

23 October 2024



s9(2)(a)

Our ref: OIA 2425-0279

Tēnā koe s9(2)(a)

Response to your Official Information Act request

Thank you for your email of 22 September 2024 to the Ministry for Ethnic Communities (the Ministry) requesting the following information under the Official Information Act 1982 (the Act). I will address each of your queries in turn:

2. *Does Ministry for Ethnic Communities pay for advertising services on the Facebook, Instagram, LinkedIn, Google, Tik Tok or other digital platform?*

a. *If so, how much money has been spent, by year, on advertising on each of these platforms?*

The Ministry social media accounts include Facebook, LinkedIn and YouTube.

The Ministry occasionally pays for advertising on these accounts. Please refer to the table below for a breakdown of the Ministry's expenditure (as of 30 September 2024) on Facebook and LinkedIn since the Ministry's establishment on 1 July 2021. Note that the Ministry has not spent any money for advertising on YouTube.

Financial Year	Total expenditure on Facebook	Total expenditure on LinkedIn
2021/22	\$4500	
2022/23	\$50	
2023/24	\$150	
2024/25		\$250

b. *Does Ministry for Ethnic Communities use any agencies to place or manage that advertising, if so who?*

In general, the Ministry does not use an agency to run its advertising. However, in 2024, the Ministry Contracted Bananaworks, a marketing and communication agency, to run an ethnic media campaign to raise awareness about measles and the Measles, Mumps and Rubella (MMR) vaccine.


c. *If Ministry for Ethnic Communities uses any agencies to place or manage that advertising, what is (or are) the names of each of those agencies?*

Please refer to the answer above.

- d. *If Ministry for Ethnic Communities uses any agencies to place or manage that advertising, please provide copies of any and all legal agreements between that advertising agency and Ministry for Ethnic Communities.*

Please refer to Attachment 1. Some information in this document has been withheld under sections 9(2)(a) of the Act to protect the privacy of natural persons and 9(2)(b)(ii) of the Act to protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of information.

- 3. *If Ministry for Ethnic Communities uses advertising services on digital platforms as above, does (or has) the agency created "custom audience" lists as part of those campaigns?*
 - a. *If so, please provide a list of the custom lists that have been generated, including the number of people on that list and what market segmentation was being targeted by that campaign and the date for which each custom audience was generated, along with when these audience lists were uploaded and to which platform?*
 - b. *If so, what privacy analysis was conducted prior to custom audience lists being generated?*
 - c. *If so, was the Minister responsible ever made aware that Ministry for Ethnic Communities was undertaking this activity? If so, which Minister was it, and when were they notified?*
 - d. *If so, what advice was sought prior to this activity taking place?*
 - e. *If so, what lawful basis does Ministry for Ethnic Communities rely on for this disclosure?*
 - f. *If so, what was the origin of the information that was included in these custom audience lists?*
 - g. *If so, did Ministry for Ethnic Communities receive any specific advice as to the efficacy of the security measures around these lists, if so, who provided this advice and when was it provided? Please provide copies of the advice provided.*
 - h. *If so, what security measures are used to protect the privacy of individuals?*
 - i. *If so, is Ministry for Ethnic Communities still generating and uploading custom audiences, or is this practice "on hold". If it is on hold, when and why was it put on hold?*
 - j. *If so, can people "opt-out" of being included in these custom audience lists, and if so, how many people have done so?*
 - k. *If so, has Ministry for Ethnic Communities received any complaints about this practice, if so, when was the complaint received? Please provide copies of the complaints and any responses.*
 - l. *If so, did Ministry for Ethnic Communities consult with the office of the Privacy Commissioner on this practice? If so, when?*
 - m. *If so, has Ministry for Ethnic Communities received any reports about the effectiveness of custom audience lists? If so, please provide these.*

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- n. If so, for each upload of the custom audience lists to each platform, what percentage of these were "matched" against the current users of each platform?*

The Ministry does not create 'custom audience' lists by uploading external information about individuals. However, at times, the Ministry has boosted its Facebook posts to reach its own followers, their friends, or similar audiences.

I am therefore refusing this part of your request under section 18(e) of the Act, as the document alleged to contain the information requested does not exist.

- 4. Has any person from Ministry for Ethnic Communities had any meetings, whether in person, by videoconference or other method, with any representative from Meta, Google, LinkedIn, Tik Tok, or any other digital advertising platform in the last 12 months?*

On 21 August 2024, two officials from the Ministry had a meeting with Google New Zealand to discuss Google's participation in the Ethnic Xchange Symposium. On 29 August 2024, a follow-up meeting was held.

- a. If so, who was present during these meetings?*

The meeting was attended by two officials from the Ministry – they were Mervin Singham, Chief Executive, and Berlinda Chin, Chief Advisor to the Chief Executive; and three staff members from Google New Zealand. I am withholding their names under section 9(2)(a) of the Act the withholding of the information is necessary to protect the privacy of natural persons.

- b. If so, please provide the agenda, notes, minutes and any communications associated with these meetings.*

There were no agenda, notes, or minutes of the 21 and 29 August meetings. Please refer to Attachment 2 for communications associated with these two meetings. Some information in this document has been withheld under section 9(2)(a) of the Act to protect the privacy of natural persons. Some information has also been marked as out of scope of your request.

- c. Does Ministry for Ethnic Communities have a dedicated account manager with Meta, Google, LinkedIn, Tok Tok or any other digital advertising platform. If so, what is the name of this person or the names of these people?*

No.

- 5. Please provide any correspondence, e-mail, document, or record held by Ministry for Ethnic Communities on the subject of custom audience lists, advertising on Meta, Facebook, Instagram, Google, Tik Tok or any other platform for the period 1 September 2024 and today.*

The Ministry does not hold any correspondence, email, document, or record about custom audience lists and advertising on the platforms aforementioned above for the period 1 September to 22 September. I am therefore refusing this part of your request under section 18(e) of the Act as the document alleged to contain the information requested does not exist.

As is required by section 9(1) of the OIA, I have considered whether the grounds for withholding information under section 9 of the OIA are outweighed by other considerations which would make it desirable, in the public interest, to make that information available. In this instance, I do not consider that to be the case.

Under section 28 of the OIA, you have the right to seek an investigation and review by the Office of the Ombudsman of my response relating to this request. The relevant details can be found on their website at: www.ombudsman.parliament.nz.

Please note, due to the public interest in our work, the Ministry may publish responses to requests for official information on our website, shortly after the response has been sent. If you have any queries about this, please feel free to contact our Ministerial Services team: ministerial@ethniccommunities.govt.nz.

Ngā mihi



Edward Firth

Director of Ministerial Services



Information Schedule

No.	Title	Comments
1	MEC and Health NZ and Bananaworks Comms Ltd MMR Campaign	Some information withheld under sections 9(2)(a) and 9(2)(b)(ii) of the Act
2	Communications with Google re Ethnic Xchange Symposium 2024	Some information withheld under 9(2)(a) of the Act. Some information withheld as out of scope.



