

KANTAR PUBLIC



MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT
HĪKINA WHAKATUTUKI

National
SCIENCE
Challenges

THE DEEP
SOUTH

.....
Te Kōmata o
Te tonga

STAKEHOLDER PERSPECTIVES OF THE NATIONAL SCIENCE CHALLENGES

THE DEEP SOUTH

FINAL REPORT | AUGUST 2022

A QUALITATIVE STUDY



CONTENTS

SECTION 1 - STAKEHOLDER ENGAGEMENT	6
SECTION 2 - BEST RESEARCH TEAM COLLABORATION	13
SECTION 3 - VISION MĀTAURANGA	16
SECTION 4 - KNOWLEDGE EXCHANGE	19
SECTION 5 - COMPARISONS OVER THE YEARS	24
APPENDIX	26

CHALLENGE OBJECTIVE

To understand the role of the Antarctic and the Southern Ocean in determining our climate and our future environment



LAUNCHED

5 August 2014



FUNDING

Up to \$51.1 million over 10 years



HOST



COLLABORATION PARTNERS



Antarctica New Zealand



Manaaki Whenua Landcare Research

REPORTING ON THE PERFORMANCE OF THE SCIENCE FOR TECHNOLOGICAL INNOVATION CHALLENGE

This report provides a summary of stakeholders' perceptions of the performance of the Deep South Challenge. The findings and themes presented in this report are based on in-depth discussions with nine stakeholders.



Qualitative analysis seeks to explore and understand stakeholders' viewpoints rather than measure the extent to which they exist within the population of interest. This means we avoid using specific qualifications such as 'the majority' or 'the minority' in our reporting, although we may use 'a few' and 'some' to give an indication of the strength/intensity of a viewpoint. For example, 'a few' indicates a weaker perception and 'some' indicates a moderate perception.

While most points throughout this report are evidenced with quotes from stakeholders, not all points will have an associated quote. This is because not every stakeholder provided us with consent to use their quotes, or stakeholders did not necessarily articulate the point in a way that can be succinctly and clearly provided in a quote.

SUMMARY

1

STAKEHOLDER ENGAGEMENT

- The Challenge’s approach to engagement is genuine and personable.
- Stakeholders feel communication levels are frequent, and the Challenge provides ample opportunity for stakeholders and end users to access the tools and information needed.
- There is a call for priority setting to be more visible and accessible to those not involved, particularly to gain a better understanding of how objectives are realised.

2

BEST RESEARCH TEAM COLLABORATION

- The team is considered to be culturally responsive, interdisciplinary, and collaborative.
- There is potential for more specialists in the marine biology space.



3

VISION MĀTAURANGA

- Māori partners and end users describe the Challenge as mātauranga led.
- The Challenge is a good example of what it is to put te ao Māori as a central focus.
- Still room to continue to grow Māori networks and increase resource to support Māori engagement.

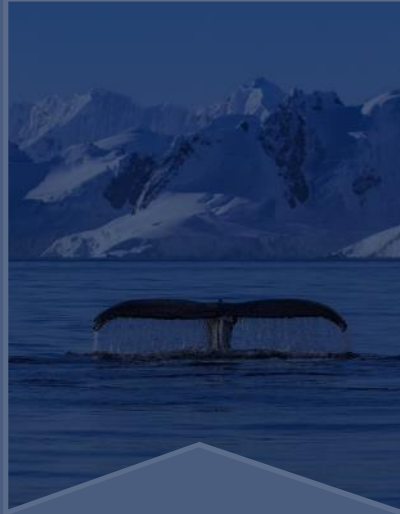


4

KNOWLEDGE EXCHANGE

- The Challenge facilitates ample opportunity for knowledge exchange internally.
- There is a call for outputs to become increasingly accessible to everyday people because of the output value.





SECTION 1

STAKEHOLDER ENGAGEMENT

Stakeholders we spoke with mostly come from the climate change space, with many having interdisciplinary backgrounds

- Stakeholder interaction with the Challenge is varied.
- Most stakeholders are involved in the climate change space, occupying advocacy roles, advisory roles, or activist roles.
- Their involvement in the Challenge is to either research solutions through project based work, to bring expertise in the areas of ecology and marine biology, or to seek research outputs in order to mobilise impactful change in their own industries and communities.
- Having an interdisciplinary background is prevalent amongst stakeholders, with most possessing experience in areas such as policy, science, and law.

