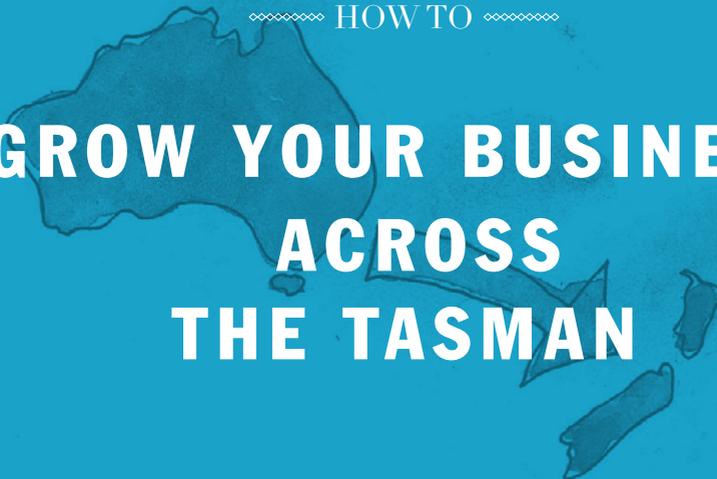


◇◇◇◇◇◇◇◇ BUSINESS WITH AUSTRALIA ◇◇◇◇◇◇◇◇

Advice from New Zealand  
exporters on

◇◇◇◇◇◇◇◇ HOW TO ◇◇◇◇◇◇◇◇



**GROW YOUR BUSINESS  
ACROSS  
THE TASMAN**

## INTRODUCTION

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In May and June 2013, seven New Zealand companies from multiple industries, including manufacturing, professional services, fashion, tourism, media and skincare shared their experiences of exporting to Australia.

The big lesson to come out of those conversations is that despite the geographic closeness and shared DNA of our two cultures, when it comes to business we are really pretty different.

Understanding those differences is what gives New Zealand exporters an advantage in Australia. Coming in unprepared can destroy chances, even for those brands already successful in New Zealand.

This paper appeared as a series of five articles in Fairfax Unlimited in June and July 2013. I welcome your feedback and your own exporting stories.

A big thanks goes to all those very busy people who gave their time and shared their business learnings:

**JEREMY MOON** founder & CEO, Icebreaker

**ELIZABETH BARBALICH** founder, Antipodes Nature

**ANNABEL LANGBEIN** creative director & founder, Annabel Langbein Media

**STUART NORRIS** co-owner, Magic Memories

**MARGIE MILICH** director, Sabatini

**LEAH FISHER** co-founder, TakeON!

**IAN COOPER** head of global sales & marketing, Modtec Industries

Kind Regards,



Bella Katz  
Director Bella Katz Brand and Marketing  
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## TOP FIVE PIECES OF ADVICE.

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*Those who have conquered both markets offer this top advice to building brands in Australia:*

**1**

BE STRATEGIC AND PLAN MARKET ENTRY BEFORE DIPPING ANY TOES IN THE WATER.

**2**

RESEARCH, RESEARCH, RESEARCH. UNDERSTAND EVERYTHING ABOUT THE AUSTRALIAN MARKET AND ARRIVE FULLY INFORMED.

**3**

UNLESS YOU'RE IN TOURISM, FOOD OR WINE, NEW ZEALAND HERITAGE DOES NOT RESONATE STRONGLY WITH AUSTRALIAN BUYERS, SO DON'T MAKE THIS YOUR PRIMARY SELLING POINT.

**4**

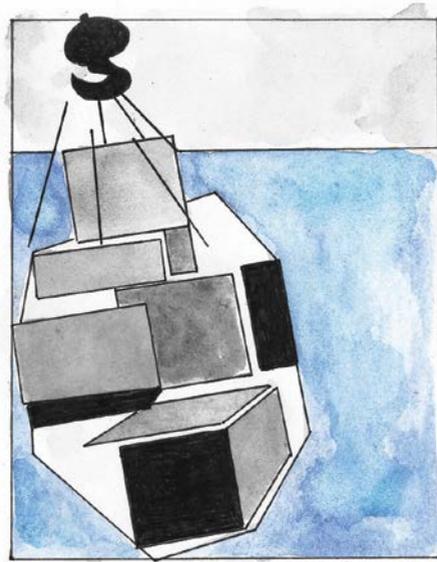
NEW ZEALANDERS AND AUSTRALIANS DO BUSINESS DIFFERENTLY AND AUSTRALIANS ARE GENERALLY A TOUGHER BUNCH.

