

NEW ZEALAND STORY



2024

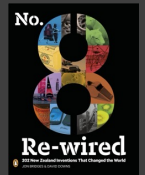
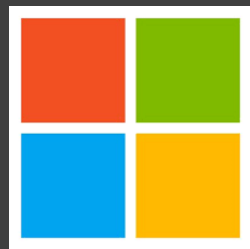
MAKING NEW ZEALAND FAMOUS
FOR MORE GOOD THINGS

V1.0



Me.

a.k.a. A desperate attempt to establish credibility.



OUR MOST VISIBLE STORY

**100% PURE
NEW ZEALAND**

EXPANDING OUR STORY BEYOND THE KNOWN

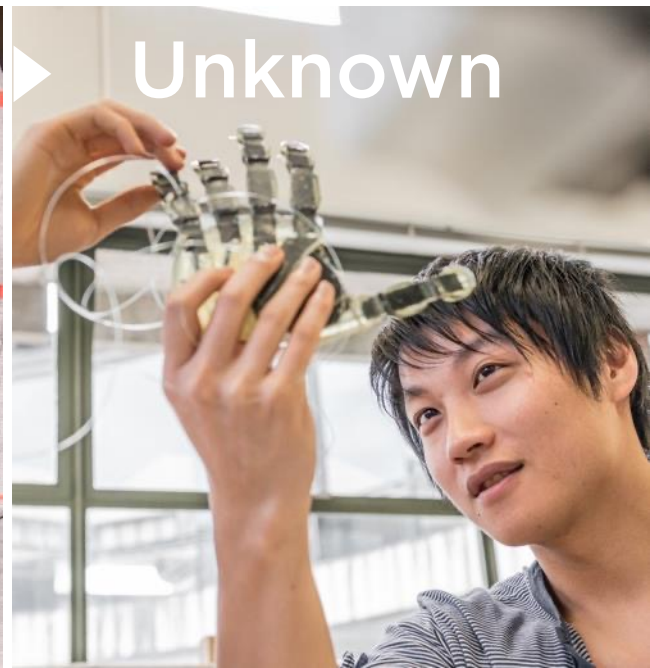
▶ Known



▶ Lesser
known



▶ Unknown



ISN'T NEW ZEALAND JUST LIKE ENGLAND?



NEW ZEALAND OVERVIEW



POPULATION

5,127,400
September 2022

LIFE EXPECTANCY

82 years old

UNEMPLOYMENT

3.3%
September 2022
quarter

TOTAL IMPORTS (NZ\$)

\$85.4 billion
Year ended December 2021

GDP (NZ\$)

\$375 billion
September 2022

TOTAL EXPORTS (NZ\$)

\$77.2 billion
Year ended December 2021

GDP GROWTH

2.0% (quarterly)
2.7% (annual)
September 2022

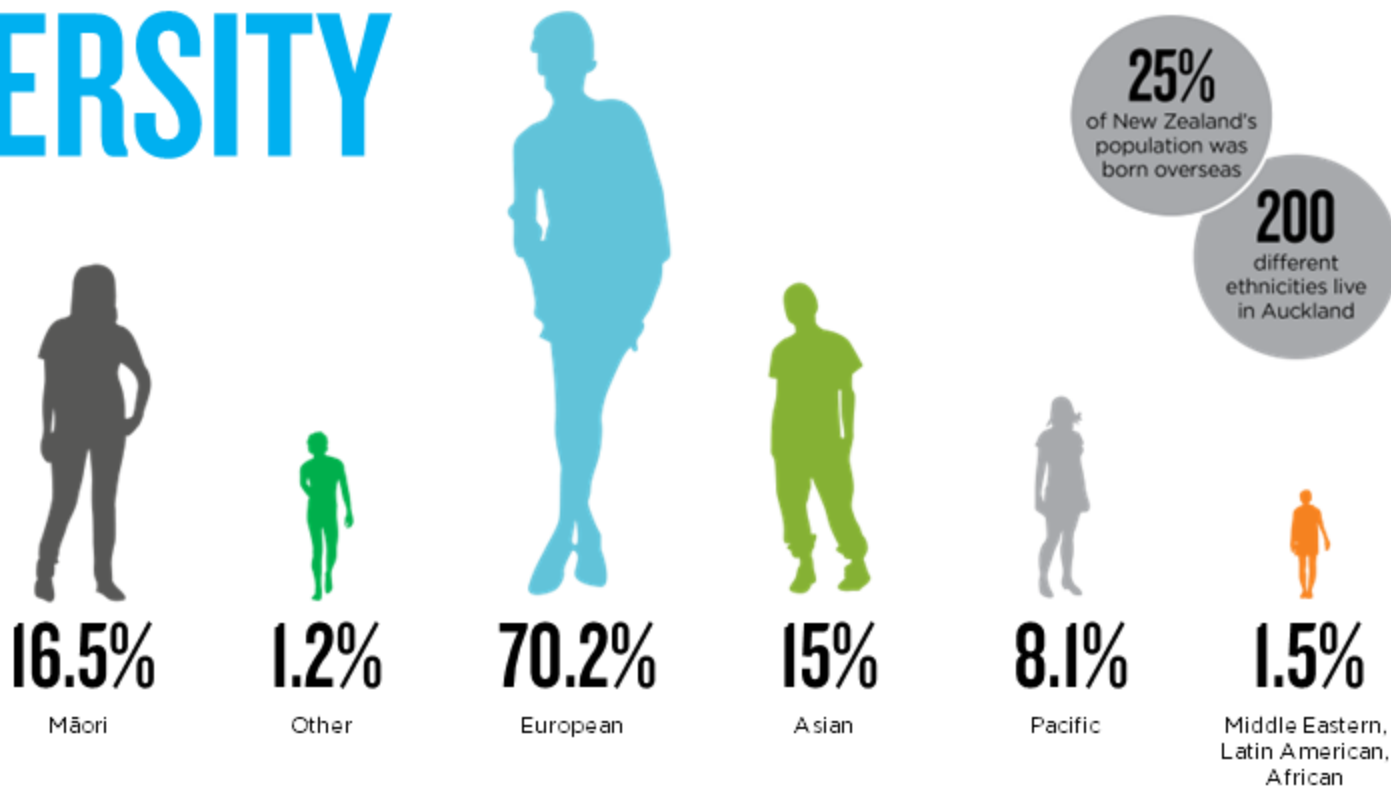
TWO-WAY TRADE (NZ\$)

