

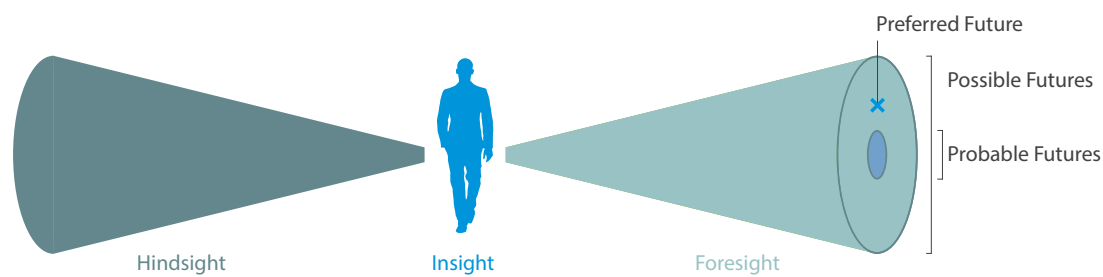
2018 / 2019

# Annual Integrated Report

MCGUINNESS INSTITUTE  
TE HONONGA WAKA

The McGuinness Institute is  
a non-partisan think  
tank working towards a  
sustainable future for  
New Zealand.

The Institute applies hindsight, insight and foresight to explore major challenges and opportunities facing New Zealand over the long term.



OUR LOCATION

We are situated in the historic Wellington  
Free Ambulance Building:  
Level 2, 5 Cable Street  
Wellington 6011  
New Zealand

CONTACT US

We welcome your feedback.  
Please contact us on  
04 499 8888 or at  
enquiries@mcguinnessinstitute.org

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# FROM THE CHIEF EXECUTIVE

My thinking around the McGuinness Institute work programme continues to be influenced by the ideas of Andrew G. Haldane, the chief economist at the Bank of England. I am particularly interested in his question of whether technological innovation or sociological innovation comes first. It continues to remind me that both technological and sociological innovation should be sought together to bring about change.

While there are many important issues on my mind, none are as critically urgent as that of the climate crisis. The climate crisis has driven the bulk of our 2019 work programme.



Before going any further, I would like to acknowledge the cross-party support of the Zero Carbon Bill. It is so vital that we have this mechanism to help New Zealand transition to a zero-carbon economy. It is important to note that the Climate Change Commission will undoubtedly require ongoing non-partisan support and guidance over the next few years in order to deliver on its purpose.

Underpinning our work is the observation that foresight drives strategy, strategy requires reporting, and reporting shapes foresight. New Zealand's response to the climate crisis requires all of these. The sooner New Zealand can create a long-term view of what the country will be like (in 2040, in 2050, etc.), the sooner robust, durable public policy can be developed to create certainty for people, business and communities.

We are entering a new and uncertain way of life. Unfortunately, we have a very poor understanding of exponential growth, which means our forecasting and planning techniques will be inadequate for the challenges ahead. Ten years ago I talked about a range of possible climate change scenarios; now the earth has become the scenario and we have become the experiment.

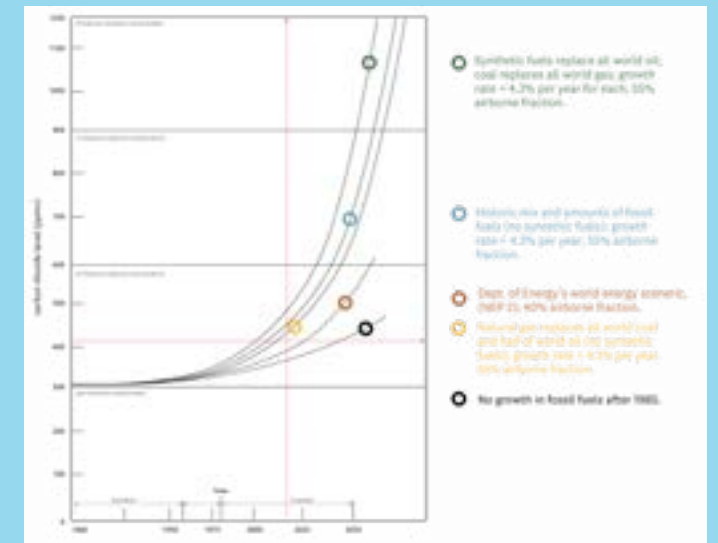
In the face of this uncertainty, businesses, educators and citizens are likely to benefit from more clarity as to what the future might look and feel like. I am reminded of former New Zealand Prime Minister Rt Hon Jim Bolger's view on change, from Radio New Zealand's *The 9th Floor* podcast series:

*You have to – at times – move against the common perception or the majority view. Of course you must listen. But you mustn't be persuaded, just because there are very loud voices on one side, that they are necessarily correct. Loudness doesn't mean accuracy. Most people are fearful. I found that very early in my political life. People are nervous of change. It creates uncertainty. And the only way to make change work effectively is to move from stability to the new stability quite quickly. Don't dither in the middle* (December 2016).

Looking forward, it is easy to see how climate change will become the central focus of all public policy. It will impact not only the economy, but also areas such as health, education, policing, science and local government. Climate change will put increased pressure on society and is likely to disproportionately affect the poor, who will not be able to move to cooler and safer areas

or gain access to food and water. However, in the end, everyone will be affected. This is why we need to get infrastructure in place to ensure our young people are educated for the challenges ahead.

Looking backwards, tough decisions should have been made in the 1980s and '90s, as illustrated by the graph to the right. Future generations will pay the price for the favouring of private interests over public interests and short-term decision-making over long-term decision-making. Public policy



needs to reclaim responsibility for acting in the public interest and making decisions for the long term.

It became overwhelmingly apparent this year that there is considerable demand for further information and direction on how to prepare for climate change. People want to understand how to prepare a range of climate scenarios and how to develop strategies to respond to and mitigate the climate crisis.

Given New Zealand's mental health and suicide rates, I would like to see more work being undertaken on sociological innovations such as how to discuss the climate crisis with children and young adults. I am concerned that if the climate change dialogue focuses on blaming and shaming (e.g. flight shaming, meat and dairy shaming, boomer shaming), we will fail to productively and positively use our resources and skills on ideas, actions and solutions. While blaming and shaming is perhaps inevitable in the public discourse, it should not be seen as acceptable practice by New Zealand's leaders.

The dialogue around the climate crisis also intersects with issues in how society treats young women. I am concerned that many international responses to Greta Thunberg often seemed to deride and denigrate her on a personal level instead of engaging with the truth of what she says.

As a country with considerable agility, creativity and resourcefulness, New Zealand has a responsibility to use all our skills and relationships to be the example to the rest of the world. We owe it not just to New Zealanders, but to all current and future global citizens.

On a sombre note, I wanted to close by acknowledging the tragic events of 15 March 2019. The Christchurch terror attacks on two mosques were an ungentle reminder that we are all New Zealanders and we need to step up and work hard to be the country we want to be. Our thoughts continue to be with those affected; in particular we want to express our support for the Muslim community of New Zealand. Assalaamu Alaikum.



