

**Ambition in New Zealand 2014**  
NZ business Leaders

Prepared for ASB





# Methodology

- Online self-completion surveys were sent out to a number of CEOs or business leaders throughout New Zealand.
  - Lists of contacts purchased from an external provider
- A total of 443 completed surveys were received.
- Of these, 25% founded the business that they currently work in.



# Executive Summary

- In their definition of 'ambition', one in five mention some aspect of being the best, or better. 'Growth', 'Goals', and 'Success' are also mentioned relatively frequently
- The majority agree that NZ business people are ambitious (71%).
  - Kiwis' ambition is demonstrated by work ethics, determination, innovativeness, and desire to succeed and be the best.
- In terms of NZ's size, over half (56%) agree that NZ is at least big enough to grow a local or national business. However, a quarter feel NZ is too small.
- Having a boat, a Bach and a BMW would only make 18% of business leaders happy, and a similar proportion (79%) say they are more concerned about achieving a great lifestyle for their family than conquering the world.
- In terms of business ambitions, a quarter of company founders say that when setting up their business, they wanted to be the best in the industry, while 23% mention something to do with lifestyle and 19% mention money or profitability.
- Amongst those who did not found the business they lead, being successful tops the list of ambitions when they started their career. A desire to learn and grow personally, and to make a difference also sit near the top of the list.



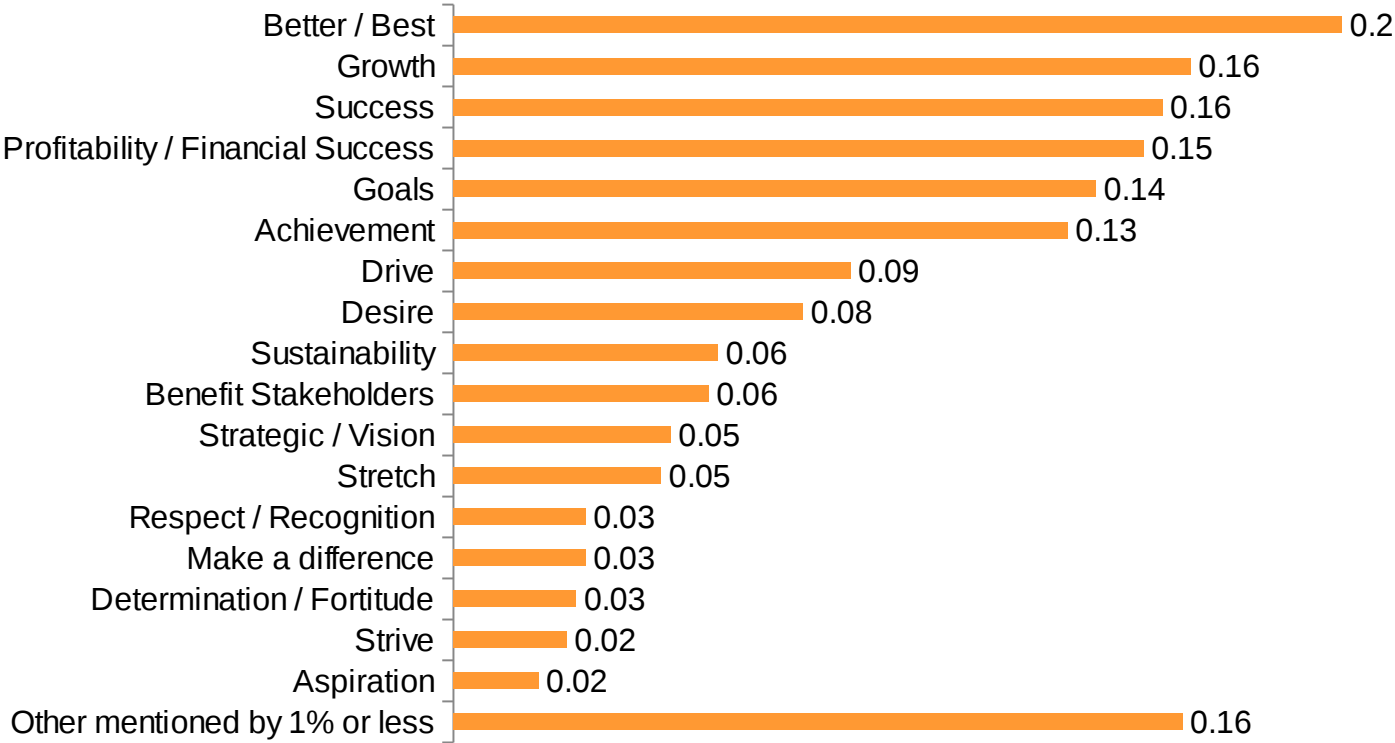
# Executive Summary

- Business Growth tops the list of current main ambitions for respondents' businesses (41%), with a further 19% naming profitability and 10% naming financial success.
  - However, many other non-financial goals are also apparent, such as customer service, employee development and industry leadership
- Over a third of respondents say their financial goal for the business is growth or greater profitability (38%).
  - However, a quarter view their financial goals in terms of quality of life (retirement or independent lifestyle)
- Half of participants rate being the leader in their industry as one of the top three goals, and 19% rate it as no 1. However, the same proportion rate cracking the local market as no 1.
  - Going global is a niche driver, with 39% ranking it bottom of the list.
- While over half plan to achieve the creation of new products/services, or double digit revenue growth, spending more time with family tops the list of intentions (60%)
  - Asia is the dominant intended market for respondents selecting 'new markets', followed by the Americas (primarily the US). However, a wide range of new industries are also named, but none stand out as being a dominant target
  - Public placement / IPO is identified as the primary means of raising capital, selected by over a third (37%).
  - Expected CAPEX spend for those who selected the option peaked around \$2-10M, but a quarter selected amounts above \$10M.
- Staff retention, IT & Innovation, and Marketing are the most desirable types of information to assist in business goal achievement.



In their definition of 'ambition', one in five mention some aspect of being the best, or better. 'Growth', 'Goals', and 'Success' are also mentioned relatively frequently.

*Ambition is...*





Ambition is...



N=474

The majority agree that NZ business people are ambitious (71%).

Kiwi's ambition is demonstrated by work ethics, determination, innovativeness, and desire to succeed and be the best.

*How do they display this (answered 'yes') (Open ended)*



71% agree New Zealand business people are ambitious







In terms of NZ's size, over half (56%) agree that NZ is at least big enough to grow a local or national business. However, a quarter feel NZ is too small.