“

“What has worked really well is the level of the active engagement of project participants, and the willingness of researchers to respond to public contact and to put themselves forward for conversations to elaborate or events to broadcast.”

Stakeholders speak highly of the Challenge's engagement

- The Challenge shows a hands on approach, with high levels of communication and engagement. It builds strong working relationships, and a culture where stakeholders feel they can reach out to the Challenge team when needed.
- At a project level, stakeholders experience great care from the Challenge team in meeting their needs, whether it's assisting with application writing, or connecting stakeholders with the correct information sources, their high levels of communication and appropriate support is felt.
- Stakeholders comment on the Challenge's willingness to be open to growth and change, particularly in the areas of te ao Māori and mātauranga Māori. This creates a particularly appealing and comfortable environment for Māori partners.

“

“Can't think of many negatives at all because [the Challenge] has been great to work with.”

“[Kaitakawaenga] and [Engagement Co-Lead & Kaitakawaenga] seem to be our go to source for checking things. And they are very, very good at quickly responding. And that is really appreciated.”

For the few stakeholders involved in priority setting, they consider their experience as positive

- Many stakeholders we spoke with were not involved in the priority setting process.
- For those involved, the priority setting process is seen as a ground up endeavour, with the Challenge being open to feedback from all channels. Their approach is seen as genuine and accessible, particularly in the areas of insurance and infrastructure. The Challenge involved a good representation of views to ensure a fair process.
- Stakeholders uninformed in the process would like more visibility on the processes used to gain a better understanding of how priorities were set and why. A few stakeholders feel Pasifika empowerment and mental health in particular are areas that should be prioritised in the Challenge’s resourcing.

“

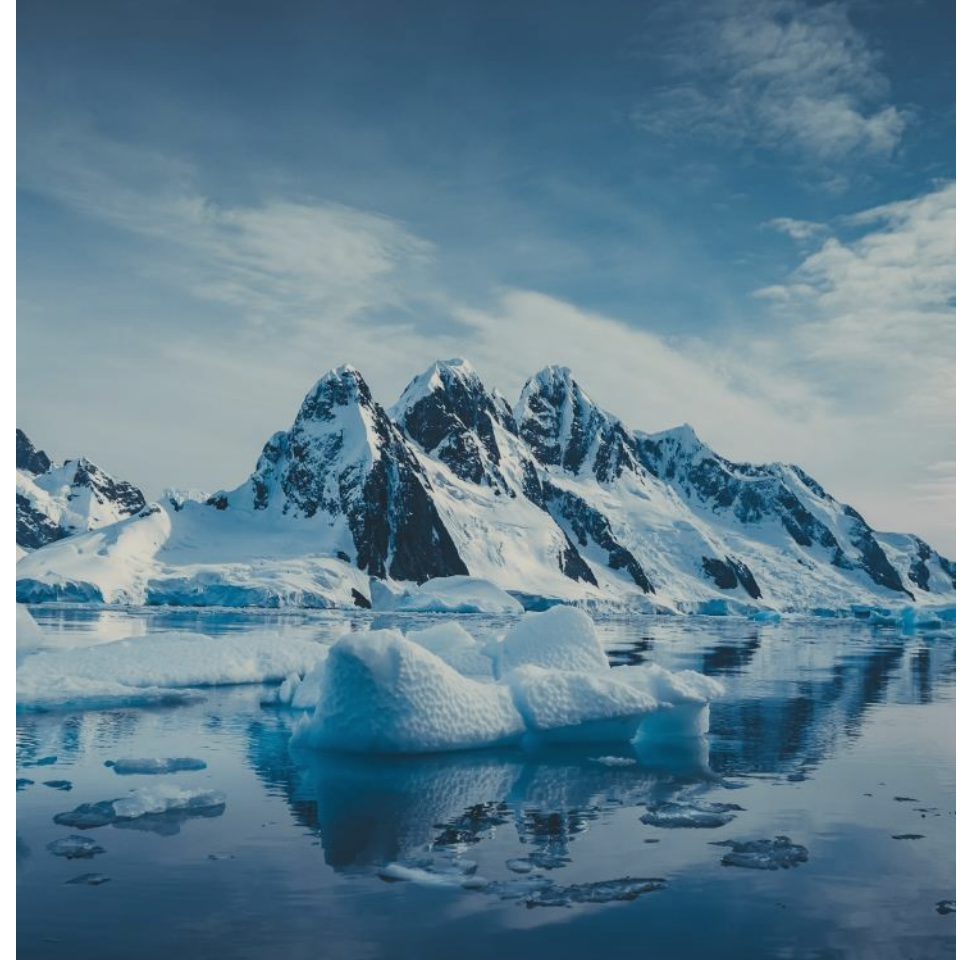
“They've done a really good job of getting a wide representative team there, a number of sectors of interested parties and affected parties. I thought that was a big tick. Well done to the Challenge staff to actually bring those perspectives from the various single purpose people through. So, I thought they did a good job on that.”

