

Appendix 2

Business Operations Survey



ED/BOS/01



Business Operations Survey 2007

For Help and Information:



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

Contact name	<input type="text"/>	A0001
Business name	<input type="text"/>	A0002
PO Box number or street number and name	<input type="text"/>	A0003
Suburb	<input type="text"/>	A0004
City	<input type="text"/>	A0005

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

Return date:

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.

Compulsory requirement

The taking of this survey has been approved by the Minister of Statistics and the return of this questionnaire, duly filled in and signed, is a compulsory requirement under the Statistics Act 1975.

Confidentiality of information supplied

Only people authorised by the Statistics Act 1975 are allowed to see your individual information, and they must use it only for statistical purposes. Your information will be combined with similar information to prepare summary statistics.


Geoff Bascand
Government Statistician

Section A: Business Operations

1 How to answer

- This form will be scanned and recognised by electronic equipment. Therefore please:
 - mark answers like this ☐
 - print answers in **CAPITAL** letters and
 - keep each letter or number **within** the spaces provided
 - for example **J O N E S L T D** or **1 2 3**
- Please use a blue or black pen.
- Where actual figures are not available, please give careful estimates.
- Where there is no response, leave blank unless instructed to write **0**
- Supply whole dollar values only.

2 Only include information for the business named on the front page. Do not provide consolidated data.

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

3 Please keep a record of the time it takes you to complete this questionnaire. You are asked to record this at the end of the questionnaire.

- Include:**
- the time spent reading the instructions, working on the questions and obtaining information
 - the time spent by all employees in collecting and providing this information

Part i: Financial information

4

- Part i should be completed by the Finance Department or the Accountant.
- If you don't have an Accountant on-site, then Part i should be completed by the General Manager. You may need to contact the Accountant to complete some of these questions.

5 If possible, in the questions that follow, please provide information for the last financial year.

- Note:**
- if your balance date is between 1 Jan - 30 Sep, use financial data for the year ending 2007
 - if your balance date is between 1 Oct - 31 Dec, use financial data for the year ending 2006

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

Day Month Year

6 Is the financial year information for a 12 month period?

- ☐ 1 yes → go to **7**
- ☐ 2 no → the period covered is Day Month Year to Day Month Year

Please mark a reason why it is not a 12 month period.

- ☐ 1 new business
- ☐ 2 ceased during the year
- ☐ 3 other → please specify:

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7 If possible, please supply GST exclusive amounts. The amounts given in this questionnaire:

- ☐ exclude GST
- ☐ include GST

Please mark ovals like this ☐

Revenue

8 For the last financial year, what was the total this business received from the sale of goods and services?

\$

9 For the last financial year, what was the total this business received from all other operating revenue?

- Include:**
- renting and leasing income
 - government grants received for operating purposes
 - interest and dividend revenue
- Don't include:**
- proceeds from the sale of fixed assets
 - gains on the sale of fixed assets

If any answers are 'zero' please write **0**

\$

10 For the last financial year, what did this business receive from total operating revenue?

TOTAL of **8** and **9** \$

11 Estimate from question **8** the percentage of sales that came from exports:

%

12 Estimate from question **8** the percentage of 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, clothing
 - sales of goods and services directly related to tourism eg accommodation, transport, and recreation services

- ☐ 1 zero
- ☐ 2 25% or less
- ☐ 3 50% or less
- ☐ 4 75% or less
- ☐ 5 76% - 100%
- ☐ 6 don't know

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Expenditure

13 For the last financial year, what was the total amount this business paid for salaries / wages?

- For example:**
- employee ACC contributions
 - severance and redundancy payments
 - sick and holiday pay
 - directors' fees
 - bonus and other performance payments (eg commissions)
 - other employment related expenses

If any answers are 'zero' please write **0**

Don't include capitalised salaries / wages.

