

## CEO Report

- 1<sup>st</sup> July 2023 – 30<sup>th</sup> June 2024

As we reflect on the past year, it's clear that New Zealand's manufacturing sector remains a key driver of economic growth, job creation, and innovation contributing \$23.28b to GDP, 60 per cent of the country's exports, and in the four years to 2022 shed more than 2000 kilotons of carbon emissions output.

World Class Manufacturers here in NZ changing and shaping industry and workplace cultures want to leverage their skills and experience for the good of New Zealand and their local and regional communities. They are passionate about giving back and are strong advocates for the manufacturing sector and New Zealand – champions for change. Solving business problems takes co-ordination – rich networks & community. And, it's our job to help get manufacturers connected to those networks faster.

At AMA, we provide a unified voice for the industry—advocating for its needs, shaping its future, and fostering collective progress. This requires not only leadership, but a connected community of stakeholders, from SMEs to large firms, government bodies to industry organizations.

AMA are committed to working collaboratively towards a system that works smoothly and supports a sustainable, prosperous future.

To build a strong foundation for a new industry body, my focus has been on the following key priorities since my official appointment 2<sup>nd</sup> October 2023;

1. **Stakeholder Engagement:** Building relationships with manufacturers, suppliers, government entities, and industry groups to drive collaboration and support.
2. **Membership Growth:** Attracting diverse members to strengthen AMA's influence and relevance.
  - Membership: 501 individuals (on 30<sup>th</sup> June 2024)
3. **Advocacy & Representation:** Positioning AMA as the voice of the manufacturing sector, advocating for policies that support growth, innovation, and global competitiveness.
  - A BIM was sent to the Minister for Manufacturing December 6<sup>th</sup>
  - Launched the NZ Manufacturing Talent Survey June 25<sup>th</sup>

4. **Communication & Marketing:** Raising awareness of AMA’s initiatives and successes through clear communication channels.
- AMA’s new brand identity, including a logo and website, was launched on November 24, 2023.
  - Monthly newsletters have been distributed to members since March 2024. Newsletter Open Rate: 58.4%; Industry Average: 35.3%; Newsletter Click Rate: 10.5%; Industry Average: 5.9%
  - Presented at industry events: Natural Health Products Innovation Summit, Rockwell Automation: 2024 Management Perspectives 8<sup>th</sup> May
  - Exhibited at EMEX (28<sup>th</sup> – 30<sup>th</sup> May) and partnered with Hanga Aro Rau in panel discussion - the theme centred around innovation in workforce development (especially in times of recession)
  - Media engagements
    - Caffeine Daily
    - Business Desk
    - Engineering News
  - NZ Manufacturer articles
    - The relentless pursuit of “Better, Faster, Smarter” – May 2024
    - Foundations for Future Growth - April 2024
    - Small is our Superpower – February 2024
    - Advanced Manufacturing for SMB: The path to Smarter, Modern and Better Operations – December 2023
  - LinkedIn activity <2<sup>nd</sup> October – 30<sup>th</sup> June 2024>
    - TOTAL: 15 LinkedIn posts; 63,971 impressions; 1,188 engagements (avg impressions per post 4,264; 79 engagements)
5. **Funding & Resources:** The focus has been on securing initial funding to ensure the organisation operates effectively. Though the election and incoming government delayed some plans, MBIE confirmed continued funding on December 21, 2023. This disruption impacted the timing of four key business case submissions:
- Individual Development Plans
  - Attraction Strategies (A & B)
  - Improving Perceptions

A contract variation with MBIE was signed on March 8, 2024 to serve the remainder of the financial year. Deliverables included:

- Activities relating to the support of the Ministers Manufacturing Productivity Advisory Group (MPAG)
- Plan for New Zealand manufacturing businesses to run campaigns to showcase great careers across the sector and to champion diversity of

workers in manufacturing (including women, Māori, Pacific Peoples, and others).

- Plan for New Zealand manufacturing business sector to expand engagement with youth. (e.g. through TEC's 'Inspiring the Future' and other programmes such as 'School to Work').
- Plan to encourage New Zealand manufacturing businesses to lift leadership and management capability across all levels of the sector (e.g., Individual Development Plans).
- Business-led development and roll out of activities relating to improving perceptions of the manufacturing sector in New Zealand
- Five success stories – e.g: SnapCore: Oceans to Orbit, Panning for Gold with Fisher & Paykel Healthcare

Securing ongoing partnership funding becomes a focus to ensure we are sustainable beyond the term of funding for the delivery of MBIE projects.

6. **Ministerial Manufacturing Productivity Advisory Group (MPAG):** Two key meetings were held on February 9 and March 15, with around 30 senior leaders in attendance. The meetings were facilitated by Sarah Ramsay – CEO & co-owner, United Machinists, Advanced Manufacturing Aotearoa Council Chair, and Board Member, and Board Member - SOREC (Southland Otago Regional Engineering Collective). AMA's role was to co-ordinate the MPAG meeting. A significant amount of industry consultation led up to these meetings, with the goal of refining input into actionable policy recommendations and business cases. The group identified priorities for boosting productivity and exports in the manufacturing sector across four key pillars: Perceptions, Talent, Innovation, Investment.





In summary, AMA has made significant progress in positioning itself as the key advocate for New Zealand's manufacturing sector, and we remain committed to driving the industry forward. We look forward to continuing to work collectively and constructively with Minister Bayly and the Government to deliver meaningful change for the manufacturing sector together.