

Office of the Minister for Trade and Export Growth
Chair, Cabinet Appointments and Honours Committee

MINISTERIAL STRATEGIC ADVISORY GROUP ON TRADE – REAPPOINTMENTS

Proposal

- 1 This paper outlines my intention to reappoint five members to the Trade for All Ministerial Advisory Group for a further term commencing as soon as possible and expiring on 30 June 2023. As a part of the reappointment process I intend to recalibrate the focus of the Group from that originally envisaged and, reflecting this recalibration, to rename it the Ministerial Strategic Advisory Group on Trade.
- 2 This paper has two attachments. The first lists the current and proposed membership and the second is an amended Terms of Reference. An updated Organisation form and Candidate CV forms for all 5 candidates are also attached.

Background

- 3 I established the Trade for All Ministerial Advisory Group (hereafter “the Group”) following consultation with Ministerial colleagues and consideration by Cabinet (CAB-21-MIN-0220.01 refers). The Group provides a targeted mechanism through which I can engage with representatives from business, Māori and civil society on New Zealand trade policy. This complements MFAT’s intensification and expansion of its engagement with Treaty partners and stakeholders on trade policy issues, under the Trade for All agenda.
- 4 The initial terms of members were staggered; half the Group was appointed for one year terms and the balance for two year terms. A list of current and proposed members is attached as Attachment One.

Comment

- 5 The impact of COVID-19, combined with the emphasis we necessarily placed on concluding the United Kingdom and European Union free trade agreements and the commensurate redirection of resources within the Ministry of Foreign Affairs and Trade, has constrained my ability to agree a work programme with the Group.
- 6 I did however meet with the Group on 31 August to discuss its role moving forward. Reflecting on this discussion, I consider there is value in a Ministerial advisory group whose function is to look into a series of strategic trade policy issues, using financial and information resources provided for this purpose, and then periodically meet with me to deliver and discuss its advice.
- 7 A similar role, albeit not as structured, was envisioned within the original conception of the Group.
- 8 I will be discussing with the Group which strategic trade policy issues it should consider, but it is my intention that the Group first considers how to ensure

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New Zealand and New Zealanders take full advantage of the opportunities presented by our free trade agreements, particularly in light of the recent agreements concluded with the United Kingdom and the European Union. Other topics could include 'where to next' in terms of our FTAs, the role of trade in the context of our Trade Recovery Strategy 2.0, trade and climate change and how we make better use of trade missions.

- 9 Shifting the Group's focus to strategic trade policy 'deep dives' requires changes to the Group's:
 - 9.1 Name - to better reflect what the Group will do, I propose to rename it the Ministerial Strategic Trade Advisory Group on Trade.
 - 9.2 Terms of Reference – to reflect the Group's new focus I propose to update its Terms of Reference and these are attached as Attachment Two.
 - 9.3 Operating Model – the Group should self-select a Chair who will drive the Group's work programme on each of the deep dives.
- 10 Central to the success of the Group will be a membership that is reflective of the full range of views on trade policy. To ensure a range of views and in light of the fact that the Group has not yet had the opportunity to get off the ground, I intend to reappoint five of the six¹ members of the Group whose terms expired in early July 2022 for a period to 30 June 2023 (Catherine Beard, Sam Huggard, Hone McGregor, Simon Tucker, and Leeann Watson). These reappointments align the membership terms of proposed members with the current membership and ensures the Group has the critical mass to enable it to settle into its work and develop a work programme, while providing me with an opportunity to consider membership in out-years.