Contract for Services

Contract Details

MEC and Health NZ – MMR Promote health videos campaign

The Parties

The Buyer:

Department of Internal Affairs

NZBN 9429041904916

45 Pipitea Street

Wellington 6011

and

The Supplier:

Bananaworks Communications Limited

NZBN #9429035411208

6/930 Great South Road, Penrose, Auckland 1061

The Contract

Agreement

The Buyer appoints the Supplier to deliver the Services described in this Contract and the Supplier accepts that appointment. This Contract sets out the Parties' rights and obligations.

Parts of this Contract

The documents forming this Contract are:

1. **Contract Details:** This section
2. **Schedule 1:** Description of Services
3. **Schedule 2:** Standard Terms and Conditions GMC Form 1 SERVICES | Schedule 2 (3rd Edition) available at: www.procurement.govt.nz
4. Any other attachments described at Schedule 1.

How to read this Contract

- Together the above documents form the whole Contract
- Any Supplier terms and conditions do not apply
- Clause numbers refer to clauses in Schedule 2
- Words starting with capital letters have a special meaning. The special meaning is stated in the Definitions section at clause 17 (Schedule 2).

Acceptance

In signing this Contract each Party acknowledges that it has read and agrees to be bound by it.

Signed for and on behalf of the Buyer:

Fleur M

(signature)

Name: Fleur Murray
Position: DCE Corporate Services
Date: 31/05/2024

Signed for and on behalf of the Supplier:

s 9(2)(a)

(signature)

Name: s 9(2)(a)
Position: Account Director
Date: 31/05/2024

Schedule 1

Description of Services

Contract Management and Personnel

Start Date	22/05/2024	Reference Schedule 2 clause 1
End Date	25/06/2024	Reference Schedule 2 clause 1
Renewal	The Buyer may renew this Contract up to 2 times for an additional period of 3 months.	Reference Schedule 2 clause 1

Contract Managers

Reference Schedule 2 clause 4

	Buyer's Contract Manager	Supplier's Contract Manager
Name:	Michelle Cooke	s 9(2)(a)
Title / position:	Senior Communications Advisor	Account Director
Address:	12-14 Nicholls Lane Parnell AUCKLAND	6/930 Great South Road Penrose AUCKLAND
Phone:	s 9(2)(a)	s 9(2)(a)
Email:	Michelle.Cooke@ethniccommunities.govt.nz	

Addresses for Notices

Reference Schedule 2 clause 14

	Buyer's address	Supplier's address
For the attention of:	As above	As above
c.c. Contract Manager	As above	As above
Delivery address:	As above	As above
Postal address:	As above	As above
Email:	As above	As above

Description of Services

The Ministry is contracting ethnic media agency Bananaworks Communications Ltd to run an ethnic media campaign.

Description of Services

Bananaworks will produce an ethnic media campaign which raises awareness about measles and the Measles, Mumps and Rubella (MMR) vaccine. It will also promote three animated videos on measles the Ministry has produced, as well as information on how communities can access interpreting services. The Ministry and Bananaworks have agreed on a media schedule which includes advertisements in ethnic media over the course of several weeks in June and July 2024.

Deliverables and Milestones

Deliverable/Milestone	Performance Standards	Due date	Invoice date	Amount payable
Campaign Strategy and planning	Insert the quality or standard or key performance indicator required	Select date for completion of Milestone	31/05/2024	s 9(2)(b)(ii)
Artwork Creative and production	Insert the quality or standard or key performance indicator required	Select date for completion of Milestone	31/05/2024	
Third-party Media cost China Media	Insert the quality or standard or key performance indicator required	Select date for completion of Milestone	31/05/2024	
Indian Media	Insert the quality or standard or key performance indicator required	Select date for completion of Milestone	16/06/2024	
Filipino Media	Insert the quality or standard or key performance indicator required	Select date for completion of Milestone	16/06/2024	
Project Management	Insert the quality or standard or key performance indicator required	Select date for completion of Milestone	25 June 2024	
Total (exc GST)				\$50,068.70

Specific code of conduct / policies / health & safety / protective security / legislative requirement

When working for the Ministry it is important that the supplier adhere to health & safety requirements which will be supplied by the buyer. If at a 3rd party location then the buyer will ensure that everyone is fully briefed.

Supplier's Reporting Requirements

Reference Schedule 2 clause 5.2

Charges

The following section sets out the Charges. Charges are the total maximum amount payable by the Buyer to the Supplier for delivery of the Services. Charges include Fees, and where agreed, Expenses and Daily Allowances. The Charges for this Contract are set out below.

Fees

Reference Schedule 2 clause 3

The Supplier's Fees will be calculated as follows:

Fixed Fee

A fixed Fee of \$50,000 excluding GST.

Invoices

Reference Schedule 2 Subject to clauses 3 and 11.7

The Supplier must send the Buyer an invoice for the Charges at the following times:

At the end of the month, for Services delivered during that month.

Address for invoices

Reference Schedule 2 clause 3

All invoices must be on the Supplier's letterhead, contain the Title for Contract or Contract Reference and be sent either by email to accountspayable@dia.govt.nz or by mail to:

Finance, Accounts Payable
Department of Internal Affairs
PO Box 130
Wellington 6140

The Supplier must select either email or mail delivery of invoices and not send in the same invoice by both email and mail.

Insurance

Reference Schedule 2 Clause 8.1

The Buyer does not require any specific insurance under this Contract other than the requirements under clause 8.1 of Schedule 2.

Changes to Schedule 2 and attachments

Schedule 2 of this Contract is amended as follows:

Insert new clause 2.3(e), (f) and (g):

- e. review any information provided by the Buyer to ensure that it contains no manifest errors or omissions. There is no entitlement to a variation if the information contains manifest errors or omissions that the Supplier should reasonably have been expected to find.
- f. as soon as the Supplier becomes aware, notify the Buyer in writing of any change in circumstance that will materially affect the scope, timing or cost of the Services.

- g. not commence work on any variation to the Services unless the variation has been agreed in writing by the Buyer.

Clause 2.5 is deleted and replaced with:

Premises: If the Supplier is at the Buyer's premises or other location under the control of the Buyer, the Supplier must observe the Buyer's policies and procedures, including those relating to health and safety, and security requirements, as provided to the Supplier.

Clause 15.2(d) is deleted and replaced with:

If sent by email, at the time the email leaves the sender's information system and is not returned to the sender undelivered or as an error.

Insert a new clause 16.4:

If the Buyer, acting reasonably, requires the Services to be supplied during the period affected by an Extraordinary Event, then despite clause 16.3, the Buyer may terminate this contract immediately by giving Notice.

Set out any changes to clauses in Schedule 2 and/or any new clauses that are in addition to Schedule 2

Attachments

Reference 'Contract documents' described at Page 1

None

From: [Mervin Singham](#)
To: s 9(2)(a)
Cc: [Berlinda Chin](#)
Subject: RE: Empowering innovation for the Ministry with Google
Date: Thursday, 15 August 2024 7:37:16 am

Dear s 9(2)(a)

Out of Scope

Yes, I would like to have a further discussion with you, including senior members of my team. Please leave this with me. I will get back to you with some suggestions on when we can do this.

