



## **Using statistics for informed decision making to improve your bottom line**

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(Note: this abstract touches on the areas of business capability; measurement and analysis; customer and market focus).

### **Abstract**

Knowing what's going on in both your external and internal environments is critical for solid analysis of risks and opportunities for your organisation. This knowledge leads to good decision making to improve your bottom line. Official statistics can tell you much of what you need to know about what is happening globally, nationally and in your local community. They can tell you about the economy, societal changes and often provide specific details on your industry.

Hear Statistics New Zealand case studies showing how using official statistics has helped businesses ranging from small ventures to large corporates. For example, how a large corporate used official statistics to improve its bottom line through looking closely at population demographics, including household income in different suburbs, to identify and capitalise on business growth opportunities. These statistics informed decisions on where to locate stores and what products to sell.

This presentation will outline the useful tools available to help you find data to maximise income and minimise cost through assessing income flows, cost-pricing strategies, customer demographics and competitor changes. Statistics New Zealand will share feedback from businesses on how they have successfully used statistics to target promotions, estimate market share, analyse relevant import and export trends and improve success in applying for finance.

This presentation will also acknowledge the time organisations commit to providing their national statistics office with data. The presenter will explain how this information, going into statistics like consumers price index and gross domestic product, ends up influencing countries' macro-economic decision making and affecting the back pockets of industry and householders. The critical need for the data supplied to be accurate will also be explained, along with the consequences of getting the numbers wrong.

**Biography:** Geoff Bascand is the Chief Executive of Statistics New Zealand and the country's Government Statistician. His organisation's aim is to have an informed society using official statistics. To do this Geoff works to ensure the right statistics are produced, and that as many people as possible use this information to help themselves, their families, communities, iwi, businesses and the country.

Prior to becoming Statistics New Zealand's chief executive in 2007, Geoff was the Deputy Government Statistician responsible for Macro-economic, Environment, Regional and Geography Statistics. Geoff started his career in 1981 at the Treasury as an economic analyst and later became Director of Forecasting. From 1998 until 2004, Geoff was the General Manager of the Labour Market Policy Group at the



Department of Labour. Geoff has been a Research Fellow at the Centre of Policy Studies at Monash University in Australia, and from 1996 until 1997 he was a staff economist at the International Monetary Fund in Washington DC. Geoff has a Bachelor of Arts (Honours) degree in geography from the University of Otago and a Master of Economics from the Australian National University. In 2005, Geoff was awarded a Leadership Development Centre Fellowship.

**Presentation experience:** Geoff is an experienced presenter on a wide variety of topics including statistical, economic and leadership areas at New Zealand and international fora. Recent presentations included talking at a Rotary and Victoria University conference about Statistics New Zealand's adaption and innovation following the Canterbury earthquakes; and to the Australian and New Zealand School of Government in Melbourne on change leadership. Later this year he will present at a Victoria University and Treasury conference on the country's upcoming long term fiscal statement.