Proposed Candidates' Qualifications for the Position

- 11 I am confident that Catherine Beard, Sam Huggard, Hone McGregor, Simon Tucker, and Leeann Watson possess relevant qualifications, experience and personal attributes that make them suitable for reappointment to the Group:
 - 11.1 Catherine Beard has over 27 years of experience at senior levels across range of industry sectors; including agriculture, insurance, energy intensive sector/climate change policy (large and multinational companies), manufacturing and exporting. She is the Director of Advocacy at BusinessNZ. As an advocate for New Zealand business, including the export and manufacturing sectors, she is uniquely placed to provide insights on, and on behalf of, the export sector. Her relationship to the BusinessNZ network (EMA, Wellington Chamber of Commerce, Canterbury Employers Chamber of Commerce, and Business South) is an entry point into its wider business network.
 - 11.2 Samuel Huggard possesses an extensive background in labour organisation and governance. As former senior leader in the NZCTU he represented the views

¹ The sixth member, Craig Tuhoro, recently informed my officials that he is unable to continue as a member of the Group.

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of over 320,000 members in 31 trade unions, a significant portion of which are involved in trade and trade-related activities.

- 11.3 Hone McGregor brings wide experience at leadership levels, in the public, private and voluntary sectors, including in export services, finance and research. He is a leader in the Māori agribusiness sector and is Deputy Chair of Te Taumata. Directing a regionally based, export oriented business enables him to provide a regional exporter's perspective.
- 11.4 Simon Tucker is a senior leader with New Zealand's largest exporter and provides an exporters perspective on trade matters. He possesses extensive knowledge of the dairy sector through his previous role as the Executive Director of the Dairy Companies Association of NZ. He was a former High Commissioner to Canada.
- 11.5 Leeann Watson leads the largest business support agency in the South Island with 2700 members. Vastly experienced in business advocacy, she provides a regional and SME perspective and connections into the national chambers of commerce network and the BusinessNZ Network.

Representativeness of reappointment

- 12 I am satisfied that the five reappointments to the Group continue to provide for a well-balanced Group in terms of gender, age, ethnicity and geographic representation, and an appropriate mix of skills and experience.

Remuneration

- 13 The Group is classified as a Group 4, Level 2 Body under the Cabinet Fees Framework. Daily fees have been set in accordance with the Framework. Members will also be reimbursed expenses incurred in relation to attending meetings of the Group.

Reappointment process and consultation

- 14 The five reappointments to the Group were all former members of the Trade for All Advisory Board (TFAAB). The appointment process for the Group therefore leverages the appointment process for the TFAAB (APH-18-MIN-0124 refers) and that used on the first appointment of Group members (CAB-21-MIN-0220.01 refers).
- 15 I consider that reappointing members without consideration of replacement or additional members is appropriate because the work programme of the Group was not able to be developed over the last year.

Conflicts of interest

- 16 The nature of the Group as a purely advisory body, with membership intentionally selected to be representative of a range of views, means that I do not consider that the usual conflicts of interest inquiries are relevant prior to appointment. While the Group will be required to advise of conflicts of interest during our meetings, I would not expect many such conflicts to arise due to the nature of the Group's advisory function.

Timing and Publicity

17 I do not intend to issue a press statement in relation to these reappointments.

Consultation

18 The Public Service Commission was consulted on this paper.

Recommendation

19 It is recommended that the Committee:

- a) **note** my intention to reappoint those persons identified as proposed reappointments in Attachment One to the renamed Ministerial Strategic Advisory Group on Trade from the date of appointment for a period expiring on 30 June 2023.
- b) **note** the new Terms of Reference for the Ministerial Strategic Advisory Group on Trade.
- c) **note** that the Ministerial Strategic Advisory Group on Trade will self-select a Chair in due course.

Authorised for lodgement

Hon Damien O'Connor

Minister for Trade and Export Growth

Released under the
Official Information Act

ATTACHMENT ONE: MEMBERS

Current members:

Carrie Stoddart-Smith

Chelsea Rapp

Kenneth Leong

Marcus Driller

Mat Hocken

Suzannah Jessup

Tupe Solomon-Tanoa'i

Proposed Reappointments:

Catherine Beard

Hone McGregor

Leeann Watson

Samuel Huggard

Simon Tucker

Released under the
Official Information Act

ATTACHMENT TWO: TERMS OF REFERENCE

Rationale

The Trade for All agenda underpins all of our trade policy, and is essential if trade is to be successful, inclusive and sustainable.

