

**From:** Dayna Bradley <[s9\(2\)\(a\)](mailto:s9(2)(a)@keanewzealand.com)>  
**Sent:** Tuesday, 13 August 2019 10:01 AM  
**To:** Ruth Macleod -AKL <[Ruth.Macleod@nzte.govt.nz](mailto:Ruth.Macleod@nzte.govt.nz)>  
**Cc:** Craig Donaldson <[s9\(2\)\(a\)](mailto:s9(2)(a)@keanewzealand.com)>; [s9\(2\)\(a\)](mailto:s9(2)(a)@keanewzealand.com)  
**Subject:** RE: Update on govt contract for 19/20 + question on next steps with EY

Hi Ruth – as per your conversation with Craig, please find attached our invoice for the first installment of Kea’s FY2020 funding (pending final/signed contract).

Please forward it to your accounts team as I haven’t cc’d them since we don’t yet have a contract to match.

Thanks, Ruth.

Warm regards

**Dayna Bradley**  
Financials  
Kea  
[s9\(2\)\(a\)](mailto:s9(2)(a)@keanewzealand.com)  
[s9\(2\)\(a\)](mailto:s9(2)(a)@keanewzealand.com)  
[keanewzealand.com](http://keanewzealand.com)



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INV-0657 - NZTE -  
Kea FY2020 Funding



# TAX INVOICE

New Zealand Trade & Enterprise  
Attention: Accounts Payable  
s9(2)(a)

Invoice Date  
13 Aug 2019

Kea New Zealand  
Attention: Dayna  
Bradley

Invoice Number  
INV-0657

s9(2)(a)

Reference  
Kea NZ Funding  
FY2020

GST Number  
81370540

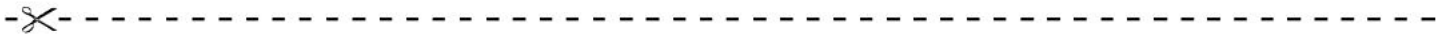
Description	Quantity	Unit Price	Amount NZD
Advance - Kea FY2020 Funding Agreement	1.00	45,000.00	45,000.00
		Subtotal	45,000.00
		TOTAL GST 15%	6,750.00
		<b>TOTAL NZD</b>	<b>51,750.00</b>

## Due Date: 20 Aug 2019

Payment details:

Kiwi Expat Association Incorporated

s9(2)(a)



# PAYMENT ADVICE

To: Kea New Zealand

s9(2)(a)

Customer New Zealand Trade & Enterprise

Invoice Number INV-0657

Amount Due 51,750.00

Due Date 20 Aug 2019

Amount Enclosed

Enter the amount you are paying above

**From:** Dayna Bradley <[s9\(2\)\(a\)](mailto:s9(2)(a)@keanewzealand.com)>  
**Sent:** Tuesday, 22 October 2019 11:32 AM  
**To:** Ruth Macleod -AKL <[Ruth.Macleod@nzte.govt.nz](mailto:Ruth.Macleod@nzte.govt.nz)>  
**Cc:** Craig Donaldson <[s9\(2\)\(a\)](mailto:s9(2)(a)@keanewzealand.com)>; 'Susan Glasgow' <[s9\(2\)\(a\)](mailto:s9(2)(a)@keanewzealand.com)>  
**Subject:** RE: Kea / NZTE contribution & EY costs

Hi Ruth – thanks for getting back to me. I've attached our invoice for 45K + GST as per your note. A chunk of funding on signing of the contract followed by regular instalments would be great – fingers crossed we can get it squared away quickly.

Thanks, Ruth.

Warm regards

**Dayna Bradley**

Financials

Kea

[s9\(2\)\(a\)](mailto:s9(2)(a)@keanewzealand.com)

[keanewzealand.com](http://keanewzealand.com)



New Zealand's Borderless Nation

**From:** Ruth Macleod -AKL <[Ruth.Macleod@nzte.govt.nz](mailto:Ruth.Macleod@nzte.govt.nz)>  
**Sent:** Friday, October 18, 2019 8:59 AM  
**To:** Dayna Bradley <[s9\(2\)\(a\)](mailto:s9(2)(a)@keanewzealand.com)>  
**Cc:** Craig Donaldson <[s9\(2\)\(a\)](mailto:s9(2)(a)@keanewzealand.com)>  
**Subject:** RE: Kea / NZTE contribution & EY costs

Hi Dayna

I've shot off the EY contribution to finance for payment. If you can invoice us for another \$45 + GST and hoping we can get the contract squared away in the next month so we can resume the more regular payment amounts, with the first one being on signing the contract as we've done in the past.

Does that work?

R

**From:** Dayna Bradley <[s9\(2\)\(a\)](mailto:s9(2)(a)@keanewzealand.com)>  
**Sent:** Thursday, 17 October 2019 4:08 PM  
**To:** Ruth Macleod -AKL <[Ruth.Macleod@nzte.govt.nz](mailto:Ruth.Macleod@nzte.govt.nz)>  
**Cc:** Craig Donaldson <[s9\(2\)\(a\)](mailto:s9(2)(a)@keanewzealand.com)>  
**Subject:** RE: Kea / NZTE contribution & EY costs

Hi Ruth – thanks for contributing to Kea's costs for the EY Purpose review. I've attached our invoice for 15K + GST.

As per Craig's note, since this year's Govt funding contract is pending the Board's work on Kea's purpose, Kea really needs to bank some of its FY2020 Govt funding before the new contract and deliverables are finalised and signed.

As per the FY2019 Variation attached (and funding levels approved by Minister Parker), we are budgeting 1.045M of Govt Funding in FY2020. To date, we've invoiced and received 45K + GST from NZTE.

Please let me know if we can submit invoices to NZTE in advance of the contract and, if so, the amount(s) and frequency for those invoices. Happy to provide more information if needed to support our request.

Thanks, Ruth. Appreciate your help and support.

Warm regards

**Dayna Bradley**

Financials

Kea

s9(2)(a)

[keanewzealand.com](http://keanewzealand.com)



From: Craig Donaldson <s9(2)(a)>  
Sent: Thursday, 17 October 2019 3:41 PM  
To: Dayna Bradley <s9(2)(a)>  
Cc: Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
Subject: Kea / NZTE contribution & EY costs

Dayna,

I had a good catch-up with Ruth last night & she is happy to help Kea manage its current funding gaps & future contract commitments ...

Whilst the "purpose work" is still being landed on at Board level please liaise with Ruth re our interim \$ gaps/pipeline...

Ruth is aware you're going to invoice NZTE for a portion of the EY Strategy work (15 of the 40k from memory)...

Ta...

**Craig Donaldson**

CEO

s9(2)(a)

[keanewzealand.com](http://keanewzealand.com)



INV-0663 - NZTE - INV-0662 - NZTE - 181123 - NZTE - Kea  
Kea FY2020 Funding Contribution - EY PuFY2019 Variation Ag





# TAX INVOICE

New Zealand Trade & Enterprise  
Attention: Accounts Payable  
PO Box 2878  
Wellington 6140

Invoice Date  
22 Oct 2019

Invoice Number  
INV-0663

Reference  
Kea NZ Funding  
FY2020

GST Number  
81370540

Kea New Zealand  
Attention: Dayna  
Bradley  
PO Box 105-892  
Auckland 1143

Description	Quantity	Unit Price	Amount NZD
Advance - Kea FY2020 Funding Agreement	1.00	45,000.00	45,000.00
		Subtotal	45,000.00
		TOTAL GST 15%	6,750.00
		<b>TOTAL NZD</b>	<b>51,750.00</b>

**Due Date: 29 Oct 2019**

Payment details:

Kiwi Expat Association Incorporated

s9(2)(a)



# PAYMENT ADVICE

To: Kea New Zealand

s9(2)(a)

Customer New Zealand Trade & Enterprise

Invoice Number INV-0663

Amount Due 51,750.00

Due Date 29 Oct 2019

Amount Enclosed

Enter the amount you are paying above



# TAX INVOICE

New Zealand Trade & Enterprise  
Attention: Accounts Payable  
PO Box 2878  
Wellington 6140

**Invoice Date**  
17 Oct 2019  
**Invoice Number**  
INV-0662  
**Reference**  
Contribution to EY  
Purpose Review  
**GST Number**  
81370540

Kea New Zealand  
Attention: Dayna  
Bradley  
PO Box 105-892  
Auckland 1143

Description	Quantity	Unit Price	Amount NZD
NZTE contribution towards EY's review of Kea's Purpose	1.00	15,000.00	15,000.00
		Subtotal	15,000.00
		TOTAL GST 15%	2,250.00
		<b>TOTAL NZD</b>	<b>17,250.00</b>

**Due Date: 31 Oct 2019**

Payment details:  
Kiwi Expat Association Incorporated  
s9(2)(a)



# PAYMENT ADVICE

To: Kea New Zealand

s9(2)(a)

<b>Customer</b>	New Zealand Trade & Enterprise
<b>Invoice Number</b>	INV-0662
<b>Amount Due</b>	17,250.00
<b>Due Date</b>	31 Oct 2019
<b>Amount Enclosed</b>	

Enter the amount you are paying above

**Variation #2 to Agreement**

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**Contract** means the Contract for Sponsorship between the Parties

Dated: 1 July 2016, as amended on 8 September 2016

**Parties**

---

**New Zealand Trade and Enterprise** (NZTE)

and

**Kiwi Expat Association Incorporated** (Service Provider)

**Variation**

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1. NZTE and the Service Provider are parties to the Contract.
2. The Parties agree to vary the Contract as set out in the attached Schedule of Changes.
3. This Variation is effective from the Effective Date stated in the Schedule of Changes.
4. Subject to the changes made by this Variation, the terms and conditions of the Contract remain in effect.
5. Words used but not defined in this Variation have the same meaning as they do in the Contract.

**Signatures**

---

Signed for and on behalf of  
NZTE:



---

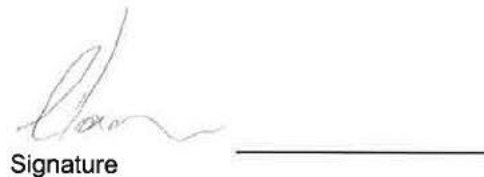
Signature

Name: Peter Chrisp

Position: CEO, NZTE

Date: 23/11/2018

Signed for and on behalf of  
the **Service Provider**



---

Signature

Name: Craig Donaldson

Position: Global CEO, Kea

Date:

## Schedule of Changes

**Effective Date:** 1 July 2018

### Changes

#### Change to Government Sponsors

From the Effective Date:

1. the definition of Government Sponsors on the first page of the Contract is amended to include Tourism New Zealand (**Tourism NZ**) and the Ministry of Business Employment and Innovation (**MBIE**); and
2. ENZ ceases to be a Government Sponsor under this Contract.

#### Change to Organiser's Reporting Requirements

3. The following is inserted into the cell to the right of the "Organiser's Reporting Requirements" in Schedule 1 and immediately below "Due date" :

"Year 3:

30 November 2018

10 February 2019

10 July 2019."

#### Change to Amount of Sponsorship

4. The 'Year 3' and 'Year 4' rows in the cell to the right of the "Amount of Sponsorship" in Schedule 1 are deleted in their entirety and replaced with the following:

	NZTE	ENZ	MFAT	Tourism NZ	MBIE
Year 3 1 July 2018 to 30 June 2019	\$620,000	N/A	\$100,000	\$50,000	N/A
Year 4 1 July 2019 to 30 June 2020	\$620,000*	N/A	\$200,000*	\$25,000*	\$200,000*
* <u>New Contract for Sponsorship</u> : In consultation with MFAT, Tourism NZ, and MBIE, the parties will endeavour to agree a new contract for sponsorship to take effect from 1 July 2019 through to 30 June 2023, including with respect to the indicative Year 4 amounts starred above.					

Payment timeframes for Year 3 are as follows:

- (a) One payment of \$420,000 (plus GST) effective on signing this variation.
- (b) One payment of \$200,000 (plus GST) payable within 30 days of NZTE's receipt of the 30 November 2018 progress report.
- (c) One payment of \$140,000 (plus GST) payable within 30 days of NZTE's receipt of the 10 February 2019 progress report.



(d) One payment of \$10,000 (plus GST) payable within 30 days of NZTE's receipt of the 10 July 2019 progress report.

Final invoice to be submitted to NZTE no later than 26 June 2019.

Change to Use of Sponsorship

5. The content of the cell to the right of "Use of Sponsorship" in Schedule 1 is modified as follows:

Paragraphs numbered 1 and 2 are deleted, and the following words are inserted at the end of the final paragraph numbered 4 in the "Use of Sponsorship" column in the Contract Details:

*"In addition to providing introductions to appropriate WCNZers, providing NZ Story with the opportunity to feature these globally recognisable people in NZ Story videos that will be shared online."*

Change to Sponsor Benefits

6. The "Sponsor Benefits" row in Schedule 1 is deleted in its entirety and replaced with the following:

<p><b>"Description of Services</b></p>  <p>Reference Schedule 2, clause 1.1</p>	<p><i>Benefits to be provided by the Organiser to Government Sponsors include, but are not restricted to:</i></p> <ol style="list-style-type: none"> <li>1. <i>500 connections (that is where an individual or organisation is introduced to a member of the Kea network) per annum provided to Kea's network members.</i></li> <li>2. <i>Two tables (at no charge) at the annual WCNZ Awards dinner</i></li> <li>3. <i>Acknowledgement of Government sponsorship at Kea events both in New Zealand and overseas including but not limited to, at the WCNZ Awards dinner.</i></li> <li>4. <i>Three progress reports on the Initiative provided at the times specified in the Organiser's Reporting Requirements in the Contract. Each report must contain the following:</i> <ol style="list-style-type: none"> <li>i. <i>The number of connections and outcomes of those connections, highlighting which connections are business or government agency to network member, or member to member connections;</i></li> <li>ii. <i>10 examples of high impact connections where connections facilitated by Kea have enabled companies to compete more effectively overseas.</i></li> <li>iii. <i>Progress on the Initiative and Sponsorship Benefits.</i></li> </ol> </li> </ol> <p><i>Benefits provided by the Organiser to specific Government Sponsors include, but are not limited to:</i></p> <p><b>Tourism NZ</b></p> <ol style="list-style-type: none"> <li>1. <i>Active promotion of Tiaki - Care for New Zealand and the Tiaki Promise to the Kea network – channels and programme to be jointly developed</i></li> <li>2. <i>An agreed platform for Tourism NZ to engage with the Kea network and build awareness for the work being proactively undertaken to prepare for and respond to visitor growth in New Zealand</i></li> </ol> <p><b>Communication with Government Sponsors</b></p>
---	--

*Kea will provide NZTE advance notice of international visits by Kea personnel (except in EU and China where Kea has team members that work closely with NZ Inc in those regions).*

*Kea will advise each of the Government Sponsors, using the contacts below, at least six weeks prior to planned international visits to allow the Government Sponsors time to identify key personnel that Kea should liaise with and ensure timing works for NZ Inc teams in those markets.*

*Kea's key points of contact with Government Agencies are the following, or as otherwise notified to Kea:*

- *Bill Dobbie (MFAT)*
- *Rebecca Smith (NZ Story)*
- *Ruth Macleod (NZTE)*
- *Rebecca Ingram (Tourism NZ)*

*Before Kea undertakes any initiatives requested by any of the Government Sponsors that could fall outside of the Sponsor Benefits outlined above, Kea will contact the relevant point of contact to confirm that those initiatives align to the Sponsorship Benefits."*



**From:** Craig Donaldson <s9(2)(a)>  
**Sent:** Thursday, 24 October 2019 2:10 PM  
**To:** Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
**Cc:** Phil Veal <s9(2)(a)>; Susan Glasgow <s9(2)(a)>; Dayna Bradley <s9(2)(a)>  
**Subject:** Re: Kea update

Ruth

Thanks for the heads up.. Looking forward to catching up with him tomorrow..