\$163.6 billion
Year ended December 2021

NEW ZEALAND RANKS HIGHLY IN AREAS THE WORLD CARES ABOUT



GROWING CULTURAL DIVERSITY



2018, Statistics New Zealand, Census 2018. Total is more than 100% because some people report more than one ethnicity.

MĀORI NAVIGATION

Searching for a better life for their people, our earliest settlers undertook one of the greatest feats of navigation, voyaging across the vast Pacific Ocean to become the Māori settlers of Aotearoa New Zealand.



THE

4

0

HOUR WORK WEEK



To ensure his fellow workers had adequate time for rest and family, Samuel Parnell, one of the first European settlers in New Zealand, created the world's first 40-hour work week in October 1840.

WOMEN'S RIGHT TO

VOTE



New Zealand was the first country in the world where women won the right to vote on September 19, 1893. The movement, led by suffragettes Kate Sheppard and Meri Te Tai-Mangakāhia, paved the way for liberal reforms that earned New Zealand the reputation as the 'social laboratory of the world.'

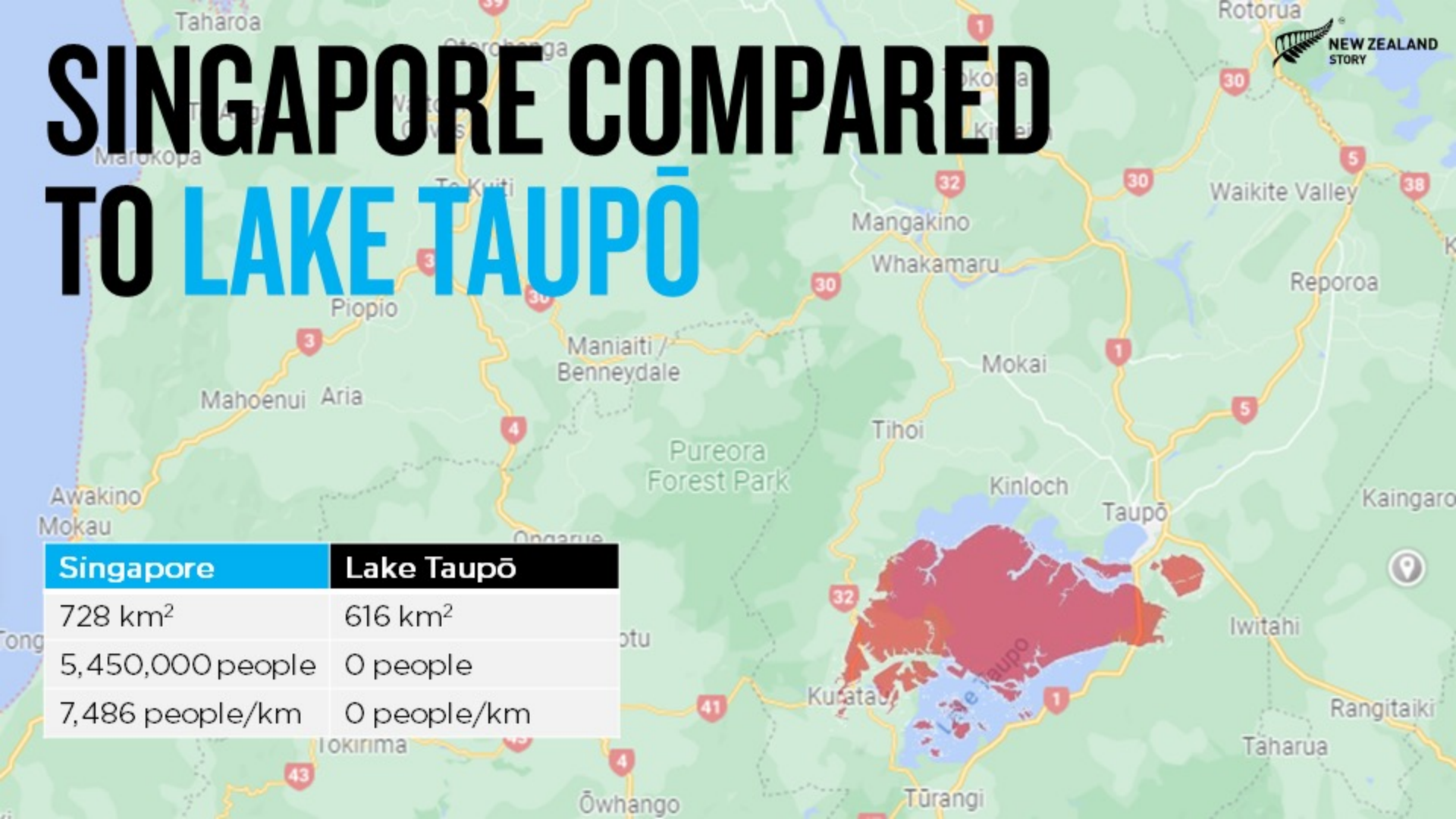


ISN'T NEW ZEALAND SMALL?