It would also be great to have you participate in our Ethnic Exchange Symposium on 11 Oct. I've copied my colleague, Berlinda Chin who is leading the development of the Symposium. We will be in touch soon.

Thanks again for reaching out and look forward to our korero!

Ngā mihi,

Mervin

Mervin Singham ([him/he](#))

Chief Executive

Ministry for Ethnic Communities | Te Tari Mātāwaka

215 Lambton Quay, Wellington 6140, New Zealand

www.ethniccommunities.govt.nz [Facebook](#) | [LinkedIn](#)



Ministry for
**Ethnic
Communities**
Te Tari Mātāwaka

From: s 9(2)(a) @google.com>

Sent: Wednesday, August 14, 2024 4:00 PM

To: s 9(2)(a) @google.com>; Mervin Singham
<mervin.singham@ethniccommunities.govt.nz>

Subject: Empowering innovation for the Ministry with Google

You don't often get email from natahedb@google.com. [Learn why this is important](#)

Hello Mervin,

Out of Scope

. Such a fun discussion!

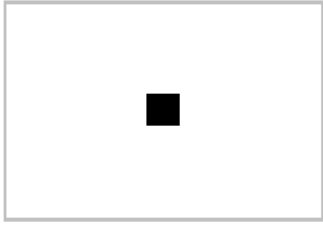
We spoke about connecting with your senior team at the Ministry for Ethnic Communities to discuss ways Google could help empower innovation amongst the community you serve and the businesses within them. I would LOVE to tackle the problems you are working, on together and be part of the solution.

Could we find time with the team to hear the priorities and goals you have for the coming few years?

Out of Scope

Warm regards,

s 9(2)(a)



s 9(2)(a)

Released under the Official Information Act 1982

From: s 9(2)(a)
To: Berlinda Chin
Cc: Mervin Singham
Subject: Out of Scope [UNCLASSIFIED*]
Date: Tuesday, 20 August 2024 9:19:19 am
Attachments: image003.png

Hi Berlinda,

Many thanks - what a terrific program you've set up in the symposium - meaningful topics!
Thank you so much for sharing with me. I look forward to our discussions tomorrow.

Warm regards,

s 9(2)(a)

On Tue, Aug 20, 2024, 8:01 AM Berlinda Chin <Berlinda.Chin@ethniccommunities.govt.nz> wrote:

Hi s 9(2)(a)

Looking forward to our in-person catch up soon. Please find some preview collateral as Mervin has mentioned in his email below.

See you and s 9(2)(a) soon,

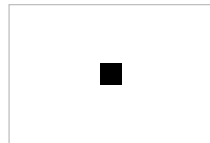
Berlinda

From: s 9(2)(a) @google.com>
Sent: Monday, August 19, 2024 2:59 PM
To: Mervin Singham <Mervin.Singham@ethniccommunities.govt.nz>
Cc: Berlinda Chin <Berlinda.Chin@ethniccommunities.govt.nz>
Subject: Out of Scope [UNCLASSIFIED*]

Am so looking forward to meeting and discussing how I can support this amazing community.

Have a lovely rest of the day,

s 9(2)(a)



s 9(2)(a)

On Mon, Aug 19, 2024 at 2:48 PM Mervin Singham <Mervin.Singham@ethniccommunities.govt.nz> wrote:

Kia ora s 9(2)(a)

Ber and I are looking forward to catching up with you and your colleagues on Wednesday. We would love your involvement in our symposium. Ber is going to send you some symposium collateral so you have a preview of what it's focused on. See you on Wednesday!

Ngā mihi,

Mervin

Mervin Singham ([him/he](#))

Chief Executive

Ministry for Ethnic Communities | Te Tari Mātāwaka

215 Lambton Quay, Wellington 6140, New Zealand

www.ethniccommunities.govt.nz [Facebook](#) | [LinkedIn](#)



From: s 9(2)(a) @google.com>
Sent: Monday, August 19, 2024 1:44 PM
To: Berlinda Chin <Berlinda.Chin@ethniccommunities.govt.nz>
Cc: Mervin Singham <Mervin.Singham@ethniccommunities.govt.nz>
Subject: Out of Scope [UNCLASSIFIED*]

Hi Berlinda,

I would be delighted to participate in the symposium in any form. I believe in a beautiful, globalized work of community and sharing :)
Looking forward to speaking with you both on Wednesday.

s 9(2)(a)



s 9(2)(a)

On Fri, Aug 16, 2024 at 3:35 PM Berlinda Chin <Berlinda.Chin@ethniccommunities.govt.nz> wrote:

Hi Īyi günler Selamat Sejahtera Kia ora s 9(2)(a)

Pleased to meet you via email and to know you are a s 9(2)(a) just as Mervin and I are s 9(2)(a)! "Kaki Lang"! Hopefully we can catch up on all things s 9(2)(a) in person one day.

Out of Scope

However, I know Mervin is working with his EA to get us a time to meet virtually. Can't wait to share with you the exciting things lined up for the Ethnic Xchange Symposium which I hope you and Google will come on board!

Talk more soon

Berlinda

Acting DCE Strategic Engagement and Stakeholder Insights

Berlinda Chin (she/her)

Kaitohu Matua mō te Tumu Whakarae Mervin Singham, Chief Advisor to the Chief Executive Mervin Singham |

Te Tari Mātāwaka | Ministry for Ethnic Communities

Grant Thornton Building, [215 Lambton Quay](#) | PO Box 805, Wellington 6140, New Zealand