Wendy McGuinness  
Chief Executive  
December 2019

# 2019 WORK PROGRAMME



# PROJECT 2058

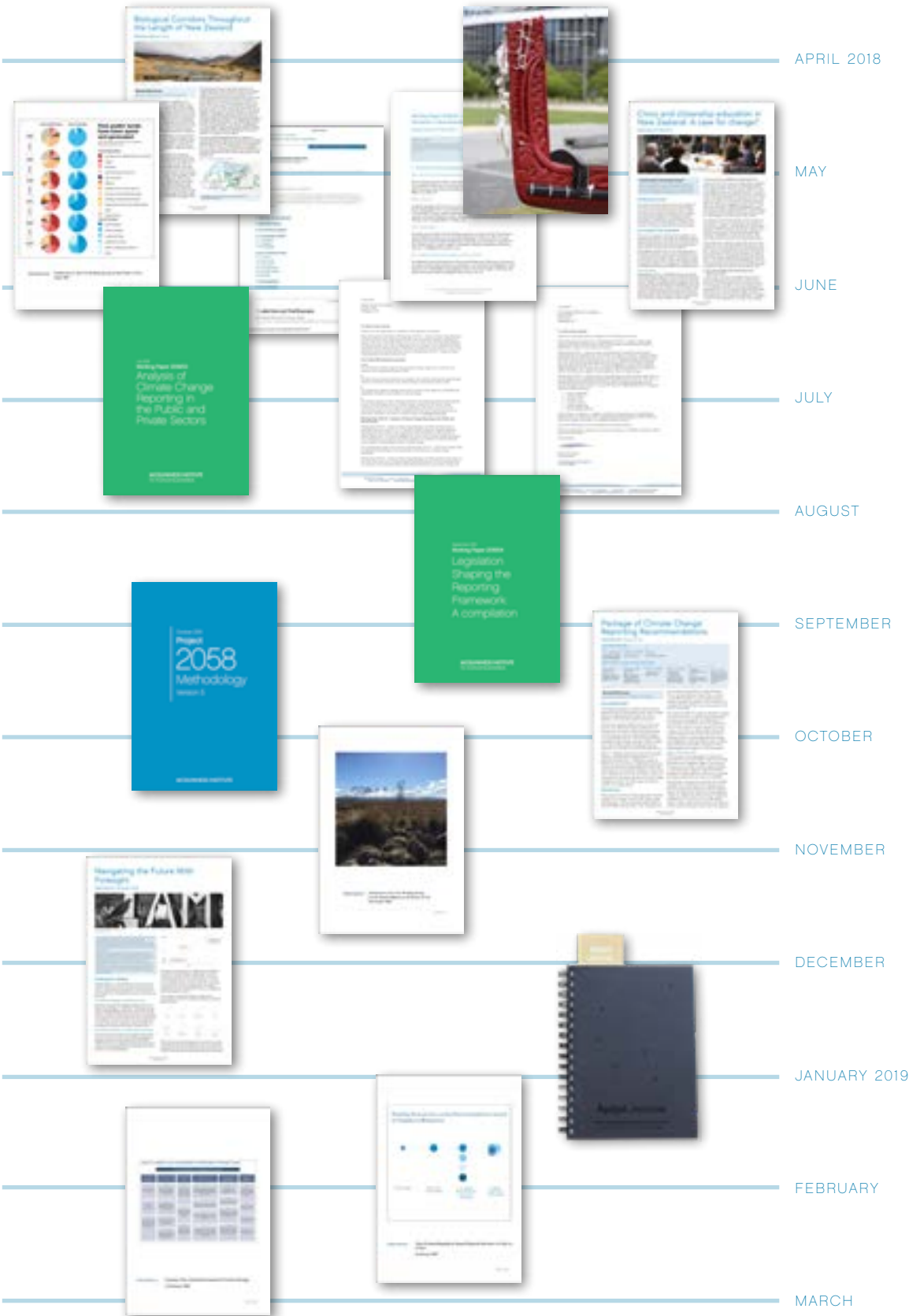
Project 2058 is the McGuinness Institute's flagship project. Its strategic aim is to promote integrated long-term thinking, leadership and capacity-building. This is so that New Zealand can effectively explore and manage risks and opportunities going into the year 2058. Sitting within Project 2058 are our policy and research reports.





# PUBLICATIONS

APRIL 2018–MARCH 2019



# PUBLICATIONS

APRIL 2018–MARCH 2019

Date	Reports	
October 2018	Project 2058 Methodology: Version 5	

Date	Think Pieces	
December 2018	Think Piece 31 – Navigating the Future With Foresight	
October 2018	Think Piece 30 – Package of Climate Change Reporting Recommendations	
May 2018	Think Piece 29 – Civics and Citizenship Education in New Zealand: A case for change	
April 2018	Think Piece 28 – Biological Corridors Throughout the Length of New Zealand	

Date	Working Papers	Background to
September 2018	2018/04 – Legislation Shaping the Reporting Framework: A compilation	Project ReportingNZ
July 2018	2018/03 – Analysis of Climate Change Reporting in the Public and Private Sectors	Project ReportingNZ
May 2018	2018/02 – Civics and Citizenship Education in New Zealand Schools: Current state	Project CivicsNZ

Date	Workshop Publications	
April 2018	WakaNZ: Navigating with foresight workshop booklet	

Date	Submissions and Proposals	
February 2019	Submission to New Zealand Regulatory Board Proposed Revision of Code of Ethics	
	Submission on Aotearoa New Zealand Government Tourism Strategy	
November 2018	Submission to the Tax Working Group on the Future of Tax: Interim Report	
July 2018	Submission to Ministry for the Environment on the Zero Carbon Bill	
	Submission to Productivity Commission on a Low-emissions Economy	
May 2018	Submission to the Tax Working Group on the Future of Tax	

Date	Books and Journals	
January 2019	Āpōpō Journal	

Date	McGuinness Institute e-Newsletters	
May 2018	Issue 19	

# HIGHLIGHTS

## PROJECT REPORTINGNZ

### Report 17 – ReportingNZ: Building a Reporting Framework Fit for Purpose

During 2018 and 2019 the Institute has been primarily focused on *Project ReportingNZ*. The major publication for this project is *Report 17 – ReportingNZ: Building a Reporting Framework Fit for Purpose*, which explores New Zealand's reporting framework – the country's information infrastructure. This *Project 2058* report brings together the *2017 ReportingNZ Surveys*, *Working Paper 2018/01 – NZSX-listed Company Tables*, *Working Paper 2018/03 – Analysis of Climate Change Reporting in the Public and Private Sectors* and other supporting publications. Supporting New Zealand legislation for *Report 17* is collated in *Working Paper 2018/04 – Legislation Shaping the Reporting Framework: A compilation*.

The report aims to undertake the first full review of New Zealand's reporting framework in 30 years, but mapping the existing framework proved a complex exercise. For this reason we released the report in draft in October 2018 for a period of public consultation. We hope the report will add to the conversation about how to improve the efficiency and effectiveness of the existing framework, as well as how to refine its purpose.

### Landscape of climate change research in New Zealand (lunchtime discussion)

Based on some of the initial feedback we received on the report, we started to recognise the urgent need to improve reporting on climate change. This led to a lunchtime discussion event on 8 August 2018 about the landscape of climate change research in New Zealand. The event brought together representatives from organisations such as the Institute of Environmental Science and Research Science Ltd, Office of the Parliamentary Commissioner, Treasury, NIWA, MOTU Economic Policy and Public Policy Research, Ministry for the Environment, Generation Zero and AECOM.

