

WENDY MCGUINNESS

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Profile

Wendy McGuinness, BCom, MBA and FCA, is the founder and chief executive of the McGuinness Institute. Originally from the King Country (Manawatū-Wanganui), Wendy completed her secondary schooling at Hamilton Girls' High School and Edgewater College. She went on to study at Manukau Technical Institute (gaining an NZCC), University of Auckland (BCom) and University of Otago (MBA), also completing environmental papers at Massey University. She became an Associate Chartered Accountant (ACA) in 1984, and was awarded a Fellowship (FCA) in 2009. Wendy has worked in both the public and private sectors, focusing on risk management, sustainable development and climate change.

In 2004, she established the McGuinness Institute as a way of contributing to New Zealand's long-term future. To further this endeavour, she attended five World Future Society conferences: Washington, D.C. (2008); Chicago (2009); Boston (2010); Vancouver (2011); and San Francisco (2015).

In 2025, Wendy was invited to become a member of the OECD Expert Group on Strategic Foresight.

Education & Qualifications

Otagawai School, Manawatū-Wanganui	Primary school, years 1–8
Hamilton Girls' High School, Boarding School	Secondary school, years 9–11
Edgewater College, Auckland	Secondary school, year 12
Manukau Technical Institute, Ōtara	New Zealand Certificate of Commerce (NZCC)
University of Auckland	Bachelor of Commerce (BCom)
University of Otago	Master of Business Administration (MBA)
Massey University	Additional papers in environmental ethics and philosophy
New Zealand Institute of Chartered Accountants	Chartered Accountant (ACA)
Institute of Directors in New Zealand	Five-day live-in course, 'Certificate in Company Direction', 2006
Leadership New Zealand	20-day forum, Leadership New Zealand Fellow, 2007
World Future Society, Washington, D.C.	Two-day course, 'Futuring' by Dr Peter Bishop, Futures Studies, University of Houston, 2008

World Future Society, Boston	One-day course, 'Wiser Futures: Using Futures Tools to Better Understand and Create the Future' by Dr Clement Bezold, founder of the Institute for Alternative Futures (IAF), 2009
New Zealand Institute of Chartered Accountants	Fellow Chartered Accountant (FCA), 2009
Harvard Business School, Boston	Five-day executive education program, 'Driving Corporate Performance: Aligning scorecards, systems and strategy', 2010
Real World Risk Institute, New York City	Five-day course, 'Mini-Certificate in Real World Risk Management', by Nassim Nicholas Taleb, author of <i>The Black Swan</i> and <i>Antifragile</i> , 2017
London School of Economics	Five-day intensive course, 'Global Macroeconomic Challenges', 2018
London School of Economics	Five-day intensive course, 'Behavioural Economics and the Modern Economy', 2018

Memberships

New Zealand Institute of Chartered Accountants
Royal Society Te Apārangi

Previous boards & other enterprises

2002	Member, Taskforce on Sustainable Development Reporting
2003–2004	Chair, New Zealand Institute of Chartered Accountants National Sustainable Development Reporting Committee
2004–2009	Judge, Sustainability Awards
2005–2007	Councillor, New Zealand Institute of Chartered Accountants
2006	Wellington Convenor, New Zealand Institute of Chartered Accountants Sustainability Working Group
2006–2007	Member, Ministry for Economic Development Buy Kiwi Made Campaign reference group
2006–2007	Co-convenor, Sustainable Aotearoa New Zealand (SANZ)
2006–2016	Board Member, Katherine Mansfield Birthplace Society
2007–2008	Advisory Group, Faculty of Commerce & Administration, Victoria University of Wellington
2008–2011	Board member, New Zealand Futures Trust
2009–2016	Board member, Natural Step
2009–2012	Advisory Group, Statistics New Zealand, Measuring Sustainable Development Project
2019	Member, Asia Pacific Foresight Group

Workshops and key events hosted by the McGuinness Institute

For more information see the [Institute's website](#)

2011	StrategyNZ: Mapping our Future
2012	EmpowerNZ: Drafting a constitution for the 21st century
2012	LongTermNZ: Exploring our long-term fiscal position
2013	LivingStandardsNZ: Aligning public policy with the way we want to live
2014	LocalNZ: Connecting youth committed to local government
2015	CivicsNZ: The Civics and Media Project
2015	TacklingPovertyNZ: Exploring ways to reduce poverty in New Zealand
2016	ForesightNZ: Untangling New Zealand's long-term future
2016	Government Department StrategyNZ: Strengthening strategy stewardship in the public service
2016	TacklingPovertyNZ: Regional workshops
2017	WakaNZ: Navigating with foresight
2019	TCFD: Practical Steps for Implementation
2020	A Near Horizon: Seizing the opportunities and managing the risks in the transition to net-zero
2021	Establishing Aotearoa New Zealand's Reference Climate Scenarios
2021	Long-term Insights Briefings: A novel policy instrument to deal with foresight
2023	Brief to the Incoming Government (BIG Ideas)