

## NZOG website best IR communicator in NZX50

New Zealand Oil & Gas (NZOG) is the top communicator among New Zealand's top 50 listed companies, according to this year's Wired Best Investor Website Awards (BIWA).

NZOG climbed five places on its 2008 result to score 88 out of 100. Second-equal were Auckland International Airport and Port of Tauranga on 84 points. Trailing the field was Ebos Group on 36 points, Michael Hill International on 41 and Mainfreight on 47.

It was a busy year online for listed companies. Sixteen NZX50 sites were fundamentally redesigned, up from 10 in 2008, while a further 10 had their navigation and/or graphic 'look and feel' revised.

The other marked change this year was the spread of scores. In 2008 the spread between first and last was 39 points, this year it was 52, suggesting that the best are getting better, and the worst are being left behind.

There has also been a general 'lifting of the game' among the leaders.

In 2008 only half of all revised sites scored better in the BIWA than in the previous year – in 2009 fully two thirds of the revised sites have improved, and over half of those have made the top 10.

"This shows New Zealand's leading listed companies are taking online IR more seriously. Even with the economy in recession they see spending money online as a sound investment for future growth," Wired Usability Consultant Bruce Russell said.

The BIWA promote best practice in investor relations based on listed companies' use of the web - a significant and under-estimated factor in investor relations performance.

The survey is conducted by Wired Internet Group and usability consultant Christchurch Polytech lecturer Bruce Russell and is endorsed by NZX. It examines how well a website communicates a company's purpose, how well it helps users find content and the degree to which it enhances interaction between investors and the listed entity.

Bruce Russell said new means of interactivity, from live web feeds to RSS and podcasting were continuing to 'up the ante' in what investors expect from listed companies.

"The rate of change on the net means that leaving a site unimproved for more than twelve months is no longer an option for a company that's serious about its investor relationships," Mr Russell said.

Sites with no major improvements in the last twelve months scored on average five points fewer than last year, while there were six redesigned sites in the BIWA Top 10. Only two of these made the top twenty in 2008.

However, Mr Russell said it was telling that five companies scored significantly worse after redesigning their sites, through not adequately considering users' needs in the process.

There was little sign of bigger companies producing better websites, he said.

The largest and most liquid listed companies were only just above average, with the NZX 15 averaging 66.2 points to the Top 50's average of 66.1. Only three NZX15 companies made the BIWA Top 10.

"It seems having a big budget is not as important as a clear understanding of what investors and other customers want."

Mr Russell said that at a time of uncertainty for investors, companies need to focus on attracting the attention and increasing the understanding of investors by considering their needs on line.

"New Zealand's top companies have a tendency to focus their websites on marketing, burying their investor relations content.

"This is despite international best practice suggesting that online marketing and investor relations should be separate but equally important strategies online."

**Usability is the recognised method of measuring a website's efficiency in relaying information, its ability to engage its target audience and its effectiveness in eliciting the desired response. In the case of listed companies, this equates to investor support.**