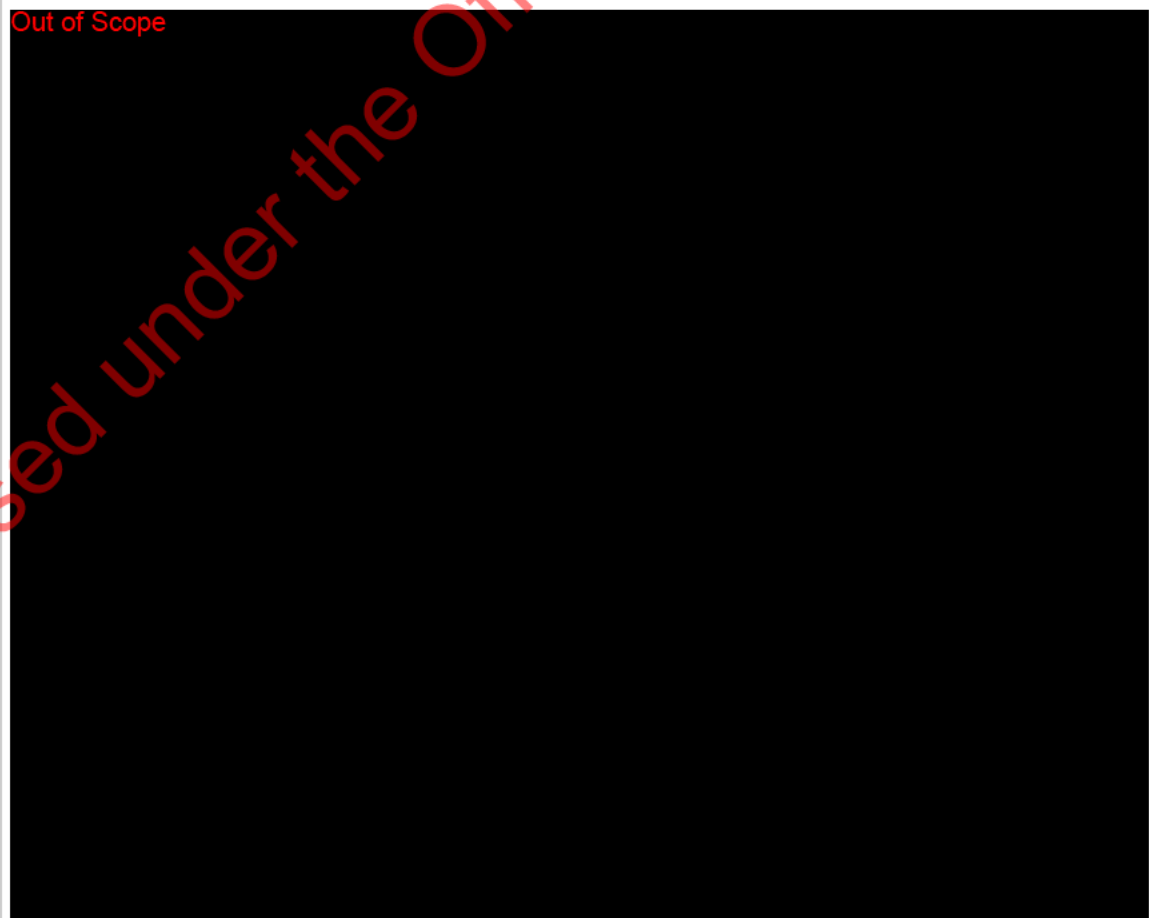
Mobile: s 9(2)(a)

www.ethniccommunities.govt.nz | [Facebook](#)



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Out of Scope



Out of Scope

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Ethnic Xchange 2024

Date: 11th October 2024

Time: 09:00 am to 06:00 pm [including networking at the end]

Venue: Cordis Hotel, Auckland

Participants: Proposed 300 to 350 persons

Time	Speakers	Session purpose and method	Session description
08:00 am – 09:00 am	Registration		
09:00 am – 09:15 am	Professional MC (TBC) Ngati Whatua Orakei rep	Welcome from MC, including Mihi Whakatau	Doors open & Welcome
09: 15 am	Hon Melissa Lee, Minister for Ethnic Communities Minister for Economic Development	Two-minute overview.	Purpose of the Symposium and introduction to Minister of Finance, Hon Nicola Willis
09:17 am – 09:30 am	Hon Nicola Willis, Minister of Finance	Minister to highlight the Coalition Government's vision and goals to grow New Zealand's economy.	Opening Speech by Hon Nicola Willis, Minister of Finance Potential topics the Minister could cover: <ul style="list-style-type: none">• Highlight the importance of NZ's economic resilience and sustainability given our emerging global context.• Government's approach to strengthening and growing the economy.• Existing trade relationships and success stories, e.g. meeting with her Australian counterpart about the "Single Economic Market" to lower business costs and increase the ease with which businesses can operate across the Tasman.

Time	Speakers	Session purpose and method	Session description
			<ul style="list-style-type: none"> Share personal insights regarding the value of partnerships/alliances with other jurisdictions. For example, from when she served on the Boards of Export NZ, Director of Global Stakeholder Affairs at Fonterra.
09:30 am– 10:15 am (no audience Q&A)	<p>Facilitator: Kirk Hope, Ex-CE of Business NZ</p> <p>Three Ministers</p> <ul style="list-style-type: none"> Hon Nicola Willis, (Finance) Hon Judith Collins (Science, Innovation and Technology) Hon David Seymour (Regulation, Assoc Finance) 	<p>An interactive 45-minute sofa-style interview session.</p> <p>The facilitator will pose questions that have been identified and made known to Ministers before the symposium.</p> <p>Note that a joint briefing from responsible agencies to Ministers attending is planned. This will set out supporting talking points for the panel session.</p>	<p>Making the boat go faster: What can the government and ethnic businesses do to create more prosperity for New Zealand?</p> <p>Ministers will outline their key portfolio priorities for growing NZ's economy, focusing on growing trade relationships, boosting exports, improving the regulatory environment for businesses (including drawing in more overseas investment) and supporting businesses' innovation and use of new technologies to increase their productivity.</p> <p>Potential topics for Ministers to talk about:</p> <ul style="list-style-type: none"> Doubling New Zealand exports – what will the government do to support doubling the value of exports in 10 years? Leveraging diversity of people, experience, and overseas networks to grow economic prosperity How can the regulatory environment be improved to increase overseas investment while retaining NZ's core interests? How innovation is essential to NZ's future and the key areas the government will be focusing on to encourage it. Successes of NZ-based ethnic businesses in the areas of tech, clean energy and sustainability, and AI. How NZ businesses can partner with them. All Ministers are to throw a challenge to the business community on what they can do to support the achievement of these goals.
10:15 am – 11:00 am	Morning Tea and Networking		

Time	Speakers	Session purpose and method	Session description
11:00 am - 12:15 pm (including 30 min audience Q&A)	<p>Facilitator: Kirk Hope</p> <p>Business Representatives</p> <ul style="list-style-type: none"> • Simon Bridges (CE, Auckland Business Chamber) Ethnic woman business investor (TBC) • Kenneth Leong (Director, Tiaki Capital) <p>Senior Government Officials:</p> <ul style="list-style-type: none"> • Carolyn Tremain (MBIE) • Peter Chrisp (NZTE) (TBC) 	<p>The objective is to examine what drives ethnic entrepreneurs and the support they need to thrive.</p> <p>The session will explore three different aspects of growing successful businesses in New Zealand from both the business community and government agencies' perspectives.</p> <p>The panel will commence with key comments by the business community panel and responded to by the panel of senior officials, followed by audience Q&A.</p>	<p>International Trailblazers – Showcase of diaspora entrepreneurs in action</p> <p>The three aspects to explore are:</p> <p>(1) Growing NZ's economy through offshore opportunities:</p> <ul style="list-style-type: none"> • How can this be done? Share your lived experience on both successful expansion of a business offshore and drawing investment capital into New Zealand. • How to leverage ethnic businesses' international connections to increase trade for New Zealand. • What lessons have been learnt? What works and what doesn't? What impediments should businesses be aware of and those that could be removed? • What could be done better to increase opportunities? <p>(2) Drawing overseas investment to NZ:</p> <ul style="list-style-type: none"> • What makes NZ appealing to investors who want to start and keep investing? • What can be done to make NZ more attractive? <p>(3) Core support for businesses to help them grow and thrive:</p> <ul style="list-style-type: none"> • What are the common business development needs and new networks that businesses would benefit from? How can these needs be met or supported by government and other economic development agencies? • What can businesses do to seize opportunities and support the government's economic development goals? • Identify practical steps to remove barriers and enable better participation of ethnic businesses.

