

UNLOCKING THE POWER OF OUR NEW ZEALAND STORY



**NEW ZEALAND
STORY GROUP**

**HOW WE SEE
OURSELVES
ISN'T HOW
OTHERS SEE US**



2013: THE WORLD SEES A SIMPLE LIFE



UNDEVELOPED PURE ISOLATED
NICE BEAUTIFUL OPEN GREEN
SAFE WELCOMING CLEAN

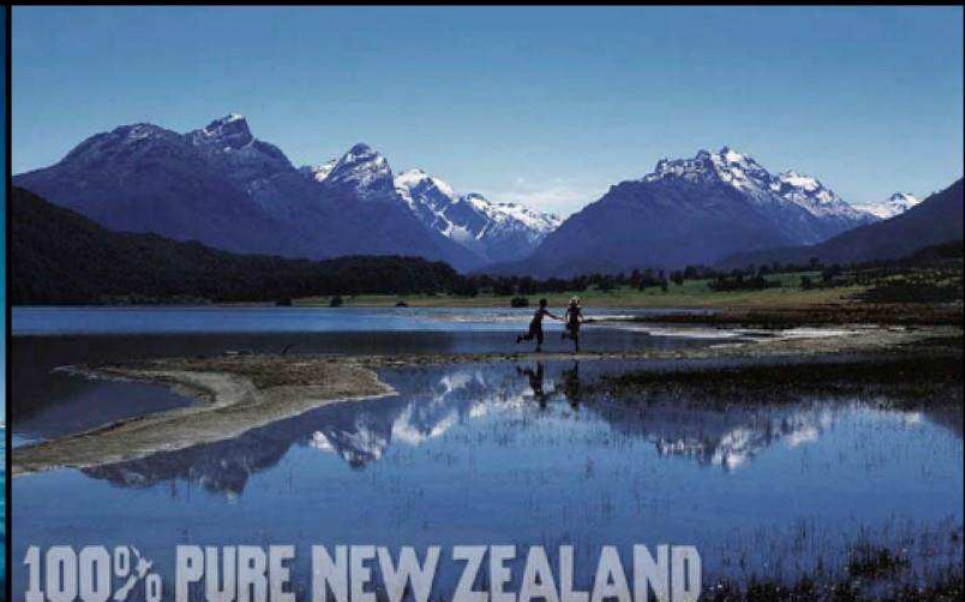


**100%
PURE
NEW ZEALAND**