Susan & I currently having a crack at "strategy" from this work re something you can then use for the funding doc contract..

Appreciate the support / efforts.

Craig Donaldson

CEO

s9(2)(a)

[keanewzealand.com](http://keanewzealand.com)

On Thu, 24 Oct 2019, 9:07 AM Ruth Macleod -AKL, <[Ruth.Macleod@nzte.govt.nz](mailto:Ruth.Macleod@nzte.govt.nz)> wrote:  
Hey dude I sent the below to Peter as an FYI

s9(2)(a)

iPhone

Begin forwarded message:

**From:** [Ruth.Macleod@nzte.govt.nz](mailto:Ruth.Macleod@nzte.govt.nz)  
**Date:** 23 October 2019 at 8:00:16 PM NZDT  
**To:** Peter Chrisp <[Peter.Chrisp@nzte.govt.nz](mailto:Peter.Chrisp@nzte.govt.nz)>  
**Subject:** Kea update

Hi Pete,

I know you'll be catching up with Craig so A quick update on Kea.

As you'll know Phil Veal brought in EY to work on Kea's strategy. We got the outputs of that work early last week. I was involved in one of the workshops but not the second.

As part of the input to that work, a number of stakeholders (public + private) were interviewed.

The EY work has landed on two pillars one is around collaboration, the other is 'bringing Together our brightest minds to solve problems that matter'.

However EY hasn't delivered a strategy it's sitting at the purpose level and doesn't get down to an operational - what does this mean for Kea in terms of core activity. Craig is working with Susan at Kea to get that next level of detail.

My intention was to use the EY work as the basis of the government contract so no contract has been drawn up as yet, but I've approved a couple of smaller payments so that they don't run into cash flow issues while they are nutting out the strategy.

The intention is that the strategy is completed in in time for the next board meeting in late November and I'll be working alongside them and the other government funders to draw up the contract.

Cheers

Ruth

s9(2)(a)

iPhone

**From:** Dayna Bradley <s9(2)(a)>  
**Sent:** Friday, 15 November 2019 8:04 AM  
**To:** Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
**Cc:** Craig Donaldson <s9(2)(a)>; 'Susan Glasgow' <s9(2)(a)>  
**Subject:** Kea funding contract

Hi Ruth – when you draft Kea’s new funding contract, please ensure each year’s funding can be invoiced and paid before 30 June. This year, our auditors insisted we accrue the final 10K of FY2019 funding. Even though it was invoiced before 30 June, we didn’t receive payment until the first week of July and the accounting standard under which Kea operates means it has to be recognised when received, not invoiced.

Thanks, Ruth.

Warm regards

**Dayna Bradley**  
Kea Financials  
s9(2)(a)  
[keanewzealand.com](http://keanewzealand.com)



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**From:** Dayna Bradley <s9(2)(a)>  
**Sent:** Tuesday, 26 November 2019 12:29 PM  
**To:** Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
**Cc:** 'Phil Veal at Kea' <s9(2)(a)>; Craig Donaldson <s9(2)(a)>  
**Subject:** Kea: FY2019 Audited Financial Statements

Hi Ruth – please find attached a copy of Kea’s audited FY2019 Financial Statements for your records.

Thanks, Ruth.

Warm regards

**Dayna Bradley**

Kea Financials

s9(2)(a)

[keanewzealand.com](http://keanewzealand.com)

**kea**   
New Zealand’s Borderless Nation



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Kea FY2019 Audited  
Financial Statement:

**KIWI EXPAT ASSOCIATION INCORPORATED**  
**PERFORMANCE REPORT**  
**FOR THE YEAR ENDED 30 JUNE 2019**

# KIWI EXPAT ASSOCIATION INCORPORATED

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For the year ended 30 June 2019

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# **KIWI EXPAT ASSOCIATION INCORPORATED**

**Association Directory  
For the year ended 30 June 2019**

---

## **DIRECTORS**

Phil Veal (Chairman)  
Craig Donaldson  
Royal Reed  
Simon Valentine  
Anna Curzon  
Young Ly  
Emma Loisel

## **Ex-Officio Directors**

Peter Gillingwater

## **Resignations**

Richard Dellabarca (28 November 2018)  
Mark Smith (28 November 2018)

## **REGISTERED OFFICE**

Level 7, 167B Victoria Street West  
Auckland 1010

## **BANKERS**

Westpac

## **AUDITORS**

PricewaterhouseCoopers  
188 Quay Street  
Auckland

## **NATURE OF BUSINESS**

Promoting links between New Zealand businesses and expatriate New Zealanders

## **ACCOUNTANTS**

BDO Auckland  
Level 4, BDO Centre  
4 Graham Street  
Auckland

# KIWI EXPAT ASSOCIATION INCORPORATED

## Entity Information

For the year ended 30 June 2019

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### Legal Name of Entity

Kiwi Expat Association Incorporated

### Other Name of Entity

Kea New Zealand

### Type of Entity

Incorporated Society registered under the Incorporated Societies Act 1908

### Association Number

1181896

### Purpose/Mission

Kea's purpose is to build and engage a network of globally connected Kiwis and friends of New Zealand to make high impact connections for the benefit of New Zealand.

### Entity Structure

Kea is a not-for-profit Incorporated Society. It is governed by a Global Board of volunteer directors and administered by Kea teams operating in Auckland (headquarters), London, Shanghai and New York.

### Main Source of Entity's Cash and Resources

Kea is funded by the New Zealand Government, partnerships with private sector organisations, and through events and services.

### Website

[www.keanewzealand.com](http://www.keanewzealand.com)

# KIWI EXPAT ASSOCIATION INCORPORATED

## Statement of Service Performance For the year ended 30 June 2019

---

### DESCRIPTION OF THE ENTITIES OUTCOMES

#### Key objectives and outcomes Kea aims to deliver for its members and for the benefit of New Zealand:

- Connect Kiwi businesses with key in-market contacts who can help to establish and grow their businesses in target markets for the benefit of New Zealand
- Engage with and continue to grow the World Class New Zealand Network
- Engage with and continue to grow its Global Community
- Celebrate inspirational, world-leading Kiwis and share their aspirational stories, knowledge and expertise through the World Class New Zealand Awards and other events.

Outcomes and Measures of Quality	2019 Group	2018 Group
Connections Made	988	779
World Class New Zealand Network Members	525	482
Global Community	502,336	574,763
World Class NZ Awards Attendees	833	830

## KIWI EXPAT ASSOCIATION INCORPORATED

### Statement of Financial Performance For the year ended 30 June 2019

	Note	2019 Group \$	2018 Group \$
<b>REVENUE</b>	2		
Services		1,531,151	1,558,641
Interest, Dividends and Other Investment Revenue		715	887
Other Revenue		530	-
<b>Total Revenue</b>		<u>1,532,396</u>	<u>1,559,528</u>
<b>EXPENSES</b>	3		
Personnel and Contractors		1,049,348	970,815
Delivery of Services		661,424	626,471
Depreciation		59,448	62,348
<b>Total Expenses</b>		<u>1,770,220</u>	<u>1,659,634</u>
<b>DEFICIT FOR THE YEAR</b>		<u>(237,824)</u>	<u>(100,106)</u>
Income Tax Expense	8	-	-
<b>NET DEFICIT AFTER TAXATION</b>		<u>(237,824)</u>	<u>(100,106)</u>

This statement is to be read in conjunction with the Notes to the Financial Statements

## KIWI EXPAT ASSOCIATION INCORPORATED

### Statement of Financial Position As at 30 June 2019

---

	Note	2019 Group \$	2018 Group \$
<b>ASSETS</b>			
<b>NON CURRENT ASSETS</b>			
Property, Plant and Equipment	6	45,145	102,555
<b>CURRENT ASSETS</b>			
Bank Accounts and Cash	5	514,543	696,237
Debtors and Prepayments	5	200,377	207,741
Total Current Assets		<u>714,920</u>	<u>903,978</u>
<b>TOTAL ASSETS</b>		<u>760,065</u>	<u>1,006,533</u>
<b>LESS LIABILITIES</b>			
<b>CURRENT LIABILITIES</b>			
Creditors and Accrued Expenses	4	160,501	163,271
Other Current Liabilities	4	152,662	158,536
Total Current Liabilities		<u>313,163</u>	<u>321,807</u>
<b>NET ASSETS</b>		<u>446,902</u>	<u>684,726</u>

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This statement is to be read in conjunction with the Notes to the Financial Statements

# KIWI EXPAT ASSOCIATION INCORPORATED

## Statement of Financial Position (continued) As at 30 June 2019

	Note	2019 Group \$	2018 Group \$
<b>ACCUMULATED FUNDS</b>			
Accumulated Funds	7	446,902	684,726
<b>TOTAL ACCUMULATED FUNDS</b>		<u>446,902</u>	<u>684,726</u>

For and on behalf of the board who authorise the issue of these financial statements:

  
\_\_\_\_\_  
Director

  
\_\_\_\_\_  
Director

20 November 2019 Date of authorisation

This statement is to be read in conjunction with the Notes to the Financial Statements



## KIWI EXPAT ASSOCIATION INCORPORATED

### Statement of Cash Flows For the year ended 30 June 2019

	Note	2019 \$	2018 \$
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>			
<b>Cash was received from:</b>			
Receipts from providing Services		1,552,298	1,586,115
Interest, Dividends and Other Investment Receipts		715	887
Net GST Received		-	-
Income Tax Refund Received		-	25
		<u>1,553,013</u>	<u>1,587,027</u>
<b>Cash was applied to:</b>			
Payments to Suppliers and Employees		(1,706,193)	(1,617,193)
Net GST Paid		(23,969)	(9,784)
Income Tax Paid		-	-
		<u>(1,730,162)</u>	<u>(1,626,977)</u>
<b>NET CASH (OUTFLOW)/ INFLOW FROM OPERATING ACTIVITIES</b>		<u>(177,149)</u>	<u>(39,950)</u>
<b>CASH FLOW FROM INVESTING ACTIVITIES</b>			
<b>Cash was received from:</b>			
Receipts from Sale of Property, Plant and Equipment		174	-
		<u>174</u>	<u>-</u>
<b>Cash was applied to:</b>			
Payments to Acquire Property, Plant and Equipment		(4,719)	(54,941)
		<u>(4,719)</u>	<u>(54,941)</u>
<b>NET CASH OUTFLOW FROM INVESTING ACTIVITIES</b>		<u>(4,545)</u>	<u>(54,941)</u>
<b>NET (DECREASE) INCREASE IN CASH AND CASH EQUIVALENTS HELD</b>		(181,694)	(94,891)
Opening Cash & Cash Equivalents		696,237	791,128
<b>ENDING CASH AND CASH EQUIVALENTS</b>	5	<u>514,543</u>	<u>696,237</u>
<b>THIS IS REPRESENTED BY:</b>			
Bank		514,543	696,237
<b>Bank Accounts and Cash</b>		<u>514,543</u>	<u>696,237</u>

This statement is to be read in conjunction with the Notes to the Financial Statements

# KIWI EXPAT ASSOCIATION INCORPORATED

## Notes to the Financial Statements For the year ended 30 June 2019

---

### 1. STATEMENT OF ACCOUNTING POLICIES

#### Reporting Entity

The Financial Information Components of the Performance Report (hereinafter referred to as the "Financial Statements") presented here are for the Kiwi Expat Association Group ("the Group").

The Group consists of the following consolidated entities:

Kiwi Expat Association Incorporated	Parent Company	
Kea NZ (China)	Branch	
Kea NZ (UK) Limited	Subsidiary	100% Owned by Parent

Kiwi Expat Association Incorporated is registered under the Incorporated Societies Act 1908.

The financial statements have been approved for issue by the Board of Directors on 20 November 2019.

#### Reporting Basis

The financial statements of the Group have been prepared in accordance with the New Zealand Generally Accepted Accounting Practice in New Zealand ('NZ GAAP'). The financial statements comply with the *Public Benefit Entity Standards* Simple Format Reporting – Accrual ('PPE SFR-A (NFP)') regime, on the basis that the Group does not have public accountability and has total annual expenses of equal to or less than \$2,000,000. All transactions are reported using the accrual basis of accounting. The financial statements are prepared under the assumption that the entity will continue to operate as a going concern in the foreseeable future.

The consolidation of the Group occurred at the date when ownership or significant control has been established. The Group's financial statements are for the year ended 30 June 2019.

#### Measurement Base

The measurement base adopted is historical cost.

#### Revenue Recognition

##### *Government Funding and other Donations*

Government funding and other donations without specific conditions attached are recognised as revenue when cash is received, unless specific conditions are attached to the amount received, and repayment is required where the conditions are not met. In these cases, the amount received is treated as a liability until the conditions are met.

##### *Private Sector Services*

Private sector services contract revenue is recognised in operating revenue once the specific services are provided.

##### *Event Revenue*

Event Revenue is recognised in operating revenue in the accounting period in which the event occurs.

##### *Interest*

Interest income is recognised on an accruals basis using the effective interest method.

# KIWI EXPAT ASSOCIATION INCORPORATED

## Notes to the Financial Statements For the year ended 30 June 2019

---

### 1. STATEMENT OF ACCOUNTING POLICIES (continued)

#### **Debtors**

Debtors are initially recognised at amount owed.

#### **Property, Plant and Equipment**

Property, Plant and Equipment are included at cost less accumulated depreciation. The depreciation rates used are as follows:

Office Equipment	1-12 Years Straight Line
Website	2-2.5 Years Straight Line

#### **Foreign Currencies**

##### *Exchange Differences*

Foreign currency transactions are translated to New Zealand currency at the exchange rate ruling at the dates of the transactions.

Monetary assets and liabilities in foreign currencies are translated at the exchange rate at balance date.

Exchange differences arising on the translation of monetary assets and liabilities are recognised in the statement of financial performance.

##### *Translation of the Financial Statement of Independent Operations*

The assets and liabilities of the Group's overseas operations, being independent foreign operations, are translated at the exchange rates ruling at balance date. The revenue and expenses of these entities are translated at rates approximating the exchange rates ruling at the dates of the transactions. Exchange differences arising on the translation of independent foreign operations are recognised directly in the statement of financial performance.

#### **Bank and Cash**

Cash and cash equivalents comprise cash on hand and deposits held at call with banks.

#### **Creditors and Liabilities**

These amounts represent liabilities for goods and services provided for the Group prior to the end of financial year which are unpaid.

#### **Taxation**

The Group is a non-profit body. Income from the Group's normal activities is exempt from income tax, ie income derived from "within the circle of membership", for example any party contributing towards Kea or activities that are held by any party that are to benefit Kea and align with Kea's purpose/mission. Grants and donations received by the Group are not liable for income tax. The Group can claim an exemption of up to \$1,000 against any taxable income derived.

#### **Goods and Services Tax (GST)**

The Group is registered for GST. The financial statements have been prepared using GST exclusive figures with the exception of debtors and creditors which are GST inclusive.

#### **Changes in Accounting Policies**

There have been no changes in accounting policies. All policies have been applied on bases consistent with those used in previous years.

# KIWI EXPAT ASSOCIATION INCORPORATED

## Notes to the Financial Statements For the year ended 30 June 2019

---

### 1. STATEMENT OF ACCOUNTING POLICIES (continued)

#### Comparative Figures

The comparative figures are shown for a twelve month period.

#### Nature of Business

The business of the Association is promoting links between New Zealand businesses and expatriate New Zealanders. The nature of the Group's business has not changed during the year.

