

John Luke
via fyi-request-22263-21dfcbf5@requests.fyi.org.nz

26 April 2023

Dear John Luke

OIA 22-23-30: Beachheads Advisors Updates

Thank you for your email of 27 March 2023 to New Zealand Trade and Enterprise (NZTE), making a request under the Official Information Act 1982 (the Act) for an update of one of your previous requests, *OIA 2017-18-15*, plus a request for new, additional, information regarding NZTE's Beachheads Advisors.

You requested the following information:

1. An update of your previous request, *OIA 2017-18-15*, which asked how NZTE selects its Beachheads advisors, if there is an application form, what the selection requirements are, and who are the judges for the selection process. You also asked if NZTE has a review process for its Beachheads advisors and the provision of its review procedure/process.
2. A full list of NZTE's current Beachheads advisors in New Zealand and overseas.
3. Dates of appointment of NZTE's Beachheads advisors.

Answers to your questions are as follows.

1. Regarding how NZTE selects its Beachhead Advisors, NZTE when working with our customers, proactively identifies the emerging needs of different sectors and actively seeks private sector people who:
 - Are leaders or pioneers in their chosen field.
 - Have key contacts both in New Zealand and in the region where they have lived or worked.
 - Are well connected and are comfortable making introductions across their network.
 - Have demonstrated thought leadership.
 - Are trustworthy and can act as advisors/mentors for NZTE and its customers.

NZTE seeks these individuals through:

- Existing NZTE relationships.
- Formal networks such as Kea, NZ Chamber of Commerce and Business Networks.
- Tapping into existing advisors' networks.
- Referrals from within and from outside NZTE.
- There are no application forms for this role.

In New Zealand, once we identify individuals, a formal process follows where NZTE's Advisory Network Manager and the New Zealand Beachheads Chair meet to ascertain that the individuals have the skills and the following qualities:

- Committed to helping New Zealand business grow internationally.
- Willing to commit time and share their expertise with others.
- Able to relate to NZTE's customers (both small and large).
- Empathise with customers and can work with customers to find a way forward.

A similar process is followed in our international locations.

NZTE's review process applies customer centric principles and the support from its advisors encompasses itself in the way we work with our customers. NZTE measures customer satisfaction using the net promoter score (NPS¹) method. This helps us to measure the impact of advisors' contributions and becomes the process to review their current and future association with NZTE.

2. NZTE does not release its list of Beachheads advisors. This information is withheld under sections 9(2)(a) and 9(2)(i) of the Official Information Act to:
 - Protect the privacy of natural persons, including that of deceased natural persons.
 - Enable a Minister of the Crown or any public service agency or organisation holding the information to carry out, without prejudice or disadvantage, commercial activities.
3. NZTE has on-going contracts with Beachheads Advisors as they are used on an as needs basis. Start dates for Beachheads advisors are dependent on the nature of these contracts.
 - NZTE began contracting Beachhead advisors from 2003.
 - Each Beachheads contract is reviewed and reissued annually.

You have the right under section 28(3) of the Act to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at: www.ombudsman.parliament.govt.nz or freephone: 0800 802 602.

Yours sincerely



Melissa Trochon
Director – Board & Ministerial

¹ The NPS is a widely used customer satisfaction measure, which gives a potential score of -100 to +100.