

**SUPPORTING & ADVANCING  
INDUSTRY BEST PRACTICE**

# ABOUT FCANZ

**Established in 2006, the Fencing Contractors Association of New Zealand (FCANZ) exists to support and advance fencing industry best practice.**

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 that 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 on 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.

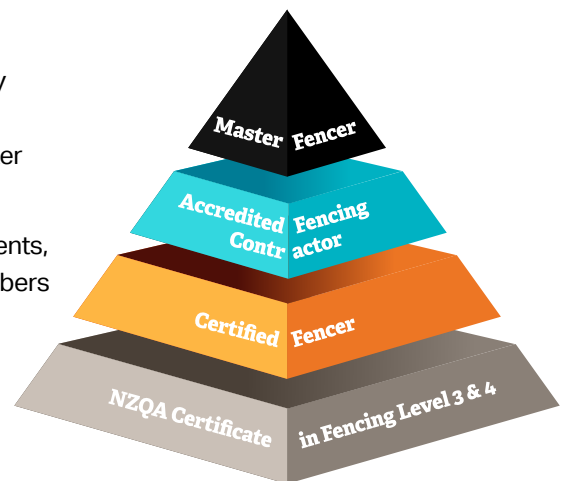
## FCANZ Endorsements

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

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.



Visit [www.fcanz.org.nz/training](http://www.fcanz.org.nz/training) to find out more.

## New Zealand Certificate in Fencing – Level 3 & 4

Developed in association with FCANZ and delivered around New Zealand by NorthTec, 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 are committed to ensuring students gain the knowledge and practical skill base needed in the 'real world' of fencing businesses.

