



PARTNERSHIP OPPORTUNITIES

ABOUT FCANZ

Established in 2006, the Fencing Contractors Association of New Zealand (FCANZ) exists to support fencing industry excellence for all those involved in the sector.

Our membership is made up of more than 450 fencing contractors working across rural, residential and commercial projects. Their work is diverse, with many members undertaking a variety of projects from fence, deck, walkway and yard construction to the installation of horticulture and viticulture structures.

FCANZ firmly believe in partnership - working together with our partners to support fencing industry excellence. We strategically partner with organisations who have an interest in the recognition of fencing as a trade. These organisations benefit from being front-of-mind with our membership by demonstrating their commitment to the industry through their involvement with FCANZ. We hope you will join us in this exciting journey.



Phil Cornelius FCANZ President

OUR MISSION

To raise the profile of fencing as a recognised trade that embraces best practice, adherence to quality standards and ongoing professional development.



FCANZ holds affiliations with:



DEVELOPING A RECOGNISED PROFESSION

Providing a clear career pathway through qualifications, endorsements and opportunities for continued learning are fundamental aspects of FCANZ's drive to increase the professionalism and recognition of the fencing industry as a trade.

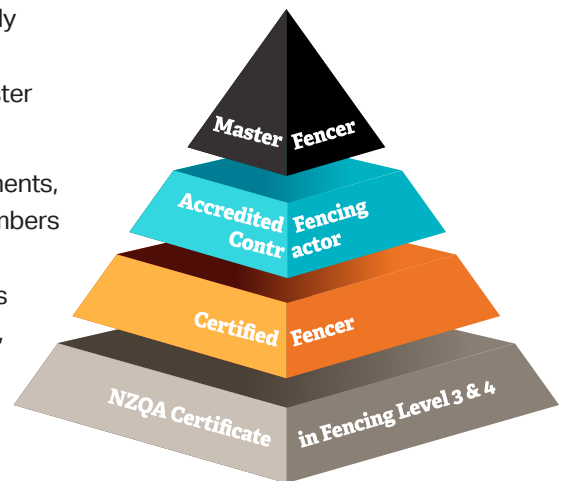
FCANZ Endorsements

FCANZ provides 'Certified Fencer' endorsements to individuals, and 'Accredited Fencing Contractor' endorsements to businesses. To achieve these endorsements, applicants must meet specific criteria and undergo a rigorous assessment and auditing process.

Certified Fencers and Accredited Fencing Contractors are promoted as being the best in the industry. Our aim is to have

these endorsements nationally recognised, in the same way that a Certified Builder or Master Plumber is.

In addition to these endorsements, the Association provides members with ongoing opportunities for continued learning in areas such as fencing best practice, compliance requirements, and business management.



New Zealand Certificate in Fencing – Level 3 & 4

Developed in association with FCANZ and delivered around New Zealand by NorthTec | Te Pūkenga, the Certificate in Fencing (Levels 3 and 4) are nationally recognised qualifications designed specifically for the fencing industry.

The Certificate in Fencing Level 3 provides graduates with the

opportunity to learn fencing best practices for work as a rural fencer.

The Certificate in Fencing Level 4 builds on these foundations with a focus on fence and stockyard design and construction, managing staff and client relationships, and leadership skills.

Through these courses, FCANZ and NorthTec | Te Pūkenga are committed to ensuring students gain the knowledge and practical skill base needed in the 'real world' of fencing businesses.



NorthTec | Te Pūkenga
New Zealand Certificate in Fencing Level 3 and 4.
Training opportunities throughout Aotearoa.

Visit northtec.ac.nz for more information

FCANZ REACH

450+

members who are the owners of fencing contractor businesses or the decision makers who purchase fencing products.

1000+

fencing contractors, associates and interested parties receive our e-mail communications.

4300+

followers on Facebook, plus a growing New Zealand and international Instagram following.