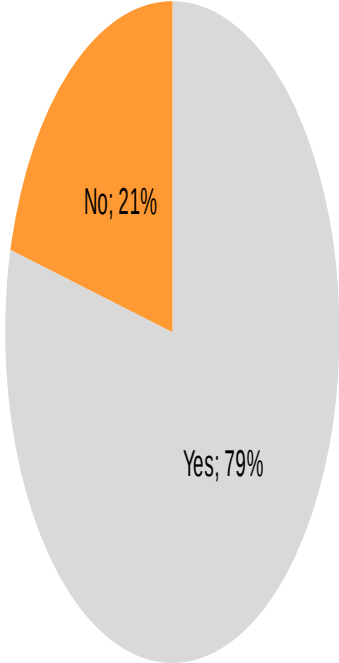
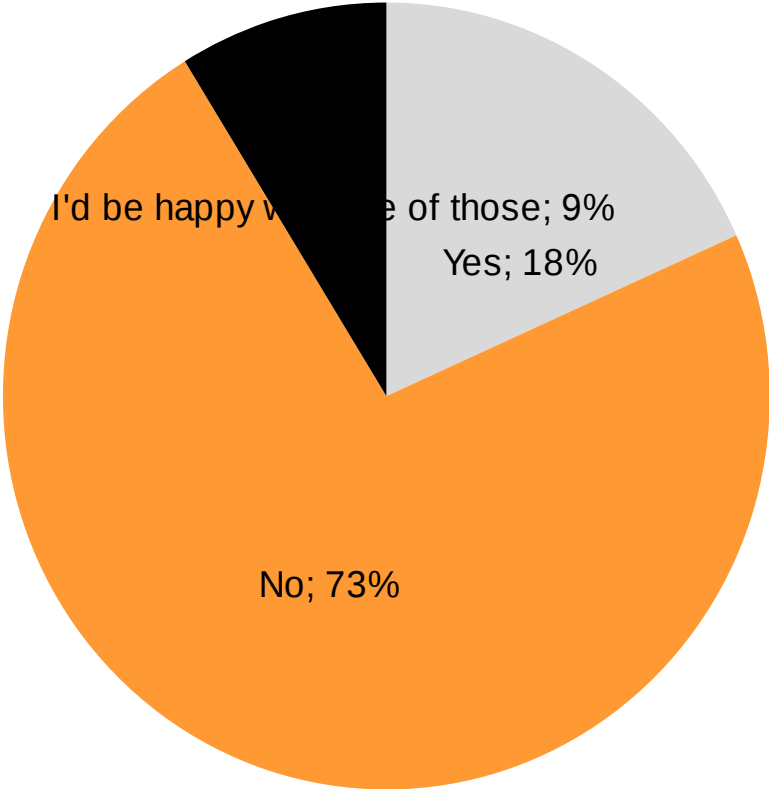
*Please respond to the following multi-choice statement: New Zealand's size is:*





Having a boat, a Bach and a BMW would only make 18% of business leaders happy, and a similar proportion (79%) say they are more concerned about achieving a great lifestyle for their family than conquering the world.

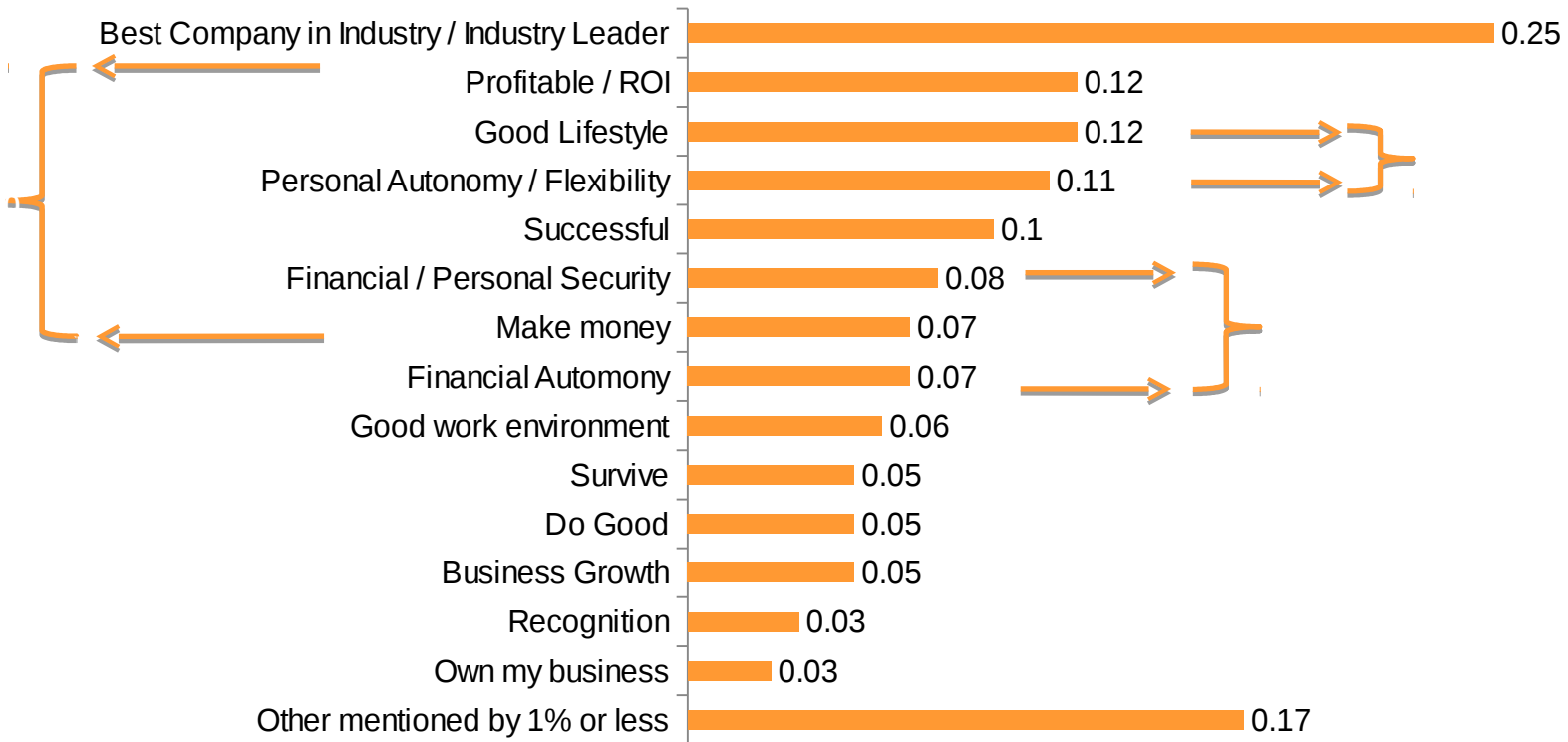
*If I had a boat, a bach and a BMW I'd be happy: am more concerned with achieving a great lifestyle for my family than conquering the world:*





In terms of business ambitions, A quarter of respondents say they wanted to be the best in the industry, while 23% mentioned something to do with lifestyle and 19% mentioned money or profitability.