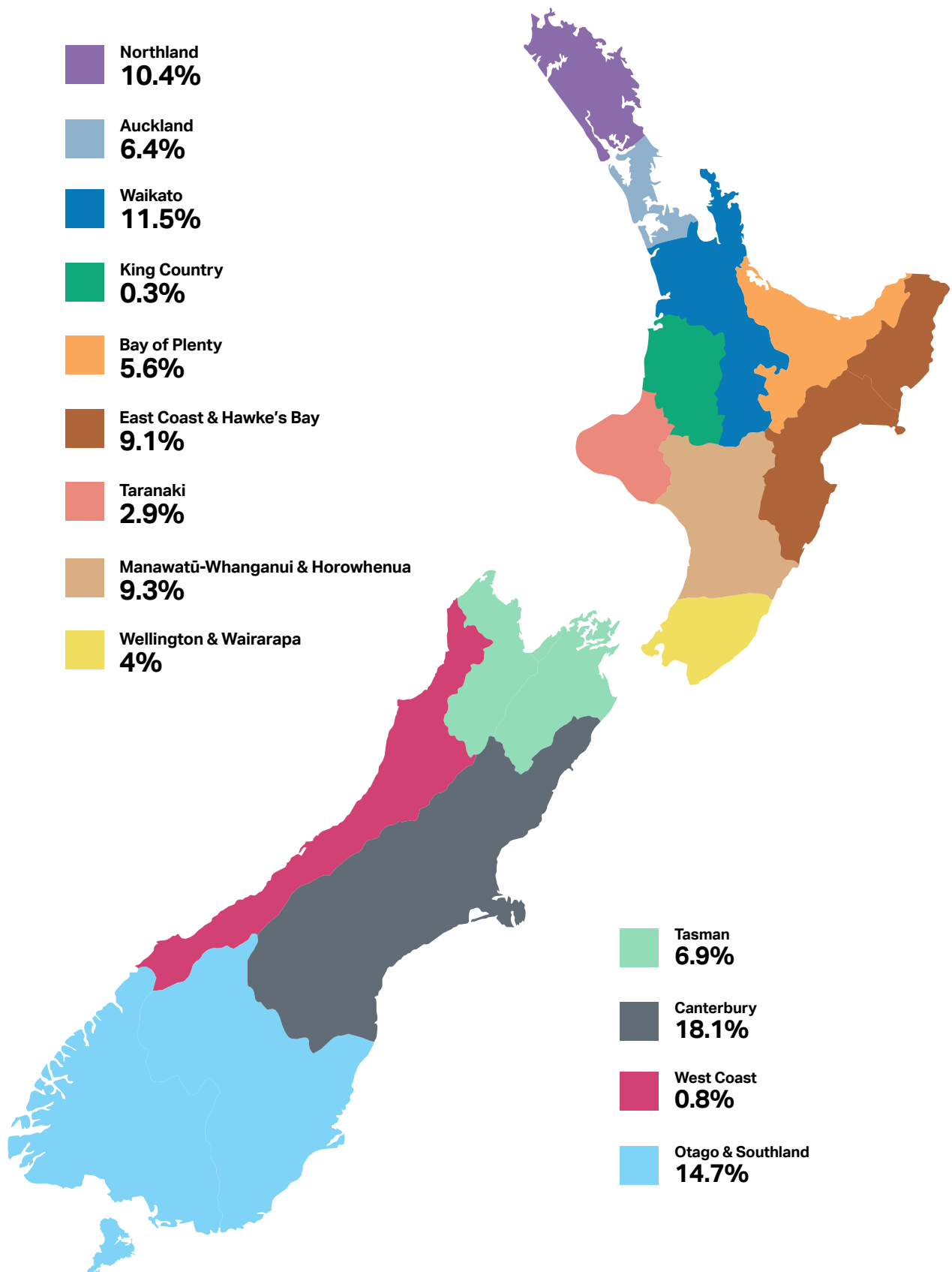


**NorthTec**  
New Zealand Certificate in  
Fencing Level 3 and 4.  
Training opportunities  
throughout Aotearoa.

Visit [northtec.ac.nz](http://northtec.ac.nz) for  
more information



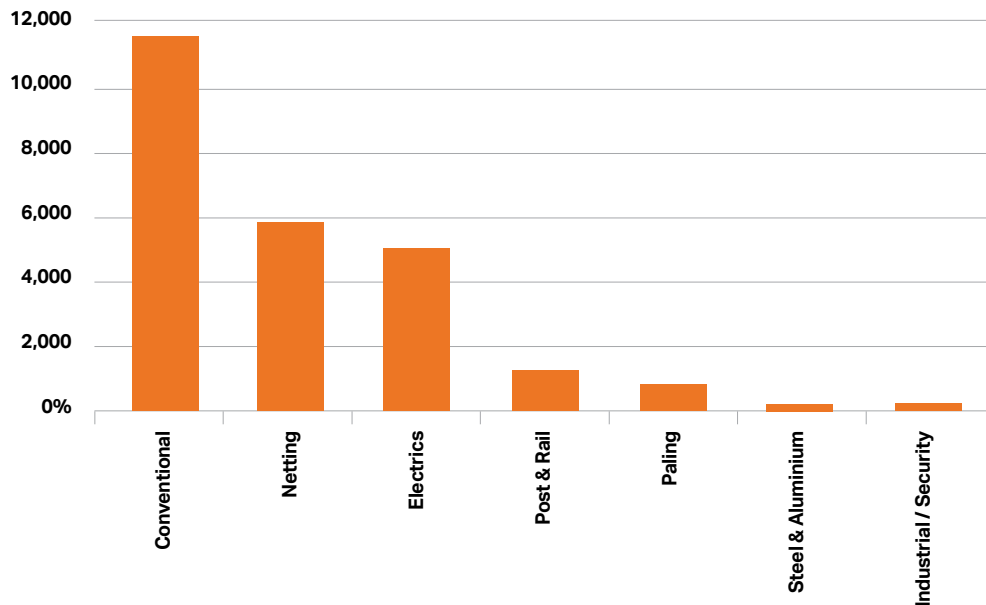
# WHERE YOU'LL FIND FCANZ MEMBERS



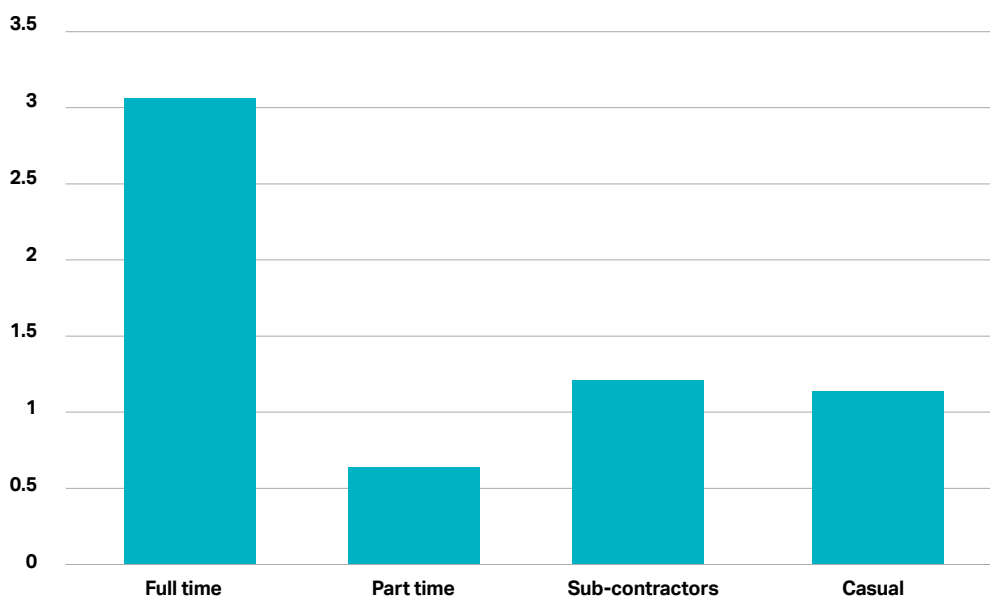
Correct as at December 2024 – subject to change

