

Simon Heggarty
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5 April 2024

Dear Simon Heggarty

OIA 23-24-35: Kiwi Expat Association Funding

Thank you for your email of 9 February 2024 to New Zealand Trade and Enterprise (NZTE), making a request under the Official Information Act 1982 (the Act). You requested the following information:

1. Sponsorship or funding paid to the Kiwi Expat Association (KEA) over the past 18 months.
2. KPIs, goals, or targets for KEA in the past 18 months that benefit NZTE's goals (including any that have been set for the future),
3. Correspondence between KEA (CEO or chair) and NZTE over the past 24 months in relation to ongoing funding of the organisation.

Answers to your questions are as follows.

1. Sponsorship or funding paid to the Kiwi Expat Association (KEA) over the past 18 months as at 9 February 2024. *

Total Approved Funding FY22/23	\$1,020,000	Total Approved Funding FY23/24	\$1,020,000
Total paid funding FY22/23	\$1,020,000	Total paid funding FY23/24	\$800,000

*Please note this sponsorship figure encompasses all government contribution to KEA by the following agencies NZTE, MBIE, and MFAT.

2. KPIs, goals, or targets that KEA has met in the past 18 months and those that have been set for the future.

Please find the KPIs, goals and targets that Kea has met in the last 18 Months set out in the tables below. The KPIs are agreed upon annually.

KPIs, Goals and Targets FY 22/23	Result
1. Connections: 700 connections per annum to Kea's network members. These connections can come from the parties or the wider community.	1672 connections made.
2. World Class New Zealand Awards: Two tables (which are able to seat a minimum of 10 people) at the World Class New Zealand Awards.	WCNZ Awards were held on 1 st September 2022 - NZTE received two tables
3. Network Contacts: Working alongside the NZ Inc. Parties to provide access to relevant network contacts for events and other government initiatives.	Achieved – connected a range of NZTE customers to contacts across Kea's network.

4. Access to High Impact Members: The Sponsor and the NZ Inc. Parties having easy access to information on Kea's network of high impact members (nominally, 1000 members).	NZTE and KEA have signed an MOU for information sharing of these details.
5. NZ Story Integration: Integration of the NZ Story in all aspects of Kea's marketing, promotion and events as relevant and appropriate. Specifically, Kea agrees to deliver a consistent narrative through its channels and represent the NZ Story values throughout communications (subject to prior written approval by NZTE).	Achieved – Promotes NZ Story's brand and values through its communication channels.
KPI's, Goals and Targets FY 23/24* *Please note at the time of the request these KPIs are still ongoing	Met/Not Met/Ongoing
1. Connections: 700 connections per annum to Kea's network members. These connections can come from the parties or the wider community.	Year-end report not yet finalised.
2. World Class New Zealand Awards: Two tables (which are able to seat a minimum of 10 people) at the World Class New Zealand Awards	WCNZ Awards were held on 7 th of September 2023 – NZTE received two tables
3. Network Contacts: Working alongside the NZ Inc. Parties to provide access to relevant network contacts for events and other government initiatives.	Year-end report not yet finalised.
4. Access to High Impact Members: The Sponsor and the NZ Inc. Parties having easy access to information on Kea's network of high impact members (nominally, 1000 members).	Year-end report not yet finalised.
5. NZ Story Integration: Integration of the NZ story in all aspects of Kea's marketing, promotion, and events as relevant and appropriate. Specifically, Kea agrees to deliver a consistent narrative through its channels and represent the NZ Story values throughout communications (subject to prior written approval by NZTE).	Year-end report not yet finalised.

3. Any correspondence between KEA and NZTE over the past 24 months in relation to funding of the organisation.

Please see **Appendix One** for all relevant correspondence between NZTE and KEA relating to the funding of KEA from 9 February May 2022 to 9 February 2024. Correspondence from 9 February - 31 May 2022 has already been released in a previous OIA response [here](#). NZTE has compiled these into one document for ease of reading and have organised chronologically from date of first email. NZTE has also removed duplicates. Some duplicates have been maintained in instances wherein their exclusion would have made an email responding or forwarding unclear.

We have chosen to redact some information on the following grounds:

- Section 9(2)(a): the withholding of the information is necessary to protect the privacy of natural persons; and
- Section 9(2)(b)(ii): protect information where the making available of the information would be likely unreasonably to prejudice a commercial position of the person who supplied or who is the subject of the information.

- Section 9(2)(g)(i): to maintain the effective conduct of public affairs by enabling the free and frank expression of opinions.

Encl List documents enclosed

- **Appendix One:** All correspondence between NZTE and KEA months in relation to ongoing funding from 9 August 2022 – 9 February 2024.

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