“They listened. They certainly listened. I didn't feel that they were saying ‘oh nah, it's [person's name] yapping on again’. There were questions. You can tell in the interactions with other people as well, genuine interest in finding out how things were.”

“Rather than just putting out a request for proposals on the Government tender service or other passive one way process of saying ‘we're calling for expressions of interest’, it was quite a meeting of minds. Those groups they were facilitating, they went into them without assumptions about what was likely to occur. And, it just allowed the discussion to percolate a bit to identify what some of the research priorities might be, but also where the expertise of the research community sat. So, it did seem a genuine two-way sense of setting priorities, rather than just calling for expressions of interest on a predetermined outcome.”

Co-design experiences are positive amongst stakeholders, where discussion and opportunities to collaborate are accessible

- When talking about co-design, most stakeholders comment that the process is independent of the Challenge. They describe co-design as taking place with their own communities for who the research has direct relevance, such as iwi/hāpu, industry stakeholders, or other researchers involved in the projects.
- A few stakeholders experience co-design within the Challenge. They feel comfortable with the process, involving two way discussion and collaboration. Examples include designing research questions in funding applications, and co-designing the research process framework.
- There is some comment about the political nature of science funding, and for this reason some researchers prefer to keep a degree of independence from the Challenge in the research design process.



Stakeholders have confidence the relationships formed via the Challenge will endure



- There is a strong consensus from stakeholders that relationships formed within the Challenge will endure beyond the existence of the National Science Challenges.
- Challenge leadership is seen as extremely helpful and knowledgeable. The leaders are personable and approachable. These attributes generate a high level of trust and confidence amongst stakeholders.
- There is also comment that many stakeholders have pre-existing relationships with those in the Challenge, which would continue to strengthen as a result of being involved.
- When first joining the Challenge, many project team stakeholders express positive impressions due to the Challenge’s genuine, personable approach to engagement.

“They were perfect. They are wāhine Māori so they were very relatable to me and my research project and very supportive.”

“The Representative User Group has introduced me to a whole lot of people that I would not have met probably, who are also interested and that provide a different dimension that I think ‘well, I didn’t think of that’.”

“I think that [Engagement Co-Lead & Kaitakawaenga], and [Kaitakawaenga] have a good understanding of what we wanted, and what we expect. They were able to really help us, and cater to us and our needs. From that view, I can definitely see a relationship with not only the people on the team, but also the Challenge extending beyond the confines of this project.”

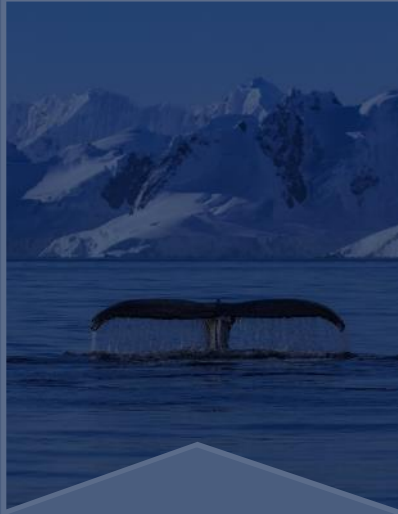
COVID meant the Challenge had to respond and adapt accordingly. Stakeholders are mostly positive about the Challenge's efforts, allowing the continuation of projects and networking in a virtual sense

- Wānanga were moved online and user groups continued to meet virtually, allowing Challenge relationships to continue to grow. Some stakeholders already worked predominantly online or from home, so were largely unaffected by the shift to an online environment. Others did feel the impact, such as those whose project involved face-to-face fieldwork or data collection. However, the Challenge was supportive of any delays or changes that needed to be made as a result.
- Positively, the COVID environment saw an increase in governance engagement as a result of increased accessibility by moving online.
- For stakeholders involved as project researchers, the Challenge was understanding and adaptable in its response to delayed or impacted timelines.

