

**MINUTES OF THE ANNUAL GENERAL MEETING OF
THE SOUTHERN AFRICAN MARKETING RESEARCH ASSOCIATION
Held on 6 August 2018 at 15h00 in Johannesburg (Africlassic River Lodge, Rivonia)**

1. Welcome and Apologies

The SAMRA Chief Executive Officer congratulated SAMRA on SAMRA's 55th birthday on 2 August 2018, welcomed those present, and recorded the apologies and proxies as follows:

Name	Surname	Membership	Attendance
Shirley	Benney	Honorary	Proxy: Leonie Vorster
Joe	Boniaszuk	Organisation	Online
Anita Botha	Botha	Independent	In person
Esther	Brain	Independent	Apology
Alexan	Carrilho	Organisation	In person
Margaret	Constantaras	Independent	Proxy: Leonie Vorster
Clive	Corder	Independent	Apology
Jani	de Kock	Organisation	In person
Jean	Domisse	Independent	Apology
Mark	Drummond	Organisation	Online until 15h59
Karin	Du Chenne	Organisation	Apology
Graham	Easton	Independent	Proxy: Leonie Vorster
Lara	Faris	Independent	Online
Magdel	Fick	Independent	Did not attend
Remon	Geyser	Independent	Online
Sathiesh	Govender	Independent	Online
Kirsten Gray	Gray	Organisation	Online until 15h59
Heidi Grimmer	Grimmer	Organisation	In person
Promise	Gumbo	Independent	In person
Corette	Haf	Organisation	Online
Amanda	Hamilton-Attwell	Organisation	Online
Yolanda	Jordaan	Non-member	Apology
Erna	Jorgenson	Organisation	Online
Alexandra (Alex)	Kessel	Honorary	Proxy: Leonie Vorster
Kathryn	Kure	Independent	Online
Nina	Lewin	Independent	Online
Talent	Mathuthu	Independent	Online
Gladiola	Mbatha	Non-member	Did not attend
Sheny	Medani	Independent	Did not attend
Shaun	Naidoo	Organisation	In person
Kanyisa	Ngqukuvana	Organisation	In person
Gareth	Pearson	Organisation	Proxy: Leonie Vorster
Henk	Pretorius	Organisation	In person
Thuba	Sithole	Independent	In person
Jill	Solomon	Independent	In person
Helen	Strong	Independent	In person
Elsa	Thirion-Venter	Organisation	In person
Schalk	van Vuuren	Organisation	In person
Leonie	Vorster	Non-member	In person
Jan	Wegelin	Independent	In person

The SAMRA members present constituted a quorum and the meeting commenced. The SAMRA Chairman, Alexan Carrilho, welcomed those present.

The agenda was confirmed without additions or changes.

2. Minutes of the SAMRA Annual General Meeting held on 28 August 2017

Resolution 1 The minutes of the Annual General Meeting held on 28 August 2017 were adopted, with an addition recording the adjournment of the Annual General Meeting that was scheduled for 2 August 2017, because the meeting did not have a quorum.

Proposed: Elsa Thirion-Venter

Seconded: Henk Pretorius

3. SAMRA Chairman's Report

Alexan Carrilho presented the SAMRA Chairman report for 2017/2018.

The last year has been very interesting with several shocking and world changing events across the globe including Brexit, the election of Donald Trump as the 45th President of the United States of America, the end of the Castro era, the Harvey Weinstein scandal, changes happening within the Royal family, Mugabe falling from power in Zimbabwe after 37 years of ruling and more recently, Zuma stepping down as the President of South Africa, and Cyril Ramaphosa taking over the reins.

The market research industry is not exempt from change and is no stranger to change and the challenges that comes with this. Last week, SAMRA celebrated its 55th birthday. SAMRA, along with our industry, has over many years seen the rise of new methodologies using CAPI, Online, and Mobile technologies, Artificial Intelligence and Automation, and the decline of PAPI and manual processes such as punch cards, to name a few. In with the new and out with the old? Is this really the case for the market research industry in 2018?