Attendees were invited to share their current work programmes and research intentions in the area of climate change. Discussion also covered the wider New Zealand narrative, with the aim of identifying gaps, informing future priorities and strategising around often limited research resources. The discussion covered three specific key issues:

1. The need for a framework to link all climate change initiatives and which could provide a comprehensive view of current work and associated costs and benefits.
2. The need for leadership in planning for adaptation, particularly in policy, rurality among local government, and in industries such as farming and forestry.
3. Questions of funding, carbon emissions and a possible 'green investment fund'.



# HIGHLIGHTS

## ĀPŌPŌ JOURNAL

*Āpōpō Journal* is a unique publication developed by and for New Zealanders aged 18–25 to help them shape their long-term future. It provides space for users to reflect on their past experiences, plan for today and prepare for tomorrow. Rather than being designed for a specific year, *Āpōpō Journal* can be used at any point from 2019–2058.

Work began on the journal in August 2018 and developed over the following months through focus groups and feedback on social media. The journal is intended to commemorate the first ten years of the McGuinness Institute's *Project 2058*.

The journal features life skills and practical advice, a pātaka maumahara (an evolving time capsule), a maramataka (calendar) detailing historic national dates, and an overview of futures studies tools. *Āpōpō Journal* celebrates the diversity of New Zealand and illustrates the importance of using hindsight, insight and foresight to navigate future pathways.

The black cover reflects the origins of the journal's title, *Āpōpō Journal*, which means 'Tomorrow' in te reo Māori. *Āpōpō* also refers to moving towards pō (night/darkness). Pō was a time for whānau to sit together under the stars, to share, learn, and look to both the past and the future.

Many people and organisations have provided invaluable assistance in the preparation of *Āpōpō Journal*. The first thank you must go to the over 300 individuals who have attended McGuinness Institute workshops since 2011. Their energy, ideas and insights provided the initial spark for creating *Āpōpō Journal*.

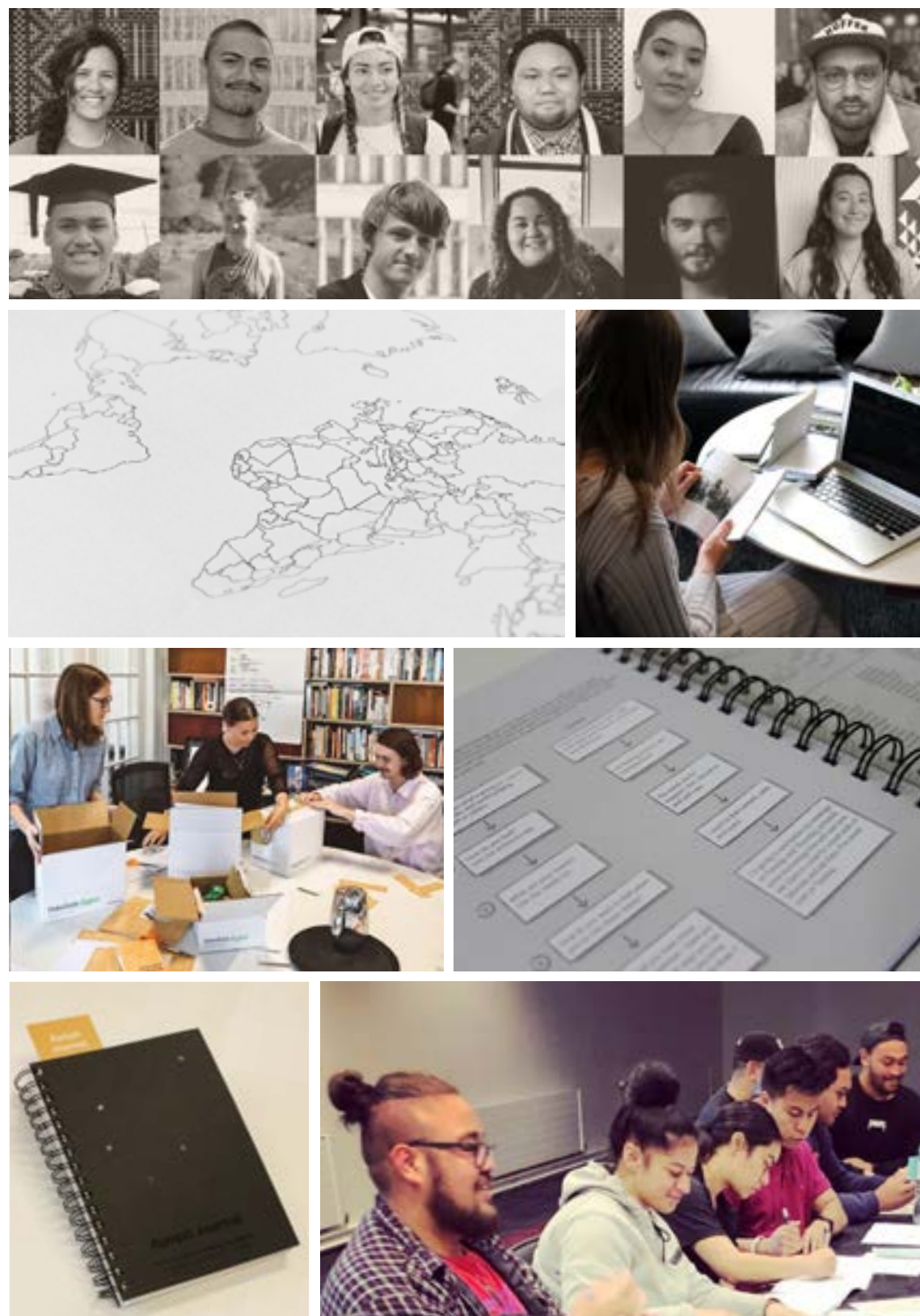
A special thank you must go to Her Excellency The Right Honourable Dame Patsy Reddy, GNZM, QSO, Governor-General of New Zealand for her words and ongoing support of the youth of Aotearoa. Thank you also to our patrons, in particular the late Sir Paul Callaghan, Dame Dr Claudia Orange, Roger Dennis, Sue Elliott, Dr Carwyn Jones and Alison Nevill. Sir Paul Callaghan was instrumental in setting the Institute on this path with his keynote address at our first workshop *StrategyNZ* in 2011.

For the content of the journal, we would like to thank Dr Rangi Matamua for his knowledge of Matariki, as well as the numerous organisations that assisted us in providing accurate and relevant information: Accident Compensation Corporation, Citizens Advice Bureau, Commission for Financial Capability, Inland Revenue Department, Kaikoura Wildlife Rescue, New Zealand Police, NZ History, Public Trust, Real Estate Authority, Rothbury Insurance Brokers and Tenancy Services. It was also terrific to work with Luke Maguire, Clare Rousseau and Peter Jacobson from Heartwork.

Many of the beautiful images and poetry featured in *Āpōpō Journal* are from talented Instagram photographers and past Institute workshop participants. Thank you to these photographers and poets for entrusting us with your work. Thank you also to the participants of the focus groups; your feedback was invaluable.

