

XRB Stakeholder survey 2024

Summary Report

June 2024



Te Kāwai Ārahi Pūrongo Mōwaho
EXTERNAL REPORTING BOARD

Contents

Background and objectives	Slide 3
Respondent profiles	Slide 4
Key findings	Slide 5
XRB's Performance	Slide 7
Products	Slide 13
Interactions	Slide 19
Appendix	Slide 22

Background and objectives

Research Objectives

To provide the External Reporting Board (XRB) with information to maintain strong and effective relationships with its stakeholders, a regular survey of stakeholders is undertaken to measure XRB's performance. The survey assesses the current state of, and any changes to, stakeholders' perceptions of XRB's: Performance, Products and Interactions.

Further, the survey measures the effectiveness and performance of XRB's contribution towards:

- Engendering trust and confidence in New Zealand financial and non-financial reporting
- Enabling entities to better communicate their performance story and enhance entities' transparency, accountability and stewardship to stakeholders
- Contributing to the allocation of capital towards activities that are consistent with a transition to a low-emissions, climate-resilient future.

Stakeholder Segmentation

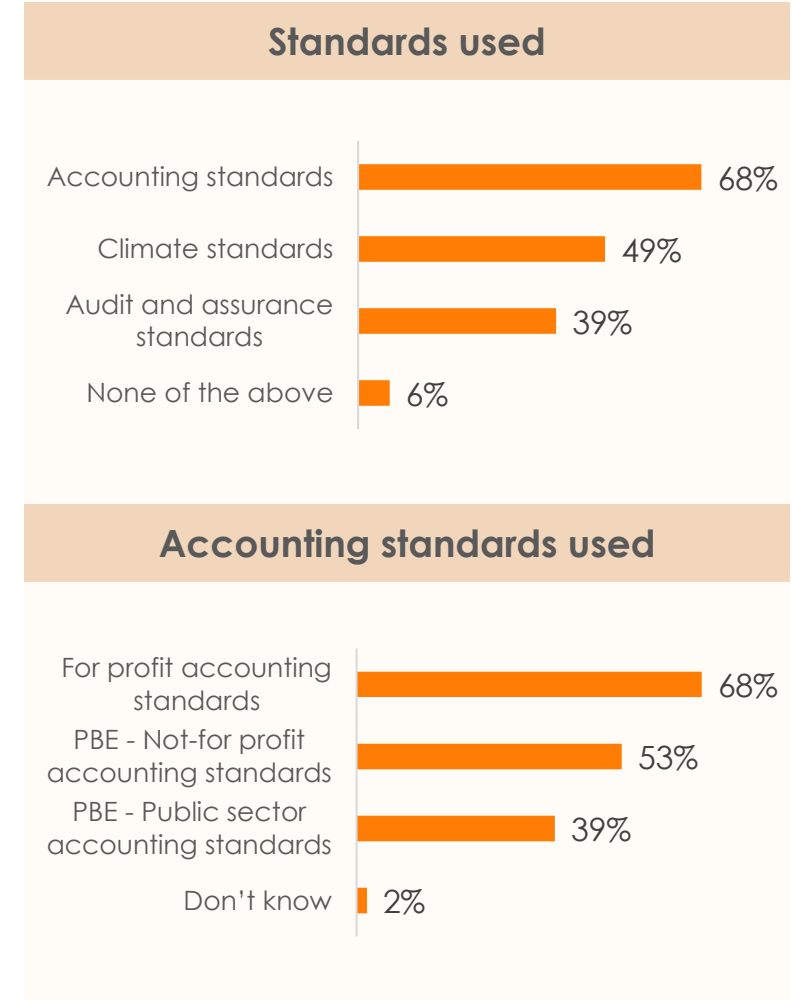
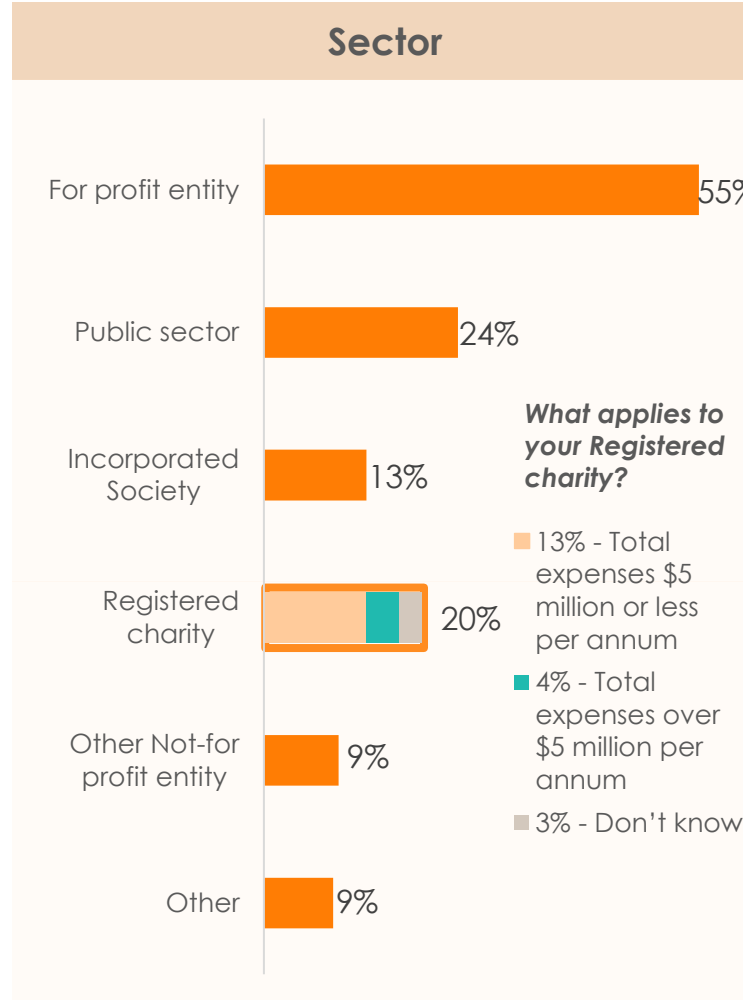
To ensure a representative sample, stakeholders were split by their usage of accounting standards, audit and assurance standards, and climate standards.