We all have our opinion on whether traditional market research will disappear completely as it seems the market research industry is struggling to incorporate new 'sexy' methodologies such as the use of social media data and new technologies into the traditional market research methodologies. Gone are the days of projects lasting months on end, the requirements are now for in and out projects that provide actionable insights. There is no option for the industry: the new technologies have to be incorporated. However, we must be clever about how we do this. We need to leverage the millennials and the new entrants to the workforce - Generation Z (born between 1996 and 2010) - who are clearly the tech savvy advisors, as well as leverage off the wise traditional market research experts to find a happy medium.

Along with change often comes an increased level of discomfort, anxiety, stress and the unknown. This new way of working and delivering value to businesses and society provides endless opportunities to redefine who the industry is to society. We must learn new skills, solve bigger problems, and stretch and challenge ourselves, to leave a better impact on our world, by harnessing the power technology has to offer us. Rather than viewing non-traditional market players as threats, the question becomes: how do we embrace their way of working for our own and society's benefit? However, in pursuit of reaching an equilibrium state of maintaining our individual and organisational identities, let us not forget the basics and hold true to our craft. These qualities include ensuring that trustworthy, quality, insightful and value-adding research is delivered to our various stakeholders in a way we can all be proud of.

The market research industry is no stranger to data protection. However, the introduction of the General Data Protection Regulation (GDPR) in Europe has far reaching effects across the globe. On 25 May 2018 the GDPR kicked in. There is nowhere for suppliers and clients to hide when it comes to data protection. The build-up over the last few months for the GDPR has been immense. If your organisation processes personal data in the context of the activities of an establishment based in the EU or, the processing activities relate to the offering of services relating to data subjects in the EU or to the monitoring of data subjects' behaviour as far as that behaviour takes place in the EU, then you need to comply with the GDPR. This affects many of the multinational companies - suppliers and clients alike. While at first sight it may look like this is just another act of introducing red tape, it is at the same time an opportunity to ensure data handling procedures within the market research industry are sufficient, and not only a tick box exercise. It also ensures

the public that we take their privacy seriously. It is now more important than ever to ensure people trust us. As personal data is at the very core of the work our sector is doing, we must look very carefully at any requirement of the GDPR and any other data protection regulation, such as the South African Protection of Personal Information Act (POPIA) and ensure compliance.

To fulfil SAMRA's commitments to its members and various stakeholder groups, the 2017/2018 strategy remains focused on three key areas, namely, 1) Growing the market research, social research and opinion polling industry; 2) Enhancing quality and professionalism; and 3) Delivering stakeholder value.

Over and above this mandate, SAMRA has a key requirement to remain in the 'black' on the association's balance sheet. Every effort has been carried out to ensure value is delivered to our members whilst actively seeking new revenue opportunities as well as maintaining existing revenue streams remains the Board's top priority.

The 2017/2018 SAMRA Board consists of 8 passionate individuals covering a variety of organisations representing both clients and suppliers.

- Academia Director: Prof Yolanda Jordaan, Head of Department: Marketing Management at UP,
- Large Client Director, Past Chairman: Sheila Akinnusi (Nedbank)
- Small Client Director: Jill Solomon (Sun International)
- Director, Treasurer: Henk Pretorius (Columinate)
- Small Supplier Director: Shaun Naidoo (Answered)
- Medium Supplier Director: Mamapudi Nkgadima (African Response)
- Large Supplier Director, Chairman: Alexan Carrilho (Kantar)
- Director, Ex officio: Leonie Vorster (SAMRA CEO)

To the SAMRA Board members: thank you for all the time, contributions, support and dedication you have shown the industry. A special thank you to Leonie Vorster for the passion she exudes for the industry and towards SAMRA and its members! The Memorandum of Incorporation and Company Rules hold the term of the board members at three years. The process for nominations for new directors has been concluded and will be presented to this AGM for approval. The new chairman will be elected by the Board at the first Board meeting following the AGM with a communication to follow to all members thereafter.

STRATEGIC PARTNERSHIPS

One of SAMRA'S key strategic objectives is to proactively market, advocate and lobby on behalf of the industry. As a commitment to this objective, SAMRA continues to maintain mutually beneficial relationships with ESOMAR, where we are represented on the Associations Sounding Board and the GMR Sounding Board amongst others. Most noteworthy developments within the ESOMAR association is SAMRA's decision last year to adopt the ESOMAR's revised ESOMAR Code.

