

Recognising NZ Owned & Operated NZ Service Providers

Logo Available From 10th July 2024



Homegrown Service

The longest-standing support local campaign in our country's history! For 36 years, we've been promoting and advocating for Kiwi businesses.

In 2024, we open a new chapter and would like to invite NZ Service providers to join a community of 1,400 proud Kiwi-grown businesses.

Our Mission



We are here to strengthen New Zealand's productivity, resilience and global competitiveness by helping brands stand apart with the Kiwi logo.



Benefits of having the NZ Service logo for your business:

- Authenticate as a NZ owned and operated business
- Reach new audiences via Buy NZ Made marketing
- The iconic Kiwi logo on all your business collateral
- Boost reach on NZ Made Day (November 2024)
- Help customers identify you as a NZ business
- Stand out from the competition

Curious? Get in touch

04-496-6557

info@buynz.org.nz

86% OF KIWIS ARE WILLING TO PAY A PREMIUM FOR NZ MADE

Pricing To Suit All Businesses

All businesses pay a one-off registration fee of \$95

The Annual fee ranges from \$275 (0-5 staff) through to \$5,000 (400+ staff). We have a pricing band based on staff numbers.

Annual Licensee Fee

Includes:

- New Zealand Service Logo package access
- Social media post and story on Buy NZ Made platforms
- Feature story on buynz.org.nz
- Newsletter subscription

Optional Add On:

Gold Package

- A Kiwi Original filming session and content package
- Press release & media support
- Homepage feature - 12 months
- Access to export advice

*A New Zealand Service Licence is valid for two years and may be renewed every two years.

For full pricing details and terms and conditions visit:
www.buynz.org.nz/pricing/

SPORT
THE
PROUD
KIWI
BADGE



Eligibility Criteria

From the launch of the original campaign in 1988, we've upheld strict eligibility criteria to ensure the logo truly represents New Zealand Made.

Our selectivity means that as a licensee, you join a reputable group of businesses known for Kiwi excellence.

Do you qualify?

- A minimum of 90% of the business is NZ-owned
- Funds re-invested into NZ
- The company operates in NZ
- The service is offered to NZ-based consumers
- Key coding/development is done in NZ

Ready to join?

Step 1:

COMPLETE APPLICATION

Step 2: We will be in contact within 24/48 hours to let you know the next steps with your submission

Feel free to call 04-496-6557 regarding your application.