\$

14 For the last financial year, what was the total amount this business paid in interest?

- For example:**
- interest paid to banks, affiliated companies, and interest finance leases
 - use-of-money interest to the Inland Revenue Department (IRD)

\$

15 For the last financial year, what did this business record in the book of accounts for depreciation and amortisation?

- Include:**
- depreciation of fixed assets
 - depreciation on finance lease assets operated by this business
 - amortisation of intangible assets

\$

16 For the last financial year, what was the total amount this business paid for all other operating expenditure?

- For example:**
- purchase of goods and services from suppliers
 - renting and leasing costs

Don't include:

- salaries and wages
- purchase of fixed assets
- interest and finance costs
- depreciation or amortisation
- losses on sales of fixed assets

\$

17 For the last financial year, what was the total operating expenditure of this business?

TOTAL of **13** **14** **15** and **16** \$

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Fixed assets

18 As at the end of the last financial year, what was the closing book value of fixed assets, as reported in this business's financial accounts?

Include all fixed assets operated by this business under finance lease arrangements (hire purchases).

	closing book value at the end of the last financial year	
land and buildings	\$	A1801
computer hardware and software	\$	A1802
plant, machinery and equipment	\$	A1803
all other fixed assets (including motor vehicles)	\$	A1804
TOTAL fixed assets	\$	A1805

Total assets and liabilities

19 As at the end of the last financial year, what was the closing book value of total assets, as reported in this business's financial accounts?

- Include:**
- current assets (eg cash and deposits, debtors, stocks)
 - fixed assets
 - intangibles (eg goodwill, brands and trademarks)
 - other non-current assets (eg shares in associated and subsidiary companies, other shares, long-term loans)

\$

20 As at the end of the last financial year, what was the closing book value of total liabilities, as reported in this business's financial accounts?

- Include:**
- current liabilities (eg bank overdraft, creditors, provisions)
 - loans
 - other non-current liabilities (eg convertible securities)
- Don't include** equity / shareholders' funds.

\$

New investment

21 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 → go to **22**
- ☐ 2 no → go to **23**
- ☐ 3 don't know