100% PURE NEW ZEALAND

newzealand.com

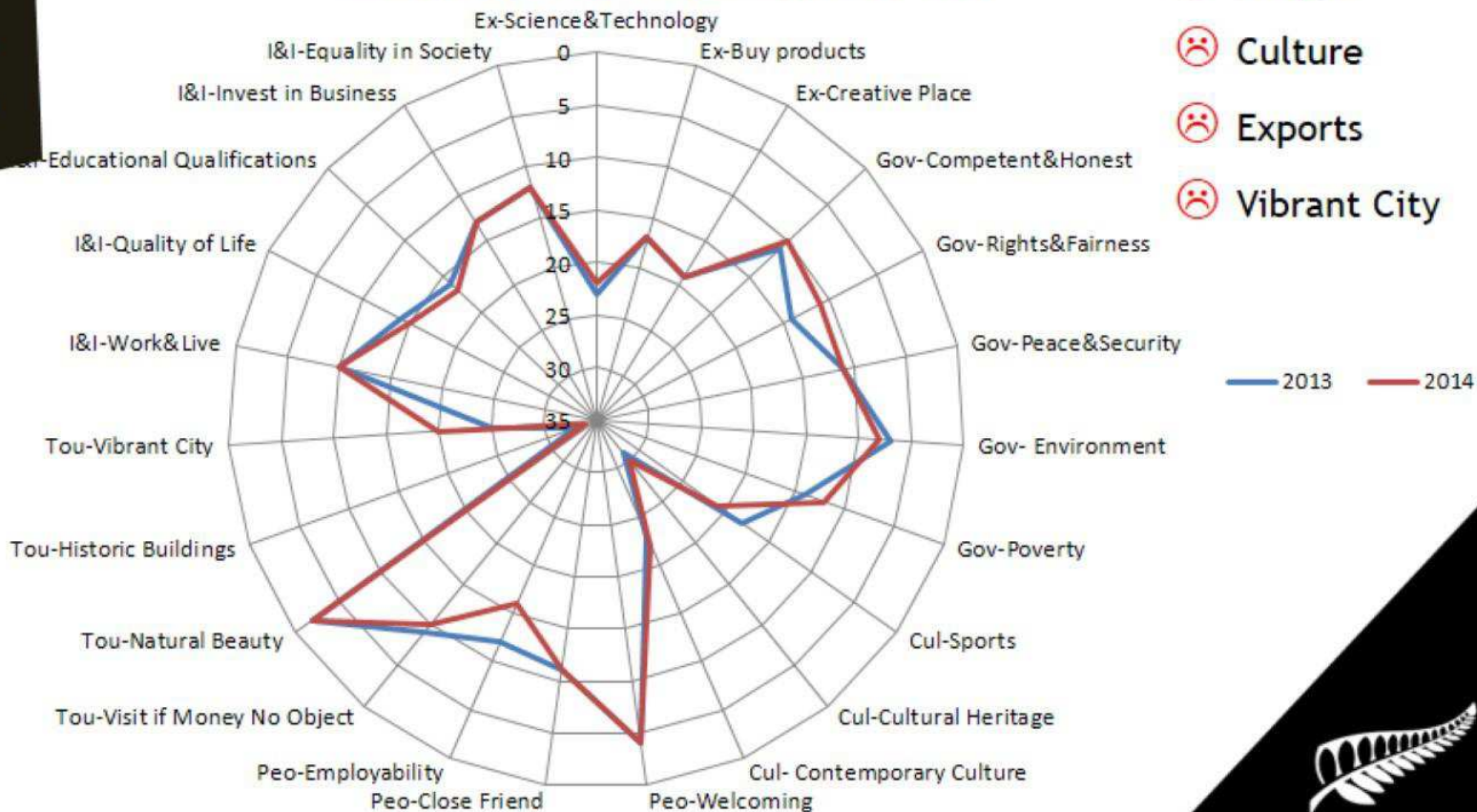


100% PURE NEW ZEALAND

newzealand.com

AN UNEVEN PROFILE

Anholt GfK Roper Nation Brands Index New Zealand Attribute Rankings 2013 - 2014



- 😊 Natural Beauty
- 😊 Governance
- 😊 People
- 😞 Culture
- 😞 Exports
- 😞 Vibrant City