We owe practical thanks to Wakefields Digital for printing *Āpōpō Journal* and for their support during the production process, and to Basil Keane (recommended to us by the Māori Language Commission). His whakaaro suggestions, patience and perseverance were vital during the translation process. *Te Ara* (Encyclopedia of New Zealand) and the *Māori Dictionary* were also great resources. Finally, thank you to the McGuinness Institute team, particularly to designer Ashley Brown and intern Holly Diepraam.





*Āpōpō Journal*, left to right by row: Journal contributors and reviewers Anna-Marei Kurei, Solomon Esera, Zoe So'otaga, Shaquille Shortland, Cosi Brown, Clive Antony, Brett Manaia, Anne Rijink, Nathan Williams, Jade Softe, Justin Crook and Pounamu Tipiwai-Chambers. World map journal page. Institute designer Ashley Brown doing journal research. Institute staff Ella Reilly, Holly Diepraam and Reuben Brady preparing copies of the journal to send to secondary schools. Health and wellbeing journal page. Cover of *Āpōpō Journal*. Focus group of Pasifika Student Ambassadors from Victoria University of Wellington.



*Āpōpō Journal*, left to right by row: McGuinness Institute assistant designer Billie McGuinness trying out the journal. Solomon Esera's photograph journal page. *Āpōpō Journal* covers. Focus group participant Shanara Wallace. Past Institute workshop participants Holly Diepraam (*WakaNZ*) and Nathan Williams (*TacklingPovertyNZ*) doing journal research. Greetings of Aotearoa journal page. Anna-Marei Kurei's poem journal page.



# PREVIOUS WORKSHOPS

The Institute facilitates workshops on public policy issues that are strategic, complex and long-term in nature. We are committed to inclusiveness, which to us means providing platforms and opportunities for New Zealanders with a particular focus on amplifying the voices of young people between 18 and 25. Listed below are participants of all workshops that the Institute has been involved in to March 2019.

## WakaNZ 2017



### Registered participants

Anaru Adams  
Grace Allen  
Ngareka Bensemann  
Benjamin Bielski  
Kiw Kahukura Denton  
Holly Diepraam  
Alice Dimond  
Corey Hebbard  
Louise Kaihau Hiwarau  
Rayden Horton  
Nadine Houia-Ashwell  
Eru Kapa-Kingi  
Anna-Marei Kurei

Jermayne Maika  
Genevieve Maindonald  
Waimihia Maniapoto-Love  
Anarina Marsters-Herewini  
Duncan Matangi  
Navana Matthews  
George Mohi  
Jade Newton  
Hine Parata-Walker  
Caitlin Papuni-McLellan  
Elijah Pue  
Tonisha Rohe  
Kohe Ruwhiu  
Shaquille Shortland

Skylar Tangiora  
Leah Tebbutt  
Jordan Tewhaiti-Smith  
Trinity Thompson-Browne  
Kataraina Tims  
Levi Walford  
Kaeden Watts

### Facilitators

Carwyn Jones  
Wendy McGuinness

### Designers

Ashley Brown

## TacklingPovertyNZ 2016 (Kaikohe and Kaitaia)



### National speakers

Dr Girol Karacaoglu

### Local speakers

Mayor Hon John Carter  
Dep. Mayor Tania McInnes  
Mark Anderson  
Blair Kapa-Peters  
Jim Luders  
Deidre Otene  
Ebba Raikes  
Kelly Yakas

### Workshop interns

Matthew Bastion  
Lisa Jagoe  
Alexander Jones  
Apurva Kasture  
Tara Officer  
Brad Olsen

### McGuinness Institute staff

Sally Hett  
Freya Tearney  
Ashley Brown  
Eleanor Merton

### Participants (approx.)

100

## TacklingPovertyNZ 2016 (Gisborne)



### National speakers

Dr Carwyn Jones  
Dr Girol Karacaoglu

### Local speakers

Virginia Brind  
Linda Coulston  
Leighton Evans  
Jess Jacobs  
Annette Toupili

### Workshop interns

Ali Bunge  
Felix Drissner-Devine  
Monique Francois  
Anna-Marei Kurei  
Zoe Pushon  
Caroline Simmonds  
Nathan Williams

### McGuinness Institute staff

Freya Tearney  
Annie McGuinness  
Lachlan McGuinness

### Participants (approx.)

75

## TacklingPovertyNZ 2016 (Rotorua)



### National speakers

Dr Girol Karacaoglu  
Dame Diane Robertson

### Local speakers

Judge Louis Bidois  
Potaua Biasiny-Tule  
Mayor Hon Steve Chadwick JP  
Laurie Watt

### Workshop interns

Ali Bunge  
Anna-Marei Kurei  
Elaina Lauaki-Vea  
Caitlin Papuni-McLellan  
Caroline Simmonds  
Nathan Williams  
Xindi Zhang

### McGuinness Institute staff

Sun Jeong

### Participants (approx.)

100

## TacklingPovertyNZ 2016 (Manawatu)



### National speakers

Dr Girol Karacaoglu  
Dame Diane Robertson

### Local speakers

Natasha Allan  
Nigel Allan  
Michelle Cameron  
Kathryn Cook  
Mayor Margaret Kouvelis  
Amanda Oldfield

### Workshop interns

Felix Drissner-Devine  
Elaina Lauaki-Vea  
Maddie Little  
Caitlin Papuni-McLellan

### McGuinness Institute staff

Freya Tearney  
Ashley Brown

### Participants (approx.)

65

## ForesightNZ 2016



### Registered Participants

Sharelle Abbott  
Anaru Adams  
Amy Auld  
Ngareka Bensemann  
Hugo Bloor  
Simon Bunckenburg  
Mitchell Denham  
Solomon Esera  
Mike Hannah  
Ed Haslam  
Sam Hogg  
William Irwin-Harris  
Bayley Johansson  
Amrit John

Claudia Kearns  
Selina Kunac  
Griffin Leonard  
Karina Liddicoat  
Elleanor Manu  
Hayley Martin  
Franky Maslin  
Abbas Nazari  
Ben Nistor  
Alex Nott  
Beth O'Loughlin  
Mark Owen-Cooper  
Milena Petrovic  
Zoe Pushon  
Alex Rallis

Larissa Renfrew  
Olivia Scobie  
Zac Scott  
Holly Swallow  
Michelle Walsh  
Caleb Withers  
Matt Wort

### Facilitator

Wendy McGuinness

### Designers

Ashley Brown  
Sun Jeong



## TacklingPovertyNZ 2016 (Queenstown)



### National speakers

Dr Girol Karacaoglu  
Dame Diane Robertson  
Jennifer Weber

### Local speakers

Hine Marchand  
Niki Mason  
Mayor Vanessa van Uden

### Workshop interns

Ali Bunge  
Monique Francois  
Eden Iati  
Elizabeth Maddison  
Caitlin Papuni-McLellan  
Regan Thwaites

### McGuinness Institute staff

Sally Hett  
Sophie Peat  
Annie McGuinness  
Lachlan McGuinness

**Participants (approx.)**  
60

## TacklingPovertyNZ 2015 (Wellington)



### Registered Participants

Matthew Bastion  
Ali Bunge  
Te Wai Coulston  
Mitchell Denham  
Felix Drissner-Devine  
Adena Emanuel  
Monique Francois  
Sophie Goulter  
Rangi (Emilou) Hohaia  
Lydia Hollister-Jones  
Rayden Horton  
Eden Iati  
Lisa Jagoe  
Alexander Jones

