



Go native

The Buy Kiwi Made movement celebrates its centenary.

In 1908 New Zealand Railways' special "excursion trains" brought country folk into town to see shop-window displays of New Zealand-made goods: everything from farm machinery to rust-proof corsets.

Shopkeepers in Auckland, Wellington and Canterbury had united for New Zealand Industries Week: the country's first collective campaign to urge shoppers to buy Kiwi-made goods. And we've been at it ever since with the likes of expanded industries weeks, parades, walks the length of the country, advertising campaigns, specially messaged stamps and "Kiwi pride" festivals.

This April marks 100 years of the Buy Kiwi Made movement, as well as the 20th birthday of private organisation Buy NZ Made (whose member companies label products with that familiar kiwi-in-the-triangle logo that tells shoppers goods are produced locally). Centenary celebrations include an April-long shoppers' competition: send in three kiwi-in-the-triangle logos with proof of purchase and you'll go in the draw for dozens of high-quality, New Zealand-made prizes.

It's sure been hard to miss the Buy Kiwi Made message in the past eight months. You've likely seen the TV ad campaign including actor-turned-"robot" Oliver Driver being made on a local production

line; print ads, including a woman sizing up a new outfit next to the question "How does my economy look in this?"; and other ads on radio, buses and bus shelters.

The advertising series, recently extended by another year until 2009, is the major strand of the Government's \$11.5 million Buy Kiwi Made campaign (which is separate from but works closely with Buy NZ Made).

Launched in August 2007 and set to run until 2009, the Government campaign throws its weight and funding behind the buy-local-goods message (products not just designed in New Zealand but also manufactured here). Buy Kiwi Made urges shoppers to consider buying New Zealand-made goods, encourages manufacturers to label them as local, and supports retailers to identify and promote Kiwi-made products in-store.

Some pretty useful stats were at hand for this task: pre-campaign research showed nine out of 10 shoppers recognise the kiwi-in-a-triangle logo, and nine out of 10 say they prefer to buy products made in New Zealand when price and quality are the same.

Using such means as direct approaches and providing free campaign resources, Buy Kiwi Made has got through to manufacturers. Pre-campaign, about a third of manufacturers who could qualify for kiwi-

in-a-triangle logos didn't use them. Now Buy NZ Made's manufacturing members – all using the logo – have skyrocketed from 625 to more than 1000. Two to join recently were Sealord and Sleepyhead.

Retailers were also quick to see the benefits in joining, following the Buy Kiwi Made retail offensive including free point-of-sale starter packs. In a major coup, the country's largest grocery distributor and one of New Zealand's largest enterprises, Foodstuffs – comprising New World, Pak'n'Save, and Four Square – came on

The Christchurch Times, August 2 1930; The Press, April 6 1932



April is Buy Kiwi Mad month, which includes a competition for shoppers seeking Kiwi-made goods.



Ministry of Economic Development

board. This swells the number of stores displaying the Buy NZ Made logo by hundreds. Since the campaign, 15 per cent of retailers say New Zealand goods now make up six to 10 per cent of their stock (up from 10 per cent of retailers pre-campaign).

Service providers including TSB Bank and KiwiBank have also joined, while small businesses and organisations are getting a leg-up from the Buy Kiwi Made campaign's \$1 million Regional and Sector Initiatives Fund. By assisting in the development of business capability it sets them up to tackle economically beneficial projects. With its \$95,900 grant, Farmers' Markets NZ Inc plans a major national initiative to promote New Zealand-made and grown products by developing a system of authentication for goods sold, and providing better information for shoppers.

However, Buy Kiwi Made Government spokeswoman Sue Bradford says the campaign's biggest success has been the growing numbers of New Zealanders aware of their consumer power. Four months into the campaign, a Research International Survey reported more than 1.3 million New Zealand shoppers regularly think about whether something's Kiwi-made before purchasing – an increase of 200,000 since the campaign began.

"Every time we go shopping it's a political and economic act," says Bradford. "The more we become conscious of that – looking at where things are from, reading labels, buying locally where we have a choice – the more impact we'll have. I think the campaign's got more people realising, 'Hey it's not so hard to do that.'"

She says while people on limited incomes

often can't buy New Zealand-made goods when they're a little pricier, others can. "A woman buying clothes might stop and think, 'Will I buy one top from New Zealand, or two or three from somewhere else?' Generally the New Zealand one will be more expensive but also better quality."

Even small shifts in spending habits can translate into big bikkies for our economy. For example, if every New Zealand household redirected just \$10 of its weekly shop to buying NZ-made products instead of imports, that alone would keep half a billion dollars in the country every year.

Building a stronger domestic market also enables many manufacturers to make the leap into successful export businesses, says Bradford. "And by ensuring we have the capacity to make things in this country, we're future-proofing the economy – so we're not reliant on imported goods that will get more and more expensive as the price of peak oil rises."

And then there's creating and keeping jobs. Business and Economic Research Limited research from 2006 shows for every \$1 million of imports replaced by locally made goods, 11.16 jobs are created, unemployment benefit expenditure declines by \$118,836 and income tax revenue increases by \$117,214.

With its message getting through, Buy Kiwi Made backers will be sipping some well-deserved New Zealand wines this April – and toasting to the next 100 years of Kiwi pride in home-grown products.



Buy New Zealand-made campaigns have a long history; 1908 marks the first New Zealand Industries Week. The poster (left) and boy scouts photograph (above), held in Christchurch City Libraries, were published in the early 1930s, as part of campaigns to urge people to buy Kiwi-made goods and "keep your money in New Zealand".

***Check out www.buykiwimade.govt.nz, and www.buynz.org.nz where you can locate New Zealand-made goods and, later this year, buy direct from manufacturers.**