**5**

COMMIT TO AUSTRALIA AND GET PEOPLE PERMANENTLY ON THE GROUND, INCLUDING CONNECTED AUSTRALIAN PARTNERS.



*Although there was no single 'light bulb moment' that sparked the move beyond New Zealand, those taking on the Australian market all have a critical piece of advice: don't do it by half.*



### Part 1

## RIGHT TIME TO EXPORT

### ANTIPODES NATURE.

For Elizabeth Barbalich, owner of skincare brand Antipodes Nature, it was almost six years from dipping her toe into Australian waters to a more strategic approach to launching her brand there.

In the years between, her business became successful in other international markets she believes are less challenging than Australia, including the UK, where Antipodes is now an established brand.

*“New Zealand companies assume that because it’s close, the Australian market is the same,” she says, “but it’s completely different.*

*“For starters, Australian retailers are fighting to survive too, so it can be brutal if you don’t make a mark in six months.”*

Over the coming year, Barbalich anticipates significant growth in Australia as a result of several deals that have taken her team’s time – including a dedicated strategist whose role has been to thoroughly research the market to make informed decisions.

### MODTEC INDUSTRIES.

Auckland-based engineering and manufacturing company Modtec is finding success in Australia can occur in different parts of the country at different times.

Its modular workspace products were designed with an international market in mind, as a result of an opportunity initially driven out of the UK.

Ian Cooper, head of global sales and marketing at Modtec Industries, says although there are differences between Australia and New Zealand, Australia does not differ significantly from other international markets.

The company’s decision to export was initially driven by a customer enquiry from the UK, then by the belief it had outgrown New Zealand.

*“New Zealand has been a good market for us,” says Cooper, “Australia is better. We’re actually better positioned in New Zealand as we don’t have the number of competitors, but the total size of the opportunities is smaller.”*

Modtec has had success in Sydney and Melbourne, largely in the banking sector, but recent business growth has been driven from Western Australia and Perth.

## MAGIC MEMORIES.

Stuart Norris, co-owner of tourism photography business Magic Memories, says international expansion was a spinoff from tremendous growth and market dominance in New Zealand.

“We decided that we had to grow,” he says, “when we got to the top position in New Zealand. We’re in a rapid international and global growth phase, so at the moment Australia is the largest export market but not for long.”

As more New Zealanders migrate to Australia than anywhere else in the world in part due to the reciprocal arrangement Australia was a logical next step for his business. Strong brand awareness among tourists was a bonus.

Norris says Australia accounts for 40% of the company’s business, but it predicts it will drop to 38%, with 45% coming from other parts of the world, including China.

*“New Zealand companies assume that because it’s close, the Australian market is the same but it’s completely different. For starters, Australian retailers are fighting to survive too, so it can be brutal if you don’t make a mark in six months.”*

ELIZABETH BARBALICH, Antipodes Nature

## ANNABEL LANGBEIN.

Annabel Langbein, chef, author and television personality, already has distribution for her show in 84 territories. Australia, she says, is a logical next step.

Langbein, who is about to launch a show on Foxtel Australia’s Lifestyle Channel, made the decision not to enter Australia as a publisher due to the vast number of Australian cooks already selling books there.

Instead, she decided to take a more holistic approach with a strategy that has worked well in New Zealand.

“What we did in New Zealand, which is successful,” she says, “is lined up things diligently around different media platforms. Television, books in the market, a communication strategy. Then we asked ourselves, ‘how do we want to build our brand in Australia?’”

Langbein believes you have to do things differently in Australia, unless you have a big budget.

“We live in times when there are so many products, it’s incredibly cluttered and with a lot of competition especially in the media. We really had to prove ourselves and prove our model before going into Australia. It was all about tenacity, time and relevance,”

## SABATINI.

Along with tourism, fashion has long been an industry for which New Zealand is well known. Over the last 10 years, this has also been one of the hardest-hit sectors and many local brands have tried and failed to grow their labels in Australia.

Australian retail is facing many challenges of its own right now, with multiple international fashion brands like Zara, Uniqlo, Topshop and River Island all entering the market.

