

Workers for Kiwi Made

With the world in financial turmoil, it is a good reminder that it is the things that we make and sell that are real, not the billions of dollars that fly around the globe looking for the most profitable return.

Unfortunately over the last few years, making things or manufacturing has almost become a dirty word. We are told that it doesn't matter where things are made as long as companies make the most money possible. So we see New Zealand losing manufacturing jobs to low wage countries because they tell us this is the most efficient and profitable way to do business. However the financial crash shows how short term this thinking is.

At the beginning of the last parliament in 2005, the Green Party made a deal with Labour to run a campaign to promote NZ manufacturing and to persuade kiwis to think about NZ made when making their buying decisions. This programme is called **Buy Kiwi Made**.

As part of this programme, the National Distribution Union successfully applied to the Ministry of Economic Development to run a **Buy Kiwi Made** campaign for workers. This campaign is called **Workers for Kiwi Made**.

Workers for Kiwi Made will be run in three parts.

Make it Here is the campaign for manufacturing workers in the NDU, EPMU and other manufacturing unions. The campaign will provide leaflets and other promotional material for manufacturing workers and their unions to campaign in their communities around the value of manufacturing in providing jobs and for the overall economic development of the country.

Just Sales is the second campaign and will be aimed at NDU retail workers. Retail workers will be asked to promote **Kiwi Made** in their shops and also ask their boss to be involved in a joint company / union **Buy Kiwi Made** campaign.

Good Buys is aimed at all union members. As well as being workers we are also consumers. Every week we spend hundreds of dollars buying food, clothes and other goods for our day to day lives. **Good Buys** will promote **Kiwi Made** goods to union members and encourage union members to make sure that their boss also considers buying **Kiwi Made**.

Become a Kiwi Made Union.

Although the final Workers for Kiwi Made programme is a cut down version of the original proposal, it is still important and in our members' interests that we get the Buy Kiwi Made message out.

As the cover note states, "even a small change of buying habits of union members and their employers will save jobs". We again urge your union to play a role (if only a small one) in this campaign.

Workers for Kiwi Made has its own website at: www.workersforkiwimade.org.nz
(as other unions joint the campaign we will open up the website to them)

If you want to know more about the **Buy Kiwi Made** campaign visit its website on:
<http://www.buykiwimade.govt.nz>

Associated with the **Buy Kiwi made** campaign is the **Buy NZ** campaign which was started by the Manufacturers Association and the Council of Trade Unions in 1991. You can visit its website on:
<http://www.buynz.org.nz> and its NZ Made shop at: <http://www.getnzmade.net>

Or contact Robert Reid, at the NDU: robert.reid@ndu.org.nz Tel: (04) 803 1198