**If you would like to know more about usability or the Wired Best Internet Website Awards, please contact:**

**Bruce Russell; [bruce@wired.co.nz](mailto:bruce@wired.co.nz); 027 540 8046**

**Mike Baddeley; [mike@wired.co.nz](mailto:mike@wired.co.nz); 021 533232**

**Andy Allison, Creo Communications: [andya@creo.co.nz](mailto:andya@creo.co.nz) ; 0274377501**

ends

### Statistical comparison of overall results - BIWA09 and BIWA08

#### Total score range - highest/lowest

2009 - 88/36

2009 overall mean score: 66.1

2009 overall median score: 62

2009 - 16 completely new site designs, 11 improved rankings

2008 - 87/48

2008 overall mean score: 68

2008 overall median score: 67.5

2008 - 10 completely new site designs, 5 improved rankings

#### Top 10

Mean 2009: 80.6

Mean 2008: 73.3

#### Bottom 10

Mean 2009: 49.4

Mean 2008: 56.08

#### Top 10 new designs

2009 - 6 new

2008 - 2 new

#### Bottom 10 new designs

2009 - 2 new

2008 - 4 new

## Best Investor Website Award - 2009

- Results – the BIWA09 Top 10

Rank	Ranking variation from 2008	Business - NZX code	Homepage	Score (x/100)
1	+5	New Zealand Oil & Gas Ltd – NZO	<a href="http://www.nzog.com/">www.nzog.com/</a>	88
2	+1	Port of Tauranga Ltd (NS) - POT	<a href="http://www.port-tauranga.co.nz/">www.port-tauranga.co.nz/</a>	84
2	+11	Auckland International Airport Ltd - AIA	<a href="http://www.auckland-airport.co.nz/">www.auckland-airport.co.nz/</a>	84
4	+6	Goodman Fielder Ltd – GFF	<a href="http://www.goodmanfielder.com.au/">www.goodmanfielder.com.au/</a>	82
5	+29	Hallenstein Glasson Holdings Ltd - HLG	<a href="http://www.hallensteinglasson.co.nz/">www.hallensteinglasson.co.nz/</a>	80
6	n/c	Fletcher Building Ltd – FBU	<a href="http://www.fletcherbuilding.com/">www.fletcherbuilding.com/</a>	79
6	+39	ING Property Trust – ING	<a href="http://www.ingproperty.co.nz/">www.ingproperty.co.nz/</a>	79
8	+11	Nuplex Industries Ltd – NPX	<a href="http://www.nuplex.co.nz/">www.nuplex.co.nz/</a>	78
9	+26	ING Medical Properties Trust – IMP	<a href="http://www.ingmedicalproperties.co.nz/">www.ingmedicalproperties.co.nz/</a>	76
9	+13	APN News & Media Ltd – APN	<a href="http://www.apn.com.au/">www.apn.com.au/</a>	76

- **Results – the Rest**

Rank	Ranking variation from 2008	Business - NZX code	Homepage	Score (x/100)
11	+6	Lion Nathan Ltd – LNN	<a href="http://www.lion-nathan.com.au/">www.lion-nathan.com.au/</a>	75
11	+3	Infratil Ltd - IFT	<a href="http://www.infratil.com/">www.infratil.com/</a>	75
11	+6	New Zealand Exchange Ltd – NZX	<a href="http://www.nzx.com/">www.nzx.com/</a>	75
11	new	Pike River Coal	<a href="http://www.pike.co.nz">www.pike.co.nz</a>	75
15	+8	NZ Farming Systems Uruguay Ltd – NZS	<a href="http://www.nzfsu.co.nz/">www.nzfsu.co.nz/</a>	74
15	-2	Tourism Holdings Ltd – THL	<a href="http://www.thlonline.com/">www.thlonline.com/</a>	74
15	-9	Tower Ltd - TWR	<a href="http://www.towerlimited.com/">www.towerlimited.com/</a>	74
18	+18	Steel & Tube Holdings Ltd – STU	<a href="http://www.steelandtube.co.nz/">www.steelandtube.co.nz/</a>	73
19	+7	TrustPower Ltd - TPW	<a href="http://www.trustpower.co.nz/">www.trustpower.co.nz/</a>	72
19	-17	AMP Limited - AMP	<a href="http://www.ampgroup.com/">www.ampgroup.com/</a>	72
21	-16	Guinness Peat Group Plc - GPG	<a href="http://www.gpgplc.com/">www.gpgplc.com/</a>	71
22	-1	Vector Ltd - VCT	<a href="http://www.vector.co.nz/">www.vector.co.nz/</a>	70
23	-17	Air New Zealand Ltd – AIR	<a href="http://www.airnewzealand.com/">www.airnewzealand.com/</a>	69

Rank	Ranking variation from 2008	Business - NZX code	Homepage	Score (x/100)
24	-13	AMP NZ Office Trust - APT	<a href="http://www.anzo.co.nz/">www.anzo.co.nz/</a>	68
25	-11	Pumpkin Patch Ltd – PPL	<a href="http://www.pumpkinpatch.biz/">www.pumpkinpatch.biz/</a>	67
26	-3	Ryman Healthcare Ltd - RYM	<a href="http://www.rymanhealthcare.co.nz/">www.rymanhealthcare.co.nz/</a>	66
26	-2	Sanford Ltd – SAN	<a href="http://www.sanford.co.nz/">www.sanford.co.nz/</a>	66
28	-9	Kiwi Income Property Trust – KIP	<a href="http://www.kipt.co.nz/">www.kipt.co.nz/</a>	65
29	-11	Property for Industry Ltd – PFI	<a href="http://www.pfi.co.nz/">www.pfi.co.nz/</a>	64
29	-3	Contact Energy Ltd – CEN	<a href="http://www.mycontact.co.nz/">www.mycontact.co.nz/</a>	64
31	-13	Fisher & Paykel Appliances Holdings Ltd – FPA	<a href="http://www.fisherpaykel.com/">www.fisherpaykel.com/</a>	63
32	+13	Rakon Ltd - RAK	<a href="http://www.rakon.co.nz/">http://www.rakon.co.nz/</a>	62
32	-14	The Warehouse Group Ltd – WHS	<a href="http://www.thewarehouse.co.nz/">www.thewarehouse.co.nz/</a>	62
34	-7	Fisher & Paykel Healthcare Corp. Ltd - FPH	<a href="http://www.fphcare.co.nz/">www.fphcare.co.nz/</a>	61
35	+11	Westpac Banking Corporation – WBC	<a href="http://www.westpac.com.au/">www.westpac.com.au/</a>	60
35	-8	Australia & NZ Banking Group Ltd – ANZ	<a href="http://www.anz.com.au/">www.anz.com.au/</a>	60
35	+8	Methven Ltd – MVN	<a href="http://www.methven.biz/">www.methven.biz/</a>	60

