

Confirmed Startup Advisors Council Meeting Minutes

Date and location	27 June 2022 15 Stout Street, MBIE Offices Wellington
Attendees:	Phil McCaw (Chair), Imche Fourie (member), Grant Straker (member), Marian Johnson (member), Mike Carden (member), Carl Jones (member). Dean Ford (Secretariat), Landon McMillian (Secretariat), Jess Robertson (Secretariat), Robyn Henderson (Secretariat), Siobhan Squires (Secretariat) Jessica Allison-Batt (Secretariat) Michael Contaldo (Secretariat), George Whitworth (Secretariat), Emma Belworthy Lewthwaite (Secretariat), Samuel Murphy (Secretariat)
Guests:	
Apologies:	Suse Reynolds (member)
Conflicts of Interest:	Compiled on a conflicts register

Time	Item	Papers	Discussion	Action agreed by the Council	Follow-on actions
09.30 60 Mins	1. Welcome, introductions, and strategic context		<p>The Chair provided opening remarks and discussed his vision for the Council.</p> <p>Members introduced themselves, their role in the ecosystem and identified their strategic priorities for the startup ecosystem and the work of the Council.</p> <p>Key issues of priority to Council members were discussed including access to talent and capital, tax settings, support for greater diversity, building the pipeline of startups, and supporting New Zealand to build and retain companies at</p>		

			<p>global scale and investing to address and respond to climate change.</p> <p>The MBIE Secretariat provided opening remarks and introduced key staff that will support the work of the Council.</p> <p>The Secretariat reflected on lessons learnt from supporting Just Transitions placed based partnerships and industry transformation plans as well as the Small Business Council that may support the work of the Startup Council.</p> <p>Key insights included the benefit of the Council being ambitious but focused in their recommendations, considering impact but also implementation feasibility and engaging with the community and with Ministers to build buy-in and support for change. The Secretariat noted that the Council may be able to increase impact by leveraging wider government work programmes and that significant change may take time.</p>		
10.30 30 mins coffee break					
11.00 30 Mins	2. Terms of Reference	<i>Paper 1.1 Council Terms of Reference</i>	<p>The Council reviewed the draft Terms of Reference which will be a key document governing the work of the Council over the next 12 months. No amendments were proposed to the ToR as approved by Cabinet.</p> <p>With reference to the scope of the work of the Council members discussed their primary focus is on supporting startups from building a pipeline at the early stage, through to series B and C.</p>	<p>The Council:</p> <p>Agreed its Terms of Reference.</p> <p>Agreed unanimously to appoint Suse Reynolds as the</p>	<p>The Secretariat will:</p> <p>Refer the ToR and proposed appointment of a Deputy to the Minister for his approval.</p>

			<p>They noted startups are high growth companies with potential for scale, and some may also be social enterprises. Startups can also achieve impacts, beyond commercial outcomes, including reducing emissions or supporting diversity and inclusion. The focus of the work of the Council will primarily be on how to support startups to succeed and scale, whether these businesses are delivering commercial or social impacts.</p> <p>The Council unanimously agreed to appoint Suse Reynolds as the Deputy Chair.</p> <p>The Council also discussed the focus of their work on supporting the ecosystem, vs supporting individual startups, and the costs and benefits to New Zealand of companies being bought offshore. Examples of some of the negatives (for NZ Inc) of companies being forced offshore early were discussed- including staff and PAYE tax shifting offshore.</p> <p>Council members noted the importance of providing more optionality to New Zealand companies, so that they are not forced offshore prematurely (i.e. due to a lack of capital) and more benefits can accrue over the long term to NZ Inc. This includes where New Zealand can grow and retain some companies at global scale.</p> <p>They also recognised that exit may be optimal for an individual New Zealand company and may help generate more startups as founders start new businesses, and capital is recycled in the domestic system.</p>	deputy Chair to the Council.	
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<p>11.30 15 Mins</p>	<p>3. Conflicts of interest management plan</p>	<p><i>Paper 1.2 Conflicts of interest management plan</i></p>	<p>The Council reviewed the conflicts of interest management plan.</p> <p>No changes were proposed to the plan as provided.</p> <p>Council members discussed the purpose of the plan, to maintain integrity, public and Ministerial confidence in the Council and its recommendations.</p> <p>Council members undertook to notify the Secretariat and the Chair of any potential interests for inclusion in the conflicts register. The Council agreed to add an item for notification of interests to the start of each Council meeting.</p>	<p>The Council:</p> <p>Agreed the conflicts of interest management plan.</p> <p>Agreed to add an item for notification of interests to the start of each Council meeting.</p>	<p>Council members will:</p> <p>Notify any conflicts of interest to the Secretariat and the Chair for inclusion in the register.</p> <p>The Secretariat will:</p> <p>Refer the conflicts of interest management plan to the Minister for his approval.</p> <p>Maintain the conflicts register on behalf of the Council.</p>
<p>11.45 15 Mins</p>	<p>4. Communications protocol</p>	<p><i>Paper 1.3 Communications Protocol</i></p>	<p>The Council discussed their desire to proactively engage with the startup community to seek input and develop recommendations for change. There was a strong desire for members to lead and own engagement, rather than the Chair acting as intermediary/ sign-off for all communications via the Minister's Office.</p> <p>It was also recognised that the profile of members, meant they would likely receive media enquires and be asked to comment publicly on the work of the Council. Members also noted that they may have existing relationships at a Ministerial level.</p> <p>The Secretariat and Council discussed the purpose of the communications protocol, as largely to ensure 'no</p>	<p>The Council:</p> <p>Agreed the Communications protocol, subject to amendments to ensure it is fit for purpose.</p>	<p>The Secretariat will:</p> <p>Update the Communications Protocol to reflect Council feedback and circulate for Council feedback.</p> <p>Refer the Protocol to the Minister for his approval.</p>