Those using accounting standards were further split by For Profit, PBE - Not-For Profit and PBE - Public sector accounting standard users.

Survey changes made compared to 2023 and 2022

- Updated performance indicators
- Question added to effectiveness of standards to support performance indicators
- Question added to satisfaction with quality and guidance of support the XRB has delivered for standards
- Question added to satisfaction with quality of consultation and engagement for the development of standards.

Respondent profiles



2024 Key findings

Performance

On performance we asked for overall satisfaction, satisfaction with the performance on each outcome statement, current strengths of the XRB and improvement opportunities:

- Three in four stakeholders are satisfied with the overall performance of the XRB in 2024. Performance satisfaction declines this year but remains above the 2022 satisfaction result.
- More than three quarters of stakeholders are satisfied with XRB's performance to “engender trust and confidence in New Zealand financial and non-financial reporting”.
- Slightly fewer stakeholders (73%) are satisfied with the performance on “Enable entities to better communicate their performance story and enhance entities' transparency, accountability and stewardship to stakeholders.”
- Two in five stakeholders are satisfied with the “Contribution to the allocation of capital towards activities that are consistent with a transition to a low-emissions, climate-resilient future.”, while a quarter of stakeholder couldn't judge their satisfaction.
- Stakeholders perceive XRB's main strength to be its clear communication and engagement with stakeholders.

2024 Key findings

Products

For products, we asked about their effectiveness in helping to achieve the outcome statements, stakeholder satisfaction with XRB's quality of guidance and support and satisfaction and quality of the consultation process.

- Accounting standards have been more effective in enabling XRB's performance in engendering trust and confidence and enabling entities to better communicate compared to other standards.
- About one fifth of stakeholders consider audit and assurance and climate standards as contributing to the allocation of capital towards activities that are consistent with a transition to a low-emissions, climate-resilient future.
- Stakeholders using for profit accounting standards are the least satisfied with quality of guidance and support provided (Staff Guidance document, webinars) by the XRB and the quality of collateral and engagement opportunities, compared to other standards.
- Seven in 10 stakeholders are satisfied with the consultation process. However, the satisfaction with the number of consultations provided has decreased compared to previous year, back to almost the same level from 2022. Nevertheless, three out of four stakeholders consider the amount of consultations 'about right' this year.

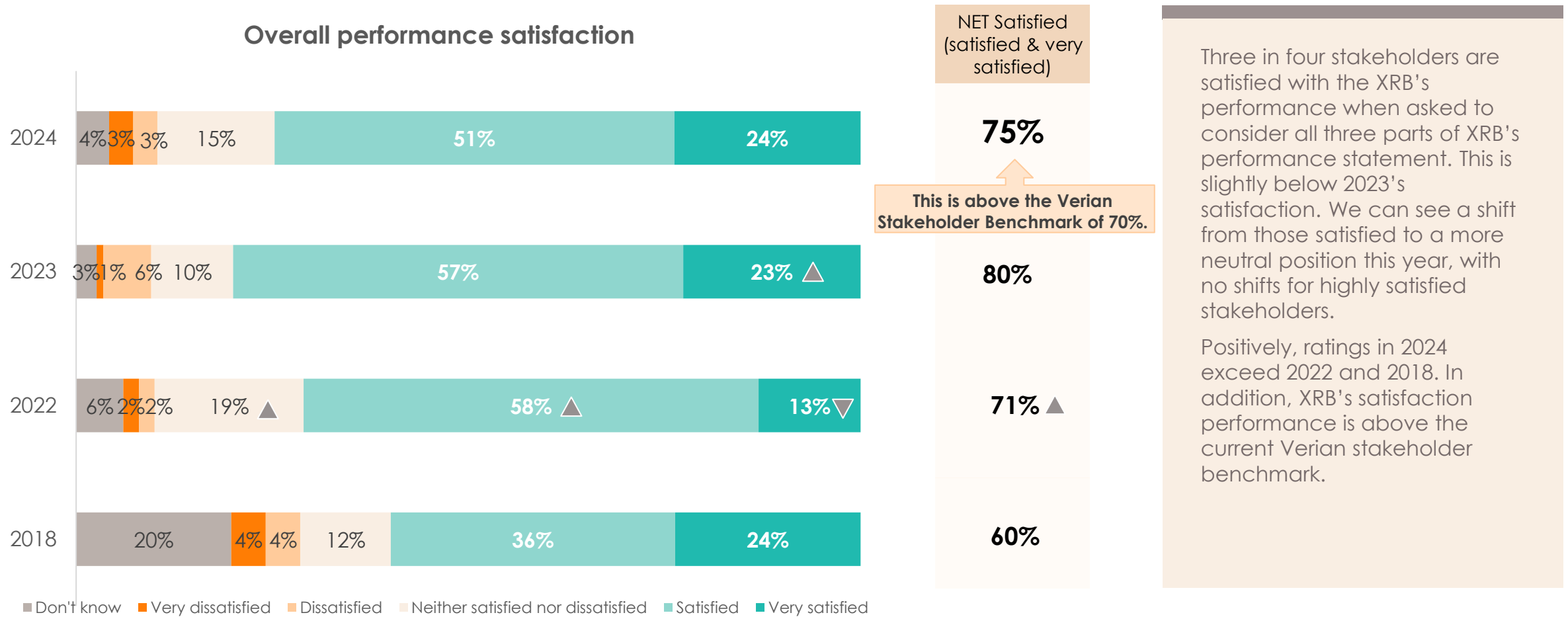
Interactions

For Interactions we asked about stakeholders' main way of interacting with the XRB as well as their satisfaction.

