

Kathryn has a Master's Degree in Research Psychology and now works in a client service role at TNS, managing a team that works in both consumer

and social/political research. Kathryn particularly enjoys growing and mentoring her team on the one hand, and on the other, delivering insights that are relevant to her client's business challenges. She has been on the council in the past (distant past) when she was responsible for organizing the conference. Kathryn has joined the council again as she firmly believes in the importance of our industry in SA, and would like to see the profile of our profession raised. Kathryn also thinks there's a benefit to all researchers from different organisations taking time to work together more and play together more.

Although, as for most people in this industry, the job is a busy one, Kathryn does try to maintain some work - life balance as she has a family comprising of husband and two kids (plus cats, fish and we're thinking about adding a corn snake and a bearded dragon!). So when she is not working you'll find her with her family (the kids, not the pets!) doing all sorts of things together – reading good fiction (especially authors from around the world, and Fantasy), watching movies (I have a weak spot for good animated movies, and quirky comedies), cooking, cycling, swimming, doing arts and crafts.

GETTING TO KNOW SOME OF OUR COUNCIL MEMBERS



INTERNATIONAL COMMUNICATIONS - LEONIE VORSTER

Leonie Vorster is the Managing Director, Evolutions Research Solutions (Pty) Ltd. Leonie specialises in finding

market demand and industry supply information about Southern African region countries, integrating the information into strategic recommendations and applied business intelligence.

Leonie joined SAMRA Council in 2004 to be able to make a direct contribution to the continued professionalisation of the market research industry in South Africa. At the moment, she is chairing the International Communications Portfolio, a portfolio that is close to her heart, as she is passionate about Africa and the role we have to play in the global business community.

She was born in Empangeni, a small rural town in Kwazulu-Natal, and moved to the big Gauteng city of Johannesburg in the nineteen eighties. This has fostered in Leonie a love for both the placid tranquillity of rural living and the buzz and pace of urban living – she could not do without either one. A bit of a workaholic, Leonie currently spends most of her time running her own business. A self-confessed geek, she loves working with unusual concepts and ideas, assessing meanings, relationships and possibilities, testing the limits of the possible and imaginative, especially in unique, untried situations where she has to find original solutions. Leonie abhors any form of violence or injustice – definitely a pacifist and believer of Ghandi-isms. She admits that paranormal and psychical research fascinates her. Leonie is also a keen scuba diver, enjoying the peace and tranquillity below the surface. She also enjoys the odd tennis game, although she says she is not particularly good at it!



RESEARCH USER'S FORUM - NEIL GOVENDER

Neil began his career at a marketing research agency, Market Research Africa (MRA) in the early 1990's. After several years on the research agency

side, he moved on to become a user of research, initially within the financial services sector. In the last decade, Neil has spent his time in the FMCG industry with companies such as Tiger Brands and JTI. Currently he holds the position of Head: Consumer Insights and Marketing Intelligence for Nestle.

Initially embarking on studies in the medical field, Neil's passion for people and marketing led him to choose a commercial path which includes a BCom degree (Unisa), Marketing at honours level (IMM), and an MBA through the Gordon Institute of Business Science.

Neil has a curious mind, always seeks new challenges in life, and constantly reminds himself of the words of Erich Fromm: "Creativity requires the courage to let go of certainties". He believes that the marketing research industry requires some degree of overhaul to ensure its continued existence and new value creation to organizations, particularly in the area of insight development.

On the personal front, Neil is an adventure "junkie". His appetite for adrenalin rushes such as sky-diving and bungee-jumping, has however whittled down to the game of golf since having two children. Neil also enjoys collecting sporting memorabilia - he possesses some prized autographed items.

GETTING TO KNOW SOME OF OUR COUNCIL MEMBERS



CAPE TOWN BRANCH MANAGER -
STINA VAN ROOYEN

Stina is an Account Director in Client Services at Millward Brown Cape Town and has been with the company for three and a half years. She has 13 years of market research experience of which 7 was at Research Surveys (pre-TNS days) where she acquired and then outgrew her training wheels, followed by three years at Global Edge. Stina has a passion for brands and advertising and a curiosity for understanding consumer thinking.

