



# Australia's International Business Survey 2015

## COUNTRY PROFILE REPORT: NEW ZEALAND

### Survey partners

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THE UNIVERSITY OF  
SYDNEY

# ABOUT THIS REPORT

Australia's International Business Survey 2015 is the follow-up to the inaugural survey of Australia's international businesses published in 2014.

The findings of this report are distinctive and significant because they provide key insights into the nature, needs, concerns and future plans of the overall Australian international business community from the company perspective.

The report is based on a survey conducted in late 2014 which resulted in the collection of fully completed and validated responses from 1,237 companies involved in international business.

AIBS 2015 was commissioned by the Export Council of Australia (ECA), with the support of our partners, Austrade and EFIC (Export Finance and Insurance Corporation), and was conducted by the University of Sydney (USYD). Australia's International Business Survey 2015.

For more information on the survey methodology, see Appendix D.

## AIBS 2016

The 2016 AIBS survey will be launched in October. Please register your interest in participating by subscribing to the ECA database at [www.export.org.au](http://www.export.org.au)

## ACKNOWLEDGEMENTS

The Export Council of Australia and survey partners would like to thank the many export companies who took part in the survey and made it a success.

## DISCLAIMER

The information presented in this report is based on information received from a survey which was conducted in late 2014.

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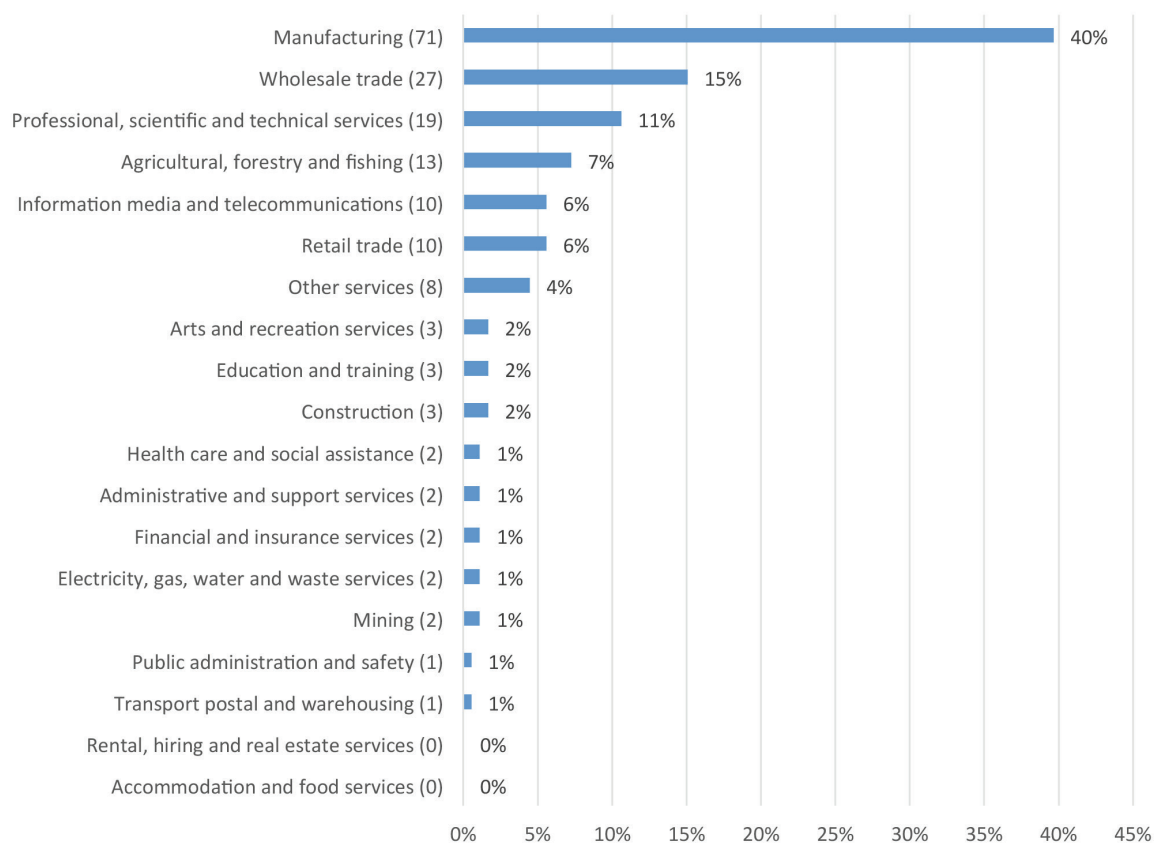
## APPENDIX B: COUNTRY PROFILES

## NEW ZEALAND

Around 14 per cent of companies surveyed identified New Zealand as one of their most important international markets. Forty per cent of these are manufacturing companies, and 15 per cent are engaged in wholesale trade (figure B-25). The top service sector that identified New Zealand as its first or second most important market is professional, scientific and technical services (11 per cent of respondents).

