

Reset



A thought-starter for the
future of New Zealand
after COVID-19.







Our purpose

Fuelling New Zealand's Prosperity

Tītokona tō tātou tōnuitanga, mō
Aotearoa, mō tātou.

We believe that by helping New Zealand's enterprises, the public sector and our communities to succeed, our country will also succeed and prosper.

Reset

Our resounding view is that now is the time for New Zealand to reset.

To rethink our position in the world and to reconsider the stories we tell to the world, to each other and how we see ourselves.



Reset our message to the world

From

We've spent the last two decades telling the world that we're a nice place to visit. It served us well, and made global tourism an enormous export earner and employer for us.

From now on

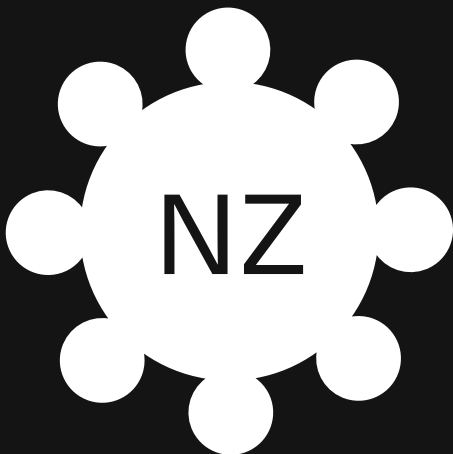
Those tourists aren't coming back in the near future. But suddenly, we're on the world stage for different reasons. We have the world's attention for our leadership and our response to this crisis. We have the opportunity to say:

Move your high-tech business here.

Move your talented people here.

Move your capital here.

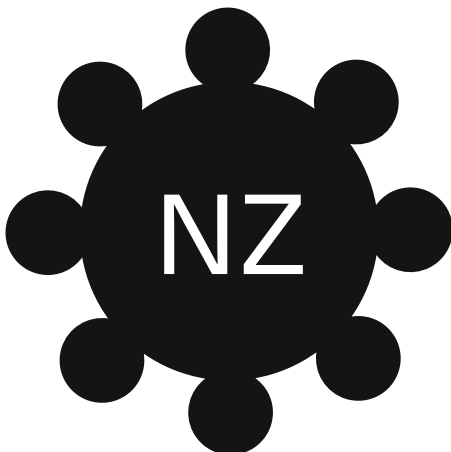
The world is listening.



Reset ourselves as a nation

From

We've had good growth in GDP, low unemployment and have taken some real steps to address our challenges with the environment. But we've struggled to generate high value jobs, struggled to make real gains in productivity, struggled to modernise our health, education and other services to our people, and we've had creeping growth in inequality between different groups within our society.



From now on

COVID-19 has made us think harder about our communities. It's harder to ignore the gaps and the cracks when they're expanding under our feet.

Let's reset our communities – the way we live, work, learn and interact.

Let's reset the way we deliver to our citizens and customers – digital, smart, everywhere, everyone.

Let's reset our relationship with our environment – real change, real action.

Let's choose not to go back.
Stay kind. Move faster. Get smarter.
Mō Aotearoa. Mō tātou.

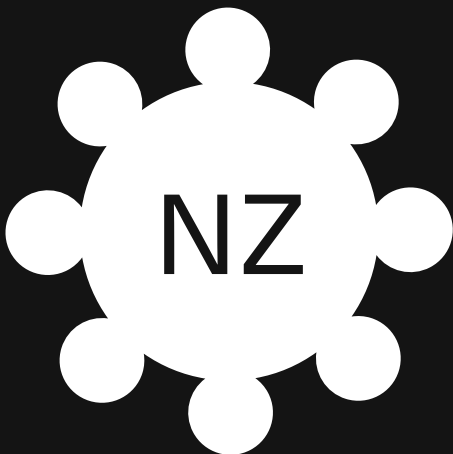
Reset our organisational DNA

From

We've made a good start on moving from volume to value. From low value food commodities to high value food tech and IP.