*What was your ambition when you started your business (Business Founders) (Open ended)*







Amongst those who did not found the business they lead, being successful topped the list of ambitions when they started their career. A desire to learn and grow personally, and to make a difference also sat near the top of the list.

*What was your ambition when you first started your career in business? (did not found business) (Open ended)*

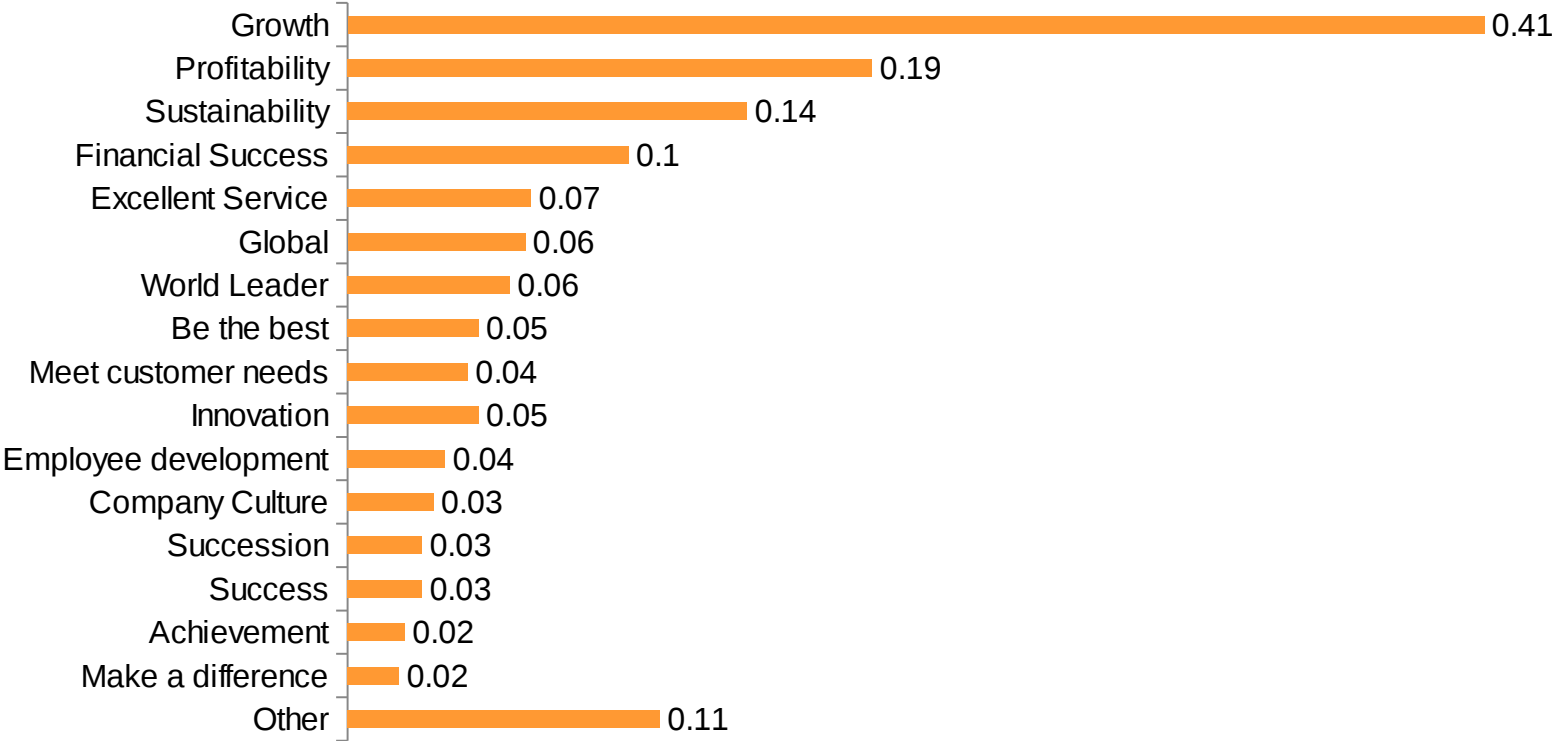






Business Growth tops the list of main ambitions (41%), with a further 19% naming profitability and 10% naming financial success. However, many other non-financial goals are also apparent, such as customer service, employee development and industry leadership

