

2011 / 2012

Annual  
Integrated  
Report

MCGUINNESS INSTITUTE

LATITUDE

-41.289742

LONGITUDE

174.779100

OUR LOCATION

We are situated in the Wellington Free Ambulance Building at Level 2, 5 Cable Street, Wellington.

CONTACT US

We welcome your feedback. Please contact us on 04 499 8888 or [enquiries@mcguinnessinstitute.org](mailto:enquiries@mcguinnessinstitute.org)

ANNUAL REPORT PUBLICATION

In the interests of sustainability, the McGuinness Institute Annual Integrated Report is published in soft copy only.

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# FROM THE CHIEF EXECUTIVE



This year has been an exciting year of change. It is as if 2012 is the year the Institute grew up.

The Institute has changed its name from the Sustainable Future Institute to the McGuinness Institute. This change reflects international best practice, making transparent both where the principal funds are coming from, and the purpose; namely private funds invested for the public good. Rather than being seen as an organisation primarily focused on progressing environmental issues, the name change better reflects the breadth of the Institute's work; exploring New

Zealand's long-term future through integrated evidence-based research, analysis and engagement.

Our work has changed. While we continue our strong focus on research and policy issues that impact on the sustainable long term future of New Zealand, we are increasingly engaging with the various local, national and international initiatives - in other words moving from thinking to doing.

This deepening engagement is leading us to focus more on young people. Participants at the *StrategyNZ: Mapping our Future* workshop stressed the importance of young people being engaged in the consideration of constitutional issues, led by the Deputy Prime Minister and the Minister of Māori Affairs. This led to the Institute establishing *Project Constitutional Review*. Stage one of this project was the development of a website *EmpowerNZ: Building a Constitution for the 21st Century* in late 2011. The website was designed as a resource for young New Zealanders to learn more about our constitutional arrangements.

The *StrategyNZ: Mapping our Future* workshop also led to the Institute being invited to work on future focussed and strategic initiatives in schools, universities, district councils, business and government. I was also invited to speak at conferences in Vancouver and Korea, and we have subsequently been involved with futurists from Canada and more recently, Singapore.

The highlights of the past year were:

- The success of the 2011 *StrategyNZ: Mapping our Future* workshop and the subsequent initiatives it has generated.
- The publication of *Nation Dates: Significant events that have shaped the nation of New Zealand*. In April 2012 the Institute sent a copy of the book to 618 public intermediate and secondary schools in New Zealand.
- The publication of Report 9: *Science Embraced: Government Funded Science under the Microscope* and its supplementary reports.
- The preparation for the Institute's *Project Constitutional Review* and the *EmpowerNZ: Drafting a Constitution for the 21st Century* workshop in August 2012.
- While in Vancouver I was able to discuss with the David Suzuki Institute and the Living Oceans Society how we might work together on the Institute's Oceans Project, which we are currently scoping.
- In December I was invited to be a keynote speaker at the International Conference on Strategic Foresight in National Governments in Korea where I presented a paper on New Zealand's historic

and current foresight initiatives, as well as an outline of the recent *StrategyNZ: Mapping our Future* workshop hosted by the Institute. The conference in Seoul, hosted by the Korean Women's Development Institute and the Korea Institute of Public Administration included presentations of Foresight

programmes from the Canadian and Singaporean governments, both of which were of particular interest and will change our work programme.

- In addition the Institute made six submissions on the Exclusive Economic Zone and Continental Shelf (Environmental Effects) Bill, the International Integrated Reporting Committee Discussion Paper, the Environmental Reporting Bill, and Application A1042 – Food derived from herbicide-tolerant Corn line DAS-40278-9.

The Institute has improved the way we handle our information in order to provide wider access to and better interaction with others interested and/or working in the area of strategic futures.

