




For help and information:

 Phone: **0800 333 108**
64 9 920 9108

 Fax: 09 920 9195

 Email: bus@stats.govt.nz

 Mail: Statistics New Zealand
Freepost 10007
Private Bag 92003
Victoria Street West
Auckland 1142

Are the address details above correct? If **not**, use the boxes below to correct any errors.

Attention	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>				
Legal name	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>				
Building / Level / Unit	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>				
Street / Road or PO Box	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>				
Suburb or Rural Delivery	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>				
Town / City	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>					Postcode	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Please complete, sign, and return this questionnaire in the envelope supplied, by

Purpose of this survey

The purpose of this survey is to collect information on the business operations of New Zealand businesses. The data collected by this survey is needed to quantify business behaviour, capacity and performance across a wide selection of industries. The information will help government and other organisations in developing a better understanding of enterprise capacity and performance in New Zealand.

Your legal obligation

The information you provide contributes to important economic measures for New Zealand. This is why completing this survey is a requirement under the Statistics Act 1975. For more information, visit www.stats.govt.nz/obligation or call 0800 333 108.

Protecting privacy and confidentiality

Statistics New Zealand does not release or share confidential information that could identify individuals, organisations or businesses unless prior consent has been provided. The information we collect is only made available for research or statistical purposes.

Thank you for completing this survey. Your information contributes to statistics for business decision-making. To find out how we can help your business grow, visit www.stats.govt.nz.

Liz MacPherson
Government
Statistician

Section A: Business Operations

- 1

Please keep a record of the time it takes you (and anyone else) to read the instructions, collect the information, and answer the questions. You are asked to record this at the end of the questionnaire.
- 2

Only include information for the business named on the front page.
Don't provide consolidated data.

Don't include:
 - subsidiary or associated businesses
 - accounting divisions that operate entirely outside New Zealand (NZ)
- 3

How to answer:

 - this form will be scanned and recognised by electronic equipment. Therefore please:
 - mark answers like this ☐
 - print answers in CAPITAL letters
 - keep each letter or number **within** the spaces provided
 - for example or
 - please use a blue or black pen
 - where actual figures are not available, please give close estimates
 - where there is no response, leave blank unless instructed to write
 - supply whole dollar values only.

Reporting information

- 4

- These questions should be completed by the General Manager.
 - Some answers may need to be confirmed with support people in specific areas.
- 5

Please provide information relating to the most recent financial year for which this business has results available.

Note:

 - if your balance date is between 1 Jan - 30 Sep, report for the year ending 2015
 - if your balance date is between 1 Oct - 31 Dec, report for the year ending 2014

What is the balance date of the financial year you will use for this questionnaire?

day

month

year

This is the reference point for the questions that follow.

A0501



Sales of goods and services

- 6** For the last financial year, estimate the proportion of this business's sales of goods and services that came from exports:

Note: Please round to the nearest %. If your exports are between 0 and 1%, please round up to 1%.

 %

A0601

- 7** For the last financial year, estimate the proportion of this business's sales that came from tourism:

Include:

- sales of goods and services **indirectly** related to tourism but purchased by tourists (eg retail sales of food, alcohol, and clothing)
- sales of goods and services **directly** related to tourism (eg accommodation, transport, and recreation services)

- ☐ ₁ zero
- ☐ ₂ 1–25%
- ☐ ₃ 26–50%
- ☐ ₄ 51–75%
- ☐ ₅ 76–100%
- ☐ ₆ don't know

A0700

New investment

- 8** For the last financial year, did this business invest in its expansion?

Include:

- purchase of one or more businesses or assets (eg land, buildings, equipment)
- development or introduction of new or significantly improved goods, services, or processes
- entry into new markets

Don't include:

- increases in turnover for existing business
- ongoing operational expenses

- ☐ ₁ yes
- ☐ ₂ no
- ☐ ₃ don't know

A0800



Research and development

- 9** For the last financial year, did this business undertake or fund any research and development (R&D) activities?

Include:

- any activity characterised by originality: it should have investigation as its primary objective, and an outcome of gaining new knowledge, new or improved materials, products, services, or processes
- the buying abroad of technical knowledge or information

Don't include:

- market research
- efficiency studies
- style changes to existing products

- ☐ ₁ yes → go to **10**
- ☐ ₂ no → go to **12**
- ☐ ₃ don't know → go to **12**

A0900

- 10** For the last financial year, how much did this business **spend** on R&D activities?

\$

A1001

Don't include GST

- 11** Estimate the percentage of R&D expenditure from question **10** that relates to **in-house** R&D activities.

Include subcontractors working in-house.

Don't include R&D funded by this business but carried out by other organisations.

%

A1101

International presence

- 12** As at the end of the last financial year, did any individual or business located overseas hold an ownership interest or shareholding in this business?

- ☐ ₁ yes → please give the total percentage: % A1201
- ☐ ₂ no
- ☐ ₃ don't know A1200

- 13** As at the end of the last financial year, did this business hold any ownership interest or shareholding in an overseas located business (including its own branch, subsidiary or sales office)?

- ☐ ₁ yes → go to **14**
- ☐ ₂ no → go to **15**
- ☐ ₃ don't know → go to **15** A1300

- 14** Mark all that apply. Through which of the following methods did this business gain those overseas ownership interests or shareholdings?

