

**A GUIDE TO THE MINISTRY OF ECONOMIC
DEVELOPMENT**

BRIEFING FOR INCOMING MINISTERS 2008

Prepared by the Ministry of Economic Development

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This document provides a brief guide to the Ministry of Economic Development: its role, structure and responsibilities.

It also provides the names of key staff throughout the Ministry.

THE MINISTRY'S ROLE

The Ministry of Economic Development's role is to help the government develop and implement business and consumer policies and services that will help New Zealand develop an internationally-competitive economy.

Portfolios

We work for Ministers across eight areas:

- **Economic Development** - we aim to create an environment in which enterprising and innovative businesses are able to respond effectively to changing global realities and grasp opportunities to maximise growth, lift productivity, and internationalise.
- **Small Business** – We provide policy advice on issues relating to lifting the growth, capability, and performance of small and medium enterprises.
- **Commerce** – we provide policy advice, administration, and enforcement to help ensure New Zealand's legal and regulatory environments support business growth and innovation.
- **Communications and Information Technology** – we aim to maintain and improve a sound regulatory environment for ensuring reliable, innovative, efficient and reasonably priced communications infrastructure services, and to promote the development and uptake of e-commerce, ICT skills, and ICT infrastructure.
- **Consumer Affairs** – we develop policies and programmes to promote or sustain market conditions in which consumers can purchase with confidence.
- **Energy and Resources** – we help to maintain an energy system that provides a high level of supply security, competitive and efficient pricing, and an acceptable level of environmental impact.
- **Tourism** – we provide policy advice and underpinning research to maximise the benefits to New Zealand from the sustainable development of the tourism industry.
- **Rugby World Cup** – we help coordinate government support to ensure that the unique opportunities that arise from hosting one of the world's largest sporting events are captured and provide wide-ranging and lasting benefit to New Zealand.

The Minister for Economic Development is our Responsible Minister, overseeing the Government's ownership interest in the Ministry.

Outcomes

The Ministry's work currently focuses on six high-level outcomes:

- **Enterprising and innovative businesses** – improving the drivers for success and productivity improvement in firms.
- **International linkages** – improving the linkages that allow New Zealand firms to benefit from trade, and the flows of investment, skills, and technology.
- **Dynamic and trusted markets** – improving the competitiveness, integrity, and effectiveness of New Zealand's markets.
- **Ease of doing business** – improving the way public agencies and the regulatory environment interact with business.
- **Efficient, reliable, and responsive infrastructure services** – improving the quality and reliability of key infrastructure services that support growth.
- **Auckland, a world-class city** – improving Auckland as a world-class city that attracts firms, investment, and skills.

Our work towards these outcomes has included leading cross-government work on economic development, providing advice on a wide range of business-related issues, delivering services to business, and monitoring a number of Crown entities including the Electricity Commission, the Energy Efficiency and Conservation Authority, the Commerce Commission, Securities Commission, Tourism New Zealand, and New Zealand Trade and Enterprise.

THE MINISTRY'S FUNDING

The Ministry's output funding covers both policy advice outputs to Ministers and a wide variety of services to businesses that are matched by fee income. In addition, a number of activities are partially Crown-funded and partially third-party funded.