*What would the main ambition be for your business today? (Open ended)*







# What would be the main ambition for your business today?

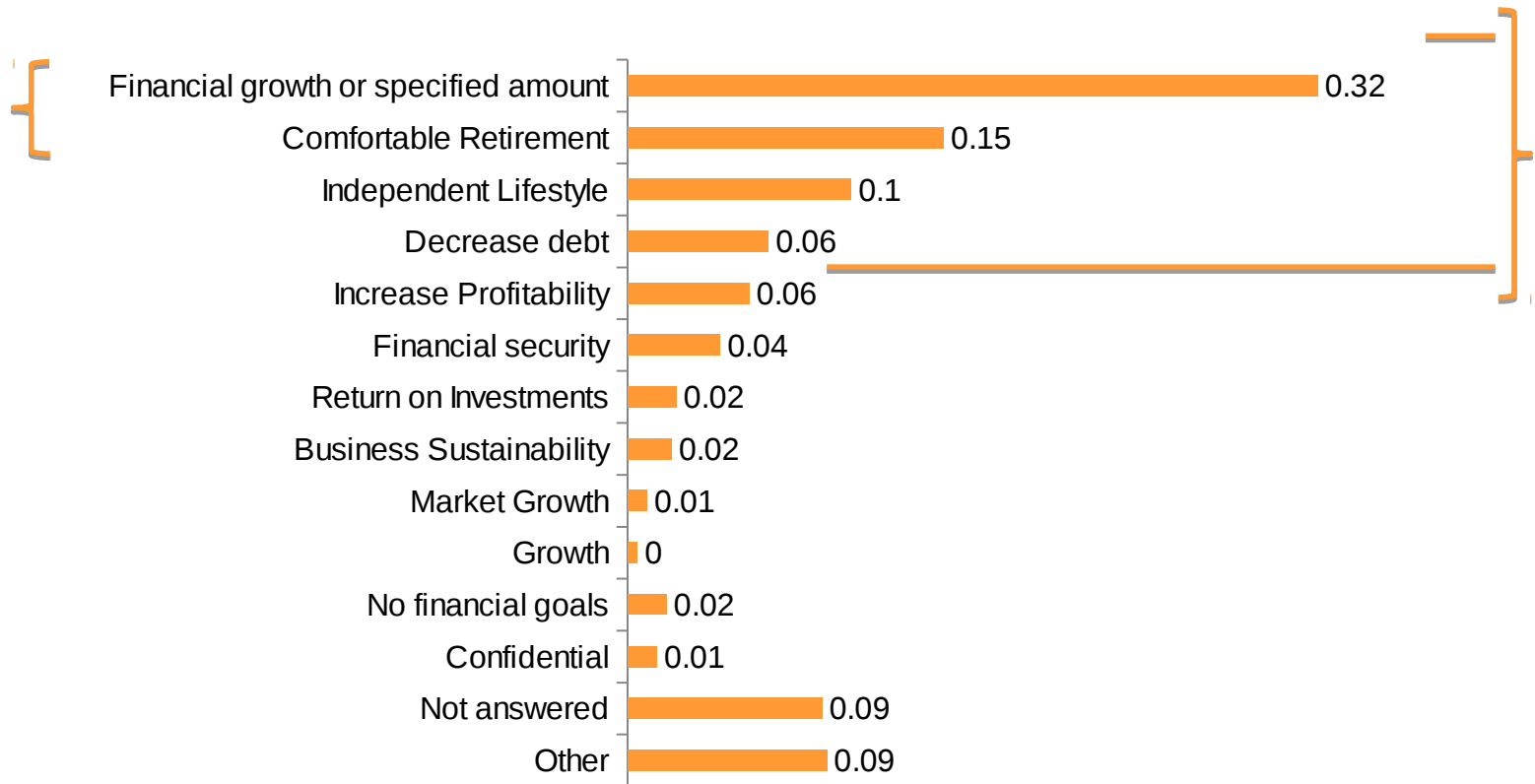






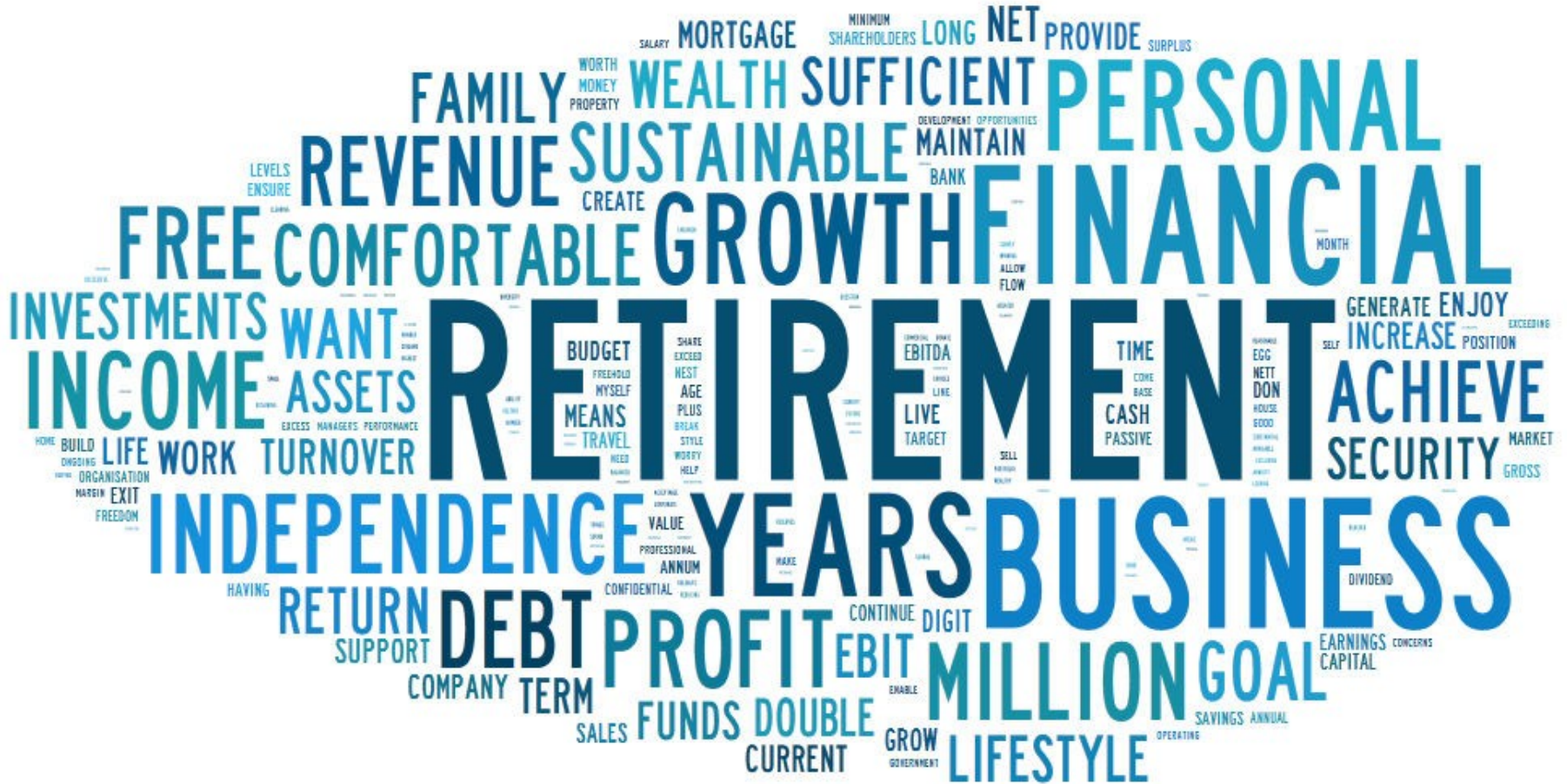
Over a third of respondents say they are aiming for financial growth or greater profitability (38%). However, a quarter view their financial goals in terms of quality of life (retirement or independent lifestyle)