- The website continues to be the most used source for interaction with XRB, followed by events and webinars.
- Stakeholders are generally highly satisfied with their interactions with the XRB, even more so with personal contacts (e. g. events) rather than digital (e. g. website).

XRB's Performance

Overall satisfaction with performance remains strong



Q: D2. This is XRB's performance statement [...] Thinking about the contribution the XRB makes towards those outcomes, how satisfied are you with XRB's overall performance? n=182 (2018) n=223 (2022), n=115 (2023), n=261 (2024)

Note: Wording changes every year, as performance statements changed. In 2018, no performance statements have been shown in this question.

*Benchmark of other stakeholder surveys conducted by Verian

Performance by outcome statements

Thinking about the XRB's performance, how satisfied are you with XRB's performance on:

	NET Satisfied (Satisfied + Very satisfied)	Performance satisfaction by outcome statement
Engender trust and confidence in New Zealand financial and non-financial reporting.	77%	
Enable entities to better communicate their performance story and enhance entities' transparency, accountability and stewardship to stakeholders.	73%	
Contribute to the allocation of capital towards activities that are consistent with a transition to a low-emissions, climate-resilient future.	44%	

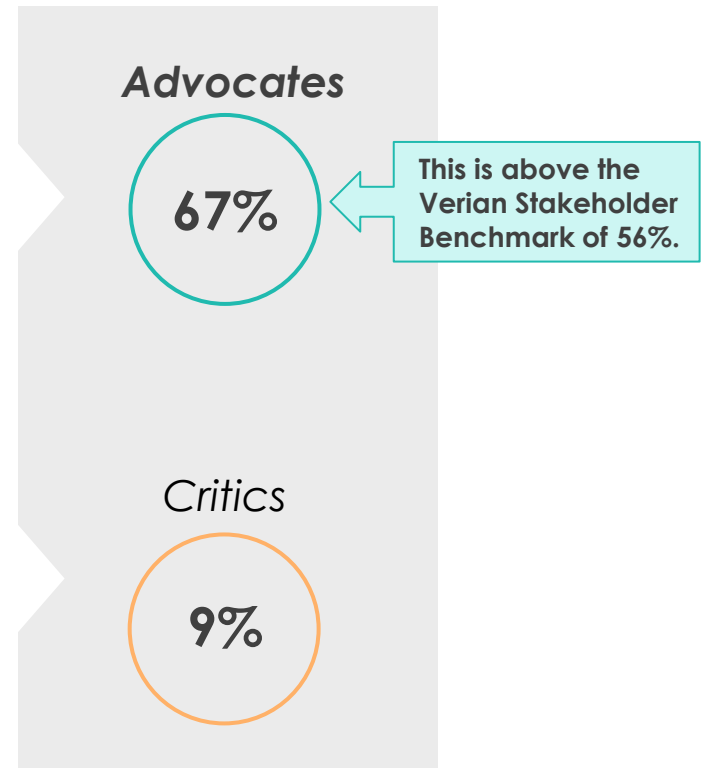
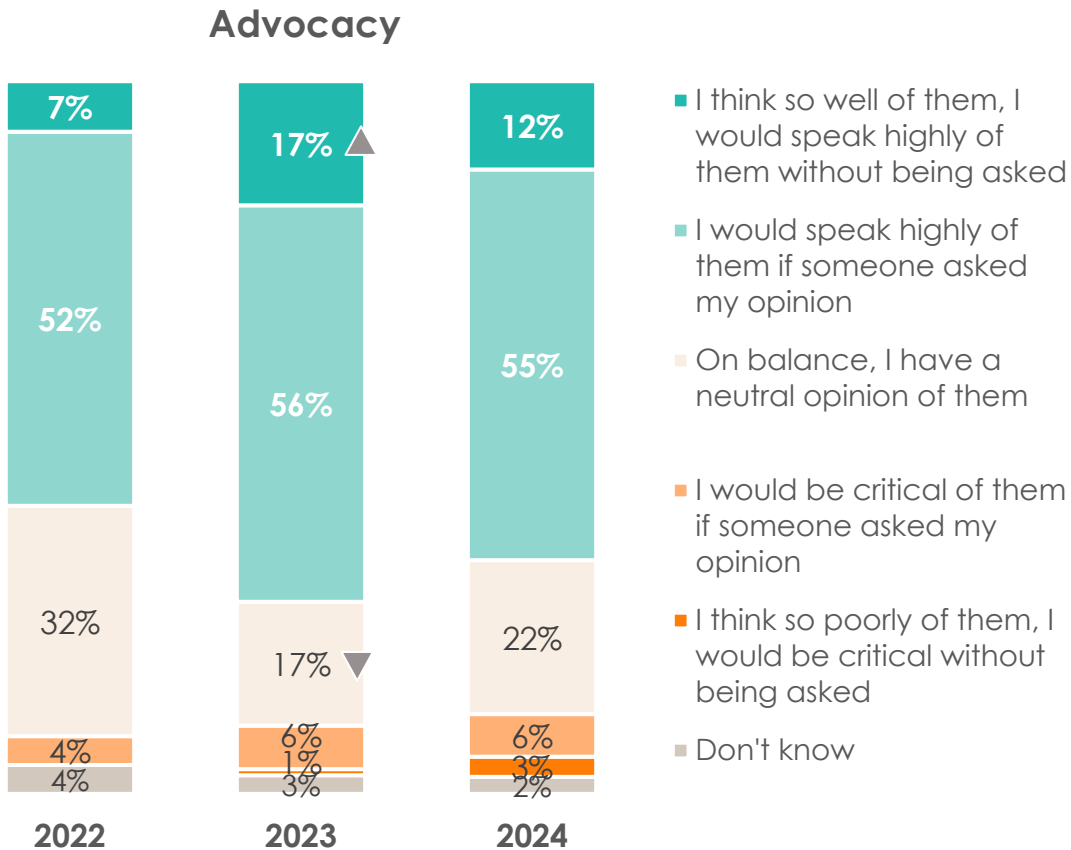
There is a clear differentiation between stakeholders' satisfaction with XRB's performance on contributing to the allocation of capital towards activities that are consistent with a transition to a low-emissions, climate-resilient future, compared to other performance indicators which show higher satisfaction levels.

