



Extended External Reporting User Survey

Introduction

Thank you for taking the time to complete the Extended External Reporting User Survey. It should take around 15/20 minutes. This survey aims to determine user needs as they relate to extended external reporting (EER).

For the purpose of this survey, extended external reporting includes all information above and beyond what a for-profit entity is required to provide under the [Companies Act 1993](#) and the [Financial Reporting Act 2013](#). Extended external reporting can include information on a for-profit entity's outcomes, governance, risks, prospects, strategies and its economic, environmental, social and cultural impacts.

This survey is a collaboration with the External Reporting Board (XRB) and forms part of the McGuinness Institute's [Project ReportingNZ](#). Our objectives are to (a) raise awareness about the importance of non-financial information, (b) learn more about what is and is not working in the current reporting landscape and (c) understand the barriers to and enablers of extended external reporting. We are also surveying the CFOs of significant New Zealand companies in order to conduct a comparative assessment. The overall purpose of the project is to contribute to an informed society through better access to, and assessment of, information in the public interest.

The questions in this survey are posed under the assumption that you will answer them with a particular industry in mind, but this is not essential. For example, you may like to comment on a specific for-profit entity. The McGuinness Institute will prepare a summary of the survey results and present these at two events in November 2017. Your responses will be treated in confidence; if excerpts are used, they will not be attributed to a particular person or organisation.

There are four parts to this survey.

- Part A: Contact information (mandatory)
- Part B: Current content (voluntary)
- Part C: Current accessibility (voluntary)
- Part D: Future landscape (voluntary)

Please note that some questions include links to further information.

If you have any questions or queries please contact Sally Hett or Isabella Smith on +64 4 499 8888 or email reportingnz@mcguinnessinstitute.org.

Note: If you are using the same computer, you can start the survey and then go back to it at a later time to complete or change your responses before you send it. Once you have sent us your survey response you will have to contact us to make changes.

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Extended External Reporting User Survey

Part A: Contact information

This part of the survey collects information about you in order to understand your responses and contact you if we have any questions.

1. Please provide your name and position and/or the name of your organisation (this information will be kept confidential).

2. Please provide your email address for further correspondence if we have any queries (this will be kept confidential). We will email you at this address when the survey results are publicly available.

3. In what capacity do you have an interest in extended external reporting information? Please select all that apply.

- As a shareholder
- As an existing investor
- As a prospective investor
- As a portfolio investor/fund manager
- As a regulator
- As a credit rating agency
- As a banker
- As an insurer
- As a consumer
- As central government
- As an employee
- As a neighbour
- As a councillor
- As a member of civil society
- As a supplier
- As an NGO
- As a researcher/academic
- As an accountant
- As a consultant
- Other, please specify

Please comment

4. Which of the following categories best represents the industry whose extended external reporting information you are particularly interested in? Please indicate as many as appropriate.

- Accommodation
- Agriculture, forestry and fishing
- Arts and recreation services
- Construction
- Electricity, gas, water and waste services
- Health care and social assistance
- Manufacturing
- Mining
- Retail trade
- Wholesale trade
- Transport, postal and warehousing
- Information media and telecommunications
- Financial and insurance services
- Rental, hiring and real estate services
- Professional, scientific and technical services
- Administrative and support services
- Public administration and safety
- Education and training
- Other

Please specify

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External Reporting Board



Part B: Current content

The purpose of this part of the survey is to understand the current content of extended external reporting information.

