

Government Policy Drives Exchange Rate the Wrong Way By John Walley

Last month's Official Cash Rate (OCR) announcement signaled a return to rising interest rates with Reserve Bank Governor Dr Alan Bollard hinting at a rate rise in September or October. This will also put further upward pressure on the New Zealand Dollar which has already reached 87 cents against the US Dollar. This spells further problems for the tradable sector with already tight margins set to worsen.

Bollard commented that:

"Provided current global financial risks recede and the economy continues to recover, the Bank sees little need for the March 2011 'insurance' cut to remain in place much longer. The current very high value of the New Zealand dollar is acting as a drag on the New Zealand economy. If this persists, it is likely to reduce the need for further OCR increases in the short term."

Right now most developed countries are manipulating their currencies downwards in an attempt to spark an export led recovery. The notion that we would push ours artificially high to restrict inflation when the Government claims to be rebalancing the economy is ridiculous.

We need to learn a lesson from Australia. Their previously strong recovery is being stunted by a restrictively high dollar. Our currency is not far behind.

All the while the 'disinterested' bank economists are talking up interest rates to pump their margins and lift the dollar, lowering their foreign debt exposure. The real economy is again the whipping boy of problems elsewhere in our economy.

Recently the Prime Minister stated during a presentation that, "if I could I would have a 50 cent (as opposed to an 80 cent) dollar tomorrow". If that were really the case, what would be the macroeconomic framework? What we have or something else?

Clearly a new method of restraining inflation is required. Controls on the volume of credit (rather than the price of credit through the OCR mechanism) seek to directly reduce the level of debt in the economy. Controlling inflation in this way would effectively address inflation in the domestic economy and take away the need to use the exchange rate as an inflation control mechanism.

The Reserve Bank has shown with its introduction of the Core Funding Ratio that the world doesn't end when a new tool is introduced. The RBNZ now needs to add a minimum retail deposit funded percentage and a loan to value ratio to this package.

We cannot expect exporters to lead an economic recovery when the biggest determinant of their success, the exchange rate, is allowed to be pushed higher and higher.

August 2011

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The Government and the Reserve Bank need to devise a strategy that actually meets New Zealand's real economic needs.




Sales Fall and Currency Continues to Impact Confidence

The latest New Zealand Manufacturers and Exporters Association (NZMEA) Survey of Business Conditions completed during July 2011, shows total sales in June 2011 decreased 9.6% (export sales decreased by 17.3% with domestic sales decreasing 2%) on June 2010.

The NZMEA survey sample this month covered NZ\$338m in annualised sales, with an export content of 45%.

Net confidence declined to -38, down from the -33 result reported last month.

The current performance index (a combination of profitability and cash flow) is at 93, down from 102 in May, the change index (capacity utilisation, staff levels, orders and inventories) remained steady at 102, and the forecast index (investment, sales, profitability and staff) is at 99.75, down on May's result of 101.75. Anything less than 100 indicates a contraction.

Constraints reported were 63% markets, 25% production capacity and 13% capital.

Staff numbers for June increased year on year by 3.34%.

"The surging New Zealand Dollar has started to have a major impact on sentiment," says NZMEA Chief Executive John Walley. "Sales are down and returns are suffering so it is no surprise that the current performance index, the forecast index and the confidence rating are all heading south."

"The message was unanimous from respondents that the unprecedented high dollar is completely unwelcome. We can see sales falling at the same time as capacity constraints are identified; throughput capacity was cut in the face of the Global Financial Crisis and it is unlikely to be expanded under current circumstances. In fact hard won offshore markets might well be abandoned."