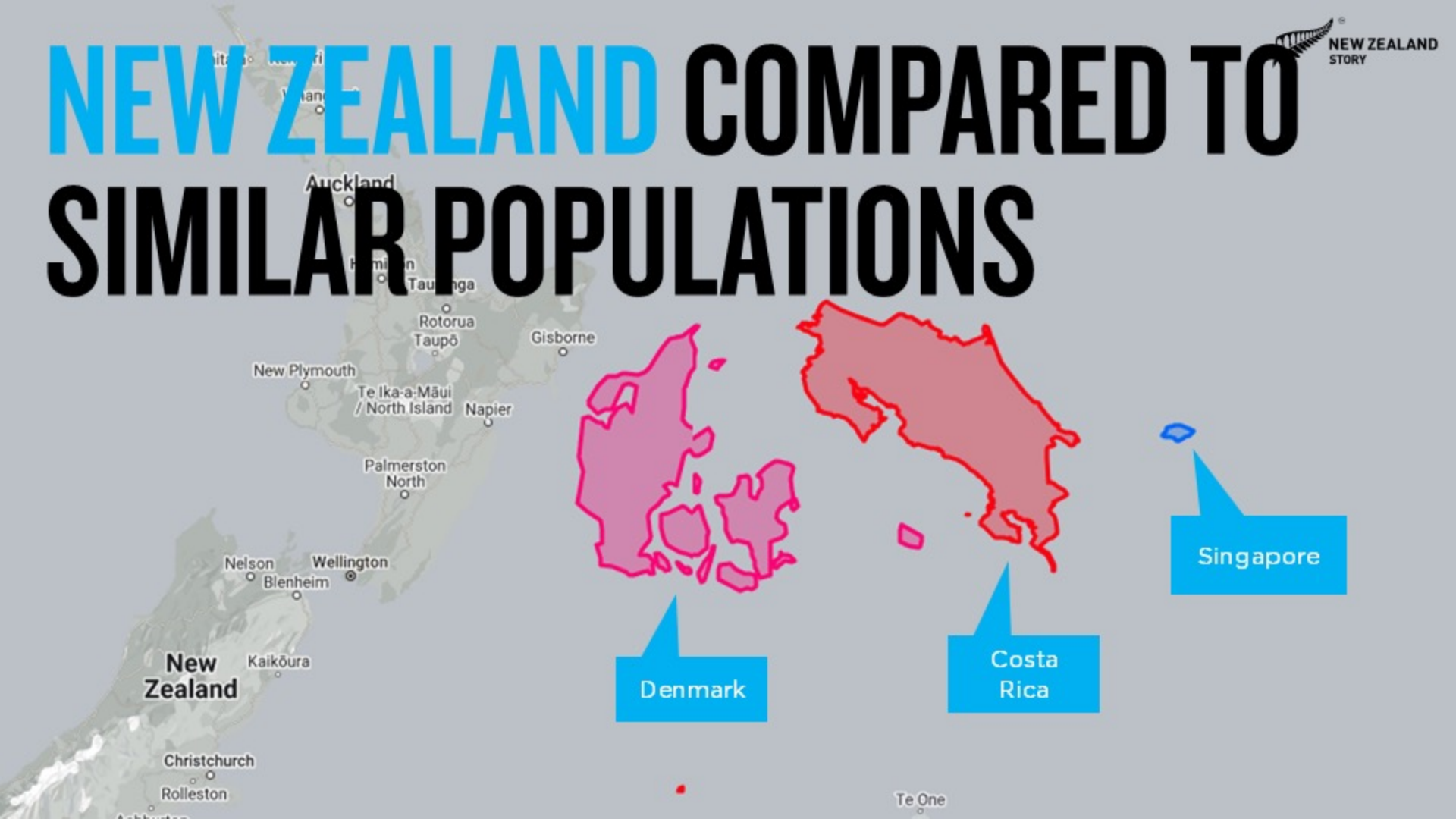


SINGAPORE COMPARED TO LAKE TAUPŌ

Singapore	Lake Taupō
728 km ²	616 km ²
5,450,000 people	0 people
7,486 people/km	0 people/km