22 Over the last financial year, what did this expansion cost?

\$

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1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 277 278 279 280 281 282 283 284 285 286 287 288 289 290 291 292 293 294 295 296 297 298 299 300 301 302 303 304 305 306 307 308 309 310 311 312 313 314 315 316 317 318 319 320 321 322 323 324 325 326 327 328 329 330 331 332 333 334 335 336 337 338 339 340 341 342 343 344 345 346 347 348 349 350 351 352 353 354 355 356 357 358 359 360 361 362 363 364 365 366 367 368 369 370 371 372 373 374 375 376 377 378 379 380 381 382 383 384 385 386 387 388 389 390 391 392 393 394 395 396 397 398 399 400 401 402 403 404 405 406 407 408 409 410 411 412 413 414 415 416 417 418 419 420 421 422 423 424 425 426 427 428 429 430 431 432 433 434 435 436 437 438 439 440 441 442 443 444 445 446 447 448 449 450 451 452 453 454 455 456 457 458 459 460 461 462 463 464 465 466 467 468 469 470 471 472 473 474 475 476 477 478 479 480 481 482 483 484 485 486 487 488 489 490 491 492 493 494 495 496 497 498 499 500 501 502 503 504 505 506 507 508 509 510 511 512 513 514 515 516 517 518 519 520 521 522 523 524 525 526 527 528 529 530 531 532 533 534 535 536 537 538 539 540 541 542 543 544 545 546 547 548 549 550 551 552 553 554 555 556 557 558 559 560 561 562 563 564 565 566 567 568 569 570 571 572 573 574 575 576 577 578 579 580 581 582 583 584 585 586 587 588 589 590 591 592 593 594 595 596 597 598 599 600 601 602 603 604 605 606 607 608 609 610 611 612 613 614 615 616 617 618 619 620 621 622 623 624 625 626 627 628 629 630 631 632 633 634 635 636 637 638 639 640 641 642 643 644 645 646 647 648 649 650 651 652 653 654 655 656 657 658 659 660 661 662 663 664 665 666 667 668 669 670 671 672 673 674 675 676 677 678 679 680 681 682 683 684 685 686 687 688 689 690 691 692 693 694 695 696 697 698 699 700 701 702 703 704 705 706 707 708 709 710 711 712 713 714 715 716 717 718 719 720 721 722 723 724 725 726 727 728 729 730 731 732 733 734 735 736 737 738 739 740 741 742 743 744 745 746 747 748 749 750 751 752 753 754 755 756 757 758 759 760 761 762 763 764 765 766 767 768 769 770 771 772 773 774 775 776 777 778 779 780 781 782 783 784 785 786 787 788 789 790 791 792 793 794 795 796 797 798 799 800 801 802 803 804 805 806 807 808 809 810 811 812 813 814 815 816 817 818 819 820 821 822 823 824 825 826 827 828 829 830 831 832 833 834 835 836 837 838 839 840 841 842 843 844 845 846 847 848 849 850 851 852 853 854 855 856 857 858 859 860 861 862 863 864 865 866 867 868 869 870 871 872 873 874 875 876 877 878 879 880 881 882 883 884 885 886 887 888 889 890 891 892 893 894 895 896 897 898 899 900 901 902 903 904 905 906 907 908 909 910 911 912 913 914 915 916 917 918 919 920 921 922 923 924 925 926 927 928 929 930 931 932 933 934 935 936 937 938 939 940 941 942 943 944 945 946 947 948 949 950 951 952 953 954 955 956 957 958 959 960 961 962 963 964 965 966 967 968 969 970 971 972 973 974 975 976 977 978 979 980 981 982 983 984 985 986 987 988 989 990 991 992 993 994 995 996 997 998 999 1000 1001 1002 1003 1004 1005 1006 1007 1008 1009 1010 1011 1012 1013 1014 1015 1016 1017 1018 1019 1020 1021 1022 1023 1024 1025 1026 1027 1028 1029 1030 1031 1032 1033 1034 1035 1036 1037 1038 1039 1040 1

- 40** Over the last financial year, what percentage of goods or services from this business were provided to customers on time and to requirements? A4000
- ☐ 50% or less
☐ 80% or less
☐ 90% or less
☐ 95% or less
☐ 96% - 100%
☐ don't know

- 41** Mark one oval for each item listed. How do you think this business compares to its major competitors on each of the following? A4100
- | | 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 | A4101 |
| 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 | A4102 |
| quality | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | A4103 |
| flexibility / ability to make changes | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | A4104 |
| customer satisfaction | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | A4105 |
| employee satisfaction | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | A4106 |

- 42** In the last financial year, did this business develop or introduce any new or significantly improved: A4200
- goods or services
 - operational processes
 - organisational / managerial processes
 - marketing methods?
- ☐ 1 yes
☐ 2 no
☐ 3 don't know

- 43** Over the last financial year, did this business enter any new export markets? A4300
- ☐ 1 yes
☐ 2 no
☐ 3 don't know

- 44** Over the last financial year, to what degree did this business's technology change? A4400
- ☐ 1 not at all
☐ 2 to a minor degree
☐ 3 to a major degree
☐ 4 completely
☐ 5 don't know

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- 45** How does this business's core equipment (that used in the production of this business's main goods or services) compare with the best commonly available technology? A4500
- ☐ 1 fully up to date
☐ 2 up to 4 years behind
☐ 3 up to 10 years behind
☐ 4 more than 10 years behind
☐ 5 don't know

Other business factors

- 46** Regardless of changes in ownership, what calendar year did this business commence operations? A4601
- year

- 47** How would you describe this business's competition? A4700
- ☐ 1 captive market / 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

- 48** 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? A4800
- 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 | A4801 |
| 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 | A4802 |
| water and waste infrastructure | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | A4803 |
| 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 | A4804 |
| skilled labour market | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | A4805 |
| unskilled labour market | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | A4806 |
| business networks (eg local business associations) | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | A4807 |