- We have continued to add our research and papers to the website at the same time as we have set up two event specific websites for the *StrategyNZ: Mapping our Future* and *EmpowerNZ: Building a Constitution for the 21st Century*, and a further one for the publication of *Nation Dates: Significant events that have shaped the nation of New Zealand*.
- We are increasing the focus on YouTube and uploading more video content, including interviews with respected futurists, and those managing future focussed initiatives. We are using Facebook and Twitter actively to improve our interaction with younger people, and we have redesigned our blog to integrate our communications and enable easy access to information across the Institute's activities.

The face of the team has changed this year. We have been lucky to maintain a talented group where new staff are integrating into the team and deepening our skill base. We wish our former staff successful and fulfilling futures as they have moved on to the challenges of new careers, cities and countries.

We could not have realised this year's achievements without the generosity and very real support of the friends, colleagues and experts who have given their time to explore ideas, check the accuracy and completeness of facts, discuss our conclusions and suggest effective ways forward.

As I write this, I am reflecting on those who have been such significant mentors and friends for the Institute and who we have lost this year. Sir Paul Callaghan who has inspired us to make New Zealand 'a place where talent wants to live' and whose friendship and advice we were privileged to benefit from; Jan Lee Martin, an Australian futurist and New Zealander, who was committed to building better futures for communities, and Lloyd Morrison whose expert advice and support strengthened our commitment to the sustainable future of New Zealand. We benefited from their commitment, integrity and wisdom, and look to continuing their work.

Since March 2012 we have already achieved a major goal of the 2012/13 work programme with the completion of the *EmpowerNZ: Drafting a Constitution for the 21st Century* workshop, which was stage two of *Project Constitutional Review*. This workshop created a lot of interest and the project will continue to be a key part of the on-going work at the Institute. The themes of Report 9: *Science Embraced*, published in February 2012, have also continued to drive our work programme in 2012/13. In July 2012 we published Think Piece 15: *The Magical Place Where Science and Humanities Meet*, which announces the establishment of the inaugural *Science Meets Humanities Scholarship Programme* dedicated to visionary leaders – the first being Jan Lee Martin. Jan was particularly keen to support young New Zealand in developing skills in future studies. She generously bequeathed a sum of her estate to the Institute, which will help to fund the scholarship programme.

We have an exciting year ahead and are looking forward to completing our up-coming work programme.



Wendy McGuinness

Chief Executive

1 October 2012

The Institute  
has been working  
on different  
projects and  
dreaming about  
many more

# PROJECTS

## Project 2058

*Project 2058* is the overarching project that encompasses all the work of the McGuinness Institute – its strategic aim is to promote integrated long-term thinking, leadership and capacity-building so that New Zealand can effectively explore and manage risks and opportunities over the next 50 years. The project is the overarching guide for all the work reported on below. Scheduled for completion in 2014, the final outcome will be the Institute's National Sustainable Development Strategy. *Project 2058* has broadened considerably over the past year. In particular the Institute's wider engagement with New Zealanders through this project has expanded through the *StrategyNZ: Mapping our Future* workshop and *EmpowerNZ: Building a Constitution for the 21st Century*.

## StrategyNZ: Mapping our Future

The Institute hosted this course and workshop at the end of March 2011 and it has continued to form a major component of our work programme. The two day workshop emphasised the importance of strategy and future thinking. This has led to the Institute being invited to work on future focussed and strategic initiatives with schools, universities, district councils, businesses and government. The Institute has also published hard copies of the materials prepared for the workshop, preparing a report reflecting on the event and its outputs, and making videos and materials from the speakers and groups available online. The publications directly related to the workshop are:

- Report 12: *StrategyNZ: Mapping our Future Workbook*
- Report 13: *StrategyNZ: Mapping our Future Strategy Maps*
- E-Book: *StrategyNZ: Mapping our Future Reflections*
- Working Paper 2011/16: *StrategyNZ: Mapping our Future Participant Feedback*
- 3 Questions Survey Results: *What strategic uncertainties keep New Zealanders awake at night?*