Stina initially joined SAMRA council because she was excited about the opportunity to handle the Education portfolio. She started out life as a lecturer at RAU and enjoyed working with students. Working on this portfolio afforded Stina the opportunity to share the world of market research with students. It's traditionally been the poor cousin of the more glamorous marketing world, so it was fun to inspire students and open their eyes to the possibilities that lie in this industry. Continuing to share this excitement and passion for the industry is what has kept her around long enough to become chair.

Stina enjoys eating out and being in Cape Town she feels she is certainly spoilt for choice all the way from Table Mountain to the winelands. She also has a soft spot for Methode Cap Classique – who can resist those lovely bubbles? So if anyone needs a recommendation when you're next looking for a restaurant in or around Cape Town you'll know who to call.



SAMRA MEMBERSHIP PORTFOLIO

THANK YOU

We would like to thank Alexan Carillho for her contribution to SAMRA, in particular to the Membership Portfolio which she has been steering for four years. Many hours of hard work and dedication have gone into the portfolio under her supervision.

Because of her hard work it is now possible to take the Membership Portfolio to the next level. We will share some upcoming initiatives below, but first...



currently in our industry. SAMRA members are entitled to the following benefits on the website:

- A free monthly digital magazine subscription
- Access to over 3,000 marketing research articles
- A free subscription to Quirk's twice-monthly e-newsletter
- Post and find job openings for free on the Quirks.com job market board
- Connect with other industry professionals via Quirk's discussion boards
- Search the worldwide database of 7,000+ marketing research suppliers
- And many, many more features

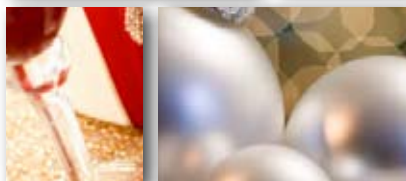
DID YOU KNOW ABOUT THIS?

There was the exciting news of a new membership benefit in the form of Quirk's Marketing Research Review launched 9 September 2010.

The portal offers a wide array of resources and conceptual documentation on pressing issues

Industry knowledge and the ability to understand your client's needs and expectations, at fundamental level, are key attributes our young researchers should nurture to ensure the success of every research project. Therefore this wealth of information should be utilised more earnestly to grow and develop industry expertise.

MEMBERSHIP PORTFOLIO



ARE THERE OTHER BENEFITS?

Of course, being a SAMRA member you also get access to a range of other benefits:

- You can join in on SAMRA branch activities and participate at reduced rates
- The annual SAMRA Conference is also available at reduced rates
- Speaker rates at the SAMRA Conference
- The SAMRA Accredited Researcher (SAR) programme (only available to Full Members) to give credit to the years you have contributed to the industry
- You have access to the Southern African Journal of Marketing Research
- The SAMRA Yearbook with detailed information about research companies, individuals and the industry in general
- Electronic newsletters and notifications are emailed to you regularly

- You receive notification of press releases and important events
- Job advertisement services
- Protection through the SAMRA Code of Conduct (underwritten by ESOMAR)
- Ethics advice
- Etc.

Lastly, we would like to summarise the Individual and Corporate Membership grades available at SAMRA.

THE DIFFERENT INDIVIDUAL MEMBERSHIP OPTIONS ARE:

Associate Member

An individual who is actively involved in research can register for Associate Membership

- By application with the support of two (2) full members of SAMRA
- After one year Associate Members, may apply to be upgraded to Full Member
- Be engaged in or have an active interest in Marketing Research and whose membership in the opinion of the Council would promote the objectives of the Association and/or have passed an examination approved by the Association
- Proof of qualifications to be attached to the application form

SAMRA MEMBERSHIP PORTFOLIO

Full Member

An individual can only become a Full Member after having been an Associate Member for a minimum of at least one year

- By application with the support of two (2) full members of SAMRA
- Either a minimum of 5 years experience middle to senior level in Marketing Research and no relevant tertiary qualification OR a relevant tertiary qualification and 3 years experience at middle or senior level

Honorary Member

- At the discretion of the council

Student Member

The individual applying for Student Membership must be studying full time towards a qualification specifically in research

- By application with the support of two (2) full members of SAMRA
- Full time students in a discipline relevant to the profession at any recognised tertiary educational establishment and not earning a salary
- Persons undertaking an approved course under the auspices of SAMRA
- On completion of his / her full time studies, student membership shall cease and application may then be made for another grade of membership

Field Member

The membership grade is for an individual who is actively involved in doing fieldwork.