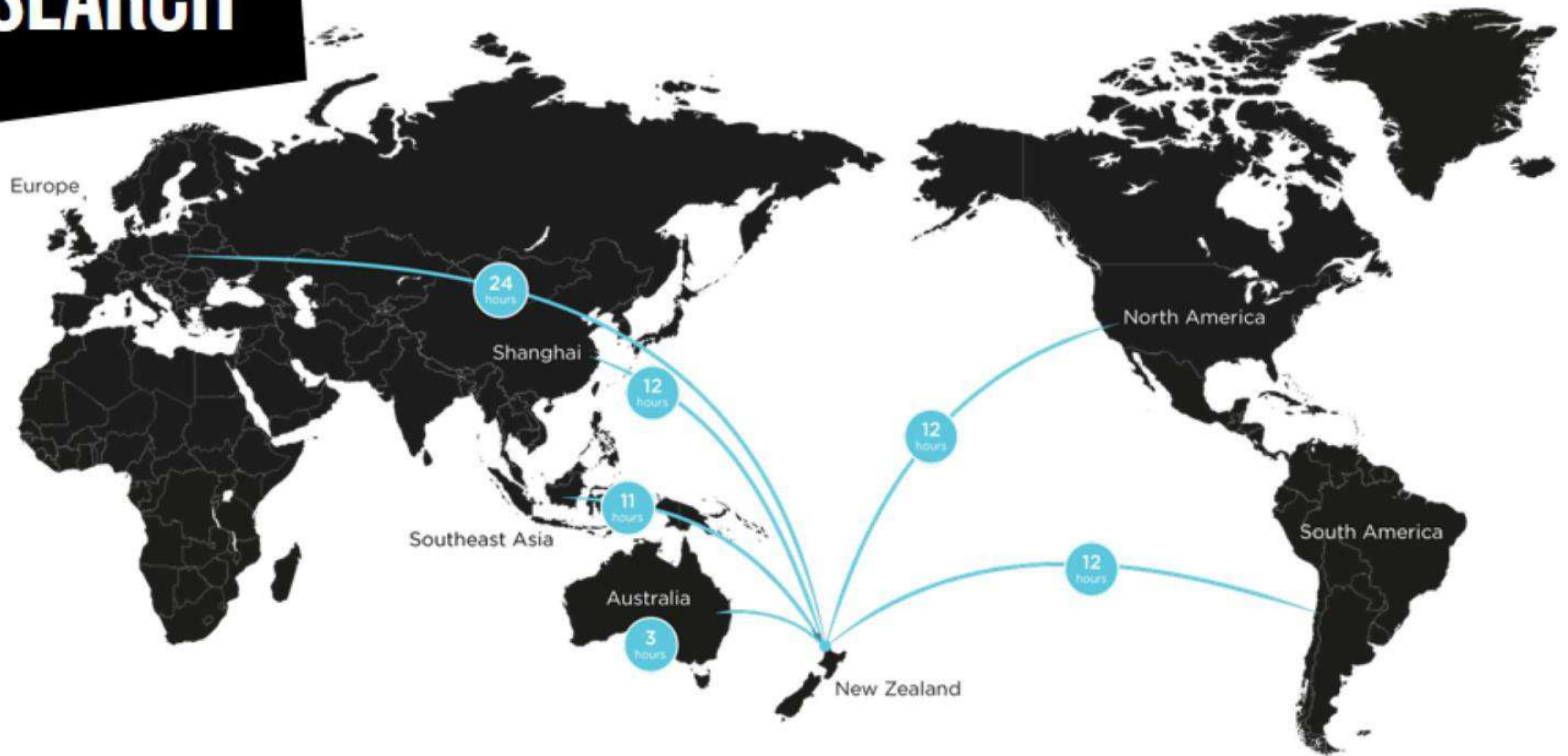


So we need a compelling and consistent story that takes us beyond natural beauty

“ Why are we doing this? Because we’re small and most people can’t place us when they meet us. If I wander into Delhi and meet a company I’d like to work with, how do they get a sense of what New Zealand is about? ”

Hon, Steven Joyce
Minister of Finance and Infrastructure

PERCEPTION RESEARCH



**NEW WORLD
RULES**

NATURE

BEAUTIFUL

PRESERVING

SAFE CARING

CLEAN

SHEEP



ADVENTUROUS **UNIQUE** EDUCATED
INVENTIVE **CREATIVE** **IDEA MAKERS**
POTENTIAL BESPOKE DEVELOPING



NEW ZEALAND IS...



NEW ZEALAND IS...

... a **progressive nation**
of creative ingenious people
who challenge the status
quo creating **new solutions**
whilst always **taking care** of
people and place.



Providing...
**A FRESH
PERSPECTIVE**

Together we can do amazing things

DIALING UP THE LESSER KNOWN IN A SIMPLE WAY



Open Spaces

This refers to the value of our natural landscapes and pure resources.

Our land and sea has shaped us.

Our open spaces provide the space to breath, to be inspired and unbound in our thinking.

KAITIAKITANGA



Open Hearts

Our people, our unique character and our way of doing business.

We can be trusted, we're reliable, accessible, and do what we say we will do.

Smart, capable people who are easy to do business with.

INTEGRITY



Open Minds

Our incredible ingenuity and the world-class innovation our companies bring to the world.

Demonstrate the unknown and fill in the knowledge gaps to build credibility and interest.