In July 2011 Dr Peter Bishop (Associate Professor in the College of Technology and Director of the graduate programme in Future Studies at the University of Houston), Wendy McGuinness, Jess Prendergast and Rory Sarten presented a paper on the *StrategyNZ: Mapping our Future* workshop and its outputs at the World Future Society Conference in Vancouver. Video of this presentation is available online. Wendy was also invited to be a keynote speaker in Seoul at the International Conference on Strategic Foresight in National Government, hosted by the Korean Women's Development Institute and the Korea Institute of Public Administration. Foresight in New Zealand (Working Paper 2011/20) was specifically prepared for the conference. This paper looked at foresight activities in New Zealand government and provided an overview of the *StrategyNZ* workshop and its outputs. One of the students from Kristin School who attended *StrategyNZ*, Christian Silver, organised a similar event called StrategyKristin and invited Wendy to speak and judge the resulting strategies for presentation to the board.



## Science Embraced

In February 2011 the Institute published *Science Embraced: Government-funded Science under the Microscope*. It was the first report published under the name McGuinness Institute and is the ninth report of Project 2058 and represents over three years work. The report seeks to contribute to a deeper discussion on science in society and the role of government-funded science. This is a discussion that we see as vitally important for New Zealand, as science funding is one of the few areas where government invests solely in our country's future, highlighting the importance of science as a powerful lever for social action and improving well-being.

Extensive research work for the *Science Embraced* report is published in the following background reports and working papers:

- Report 9a: *A History of Government-funded Science from 1865-2009*
- Report 9b: *A History of Government-funded Science from 2009-2011*
- Working Paper 2011/18: *New Zealand's Crown Research Institutes: Legislation, Operation and Governance*
- Working Paper 2011/17: *New Zealand Universities: Research activities, commercialisation and international benchmarking*
- Working Paper 2011/15: *MSI Science Investment Board: Legislation, Operations and Board Membership*
- Working Paper 2011/14: *MSI Innovation Investment Board: Legislation, Operations and Board Membership*

The publication gained attention in the media, being reported on in several newspapers and being discussed on various science blogs and online magazines. Wendy was interviewed by David Beatson for Triangle TV and the video of this interview is available online.

## Project Genetic Modification

The strategic aim of this project is to consider the past, evaluate the present and explore the future landscape of genetic modification in New Zealand. This project is on hold until the Environmental Protection Authority completes its review of the Hazardous Substances and New Organisms (Methodology) Order 1998, which commenced in 2002. In the meantime we continue to monitor the landscape, updating our timeline and undertaking relevant submissions as they are called for.

## One Integrated Report

The Institute believes the use of one integrated annual report, by both organisations and countries, is a critical mechanism for improving global and local governance of resources, human health and well-being. Following the publication of *Integrated Annual Report Survey of New Zealand's Top 200 Companies* in January 2011, the Institute has continued to monitor this landscape. In December 2011 the Institute prepared a submission on the International Integrated Reporting Committee (IIRC) Discussion Paper. The submission underlined the Institute's support for the goals of the IIRC and emphasised the need for new reporting frameworks to deal with an increasingly complex world.



## Project Constitutional Review

The Institute sees the current constitutional review as a rare opportunity for New Zealanders to learn about our current constitutional framework and engage with future developments. *Project Constitutional Review* has two main work streams. Firstly, the *EmpowerNZ* project aims to facilitate discussion amongst young people around the constitutional review and New Zealand's long-term future. Secondly, the project will closely follow and analyse the progress of the Constitutional Advisory Panel. The first publication for this project was Working Paper 2011/19: *The State of the Constitutional Review* as at November 2011.