WIRED MAGAZINE

660+

WIRED magazines printed quarterly



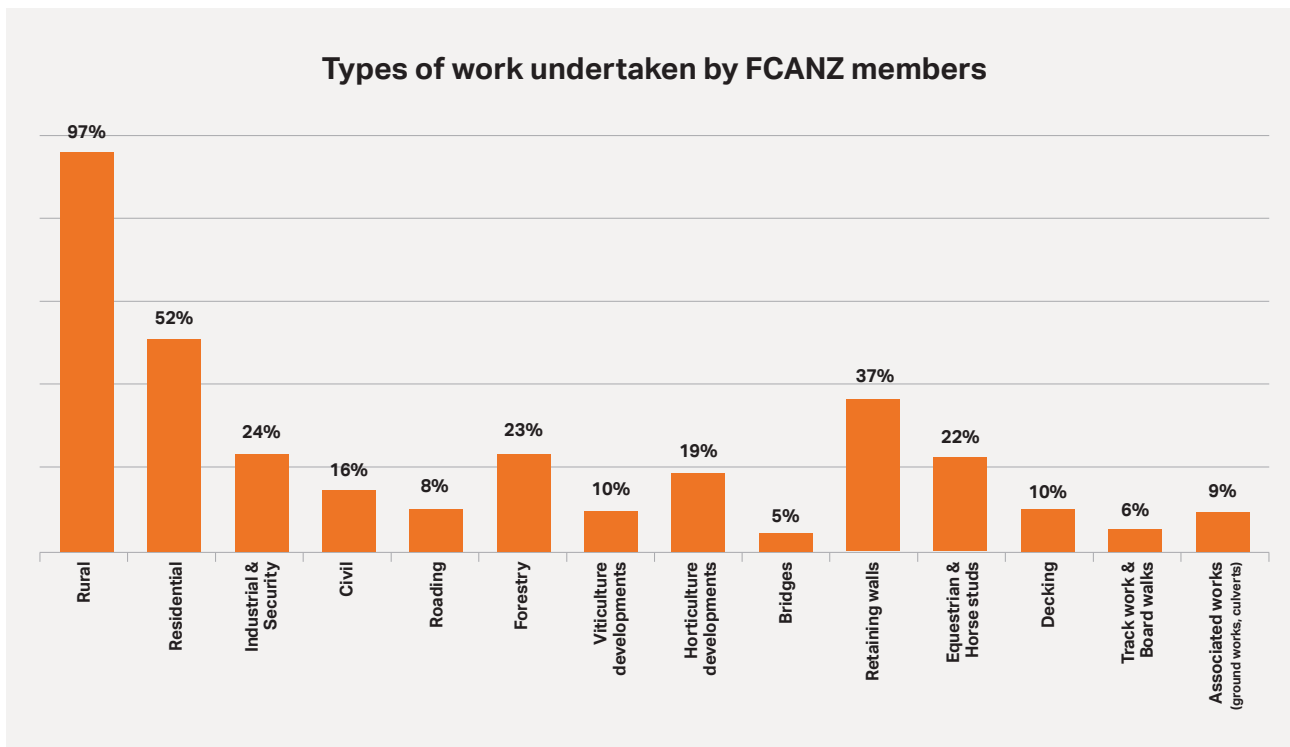
96%

of FCANZ members read the WIRED magazine cover to cover, making it the perfect channel for your direct-to-market advertising.

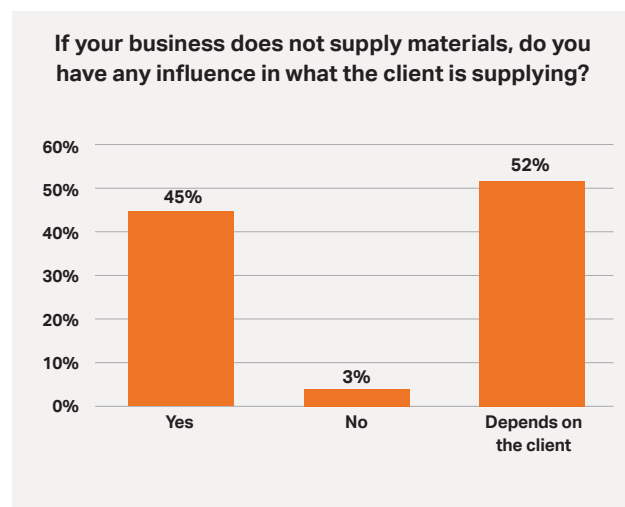
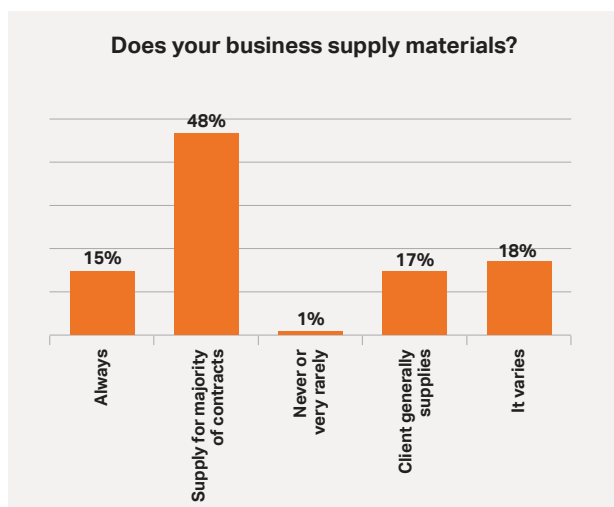
WITH OVER 450 MEMBERS...

