












NEWSLETTER

issue 03 | 2009

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SAMRA

THE CHAIRMAN'S NOTE



Niel Victor
(SAMRA Chair 2008/2009)

What a year this has been! In these days of exponential change and increased uncertainty we are constantly challenged to adapt and grow.

Our continued survival as a species is under question as we become our own worst enemies (or have we always been?). The next few years will see sustainability and global environmental pressure take a front seat. I am told we had more than 1 billion people going hungry in the last year – a new record. Many of us saw the food riots all over the world from the relative comfort of our arm chairs. I realised how quickly those comforts could vanish in the thin air of past dreams and glories.

Within this environment, we see the increase in inter-individual competition - Countries positioning themselves on the global arena, Companies juggling with governments for power of the masses, individuals using the system to gain vast resources at the expense of many others. Are these some early signs of the struggle of our species as an adolescent trying to grow up? Maybe the survival of the few will ensure the survival of the species. Maybe we don't need a comet to wipe us out. Left to our own device we will do this well on our own.

Maybe these things are so. I like to get up in the morning and take a moment to experience the miracle of it all. To remind myself that no matter how the years tick on my clock, I should never forget the spectacle of a sunrise – or more often in my case the intoxicating smell of

a fresh pot of coffee promising to kickstart my day and add some colour to the edges.

Every day brings the opportunity to make a difference, to light the candle of insight.

I have been incredibly fortunate during the past year to be given the opportunity to make a difference. And I have been even more fortunate to have a strong and willing team that made things possible, made the dream a reality. Each one has made a contribution, and each one has made a difference. To all I say a big thank you. I can comfortably say that SAMRA is in good, capable hands and the future looks bright.

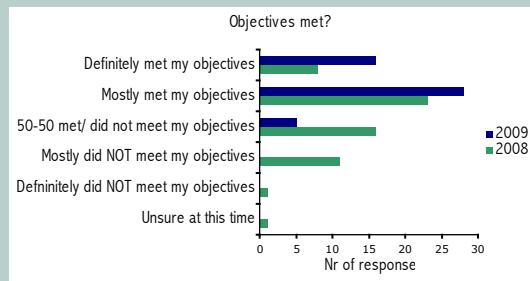
I look forward to seeing many of you at the AGM in August!

SAMRA CONFERENCE 2009 FEEDBACK SURVEY



On the heels of a successful 2009 SAMRA conference, we once again asked for feedback from delegates about their experiences, so as to celebrate the highs and be better positioned to address the lows. Despite the overall response rate being lower than in 2008 (27.8% of the 187 delegates) the content of the feedback was decidedly more positive this time around.

The key objectives that delegates had for attending the conference included the opportunity for learning, for keeping up to date, and for networking. We used the same 5-point scale from the 2008 survey to measure how well objectives were met (1 = Definitely did NOT meet my objectives; 2 = Mostly did NOT meet my objectives; 3 = 50-50 met/did not meet my objectives; 4 = Mostly met my objectives; 5 = Definitely met my objectives). This year's conference fared much better in meeting delegates' objectives, with an average overall rating of 4.22 (vs. the 2008 average of 3.44).



This year no one was left feeling that their objectives were not met. We had 5 respondents who felt it was fifty-fifty, 28 whose objectives were mostly met, and 16 who definitely had their objectives met. Clearly, last year's survey participants' input was put to good use!

Some verbatims:

"The venue was stunning, and the quality of papers was excellent. It is such a great opportunity to network and talk to fellow researchers/ clients"

"A well constructed, well presented conference"

"Expected excellent papers and presentations and were not disappointed. However, wish there was more time for debate and more open sharing of learnings, etc."

SAMRA CONFERENCE 2009 FEEDBACK SURVEY

ACCOMMODATION AND FACILITIES



At an overall level the key findings that emerged included the accommodation standing out for most people as a high note (32 very good, 8 good), as well as the physical facilities at Spier (with an average rating of 4.55 on a 5-point scale ranging from 'very poor' to 'very good'). However, on the negative side - with an average of 3.07 and 3.51 respectively - the exhibitions and the gala dinner event were two areas that will need some improvement for the next SAMRA conference, to meet delegates' expectations.