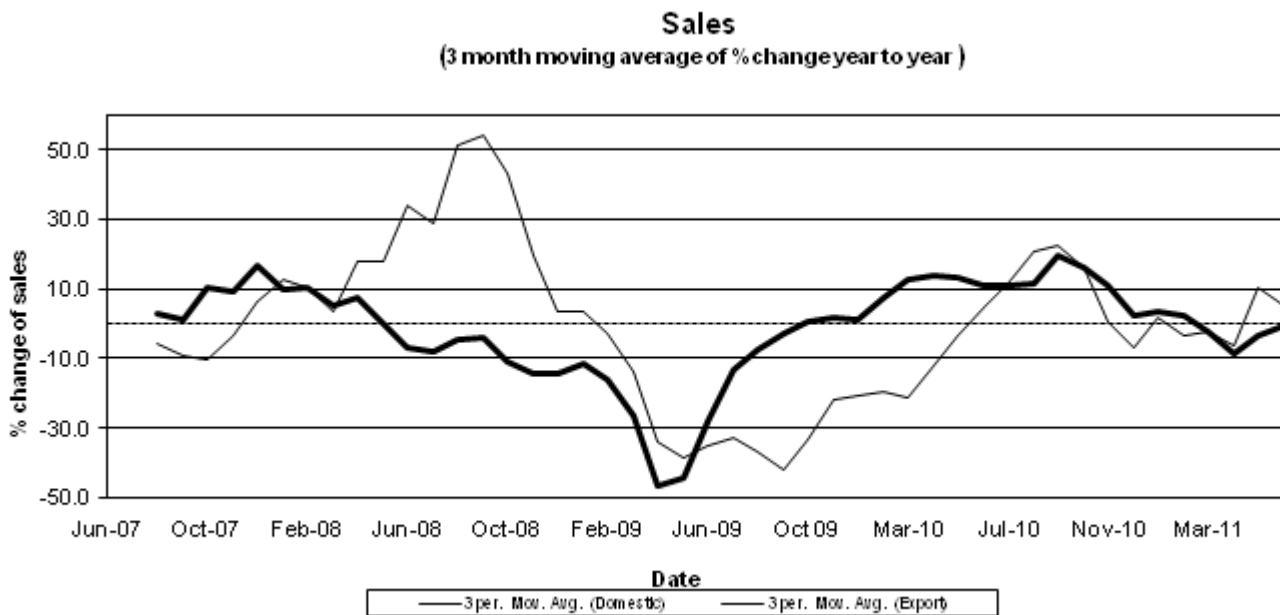
"There are considerable concerns over the global economic outlook in Europe and the USA. This and the prospect of higher interest rates and a higher exchange rate through hikes in the Official Cash Rate, delivered by our policy settings, are also contributors to the drops in confidence and forecasts."

"Working through what are hopefully post earthquake issues around insurance and damage remediation continue to be a major distraction for Canterbury respondents, but there have been some reports that business lost in March has been recovered in the last month or so."

"Action on the policy framework to deliver a lower and more stable exchange rate remains the major issue for manufacturing exporters leading into the election. Our current policy settings carry for New Zealand a highly indebted future with little prospect of being able to earn our way out of trouble."

"A balanced economy will not happen without a major change to New Zealand's policy settings."

The New Zealand Manufacturers and Exporters Association survey gathers results from members around New Zealand. It provides a monthly snapshot of manufacturers and exporters' sales and sentiment.



Business Disaster Preparation

Recent earthquakes have sorely tested the preparedness of all business enterprises in Canterbury and we can well ask who should have better prepared their business for this. This is easy to say in retrospect especially as few of us would have considered Christchurch might be on earthquake fault lines.

It is the Board of course who has the primary responsibility to ensure all major risks are mitigated and that appropriate policies are in place to ensure the survival of the business.

How could can a Board prepare for a disaster in advance?

The development of a Board level risk mitigation policy for likely emergencies defines what can and is to be prepared for, and in particular sets out what scenarios management is to prepare for. The Board needs to consider the likelihood of the occurrence of each type of potential emergency together with the likely level of impact on their business.

Most Boards would not have, before September last year, considered the probability of earthquakes as we have experienced in Christchurch as very high nor the impact very high either. Hence the real need now for every business to have in place an appropriate policy to cover the changed circumstances.

Such a policy for natural disasters and emergencies is likely to include the preparation of:

- An Immediate Emergency Response Plan.
- A Business Recovery and Rebuild Plan.

Some businesses in Christchurch found after the since September that their planning was only partly satisfactory for such an event. Many businesses had not allowed for the possibility that their premises may be still largely operational but that their staff were not operating at full strength because they needed to protect their families or house properties.

Also, for management to be able to quickly contact staff to find out their personal situation, or let them know of what the company's plans were was not easy with phones overloaded, or no power to employees homes; making land lines unusable and some businesses having no formal record of all staff members cell phones for text messages.

