

John Luke
fyi-request-7573-5957af63@requests.fyi.org.nz

7 May 2018

Dear Mr Luke

RE: OIA 2017-18-15 - Beachheads Advisors

Thank you for your email of 7 April 2018 received by New Zealand Trade and Enterprise (NZTE) concerning an Official Information Act 1982 request. You requested:

I would like to know how you select your Beachheads advisors, if there is an application form, please do provide one. Also, I would like to know the selection requirements for these advisors and who are the judges to the selection process. Once selected, do you have review process to review them? if you do have one, please provide your review procedure/process.

Please find responses to your request as follows:

I would like to know how you select your Beachheads advisors. Is there is an application form, please do provide one?

NZTE when working with our customers (New Zealand's internationalising companies) proactively identifies the emerging needs of different sectors and actively seeks private sector people who are:

- Leaders or pioneers in their chosen field.
- Have connections both in New Zealand and the region where they had lived or worked.
- Well connected and are comfortable to make introductions across their networks.
- Have demonstrated thought leadership.
- Above all, people who can act as trusted advisors/mentors for NZTE and its customers.

NZTE seeks such individuals through:

- Existing NZTE relationships.
- Formal networks such as Kea, NZ Chamber of Commerce, Business Networks etc.
- Tapping into existing advisors' networks.
- Referrals from within and from outside NZTE.

There are no application forms for this role.

I would like to know the selection requirements for these advisors and who are the judges to the selection process.

In New Zealand, once we identify individuals a formal process follows where NZTE's Director of the Beachheads Advisory Network and the New Zealand Beachheads Advisory Network Chair meet in person to ascertain that the individuals have the following qualities:

- Committed to helping New Zealand business grow internationally.
- Willing to commit time and share their expertise with others.
- Able to relate to NZTE's customers (small and large).
- Empathise with customers and can work with customers to find a way forward.

The same process is followed in our international locations but is undertaken by the relevant NZTE Regional Director and the Chair of the Beachheads Advisory Network in that region.

Once selected, do you have review process to review them? If you do have one, please provide your review procedure/process.

NZTE applies customer centric principles and the support from advisors wraps around the way we work with our customers. NZTE measures customer satisfaction using the net promoter score (NPS¹) method. This helps us measure the impact of advisors' contributions and becomes the process to review their current and future association with NZTE.

Yours sincerely



Marcus Scoliege
DIRECTOR – MINISTERIAL

¹ The NPS is a widely used customer satisfaction measure, which gives a potential score of -100 to +100