"Improve on the Awards ceremony. This one was very flat".
(Supplier)

"The actual award ceremony was very poorly handled - there was no build up. I would also suggest that a system similar to that of the APEX awards be considered in which there is a gold, silver and bronze award. Lime Envelope was very good". (Supplier)

PRESENTATIONS AND CONTENT

The presentations themselves were particularly appreciated and received an average rating of 4.55 (on the 5-point scale). More specifically regarding the presentations, we saw an improvement in the practical value (i.e. relevance) of the content, as well as ease of understanding: well done to our presenters! The pattern of relevance was similar for both users and suppliers of research, which is encouraging.

"Very high standard of papers - obvious attempts to improve things in this regard, and assuming SAMRA keeps this up the next one should be great". (Supplier)

"Papers have subsequently been useful to pass back to the teams and relevant to business that

has come up. Good to meet new people and even get to know the ones from your own company better in a different setting". (User)

Facilitators

While all three of the facilitators (Nicola Klein, Anina Maree and Leonie Vorster) received good ratings (showing particular strength in time management) Nicola deserves special congratulations for receiving the best ratings across the board for her facilitation.

Example commentary: "The papers were interesting, the atmosphere was very jovial and vibrant and the facilitators did a good job of managing the time and questions well to foster constructive discussion".

SAMARA CONFERENCE 2009 FEEDBACK SURVEY

RECOMMENDATIONS

There were a number of suggestions for improvement for the next conference, particularly around the awards ceremony (which 3 respondents – 2 suppliers and 1 user - described as 'flat').

NEXT

With the improvements in most areas, and the skills of our facilitators, it is very encouraging to see that this year's conference received a lot of thumbs up. The overwhelming majority (41 respondents) claimed they would definitely recommend attendance to their colleagues. 8 respondents said they might or might not, and no one would recommend against. So it's onward and upward for 2010, and hopefully even better reviews (from more delegates!)



SAMRA CONFERENCE 2009

Have I Arrived?

For many getting to the SAMRA's 30th conference was a three hour trip, a day at most, but for me this journey was three months old.

Since my start at SAMRA, a start in a new industry for me I have looked forward to the conference as a way to broaden my understanding of SAMRA and its activities.

Eventually the big day came and I set off on my way to the wine estate Spier in Stellenbosh.

As I entered the registration room, I was reminded of the first day back at school after the long holidays as people ganged together laughing and talking of their experiences since they last saw each other, but beneath all this folly I felt an undercurrent of uncertainty permeate the room.

As the time marched on and the innocence gone, the mystery of SAMRA started to reveal itself to me. Finally I could put a face to the names and voices I have heard over days gone by and each new person shined a new light upon a cloudy corner of SAMRA.

The pinnacle of the event's sophistication really came through when I walked into the gala dinner. Although the atmosphere was subdued in moody tones of fiery red, the room tingled with the static electricity generated from the day's earlier presentations.



In all, I have found that SAMRA cannot be understood through one person's view point or interpretation of any presentation but it must be understood through the collective action of many individuals, whom are used to normally working as competitors, working as one team to the betterment of us all. This alone would be amazing but I was glad to see that even at such a remarkable event fun can still be had by all.

Great presentations, intriguing conversation and dancing the day away, I have arrived.

-Nadia Cassim

SAMRA CONFERENCE 2009



SAMRA ACCREDITATION PROGRAMME

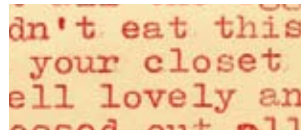
ACCREDITATION FOR RESEARCHERS IN SOUTH AFRICA - FINALLY UP AND RUNNING

During the past 3 years SAMRA's accreditation initiative has finally come into its own, thanks to growing local and international demand for recognisable quality standards to guide choices when research services are being bought, and, because the directorate made it a priority in the changing landscape of education and training in South Africa.

SAMRA is fortunate to have been able to learn from the experience of countries like Australia, the UK, USA, and others who led the way in developing accreditation programmes for researchers.