Less than half of stakeholders are satisfied with XRB's performance on contributing to capital allocation towards climate awareness. However, most are neutral or claim not to know.

This question was asked specifically in relation to respondents' use of particular standards. Currently, there are no specific For Profit, PBE or Public Sector standards that contribute to a low emission climate resilient future.

Advocacy for the XRB remains strong

After a significant increase in advocacy last year, we see a small drop in 2024. Fewer stakeholders would speak highly of the XRB without being asked (from 17% to 12%). However, advocacy remains above the Verian stakeholder benchmark. While advocacy is stronger than in 2022, stakeholders are now more polarised, with significantly more critics than two years ago.



Q: D5. Thinking about everything you know about the XRB, please click on the statement that best reflects your opinions and perceptions. n=223 (2022), n=115 (2023), n=250 (2024)

Note: Question hasn't been asked in 2018

*Benchmark of other stakeholder surveys conducted by Verian

XRB’s current strengths are good communication and stakeholder engagement

What do you think XRB is currently doing well?



One in five stakeholders appreciate XRB's clear communication and 10% of stakeholders consider the XRB's engagement as a strength.

“They communicate effectively and with quality information, engagements and resources.” *(Education, Public Sector)*

“Supporting reporting entities with guidance and continuing to engage with them during this first year.” *(Sustainability professional, For-profit entity)*

“Guidance documents are very helpful, XRB excel at the education side of their role.” *(CFO, Registered charity)*

Main improvement areas are:

While 7% of stakeholders say there is nothing XRB needed to improve, 45% of stakeholders provide suggestions for what XRB could do to improve performance*. These fall into two main categories:

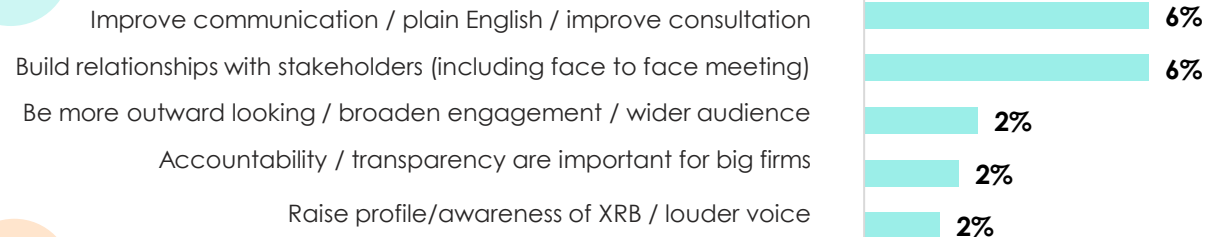
- Improve communication and increase engagement
- Provide more guidance and support to stakeholders.

Other mentions are:

- More support / education for climate standards and reporting 4%.

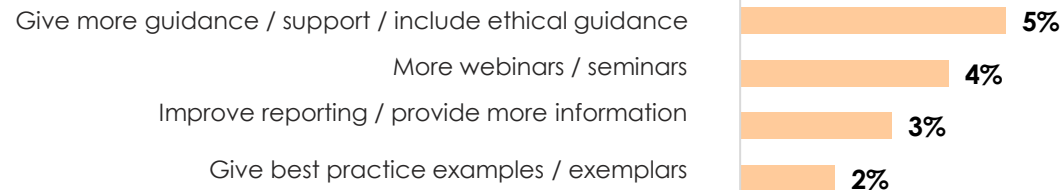
What is one thing that XRB could do to improve its performance?

18% IMPROVE COMMUNICATION AND INCREASE ENGAGEMENT



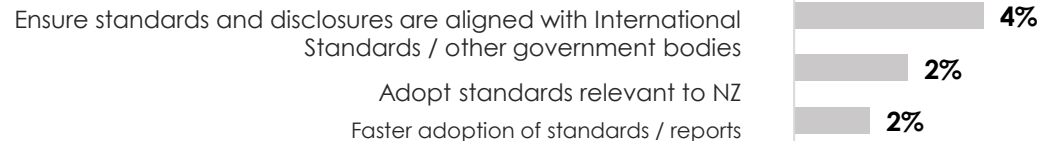
“Make it more simpler in language”
 “Encourage effective communication to non-accountants”
 “Make it easier for those in the sector to engage”

16% PROVIDE MORE GUIDANCE, SUPPORT AND EDUCATION



“Continue to publish guidance and alignment documents”
 “Issue more explanatory guides and examples”
 “More webinars with experts particularly with the climate standards”

8% IMPROVE THE PROCESS FOR ADOPTING STANDARDS



“Timely adoption of international standards and ensuring NZ specific standards or amendments to standards are limited and focused on NZ specific issues”

6% IMPROVE ACCOUNTING AND ASSURANCE REPORTING



“Think of the nonprofessional volunteer when you prepare process and documentation”

Q: D3. What is one thing that XRB could do to improve its performance? n=255

Note: Values below 2% are not displayed

*7% said they didn't know

Products

Accounting standards seen as most effective

Overall, how effective do you think the standards were at helping to...?