- ☐ joint ventures A1401
- ☐ acquisitions of existing overseas businesses A1402
- ☐ greenfields (ie establishment of new overseas businesses) A1403
- ☐ other methods A1404



Employment

- 15** Over the last financial year, what percentage of staff (working proprietors and employees) worked for this business on the following basis?

Include:

- those temporarily absent from work (eg sick, on leave, strike, or temporary lay-off)
- casual staff
- all managerial and executive staff (eg Chief Executive)

Don't include:

- contractors (eg temporary staff paid by employment agencies)
- working proprietors not actively engaged in the operation of this business

full-time (working 30 hours or more per week)

%

A1501

part-time (working less than 30 hours per week)

%

A1502

TOTAL staff

1 0 0 %

- 16** As at the end of the last financial year, what percentage of staff (working proprietors and employees) were working in the following occupational groups?

Note: Assign staff to an occupational group according to the tasks or duties they spent the majority of their time performing.

If any answers
are 'zero' please write
0

Managers and professionals

- Managers lead organisations, departments or divisions and determine the policy of the organisation or department (eg General Manager, Finance Manager).
- Professionals perform analytical, conceptual or creative tasks with skills equivalent to a bachelor degree or higher (eg accountant, engineer, journalist, computer programmer).

%

A1601

Technicians and associate professionals

Technicians and associate professionals perform complex technical or administrative tasks, often in support of professionals or managers (eg technical officer, building inspector, legal executive).

%

A1602

Tradespersons and related workers (including apprentices)

Tradespersons and related workers perform tasks requiring trade specific technical knowledge. Include all apprentices and trade supervisors (eg electrician, mechanic, hairdresser, baker).

%

A1603

All other occupations

Include:

- Clerical, sales and service workers who perform administrative, organisational, liaison, sales, and clerical tasks, and may provide support services in the fields of finance etc (eg secretary, receptionist, sales representative, waiter).
- Production and transport workers who operate vehicles or complex equipment (eg bulldozer operator, bus driver, storeperson).
- Labourers and related workers who perform routine tasks, either manually or using equipment (eg cleaner, factory hand, trades assistant).
- All other occupations.

%


A1604

TOTAL staff

1 0 0 %



17 Mark one oval for each item listed. Over the last financial year, to what extent did this business experience difficulty in recruiting new staff for any of the following occupational groups?

Please mark ovals like this 

	no difficulty	moderate difficulty	severe difficulty	don't know	not applicable	
managers and professionals	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	A1701
technicians and associate professionals	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	A1702
tradespersons and related workers (including apprentices)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	A1703
all other occupations	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	A1704

18 As at the end of the last financial year, what percentage of this business's employees were covered by a collective employment agreement?

- ☐ 1 zero
- ☐ 2 1–10%
- ☐ 3 11–50%
- ☐ 4 51–90%
- ☐ 5 91–100%
- ☐ 6 don't know

A1800

Business performance

19 Mark one oval for each item listed. How do you think this business compares to its major competitors on each of the following?

	lower than competitors	on a par with competitors	higher than competitors	don't know	
costs	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	A1901
time taken to provide customers with goods or services	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	A1902
quality	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	A1903
flexibility or ability to make changes	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	A1904
customer satisfaction	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	A1905
employee satisfaction	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	A1906
profitability	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	A1907
productivity	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	A1908



20 Mark one oval for each item listed. Over the last financial year, did the following items decrease, stay the same or increase for this business?

	decrease	stay the same	increase	don't know	
total sales of goods and services	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	A2001
profitability	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	A2002
productivity	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	A2003
market share	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	A2004

21 Over the last financial year, what percentage of goods or services from this business were provided to customers on time and to requirements?

☐ 1 zero–50%

☐ 2 51–80%

☐ 3 81–90%

☐ 4 91–95%

☐ 5 96–100%

☐ 6 don't know

A2100

22 In the last financial year, did this business develop or introduce any new or significantly improved:

- goods or services
- operational processes
- organisational or managerial processes
- marketing methods?

☐ 1 yes

☐ 2 no

☐ 3 don't know

A2200

23 Over the last financial year, did this business enter any new export markets?

☐ 1 yes

☐ 2 no

☐ 3 don't know

A2300

24 Over the last financial year, to what degree did this business's technology change?

☐ 1 not at all

☐ 2 to a minor degree

☐ 3 to a major degree

☐ 4 completely

☐ 5 don't know

A2400



25 How does this business's core equipment (that is used in the production of this business's main goods or services) compare with the best commonly available technology?

- ☐ 1 fully up to date
- ☐ 2 up to 4 years behind
- ☐ 3 4 years to 10 years behind
- ☐ 4 more than 10 years behind
- ☐ 5 don't know

A2500

Other business factors

26 Regardless of changes in ownership, what calendar year did this business commence operations?

year

A2601

27 How would you describe this business's competition?

- ☐ 1 captive market or no effective competition
- ☐ 2 no more than one or two competitors
- ☐ 3 many competitors, several dominant
- ☐ 4 many competitors, none dominant
- ☐ 5 don't know

A2700

28 Mark one oval for each item listed. When thinking about the city, town, or district in which this business operates, how would you rate the following factors?

Note: If this business has more than one location, please answer in relation to the location where the largest share of the business's activities occur.

	bad	neither bad nor good	good	don't know	
transport infrastructure	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	A2801
information and communications technology infrastructure (eg broadband availability, mobile phone coverage)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	A2802
water and waste infrastructure	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	A2803
local body planning and regulatory processes (eg building consents, Resource Management Act approvals)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	A2804
skilled labour market	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	A2805
unskilled labour market	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	A2806
business networks (eg local business associations)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	A2807

29 Over the last financial year, did this business merge with or acquire a shareholding in any other New Zealand or overseas business?