## EmpowerNZ

Building on the sentiments expressed during *StrategyNZ: Mapping our Future* that young people need to be involved in, and have the capacity to engage with, civic debate in New Zealand, the Institute has developed the *EmpowerNZ* workstream to help facilitate engagement by young New Zealanders with the current Constitutional Review. On 16 November 2011 the Institute launched the *EmpowerNZ* website with the aim of creating awareness, sparking discussion and providing resources related to the review. The Institute is preparing to run a workshop in late August 2012 that will bring 50 young people together to discuss what a constitution fit for the 21st century could look like. The purpose of the workshop is to facilitate a prescription-free exploration, creating an opportunity to treat the constitution as a blank canvas. Guided by facilitators who are experts in constitutional law, the participants will present their draft constitution to Members of Parliament and other interested parties on the final day of the event.

## Think Piece

The Institute was invited to contribute a paper to the PostTreatySettlements.org.nz website project, a collaborative project between Victoria University's Institute of Policy Studies and Māori Studies (Te Kawa a Māui). As its contribution the Institute published Think Piece 14: *Constructing a House Fit for the Future*. This builds on *Project 2058's* Report 8: *Effective Māori Representation in Parliament: Working towards a National Sustainable Development Strategy*.

## Nation Dates

The Institute's first book *Nation Dates: Significant events that have shaped the nation of New Zealand* was launched in Wellington by Dame Dr Claudia Orange on 6 September 2011. The book began as a timeline of New Zealand history collated during the research for earlier *Project 2058* reports. We put this together in book form and gave copies to all participants of *StrategyNZ*. As a result of the feedback from participants and external reviewers, the book grew from 220 to 440 events over a period of five months. *Nation Dates* was launched 63 years to the day after the passing of the British Nationality and New Zealand Citizenship Act 1948, under which New Zealand citizenship was introduced. Copies of the book were also provided to all New Zealand secondary schools. *Nation Dates* is a living document; we welcome anyone with further suggestions for new editions to visit the *Nation Dates* website, [www.nationdates.org](http://www.nationdates.org).

# THE TEAM

AS AT AUGUST 2012



## WENDY MCGUINNESS

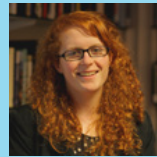
Chief Executive  
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CA, BCom, MBA, is an accountant specialising in risk management.



## RORY SARTEN

Head of Research  
rs@mcguinnessinstitute.org



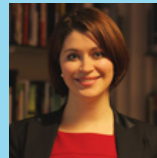
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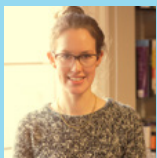
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## MAREE GRIGG

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By August 2012, the team has included: Aidan Beckett, Alison Nevill, Amelie Goldberg, Angus McBride, Becky McGuinness, Caroline Ward, Chris Aitkin, Dave Henley, Diane White, Ella Lawton, Gillian McCarthy, Hanna Butler, Hannah Murphy, Hayley Vujcich, Helena Hallagan, Jamie Winiata, Jean-Charles Perquin, Jess Prendergast, Jo Foster, Jo Garty, Joe McCarter, Kelly Gordon, Lara Rapson, Lisa Bazalo, Liz Allan, Louise Grace-Pickering, Lucy Foster, Luke Herlihy, Lydia Nobbs, Mahina-a-Rangi Baker, Maree Grigg, Maria English, Maria Gorham, Mark Newton, Meghan Collins, Mia Gaudin, Michelle Bazalo, Miriam White, Mitchell Lee, Nick Preval, Nicola Bradshaw, Niki Lomax, Patrick Farrell, Paul Neason, Penny Garty, Perrine Gilkinson, Richard Shonakan, Rory Sarten, Sarah Garty, Sarah Wilson, Sophie Taylor, Stephanie Versteeg, Willow Henderson and more...



Staff, old and new, farewelled Jess Prendergast (crouched wearing glasses) with a day out on Kapiti Island as she left to join z\_punkt, a foresight company based in Cologne, Germany. Jess has made a significant contribution to the work of the McGuinness Institute since she started in October 2009.

# WE WOULD LIKE TO THANK ALL THE EXTERNAL REVIEWERS WHO HAVE CONTRIBUTED THEIR TIME TO THE MCGUINNESS INSTITUTE

We are very fortunate to have the help, advice and support of many experts who give their time to explore ideas, check the accuracy and completeness of facts, discuss our conclusions, and suggest effective ways forward. For more information, please see our list of external reviewers and our external review policy.