However in certain instances an individual who manages or runs the fieldwork department in a company will also be eligible to apply for field membership

- By application with the support of two (2) full members of SAMRA
- Main area of operation is fieldwork activities (mainly contractual payment)
- Not eligible for other membership grades

Distance Member

The Distance Member grade is for an individual seeking SAMRA membership but who is based out of South African and Namibian borders

- By application with the support of two (2) full members of SAMRA
- Central mailing will be sent to the Chairman of the Branch
- Only applicable for countries outside South Africa/Namibia



SAMRA MEMBERSHIP PORTFOLIO

Corporate Membership

A company can only apply for corporate membership if an individual who forms part of their senior management is a Full Member of SAMRA. This person must have been a Full Member of SAMRA for a minimum of one year.

Some of our existing corporate membership benefits are:

- Ability to lobby government, client and related industry from a business perspective
- Best practice sharing and industry information
- Branding and pre-selection for projects
- By being part of an employer body, implement the SAMRA Code of Conduct and the relevant industry charter
- Collective decision-making by senior executives
- Job advertisements (subscription-based)
- Legal and ethics advice
- Listing of member companies on the SAMRA website and in the Yearbook
- Regulate the industry by setting minimum standards
- To protect the business interests of the Corporate Member
- Etc.

The 2010/2011 corporate membership rates are as follows:

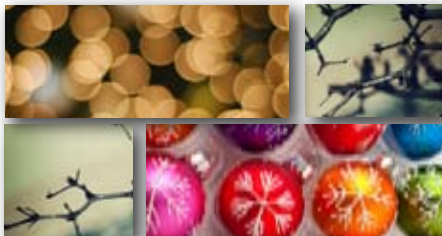
Individuals or companies wanting to join SAMRA should contact Nadia at the SAMRA office info@samra.co.za

Keep the following in mind

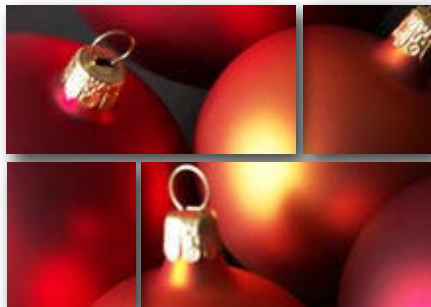
As an individual member of SAMRA you are ultimately responsible & liable for your own membership fees even if the company you work for pays them on your behalf.

If the situation arises where you leave your current employment it is your responsibility to inform the SAMRA office of your new contact details and ensure that your membership fees are up to date. In the event that you want to cancel your membership, this must be done in writing and submitted to the SAMRA office. Membership is not transferable.

To update your details please contact Nadia at the SAMRA office info@samra.co.za



SAMRA ACCREDITED RESEARCHERS



HAVE YOU THOUGHT ABOUT BECOMING A SAR?

Growing interest in and marketing support behind the SAMRA Accredited Researcher (SAR) programme has attracted a renewed wave of SAMRA Membership applications. The period of grace extends to October 2011 for our industry's most experienced researchers.

Accreditation offers an excellent opportunity to reassure your clients that the researcher they are dealing with has been assessed by his or her own peers in the industry and found to be highly knowledgeable and experienced in this discipline

THE SAR POOL IS GROWING

We welcome the following recently Accredited Researchers (SARs) who are recognised for their contribution to maintaining and raising standards of professionalism in the research industry.

- **Shirley Benney** has over 26 years experience in the research industry, all of which were spent at Markinor (now Ipsos-Markinor). She started out on the DP side and was one of the few people who knew their way around computers at the time. From DP management she moved into client servicing as a research executive and finally became MD of Markinor in 2002. She is the COO of Ipsos-Markinor at present.

As SAMRA Chair in 2006/7 Shirley brought an ailing accounts system back to financial health and cleaned up SAMRA's database to focus more on its paid-up members. In doing so she helped create a more professionally run organisation.

- **Rosemary McHarg** is one of the industry's most experienced researchers who has spent about half of her +- 36 years in the industry managing research, more especially quantitative projects in consumer markets. Practicing, pre-eminently, on the supplier side at well-known companies such as MRA (now AC Nielsen), Markinor (now Ipsos-Markinor), as well as a number of more recently established research houses including Plus-94, during the past seven years Rosemary has been active, in a senior capacity, on the research 'User' side at Telkom.