# OUR MEMBERS IN NUMBERS

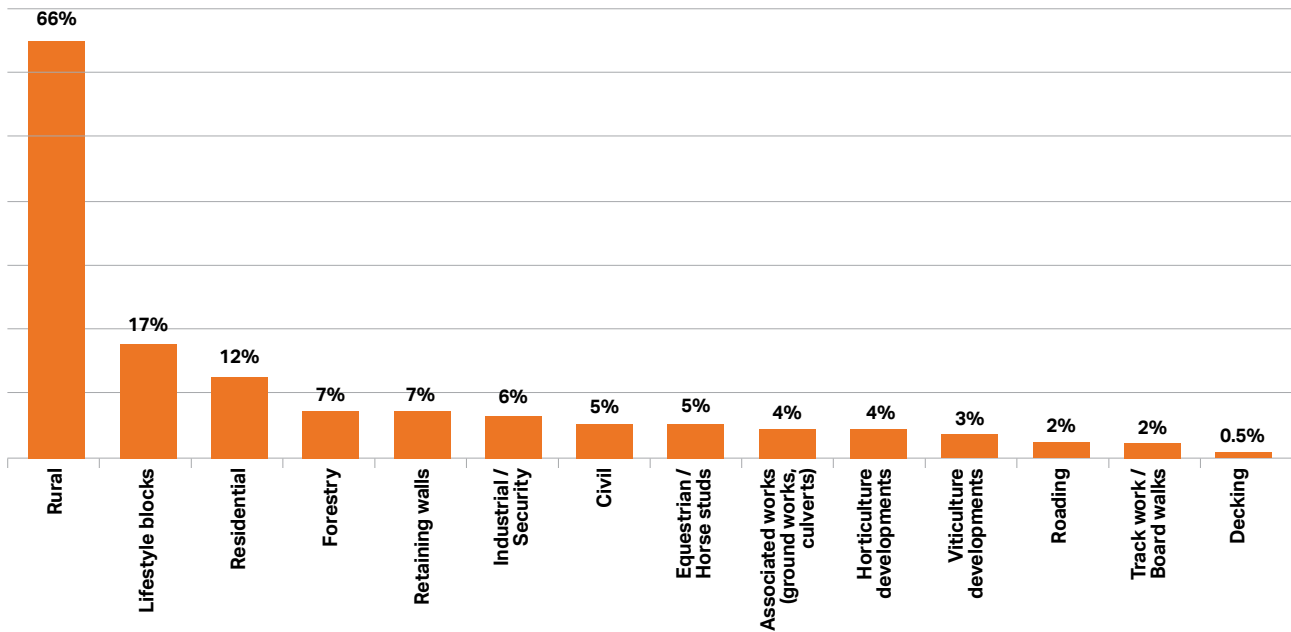
**How many metres of fence do you estimate you have installed in the past 12 months? (Average)**



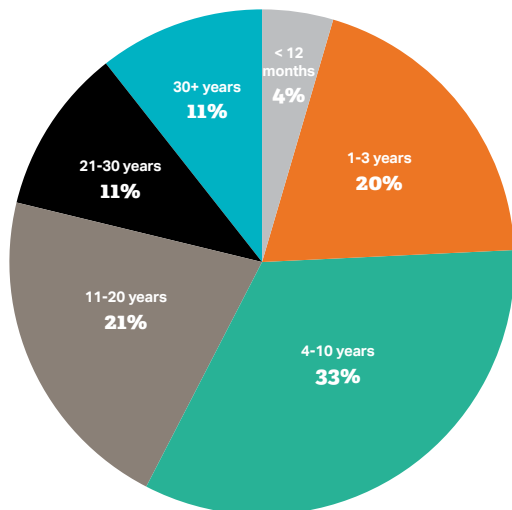
**On average, how many employees, including yourself, does your business have?**



## What is the approximate split of your work across these categories?



## How long has your business been operating?



## On average, how many of the following machines do you operate in your business?



86%

of members own at least one tractor with 24% running 2 or more



32%

have at least one excavator



14%

have at least one bulldozer

17%

have a skid steer / tracked machines



58%

have at least 2 employees



43%

have been operating for more than 10 years



52%

have multiple 4WD vehicles in their fleet

4WD

14%

have a fleet of 5 or more 4WD utes



14%

have other business vehicles



62%

own more than one trailer



46%

have at least one quad bike



46%

have at least one side-by-side

# ENGAGEMENT OPPORTUNITIES

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.