- 49** Over the last financial year, did this business merge with or acquire a shareholding in any other New Zealand or overseas business? A4900
- ☐ 1 yes
☐ 2 no
☐ 3 don't know

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- 50** Over the last financial year, did this business request any new or additional debt or equity finance? A5000
- **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 **51**
☐ 2 no → go to the start of Section B on page 13
☐ 3 don't know → go to the start of Section B on page 13

- 51** Mark all that apply. When requesting new or additional debt finance over the last financial year, were funds: A5100
- ☐ 1 available on acceptable terms A5101
☐ 2 available, but not on acceptable terms A5102
☐ 3 not available A5103
☐ 4 don't know A5104
☐ 5 did not request debt finance A5105

- 52** Mark all that apply. When requesting new or additional equity finance over the last financial year, were funds: A5200
- ☐ 1 available on acceptable terms A5201
☐ 2 available, but not on acceptable terms A5202
☐ 3 not available A5203
☐ 4 don't know A5204
☐ 5 did not request equity finance A5205

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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?

B0300

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

Please mark ovals
like this 

☐ ₁ yes → go to **4**

☐ ₂ no → go to **7**

- 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 NZ	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃	B0501
new to the 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.

B0600

- ☐ ₁ zero
- ☐ ₂ 10% or less
- ☐ ₃ 20% or less
- ☐ ₄ 30% or less
- ☐ ₅ 40% or less
- ☐ ₆ 41% - 100%
- ☐ ₇ don't know



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)?

B0700

- ☐ ₁ yes → go to **8**
☐ ₂ no → go to **10**

- 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?

B0900

- ☐ ₁ yes
☐ ₂ no

New organisational / managerial processes

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

B1000

- ☐ ₁ yes → go to **11**
☐ ₂ no → go to **12**

- 11** Mark all that apply. Were any of those new or significantly improved organisational / 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

B1200

- ☐ ₁ yes → go to **13**
☐ ₂ no → go to **14**



13 Mark all that apply. Were any of those new or significantly improved sales or marketing methods:

- ☐ developed by this business B1301
- ☐ developed by this business in partnership with others B1302
- ☐ obtained from others and significant improvements were made by this business B1303
- ☐ obtained from others and no significant improvements were made by this business B1304

Activities to support innovation

14 Mark all that apply for each item listed. During the last 2 financial years, did this business do any of the following?

Note:

- To innovate means to develop or introduce new or significantly improved: goods or services; operational processes; organisational / 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 done	don't know
acquisition of machinery and equipment	<input type="radio"/> B1401	<input type="radio"/> B1402	<input type="radio"/> B1403	<input type="radio"/> B1404
acquisition of computer hardware and software	<input type="radio"/> B1411	<input type="radio"/> B1412	<input type="radio"/> B1413	<input type="radio"/> B1414
acquisition of other knowledge (eg licences, patents or other intellectual property)	<input type="radio"/> B1421	<input type="radio"/> B1422	<input type="radio"/> B1423	<input type="radio"/> B1424
implementing new business strategies or management techniques	<input type="radio"/> B1431	<input type="radio"/> B1432	<input type="radio"/> B1433	<input type="radio"/> B1434
organisational restructuring	<input type="radio"/> B1441	<input type="radio"/> B1442	<input type="radio"/> B1443	<input type="radio"/> B1444
design (eg industrial, graphic or fashion design)	<input type="radio"/> B1451	<input type="radio"/> B1452	<input type="radio"/> B1453	<input type="radio"/> B1454
marketing the introduction of new goods or services	<input type="radio"/> B1461	<input type="radio"/> B1462	<input type="radio"/> B1463	<input type="radio"/> B1464
market research	<input type="radio"/> B1471	<input type="radio"/> B1472	<input type="radio"/> B1473	<input type="radio"/> B1474
significant changes to marketing strategies	<input type="radio"/> B1481	<input type="radio"/> B1482	<input type="radio"/> B1483	<input type="radio"/> B1484
employee training	<input type="radio"/> B1491	<input type="radio"/> B1492	<input type="radio"/> B1493	<input type="radio"/> B1494