SAMRA ACCREDITED RESEARCHERS

Ongoing exposure to a wide variety of education and training programmes focused on enhancing her personal development and specialist research skills, Rosemary is considered one of the industry's most capable and professional researchers by those who have worked with her.

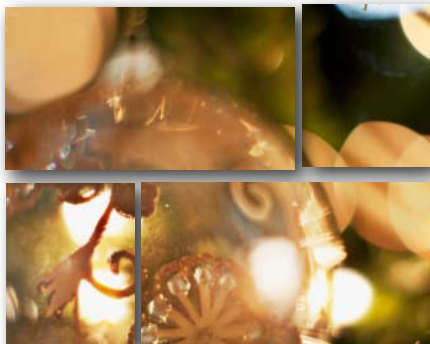
- **Marelize Snyman** entered the Social and Market Research industry about 12 years ago while completing a Masters Degree in Research Psychology. She started out as a Research Psychologist at the Military Psychology Institute, then moved briefly into social research at Afrestat and, finally, into the field of marketing research at Mark Data. Marelize joined Telkom in 2006, where she is a Research Specialist.

She has an MA (Research Psychology) from Pretoria University and has attended a number of further courses on statistics, data analysis and computing during her working career. Marelize works in the qualitative and quantitative research fields, both as a user and supplier of research.

- **Justine McKellar** (nee Schnider) has worked in the market research industry since 1998 and has an MA (Research Psychology) Rand Afrikaans University (now Johannesburg University), after completing her BA at Wits.

She entered the market research industry in 1998, joining Research International as a Senior Research Executive. A few years later Justine moved to brandhouse where she worked as a Strategic Planner and Research Analyst, then on to GlaxoSmithKline as a Research Manager (Africa, Middle East and Pakistan region) and, most recently, she worked for Telkom as a Research Specialist. Her experience extends over qualitative and quantitative research, both as a buyer and user of research.

Since entering the research industry, Justine has continued to attend workshops, seminars, conferences and training events in the research and marketing fields. She was also active on SAMRA's Cape Town council for a spell and is a certified consultant for the Barrett Values Centre. She is currently free-lancing whilst constantly seeking further opportunities to develop and broaden her extensive research skills.



SAMRA FIELDWORKERS FORUM

The SAMRA FieldWorker Forum has made headway this year in pursuing our 2010 objectives and ensuring the incorporation of SAMRA's overarching objectives.

We would like to urge all Field Representatives from all Research Houses to join the forum and become involved in the evolution of field. Field consists of passionate, highly motivated, skilled individuals who are driven by the objective of achieving the highest standards and establishing a benchmark for field country wide.

Our passion is field!

Thank you to each of the SAMRA FieldWorker Forum Members for their commitment and passion.

Here's to field!

Claudette Dearnaley
SAMRA Fieldworkers' Forum Chair

TREASURY + SAMRA MEMBERSHIP FEES FOR 2011

THE 2010/2011 INDIVIDUAL MEMBERSHIP RATES ARE AS FOLLOWS:

Membership Grade	Rate exd. VAT	Incl. VAT
Full Member	R 979.82	R 1,117.00
Associate Member	R 833.33	R 950.00
Distance Member (outside SA/Namibia)	R 354.39	R 404.00
Field Member	R 260.52*	R 297.00*
Student Member	R 130.26*	R 148.50*

*There has not been an increase in the Field and Student membership categories.

Membership Grade	Rate exd. VAT	Incl. VAT
Less than R 2 million turnover per year	R 710.00	R 810.00
R 2 million to R 5 million turnover per year	R 1,895.00	R 2,160.00
R 5 million to R 10 million turnover per year	R 3,789.00	R 4,320.00
R 10 million to R 20 million turnover per year	R 6,158.00	R 7,020.00
More than R 20 million turnover per year	R 8,526.00	R 9,720.00

QUALITATIVE SPECIAL INTEREST GROUP

CALLING ALL QUALITATIVE RESEARCHERS IN SOUTH AFRICA!

There is now a home for you!