### 2. REVENUE

	2019 Group \$	2018 Group \$
<b>Services</b>		
Contracts for Services – Central Government	760,000	820,000
Contracts for Services – Private Sector	542,708	502,084
Events	228,443	236,557
	<u>1,531,151</u>	<u>1,558,641</u>
<b>Interest, Dividends and Other Investment Revenue</b>		
Interest Received	715	887
Dividends Received	-	-
	<u>715</u>	<u>887</u>
<b>Other Revenue</b>		
Profit on Sale of Property, Plant and Equipment	181	-
Travel Reimbursement	349	-
	<u>530</u>	<u>-</u>
<b>Total Revenue</b>	<u>1,532,396</u>	<u>1,559,528</u>

## KIWI EXPAT ASSOCIATION INCORPORATED

### Notes to the Financial Statements For the year ended 30 June 2019

#### 3. EXPENSES

	2019 Group \$	2018 Group \$
<b>Personnel</b>		
Employees	517,720	576,452
Contractors	531,628	394,363
	<u>1,049,348</u>	<u>970,815</u>
<b>Delivery of Services</b>		
Administration and Overheads	64,470	37,133
Delivery of Services	596,954	589,338
	<u>661,424</u>	<u>626,471</u>
<b>Other Expenses</b>		
Depreciation	59,448	62,348
	<u>59,448</u>	<u>62,348</u>
<b>Total Expenses</b>	<u><u>1,770,220</u></u>	<u><u>1,659,634</u></u>

#### 4. LIABILITIES

	2019 Group \$	2018 Group \$
<b>Creditors and Accrued Expenses</b>		
Trade Creditors	153,829	129,397
Accruals	16,432	19,665
GST Payable / (Receivable)	(9,760)	14,209
Taxation Payable	-	-
	<u>160,501</u>	<u>163,271</u>
<b>Other Current Liabilities</b>		
Deferred Revenue	148,661	155,160
MasterCard	4,001	3,376
	<u>152,662</u>	<u>158,536</u>
<b>Total Liabilities</b>	<u><u>313,163</u></u>	<u><u>321,807</u></u>

## KIWI EXPAT ASSOCIATION INCORPORATED

### Notes to the Financial Statements For the year ended 30 June 2019

#### 5. CURRENT ASSETS

	2019 Group \$	2018 Group \$
<b>Bank Accounts and Cash</b>		
Bank	514,543	696,237
	<u>514,543</u>	<u>696,237</u>
<b>Debtors and Prepayments</b>		
Trade Debtors	166,994	207,690
Prepayments	20,585	51
Taxation Receivable	-	-
Air New Zealand Travel Credit	12,798	-
	<u>200,377</u>	<u>207,741</u>
<b>Total Current Assets</b>	<u><u>714,920</u></u>	<u><u>903,978</u></u>

#### 6. PROPERTY, PLANT AND EQUIPMENT

	Office Equipment \$	Website \$	Total \$
<b>Balance as at 30 June 2019</b>			
At Cost	24,026	334,212	358,238
Less Accumulated Depreciation	<u>(18,759)</u>	<u>(294,333)</u>	<u>(313,092)</u>
Carrying Value	<u>5,267</u>	<u>39,879</u>	<u>45,146</u>
Current Year Depreciation	2,533	56,915	59,448
<b>Balance as at 30 June 2018</b>			
At Cost	27,400	334,212	361,612
Less Accumulated Depreciation	<u>(21,639)</u>	<u>(237,418)</u>	<u>(259,057)</u>
Carrying Value	<u>5,761</u>	<u>96,794</u>	<u>102,555</u>
Prior Year Depreciation	2,777	59,571	62,348



# KIWI EXPAT ASSOCIATION INCORPORATED

## Notes to the Financial Statements For the year ended 30 June 2019

### 7. ACCUMULATED FUNDS

	2019 Group \$	2018 Group \$
<b>Accumulated Funds</b>		
Balance Brought Forward	684,726	784,832
Net Deficit after Taxation	(237,824)	(100,106)
Available for Appropriation	<u>446,902</u>	<u>684,726</u>
Accumulated Funds	<u><u>446,902</u></u>	<u><u>684,726</u></u>

### 8. TAXATION

	2019 Group \$	2018 Group \$
Net Surplus (Deficit)	(237,824)	(100,106)
Non Deductible (Non Assessable) Items	232,605	93,310
Imputation Credits Attached to Dividends	-	-
Loss Brought Forward	(10,691)	(3,895)
Tax Exemption (up to \$1,000)	-	-
Loss Converted from Excess Imputation Credits	-	-
Taxable Loss for the Year	<u>(15,910)</u>	<u>(10,691)</u>
Taxation Expense (Benefit)	-	-
Prior Year Tax Adjustment	<u>-</u>	<u>-</u>
Total Current Year Taxation Expense (Benefit)	-	-
RWT Paid	-	(25)
Provisional Tax Paid	-	-
Tax Balance Brought Forward	-	-
Refund Received	-	25
Taxation Receivable	<u>-</u>	<u>-</u>

## KIWI EXPAT ASSOCIATION INCORPORATED

### Notes to the Financial Statements For the year ended 30 June 2019

---

#### 9. CAPITAL AND LEASE COMMITMENTS

In December 2018, Kea moved into shared office space at Level 7, 167B Victoria Street West, Auckland as part of a Corporate Partnership Agreement with ATEED.

#### 10. CONTINGENT LIABILITIES

There are no contingent liabilities as at 30 June 2019 (2018: \$Nil).

#### 11. RELATED PARTIES

All members of the Group are considered to be related parties of the Parent. Additionally, the regional offices affiliated with the Parent located in Shanghai are considered related parties given the close affiliation to the activities of the Parent. The Parent provides funding to the overseas operations to support their activities to promote the objectives of the Association.

The directors of the Parent are considered to be related parties of the Parent.

During the year, contractor fees were paid to C&V Family Office Limited for Director, Craig Donaldson's services as Global CEO. FY2019: s9(2)(a)

There were no other related parties and no other directors were paid as contractors in FY2019 (2018: \$Nil).

#### 12. EVENTS SUBSEQUENT TO BALANCE DATE

There have been no events after the balance date and up to the signing of these accounts which have required recognition or disclosure in the financial statements.



## *Independent auditor's report*

To the Directors of Kiwi Expat Association Incorporated

We have audited the financial information components of the performance report (hereinafter referred to as the "financial statements") which comprise:

- the statement of financial position as at 30 June 2019;
- the statement of financial performance for the year then ended;
- the statement of cash flows for the year then ended; and
- notes to the financial statements which include statement of accounting policies.

### *Our opinion*

In our opinion, the financial statements of Kiwi Expat Association Incorporated (the Association) on pages 5 to 15 present fairly, in all material respects, the financial position of the Association as at 30 June 2019, and its financial performance and cash flows for the year ended on that date in accordance with Public Benefit Entity Simple Format Reporting – Accrual(Not-For-Profit).

---

### *Basis for opinion*

We conducted our audit of the financial statements in accordance with International Standards on Auditing (New Zealand) (ISAs NZ). Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the performance report* section of our report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

We are independent of the Association in accordance with Professional and Ethical Standard 1 (Revised) *Code of Ethics for Assurance Practitioners* (PES 1) issued by the New Zealand Auditing and Assurance Standards Board and the International Ethics Standards Board for Accountants' *Code of Ethics for Professional Accountants* (IESBA Code), and we have fulfilled our other ethical responsibilities in accordance with these requirements.

Other than in our capacity as auditor we have no relationship with, or interests in, the Association.

---

### *Information other than the financial statements and auditor's report*

The Directors are responsible for the non-financial information components of the performance report, which consists of the association directory, entity information and statement of service performance. Our opinion on the financial statements within the performance report does not include the non-financial information components included in the performance report on pages 2 to 4 and we do not express any form of assurance conclusion on the other information.

In connection with our audit of the financial statements, our responsibility is to read the statement of service performance and, in doing so, consider whether the statement of service performance is materially inconsistent with the financial statements or our knowledge obtained during the audit, or otherwise appears to be materially misstated. If, based on the work we have performed on the statement of service performance that we obtained prior to the date of this auditor's report, we conclude that there is a material misstatement of the statement of service performance, we are required to report that fact. We have nothing to report in this regard.



---

### *Responsibilities of the Directors for the performance report*

The Directors are responsible, on behalf of the Association, for the preparation and fair presentation of the performance report in accordance with Public Benefit Entity Simple Format Reporting – Accrual (Not-For-Profit), and for such internal control as the Directors determine is necessary to enable the preparation of the performance report that is free from material misstatement, whether due to fraud or error.

In preparing the performance report, the Directors are responsible for assessing the Association’s ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Directors either intend to liquidate the Association or to cease operations, or have no realistic alternative but to do so.

---

### *Auditor’s responsibilities for the audit of the performance report*

Our objectives are to obtain reasonable assurance about whether the financial components of the performance report (“the financial statements”), as a whole, are free from material misstatement, whether due to fraud or error, and to issue an auditor’s report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs NZ will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this performance report.

A further description of our responsibilities for the audit of the performance report is located at the External Reporting Board’s website at:

<https://www.xrb.govt.nz/standards-for-assurance-practitioners/auditors-responsibilities/audit-report-7/>

This description forms part of our auditor’s report.

### *Who we report to*

This report is made solely to the Directors of the Association, as a body. Our audit work has been undertaken so that we might state those matters which we are required to state in an auditors’ report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Directors of the Association, as a body, for our audit work, for this report or for the opinions we have formed.

---

The engagement leader on the audit resulting in this independent auditor’s report is Diane McCallum.

For and on behalf of:

*Pricewaterhouse Coopers*

Chartered Accountants  
22 November 2019

Auckland



From: Craig Donaldson <s9(2)(a)>  
Sent: Monday, 9 December 2019 8:46 PM  
To: Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
Cc: s9(2)(a)  
Subject: Re: FYI (Prep for 11/12: Draft Kea contract 2019-2023 +Kea Strategy; 2018/19 reports; List of WCNZ members)

Ruth,

Well done...Looks good...Appreciate the help in sorting as Kea \$'s now down to only 2 months runway!..

Craig Donaldson

CEO  
s9(2)(a)  
keanewzealand.com

On 9/12/2019, at 5:23 PM, Ruth Macleod -AKL <[Ruth.Macleod@nzte.govt.nz](mailto:Ruth.Macleod@nzte.govt.nz)> wrote:

Hey there

FYI - what I sent to the govt folk ahead of my session with them on Wed.

includes the DRAFT contract – which shouldn't come as a surprise...at least I hope not – its really a continuation of last year plus a nod to supporting other govt initiatives...

The principles of contract development I worked up with the funders earlier in the year...

R

From: Ruth Macleod -AKL  
Sent: Thursday, 5 December 2019 2:33 PM  
To: 'Michael Hampl' <[michael.hampl@mbie.govt.nz](mailto:michael.hampl@mbie.govt.nz)>; 'MOLLOY, Matthew (ECO)' <[matthew.molloy@mfat.govt.nz](mailto:matthew.molloy@mfat.govt.nz)>; Billie Moore <[Billie.Moore@tnz.govt.nz](mailto:Billie.Moore@tnz.govt.nz)>; Ron Clink <[Ron.Clink@mbie.govt.nz](mailto:Ron.Clink@mbie.govt.nz)>  
Cc: Richard Cotman - WLG <[Richard.Cotman@nzte.govt.nz](mailto:Richard.Cotman@nzte.govt.nz)>; GRAHAM, Catherine (ECO) <[Catherine.Graham@mfat.govt.nz](mailto:Catherine.Graham@mfat.govt.nz)>  
Subject: Prep for 11/12: Draft Kea contract 2019-2023 +Kea Strategy; 2018/19 reports; List of WCNZ members

Good Afternoon,

In prep for next week, attached are:

1. The draft contract which we will discuss next week. The content is, at this stage, deliberately high level to broadly capture the reason for government funding, rather than identify specific initiatives for Kea to support.

Background FYI:

2. Kea's Strategic Plan: which sees a shift in purpose from "Creating high impact connections for the benefit of NZ" to " Great minds working together to unlock opportunities for NZ", recognising the fact that their members have expertise across science, technology, business and the creative sectors and want to contribute to NZ's prosperity. (this is the same version I'd forwarded on 20/11).
3. **2018/19 Progress reports:** Kea made a total of 990 connections last year, responding to 608 requests (one request can lead to multiple connections). Out of those 60 requests came from NZTE customers.
4. Latest **list of current and prospective WCNZers**

Reminder: Principles of contract development:

- Avoid spreading Kea too thin – government has to be focused in its ask
- Provide Kea with aggregated themes for NZ Inc rather than individual agency deliverables e.g. focused on govt. econ development strategy;
- Hone geographical focus (rather than spreading Kea resources across numerous posts/locations)
- We are investing in a well maintained and curated network – this is the baseline of our investment
- We are a trusted partner who can access the database direct (not hub & spoke)
- We value Kea's Friends of NZ Network
- Develop accessible content for NZ distributed widely

Considerations:

- How might Kea approach long-term sustainability?

Thanks  
Ruth

**From:** Craig Donaldson <s9(2)(a)>  
**Sent:** Friday, 13 December 2019 6:05 PM  
**To:** Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
**Subject:** Fwd: Reminder, please, Craig - RE: Approvals req'd: Kea Payment Schedule 20 Dec 2019

Craig Donaldson

CEO

s9(2)(a)

[keanewzealand.com](http://keanewzealand.com)

----- Forwarded message -----

**From:** Susan Glasgow <s9(2)(a)>  
**Date:** Fri, 13 Dec 2019, 2:21 PM  
**Subject:** RE: Reminder, please, Craig - RE: Approvals req'd: Kea Payment Schedule 20 Dec 2019  
**To:** Craig Donaldson <s9(2)(a)>, Dayna Bradley <s9(2)(a)>  
**Cc:** Phil Veal at Kea <s9(2)(a)>

Hi All,

Ruth has confirmed the following payments:

- 200k on contract signing – all being well next week
- 200k on 28 February
- 400k end of March
- Balance paid June

She also said our NZ Inc funders are keen to meet to agree deliverables and emphasised that their main and only interest is in funding Kea to make connections for business and for our NZ Inc partners.

Ruth is going to provide a complete report on Monday.

Have a great weekend,

Susan

**Susan Glasgow**

Global Director World Class New Zealand

s9(2)(a)

[keanewzealand.com](http://keanewzealand.com)

**From:** Craig Donaldson <s9(2)(a)>  
**Sent:** Friday, 13 December 2019 12:28 PM  
**To:** Dayna Bradley <s9(2)(a)>  
**Cc:** s9(2)(a) Phil Veal at Kea <s9(2)(a)>  
**Subject:** Re: Reminder, please, Craig - RE: Approvals req'd: Kea Payment Schedule 20 Dec 2019  
**Importance:** High

s9(2)(b)(ii)

s9(2)(b)(ii)

Craig Donaldson

CEO

s9(2)(a)

On 13/12/2019, at 8:04 AM, Dayna Bradley <[dayna@keanewzealand.com](mailto:dayna@keanewzealand.com)> wrote:

Hi Craig – quick reminder that we need your approval for this month’s payment schedule. Phil’s approval is attached.

Thanks.

Dayna

From: Dayna Bradley <s9(2)(a)>

Sent: Wednesday, December 11, 2019 11:58 AM

To: 'Phil Veal' <s9(2)(a)>; 'Craig Donaldson' <s9(2)(a)>

Cc: s9(2)(a)

Subject: Approvals req'd: Kea Payment Schedule 20 Dec 2019

Importance: High

**Approvals deadline: Friday, 13 December 2019, please**

Hi Phil & Craig – apologies for the tight turnaround again. Another month chasing invoices.

Please find attached this month’s payment schedule. It’s pretty much BAU, but if you have any questions or want to see any invoices, please let me know.

s9(2)(b)(ii)

Thanks, both.

Warm regards

**Dayna Bradley**

Kea Financials

s9(2)(a)



s9(2)(a) [Redacted]

**From:** Craig Donaldson s9(2)(a)  
**Sent:** Monday, 16 December 2019 3:54 PM  
**To:** Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
**Cc:** Phil Veal s9(2)(a); Dayna Bradley  
s9(2)(a)  
**Subject:** Kea's current funding snapshot as promised...