Time	Speakers	Session purpose and method	Session description
12:15 pm-01:00 pm (including audience Q&A)	Facilitator: Kathleen Morrison, Chair of ASEAN Business Council Business Representatives: <ul style="list-style-type: none"> • Ranjna Patel (Business Hall of Fame 2024) • Rose Eusoff Exotic plants importer • Will Zhang, founder of EmoEx AI entrepreneur 	<p>Objective is to share three case studies of successful NZ ethnic businesses.</p> <p>Three entrepreneurs (including two women) inspire others to seize opportunities, overcome barriers and to follow in their footsteps by putting sustained effort into breaking new ground.</p>	<p>Taking the Leap - From mangosteens to AI</p> <ul style="list-style-type: none"> • What unique drivers motivated these entrepreneurs to face the headwinds of standing up their businesses? • What did it take to innovate and get off the ground? What lessons were learnt that others can benefit from? How can ethnic women be supported to be successful? • Discuss the challenges around cultural norms in businesses relating to gender roles, family expectations and a lack of role models. • If you could do it over again, what would you do differently? • What can other aspiring businesses learn from your experience?
01:00 pm - 02:00 pm	Networking Lunch		
02:00 pm – 03:00 pm (including audience Q&A)	Facilitator: Kirk Hope High Commissioners (TBC) <ul style="list-style-type: none"> • Countries to be identified in collaboration with MFAT (likely India and ASEAN region) 	<p>Objective is for High Commissioners and Ambassadors to highlight what the New Zealand government and businesses can do to better support trading relationships with countries.</p>	<p>Trade winds – What puts the ‘winds in our sails’ to increase trade?</p> <ul style="list-style-type: none"> • What are the key issues New Zealand needs to address to encourage favourable trade conditions with (countries/regions to be identified in collaboration with MFAT)? How can we ensure trade is mutually beneficial? • What specific barriers do New Zealand businesses face when entering your market? What must they do to overcome these challenges? What advice do you have for a business planning to expand into your country? What do they need to know? • Are there opportunities for joint ventures or partnerships in particular sectors that can help New Zealand businesses contribute to your country’s economic development? • What is the role of New Zealand’s diaspora communities in forging stronger trade ties?

Time	Speakers	Session purpose and method	Session description	
		Panellists to share insights on what NZ businesses need to know about these markets before they expand to include them, and how the diaspora be better leveraged to support NZ's trading aspiration.		
03:00 pm - 03:10 pm	MC to announce location of two concurrent breakout workshops			
03:10 pm – 04:10 pm	Panel 3: Breakout workshops	Objective is to impart practical tips for businesses to lift their performance (in areas identified by business stakeholders)	Workshop 1: Investment: policies and support available to NZ businesses bringing overseas investment into NZ Facilitator: TBC Potential panellists (TBC) <ul style="list-style-type: none">• Callaghan Innovation official• NZTE official• Example of successful ethnic business and foreign investment opportunity Panel to discuss: <ul style="list-style-type: none">• How does NZ's Active Investor Plus programme work?	Workshop 2: Innovation and trade: Scaling opportunities - tips on how NZ businesses can expand locally or globally • TBC Panel to discuss: <ul style="list-style-type: none">• What mindset do businesses need to have when they consider scaling up their business?• What role does good governance play in expanding?• What are the pitfalls of scaling up that businesses need to know in advance?



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Time	Speakers	Session purpose and method	Session description
			<ul style="list-style-type: none"> • What can ethnic businesses do to bring foreign investments into NZ to fuel NZ's local economy? • What are the constraints that businesses need to know in advance?
04:20 pm - 04:30 pm	Return to the main hall	Closing remarks by the Ministry's CE (including highlight video from the day).	
04:30 pm – 04:45 pm	Transmission	Audience heads outside to the private sector-sponsored cocktail networking event.	
04:45 pm– 06:00 pm	Corporate Sponsored Event	Opening speech by Hon. Minister Lee. Cocktails and networking.	

Ethnic Xchange: Boosting innovation, trade and investment

Organised by the Ministry for Ethnic Communities

Communications strategy on a page



What we are communicating

(Key messages)

Unlocking potential for New Zealand's economy

The inaugural Ethnic Xchange symposium is dedicated to unlocking the full potential of ethnic businesses to drive significant contributions to New Zealand's economy through enhanced trade, investment, and innovation.

A [report by the Waitakere Ethnic Board](#) (2021) revealed that ethnic communities contributed a significant \$64 billion, to New Zealand's Gross Domestic Product (GDP). This underscores the value these businesses bring, and the Symposium aims to boost their contributions.

Partnerships and collaboration

Ethnic Xchange is designed to emphasise the critical role of partnerships between the government, private sector, and ethnic businesses in creating opportunities, addressing challenges, and fostering a robust economic environment.

Innovative, practical business insights and solutions

The event aims to equip ethnic businesses with actionable and practical strategies and insights on navigating international markets, attracting and retaining investment, and leveraging innovation to boost productivity and growth.

Ongoing Engagement and Collaboration

Ethnic Xchange provides a long-term platform for continuous dialogue and collaboration among ethnic businesses, investors, industry leaders, and government officials to support sustainable economic growth and innovation.

This is built into the symposium's design with several thematic roundtables before and following the event.

Event Experience

- **Networking opportunities:**
Meet trade partners, entrepreneurs, and professionals in their areas of expertise at various networking sessions
- **Showcasing success:**
Highlight case studies in information technology, clean energy, sustainability, and AI to demonstrate the economic benefits of ethnic businesses.
- **Expert voices:**
Hear motivating, interesting and thought-provoking information directly from New Zealand Government Ministers, public officials, business leaders and economic experts.



Why we are communicating

(Communications objectives)

All stakeholders, general public and attendees

- Raise awareness about the Ministry's inaugural business symposium, why the Ministry is organising it and why it is important.
- Highlight how the Ministry is working in partnership with the government and the private sector to advance and stimulate discussions about ethnic businesses' potential to contribute to New Zealand's economy in the best and most appropriate way.
- Demonstrate the tangible outcomes of the symposium and the impact it has on all participants
- Position the Ministry as an organisation that can broker and influence connections to help advance New Zealand's economy, especially in trade, investment, and innovation.
- Rebrand ethnic Kiwis as valuable contributors and real assets (instead of challenges) to New Zealand's social and economic fabric. This will also highlight how their contribution and participation can make a difference in the life of each New Zealander.

Participants (Ministers and speakers)

- Participants: Ministers and Speakers understand what their role is, and what is expected of them before the event.
- That they are fully briefed on topics they are leading and what to expect from the event.
- This includes a full debrief after the event.
- Participants will be assigned with key contacts, so they know who to reach out to if they have any enquiries or suggestions.

Media

- Engage with mainstream and ethnic media to gain their interest in attending, conducting interviews, and reporting on the event.