“

“It's that networking thing. You really have the ability to, if you meet face-to-face, there's downtime where you can actually have a bit of a side conversation. You can't do that, really when you're on a Zoom meeting.”

“Probably where I think it's more likely to have affected the Challenge is that they can't do that grassroots community consultation at the minute, or to the degree that they could. So less so I think from the governance side of things, but from the researchers and practitioners, that's probably where the impact is most acutely felt.”



SECTION 2

BEST RESEARCH TEAM
COLLABORATION

Stakeholders see collaboration as a strength of the Challenge, not only in the Challenge's leadership, but also at a project level

- The Challenge is seen to set high standards for being culturally responsive, collaborative, and interdisciplinary.
- Stakeholders highlight the high level of support they receive from the application process onwards, working collaboratively with Challenge partners to achieve their vision.
- Māori partners in particular note the team's effectiveness because of the care that is taken to ensure the integrity of project aspirations are maintained, whether their approach is mātauranga led or science led.
- The Challenge provides tailored support to meet stakeholders' needs, as opposed to a 'one size fits all' approach.
- A few stakeholders call for more collaboration across Challenges, to expose more people to the research, covering a broad range of issues, and enabling increased knowledge exchange.

“

“The real world doesn't acknowledge silos, and it doesn't acknowledge workstreams, and there's always interactions. One of the things that I had been pushing for quite a while was to see some collaboration between science challenges, particularly because the Deep South Science Challenge, everything that is covered in the other science challenges is affected by a changing climate.”

“It's pretty open, inclusive, and facilitative, would be how I would describe it.”

Challenge leadership is seen to have both expertise and networking capabilities

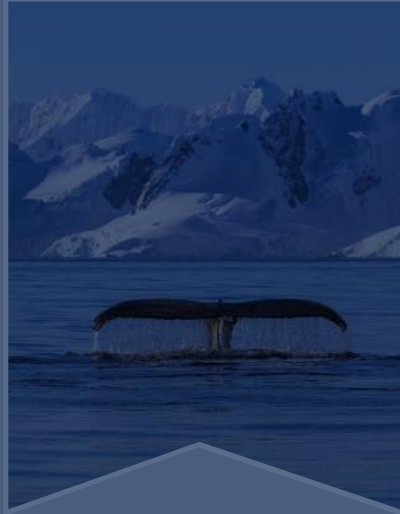
- Stakeholders describe the Challenge leadership team as ‘seamless and collegial’.
- There is some comment that the leadership team shows a great respect for the contributions of the members of the representative group.
- Key members of the Challenge leadership team are consistently mentioned for their positive impact, including the Vision Mātauranga programme lead, Engagement Co-Lead and Kaitakawaenga. Particularly for their support throughout the application process. Stakeholders feel they take the time to really understand their needs, as well as connect them to the right people.
- Conferences are another way in which the Challenge facilitates networking and knowledge exchange that is highly valuable to stakeholders. It provides an opportunity where researchers feedback to research users, and showcase what’s being done.

“

“I’d say there’s a lot of doctors up there. So, I know they have vast experience, and knowledge and all kinds of backgrounds. I think there’s wetland experts, there’s climate change experts. I’m not sure if I’ve met a marine expert up there yet.”

“The effort put in by the researchers to showcase what they had done, and to demonstrate value, and not just value in a ‘hey, we’ve done all this work for the money’, but what it means, the implications. That’s really where I got the biggest boost.”

“I think they’ve done a fantastic job. They have great technical and scientific support with experience in engaging with Māori. I think [Engagement Co-Lead and Kaitakawaenga] especially can reach across the board on all of those, because she has huge knowledge and experience academically, and she’s a strong wāhine for her own people. She’s particularly a great leader and mentor. She has supported me a lot to enable me to be more creative and think outside the box with my project planning and delivery, which is what we need when we are working within a kaupapa Māori framework. They’re a good team.”



SECTION 3

VISION MĀTAURANGA

Te ao Māori has become central to the functioning of the Challenge

- Stakeholders feel the Challenge has centralised te ao Māori in their approach to projects, funding, and leadership.
- Engagement with the Challenge has exposed researchers to a cultural lens and multi disciplinary view, where mātauranga and western science are equal.
- The Challenge has been seen to support wider engagement through Challenge wide wānanga.
- Stakeholders feel the Challenge has shown authentic and genuine engagement with Māori, and a number of Māori partners have already recommended the Challenge to other groups.