Typical improvements required for management level **Emergency Response Plans** after the recent quakes have been:

- Development of a cell phone tree for all staff held off site for quick use by management when power and phones are down.
- Communication lines between senior executives for co-ordinating the immediate response actions.

- Identification of the company crisis management team in advance, with assigned responsibilities and actions planned for immediate implementation on advice of an emergency.

Once the initial emergency has been attended to, then management and the Board are able to concentrate on the resumption of normal business activities where their plans to do so become important.

Some **Business Recovery Plans** have needed improvement in:

- Better understanding of the scope of business interruption insurance especially when damage to neighbouring properties keep custom away but their own premises are suitable for use.
- Reviewing the impact of the disaster on staff members' ability to concentrate on their work when their family situation has been totally disrupted with road, supermarket and school closures.
- Potential for staff to want to move to another centre to avoid any potential repeat of the natural disaster or for quick resumption of their children's schooling.
- Identification and storage of key documents and records off site to facilitate business continuation in the advent of loss of access to the business premises or damage to the computer system.

A business continuity plan needs a top down risk assessment to identify the key business processes which must continue following a crisis event. One critical aspect of the plan is to assign key tasks and processes to senior employees who are responsible for ensuring key business processes are adequately addressed. What follows is establishing survival times for each key business process and plans to action standby facilities according to the estimated days each process can survive.

A "Natural Disasters and Emergencies Risk" Board level policy template is available at no charge, contact the NZMEA for more details.

This article was provided by Livingstone Business Consultants. If you require further information relating to this topic please contact us on email: nzmea@nzmea.org.nz or phone us on 0800 353 2540.

What Does Equal Pay in New Zealand Really Mean?

Many will be aware of the recent public comments, made by the previous CEO of EMA, concerning women in the workplace. These comments have brought the longstanding debate about equal pay back into the media spotlight. Unfortunately, this debate results in a lot of misunderstanding as to what equal pay actually means.

The law in New Zealand is governed by the *Equal Pay Act 1972* (and for those in the state sector, the *Government Service Equal Pay Act 1960*), which provides:

- for the “*removal and prevention of discrimination, based on the sex of the employees, in the rates of remuneration of males and females in paid employment...*”; and
- the definition of equal pay to mean “*a rate of remuneration for work in which rate there is no element of differentiation between male employees and female employees based on the sex of the employee.*”

In essence, this Act defines unlawful discrimination to occur where an employer refuses or omits to offer any person the same terms of employment, conditions of work, fringe benefits, and opportunities for training, promotion, and transfer as are made available for persons of the same or substantially similar qualifications employed in the same or substantially similar circumstances on work of that description by reason of the sex of that person.

An employee, who believes that their employer has unlawfully discriminated against them, may make a complaint under the *Human Rights Act 1993* to the Human Rights Commission.

To determine whether there is any element of differentiation between a male and female employee, in the same or substantially similar position, will in most cases be very difficult. The criteria that needs to be considered will include the degree of skill, effort and responsibility required in any position along with the conditions of that specific position. If, when comparing one position to another taking into account this criteria, it is determined that female workers undertaking these roles are paid less than male workers, then there may be a case of unlawful discrimination.

The major political parties of course have different views as to the current state of equal pay in New Zealand:

- the *Green Party* consider that females should receive equal pay for work of equal value. They would like to see an elimination of the gender pay gap by the establishment of a pay equity commission and requiring state sector employers to undertake pay audits and job evaluations of all occupations within five years.
- the *Labour Party* wish to see the development of a programme to promote equal pay for work of equal value and for the Government to introduce measures to address the gap between male and female wage rates.
- the *National Party* is opposed to a “*one-size-fits-all*” attitude to pay equity, but would encourage voluntary implementation of equal employment opportunities, including equal pay for performance of the same work by individuals in the same enterprise with the same skills and experience.

The Greens have yet again attempted to introduce a new Bill into Parliament relating to equal pay, which would allow employees to see what others got paid within their workplace. The Greens consider that the best way to close the gap in pay between male and females, especially given the individualised nature of most employment agreements (as opposed to the more transparent collective agreements), will be achieved through this method. The National Government as expected has rejected this Bill.

