

Manufacturing “cycles”

Nobody said it would be easy! Something that has been, and in many instances is still, the case for manufacturers in NZ. Whether it be the cyclical movement of the NZ\$, dampened global and domestic demand, increased competition or a shortage of skilled staff, most of you have faced plenty of challenges. Whether that constitutes a crisis is another matter!

I well recall the shock horror of manufacturers when some 25 odd years ago the government of the day (a Labour government) announced its intention to “deregulate”, to remove import licensing and reduce the tariffs under which many of the country’s manufacturers had become established, and been successful. There were dire predictions, the end of the world was nigh!

Indeed at one stage I came close to believing them as the old Auckland Manufacturers Association membership almost halved from some 1300, in just 2-3 years. However, like a phoenix rising from the ashes, a whole new world of manufacturing in NZ emerged and rapidly grew, not making all the things they used to produce, but new products, by new processes, with improved productivity, and generally with good profitability. In about the same amount of time as we had lost members, our membership returned to over 1000, with many more of our manufacturers actively involved in new markets overseas, as they realized how hard it is to grow, operating in a market of just 4 million people.

Over the period we saw a cycle of manufacturing activity – it was up, went down, came back up again, and following the GFC, went down again.

Now any of you that ride a bike, or even watch the Tour de France, will realize that there are always ups and downs. Ups are tough, they are testing, they require determination as you pedal your little gear and make little progress, and there is not much assistance available from “drafting” off someone else.

The downs are great, get your line right, hit your big gear and go for it. Recover, get your wind and your enthusiasm back, you don’t need help you can do it on your own!

All the current signs are that we have climbed the hill, some (the breakaway group – maybe construction related) are already hitting those big gears and the rest will follow, and maybe in a short time we will all regroup on the flat. So is there, was there ever, a crisis, or was it just the uphill part of the cycle?

My 40 odd years in the organization suggest to me, the latter.

“Bon chance et allez vite!”

Bruce Goldsworthy
Manager – Manufacturers Division

✓ Pass it on	
<input type="checkbox"/>	Managing Director
<input type="checkbox"/>	General Manager
<input type="checkbox"/>	Sales & Marketing
<input type="checkbox"/>	Production
<input type="checkbox"/>	Treasury

Activities

- Business Sustainability
The Latest Global Trends
Auckland – 18 July
- Terms of Trade Workshop
Waikato – Hamilton - 31 July
- EMA Members Lunch
Hon Steven Joyce
Auckland – 14 August
(Diary date)
- Lean Awareness – The Lean Deal
Auckland – 16 August
- Terms of Trade Workshop
Auckland – 28 August
- Government Procurement
“Meet the Buyer”
Auckland – 29 August

Information & Opportunities

- BusinessNZ Planning
Forecast - June quarter
- Immigration – Review of
“Essential Skills in Demand”
list - Submissions sought
- Employment Enquiry
Bay of Plenty

Activities

Business Sustainability The Latest Global Trends

Ellerslie Events Centre
Thursday 18 July -12 noon-2.00 pm



Nick Main

Penny Nelson

Hear from two internationally recognised experts about trends and best practice on why it is worth introducing “Environmental Management” into your business.

What is happening internationally, why, and how it can improve your bottom line.

- *Business Sustainability – The Latest Global Trends*
Nick Main – Deloitte global sustainability practice
- *Business Sustainability – What matters to Consumers*
Penny Nelson, Executive Director, Sustainable Business Council

REGISTER NOW - Just \$35 plus GST per person.
(Required no later than Monday 15 August.)
Contact Julie Brough, phone 09-3670913, email Julie.brough@ema.co.nz

Terms of Trade Workshops

- Waikato** – Wednesday 31 July,
10am-12 noon
EMA Waikato Office, 103 Tristram St,
Hamilton
- Auckland** – Wednesday 28 August,
10am-12 noon
EMA Offices, Room 2C, 159 Khyber Pass
Rd, Grafton

These popular 2 hour workshops provide you the opportunity to revise your current contract, or develop a new contract, regardless of your type of business.

It is very important for every company to review their “Terms of Trade” with customers and

suppliers regularly, in order to reduce risk and ensure compliance with latest legislation.

Topics covered in the workshops include:

- Why your contract may be unenforceable
- Misconceptions about Romalpa clauses
- Retaining ownership until you are paid
- Repossession and the law
- An application for credit form that supports your contract
- How the Personal Property Securities Act can support your contract
- Selling business to business
- Selling business to consumer
- How to handle disputes
- Personal guarantees

A separate flyer including registration details and costs (\$110 + gst - \$126.50 per person) is available from Anne Clarke, phone 09-3670968, email anne.clarke@ema.co.nz.

Lean Awareness – The Lean Deal

Auckland – EMA Offices
159 Khyber Pass Rd, Grafton
Friday 16 August, 10 am-12 noon

‘Lean’ thinking is still very popular, over 1000 have attended these seminars to date, so EMA continues to offer practical training in this approach to running all types of organisations.



This Lean Thinking Seminar will introduce you to the concepts of Lean, how it works, and the actual benefits that can be gained. You will hear from fellow manufacturers on their own experiences and the difference Lean has made to their bottom line.

Our seminar presenter is Clinton Yeates, a business consultant who has worked with numerous organisations in Australasia in the development and implementation of operational and business improvement programmes. He is a “Lean Thinking” specialist with a strategic focus that includes the training and development of staff at all levels.