### *Financial Goal for Business (Open ended)*



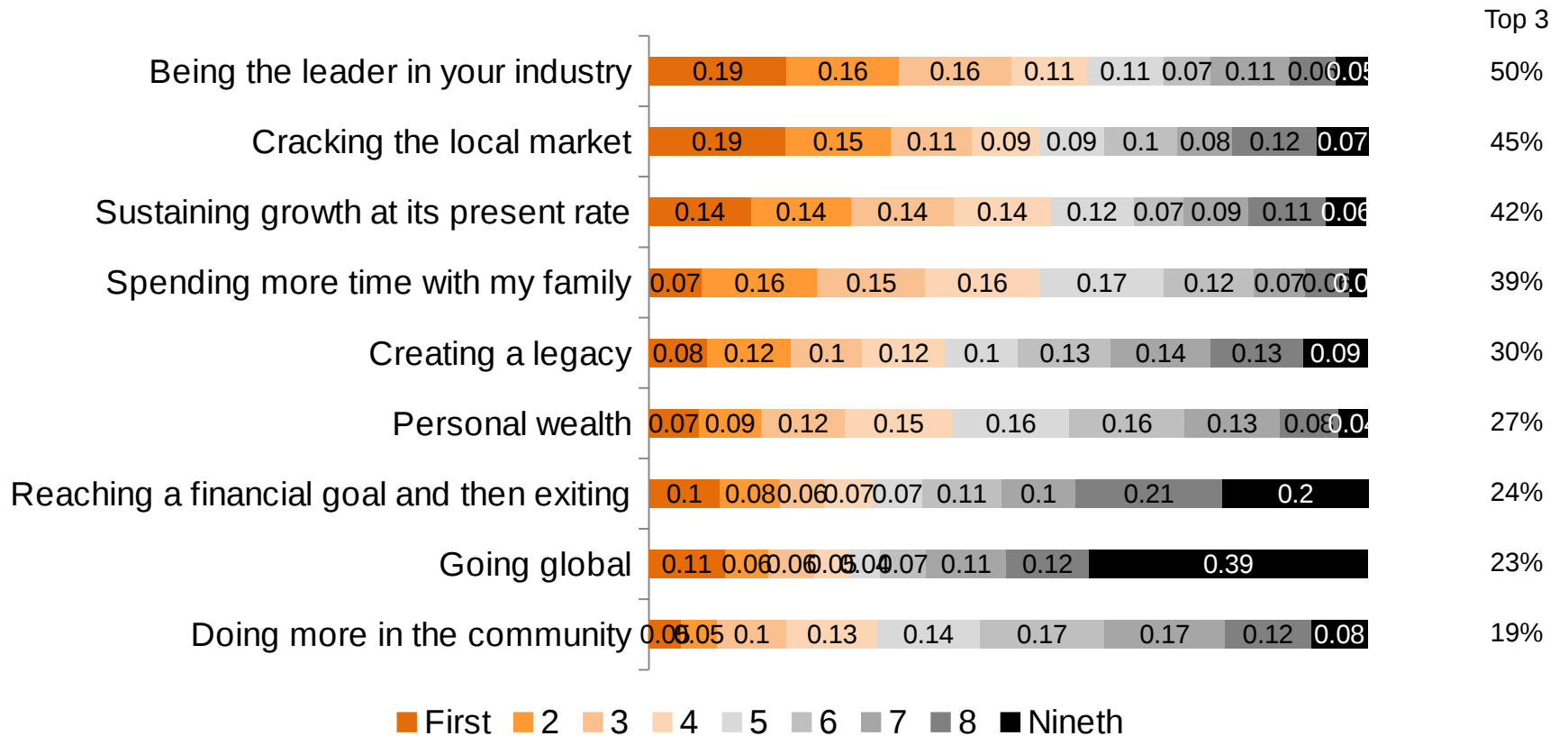


Please name your Financial Goal





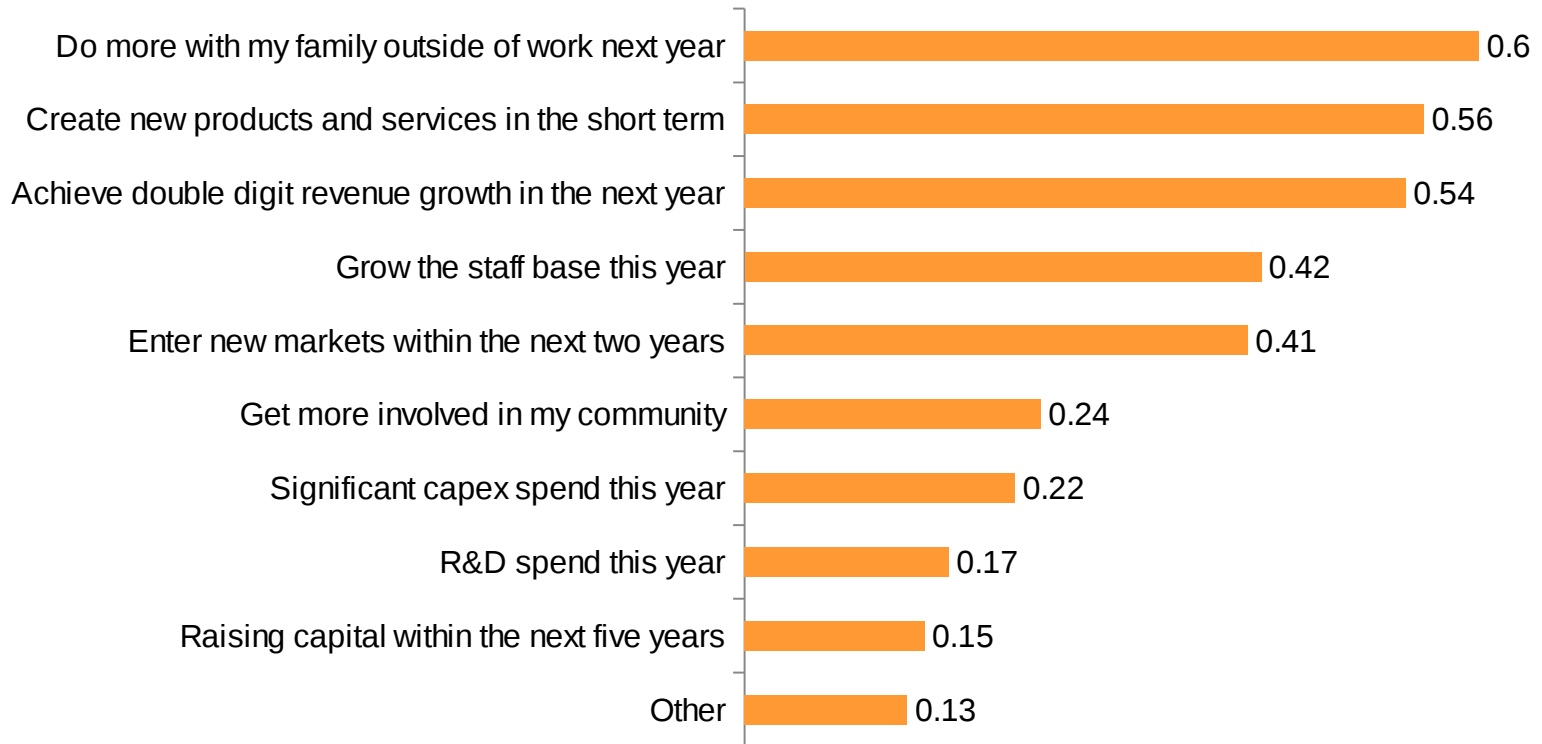
Half of participants rate being the leader in their industry as one of the top 3 goals, and 19% rate it as no 1. However, the same proportion rate cracking the local market as no 1. Going global is a niche driver, with 39% Ranking it bottom of the list.