Dr Sharon Adamson, Dr Felicity Barnes, Jan Bieringa, Dr Michael Boland, Keitha Booth, Craig Bond, Alastair Boulton, Dr Rick Boven, Hon Max Bradford, Dr Janet Bradford-Grieve, Dave Breuer, Denise Brown, Sir Paul Callaghan, Dr Wayne Cartwright, Julian Carver, Dr Ralph Chapman, Dr Anthony Cole, Professor Marston Conder, Ronnie Cooper, Dr Guy Coulson, Andrew Coy, Yvonne Curtis, Dr Peter Davies, Roger Dennis, Alex Fala, Tony Falkenstein, Tony Fenton, Gerald Fitzgerald, Jeanette Fitzsimons, Bob Frame, Moira Fraser, Kate Frykberg, Bruce Gilkison, Derek Gill, Sir Peter Gluckman, Murray Gribben, Dr Kerry Grundy, Robin Gunston, Professor Harlene Hayne, Myra Harpham, Professor Jack Heinemann, David Henry, Robert Hickson, Sir Frank Holmes, Dr John Hood, Sophie Howard, Stephanie Howard, Mark Hucklesby, Margaret Hunn, Dr Beat Huser, Colin James, Lindis Jones, Professor Philip Joseph, Jonathan King, Dr Stephen Knight-Lenihan, Fanny Lammers Van Toorenburg, John Lancashire, Dr Maggie Lawton, Bridget Liddell, Miang Lim, Chris Lipscombe, Dr Nick Marsh, Dr Andrew Matthews, Dr Malcolm Menzies, Mark McGuinness, Jeremy Moon, Sam Morgan, Gareth Moore-Jones, Lloyd Morrison, Kim Ngarimu, Dr Barbara Nicholas, Dame Dr Claudia Orange, James Palmer, Grant Paterson, Dr Ashok Parbhu, Dr John Peet, Sherie Pointon, Patrick Power, Kerry Prendergast, Dr Stephanie Pride, Peter Rankin, Wendy Reid, John Roberts, Dr Lin Roberts, Dr Mere Roberts, Professor Jacqueline Rowarth, Phil Royal, Professor Caroline Saunders, Judy Siers, Jeremy Silva, Professor Phil A. Silva, Wayne Silver, Chris Simmons, Jim Sinner, Dr Huhana Smith, Professor Jeff Tallon, Hon Hugh Templeton, Dr Steve Thompson, Nat Torkington, Dr Jim Watson, Dr Sean Weaver, Mark Weldon, Dr Jez Weston, Hon Fran Wilde, Dr Morgan Williams, and Dr John Wilson along with others.