THE BENEFITS OF ACCREDITATION

Choosing higher quality standards in research can result in better business and organisational decisions. By formally acknowledging those who successfully contribute to and maintain suitable standards of professionalism in our industry, accreditation highlights who the most experienced, knowledgeable and qualified researchers are. It enhances their competitive edge while creating a benchmark for achievement in our industry to further raise industry standards over time.



The designation for this class of researcher is: 'SAMRA Accredited Researcher (SAR).

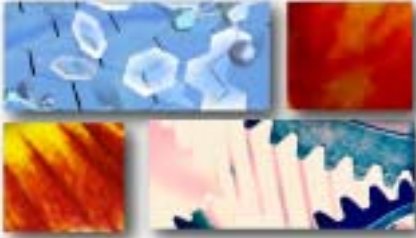
ONGOING PROFESSIONAL DEVELOPMENT - A HALLMARK OF ACCREDITATION

Ongoing professional development is the hallmark and a universal characteristic of all accredited professions. The regular renewal of accreditation by a professional body, usually assessed on the amount of time an individual has spent on relevant training and education over an agreed period, serves to formally acknowledge that the SAR remains in touch with new developments and current practice in their own and related fields.

South African SARs will be asked to renew their accreditation every 2 years, renewal contingent on the number of productive hours spent on their professional development – whether as a learner, teacher, speaker, and/or contributor to professional journals, during the period.



SAMRA ACCREDITATION PROGRAMME



CASTING A WIDE NET TO INCLUDE ALL OUR MOST EXPERIENCED RESEARCHERS

In South Africa, researchers come from widely disparate backgrounds, not all of which include a tertiary qualification with coursework in pertinent research disciplines. Because of this, the early accreditation phase is designed to enable Full Members of SAMRA who have appropriate tertiary qualifications and/or significant work experience at senior levels, to apply for SAR status.

DETAILS ABOUT THE PROGRAMME AND HOW TO APPLY

Full details about the programme – who it is for, how to apply, renewal considerations, and an application form — are posted on the new SAMRA website at www.samra.co.za under the 'members login' section.

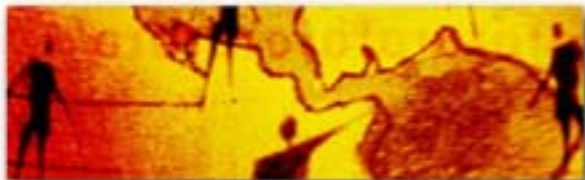
Please go to the site and read what it's all about. If you are a candidate for accreditation, take a copy and fill in the application form, supply other details asked for, and submit it all to SAMRA's Directorate.

Contact Nadia at info@samra.co.za for updated login details for the 'members login' section.

A facility to apply for accreditation and submit documentation electronically is being developed. We will let everyone know once this is up and running.



SAMRA EDUCATION AND TRAINING



Since the beginning of the year SAMRA's training activities started to pick up momentum slowly but surely. SAMRA partners with existing providers of training and industry experts to offer a variety of training events to its members at a reasonable cost (non-members are also welcome!). Although this year has seen a strong focus on qualitative research training, members can also look forward to training not only in other areas of research, but also in management skills. To help us identify the most relevant topics for training we need your input, so please feel free to contact us at any time with your suggestions and ideas. If you are responsible for the training in your company and would like to be informed about the training events and you are not an individual member or the contact person if your company is a corporate member, please send us your details so that we can include you on any communications regarding training. The aim of SAMRA's training is not to replace existing training at your company, but to arrange events that will benefit the industry which may not be worthwhile for a company to

arrange because it is only required for a few individuals, be it because of the topic or because it is a small to medium company. If you are passionate about training and would like to be involved with the planning and the arranging of events, please contact us to join the training committee. If you are not sure whether you should get involved, it may help to mention that the logistics are done centrally by the SAMRA Office! You can also contact us with your offerings if you are a training provider, but we are also going to expect you to be familiar with the theory and practice of adult training. By now I am sure some of you want to know how you can contact us – you can either contact myself, San-Marié Aucamp, or the SAMRA Office on:

San-Marié Aucamp
Cell: 082 923 9687
E-mail: sanmarie@equispectives.co.za

SAMRA Office (Nadia Cassim)
Tel: 011 886 3771

SAMRA PROFESSIONAL PRACTICE REPORT

THINK TWICE AGAIN

My view in general is that while there is much excitement about change, we need to be realistic. In any situation where the main advocates for change are people often associated with being conservative the call for change needs to be scrutinised.