throughout New Zealand, FCANZ provides the only direct to market channel within the fencing industry. Use your Partnership to reach the influencers and decision makers of the New Zealand fencing industry.

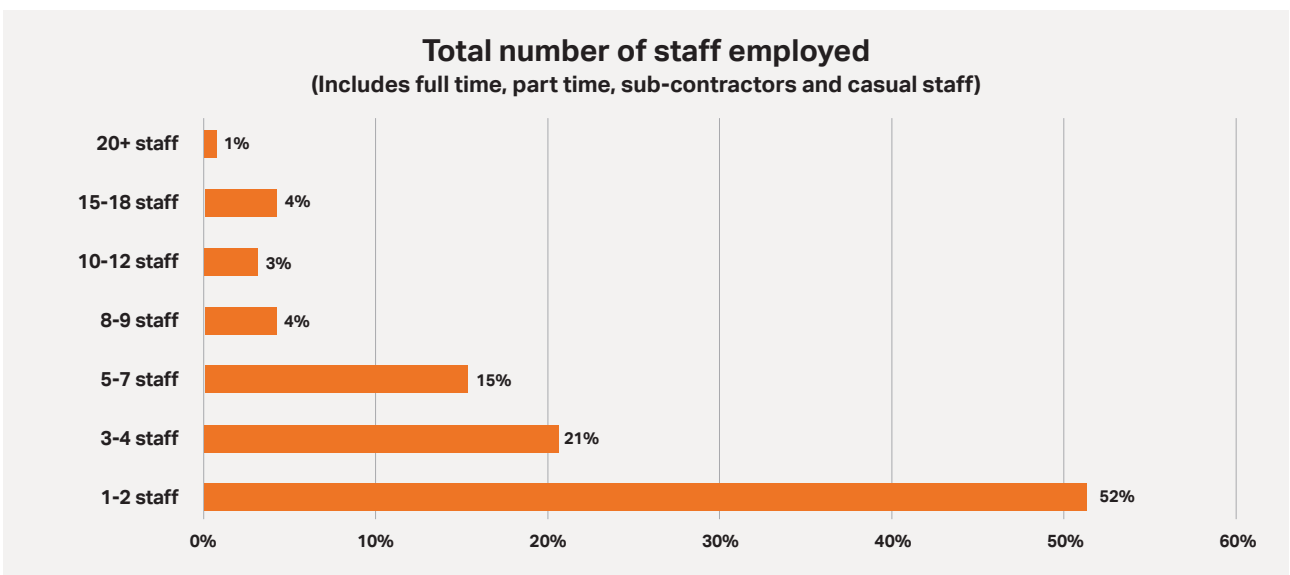
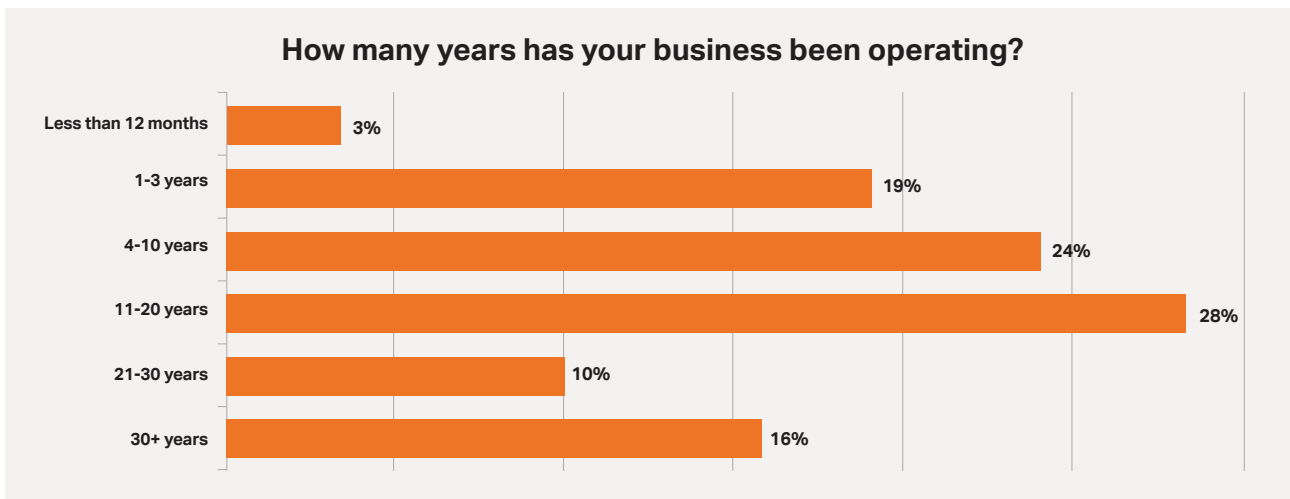
OUR MEMBERS IN NUMBERS