INGENUITY

BACKED UP BY EVIDENCE AND FACTS



MANY VOICES
MANY STORIES
MANY CHANNELS

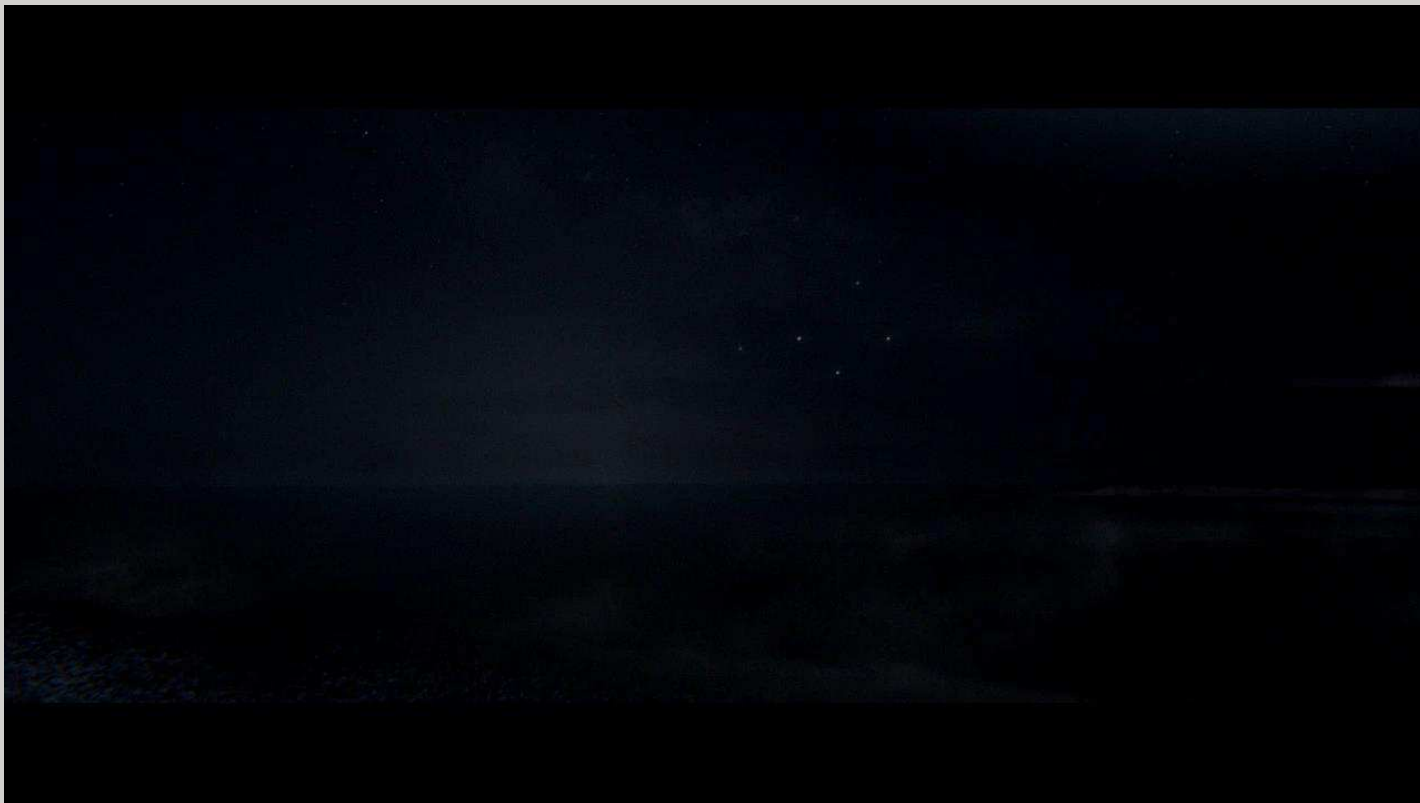


SPRING SHEEP
— MILK CO. —



PURE REAL CLEAN





**SO HOW CAN WE
HELP YOU?**

WORKSHOPS

Get help with crafting your value proposition

RESEARCH

Audience insights to help you tailor your story for specific markets

TOOLKIT

Get free resources to build your story

CASE STUDIES

Find inspiration from a business already leveraging their story

CREATIVE COLLECTIVE

Guidance and finance opportunities to turn your story into a video

FERNMARK LICENCE PROGRAMME

Let the FernMark Licence Programme take your business further



LEVERAGING YOUR NEW ZEALANDNESS

Our New Zealand story is made up of all our stories. Access free, professional-quality resources, created to help New Zealand businesses and our Government communicate this country's unique value to the world.

PRESENTATIONS & INFOGRAPHICS



2000TH



**POWER OF DEVELOPMENT NEW ZEALAND
CONTRIBUTED BY NEW ZEALAND
SCIENTISTS AND ENGINEERS**

Source: Statistics New Zealand (2014)

17%



**OF NZ'S SEAFOOD EXPORTS ARE FROM
AQUACULTURE**

Premium farmed seafood cultivated in New Zealand's pristine local waters.