NEW ZEALAND COMPARED TO SIMILAR POPULATIONS



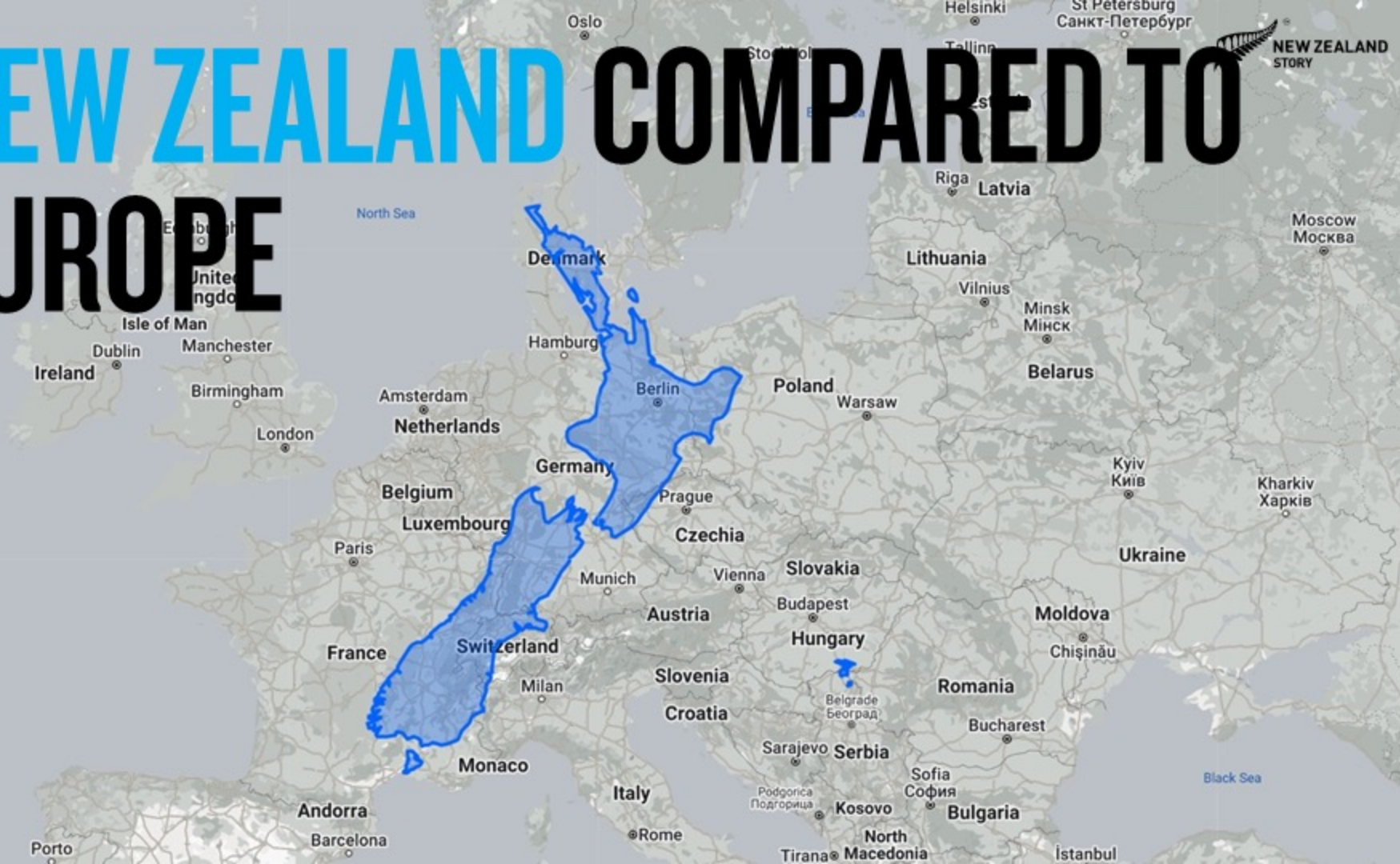
Denmark

Costa Rica

Singapore

NEW ZEALAND COMPARED TO EUROPE

NEW ZEALAND STORY



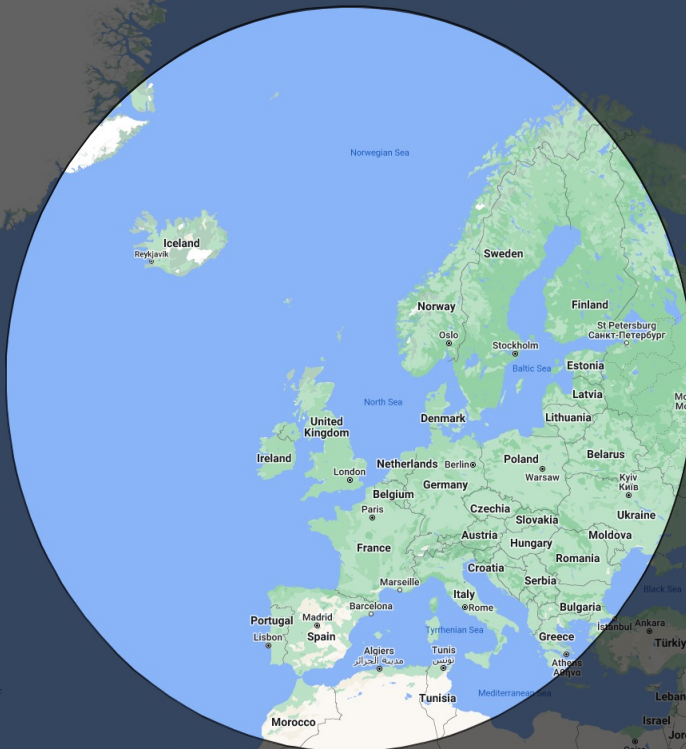
SIZE COMPARED TO AUSTRALIA



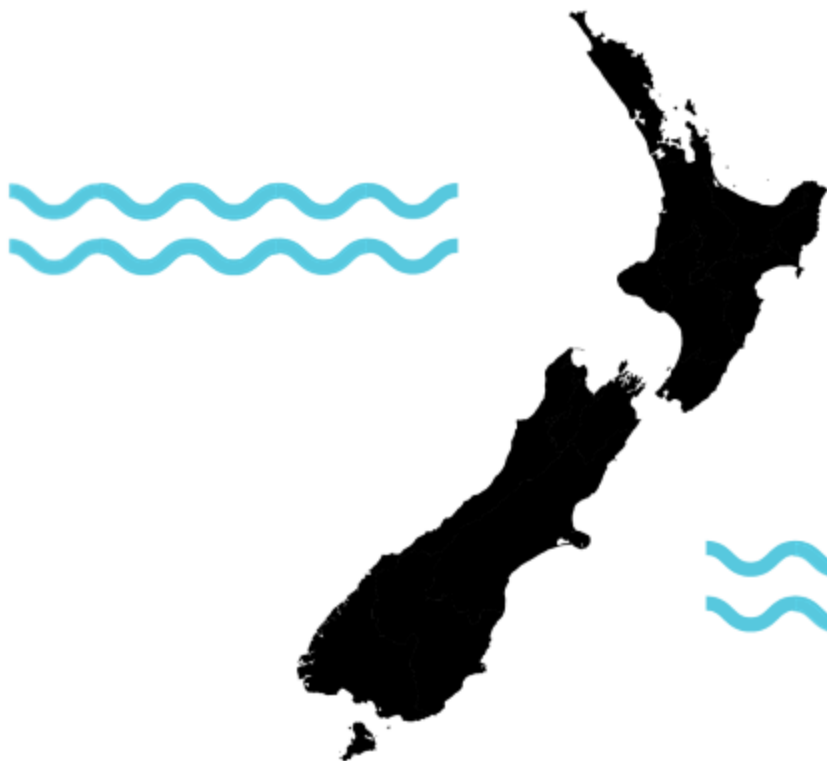
2500km FROM WELLINGTON



2500km FROM LONDON



NEW ZEALAND'S COASTLINE



9th LARGEST

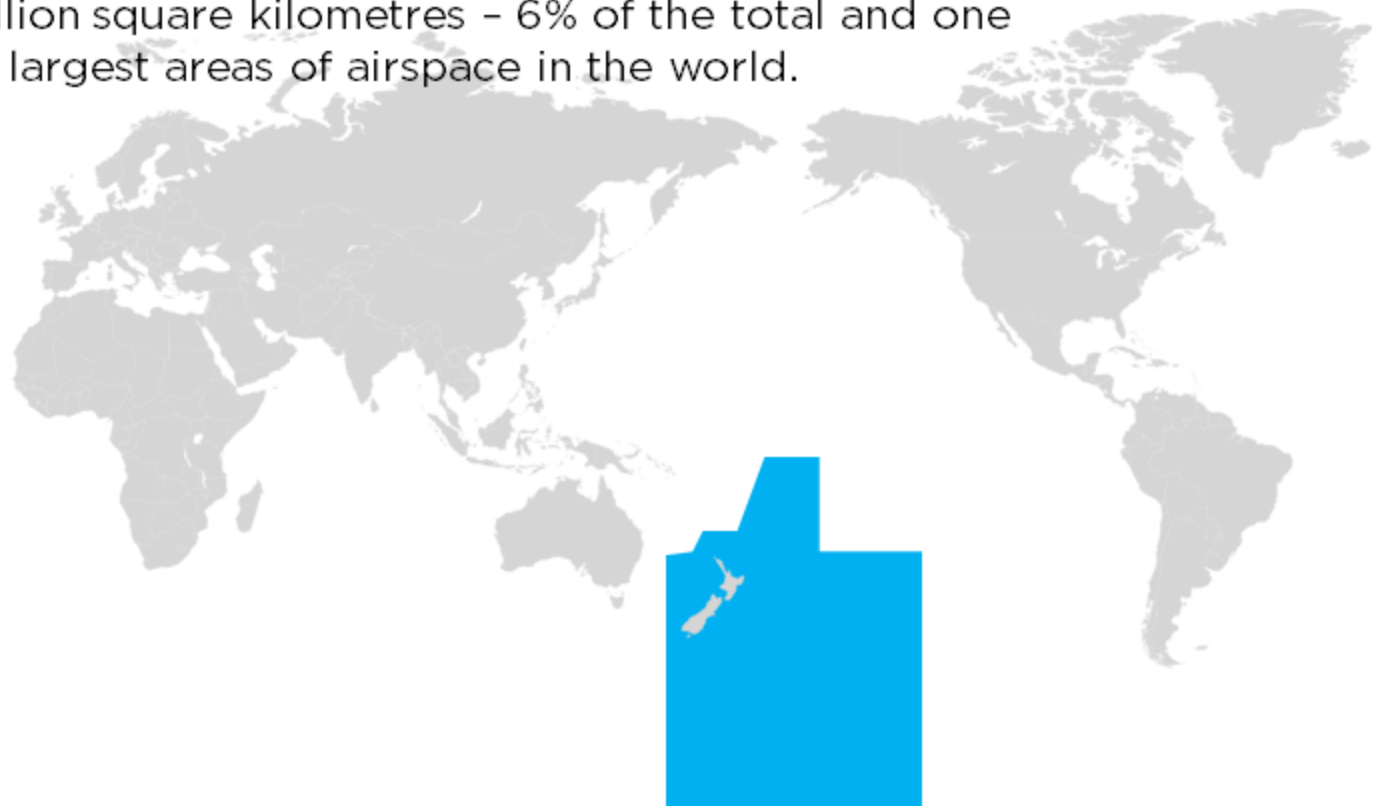
in the world

3 metres

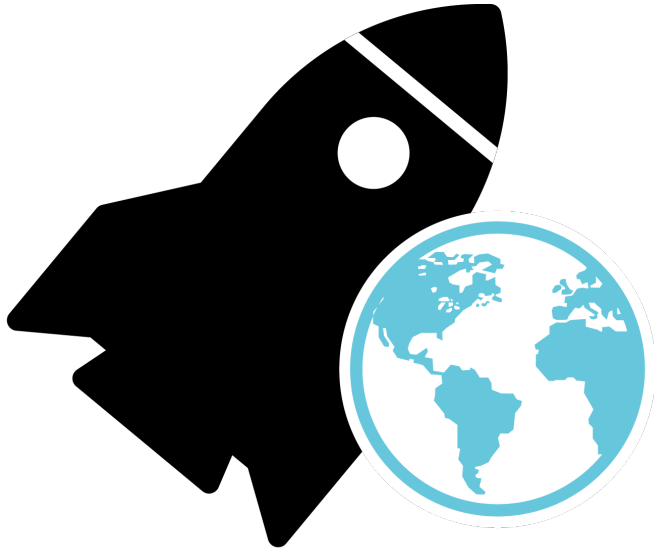
for every New Zealander

NEW ZEALAND AIRSPACE

30 million square kilometres - 6% of the total and one of the largest areas of airspace in the world.