While over half have business goals such as creating new products/services, or achieving double digit revenue growth, Spending more time with family tops the list of intended achievements (60%)

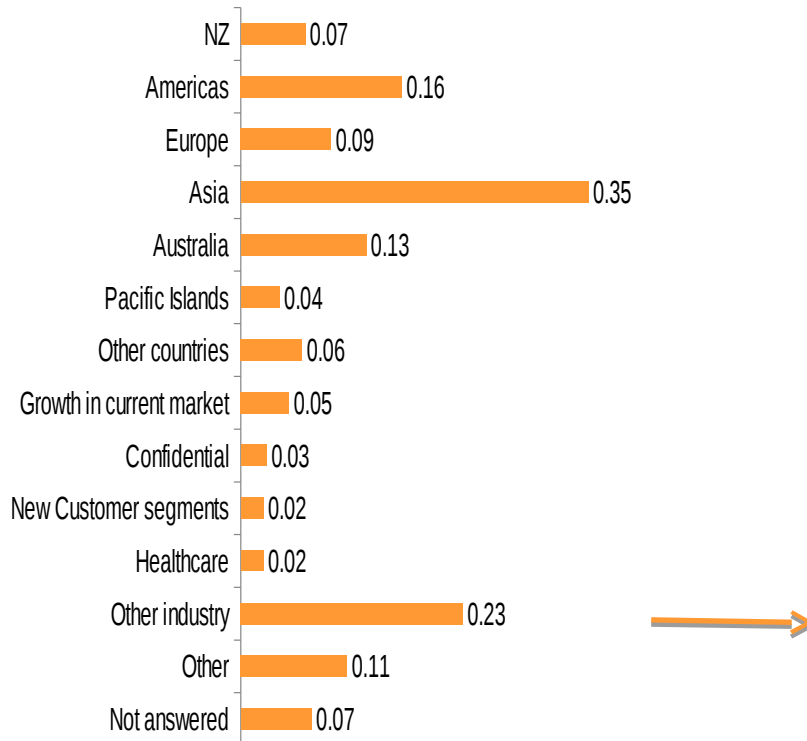
*What do you plan to achieve out of the following list? (you can select more than one)*





Asia is the dominant intended market for respondents, followed by the Americas (primarily the US). However, a wide range of new industries are also named, but none stand out as being a dominant target

*If entering new markets within the next 2 years, please name the new markets. (Open ended)*



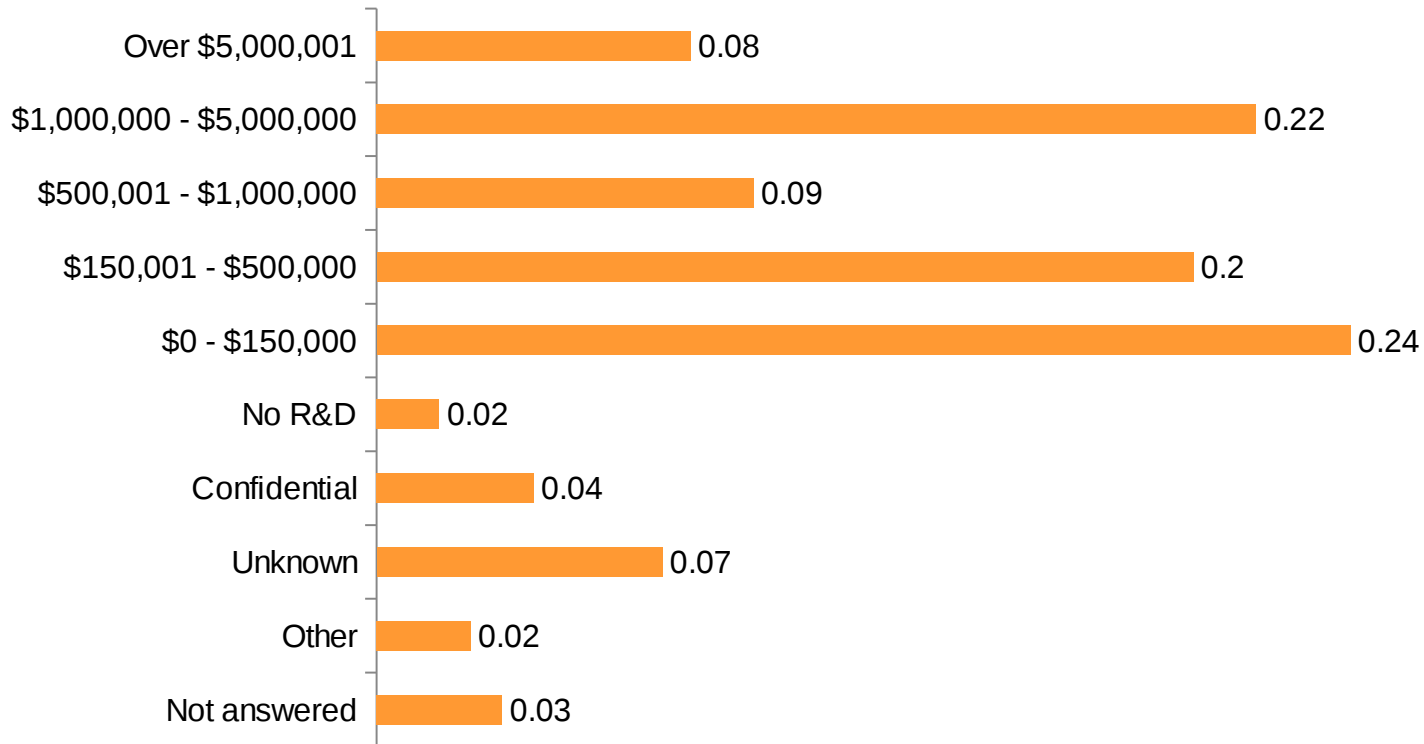
'Other Industries'	
Asset Management	Plant and Machinery
Construction	Project development
Corporate print	Real Estate
Education	Residential Care
Electrical	Retail
Energy	Rural
Export	Security
Food supply	Staff training
Furniture	Storage supply
Insurance	Technology
Media service	Television
Packaging	Transport
	Water resources