Apurva Kasture  
Anna-Marei Kurei  
Elaina Lauaki-Vea  
Karina Liddicoat  
Maddie Little  
Shannon Macmillan  
Elizabeth Maddison  
Brooke Merrick  
Tara Officer  
Brad Olsen  
Caitlin Papuni-McLellan  
Tiria Pehi  
Zoe Pushon  
Caroline Simmonds  
Caitlin Smart

Regan Thwaites  
Morgan Watkins  
Callum Webb  
Nathan Williams  
Rongorito Wirihana Te Rei  
Sam Yoon  
Xindi Zhang

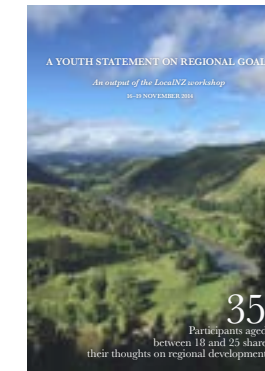
### Facilitator

Wendy McGuinness

### Designers

Rose Baylis  
David Billings  
Sun Jeong

## LocalNZ 2014



### Registered Participants

Nasra Abdi  
Matthew Barry  
David Bassett  
Heavenlee Bray  
Bradley Clarke  
Yanni Cowie  
Samantha Curtis  
Cara des Landes  
Alison Faulls  
Lincoln Haworth  
Aisha Huriwai  
Sean Johnson  
Janelle Jones  
Jared Kennedy  
Hamish Keown

Christoph Kraus  
Angela Lim  
Shivani Makwana  
Jack Marshall  
Lauren McGee  
Jesse Medcalf  
Grace Nunn  
Hannah Payne-Harker  
Nyssa Payne-Harker  
Oska Rego  
Pauline Robertson  
Jason Sebastian  
Regan Thwaites  
Milovale Tiatia  
Mahoney Turnbull  
Sarah Van Looy

Rebecca Vergunst  
Jessie Waite  
Leah Wilkie  
Sam Yoon

### Facilitators

Wendy McGuinness  
Hannah Steiner

### Designers

Meg Howie  
Sun Jeong  
Ellyse Randrup

## LivingStandardsNZ 2013



### Registered Participants

Nasra Abdi  
Ben Abraham  
Tipene Apatu  
Nasif Azam  
Minishka Bradley  
Patrick Broman  
Alexandra Bunge  
Elizabeth Cole  
Riley Divett  
Tracy Finlayson  
Avril Gillan  
Wiliame Gucake

Edward Haslam  
Ropeti Huntley  
Ngahuia Leighton  
William Makea  
Jesse Medcalf  
Renata Mokena-Lodge  
Abbas Nazari  
Erin Roxburgh  
Wiremu Stone  
Kristian Tekie  
Milovale Tiatia  
Erana Walker  
Leilani Walker

Otene Wineera  
Raymond Wong  
Angela Yiavasis

### Facilitators

Wendy McGuinness  
Annie McGuinness  
Renata Mokena-Lodge

### Designers

Ryan Gallagher  
Kieran Stowers

## The Civics and Media Project Workshop 3 2015



### Registered Participants

Francesca Ancillotti  
Tash Barneveld  
Tessa Bercic  
Caroline Boyd  
Ali Bunge  
Dr Andrew Cleland  
Kimberley Collins  
Alessandra Cuccurullo  
Simon Draper  
Dr Martin Durrant  
Harry Evans  
Kirsty Farquharson  
Madeleine Foreman  
Penny Gault  
Laura Goodall  
Sally Hett  
Kay Jones

John Kerr  
Mary Major  
Erica Mather  
Annie McGuinness  
Lachlan McGuinness  
Jessie McKenzie  
Dr Victoria Metcalf  
Alison Nevill  
Stephen Olsen  
Rebecca Palmer  
Dr Roger Ridley  
Jan Rivers  
Matthew Roberts  
Hannah Steiner-Mitchell  
Marcus Stickley  
Ted Tapiklis  
Sarah Tebbs  
John Terris

Alastair Thompson  
Margaret Thompson  
Paul Thompson  
Jeremy Todd  
Anastasia Turnbull  
Morgan Watkins  
Callum Webb  
Bernie Whelan  
Murray Wu

### Facilitators

Peter Griffin  
Wendy McGuinness

### Designers

Hannah Bartlett  
Sun Jeong

## EmpowerNZ 2013



### Registered Participants

Jessica Bush  
Louis Chambers  
William Fussey  
Emma Gattey  
Charlotte Greenfield  
Lauren McGee

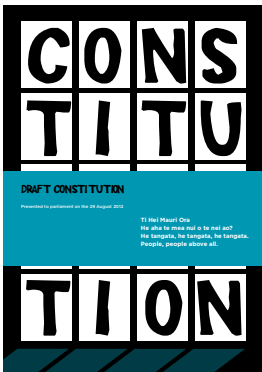
Lydia Nobbs  
Elye Parata  
Rosa Polaschek  
Oska Rego  
Jack Starrett Wright  
Diana Tam  
Jeremy Todd

Morgan Watkins  
Julia White

### Facilitators

Mihiata Pirini  
Marcelo Rodriguez Ferrere

# EmpowerNZ 2012



## Registered Participants

Kirsty Allan  
Tele'a Andrews  
Sarah Baillie  
Todd Barrowclough  
Jessica Bush  
Louis Chambers  
Reed Fleming  
William Fussey  
Emma Gattley  
Paula Gillon  
Tiaki Hana Grant-Mackie  
Charlotte Greenfield  
Rachael Jones  
Yezdi Jal Karbhari  
Zachary Kedgley-Foot  
Alex Ladyman  
Richard Ley-Hamilton  
Dipti Manchanda  
Ruth Markham-Short  
Lauren McGee  
Kieran Meredith  
Tiana Morgan  
Duran Moy

Andrew Neate  
Pania Newton  
Chris Nicholls  
Lydia Nobbs  
Helen O'Leary  
Alice Osman  
Ihopera Paniora  
Elye Parata-King  
Higano Perez  
Joshua Pietras  
Rosa Polaschek  
Sophie Pollak  
Oska Rego  
Stacey Riordan  
Emily Schwikkard  
Sarah Scott  
Christian Silver  
Ryan Smits MacLaine  
Maithili Sreen  
Jack Starrett Wright  
Kieran Stowers  
Diana Tam  
Jeremy Todd  
Morgan Watkins

Julia Whaipooti  
Julia White  
Jeremy Wilson

## Facilitators

Dean Knight (lead facilitator)  
Jess Birdsall-Day  
Natalie Coates  
Carwyn Jones  
Mihia Pirini  
Marcelo Rodriguez Ferrere  
Diane White  
Edward Willis

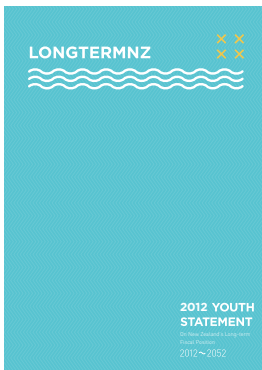
## Designers

Gillian McCarthy  
Katy Miller  
Machiko Niimi

## Illustrator

Megan Salole

# LongTermNZ 2012



## Registered Participants

Ben Abraham  
Jason Armishaw  
Emma Banks  
Rachel Boswell  
Louis Chambers  
Ashleigh Cox  
Maria English  
Penny Garty  
John Hughes  
Susie Kriebel  
Athene Laws  
Niki Lomax  
Josie McGuinness