The development of Trade for All included extensive consultation around the country, culminating in recommendations from the Trade for All Advisory Board (TFAAB) on the future of New Zealand's trade policy. Cabinet agreed in March 2020 to implement TFAAB's recommendations.

TFAAB added significant value to the development of the Trade for All agenda. The Ministerial Strategic Advisory Group on Trade (MSAGT) will continue this legacy of the provision of independent policy advice to the Minister for Trade and Export Growth on New Zealand trade policy in a post-COVID era.

Purpose

The role of MSAGT is to provide a targeted mechanism for focused, high-level engagement between the Minister for Trade and Export Growth and representatives from business, Māori and civil society, in order that:

- a) the Minister can engage MSAGT members on matters significant to the trade agenda through a series of deep dives;
- b) members can provide feedback directly to the Minister on trade issues of importance to their sectors; and
- c) cross-sectoral perspectives on the trade agenda contribute to informing Government strategies and priority setting.

The Minister for Trade and Export Growth will meet with MSAGT from time to time (ideally quarterly) in fulfilment of MSAGT's functions.

Membership

MSAGT will consist of a mix of members with different experiences and perspectives on trade and trade policy.

The Minister may invite additional members to ensure that MSAGT is a well-balanced, representative body that reflects those sectors and groups with an interest in trade.

Members will be paid a daily fee set in accordance with the Cabinet Fees Framework together with the reimbursement of expenses incurred in attending meetings.

APH Organisation Form

Organisation and Responsible Portfolio

Cabinet Appointments and Honours Committee

Brief Outline of the Functions and Responsibilities of the Organisation

The Ministerial Strategic Advisory Group on Trade (the Group) is a Group 4, Level 2 Body under the Cabinet Fees Framework (Cabinet Office Circular CO(19)(1) refers).

The Group will provide a targeted mechanism for focused, high-level engagement between the Minister for Trade and Export Growth and representatives from business, Māori and civil society.

Current Membership

Name	Gender Identity*	Region	Ethnicities (and Iwi if applicable)	Date of original appointment	Expiry date of present term
Marcus Driller	Male	Auckland	New Zealand European	12 July 2021	12 July 2023
Mat Hocken	Male	Manawatu	Pakeha	12 July 2021	12 July 2023
Suzannah Jessep	Female	Wellington	Pakeha	12 July 2021	12 July 2023
Kenneth Leong	Male	Auckland	Asian	12 July 2021	12 July 2023
Chelsea Rapp	Female	Christchurch	American/Caucasian	12 July 2021	12 July 2023
Tupe Solomon-Tanoa'i	Female	Auckland	Samoan/Fijian	12 July 2021	12 July 2023
Carrie Stoddart-Smith	Female	Auckland	Māori/Pakeha Ngāpuhi, Ngāti Whātua, Te Roroa	12 July 2021	12 July 2023

Candidate CV Form

Name	Catherine BEARD
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The Position

Organisation	Ministerial Strategic Advisory Group on Trade
Position	Member
Term	8 months
Payment	\$400 per day

How the Candidate Meets the Needs of the Position

Skills and attributes the candidate will bring to the position	<p>An experienced leader across multiple sectors, including agriculture, climate change and exports. Provides insight on the support and assistance that exporters and businesses need from trade policy. Is also able to provide connections into the broader business sector.</p> <p>Nominees to the Group have been selected to cover many perspectives: urban and regional, labour and business owners, large exporters and small and medium enterprises, environmental groups and groups with other social concerns. While no single person can represent the Treaty of Waitangi dimension, a range of Māori experts have been nominated.</p> <p>The proposed Group meets the expectations of providing a wide range of expertise and interests based on practical experience and academic knowledge.</p>
Possible conflicts of interest	No conflicts identified.
Proposals for conflict management	The Group will be required to advise of conflicts of interest during the twice yearly meetings with the Minister. It is not expected there will be many conflicts due to the nature of the Group's advisory function.