<i>NET Effective</i> (Very effective + Extremely effective)	For profit accounting standards <i>(n=86 to 90)</i>	PBE - Not-for profit accounting standards <i>(n=83)</i>	Public sector accounting standards <i>(n=58)</i>	Audit and assurance standards <i>(n=111)</i>	Climate standards <i>(n=132)</i>
Engender trust and confidence in New Zealand financial and non-financial reporting					
Enable entities to better communicate their performance story and enhance entities' transparency, accountability and stewardship to stakeholders'					
Contribute to the allocation of capital towards activities that are consistent with a transition to a low-emissions, climate-resilient future'					

28% NET Not effective
27% Moderately effective
23% Don't know

27% NET Not effective
36% Moderately effective
16% Don't know

Accounting standards are seen as the most effective in contributing to the XRB's performance outcomes, with around two thirds of stakeholders who are using these standards finding them effective.

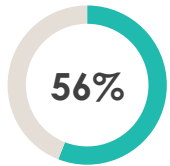
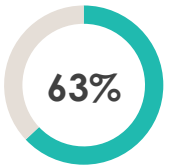
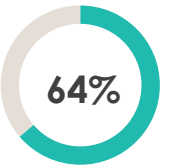
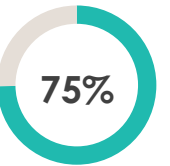
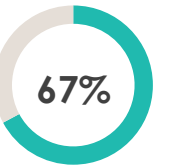
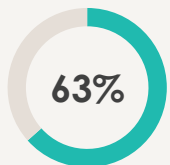
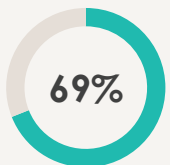
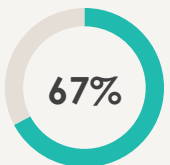
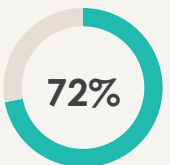
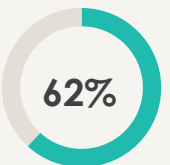
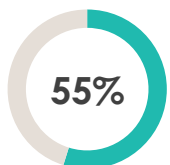
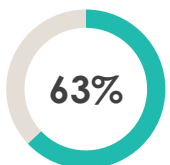
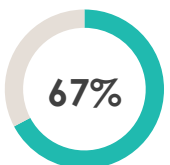
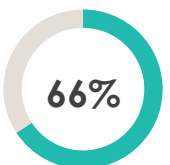
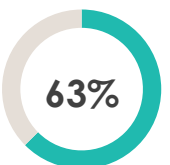
For three out of five users, audit and assurance standards are effective in helping to engender trust and confidence, however less than half of the users think that they enable entities to better communicate their performance story and enhance transparency, accountability and stewardship.

Just over one fifth of users consider audit and assurance to contribute to the allocation of capital towards activities that are consistent with a transition to a low-emissions, climate-resilient future.

Users of the climate standards perceive these standards as the least effective towards two out of three performance outcomes.

Stakeholders rate the quality of guidance and support highest for audit and assurance standards

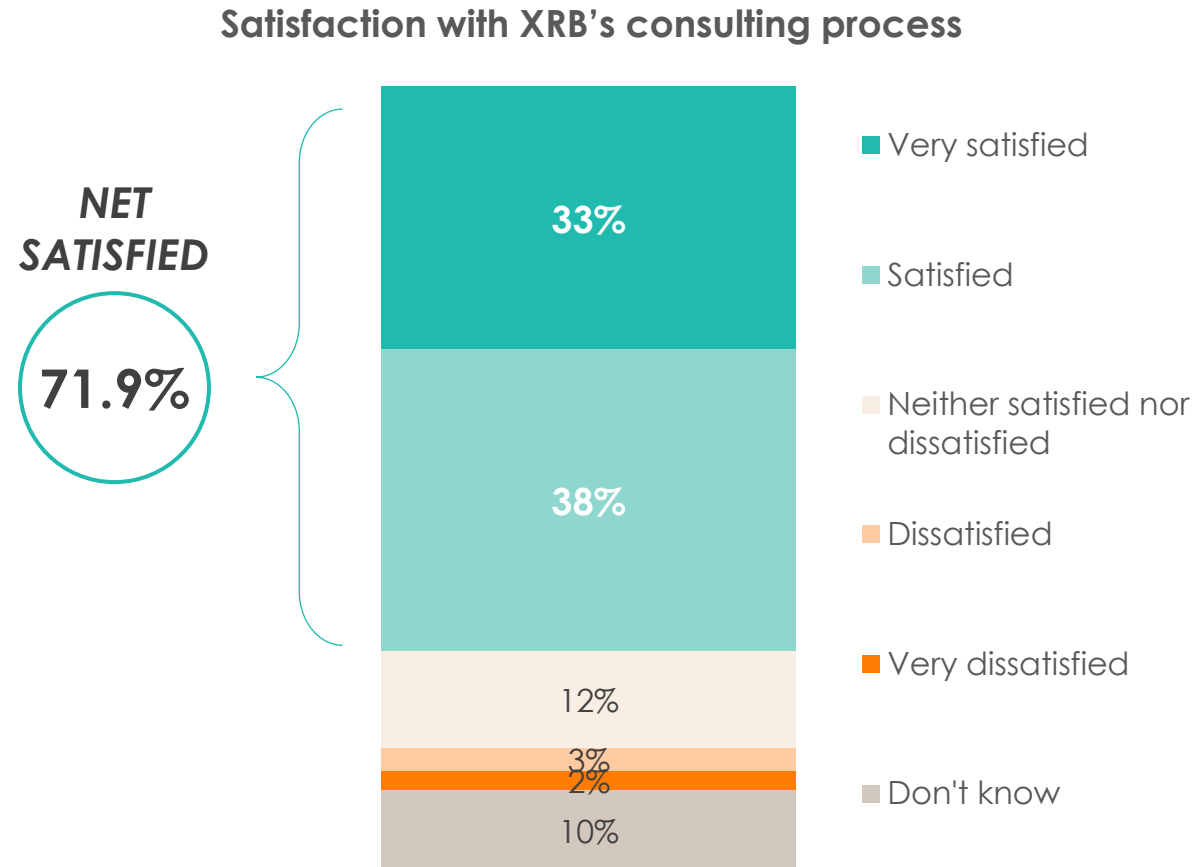
How satisfied are you with the quality of guidance and support the XRB has delivered for the standards?