How we are communicating

(Channels and tactics)

Lead-up comms (July – 10 October)

- Create a **creative logo** for the event.
- **Dedicated event website** with details about the symposium, countdown, agenda, speakers, and ticketing information.
- **Email campaign:** Send targeted emails to stakeholders.
- **Special edition of the Ministry's Ethnic Voices** newsletter
- **Social media campaign** to share event updates, speaker announcements, and key messages.
- **Create videos and joint videos** on the social media accounts of the individual ministers, speakers, and partners.
- **Press Release** to major media outlets and ethnic media.
- **Partners' Networks:** Leverage our partners' networks. We will provide them with a ready-to-use promotion pack.
- **Dedicated email address** for the event.

Symposium in action (event's day 11 October)

- **Social media updates:** Provide regular updates and photos from the event on social media.
- **Media coverage:** Facilitate media attendance and interviews with key speakers and participants. Identify an opportunity for a media stand-up for all ministers and key stakeholders.
- **QR event poster:** Develop a QR code for an event poster to be displayed on screens and handed printouts to participants.

Post-event comms (14 October onwards)

- **Event recap:** Publish a comprehensive recap of the symposium on the event's and Ministry's websites, including key takeaways and highlights.
- **Follow-up** and thank-you emails to participants with links to website updates, presentation materials, and additional resources.
- **Social media content:** Share post-event content, including video highlights, testimonials, and success stories.
- **Post-Symposium's report:**
The report will contain insights from the symposium discussions and outline the subsequent actions for government agencies and ethnic businesses.

Ethnic Xchange 24

Boosting Innovation, Trade and Investment



Ministry for
Ethnic
Communities
Te Tari Mātāwaka



Te Kāwanatanga
o Aotearoa
New Zealand Government

<IN-CONFIDENCE>

Sponsors, Partners & Friends

Sponsors



Partners



Ministerial Speakers



Hon Nicola Willis

Minister, Finance
Minister, the Public Service
Minister, Social Investment
Associate Minister, Climate Change



Hon Judith Collins

Attorney General
Minister, Defence
Minister, Digitising Government
Minister Responsible, GCSB
Minister Responsible, NZSIS
Minister, Science, Innovation
and Technology
Minister, Space



Hon David Seymour

Minister for Regulation
Associate Minister, Education
Associate Minister, Finance
Associate Minister, Health
Associate Minister, Justice



Hon Melissa Lee

Minister for Economic
Development
Minister for Ethnic
Communities
Associate Minister, ACC

Ministry's speaker



Mervin Singham

Chief Executive

Ministry for Ethnic
Communities

Panel 1 - International Trailblazers



Carolyn Tremain
(TBC)

Chief Executive
Ministry Business,
Innovation and
Employment



Peter Chrisp
(TBC)

Chief Executive
NZ Trade & Enterprise



Simon Bridges

Chief Executive
Auckland Business
Chamber

Ethnic Women
Entrepreneur
(TBC)



Kenneth Leong

Director, Tiaki Capital

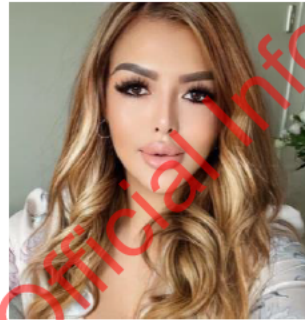


Panel 2 - “Taking the Leap”



Ranjna Patel

Business Hall of
Fame 2024 (TBC)



Rose Eusoff

Exotica NZ(TBC)



Will Zhang

EmoEX Technology
Limited, AI
Entrepreneur

Facilitators



Kirk Hope



Kathleen Morrison

Chair
ASEAN Business Council



Hunter Nottage
(TBC)

Director, Economic
Development and
Transitions, MBIE

Boosting Innovation, Trade & Investment.

- Key Ministers & Officials
- Major entrepreneurs and business leaders
- Focused on trade and investment across Asia Pacific
- Innovation across local and international markets
- Diversity across horizontal and vertical sectors
- Held in Auckland at the Cordis Hotel



Enable diversity to thrive.



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Ministry for
**Ethnic
Communities**
Te Tari Mātāwaka

From: s 9(2)(a)
To: Elaine Loon
Cc: s 9(2)(a) @google.com>; s 9(2)(a) @google.com>
Subject: Re: Next steps as discussed [*UNCLASSIFIED*]
Date: Monday, 26 August 2024 1:48:40 pm
Attachments: image001.jpg
image002.png
image003.jpg

Hello Elaine,

I greatly appreciate the bump reminder. Our calendars are quite full this week, but I am available 29/8 10-11am virtually. We could use this time to review the symposium actions and debrief a little more on where we could help.

Unfortunately, Google would be unable to be a financial contributor to this year's symposium.

I look forward to further discussions on Friday.

Warm Regards,

s 9(2)(a)



On Mon, Aug 26, 2024 at 1:42 PM Elaine Loon
<Elaine.Loan@ethniccommunities.govt.nz> wrote:

Kia Ora

Look forward hearing from you soon thanks

Nga mihi nui

Elaine

From: Elaine Loon <Elaine.Loan@ethniccommunities.govt.nz>

Sent: Friday, August 23, 2024 3:33:31 PM

To: s 9(2)(a) @google.com>; s 9(2)(a) @google.com>; Berlinda Chin

<Berlinda.Chin@ethniccommunities.govt.nz>; s 9(2)(a) @google.com>

s 9(2)(a) @google.com>; s 9(2)(a) @google.com>

s 9(2)(a) @google.com>

Cc: Mervin Singham <Mervin.Singham@ethniccommunities.govt.nz>; Frank Helden
<Frank.Helden@ethniccommunities.govt.nz>

Subject: Next steps as discussed [*UNCLASSIFIED*]

Kia ora

Following on from Berlinda's email, below are Berlinda and Mervin's availability:

27/8 4 pm – 5 pm

28/8 4 pm – 5 pm

29/8 9 – 10 am

29/8 10 – 11 am

Please let me know what date and time works best so I can set up a virtual meeting.

Look forward hearing from you.

Have a great weekend!