The Candidate

Name	Catherine BEARD
Address	s9(2)(a)
Citizenship	New Zealand
Age	58
Gender	Female
Ethnicity	Pakeha
Current Employment	Director, Advocacy, BusinessNZ
Government board appointments held	<ul style="list-style-type: none"> • Member, Trade for All Ministerial Advisory Group, 2021-22 • Member, Trade for All Advisory Board, 2018-2019 • Member, Centres for Asia Pacific Excellence (CAPES), 2017 to present • Member of Procurement Sector Leadership Working Group, 2022 – present. • Member of Research, Science and Innovation, Te Ara Paerangi Future Pathways, stakeholder group.
Private and/or voluntary sector board appointments held	<ul style="list-style-type: none"> • Board Member of GS1 NZ (approx. 7 years) • BusinessNZ representative on the International Business Forum (approx. 10 years) • ExportNZ Advisory Board – Executive Director (11 years) • Business Reference Group member on Procurement Policy for the Ministry of Business Innovation and Employment (approx. 8 years) • Advisory Board member of the NZ US Council (approx. 6 years) • Board Member on the CAPES (Centres for Asia Pacific Excellence) (Since inception, approx. 4 years). • President – Kilbirnie Tennis Club. (Approx. 4 years)
Qualifications and experience	<p>Catherine has over 27 years of experience at senior levels across range of industry sectors; including agriculture, insurance, energy intensive sector/climate change policy (large and multinational companies), manufacturing and exporting. As an advocate for New Zealand business, including the export and manufacturing sectors, she is uniquely placed to provide insights on, and on behalf of, the export sector. Her relationship to the BusinessNZ network (EMA, Wellington Chamber of Commerce, Canterbury Employers Chamber of Commerce, Business South) is an entry point into its wider business network.</p>

Date: Oct 2022

Candidate CV Form

Name	Samuel Charles Wyatt HUGGARD
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The Position

Organisation	Ministerial Strategic Advisory Group on Trade
Position	Member
Term	8 months
Payment	\$400 per day

How the Candidate Meets the Needs of the Position

Skills and attributes the candidate will bring to the position	<p>An experienced trade union leader with deep connections to unions across multiple sectors and locations.</p> <p>Nominees to the Group have been selected to cover many perspectives: urban and regional, labour and business owners, large exporters and small and medium enterprises, environmental groups and groups with other social concerns. While no single person can represent the Treaty of Waitangi dimension, a range of Māori experts have been nominated.</p> <p>The proposed Group meets the expectations of providing a wide range of expertise and interests based on practical experience and academic knowledge.</p>
Possible conflicts of interest	No conflicts identified.
Proposals for conflict management	The Group will be required to advise of conflicts of interest during the twice yearly meetings with the Minister. It is not expected there will be many conflicts due to the nature of the Group's advisory function.

The Candidate

Name	Samuel Charles Wyatt HUGGARD
Address	s9(2)(a)
Citizenship	New Zealand
Age	44
Gender	Male
Ethnicity	Pakeha
Current	Director of Campaigns, NZEI Te Riu Roa, June 2022 to present
Government board appointments held	<ul style="list-style-type: none"> • Member, Trade for All Ministerial Advisory Group, 2021 to 2022. • Council Member, Te Pūkenga New Zealand Institute of Skills and Technology, 2020 to present • Board member, WITT Taranaki Ltd, 2020 to present • Board member, Tai Poutini Polytechnic Ltd, 2020 to present • Board member ex officio, Universal College of Learning (UCOL) Ltd, August 2021-present • Member, Trade For All Advisory Board, 2018 to 2019 • Member, Lottery National Community and Lottery Outdoor Safety Committees, 2020 to 2022
Private and/or voluntary sector board appointments held	<ul style="list-style-type: none"> • Consumer Representative, Utilities Disputes' Energy Complaints Scheme Advisory Committee, 2017 to 2021 • Member, Deep South Science Challenge Representative Users Group, 2017 to 2022 • Trustee, 350 Aotearoa. December 2019 to present • Trustee, The Unions Aotearoa International Development Trust, 2015 to 2020 • Consumer Representative, Insurance and Savings Ombudsman Commission, 2007 to 2011 • Member, Volunteering New Zealand Board, 2003 to 2006 • Director, New Zealand Universities Academic Audit Unit Board, 2000 to 2001
Qualifications and experience	Sam possesses an extensive background in labour organisation and governance. As a senior leader in the NZCTU he represented the views of over 320,000 members in 31 trade unions, a significant portion of which are involved in trade and trade-related activities.