15 For the last financial year, please estimate this business's combined expenditure on product development and related activities:

If any answers
are 'zero' please write
0

research & development (copy any answer from question 24 in Section A)	\$ <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"/>	B1501
design	\$ <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"/>	B1502
marketing and market research	\$ <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"/>	B1503
other (eg prototyping, trials, commercialisation)	\$ <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"/>	B1504
TOTAL product development and related activities	\$ <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"/>	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 / 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 / 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 3 ?	<input type="radio"/>	<input type="radio"/>
Did you answer 'yes' to 7 ?	<input type="radio"/>	<input type="radio"/>
Did you answer 'yes' to 10 ?	<input type="radio"/>	<input type="radio"/>
Did you answer 'yes' to 12 ?	<input type="radio"/>	<input type="radio"/>
Did you answer 'done to support innovation' to any part of 14 ?	<input type="radio"/>	<input type="radio"/>
Did you answer 'yes' to any part of 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 20.
Otherwise continue to the next page (page 17).



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 / 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 / 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 ideas or information

- 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 ideas or information for innovation?

Note: to innovate means to develop or introduce new or significantly improved: goods or services; operational processes; organisational / 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
other businesses within the business group (eg subsidiaries or parent companies)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2003
customers	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2004
suppliers	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2005
competitors and other businesses from the same industry	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2006
businesses from other industries (not including customers or suppliers)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2007
professional advisors, consultants, banks or accountants	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2008
books, journals, patent disclosures or Internet	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2009
conferences, trade shows or exhibitions	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2010
industry or employer organisations	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2011
universities or polytechnics	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2012
Crown Research Institutes, other research institutes, or research associations	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2013
government agencies	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	B2014



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**?

B2200

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

☐ ₁ yes → go to **23**

☐ ₂ no → go to **26**

- 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**?

	NZ	overseas	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
businesses from other industries (not including customers or suppliers)	<input type="radio"/> B2321	<input type="radio"/> B2322	<input type="radio"/> B2323
competitors and other businesses from the same industry	<input type="radio"/> B2331	<input type="radio"/> B2332	<input type="radio"/> B2333
other businesses within the business group (eg subsidiaries or parent companies)	<input type="radio"/> B2341	<input type="radio"/> B2342	<input type="radio"/> B2343
universities or polytechnics	<input type="radio"/> B2351	<input type="radio"/> B2352	<input type="radio"/> B2353
Crown Research Institutes, other research institutes, or research associations	<input type="radio"/> B2361	<input type="radio"/> B2362	<input type="radio"/> B2363

- 24** Mark all that apply. During the last 2 financial years, in which **activities** did this business engage in co-operative arrangements, as defined in question **21** to **23**?

- ☐ 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 co-operative arrangements, as defined in question **21** to **23**?

- | | |
|---|-------|
| <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.

- | | |
|--|-------|
| <input type="radio"/> patents | B2601 |
| <input type="radio"/> copyrights | B2602 |
| <input type="radio"/> trademarks | B2603 |
| <input type="radio"/> registration of design | B2604 |
| <input type="radio"/> secrecy | B2605 |
| <input type="radio"/> confidentiality agreement | B2606 |
| <input type="radio"/> reaching the market first | B2607 |
| <input type="radio"/> goods, services or processes too complex to copy | B2608 |
| <input type="radio"/> 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 / 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



Strategies for generating overseas income

18 Mark all that apply. In the last 3 financial years which of the following strategies has this business used to generate overseas income?