**Craig Donaldson**

CEO  
s9(2)(a)  
keanewzealand.com



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f



**From:** Ruth Macleod - SFO <Ruth.Macleod@nzte.govt.nz>  
**Sent:** Tuesday, 26 May 2020 12:34 PM  
**To:** Dayna Bradley s9(2)(a) >  
**Cc:** Craig Donaldson s9(2)(a); 'Susan Glasgow' s9(2)(a)  
**Subject:** Re: Payments to Kea from NZTE - noting 90K payment made ahead of contract in 19/20

Have sent on to accounts for payment.

Thanks team!

Sent from my mobile device  
Ruth Macleod  
s9(2)(a)

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**From:** Dayna Bradley <s9(2)(a) >  
**Sent:** Tuesday, May 26, 2020 11:40:50 AM  
**To:** Ruth Macleod - SFO <Ruth.Macleod@nzte.govt.nz>  
**Cc:** Craig Donaldson s9(2)(a); 'Susan Glasgow' s9(2)(a)  
**Subject:** RE: Payments to Kea from NZTE - noting 90K payment made ahead of contract in 19/20

Hi Ruth – as per the trail below, please find attached our invoice for the final instalment of FY2020 funding (post-dated 1 Jun for payment on 20 Jun).

Susan is working on the final report which is also due on 20 Jun 2020.

Thanks, Ruth.

Warm regards

**Dayna Bradley**  
Kea Financials  
s9(2)(a)  
[keanewzealand.com](http://keanewzealand.com)



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**From:** Craig Donaldson s9(2)(a)  
**Sent:** Monday, 23 December 2019 1:48 PM  
**To:** Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
**Cc:** Dayna Bradley s9(2)(a)  
**Subject:** Re: Payments to Kea from NZTE - noting 90K payment made ahead of contract in 19/20

All good.. Thanks

Craig Donaldson

CEO

s9(2)(a)

s9(2)(a)

[keanewzealand.com](http://keanewzealand.com)

**From:** Ruth Macleod -AKL <[Ruth.Macleod@nzte.govt.nz](mailto:Ruth.Macleod@nzte.govt.nz)>

**Sent:** Monday, December 23, 2019 12:21 PM

**To:** Dayna Bradley <s9(2)(a)>

**Cc:** Craig Donaldson <s9(2)(a)>

**Subject:** RE: Payments to Kea from NZTE - noting 90K payment made ahead of contract in 19/20

Hi Dayna and Craig

For our records: Just noting that the contract includes the 90K + GST that was already paid, but the below email confirms the amount Kea is to invoice NZTE as the 90K was paid prior to the contract being squared away.

RM

**From:** Dayna Bradley <s9(2)(a)>

**Sent:** Tuesday, 17 December 2019 6:02 PM

**To:** Ruth Macleod -AKL <[Ruth.Macleod@nzte.govt.nz](mailto:Ruth.Macleod@nzte.govt.nz)>

**Cc:** Craig Donaldson <s9(2)(a)>

**Subject:** Payments to Kea from NZTE - noting 90K payment made ahead of contract in 19/20

Hi Ruth – as per the phone call with you and Craig, it would be really helpful for Kea’s cashflow if the FY2020 funding installments could be paid as follows (figures = excl GST):

1. 300K on signing of the contract (20 Dec 2019).
2. 300K invoiced Feb 2020.
3. 300K invoiced Mar 2020.
4. 55K invoiced 1 Jun 2020 for payment no later than 20 Jun 2020 (ie 145K balance of funding less 90K advance) with the final report to follow by 30 Jun 2020.

Please also let me know when it’s OK to submit the first invoice for 300K + GST.

Thanks, Ruth.

Warm regards

**Dayna Bradley**

Kea Financials

s9(2)(a)

[keanewzealand.com](http://keanewzealand.com)



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INV-0684 - NZTE -  
Kea FY2020 Funding



# TAX INVOICE

New Zealand Trade & Enterprise  
Attention: Accounts Payable  
PO Box 2878  
Wellington 6140

**Invoice Date**  
1 Jun 2020  
**Invoice Number**  
INV-0684  
**Reference**  
Kea Funding FY2020  
**GST Number**  
81370540

Kea New Zealand  
Attention: Dayna  
Bradley  
PO Box 105-892  
Auckland 1143

Description	Quantity	Unit Price	Amount NZD
Kea FY2020 Funding Agreement: final instalment due for payment on 20 Jun 2020	1.00	55,000.00	55,000.00
145K balance of FY2020 contract less 90K advances paid (INV-0657 and INV-0663)			
		Subtotal	55,000.00
		TOTAL GST 15%	8,250.00
		<b>TOTAL NZD</b>	<b>63,250.00</b>

**Due Date: 20 Jun 2020**

Payment details:

Kiwi Expat Association Incorporated

s9(2)(a)



# PAYMENT ADVICE

To: Kea New Zealand  
Attention: Dayna Bradley  
PO Box 105-892  
Auckland 1143

**Customer** New Zealand Trade & Enterprise  
**Invoice Number** INV-0684  
**Amount Due** 63,250.00  
**Due Date** 20 Jun 2020

**Amount Enclosed**

Enter the amount you are paying above

**From:** Dayna Bradley <[REDACTED]>  
**Sent:** Friday, 20 December 2019 11:20 AM  
**To:** Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
**Cc:** Craig Donaldson <[REDACTED]>; 'Susan Glasgow' <[REDACTED]>;  
'Phil Veal' <[REDACTED]>  
**Subject:** RE: Kea invoice: FY2020 Funding Agreement - due on signing of contract

You're the best, Ruth. Thank you!

Warm regards

**Dayna Bradley**

Kea Financials

[REDACTED]

[keanewzealand.com](http://keanewzealand.com)



New Zealand's Borderless Nation



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**From:** Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
**Sent:** Friday, December 20, 2019 11:13 AM  
**To:** Dayna Bradley <[REDACTED]>  
**Cc:** Craig Donaldson <[REDACTED]>; 'Susan Glasgow' <[REDACTED]>;  
'Phil Veal' <[REDACTED]>  
**Subject:** RE: Kea invoice: FY2020 Funding Agreement - due on signing of contract

Thanks Dayna this has been sent to accounts for payment.

**From:** Dayna Bradley <[REDACTED]>  
**Sent:** Friday, 20 December 2019 8:41 AM  
**To:** Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
**Cc:** Craig Donaldson <[REDACTED]>; 'Susan Glasgow' <[REDACTED]>;  
'Phil Veal' <[REDACTED]>  
**Subject:** Kea invoice: FY2020 Funding Agreement - due on signing of contract

Hi Ruth – thanks for all your help getting Kea's funding contract signed. I've attached our invoice for 345K incl GST which is due on signing of the agreement by both parties.

Thanks, Ruth. Hope you have a wonderful Christmas and Holiday Season.

Warm regards



**Dayna Bradley**

Kea Financials

s9(2)(a)

[keanewzealand.com](http://keanewzealand.com)



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INV-0670 - NZTE -  
Kea FY2020 Funding



# TAX INVOICE

New Zealand Trade & Enterprise  
Attention: Accounts Payable  
PO Box 2878  
Wellington 6140

**Invoice Date**  
20 Dec 2019  
**Invoice Number**  
INV-0670  
**Reference**  
Kea Funding FY2020  
**GST Number**  
81370540

Kea New Zealand  
Attention: Dayna  
Bradley  
PO Box 105-892  
Auckland 1143

Description	Quantity	Unit Price	Amount NZD
Kea FY2020 Funding Agreement Payment due on signing of the agreement	1.00	300,000.00	300,000.00
		Subtotal	300,000.00
		TOTAL GST 15%	45,000.00
		<b>TOTAL NZD</b>	<b>345,000.00</b>

**Due Date: 20 Dec 2019**

Payment details:

Kiwi Expat Association Incorporated

s9(2)(a)



# PAYMENT ADVICE

To: Kea New Zealand  
Attention: Dayna Bradley  
PO Box 105-892  
Auckland 1143

**Customer** New Zealand Trade & Enterprise  
**Invoice Number** INV-0670  
**Amount Due** **345,000.00**  
**Due Date** 20 Dec 2019

**Amount Enclosed**

Enter the amount you are paying above

**From:** Dayna Bradley <s9(2)(a)>  
**Sent:** Thursday, 9 January 2020 10:13 AM  
**To:** Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
**Subject:** RE: HNY! Just checking invoice was processed at end of the year?

Hi Ruth – Happy New Year to you, too. Yes, we received the funds on 20 December so thanks heaps for getting that sorted so quickly!

Warm regards

**Dayna Bradley**  
Kea Financials  
s9(2)(a)  
keanewzealand.com



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**From:** Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
**Sent:** Wednesday, January 8, 2020 9:10 AM  
**To:** Dayna Bradley <s9(2)(a)>  
**Subject:** HNY! Just checking invoice was processed at end of the year?

If not will follow up!

Cheers  
Ruth

---

**Ruth Macleod**  
Director Governance,  
Advisory, Strategy and Sales.

T +64 9 354 9198 M s9(2)(a)  
W [nzte.govt.nz](http://nzte.govt.nz) W [newzealand.com/business](http://newzealand.com/business)



Level 6, 139 Quay St, Auckland 1010  
PO Box 2364, Shortland Street, Auckland 1140, New Zealand

New Zealand Trade and Enterprise is New Zealand's international business development agency. Our role is to help New Zealand businesses grow into international markets.

---

**From:** Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
**Sent:** Friday, 7 February 2020 8:05 AM  
**To:** Susan Glasgow <s9(2)(a)>  
**Subject:** Re: Updated strategy

Thanks doll

Sent from my mobile device  
Ruth Macleod  
s9(2)(a)

---

**From:** Susan Glasgow s9(2)(a)  
**Sent:** Wednesday, 5 February 2020 1:52 PM  
**To:** Craig Donaldson s9(2)(a); s9(2)(a)  
**Cc:** Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
**Subject:** Updated strategy

I've taken the feedback from Ruth and made the NZ Inc suggested changes in the attached.

I have:

- adapted the purpose "Great minds working together to unlock opportunities for NZ"
- removed reference to increased need for \$\$\$\$ from Govt.
- defined 'quality connection'
- consolidated objective 2&4
- removed objective 3
- removed reference to ITPs changed to current Govt initiatives
- hopefully clarified high impact members – have stated top 5,000

Over to you now.

Ruth believes that next step from here would be for her to set up a date with govt folk and Kea (prob early March). They will have some ideas on possible actions so she thinks that for now no more edits required.

Susan

**Susan Glasgow**  
Global Director World Class New Zealand  
s9(2)(a)  
[keanewzealand.com](http://keanewzealand.com)

kea 



201119 - Kea  
Strategic Plan 2020-



# Kea Strategic Plan 2020-2022

# Great minds working together to unlock opportunities for New Zealand

Kea's Strategic Plan 2020-2022 is a refined extension of our long-held belief in the value of making "high impact global connections for the benefit of New Zealand".

240 million people live outside of the country in which they were born. 750,000 of them are New Zealanders - high impact, high potential individuals whom Kea believes can be engaged for national advantage.

In a world that is more connected than ever before, the notion of connectedness no longer applies only to countries or cities but can be applied to clusters of likeminded people. These networks of connected individuals are the key to thriving in challenging times and diverse locations.

And Kea is connected to them - to a powerful global network of New Zealanders who are agents of change and knowledge transfer, who make it easier to do business across borders, speed the flow of information, and foster trust.

Kea's network - New Zealand's global diaspora - is a powerful tool for the country.

Kea believes that by harnessing the best of our talent we can make a meaningful impact on the social, economic and environmental outcomes for our country.

Given Kea's 20-year history, we are uniquely positioned to engage them for the greater good. Whether the impact is local or national, regional or global, we believe in the power of 'great minds working together to

What we mean by *great minds*: existing or potential World Class New Zealanders and friends of New Zealand, members who are exemplars in their chosen fields.

What we mean by *working together*: teams of people who are willing to share knowledge to make a positive impact.

What we mean by *unlocking opportunities*: current Government initiatives, issues of national or global significance that resonate with our network.

This purpose is unashamedly ambitious, but it is a purpose founded on a belief - shared by many - that Kea's flagship network is New Zealand's most undervalued and underutilised resource, that it is our greatest national asset.

Today, Kea makes over 1,000 high impact global connections every year, but we believe we can further contribute to the economic, social and environmental development of New Zealand.

The next step in our journey is to enable others to leverage this national asset.

Our network of global leaders spans politics, technology, science, business and the creative sectors. The value of Kea lies in the mutually beneficial relationships it builds and manages for New Zealand and the opportunities this creates.

Such opportunities might include, but are not limited to, Government 'initiatives to shift the economy' and

transform whole industries - opportunities that create value, enhance wealth and promote national wellbeing.

Following an MBIE review in 2015, Kea revised its focus to concentrate on greater leverage and connection with the 'top 1000' members of its network. Having successfully nurtured this group, Kea believes there is benefit for New Zealand in extending its efforts to include focus on the next thousand, and several thousand beyond that. These are the game-changers of our global diaspora whom Kea believes, are poised to make a significant impact in the world.

The global experience and insight of these circa 5,000 future World Class New Zealanders and friends of New Zealand, can be brought to bear on current Government initiatives and their talent, skills and expertise can assist ambitious local enterprises to scale and achieve international success.

In order to unlock the potential value of this group, Kea seeks a renewed commitment from Government to enable us to continue to make a strategically significant contribution to New Zealand.

Based on the inestimable potential of Kea's network to enhance the economic, social and environmental development of the country, Kea believes it can expand the scope of its current activities from a 1:1 model to embrace more impactful one to many and many to many connections.

Kea will continue to execute on its existing strategic plan, connecting businesses to those in the network who can get them to market smarter and faster. And

explore ways to engage the untapped, deep pool of talented high impact Kiwis offshore.

This Strategic Plan will continue to be a key document in our cycle of planning, delivery and accountability, providing focus for Kea over the next three years.

The objectives contained within form the basis for annual planning and resource allocation as Kea considers how to best use its lean resources to maximise progress towards its goals.

The actions contained herein are not exhaustive but are a starting point to overall strategic development.

Craig Donaldson  
Global CEO on behalf of the Kea Board

# MISSION & VALUES

Kea's mission continues to: make high impact global connections for the benefit of New Zealand.

Kea's values reflect its commitment to:

- Leverage our international connections to help New Zealand thrive.
- Promote the power of networking to enable Kiwis to help New Zealand succeed.
- Attract Kiwi talent home.
- Ensure Kiwis are connected to 'home' wherever they are in the world and that they can continue to contribute to New Zealand once they have left.
- Meaningful, powerful connections at our fingertips.

# ASPIRATIONS

Kea is a dynamic global community of inspiring New Zealanders and friends of New Zealand. Kea can galvanise this national asset for the benefit of our country.

To be of value to New Zealand, Kea will focus on four objectives:

1. Connect - Enable big dreams to take flight with Kea Connect.
2. Collaborate - To enhance New Zealand's economic, social, and environmental development.
3. Communicate – Engage, inspire and grow Kea's audience.
4. Consolidate - Kea's position as a strategic partner for NZ Inc.



# REALISING OUR ASPIRATIONS

## OBJECTIVE 1

## CONNECT: ENABLE BIG DREAMS TO TAKE FLIGHT

In today's economy, connection to those who are engaged globally is a competitive necessity. Kea's strategic advantage lies in its international reach, knowledge of, and engagement with, New Zealand's diaspora capital.

Kea supports the growth ambitions of SME businesses by connecting them to this national asset.

### MEASURES:

- ↑ # & quality of connections\*.
- 1:1, one to many, & many to many engagements.
- ↑ quality audience & engagement.
- Increased recognition of Kea and its services.
- Increase in # of success stories and testimonials.
- Positive Net promoter score.

### KEY ACTIONS:

- Formalise/strengthen relationships with key players in New Zealand's business ecosystem to build awareness of Kea and the Kea Connect service.
- Share SME relevant "stories that matter & advice that counts" via EDMs, videos, master classes.
- Align network to current Government initiatives, key sectors and promote opportunities for engagement with Kea experts/members.
- Qualify & improve data – digital campaigns.
- Engage offshore SMEs in their local markets – Kea Connect meet-ups – AUS, USA, UK, China.
- Leverage partners' communications channels and customer bases.