Michael Moore-Jones  
Finn O'Dwyer-Cunliffe  
Elye Parata  
Leona Plaisier  
Elizabeth Prasad  
Christopher Read  
Asha Rhodes  
Karri Shaw  
Ella Spittle  
Diana Tam  
Julia White  
Amy Wood  
Paul Young  
Darren Zhang

## Interns

Maria English  
Penny Garty  
Josie McGuinness  
Ella Spittle

## Facilitators

Niki Lomax  
Wendy McGuinness

## Designers

Angus McBryde  
Gillian McCarthy  
Kieran Stowers

# StrategyNZ 2011

Groups are listed below their designs for a new Coat of Arms of New Zealand



## Group 1: Emerald green

Alison Nevill (process chair)  
Don Christie  
Ben Guerin  
Sue Hanrahan  
Simon Harvey  
Ruth McLennan  
Christian Silver  
Joseph Stafford  
Richard Randerson  
Grace Ridley-Smith  
Ema Weepu  
Katy Miller (designer)



## Group 4: Yellow

Leanne Silver (process chair)  
Jill Bowman  
Scott Dalziel  
Trish Franklin  
Peter Furnish  
Carolyn Gullery  
Neville Henderson  
Roger Tweedy  
Hayden Wilson  
Joshua Jeffery (designer)



## Group 7: Plum

Leanne Holdsworth (process chair)  
Vibhuti Chopra  
Marie Collin  
Krystal Gibbens  
Anake Goodall  
Stephen Hay  
Beat Huser  
Rebeka Whale  
Gillian McCarthy (designer)



## Group 9: Red

Jonathan Routledge (process chair)  
Sheryl Boxall  
Amy Fletcher  
David Glover  
Beth Houston  
Anna Jacobs  
Susan Jones  
Fred Staples  
Sarah Wakes  
James Wall-Manning  
Christian Williams  
Lara Rapson (designer)



## Group 2: Avocado

Jan Bieringa (process chair)  
Anthony Cole  
Geoff Hamilton  
Mark Hargreaves  
Caleb Jago-Ward  
Raf Manji  
Hugh McDonald  
Sue Peoples  
Joanna Randerson  
Grant Ryan  
Angus McBryde (designer)



## Group 5: Teal

Murray Wu (Process chair)  
Mick Abbott  
Shona Albert-Thompson  
Desmond Darby  
Andrea Frost  
Ben Mason-Atoni  
David McGuinness  
Rodger Pringle  
Kat Thomas  
John Tocker  
Machiko Niimi (designer)



## Group 8: Brown

Marty Donoghue (process chair)  
Storm Adams-Lloyd  
Rodney Adank  
Rachel Bolstad  
Lauren Christie  
Debbie Dawson  
Mia Gaudin  
Damian Lawrence  
Gareth Moore-Jones  
Sascha van der Plas  
Te Ao Pritchard (Te Ao Hinengaro, Te Awhi Paa Trust & Te Runanga o Rauakawa)  
Scott Savage (designer)



## Group 10: Rust orange

Ella Lawton (process chair)  
Stephanie Bickerstaff  
Kaila Colbin  
Nina Harrap  
Chris Lipscombe  
Megan McMullan  
Barbara Nicholas  
Sarah Ottrey  
Ashok Parbhu  
Brian Penetaka Dickson  
Peter Rankin  
Rodney Scott  
Rhys Taylor  
Rob Cape (designer)



## Group 3: Purple

Phil Tate (process chair)  
Paul Atkins  
Donald Clark  
Tim Clarke  
Hamish Gow  
Maria Ioannou  
Michael Moore-Jones  
Hugh Norriss  
Hilary Sumpter  
Wayne Silver  
Jeremy Star (designer)



## Group 6: Navy blue

Ged Lynch (process chair)  
Stuart Barson  
Marina Battisti  
Lance Beath  
Yvonne Curtis  
Richard Logan  
Kieran Meredith  
Onur Oktem  
Heike Schiele  
Matthew Sole  
Josie Lee Brough (designer)

# ANALYTICS

## PUBLICATIONS

### PUBLICATIONS

April 2018–March 2019

TOTAL NUMBER OF PUBLICATIONS:

17

PROJECT 2058 REPORTS	1
THINK PIECES	4
WORKING PAPERS	3
WORKSHOP PUBLICATIONS	1
EXTERNALLY PUBLISHED ARTICLES	0
SURVEYS	0
BOOKS AND JOURNALS	1
SUBMISSIONS & PROPOSALS	6
NEWSLETTERS	1
PRESS RELEASES	0

### BOOKS IN JAMES DUNCAN REFERENCE LIBRARY

As at March 2018	5,124
As at March 2019	5,335

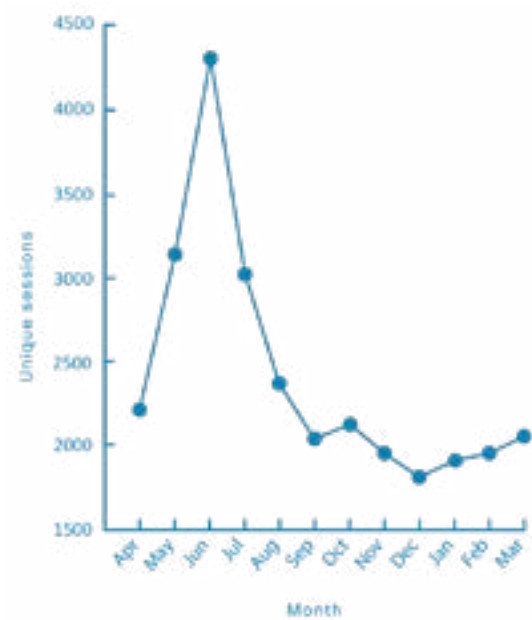
# ANALYTICS

## SOCIAL MEDIA

### WEBSITE VIEWS

April 2018–March 2019

(UNIQUE SESSIONS)



### SOCIAL MEDIA

	As at March 2019	As at December 2019
FACEBOOK LIKES	1,510	1,623
TWITTER FOLLOWERS	1,134	1,203
YOUTUBE SUBSCRIBERS	339	359
INSTAGRAM FOLLOWERS	—*	582
LINKEDIN FOLLOWERS	—*	146

\*Data unavailable at this time



### YOUTUBE VIEWS

As at March 2018

124,607

As at March 2019

133,550

### TOP 10 YOUTUBE VIDEOS

By total number of views as at March 2019

Video	Views
Sir Paul Callaghan – StrategyNZ: Mapping our Future – March 2011	52,826
Sam Morgan – Why live and work in New Zealand? (18/24)	6,526
Sam Morgan – Sam's story: entrepreneurship and philanthropy (1/24)	3,902
Dr Apirana Mahuika – Why we need relationships rather than partnerships (2/6)	2,901
Peter Ho 26 July 2012 Governing for the Future: What Governments can do	2,870
Sir Mason Durie – StrategyNZ: Mapping our Future – March 2011	2,681
Sam Morgan – How important is research and development for business? (14/24)	2,530
Dr Peter Bishop interview – A Futures Studies Workshop, Washington DC 2008	1,862
Tony Alexander – StrategyNZ: Mapping our Future – March 2011	1,599
Chapter 1: Robert G. Eccles – Background to Integrated Reporting	1,398