- FCANZ members work on a variety of projects covering all aspects of fencing.
- 97% of our membership undertake rural fencing, 45% work on residential fencing, 37% install retaining walls and 23% include industrial and security fencing in their remit.
- 63% of our membership select and supply the materials for their fencing jobs. Of those that don't supply materials directly, at least 45% have an influence over what their client supplies for the job.



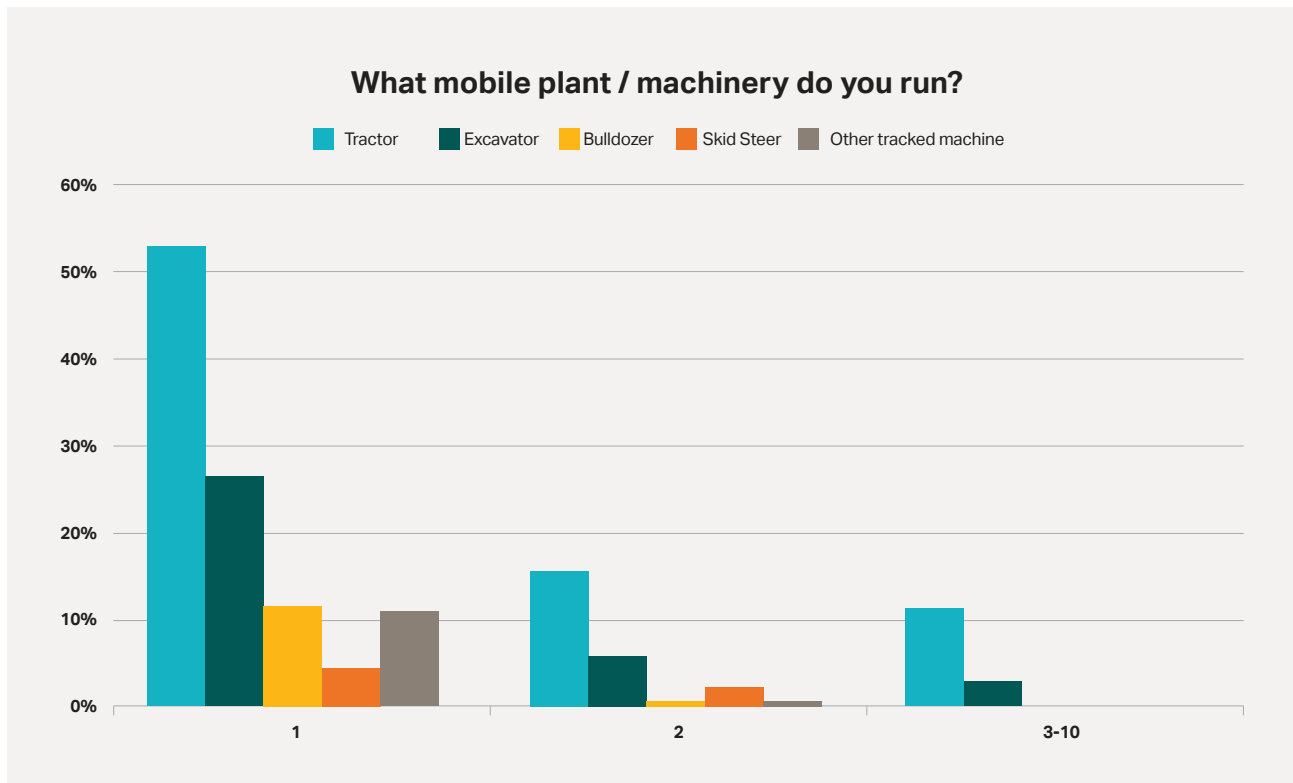
OUR MEMBERS IN NUMBERS CONTINUED



- More than half of our members have been in business for some time, with 53% operating for more than 10 years.
- Almost 30% of members employ more than 5 staff members, a considerable number for a trade.