Leonie Vorster resigned and was replaced by Jani de Kock as the Director representing Southern Africa on the AMRA Board. The SAMRA Chairman represented SAMRA at the annual AMRA Africa Forum 2018 which was held in Nairobi, Kenya in February 2018. The SAMRA administrative services to AMRA were terminated at the end of February 2018. Jani de Kock resigned from the AMRA Board in March 2018. More recently, the SAMRA Board took a decision that SAMRA will no longer be represented on the board of AMRA.

As a professional industry, governed by ethics and standards, SAMRA's partnerships with the Services Sector Education and Training Authority (Services SETA), South African Qualifications Authority (SAQA) and Quality Council for Trades and Occupations (QCTO) continue to ensure that appropriate skills and practice standards are upheld, to maintain our industry's reputation amongst various stakeholder groups. All the above is achieved through the SAMRA CEO's constant engagement and attendance at key strategic meetings including attendance at the annual ESOMAR Congress, and various associations and representatives' meetings.

A formal partnership agreement has been signed with ESOMAR. This includes the following *inter alia*:

- Access to each other's position statements.
- Briefing on emerging policy issues faced by both parties
- Participation in and listing as a partner on ESOMAR Research Choices, a public-facing initiative to increase public awareness of online research and audience measurement research
- Access to and distribution of industry documents
- (Joint) enforcement of the ICC/ESOMAR Code
- Content slot for ESOMAR on a SAMRA publication
- Promotion of the partnership
- Promotion of the ESOMAR's events to the SAMRA community, and vice versa
- Guidance on interpreting the ICC/ESOMAR Code
- ESOMAR white-label Worldwide Gossips newsletter service featuring unique industry inside knowledge
- ESOMAR expert speakers for SAMRA events
- Free access for one or two of ESOMAR members' only webinars to SAMRA members
- ESOMAR event discounts for SAMRA members
- Two passes for representatives and senior secretariat members to enable association representatives to attend our Meet Ups
- Access to ESOMAR resources to enable SAMRA to jointly host an event with ESOMAR
- Access to the Associations Hub, a private exchange space for national associations to share new insights
- Discounts for advertising space in ESOMAR's publications

SAMRA can also make use of the following premium services on a pay-for-use basis:

- Access and use of SERENE (Self-Regulation Engine)
- Provision of an ESOMAR Consulting Expert
- Shared Stands at Client or Policy Events

FINANCES

This year SAMRA unfortunately showed a deficit of R 175,660. This was an improvement from 2016/2017. The SAMRA Treasurer will provide further information on this. Considering the tough economic landscape, the Board continues to manage the budget rigorously. Efforts are constantly made to identify cost savings and revenue generating opportunities are always at the forefront of the Board's agenda, as ensuring a healthy budget contributes to the effective and efficient running of SAMRA.

The SAMRA offices moved to The Workspace Sunninghill at the end of October 2017.

MEMBERSHIP

At the end of February 2018, SAMRA had 104 Organisation Members that supply or use research. There were also more than 1500 Associate Members that work for our Organisation Members, and 173 Independent Members who work with research in various contexts. The SAMRA members reside in 9 African countries, namely, Botswana, Ghana, Kenya, Malawi, Mauritius, Namibia, South Africa, Swaziland, and Zimbabwe. Other countries where our members reside include Canada, Netherlands, Portugal, Switzerland, United Arab Emirates and United Kingdom.

At the end of the reporting period from March 2017 to February 2018 there were 17 Organisation Membership applications and 36 Independent Membership applications pending. Membership has a continued a growth trajectory, albeit that it slowed down significantly. It is important to note the following:

- 47 Independent Memberships and 9 Organisation Memberships were withdrawn due to non-payment or failure to meet membership renewal requirements.
- 10 Independent Membership and 2 Organisation Membership resignations were received.

- 1 Independent Member transferred to Organisation Membership and 1 Organisation Membership was transferred to Independent Membership.
- New applications were approved for 19 Independent Memberships and 9 Organisation Memberships.

On 1 November 2017, SAMRA published a **Transformation Policy Statement** on the SAMRA website.