# BY THE NUMBERS

## PUBLICATIONS

for year April 2011 to March 2012

TOTAL NUMBER OF PUBLICATIONS

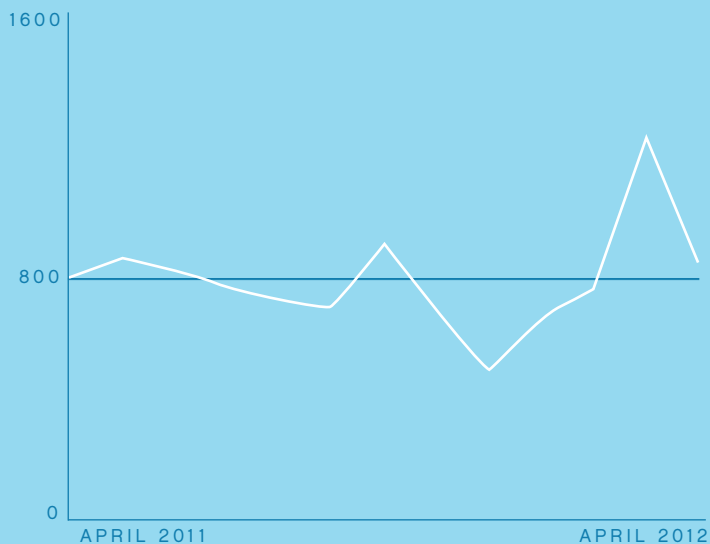
37

REPORTS	5
WORKING PAPERS	7
PRESENTATIONS	8
THINK PIECES	1
SUBMISSIONS	6
OFFICIAL INFORMATION ACT REQUESTS	2
NEWSLETTERS	3
MEDIA RELEASES	5

## WEBSITE

as at 31 March 2012

UNIQUE VISITORS TO WEBSITE



## SOCIAL MEDIA

as at 31 March 2012

FACEBOOK FRIENDS	200
TWITTER FOLLOWERS	221
YOUTUBE SUBSCRIBERS	82

## YOUTUBE VIEWS



AS AT 1 APRIL 2011

8,437

AS AT 31 MARCH 2012

34,943

## OUR VISION

A non-partisan think tank  
working towards a sustainable  
future, contributing strategic  
foresight through evidence-  
based research and policy  
analysis.

### STRATEGYNZ WORKSHOP

Held 30-31 March 2012

SPEAKERS	PARTICIPANTS	GUESTS
21	113	261

### BOOKS IN JAMES DUNCAN REFERENCE LIBRARY



AS AT 1 APRIL 2011

2680

AS AT 31 MARCH 2012

3013

# PUBLICATIONS

Date	Report
June 2011	Report 13: <i>StrategyNZ: Mapping our Future Strategy Maps</i>
October 2011	Report 9b: <i>A History of Government-funded Science 2009-2011</i>
February 2012	Report 9: <i>Science Embraced: Government-funded Science under the Microscope</i>
February 2012	Report 9: Executive Summary – <i>Science Embraced: Government-funded Science under the Microscope</i>
February 2012	<i>Methodology and review of work</i>

Date	Working Paper	Background to
2011/14	<i>MSI Innovation Investment Board: Legislation, Operations and Board Membership</i>	Report 9: <i>Science Embraced: Government-funded Science under the Microscope</i>
2011/15	<i>MSI Science Investment Board: Legislation, Operations and Board Membership</i>	Report 9: <i>Science Embraced: Government-funded Science under the Microscope</i>
2011/16	<i>StrategyNZ: Mapping our Future Participant Feedback</i>	Report 13: <i>StrategyNZ: Mapping our Future Strategy Maps</i>
2011/17	<i>New Zealand Universities: Research activities, commercialisation and international benchmarking</i>	Report 9: <i>Science Embraced: Government-funded Science under the Microscope</i>
2011/18	<i>New Zealand's Crown Research Institutes: Legislation, Operation and Governance</i>	Report 9: <i>Science Embraced: Government-funded Science under the Microscope</i>
2011/19	<i>The State of the Constitutional Review as at November 2011</i>	<i>Project Constitutional Review</i>
2011/20	<i>Foresight in New Zealand</i>	Prepared for the International Conference on Strategic Foresight in National Government, held in Seoul on December 6-8, 2011

Date	Media Release
September 2011	<i>Nation Dates: Significant events that have shaped the nation of New Zealand</i> – Book Launch With the aim of inspiring New Zealanders to think about our long-term future, and to provide optimism for the way forward, <i>Nation Dates</i> will proudly be launched on Tuesday 6 September at Unity Books Wellington.
December 2011	'Time to Treat our Constitution as a Blank Canvas' – <a href="http://www.EmpowerNZ.org">www.EmpowerNZ.org</a> Project Launch The <i>EmpowerNZ</i> website is launched today as part of the Sustainable Future Institute's <i>Project Constitutional Review</i> .
February 2012	Formation of International Integrated Reporting Committee (IIRC) The Sustainable Future Institute congratulates the Prince's Accounting for Sustainability Project (A4S) and the Global Reporting Initiative (GRI) on announcing the formation of the International Integrated Reporting Committee (IIRC).
March 2012	Report 9: <i>Science Embraced: Government-funded Science under the Microscope</i> McGuinness Institute presents first publication under new name.
March 2012	Sir Paul's Message Live On The McGuinness Institute is remembering Sir Paul Callaghan as 'a truly great New Zealand leader with a strong vision for the future of New Zealand'.