<i>NET Satisfied (Satisfied + Very satisfied)</i>	For profit accounting standards	PBE - Not-for profit accounting standards	Public sector accounting standards	Audit and assurance standards	Climate standards
	(n=93)	(n=64 to 71)	(n=58)	(n=111)	(n=131)
Staff Guidance document	 56%	 63%	 64%	 75%	 67%
FAQs	 63%	 69%	 67%	 72%	 62%
Webinar (e. g. Deep Dive)	 55%	 63%	 67%	 66%	 63%

Compared to other standards, stakeholders are:

- Most satisfied with the quality and guidance delivered on audit and assurance standards regarding Staff Guidance document and FAQ's
- Least satisfied with the quality and guidance on for profit accounting standards, specifically for Staff Guidance document and webinars

Stakeholders are satisfied with XRB's consultation process

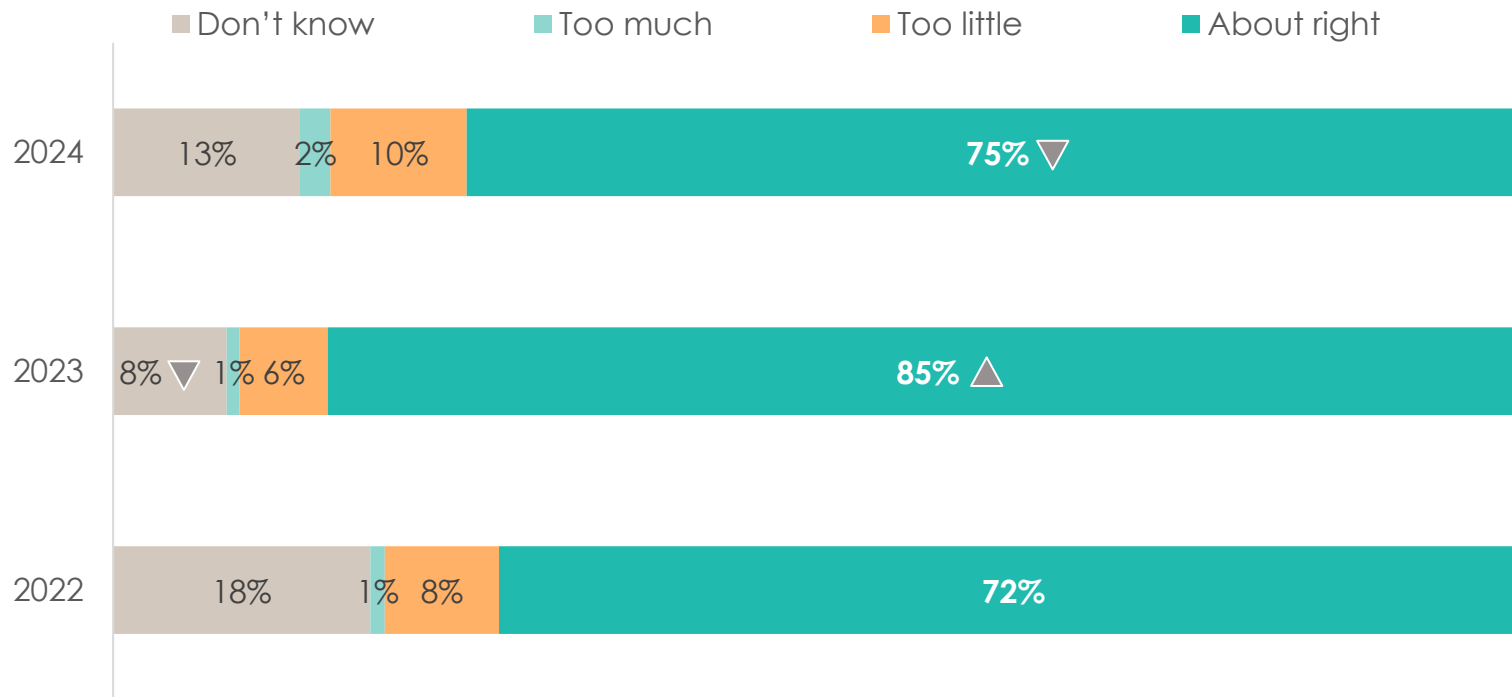


Almost three quarters of stakeholders are satisfied with the consultation process. Only a minority (5%) are dissatisfied.

Q: B4. The XRB has a statutory obligation to consult with stakeholders prior to adopting standards. Overall, how satisfied are you with XRB's consultation process?, n=281

The majority of stakeholders consider the amount of consultation before adopting a standard is about right

Do you think the amount of consultation the XRB does before adopting a standard is:



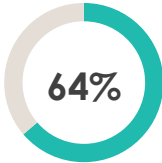
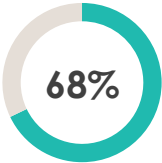
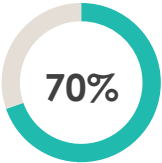
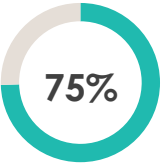
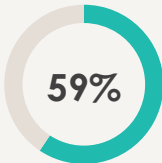
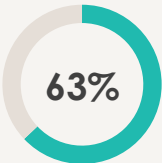
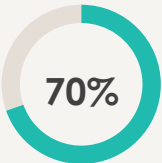
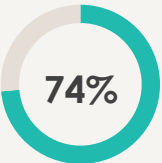
Three in four stakeholders consider the number of consultations the XRB does before adopting a standard is 'about right'. This is a significant decrease from 2023, returning to 2022 levels.