- ☐ offering innovative or unique goods or services C1801
- ☐ customising goods or services to specific customer requirements C1802
- ☐ customising advertising and promotion according to market C1803
- ☐ adopting a strategy of low prices C1804
- ☐ exporting or selling overseas only when external conditions are favourable (eg low exchange rate) C1805
- ☐ exporting or selling overseas only when specific opportunities arise (eg in response to unsolicited orders) C1806
- ☐ systems in place to manage exchange rate risks C1807
- ☐ entering one market to access another market (eg setting up in Greece to access the European Union) C1808
- ☐ using pre-existing contacts or networks in overseas markets C1809
- ☐ employing people with specific market knowledge and connections C1810
- ☐ none of the above C1811

Barriers to generating overseas income

19 Look for the → go to # instruction after you answer this question. Mark all that apply. In the last 3 financial years which of the following made it difficult for this business to generate overseas income?

- ☐ limited experience in expanding beyond NZ C1901
- ☐ limited knowledge about specific markets C1902
- ☐ limited access to finance for expansion beyond NZ C1903
- ☐ limited access to distribution networks C1904
- ☐ exchange rate volatility C1905
- ☐ exchange rate level C1906
- ☐ distance from markets C1907
- ☐ language and cultural differences C1908
- ☐ low market demand or increased competition in overseas markets C1909
- ☐ overseas government regulations or tariffs (eg product standards, import duties) C1910
- ☐ inability to rapidly increase supply C1911
- ☐ other C1912

Once you have answered this question, go to question 30 on page 28.

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Part ii: Previous overseas income

i This section should only be answered by businesses that have generated income from overseas in the past, but not during the last financial year.

20 In which year did this business first generate income from overseas sources? year C2001

21 In which year did this business last generate income from overseas sources? year C2101

22 Mark all that apply. In the last financial year this business generated income through:

- ☐ sales of manufactured, processed or finished goods:
 - ☐ primarily for use by other businesses C2201
 - ☐ primarily for personal or household use C2202
- ☐ sales of raw, unprocessed materials C2203
- ☐ provision of services C2204
- ☐ licensing / franchising arrangements and royalties (including for use of technology) C2205
- ☐ earnings from assets C2206
- ☐ other C2207

23 Mark all that apply. Why did this business stop generating income from overseas sources?

- ☐ adverse exchange rate movements C2301
- ☐ increased competition or falling market demand C2302
- ☐ increased overseas government regulations or tariffs (eg import duties, product standards) C2303
- ☐ change in ownership / strategic direction C2304
- ☐ specific orders or jobs completed C2305
- ☐ profitability lower than expected C2306
- ☐ none of the above C2307

24 Is this business interested in generating income from overseas sources in the future? C2400

- ☐ yes → go to 25
- ☐ no → go to 30
- ☐ don't know → go to 30

Part iii: Future generation of overseas income

i This section should only be answered by businesses not currently generating overseas income.

25 Mark one oval. Which of the following best describes this business's plans for generating overseas income in the future? C2500

- ☐ initiatives underway and overseas income anticipated within the next 12 months → go to 27
- ☐ actively exploring the options → go to 27
- ☐ no action currently, but interested in exploring options → go to 26
- ☐ not currently interested or business not suitable for overseas income → go to 26

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26 Look for the → go to # instruction after you answer this question.

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

- ☐ the nature of the business relies on physical proximity to its customers C2601
- ☐ goods or services satisfy demand specific to NZ (eg related to NZ regulations / institutions) C2602
- ☐ role in business structure is limited to the NZ market (eg NZ branch of international business or licensee) C2603
- ☐ costs, risks or barriers are prohibitive C2604
- ☐ NZ market is sufficient C2605

Once you have answered this question, go to question 30 on page 28

27 Mark all that apply. Which of the following factors motivate this business to consider generating future income from overseas sources?

- ☐ no domestic market for goods or services C2701
- ☐ reached maximum potential of domestic market C2702
- ☐ strategic decision to grow existing business into new markets C2703
- ☐ to obtain economies of scale from existing capacity C2704
- ☐ able to command higher prices overseas C2705
- ☐ new technologies opened up new market opportunities C2706
- ☐ new business contacts or alliances opened up new market opportunities C2707
- ☐ existing NZ customers moved offshore C2708
- ☐ none of the above C2709

28 Which country is viewed as the most important target for expansion? C2801

Barriers to generating overseas income

29 Mark all that apply. Which of the following made it difficult for this business to generate income from overseas sources?