At this juncture, the SAMRA Board would like to thank all its current and future members for their continued support. It is with your commitment that the association can continue to deliver a quality service to the industry at large.

Some of the other SAMRA products and services that we have running are as follows:

PROFESSIONAL RECOGNITION

SAMRA has maintained its recognition by SAQA as the Professional Body for Marketing Research. Professional body recognition renewal was completed and submitted to SAQA in November 2017, for renewal by June 2018 for another five years. SAMRA has consistently achieved green status (i.e. compliance) for our data submissions to SAQA related to the **SAMRA Accredited Marketing Researcher (SAR)** designation.

We revised the SAR Processing Policy and Procedure and developed a new Recognition of Prior Learning (RPL) Policy and Procedures including an RPL Guideline, for access to the SAR designation. RPL is used if someone does not have a formal qualification, which is an entry requirement for SAR applications, so that SAMRA can then determine if they have the equivalent level of competence to make them eligible to apply for SAR anyway. If an applicant has the equivalent competence, they can then apply for SAR, even without a formal qualification. Ultimately, this RPL policy will also apply to Survey Interviewers (and other designations we may want to register with SAQA).

About 10 years ago, marketing qualifications were developed through a Services Sector Education and Training Authority (Services SETA) process, with a small elective component of these qualifications related to research. These qualifications have expired. In future, our qualifications will be developed through the Quality Council for Trades and Occupations (QCTO) process, as was done for the Survey Interviewer qualification. SAMRA was appointed by the QCTO as the **Assessment Quality Partner** for the Survey Interviewer Occupational Certificate in 2014. A designation application for professional recognition of Survey Interviewers will be submitted to SAQA in 2018.

The policies and procedures related to the **SAMRA Survey Interviewer Qualification Assessment (SSIQA)** have been finalised. Services SETA sponsored the training of assessors to assess the Survey Interviewer candidates who wish to qualify. We have over 30 applications that will be assessed. Our offering has huge quality impact potential in South Africa and Africa, not to mention revenue potential.

COMMUNICATIONS

The **website** was revised during 2018, to improve accessibility and usability. Sixty (60) updates and **newsletters** were sent to members via the SAMRA website.

Twelve (12) **requests for proposals** were also sent to members. Three **industry job advertisements** were placed in the Career section of the SAMRA website in the last year. To generate additional income, the service is now also available for non-member at a higher price.

The reporting period for our **media tracking** has been changed to coincide with the SAMRA annual term and we are currently awaiting the report.

PROFESSIONAL DEVELOPMENT EVENTS

The **38th SAMRA Annual Conference** was held at Protea Hotel by Marriot, Stellenbosch, Western Cape, South Africa on 17 and 18 May 2017. The Best Overall Paper Award went to Adré Schreuder, Arné Schreuder and Jeannie Schreuder for *Customer Centric Artificial Intelligence – Using Text and Sentiment Analysis & Deep Neural Network Learning to make Chatbots Reply in a more Customer Centric Fashion*. Saiesh Ajudhiya and Natalie Botha won the First Time Speaker Award for *Untold Emotions: Future-Proofing Adverts by Understanding Non-Verbal Responses from Consumers*, and Elna Pretorius won the People's Choice Award for *What People Think I Do for A Living*.

In addition to our annual conference, the following **professional development events** were hosted:

- SAMRA Ethics Update: Revised Code of Conduct 1 March 2017 (Online Webinar)
- SAMRA Ethics Update: Revised Code of Conduct 16 March 2017 (Online Webinar)
- SAMRA Ethics Update: Protection of Personal information 3 May 2017 (Online Webinar)
- SAMRA Ethics Update 5 July 2017 (Online Webinar)
- The Future of the Insights Industry: Supplier Perspectives 14 June 2017, Johannesburg
- SAMRA Red List Demo (2) 23 August 2017 (Online Webinar)
- SAMRA Research Participant Database (RPD) Demo (2) 23 August 2017 (Online Webinar)
- The Future of the Insights Industry: Client Perspectives 1 September 2017, Durbanville
- SAMRA Ethics Update 5 September 2017 (Online Webinar)
- AI and Machine Learning Introductory Hackathon 18 October 2017, Johannesburg
- SAMRA Ethics Update 8 November 2017 (Online Webinar)
- Introduction to Qualitative Research 30 November 2017, Umhlanga
- Africa Forum 2018 22 and 23 February 2018, Nairobi, Kenya