Date: October 2022

Candidate CV Form

Name	John (Hone) Arona McGREGOR
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The Position

Organisation	Ministerial Strategic Advisory Group on Trade
Position	Member
Term	8 months
Payment	\$400 per day

How the Candidate Meets the Needs of the Position

Skills and attributes the candidate will bring to the position	<p>A leader in the Māori agribusiness sector bringing experience of directing a regionally based, export oriented business. Possesses senior leadership experience in the public, private and voluntary sectors.</p> <p>Nominees to the Group have been selected to cover many perspectives: urban and regional, labour and business owners, large exporters and small and medium enterprises, environmental groups and groups with other social concerns. While no single person can represent the Treaty of Waitangi dimension, a range of Māori experts have been nominated.</p> <p>The proposed Group meets the expectations of providing a wide range of expertise and interests based on practical experience and academic knowledge.</p>
Possible conflicts of interest	No conflicts identified.
Proposals for conflict management	The Group will be required to advise of conflicts of interest during the twice yearly meetings with the Minister. It is not expected there will be many conflicts due to the nature of the Group's advisory function.

The Candidate

Name	John (Hone) Arona McGREGOR
Address	s9(2)(a)
Citizenship	New Zealand
Age	52
Gender	Male
Ethnicity	NZ Māori
Iwi (if applicable)	Te Atiawa, Rangitāne, Ngāti Raukawa, Ngāti Kere
Current or most recent Employment	Professional director
Government board appointments held	<ul style="list-style-type: none"> • Member, Trade for All Ministerial Advisory Group, 2021 to 22 • Chairman, Our Land & Water National Science Challenge Board, 2016 to present • Member, Trade for All Advisory Board, 2018 to 2019
Private and/or voluntary sector board appointments held	<ul style="list-style-type: none"> • Member and Deputy Chair, Te Taumata, 2019 to present • Member, India Investment Group, 2021 to present • Member, Federation of Māori Authorities Executive Council, 2017 to present • Director, AuOra Ltd, 2018 to present • Director, Kono NZ Ltd, 2011 to present • Director, Pure NZ Greenshell Mussels General Partner Limited, 2011 to present • Director, Wakatū Incorporation, 2009 to present • Chairman, Voluntary Service Abroad, 2018 to present • Chairman, Manawatū Kukutauaki Trust, 1998 to present
Qualifications and experience	Hone brings wide experience, at leadership levels, in the public, private and voluntary sectors, including in export services, finance and research. He is a leader in the Māori agribusiness sector and is Deputy Chair of Te Taumata. Directing a regionally based, export oriented business enables him to provide a regional exporter's perspective.

