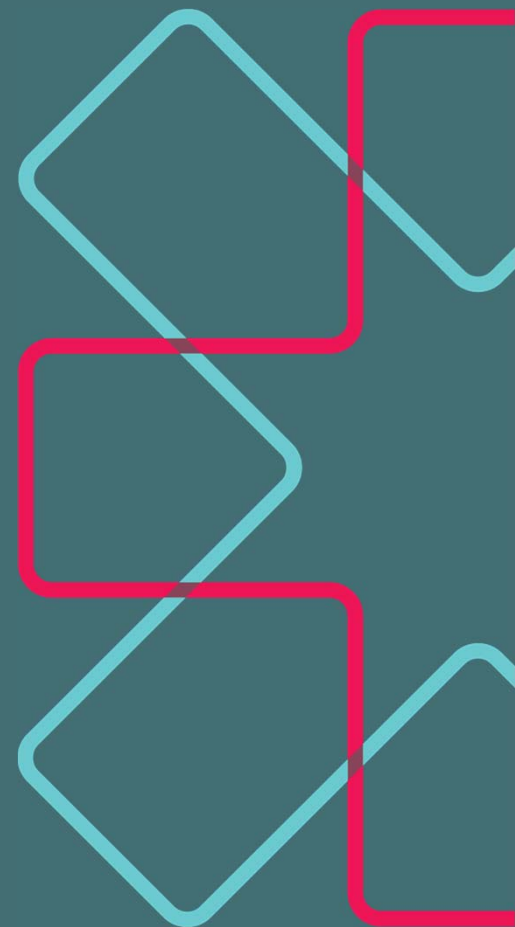


Groceries | 23 February 2023

# Engagement framework

Released Under Official Information Act 1982



OUR PROMISE: New Zealanders have choices about where and how they get their groceries at a competitive price

OUR PRINCIPLES OF ENGAGEMENT: ADD VALUE | TRANSPARENT + TRUSTED | TWO-WAY + CURIOUS

OUR APPROACH	SEGMENT	WHY	KEY MESSAGES PHASE I	KEY CHANNELS	PHASE I: HOLDING PEN		PHASE II: IN ACTION		ASSETS	
					Mar	Apr	May	Jun +		
<p><b>NO SURPRISES, GOOD COMPLIANCE</b> We are setting up constructive relationships with the regulated businesses. We want the sector to be well informed, understand what is expected and how to prepare. Through setting up constructive relationships we are also better able to identify issues that may impact on regulation or compliance</p>	<p>The big three: Foodstuffs NZ, Foodstuffs SI, Woolworths NZ</p>	<p>Have new obligations and will be regulated. Interested in what they have to do to comply, how they can prepare and what happens once legislation is in force.</p>	<ul style="list-style-type: none"> <li>Commerce Commission's promise to NZ</li> <li>Commerce Commission's role as regulator within the sector</li> <li>Here's what you can expect based on current bill</li> <li>This is what happens when legislation comes into force</li> <li>Areas of concern/interest</li> </ul>	1:1 meetings: Alice/Team level + equivalents	Introductions	Tell us about your business?	What happens		Presentation Q&As	
				Website	X		X		Landing page + content	
				Open Letter			X		Open Letter	
	<p>Other existing retailers: - includes potential wholesale customers</p>	<p>Want to understand how the new legislation can provide opportunities within their businesses to compete with the major retailers. Want to understand complaints process.</p>	<p>Want to understand how new legislation could affect their entry to market and what to look for. Want to understand complaints process</p>	<ul style="list-style-type: none"> <li>Commerce Commission's promise to NZ</li> <li>Commerce Commission's role as regulator within the sector</li> <li>Here's what you can expect based on current bill</li> <li>This is what happens when legislation comes into force</li> <li>Areas of concern/interest</li> </ul>	1/4ly email				X	Content calendar + content
					Screening + Inquiries Team	X				Q&As
					1:1? meetings: Alice/Team level + equivalents	Introductions	Tell us about your business?	What happens		Presentation Q&As (back pocket)
	<p>New entrants</p>	<p>Want to understand how new legislation could affect their entry to market and what to look for. Want to understand complaints process</p>	<p>Want to understand how new legislation could affect their entry to market and what to look for. Want to understand complaints process</p>	<ul style="list-style-type: none"> <li>Commerce Commission's promise to NZ</li> <li>Commerce Commission's role as regulator within the sector</li> <li>Here's what you can expect based on current bill</li> <li>This is what happens when legislation comes into force</li> <li>Areas of concern/interest</li> </ul>	Website	X		X		Landing page + content
					Open Letter			X		Open Letter
					Open Letter, Website, Q+As			X		Open Letter, Website, Q+As
	<p><b>OWN THE NARRATIVE</b> By owning our narrative, we present as a confident, trusted and modern regulator. We communicate often, openly and frequently. Our voice is prominent, and audiences understand our role and impact within the system.</p>	<p>Media</p>	<p>Important channel for public. We want them to be informed.</p>	<ul style="list-style-type: none"> <li>Commerce Commission's promise to NZ</li> <li>Commerce Commission's role as regulator within the sector</li> <li>Here's what you can expect based on current bill</li> <li>This is what happens when legislation comes into force</li> <li>Areas of concern/interest</li> </ul>	Media briefing: Commissioner + key media				X	Presentation Q&A Visual of system/CC role
Media release							X	?	Media release	
<p>Iwi</p>		<p>We want to reconnect with hui participants, share our messages with Māori and enable Māori to share their concerns with us.</p>	<p>We want to reconnect with hui participants, share our messages with Māori and enable Māori to share their concerns with us.</p>	<ul style="list-style-type: none"> <li>Commerce Commission's promise to NZ</li> <li>Commerce Commission's role as regulator within the sector</li> <li>Here's what you can expect based on current bill</li> <li>This is what happens when legislation comes into force</li> <li>Areas of concern/interest</li> </ul>	BAU meetings: PJ + iwi	X	X	X		Talking points Q&A
					Hui with hui participants?				?	Presentation?
<p>Groups that represent suppliers (Food + Grocery + other bodies)</p>		<p>We want them to share our messages with suppliers and to hear their concerns/areas of interest. They want to know about the Code of Conduct and complaints/disputes process</p>	<p>We want them to share our messages with suppliers and to hear their concerns/areas of interest. They want to know about the Code of Conduct and complaints/disputes process</p>	<ul style="list-style-type: none"> <li>Commerce Commission's promise to NZ</li> <li>Commerce Commission's role as regulator within the sector</li> <li>Here's what you can expect based on current bill</li> <li>This is what happens when legislation comes into force</li> <li>Areas of concern/interest</li> </ul>	Meeting: Alice/NZ Food + Grocery Council	X				Presentation Q&A Visual of system/CC role
					1:1? Meetings: Imp Director + others?			?		Presentation Q&A Visual of system/CC role
					1/4ly email				X	Content calendar + content
<p>Consumer NZ</p>		<p>Continues established relationship; important advocate.</p>	<p>Continues established relationship; important advocate.</p>	<ul style="list-style-type: none"> <li>Commerce Commission's promise to NZ</li> <li>Commerce Commission's role as regulator within the sector</li> <li>Here's what you can expect based on current bill</li> <li>This is what happens when legislation comes into force</li> <li>Areas of concern/interest</li> </ul>	BAU meeting: Vanessa Horne?/Alice/Jon Duffy	X		X		Talking points Q&A/Key messages to VH
					Website	X				Landing page + content Visual of system/CC role
<p>Consumers</p>		<p>We want consumers to be informed.</p>	<p>We want consumers to be informed.</p>	<ul style="list-style-type: none"> <li>Commerce Commission's promise to NZ</li> <li>Commerce Commission's role as regulator within the sector</li> <li>Here's what you can expect based on current bill</li> <li>This is what happens when legislation comes into force</li> <li>Areas of concern/interest</li> </ul>	Social media		X	X		Social media posts
	1:1 meetings: Commissioner + key influencers/commentators							X	Talking points	
<p><b>COORDINATED AND CONNECTED PUBLIC SECTOR</b> We complement each other, provide one voice to the public</p>	<p>Government partners: MBIE, MSD, MPP, TPK [who else?]</p>	<p>We are aware of how the regulations affect their work. They support us to connect with audiences in common. We share each others' public information and messaging.</p>	<ul style="list-style-type: none"> <li>Commerce Commission's role as regulator within the sector</li> <li>Here's what we can expect based on current bill</li> <li>Areas of concern/interest</li> </ul>	BAU meetings: Imp Director with equivalents 1:1	X	X	X	X	Talking points	