5. Please indicate the reasons why you use extended external reporting, and their relative importance to you.

	Very important	Important	Not important	Not necessary
Making investment decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making informed judgements about the operations and wider impacts of the for-profit entity's business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being informed about the for-profit entity's environmental impact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being informed about how the for-profit entity positively contributes to the community it operates in (positive social impact)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being informed as an employee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being informed as a potential employee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being informed of the for-profit entity's strategies and future prospects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding how the for-profit entity generates sustainable value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding the for-profit entity's business model	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other, please specify	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please share other reasons

6. How important do you think it is to disclose the following content in extended external reporting?

	Very important	Important	Not important	Not necessary
[1] Vision, values, purpose and mission statement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[2] Organisational overview and external environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[3] Governance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[4] Business model	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[5] Risks and opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[6] Strategy and resource allocation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[7] Feedback on strategic performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[8] Future orientation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[9] Basis of how the entity selects the content of its annual report	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[10] Information on human capital (skills and capacities that people have)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[11] Information on social capital (relationships between people)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[12] Information on economic capital (human-made resources used in production)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[13] Information on natural capital/environmental sustainability (non-renewable and renewable resources)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

7. How important do you think it is to disclose the following performance details in extended external reporting?

	Very important	Important	Not important	Not necessary
[1] Goals/targets for performance for economic, human, social and environmental factors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[2] Strategies to achieve goals (measures of performance) for economic, human, social and environmental factors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[3] Reporting back on goals/performance for economic, human, social and environmental factors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please comment

8. How important do you think it is to disclose the following statistics in extended external reporting (per financial year)?

	Very important	Important	Not important	Not necessary
[1] Number of Full Time Equivalents (FTEs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[2] Number of employees by gender	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[3] Total deaths as a result of work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[4] Total injuries or illnesses as a result of work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[5] Number of stakeholders engaged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[6] Average payment period in days	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[7] Total company income taxes paid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[8] Number of breaches of water quality standards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[9] Number of breaches of air pollution standards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[10] Total greenhouse gas emissions (tonnes [millions] CO2 equivalent)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[11] Amount of nitrogen used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[12] Type and number of animals under your care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[13] Number of cyber security breaches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify any other specific statistics that should be disclosed)

9. In your experience, how well is the following information being disclosed in extended external reporting?
(Note: Questions 6-8 cover what you think is important, while questions 9-11 cover what you see as current business practice)

	Comprehensive discussion (supported by details, examples and critical analysis where applicable)	Overview (with reference to evidence and supporting information, but without depth)	Brief mention (with limited discussion and/or no examples)	Not disclosed
[1] Vision, values, purpose and mission statement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[2] Organisational overview and external environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[3] Governance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[4] Business model	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[5] Risks and opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[6] Strategy and resource allocation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[7] Feedback on strategic performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[8] Future orientation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[9] Basis of how the entity selects the content of its annual report	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[10] Information on human capital (skills and capacities that people have)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[11] Information on social capital (relationships between people)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[12] Information on economic capital (human-made resources used in production)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[13] Information on natural capital/environmental sustainability (non-renewable and renewable resources)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

10. In your experience, how well are the following performance details being disclosed in extended external reporting?

	Comprehensive discussion (supported by details, examples and critical analysis where applicable)	Overview (with reference to evidence and supporting information, but without depth)	Brief mention (with limited discussion and/or no examples)	Not disclosed
[1] Goals/targets for performance for economic, human, social and environmental factors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[2] Strategies to achieve goals (measures of performance) for economic, human, social and environmental factors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[3] Reporting back on goals/performance for economic, human, social and environmental factors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please comment

11. In your experience, how well are the following statistics being disclosed in extended external reporting (per financial year)?

	Comprehensive discussion (supported by details, examples and critical analysis where applicable)	Overview (with reference to evidence and supporting information, but without depth)	Brief mention (with limited discussion and/or no examples)	Not disclosed
[1] Number of Full Time Equivalent (FTEs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[2] Number of employees by gender	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[3] Total deaths as a result of work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[4] Total injuries or illnesses as a result of work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Comprehensive discussion (supported by details, examples and critical analysis where applicable)	Overview (with reference to evidence and supporting information, but without depth)	Brief mention (with limited discussion and/or no examples)	Not disclosed
[5] Number of stakeholders engaged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[6] Average payment period in days	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[7] Total company income taxes paid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[8] Number of breaches of water quality standards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[9] Number of breaches of air pollution standards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[10] Total greenhouse gas emissions (tonnes [millions] CO2 equivalent)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[11] Amount of nitrogen used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[12] Type and number of animals under your care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[13] Number of cyber security breaches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

12. In terms of content, what are your thoughts on currently available information?



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Part C: Current accessibility

The purpose of this part of the survey is to understand how stakeholders currently access extended external reporting information.

