The New Zealand Story
Briefing for the Incoming Minister
October 2017

Sharing a broader New Zealand story to shift perceptions beyond natural beauty

OPEN SPACES

OPEN HEARTS

OPEN MINDS

NZ Story Business Toolkit:
NZSTORY.GOV.T.NZ
1. The New Zealand Story: Who we are

The New Zealand Story (NZ Story) is a country reputation programme that enables businesses, influencers and stakeholders\(^1\) to leverage the value of being from New Zealand.

In March 2012, The Chief Executives from three agencies, Tourism New Zealand (TNZ), New Zealand Trade and Enterprise (NZTE) and Education New Zealand (ENZ) were tasked with:

- developing a broader, more compelling story of New Zealand beyond natural beauty to shift the conversation from an over-simplified “100% pure, clean and green” positioning;
- retaining the highly successful “100% Pure New Zealand” brand and enabling it to focus entirely on the tourism attraction brand;
- building a narrative that other agencies and businesses could adopt that enables them to express their total value proposition beyond location.

The New Zealand Story Group (NZ Story Group) is responsible for:

- Articulation of a ‘New Zealand story’ for global audiences to enhance perceptions and favourability to increase New Zealand’s international competitiveness
- Protection of the New Zealand national symbol, the silver fern, via the FernMark Licence Programme. Details on the FernMark Licence Programme are set out in Appendix One.

The NZ Story Group is governed by an independent advisory board (Board members are listed in Appendix Two) which has delegated authority from NZTE’s Board for the NZ Story project and Group. The NZTE Board accommodates NZ Story Group within NZTE and has oversight of NZ Story Group’s authority to govern and manage the NZ Story, including the responsibility for funding received by NZ Story. Further information on funding is included as Appendix Three. The NZ Story Advisory Board is accountable to you as the Minister for Economic Development and Minister for Trade and Export Growth as joint Ministerial portfolios responsible for NZTE on all aspects of the NZ Story project.

NZ Story Group sits across various sectors as a central narrative that links compelling storytelling and improving reputation together through workshops, brands and campaigns.

<table>
<thead>
<tr>
<th>Tourism</th>
<th>Education</th>
<th>Immigration</th>
<th>Investment</th>
<th>Business/Trade</th>
</tr>
</thead>
<tbody>
<tr>
<td>NZ Story</td>
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</tbody>
</table>

2. How we engage with you

The Chair of the NZ Story Advisory Board, reports directly to you as the Minister for Economic Development. As Minister with responsibility for NZ Story, your main responsibilities include ensuring NZ Story Group has an effective Board in place; participating in setting NZ Story’s direction;

\(^1\) For NZ Story, influencers are people who influence decisions offshore are, for example an advisor, a consultant or an industry leader (for example a partner at Deloitte working on an investment opportunity). A stakeholder is an ally for NZ Story who provides input (for example, Pania Tyson from Maori Tourism).
monitoring and reviewing NZ Story Group operations and performance; and managing risks on behalf of the Crown.

The NZ Story Group currently provides the following reporting:
- regular updates included in NZTE’s fortnightly reports
- quarterly progress reports to you

Meeting with the NZ Story Group:
- **Board Chair and Director meeting** – you may choose to have meetings with NZ Story Group Board Chair, Cameron Harland, and Director, Rebecca Smith. These are currently held quarterly.
- **Ministers meetings** - you may choose to invite the Director and/or Chair to brief Ministers from relevant portfolios on NZ Story progress and developments.

3. **What we do**

NZ Story aims to help New Zealand businesses gain a competitive advantage in international markets by sharing more accurate and consistent stories about what makes New Zealand unique. NZ Story’s goal is to grow New Zealand’s global reputation for the prosperity of New Zealand and the vision is to **enhance New Zealand’s reputation beyond natural beauty**.