OUR MEMBERS IN NUMBERS CONTINUED



FENCING
CONTRACTORS
ASSOCIATION NZ®
MEMBERS



50%
have been operating for
more than 10 years



53%
have multiple 4WD
vehicles in their fleet



61%
own more than
one trailer



44%
have at least one
quad bike



35%
have at least one
side-by-side

**All statistics within this document are derived from the 2023 FCANZ members survey*

PARTNERING WITH FCANZ

Organisations who partner with FCANZ have a unique opportunity to connect with industry decision makers and those who are responsible for business purchasing decisions.

Fencing businesses require significant investment – from clothing and safety gear to equipment, machinery, tools and job supplies. This is in addition to the digital tools required to successfully run a best-practice business.

There are a number of ways your organisation can engage with FCANZ members. Each of these opportunities and their benefits is outlined on the following pages. Mix-and-match the options that work best for your organisation.



FCANZ PARTNERSHIP

Behind our strong and lasting partnerships is a continued mutual vision to see the fencing industry grow in professionalism and in quality standards, through the recognition of fencing as a professional trade and the ongoing development of fencing contractors through national qualifications and best practice training.

FCANZ Partnerships are the perfect route for organisations offering products or services used by our membership base, to connect directly with the fencing contractor target market. A partnership with FCANZ gives you direct access to the key industry decision makers who are responsible for purchasing fencing products and services.

Partnership Structure

Partnerships are offered at three levels of Gold, Silver and Bronze, across the three sectors of Industry, Retail and Corporate. The benefits and opportunities available to Partners increase with each investment level. Choose the sector and level that will give your company the best return using the benefits matrix on the following pages.

Note: Bronze Partnership is available to organisations with less than 10 people in sales/business development roles.

Industry	Corporate Services	Retail
Organisations that manufacture and distribute industry-related products.	Organisations that provide business-specific support services.	Organisations with a retail presence, selling and distributing a variety of products and materials.

Partnership Expectations

Association Partners are encouraged to positively promote FCANZ and the partnership, ensure FCANZ members have access to their full product range and actively engage with members at FCANZ events. Partners should plan to attend the annual National Fencing Field Day and some of the Best Practice Days (depending on location).

Suggested forms of FCANZ promotion include (but are not limited to):

- The circulation of FCANZ events via e-newsletter and social media;
- The provision of FCANZ member-only offers; and
- Product promotions endorsing FCANZ membership.

Additionally, FCANZ expects that all Partners ensure that the products and services provided to the marketplace are in line with the quality standards that FCANZ is set to promote.

Multi-Brands

Where a Partner offers multiple product brands, they will need to specify the one brand (and logo) that will represent them across FCANZ channels, including digital, print and events. Other brands from the Partner stable can be added; however, each will require a separate partnership agreement.

ANNUAL NATIONAL CONFERENCE



The FCANZ annual national conference has established a reputation as New Zealand's premier fencing industry event.

Alternating between the North and South Islands each year, Conference provides a fantastic launchpad to create valuable connections and new business opportunities with key industry buyers, stakeholders, and leading industry experts. The program of events and activities are the perfect place to establish new business contacts, build on your existing relationships and profile your products and services to the industry.

Sponsorship of the Fencing Contractors Association NZ Conference will:

- Maximise exposure to your target market at New Zealand's only conference devoted to the fencing industry.
- Provide unrivaled opportunities to build awareness of your product/s or service/s within the industry.
- Improve your existing relationships with key clients, and interact with key industry players.
- Provide you with face-to-face networking opportunities allowing for valuable feedback and insights from current and potential customers.
- Provide the opportunity to have your company promoted nationally through Conference advertising.
- Deliver a clear message about your genuine commitment to the industry.