**Figure B-25 Main business of the company – New Zealand**

Survey question: What is the main business of your company?



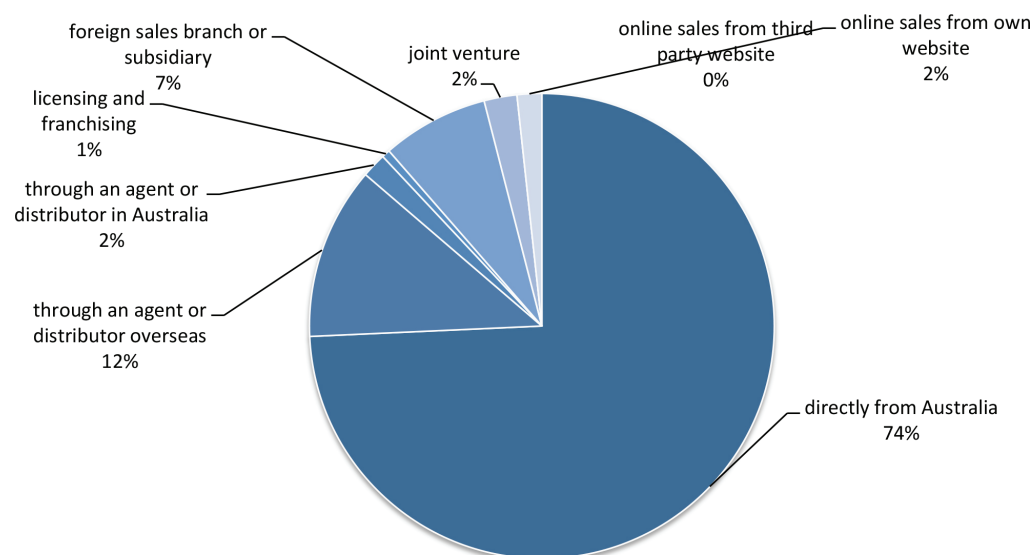
Number of responses = 179

Note: the sample consists of companies that identify New Zealand as either top 1 or top 2 country from which they have earned international revenue in the past year.

As Figure B-25 shows, most companies preferred to service their New Zealand market directly from Australia (74 per cent of respondents). There were some that conducted operations through an agent or distributor based in New Zealand (12 per cent of respondents), and others that established a foreign sales branch or subsidiary in the country (7 per cent).

### Figure B-26 Main mode of servicing exports to New Zealand

Survey question: What is the main mode of servicing for the top two countries from which you have earned international revenue in the past year?



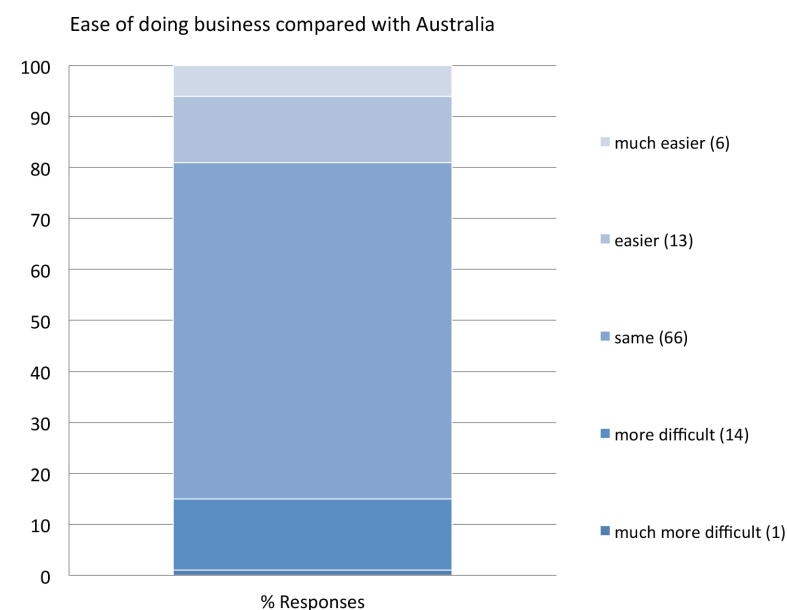
Number of responses = 175

Note: the sample consists of companies that identify New Zealand as either top 1 or top 2 country from which they have earned international revenue in the past year.

