

Buying New Zealand Made:

The benefits of keeping it kiwi

IN THE MODERN WORLD OF MULTI-NATIONAL CORPORATIONS AND THE EVER INCREASING NUMBER OF ICONIC NEW ZEALAND BRANDS MOVING THEIR PRODUCTION OFFSHORE TO INCREASE PROFITS, IT'S COMFORTING TO KNOW

that there are still a small number of local producers who are designing and manufacturing high quality products at a competitive price. Obviously there are a number of high profile consumer brands that we can all name as 'Made in New Zealand', but if you take the time to look there are also local manufacturers for most of the products you use within your property.

Why the big deal? Well apart from the feel good factor, there are actually a number of very compelling reasons to purchase New Zealand made products.



Environment

New Zealand is renowned for producing more environmentally friendly products than most other countries around the world. Not only do environmental initiatives reflect well on the products, but more importantly for the accommodation industry it reflects well on properties themselves when offering them to guests. This has never been more relevant to the New Zealand accommodation industry that survives on the back of the 'clean green' image we portray to the world. Without this image we would

become like many other countries and lose the incentive for tourists to travel as far as they do to see us.

Innovation

When you buy New Zealand made you are buying some of the most innovative products the world can offer. Everyday we see evidence of this whether it be as we fall from a bungee, fish from a Hamilton Jet, ride on a Britton bike or simply while watching *Lord of the Rings*. The ability to innovate and adapt with a fraction of the resources available to bigger countries is what has enabled New Zealand to gain a much higher profile than the just over four million people that inhabit it. New Zealand products tend to have that slight edge that makes them unique and different from anything else and all the more reason to grab them locally before they are grabbed offshore.

Quality

You need look no further than Melamine-tainted milk powder or the antifreeze found in toothpaste to realise that there are significant benefits in quality control here when it comes to products especially like hair and



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Buying New Zealand Made:

◀ skin care or food and beverage. When you need reassurance of product quality and quality systems in place it is highly advantageous that they are ones you recognize, ones that are transparent, and ones that comply with New Zealand standards.

New Zealand products have always been known as high quality, but they can also be considered a good insurance policy in a world where public liability claims are becoming a big issue to companies every day. It always amazes me how some properties can put their hotel or motel name onto a cosmetic product like shampoo or moisturiser with scant regards as to the level of the supplier's quality systems or even knowledge of what the product is made from.

Hidden Costs

How many times have we heard "but I can get it 10% cheaper if I bring it in from overseas". What is being looked at nine times out of ten is the direct cost comparison on paper and not taking into account the extra unseen costs that can also be incurred when not buying a locally made product or service.

These costs are generally ignored because the money isn't physically coming out of the bank account at the time of the order, but it will eventually come out other ways which has the same net result. Requirements such as higher stock holdings or order quantities can really



tie up cash flow. Higher contractual commitments can do the same but can also restrict gaining timely benefits of new innovations or change. Additional logistical planning is a common oversight, and the extra labour cost can really add up over a period of time. There is also the uncertainty of foreign exchange which as we have seen recently has added nearly 40% to everything currently being paid in US dollars.

Another is the cost of problem solving, which typically costs more with an imported product as opposed to one being locally made. Stock shortages, product conformance issues and the likes are examples of this and in many cases it's a situation like this where local manufacturers step in to offer a quick solution that may take weeks or months to sort out with an overseas company.

Economy

Although it sounds boring, purchasing New Zealand made products will benefit the domestic economy rather than the international one. There is little point in tourism being the second largest contributor to the countries total GDP if we then take a large chunk of that \$14 billion and ship it straight back overseas. There are approximately 20,000 manufacturing firms in New Zealand (about the same number as there was 20 years ago) who employ over 250,000. That's a huge contribution to our economy and society and one that deserves to be supported. The best part of supporting these companies and products is that in

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most instances these local products represent far better value for money. Sure you are always going to be able to find a cheaper product made elsewhere, but you'll always get what you pay for regardless of whether you have a "money back guarantee" or not.

Guest Experience

The reason people come to our great land is because we are lucky enough to live in one of the most unspoilt countries in the world. What we take for granted everyday, others will spend literally thousands of dollars to come and experience if only for a brief visit. They come here to experience what we are, what we have and what we do. For these visitors to find out that the wine they are drinking has come from Australia or their soap is made in China is just not going to give them the New Zealand experience they have come for. You wouldn't find a foreign wine in a French hotel, and neither should you. Imagine being in Paris and being offered an Australian red wine with your meal? It's just wrong isn't it and likewise your guests want to eat, drink and immerse themselves in products of New Zealand.

Buying New Zealand made has benefits for everyone, you, your guests, and your country. If that doesn't convince you then did you know 63% of Americans think New Zealand is part of Australia? Don't confuse them, buy NZ made! ■



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22 July	Christchurch	Addington Raceway
5 August	Queenstown	Events Centre
19 August	Timaru	Caroline Bay Hall
1 September	Nelson	Nelson Suburban Club
3 September	Blenheim	Convention Centre
22 September	Dunedin	Town Hall
24 September	Invercargill	Ascot Park Hotel
7 October	Hawkes Bay	Pettigrew Green Arena
14 October	Northland	Forum North Centre
21 October	Tauranga	Tauranga Racecourse

For more information and Entry forms please contact:
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