Source: Statistics New Zealand (2014)

9TH



**IN THE WORLD FOR
LONGEST COASTLINE**

New Zealand's coastline spans a total of 15,344 km.

Source: Statistics New Zealand (2014)

40%



**OF TOTAL PRIMARY ENERGY SUPPLY IS
SOURCED FROM RENEWABLES**

New Zealand is 3rd in the OECD behind Austria and Norway for the percentage of total primary energy supply derived from renewables.

Source: OECD (2014) (http://www.oecd.org/energy/)

7TH



**OUT OF 141 NATIONS FOR
SAFETY & SECURITY**

New Zealand ranks 7th out of 141 nations for safety and security, a critical factor in determining the reputation of a country's travel and tourism industry.

Source: The Travel & Tourism Competitiveness Report (2014)

**PRIMARY SECTOR
IS KEY TO THE
MAORI ECONOMY**



Source: New Zealand's Te Kaitiaki

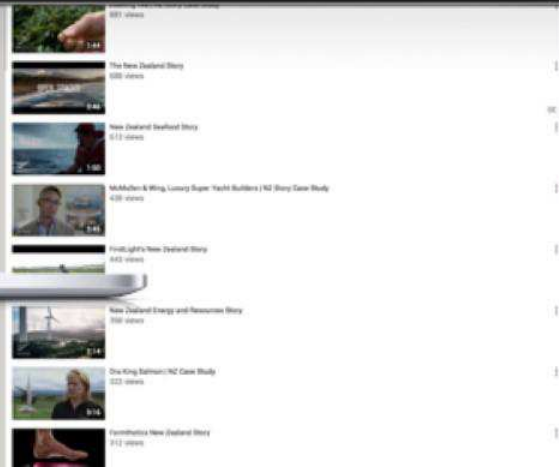
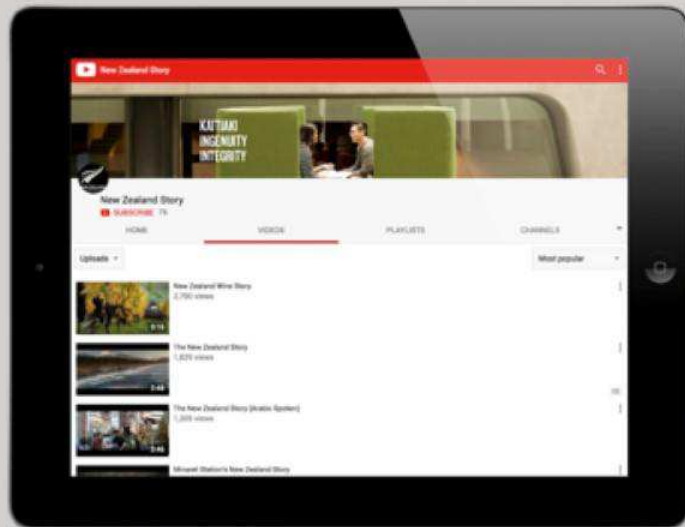
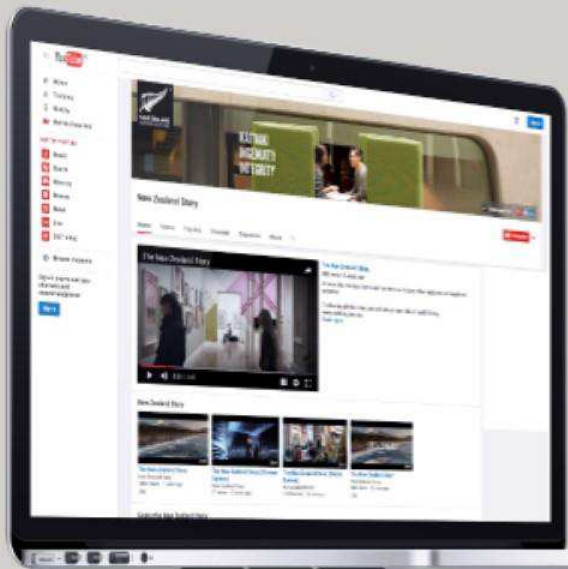
The Maori Economy (2014)