NZ Story’s two strategies are:
- Arm New Zealand business owners with the storytelling tools, skills and knowledge so they are able to share their own stories within a simple framework and/or with common values for greater impact.
- Arm government representatives with tools to communicate a more consistent and compelling story about New Zealand to shift perceptions and open doors.

NZ Story has been developed as an online portal that enables registered users to access market insights and provides a communications toolkit of assets (videos, pictures, infographics, and white papers) that are downloadable to assist businesses and government agencies to adapt and share New Zealand’s story. This includes a video on New Zealand that can be adapted to suit individual needs. Examples of NZ Story assets are included in Appendix Four.

The NZ Story Group’s plan is to:

a) Build awareness and usage of NZ Story within New Zealand, highlighting best practice.

b) Grow awareness of New Zealand in offshore markets by delivering content that highlights New Zealand’s lesser-known capabilities and expands perceptions beyond natural beauty.

c) Continue to expand resources and create content for New Zealand businesses to better tell their stories, underpinned by a consistent set of values and within a consistent framework.

d) Enable great storytelling by private brands through the delivery of workshops and access to creative experts.

e) Distribute content widely through NZ Inc partner channels and private sector social and digital platforms globally to increase New Zealand’s share of voice and visibility.

f) Expand FernMark use across sectors and major brands whilst protecting our valuable country symbol from misuse.

g) Continually evolve the expression of New Zealand’s story by keeping brand positioning current and the creative content fresh and relevant.

h) Ensure the relevant and authentic integration of our Māori dimension, culture and protocols throughout government led communications to represent the full ‘New Zealand story’.
**Sector engagement**

In the private sector, NZ Story Group works with industry groups and their members to create sector stories to leverage the ‘New Zealand story’ in a relevant way supporting specific sector messages. Each sector story is supported by a sector specific cut of the NZ Story video with additional sectoral content, and specific assets, messaging and other collateral for use via the NZ Story website. This approach encourages collaboration across the sector and sets a platform for consistent messaging. Industries that are demonstrating leadership and driving a collaborative approach to marketing their sectors are:

- Wine
- Seafood
- Energy
- Technology and innovation
- Red meat

NZ Story Group has also worked in partnership with NZTE and the Ministry of Business, Innovation and Employment (MBIE) to develop and deliver the New Zealand Investment Story – a specific investment version of the NZ Story designed to be used by businesses and agencies presenting to offshore investor groups or pitching for investment. This content is currently used to support regional, sector and business specific investor attraction into New Zealand.

**Practical support for companies in a competitive world**

NZ Story Group supports all New Zealand companies to create successful brand stories. This support includes workshops, the online toolkits of assets, research insights, and creative and design expertise:

- Businesses can get hands-on experience crafting their story by attending a three hour workshop. Companies are taught how to tell more compelling stories about their business, from a 30-second elevator pitch through to a full presentation.
- The Creative Collective service was launched in 2016 and provides businesses with a selection of video production companies well versed in the New Zealand story. Companies can use these video production companies to create a bespoke video to tell their story. NZ Story offers a co-investment fund alongside the service providing a capped contribution to story creation. 45 companies are creating their stories at present.
- International perception research is provided in easily digestible information sheets for companies which sets out some simple do’s and don’ts so New Zealand businesses can avoid common mistakes when marketing or selling offshore.

**4. The context we work in**

Prior to the establishment of NZ Story in 2012, there was little coordination of New Zealand’s country proposition across Government or the private sector. The 100% Pure New Zealand tourism campaign had become the default catch phrase. NZ Story was developed to build a narrative that would embody New Zealand’s unique and compelling proposition relevant to all sectors – not just tourism.
In 2012/13, existing international research\(^2\) highlighted that New Zealand’s reputation was relatively strong. Surveys indicated that New Zealand was seen favourably in terms of natural beauty, warm welcoming people, and governance.