Date: October 2022

Candidate CV Form

Name	Simon David Lambert TUCKER
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The Position

Organisation	Ministerial Strategic Advisory Group on Trade
Position	Member
Term	8 months
Payment	\$400 per day

How the Candidate Meets the Needs of the Position

Skills and attributes the candidate will bring to the position	<p>A former diplomat and High Commissioner to Canada. As a senior leader with New Zealand's largest exporter, provides an exporters perspective on trade matters and deep connections into the diary sector.</p> <p>Nominees to the Group have been selected to cover many perspectives: urban and regional, labour and business owners, large exporters and small and medium enterprises, environmental groups and groups with other social concerns. While no single person can represent the Treaty of Waitangi dimension, a range of Māori experts have been nominated.</p> <p>The proposed Group meets the expectations of providing a wide range of expertise and interests based on practical experience and academic knowledge.</p>
Possible conflicts of interest	No conflicts identified.
Proposals for conflict management	The Group will be required to advise of conflicts of interest during the twice yearly meetings with the Minister. It is not expected there will be many conflicts due to the nature of the Group's advisory function.

The Candidate

Name	Simon David Lambert TUCKER
Address	s9(2)(a)
Citizenship	New Zealand
Age	52
Gender	Male
Ethnicity	New Zealander
Current employment	Director, Global Sustainability, Stakeholder Affairs and Trade, Fonterra Cooperative Group Limited, 2018 to present
Government board appointments held	<ul style="list-style-type: none"> • Member, Trade for All Ministerial Advisory Group, 2021-22 • Member, Agricultural Emissions Trading Scheme Advisory Committee, 2011 to 2013 • Member, Land and Water Forum, 2009 to 2013
Private and/or voluntary sector board appointments held	<ul style="list-style-type: none"> • Chair, Kohimarama School Board of Trustees, 2016 to 2019 • Member, Auckland Tourism, Events and Economic Development Board (ATEED), 2012 to 2013
Qualifications and experience	Simon is a former diplomat who served as High Commissioner to Canada. He possesses extensive knowledge of the dairy sector through his previous role as the Executive Director of the Dairy Companies Association of NZ. As a senior leader with New Zealand's largest exporter, he provides an exporters perspective on trade matters.

Date: October 2022

Candidate CV Form

Name	Leeann WATSON
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The Position

Organisation	Ministerial Strategic Advisory Group on Trade
Position	Member
Term	8 months
Payment	\$400 per day

How the Candidate Meets the Needs of the Position

Skills and attributes the candidate will bring to the position	<p>Leads the largest business support agency in the South Island (2900 members). Provides a regional and SME perspective and connections into the national chambers of commerce network.</p> <p>Nominees to the Group have been selected to cover many perspectives: urban and regional, labour and business owners, large exporters and small and medium enterprises, environmental groups and groups with other social concerns. While no single person can represent the Treaty of Waitangi dimension, a range of Māori experts have been nominated.</p> <p>The proposed Group meets the expectations of providing a wide range of expertise and interests based on practical experience and academic knowledge.</p>
Possible conflicts of interest	No conflicts identified.
Proposals for conflict management	The Group will be required to advise of conflicts of interest during the twice yearly meetings with the Minister. It is not expected there will be many conflicts due to the nature of the Group's advisory function.

The Candidate

Name	Leeann WATSON
Address	s9(2)(a)
Citizenship	New Zealand
Age	52
Gender	Female
Ethnicity	New Zealand European
Current or most recent Employment	Chief Executive, Canterbury Employers' Chamber of Commerce, 2017 to present
Government board appointments held	<ul style="list-style-type: none"> • Member, Trade for All Ministerial Advisory Group, 2021 to 2022. • Director, Small Business Council, 2018 to 2020 • Small Business Advisor, June 2020 to present • Member, Trade for All Advisory Board, 2018 to 2019
Private and/or voluntary sector board appointments held	<ul style="list-style-type: none"> • Member, Canterbury Cricket Association Board, 2018 to present • Trustee, Christchurch Boys High School Board of Trustees, 2017 to present • Director, Champion Canterbury Ltd, 2004 to present • Director, Canterbury Regional Business Partners Ltd, 2011 to present
Qualifications and experience	Leeann leads the largest business support agency in the South Island with 2700 members. Vastly experienced in business advocacy, she provides a regional and SME perspective and connections into the national chambers of commerce network and the BusinessNZ Network.

Date: October 2022