\*Quality connection = connection to a member(s) of the Kea network that delivers a positive or transformative outcome for the connection seeker.  
E.g. business/individual/strategic partner

**Government and the private sector face a number of long-term challenges. The prospect of a radically different future driven by new technologies and macro changes in the environment is very real. In today's world of accelerated change, such challenges can be addressed through collaboration.**

Members of Kea's global network are at the forefront of this change. New Zealand has opportunity to engage them for strategic advantage. If New Zealand capitalises on the untapped potential of our national asset, it will reap enormous benefits and be better positioned to face an uncertain future.

### MEASURES:

- ↑# WCNZ members engaged with New Zealand and classified by expertise and passion and aligned to current Government initiatives.
- ↑# 1:1, 1 to many & many to many engagements for WCNZ both Government & business (12-24 months).
- ↑ awareness of WCNZ network by private funders.
- ↑ in media coverage of WCNZ members & game-changing Kiwis offshore.
- WCNZ network utilised by Government and F700 more broadly.
- Build valuable connections with the broader Kea network to support current Government initiatives.
- Create opportunities for partner engagement in current Government initiatives.
- Bring together Kea's Government and private funders to share ideas and opportunities to collaborate.
- Utilise network to develop webinars and digital seminars that align to current Government initiatives.
- Improve diversity of WCNZ network to reflect the new New Zealand.
- Enhance relationships through relevant content.
- Bring together Kea's Government and private funders to share ideas and opportunities to collaborate.
- Make available the expertise of Kea network to key partners.
- Identify key partners with whom Kea has, or can develop, strong functional relationships.

### KEY ACTIONS:

- Qualify WCNZ members by skillset, passion, knowledge & interests to engage at scale and harness diversity of thinking.
- Leverage the deep expertise and knowledge of WCNZ members with reference to current Government initiatives.

**A disproportionate number of New Zealanders are changing the world.**

Celebrating and mobilising them begins with engaging the network across multiple channels.

#### MEASURES:

- ↑ engagement across all channels.
- Accurate qualified and searchable data on all Kea members by expertise/geography/company.
- ↑ Strategic partners, e.g. **s9(2)(b)(ii)**
- Engaged audience of 50K high impact Kiwis.
- Improved audience insights.
- Increased open rates for all Kea communications.
- Increased number and more diverse event attendees.

#### KEY ACTIONS:

- Invest in brand development/web to broaden engagement, prove relevance and promote Kea's connectivity.
- Create & share real-life game-changer stories – "people like me" "doing the mahi".
- Implement marketing strategy to broaden engagement with SMEs.
- Improve audience insights & remarketing.
- Leverage partners databases/channels to broaden awareness & drive greater ROI for them.
- Leverage Awards event with strong media support.
- Implement social strategy to drive engagement across all channels.
- Strengthen Kea Connect – awareness, success stories & process.
- Invest in appropriate digital technologies to deliver on mission.

**Government and the private sector recognise the value of Kea and its network; however, Kea's aspirations will only be realised if we develop and activate New Zealand's global network to enhance our relationship with both.**

Kea needs to secure its position to guarantee its longevity and to increase ROI for our partners.

**MEASURES:**

**KEY ACTIONS:**

- Keep partners well informed of Kea's strategic direction and performance.

## KEA TEAM

Global CEO – Craig Donaldson (0.5)

Dir. World Class NZ – Susan Glasgow (1.0)

Dir. of Partnerships – Mel Lim (1.0)

Connections Advisor – Shivana Pemberton (1.0)

Operations & Data Coordinator – Steffi Bird (1.0)

Regional Director UK – Tania Bearsley (0.6)

Regional Director US (East) – Ryan Mulcock (0.4)

Regional Director US (West) – Anna Shere (0.2)

Regional Director China (Shanghai) – Kim Laurenson (0.2)

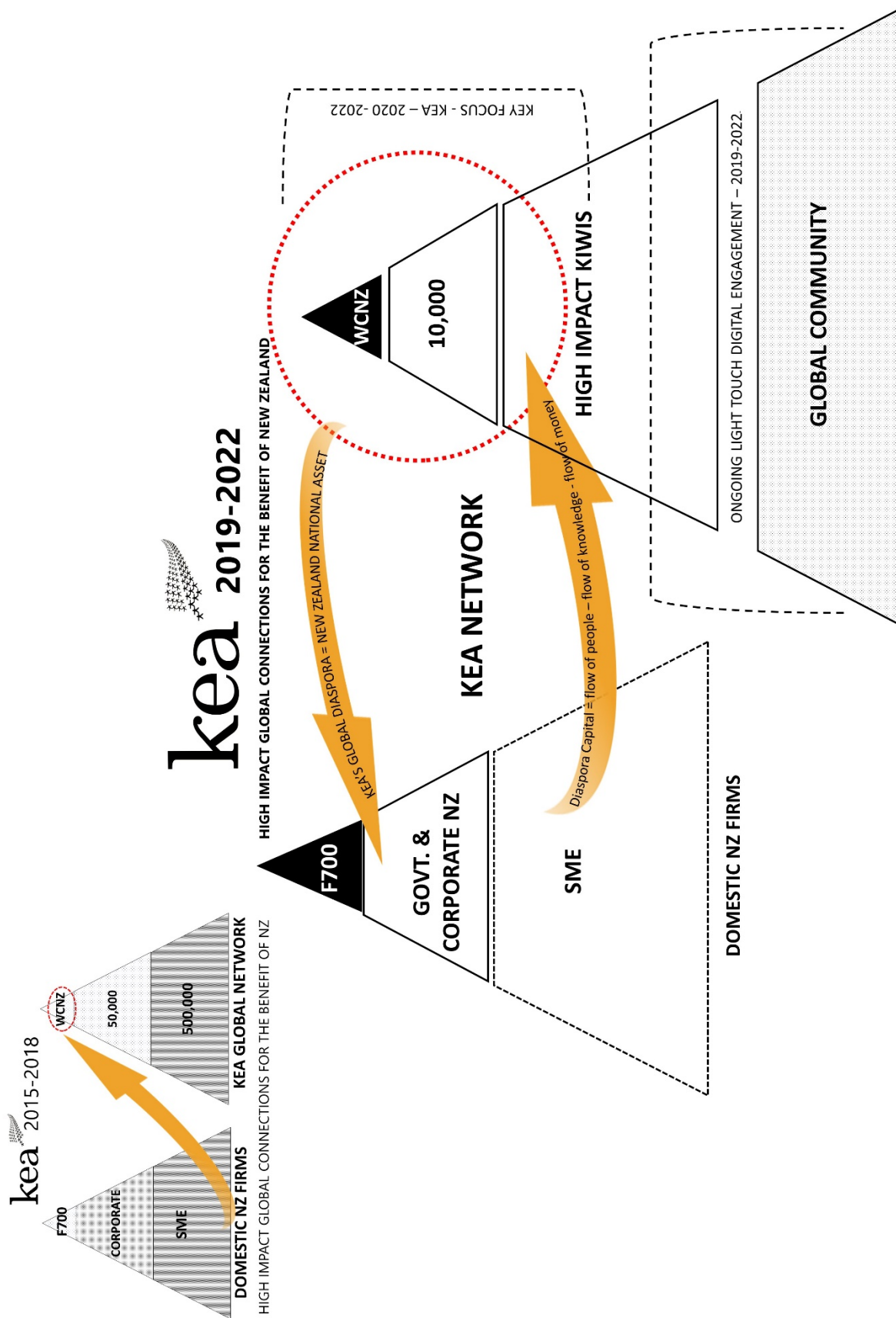
Regional Director China (Shanghai) – John Zhang (0.2)

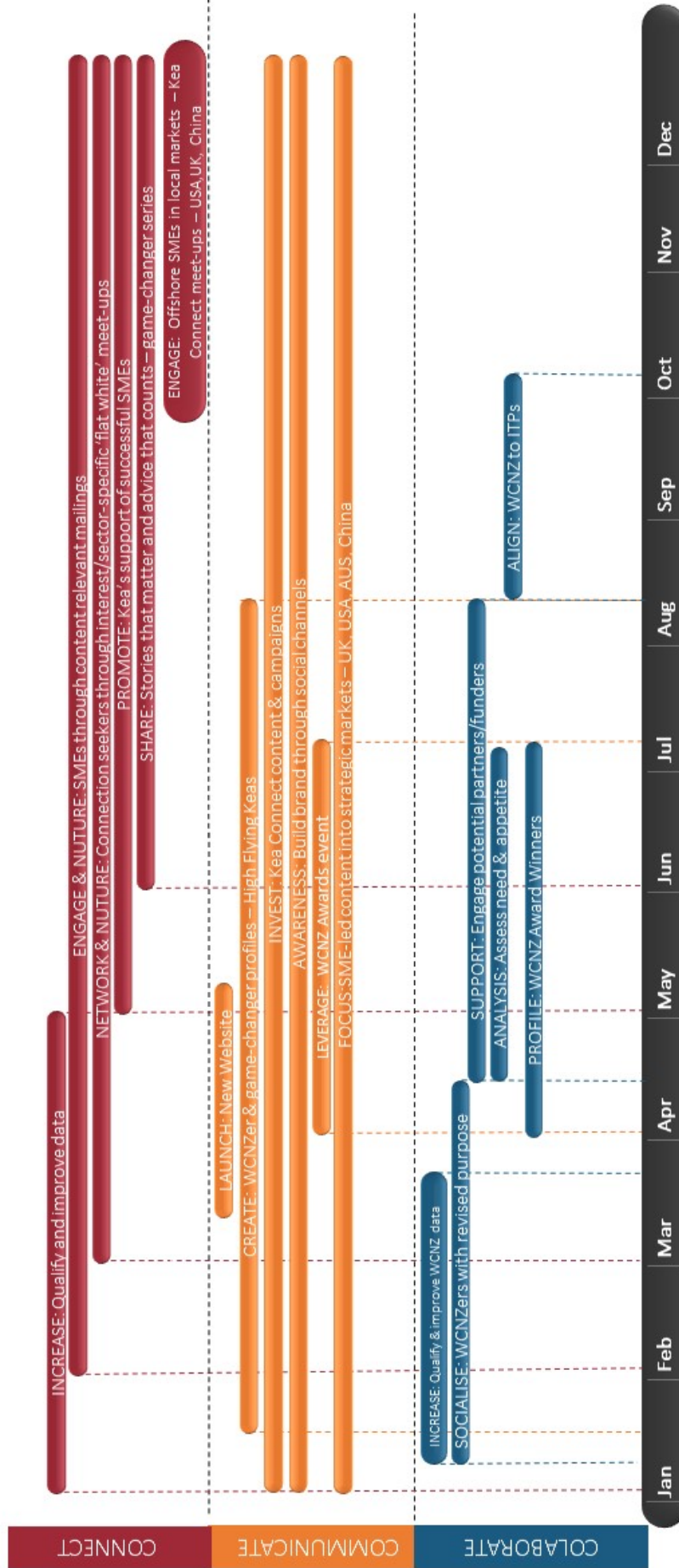
Regional Director China (Beijing) – Ciara Liu (0.2)

Financial Director – Dayna Bradley (0.4)



# APPENDIX 1 – ENGAGEMENT VISUALISATION





From: Craig Donaldson <s9(2)(a)@keanewzealand.com>  
Sent: Tuesday, 24 March 2020 5:02 PM  
To: Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
Subject: Re: Follow up: Kea INV-0671

Star..Thank you xx

**Craig Donaldson**

CEO  
s9(2)(a)  
keanewzealand.com

On 24/03/2020, at 4:50 PM, Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz> wrote:

FYI Other invoice has gone to Pete

From: Dayna Bradley <s9(2)(a)@keanewzealand.com>  
Sent: Monday, 23 March 2020 11:39 AM  
To: Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
Cc: Craig Donaldson <s9(2)(a)@keanewzealand.com>  
Subject: RE: INV-0675

Hi Ruth – just wanted to say thanks for checking with your Accounts team. We received payment on Friday for INV-0671 so that just leaves INV-0675 o/s (due 15 Apr 2020).

Warm regards

**Dayna Bradley**  
Kea Financials  
s9(2)(a)  
keanewzealand.com



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From: Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
Sent: Friday, 20 March 2020 12:45 PM  
To: Dayna Bradley <s9(2)(a)@keanewzealand.com>



Cc: 'Susan Glasgow' <s9(2)(a)>; Craig Donaldson <s9(2)(a)>  
**Subject:** Re: Kea INV-0671

Will do and take care x

Sent from my mobile device

Ruth Macleod

s9(2)(a)

---

**From:** Dayna Bradley <s9(2)(a)>

**Sent:** Friday, March 20, 2020 11:28:02 AM

**To:** Ruth Macleod -AKL <[Ruth.Macleod@nzte.govt.nz](mailto:Ruth.Macleod@nzte.govt.nz)>

**Cc:** 'Susan Glasgow' <s9(2)(a)>; Craig Donaldson <s9(2)(a)>

**Subject:** Kea INV-0671

Hi Ruth – hope you're keeping safe and well. Could you please follow-up with your accounts team to ensure these invoices are in the system for payment and let us know when we can expect them to be paid.

Thanks, Ruth. Much appreciated.

Warm regards

**Dayna Bradley**

Kea Financials

s9(2)(a)

[keanewzealand.com](http://keanewzealand.com)



New Zealand's Borderless Nation



**From:** Susan Glasgow <s9(2)(a)>

**Sent:** Friday, February 28, 2020 4:25 PM

**To:** Ruth Macleod -AKL <[Ruth.Macleod@nzte.govt.nz](mailto:Ruth.Macleod@nzte.govt.nz)>; [accounts.payable@nzte.govt.nz](mailto:accounts.payable@nzte.govt.nz)

**Cc:** s9(2)(a)

**Subject:** Quarterly Govt Report.

Dear Ruth,

It is my pleasure to attach Kea's Quarterly Report to Government. As discussed I will forward a list of World Class New Zealanders and 1000 High Impact Kiwis under separate cover on Monday.

Also attached an invoice for Kea FY2020 Funding. If you have any questions please do not hesitate to contact me.