However, respondents rated New Zealand low in terms of:

- **Vibrancy**: While New Zealand is seen as a beautiful country, respondents did not associate New Zealand with vibrant cities or a rich diverse culture. This view leads to assumptions that New Zealand lacks the infrastructure or capability to deliver advanced, innovative solutions.

- **Science and technology**: Although New Zealand has developed some world-first solutions, scientific breakthroughs and innovations, these successes are not well-known. Alongside a perceived lack of sophistication, and a reputation for being laid back, New Zealand’s internationalising businesses (especially those selling non-food products or services) have to work harder to make it into buyers’ consideration.

- **Export goods and services**: New Zealand is respected as a provider of food to many nations however New Zealand’s portfolio of goods and services beyond this is not obvious.

- **Culture**: Little is known about New Zealand’s unique culture and the diversity of its people.

The NZ Story was curated from engagement across New Zealand in 2013/14. The story is not what New Zealand wants to be, but reflects authentically what New Zealand is. Approximately 200 people attended a series of workshops (from sports, culture, business, government sectors, both nationally and internationally) to distil what is authentically true about New Zealand. NZ Story Group then converted these ideas into a core narrative: Kaitiaki (Care of people, place and planet), Ingenuity and Integrity and a chapter storytelling framework (called “Open Spaces, Open Hearts and Open Minds”).

These values continue to surface from within New Zealand and continue to be rated as authentic and true by global consumers:

- **Kaitiaki** (Care of people, place and planet): This care extends to everything New Zealanders do and create. New Zealand is considered a progressive nation yet we seek to not damage what is precious.

- **Ingenuity**: With spirit of exploration, adventure and creativity, New Zealanders turn ideas into reality and solve what others do not. Our fresh perspective to problem solving and making it happen is valued by others.

- **Integrity**: New Zealanders do what we say we will do and do the right thing, because it is the right thing. This deeply engrained value delivers the trust behind our good reputation.

The individual values of Kaitiaki, Ingenuity and Integrity are not unique in their own right and can be seen in other countries. However, when combined together, they create a unique positioning for New Zealand. In particular, New Zealand’s target audience sees ‘Ingenuity’ and ‘Kaitiaki’ as inseparable when it comes to New Zealand. New Zealanders are considered people who challenge the status quo, yet do so with a sense of care and responsibility. Equally, the world sees New Zealand as people committed to taking care of others, our place and the planet, and also taking bold steps to take the lead. No matter what, New Zealanders’ actions are underpinned with integrity which drives a deep sense of trust in New Zealand.

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\(^2\) This research was undertaken by leading brand and reputation research organisations including Anholt-Gfk, BrandsFinance, FutureBrand, BAV Consulting and Castalia.
NZ Story Group has found that ‘New Zealand’s story’ is best told through a simple chapter framework. These three chapters work together to provide a broader perspective:

- **Open Spaces**: Acknowledges what New Zealand is well known for, its landscapes – a recognisable starting point.
- **Open Hearts**: Introduces what most love about New Zealand, the people. This chapter speaks to New Zealanders way of thinking, approaches to solving problems, capability and skills.
- **Open Minds**: This chapter provides the opportunity to introduce international audiences to New Zealand’s lesser known attributes – innovation, ingenious solutions, the incredible and the exciting.

The NZ Story chapter framework has been well received by the broader business community as it provides a framework that enables each business to tell their own version of New Zealand’s story in a simple, recognisable manner.

DIALING UP THE LESSER KNOWN IN A SIMPLE WAY

We’ve found that these three chapters provide a simple to use framework that enables most businesses to craft their story using the characteristics that set us apart on the world stage.

**Open Spaces**
This refers to the value of our natural landscapes and pure resources.
Our land and sea has shaped us.
Our open spaces provide the space to breathe, to be inspired and unbound in our thinking.

**Open Hearts**
Our people, our unique character and our way of doing business.
We can be trusted, we’re reliable, accessible, and do what we say we will do.
Smart, capable people who are easy to do business with.