FCANZ Industry Awards

Launched in 2023, the annual FCANZ Industry awards recognise, acknowledge and reward those who demonstrate excellence in the fencing industry.

The awards provide an opportunity to have your brand associated with a legacy event, that has excellent media reach. These awards are expected to grow in reach and mana, year-on-year.

Contact the team about how your business can be involved.

Why attend conference?

Conference delegates will:

- Be enlightened through informative workshop sessions tailored for the fencing industry.
- Be informed of important changes within the industry.
- Have the opportunity to look at industry product and service offerings.
- Reacquaint themselves with old friends and colleagues and network with new ones.
- Discover a new part of our beautiful country.

NATIONAL FENCING FIELD DAY



National Fencing Field Day (NFFD) features a wide array of exhibitors from both FCANZ Partner and non-partner organisations who provide equipment, tools, services, and products to the fencing and farming communities.

Delivered as part of the annual Conference program, the National Fencing Field Day industry event is open to FCANZ members, conference attendees, and the general public, providing a unique opportunity to connect with a target market.

The day's program includes product and technique demonstrations, as well as novelty and skills competitions, which prove popular (and highly competitive) every year.

Sponsorship Opportunities

'Ladies Who Lunch' is a local tour for partners of the conference delegates attending the National Fencing Field Day. The tour is strictly limited to no more than 30 people, and includes lunch, sight-seeing and some lovely activities. For only \$2,000 you can be the sole sponsor of this event, providing you with an excellent opportunity to showcase your organisation to other decision-makers.

'Show Us Your Tool Box' is a competition for those who have driven their work vehicles to NFFD. With two categories (FCANZ Members and FCANZ Conference attendees) you have two chances to sponsor this event through the provision of prizes. Your sponsorship will also secure you a guest judge spot.

Competition Prizes – National Fencing Field Day is often very competitive. Get your brand out there by providing a sought-after prize for one of our highly contested events.

Make the most of this interactive opportunity to enlighten attendees with your team's product knowledge and the opportunity to talk face to face with the end user. You can do this through:

- **Demos and discussions** in the Showcase schedule such as wirework and netting, electric fencing, residential material selection
- **New Product Showcase** – exhibitors with new product will be identified in the site map and will receive product profiling in media releases (as word count allows)
- **Exhibitor competitions** – run an onsite competition to drive attendee engagement

The National Fencing Field Day offers a unique opportunity to:

- Maximise your company's exposure at a day devoted to the Fencing Industry in New Zealand
- Interact with and target the most influential figures in the field
- Acquire highly qualified leads and increase brand awareness
- Deliver a clear message about your genuine commitment to the industry

ANNUAL PARTNERSHIP

	BRONZE Industry \$2,500 Retail \$2,500 + \$1,000	SILVER Industry \$5,000 Retail \$5,000 + \$2,500	GOLD Industry \$10,000 Retail \$10,000 + \$5,000
PROMOTION OF PARTNERSHIP			
Recognition as a Partner on printed promotional material for FCANZ events (where applicable)			✓
Recognition as a Partner in the FCANZ e-newsletter for the duration of the contract			✓
Referred to as a Partner in any applicable media releases, for the duration of the contract	✓	✓	✓
Recognition as a Partner on FCANZ website, with Partner logo and link to Partner website for the duration of the contract	✓	✓	✓
Use of the relevant FCANZ Partner logo (under brand guidelines) to promote partnership (at own cost)	✓	✓	✓
Free vehicle decals promoting FCANZ Partnership	x 1	x 2	x 4
Opportunity to include promotional material, product samples or giveaways in FCANZ new member packs		✓	✓
Logo on FCANZ trailers	✓	✓	✓
EVENT BENEFITS			
CONFERENCE (also see Conference Sponsorship)			
One free Conference attendee (accommodation not included)			✓
Complimentary display area within the Conference facility (Subject to space and availability)			✓
Opportunity to provide promotional material, product samples or giveaways for the delegate packs	✓	✓	✓
NATIONAL FENCING FIELD DAY			
Inclusion in product demonstration schedule			✓
Complimentary Exhibitor site – Medium Outdoor or Small Indoor			✓
BEST PRACTICE DAYS			
Complimentary exhibition space and three free attendees			✓
Invitation to exhibit (exhibition fee applies)	✓	✓	
Invitation to provide product for demonstration or use during events			✓
Promoted as a Partner while onsite at FCANZ days (if exhibiting)	✓	✓	✓
Included in promotional activity as an exhibiting Partner, if confirmed by deadline (where applicable)	✓	✓	✓
Opportunity to provide promotional material, product samples or giveaways for information packs (if applicable)	✓	✓	✓

