

## OUR STORY

Better for Business (B4B) is a strategic programme focussed on making significant improvements to the business experience with government.

Originating in 2012, B4B has grown to a collective of 10 government agencies that make up 83% of the interactions a business would normally have with government. Together we work on initiatives that make our services to businesses more seamless.

Businesses – especially small businesses which represent 97% of all New Zealand businesses – are critical to the foundation of what makes our country a unique and special place to live and work. When businesses thrive, so too do our communities and whānau. We want to enable NZ's 800,000+\* businesses and self-employed to be more productive by spending less time dealing with government

and more time on their business – ultimately leading to improved living standards for all.

To improve government services, B4B specifically focuses on initiatives that improve the consistency of the service experience and coordination between agencies. Our insights show that improvements to these two dimensions of the customer experience have the highest overall correlation to business satisfaction with government. Leveraging digital technologies and innovating our approaches to service design and delivery are key to achieving our programme outcomes.

## VISION

Business gains value from easy and seamless dealings with government.

## OUR STRATEGIC WORKSTREAMS



### RESEARCH + INSIGHTS

The B4B Research Monitor, running since 2012, is a biannual survey of 2,000 NZ businesses. The Research Monitor provides a unique system-wide view of the business experience with government, and provides us with insights into the world of government from the business' perspective. This enables us to identify and prioritise opportunities for improvement.



### BUSINESS LIFE EVENTS

The Business Life Events workstream involves identifying the specific events that trigger a business interaction with government, and mapping them to understand the interrelationships between individual agency services. Informed by B4B research insights, Business Life Events helps contextualise opportunities to develop seamless services between agencies.



### REGULATORY PIPELINE

This workstream involves using available information on upcoming regulatory measures to develop a picture of the regulatory pipeline. The objective is to identify what regulatory changes are coming across government and the likely collective impact on business. The purpose is to give agencies and Ministers the opportunity to consider options for managing the impacts on business.



### BETTER RULES

A collaboration between multiple NZ government agencies, the 'Better rules – better outcomes' initiative examines the way we develop regulation to ensure it's more easily implemented as part of government's digital services. It's about re-imagining regulation as an open platform based on logic, decision models and rules – also known as 'legislation as code'.



### BUSINESS CONNECT

Business Connect is a cross-agency digital initiative that brings multiple agency services together to make the experience of applying for, managing and renewing 'permissions to operate' (eg licenses, consents, permits, certifications, registrations) more seamless. Integrating the NZBN, Business Connect enables businesses to provide information across all levels of government from one place.

## STRATEGIC LANDSCAPE



### Public Sector Reform Plan

"On a system wide level, the changes would see the Public Service operate as one, joined up system to tackle the big, complex challenges facing New Zealand.

"The Public Service would have more capability to wrap multiple services around the needs of citizens... Under the current model individual departments deliver services that they have sole accountability for. This doesn't work as well when agencies need to be working collectively where citizens often must deal with a number of different agencies on a single issue."

HON CHRIS HIPKINS | MINISTER OF STATE SERVICES | SEPTEMBER 2018



### The Wellbeing Framework

"The fundamentals of a wellbeing approach include a whole of government approach – stepping out of our silos and working together... to assess, develop and implement the plans to improve well-being... requiring collaboration, working together and across boundaries..."

"We all need to ask ourselves what changes do we need to make, and who do we need to collaborate with, so that a wellbeing approach becomes real, and not just the latest buzz word."

HON GRANT ROBERTSON | MINISTER OF FINANCE | FEBRUARY 2019



### NZ + Australia Productivity Commission Report

Following the release of the report **Growing the digital economy in Australia and New Zealand: Maximising opportunities for SMEs**, Ministers agreed support for and investment in respective cross-government service transformation programmes that leverage digital technologies to design customer-centred government services around citizen and business 'life events' and enabling seamless service design.



### Government Digital Strategy

Better for Business aligns with 5 of the proposed 8 intervention themes:

- Making personal and business interactions with government easier.
- Driving a digital policy agenda
- Accelerating the exposure of data and rules.
- Reframing investment, sourcing and delivery.
- Helping agencies become digital enterprises.

## B4B AGENCIES



## KEY PARTNERS

within the Better for Business ecosystem



The New Zealand Business number (NZBN) is a unique identifier for every Kiwi business. An NZBN makes it easier to do business because the key authoritative business information held by the Companies Office does not need to be repeated. It also demonstrates you're a real business.



Business.govt.nz is government's number one free resource for small businesses in New Zealand. Monthly hundreds of thousands of Kiwi businesses spend over a million minutes using Business.govt.nz resources to better understand their compliance obligations and how to become more productive.



e-Invoicing will improve productivity and reduce the cost of doing business for small and medium sized enterprises and the wider business sector by allowing the direct exchange of invoices between the financial systems of suppliers and buyers.