**Open Minds**
Our incredible ingenuity and the world-class innovation our companies bring to the world.
Demonstrate the unknown and fill in the knowledge gaps to build credibility and interest.

There has been a significant shift in perceptions of New Zealand since the launch of NZ Story in 2013. As of October 2017, New Zealand is ranked 14th in the annual Anholt-GfK Nation Brands Index (NBI), up from 15th in 2014 (further NZ Story performance measures are included in Appendix Five). Other surveys and indices with greater emphasis on soft/smart power and social progress place New Zealand in the top 10 nations. This indicates a significant shift among global consumers to favouring nations that are open, transparent, and values based.

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3 Surveys include Legatum Institutes Prosperity Index, Forbes Ease of Doing Business Index, the Good Country Index, and Transparency International Index.
NZ Story Group has conducted its own perception research in several countries to get a deeper understanding of what global consumers and buyers believe New Zealand stands for and what they think New Zealand can credibly offer. Detailed results of the research are set out in Appendix Six. The key takeaways from this research were:

| Words used to describe New Zealand by consumers in key trading partner countries |
|---------------------------------|------------------|
| Top words                       | “nature” “pure”  |
| Secondary words                 | “quality” “preservation” “caring” “unspoilt” “utopia” |
| Emerging words                  | “ingenious” “progressive” “creative” “adventurous” “bold” |

Integrity and trust powerfully underpin perceptions of New Zealand. New Zealand is seen as forward thinking, bold and creative in its approach to solving problems and issues by those who understand New Zealand. New Zealand is seen as a developing and growing nation with educated people capable of creating unique and inventive solutions. Yet consumers and buyers see that this is always balanced with a deep sense of caring for people and the environment.

This is summed up in the **NZ Story narrative**:  

*New Zealand is a progressive nation of creative, ingenious people who challenge the status quo creating new solutions whilst always taking care of people, place and planet.*

**There is still work to do….**

While the New Zealand perception research was encouraging, New Zealand’s trading partners still know little about New Zealand’s capability beyond nature, tourism, and food. In fact, New Zealand’s greatest challenge is still awareness and a clear sense of what New Zealand has to offer the world. While natural beauty will continue to be the main attraction for New Zealand, the NZ Story Group needs to work to expand New Zealand’s reputation and positioning as a sophisticated, educated and ingenious nation.

As increasing student and immigration numbers show, New Zealand is becoming more known as an education destination, and a sought-after place to live and raise a family. However, the NZ Story Group has more work ahead for consumers, buyers, influencers and investors to believe New Zealand is competitively placed to provide technology enabled solutions.

Furthermore, consumers and buyers have become increasingly cynical. While New Zealand’s story is compelling and captivating, they seek more facts, evidence and proof behind these stories. Providing continued evidence to support storytelling is important.

**5. Working with Government agencies**

NZ Story Group works with its partner agencies (TNZ, ENZ, Immigration New Zealand, NZTE and the Ministry of Foreign Affairs and Trade (MFAT) that have the resources, mandate and reach to communicate with consumers, in the following ways:

- Each agency integrates the New Zealand story into their brand development and execution plans in a relevant way
- Each agency accesses the content and material supplied by NZ Story to support their activity

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4 China, Viet Nam, Australia, the United States (US) and Japan
Each agency provides NZ Story with access to their social media channels to distribute their content to connect to consumer and business networks internationally.

Regional Support

Similar to the sector specific work, NZ Story Group engages across local government to assist Councils in building regional specific “stories”, providing advice and guidance as required. To date, NZ Story Group has consulted with Waikato, Bay of Plenty, Southland, Christchurch, Wellington, and Auckland.

Māori Dimension

Throughout the creation and ongoing development of NZ Story, integration of the Māori dimension has been of utmost importance and intentional. Māori input was incorporated through the consultation period and representation has continued on the Advisory Board to ensure ongoing engagement.

