



SUPPORTER PROSPECTUS

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

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 qualified project and business opportunities
- Invitations to **participate in Aviation NZ events** (workshops, missions to international markets, participation in trade fairs and bringing international buyers/influencers to New Zealand) and other developmental opportunities
- **Preferential rates** in Aviation NZ activities
- Ability to **leverage off** Aviation NZ work raising the profile of the NZ aviation industry in selected overseas markets
- **Influence and participate** in future project and business opportunity development
- **Company profile** on the Aviation NZ website
- **Networking with other growth oriented** aviation industry companies
- Ability to **influence and participate** in future project and business opportunity development
- **Access** to international market research undertaken specifically for Aviation NZ supporters, project and tender information

The vision for the New Zealand aviation sector is for it to be 'a dynamic, responsive and globally engaged, high value service and manufacturing industry based on 21st century technologies, which contributes significantly to company prosperity and national wealth'.

The Aviation NZ **vision** is: **To increase the scale and accelerate the ability of the New Zealand aviation industry to market itself internationally and secure more high value new business than would be possible if companies acted on their own.**

The Aviation sector contributed NZ\$9.7b in revenue including \$3.8b in export income in 2009. Industry turnover could reach \$14.7b with exports of \$6b by 2015 (figures form New Horizons Report, 15 June 2010).

What Aviation New Zealand does:

Aviation New Zealand has five goals to help meet the vision:

- 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.
- To integrate New Zealand companies into global supply chains by making the right connections with the right companies.
- To champion issues impeding the international growth of the aviation sector by working closely with the New Zealand aviation agencies responsible for regulatory change.
- 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.
- To be a one stop shop for international companies wanting to do aviation business with New Zealand.

The Formal side:

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

Aviation NZ is a company governed by a Board committed to its success.

- Bruce Heesterman, Chairman, CEO - ASPEQ
- Neal Garnett, NZ Rep - EADS Australia/Pacific
- John Jones, Non-Executive Director - CTC Aviation; and President AIA
- Samantha Sharif, Director - CANSO

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 Projects:

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

- China
- South Pacific
- Vietnam
- International profile
- India
- South America
- Regulatory alignment

Each country/region has a sector focus drawn from flight training, MRO, airports and services, as appropriate.

Accomplishments of Aviation NZ so far:

- **Developing strategic relationships** with some international airlines and other potential customers, developing an understanding of their business requirements, encouraging them to consider New Zealand solutions and **submitting concept proposals**
- **Assisting consortia to form** and lodge proposals to qualified international customers
- **Aviation NZ brand** developed, www.aviationnz.co.nz receives around 4000 visits each month
- **Capability** section of website developed (68 profiles at Dec 2011)
- **Developing relationships with other industry bodies** (Defence Industry Assn, Defence Industry Committee of NZ and Plastics NZ)
- Development of **promotional material** in both hard and soft form for use by members.
- **International events** - NZ stands at Airport and Airline Expo, New Delhi, 2008, Australian International Airshow 2009 and Singapore Airshow 2010; NZ display at Association of South Pacific Airlines Conference, and Conference presentations, Fiji, Christchurch, Honiara and Auckland 2008 – 2010, Aviation Industry missions to India 2009 and 2011, and participation in China Missions 2010 and 2011.
- **NZ events** - Aviation NZ Conference, Tauranga; AVEX Trade Fair and seminar presentation, Hamilton, 2008; participation in AIA Flight Training Division workshop, 2009 and AIA Conferences, 2009 and 2010; helped coordinate AAAE Queenstown conference 2010; various industry sector and Supply Chain workshops 2008 – 2011; and Flair 2011, Hamilton.
- **Market Research** – China (August 2008 and June 2011), India (March 2009) and NZ MRO (February 2009)
- Participation in Free Trade Agreement and Aviation Services Agreement discussions

Upcoming projects with Aviation NZ

- 13 – 15 February 2012, American Association of Airport Executives Conference, Queenstown
- 6 – 10 August, AAA and AIA Conferences, Rotorua
- Potential missions to India, China and Vietnam in 2012
- Developing MRO, Services and Training Projects with associated activities

Fee Structure

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. Current fees are: AIA Members - \$600 + GST per year and non-AIA Members - \$750 + GST.

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 the members part of the website www.aviationnz.co.nz
- Ring John Nicholson on (04) 472 2707
- Email john.nicholson@aviationnz.co.nz