While most people would not disagree with transparency as being an important aspect in any workplace, the issues created by breaching the privacy of employees by advising of their pay to other employees, is in our view creating more problems than it is solving. Even if legislation was passed whereby employees were simply able to ask whether they are being paid the same as their colleagues, this would in many situations still create an unnecessary breach of privacy leading to possible disruption in the workplace that is not necessary.

This article was provided by Lane Neave Lawyers. If you require further information relating to this topic please contact us on email: nzmea@nzmea.org.nz or phone us on 0800 353 2540.



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1 August 2011

132nd ANNUAL GENERAL MEETING Notice of Meeting & Agenda

The 132nd Annual General Meeting of the
New Zealand Manufacturers and Exporters Association (NZMEA) will be held:

Time: 5.00pm.
Date: Monday 19 September 2011.
Venue: Hinton's 750a Wairakei Road, Christchurch
(corner of Johns Road and Wairakei Road)

AGENDA

1. To confirm the Minutes of the Annual General Meeting held on Monday 13 September 2010.
2. To receive and adopt the Annual Report and Financial Statement for the year ended 31 March 2011.
3. To elect Officers and Council.
4. General Business.

GUEST SPEAKER

Roger Sutton, CEO of Canterbury Earthquake Recovery Authority

CERA's role is to lead and coordinate the recovery effort from September and February's earthquakes. Before he was appointed to his position at CERA, Mr Sutton was the Chief Executive Officer of Orion New Zealand Limited, a position he held for eight years. He was also chairman of the Energy Efficiency Conservation Authority.

NOMINATIONS FOR OFFICERS AND COUNCIL

An invitation is extended to ordinary member companies to nominate, as required by Rule 3.4, either their Chief Executive or equivalent, or a Director of the member company, to take an active part in the Association's affairs, by putting forward a nomination for Council. A nomination and proxy form is enclosed.

In accordance with Rule 5.1 (d) (iii), the completed nomination form must arrive at the Association's office ten clear days before the Annual General Meeting. Nominations will be acknowledged when they are received.



John Walley
Chief Executive

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Forums / Workshops

Workshops are open to all members of your staff, members and non-members of the NZMEA. For more information and to register on-line visit: www.nzmea.org.nz, select **Events/Training** for the full list of events. Or you can contact us on 0800 353 2540 or email: nzmea@nzmea.org.nz.

Workshop: Customer Service **Tuesday, 23 August, 8:30am - Christchurch**

This workshop is an experiential, interactive, and fast-paced one-day workshop to make your customer service staff "customer service stars." With an emphasis on customer-focus and adding value, this is a "must" for today's customer service professionals. Customised role plays make the learning experience practical, and make it easy for participants to transfer skills to the workplace.

Topics to be covered:

- What do customers really want? Your critical role in professional customer service.
- The language of customer care - do's and don'ts. Six phrases to NEVER use (and what to substitute for them).
- 10 Commandments of active listening.
- Demonstrating professional telephone etiquette.
- Optimising your voice and demeanour.
- Greeting the customer.
- Identifying the reason for the call.
- Asking probing questions.
- Handling difficult customers.
- Solving problems and offering solutions.
- Testing customer satisfaction.

Advantages of the programme offered include:

- Highly interactive, learner-centred training experience.
- Practical, tactical training with "next day applicability".
- Total learning systems help institutionalise and reinforce new skills and behaviours in the field.

Who should attend: This workshop is designed for newly appointed customer service representatives or those currently active needing a refresher.

For further details on this workshop and to register online visit www.nzmea.org.nz and go to Events/Training.

Forum: Protect Your Crown Jewels: Your Trade Secrets **Wednesday, 24 August, 4:00pm - Christchurch**

In your heart you know that the value and future of your business depends on the special knowledge and skills of a few key people. So if they suddenly are unavailable due to illness, accident or joining the competition, your future could be severely at threat. Lack of access to vital know-how is why many businesses fail soon after their new owners take over. Many businesses are sold too cheaply because their trade secret assets are not properly identified, documented, valued, and factored into the deal. Court cases around information theft are lost because of negligent practices by business owners.

This Forum will give an overview on the following:

- Identifying, classifying and deciding on the best way to protect your proprietary information.
- Introducing trade secret management processes in your organisation.
- Finding practical answers to these challenging commercial concerns.