## Marketing Channels

FCANZ Partners are invited (and encouraged) to provide content for circulation via our social channels and monthly e-news.. Depending on your Partnership level, a Partner-specific e-news is an additional option. We also strongly encourage Partners to contribute to WIRED magazine which is printed and distributed not only to our members and subscribers, but through our attendance at key events with our promotional trailers. WIRED is read (and re-read) from cover to cover and provides an unrivaled opportunity to tell your story.

### DATABASE

1000+

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

### SOCIAL MEDIA

4900+

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

### WIRED MAGAZINE

750+

WIRED magazines printed quarterly.

## Industry Events

We know from experience that Partners who actively engage with our membership see greater return on their investment. Partners are encouraged to come along to our various events throughout the year including our Best Practice Days and our National Fencing Field Day - which are also open to the general public. The member-only annual Conference provides you with the chance to connect with the most active members of the Association



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.



# NATIONAL CONFERENCE & AWARDS



**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 unrivalled 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 are expected to grow in reach and mana, year-on-year and currently include Level 3 Trainee of the Year, Level 4 Excellence, Emerging Talent as well as Industry Contribution and Legacy awards.

They provide an opportunity to have your brand associated with a legacy event that has excellent media reach.

## **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, sightseeing 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 the general public) 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 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 NZ fencing industry
- 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



# BEST PRACTICE DAYS

**FCANZ Best Practice Days provide attendees with an unrivalled opportunity to learn new skills, see the latest fencing gear, and meet industry suppliers and like-minded fencing contractors in their area.**

Delivered across the country, the Best Practice Days are attended by fencing contractors, fencer generals, horticulture workers, farmers and those interested in a career in this fast-growing industry.

Each event offers attendees the chance to see best-practice fencing techniques showcased by practical demonstrations throughout the day. The events usually run from 9.30am – 3pm with two events held within a 3 hour drive of each other in one week (often a Tuesday and a Thursday).

Partners who attend these in-field events show that they are committed to the industry by braving whatever the weather might throw at them throughout the day – and this has a lasting impression on attendees who are not only FCANZ members but also those in the wider fencing industry. You will have the opportunity to talk about your business and, if applicable, demonstrate your products. There is also the opportunity to provide the catering for the day by either providing the BBQ and all supplies, or arranging someone to cater on your behalf.



# PARTNERING WITH FCANZ

**Organisations that 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.

## 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 Sectors

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.

## 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.

## Partnership Expectations

Association Partners are asked to support FCANZ and its members. Some examples of what this might look like in your organisation are:

- Using the FCANZ Partner logo on your promotional material
- Sharing the details of FCANZ events through your channels
- Providing member-specific pricing, offers or value-add promotions
- Promotion of FCANZ membership, or the use of FCANZ members



# PARTNERSHIP BENEFITS

	Bronze	Silver	Gold
<b>PROMOTION OF PARTNERSHIP</b>			
Recognition as a Partner on printed promotional material for FCANZ events (where applicable)			✓
Recognition as a Partner in the FCANZ e-newsletter			✓
Referred to as a Partner in any applicable media releases	✓	✓	✓
Recognition as a Partner on FCANZ website, with Partner logo and link to Partner website	✓	✓	✓
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 promotional trailers	✓	✓	✓
<b>EVENT BENEFITS</b>			
<b>NATIONAL FENCING FIELD DAY &amp; BEST PRACTICE DAYS</b>			
Complimentary exhibitor site and three free attendees			✓
Invitation to exhibit (exhibition fee applies)	✓	✓	
Invitation to provide product for 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)	✓	✓	✓
Inclusion in product demonstration schedule			✓
<b>CONFERENCE (also see Conference Sponsorship)</b>			
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	✓	✓	✓