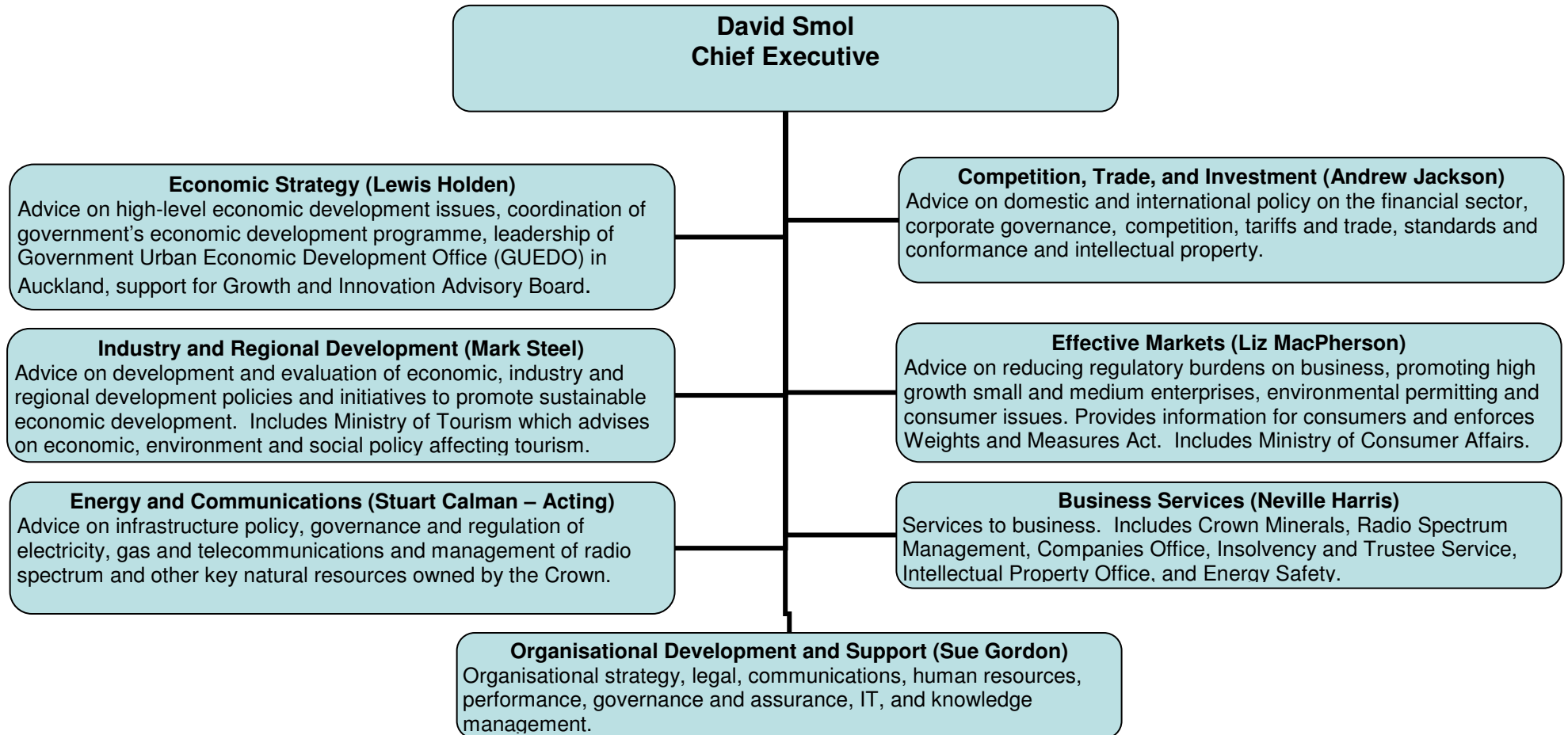
Policy advice output funding to support the Votes administered by the Ministry was around \$58 million or 44 percent of the Ministry's total expenditure for 2007/08.

A significant proportion of the remaining expenditure (\$74 million) relates directly to third party fee funded activities (such as Companies Office, Intellectual Property Office and Radio Spectrum Management activities). These fee-funded activities equate to around \$47 million of the Ministry's total baseline (or 36 percent of total expenditure).

Other outputs undertaken by the Ministry where it administers legislation (such as Insolvency and Trustee Services (ITS), Emissions Trading Scheme (ETS) and New Zealand Emissions Unit Register (NZEUR) functions) are funded by a mix of Crown and third party funding to make up the remaining \$27 million (or 20 percent).

THE MINISTRY'S STRUCTURE

The Ministry is made up of seven branches. It includes the Ministry of Consumer Affairs and the Ministry of Tourism.



THE MINISTRY'S STRUCTURE IN MORE DETAIL

BUSINESS SERVICES BRANCH

Deputy Secretary

Neville Harris

The Business Services Branch is the operational arm of the Ministry of Economic Development.