THE NEW ZEALAND SPACE INDUSTRY



4th LARGEST
space player in the world

11th COUNTRY
to put a satellite into orbit

\$1.75 BILLION
revenue in 2018-19

**240 SPACE-RELATED
COMPANIES**
in New Zealand

ISN'T IT ALL MOUNTAINS & RIVERS?



NEW ZEALAND'S SEED INDUSTRY

4TH LARGEST exporter of seeds
in the world

60% of the world's carrot seeds
come from New Zealand

50% of the world's radish and clover
seeds come from New Zealand

Source: The New Zealand Grain & Seed Trade Association



EUROPEAN WINE REGIONS



NEW ZEALAND
HAS MORE THAN

400

SECOND HIGHEST
PER CAPITA AFTER
SCOTLAND

GOLF COURSES

IF AUCKLAND WAS IN THE US

It would be the fifth most populated city - behind Houston, TX and ahead of Phoenix, AZ



WHAT IS OUR NEW ZEALAND STORY?

Our country's narrative is built on international perception research and underpinned by values that define us as people and as a country. The more the world knows about these, the greater our chance to grow New Zealand's global reputation.

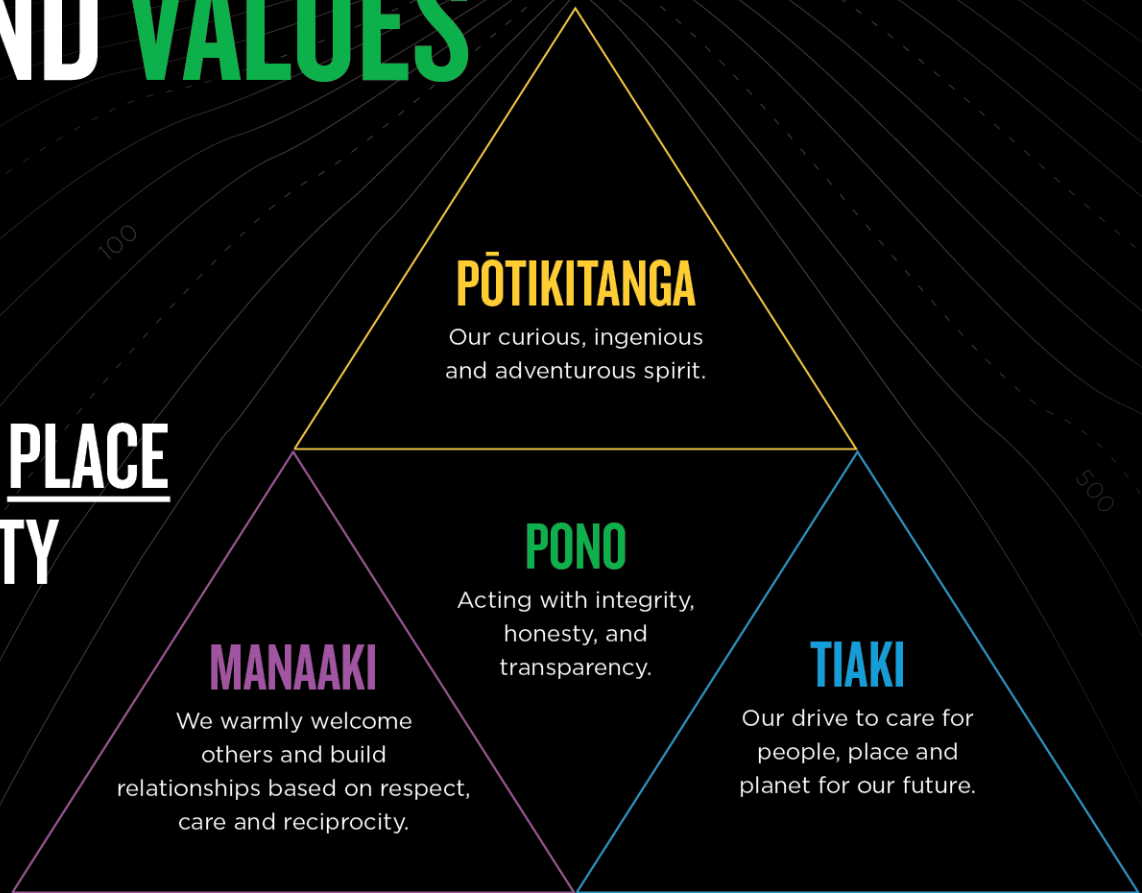
THE COMMON THREAD

CARE FOR PEOPLE,
AND CONNECTION TO PLACE,
DRIVES OUR INGENUITY.