- ☐ limited experience in expanding beyond NZ C2901
- ☐ limited knowledge about specific markets C2902
- ☐ limited access to finance for expansion beyond NZ C2903
- ☐ limited access to distribution networks C2904
- ☐ exchange rate volatility C2905
- ☐ exchange rate level C2906
- ☐ distance from markets C2907
- ☐ language and cultural differences C2908
- ☐ low market demand or increased competition in overseas markets C2909
- ☐ overseas government regulations or tariffs (eg import duties, product standards) C2910
- ☐ inability to rapidly increase supply C2911
- ☐ other C2912

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Part iv: Overseas production of goods or services

30 Look for the → go to # instruction after you answer this question. Mark all that apply. In the last financial year this business has:

- ☐ a majority owned overseas operation producing goods or services C3001
- ☐ a minority owned overseas operation producing goods or services C3002
- ☐ participated in an overseas joint venture operation producing goods or services C3003
- ☐ had overseas businesses produce goods or services under contract which have been designed or developed by this business C3004
- ☐ none of the above → go to 31 C3005

i This section should only be answered by businesses with overseas production arrangements.

31 Mark all that apply. In the last financial year, in which of the following locations did this business produce goods or services?

Australia / Pacific region

- ☐ Australia C3101
- ☐ other Pacific (*Don't include NZ*) C3102

Central / South East Asia region

- ☐ Malaysia C3103
- ☐ India C3104
- ☐ other Central / South East Asia C3105

North Asia region

- ☐ Japan C3106
- ☐ South Korea C3107
- ☐ Hong Kong C3108
- ☐ China C3109
- ☐ Taiwan C3110
- ☐ other North Asia C3111

Americas region

- ☐ United States of America C3112
- ☐ Canada C3113
- ☐ other Americas C3114

United Kingdom / Europe region

- ☐ United Kingdom C3115
- ☐ Germany C3116
- ☐ other Europe C3117

Middle East / Africa region

- ☐ Middle East / North Africa C3118
- ☐ Sub-Saharan Africa C3119

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- 32 Mark all that apply. What was the nature of the goods or services produced overseas?**
- ☐ manufacture of parts and components C3201
 - ☐ manufacture of finished goods C3202
 - ☐ product assembly C3203
 - ☐ services used by this business C3204
 - ☐ services supplied to this business's customers C3205
 - ☐ none of the above C3206

- 33 Mark all that apply. Why is this business involved in overseas production?**
- ☐ to lower production costs C3301
 - ☐ to reduce transport costs to final market(s) C3302
 - ☐ to gain access to technology not available domestically C3303
 - ☐ to gain access to specialist skills not available domestically C3304
 - ☐ to improve access to suppliers, distributors or clients C3305
 - ☐ to increase scale and capacity C3306
 - ☐ to grow business via greater ownership of supply chain / closer relationships with customers C3307
 - ☐ to avoid overseas tariffs and regulatory restrictions on exports from NZ C3308
 - ☐ other C3309

- 34 Mark one oval. In the last financial year which was the main market for the goods or services produced by this business overseas?** C3400
- ☐ primarily sold in the country in which they are produced
 - ☐ primarily sold in other overseas markets
 - ☐ primarily sold in NZ

Strategies for overseas production of goods or services

- 35 Mark all that apply. Which strategies to assist with overseas production of goods or services have been used by this business?**
- ☐ locating NZ staff overseas C3501
 - ☐ employing local staff in management or supervisory positions overseas C3502
 - ☐ employing staff from overseas in NZ C3503
 - ☐ managing overseas production of goods or services from NZ C3504

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Barriers to overseas production of goods or services