The teams within this Branch are as follows:

Companies Office

Group Manager

Justin Hygate

The Companies Office is responsible for the administration of corporate body registers. It has been voted 'The Most Helpful Government Agency' in the Business New Zealand-KPMG Compliance Cost Survey for six consecutive years.

The Companies Office manages 17 public registers. These include the registration of a range of documents and information required, under various Acts, to be filed on a public record by corporate entities, insurance and superannuation funds, and holders of securities against personal property. The most significant of these registers are the Companies Register, the Incorporated Societies Register, the Personal Property Securities Register, and the Motor Vehicle Traders Register. The Limited Partnerships Register and Retirement Villages Register have been added to the Office's set of responsibilities in the last 12 months. The Companies Office also has an investigation and enforcement function which it exercises in relation to the Companies, Financial Reporting and Securities Acts.

Insolvency and Trustee Service

Group Manager

Ross van der Schyff

The Insolvency and Trustee Service, through the statutory position of Official Assignee, administers personal bankruptcies, No Asset Procedures, and Summary Instalments Orders pursuant to the Insolvency Act 2006. Assignees act as liquidators in corporate insolvencies upon appointment by the Court, pursuant to the Companies Act 1993. The Service administers assets ordered to be restrained or forfeited by the Court under the Proceeds of Crime Act 1991. It also provides a prosecution and enforcement function in relation to offence provisions in the Insolvency and Companies Acts.

Intellectual Property Office of New Zealand

Acting Group Manager

Paul Carroll

The Intellectual Property Office of New Zealand administers legislation that provides for the protection of intellectual property rights in New Zealand. It grants patents under the Patents Act 1953, and registers trade marks and designs under the Trade Marks Act 2002 and the Designs Act 1953. The office includes the Plant Variety Rights Office.

This administers the Plant Variety Rights Act 1987, which provides for the granting of intellectual property rights to breeders of new plant varieties.

Insurance and Superannuation Unit

Government Actuary

David Benison

The Insurance and Superannuation Unit provides government actuarial services, registers KiwiSaver and superannuation schemes, and administers the following legislation to ensure that superannuation and insurance markets comply with their respective responsibilities - Life Insurance Act 1908, Insurance Companies Deposits Act 1953, Insurance (Ratings and Inspections) Act 1994, and Superannuation Schemes Act 1989.

Crown Minerals

Group Manager

Chris Kilby

The Crown Minerals Group is responsible for managing the Crown's petroleum and mineral estate. This involves allocating interests in the estate and ensuring regulatory compliance, promoting international investment in exploration and investment, and providing policy advice on matters affecting the Crown's interest in petroleum and minerals. It seeks to achieve these objectives by providing an internationally-competitive permit allocation and royalty regime, informing industry about investment opportunities in New Zealand and maintaining good working relationships with petroleum and mining companies.

Energy Safety

Group Manager

Sanjai Raj

The safe supply and use of electricity and gas is the overall objective of Energy Safety. It works with other regulators, industry and the general public to encourage, monitor and enforce a safety culture and outcomes. It achieves this through event and product investigations, audits, and active and regular stakeholder engagement. The Electricity and Gas Acts, and subordinate regulations, provide enforcement mechanisms when necessary.

Radio Spectrum

Group Manager

Sanjai Raj

Radio Spectrum Management manages New Zealand's radio frequency spectrum, and is responsible for compliance with licensing and radio frequency interference requirements.

COMPETITION, TRADE AND INVESTMENT BRANCH

Deputy Secretary

Andrew Jackson

This Branch provides domestic and international policy advice on the financial sector, corporate governance, competition policy, standards and conformance, tariffs, trade rules and intellectual property; and administers the trade remedies and tariff concessions regimes. It also leads on trade negotiations on these issues.

The teams within this Branch are as follows:

Corporate Governance and Competition Policy and Law

Manager

Lisa Barrett

This team seeks to deliver effective competition and governance frameworks and institutions to drive innovation and efficiency. It deals with policy issues relating to financial reporting, corporate governance, insolvency, personal property securities, and generic competition policy and law.