- ☐ 1 yes
- ☐ 2 no
- ☐ 3 don't know

A2900



30 Over the last financial year, did this business request any new or additional debt or equity finance?

Debt finance is any finance that the business must repay (eg overdrafts, credit cards, convertible debt).

Equity finance is any finance which is provided in exchange for a share in the ownership of this business.

Include requests that were fully approved, partly approved, withdrawn or declined.

- ☐ ₁ yes → go to **31**
- ☐ ₂ no → go to **33**
- ☐ ₃ don't know → go to **33**

A3000

31 Mark all that apply. When requesting new or additional **debt** finance over the last financial year, were funds:

- ☐ available on acceptable terms A3101
- ☐ available, but **not** on acceptable terms A3102
- ☐ not available A3103
- ☐ don't know A3104
- ☐ did not request debt finance A3105

32 Mark all that apply. When requesting new or additional **equity** finance over the last financial year, were funds:

- ☐ available on acceptable terms A3201
- ☐ available, but **not** on acceptable terms A3202
- ☐ not available A3203
- ☐ don't know A3204
- ☐ did not request equity finance A3205

Business self-identification

33 Do you consider this business to be a Māori business?

- ☐ ₁ yes → go to **34**
- ☐ ₂ no → go to the start of **Section B** on page 10

A3300

34 Mark all that apply. Which of the following factors significantly influence your decision to consider this business a Māori business?

- ☐ ownership A3401
- ☐ philosophy / principles / goals / tikanga A3402
- ☐ management practices A3403
- ☐ branding / marketing A3404
- ☐ tangible assets / taonga a iwi, eg land or fishing rights A3405
- ☐ intangible assets / kaupapa Māori, eg cultural property A3406
- ☐ employees A3407
- ☐ other, please specify A3408



Section B: Innovation

1 Section B should be completed by the General Manager.

2 For the purpose of this survey innovation is broadly defined. It includes the development or introduction of any new or significantly improved activity for this business. This includes products, processes and methods that this business was the first to develop and those that have been adopted from other organisations.


New goods or services

3 During the last 2 financial years, did this business introduce onto the market any new or significantly improved goods or services?

Don't include the selling of new goods or services wholly produced and developed by other businesses.

☐ ₁ yes → go to **4**

☐ ₂ no → go to **7**

Please mark ovals like this 

B0300

4 Mark all that apply. Were any of those new or significantly improved goods or services:

☐ developed by this business

B0401

☐ developed by this business in partnership with others

B0402

☐ obtained from others and significant improvements were made by this business

B0403

☐ obtained from others and **no** significant improvements were made by this business

B0404

5 Mark one oval for each item listed. Were any of those new or significantly improved goods or services:

	yes	no	don't know	
new to New Zealand	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃	B0501
new to world	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃	B0502

6 For the last financial year, please estimate the percentage of sales for this business that came from those new or significantly improved goods or services.

☐ ₁ zero

☐ ₂ 1–10%

☐ ₃ 11–30%

☐ ₄ 31–100%

☐ ₅ don't know

B0600

New operational processes

7 During the last 2 financial years, did this business implement any new or significantly improved operational processes (ie methods of producing or distributing goods or services)?

☐ ₁ yes → go to **8**

☐ ₂ no → go to **10**

B0700

8 Mark all that apply. Were any of those new or significantly improved operational processes:

☐ developed by this business

B0801

☐ developed by this business in partnership with others

B0802

☐ obtained from others and significant improvements were made by this business

B0803

☐ obtained from others and **no** significant improvements were made by this business

B0804

9 Were any of those new or significantly improved operational processes required because of the introduction of new goods or services?

☐ ₁ yes

☐ ₂ no

B0900

New organisational or managerial processes

10 During the last 2 financial years, did this business implement any new or significantly improved organisational or managerial processes (ie significant changes in this business's strategies, structures or routines)?

☐ ₁ yes → go to **11**

☐ ₂ no → go to **12**

B1000

11 Mark all that apply. Were any of those new or significantly improved organisational or managerial processes:

☐ developed by this business

B1101

☐ developed by this business in partnership with others

B1102

☐ obtained from others and significant improvements were made by this business

B1103

☐ obtained from others and **no** significant improvements were made by this business

B1104

New marketing methods

12 During the last 2 financial years, did this business implement any new or significantly improved sales or marketing methods which were intended:

- to increase the appeal of goods or services for specific market segments
- to gain entry to new markets

☐ ₁ yes → go to **13**

☐ ₂ no → go to **14**

B1200



13



































- B1301
- B1302
- B1303
- B1304

Activities to support innovation

14

Note:

- to innovate means to develop or introduce new or significantly improved: goods or services; operational processes; organisational or managerial processes; or marketing methods.
- it is acceptable to mark both 'done to support innovation' and 'done, though not to support innovation', if applicable

	done to support innovation	done, though not to support innovation	not applicable	don't know	
acquisition of machinery and equipment	 1	 2	 3	 4	B1401
acquisition of computer hardware and software	 1	 2	 3	 4	B1402
acquisition of other knowledge (eg licences, patents or other intellectual property)	 1	 2	 3	 4	B1403
implementing new business strategies or management techniques	 1	 2	 3	 4	B1404
organisational restructuring	 1	 2	 3	 4	B1405
design (eg industrial, graphic or fashion design)	 1	 2	 3	 4	B1406
marketing the introduction of new goods or services	 1	 2	 3	 4	B1407
market research	 1	 2	 3	 4	B1408
significant changes to marketing strategies	 1	 2	 3	 4	B1409
employee training	 1	 2	 3	 4	B1410
apply for government funding	 1	 2	 3	 4	B1411

