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The New Zealand Story

Briefing for Incoming Minister

July 2019

File Reference: MIN-1920-0006

26 July 2019

Minister for Economic Development
cc. Minister for Trade and Export Growth

1. The New Zealand Story: Who we are

The New Zealand Story aims to help New Zealand businesses gain competitive advantage in international markets by telling a more accurate and consistent story about what makes New Zealand unique.

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

- developing a broader, more compelling story of New Zealand beyond natural beauty;
- retaining the successful “100% Pure New Zealand” brand and enabling it to focus entirely on the tourism attraction objective; and
- building a narrative that other government agencies and businesses could adopt that enables them to express their total value proposition beyond location.

The New Zealand Story Group (NZ Story Group) was created and today continues to be responsible for:

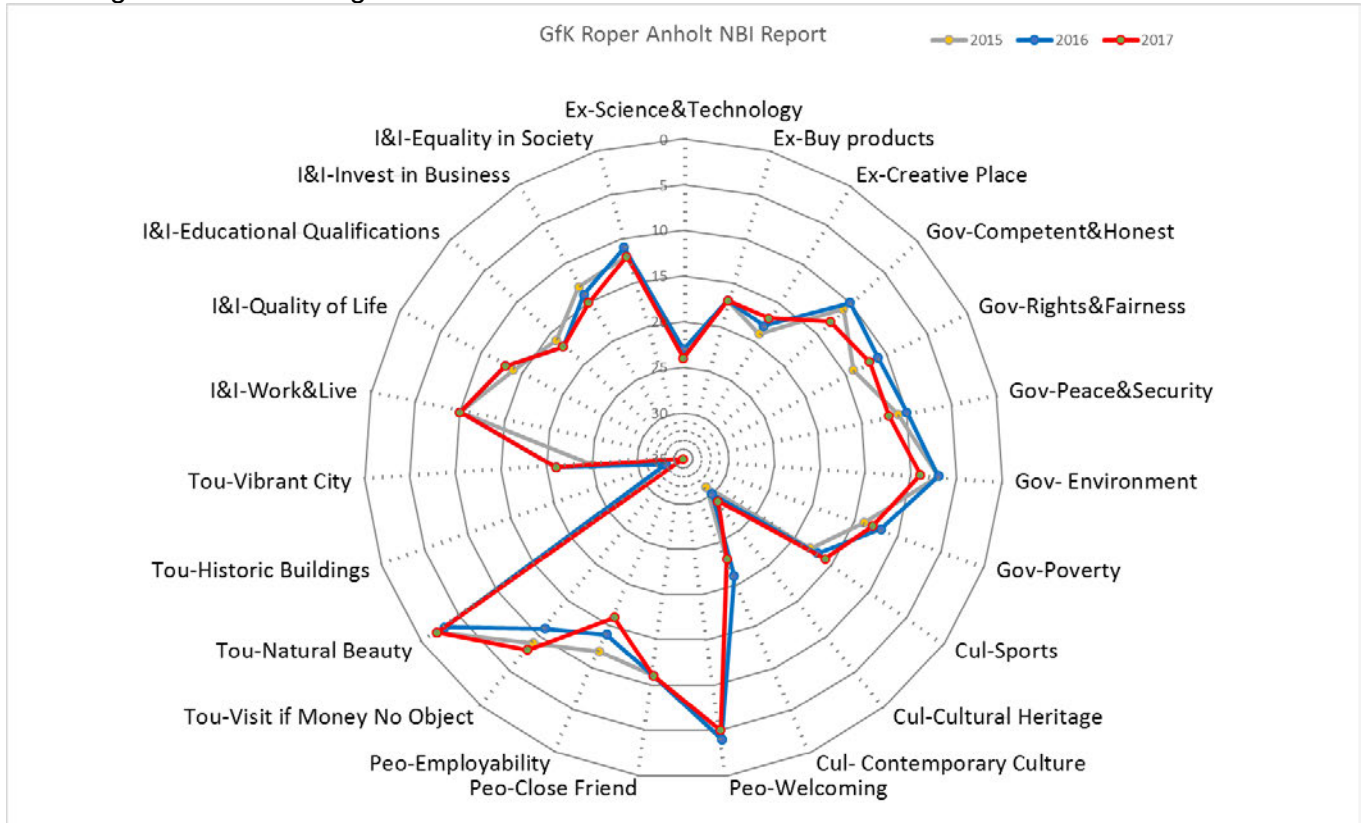
- positioning New Zealand with global audiences to support export growth;
- delivering a communications toolkit to assist businesses and government agencies to adapt and share the New Zealand Story; and
- ensuring alignment of storytelling and brand articulation across government and industry.