It takes a strong New Zealand brand to survive, let alone thrive in Australia, and that’s what Margie Milich, director of New Zealand knitwear label Sabatini intends to do.

“It’s not like it was 12 years ago,” she says from her Sydney base. “All those labels came across back then but they couldn’t maintain it. We’ve seen many New Zealand fashion companies that have come and gone. Australia is totally different from New Zealand.

“Here you have the best of Australian fashion, the best of international – both high and low end – really the best of the best.”

Australia is one of the biggest markets for Sabatini, but Milich says the company has had to explore interest from other regions such as China and Japan.

“You have to have passion, to reactivate and re-energise, especially when the world is so small,” she says. “Great design is about reinventing.”

## TAKEON!

Much has been written about the exodus of New Zealand professionals who now call Australia home. The knowledge economy, or one based on professional services, is a large part of the Australian business makeup.

One firm consulting to Australia that still calls New Zealand home is ON-Brand Partners and its international business, TakeON!

The consultancy exports its services and proprietary programmes internationally, including to the US.

“Australia is a natural stepping stone to the rest of the world,” says Leah Fisher, co-founder of TakeON! “But while there’s much the two countries have in common, don’t make the mistake of thinking they are the same.”

Fisher believes there is a great potential for their business improvement consultancy to grow in Australia, but maintains it can often be a more difficult market to corner than other parts of the world.



*Part 2*

## DO THE RESEARCH

*Going into a meeting unprepared is a business executive's recurring nightmare. So why would you enter a new international market without local knowledge? You wouldn't, say New Zealand exporters to Australia.*

*From fashion to professional services, manufacturing to media, the companies I interviewed said research was a crucial first step to business growth across the Tasman.*

### MAGIC MEMORIES.

Stuart Norris, co-owner of tourism photography business Magic Memories, knows the statistics and data of his company and industry inside out. He considers research and local knowledge to be critical to the success of any venture.

"We have 84 million photos online and take 30 million photos per year," he says. "If 10 people walk past my camera, I know how many photos I can take and the figure of sales.

"We give clients a compounded annual growth of 5% and the only thing they need to do is look at their bank accounts once a month.

"We do a lot of research on tourism numbers, we're plugged into Australian Tourism as well as each region's macro and micro tourism. We know, for example, if Jetstar drops their price how that affects us. We are always monitoring the situation."

### ANTIPODES NATURE.

Elizabeth Barbalich, owner of skincare brand Antipodes Nature, says enlisting a strategist to get a detailed understanding of the Australian retail market helped her business identify the best model for Australia.

Fundamental differences in channel strategies between New Zealand and Australia include finding local distribution partners, as well as logistical and warehousing arrangements. Shipping directly from New Zealand didn't work for her business, she says.

"Mistakes come down to not understanding the Australian market. We did a lot of research into the brand, particularly around the customers of our target retailers in Australia.

"You have to research the market thoroughly before even considering putting toes in the water. Don't assume the free trade agreement makes it easy, the regulatory environment is not the same as in New Zealand."

## ICEBREAKER.

In the early days, market research for Icebreaker founder and CEO Jeremy Moon consisted of driving around Australia with an old suitcase full of product samples, talking to store owners.

Some of them became customers, others did not, but the value he gained from first hand experience taught him a lot about the Australian market.

“It gave me a reference so that when I had a team there I could understand the lay of the land,” he says. “The old export model of making extra production and trying to sell it doesn’t work.

“For me, New Zealand business needs to get stronger at developing international business models that are all about having offshore teams, who are locals, and supporting them with what they need to be successful in their own markets.”

Moon now chairs the New Zealand government’s Better by Design group, which works with over 100 New Zealand companies to redesign their model from traditional to international design-led businesses.

## MODTEC INDUSTRIES.

Ian Cooper, head of global sales and marketing at Modtec Industries, recommends that research includes a detailed analysis of the corporate structures of Australian businesses, to identify the real decision makers.

“In New Zealand you quickly work out the sphere of influencers,” says Cooper, “but they may not be immediately noticeable in Australia. The sooner you can get to the end customer the sooner you will understand the motivation for purchase.

“These discussions should involve others in your company beyond the sales people and if you use partners, you need to find those that will provide honest feedback.”

## TAKEON!

Leah Fisher, co-founder of business improvement consultancy TakeON! agrees decision makers can be less obvious in Australia – and that local partners can offer insight that may otherwise be difficult to find.