Date	Presentation
June 2011	Evolve – Women and Leadership Course Otago University
July 2011	StrategyNZ: Mapping our Future World Future Society Conference, Vancouver
August 2011	The future and how we can shape it Otago MBA Alumni
September 2011	StrategyKristin Kristin School
October 2011	Strategy Mapping Leadership New Zealand Future Thinking Workshop
November 2011	Strategy: Conservation Lands Otago University Symposium Public Conservation Lands 2040
November 2011	One Integrated Report: It's impact on Local Government Local Governance: Funding, Finance and Insurance
December 2011	Foresight Activities in the New Zealand Government International Conference on Strategic Foresight in national Governance, Seoul

Date	Think Piece
June 2011	Think Piece 14: Constructing a House Fit for the Future

Date	Submission	
April 2011	Application A1042 – Food derived from herbicide-tolerant Corn line DAS-40278-9	Written Submission
October 2011	Environmental Reporting Bill	Written Submission
December 2011	International Integrated Reporting Committee Discussion Paper	Written Submission
January 2012	Exclusive Economic Zone and Continental Shelf (Environmental Effects) Bill	Written Submission
February 2012	Exclusive Economic Zone and Continental Shelf (Environmental Effects) Bill	Oral Submission
February 2012	Exclusive Economic Zone and Continental Shelf (Environmental Effects) Bill	Written response to questions from the Committee

Date	Issue	Newsletter
May 2011	Issue 7	e-newsletter
October 2011	Issue 8	e-newsletter
March 2012	Issue 9	e-newsletter

Date	Official Information Act request
January 2012	Request relating to the release of Cabinet paper - CRI Funding and Accountability Changes
February 2012	Request relating to the resources available to the Constitutional Review Panel

# INTERNATIONAL AFFILIATES

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Our affiliations with international futurist organisations keep us at the forefront of global thought across many areas including food security, innovation, international treaties, ocean and defence policy. We believe, as a small institution in a geographically isolated country, it is essential that we remain informed and actively participate in conversations on key drivers, challenges and opportunities for our future.

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## MILLENNIUM PROJECT

In July 2010 the Institute signed a Memorandum of Understanding that established the McGuinness Institute as the New Zealand Node of the Millennium Project. In July 2011, at the World Future Society Conference in Vancouver, Wendy presented the Institute's first report to the Millennium Project on the recent and upcoming activities of the Institute as the New Zealand Node.

## WORLD FUTURE SOCIETY

In July 2010 the Institute became the New Zealand Chapter of the World Future Society. The World Future Society is a non-profit, non-partisan scientific and educational association of people interested in how social and technological developments are shaping the future. Wendy McGuinness has presented at four World Future Society Conferences, the most recent being in Vancouver, where Peter Bishop, Jess Prendergast and Rory Sarten joined her to present on the *StrategyNZ: Mapping our Future* workshop.

## WORLD FUTURES STUDIES FEDERATION

Wendy McGuinness is an individual member of the WFSF, a global NGO that was founded in the 1960s to encourage and promote the development of futures studies as a trans-disciplinary academic and professional field in all parts of the world. It operates as a global network of practicing futurists, researchers, teachers, scholars, policy analysts, activists and others from approximately 60 countries.

## ASSOCIATION OF PROFESSIONAL FUTURISTS

Wendy McGuinness is also a Member Associate of Professional Futurists. The Association of Professional Futurists is a global community of professional futurists committed to leadership and excellence in the futures field. Members provide unique perspectives to help people anticipate and influence the future.