Who should attend: This Forum is for persons commissioning, developing and selling products and services where the main value is in special know-how and show-how. This is your opportunity to get focused and practical assistance to protect your intangible intellectual property, identify the true value adders.

This Forum is free for NZMEA members.

For further details on this workshop and to register online visit www.nzmea.org.nz and go to Events/Training.

Invitation to the CEO Forum **Monday, 15 August, 5:00pm - Christchurch**

The President and Members of the Council and Executive of the NZMEA invite members to our next CEO Forum.

The guest speaker at this function will be Hon. Peter Dunne, Leader of United Future and Minister of Revenue. Mr Dunne is also the Associate Minister of Health and is a member of the Business Committee.

For further details on this meeting and to register online visit www.nzmea.org.nz and go to Events/Training.

Workshops/Programmes

Workshops are open to all members of your staff, members and non-members of the NZMEA. For more information and to register on-line visit: www.nzmea.org.nz, select **Events/Training** for the full list of events. Or you can contact us on 0800 353 2540 or email: nzmea@nzmea.org.nz.

Certified in Production & Inventory Management (CPIM): Detailed Scheduling and Planning (DSP) The 3rd CPIM Module for Supply Chain Professionals Starts Monday 17 October, Christchurch, 5 half days.

This is the third module in a series of five that make up the Certified in Production and Inventory Management (CPIM) programme, the internationally recognised qualification from APICS.

This module focuses on the various techniques for material and capacity scheduling. You will study detailed descriptions of Material Requirement Planning (MRP), Capacity Requirement Planning (CRP), inventory management practices, and procurement and supplier planning.

Who should attend: Supply chain professionals wanting to continue their CPIM studies, Master Planners and Schedulers, Operations Managers, Sales and Marketing Managers (because of the depth on demand planning).

For further details on this programme and to register online visit www.nzmea.org.nz and go to Events/Training.

Certified in Production & Inventory Management (CPIM): Basics of Supply Chain Management (BSCM) The 1st CPIM Module for Supply Chain Professionals Starts Thursday, 27 October, Christchurch, 5 half days.

This is the first module in a series of five that make up the Certified in Production and Inventory Management (CPIM) programme, the internationally recognised qualification from APICS.

This module is often taken on its own by employees of all functions. All employees, regardless of job title, can benefit from this course and gain a better understanding of manufacturing business processes.

You will explore the basic concepts in managing the flow of materials in a supply chain. In this programme, you get a complete overview of material flow from internal and external suppliers to and from your organisation.

Who should attend: Supply chain professionals wanting the CPIM qualification, Master Planners and Schedulers, Operations Managers, All other employees including managers and supervisors requiring an understanding of supply chains and their role in them.

For further details on this programme and to register online visit www.nzmea.org.nz and go to Events/Training.

NZMEA Update

We now have access to Manca House but the building is being assessed and we are still not able to occupy it. The NZMEA staff are all available to take your emails and calls, please use our free phone number 0800 353 2540 or 03 353 2540, or relevant email addresses. All our programmes are operating as normal. Details will continue to be posted on the events schedule.

For updates visit our website, www.nzmea.org.nz



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The Great Debate – Which Side Do You Stand On?

The great debate going on in my house at the moment is whether or not Master Chef is worth watching one more time. However, if you are more of an intellectual and have an interest in politics, then you are probably more interested in Labour's outlined tax policy to introduce a "not quite" comprehensive Capital Gains Tax to New Zealand.

This article focuses on the latter of the two debates, as it is clear Master Chef doesn't need to be watched again (there are plenty of other cooking programmes, often featuring Jamie or Gordon, to choose from).

You will remember that a Capital Gains Tax (CGT) was considered by the Tax Working Group as a mechanism to widen the tax base. However, while many did not recommend a CGT, the arguments for and against are worth a closer look.

The traditional view for New Zealand tax is to strive for a broad based, low rate, system. Therefore from a tax base "widening" perspective a CGT is compelling. Further, a CGT is compelling from a tax system coherence perspective. The New Zealand Treasury and OECD, amongst others, have strongly and consistently argued for its introduction on this basis. New Zealand is generally on its own in the OECD from not having a CGT. Both these points have been heavily emphasised by Labour in support of its CGT.