“You need to build relationships with people on the ground,” says Fisher. “We’ve been fortunate because we have relationships with people who have returned to Australia and once you have a foothold, you can actively build your understanding of the market.”

## ANNABEL LANGBEIN.

Annabel Langbein, whose cooking show is soon to launch in Australia, says she worked hard to get a breakthrough in Australian television and had to prove her model worked before Australia would take a chance on her business.

“Research is so important, because you need to see who’s playing in that field,” she says. “You need to know the price points and the size of the market. Then you need to get the product, the distribution and supply chain right.

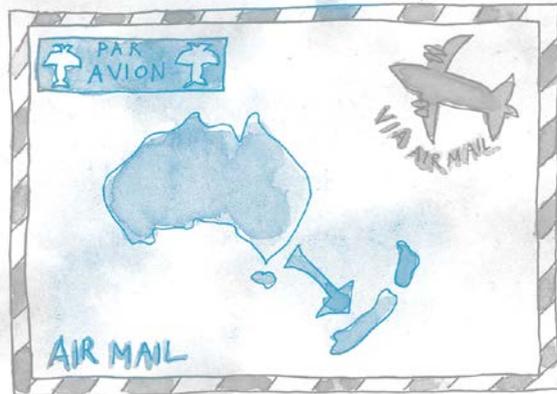
“We decided we didn’t want to be a publisher in Australia. Publishers have big lists and a lot of Australian talent. As soon as you start exporting you have to be really astute. Our mantra is ‘assume nothing’. In fact we have a sign in our office with those words so we remember them every day.”

*“New Zealand business needs to get stronger at developing international business models that are all about having offshore teams who are locals, and supporting them with what they need to be successful in their own markets.”*

JEREMY MOON, Icebreaker

*One of the things New Zealanders do so well is laugh at themselves. Maybe it's part of that mythical tall poppy syndrome or maybe cynicism is a byproduct of something in the water.*

*Whatever it is, we can all appreciate the things that are World Famous in New Zealand. Like L&P and the big sheep in Waikato.*



Part 3

## PLAY DOWN THE NEW ZEALAND HERITAGE

The thing is, a lot of Kiwis and Kiwi businesses really are world famous, so it's tempting to think the New Zealand story is a critical element to building a world class Kiwi brand (or world class Kiwi).

But given that Australia is so close to New Zealand and shares a lot of the same DNA, does that connection help or hinder Australian business development?

In my Unlimited article earlier this year, I asked whether New Zealand exporters in Australia were playing the Kiwi Heritage card to their detriment.

I felt that Australia positioned itself around many of the same qualities New Zealand did (clean green, home grown, down-under design) and that Australians were more interested in the bigger, international story over the smaller local one.

The business owners I interviewed for this series agreed that although New Zealand heritage in the messaging made sense in uniquely New Zealand things – such as wine, food and tourism – the primary selling point in Australia was often another altogether.

### ICEBREAKER.

Jeremy Moon of Icebreaker, says although Kiwis respond to the New Zealand heritage of his merino clothing brand, in Australia it's the premium positioning that draws the buyers.

“Having the New Zealand heritage gives us the credibility to be an outdoor brand,” he says, “as New Zealand is the adventure capital of the world.”

“But our brand positioning is more about the finest merino, as it is universally recognised that the best quality merino wool comes from New Zealand.”

“Kiwis are proud of Icebreaker as a New Zealand success story whereas Australians respond more to the high quality and premium positioning.”

## MAGIC MEMORIES.

For Magic Memories, the tourism photography business co-owned by Stuart Norris, the New Zealand soul of the company is a very big part of the international brand-building strategy.

“In our industry, where we’re marketing New Zealand to the rest of the world,” says Norris, “the New Zealand connection is very important. Tourism is one of New Zealand’s most successful industries. We sell New Zealand expertise to Australian partners.”

*“New Zealand heritage is a niceness, but it’s not really important to our brand. We have to be competitive.*

*We design our products in New Zealand, but trying to get stuff made there, even down to the basic screw, the cost is quite a bit higher than other markets.”*

IAN COOPER, ModtTec Industries

## MODTEC INDUSTRIES.

In a dilemma faced by brands the world over, companies and customers are asking how much local heritage they can claim when most, if not all, production comes from somewhere else.