NZ Story Group is a country reputation programme with practical application. It sits across various sectors as a central narrative that links all activation, brands and campaigns together:



2. The context we work in

New Zealand is well known for natural beauty and its welcoming people, however not much is widely known about its exports, innovation in science and technology, or its creativity. The graph below shows New Zealand on the GfK Roper Nation Brand Index and highlights these areas of advantage and disadvantage:



Perceptions of nations are largely driven by the consumers' sense of confidence and trust in the nation. Therefore, rather than promote technology solutions or business advances, NZ Story Group focuses on promoting New Zealand's values with real tangible examples and evidence.

NZ Story Group promotes content globally across five themes:

1. People & Society
2. Sustainability & Environment
3. Culture & Heritage
4. Business & Technology
5. Creativity & Arts

New Zealand regularly ranks around 14th in the annual Anholt-GfK Nation Brands Index (NBI), 11th in the FutureBrand Country Index and 5^h in the Reputation Institutes Country Brand Index. Other surveys and indices with greater emphasis on soft/smart power and social progress (such as Legatum Institutes Prosperity Index, Forbes Ease of Doing Business Index, the Good Country Index, and Transparency International Index) place New Zealand in the top ten nations. This indicates a shift among global consumers to favouring nations that are open, transparent, and values based.

NZ Story Group has conducted its own perception research in several countries¹ 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.

Our NZ Story is a narrative built on these international insights and is underpinned by New Zealand’s values. It cuts to the heart of who New Zealanders are and how they want to be perceived:

NZ Story narrative		
<i>Ko tātou enei – it’s who we are: New Zealand is a progressive nation of creative people, challenging the status quo, delivering new solutions to problems and turning ideas into reality, whilst always caring for people, place and planet.</i>		
The values that continue to surface from within New Zealand and continue to be rated as authentic and true by global consumers:		
<p>Kaitiaki: our care of people, place and planet. This care extends to everything we do and everything we create. We are considered a progressive nation, yet we seek not to damage what is precious.</p>	<p>Ingenuity: with our spirit of exploration, adventure and creativity, we turn ideas into reality and solve what others do not. Our fresh perspective to problem solving and making it happen is valued by others.</p>	<p>Integrity: we do what we say we will do and do the right thing, because it’s the right thing. This deeply engrained value delivers the trust behind our good reputation.</p>

3. How we engage with you

The Chair of the NZ Story Advisory Board (Board) reports directly to you as the Minister for Economic Development. As Minister with responsibility for NZ Story Group, your main accountabilities include:

- ensuring NZ Story Group has an effective Board in place;
- participating in setting NZ Story Group’s direction;
- monitoring and reviewing NZ Story Group’s operations and performance; and
- managing risks on behalf of the Crown.

The NZ Story Group currently provides the following reporting:

- regular updates in NZTE’s fortnightly reports; and
- quarterly progress reports to you.

The following regular interactions with the NZ Story Group also take place:

- **Quarterly NZ Story Group meeting with Board Chair and Director** – you may choose to have meetings with Board Chair, Paul Brock, and Director, Rebecca Smith. These are currently held quarterly and include the Minister for Trade and Export Growth.
- **Portfolio Ministers meetings** – you may choose to invite the Director and/or Chair to brief Ministers from relevant portfolios on NZ Story Group progress and developments.

¹ China, Vietnam, Australia

4. What we do

NZ Story Group's vision is to enhance New Zealand's reputation beyond natural beauty. Its two strategies are:

- give New Zealand business owners storytelling tools, skills and knowledge so they can share their own stories within a simple framework and/or with common values for greater impact; and
- give government representatives tools to communicate a more consistent and compelling story about New Zealand to shift perceptions and open doors.

This work is achieved through several initiatives:

a) The FernMark Licence Programme

The FernMark is a trademark registered under New Zealand Way Limited. It has been operated by NZTE since 2002 and provides country of origin authentication for New Zealand export businesses. It is a proxy for safety, trust and quality, which is increasingly sought by global consumers.

The FernMark Licence Programme has a 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; and
- confirmation the product is either grown, made or designed in New Zealand.

Once verified and audited by NZ Story Group, an invoice is issued, a licence number is allocated and the FernMark brand assets are released to the applicant. Applications cost between \$750.00 and \$5,000.00, depending on the company's annual revenue. A consumer or buyer can scan the FernMark logo or visit newzealand.com to verify the product is authorised.

b) NZ Story Toolkit

The NZ Story Toolkit (Toolkit) provides resources to help export businesses (across all sectors, including education, tourism, immigration, investment and trade), government agencies and channel partners better leverage their connection to New Zealand. There are over 14,000 registered users of the Toolkit.