Financial Sector

Manager

Caroline Ramsey

This team seeks to develop an environment in the financial sector which supports economic growth and access to reliable information, and finds the right balance between managing risk and encouraging innovation in the sector. It deals with ongoing reform of the financial sector legislation covering financial advisers, providers, markets, and institutions, security disclosures and insurance.

Intellectual Property Policy and Law

Acting Manager

Becky Whimp

This team seeks to maintain an intellectual property system that provides an appropriate balance between protection of intellectual property and access to creations and innovations which is in the overall public interest.

Standards, Sustainability and Trade Facilitation

Manager

Nick Allison

This team seeks to create a trading environment that allows New Zealand businesses to take advantage of global opportunities.

Trade Rules, Remedies and Tariffs

Manager

Anne Corrigan

This team provides advice on New Zealand's tariff regime and other tariff and border issues, including policy advice on New Zealand's trade remedies regime relating to dumping, subsidy and safeguard issues.

ECONOMIC STRATEGY BRANCH

Deputy Secretary

Lewis Holden

This branch provides advice to the government on high level economic issues, and coordinates the government's economic development programme.

The teams within this Branch are as follows:

Chief Economist

Roger Procter

The Chief Economist is the Ministry's principal advisor on all aspects of economic growth and development.

Strategy Development and Research

Manager

Lynne Dovey

This team provides advice on the government's strategic priorities for economic growth, coordinates advice across the government's economic agencies and works across the Ministry to provide policy advice on major new issues. It also provides secretariat support for the Growth and Innovation Advisory Board, and pursues research to improve our understanding of what makes New Zealand firms successful.

Sustainability

Director

Roger Perkins

This Director leads the Ministry's work on improving our understanding of how environmental and economic issues interact and how economic approaches can be used to optimise both economic growth and environmental objectives.

Government Urban and Economic Development Office

Director

Louise Marra

The Government Urban and Economic Development Office (GUEDO)¹ is a cross-government office based in Auckland. It offers advice to Ministers on Auckland issues and delivers key actions for Auckland and New Zealand. The Ministry has been responsible for the development of this office and has taken a leadership role in co-ordinating the work of the office across agencies' departmental portfolios.

Counsellor (Economic), Canberra

Scott McHardy

The holder of this post works as part of a team in the New Zealand High Commission in Canberra, Sydney and Melbourne, and focuses on the development of New Zealand's economic relationship with Australia.

ENERGY AND COMMUNICATIONS BRANCH

Acting Deputy Secretary

Stuart Calman

The Energy and Communications Branch provides advice on improving the quality and reliability of key infrastructural services. It also provides policy advice in relation to the efficient governance and regulation of network industries, such as electricity, gas and telecommunications, the management of environmental issues, and the management of radio spectrum and other key natural resources owned by the Crown.

¹ GUEDO is a network of agencies incorporating the Ministry of Economic Development, Ministry for the Environment, Ministry of Transport, Department of Labour, Ministry of Agriculture and Forestry, Department of Internal Affairs and the central agencies (Treasury, Department of the Prime Minister and Cabinet and the State Services Commission).

The teams within this Branch are as follows:

Electricity
Manager

Gareth Wilson

This team leads policy advice on the operation of the electricity market, monitors the performance of the Electricity Commission and administers the Government's ownership interest in the Whirinaki electricity generation plant.

Energy and Environment
Manager

Richard Hawke

This team leads policy advice on energy and the environment, including implementation of the New Zealand Energy Strategy, and on international energy issues, especially New Zealand's participation in the International Energy Agency, and monitors the performance of the Energy Efficiency and Conservation Authority. It also provides policy advice on oil stocks and emergency preparedness, climate change policy, the impact of the RMA on business, and contributes to the development of policies in relation to freshwater.

Fuel and Crown Resources
Manager

Roger Fairclough

This team leads policy advice on the effective operation of gas and oil markets, including biofuels, fuel quality and implementation of regulations as required. It also provides advice on the allocation of natural resources and on Treaty of Waitangi claims in respect of natural resources.

Energy Information and Modelling
Manager

Simon Lawrence

This team provides projections and analyses of energy supply and demand and greenhouse gas emissions, and manages statistical collections on energy and energy sector greenhouse gas emissions.

