



Asia
New Zealand
Foundation

VISION

New Zealand confident in and with Asia

MISSION

Equipping New Zealanders to thrive in Asia

VALUE PROPOSITION

We equip New Zealanders to be more confident and engaged with Asia by enabling deeper connections, awareness and knowledge

Deepening connections

OUTCOME

New Zealand's relationships with Asian countries model the breadth and depth we share with Australia, Europe and the Americas.

INDICATORS

New Zealanders increasingly recognise the importance of Asia; not just in trade terms but culturally, socially (including through sports) and politically.

The Leadership Network grows in influence and connections.

Increasing number of schools developing Asian engagement capability.

Track II engagement seen as a valuable activity in connecting with wider New Zealand Inc.

Support for our programmes from influencers within business, political, government and social sectors increases and connections made to Asia-owned business in New Zealand.

Growing awareness/knowledge

OUTCOME

New Zealanders will be more Asia knowledgeable.
We are recognised as a key part of the ecosystem on Asia and New Zealand's relationships, both within New Zealand and the Asia-Pacific region.

INDICATORS

We are a key part of the 'ecosystem' for engagement with Asia by New Zealand stakeholders.

We connect people across a wide breadth of the New Zealand-Asia relationship.

Increased demand from stakeholders for engagement with our programmes.

We are increasingly sought for commentary or to connect to commentators on New Zealand/Asian relationship issues.

Our research is useful, relevant and authoritative for our stakeholders and beyond.



Organisational performance

OUTCOME

We become more relevant to our stakeholders and adapt as their needs change.

INDICATORS

Our organisational structure picks up opportunities and exits areas in response to stakeholder needs and Board direction.

Clear, agreed goals are set, measured against expenditure.

Stakeholders are prepared to consider investing more in our activities.

Growing confidence

OUTCOME

We are a key enabler of New Zealanders gaining confidence in their interactions with Asia.

They are more knowledgeable, attuned and understand Asia.

INDICATORS

More New Zealanders feel confident in engaging with Asia. They are more knowledgeable, attuned and understand Asia.

There is increased uptake of Asia working holiday programme opportunities.

There is an increase in school and tertiary students learning about Asia and studying an Asian language.

Conversations about the New Zealand-Asia relationship are more informed and common, in part driven by our research and outreach.

A growing pool of entrepreneurs interested and engaged in New Zealand/Asia relationships.

STAKEHOLDERS

Enablers – groups who allow the Foundation to do its work

- Governance members – including honorary advisors onshore and offshore
- Relevant politicians – Prime Minister, Minister of Foreign Affairs, Minister of Education, MPs
- NZ Inc senior officials working on Asia
- Current and potential funders
- Credible organisations in the Asia conversation space

Influencers – groups who can amplify conversations we want to have

- Experts on Asia in New Zealand
- Media, including Asian media in New Zealand
- Grant recipients – artists, journalists, academics and educators
- Cultural organisations with complementary goals, such as Creative New Zealand
- Business groups, such as chambers of commerce and business councils
- Entrepreneur (YBLI) and Leadership Network groups; te kahui Māori
- Educators – boards of trustees, principals, senior leaders, teachers
- Entrepreneurial eco-system, including Young Enterprise Trust
- Track II organisations (CSS, NZIIA, NZCCC)
- Universities, including Centers of Asia Pacific Excellence (CAPE) partners
- Stakeholders in Asia
- Social media influencers and youth commentators

End consumers – the groups whose behaviour we ultimately want to influence

- Young, would-be successful New Zealanders with potential in Asia (including groups such as Asia Savvy, Inspiring Stories, Young Enterprise)
- School and tertiary students who will or are making educational/career choices
- Decisions makers – those whose decisions will impact on New Zealanders knowledge of Asia (e.g. policymakers, parents, leaders)