



Media Release

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NZ privately owned businesses to have their say

Social media, the environment and staff retention will be among the hot topics for this year's ANZ Privately Owned Business Barometer survey, which kicks off this week.

The annual ANZ Bank survey has been taking the temperature of Kiwi businesses and surveying the business landscape for the past eight years. The survey invites feedback from privately owned businesses including commercial businesses, farms and small businesses.

"Privately owned businesses are a vital part of New Zealand communities, and the economy. The Privately Owned Business Barometer is the most comprehensive survey of New Zealand businesses, providing insights and information on the issues affecting them," said Graham Turley, ANZ's Managing Director Commercial & Agri.

"This year the survey asks business owners about topical and emerging issues, such as environmental sustainability, staff retention, mobile technology and how they use social media.

"Last year around 2500 business owners, including 750 agribusiness owners, took part in the survey and the results have been widely used, not only by the businesses involved, but also by organisations working with the private sector and key decision-makers in government."

The online survey is conducted by market research company, Ipsos, on ANZ's behalf. The survey is available until 17 February and respondents can choose to submit their responses anonymously.

To participate, go to:

<http://tinyurl.com/CommercialMBarometer> for commercial businesses, or
<http://tinyurl.com/AgriMBarometer> for farming businesses.

Commercial participants will go into the draw to win a customised Introduction to Design Thinking workshop facilitated by a Better by Design coach. Farming customers go into the draw to win a \$3,000 cash prize to use towards training or professional development.

The results will be released from May 2015.

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