Nearly a third expect significant R&D spend this year (over \$1,000,000), while a further quarter sit at the other end of the continuum (spending less than \$150,000)

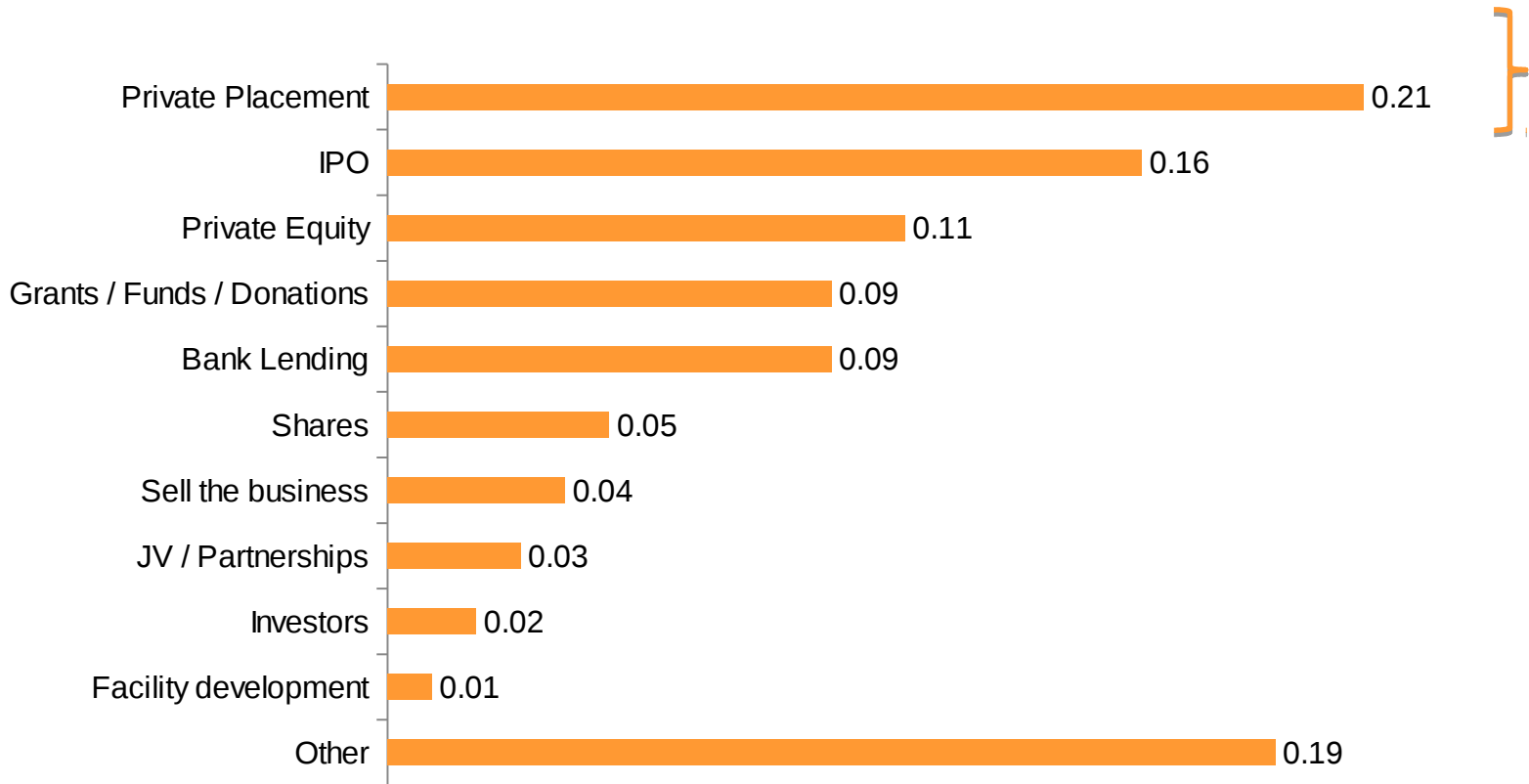
*If R & D spend selected, how much R & D spend in \$? (Open ended)*





Public placement / IPO is identified as the primary means of raising capital, selected by over a third (37%).