Kind regards,

Susan

**Susan Glasgow**

Global Director World Class New Zealand

s9(2)(a)

[keanewzealand.com](http://keanewzealand.com)



INV-0671 - NZTE - INV-0675 - NZTE - INV-0675 - NZTE - Quarterly Report  
Kea FY2020 Funding Kea FY2020 Funding Kea FY2020 Funding February 2020 FINAL



# TAX INVOICE

New Zealand Trade & Enterprise  
Attention: Accounts Payable  
PO Box 2878  
Wellington 6140

**Invoice Date**  
28 Feb 2020  
**Invoice Number**  
INV-0671  
**Reference**  
Kea Funding FY2020  
**GST Number**  
81370540

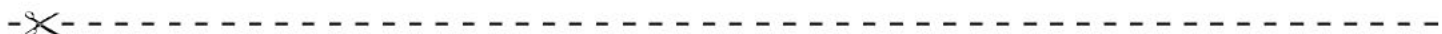
Kea New Zealand  
Attention: Dayna  
Bradley  
PO Box 105-892  
Auckland 1143

Description	Quantity	Unit Price	Amount NZD
Kea FY2020 Funding Agreement: Payment due within 30 days of the report due on 28 Feb 2020	1.00	300,000.00	300,000.00
		Subtotal	300,000.00
		TOTAL GST 15%	45,000.00
		<b>TOTAL NZD</b>	<b>345,000.00</b>

**Due Date: 20 Mar 2020**

Payment details:  
Kiwi Expat Association Incorporated

s9(2)(a)  
[Redacted]



# PAYMENT ADVICE

To: Kea New Zealand  
Attention: Dayna Bradley  
PO Box 105-892  
Auckland 1143

**Customer** New Zealand Trade & Enterprise  
**Invoice Number** INV-0671  
**Amount Due** 345,000.00  
**Due Date** 20 Mar 2020

**Amount Enclosed**

Enter the amount you are paying above



# TAX INVOICE

New Zealand Trade & Enterprise  
Attention: Accounts Payable  
PO Box 2878  
Wellington 6140

**Invoice Date**  
16 Mar 2020  
**Invoice Number**  
INV-0675  
**Reference**  
Kea Funding FY2020  
**GST Number**  
81370540

Kea New Zealand  
Attention: Dayna  
Bradley  
PO Box 105-892  
Auckland 1143

Description	Quantity	Unit Price	Amount NZD
Kea FY2020 Funding Agreement: Payment due within 30 days of the 16 March 2020 meeting with NZ Inc parties.	1.00	300,000.00	300,000.00
		Subtotal	300,000.00
		TOTAL GST 15%	45,000.00
		<b>TOTAL NZD</b>	<b>345,000.00</b>

**Due Date: 15 Apr 2020**

Payment details:

Kiwi Expat Association Incorporated

s9(2)(a)

# PAYMENT ADVICE

To: Kea New Zealand  
Attention: Dayna Bradley  
PO Box 105-892  
Auckland 1143

**Customer** New Zealand Trade &  
Enterprise  
**Invoice Number** INV-0675  
**Amount Due** **345,000.00**  
**Due Date** 15 Apr 2020

**Amount  
Enclosed**

Enter the amount you are paying above



# TAX INVOICE

New Zealand Trade & Enterprise  
Attention: Accounts Payable  
PO Box 2878  
Wellington 6140

**Invoice Date**  
16 Mar 2020

**Invoice Number**  
INV-0675

**Reference**  
Kea Funding FY2020

**GST Number**  
81370540

Kea New Zealand  
Attention: Dayna  
Bradley  
PO Box 105-892  
Auckland 1143

Description	Quantity	Unit Price	Amount NZD
Kea FY2020 Funding Agreement: Payment due within 30 days of the 16 March 2020 meeting with NZ Inc parties.	1.00	300,000.00	300,000.00
		Subtotal	300,000.00
		TOTAL GST 15%	45,000.00
		<b>TOTAL NZD</b>	<b>345,000.00</b>

**Due Date: 15 Apr 2020**

Payment details:

Kiwi Expat Association Incorporated

s9(2)(a)

# PAYMENT ADVICE

To: Kea New Zealand  
Attention: Dayna Bradley  
PO Box 105-892  
Auckland 1143

**Customer** New Zealand Trade &  
Enterprise

**Invoice Number** INV-0675

**Amount Due** **345,000.00**

**Due Date** 15 Apr 2020

**Amount  
Enclosed**

Enter the amount you are paying above



# QUARTERLY REPORT

Kea NZ Limited // February 2020



## TANIA BEARSLEY, UK NEW ZEALANDER OF THE YEAR 2020

ON 7 FEBRUARY Kea's own [Tania Bearsley](#), Regional Director for UK/Europe, was awarded the Air New Zealand UK New Zealander of the Year Award.

The award, presented by the New Zealand Society of the United Kingdom, celebrates amazing Kiwis living and working in the UK. Tania was named a finalist alongside [Jarred Christmas](#), Comedian, and her nomination recognised the instrumental role she played in leading and organising the 'Stand for Solidarity with New Zealand' event in Trafalgar Square in 2019, bringing together the Kiwi community following the Christchurch mosque attacks.

Congratulations to Tania on this well-deserved award. Kea is proud to have a Regional Director and Kea Ambassador who relentlessly works for the good of New Zealand and Kiwis around the world.

*"It was important to the New Zealand community groups here in London that we show our support and love to the Muslim Community, people of Ōtautahi, Christchurch and our home nation Aotearoa, New Zealand. I will be forever grateful for the trust that our community put in me to lead from among us and bring this event together."*

*"It is very humbling to have been announced as the winner."*

Tania Bearsley, Regional Director for UK/Europe, Kea.



## CEO TOUR OF THE USA

KEA'S GLOBAL CEO [Craig Donaldson](#) and Regional Director West Coast, [Anna Shere](#), caught up with members of our World Class network and representatives from our partner organisations in December 2019.

A highlight of the trip was a Kea Connect event Kea co-hosted with our New Zealand Inc partners at the Official New Zealand Residence in Los Angeles on 5 December. The gathering brought together Kea's strategic partners from MBIE, NZTE, and DLA Piper including: [Amanda Martin](#), Regional Director at NZTE, [Raphael Vernassal](#), Acting Trade Commissioner, NZTE, [Brad Reid](#), Policy Advisor at New Zealand Consulate-General Los Angeles, [Marta Mager](#), Head of Agency/Counsellor Science & Innovation, MBIE, [Holly Lake](#), Partner at DLA Piper, and [Patrick Anding](#), Partner at DLA Piper. The guests enjoyed connecting and networking with each other and hearing about Kea's future strategic direction and activity. We were also joined by [Maurice Williamson](#), New Zealand Consul-General to the USA, who was pleased to learn more about Kea's purpose and activity.

Having hosted over 50 meetings Craig and Anna made the most of the week and were pleased to have had the opportunity to nurture relationships with existing and future World Class New Zealanders, reconnect with longstanding Kea Members and cement Kea's on-the-ground presence in the region.

Craig was particularly impressed by the cohort of entrepreneurs he met, and the speed of their innovation, willingness to embrace new products and digital technologies. It was also great to see first-hand how Kea continues to have an impressive array of engaged, influential & passionate Kiwis looking to make New Zealand better. These humble and hardworking individuals continue to represent New Zealand at the highest level of future trends.

PEOPLE KEA CONNECTED WITH INCLUDE [Liz Fraser](#), Regional General Manager- Americas at Air New Zealand; [Simon Court](#), Head of Global Diversity and Inclusion Strategy at NZTE; [Hannah Lee-Darboe](#), Consul General and Trade Commissioner New York at NZTE; [Martin Cudd](#), Acting Trade Commissioner at NZTE; [Myles Sutherland](#), World Class New Zealander and Founder of GeoCam; [Sarah Poole](#), Data Scientist at Verily Life Sciences; [Andrew Maclachlan](#), Manager of the Toyota Innovation Hub, [Dave Ferguson](#), Co-Founder at Nuro; [Anthony Mosse](#), Senior Advisor at NZUS Council; [Lesley Tilley](#), Founder and CEO at Kia Ora USA; [Privahini Bradoo](#), Young Global Leader at World Economic Forum; [Rodney Fong](#), President and CEO at San Francisco Chamber of Commerce; [Maurice Williamson](#), NZ Consul-General to the USA at the New Zealand Consulate; [Alex Boyd](#), President and CEO at PSC Group; [Natalie Stanisich](#) Creative Director at Two Guns Espresso; [Divya Dhar](#), Product Manager, Google Maps at Google; [Paul Keating](#), Director at Vulcan Inc; [Gareth Waugh](#), Director of Forestry at Port Blakely.



## MONToux

**GEOFF KEAST, CO-CEO OF MONToux** sought introductions to financial advisors in the UK with expertise in life insurance. Montoux provide technology that helps insurers optimise pricing outcomes. They are starting their journey in the Northern Hemisphere, having recently signed a deal with [Scottish Widows](#).

Their NZTE Customer Manager [Adam Bennett](#) reached out to Kea for assistance. Within 24 hours Kea had introduced Geoff to World Class New Zealander and ex-CEO of [Aviva](#), [Mark Wilson](#), to discuss Montoux's journey to date, their network and Mark's insights into the market.



## ACTIONSTEP

ON 26 FEBRUARY, [ActionStep](#) hosted a summit in Chicago, for a group of approximately 25 small to medium sized business owners. [Triona Saunders](#), Product Marketing Consultant at ActionStep sought help identifying an entertaining keynote speaker who could speak on personal development and broader business inspiration. Their Customer Manager at NZTE, [Todd Farnham](#), Head of Early Stage Tech, contacted Kea for suggestions.

ActionStep is a complete legal practice management system, built in the cloud, with workflow at its heart. Actionstep gets rid of law firm administrivia and simplifies how people work.

Kea suggested Triona connect with five World Class New Zealanders: [Sean Simpson](#), Co-Founder and Chief Scientific Officer at [LanzaTech](#), [Paul Harvey](#), Global Channel Manager – QSR at [Fonterra](#), [Julie](#) and [Steve Gianoutsos](#), Mojo Co-Founders, and [Daniel Thomas](#), CEO of [TimeZoneOne](#).



## SPM ASSETS

THROUGH NZTE'S CUSTOMER MANAGER [John Lacey](#), Kea was introduced to [Kate Mulligan](#), Director of SPM Assets, to discuss ways we could support SPM with connections in government, housing and facilities management.

SPM is an asset management software company that provides users with a recognised industry and pragmatic approach to asset and project planning.

Kea suggested Kate connect with the following members: [Clyde Holland](#), CEO of Holland Partner Group; [Nick Mowbray](#), Co-Founder and Director of [ZURU Toy Company](#) and [ZURU Edge](#), [Simon Yock](#), CEO of [Forsite](#), [Skye Duncan](#), Director of Global Designing Cities Initiative at [National Association of City Transportation Officials](#), and [Victoria Munro](#), Executive Director at [Alice Austen House](#).



## 3BEE

3BEE IS A natural honey and skincare brand, looking to sell blue borage honey under private label into Japan. 3Bee's respect for bees and the New Zealand wilderness is reflected in their ethos and values of crafting uncomplicated and natural skincare. Ahead of planned travel to Japan, Co-Founder [Dorje Strang](#) sought connections to people who could provide insight into private labelling in Japan.

[Sophie Craig](#), their Customer Manager at NZTE, contacted Kea seeking assistance.

Kea was able to introduce Dorje to [Donald Roxburgh](#), Founder and Market-Entry Strategist at [Wholesum Japan Company](#).





DEC - FEB  
19/20

## GLOBAL OPPORTUNITIES

Kea's thriving jobs board is a portal for our Government partners to promote roles here and around the world. Since December Kea has posted 8 roles.

**8** Number of government roles posted



## NZTE

- [Director, New Zealand Trade Development Centre, Taipei](#)
- [Expo 2020 Project Manager \(Missions and Visits\), New Zealand](#)
- [Customer Manager, Maori business, New Zealand](#)
- [Digital Channels Consultant, China](#)
- [Event Manager, China](#)



## MINISTRY OF TRANSPORT

- [Chief Financial Officer - Wellington](#)
- [Director - Auckland](#)

## EDUCATION NEW ZEALAND

- [Education Manager, Beijing](#)



## WALLACE COTTON

Wallace Cotton, F700 company working with NZTE, is a contemporary interiors brand, best known for natural luxury and beautifully crafted bed linen. Having multiple stores across New Zealand, they also have a store in South London and are looking at how to break through in the busy marketplace that is the UK.

Trade Commissioner Nick Swallow reached out to Kea hoping to connect Bill Wallace, Co-Founder of Wallace Cotton, with World Class New Zealander Anthony Romano, CEO of Church's & Co (Prada Group)

As a result of the introduction, Bill and Anthony had a successful and insightful meeting.

*“Thank you so much for taking the time to meet with the Wallace Cotton team. They really appreciated your honesty around the challenges of growing a brand in the UK and have taken your advice onboard.”*

MARIA HELLYER, HEAD OF BUSINESS DEVELOPMENT F&B WINE, NZTE



## HOA CLEANTECH

Hoa Cleantech is committed to decarbonising industries and leading them to zero emission and zero waste. Their software platform analyses an operation's energy and waste use as one interconnected ecosystem. They leverage the value of clean energy technologies and infrastructure across multiple aspects of a business to deliver a decrease in life-cycle costs and potentially open new revenue streams.

They are looking to move toward a SaaS based offering, and their target region at this time is North America. Peter Algie, Co-Founder of Hoa Cleantech, sought connections with executive experts and decision makers who could help validate their approach, mentor the team and provide feedback on the validity of transforming to a SaaS model.

Kea introduced Peter to Lovina McMurchy, Venture Partner at Movac who has agreed to mentor the team going forward. Kea also connected Peter with Neil Campbell, Executive Chairman at Mosaigen Corporation.

## NEW ZEALAND TRUFFLE COMPANY

The New Zealand Truffle Company exists to assist the development a truffle industry in New Zealand, fostering cooperation between New Zealand Truffle growers and others interested in the industry.

As they plan to grow a truffiere in New Zealand and consider export options, Director Catherine Dwan reached out to Kea for help to understand the global markets they should target as a priority, and particularly sought insight into consumer trends across China, Hong Kong, South Korea and the Middle East. On a recent trip to Europe, Kea connected Catherine to NZTE's Boris Bourdin Beachhead Advisor, Europe, and the two met while she was in Spain. Kea also connected Catherine to Hamish Brown, Group Executive Chef at ROKA Restaurants, Chantelle Nicholson, Chef Patron at TREDWELLS, Jeff Tyler, Founder of Streamfocus and Partner Chef at Titu, and Marcus Verberne at 67 Pall Mall.



*“Meeting with Boris yesterday was fantastic. Again... thank you .....His knowledge of marketing and distribution channels in our target markets was extremely helpful as well as sharing his own background in luxury perishable food goods, namely foie gras. Because of this experience, he has extensive knowledge of the hospitality sectors we are wanting to supply to, how they work, current trends (eg. Traceability and organic) and discussed potential efficiencies to maximise the value chain.”*

CATHERINE DWAN, DIRECTOR OF THE NEW ZEALAND TRUFFLE



## KYT BAGS

Bridget Scanlan, Founder of KYT Bags, sought connections to Kiwis in the retail, leather production, product design and development space in the UK.

KYT Bags produce bespoke, handcrafted bags that are designed to meet the unique needs of people with diabetes. These bags have been designed in collaboration with the diabetes community, and after having first launched in May 2018, KYT Bags are now distributing their products all around the world.

Kea connected Bridget with World Class New Zealander and CEO of Church's & Co (Prada Group), Anthony Romano.

*"I talked to Anthony this morning and found it a really helpful, friendly and insightful conversation. He was especially fantastic to talk to at this point in our journey, as we're currently seeking out a new production partner. He offered us great, frank advice in this space."*



## FUTIRITY GROUP

Futurity Group has developed a biobased water bottle. While developing their go to market strategy for China, Dubai and Taiwan, Futurity's Ella Gordon-Latty, Chief Commercial Officer, contacted Kea wanting to connect with members in the hospitality industry, along with legal advisors.

Kea introduced Ella to Raymond Faulkner, General Manager, AGM at Sofitel Wellington, Natalie Potts, Asia Marketing Manager at New Zealand Winegrowers, and Hayden Edgton, General Manager at Habtoor Grand Resort, Marriot Luxury Lifestyle Hotel. Ella said these meetings were productive, and advised they are revising their target market. Kea will continue to support the team with further connections.

## MINAAL



MINAAL DESIGNS best-in-class bags and accessories and believes that the cheapest bag is the one you never have to replace. Founders Jimmy Hayes and Doug Barber, formed the company in New Zealand in 2013 after they struggled to find a bag appropriate for work and travel. Their products encompass a focus on durable components, tech protection combined with a minimal aesthetic.

As Minaal sought help establishing retail relationships and increasing their market presence in Japan, their NZTE Customer Manager, Sophie Craig, reached out to Kea.

Kea introduced Jimmy and Doug to Jason Skala, Founder and CEO at Origin K.K., Don Roxburgh, Founder and Market-Entry Strategist at Wholesum Japan and Dan Underwood, Ashton Consulting.

## NEW ZEALAND AND BEYOND

NEW ZEALAND AND BEYOND provides a refined mode of entry for New Zealand skincare brands to join the Chinese e-commerce market, allowing these quality brands to sell their products to China in a simple and effective way.

Co-Founder Millie Morgan wanted to speak to individuals with expertise in customs regulations for cross-border e-commerce in China, hoping to gain a better understanding of compliance for skincare and beauty products with regard to Chinese law and regulation. Their Customer Manager at NZTE, Frances Brown, contacted Kea for suitable connections.