# THE STAFF

AS AT MARCH 2019



WENDY MCGUINNESS  
Chief Executive



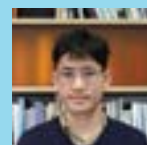
ELEANOR MERTON  
Head of Research



ELLA REILLY  
Editor



BECKY JENKINS  
Designer



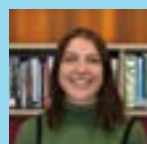
WEI KAI CHEN  
Research analyst



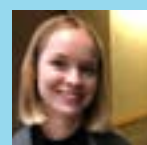
DANIELA RODRIGUEZ  
Office manager



HOLLY DIEPRAAM  
Research analyst



ISABELLA SMITH  
Research analyst



BILLIE MCGUINNESS  
Assistant designer



FREYA TEARNEY  
Research analyst



REUBEN BRADY  
Research analyst

As at March 2019, those working at the Institute have included: Aidan Beckett, Alessandra Cuccurullo, Alexandra Hollis, Ali Bunge, Alison Nevill, Amelie Goldberg, Angus McBryde, Annie McGuinness, Ashley Brown, Becky Jenkins, Becky McGuinness, Billie McGuinness, Caitlin Salter, Callum Webb, Caroline Boyd, Caroline Ward, Charlotte Greenfield, Chloe Davies, Chris Aitkin, Daniela Rodriguez, Dave Henley, Diane White, Eleanor Merton, Ella Lawton, Ella Reilly, Ella Spittle, Emily Fischer, Francesca Ancillotti, Freya Daly Sadgrove, Freya Tearney, Gillian McCarthy, George Spittle, Grace White, Guy Chisholm, Hanna Butler, Hannah Murphy, Hannah Steiner-Mitchell, Hayley Vujcich, Helena Hallagan, Holly Diepraam, Isabella Smith, James Tremlett, Jamie Winiata, Javier Villaouta Sandoval, Jean-Charles Perquin, Jeremy Todd, Jessica Prendergast, Jo Foster, Jo Garty, Joe McCarter, Josie McGuinness, Karri Shaw, Kate Hall, Kate McGuinness, Kelly Gordon, Kieran Stowers, Kirstie McGuinness, Lara Rapson, Lisa Bazalo, Liz Allan, Louise Grace-Pickering, Lucy Foster, Luke Herlihy, Lydia Nobbs, Madeleine Foreman, Mahina-a-Rangi Baker, Maree Grigg, Maria English, Maria Gorham, Mark Newton, Meghan Collins, Mia Gaudin, Michelle Bazalo, Miranda Voke, Miriam White, Mitchell Lee, Nick Preval, Nick Shackleton, Nicola Bradshaw, Niki Lomax, Patrick Farrell, Patrick Shonakan, Patrick Walsh, Paul Neason, Penny Garty, Perrine Wilkinson, Renata Mokena-Lodge, Reuben Brady, Rhett Hornblow, Richard Shonakan, Rory Sarten, Rose Baylis, Ryan Gallagher, Sally Hett, Sarah Garty, Sarah Hall, Sarah Wilson, Sophie Peat, Sophie Taylor, Stephanie Versteeg, Sun Jeong, Susie Kriebble, Wei Kai Chen and Willow Henderson.

# THE STAFF

Since April 2018, the Institute has had a number of staff changes:

**June 2018:** Communications advisor Caitlin Salter left the Institute to pursue her journalism career in Auckland.

Research analyst Nicholas Shackleton left the Institute to pursue life as a freelance photographer and creative.

**July 2018:** Workshop manager Sophie Peat left the Institute to go on maternity leave with her first child.

Past intern Wei Kai Chen returned to the Institute as a research analyst.

**August 2018:** Kate McGuinness joined the Institute to assist with the *Āpōpō Journal* and social media. She has since gone on maternity leave with her second child.

**September 2018:** Holly Diepraam joined the Institute as an intern after being a participant at the *WakaNZ* workshop. She holds a Bachelor of Cultural Studies (Hons) in Māori and Indigenous Studies from the University of Canterbury, and became a full time research analyst in January 2019.

**October 2018:** Ashley Brown left the Institute, having been our designer since 2016 and becoming a key member of the management team over that time.

Billie McGuinness joined us as an assistant designer while she completes her Bachelor of Visual Communication Design (Hons) at Massey University.

**December 2018:** Research analyst Emily Fischer left the Institute to take up a role at Vodafone in Auckland.

**January 2019:** Previous staff member Freya Tearney returned to the Institute as a research analyst after working in the UK.

**February 2019:** Head of Research Madeleine Foreman left the Institute at the end of the month to join the team at Stats NZ, having worked at the Institute since 2014.

Editor and research analyst Eleanor Merton stepped up to fill the Head of Research role.

Becky Jenkins joined us as our new full time designer after completing her Bachelor of Visual Communication Design (Hons) at Massey University.

Past intern Reuben Brady returned to the Institute as a research analyst after completing his studies at the University of Otago.

**March 2019:** Previous staff member Isabella Smith returned to the Institute as a research analyst after her travels in South America.

# THE LIBRARY

The McGuinness Institute is committed to providing a strong evidence base for our work. To support us in this, the James Duncan Reference Library was established in October 2009 and the collection has been growing rapidly since then. We reorganised our collection into three categories in July 2015.

- The gold category contains over 1,600 old and rare books, which range from histories of New Zealand to early editions of Mary Shelley's *Frankenstein*. These books have been collected by Wendy McGuinness over more than 20 years.
- The silver collection refers to books that are kept in the James Duncan Reference Library. These books mostly relate to New Zealand history, contemporary global and local issues, and the theory of future-thinking and strategy development.
- The bronze collection covers books that are kept in our main office and mostly relate to specific *Project 2058* projects.
- In addition to these three collections, the Institute also collects and provides access to digital publications including our own.

The Institute believes that New Zealand's future must build on its past and this is why our library, in all its forms, is so important to us. We plan to invest further in order to maintain and protect the quality of our collection. The collection has reached 5,335 books and publications and is still growing.



'Knowledge is the most democratic source of power'  
– Alvin Toffler

# INTERNATIONAL AFFILIATIONS

Our affiliations with international futurist organisations keep us at the forefront of global thought across many areas, including food security, innovation, international treaties, oceans and defence policy. We believe that as a small research institute in a geographically isolated country, it is essential to remain informed and to participate actively in conversations with influential foresight organisations.

## WORLD FUTURE SOCIETY (WFS)

In July 2010 the Institute became the New Zealand chapter of the World Future Society. The World Future Society is a non-profit, non-partisan, scientific and educational association of people interested in how social and technological developments are shaping the future. Wendy McGuinness presented at the 2010 Boston World Future conference about our overarching project: *Project 2058*.

Wendy also presented at the 2011 World Future Society Conference in Vancouver, where she was joined by Peter Bishop, Jessica Prendergast and Rory Sarten, who presented at the *StrategyNZ: Mapping our Future* workshop.

