



Aviation NZ: Supporter Prospectus

Companies in the New Zealand aviation industry are invited to become supporters of Aviation New Zealand.

Background

Aviation New Zealand champions New Zealand companies and product/service solutions to international audiences. It encourages the development of scale through collaboration and connects international customers to product and service solutions developed in New Zealand.

The Benefits of becoming an Aviation NZ Supporter

- Inclusion in project and business opportunities identified, qualified and being pursued
- Ability to influence and participate in future project and business opportunity development
- Access to international market research undertaken specifically for Aviation NZ supporters
- Obtaining project and tender information captured by Aviation NZ or provided by its major supporters (eg Air New Zealand)
- Sharing project and market intelligence with fellow supporters
- Networking with other growth oriented aviation industry companies
- Company profile on the Aviation NZ website. This is promoted internationally and in New Zealand
- Opportunity to influence aviation industry strategy development and direction through involvement in Aviation NZ initiatives
- Invitations to participate in Aviation New Zealand events (workshops, missions to international markets, participation in trade fairs and bringing international buyers/influencers to New Zealand,) and other developmental opportunities, some of which will have agreed NZTE funding
- Preferential rates in Aviation NZ activities

The Vision

The vision for the New Zealand aviation sector is for it *'to be a specialised, globally connected, high value, growing and sustainable service and manufacturing industry based on 21st century technologies'*.

Aviation exports exceed \$800m per annum, which surpasses the wine industry. New Zealand companies are capable of delivering much more than this, but a brand and a concerted effort to promote it will be required to achieve the industry goal of \$2 billion by 2020.

Aviation New Zealand Goals

- 1) To achieve comprehensive 'New Zealand' solutions by identifying, validating and developing business opportunities in selected markets which would not be available to New Zealand companies acting on their own.

- 2) To integrate New Zealand companies into global supply chains by making the right connections with the right companies.
- 3) To champion issues impeding the international growth of the aviation sector by working closely with the New Zealand aviation agencies responsible for regulatory change.
- 4) To raise the profile and provide informed advice on New Zealand's aviation capability and growth potential in international markets by developing the Aviation NZ brand as THE authority and reference point
- 5) To be a one stop shop for international companies wanting to do aviation business with New Zealand.

The Formal side

Aviation New Zealand became fully operational as a wholly owned subsidiary of the Aviation Industry Association in February 2008.

Aviation NZ is formally constituted as a company and is governed by a Board committed to the success of the venture:

- Ashley Smout, Chairman, who is CEO, Airways Corporation
- Neal Garnett, NZ Rep, EADS Australia/Pacific
- John Jones, Non-Executive Director, CTC Aviation

and an advisor to the Board:

- Mike Flanagan, GM Air New Zealand Consulting

John Nicholson is the Chief Executive and operates alongside the AIA Executive in Johnston Street, Wellington.

Aviation New Zealand works through sector champions, who include the chairs of the relevant AIA divisions.

Aviation New Zealand Projects

Aviation New Zealand adopts a project approach to business. Identified priorities are:

- China
- India
- Indonesia
- Oceania (Pacific and Australia)
- The Philippines
- Vietnam
- Regulatory compliance

Each country/region has a sector focus drawn from flight training, MRO, agricultural aviation, services, and airport fit-out as appropriate.

For further detail on the projects contact: john.nicholson@aviationnz.co.nz

Accomplishments of Aviation NZ so far

- Assisting three consortia to form and lodge proposals to two qualified international customers
- Developing strategic relationships with some international airlines, developing an understanding of their business requirements and submitting 9 concept proposals encouraging them to consider New Zealand solutions
- Aviation NZ brand developed, Website developed www.aviationnz.co.nz with around 2700 visits each month

- Capability section of website being developed (64 profiles at 30 April 2010).
- Developing relationships with other industry bodies (Defence Industry Assn., Defence Industry Committee of NZ and Plastics NZ,)
- Development of promotional material including an Interior Fit-Out guide February 2008, NZ Aviation supplements in Aviation Business October/November 2007, 2008 and 2009; and A NZ Aerospace Industry DVD in March 2009, all produced in association with NZTE
- International events - NZ stand at Airport and Airline Expo, and Conference presentation, New Delhi, March 2008; NZ display at Association of South Pacific Airlines Conference, and Conference presentations, Fiji, May 2008 Christchurch December 2008 and Honiara, May 2010; NZ Stand at Australian International Airshow, Avalon, 10 to 15 March 2009; Aviation industry mission to India 2 to 6 November 2009, and NZ Stand at Singapore Airshow 2 to 7 February 2010
- NZ events - Aviation NZ Conference, Tauranga, July 2008; AVEX Trade Fair and seminar presentation, Hamilton, October 2008; participation in AIA Flight Training Division workshop, April 2009; MRO Workshop, June 2009; AIA Conference, July 2009; and coordinator of AAE conference and associated trade display, Queenstown February 2010
- Market Research – China (2008), India and NZ MRO (2009)
- material/submissions prepared for India Free Trade Agreement and NZ/EU Open Skies aviation discussions; medical practitioners, GST on pilot training and NZ Government procurement review/Defence Review

Upcoming projects with Aviation NZ

- Participation in AIA Conference 26 to 28 July 2010
- Potential inward business mission from India August/September 2010
- Aviation Mission to Tonga, Fiji and Samoa, 4 to 12 September 2010
- Ongoing participation in Regulatory issues including appointment of medical practitioners, GST on pilot training, NZ Government procurement, India/NZ Free Trade Agreement and EU/NZ Open Skies negotiations,
- Developing MRO Project

Fee Structure

Much of the progress to date has been funded by individuals, a few companies, and the Government Agency New Zealand Trade & Enterprise. The initiative has to be transferred to industry ownership and funding mechanisms implemented.

Aviation New Zealand aims to become self funding through the provision of value added services and activities. In the interim, it will be dependent on subscriptions with a CPI increase possible each year. Subscriptions for companies not belonging to the Aviation Industry Association are \$2200 including GST but in the first year of operation an introductory rate of \$1400 including GST will apply. This can be paid in two instalments. AIA members will pay \$600 including GST for the first year.

Over time, greater use will be made of fees for services provided (e.g. organising entries in trade fairs) and a success fee/small percentage fee for contracts/projects obtained through Aviation NZ involvement.

How you can join and capture benefits:

- Register on to the website www.aviationnz.co.nz
- Phone John Nicholson on (04) 472 2707
- Email john.nicholson@aviationnz.co.nz

Application to become an Aviation New Zealand Supporter

Annual fees are \$600 for Aviation Industry Association members and \$2200 for companies not belonging to the AIA. However for the **first year, the initial fee is \$600 for AIA members and \$1400 for non-AIA members.** All figures are GST inclusive.

(Tick as appropriate)

I'm keen to become a Supporter of Aviation New Zealand, please help me register and bill me

I'm keen to become a Supporter of Aviation New Zealand, please contact me with further information

I'm interested in becoming a supporter of Aviation New Zealand but to help me decide would like further information on:

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Contact person
Position
Company name
Phone
Email

Signed
Date

Return to: John Nicholson
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