Ngā mihi nui

Elaine

Elaine Loon ([her/she](#))



Kaitihutohu Whakahaere Matua mō te Tumu Whakarae a Mervin Singham

Executive Support Advisor to Mervin Singham, CE

Te Tari Mātāwaka | Ministry for Ethnic Communities

Radio NZ House, 155 The Terrace, Wellington 6140, New Zealand

www.ethniccommunities.govt.nz [Facebook](#) | [LinkedIn](#)



From: Berlinda Chin <Berlinda.Chin@ethniccommunities.govt.nz>
Sent: Friday, August 23, 2024 1:34 PM
To: s 9(2)(a) <[REDACTED]@google.com>; s 9(2)(a) <[REDACTED]@google.com>
Cc: Mervin Singham <Mervin.Singham@ethniccommunities.govt.nz>; Elaine Loon <Elaine.Loan@ethniccommunities.govt.nz>
Subject: Next steps as discussed [*UNCLASSIFIED*]
Importance: High

Dear s 9(2)(a) <[REDACTED]> (pls pass on this email to s 9(2)(a) <[REDACTED]> since I haven't got s 9(2)(a) <[REDACTED]> email address)

It was lovely to meet all of you on Wednesday. Mervin and I really loved the synergy we felt with you! It is good to know that you support our work and that there may be opportunities for us to collaborate on solving some of the complex problems the Ministry grapples with. The Ethnic Xchange Symposium is a potential entrée into working with the ethnic business community across New Zealand. We've attached information on some of the opportunities and challenges faced by this sector that we plan to tackle at the Symposium. It would be great to engage with you further on these should you decide to be involved. Elaine will secure us a Teams meeting next week to workshop ideas as discussed. We will also collate information for you on other broader issues we are tackling as a Ministry (for example, better collection of disaggregated data on ethnic communities and their localities)

Our stakeholders want the Ethnic Xchange Symposium to be an annual event that brings together policy makers, private sector stakeholders, ethnic business councils and economic development agencies to engage in ongoing 360 degree discussions on unlocking the potential of ethnic businesses. We are expecting 300-350 attendees, including Ministers and Chief Executives of various agencies. We want stakeholders to have skin in the game. As such, a number of agencies have sponsored the Symposium and have helped shape the programme. Our sponsors include BNZ, MBIE, KPMG and Tataki Unlimited. We are waiting to finalise others. I have attached information on the Symposium again for your convenience. We would be delighted to have Google be part of the sponsor cohort for the Symposium, and with that the possibility of a longer term partnership!

There are a couple of options for sponsorship for your consideration below. We need your confirmation very shortly so we can go live with the programme including Google's logo and the workshop session we discussed briefly.

- **GOLD sponsor** – financial contribution of NZ\$30,000.

Benefits:

- Noted as the ONLY GOLD sponsor for the conference which will be announced throughout the promotion period, at the conference and post conference.
- Logo is given prominence in the Ethnic Exchange Symposium website and promotional collateral.
- Will have time allocated at morning tea to announce or promote relevant Google material or items.
- Design control of workshop in the afternoon session that highlights how technology particularly AI can help ethnic businesses thrive.
- A post-conference roundtable session with particular audiences that Google may like to reach out to. (eg. Ethnic business councils; ethnic small businesses; ethnic investors, government officials etc)

- **Corporate sponsor** – financial contribution of NZ\$15,000.

Benefits:

- Logo is part of the corporate sponsor banner in the Symposium website and promotional collateral.
- Allocation of one speaker for one of the workshops in the afternoon.

Should these sponsorship avenues not be feasible for Google this year, purchases of tickets for 3 tables or more (1 table accommodates 10 pax for \$1,000) will secure a mention at the start of the Symposium (welcome speech by Minister).

It would be good to have your decision when we meet next. Our external website and ticketing engine are now live and we would like to confirm sponsors and/or speakers promptly. Many thanks again and we look forward to catching up with you very soon.

Berlinda

Berlinda Chin (she/her)

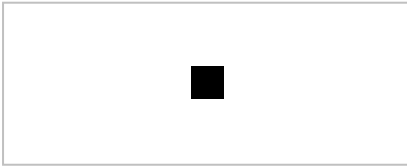
Kaitohu Matua mō te Tumu Whakarae Mervin Singham, Chief Advisor to the Chief Executive Mervin Singham |

Te Tari Mātāwaka | Ministry for Ethnic Communities

Grant Thornton Building, 215 Lambton Quay | PO Box 805, Wellington 6140, New Zealand

Mobile: s 9(2)(a)

www.ethniccommunities.govt.nz | [Facebook](#)



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Challenges face by Ethnic small businesses

Key challenges faced by ethnic small businesses include access to information and business support, access to finance, racism, discrimination, and a mismatch in business culture. A lack of digital connectivity and capability and a heavier reliance on overseas staff further compound these challenges.

Barriers to accessing business support

There was also discussion on MBIE having a specific ethnic business strategy. A discussion was had around the many ethnic businesses who lack skills to develop business continuity plans when facing disasters. Several participants asked if government would consider providing support to upskill ethnic small businesses with this. Support for ethnic horticultural workers for example, their participation in Field Days were also raised

Cultural and linguistic barriers faced by ethnic businesses

An idea was discussed of a 'one-stop shop ethnic business hub' where all investors can be referred to and have their information needs met.

Ethnic small businesses have unique features: they often start out of necessity and thus are not growth oriented, they employ family and co-ethnics¹ and borrow from friends and family to support their business. They are also likely to share aspects of other small businesses in general: have no formal governance arrangements, lack resources, are isolated, play a key role in local communities, do not seek formal training or expert advice, and have many parts of the business handled directly by the owner.

Utilising the overseas connections that ethnic businesses have

Discussions were had around leveraging local ethnic business connections with overseas markets. Ethnic businesses also wanted to be more involved in trade missions and to be valued for the mana that they may bring to the group. The lack of ethnic representation at governance level in the private sector is also seen as a barrier to enabling ethnic businesses to assist with building international market access for New Zealand. Stereotypes of ethnic businesses as 'takers from' rather than 'contributors to' society do not help ethnic businesses to build their brand and grow.

Raising awareness about migrant worker exploitation

A discussion was had around ethnic business needing to understand migrant worker exploitation legislation. Information about the legislation, employees' rights and employers' responsibilities could be disseminated as per items discussed above

Data gaps

Disaggregated data about ethnic business contribution to NZ GDP is not captured well at all, perpetuating the issues raised above.

Foreign investment and ethnic entrepreneurs

Bringing foreign investment into New Zealand can be particularly challenging for ethnic entrepreneurs due to several factors:

Policies and regulations absence

The AI sector is an emerging space where ethnic businesses want to expand their wealth and productivity. However, there does not appear to be a consistent NZ government position about the advent and utility of AI. There seems to be no specific AI policy particularly in healthcare management.

Ethnic entrepreneurs spend most of their time and early capital in R&D, but there seems to be little public information about Government's support for this sector.

Government recently allocated \$10 million funding into research on AI technology, but this knowledge seems to have only been circulated to 'those in the know'. Unless ethnic entrepreneurs have access to local business networks in this sector, they would not have known about the opportunity above. How can accessibility for such information be improved to enable participation from all businesses not just only to those who are in the know?

Regulatory hurdles

Navigating New Zealand's regulatory environment can be complex, especially for those unfamiliar with local laws and business practices. This includes understanding compliance requirements and obtaining necessary permits.

As an example, an ethnic entrepreneur who secured a business joint venture was issued an NDA with clauses that clearly outlines that the entrepreneur is not allowed to secure labour or resources from particular countries. However, when his non-ethnic Pakeha business partner secured a similar venture, their NDA did not include such 'discriminatory' clauses. The inconsistency in applying these clauses and preferences leave ethnic entrepreneurs with a particular view of New Zealand businesses which could tarnish the NZ Inc reputation globally. These incidents are quite prevalent but according to ethnic entrepreneurs, "when nobody is willing to talk about this openly, the problem doesn't exist."