Toolkit content is research-based and aids in the accurate positioning of New Zealand. Content includes imagery and video footage, infographics, 'Inside Story Films' and sector content, all of which are free for exporting businesses to use. There are three 'Inside Story Films' – Global, Food & Beverage and Ingenuity. They have been created to showcase New Zealand's unique story – what sets New Zealand apart, what New Zealand stands for and what the country has to offer.

Based on the insights from NZ Story Group's perception research, 'Inside Story Films' have been produced for key markets. To date there are 'Inside Story Films' for China and Japan, with Latin America, the Middle East Region and one other priority market to have films produced in 2019/20.

c) Storytelling Workshops

Approximately 300 people per annum attend the NZ Story Group's 3-hour Storytelling Workshops which are run throughout New Zealand. Attendees are shown how to engage with their customers through storytelling by leveraging their connection to New Zealand, and how to improve their pitches, value propositions and storytelling capability.

d) Global communications

Each week, NZ Story Group produces "Another Amazing New Zealand Story". These are 60-90 second videos designed for social media channels. These stories support the five themes that research has shown influence consumer preference – People & Society, Sustainability & Environment, Culture & Heritage, Business & Technology and Creativity & Arts. It also delivers social media content to showcase New Zealand's perspective on major global moments such as World Oceans Day, International Women's Day and Davos.

All stories can be viewed on the NZ Story Group website www.nzstory.govt.nz. These stories are shared through NZ Story Group's own social media and cross-posted to over 60 partner social media accounts globally. Many New Zealand embassies, high commissions and government agencies around the globe cross-post relevant stories that will resonate with their local audiences. These can form the basis of digital diplomacy outreach for the Ministry of Foreign Affairs and Trade (MFAT). Many stories are picked up by global media outlets and sometimes repurposed by the World Economic Forum through its social channels. With approximately 50-70 posts each month NZ Story Group achieves an average of 4.5 million impressions on social media each month.

e) Government Resources Toolkit

NZ Story Group also produces global campaigns for use by government agencies to further their public diplomacy and 'soft power' programmes. The first campaign, 'Proud Together', has run in over seventeen countries, enabling visible and consistent support of Pride festivals by the New Zealand government all around the World. NZ Story Group also worked with NZ Music to deliver a global #nzmusicmonth campaign showcasing New Zealand music. The next campaign will be on climate change. These campaigns are held in the Government Resources Toolkit, enabling easy access to pre-prepared content for all government agency partners.

One of the most valuable assets available in the Government Resources Toolkit are the "Key Messages Documents" NZ Story Group supplies on key sectors. Trusted for their accuracy and currency, these documents are downloaded and used to inform speeches and presentations by New Zealand government officials around the globe.

5. Funding the story

NZ Story Group is jointly funded by six government agencies, which reflects a commitment to shared storytelling across government. For 2019/2020, NZ Story Group receives revenue from the Crown of \$900k per annum and contributions from key agencies as follows:

Tier 1: MFAT, TNZ, NZTE: \$500k per annum
 Tier 2: MPI, TPK: \$383k per annum
 Tier 3: ENZ: \$283k per annum

Funding for NZ Story Group (\$000s)	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20
Agency funding	1,500	2,298	3,298 ⁵	2,949 ⁶	2,649	2,599	2,549
Crown funding	2,000	0	0	900	900	900	900
Total funding	3,500	2,298	3,298	3,849	3,549	3,499	3,449

6. NZ Story Group governance

The current Board comprises:

Name	Joined	Ends	Status	Notes
Paul Brock – Professional Director, ex CEO Kiwibank (Chair of NZ Story)	Oct 2018	Sep 2021	Active	1 st term. Chair.
Dame Julie Christie – Professional Director	Oct 2013	Oct 2018	Expired	Completed two terms. Remains on a month-to-month basis.
Steve Smith – Professional Director	Oct 2013	Nov 2019	Due to Expire	Completed two terms.
Vacant role				
Pete Chrisp – NZTE	2013	N/A	Active	
Grant MacPherson – ENZ	2013	N/A	Active	
Stephen England-Hall – TNZ	2017	N/A	Active	
Chris Seed – MFAT	2019	N/A	Strategic Meetings Only	
Ray Smith – MPI	2018	N/A	Strategic Meetings Only	
Michelle Hippolite – TPK	2013	N/A	Strategic Meetings Only	TPK CEO TBC.

New Zealand Story is hosted within NZTE to minimise overhead costs and reporting requirements.