13. In the last two years, have you requested extended external reporting information from a for-profit entity or industry?

- Yes
- No

Please comment

14. To what extent do you agree with the statement, 'I can easily access the extended external reporting information I seek'.

- Strongly agree
- Agree
- Disagree
- Strongly disagree

Please explain

15. In what documents do you currently access extended external reporting information? Please select all that apply.

- Financial Statements
- Annual Reports
- Integrated Reports
- Strategy documents
- A separate document on the entity's website – e.g. Sustainability Report
- Other (please specify)

Please explain

16. Where do you access extended external reporting information? Please select all that apply.

- On the for-profit entity's website
- On the Companies Office website
- At the physical office of the for-profit entity
- By mail (email or post)
- Other, please specify

17. How often are you contacted by a for-profit entity or industry to learn about your information needs?

- Monthly
- Six-monthly
- Annually
- Every five years
- As needed
- Never

Please comment

18. In terms of accessibility, what are your thoughts on currently available information?

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Part D: Future landscape

The purpose of this part of the survey is to identify existing obstacles and emerging trends in order to improve the current system.

19. What document(s) do you think should primarily disclose extended external reporting information? Please select all that apply.

- Financial Statements
- Annual Reports
- Integrated Reports
- Strategy documents
- A separate document on the entity's website – e.g. Sustainability Report
- Other (please specify)

Please explain

20. Where should extended external reporting information be disclosed?

- Individual entity's website
- A central depository
- No preference
- Other (please specify)

Please explain the reason(s) for your choice

21. What do you expect to use extended external reporting information for in the next five years?

- Making investment decisions
- Making informed judgements about the operations and wider impacts of the for-profit entity's business
- Being informed about the for-profit entity's environmental impact
- Being informed about how the for-profit entity positively contributes to the community it operates in (positive social impact)
- Being informed as an employee
- Being informed as a potential employee
- Being informed of the for-profit entity's strategies and future prospects
- Understanding how the for-profit entity generates sustainable value
- Understanding the for-profit entity's business model
- Other (please specify)

22. How often would you like to be contacted by a for-profit entity or industry about your information needs?

- Monthly
- Six-monthly
- Annually
- Every five years
- As needed
- Never
- Other (please specify)

23. If extended external reporting became the expected practice in New Zealand, who should issue the guidance on extended external reporting information? Please select all that apply.

- Chartered Accountancy Firms (CA)
- [Chartered Accountants Australia New Zealand](#) (CAANZ)
- [External Reporting Board](#) (XRB)
- [Financial Markets Authority](#) (FMA)
- [New Zealand Exchange](#) (NZX)
- Industry organisations
- The New Zealand branch of Certified Practising Accountants Australia (CPA)
- I don't think more guidance is required
- No preference
- Other (please specify)

Please comment

24. Should extended external reporting information be one of the following?

- Mandatory (e.g. separate legislation or expanding definition of annual report under existing legislation)
- On a 'comply or explain' basis
- Voluntary

Please comment

25. If extended external reporting information were to become mandatory, who should set the requirements?

- Legislation
- External Reporting Board (XRB)
- Financial Markets Authority (FMA)
- New Zealand Stock Exchange (NZX)
- Other (please specify)

26. Should extended external reporting be independently assured?

- Yes, please explain your reasons why
- No, please explain your reasons why not

Please explain

27. In terms of emerging trends and issues, what are your thoughts on future information needs (particularly in relation to content, accessibility and assurance)?

28. Do you have anything else that you would like to share with us?

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Thank you

Thank you again for your time; the results of this survey will help to create a snapshot of the current reporting landscape including emerging challenges and opportunities. We will let you know when the survey results are available and will invite you to the launch events in Auckland and Wellington in November 2017.

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