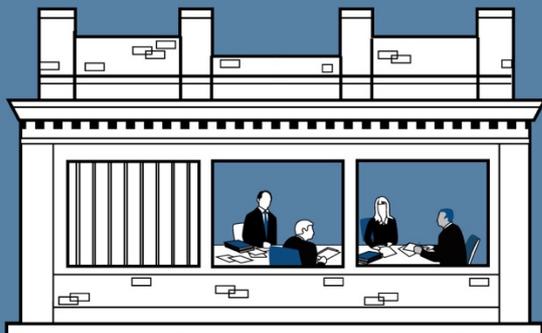


Strategic measures and results



A confident business environment that is largely free of serious financial crime

Impacts	Indicators	Measures	Trend Results
New Zealand is a safe place to invest and do business*	Businesses say that law enforcement action is maintaining or improving the integrity of our financial and commercial markets	Biennial SFO Stakeholder Survey**	2016/17: 7.7 2014/15: 7.3 2012/13: 7.7 2010/11: 7.1
		Maintain or improve on 7.1 (scale of 10)	
Our reputation for low levels of financial crime, bribery and corruption provides a global competitive advantage to New Zealand businesses****	The public have trust and confidence that financial criminals will be prosecuted	Biennial Public Survey***	2017/18: 67% 2015/16: 63% baseline
		Public feel that "New Zealand is a safe place to invest"	
Our reputation for low levels of financial crime, bribery and corruption provides a global competitive advantage to New Zealand businesses****	New Zealand's ranking of corruption-free nations	Corruption Perception Index	2017: 1st 2016: 1st equal Denmark
		Achieve ranking within the top three	2015: 1st equal Denmark 2014: 2nd 2013: 1st equal Denmark

*The measures and trend results remain the same as the SOI 2016/2017, however the wording of the impact and indicator statement have been altered in the ISSI to align with the outcomes in the SFO's Strategic Plan 2016-2020. Previously wording read: Business and investor confidence in the integrity of our financial and commercial markets is maintained or increased. And, "Those who say that law enforcement action is maintaining or improving the integrity of our financial and commercial markets." The biennial public survey result is a new measure for this impact.

**The 2017 independent survey requested the participation of 55 key SFO stakeholders in New Zealand. Of these, 39 were interviewed about their perceptions of the SFO's performance, using a rating scale of 1-10. This survey is qualitative research with no margin of error. The next survey will be conducted in 2019.

***MMResearch manage this Public Trust and Confidence survey. The survey is conducted every second year and in accordance with the Code of Practice established by the Research Association of New Zealand. A nationwide sample of New Zealand citizens/residents, who are at least 18 years old, are randomly selected. In 2018, initially 1,277 people were contacted to achieve a sample of 613 people who were aware of the SFO. The agreed minimum sample for this survey is 600. The survey has a margin of error of ± 4.0%. The research was conducted in good faith and with due regard to standards set by the Market Research Association of New Zealand.

****Now in Outcome 1 rather than Outcome 2 to reflect the increased focus on the business sector in the SFO's Strategic Plan 2016-2020. The wording of the impact statement has also changed to align with the outcomes in the SFO's Strategic Plan 2016-2020. In the SOI 2016/2017 it read: "New Zealand maintains its international reputation for very low levels of bribery and corruption."