

Kurien Thomas
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18 October 2019

Dear Kurien Thomas

OIA 2019-20-05 NZTE BEACHHEADS INFORMATION

Thank you for your email of Saturday 21 September 2019 regarding an Official Information Act 1982 (the Act) request, seeking:

- 1) The NPS for each Beachhead Advisor and for each geographical sector for the last 3 years
- 2) How many times were each Beachhead Advisor appointed/engaged/used over the last 3 years?
- 3) How many successful engagements arising from Beachhead Advisor for each geographical location for the last 3 years?

Geographical location in the above is defined as per the New Zealand Trade and Enterprise's (NZTE) webpage.

Part of the information you have requested is enclosed. We have weighed the potential public interest on this request and have decided to refuse part of your request for information under the following sections of the Act:

Section 9(2)(a): To protect the privacy of natural persons.

Section 9(2)(b)(ii): To protect information that would likely unreasonably prejudice the commercial person who is the subject of the information.

Regarding Question One, information is being withheld under S.9(2)(a) and S.9(2)(b)(ii) of the Act. The information you have requested is used in the review of how Beachheads is performing as a service and how the Advisor is working with our customers. However, Beachhead Advisors are independent contractors and not employees of NZTE. They have other careers beyond this role. Releasing an individual's NPS may negatively affect the Advisor's reputation in future business dealings.

For context, Net Promoter Score (NPS) is a globally acknowledged benchmarking tool used to measure the willingness of customers to recommend a company's products or services to others. NPS is an index ranging from -100 to 100 and is calculated by taking the percentage of promoters (those that gave a score of 9 or 10) and subtracting the percentage of detractors (those that gave a score of 0 to 6). NZTE calculates the Net Promoter Score (NPS) of its services from 'pulse' surveys that are sent to its customers following participation in the service. Customers are also asked to provide comment on what NZTE could do to make them more likely to recommend the service.

Regarding Question Two, information is being withheld under S.9(2)(b)(ii) of the Act. NZTE has interpreted your request as having two parts. A request for the number of times an

Advisor is appointed to their role, and the number of times that they provided a service to our customers (“engaged” or “used”). NZTE has 150 active Beachhead Advisors across its international network. Advisor engagement levels are not an indicator of the quality of each Advisor’s work, but reflective of demand for their given skill set in a market at that time. By disclosing these numbers, it could create the unfair or false impression of an Advisor which might impact their professional reputation. NZTE has released the number of beachhead engagements by geographic region.

Regarding Question Three, NZTE is unable to answer this question. NZTE does not attribute a result made by a New Zealand company in an international market to their engagement of a Beachhead Advisor. Instead, NZTE looks at the overall impact of its engagement with a business and verifies with a business that NZTE’s holistic support has contributed to the business making sales internationally. Therefore, NZTE cannot specifically attribute certain outcomes solely to a Beachheads engagement.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Melissa Trochon', written in a cursive style.

Melissa Trochon

Question One: The NPS for the Beachhead Advisor service by geographical sector over three years:

Regional NPS	Fiscal year 2016/17	2017/18	2018/19
Australia & Pacific	88	88	86
Greater China	67	62	75
Europe	78	88	84
Latin America (including Mexico)	71	93	91
IMEA (India, Middle East, Africa)	50	91	91
North America	56	78	72
East Asia (including Japan and South Korea)	77	76	86

Beachhead Advisor NPS is tracked across three services in New Zealand so it is displayed here as a separate table.

Regional NPS	Fiscal year 2016/17	2017/18	2018/19
Fresh Thinking	72	75	91
Governance	87	75	80
Beachheads Advisory	93	87	89

Question Two (a): The amount of times Beachhead Advisors were appointed:

Beachhead Advisors are appointed once, then they are re-contracted yearly subject to NZTE customer demand for their specific skills assessed on a region by region basis.

Question Two (b): The amount of times Beachhead Advisors engaged with New Zealand companies

Beachhead Advisor Service	Fiscal year 2016/17	2017/18	2018/19
Australia & Pacific	26	34	45
Greater China	68	90	57
Europe	83	75	90
Latin America (including Mexico)	117	142	131
IMEA (India, Middle East, Africa)	81	87	77
North America	74	143	117
East Asia (including Japan and South Korea)	111	128	156
New Zealand*	81	45	50
Total	641	744	723

*New Zealand figures are for one on one meeting with subject matter experts in New Zealand. It does not include NZTE's Fresh thinking and Governance services which use New Zealand Beachhead Advisors.