

Research@WA

The AMSRS newsletter for Western Australia members

Welcome

Welcome to the new look AMSRS newsletter for West Australian researchers. The aim of the newsletter is give us West Ozzies research relevant information tailored to us – in just one page.

We're all looking forward to a very busy year. If you look at the calendar below, you'll see there are already two functions planned before Christmas and eight more for the new year, including six buyers courses. Also remember, any interstate courses that you see on the AMSRS website are offered at a discount of 50% to WA members.

Best wishes and a prosperous 2009 to all our members.

National Conference: Key Out-take

The 2008 AMSRS National Conference *'Breaking the Mould'*, was held in Melbourne. A number of presenters talked about taking research into the interactive Web 2.0 environment. What did we learn? When committing to this type of research "dialogue" with customers is key. Online forums and communities should contribute not only to research data but also in shaping things like questionnaires, discussion guides and even the overall research design or approach.

Research in a Web 2.0 environment should also be customer centric - relying on deriving meaning from customer experiences – where they use their own words and their own frames of reference to talk about how they relate to the product, service or brand.

We really need to shake up our traditional, conservative researcher minds if we are to fully embrace the potential of this important medium in the future.

Profile of the Week

Timmie Michelakos

Timmie recently moved to WA from Melbourne, to be closer to family and enjoy the better weather Perth has to offer. She joined Research Solutions in July as a research consultant. As Manager of Events for the WA committee, she hopes to deliver some interesting and enjoyable functions over the next 12 months, and always welcomes any ideas people have to offer. If you've got some, you can email her at timmie@researchsolutions.com.au.



New Members

Welcome to the following new members:

- Leah Broderick, TNS (Full Membership)
- Michael Burton, TNS (Associate Membership)
- Alyce Majorana, TNS (Associate Membership)
- Michelle Clark-Crumpton, Synovate (Associate Membership)
- Sandra Vudrag, Painted Dog Research (Full Membership)

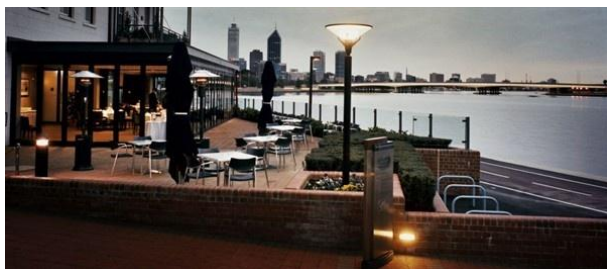
News from National

The new National Council met in Adelaide in mid October. Key outtakes relevant to WA members:

- The Council continues to include a Secretary from WA.
- Julia Zivanovic's hard work as the former Secretary was formally acknowledged.
- More webinars are planned for 2009 - a great way for WA members to participate in National PD sessions without the cost or inconvenience of travel.
- National Conferences will continue to be held in Sydney and Melbourne - where there are the most members and it's more financially viable.
- Summer School has been moved to Canberra for several reasons, one being to minimise financial risk to the Society.

Ho Ho Ho :)

This year's Christmas party is being held at *The Old Brewery*. Please come and enjoy a delicious 3 course lunch with a magnificent view of the river.



Upcoming Events

Lock these in your calendar and watch out for more details closer to the event.

Date	Event	Venue	Who can come
20 Nov	The New Generation Gap	Subiaco Hotel	Young Researchers
20 Nov	Webinar: Best Practice in Respondent Contact	Online	Members
1 Dec	AMMS09 Launch	Pure Bar, Subiaco	Members
4 Dec	Christmas lunch	The Old Brewery	Members
4 Dec	Webinar: Making a Film of the Book – Communicating Insights More Effectively	Online	Members
19 Feb	Segmentation (one day course)	The Oxford Hotel	Members and non-members
10 Mar	What research can deliver to you?	TBC	Buyers
18 Mar	Customer satisfaction measurement	TBC	Members and non-members
12 May	Quality, privacy and ethics issues (half day)	TBC	Buyers
21 May	Brand equity measurement for	TBC	QPMRs
23 Jun	Evaluating a research proposal	TBC	Buyers
4 Aug	Developing strategy	TBC	Buyers
15 Sep	Selling it into the organisation	TBC	Buyers