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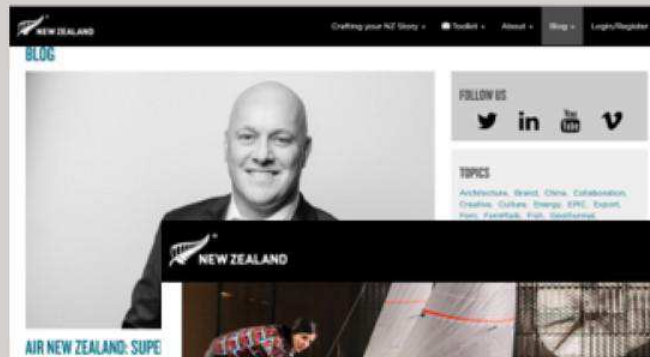
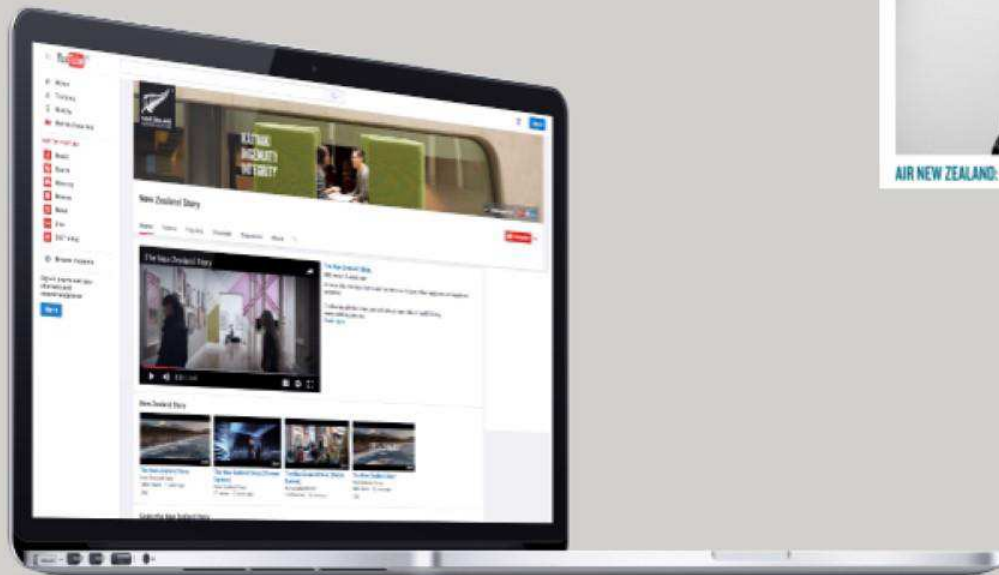
| PROFESSIONAL PHOTOGRAPHY



YOUTUBE



THOUGHT LEADERSHIP



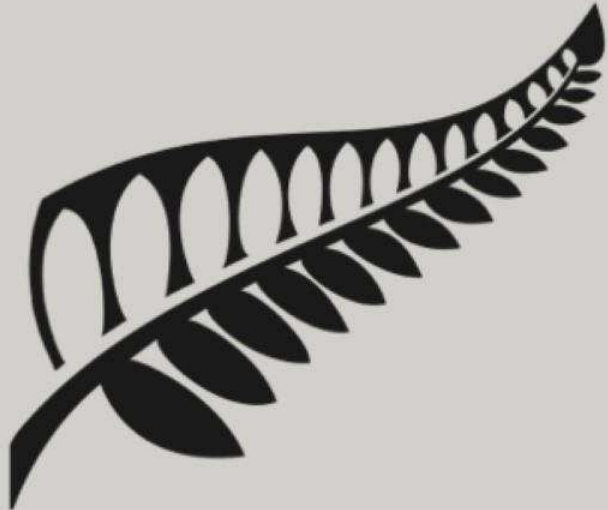
WHAT GOT US HERE WON'T GET US THERE

Here in New Zealand we're captivated by our "can-do" attitude, our "number 8 wire" approach to solving problems and a belief that our national icons of sport, commerce and history are well known across the globe. We've traditionally described our country as "pure, clean and green" and proudly continue to claim that as a nation we're small but "punch above our weight". The mainstays of our export success, fibre and protein, have benefited from riding off the back of our Tourism slogan "100% Pure New Zealand". But it's no longer enough. In the words of Marshall Goldsmith "what got us here, won't get us there".