In 2016, the Kaiarahi (guide, leader, mentor) role was created within NZ Story Group to further infuse the Māori dimension throughout all aspects of NZ Story. This role includes leading the Māori perspective across the NZ Story brand, outreach to Māori development partners across government, establishing guidelines for engagement with Māori and producing guides for integration of Māori dimension, tikanga (customs), cultural references and protocols.

Examples of NZ Story developed assets and context around the Māori economy growth story are included in Appendix Four.

Government Toolkit

In March 2017, NZ Story Group launched an online Government Resource Centre, an extended toolkit for NZ Inc agencies to access content for their specific needs. The toolkit houses additional presentations, key messages, how-to-guides, and content specifically for Government officials. These resources are designed to be incorporated into speeches, presentations and other government messaging. Arming NZ Story’s global partners such as MFAT Ambassadors, NZTE Trade Commissioners and other Government representatives provides a cost effective channel to spread the New Zealand story through government-to-government, government-to-business, and public diplomacy initiatives.

Ministers’ international travel

NZ Story Group works with Government agencies to support Ministerial activities when travelling internationally. This can include advice on branding of events, Ministerial presentations, speech content, and providing perception research insights to ensure messaging is pitched appropriately. Ministerial use of NZ Story assets in international markets is about not simply showing a video but weaving the branding and story values through consistent messaging – this reinforces the stories told by New Zealand exporters and industries in their international outreach.

 Expo 2020

NZ Story Group is working alongside the New Zealand Commissioner General of World Expo 2020 in Dubai, United Arab Emirates. The NZ Story Group has provided insights, guidance and supported the development of the Expo 2020 objectives and creative brief to ensure that the government’s
investment delivers an outstanding example of the New Zealand story in action. NZ Story Group continues to remain closely linked to the creative process throughout development.

*Other international work*

NZ Story Group is also working alongside the Asia-Pacific Economic Cooperation (APEC) 2021 team to align messages and approach to telling the New Zealand story around the event, and is engaged with both New Zealand government representatives and the private sector in Japan to align marketing and communications around the Rugby World Cup 2019 and Olympics 2020.

NZ Story Group also consults with various other agencies to inform papers on the New Zealand country reputation position, obstacles, opportunities and objectives.
Appendix One - The FernMark Licence programme

New Zealand’s national symbol, the silver fern, has long been used as a trail marker, proudly worn by New Zealand leaders, athletes, and genuine goods and services that come from New Zealand’s shores. The NZ Story Group is the caretaker of the internationally trademarked New Zealand silver fern design, referred to as “FernMark”.

In September 2015, after a three year suspension of the previous FernMark Licence programme due to considerable misuse related to the growth of infant formula exports, a new FernMark Licence Programme was approved by Cabinet. The programme was relaunched by the NZ Story Group with a simple three step application process comprising:

- pre-qualifying criteria (such as the applicant needing to be a GST-registered business)
- a calculation of the applicant’s “New Zealandness” determined by points allocated for
  - percentage of New Zealand based employees
  - percentage of New Zealand ownership
  - percentage of board governance based in New Zealand
- confirmation the product is either grown, made or designed in New Zealand.

The primary method for engaging with the FernMark Licence Programme is through the website (www.nzstory.fernmark.govt.nz). Once verified and audited by NZ Story’s in-house team, a licence number is allocated and the FernMark marketing guidelines and digital brand assets (logos) are released to the applicant. A consumer or buyer can scan the FernMark logo (via augmented reality image or QR code) on a product or go directly to the NewZealand.com website to verify the product is authorised to carry the New Zealand FernMark.

As at 31 August 2017, NZ Story had 63 FernMark licensees and plans to double this number during 2017/18 through the refreshed NZ Story website and by offering a more comprehensive marketing toolkit of assets for licensees.