There is also the question that by not taxing gains leads to distortion of investor choice; i.e. not taxing capital gains favours those assets which appreciate in value over those that return an income stream.

Proponents of a CGT have pointed to the tax advantages from investment in residential property, for example, where a sizeable portion of the return may be by way of capital appreciation. This compares to investment in a bank deposit, the interest on which is fully taxable.

They also argue that the current lack of a CGT is unfair, as it favours higher income New Zealanders who disproportionately own capital assets. These "equity" (or fairness) arguments have also been emphasised by Labour.

On the other hand, opponents of a CGT, including the current National Government, argue that it will introduce additional distortions and complexity. They point to the "lock-in" effect of a CGT which distorts investment decisions (i.e. when to sell is driven by tax considerations) and encourages deferral of capital gains but early realisation of losses.

The way around this is to tax capital gains on an unrealised basis, but this is not common. Interestingly, New Zealand's financial arrangements taxation regime and, to a lesser extent, the Fair Dividend Rate ("FDR") method for taxing offshore share investments currently taxes unrealised capital gains.

Opponents also argue that narrowing the CGT base by excluding family homes (otherwise it really would be political suicide) a necessary political compromise, reduces the potential revenue from such a tax. National has argued the tax take from a CGT excluding primary residences and at a 15% rate will be relatively modest. Labour estimates that its CGT will raise around \$2.8b per annum by 2025 if the CGT is introduced in 2013 (based on a study by BERL Economics). This is approximately half Treasury's estimate of the revenue from a realised CGT (excluding the family home).

One of the complexities of a CGT arises from determining what gain should be taxed. Most economists argue that only "real", i.e. non-inflationary, capital returns should be taxed. However, inflation indexing capital gains has its challenges, including determining the appropriate inflation rate (e.g. CPI, PPI, etc), tracking the real versus inflationary gains over time, not to mention fiscal cost.

Unsurprisingly, therefore, CGT regimes in other countries have built-in a range of compromises - e.g. discounts on the gain amount or applicable tax rate subject to a requirement to own the asset for a minimum period of time. Labour's CGT does not deviate from this formula; no indexation but a reduced 15% rate.

It's quite a discussion; the polling stations will soon sort it out.

This article was provided by KPMG Tax . If you require further information relating to this topic please contact us on email: nzmea@nzmea.org.nz or phone 0800 353 2540.

Building a Customer Focus

Often customers recall service more than the product they purchased or the service they may have received. It's the attention to detail in the provision of your customer service that keeps them coming back.

When did you last have a negative buying experience? Negative experiences are almost always linked to poor customer service. Having a strong customer service element in your business is critical for your long term sustainability.

C.A.R.E is an acronym for "Customers Are Really Everything". I have used this term for many years to accentuate to my colleagues just how important customers are. I have also used the more widely known "under promise and over deliver" acronym U.P.O.D.

Companies become great due to the attention they provide to customers. They listen, learn and develop their services and products that satisfy customer's needs, wants and desires. The key is quite simple; businesses need to do things that will make customers want to do business with you. When done regularly, customers will become totally satisfied with your company.

A totally satisfied customer is one who believes that your company is different than the rest because you care about them, you take the time to listen, learn and understand their specific requirements and act promptly to address their needs. When you have totally satisfied customers you have their loyalty and their word of mouth advertising through referrals. There is a direct link between satisfied customers and increased sales.

Successful companies recognise this and know customers aren't 'just humans buying.' They acknowledge that they're all human beings with feelings, and they put their money where their mouths are by investing time and energy in improving their offerings and in fine-tuning the customer experience. They make a commitment, and stick to it for the long-haul, to the continuous improvement and development of relationships with employees and customers.

The extent a company goes to develop a customer relationship can vary depending on the size and potential of that customer, but a positive caring attitude must prevail to all customers irrespective of size and potential. Remembering that word of mouth advertising can be quickly negative if the customer experience doesn't match the customer's expectations.

To manage a customer relationship a company must complete a customer satisfaction audit on a regular basis and not by email but make it personal. Ask questions like "how can we do better?"

It is most important to develop a culture of customer focus. Customer focus is about getting each and every one of your employees to look at their job through the eyes of your customers and understanding what they must do to add value to the customer's experience.