NEW ZEALAND VALUES

CARE FOR PEOPLE
AND CONNECTION TO PLACE
DRIVES OUR INGENUITY





SECTOR CAMPAIGNS ←

→ AGENCY CAMPAIGNS

OUR CAMPAIGNS
(Explicit)

MADE WITH CARE
(F&B)

GOOD VALUES MAKE
FOR GOOD BUSINESS
(Investment)

100% PURE
NEW ZEALAND
(Tourism NZ)

POWERED BY
PLACE
(Agritech)

WE SEE
TOMORROW FIRST
(Tech Sector)

FIT FOR A
BETTER WORLD
(MPI)

I AM NEW/
THINK NEW
(Education NZ)

OUR
PROPOSITION

CARE FOR PEOPLE, AND CONNECTION TO PLACE, DRIVES OUR INGENUITY.

OUR VALUES
(Implicit)

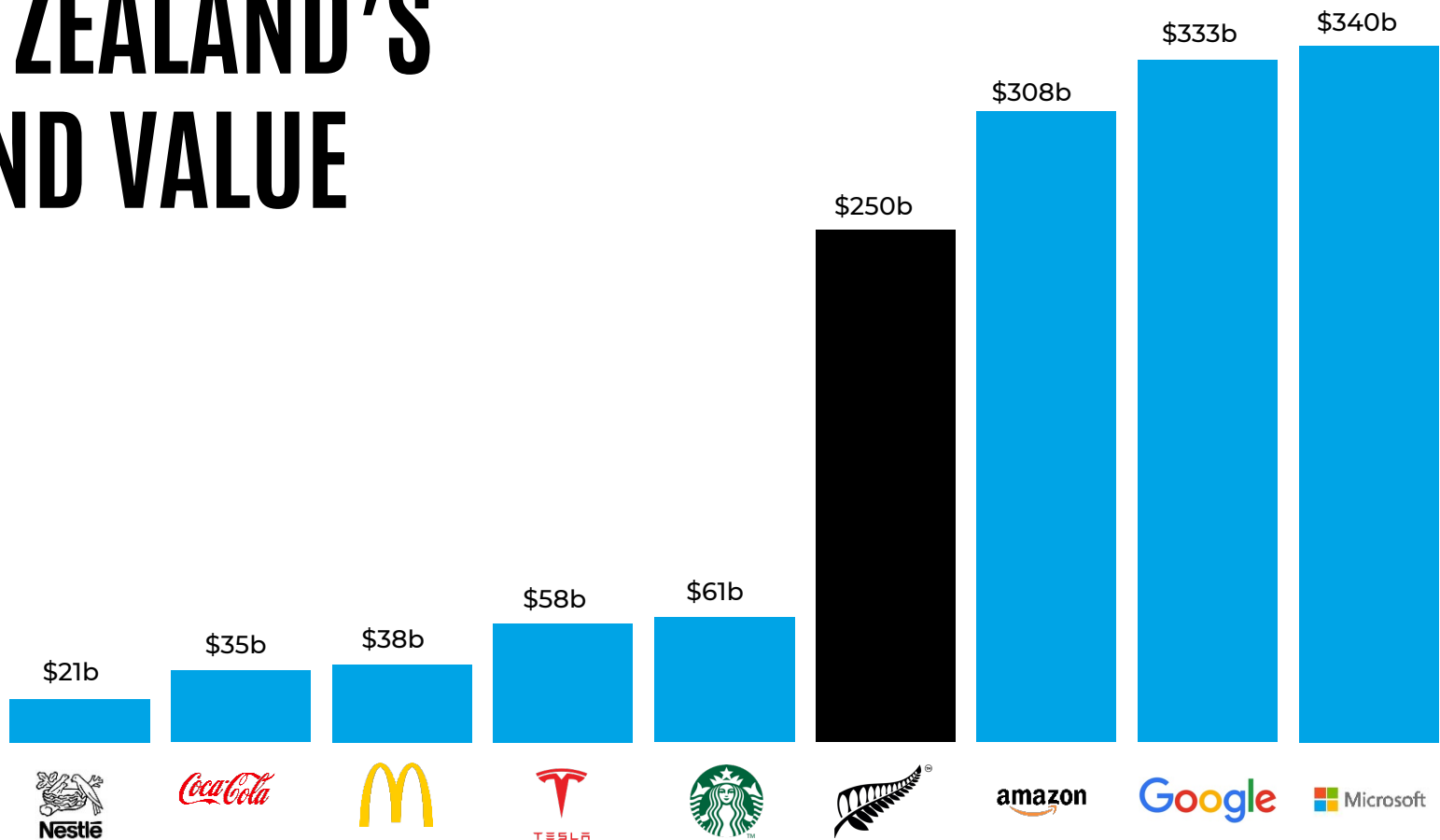
TIAKI

MANAAKI

PŌTIKITANGA

PONO

NEW ZEALAND'S BRAND VALUE



NEW ZEALAND STORY



**Māori
Advisory
Group**



**NEW ZEALAND
STORY**

Inspire, curate and
amplify storytelling

**Brand NZ
Ambassador
Group**



Bring visitors to
New Zealand



Bring students to
New Zealand



Exports from,
and Investment into
New Zealand



Protect New Zealand's
international relations

Ministry for Primary Industries
Manatū Ahu Matua



Protect New Zealand's
Food Sector



Grow New Zealand's
Māori Economy



Grow New Zealand's
Economy



SERVICE OFFERING



TOOLKIT

We produce a wide range of royalty-free images and videos, infographics and key messages, all free for use to help you tell your story.