“

“I think they've done they've done a great job. I think they're doing a really, really good job with how they're doing. And it is because I do think they are mātauranga lead. So there is just a different value system that comes with that. And that's why I think it's become very organic and easy to engage with them, and why it's been so easy for them to engage with us.”

“Definitely [recommend to Māori organisations]. I already have recommended others to join the Challenge. My rohe (region) managed to get two groups from [location] into the Challenge, which was really cool.”

Māori partners in particular describe the benefits of the Challenge being mātauranga led, accommodating the needs of Māori and the kaupapa they bring to the Challenge.

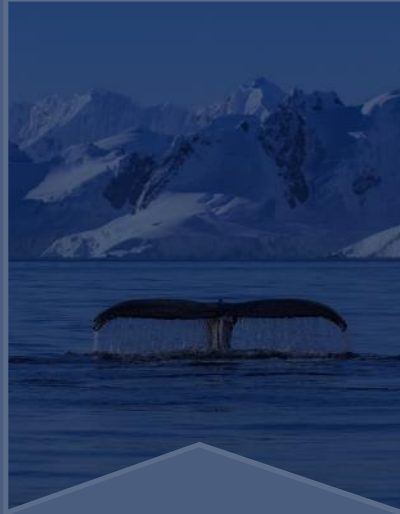


- Most stakeholders feel the Challenge’s Māori networks are well connected. However, there is some comment about needing greater representation of Māori adaptation specialists on the End User Representation Group.
- Māori partners feel the Challenge values and supports their involvement, creating a comfortable and welcoming environment that allows them to bring their whole selves and their kaupapa.
- To ensure the sustainability of their involvement, stakeholders comment that there is a need to ensure the Challenge appropriately resources Māori experts, to ensure they aren’t overburdened due to high demand.

“The Challenge is mātauranga led and everything complements that.”

“We found that over the last year in the Deep South Challenge, it sounded like they'd been given a bit of a kick to get more te ao Māori worldview research happening. They kept banging on to us about can you do more, we need to see Māori research. And we're like 'we've approached all these people, and none of them have time capacity to give to the project'. There's a real desire for that, but we're not sure exactly the best way to do it. There's not the people around to be able to do it. So we need to train more people up. But then, in terms of the best research team, you've got to make sure that the way that science funding in New Zealand goes, you typically have to have people with track records within their CV.”

“Have really worked to ensure Māori are accommodated in a Māori way.”



SECTION 4

KNOWLEDGE EXCHANGE

The Challenge facilitates many avenues for knowledge sharing and transfer, often enabling project teams to conduct their research more effectively.

- The Challenge has created many opportunities for knowledge exchange amongst researchers.
- At a project level, researchers have had access to a range of tools and resources to help mobilise their work. Tools include videography services, and resources include connecting with other scientists in the Challenge (i.e. forecasting information, hydrology). This is particularly helpful for Challenge members who may not come from a science background, and can utilise the skills and expertise of those in adjacent fields.
- Stakeholders who have been involved in the Challenge for a period of time express multiple opportunities to exchange knowledge. The Challenge shares frequent information about other projects, as well as teams themselves having opportunities to meet and network amongst themselves.
- Kahui Māori in particular facilitate monthly hui to create opportunities for community researchers to share their progress and learnings with other project teams, which is seen as highly valuable.
- Stakeholders note opportunities to exchange knowledge internationally, particularly in the realm of indigenous knowledge, as a result of involvement in the Challenge.

“

“I would anticipate that the findings are more available to a wider range of people, and more reflective of how the real world actually works, so therefore more valuable, add more value and more useful. As opposed to ‘we know that's an issue, but it's not in our brief, it's out of scope’. I hate that.”

“[The symposium] was quite a good sign poster for the existing research being carried out, so it did give a good snapshot of what the existing body of research was. And, whoever was in the room and was interested to follow up, it was quite clear how you'd go and take it a bit further.”

Stakeholders note the high quality of outputs produced by the Challenge, expressing confidence in their accessibility and value.

- Stakeholders feel research outputs are accessible, often citing the Challenge website as a great place to source information. There is some comment that stakeholders will often engage with research reports in their own time, outside of interactions with other project teams, due to their value.
- If stakeholders are unsure of where to find the relevant information for themselves, they are confident they can contact someone from the Challenge leadership to point them in the right direction.
- There is no doubt in the high quality of research produced by the Challenge, but stakeholders would like to see outputs become increasingly accessible to the public.