			<p>surprises,' for the Minister and ensure that Council communications support their goals/ aspirations to achieve change for the community.</p> <p>It was agreed that the overarching priority for communications is that the Council is deliberate in its approach, good judgement is exercised and that the Minister is kept abreast of public commentary on a no surprises basis. The Secretariat also noted that communications officials can provide advice/ guidance to support members with any media enquires should this be helpful.</p> <p>Minor changes were made to the protocol by the Secretariat to reflect this discussion and circulated to the members for comment.</p>		
<i>Forward workplan</i>					
12:00 45 Mins	5.What do we want to achieve and how will we achieve it?	<p><i>Paper 2.1 Council Workplan</i></p> <p>and</p> <p><i>Appendix One: Proposed scope of work for an ecosystem assessment</i></p>	<p><u>Genome report</u></p> <p>The Council discussed the potential to commission a benchmarking exercise with Startup Genome to understand how New Zealand compares internationally as an ecosystem. Members were particularly interested in understanding what policies have worked elsewhere and could usefully be applied in a New Zealand context. While Australia was discussed as one potential comparison members noted that smaller countries may be more directly comparable to the challenges faced by New Zealand startups.</p> <p>Members noted that any Genome report would form an input into Council deliberations and recommendations</p>	<p>The Council:</p> <p>Nominated Suse Reynolds to lead work on scoping a proposal with Startup Genome on behalf of the Council.</p> <p>Agreed to input into two google docs to support assigning leads for regional</p>	<p>The Secretariat will:</p> <p>Create a Council google drive where work can be shared.</p> <p>Commence planning for the programme of regional engagements.</p> <p>Support Suse Reynolds on scoping and procurement matters as appropriate.</p>

			<p>and be complimented by the wider work of the Council, including engagements with the community.</p> <p>The Council noted that the work would need to be appropriately scoped and nominated Suse Reynolds to lead this work on behalf of the Council.</p> <p>Engagement with the community Members were supportive of a programme of engagements with the startup community including, founders, incubators, angel investors, Venture Capital funds, investor migrants, Edmond Hilary Foundation, iwi Māori, and Pacifica.</p> <p>They agreed to take forward engagements across New Zealand with the community, including through townhall type events and as appropriate more focused meetings with particular groups.</p> <p>Council members will put themselves forward to lead and host events supported as appropriate by the Secretariat. While this scheduling is agreed members may commence some engagements with interested groups now to start seeking feedback.</p> <p>Grant Straker volunteered to lead engagement with the Māori and Pacifica startup community on behalf of the Council.</p> <p>The Chair indicated that members, as well as leading on regional engagements, may want to lead on key issues. Members will provide feedback on areas of interest ahead of the next Council meeting.</p>	<p>engagements and identifying key priorities/ issues for the forward work plan.</p>	<p>Make arrangements for the next Council meeting, including opportunities for the Council to learn more about key work programmes and meet with key agencies identified.</p> <p>The Chair will:</p> <p>Create google docs for members to collaborate on the forward workplan.</p> <p>Council members will:</p> <p>Nominate themselves to lead and host events or lead on key priority areas by inputting into relevant google docs.</p> <p>Engage as appropriate with key stakeholders while planning for regional events continues.</p> <p>Suse Reynolds will:</p>
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			<p>Understanding wider government programmes</p> <p>The Council signalled a desire to learn more about key programmes that may intersect with their work including:</p> <ul style="list-style-type: none"> • Industry transformation plans • Future pathways review • R&D grants <p>The Secretariat committed to provide an update to members on these issues at the next Council meeting.</p> <p>Post the meeting the Chair also requested a meeting be arranged with the Agency Reference Group (Callaghan Innovation, New Zealand Growth Capital Partners, and New Zealand Trade and Enterprise. This will also be arranged</p>		<p>Lead scoping of the genome proposal on behalf of the Council.</p> <p>Grant Straker will:</p> <p>Lead engagement with the Māori and Pacifica startup community on behalf of the Council.</p>
12.45 15 Mins	7. Concluding comments		<p>The Chair provided closing remarks.</p> <p>The Council agreed to schedule their next meeting in 6-7 weeks (from 8 August). This meeting will focus on identifying key priorities and vision for the Council.</p> <p>A series of meetings was also requested with the Minister for Economic and Regional Development. It was requested that the Minister invite one other Minister from a related portfolio to attend each of these meetings, to enable a deep dive on a subject covered by that portfolio (for example climate, digital technology, immigration, or tax). With the first meeting being attended by the Minister for Economic and Regional Development and the Minister for Research Science and Innovation. The proposed schedule of meetings is provided below based on Council discussions:</p>	<p>The Council:</p> <p>Agreed to meet on 8th August –in 6 weeks' time</p>	<p>The Secretariat will:</p> <p>Make arrangements for the next Council meeting.</p>

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