15

If any answers
are 'zero' please write
0

research and development (copy answer from question 10 on page 4 in Section A)	\$,				,				,					B1501
design	\$,				,				,					B1502
marketing and market research (for product development)	\$,				,				,					B1503
other expenditure related to product development (eg prototyping, trials, commercialisation)	\$,				,				,					B1504
TOTAL product development and related activities	\$.				,				,					B1505

Abandoned or not yet completed activities

- 16** Mark one oval for each item listed. During the last 2 financial years, did this business **abandon** any activity that was intended to result in the development or introduction of new or significantly improved:

	yes	no	don't know	
goods or services	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B1601
operational processes	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B1602
organisational or managerial processes	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B1603
marketing methods	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B1604

- 17** Mark one oval for each item listed. During the last 2 financial years, did this business **start but not yet complete** any activities to develop or introduce any new or significantly improved:

	yes	no	don't know	
goods or services	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B1701
operational processes	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B1702
organisational or managerial processes	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B1703
marketing methods	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B1704

- 18** Where to next?

	yes	no
Did you answer 'yes' to question 3 ?	<input type="radio"/>	<input type="radio"/>
Did you answer 'yes' to question 7 ?	<input type="radio"/>	<input type="radio"/>
Did you answer 'yes' to question 10 ?	<input type="radio"/>	<input type="radio"/>
Did you answer 'yes' to question 12 ?	<input type="radio"/>	<input type="radio"/>
Did you answer 'done to support innovation' to any part of question 14 ?	<input type="radio"/>	<input type="radio"/>
Did you answer 'yes' to any part of questions 16 or 17 ?	<input type="radio"/>	<input type="radio"/>

If you answered 'no' to all of the questions above, go to question **26** on page 17. Otherwise continue to the next page (page 14).



Reasons

- 19** Mark one oval for each item listed. During the last 2 financial years, what were the reasons that this business tried to innovate?

Note: to innovate means to develop or introduce new or significantly improved: goods or services; operational processes; organisational or managerial processes; or marketing methods.

	yes	no	don't know	
to improve productivity	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B1901
to increase revenue	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B1902
to reduce costs	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B1903
to increase responsiveness to customers	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B1904
to increase market share	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B1905
to establish or exploit new market opportunities	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B1906
to improve work safety standards	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B1907
to reduce energy consumption	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B1908
to reduce environmental impact	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B1909
to replace goods or services being phased out	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B1910

Sources of information or ideas

- 20** Mark one oval for each item listed. During the last 2 financial years, did this business find any of the following important as a source of information or ideas for innovation?

Note: to innovate means to develop or introduce new or significantly improved: goods or services; operational processes; organisational or managerial processes; or marketing methods.

	yes	no	don't know	
new staff (those appointed in the last 2 years)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2001
existing staff	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2002
customers	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2003
suppliers	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2004
other businesses	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2005
professional advisors, consultants, banks or accountants	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2006
books, journals, patent disclosures or Internet	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2007
conferences, trade shows or exhibitions	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2008
industry or employer organisations	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2009
universities or polytechnics	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2010
crown research institutes, other research institutes, or research associations, including Callaghan Innovation	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2011
government agencies	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2012
overseas sources	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2013



Co-operative arrangements

- 21** In the following questions, **co-operative arrangements** mean actively participating with another organisation or individual, in activities for the purpose of **innovation**.

Note:

- this includes collaborative arrangements for the purpose of innovation
- each party should bring its own knowledge or expertise to the co-operation
- partners do not necessarily derive immediate commercial benefit from the co-operation

Don't include any arrangement where development work is contracted out without this business taking any active part in it.

- 22** During the last 2 financial years, did this business have any co-operative arrangements for the purpose of innovation?

Note: to innovate means to develop or introduce new or significantly improved: goods or services; operational processes; organisational or managerial processes; or marketing methods.

☐ ₁ yes → go to **23**

☐ ₂ no → go to **26**

B2200

- 23** Mark all that apply for each item listed. During the last 2 financial years, with what types of businesses or institutions did this business have those co-operative arrangements?

	New Zealand	overseas	or	no co-operation
customers	<input type="radio"/> B2301	<input type="radio"/> B2302		<input type="radio"/> B2303
suppliers	<input type="radio"/> B2311	<input type="radio"/> B2312		<input type="radio"/> B2313
other businesses	<input type="radio"/> B2321	<input type="radio"/> B2322		<input type="radio"/> B2323
universities or polytechnics	<input type="radio"/> B2331	<input type="radio"/> B2332		<input type="radio"/> B2333
crown research institutes, other research institutes, or research associations, including Callaghan Innovation	<input type="radio"/> B2341	<input type="radio"/> B2342		<input type="radio"/> B2343

- 24** Mark all that apply. During the last 2 financial years, in which **activities** did this business engage in under those co-operative arrangements?