In July 2015 Wendy McGuinness, project manager Hannah Steiner-Mitchell and designer Sun Jeong attended the World Future Society Conference in San Francisco and presented our latest work on *TalentNZ*. This was an exciting opportunity to showcase New Zealand as a talent-based economy and share the great initiatives that are happening here.

## WORLD FUTURES STUDIES FEDERATION (WFSF)

Wendy McGuinness is an individual member of the WFSF, a global NGO that was founded in the 1960s to encourage and promote the development of futures studies as a trans-disciplinary academic and professional field in all parts of the world. It operates as a global network of practising futurists, researchers, teachers, scholars, policy analysts, activists and others from approximately 60 countries.

## ASSOCIATION OF PROFESSIONAL FUTURISTS

Wendy McGuinness is also a member of the Association of Professional Futurists. The Association of Professional Futurists is a global community committed to leadership and excellence in the futures field. Members provide unique perspectives to help people anticipate and influence the future.

# THANK YOU TO ALL OUR EXTERNAL REVIEWERS

We are very fortunate to receive help, advice and support from many experts who give their time to explore ideas, check the accuracy and completeness of facts, discuss our conclusions and suggest effective ways forward. For more information, please see our list of external reviewers and our external review policy on our website. Our external reviewers to date have included:

Dr Sharon Adamson, Warren Allen, Dr Eric Assendelft, Richard Athorne, Dr Susan Avery, Dr David Band, Jamie Band, Eric Barnes, Dr Felicity Barnes, Dr Anne Barnett, Tim Bennett, Jan Bieringa, Claire Bleakley, Cr Maxine Boag, Dr Michael Boland, Keitha Booth, Craig Bond, Alastair Boulton, the late Danny Boulton, Dr Rick Boven, Hon Max Bradford, Dr Janet Bradford-Grieve, Dave Breuer, Denise Brown, Rachel Brown, Deputy Mayor Vicki Buck, the late Sir Paul Callaghan (patron of the Institute), Dr Anna Campbell, Dr Todd Capson, Dr Rachel Carrell, Professor Lionel Carter (patron of the Institute), Dr Wayne Cartwright, Julian Carver, Dr Ralph Chapman, Dr Malcolm Clark, George Clement, Lyal Cocks, Kaila Colbin, Dr Anthony Cole, Professor Marston Conder, Dr Ronnie Cooper, Dr Guy Coulson, Cr Matt Cowley, Dr Andrew Coy, Cr Andy Cranston, Stephen Cummings, Yvonne Curtis, Dave Darling, Dr Peter Davies, Roger Dennis (patron of the Institute), Dr Elvira Dommissie, Alyson Douglas, Rod Drury, Cr Bev Edlin, Dr Gavin Ellis, Rob Enright, Alex Fala, Robin Falconer, Tony Falkenstein, Rachel Farrant, Tony Fenton, Cr Craig Ferguson, Jamie Ferguson, Janice Feutz, Gerald Fitzgerald, Jeanette Fitzsimons, Professor Jim Flynn, Dr Bob Frame, Iain Fraser, Moira Fraser, Kate Frykberg, Bruce Gilkison, Derek Gill, Cr Cath Gilmour, Pani Gleeson, Sir Peter Gluckman, Bronwen Golder, Linda Grammer, Stuart Grant, Mayor Winston Gray, Murray Gribben, Peter Griffin, Dr Kerry Grundy, Robin Gunston, Julie Hall, Andrew Hamilton, Associate Professor Paul Hansen, Myra Harpham, Professor Harlene Hayne, Dr Bronwyn Hayward (patron of the Institute), Cr Sandra Hazlehurst, Professor Jack Heinemann, Pat Helm, David Henry, Dr Robert Hickson, Tim Higham, Nolan Hodgson, late Sir Frank Holmes, Dr John Hood, Sophie Howard, Stephanie Howard, Mark Hucklesby, Margaret Hunn, Dr Beat Huser, Colin James, Dr Carwyn Jones (patron of the Institute), Lindis Jones, Professor Philip Joseph, Sam Judd, Colin Keating, Captain Paul Keating, Suze Keith, Shonagh Kenderdine, Adelle Kenny, Cr Tania Kerr, Jonathan King, Richard Kirkland, Dr Stephen Knight-Lenihan, Todd Kriebel (patron of the Institute), Dr Tahu Kukutai, Eleanor Laban, Fanny Lammers Van Toorenburg, John Lancashire, Cr Dr Ella Lawton (patron of the Institute), the late Dr Maggie Lawton, Associate Professor John Leader, Ngahuia Leighton, Cr Mick Lester, Jason Leung-Wai, Bridget Liddell, Dr Miang Lim, Chris Lipscombe, Cr Paul Lonsdale, Scott Macindoe, Liz MacPherson, Cameron Madgwick, Raf Manji, Dr Nick Marsh, the late Jan Lee Martin (patron of the Institute), Dr Andrew Matthews, Ross McCleod, Ann McCrone, Mark McGuinness, Dr Malcolm Menzies, Dr Ocean Mercier, Cr Clayton Mitchell, Jeremy Moon, Gareth Moore-Jones, Bill Moran (patron of the Institute), Cr Darlene Morgan, Sam Morgan, the late Lloyd Morrison, Tevita Motulalo, Professor Tim Naish, Bernie Napp, Alison Nevill (patron of the Institute), Kim Ngarimu, Dr Barbara Nicholas, Tim Nixon, Dr Patrick Nolan, Mike (MOD) O'Donnell, Dame Dr Claudia Orange (patron of the Institute), James Palmer (patron of the Institute), Dr Matthew Palmer, Dr Ashok Parbhu, Grant Paterson, Raewyn Peart, Dr John Peet, Sherie Pointon, Patrick Power, Becky Prebble, Kerry Prendergast, Dr Stephanie Pride, Stuart Prior, Peter Rankin, Wendy Reid, John Roberts, Dr Lin Roberts, Dr Mere Roberts, Cr John Roil, Professor Jacqueline Rowarth (patron of the Institute), Phil Royal, Dame Professor Anne Salmond, Katherine Sammler, Professor Caroline Saunders, Rob Schukard, Rodney Scott, Cr Pat Seymour, Judy Siers, Jeremy Silva, Professor Phil A. Silva, Wayne Silver, Chris Simmons, the late Kevin Simpkins (patron of the Institute), Jim Sinner, Liz Slooten, Morgan Slyfield, Dr Huhana Smith, William George Soltau, Vaughan Stagpoole, Jack Steer, Hannah Steiner-Mitchell, Justin Strang, Roy Sye, Professor Jeff Tallon, Hon. Hugh Templeton, Simon Terry, Dr Peter Thompson, Dr Steve Thompson, Nat Torkington, Dr John Trail, James Tremlett, Frances Valintine, Damien van Brandenburg, Cr Lee Vandervis, Dr John Volpe, Simon Wakeman, Catherine Walker, Cath Wallace, Dr Jim Watson, Dr Sean Weaver, Malcolm Webb, Barry Webber, Mark Weldon, Dr Jez Weston, Cr Andrew Whitley, Hon Fran Wilde, Professor Richard J. Wilkins, Dr Morgan Williams (patron of the Institute), Dr John Wilson, Jane Wrightson, Graeme Wong, Ray Wood, Karl Woodhead and Bob Zuur.



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