ANNUAL PARTNERSHIP CONTINUED

BRONZE	SILVER	GOLD
Industry \$2,500 Retail \$2,500 + \$1,000	Industry \$5,000 Retail \$5,000 + \$2,500	Industry \$10,000 Retail \$10,000 + \$5,000

MARKETING BENEFITS

WIRED – Quarterly Magazine			
Advertising – free full page every edition, \$2800 value p/a (Retail Partners only)			✓
Advertising – free half page every edition, \$1600 value p/a (Industry or Corporate Services partners only)			✓
Advertising – free quarter page every edition, \$1000 value p/a		✓	
Advertising – additional advertising at 20% discount of rack price (1 page maximum)	✓	✓	✓
Advertising – logo on Partner recognition page	✓	✓	✓
Option to provide advertising inserts for distribution with WIRED (Printing/insertion to be paid for by partner. FCANZ approval required)			✓
Invitation to submit editorial (Product news only, inclusion at Editor’s discretion)	1 x per year	2 x per year	4 x per year
Annual WIRED subscription, \$80 value per subscriber	1 copy per issue	2 copies per issue	2 copies per issue
Complimentary copy delivered to stores (Retail Partners only)		3 stores	10 stores

OTHER ADVERTISING (subject to FCANZ approval and schedule)

Invitation to provide content to promote member related products, services, and events in FCANZ social media channels	3 x per year	6 x per year	12 x per year
Invitation to provide content to promote member related products, services, and events in FCANZ monthly member e-news (EDM)	3 x per year	6 x per year	12 x per year
Invitation to provide member-only product offers and/or competitions for inclusion on the member-exclusive FCANZ website page	3 x per year	6 x per year	12 x per year
Invitation to provide content to promote industry products, services, and events or to survey members in a Partner-specific member EDM			2 x per year
Invitation to send direct mailouts and promotions to FCANZ member database (at own cost). Mailouts to be arranged via FCANZ		2 x per year	6 x per year

OTHER BENEFITS

Regular contact with FCANZ Operations team for feedback and information sharing	2 x per year	3 x per year	4 x per year
Opportunity to attend an FCANZ Board meeting to engage in feedback and an Association update once every 24 months			✓
Access to FCANZ members and endorsed Fencing Contractors for input into upcoming events or product research / testing			✓
Option to pay Partnership Fee over quarterly instalments			✓
Option to pay Partnership Fee over six-monthly instalments		✓	✓

CONFERENCE SPONSORSHIP

PLATINUM SPONSOR (only 2 spots available)		Partners: \$7,500 + \$7,500 prizes Non-Partners: \$15,000 +\$15,000 prizes		
ELITE SPONSOR		Partners: \$3,500 + \$2,500 prizes Non-Partners: \$7,000 +\$5,000 prizes		
KEY SPONSOR		Partners: \$2,000 Non-Partners: \$4,000		
GENERAL SPONSOR <small>(Available to first-time conference sponsors or organisations with less than 10 employees)</small>		Partners: \$1,000 Non-Partners: \$2,000		
10-minute speaking time during the Conference timetable				✓
Recognition of Platinum sponsorship with priority logo placement in Conference marketing and communications				✓
Feedback, survey and polling opportunity with Conference delegates. T&Cs apply				✓
Naming rights to one Conference event with opportunity for brand placement through the event (see programme)			✓	✓
Complimentary attendee passes for conference * (accommodation not included)			x 1	x 2
Business and attendees introduced at welcome	✓	✓	✓	✓
Complimentary display area within the Conference facility (subject to space and availability)*		✓	✓	✓
Branded pull-up banners displayed in Conference facility	✓	✓	✓	x 2
Sponsor "shout-out" via FCANZ social media channels	✓	✓	✓	✓
Company logo on digital advertising (If confirmed by 1st May)	✓	✓	✓	✓
Company logo on print promotional material (If confirmed by 1st May)	✓	✓	✓	✓
Opportunity to include promotional offers, brochures, and giveaways in delegate packs *	✓	✓	✓	✓
Complimentary Exhibitor site at National Fencing Field Day (Medium Outdoor or Small Indoor) *		✓	✓	✓
Inclusion in product demonstration schedule during National Fencing Field Day*			✓	✓