- ☐ joint marketing or distribution B2401
- ☐ joint production B2402
- ☐ joint R&D B2403
- ☐ joint prototype development B2404
- ☐ joint training B2405
- ☐ other B2406



25

Mark all that apply. During the last 2 financial years, for what **reasons** did this business engage in those co-operative arrangements?

- | | | |
|-----------------------|-------------------------------------|-------|
| <input type="radio"/> | sharing costs | B2501 |
| <input type="radio"/> | spreading risk | B2502 |
| <input type="radio"/> | access to R&D | B2503 |
| <input type="radio"/> | access to production processes | B2504 |
| <input type="radio"/> | access to management skills | B2505 |
| <input type="radio"/> | access to new distribution channels | B2506 |
| <input type="radio"/> | access to work practices | B2507 |
| <input type="radio"/> | access to financial resources | B2508 |
| <input type="radio"/> | access to new markets | B2509 |
| <input type="radio"/> | access to new suppliers | B2510 |
| <input type="radio"/> | other | B2511 |



Other factors

- 26** Mark all that apply. Which of the following does this business or the parent company use to protect intellectual property?

Note: intellectual property refers to the ownership of ideas and control over the use of those ideas.

- ☐ patents B2601
- ☐ copyrights B2602
- ☐ trademarks B2603
- ☐ registration of design B2604
- ☐ secrecy B2605
- ☐ confidentiality agreement B2606
- ☐ reaching the market first B2607
- ☐ goods, services or processes too complex to copy B2608
- ☐ none of the above B2609

- 27** Mark one oval for each item listed. During the last 2 financial years, to what degree did the following factors hamper this business's ability to innovate?

Note: to innovate means to develop or introduce new or significantly improved: goods or services; operational processes; organisational or managerial processes; or marketing methods.

	hampered innovation to a:				
	high degree	medium degree	low degree	did not hamper	
costs to develop or introduce	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	B2701
lack of information	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	B2702
lack of marketing expertise	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	B2703
lack of co-operation with other businesses	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	B2704
access to intellectual property rights (eg licensing of patents or copyrights)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	B2705
lack of appropriate personnel	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	B2706
lack of management resources (eg time)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	B2707
government regulation	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	B2708

- 28** Mark one oval. Has this business had any contact with Callaghan Innovation?

Note: Callaghan Innovation is a stand-alone Crown Entity established on 1 February 2013.

- ☐ 1 yes, and it was helpful
- ☐ 2 yes, but it was not helpful
- ☐ 3 no

B2800



Section C: International Engagement

- 1
- Section C should be completed by the General Manager.
 - For this section, please consider this business’s operations in NZ and overseas.

Part i: Overseas sales of goods and services

2

Mark one oval for each row. In the last financial year, to which markets did this business sell the following goods and services?

For goods and services not sold by this business, please mark “not applicable”.

	NZ only	overseas only	NZ and overseas	not applicable	
raw, unprocessed materials	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	C0201
manufactured or finished goods	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	C0202
services	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	C0203
technology and licences for use of intellectual property	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	C0204
other	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	C0205

3

Did this business mark “overseas only” or “NZ and overseas” for any options in question 2 above?

☐ 1 yes → go to 4

☐ 2 no → go to 12

C0300

4

Mark one oval. How long has this business been selling goods and services to overseas markets?

☐ 1 less than 1 year

☐ 2 1 - 5 years

☐ 3 6 - 10 years

☐ 4 more than 10 years

C0400

5

Mark one oval. In the last financial year, taking into account costs of doing business overseas, where did this business generate higher profit margins?

☐ 1 New Zealand

☐ 2 overseas

☐ 3 profit margins are similar

☐ 4 only income received is from overseas

☐ 5 don’t know

C0500

6 Mark all that apply. In the last financial year, to which of the following overseas markets did this business sell goods and services?

Note: Go to www.stats.govt.nz/BOS2015notes to find out a country's region, as well as ASEAN and European Union members.

Australia / Pacific

- ☐ Australia C0601
- ☐ other Pacific (exclude NZ) C0602

Asia

- ☐ China C0603
- ☐ Japan C0604
- ☐ India C0605
- ☐ ASEAN member state(s) C0606
- ☐ other Asia C0607

Americas

- ☐ United States of America C0608
- ☐ other Americas C0609

Europe

- ☐ United Kingdom C0610
- ☐ European Union (exclude the UK) C0611
- ☐ other Europe C0612

- ☐ **Middle East / Africa** C0613

7 Mark all that apply. In the last financial year, what were the key factors that helped this business compete in overseas markets?

- ☐ experienced managerial staff C0701
- ☐ experienced non-managerial staff C0702
- ☐ a valuable brand C0703
- ☐ high-quality goods and/or services C0704
- ☐ unique intellectual property C0705
- ☐ ability to customise goods or services to specific customer requirements C0706
- ☐ lower production costs due to technological know-how C0707
- ☐ lower production costs due to economies of scale C0708
- ☐ lower input costs (including the cost of labour) C0709
- ☐ control over the supply chain and inputs to production C0710
- or ☐ none of the above C0711

8 Mark all that apply. In the last financial year, how did this business market its products overseas?

- ☐ advertising in overseas media C0801
- ☐ overseas visits and/or trade fairs C0802
- ☐ word of mouth from existing customers C0803
- ☐ website / online presence / social media presence C0804
- ☐ other C0805
- ☐ no active marketing strategy C0806



9 Mark all that apply. In the last financial year, which of the following methods did this business use to deliver goods and services to overseas customers?