The majority of companies (66 per cent) perceived that doing business in New Zealand was the same as doing business in Australia (Figure B-27). Nineteen per cent found it easier or much easier, and 15 per cent found it more difficult or much more difficult compared to Australia.

### Figure B-27 Ease of doing business in New Zealand

Survey question: What is the ease of doing business for the top two countries from which you have earned international revenue in the past year?



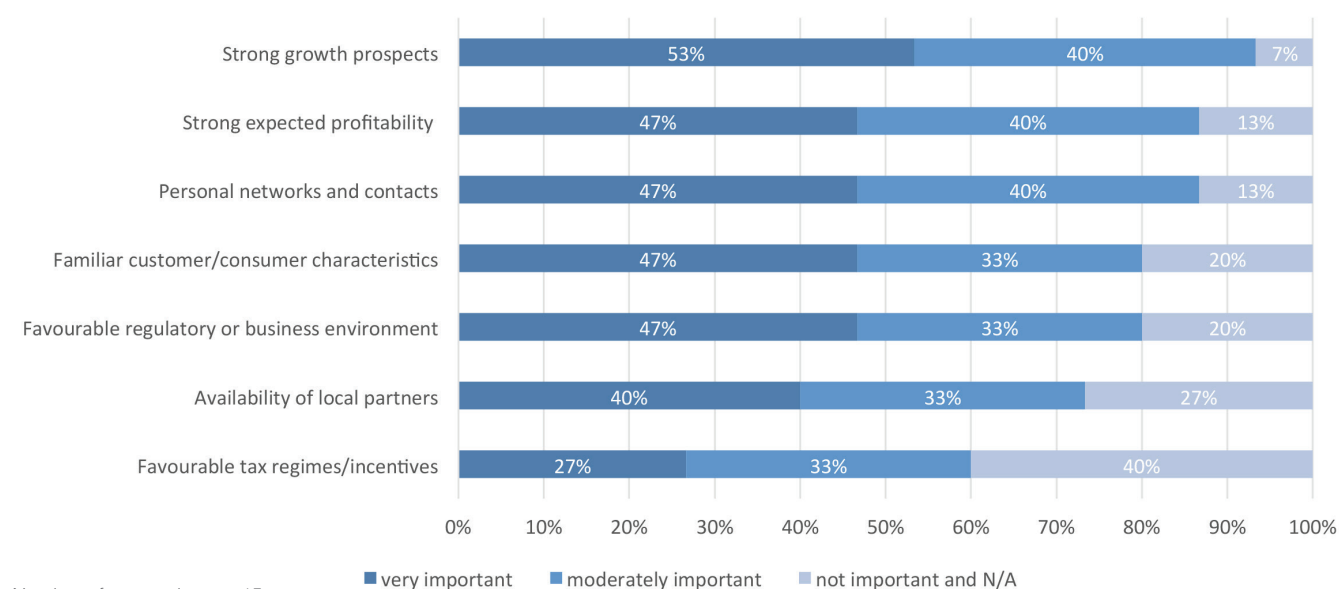
Number of responses = 176

Note: the sample consists of companies that identify New Zealand as either top 1 or top 2 country from which they have earned international revenue in the past year.

The prospect of strong growth in the country (cited by 53 per cent of respondents) is the main driver for companies to expand their business activities to New Zealand (Figure B-28). A favourable regulatory or business environment, familiar customer/ consumer characteristics, the presence of personal networks and contacts in the country, and strong expectations of profitability also emerged as important factors for expansion to New Zealand.