“

“You've got reports that are detailed, and you've got products that are quite accessible on the website, whether it's brief notes, or whether it's one page or a synopsis. You've got willingness to go out and go to events to publicise a work. And also, what I found, if I wanted to showcase a bit of work, I just rang the researchers up and say 'hey, are you available to come and talk to my [organisation]?' And they've done that.”

Stakeholders see potential for outputs to be scaled up nationally, as well as internationally.

- Stakeholders feel many outputs produced by the Challenge have potential to be scaled up at regional, national, and in some cases, at international level.
- Stakeholders feel outputs around adaptation decisions and modes of resilience can not only be applied to Māori communities in Aotearoa, but to indigenous communities globally.
- Stakeholders see the potential for scale up as not only possible, but also necessary to increase efficiency in the use of resource in the research space.

“

“[I think the outputs are accessible to non-scientist people] because they do have a Web presence, and those Web presence have brochures and things like that, of the research. And, it's written in an accessible way. It's just so many people are busy, so many things on.”

“I compliment the professionalism and the level of work which is coming out of the projects. I believe that is at a really high level.”

“I think if you're looking at the outputs, there certainly is delivery there. There is a canon of work now that the links to the web space. It's not spin. It represents work. So, I think it speaks for itself.”

Stakeholders believe the Challenge will have impactful outcomes, not only because of the research being produced, but also the way in which the Challenge engages with different communities to reach those outputs.

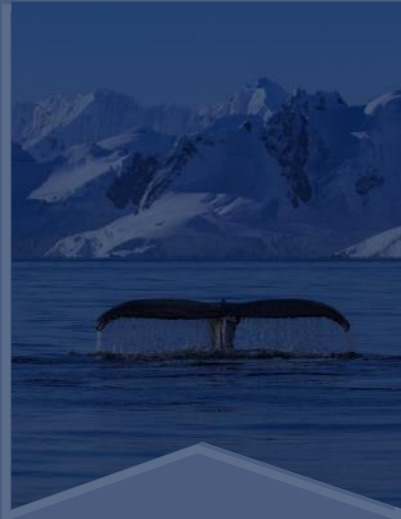


- The Challenge has set a good example for supporting engagement with Māori, and this is one of the key positive impacts that has been achieved according to stakeholders.
- Some stakeholders see impact because there are specific outputs they are waiting for, which they believe will create impactful outcomes upon implementation.
- A few stakeholders comment on the shift from the Challenge’s focus on Antarctica and global change to Aotearoa and its communities, which is seen to have more national impact.

“I think they're setting a really good example for how to 'meaningfully' engage with Māori. I've never seen so much support towards iwi and hāpu leading their own research, and they don't want another entity, or another Crown Research Agency engaging with Māori. They want Māori engaging with Māori, which prevents misconceptions of our knowledge when others articulate our mātauranga. So Māori 'communities' are governing, creating and leading the their own research ideas and inviting others to join where it is appropriate and useful.”

“The Deep South outputs will be impactful for New Zealand. There's a caveat there. It's like you can lead a horse to water, but you can't make them drink. You can have the information out there. You can publicise it, but until there is a political will to actually make changes, it will be 'oh, thank you'. Some people will pick it up, but we will be very grateful one day when we decide that, yes, we really do need to do something and 'oh wow, we've already got the stuff to fall back on'.”

“Overall, it has shifted more to how it impacts on Aotearoa and communities. That social science more and really understanding impacts, like insurance retreat. It is really important work.”



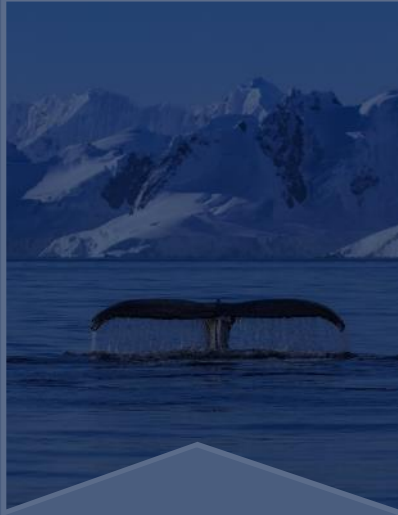
SECTION 5

COMPARISON OVER THE YEARS
(2018 – 2022)

A continued
'hands on' approach
to stakeholder
engagement,
alongside the
continued focus on
centralising te ao
Māori, is key to the
Challenge's success



- Relationships formed in the Challenge continue to be fostered by open communication and stakeholders feeling valued.
- Te ao Māori continues to be central to the Challenge's kaupapa, with engagement capabilities increasing.
- Māori partners feel encouraged and supported in their involvement in the Challenge at a project level; at a Leadership level the Challenge should continue to be mindful of resourcing them appropriately.
- Outputs should continue to be made more accessible to everyday people because of their value.