- ☐ delivered via air or sea freight C0901
- ☐ overseas customers travelled to NZ C0902
- ☐ employees of this business travelled overseas C0903
- ☐ supplied by overseas subsidiaries of this business C0904
- ☐ supplied via the Internet or telephone C0905
- ☐ other C0906

10 Mark all that apply. In the last financial year, which of the following made it difficult for this business to sell goods and services overseas?

- ☐ limited experience generating sales overseas C1001
- ☐ limited knowledge about specific markets C1002
- ☐ limited access to finance for establishing or expanding sales overseas C1003
- ☐ limited access to distribution networks C1004
- ☐ exchange rate volatility C1005
- ☐ exchange rate level C1006
- ☐ distance from markets C1007
- ☐ language and cultural differences C1008
- ☐ low market demand or increased competition in overseas markets C1009
- ☐ overseas government regulations or tariffs (eg import duties, product standards) C1010
- ☐ inability to rapidly increase supply C1011
- ☐ limited managerial time or resources C1012
- ☐ other C1013
- or ☐ no significant difficulties C1014

11 Mark all that apply. In the last financial year, did this business use any of the following to support its overseas sales?

- ☐ customised advertising and promotion according to the market C1101
- ☐ systems in place to manage exchange rate risks C1102
- ☐ used pre-existing contacts or networks in overseas markets C1103
- ☐ employed people with specific market knowledge or connections C1104
- ☐ exported or sold overseas **only** when external conditions were favourable (eg favourable exchange rate) C1105
- ☐ exported or sold overseas **only** in response to unsolicited orders C1106
- ☐ exported or sold overseas **only** when specific opportunities arose C1107
- or ☐ none of the above C1108



Withdrawal from sales overseas

12 Mark all that apply. In the **last two financial years**, did this business withdraw from or substantially reduce sales in any overseas countries?

- ☐ withdrew completely from all previous sales C1201
- ☐ withdrew completely from sales in one or more countries C1202
- ☐ substantially reduced sales in one or more countries C1203
- ☐ no C1204
- ☐ no previous sales overseas C1205

→ go to **13**

→ go to **14**

13 Mark all that apply. Why did this business withdraw from or substantially reduce sales in those countries?

- ☐ exchange rate volatility C1301
- ☐ exchange rate level C1302
- ☐ low market demand or increased competition in overseas markets C1303
- ☐ overseas government regulations or tariffs (e.g. import duties, product standards) C1304
- ☐ change in the ownership of this business C1305
- ☐ specific orders or jobs completed C1306
- ☐ profitability lower than expected C1307
- ☐ costs, risks or barriers were prohibitive C1308
- ☐ refocused on different markets C1309
- or ☐ none of the above C1310

Future plans to generate sales overseas

14 Mark one oval. Which of the following best describes this business's plans for overseas sales in the **future**?

- ☐ ¹ initiatives underway and new or increased sales expected within the next 12 months C1400
- ☐ ² actively exploring options for new or increased sales
- ☐ ³ no action currently, but interested in exploring options
- ☐ ⁴ currently have overseas sales, but not interested in expanding
- ☐ ⁵ not currently interested in commencing overseas sales
- ☐ ⁶ business not suitable for overseas sales

→ go to **16**

→ go to **15**

15 Mark all that apply. Why is this business not interested in or not suitable for overseas sales?

- ☐ costs, risks or barriers are prohibitive C1501
- ☐ the nature of this business relies on physical proximity to its customers C1502
- ☐ goods or services satisfy a demand that is specific to NZ (eg services related to NZ-specific regulations or legislation) C1503
- ☐ role in business structure is limited to the NZ market (eg NZ branch of an international business or licensee) C1504
- ☐ NZ market is sufficient C1505

→ go to **18**



16

Mark all that apply. Which of the following would significantly impair this business's ability to establish or expand overseas sales in **future**?

- ☐ limited experience generating sales overseas C1601
- ☐ limited knowledge about specific markets C1602
- ☐ limited access to finance for establishing or expanding sales overseas C1603
- ☐ limited access to distribution networks C1604
- ☐ exchange rate volatility C1605
- ☐ exchange rate level C1606
- ☐ distance from markets C1607
- ☐ language and cultural differences C1608
- ☐ low market demand or increased competition in overseas markets C1609
- ☐ overseas government regulations or tariffs (eg import duties, product standards) C1610
- ☐ inability to rapidly increase supply C1611
- ☐ limited managerial time or resources C1612
- ☐ other C1613
- or ☐ no significant difficulties anticipated C1614

17

Mark all that apply. Which of the following factors motivate this business to establish or expand overseas sales in **future**?

- ☐ limited or no domestic market for goods or services C1701
- ☐ reached maximum potential of current market(s) C1702
- ☐ strategic decision to grow existing business into new market(s) C1703
- ☐ to obtain cost savings from increasing volume of sales C1704
- ☐ able to obtain higher prices overseas C1705
- ☐ new technologies have opened up new market opportunities C1706
- ☐ business contacts or alliances have opened up new market opportunities C1707
- ☐ existing New Zealand customers moved offshore C1708
- or ☐ none of the above C1709



Part ii: Workforce and/or offices overseas

- 18** For the purposes of Part ii, include the locations of:
- branches or subsidiaries under the control of this business
 - businesses to which activities have been outsourced
 - employees on long-term postings
 - joint ventures or partnerships

- 19** Mark one oval for each row. In the last financial year, where did this business have a workforce and/or offices carrying out the following activities?