What's more disconcerting though is that our over reliance on this has left our non-food businesses believing the New Zealand brand can be a negative rather than an asset to be leveraged. And in the past, perceptions of New Zealand have certainly been that we're a very small place, a long way away, isolated, remote, empty with lots of sheep/cows but not many humans, no cities, and very little commerce. This perception isn't helped when we continue to humbly begin our introductions with "I know we're small and a long way away but...".

Beyond natural beauty

**FERNMARK
LICENCE**



NEW ZEALAND



AUTHENTICITY & ADVOCACY



SHARE





THE
NEW ZEALAND
FARMER
LICENCE
PROGRAMME

SEARCH FOR ANOTHER BRAND



LICENSED PRODUCT
OF NEW ZEALAND

This trademark symbol is the international symbol of New Zealand and represents a mark of trust to our consumers around the globe. [Learn more](#)

BIOBALANCE LTD

FARMER LICENSE NO. 100047
www.biobalance.co.nz

BioBalance is born of deep respect: for the wisdom of the human body, the advances of science and technology, and the profound healing power of nature. Many of our products, high-quality superfoods and supplements, come from the land and the sea.



KIA ORA
WELCOME TO NEW ZEALAND


VISIT BUY & INVEST STUDY LIVE & WORK



LOOKING FOR A FARMER LICENSED PRODUCT?

Search by Licensee Name or Brand

[About The FARMER LICENSE PROGRAMME](#)




THE
NEW ZEALAND
FARMER
LICENCE
PROGRAMME

ABOUT US PAGE CONTACT US

SEARCH FOR ANOTHER BRAND

SCAN THE BELOW QR CODE TO SHARE TO WECHAT



BALE BROS

FARMER LICENSE NO. 100023
www.balebros.co.nz

Bale Bros is a leading grower, packer and processor of New Zealand grown vegetables, supplying international retail and wholesale markets with fresh cauliflower, cabbage, carrots, apples and potatoes, to processing and producing frozen and fresh chipped potato products for the food service sector in the Asia Pacific region.

LICENSED PRODUCTS

	MADE IN NZ	GROWN IN NZ	DESIGNED IN NZ
FRENCH FRIES			
Golden French Fries	✓	✓	✓



NGĀ MIHI
NEW ZEALAND
NZSTORY.GOV.T.NZ



BENEFITS TO LICENSEES



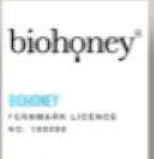
"Since using the FernMark, our distributors overseas have become **more confident** in accepting and **recommending our products** to their customers"

NZ Skincare Company



"We applied for the FernMark as we wanted to sue an instantly **recognisable symbol** that shows Oasis Beauty products are New Zealand made. The FernMark and New Zealand Story help us **build credibility** and assurance of quality in our products, particularly our sunscreen, Oasis Sun"

Oasis Beauty



"We applied for the FernMark to give our products **brand credibility in overseas markets**, and give us a point of difference. The FernMark gives **distributors and the end consumer confidence** that what they are receiving is a genuine New Zealand product"

BioBalance



ELIGIBILITY & INVESTMENT

To be eligible a business needs to:

- be GST registered in New Zealand
- be compliant with all New Zealand laws and relevant regulations
- be of good character and repute
- have a substantial level of New Zealand ownership, governance and full time employees
- have been exporting for a minimum of 12 months

MADE IN NZ	GROWN IN NZ	DESIGNED IN NZ
✓	✓	

TIER 1

\$1,500 /YEAR

Applies to a business with a total annual turnover less than \$1 million.

TIER 2

\$3,000 /YEAR


Applies to a business with a total annual turnover between \$1 million- \$10 million.

TIER 3

\$5,000 /YEAR


Applies to a business with a total annual turnover more than \$10 million.

SIMPLE ONLINE APPLICATION



THE
NEW ZEALAND
FERNMARK
LICENCE
PROGRAMME

[APPLY NOW](#) [THE PROGRAMME](#) [FERN STORY](#) [LICENSEES](#) [ABOUT US](#) [FAQS](#) [CONTACT US](#) [LOGIN](#)



**APPLY
TO USE
THE
FERNMARK**

APPLY FOR A FERNMARK LICENCE

To become a FernMark Licensee, a business needs to show that they reflect the essence of New Zealand by meeting the FernMark Licence Programme's eligibility criteria.