# STAKEHOLDER LIST

NO SURPRISES, GOOD COMPLIANCE		OWN THE NARRATIVE					COORDINATE AND CONNECTED	
THE BIG THREE	BUSINESSES SEEKING TO ENTER INDUSTRY	MEDIA	IWI	GROUPS REPRESENTING SUPPLIERS	CONSUMER NZ	CONSUMERS	INFLUENCERS/COMMENTATORS	GOVERNMENT PARTNERS
Foodstuffs NZ Foodstuffs SI Woolworths NZ	Tex Edwards ?	TVNZ RNZ Newshub NBR - Dita di Boni NZH - Kate McNamara (NZH) Susan Edmunds (Stuff) Newsroom The Spinoff  Māori media  Tom Pullar - Strecher	Iwi Chairs Forum	NZ Food + Grocery Council Hort NZ Pork NZ Poultry Industry Association Beef + Lamb Dairy NZ Apiculture NZ Retail Meat NZ Egg Producers Federation NZ Seafood Industry Council	Consumer NZ	All New Zealanders	Think Tanks? International peers Economists?  Patrick Smellie Tex Edwards?	MBIE MSD MPP TPK Stats NZ DPMC CCA Minister

- S/H LIST - not covered.**
- Think Tanks [who are these? influencers?]
  - Law firms [how relevant? Open Letter?]
  - Smaller retailers/Dairy owners + small players [do we need to include?]
  - DRS - where does this fit?
  - Land owners and developers
  - Budget advisory services [ do we need to separate out or same as consumers?]
  - Restaurant NZ
  - Retail NZ
  - Chambers of Commerce
  - Business NZ



Released Under Official Information Act 1982

**ASSETS**

ASSETS	Big 3	Other retailers	New entrants	Media	Iwi	Groups rep suppliers	Consumer NZ	Consumers	Influencers/ Commentators	Govt partners
1. Presentation	X	X		X	X (hui participants)	X				
2. Q+As	X	X	X	X		X				
3. Website landing page + content	X	X	X					X		
4. Open Letter	X	X	X							
5. Email content calendar + content	X			X		X				
6. One page visual of system/CC role				X		X		X		
7. Social media posts								X		
8. Talking points					X		X		X	X

Released Under Official Information Act 1982



# Next steps

1. Amend framework and plan ready for Committee meeting: 7 March | Anna
  2. Draft key messages and asset outline: 28 Feb | Anna + Beks
  3. Finalise draft assets ready for Committee Meeting: 7 March | Anna + Beks
  4. Message house feedback: 28 Feb | Alice + Nick
  5. Amend MH, ready for Committee meeting: 7 March | Anna
- Question: Can we reach out to the majors before sign off from Committee?

Released Under Official Information Act 1982