Kea introduced Millie to World Class New Zealander and Director at Prestige Law, Royal Reed, and Daniel Wang, Director of New Zealand Food Basket.



## KEA CHINA – CORONAVIRUS

With offices closed and many of our members either out of China or restricted in their movements due to the coronavirus, it has been a quiet start to 2020 for Kea China. Despite these challenges Kea in China has kept in touch with our network and supported our partners to stay abreast of developments by distributing travel advice from MFAT.

On 21 February Kea joined forces with 'Kiwi Drinks' to bring together members of our China community in Auckland who are unable to return home due to the coronavirus.



## SME CONNECTIONS BY REGION

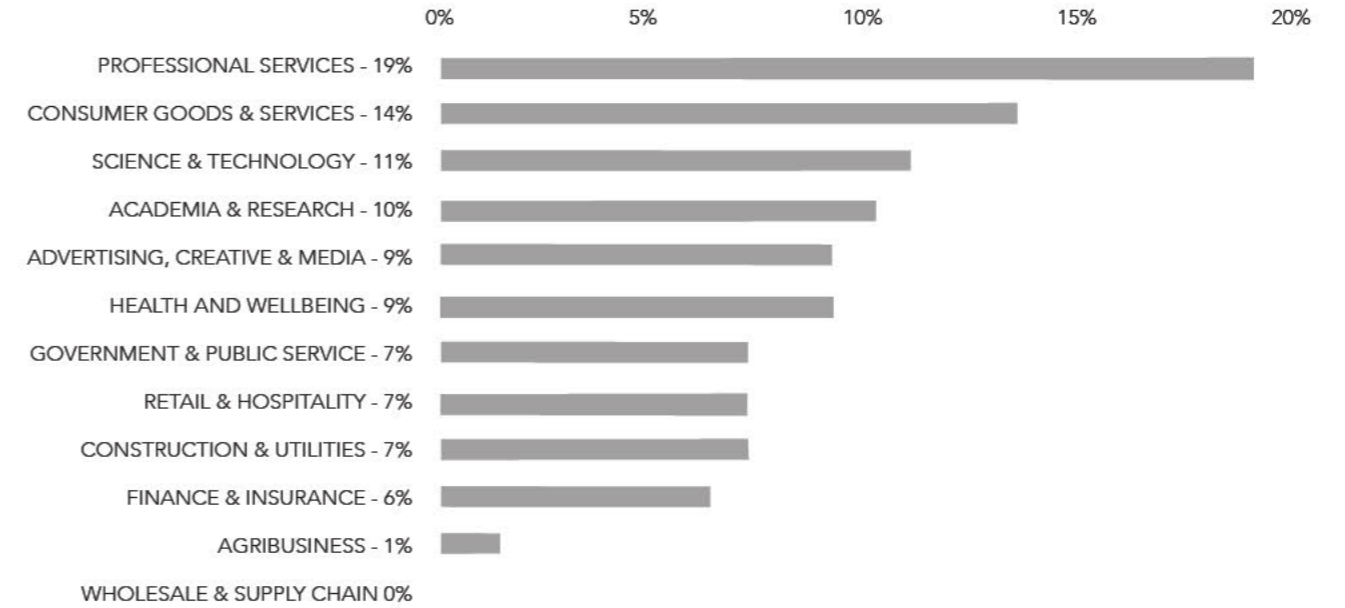
Kea Connect, powered by Xero, introduces Kiwi businesses to a global network of New Zealanders to help them break into new markets smarter and faster.

### REGIONAL

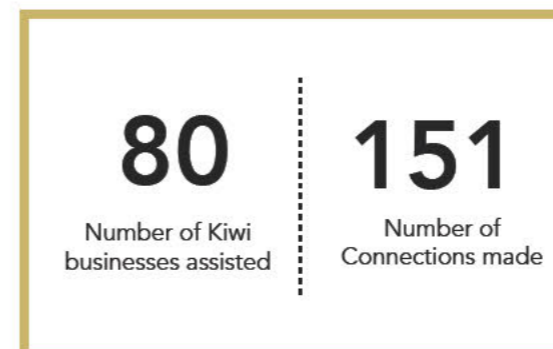
- North America - 53
- UK/EU - 52
- China - 18
- Southeast Asia - 13
- Australia - 13
- Japan - 2



## SME SECTORS SUPPORTED BY KEA



## KEA CONNECT BY THE NUMBERS



# 13 CONNECTION HIGHLIGHTS: NZTE

## VANESSA VITASOVICH

Kea was happy to assist Vanessa Vitasovich, International Business Development Manager at NZTE, with connections to the Beauty and HR & Employment industries in the USA.

As Vanessa manages a Beauty portfolio, she was interested to identify advisors in the beauty, health and wellness space to help broaden her own network. We have connected Vanessa to Aana Lawton, Assistant Vice President at L'Oréal.

Vanessa also wanted to be connected to Kiwis in the HR & Employment industry, who could offer sound and balanced advice for Kiwi to companies looking to employ staff in the USA. Kea connected Vanessa with Jeremy Macleod, San Francisco based Founder of The Search Experience.



## NEW ZEALAND RUGBY

As New Zealand Rugby looks to advance the All Black's brand presence in North America, Hannah Lee-Darboe, Consul General and Trade Commissioner, New York recommended New Zealand Rugby's Manager of New Partnerships, Mike Moeahu, speak to Kea for support.

Kea is working with Hannah Lee-Darboe to create a roundtable event with our New Zealand Inc. Partners and World Class New Zealanders to establish opportunities ahead of Mike's planned March visit.



## EXPO 2020, DUBAI

Anne Collins, International Market Manager, India, Middle East, Africa at NZTE sought speaker recommendations for World Majlis as part of Expo 2020 Dubai. Specifically, Anne wanted help identifying thought leaders, subject matter experts, and/or emerging leaders in our Kea community who could discuss global trends in: climate, urban development and cities, travel and exploration, Strategic Development Goals, health and wellness, innovation, agriculture and livelihood development, women, girls, and water.

Kea supplied Anne with a list of 39 individuals, including World Class New Zealand Award Winners Privahini Bradoo, Young Global Leader at World Economic Forum, Tony Falkenstein, Founder and Chief Executive at Just Life Group Ltd, Craig Nevill-Manning, Head of Engineering at Sidewalk Labs, Brian Monahan Director of the Namaste Foundation, and World Class New Zealanders Nick Main, Global Managing Partner, Sustainability and Climate Change Services at Deloitte Touche Tohmatsu, Dale Nirvani Pfeifer, CEO and Founder at Goodworld, Sara Clemens, Chief Operating Officer at Twitich and Helen Robinson, Co-Founder and Executive Director at Organic Initiatives.

NZTE Initiatives Supported by Kea	
USA	Kea Partnered with NZTE to host a table at Kia Ora USA's annual Waitangi dinner.
USA	Kea assisted <u>Matthew Petrich</u> , International Business Growth Advisor at NZTE to identify Kiwis in the USA to support a request from one of his clients.
USA	<u>Todd Farnham</u> , Head of Early Stage Tech at NZTE reached out to Kea seeking support finding a speaker for SaaStr. We introduced Tod to <u>Victoria Ransom</u> , Founding Partner at <u>Dare Co.</u>
USA	NZTE's <u>Sasja Smit</u> , Business Development Manager – Private Sector Lead, Canada sought introductions to industry Kiwis in Vancouver. Kea provided Sasja with a list of 25 names.
USA	Kea met with NZTE's <u>John Lacey</u> to discuss his plans for an event with noho in NYC on 5 March. Kea will provide focused and connected guests to make high-impact connections that will benefit noho.
USA	Following a request from <u>Todd Farnham</u> , Kea supplied a list of Kea Members who are currently based in Colorado.
USA	NZTE introduced Kea to Peter Schoni, Founder of Le Café - Open Air Jazz Festival. Kea discussed ways to support their other pop-up festivals globally.
USA	<u>Glen Murphy</u> , LA-based Investment Director at NZTE is hosting a gathering for investors in Sacramento and asked Kea to introduce him to Kiwis in the area. Kea connected Glen with <u>Robert Scott</u> , Personal Banker at <u>Wells Fargo Bank</u> , <u>Mark Phillips</u> , Director of Field Services, <u>AIG</u> , <u>Ann Solomon</u> , Regional Director, Western North America at <u>The University of Auckland</u> .
USA	NZTE's <u>Glen Murphy</u> sought to invite Kea members to join his table at the San Francisco Waitangi Day celebration. Kea connected Glen with <u>Andrew MacLachlan</u> , Manager at Toyota Innovation Hub, <u>Hamish McKenzie</u> , Co-founder of <u>Substack</u> , and <u>Martin Cudd</u> , Interim Trade Commissioner at NZTE.
USA	Kea supported NZTE's <u>Todd Farnham</u> by helping him find a Haka performer for an event in Portland.
UK	<u>Luke MacLean-McMahon</u> , Business Development and Marketing Manager at NZTE contacted Kea, seeking to engage with Kapa Haka Services for an event held in March 2020. Kea introduced Luke to <u>Troy Nathan</u> and <u>John Akurangi</u> of Team Haka.
Europe	Kea promoted the Ireland Embassy Christmas drinks to Kea members in professional services issuing invitations on behalf of the New Zealand Embassy.
UK	Kea met with <u>Adam Bennett</u> , Commercial Advisor at NZTE to discuss Kea's Top 10 Tips for building networks in the UK Tech Sector for NZ Companies entering the market
UK	Kea provided <u>Maria Hellyer</u> , Head of Business Development F&B at NZTE a list of New Zealand Chefs in the UK for Alliance Meat to identify potential advocates and raise awareness of New Zealanders in the sector.
China	Kea met with NZTE to discuss a fundraiser for novel coronavirus in Hubei.

# 15 CONNECTION HIGHLIGHTS: MFAT



## AMBASSADOR BRAD BURGESS

Ambassador Brad Burgess, Ambassador to Ireland at MFAT, wants to create a New Zealand Business Network in Ireland and contacted Kea for help to identify local Kiwis. Kea joined the first planning discussion and has pledged our support for this initiative.

To date, Kea has introduced Brad to leading New Zealanders in business to discuss this opportunity, including Scott Bewley, Director, Managed Services Middle East Europe Africa, at CSG, Jamie Schmidt, Partner at Deloitte, and Sean McNaughten, Managing Director at Primeline Group.



## AMBASSADOR ROSEMARY BANKS

NZTE approached Kea for support in arranging meetings between Rosemary Banks, Ambassador of New Zealand to the United States, MFAT, and Kea Members. Rosemary was specifically interested in learning about the North America internship programme and ways MFAT could assist.

On January 15 at the Terrain - Landscape Architecture + Constructed Ecology in New York City, Kea hosted a roundtable with Rosemary and Kea members Sarah Smith, Director of MOKOISM International Strategic Management, Maia Nuku Curator, Oceania at Metropolitan Museum of Art, Stephen Tupu, Founder of Terrain NYC, Victoria Brownlee, former University of Auckland student and United Nations intern and Sophie Roberts, AUT Intern at Terrain New York City.

The group discussed opportunities for tertiary students to seed career prospects within USA-based companies while simultaneously gaining international work experience.

Kea also introduced Ambassador Banks to other Kiwis in New York City, including 2019 World Class New Zealand Award winner Kristen Nevill-Manning, Vice President at Teachers Pay Teachers and Mark D'Arcy, VP Global Business Marketing & Chief Creative Officer at Facebook. Rosemary will meet privately with both Kirsten and Mark as a result of the introduction.

MFAT Initiatives Supported by Kea	
USA	Kea met with <u>Brad Reid</u> , New Zealand Consulate General to Los Angeles, to discuss the LA Sevens and how Kea can support MFAT.
USA	Kea is supporting MFAT by identifying members of the network who can contribute to a forthcoming tech panel.
USA	Kea introduced <u>Brad Reid</u> to the Seattle Seawolves.
UK	MFAT sought nominations for a New Zealand Flag Bearer for Commonwealth Day at Westminster Abbey. Kea suggested Equestrian Sport NZ rider, <u>Samantha Lissington</u> . MFAT has extended an invitation to her.
UK	Kea supported MFAT in the recruitment of a new Visitors & Events role in London, posting the role on the Kea website and sharing the opportunity across our social channels.
UK	MFAT sought guest speaker recommendations for the Cambridge Union. Kea suggested author and screenwriter <u>Anthony McCarten</u> .
UK	Kea issued a letter to Westminster Council, on behalf of UK-based NZ Community Groups, in support of MFAT and the proposed refurbishment of New Zealand House in London.
USA	Kea attended the New Zealand Permanent Mission to the United Nations Waitangi Day celebrations in New York.
USA	<u>Murray Bruges</u> , Deputy Consul General at New Zealand Consulate General, Los Angeles, approached Kea and has been working alongside <u>Casper Klynge</u> , a recently appointed European Tech Ambassador to learn more about their approach to developing tech policies of national relevance. Murray wanted to connect with senior level Kiwis in the tech sector to seek their input and advice. Kea Connected Murray with <u>Divya Dhar</u> , Product Manager – Maps at <u>Google</u> , <u>Lachlan Kermode</u> , Software Lead at <u>Forensic Architecture</u> , <u>Jordan Smith</u> , Co-Founder of <u>Swyft</u> , <u>Catherine Robinson</u> , Head of Technology at the <u>Sister District Project</u> .



17 CONNECTION HIGHLIGHTS:  
TOURISM NEW ZEALAND, MBIE

MARK BURT

Tourism New Zealand's Mark Burt, PR Manager Americas, contacted Kea wanting support to plan marketing opportunities to promote sustainability in New Zealand in 2020.

Kea discussed the possibility of hosting a sustainability panel in New York and is in the process of connecting Mark with World Class New Zealanders Sean Simpson, Co-Founder and Chief Scientific Officer at LanzaTech, Scott Clark, Partner at TAU Investment Management, and Zion Armstrong, President adidas North America, adidas.

BRITTANY ROSSI

Brittany Rossi, Head of PR – Americas at Tourism New Zealand, approached Kea wanting to connect with World Class New Zealanders to invite them to share their stories of New Zealand leadership and innovation.

Kea provided Brittany with a list of influential people, including Mark D'Arcy, VP Global Business Marketing and CCO at Facebook; Greg Foran, CEO, Air New Zealand; Chris Liddell, Assistant to the President and Director of Strategic Initiatives at the White House; Claudia Batten, Owner Claudia Batten LLC; Sam Cheow, SVP, Corporate Makeup Innovation & Product Development Chief Product Accelerator at Estee Lauder Companies Inc; John Bedbrook, Vice President at DuPont Agriculture Biotechnology and Phil Keoghan, Television Producer and Presenter.



BIOTECHNZ

Alongside Callaghan Innovation, MBIE is supporting the BioTechNZ conference in San Diego, USA. Kea connected with Friederike Steinebach, Programme Manager – Innovative Partnerships, MBIE, to discuss the ways that Kea can promote the New Zealand Pavillion to relevant World Class New Zealanders, particularly those in science and biotech.



KEA IS PROUD TO SUPPORT  
*Our NZ Inc Partners NZTE, MBIE,  
MFAT and Tourism NZ both locally*



From: Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
Sent: Tuesday, 25 February 2020 5:25 PM  
To: Mel Lim <s9(2)(a)>  
Subject: Re: Kea Govt Partners - Tourism NZ

Hey Mel thanks I'm super pumped!

Tourism are part of the current contract for this year I don't have my documents in front of me it's a smaller portion circa 10 to 25K something like that Susan has the contract so that's the thing we should be looking at in terms of any deliverables.

If you have any questions give me a call see you soon

Ruth

Sent from my mobile device

Ruth Macleod  
s9(2)(a)

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From: Mel Lim <s9(2)(a)>  
Sent: Tuesday, February 25, 2020 1:57:42 PM  
To: Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
Subject: Kea Govt Partners - Tourism NZ

Hi Ruth,

Congrats on the new role! When do you head over to SF?

