

Wired Internet Group Best Investor Website Award - 2009

BIWA09 Summary of the Results

Introduction

Each year the Wired Best Investor Website Award (BIWA) compares the homepages of the NZX50 companies. It evaluates how well the experience of using these corporate homepages meets the needs of investors – that is, the people who really need to use them.

The winners of BIWA09 are:

- **1st** – New Zealand Oil and Gas Ltd – NZO
- **2nd** – Port of Tauranga Ltd (NS) – POT
- **2nd equal** – Auckland International Airport Ltd – AIA

Online communication is still developing quickly. New means of interactivity such as live web feeds, RSS and podcasting are continually 'upping the ante'. This year more and more sites are showcasing the sustainability initiatives of listed companies – a guide to ethical investment which we will be including in our ratings next year. Leaving your site unimproved for more than twelve months is not an option - sites that had no major improvements in the last twelve months score on average five points less than last year – year on year. On the other hand, this year there are six redesigned sites entering the BIWA Top 10, only two of which made the top twenty in 2008.

The sites that improved on last year's scores were redesigned to enhance user experience – 16 homepages of NZX50 companies were completely redesigned, and of them 11 increased their scores. However, five companies still scored significantly worse after redesigning their sites, because they did not adequately consider users' needs in the design process.

The 'largest and most liquid' listed companies did not fare much above average in this survey. The mean across the NZX50 was 66.2, while the NZX15 averaged almost exactly the same at 66.1. And only three NZX15 companies made the BIWA Top 10, albeit at first and second equal. So it seems having a big budget is not as important as a clear understanding of what investors and other customers want.

Trends

One change over last year has been that more sites in the NZX50 have been substantially altered this year. Sixteen have been completely redesigned (up from 10 in 2008) and a further 10 have had part of their main navigation or their graphic 'look and feel' revised. In addition, there has been a marked improvement in the importance given to IR in these revised sites.

Last year 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 of BIWA09.

This shows us two things:

- New Zealand’s largest listed companies are taking online IR much more seriously; and
- even with the economy in recession, competing online is still seen as good business sense, and a sound investment for future growth.

As a result of these trends, the other marked change in BIWA09 is in the spread of scores. The best are getting better, and the worst are increasingly being left behind. In 2008 the overall spread of scores was 39, this year it was 52.

Statistical comparison of overall results - BIWA09 and BIWA08

Total score range - highest/lowest			
2009 - 88/36		2008 - 87/48	
2009 overall mean score:	66.1	2008 overall mean score:	68
2009 overall median score:	62	2008 overall median score:	67.5
2009 - 16 completely new site designs, 11 improved rankings		2008 - 10 completely new site designs, 5 improved rankings	
Top 10		Bottom 10	
Mean 2009:	80.6	Mean 2009:	49.4
Mean 2008:	73.3	Mean 2008:	56.08
Top 10 new designs		Bottom 10 new designs	
2009 - 6 new		2009 - 2 new	
2008 - 2 new		2008 - 4 new	

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

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- Results – the BIWA09 Top 10

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

• **Results – the Rest**

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

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

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