It is actively listening to the voice of your customers, getting their input and feedback and using this information to make changes which they value – changes to your products and services and how you do business. It is about adding value for the customer and it is much more than good or great customer service. Do these things and you will create a customer focus that will give you a competitive advantage.

Dr Peter Drucker once said "There is only one valid definition of business purpose: to create a customer". Remember that customers are there to be looked after and developed. Making any sale is just the start. Developing a mutually beneficial customer relationship depends on you.

This article was provided by Kevin Vincent and Associates. If you require further information relating to this topic please contact us on email: nzmea@nzmea.org.nz or phone us on 0800 353 2540.



Monthly Survey of Business Conditions

The NZMEA would like to thank it's members that submit their Business Survey every month.

The Association's survey is the only survey that we are aware of in New Zealand that compares actual sales performance current month against the same month last year and contrasts that with a current measurement of confidence. As such the NZMEA's survey has unique value when compared to the other "opinion and feeling" surveys conducted by other organisations. Without the open support of our members the NZMEA survey would not be possible.

If you could like to participate please contact the Association on 0800 353 2540 or email nzmea@nzmea.org.nz.

Flying High with the Martin Jetpack at Southmach

It is just three weeks until over 95 suppliers from New Zealand and Australia will come together at CBS Canterbury Arena on 17 & 18 August for New Zealand's largest showcase of engineering, machinery and manufacturing technology.

SouthMACH 11 includes a range of exciting attractions from exhibitors, including the mighty Martin Jetpack from Christchurch-based Martin Aircraft Company, who will be on stand 60.

The Martin Jetpack is the world's first practical jetpack. It consists of a purpose-built gasoline engine driving twin ducted fans which produce sufficient thrust to lift the aircraft and a pilot in vertical takeoff and landing, enabling sustained flight.

The future of Jetpack travel is a step closer after the latest record-breaking test in the Martin Jetpack. The Jetpack shot into the sky over the Canterbury Plains at a climb rate of 800ft per minute, reaching an altitude of 5,000ft (previous record 100ft/min & 50ft altitude) before safely deploying the first ballistic jetpack parachute.

Named one of Time Magazines' top 50 inventions for 2010, the Martin Jetpack has the ability to fly for half an hour or more, climb more than 1000ft per minute and to cruise at 100 km/h.

"In this test we limited the jetpack to 800 ft/min climb so the chase helicopters could keep up," says Founding Director and Test Pilot, Glenn Martin.

Martin Aircraft Company will include a static display of the Martin Jetpack and also feature the Martin Jetpack Flight Simulator, which continues to be upgraded to model actual jetpack performance, and to enable flight to be demonstrated through direct experience to SouthMACH visitors.

More than a trade show

SouthMACH 11, now in its fourth season and already established as the reference point for the industry, is not just a trade show but also features three streams of high quality seminars run by exhibitors and the NZ Manufacturers and Exporters Association (NZMEA).

Visitors to the show are encouraged to pre-register for quick entry on the day at www.southmach.co.nz. Admission to the show and seminar programme is free for visitors involved in the diverse industry sectors represented at the show.

The professional seminars and exhibitor workshops cover a range of topics designed to keep visitors up-to-date with new and emerging technology and to assist in gaining valuable ideas and insights.

Local firm, BVT Mechanical Engineering Consultants on stand 34, will present three seminars and cover 'demystifying technical and legislative issues in plant, equipment and machinery' and 'CE Marking - a guide to compliance in Europe'.

Another Christchurch exhibitor, P.L. Berry & Associates on stand 15, will discuss 'how to protect inventions and trademarks' and 'the basics of intellectual property protection'.

Uretek Ground Engineering on stand 36 has also shown its support for the show and will provide expertise on the 'maintenance of factory floors and driveways, from slab repair to the re-leveling of shelving systems'.

This article was provided by Haley Media. If you require further information relating to this topic please contact us on email: nzmea@nzmea.org.nz or phone 0800 353 2540.

SOUTH MACH 11

17 – 18 August 2011
CBS Canterbury Arena
Wednesday 10am – 5pm
Thursday 10am – 4pm

THE MACHINES ARE BACK!