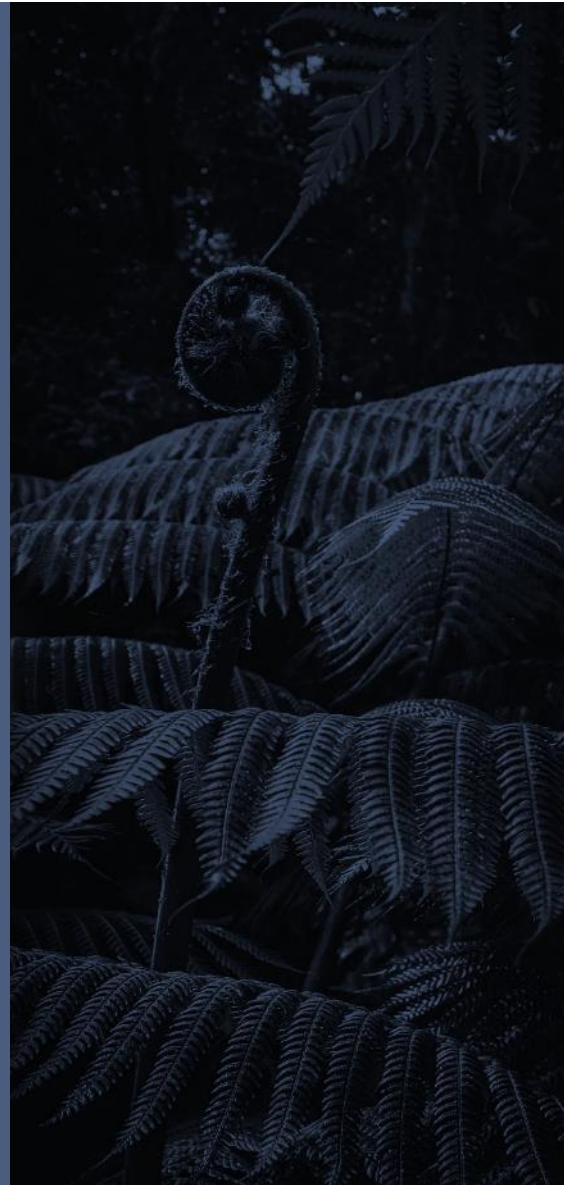


APPENDIX

REVIEWING THE NATIONAL SCIENCE CHALLENGES' PERFORMANCE

The National Science Challenges (NSCs) have been set up to focus research efforts on a series of goals that, if achieved, will have a major and enduring benefit for New Zealand.

There are 11 Challenges in total, incorporating a range of goals including improving the health of all New Zealanders, advancing our economic growth, protecting our unique environment and encouraging innovation and sustainability.



- The Ministry for Business Innovation and Employment (MBIE) conducts reviews of the NSCs to monitor and assess their progress and performance. Alongside other inputs, Kantar Public (formerly Colmar Brunton) conducts stakeholder engagement research to provide feedback on the NSCs' performance.
- Kantar Public (formerly Colmar Brunton) was commissioned to undertake stakeholder surveys in 2016 and 2017. The quantitative approach of the 2016 and 2017 surveys yielded low sample sizes.
- Consequently, MBIE moved to gather richer and more detailed information about individual Challenges and stakeholder perceptions through qualitative research in 2018, 2020 and 2022. In 2018, up to five stakeholders per Challenge were interviewed. For the 2020 and 2022 research, this was expanded to 10* per Challenge.
- This document reports on the findings of the 2022 research.

RESEARCH PURPOSE

Understanding stakeholders' perspectives of the National Science Challenges' performance

SPECIFICALLY, MBIE HAS IDENTIFIED THE FOLLOWING AREAS IT WANTS TO UNDERSTAND:

1

STAKEHOLDER INTERACTION WITH THE CHALLENGES

- How have stakeholders interacted with the Challenges?

2

STAKEHOLDER ENGAGEMENT

- How effectively have stakeholders been involved in the Challenges' priority setting and co-design of research?
- How have the Challenges managed the impact of COVID?
- What is the endurance of working relationships?