Rank	Ranking variation from 2008	Business - NZX code	Homepage	Score (x/100)
38	-20	Freightways Ltd – FRE	<a href="http://www.freightways.co.nz/">www.freightways.co.nz/</a>	57
38	-1	Telecom Corporation of NZ Ltd (NS) – TEL	<a href="http://www.telecom.co.nz/">www.telecom.co.nz/</a>	57
40	+2	The New Zealand Refining Company Ltd - NZR	<a href="http://www.nzrc.co.nz/">www.nzrc.co.nz/</a>	55
40	-29	Telstra Corporation Ltd - TLS	<a href="http://www.telstra.com.au/">www.telstra.com.au/</a>	55
42	+7	Goodman Property Trust – GMT	<a href="http://www.goodman.com/">www.goodman.com/</a>	54
43	-1	Skellerup Holdings Ltd – SKL	<a href="http://www.skellerupholdings.co.nz/">www.skellerupholdings.co.nz/</a>	54
44	-4	Cavalier Corporation Ltd - CAV	<a href="http://www.cavcorp.co.nz/">www.cavcorp.co.nz/</a>	54
44	-12	PGG Wrightson Ltd - PGW	<a href="http://www.pggwrightson.co.nz/">www.pggwrightson.co.nz/</a>	54
46	-18	Sky Network Television Ltd - SKT	<a href="http://www.skytv.co.nz/">www.skytv.co.nz/</a>	51
47	-41	Sky City Entertainment Group Ltd (NS) - SKC	<a href="http://www.skycity.co.nz/">www.skycity.co.nz/</a>	48
48	-12	Mainfreight Ltd - MFT	<a href="http://www.mainfreight.com/">www.mainfreight.com/</a>	47
49	-3	Michael Hill International Ltd – MHI	<a href="http://www.michaelhill.com/">www.michaelhill.com/</a>	41
50	n/c	Ebos Group Ltd - EBO	<a href="http://www.ebos.co.nz/">www.ebos.co.nz/</a>	36

### What is user experience?

User experience measures how well any product meets the needs of the people who actually have to use it.

The homepages with the best user experience were those which:

- best communicated to potential investors the sites' purpose,
- helped them to find investor-related site content easily,
- used graphical design to communicate information effectively, and
- did most to enhance interaction between listed companies and potential investors.

### Why is the user experience of your homepage important?

The NZX50 homepages are important because increasingly investors and their advisers obtain up to date information on listed companies and their stock from online sources. Therefore if your company's homepage has a good user experience rating, it's the goose that lays the 'golden eggs'. It has the potential to offer:

- increased customer satisfaction
- increased sales and revenues
- increased productivity.

For existing sites, a user-experience redesign can increase measures such as site traffic, downloads, sales uptake, and user satisfaction – by more than double. This is a significant return on investment by any standards.

As Jakob Nielsen, the guru of usability, has said: *“A homepage's impact on a company's bottom line is far greater than simple measures of e-commerce revenues: The homepage is your company's face to the world.”*

## How do we arrive at the BIWA rankings?

The comparison was made across a range of factors based on best international web design practice, with the assistance of staff from Christchurch Polytechnic's Information Design programme. Factors included:

- how well the homepages communicated the sites' purpose
- how well they helped users to find investor-related content
- how well they enhanced interaction between potential investors and the NZX50 companies.

The result of the comparative evaluation is a numerical ranking of the 50 corporate homepages, according to how closely they conform to 'best practice'. Analysing the figures for individual sites reveals their specific strengths and weaknesses, and can form the basis of recommendations for improvement.

The more successful sites:

- offered relatively straightforward page navigation, though some still did not reveal the hierarchy of lower level pages
- offered up-to-date information on homepage, including share prices
- not only looked good, but also communicated a lot of information quickly and efficiently
- invited users to interact with the site to both acquire information from, and provide information to, the business
- enhanced the credibility of the sponsoring businesses through ease of use and quality of online experience.

The lower-ranked sites:

- lacked clear and intuitive navigation and search options enabling users to find content and tell where they were in the site
- lacked up-to-date information on homepage eg share prices, annual reports, shareholder FAQs
- lacked opportunities for user interaction eg options for receiving newsletters via email
- offered poorly organized corporate information
- provided users with 'hidden surprises' – unexpected features or unwelcome interactive experiences that detracted from the professional image of the business