Access to networks

Ethnic entrepreneurs might lack access to established business networks and the nuanced ways that business deals are done in New Zealand. While this may seem like a small issue, it is actually quite crucial for attracting foreign investors to New Zealand through ethnic businesses. For example, there is a new-to-R&D fund that Callaghan Innovation provides. This fund supports up to 40% direct reimbursement to the cost of a business' R&D expenses.

However, the information is not shared with ethnic businesses who may not know about Callaghan Innovation as it is not visible as a government agency or business support organisation like Auckland Business Chamber. Also there may be no such equivalent organisation in other countries that ethnic businesses come from, which means they have no idea such an agency or support could even be possible. How may Callaghan Innovation be made visible to not only the 'usual suspects' in the mainstream business world, but also to the growing and expanding ethnic business sector?

Would it be possible to have a "match-making" facility to connect the relevant ethnic businesses or investors with businesses that are looking for investment? So far there doesn't seem to be a 'one stop shop'.

Perception and trust

Ethnic entrepreneurs who have connection with foreign investors can find it more difficult to build trust with New Zealand government agencies due to potential biases or stereotypes. Government agencies may have more concerns about the stability and reliability of businesses run by ethnic minorities compared to mainstream businesses. Ethnic entrepreneurs have found that government agencies are more prone to supporting well established business networks or organisations and so processing time for applications or working through foreign direct investment (FDI) opportunities are faster than what they would experience. Many have learnt to utilise mainstream business partners to apply for these opportunities rather than utilising their own entity.

However, this means the ethnic entrepreneurs may end up carrying more costs (some mainstream businesses generate charges for this type of arrangement) and the credentials of ethnic entrepreneurs remain low as the stereotypes continue to play out. Government agencies also then lack the capability to interculturally interact with businesses who have international connections. Would it be possible for relevant government agencies to develop a 'One Stop Shop' model for FDI interests so that ethnic businesses can go to one central location rather than 5 different organisations? This may also help connect the appropriate policies and compliance matters through one central hub and the application of these could be made more consistently.

Financial barriers

Ethnic entrepreneurs often face challenges in accessing capital, which can limit their ability to scale and appeal to foreign investors. Angel investors in NZ like Icehouse no longer invests in start-ups. They too have utilized NZTE's type criteria for investment. This means new emerging businesses in the space of AI and gaming technology face further hardship to secure capital injection when required. Attracting larger foreign investments can be a significant hurdle for ethnic entrepreneurs, not because they don't have the contacts overseas, but rather the processes that foreign investors have to go through creates more frustration and negative impression of New Zealand's otherwise "Welcoming Migrants"

reputation. This is particularly evident with the OIO process and the FIF (foreign investment fund).

The Overseas Investment Office (OIO) process

1. **Application Processing Time:** One of the most frequent complaints is about the length of time it takes to process applications. Investors often find the process lengthy and complex, which can delay their investment plans. Section 1A was mentioned many times. The process is deemed too expensive and too slow with no specific timeframe determined by legislation for applications to receive a result. Sometimes the deferred timeframe is so extensive that foreign investors walk away from the opportunity with a mixed view of New Zealand's openness to foreign investment.
2. **Information Requests:** During the assessment phase, the OIO may request additional information from applicants. This can lead to delays and frustration, especially if the requests are seen as excessive or unclear with no explanation on why more information is required, who else will be viewing the information or how that information will be used. Some of the information asked are highly commercially sensitive for the businesses or/ and foreign investors.
3. **Decision-Making Delays:** The final decision making stage, where the OIO consults with other agencies and makes recommendations to the relevant Ministers, can also be a source of complaints. Investors may feel that this stage takes too long and lacks transparency. Feedback on declines is almost always unclear and does not take into consideration that foreign investors' time and resources spent to date. Many have said this experience alone has coloured foreign investors impression of New Zealand 'being open for business'.

While these timeframes and stages are critical for ensuring that investments align with New Zealand's interests, they can also be points of frustration for investors.

Financial Markets Authority (FMA)

Not functioning as it should. Does not regulate private investment firms as tightly or as frequently as they should. Eg. [Du Val Group](#) and Du Val Capital Partners (the investment arm of Du Val) who allegedly flouted the law twice in the last few years but are still allowed to practice until recently. This group was reported to FMA many times but by the time action is taken, many ethnic businesses and investors suffering loss in their local NZ investment portfolios.

Private individuals who are investors wanting to come into NZ

Complications with residential visas. Language constraints to understand complicated NZ policies and procedures for investors who want to obtain residency visas for family members. [Erica Stanford office has list of 10 issues raised by ethnic businesses and investors]

Domestic ethnic investors in NZ who are already living in NZ

Challenges maybe similar to non-ethnic mainstream enterprises and investors. Eg. bid for government contracts – ethnic businesses do not understand how NZ system works for example, Treaty obligations – what that means when applying. Different interpretations of what is expected. Indians do business differently from Chinese so there is nuance on how they interpret contract expectations and obligations.

Foreign Investment Fund (FIF)

1. **Tax on unrealised gains:** One major issue is the taxation on "deemed income" from foreign investments, even if no actual income is received. This can create a cash flow problem for investors who need to pay taxes on paper gains without having the liquidity to cover the tax bill. A huge turn off for new foreign investors who have assumptions about how friendly New Zealand should be given their experiences with other countries and their taxation laws. Can the government consider improving legislation on this matter utilising other international jurisdictions' approaches? [See note 4 for comparison with other international jurisdictions]
2. **Complexity and compliance:** The FIF rules are considered complex and difficult to navigate. Investors often struggle with understanding and complying with the various methods for calculating FIF income, such as the fair dividend rate (FDR) method and the comparative value (CV) method, particularly when ethnic businesses come from different countries that work these things differently. How can IRD make this friendly to ethnic businesses and investors who are not familiar with New Zealand's tax system?
3. **Thresholds and exemptions:** The \$50,000 threshold for applying FIF rules has not been updated since its inception, which means more investors are caught by these rules over time due to inflation and increasing asset values. Since tax has to be paid on unrealised gain, and not many ethnic businesses and investors are aware of how this works, they are caught out by the increasing tax on their NZ investment. How can NZ compete with other countries' investment approaches that may incentivise better investment environments for foreign investors? [Eg. Known for its zero capital gains tax, Singapore is highly attractive for investors. It also ranks as the [best country for investing or doing business in 2024](#). Ireland is another favorable destination with its low corporate tax rates and [strong investor protection measures](#). Known for its low taxes and business-friendly environment, [Switzerland](#) remains a top choice for many investors]
4. **Impact on investment decisions:** The FIF tax regime can discourage investment in innovative and diverse overseas companies. The lack of alignment with cash flows, such as dividends or sale proceeds, makes it less attractive for investors to hold New Zealand shares or invest in emerging start ups and innovative companies looking for a capital injection to expand outreach.

5. **Administrative burden:** The requirement to disclose detailed information about foreign investments adds to the administrative burden for investors, making the process cumbersome and time-consuming. Is there an automated approach that can assist foreign investors to report or update their information more readily?

- END -

DRAFT
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