* Also available to Gold partners

FCANZ PARTNERSHIP APPLICATION

Organisation:			
Organisation number:			
Physical address:			
Mailing address:			
Contact person:			
Telephone DDI:		Mobile:	
Email:			
Website:			
Facebook:		Instagram:	

Sales Channel(s): Please tick applicable below:

- Direct to Customer
 Own retail stores/network (please refer to Retail partner package)
 Online store only
 Through a retailer Please state retailers:

Brand names: If different to company name (note – if not retail and more than 1 brand name then multibrand rules apply)

Brand name	Product category	Country of manufacture

Does your product/s that you supply to our members conform to NZ standards (if applicable) Yes/No/ NA

Please state legal standards of conformity:

Accounts contact name:	
Accounts email:	
Accounts telephone:	
P O required: Yes / No	
Financial Year End Date:	

Select the option/s below that best suit your organisation.

ANNUAL PARTNERSHIP			✓ (select one)
Gold	Industry or Corporate	\$10,000	
	Retail (\$10,000 + \$5,000 of product)	\$15,000	
Silver	Industry or Corporate	\$5,000	
	Retail (\$5,000 + \$2,500 of product)	\$7,500	
Bronze	Industry or Corporate	\$2,500	
	Retail (\$2,500 + \$1,000 of product)	\$3,500	

Available to organisations with less than 10 people in sales or business development roles.

CONFERENCE SPONSORSHIP			✓ (select one)
Platinum	Partner (\$7,500 + \$7,500 worth of delegate prizes)	\$15,000	
	Non-Partner (\$15,000 + \$15,000 worth of delegate prizes)	\$30,000	
Elite	Partner (\$3,500 + \$2,500 worth of delegate prizes)	\$6,000	
	Non-Partner (\$7,000 + \$5,000 worth of delegate prizes)	\$12,000	
Key	Partner	\$2,000	
	Non-Partner	\$4,000	
General	Partner (For first-time Conference sponsors or less than 5 staff)	\$1,000	
	Non-Partner (For first-time Conference sponsors or less than 5 staff)	\$2,000	

Delegate Pack Contribution – approx. 100 packs (Available to Association Partners and Conference Sponsors only)

Item/s	Approx. value	\$
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Competition Prize (Available to Association Partners and Conference Sponsors only)

Item/s	Approx. value	\$
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NATIONAL FENCING FIELD DAY			✓ (select one)
Exhibitor Sites			
Machinery (Outdoor) (approx. 15m x 15m)	Partner	\$450	
	Non-Partner	\$550	
Large (Outdoor) (approx. 10m x 10m)	Partner	\$400	
	Non-Partner	\$500	
Medium (Outdoor) (approx. 7m x 7m)	Partner (no charge for Gold Partners)	\$300	
	Non-Partner	\$400	
Small (Indoor) (approx. 5m x 3m)	Partner (no charge for Gold Partners)	\$300	
	Non-Partner	\$400	
Other Size (please indicate size)		POA	

Sponsorship Opportunities

Ladies Who Lunch	Off-site trip for the partners and wives of NFFD attendees	\$2,000	
Show us your tool box	Opportunity for those who have driven to show off their tool storage	\$500	

Competition Prize

Item/s	Approx. value	\$
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Prices exclude GST.

Statement

Applicants must be a NZ registered company and have an existing pre-established presence in the NZ market.

FCANZ will use this information for use in processing your application and issuing invoices if accepted.

A combined invoice will be sent for all options chosen.

If opting to become an FCANZ Partner, a partnership agreement will be generated. As a Partner, you can opt in to Conference & National Fencing Field Day sponsorship at any time during your partnership term.

Acceptance of your company as a FCANZ partner does not mean entitlement to any product endorsement by the Association or affirmation of NZ standards approval.

FCANZ event site holders who invite other eligible firms or organisations to display on their site must ensure that the firm/organisation concerned complete and sign the sub-let registration form. A fee of \$250 is payable by the sub licensee, their product and their position within the event is at the discretion of the Event Committee.

FCANZ reserves the right to decline the application without reason.





Find out more or discuss our FCANZ Partnership Opportunities,
call us on 0508 432 269 or email admin@fcanz.org.nz

www.fcanz.org.nz/our-partners

Fencing Contractors Association of New Zealand