For activities not carried out, please mark “not applicable”.

	NZ only	overseas only	NZ and overseas	not applicable	
production of goods	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	C1901
production of services for customers	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	C1902
transport, logistics, and distribution	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	C1903
marketing, sales, and after-sales service	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	C1904
research and development (including product design)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	C1905
IT services for own use	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	C1906
management, administration, and back-office functions	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	C1907

- 20** Did this business mark “**overseas only**” or “**NZ and overseas**” for any options in question **19** above?

☐ 1 yes → go to **21**

☐ 2 no → go to **26**

C2000

Current workforce and/or offices overseas

- 21** Mark all that apply. Why did this business have a workforce and/or offices overseas?

- ☐ to lower production costs C2101
 - ☐ to reduce transport costs to final market(s) C2102
 - ☐ to gain access to technology not available domestically C2103
 - ☐ to gain access to specialist skills not available domestically C2104
 - ☐ to improve access to suppliers or distributors C2105
 - ☐ to gain closer relationships with customers C2106
 - ☐ to increase scale and capacity C2107
 - ☐ to gain greater ownership of supply chain C2108
 - ☐ to avoid overseas tariffs and/or regulatory restrictions on exports from NZ C2109
 - ☐ international locations of workforce and/or offices determined by NZ or overseas parent C2110
- or ☐ none of the above C2111



- 22** Mark all that apply. Under what arrangement(s) does this business manage the workforce and/or offices it has overseas?
- ☐ overseas branch or subsidiary business C2201
 - ☐ activities outsourced to an overseas business C2202
 - ☐ employees posted overseas on a long-term basis C2203
 - ☐ overseas joint venture or partnership C2204
 - ☐ other C2205

- 23** Mark one oval. How long has this business had a workforce and/or offices overseas?
- ☐ ₁ less than 1 year
 - ☐ ₂ 1 - 5 years
 - ☐ ₃ 6 - 10 years
 - ☐ ₄ more than 10 years C2300

- 24** Mark all that apply. In the last financial year, in which of the following overseas locations did this business have a workforce and/or offices?
- Note: Go to www.stats.govt.nz/BOS2015notes to find out a country's region, as well as ASEAN and European Union members.
- | | | | |
|--|-------|---|-------|
| Australia / Pacific | | Americas | |
| <input type="radio"/> Australia | C2401 | <input type="radio"/> United States of America | C2408 |
| <input type="radio"/> other Pacific (exclude NZ) | C2402 | <input type="radio"/> other Americas | C2409 |
| Asia | | Europe | |
| <input type="radio"/> China | C2403 | <input type="radio"/> United Kingdom | C2410 |
| <input type="radio"/> Japan | C2404 | <input type="radio"/> European Union (exclude the UK) | C2411 |
| <input type="radio"/> India | C2405 | <input type="radio"/> other Europe | C2412 |
| <input type="radio"/> ASEAN member state(s) | C2406 | <input type="radio"/> Middle East / Africa | C2413 |
| <input type="radio"/> other Asia | C2407 | | |

- 25** Mark all that apply. In the last financial year, which of the following substantially limited this business's ability to manage its overseas workforce and/or offices?
- ☐ limited understanding of overseas legal and regulatory frameworks C2501
 - ☐ limited access to finance for overseas workforce and/or offices C2502
 - ☐ exchange rate volatility C2503
 - ☐ exchange rate level C2504
 - ☐ language and cultural difficulties C2505
 - ☐ difficulty monitoring overseas operations C2506
 - ☐ limited experience managing a workforce and/or offices overseas C2507
 - ☐ limited access to skilled workforce overseas C2508
 - ☐ higher transportation costs and logistical complexities C2509
 - ☐ limited managerial time or resources C2510
 - ☐ other C2511
 - or ☐ no significant difficulties C2512



Reduction in workforce and/or offices overseas

26 Mark all that apply. In the **last two financial years**, did this business withdraw from having or substantially reduce the workforce and/or offices it has overseas?

- ☐ withdrew completely from having a workforce and/or offices overseas C2601
 - ☐ withdrew completely from having a workforce and/or offices in one or more countries C2602
 - ☐ substantially reduced the workforce and/or offices in one or more countries C2603
 - ☐ no C2604
 - ☐ no previous workforce or offices overseas C2605
- go to **27**
- go to **28**

27 Mark all that apply. Why did this business withdraw from having or substantially reduce the workforce and/or offices it has overseas?

- ☐ workforce and/or offices no longer required C2701
- ☐ workforce and/or offices relocated to an alternative location C2702
- ☐ profitability lower than expected C2703
- ☐ costs, risks or barriers were prohibitive C2704
- ☐ other C2705

Future workforce and/or offices overseas

28 Mark one oval. Which of the following best describes this business's plans to establish or expand an existing workforce and/or offices overseas in **future**?

- ☐ ¹ initiatives underway to establish or expand overseas workforce and/or offices within the next 12 months
- ☐ ² actively exploring options to establish or expand overseas workforce and/or offices
- ☐ ³ no action currently, but interested in exploring options
- ☐ ⁴ currently have an overseas workforce and/or offices, but not interested in expanding
- ☐ ⁵ not currently interested in having a workforce or offices overseas
- ☐ ⁶ business not suited to having overseas workforce or offices C2800



Part iii: Use of goods and services sourced overseas

- 29** For the purposes of Part iii **exclude** goods and services sourced from subsidiaries or branches of this business.

