

John Luke
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27 May 2022

Dear John Luke

OIA 21-22-24: Brand Hub Stakeholder List

Thank you for your Official Information Act 1982 (the Act) to New Zealand Trade and Enterprise, received 29 April 2022. You requested the following information:

I noted : "Steve Smith mentioned the youth generation are now influencers at business level, and we need to have a strategy to connect with them. Kellie mentioned that youth is within our Brand Hub stakeholder list and there is an opportunity to bring them into the brand strategy development process. "

Can you please supply the stakeholder list. You can remove the personal information, but I would like to understand in general what agency or group are on your list.

Please find attached a list of organisations considered to have a potential interest in Brand Hub. There were also some individuals included in their personal capacity, these are excluded from the list for privacy under section 9(2)(a) of the Act. This is an informal list that forms a basis for consultation. It is non-exclusive and may be added to at any time.

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

Yours sincerely



Melissa Trochon
Director – Board & Ministerial

Enc List of Brand Hub stakeholders

Brand Hub Stakeholder Groups and Organisations

Stakeholder Group	Organisation
Ministers	Parliament
NZ Story Board	NZ Story
Government agencies and stakeholders	Tourism New Zealand
	Education New Zealand
	APEC
	Ministry of Foreign Affairs and Trade
	New Zealand Trade and Enterprise
	Te Puni Kōkiri
	New Zealand at Expo
	New Zealand Story
	Ministry of Business, Innovation and Employment
	Ministry for Primary Industries
	Immigration New Zealand
	NZ Māori Tourism
	University of Canterbury
	Auckland Council
	Iwi Trust Board
Regional Economic Development, Education organisations	(Specialist from) University of Auckland
	EdTechNZ
	Publisher's Association of New Zealand
	NZ Tech
	Auckland Unlimited
	Christchurch Airport
	Auckland Airport
	Auckland Transport
	Woven Pacific
	Independent Tertiary Education New Zealand
Private Sector	Serato
	Hammerforce
	Ecostore
	We Create
	NZ Merino Company
	Joy Consulting
	Creative NZ
	Educational Futurist
	Kono
	Les Mills International
	Meoair
	Miro
	Moa Brewing Company
	Soul Machines
Kiwibank	

	Kono
	Educational Futurist
	Fonterra
	Robotics Plus
	Tuia Group
	Āhau
	Opinio Native
	Haka Works
	5000 Tribes
	Ngai Tahu Tourism
	Designers Institute of New Zealand
	Poutama Trust
	T3W
International focused NZ orgs & associations	KEA
	Tourism Holdings Limited (THL)
	Tourism Industry Aotearoa
	Callaghan Innovation
Rangatahi/Young leaders	Expo youth rep (GirlBoss New Zealand)
	Expo youth rep (Kaitiakitanga Project)
	Expo youth rep (Future Leader)
	Motion Sickness Studio
	Te Whare Hukahuka
Creative Agencies	Many Minds
	Haumi
	Special
	One Picture
	Ghost