Radio Spectrum Policy and Planning
Manager

Brian Miller

This team leads policy advice within government on the regulatory regime for radio spectrum, including the allocation of rights in relation to the spectrum; and provides advice on the use of radio spectrum for broadcasting and related regulatory issues.

ICT Regulatory
Manager

Reg Hammond

This team leads policy advice within government on the regulatory regime for IT, telecommunications and postal services, which includes the efficient operation of the telecommunications market, provision of telecommunications service obligations, management of international obligations, and efficient operation of the postal market.

Digital Development

Manager

Bradley Ward

This team provides policy advice on the social, cultural, environmental and economic impacts of information and communications technology, and aims to promote the development and uptake of e-commerce, ICT skills and ICT infrastructure across New Zealand. This team also provides policy advice and operational resources to co-ordinate the Digital Strategy.

Broadband Investment Fund

Programme Manager

Tim Watton

This team looks after the new functions arising from the administration of the Broadband Investment Fund.

EFFECTIVE MARKETS BRANCH

Deputy Secretary

Liz MacPherson

The Effective Markets Branch aims to ensure that markets work for businesses and consumers leading to more globally competitive firms and an environment in which consumers and business are able to transact with confidence.

The Effective Markets Branch provides advice and guidance on the quality of market design and its impact on consumers and business (particularly small business).

This Branch includes the Ministry of Consumer Affairs.

The policy and operational teams within this Branch are as follows:

Consumer Policy (Ministry of Consumer Affairs)

Manager

Evelyn Cole

This team provides policy advice to government on consumer-related issues and best practice market design. It also provides commentary on all policy proposals in Cabinet papers with the potential to have an impact on the economic well-being of consumers.

Consumer Capability and Information (Ministry of Consumer Affairs)

Manager

Liz Stretton

This team monitors consumer trends and issues, and provides information about consumer and business rights, responsibilities and avenues for redress. It provides training and hotlines for community agencies that provide consumer information to the public. It provides guidelines and assistance to help these agencies find high quality consumer representatives. The team also works with organisations and communities to help them build their capability to provide consumer information and advice.

Measurement and Product Safety (Ministry of Consumer Affairs)

Manager

Stephen O'Brien

This team enforces compliance with the Weights and Measures Act. It ensures safe goods are supplied in the market and that consumers use them safely. It also manages the Fuel Quality Monitoring (FQM) programme.

Business Impacts and Regulation Team

Manager

Jo Doyle

This team provides policy advice and research on the impact of regulation on business, with a particular emphasis on small and medium-sized enterprises. It also provides policy advice on issues relating to lifting the growth, capability and performance of small and medium-sized enterprises.

The team administers a number of environmental controls for imports and exports of ozone-depleting substances and the movement of hazardous waste across borders.

INDUSTRY AND REGIONAL DEVELOPMENT

Deputy Secretary

Mark Steel

The Industry and Regional Development Branch provides policy advice on the development and evaluation of economic, industry and regional development policies.

The branch leads two Votes: Economic Development (for the Minister for Economic Development) and Tourism (for the Minister of Tourism). It also contributes to Vote Commerce in respect of government procurement.

The teams within this Branch are as follows:

International Business Engagement Team

Manager

Erik Koed

The team ensures whole of government consistency across different export-related policies and programmes. This team works with New Zealand Trade and Enterprise on supporting firms looking to export and expand into international markets, and leveraging off larger international businesses.

Firm Capabilities Team

Manager

Ron Clink

This team provides policy advice on the foundations that accelerate economic development and improve the international competitiveness of New Zealand firms. Current priorities are enhancing business access to capital and developing the leadership and management skills necessary for improved firm performance. The team also provides policy advice on a range of programmes administered by the New Zealand Venture Investment Fund and New Zealand Trade and Enterprise.

Clusters and Networks Team

Manager

Paul Swallow

The focus of this team is on developing the clusters and networks that underpin economic growth and build scale within the economy. The team develops and supports the implementation of policies that make it easier for firms, regions and sectors to take collective action and co-operate in ways that deliver wider benefits for the economy.