Research and technological advancement need to keep pace with sophistication of the population. Some industries such as telecommunications, manufacturing, education, health and other services can stimulate change in lifestyle, habits and standard of living. With all the wherewithal at our disposal and no lack of self-esteem to boot, the research industry is not going to markedly transform the life of a person in deep rural Fanakaloland by exposing respondents to voice activated interviewing devices and touch screen showcards. What is the value of using such technology on someone who shortly afterwards brushes his teeth with a fresh branch from a tree and uses the balance of the leaves as toilet paper?

The point is that we strive very hard to keep up with world wide trends in research at the expense of developing our market in ways that are appropriate and at pace with socio-macroeconomic change. Over the next few years I foresee successful research



suppliers being those that serve the existing South African market than the aspirational one. This will force them to use their ingenuity to adapt tools in ways that best mirror our circumstances. Interestingly, as English becomes the common language for many people I feel that multiculturalism and multi-lingualism will become even more important, and those researchers able to master this will add more value.

Fads will come and go but the principles of good research will remain, and those agencies that can excel in these will in the long term outperform their competitors. Research fads are those buzz words and trendy catch phrases that you need to so desperately try to keep up with, otherwise you are “not on point”. Words like “gob smacked”, “heads up”, “process re-engineering”, “critical path” are all often used as part of an ongoing business slang or tsoi tal whose underlying purpose is to cast a veil over ignorance.

SAMRA PROFESSIONAL PRACTICE REPORT

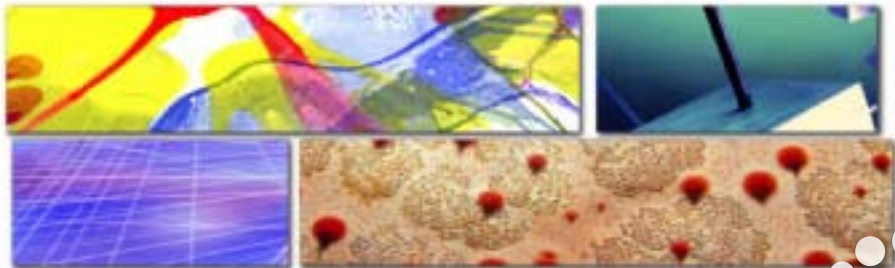
Otherwise why do a heads up when you can brief someone? If you do not learn these words it is not the end of the world because two years later everyone will have forgotten them and come up with new ones.

As budgets become tighter due to the recession some clients will start to realize that every two years they buy new jargon and that the previous jargon has a zero trade in value. There are some research principles that will outlast any manner of fads, gamesmanship and other tricks aimed at raising eyebrows. People feel good if they think that they are doing something new. The urge to feel good is so strong that susceptibility to self-deception becomes a reality.

Research principles which have long term value include a robust research sample, a good questionnaire, qualified researchers, proper training, transparent data processes and sound interpretation of the findings. As our industry gets enamoured with so called innovation some have taken their eye off the most important things: the basics. That is why generally most clients are lamenting the decline

in standards, notwithstanding researcher obsession with innovation. Its like aspiring to bend the ball like David Beckham without first learning how to control it, pass it or head it. Innovation aimed at the needs of the market is great. But innovation for its sake, or for the sake of keeping up with Europe demonstrates our lack of resourcefulness, and must never be seen as proof of an abundance thereof. Keeping up with Europe is not wrong, but is it possible or desirable to have everything being somehow different, but the research exactly the same?

Our industry is controlled by people who live in Sandton and similar places. South African research standards will develop at a faster pace when these people realize the staggering numerical (and now economic) supremacy of places which are not like Sandton and the cultural challenges that such places present for their work. This hopefully will inform innovation choices and the decision to preserve the integrity of sound research samples and questionnaires.



SAMRA FIELDWORKERS' FORUM

And we continue to grow.