Additionally, more stakeholders consider the amount of consultations is too little (up four points), the highest proportion yet across the past three years.

We also see an increase from last year in stakeholders answering 'don't know' (up five points).

Satisfaction with the quality of collateral and engagement opportunities is strongest for audit and assurance standards

How satisfied are you with the quality of consultation and engagement for the development of the standards?

<i>Top 2 Boxes (Satisfied + Very satisfied)</i>	For profit accounting standards	PBE - Not-for profit accounting standards	Public sector accounting standards	Audit and assurance standards
	(n=91)	(n=81)	(n=56)	(n=106)
Quality of collateral provided, e. g. Consultation document, At a Glance summary	 64%	 68%	 70%	 75%
Quality of engagement opportunities via e. g. webinars, forums, in-person workshop	 59%	 63%	 70%	 74%

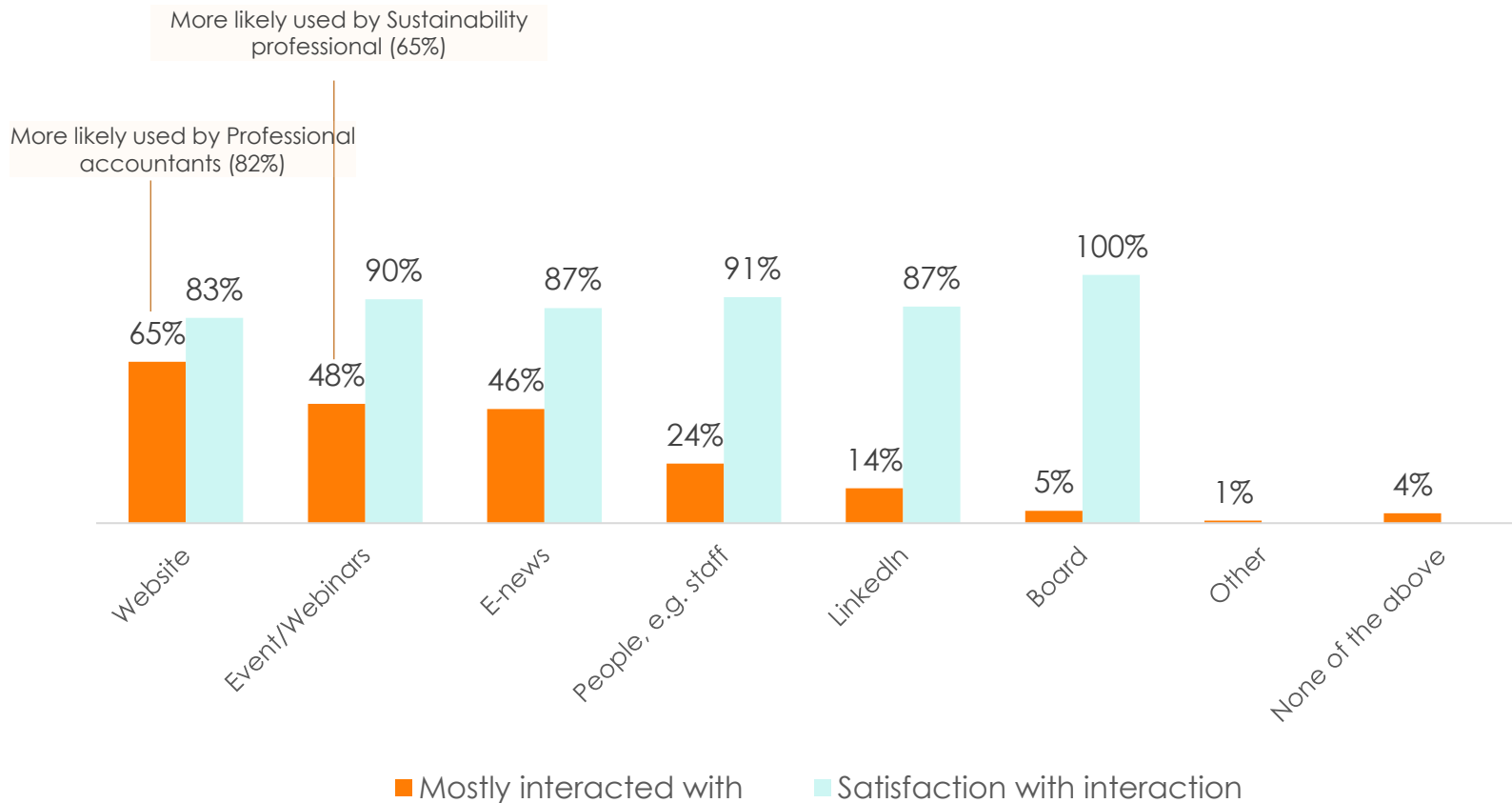
Audit and assurance standard users are more satisfied with the quality of collateral provided (75% are satisfied or very satisfied) as well as the quality of engagement opportunities, e. g. webinars, forums or in-person workshops (74%).

Those using 'for profit' accounting standards are the least satisfied, especially with the quality of engagement opportunities (59%).

Interactions

The website continues to be the main source of information

Sources of interaction and their satisfaction



Similar to previous years, the XRB website continues to be the most used source of interaction, followed by events/webinars and e-news/newsletter.