- 36 Mark all that apply. In the last 3 financial years, which of the following had a negative impact on this business's overseas production activities?**
- ☐ limited understanding of overseas business and legal frameworks C3601
 - ☐ limited access to finance for overseas production C3602
 - ☐ language and cultural difficulties C3603
 - ☐ exchange rate volatility C3604
 - ☐ exchange rate level C3605
 - ☐ difficulty monitoring overseas operations C3606
 - ☐ limited experience with establishing overseas production arrangements C3607
 - ☐ limited access to skilled workforce overseas C3608
 - ☐ higher transportation costs and logistical complexities C3609
 - ☐ loss of control over proprietary technology C3610
 - ☐ inadequate infrastructure overseas C3611

Withdrawal from overseas production of goods or services

- 37 Within the last 3 financial years has this business stopped any production activities in a particular overseas location?** C3700
- ☐ yes → go to 38
 - ☐ no → go to 39

- 38 Mark all that apply. Why did this business stop overseas production of goods or services?**
- ☐ difficulties with legal / regulatory environment C3801
 - ☐ increase in labour costs C3802
 - ☐ increase in other costs of production C3803
 - ☐ difficulty monitoring / maintaining product quality C3804
 - ☐ profitability lower than expected C3805
 - ☐ relocated to alternative overseas location C3806
 - ☐ relocated to NZ C3807
 - ☐ other C3808

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Part v: Purchases from overseas

- 39 Mark all that apply. In the last financial year which of the following has this business directly purchased from overseas?**
- Include* only purchases of goods or services available from overseas suppliers with little or no input from this business into their design and developments.
- Don't include* goods purchased in NZ by this business that were imported by other businesses.
- ☐ finished goods for resale in NZ C3901
 - ☐ raw materials, components or equipment used by this business in NZ C3902
 - ☐ services used by this business (eg accounting, back-office functions) C3903
 - ☐ services supplied to customers C3904
 - ☐ licenses / franchises / technology C3905
 - ☐ other C3906
 - ☐ none of the above → go to 41 C3907
- go to 40

- 40 Mark all that apply. In the last financial year why did this business source goods or services from overseas?**
- ☐ no domestic supplier of required goods or services C4001
 - ☐ technologies not available domestically C4002
 - ☐ overseas sources are able to supply required quantities faster C4003
 - ☐ cheaper sources available overseas C4004
 - ☐ higher quality sources available overseas C4005
 - ☐ overseas sources able to respond more flexibly to requirements C4006
 - ☐ new business contacts or alliances C4007
 - ☐ existing NZ suppliers moved overseas C4008
 - ☐ other C4009

Follow-up study

- 41** The Ministry of Economic Development (MED) are interested in doing a follow-up study based on Section C of this questionnaire. The study would involve contacting a small number of the businesses which have responded to this survey to get deeper information about specific types of international engagement. The information collected will be used to gain an understanding of business behaviours in order to improve future business policy advice.
- To make the follow-up study useful, MED will need the information given in this questionnaire as well as contact details of your business (eg name, address, email, phone, fax). Only if you give consent can Statistics New Zealand pass on your individual information with contact details attached.
- Yes, I agree to take part in the follow-up study and have my identified business information passed to the Ministry of Economic Development. Please mark YES and sign.** C4100
- ☐ yes → _____ (Signature of person consenting)
- No, I do not agree to take part in the follow-up study and I do not consent to having my identified business information passed on to the Ministry of Economic Development. Please mark NO and sign.**
- ☐ no → _____ (Signature of person refusing consent)

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Other details

- 42 How long did it take to complete this questionnaire?** C4201
- Include:*
- The time spent reading the instructions, working on questions and obtaining information
 - The time spent by all employees in collecting and providing this information
- hrs mins

- 43 Please make any comments that would help Statistics New Zealand interpret the information that you have given.** C4300

- 44 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 _____ C4401

Position _____ C4402

Email _____ C4403

Phone _____ → _____ C4404

Fax _____ → _____ C4405

Cellphone _____ → _____ C4406

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

Signature _____ Date ____/____/____ C4407

Day Month Year

Thank you for your time and effort.

The main results of all our surveys are available at www.stats.govt.nz

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