CODE OF CONDUCT

A notable increase has been observed in the number of queries related to the code of conduct requirements, namely, a 58% increase since 2016/2017 in queries, resulting in 134 recorded queries. Complaints decreased from 37 in 2016/2017 to 28 complaints related to contraventions of the SAMRA ESOMAR Codes of Conduct over the 2017/2018 period, as follows:

- 1 complaint was referred to the Direct Marketing Association of South Africa (compared to 5 last year)
- 9 complaints were received against non-members, who have been informed of and engaged regarding their unethical conduct (compared to 15 last year)
- 16 complaints against members, resolved without any disciplinary process (compared to 13 last year)
- 2 complaints against members were adjudicated by the SAMRA Ethics Committee (compared to 4 last year). The verdicts included 1 member being found guilty, suspended and subsequently expelled (The Research Junxion) and 1 member being found not guilty.

In 2017, the SAMRA Board developed a new Guideline for Sanctions and Remedial Action, to standardise the SAMRA Board's adjudication process when considering complaints.

It is encouraging to note that most queries and complaints are resolved through formal, structured processes defined by SAMRA. However, every effort should be exercised by all within the industry to familiarise ourselves with the rules stipulated within the codes of conduct and adhere to them. This is necessary for the market research industry to maintain a favourable reputation within society.

PUBLICATIONS

There were major delays to secure enough advertising revenue to proceed with the **SAMRA Yearbook 2016**, and a change of supplier further delayed the production process. The **SAMRA Journal 2017** was published early in 2018. Given rising printing and distribution costs, the Board is currently reviewing ways to save costs by offering online versions of these publications going forward. The **SAMRA Yearbook 2017** has not been printed yet. The annual **ESOMAR Global Market Research Study 2016** was conducted in May and June 2017. SAMRA members and non-members

on the supplier side were invited to participate. The local industry survey results were submitted to ESOMAR and distributed to participating companies.

DATABASE SERVICES

Online demonstrations of the database services were held in August 2017. However, the services of the IT supplier were terminated as a result of non-performance, and a replacement supplier is being identified. Both the SAMRA Red List and the SAMRA Research Participant Database system will be debugged and enhanced based on user feedback. Considering the feedback and user requirements, SAMRA is exploring the possibility of investing in API development to ease the process of verifying large amounts of data instantaneously.

The **SAMRA Red List** is a database of individuals who have opted out of participation in all research conducted by SAMRA members. This national opt-out database will be crucial with the forthcoming implementation of the Protection of Personal Information Act (4 of 2013), to safeguard the exemption of research from the requirements of the Act. The **SAMRA Research Participant Database** (RPD) is aimed at tracking research participation nationally and verifying research participation to eliminate fraudulent, unethical and poor-quality research participant recruiting. To date there were 15 users, and no clients or recruitment agencies were using the service.

CONCLUSION

The 2017/2018 financial year has been one of great challenges and equally one of great success. The SAMRA Board continues to look forward to serving your interests well into the future and through the competent stewardship of the SAMRA CEO, Leonie Vorster. It is through her enthusiasm and passion for the industry that I can confidently say, the future of the market research industry is bright. To all of you here today, thank you once again for your support and involvement in the industry. SAMRA only exists to serve you in your various capacities and we are committed to the task. As we all forge ahead towards the turbulent unknown, let us make every effort to collaborate and operate as a collective, to ensure our future in a broader societal context.

The Chairman handed the floor to Henk Pretorius, the SAMRA Treasurer, to present the annual financial statements.

4. SAMRA Treasurer's Report and Annual Financial Statement as at 28 February 2018

Henk Pretorius presented the annual financial statements:

For the 2017/2018 reporting period DECO Chartered Accountants acted as the auditor, and Hendrik Venter was the bookkeeper. Both parties also acted in these capacities in the previous term. The reporting period was 1 March 2017 to 28 February 2018.