*If raising capital in next 5 years, how will you raise capital? (Open ended)*







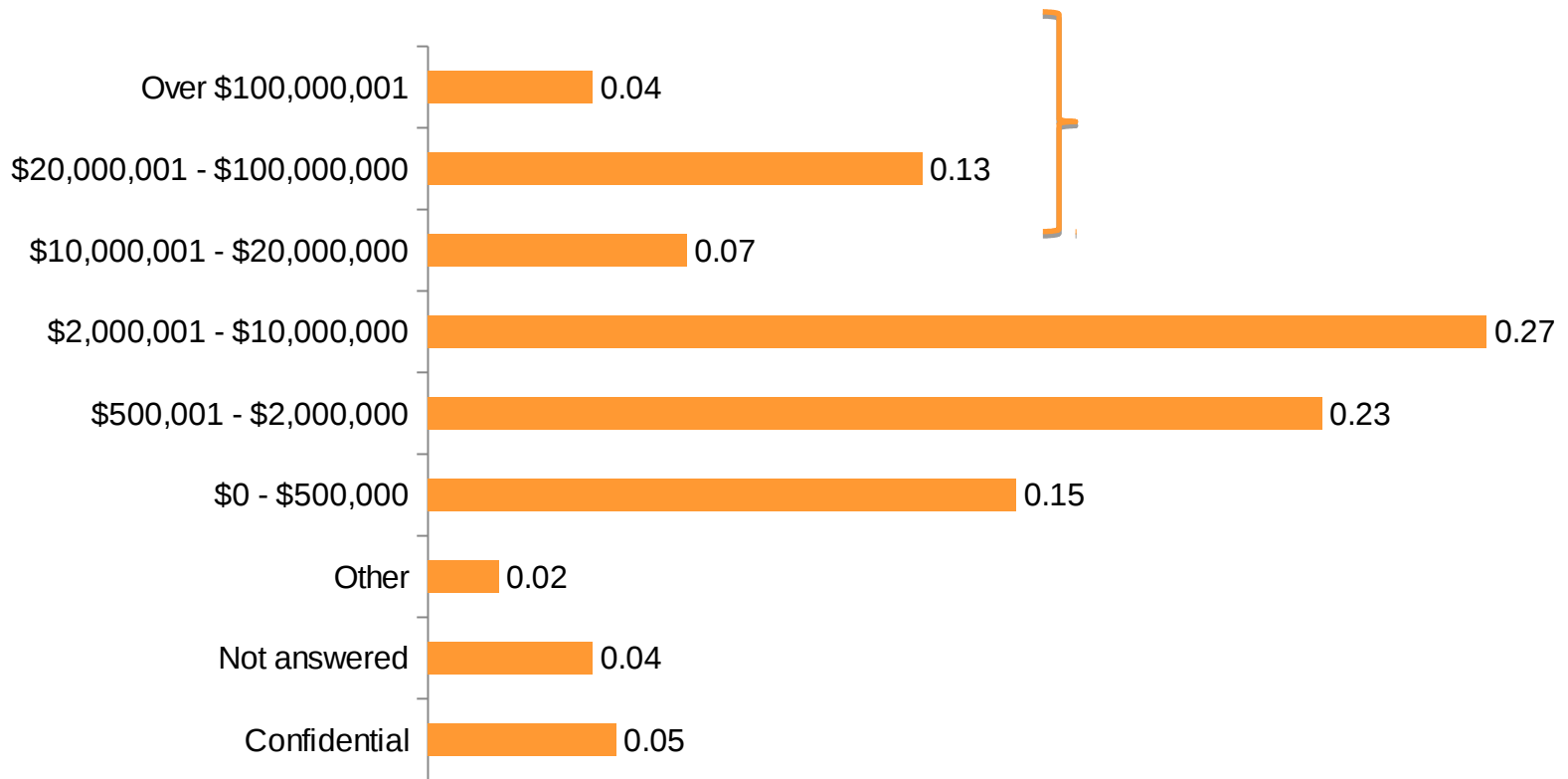
# Planned Achievements: Raising Capital

A large word cloud graphic in shades of blue. The most prominent words are 'PLACEMENT', 'PRIVATE', 'EQUITY', 'IPO', 'BANK', 'INVESTOR', 'FUNDRAISING', 'BUSINESS', 'SHAREHOLDERS', 'PARTNERSHIPS', 'FUNDRAISING', 'EQUITY', 'BANK', 'INVESTOR', 'FUNDRAISING', 'BUSINESS', 'SHAREHOLDERS', 'PARTNERSHIPS'. Other visible words include: 'OPTIONS', 'CORNERSTONE', 'BEQUESTS', 'FREE CREATIVE', 'ASKIGN TESTING HOLDING LISTED', 'BOARD REDUCE ACCESS OUTSIDE DECIDED EVENTUAL CHANGING UNCERTAIN GOVERNMENT', 'PUBLIC MODEL', 'DEVELOPMENT PROGRAMS NEEDED TARGET', 'CARE BONDS', 'EXTEND COMING ASSETS VILLAGE EXPECTED STRATEGIC ASSESSING INNOVATIVE FOUNDATION EXECUTING', 'DISTRIBUTION SELF VENTURE APPEAL BEDS OPPORTUNITIES PHILANTHROPIC GROWTH RASING', 'LOAN NFP', 'WORK SHARES APPLICATIONS MAKE HANDLE FORM GLOBAL PRORATA LENDING CURRENTLY', 'SALE', 'CALLAGHAN FACILITY MIXTURE TBD HIGHER MOMENT PROFIT GRANT', 'MILLION REVENUES EXPAND', 'STAGE CASH INITIALLY INFRASTRUCTURE', 'SOURCES', 'LOOKING', 'DEBT', 'RAISING', 'SELL', 'JV SET', 'SPONSORSHIP', 'COMMUNITY ENDOWMENT INCLUDING PROPERTY', 'ISSUE WATER MONTHS PRE PARTNER COMPANY EXPANSION CONTINUED INTERNALLY INCREASING ALLIANCES DONATIONS SECONDARY FOCUSED PROJECT RIGHTS LEVEL DATE', 'PLAN SUPPORT PARTIAL TRUSTS PHILANTHROPIC', 'PERIODICALLY', 'MARKETS', 'BORROWING', 'EXISTING', 'RETURNS ASIAN REACH', 'POSSIBLY', 'INVESTMENT', 'CAPITAL INSTITUTIONAL CONSIDERING', 'FUNDRAISING', 'EQUITY', 'BANK', 'INVESTOR', 'FUNDRAISING', 'BUSINESS', 'SHAREHOLDERS', 'PARTNERSHIPS', 'FUNDRAISING', 'EQUITY', 'BANK', 'INVESTOR', 'FUNDRAISING', 'BUSINESS', 'SHAREHOLDERS', 'PARTNERSHIPS'.



Expected capex spend peaked around \$2-10M, but a quarter selected amounts above \$10M.

*If significant capex spend selected, how much capex spend in \$? (Open ended)*







Staff retention, IT & Innovation, and Marketing are the most desirable types of information to assist in business goal achievement.

*What type of information, expertise and support would you most value to help your business achieve its goals?*