CONTENT

We create and curate stories, videos and campaigns that tell New Zealand stories, in a variety of formats.



RESEARCH

We commission and share international research on how New Zealand is perceived in key overseas markets.



CONSULTANCY

We work with government agencies, companies, industry groups, and major events on how to tell the story of New Zealand Story widely.



FERNMARK

The FernMark Licence Programme helps promote and protect New Zealand products and services on a global scale.



TOOLKIT & CONTENT

Freely available resources (images, video, infographics, presentations, research) for businesses and organisations to promote New Zealand offshore for different sectors, markets and audiences.



Region	Population	Area	Population Density
North Island	1,200,000	370,000 km ²	3.2/km ²
South Island	1,200,000	480,000 km ²	2.5/km ²



FERNMARK LICENCE PROGRAMME

When you compete in overseas markets, you're literally taking on the world. But you don't need to go it alone. When you carry the trademarked silver fern, our FernMark, you'll benefit from a greater sense of connection to New Zealand's reputation, enhanced credibility with distributors and the increase in trust consumers feel for a product or service that has a tick of approval from the Government.

Eligibility criteria applies.



THE
NEW ZEALAND
FERNMARK
LICENCE
PROGRAMME



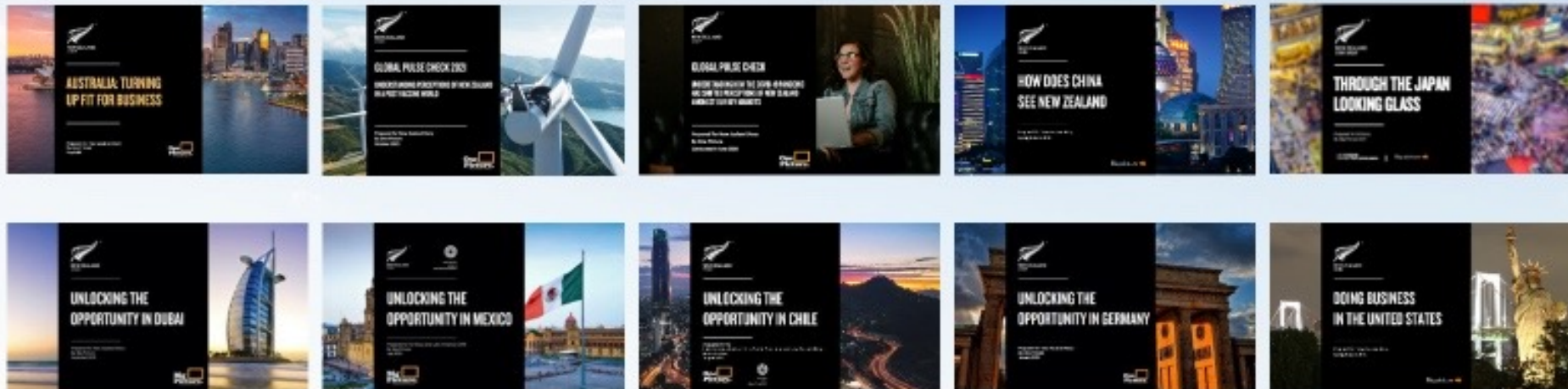
NEWZEALAND.COM

Licence No.123456

PERCEPTION RESEARCH

We commission and share international research on how New Zealand is perceived in key overseas markets.

We have a range of perception research reports to help businesses understand how people view New Zealand in key markets and help businesses tailor their story for different regions around the world.



GLOBAL PERCEPTIONS OF NEW ZEALAND

Shows our score increased overall, but our ranking and reputation for Education & Science is decreased.

	2024		2023	
	SCORE	RANK	SCORE	RANK
GLOBAL SOFT POWER INDEX	52.5	26	49.8	26
Familiarity	6.6	30	6.3	30
Reputation	7.2	15	6.9	16
Influence	4.3	37	4.0	36
Business & Trade	6.7	24	5.8	21
Governance	5.2	17	5.4	13
International Relations	4.8	29	4.9	28
Culture & Heritage	4.5	30	4.5	29
Media & Communication	3.9	23	4.3	17
Education & Science	3.9	26	3.6	23
People & Values	5.2	9	5.0	11
Sustainable Future	5.6	14	8.4	14
Recommendation	7.6	15	-	-

NEW ZEALAND PERCEIVED AS BEING COLLECTIVIST, PROGRESSIVE AND CARING



SMALL AND REMOTE

IMPLIES

- ✓ Self sufficient
- ✓ Decisive
- ✓ Community-orientated

BOUNTIFUL NATURAL BEAUTY

IMPLIES

- ✓ Outdoorsy
- ✓ Strong sustainability policy

PROGRESSIVE & UNPROBLEMATIC

IMPLIES

- ✓ Collectivist culture
- ✓ Strong social policy
- ✓ Education credentials
- ✓ Caring, friendly and peaceful

LAID BACK

IMPLIES

- ✓ Happy population
- ✓ Good work-life balance
- ✓ Open and accommodating

AGRARIAN

IMPLIES

- ✓ Connected to the land
- ✓ Honest and straightforward

THREE KEY NARRATIVES HELP TO UNDERPIN THESE PERCEPTIONS:

- **Belief that we are collectivist**, and have politics that reflect this
- Belief that we are well **connected to and protective of our natural environment**
- And a belief that we have comparatively **positive relations and integration with Māori**

THANK YOU NGĀ MIHI



2024

MAKING NEW ZEALAND FAMOUS FOR
MORE GOOD THINGS