FernMark Ambassador Programme

In 2015, NZ Story launched the FernMark Ambassador Programme to grow awareness of New Zealand on the global stage. Ambassadors include Emirates Team New Zealand, Air New Zealand, and RocketLab (shown below). The FernMark is awarded by the Advisory Board to parties or individuals who will act as “Ambassadors” and promote New Zealand positively on the world stage.
Appendix Two - NZ Story Governance

The NZ Story Group is governed by an independent advisory board. The Advisory Board comprises:

**Core Working Group Members:**

- Cameron Harland (Chair, General Manager of Park Road Post Productions)
- Peter Chrisp (NZTE Chief Executive)
- Stephen England-Hall (TNZ Chief Executive)
- Grant McPherson (ENZ Chief Executive)
- three private sector members appointed for two year terms, currently:
  - Steve Smith (previously at Craggy Range winery – Current term end date of November 2019);
  - Richard Jones (Poutama Trust Chief Experiences Officer - Current term end date of May 2019); and
  - Julie Christie (Founder and former Chief Executive of Touchdown Productions - Current term end date of June 2018).

**Strategic Advisory Board Members:**

- Martyn Dunne (Ministry of Primary Industries (MPI) Director-General)
- Michelle Hippolite (Te Puni Kōkiri (TPK) Chief Executive)
- Brook Barrington (MFAT Chief Executive)

Initially comprising a director and four staff, the team has increased to seven full time staff as the NZ Story programme has expanded. NZ Story’s Director is Rebecca Smith.
Appendix Three – Funding the NZ Story

The NZ Story is jointly funded by six government agencies (MFAT, NZTE, MPI, TNZ, ENZ and TPK), which reflects a commitment to shared story telling across government. MFAT, NZTE and TNZ each contribute $500,000 per annum and ENZ, MPI and TPK each contribute $383,000 annually.

In addition, the NZ Story receives $900,000 of Crown funding per annum.

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<tr>
<td>Agency funding</td>
<td>1,500</td>
<td>2,298</td>
<td>3,298(^5)</td>
<td>2,949(^6)</td>
<td>2,649</td>
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<td>Crown funding</td>
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<td>0</td>
<td>900</td>
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<tr>
<td>Total funding</td>
<td>3,500</td>
<td>2,298</td>
<td>3,298</td>
<td>3,849</td>
<td>3,549</td>
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</table>

Note the below financial spend by other countries on similar reputation initiatives (with approximate New Zealand dollar conversions).

<table>
<thead>
<tr>
<th>Country</th>
<th>Amount</th>
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<tbody>
<tr>
<td>UK: Britain is Great</td>
<td>€50 million per annum (NZD $84.7 million)</td>
</tr>
<tr>
<td>Japan: Cool Japan</td>
<td>US$100 million per annum (NZD $145.48 million)</td>
</tr>
<tr>
<td>Kenya: Brand Kenya</td>
<td>US$8 million per annum (NZD $11.64 million)</td>
</tr>
<tr>
<td>Switzerland: Presence Switzerland</td>
<td>US$9 million per annum (excluding House of Switzerland) (NZD $13.09 million)</td>
</tr>
<tr>
<td>Australia: Australia Unlimited</td>
<td>AU$5 million per annum (excludes Made in Australia, Minister of Agriculture promotional budget, Department of Foreign Affairs and Trade) (NZD $5.59 million)</td>
</tr>
<tr>
<td>Ireland: Origin Green (Primary Sector only)</td>
<td>€43 million per annum (NZD $72.85 million)</td>
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\(^5\) Includes an additional $1 million from NZTE’s operating budget underspend  
\(^6\) Includes an additional $300,000 from NZTE
Appendix Four – NZ Story Assets

http://www.nzstory.govt.nz/assets

Whakairo (carving) image

Inspiring Places image

1ST

OF 190 ECONOMIES FOR EASE OF DOING BUSINESS

Based on time and cost to meet government requirements in areas such as starting and operating a business, trading across borders and paying taxes.