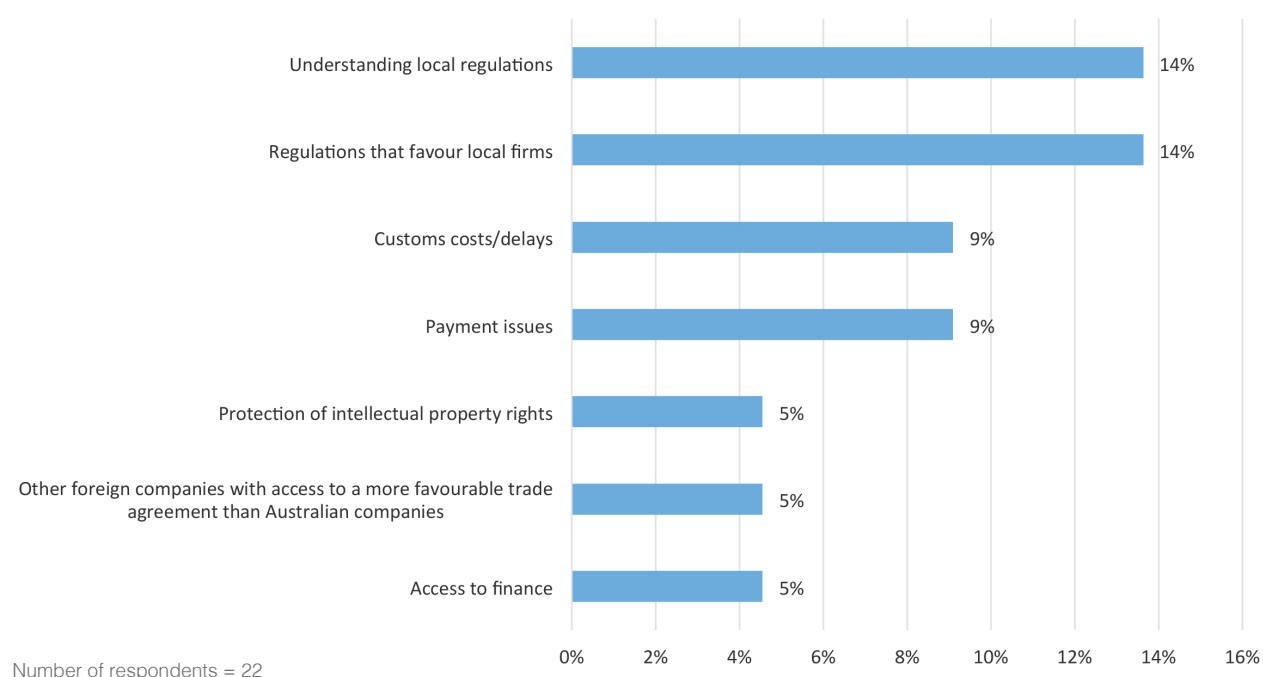
### Figure B-28 Key factors in targeting new country – New Zealand

Survey question: How important are the following factors in targeting your most important new country?



The top barriers to doing business in New Zealand as shown in Figure B-29 were related to understanding local regulations (cited by 14 per cent of respondents), and the presence of regulations that favour local firms (also cited by 14 per cent).

### Figure B-29 Barriers to doing business – New Zealand

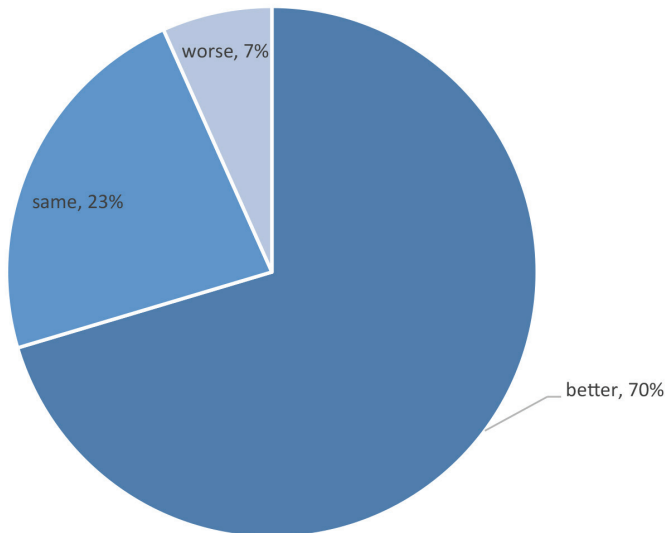


Respondents perceived the business outlook in New Zealand to be positive, with 70 per cent expecting business to get better (Figure B-30). Twenty-three per cent expect business to remain the same, while 7 per cent expected things to get worse.

## OUTLOOK

### Figure B-30 Overall outlook – New Zealand

Survey question: What is the overall outlook for your company's international operations in 2015 compared to 2014?



Number of responses = 179

Note: the sample consists of companies that identify New Zealand as either top 1 or top 2 country from which they have earned international revenue in the past year.