

# MANUFACTURING MEMBERSHIP EXPLAINED



Buy NZ Made is a membership based private organisation whose prime objective is to promote New Zealand Made products using the stylised kiwi-in-a-triangle logo.

In a survey completed by Research International Ltd in December 2007, it was shown that the logo was recognised by 93% of New Zealanders,

80% of consumers surveyed said that they would prefer to Buy NZ made product but find it difficult to find these . When you display the logo you make it easy for consumers to purchase what they want.

## WHAT DO YOU GET

**Manufacturing membership costs a minimum of \$150.00 per year + gst for up to 15 permanent staff then each additional staff member = \$10.00+ gst with up to a maximum of \$5,000. Membership includes the following:-**

### Certificate of Membership

#### Membership pack containing:-

- Latest Newsletter
- Sheet of logos
- 1 sample of each of the swing tags and stickers available for purchase.
- 1 x Kiwi card and kiwi lapel pin
- 1 x introductory letter
- 1 x Code of practice agreement
- 1 x Direct Credit information sheet
- 1 x A4 folder to store all information.

### FEE NOTES

On initial registration, manufacturers pay a one-off fee of \$75.00+gst for registration.

Due to our membership year running from July 1 through to June 30 the initial membership fee is pro-rated

To register an additional company the cost is \$75.00, providing the parent company pays for any increase in staff numbers

### Manufacturing members are entitled to use the logo by any method including but not limited to:-

- 1) Using swing tags or stickers purchased from Buy NZ or made themselves on their products.
- 2) Display of the Buy NZ Made logo in any marketing material
- 3) Use of the logo on their stationary
- 4) On their web page

### Manufacturing members are able to:

- 1) Purchase stickers and swing tags from Buy NZ Made
- 2) Purchase of point of sale material from Buy NZ Made
- 3) Download the artwork for the logo off the Buy NZ website [www.buynz.org.nz](http://www.buynz.org.nz)
- 4) Change the colour of the logo to suit their branding
- 5) Display a member directory listing with photo on the Buy NZ website that
  - a. Is fully editable by the member
  - b. Includes an email enquiry form
  - c. Contains links back to their website (if applicable)
  - d. Displays in searches (e.g. google) as a web page in its own right
- 6) Be listed under any category(s) that relate to their product(s) in the online product finder on the Buy NZ website with more links back to their website.
- 7) Provide news and information for the Gallery, Members News and Members area on the Buy NZ website.
- 8) Sell listed products on the upcoming Buy NZ Shopping Mall website for an additional \$39.00 per year.