Alignment and System-wide Strategies

Manager

Siobhan Routledge

The team provides policy advice on where best to target government investment in the innovation system to build on New Zealand's areas of comparative economic strength and advantage. It also works to ensure the innovation system focuses on delivering commercial opportunities for businesses as well as basic research.

New Zealand Trade and Enterprise Monitoring Unit

Manager

Guy Beatson

The unit monitors the performance of New Zealand Trade and Enterprise against its Statements of Intent and Output Agreements, and provides information about the performance of industry and regional development policy and its implementation. The unit works closely with Ministry of Tourism in their Tourism New Zealand monitoring and assists the Firm Capabilities team in monitoring aspects of the New Zealand Venture Investment Fund Ltd (jointly with the Crown Company Monitoring and Advisory Unit).

Evaluation

Manager

David Bartle

The team is tasked with evaluating policy across the Ministry, including industry and regional development, tourism, Kiwisaver and regulatory policy. It works with relevant policy teams and delivery agencies (such as New Zealand Trade and Enterprise, the New Zealand Venture Investment Fund and the Inland Revenue Department).

Grants Administration Team

Team Leader

Jane Baxter

The team administers all grant funds for the Branch and any non-grant funding agreements for Vote Economic Development. Currently, this includes eight contestable and one non-contestable fund, and three non-grant funding agreements: one each for Kea, Film New Zealand and Right Hemisphere.

Government Procurement Policy

Manager

Phil Weir

This team seeks to deliver a coordinated government procurement policy that incorporates value for money, best practice and sustainability standards, while promoting innovation and increased opportunities for local firms. It is responsible for whole of government procurement coordination, and administration of the Government Electronic Tenders Service (GETS).

Major Events and Rugby World Cup Office

Director
Manager, New Zealand Major Events

Wayne Morgan
Vito Lo Iacono

The Major Events team and Rugby World Cup Office supports the successful development and delivery of major events by working with a range of government agencies to ensure these events are aligned with Government objectives and leveraging opportunities are maximised. It also partners with the private sector and other stakeholders to build New Zealand's capability as a major events destination.

Ministry of Tourism

General Manager

Ray Salter

The Ministry of Tourism is a Ministry within the Ministry of Economic Development, and is part of the Industry and Regional Development Branch although it is accountable to the Minister of Tourism for policy advice.

The Ministry of Tourism's focus is to foster an environment in which enterprising and innovative tourism businesses are able to provide high quality New Zealand experiences in order to deliver sustainable growth for the New Zealand economy.

Part of the Ministry's role is to provide advice to the Minister of Tourism on Tourism New Zealand (TNZ), the Crown entity tasked with marketing New Zealand to international visitors. This advice focuses on the overall contribution of TNZ to the government's policy objectives.

Tourism Policy

Acting Manager

Simon Hughes

This team provides tourism policy advice to the Minister of Tourism and works on key tourism policy issues such as improving the productivity and environmental performance of the tourism sector. The team also drives the implementation of the New Zealand Tourism Strategy 2015. This requires coordination across key government agencies and the tourism industry.

Tourism Research

Manager

Bruce Bassett

The Ministry's research team is responsible for the provision of information, research and forecasts to ensure that tourism businesses and the wider sector can make well informed investment and operational decisions.

ORGANISATIONAL DEVELOPMENT AND SUPPORT BRANCH

Deputy Secretary

Sue Gordon

The Organisational Development and Support Branch provides corporate support to Ministry staff through the delivery of communications, legal, human resources, finance and planning, knowledge management, and IT services. It also provides advice to managers on strategies, issues and capability building.

The other key people within this Branch are as follows:

Director, Legal	Gaye Searancke
Director, Communications	Kate Camp
Director, Human Resources	Juliet Cross
Group Manager, Performance, Governance and Assurance	Fergus Welsh
Director, Finance	Graham Durston
Chief Technology Officer	Channa Jayasinha
Manager, Knowledge Management Unit	Alison Nevill
Manager, Facilities Management	Brian Hill
Manager, Programme Management Office	Andrew Cowie