# THE LIBRARY

The James Duncan Reference Library is approaching its third birthday in October 2012. Earlier in the year the catalogue of our collection was made available through our website using the online database LibraryThing.com. This year the development of the library's collection reflected the Institute's focus on strategic foresight and mapping; a result of the research and work around our event *StrategyNZ: Mapping our Future*. The Institute's collection has reached 3013 books and publications, and we are still growing.

## KEY ACQUISITIONS THIS YEAR:

- *Narrative of a Voyage to New Zealand* Vol. 1-2, John Liddiard Nicholas, (1817)
- *The Official Handbook of New Zealand*, Sir Julius Vogel (ed) (1875)
- *History of New Zealand* Vol. 1-3, G. W. Rusden (1895)
- *We Won You Lost Eat That*, Paul Goldsmith (2008)
- *New Zealand Birth Certificates*, Paul Moon (2010)
- *The Big Kahuna*, Gareth Morgan & Susan Guthrie (2011)



# OUR OFFICE FOOTPRINT

In order to reduce our office footprint, we have instigated the following practices:

- Using recycled printer paper
- Biodegradable cleaning products
- Double-side printing for large documents/printing to used scrap paper for unofficial documents
- Recycling system – all our bottles, cartridges, cardboard and paper are taken away to be recycled

In addition, we believe it is important to care for our natural environment. For the Chief Executive, this means contributing to a native planting programme on 16 hectares of land she co-owns on Arapawa Island in the Marlborough Sounds, New Zealand.

# FINANCIAL INFORMATION

## CHARITABLE TRUST

McGuinness Institute Limited is owned by the McGuinness Foundation Trust. Both Charitable entities have been registered under the Charities Act 2005 and qualify for the charitable purposes exemption in sections CW 41 and 42 of the Income Tax Act 2007.

## SPECIAL PROJECT: STRATEGY NZ

The national workshop held by the Institute in March was our largest event to date, bringing together over 130 people from throughout New Zealand. The success of *StrategyNZ: Mapping our Future* can be attributed to the high level of support we received from our sponsors, speakers, judges, consultants and supporters of the Institute. The event played a vital role in informing the Institute's work programme, and our next steps have been to build on the outputs of the workshop.

## BOOKS AND PUBLICATIONS

With a growing library collection of 3013 books and publications to date, we are continually acquiring new resources to inform our work at the Institute. Texts on international best practice in both integrated reporting and strategic foresight, along with historical New Zealand publications to inform our research, have been our latest growing areas of acquisition.

## ACCOUNTING SYSTEMS

Over this financial year we changed our wages system to iPayroll and our accounting system to Xero. This has provided an opportunity to redesign our chart of accounts, which will become more apparent in the 2012/13 annual report. For this year in order for comparisons to be highlighted we have recalculated our 2011/12 figures to align with our 2010/11 chart of accounts.

## WEBSITE

With the change of name from Sustainable Future Institute to McGuinness Institute in February, an opportunity arose to update and align our online brand presence. This work will continue into the 2012/13 work programme.

# ACCOUNTS

## McGuinness Institute Limited

Revenue	2012	2011
Donations	576,342	176,296
StrategyNZ Workshop Fees	4,696	30,817
Other Income	18,080	4,325
Total Revenue	599,118	211,438

Expenses	2012	2011
Donations	0	12,600
Office Expenses	31,754	55,515
StrategyNZ Expenses	14,832	104,718
Training and Education	326	15,404
Wages	310,363	296,261
Other	172,874	86,324
Total Expenses	530,149	570,822
Net Surplus/(Deficit)	68,969	(359,384)

Assets	2012	2011
Total Current Assets	80,665	47,051
Total Current Liabilities	260,610	295,914
Total Non-Current Assets	58,955	58,903

Please contact the Institute if you require more detailed financial information.

## **MCGUINNESS INSTITUTE**

© McGuinness Limited 2012  
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