Those who mention other ways of interacting refer mainly to direct interactions via email or by phone.

The majority of users are satisfied with their interactions. If anything, it is the website that has improvement potential.

How do you mostly interact with the XRB?*

Results by years:

	2024	2023	2022	2018
Website	65%	63%	61%	47%
Webinars / seminars (incl. events)	48%	57%	42%	10%
Newsletter	46%	31%	43%	(not asked)

Q: C1. How do you mostly interact with the XRB? (MA) n=276 (2024);

C2. And how satisfied are you with the interaction(s)? n=264, those who are interacting with XRB through one of the given options

*Annual comparison based on differently worded questions each year.

The main suggestions for improvement include more information, enhance the website experience, and build relationships

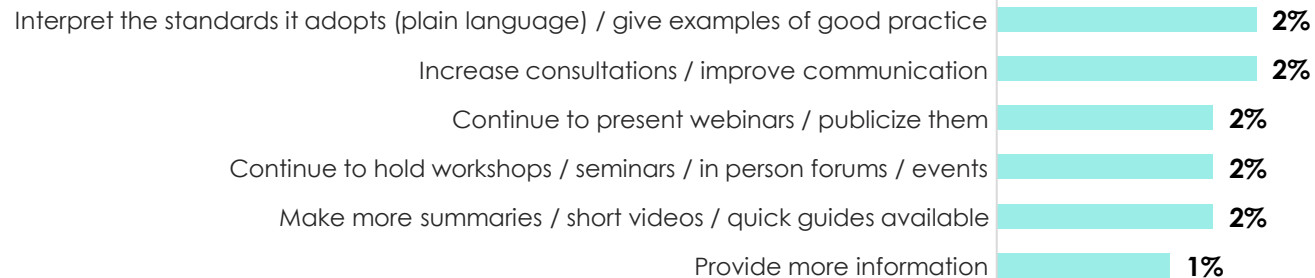
One in 10 stakeholders said that the XRB is doing a great job already*.

Those with suggestions for improvement want more information and education from the XRB in the form of practical examples, and more consultations, webinars, workshops and events.

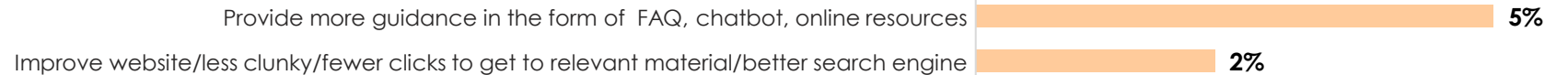
Stakeholders would also like to see more website improvements, and there is also a desire for the XRB to keep building relationships with stakeholders in multiple sectors.

Are there any improvements the XRB could make in their interactions with you or other stakeholders?

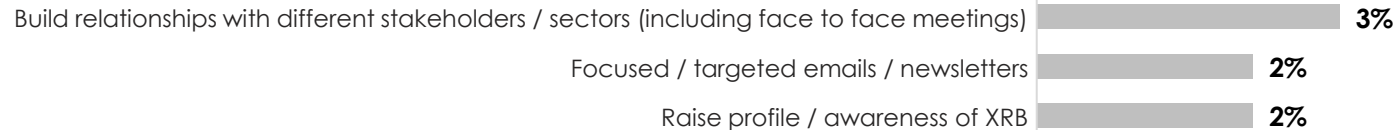
9% INFORMATION AND EDUCATION



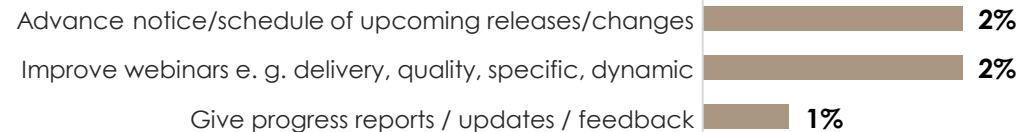
7% ENHANCE WEBSITE EXPERIENCE



6% ENGAGE WITH AND UNDERSTAND STAKEHOLDERS



5% TIMELY COMMUNICATIONS



Q: C3. Are there any improvements the XRB could make in their interactions with you or other stakeholders? (coded) n=272

Note: Values below 1% are not displayed

*3% said they didn't know

Appendix

Methodology

An online survey with stakeholders was conducted between 15 April and 19 May 2024.

Verian emailed the survey invitation to a list of 4,247 stakeholders. Three email reminders were sent during fieldwork in order to maximise the response rate.

In addition, the XRB shared the survey link through their website, LinkedIn page and in email signatures as well as addressed the survey in emails from the directors to stakeholders.

- 256 responded to the survey invitation from Verian
 - 218 completed the survey, which reflects a response rate of 6%*
 - 38 answered the survey partially, and have been included in the dataset
- 31 completed the survey via the XRB's channels. A response rate cannot be calculated for this method.

Reported differences are statistically significant at the 95% confidence level or greater unless otherwise stated.

Throughout this report, we refer to survey participants as 'stakeholders'.

Sample Sizes of previous waves:

2018 n=182

2022 n=223

2023 n=115

Response rates for stakeholder surveys can vary widely, largely depending on the nature of the relationship between organisations and their stakeholders. For instance, organisations with relatively little contact with their stakeholders can have response rates well below 10%, whereas organisations with frequent, in-depth engagement can have response rates around 50%. Other factors play a part, e. g. length of survey, incentives provided etc.

*The maximum margin of error for a sample size of 287 is +/-5.8%.

Introducing Verian

Verian is the new name for Kantar Public (formerly Colmar Brunton).

Following our divestment from our former parent company, we are now an independent research and evaluation agency, providing evidence and advisory services to government and the public realm, across Aotearoa New Zealand and around the world.



Powering decisions
that shape the world.