



Digital Cluster Initiative - Application Questions

General questions about your business group, community or network

1. Does your group have an organisational structure? For example, a board or committee.

2. Does your group meet regularly?

3. Does your group already have dedicated human resources in place to support the initiative?

4. Does your group have a specialisation, discipline or unique story to tell? Please explain or share.

5. Does your group have export potential?

6. Does your group have potential to gain support from public agencies?

7. Does your group currently support or contribute to the local community, in any way?

8. Does your group have an existing environmental focus or priority?
If so, please tell us what that involves.

9. Has your group undertaken any social, community or environmental initiatives or activities in the last 12 months?
If so, please tell us what that involves.

10. Does your group have an iwi-affiliation?

11. Does your group have any marketplace structures in place (digital or otherwise)?

12. How many businesses are within your group?

13. Are any of these businesses not selling products or productised services? If so, how many?

Questions about the individual business within your group

14. Do the individual businesses in your group have a willingness to brand and promote themselves collectively to maximise their promotional efforts within wider markets?

15. Do the individual businesses in your group believe in digital transformation to enable their customers to engage or trade with them via ecommerce?

16. Is there a strong desire and drive among the individual businesses within your group to see this initiative succeed, and a willingness to partner with the Digital Cluster team to iterate and refine the initiative framework as the pilot progresses?

Questions about the group's leadership

17. Does your group have a leadership structure? **If your answer is 'no' please select 'not applicable' for questions 18-20.**

18. Does the leader of your group believe all group members need to transform themselves digitally to enable customers to trade using ecommerce?

19. Does the leader of your group have a willingness to dedicate human resources to assist with marketing and the digital marketplace, working together with the Digital Cluster marketing strategist?

20. Does the leader of your group believe in the vision of the Digital Cluster Initiative and are they committed to working collaboratively with the Digital Cluster Team for the purpose of developing and rolling out a more effective and successful initiative across NZ, beyond the pilot?

21. Does the group have someone who can act as a 'Cluster Manager' (for this pilot, specifically) to bring the individual businesses together, alongside the Digital Cluster team? We're looking for someone who is a change agent, a connector, positively persuasive, resilient, and strongly committed to the overall objective.

If your answer is no, please select 'not applicable' for question 22.

22. When thinking about the potential Cluster Manager, do they have support from a range of key businesses within the group? Is there potential for them to form a core team that can drive the pilot forward, together with the Digital Cluster team? **If yes, please tell us more.**

Cluster-specific questions

23. **Only for Traditional Cluster:**

Please tell us what level of collaboration currently exists within your group? Please elaborate.

24. **Only for Virtual Cluster:**

Please tell us what level of digital skills exist within the group. As an example, are you using communication tools like Zoom or Slack? Please elaborate.

25. **Only for Local Cluster:**

Please tell us what your group has in common, do you have shared values? Why have you come together? Please elaborate.