For the fiscal term revenue increased to R1,967,890 (+18% year-on-year), gross surplus increased to R1,412,348 (+15%), resulting in a total deficit of R175,660. This improves on the deficit of R344,385 shown in the last period.

Revenues resulted from the following areas:

	2017/2018	2016/2017	Change
Membership	R 1,069,655	R 967,503	11%
Annual Conference	R 715,500	R 418,925	71%
Publications	R 78,139	R 110,834	-29%
Professional Recognition	R 59,996	R 51,757	16%
Professional Development Event	R 41,400	R 96,350	-57%
Advertising through SAMRA	R 3,200	R 4,500	-29%
Database Subscription	R 0	R 18,500	-100%
TOTAL	R1,967,890	R1,668,369	18%

The major contributors to the increase in revenue were membership and, in particular, the annual conference. This positive movement of 71% improves on the decline in this source of revenue of 48% between 2015/2016 and 2016/2017.

The cost of sale associated with the revenue generated increased by 27% to R555,541. The largest part of this cost can be attributed to the annual conference, which at R485,095 grew by 65% compared to costs for the conference in 2016/2017. The resultant gross surplus ends at an increase of 15% over 2016/2017.

Operating expenses shrunk by 0,3% as a result of conservative spending and active cost management. Specifically, large expense areas were either maintained at the previous year's level or decreased:

- Salary costs decreased by 0,8%
- Office rental decreased by 11% as a result of a move to new premises.

Accounting fees, subscriptions and costs associated with board meetings also decreased year-on-year.

Bad debt amounted to R61,681. These monies owed to SAMRA from 2011 to 2013 were handed over to Credit Intel in 2014 and have now superannuated with no prospect of being recovered.

The result of the foregoing is a situation where despite the increase in revenue and reduction in operating costs SAMRA incurred a deficit for this period. Although the positive movement since the last year is encouraging further efforts to increase revenue remain a focus for the coming year.

Current assets decreased from R1,142,153 in 2016/2017 to R956,781 in 2017/2018, a 16% decrease. At the same time liabilities decreased from 120,599 to 110,886. Consistent with the 2016/2017 situation, cash and cash equivalents makes up the largest share of assets at R757,738 for this period, while trade and other payables remains the only liability.

Total cash at the end of the 2017/2018 fiscal year amounted to R757,738, down 3% from R779,801 the year before.

Schalk van Vuuren requested additional information about the following, and the CEO and Treasurer:

- **Increase in bad debt.** Unpaid accounts between 2011-2013 were handed over to the appointed debt collectors in 2014. Between 2014 and 2018 none of this debt was written off as it was in a debt collection process. However, in 2018, the debt expired and whatever had not been collected had to be written off, at about R20,000 per year. Going forward, debtors will not be handed over to debt collectors too soon for the sake of reputation.
- **Legal fees increase.** The additional cost incurred was due to legal services related to SAMRA withdrawal from AMRA.
- **Storage.** SAMRA uses a storeroom, to store the SAMRA furniture, equipment and materials, as SAMRA is in serviced offices. The higher cost is due to an annual increase.

Resolution 2 The Annual Financial Statement as at 28 February 2018 were adopted.

Proposed: Schalk van Vuuren

Seconded: Heidi Grimmer

SAMRA Update: Beyond the Financial Year-End

Some of the initiatives ahead include:

- **Local subcommittees** will be created per city, town or country, and for interest groups, to assist SAMRA with information, engage members and drive local activities
- **Monitoring** of code of conduct compliance
- **Publishing** a quarterly industry confidence/tracking index

- Registration of a survey interviewer **designation** with SAQA, and a database of accredited survey interviewers
- **Building relationships**, with for example, PAMRO, and the Advertising Standards Authority
- **Online Directory** for members, replacing the Yearbook Directory
- Appointment of **SAMRA Administration resources** split into the four areas of work, including a part-time resource for two hours a week of bookkeeping
- Offering **website advertising**
- Schalk van Vuuren suggested engagement by the industry champions with the Chambers of Commerce to advocate for research as a business tool, in order to grow the industry.