But it's been at the fringes.

COVID-19 showed up the fragility of two dominant markets. It showed up our lack of control over key supply chains. It showed up the weakness of our fragmentation and lack of collaboration.



From now on

As businesses, iwi, and government organisations, it's time for a tune up: time to collaborate.

Reset our ambition – we're well placed to beat most of the world out of this event and lead by example.

Reset our delivery model – digital everything, from education in Te Tai Tokerau to chilled fish to the door in Seoul.

Reset our skillbase – attract the world's best, and retrain and educate our own.

Reset our attraction of capital – there's plenty of it out there looking for a home.

RESET



How to navigate our future thinking

The details and substantiation for our observations and insights are recorded throughout.

Some are the summations and conclusions drawn from our many workshops, interviews, research and discussions. Many are framed within familiar business and strategy tools used to help identify them and some are simply captured as insights.

While not all the information and observations or insights contained within will be relevant for all, we felt it important to keep the data captured in developing this thought leadership, available for all.

We invite you to explore the sections that are relevant to you. The sections that intrigue you, that sit with you and make you think.

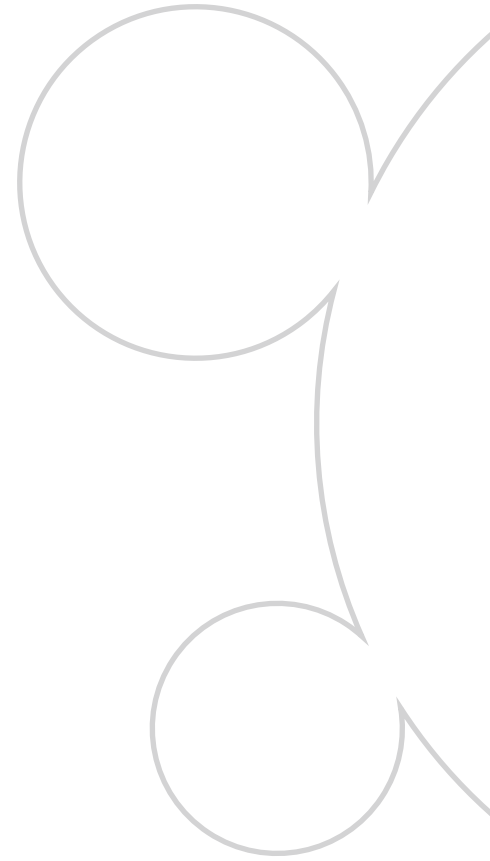
Our hope is to help provide you an informed and considered view of what the future may look like – allowing you to draw on the many insights and observations contained within, to help shape your own view and strategies both professionally and personally as we head into a exciting future.

Of course as a business passionate about helping New Zealand's business, enterprise and government succeed we welcome further dialogue – we invite the opportunity to help shape the many issues raised for your specific needs.

You will note that there are themes that recur throughout the various analysis, this is conscious, and are captured at several stages because they are significant issues and questions that as a country we will need to think about and deal with.

The questions about our future are where we need to spend our time, ensuring that we are asking the right questions to get the right outcomes. As Einstein said “If I had an hour to solve a problem I’d spend 55 minutes thinking about the problem and five minutes thinking about solutions.”

This is our 55 minutes.



Future thinking

THREE FRAMES OF REFERENCE

An in depth analysis of some of the key drivers and changes that we may see at Macro and Micro levels within New Zealand as a consequence of COVID-19.

THE THREE MEs

A look at how individuals will potentially change as Consumers, as Citizens and as Employees.

THE FIVE MYs

Changing Consumer behaviour in New Zealand.

FADES FRAMEWORK

A framework to help organisations plan and strategise for a Post-COVID-19 world across five key focus areas.

SECTORS

A closer look at the impacts to date and the future direction of key parts of the New Zealand Economy and Government.