The Engineering, Manufacturing and Machine Technology Show is Back!

Over 95 companies will be showcasing, demonstrating and discussing the latest in engineering and machinery. Keep up with what's important to your business at SouthMACH 11. This is the largest specialised engineering, manufacturing and machine technology trade show in 2011.

Register online to visit SouthMACH and go in the draw to win one of five Macpac Sundowner Jackets valued at over \$350 each. Go to www.southmach.co.nz today to register for FREE. Draw closes 12th August at 5pm.

In association with **mea** NZ Manufacturers and Exporters Association

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MEAssist

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meassist@nzmea.org.nz or call 0800 353 2540

Our Associate Membership includes a wide range of specialists, consultants
and service providers who can assist Association Members with:

Management and Human Resources Recruitment and Selection Operations Management Project Management Conflict Resolution & Mediation Employee and Immigrant Settlement Management, Leadership & Team Training Temporary Staff Employment Law Change Management Training Analysis ERP, MRP Solutions	Manufacturing Efficiency Lean Manufacturing Programmes Theory of Constraints Competitive and Agile Manufacturing Factory and Plant Efficiency & Utilisation Supply Chain Management & Certified in Production and Inventory Management (CPIM) Kanban, Production Planning & Scheduling Maintenance and Asset Management QC, QS and TQM Industrial Automation & Control
Business Governance Risk Management Business Sales & Valuation Strategic Development Business Coaching Company Boards Business and Technology Planning	Marketing and PR Advertising and Branding Market Research and Marketing Export Marketing Communications and PR Strategic Pricing
Finance Accounting, Payroll and Tax Debt Collection FOREX and Banking Investment Capital Insurance Services	Product Design and Development Research and Development Services Product and Prototype Development New Product Design Process Engineering Analysis, CAD and FEA
Safety and Compliance Security Advice, Internal & External Drug Testing and Policy Health and Safety Systems & Training Energy, Water & Waste Auditing	Intellectual Property Knowledge & Information Management Intellectual Property Risk Assessment and Commercialisation Intellectual Property Patent Registration
Information Technology IT Systems – Design & Implementation Website and Software Development Web Content Creation	Import and Export Certificates of Origin Customs, Logistics and International Freight Forwarding Services, Including Part Container Services International Travel

We facilitate relationships and transactions between manufacturers and exporters free of charge. Where the Association facilitates a transaction with Associate Members a standard charge, or referral fee applies. This is invoiced to the Associate Member providing the service. These fees vary between Associates and is constructed to be less than the usual marketing overhead recovery component of an Associate's pricing.



Membership Benefits

Have your say: By attending our regular meetings with officials, politicians and other leaders you can discuss issues with those who have influence in New Zealand.

Support: We offer support from our HR Advisors and other members, MEAssist, regular service calls to members, and our qualified list of Associate Members. The Association can also help with business improvement planning through the NZMEA's business diagnostic tool 'M measure' or a "Solutions for Progress" session.

If you have any questions regarding our Membership Benefits please contact us:
website: www.nzmea.org.nz, phone: 0800 353 2540, email: nzmea@nzmea.org.nz



Events and Training

www.nzmea.org.nz/events.aspx

Monday	Tuesday	Wednesday	Thursday	Friday
1	2 Forum: Risk Management in Lean Manufacturing (Auckland) Workshop: Key Account Selling/Strategic Development (Christchurch)	3	4	5
August	9	10 Workshop: Determine and Improve Capability for a Competitive Manufacturing Organisation (Christchurch)	11	12
8	16 Forum: Succession for Business Owners (Auckland)	17 Workshop: HSNO Approved Handler Training (Christchurch)	18	19
15 CEO Forum (Christchurch)	23 Workshop: Customer Service (Christchurch)	24 Workshop: HSNO Approved Handler Training (Auckland) Forum: How Safe is Your Machine Guarding, Will it Prevent a Death or Serious Injury (Auckland)	25	26
22	30	31 Forum: Leader Standard Work for Lean Manufacturing (Auckland)	1 September	2
29	6	7	8	9
5	13	14 Member Price: Implement a Continuous Improvement System in a Competitive Manufacturing Organisation (Christchurch)	15	16
12	20	21	22	23
19	27	28	29	30
26				

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