3

BEST RESEARCH TEAM COLLABORATION

- How effective is the leadership?
- Do the Challenge research teams have an appropriate skill mix?
- How collaborative are the research teams?

4

VISION MĀTAURANGA

- Do the Challenges embrace and reflect te ao Māori?
- How and to what extent are Māori engaged with the Challenges?
- How do the Challenges value and use mātauranga Māori?

5

KNOWLEDGE EXCHANGE

- How have outputs been used?
- What's the knowledge exchange?
- What is the technology development?
- Is there potential to scale up nationally and internationally?
- How will knowledge be used in the future?
- In what ways will there be impactful outcomes for Aotearoa?

A QUALITATIVE RESEARCH APPROACH:

We conducted **104 in-depth interviews** with stakeholders from all 11 Challenges.

RECRUITMENT

- Each NSC identified at least 15 stakeholders to establish a pool of potential participants.
- From these, MBIE selected at least 15 stakeholders per Challenge, and invited them to participate in the research. MBIE sent these stakeholders an initial notification (via email) to introduce the research and encourage participation.
- After initial contact from MBIE, Kantar Public (formerly Colmar Brunton) conducted phone and email recruitment to invite stakeholders to undertake a Zoom, Teams or phone interview.
- Once the initial appointment was made, Kantar Public (formerly Colmar Brunton) followed up with an email confirmation that contained project information on the research and details of the research team.
- Stakeholder availability and participation for some Challenges was adversely affected by COVID-19.
- Replacements for stakeholders unable to take part in the research were identified by MBIE from the initial pool of potential participants.

FIELDWORK

- The topic guide for the interviews was designed in collaboration with MBIE and focused primarily on the key research objectives identified.
- Before the start of each interview, Kantar Public (formerly Colmar Brunton) researchers obtained consent from stakeholders to record the interview. Kantar Public sought permission to use stakeholders' quotes in the reporting. Where relevant, Kantar Public provided stakeholders with the opportunity to review and approve their quotes before inclusion in the research.

NATIONAL SCIENCE CHALLENGE	STAKEHOLDERS INTERVIEWED
A Better Start	9
Ageing Well	8
Building Better Homes, Towns And Cities	10
Healthier Lives	10
High-Value Nutrition	10
New Zealand's Biological Heritage	10
Our Land And Water	10
Resilience To Nature's Challenges	9
Science For Technological Innovation	9
Sustainable Seas	10
The Deep South	9
TOTAL	104

All 104 interviews were conducted over Zoom, Teams or on the phone. Each lasted up to one hour. The interviews took place between March and May 2022.



IMPORTANT INFORMATION

RESEARCH ASSOCIATION NZ CODE OF PRACTICE

Kantar Public practitioners are members of the Research Association NZ and are obliged to comply with the Research Association NZ Code of Practice. A copy of the Code is available from the Executive Secretary or the Complaints Officer of the Society.

Confidentiality

Reports and other records relevant to a Market Research project and provided by the Researcher shall normally be for use solely by the Client and the Client's consultants or advisers.

Research Information

Article 25 of the Research Association NZ Code states:

- a. The research technique and methods used in a Marketing Research project do not become the property of the Client, who has no exclusive right to their use.
- b. Marketing research proposals, discussion papers and quotations, unless these have been paid for by the client, remain the property of the Researcher.
- c. They must not be disclosed by the Client to any third party, other than to a consultant working for a Client on that project. In particular, they must not be used by the Client to influence proposals or cost quotations from other researchers.

Publication of a Research Project

Article 31 of the Research Association NZ Code states:

Where a client publishes any of the findings of a research project the client has a responsibility to ensure these are not misleading. The Researcher must be consulted and agree in advance to the form and content for publication. Where this does not happen the Researcher is entitled to:

- a. Refuse permission for their name to be quoted in connection with the published findings
- b. Publish the appropriate details of the project
- c. Correct any misleading aspects of the published presentation of the findings

Electronic Copies

Electronic copies of reports, presentations, proposals and other documents must not be altered or amended if that document is still identified as a Kantar Public (formerly Colmar Brunton) document. The authorised original of all electronic copies and hard copies derived from these are to be retained by Kantar Public (formerly Colmar Brunton).

Kantar Public New Zealand is certified to International Standard ISO 20252 (2012). This project will be/has been completed in compliance with this International Standard.

This presentation is subject to the detailed terms and conditions of Kantar Public, a copy of which is available on request or [online here](#).

KANTAR PUBLIC