Have a quick qn re: our government partners contract - are TNZ now out of the partnership? I think they originally signed on for 1 year, so thought I'd check if we need to remove them?

Let me know!

Thanks,

\*Mel

--  
Mel Lim  
Global Partnerships Director  
Kea  
s9(2)(a)  
[keanewzealand.com](http://keanewzealand.com)

kea 

**From:** Dayna Bradley <s9(2)(a)>  
**Sent:** Monday, 16 March 2020 12:21 PM  
**To:** Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
**Cc:** 'Susan Glasgow' <s9(2)(a)>; Craig Donaldson <s9(2)(a)>  
**Subject:** Cancelled - Kea meeting (Kea invoice)

Hi Ruth – as per your note to Susan, thanks for letting us submit the invoice due this month even though the scheduled meeting has had to be postponed.

Please let me know if you need the invoice wording amended. If not, please forward it to Accounts Payable as I didn't want to cc them on the trail below.

Thanks, Ruth.

Warm regards

**Dayna Bradley**

Kea Financials

s9(2)(a)

[keanewzealand.com](http://keanewzealand.com)



New Zealand's Borderless Nation



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**From:** Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
**Sent:** Monday, 16 March 2020 8:50 AM  
**To:** Susan Glasgow <s9(2)(a)>  
**Subject:** Re: Cancelled - Kea meeting

Of course no problem

Sent from my mobile device

Ruth Macleod

s9(2)(a)

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**From:** Susan Glasgow <s9(2)(a)>  
**Sent:** Monday, March 16, 2020 8:44:59 AM  
**To:** Ruth Macleod -AKL <Ruth.Macleod@nzte.govt.nz>  
**Subject:** Re: Cancelled - Kea meeting

Ruth I know Dayna will ask but I think an invoice is tied to this meeting happening. Can she still issue it? Crazy times.



Get [Outlook for iOS](#)

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**From:** Ruth Macleod -AKL <[ruth.macleod@nzte.govt.nz](mailto:ruth.macleod@nzte.govt.nz)>

**Sent:** Monday, March 16, 2020 8:07 AM

**To:** MOLLOY, Matthew (ECO); Ron Clink; Stephen Blair - AKL; Craig Donaldson; s9(2)(a); Phil Veal

**Subject:** Cancelled - Kea meeting

Hi All

Given ever changing situation, have canceled today's meeting. Will reschedule at some point.

Thanks

Ruth

Sent from my mobile device

Ruth Macleod

s9(2)(a)



INV-0675 - NZTE -  
Kea FY2020 Funding



# TAX INVOICE

New Zealand Trade & Enterprise  
Attention: Accounts Payable  
PO Box 2878  
Wellington 6140

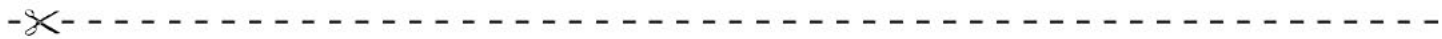
**Invoice Date**  
16 Mar 2020  
**Invoice Number**  
INV-0675  
**Reference**  
Kea Funding FY2020  
**GST Number**  
81370540

Kea New Zealand  
Attention: Dayna  
Bradley  
PO Box 105-892  
Auckland 1143

Description	Quantity	Unit Price	Amount NZD
Kea FY2020 Funding Agreement: Payment due within 30 days of the 16 March 2020 meeting with NZ Inc parties.	1.00	300,000.00	300,000.00
		Subtotal	300,000.00
		TOTAL GST 15%	45,000.00
		<b>TOTAL NZD</b>	<b>345,000.00</b>

**Due Date: 15 Apr 2020**  
Payment details:  
Kiwi Expat Association Incorporated

s9(2)(a)  
[Redacted]



# PAYMENT ADVICE

To: Kea New Zealand  
Attention: Dayna Bradley  
PO Box 105-892  
Auckland 1143

**Customer** New Zealand Trade & Enterprise  
**Invoice Number** INV-0675  
**Amount Due** 345,000.00  
**Due Date** 15 Apr 2020  
**Amount Enclosed**

Enter the amount you are paying above

From: Ruth Macleod - SFO <Ruth.Macleod@nzte.govt.nz>  
Sent: Monday, 20 April 2020 8:06 AM  
To: Phil Veal s9(2)(a) >  
Subject: Re: Got 10min to talk before 30 April Kea Board call?

Ok cool talk to you at 10

Sent from my mobile device  
Ruth Macleod  
s9(2)(a)

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From: Phil Veal s9(2)(a) >  
Sent: Monday, April 20, 2020 7:58:26 AM  
To: Ruth Macleod - SFO <Ruth.Macleod@nzte.govt.nz>  
Subject: Re: Got 10min to talk before 30 April Kea Board call?

10am will call you

Can go thru high-level private sponsor set - atm it's about not getting sponsorships renewed, or sponsorships reduced (s9(2)(b)(ii)) rather than sponsors withdrawing totally. But trying to be ready for recession ("abundance of caution" etc)

I'm working on Scenario C where private funding reduces from s9(2)(b)(ii) but suggesting a slightly different response "C+" in attached

KEA NZ FUNDING	FY2020	FY2021				
	Projected to 30 Jun 2020	FY2021 Plan A	FY2021 Plan B	FY2021 Plan C	FY2021 Plan C+	FY2021 Plan D
REVENUE						
Government Funding	1,050,000	1,020,000	1,020,000	1,020,000	1,020,000	1,020,000

s9(2)(b)(ii)

On 20/04/2020, at 7:30 AM, Ruth Macleod - SFO <Ruth.Macleod@nzte.govt.nz> wrote:

Hi Phil

Pete likely to call me and ask for insights ahead of his call with you.

I've seen the board pack that will be discussion for the 30th...

What should I know ahead of Pete asking me:

- are all/some private sector sponsors indicating they'll withdrawn?
- And What's your view on which scenario budget in board pack is most likely?
- Anything else?

RM

Thanks  
Ruth

Sent from my mobile device  
Ruth Macleod  
s9(2)(a)

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**From:** Ruth Macleod - SFO <Ruth.Macleod@nzte.govt.nz>  
**Sent:** Saturday, 18 April 2020 8:14 PM  
**To:** Peter Chrisp -WLG <Peter.Chrisp@nzte.govt.nz>  
**Cc:** Phil Veal <s9(2)(a)>  
**Subject:** Re: Got 10min to talk before 30 April Kea Board call?

Hi Pete - will most likely transition but for time being it's still me.  
Ruth

Sent from my mobile device  
Ruth Macleod  
s9(2)(a)

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**From:** Peter Chrisp -WLG <[Peter.Chrisp@nzte.govt.nz](mailto:Peter.Chrisp@nzte.govt.nz)>  
**Sent:** Saturday, April 18, 2020 8:09 PM  
**To:** Phil Veal  
**Cc:** Ruth Macleod - SFO; Peter Chrisp -WLG  
**Subject:** RE: Got 10min to talk before 30 April Kea Board call?

Ok. Understand.  
We will still fund you for the WCNZ awards even if you do not hold them. You need the money.  
I will give you a ring.  
Pete

Ruth, who is our new person on point for KEA in the event that you are going to San Fran? Is it still you now?

**From:** Phil Veal <s9(2)(a)>  
**Sent:** Friday, 17 April 2020 7:27 AM  
**To:** Peter Chrisp -WLG <[Peter.Chrisp@nzte.govt.nz](mailto:Peter.Chrisp@nzte.govt.nz)>  
**Subject:** Got 10min to talk before 30 April Kea Board call?

Pete,

Got 10min to talk before 30 April Kea Board call?

Want to get some guidance from you and discuss strategies to address potential loss of private funding for Kea.

Because we're unlikely to be able to hold the WCNZ Awards event this year, and because Kea funding is generally tied to the Awards event, there's a strong likelihood that Kea will lose some and potentially most of its private funding in FY2021. We are moving to "trim the sails" to meet this challenge. Have not yet discussed with Ruth. More of my current thinking below if you have time to read before phone call.

Also, Kea CEO: shortlist interviews happening atm s9(2)(a) leading). On current scoring, frontrunners are s9(2)(a) ) and s9(2)(a). Both can answer Kea Board challenge to open up new private revenue sources ASAP. Profiles of s9(2)(a) s9(2)(a) plus other candidates s9(2)(a), s9(2)(a) attached.

Hopefully you, Judith and team are healthy in your bubble in Seatoun!

Best  
phil

PS Have been helping Rob Fyfe effort with the Kea team, some good contributions. Also coordinating with PM's Biz Advisory group via Fraser and Anna Curzon too.

PPS Tried a few times to get in touch with Carolyn Schwalger at NCMC but didn't hear back (still available to help on anything if req'd)

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Kea "trim the sails" exercise

We're developing several options to be discussed at Kea Board call 30/4, but atm I think most realistic option is to:

- continue to deliver core connection services and basic network mgmnt
- reduce staffing to 5 FTE incl. new CEO (currently 11 staff, 8-9 FTE)
- no resourcing offshore (can rebuild when appropriate/funded) but keep Tania from UK who is in NZ atm
- reduced operating costs (reduce travel, lease costs, piggyback on NZTE systems where appropriate)
- leaves Kea with 8 mths worth of operating expenses in the bank as at June 2021
- to all intents and purposes, this is Kea sheltering under the NZTE umbrella until such time as new funding sources allow it to grow again and move out

Kea CEO - shortlisted profiles

Phil Veal | Growfire | s9(2)(a) | [growfire.com](http://growfire.com) | @pjveal

**From:** Peter Chrisp -WLG <Peter.Chrisp@nzte.govt.nz>  
**Sent:** Wednesday, 22 April 2020 12:05 AM  
**To:** Ruth Macleod - SFO <Ruth.Macleod@nzte.govt.nz>  
**Subject:** RE: Kea and NZTE

I mentioned \$200k....but it depends.  
They have all our WCNZ money but no costs....so lots of surplus there.  
Also, they are saving travel [s9(2)(b)(i)] did not pay for all)...so this creates a surplus as well.  
So lets see what they come back with.

**From:** Ruth Macleod - SFO <Ruth.Macleod@nzte.govt.nz>  
**Sent:** Tuesday, 21 April 2020 5:59 AM  
**To:** Peter Chrisp -WLG <Peter.Chrisp@nzte.govt.nz>  
**Subject:** Re: Kea and NZTE

Thanks Pete. Did you mention any additional \$ amount to Phil or was it more 'work out what you need to operate and then come back with \$ amount'?

Sent from my mobile device  
Ruth Macleod  
[s9(2)(a)]

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**From:** Peter Chrisp -WLG <Peter.Chrisp@nzte.govt.nz>  
**Sent:** Monday, 20 April 2020 10:10 PM  
**To:** Phil Veal <[s9(2)(a)]>; Ruth Macleod - SFO <Ruth.Macleod@nzte.govt.nz>  
**Cc:** Peter Chrisp -WLG <Peter.Chrisp@nzte.govt.nz>  
**Subject:** Kea and NZTE

Hi Phil and Ruth

Just to record our two separate discussions today:

- 1) NZTE will stand by KEA over this Covid19 period. Our funding of KEA is solid. This includes continuing to fund the WCNZ event, even if it does not happen. You need the money. Also, after you have recalibrated in the face of a forecast private sector reduction in funding, then come back to us if there is a gap and we can talk about what else we need to do.
- 2) Get your new CEO in place. We need that person as this is the time that KEA needs leadership for the long term.
- 3) I am happy for the Board to be advised of our views.

Ruth and Phil can sort out the specifics of how this is to work.

Good luck.

Pete

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**Peter Chrisp**  
Chief Executive



T +64 4 816 8333 M **s9(2)(a)**

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W [nzte.govt.nz](http://nzte.govt.nz)

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Level 15, The Majestic Centre, 100 Willis Street, Wellington 6011  
PO Box 2878, Wellington 6140, New Zealand

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New Zealand Trade and Enterprise is New Zealand's international business development agency. Our role is to help New Zealand businesses grow into international markets.

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**From:** Ruth Macleod - SFO  
**Sent:** Friday, 24 April 2020 1:19 PM  
**To:** Phil Veal <s9(2)(a)>  
**Subject:** RE: Kea and NZTE

K thanks. Talk next week

**From:** Phil Veal <s9(2)(a)>  
**Sent:** Wednesday, 22 April 2020 4:15 PM  
**To:** Ruth Macleod - SFO <[Ruth.Macleod@nzte.govt.nz](mailto:Ruth.Macleod@nzte.govt.nz)>  
**Subject:** Re: Kea and NZTE

didn't answer this yet -sorry

pete didn't mention a specific figure. i said don't know until we know, but atm our (craig xls) thinking is there might be a \$300k hole (actually 400-120 = 280)

On 21/04/2020, at 9:15 AM, Ruth Macleod - SFO <[Ruth.Macleod@nzte.govt.nz](mailto:Ruth.Macleod@nzte.govt.nz)> wrote:

He's a top chap. Did he mention any \$ figure to you?

**From:** Phil Veal <s9(2)(a)>  
**Sent:** Tuesday, 21 April 2020 8:44 AM  
**To:** Craig Donaldson <s9(2)(a)>  
**Cc:** Ruth Macleod - SFO <[Ruth.Macleod@nzte.govt.nz](mailto:Ruth.Macleod@nzte.govt.nz)>  
**Subject:** Re: Kea and NZTE

yup, i'm a fan  
ruth, thank you

On 21/04/2020, at 8:26 AM, Craig Donaldson <s9(2)(a)> wrote:

Great support/clarity.... Quality leader

On Tue, 21 Apr 2020, 7:26 am Phil Veal, <s9(2)(a)> wrote:  
Great -thx Pete. Will work with Ruth on making it happen  
phil

On 20/04/2020, at 10:10 PM, Peter Chrisp -WLG <[Peter.Chrisp@nzte.govt.nz](mailto:Peter.Chrisp@nzte.govt.nz)> wrote:

Hi Phil and Ruth

Just to record our two separate discussions today:

1. NZTE will stand by KEA over this Covid19 period. Our funding of KEA is solid. This includes continuing to fund the WCNZ event, even if it does not happen. You need the money. Also, after you have



recalibrated in the face of a forecast private sector reduction in funding, then come back to us if there is a gap and we can talk about what else we need to do.

2. Get your new CEO in place. We need that person as this is the time that KEA needs leadership for the long term.
3. I am happy for the Board to be advised of our views.

Ruth and Phil can sort out the specifics of how this is to work.

Good luck.

Pete

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**Peter Chrisp**  
Chief Executive

T +64 4 816 8333 M **s9(2)(a)**

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Level 15, The Majestic Centre, 100 Willis Street, Wellington 6011  
PO Box 2878, Wellington 6140, New Zealand

<image001.png>

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New Zealand Trade and Enterprise is New Zealand's international business development agency. Our role is to help New Zealand businesses grow into international markets.

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**From:** Dayna Bradley <s9(2)(a)>  
**Sent:** Monday, 29 June 2020 4:31 PM  
**To:** Ruth Macleod - SFO <Ruth.Macleod@nzte.govt.nz>  
**Subject:** RE: NZ govt invoices - end of FY

Hi Ruth – we’ve received all FY2020 funding – thanks for checking.

Warm regards

**Dayna Bradley**  
Kea Financials  
s9(2)(a)  
keanewzealand.com



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**From:** Ruth Macleod - SFO <Ruth.Macleod@nzte.govt.nz>  
**Sent:** Monday, June 29, 2020 3:58 PM  
**To:** Dayna Bradley <s9(2)(a)>  
**Subject:** NZ govt invoices - end of FY

Hi Dayna, just checking we have paid all invoices for full amount this FY? I’m away from my system so can’t check our finance system.

If there’s any outstanding let me know and I will have it accrued

Thanks  
Ruth

Sent from my mobile device  
Ruth Macleod  
s9(2)(a)