I would like to thank all interested parties that contacted the Fieldworker forum after the last newsletter was released to volunteer their time to serve as a member and make a contribution to the field division on a whole within the research industry. Your contribution is greatly appreciated and I am sure will be beneficial to our forum's progress on a whole. Thank you.

The Fieldworkers' Forum is forging forward with our objectives at hand for 2009. We are planning and preparing for the Field Worker Conference tentatively scheduled for September this year. Logistics are under discussion and the agenda is being finalised. We trust that this conference will be the "relaunch" of the Fieldworker Forum and that a new and fresh approach will be appreciated and accepted by all parties involved and affected by the forum.

Standardisation of training modules and the re-implementation of the assessment process are being reviewed and the members of the forum are spending quality time in discussions over the options at hand and the most efficient and beneficial way forward, for both the forum and research houses concerned. Achieving this objective will result in our main aim and focus area being achieved and that is to have skilled, professional Fieldworkers in field, producing the highest quality standard data.

Thank you to each of the SAMRA Fieldworker Members for their continued commitment and perseverance.

Here's to field!

Claudette Dearnaley

SAMRA Fieldworkers' Forum Chairman



SAMRA KZN & CPT NEWSLETTER JULY 2009

KZN NEWSLETTER JULY 2009

A good turnout of both members and non-members enjoyed Neil Higgs's stimulating and entertaining presentation "Attitudes to Advertising" on 12th May. Our thanks go to Research International for hosting the event and sponsoring liquid refreshments.

We are encouraged by the interest in practical Market Research from members of the UKZN MBA programme. We look forward to

establishing an ongoing interaction with the programme in the future.

Members of the Branch were much saddened by the death of Graeme Taylor, long time SAMRA member and founder of Global Edge. Our sympathies go to his family and colleagues. We trust that Global Edge will continue to prosper under the leadership of Graeme's son Brad.

CAPE TOWN COUNCIL NEWS JULY 2009

After managing to replenish the ranks of SAMRA Cape to full strength at the end of 2008 from severely depleted numbers, it seems that the increasing demands that volunteering time to serve on SAMRA council may have taken their toll in 2009.

Two long-serving council members handed in their resignations in May. Grant Smith and Deborah Abratt stepped down due to demands of other commitments in their work and personal life. Although we are sad to see them leave we nonetheless have to express heartfelt thanks for all their hard work and dedication and wish them the very best. We have not yet managed to find a replacement for Deborah. As admin is such a vital portfolio, it is imperative that we do so as soon as possible.

SAMRA has held two successful speaker functions and one training event leading up to July. In March we were fortunate enough to secure Erik du Plessis as guest speaker, who spoke about inadvertent attention and the death of the 30 second ad. We had a fantastic response to having a guest speaker of this calibre. However, the June function's turnout exceeded everyone's expectations with a double bill of two industry experts. Peter Wilson (TNS Research Surveys) presented his fascinating 2009 SAMRA paper on Shopper Research with Craig Lodge (Trade Marketing Manager, Pick n Pay) giving us the insider industry perspective of retail marketing and the importance of understanding shoppers



ANNUAL GENERAL MEETING NOTICE

issue 02 | 2009

19 August 2009

@

The Nielsen Company (Auditorium)
7 Handel Road - Ormonde - Johannesburg

Meeting to begin promptly at 14h00, for the following purposes:

1. To receive and consider the Chairman's report.
2. To receive and consider the draft statement of account and balance sheet as at 28 February 2009.
3. To elect the auditors for the ensuing year.
4. To announce the new Council.
5. To confirm the three (3) Chairmen as Directors of SAMRA.
6. To consider and vote on proposals put before the AGM.
7. To transact any other business that may be transacted at an AGM.

The AGM is a business meeting and it will not be open to guests, but all grades of

SAMRA members may attend. Although only SAMRA Full members in good standing (paid up) or holding written proxies from SAMRA Full members may vote.

For catering purposes please confirm your attendance, no later than 11 August 2009, by:

Email : info@samra.co.za

Fax : 011 886 9721

Please join us for cocktails after the AGM meeting (+-16h00)

NB: Nominations for new SAMRA Council members are due by no later than Wednesday 05 August 2009, to allow enough time for voting, if required.

Kind Regards;

Nadia Cassim