Source: IFC World Bank, Doing Business Report, 2017

NZ Ease of doing business infographic
Appendix Five – Performance measures

NZ Story Group uses New Zealand’s ranking in the annual Anholt-GfK NBI as its top line measure of success. New Zealand’s overall ranking (against 50 other countries) as well as in six specific categories is outlined in the table below.\(^7\)

<table>
<thead>
<tr>
<th>New Zealand’s ranking</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
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<tbody>
<tr>
<td>Overall NBI</td>
<td>15</td>
<td>14</td>
<td>13</td>
<td>14(^8)</td>
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<tr>
<td>Exports</td>
<td>20</td>
<td>20</td>
<td>20</td>
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<tr>
<td>Governance</td>
<td>11</td>
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<td>Tourism</td>
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<td>Immigration</td>
<td>14</td>
<td>13</td>
<td>13</td>
<td>14</td>
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The NZ Story Group also sets internal monthly measurement and annual targets to drive awareness and use. These are captured in a monthly dashboard. Highlights as at August 2017 include:

- More than 7,000 subscribers to the New Zealand Story newsletter and more than 9,990 registered users of the website (www.nzstory.govt.nz).
- Users have downloaded almost 71,000 assets (downloadable images, infographics, papers, videos), a substantial increase from the approximately 9,000 downloads in 2014. This increase was a result of the annual website upgrades, improving the search and user experience, and adding new assets to the website toolkit.
- Net Promoter Score\(^9\) of 71 in quarter 1 2017/18 to date.

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\(^7\) Colours indicate ranking changes. Red is a decline, orange is status quo (overall trend), green an improvement

\(^8\) New Zealand ranks 14\(^{th}\) overall passing Denmark in the ratings (15\(^{th}\)). However, since Norway (#13) was reintroduced into the rankings in 2017, New Zealand’s comparative rank decreased, though the overall score increased (+1.28).

\(^9\) A Net Promoter Score (NPS) is derived by asking a business “Based on your recent experience, how likely would you be to recommend the NZ Story?” Ratings are given on a scale of 0 (not at all likely) to 10 (extremely likely). The NPS is calculated by subtracting the percentage of respondents who gave a score between 0 and 6 from the percentage who scored it 9 or 10. A NPS of +50 is considered excellent.
Appendix Six - NZ Story perception research results

NZ Story Group’s perception research across 2016/17 indicated:

- The top two words commonly used to describe New Zealand by consumers in key trading partner countries remain “nature” and “pure”. New Zealand’s natural beauty shapes first impressions, largely due to New Zealand’s highly visible tourism campaigns.

- Close behind were the words “quality”, “preservation”, “caring”, “unspoilt” and “utopia”. Three years ago, these words had somewhat negative connotations but increased global turmoil and new views on borders mean they now have positives associations.

- Terms such as “ingenious”, “progressive”, “creative”, “adventurous”, and “bold” are emerging. New Zealand is seen as a developing and growing nation with educated people capable of creating unique and inventive solutions without destroying what is important.

- New Zealanders are trusted to take an independent view and make their own decisions based on what they believe is right.

- Integrity and trust powerfully underpin perceptions of New Zealand. New Zealand is seen as forward thinking, bold and creative in its approach to solving problems and issues by those who understand New Zealand.

- New Zealand has built a reputation for not accepting the status quo and striving to do what others believe is impossible. While New Zealand is not seen as an ideas hub, there is a strong sense that New Zealanders are the people who bring ideas to life. New Zealanders’ creations are not necessarily large scale but we are seen as a provider of niche and bespoke solutions. New Zealand is a boutique brand among country brands.

- New Zealanders are seen as agile, flexible, forward thinking and take a fresh approach to old problems. Yet consumers and buyers see that this is always balanced with a deep sense of caring for people and the environment. There is a belief that even if all is not perfect, New Zealanders sort things out with integrity. New Zealand is seen as a ‘good country’ and can be trusted to do the right thing even when no one is looking.