The budget vs year-to-date was reported as follows:

Item	NETT BUDGET	YTD
Membership	1,060,000.00	658,042.50
Professional Recognition	58,000.00	42,100.00
Annual Conference	190,143.05	74,590.41
Professional Development	75,000.00	-
Publications	10,000.00	2,156.00
Advertising through Samra	10,000.00	4,800.00
Database Subscription	25,000.00	-
Consulting	50,000.00	-
Other Income	60,000.00	13,594.77
Talent Management	26,000.00	22,242.82
Info Comm Tech	59,400.00	59,541.84
Financial	70,000.00	24,339.18
Marketing	38,000.00	11,561.51
Facilities	136,500.00	37,895.97
Administration & Governance	20,000.00	3,182.07
Human Resource Management	1,464,000.00	423,548.92

Budget will not realise as planned

- Thubalihle Sithole requested that the SAMRA Board set rigid, quantitative targets for growth. The CEO responded that there are targets.
- Kanyisa Ngqukuvana suggested endorsement of accredited/credit-bearing training programmes. However, the CEO explained that SAMRA does not endorse quality assured training providers.
- Joe Boniaszuk asked whether SAMRA will ever become solvent again (i.e. income exceeds expenditure).

5. Election and Appointment of the SAMRA Auditors

Resolution 3 Deco Accounting was elected and reappointed as the Auditors for the forthcoming year.

Proposed: Schalk van Vuuren

Seconded: To be confirmed from notes

6. Election and Appointment of the SAMRA Board of Directors

Resolution 4 The following Directors resigned, having completed their terms of office:

- Representing Large Research Suppliers, SAMRA Chairman: Alexan Carrilho
- Representing Large Research Users: Sheila Akinnusi

Resolution 5 The following Directors remain on the SAMRA Board for 2018/2019:

- Ex officio Director, SAMRA Chief Executive Officer: Leonie Vorster
- Representing Small Research Users: Jill Solomon
- Representing Small Research Suppliers and Freelancers: Shaun Naidoo

Resolution 6 The following Directors were elected to the SAMRA Board for 2018 to 2021:

- Representing Large Research Users: Kanyisa Ngqukuvana (unopposed)
- Representing Academia: Yolanda Jordaan (unopposed)

Resolution 7 The following Director remains on the Board, for 2018 to 2019:

- Representing Large Research Suppliers, SAMRA Treasurer: Henk Pretorius

Resolution 8 The Board seat representing Medium Research Suppliers is vacant and will be filled by the SAMRA Board.

7. Proposals to the SAMRA Annual General Meeting

In the interest of clarifying the roles included in the membership scope of SAMRA, the SAMRA Board proposed to the members for approval at the Annual General Meeting changing 1.11 of the Company Rules. The proposal was adopted by majority vote.

Resolution 9 Section 1.11 of the Company Rules related to the description of research-related roles, is changed to read as follows:

- Organisation executives: Directors or senior managers responsible for an organisation or function in an organisation that supplies or uses market research, social research, opinion polling, data analytics and/or research-based consulting products and services
- Research managers: Senior managers responsible for overseeing and/or managing the supply or use of market research, social research, opinion polling, data analytics and/or research-based consulting products and services for (internal or external) client/s
- Research professionals: Professionals responsible for supplying or using market research, social research, opinion polling, and/or data analytics products and services, or components of the research process
- Advisory/consulting specialists: Professionals responsible for research-based consulting products and services, advising on market research, social research, opinion polling, and/or data analytics, or components of the research process
- Data processing professionals: Professionals responsible for primary and/or secondary data processing or components of data processing as part of the supply or use of market research, social research, opinion polling, data analytics and/or research-based consulting products and services
- Data collection professionals: Professionals responsible for primary and/or secondary data collection or components of data collection as part of the supply or use of market research, social research, opinion polling, data analytics and/or research-based consulting products and services
- Members awarded Honorary status who are on the SAMRA Honour Roll

A change to the SAMRA's name to reflect the above definition of scope will be considered by the SAMRA Board with member input and approval.

8. Other SAMRA business

No other business was discussed.

9. Adjournment

The SAMRA Chief Executive Officer thanked the members and the SAMRA Board for their support.

The SAMRA Chairman thanked the members for attending and adjourned the meeting at 17h17.

Signed:

Jill Solomon
Chairman 2018/2019

Henk Pretorius
Treasurer 2018/2019