Note:

- count purchases from businesses in NZ as NZ-sourced, regardless of product origin
- count purchases made directly from overseas businesses as overseas-sourced

- 30** Mark one oval for each row. In the last financial year, where did this business directly source the following goods and services?

For goods and services not used, please mark “not applicable”.

	NZ only	overseas only	NZ and overseas	not applicable	
raw materials and components	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	C3001
finished goods for resale	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	C3002
machinery and equipment for own use	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	C3003
technology and licenses for use of intellectual property	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	C3004
research and development (including product design)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	C3005
IT services for own use	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	C3006
other services used by this business	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	C3007

- 31** Did this business mark “**overseas only**” or “**NZ and overseas**” for any options in question **30** above?

☐ 1 yes → go to **32**

☐ 2 no → go to **33**

C3100

- 32** Mark all that apply. In the last financial year, why did this business source goods or services from overseas?

☐ goods or services provided by overseas parent or other member of the business group C3201

☐ no New Zealand supplier of required goods or services C3202

☐ technologies not available in New Zealand C3203

☐ overseas sources able to supply required quantities faster C3204

☐ cheaper sources available overseas C3205

☐ higher quality sources available overseas C3206

☐ overseas sources able to respond more flexibly to requirements C3207

☐ existing New Zealand suppliers moved overseas C3208

or ☐ none of the above C3209



Part iv: Assistance with international engagement

33 Mark all that apply. In the last financial year, did this business receive assistance with international engagement from any of the following organisations?

- ☐ New Zealand Export Credit Office C3301
- ☐ New Zealand Trade and Enterprise (NZTE) offices in NZ C3302
- ☐ New Zealand Trade and Enterprise (NZTE) offices overseas C3303
- ☐ other New Zealand government agencies in NZ (eg Callaghan Innovation) C3304
- ☐ other New Zealand government agencies overseas (eg diplomatic offices) C3305
- ☐ professional advisory services (eg lawyers, accountants) C3306
- ☐ other New Zealand businesses C3307
- ☐ industry or employer organisations (eg Business New Zealand) C3308
- or ☐ none of the above C3309

34 Mark one oval. The following is a list of markets with which NZ has recently signed trade agreements. Of the markets listed, which was your largest **export** market in the last financial year?

- | | | |
|--|--|-------|
| <input type="radio"/> 1 Brunei | <input type="radio"/> 9 Malaysia | |
| <input type="radio"/> 2 Cambodia | <input type="radio"/> 10 Myanmar | |
| <input type="radio"/> 3 Chile | <input type="radio"/> 11 Philippines | |
| <input type="radio"/> 4 China | <input type="radio"/> 12 Singapore | |
| <input type="radio"/> 5 Chinese Taipei | <input type="radio"/> 13 Thailand | |
| <input type="radio"/> 6 Hong Kong | <input type="radio"/> 14 Vietnam | |
| <input type="radio"/> 7 Indonesia | or <input type="radio"/> 15 no exports to any of | |
| <input type="radio"/> 8 Laos | the above → go to 36 | C3400 |

35 Mark all that apply. Does this business benefit from NZ having a trade agreement with the market identified in question **34** above?

yes:

- ☐ lower tariffs C3501
- ☐ lower regulatory barriers to trade in goods C3502
- ☐ lower regulatory barriers to trade in services C3503
- ☐ other benefits C3504

no:

- ☐ trade agreement doesn't cover the goods and services we trade C3505
- ☐ preference not applied for because benefits are too small C3506
- ☐ takes too much time or is too difficult to access benefits C3507
- ☐ trade agreement not in place long enough to yield benefits C3508
- ☐ no benefit for other reasons

don't know:

- ☐ not aware of trade agreement C3509
- ☐ don't know of any benefits C3510



Follow-up study

- 36** Treasury, the Ministry of Business, Innovation and Employment (MBIE), and the Ministry of Foreign Affairs and Trade (MFAT) are interested in doing a follow-up study based on Section C of this questionnaire. The follow-up study will help these departments understand more about the challenges facing New Zealand businesses and inform New Zealand's trade negotiations. Only with your consent can Statistics New Zealand pass on your individual information with contact details attached.

C3600

Yes, I agree to take part in the follow-up study and have my company name and survey responses passed to Treasury, MBIE, and MFAT.

Please mark YES and sign.

☐ ¹ yes →

(signature of person consenting)

No, I do not agree to take part in Treasury, MBIE, and MFAT's follow-up study.

Please mark NO and sign.

☐ ² no →

(signature of person refusing consent)

Other details

- 37** How long did it take you to read the instructions, collect the information, and complete this questionnaire?

hours minutes

C3700

- 38** Please provide any comments that would help to clarify the information you have given.

C3800

- 39** Who should we contact if we have any queries about the information you have given? If necessary, please correct errors or provide details in the white boxes below each item.

Name

C3901

Position

C3902

Email

C3903

Phone

 →

C3904

Cellphone

 →

C3905

I declare that this questionnaire has been completed to the best of my knowledge.

Signature

Date

C3906

day month year

Thank you for your time and effort.

www.stats.govt.nz has the main results of all our surveys

Office use:

06/2015 ☐ adr ☐ brg ☐ cmp ☐ dta ☐ phn ☐ oth