A qualitative special interest group (QSIG) has been established within SAMRA. It grew out of our industry and is for the industry. Our main goals are to develop the qualitative research industry, uplift skills and professional interaction, share ideas and learn from each other. Both SAMRA members and non-members are welcome to participate.

If you'd like to know more about the group, contact Marna Kirchner at marnak@headworkz.co.za or 082 808 0702

So, if you are a qualitative researcher in South Africa, you should join the QSIG group on Facebook. It is the public forum of the group with the same name. Here we discuss the newest developments in Qual. It is a useful feed of applied theory that can enhance your way of working on qualitative projects but that can also spark new conceptual twists to projects. Examples of recent posts are:

- Interesting read on affective conditioning <http://www.psychologytoday.com/blog/ultimate-motives/201008/what-does-advertising-do>

- This has so many implications for methodology, sample design and how we interpret what we hear from sub-segments of the market <http://www.psychologytoday.com/blog/culture/201010/why-meaning-is-in-the-eye-of-the-beholder>
- Next time you find yourself staring at a blank ppt slide... <http://www.psychologytoday.com/blog/the-literary-mind/201008/painting-might-help-you-find-flow>
- A summary of the most on-trend innovations of the year <http://trendwatching.com/trends/innovations-in-sanity/>
- What to ask before we ask why... <http://bureauwest.com/2010/06/behavioral-economics-why-ask-why/>
- Some short reads on Word of Mouth <http://www.moderatorcommunity.com/Blog/tabid/79/EntryId/52/Highlights-from-the-Word-of-Mouth-Super-genius-Conference.aspx>

To join...look for "QSIG (Qualitative Research Special Interest Group - affiliated with SAMRA)" on Facebook. If you have trouble accessing the group, contact Jani de Kock (jani@qi.co.za or 082 557 9068).

JOHANNESBURG BRANCH SAMRA COLLECTIVE INSIGHTS BREAKFAST!

The Johannesburg branch of SAMRA hosted a vibrant and informative breakfast with discussion topics around the youth market of South Africa and GIS and data base research integration. Our speakers were Susan van Niekerk and Kim Danohar from Geomarketing Africa (GMA) which specialises in integrating and mapping geographical information with market research and Andrea Kraushaar from Youth Dynamix who brought us up to date with

the latest information on the youth. We were graciously hosted by TNS Research Surveys who regularly provides us with their excellent facilities

Marna would like to thank her team Alexan Carrilho from Ipsos Markinor Grant Lindhorst from Thought 24 and Taka Gomo from Topline Research Solutions For their dedication and hard work.

SAMRA COMMUNICATIONS PORTFOLIO

The SAMRA Communications Portfolio's main areas of responsibility are the newsletter and our Website. Our focus is to keep you, the members, informed of our progress in meeting our overall strategy for SAMRA – which in 2010 has been to deliver a single minded VALUE PROPOSITION of “Quality Market Research that is Essential to Decision Making”. To this end our specific objectives per stakeholder group have been:

For opinion and market researchers: To improve the perception of value derived from SAMRA.

For users of research: To improve the perception of value derived from SAMRA and the Research Industry.

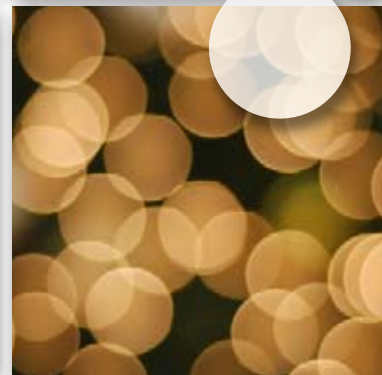
For businesses, governments and regulatory entities: To increase current awareness and respect for both SAMRA and the research

industry in the minds of business, marketing, government and academic circles.

And for the public: Increase public awareness of market research with special emphasis on encouraging participation in market research activities.

However, and most importantly, we'd like to let you know about what interests you the most, and we welcome any suggestions about this. Please let us know what you'd like to hear about in future newsletters, or see on the website. And also, if you have anything you'd like to share with your colleagues, the newsletter is a potential platform for you to communicate.

Thanks for reading this newsletter, and wishing you a successful end to 2010 and a fabulous start to 2011!



WISHING YOU A LOVELY HOLIDAY
AND A PROSPEROUS 2011



PROUDLY DESIGNED BY