## PARTNERSHIP BENEFITS CONTINUED

	Bronze	Silver	Gold
<b>MARKETING BENEFITS – WIRED (Quarterly Industry Magazine)</b>			
Advertising – <b>free full page</b> every edition, \$2800 value p/a (Retail Partners only)			✓
Advertising – <b>free half page</b> every edition, \$1600 value p/a (Industry or Corporate Services partners only)			✓
Advertising – <b>free quarter page</b> every edition, \$1000 value p/a		✓	
Advertising – <b>additional advertising</b> at 20% discount of rack price (1 page maximum)	✓	✓	✓
<b>Logo</b> on back page of every issue (Partner recognition page)	✓	✓	✓
Invitation to submit <b>Industry &amp; Innovation</b> articles. 400 words and 2 images max. (inclusion at Editor's discretion)	1 x per year	2 x per year	4 x per year
Invitation to submit <b>WIRED theme</b> articles. 600 words and 3 images max. (inclusion at Editor's discretion)	1 x per year	2 x per year	4 x per year
Option to provide <b>advertising inserts</b> for distribution with WIRED (Printing/insertion to be paid for by partner. FCANZ approval required)			✓
Annual <b>WIRED subscription</b> , \$80 value per subscriber	1 copy per issue	2 copies per issue	2 copies per issue
<b>Complimentary copy</b> delivered to stores (Retail Partners only)		3 stores	10 stores

<b>MARKETING BENEFITS – OTHER CHANNELS</b>			
Invitation to provide content to promote member related products, services, and events in FCANZ <b>social media channels</b>	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 <b>monthly member e-news (EDM)</b>	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 <b>member-exclusive FCANZ website page</b>	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 <b>Partner-specific member EDM</b>			2 x per year
Invitation to send <b>direct mailouts</b> and promotions to FCANZ member database (at own cost). Mailouts to be arranged via FCANZ		2 x per year	6 x per year

<b>OTHER BENEFITS</b>			
Option to pay Partnership Fee over quarterly instalments			✓
Option to pay Partnership Fee over six-monthly instalments		✓	✓
Access to FCANZ members and endorsed Fencing Contractors for input into upcoming events or product research / testing			✓
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			✓

# CONFERENCE SPONSORSHIP BENEFITS

Conference sponsorship is offered as a stand-alone option for both FCANZ Partners and other industry suppliers. First option and preferential pricing is given to FCANZ Partners.

PLATINUM SPONSOR (only 2 spots available)				
ELITE SPONSOR				
KEY SPONSOR				
GENERAL SPONSOR (Available to first-time conference sponsors or organisations with less than 10 employees)				
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	✓	✓	✓	✓
Company logo on print promotional material	✓	✓	✓	✓
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 APPLICATION

To apply to engage with the industry and our membership through any of the opportunities outlined in this prospectus, simply fill out both sides of this form and email it through to [admin@fcanz.org.nz](mailto:admin@fcanz.org.nz). Alternatively, head to [www.fcanz.org.nz/fcanz](http://www.fcanz.org.nz/fcanz) to complete our online form. We look forward to working with you.

<b>Organisation name:</b>			
<b>NZBN number:</b>			
<b>Physical address:</b>			
<b>Mailing address:</b>			
<b>Contact person:</b>			
<b>Telephone DDI:</b>		<b>Mobile:</b>	
<b>Email:</b>			
<b>Website:</b>			
<b>Facebook:</b>		<b>Instagram:</b>	

**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

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

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	
<b>Delegate Pack Contribution – approx. 100 packs</b> (Available to Association Partners and Conference Sponsors only)			
Item/s		Approx. value	\$
<b>Competition Prize</b> (Available to Association Partners and Conference Sponsors only)			
Item/s		Approx. value	\$

NATIONAL FENCING FIELD DAY			✓ (select one)
<b>Exhibitor Sites</b>			
Machinery (Outdoor) (approx. 15m x 15m)	Partner	\$500	
	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) (if available)	Partner (No charge for Gold Partners)	\$300	
	Non-Partner	\$400	
Other Size (please indicate size)		POA	
<b>Sponsorship Opportunities</b>			
Ladies Who Lunch	Off-site trip for the partners and wives of NFFD attendees	\$2,000	
Show us your toolbox	Opportunity for those who have driven to show off their tool storage	\$500	
<b>Competition Prize</b>			
Item/s		Approx. value	\$

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 change the specifics of this document at any time, without notice, and to decline the application without reason.







To find out more about FCANZ or discuss industry engagement opportunities,  
call us on 0508 432 269 or email [admin@fcanz.org.nz](mailto:admin@fcanz.org.nz)

**[www.fcanz.org.nz](http://www.fcanz.org.nz)**