To read more and register to attend, go to www.ema.co.nz. Alternatively contact the

Association office and register direct with Julie Brough, phone 09-3670913, email Julie.brough@ema.co.nz. You will be separately invoiced.

Government Procurement
“Meet the Buyer”
Aotea Centre, Auckland
Thursday 29 August – 9.00am-5.30pm



PROCUREMENT.GOV.T.NZ

N.B. The “Rules of Procurement” have changed to be more user friendly to domestic suppliers, so now is a good time to connect with government procurement managers.

Due to anticipated demand and the need to arrange the large number of brief appointments, registration is required by 2 August.

Note | Online registrations:
<http://www.business.govt.nz/procurement/procurement-reform/meet-the-buyer>

It’s all about us helping you get a foot in the door with some of the largest government agencies

The Ministry of Business, Innovation & Employment are pleased to announce the next Meet the Buyer event to be held in Auckland. This event offers small to medium-sized businesses an opportunity to meet senior buyers from several of the largest government organisations.

How does it work?

Well, it’s like speed dating but between businesses and government agencies.

Imagine a large café filled with agency buyers. Every 15 minutes a set of businesses sit down at the tables and have short meetings with the agencies. About 600-800 meetings will be hosted throughout the day.

It’s free to attend and we buy the coffee!

Similar to any other café, we prearrange the meetings before the event based on mutual interests.

1. Each of the invited agencies has defined their interests – some are broad, others are specific. Some have immediate needs, others are simply checking out the market for new suppliers to meet future needs.
2. Businesses who believe they could meet those needs and who are interested in meeting one or more of these agencies complete a simple online application, including their preferences for which agencies they’d like to meet. There’s a few rules:
 - This event is all about exploring new relationships – you need to select agencies you don’t already have a relationship with.
 - You will get a maximum of 1500 characters (roughly 250 to 300 words) to give us your ‘elevator pitch’: what you do and what’s special about your business. This isn’t a tender - we want to keep things simple.
 - Similar to the pilot we’re assuming that a business will generally only service one main category area. For example injury prevention, ICT, properties, etc.
3. Each participating agency then identifies the businesses they’d like to meet with. As we are constrained by a maximum capacity of 600 - 800 meetings for this one-day event, we will do our best to be fair and ensure as many applicants as possible end up with some worthwhile meetings on the day.
4. All successful applicants will be advised by email. Successful applicants will be asked to book a time with the agencies they have been matched with. You have control of your scheduled meeting times.
5. During the day of the event each meeting will last 15 minutes.
6. Each agency has committed to have at least one procurement manager at the meeting. We think it’s important that these short meetings have the right people at them.

EMA Members Lunch with
Guest Speaker Hon Steven Joyce
Diary Date

Wednesday 14 August – 12 noon-2.00pm

The Minister will look at the Government’s progress against its Business Growth Agenda, and

you might be surprised (or disappointed?) as to just where they are at!

There will be the opportunity for questions of the Minister, so a chance for you to make your point!

Watch out for your separate email advice/invitation to attend this event, which will be held at the Ellerslie Events Centre.



Information & Opportunities

BusinessNZ Planning Forecast June Quarter



BusinessNZ has recently released the *June 2013 Quarterly Planning Forecast*. This is an excellent resource for those involved in preparing budgets, forecasts or board reports.

Copies are available on request from the EMA office – please contact Anne Clarke at email anne.clarke@ema.co.nz

Immigration – Review of “Essential Skills in Demand” List



The Ministry of Business, Innovation and Employment is inviting submissions on occupations to be reviewed for the Immediate Skill Shortage List (ISSL) and the Long Term Skill Shortage List (LTSSL). These lists help to ensure that New Zealand’s skills needs are met by facilitating the entry of appropriately skilled migrants to fill shortages. However, this objective

must be balanced by the need to ensure that there are no suitably qualified New Zealand citizens or resident workers available to undertake the work.

The occupations to be reviewed this year have been finalised and are listed below. This is the second stage of the Review and provides an opportunity for organisations to make submissions on the occupations to be reviewed.

Submissions close on 26 July 2013 at 5pm.

If your organisation wishes to make a submission on any of the occupations that have been selected for review, please complete the Submission Form. Information on the process for the 2013 Review, the Submission Form, and an example of a completed Submission Form are at - <http://www.immigration.govt.nz/migrant/generalinformation/review.htm>

The Ministry has prepared a Preliminary Indicator Evidence Report (PIER) for each occupation that has been selected for review. The PIER collates relevant statistical data about the occupation and provides a preliminary view on the status of the occupation. The PIER reports are on the Immigration New Zealand website at - <http://www.immigration.govt.nz/migrant/generalinformation/review.htm>

Manufacturing Occupations to be reviewed:

- Baker (Baker Manager/Bakery Department Manager)
- Fitter and Turner
- Industrial Pharmacist
- Metal Fabricator

Employment Enquiry Bay of Plenty

The Association has received an enquiry from a well-qualified person seeking a position in the Bay of Plenty in an Administration/Secretarial role.

She has recently moved to the Bay, for personal reasons, having worked at the University of Auckland for the past 6 years.

If you are interested in pursuing this enquiry, please contact Bruce Goldsworthy, phone 09-3670948, email bruce.goldsworthy@ema.co.nz.

A copy of the enquiry and a CV is available.