Often it’s a simple question of survival, as businesses cannot continue to manufacture in expensive markets like Australia and New Zealand and remain globally competitive.

Something has to give and increasingly the solution is to split the intellectual side of the business or the design, from the manufacturing, which gets outsourced to places like India and China.

For Modtec Industries, manufacturing in New Zealand while trying to build an international brand is harder and harder.

Ian Cooper, head of global sales and marketing believes while people appreciate New Zealand design, making it all in New Zealand is just not cost effective.

“New Zealand heritage is a niceness, but it’s not really important to our brand,” says Cooper. “We have to be competitive.

“We design our products in New Zealand, but trying to get stuff made there, even down to the basic screw, the cost is quite a bit higher than other markets.”

## ANTIPODES NATURE.

Elizabeth Barbalich, founder of Antipodes Nature believes many New Zealanders who export make the mistake of thinking New Zealand is a key selling point.

“We have to be able to compete globally,” she says, “so the New Zealand ingredients and fact it’s from New Zealand is a ‘nice to have’ but it’s not connected with performance.

“Our key selling point in Australia is the science and collagen. The fact it’s from New Zealand is an added feature.

“The New Zealand background works very strongly in some industries, like wine. We’re known for our Sauvignon Blanc, it’s tangible, you taste it right away and bang.”

## ANNABEL LANGBEIN.

Annabel Langbein, chef and media personality agrees. She is launching her cooking show and multi-platform media business in Australia on the basis of a simpler, back to basics life.

“It is a values based proposition rather than New Zealand heritage,” she says. “You have to have a relevance to people’s lives and our new website was launched under the premise of free range cooking or a ‘free range life’. Food as conduit for community, culture, family, friends and nature.”

## SABATINI.

Margie Milich believes her knitwear label Sabatini is known more for being a family business than a New Zealand one.

“The New Zealand story is not important to the label,” she says. “They do love the New Zealand Made thing though, but it’s more about it being a family business and always has been. Retailers love that.

“But you know, it’s a fiercely competitive relationship business, so if you don’t do a good range, they won’t buy regardless of that relationship.”

## TAKEON!

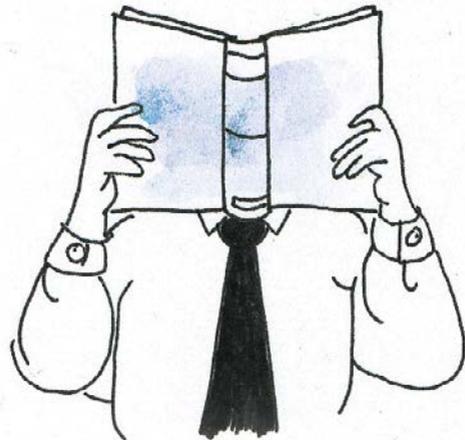
New Zealand business improvement consultancy TakeON! often finds the New Zealand background is something to be downplayed rather than put front and centre in Australia.

“We are proud of being New Zealand based, but that’s not a selling point,” says Leah Fisher, co-founder.

“Ours is an international brand, represented and delivered by people within each country. Increasingly, New Zealand is known for innovation, but it’s not something we trade on. Ultimately, ‘our’ innovation and success is the key, not the reputation of the nation.”

*New Zealand's sense of humour, lifestyle and early heritage may not be too different to Australia's, but business culture in the two countries is not the same.*

*Australians are generally a tougher bunch to deal with and the size of Australia - both geographically and in population - means each state or territory has its own reputation and rules, which to exporters can mean distinct markets within the overall Australian market.*



Part 4

## BUSINESS CULTURE CLASH

Australians, like New Zealanders, are opinionated when it comes to defining parts of their country. It goes a little like this:

**SYDNEY** is the glamorous, international one that's the hardest to crack, a little bit of LA in Oz.

**MELBOURNE** is the traditional, conservative one where connections and old ties speak volumes.

**BRISBANE** is a little bit Vegas a little bit Miami: it follows its own more relaxed rules and laughs at the other two.

**PERTH** doesn't need any of the other states - it does its own thing, it has mining and is closer to Asia.

**ADELAIDE** is the quiet underdog: it'll never be Sydney, never Melbourne and keeps on looking for that unique boutique positioning.

**DARWIN** is outback Australia.

**CANBERRA** well, Canberra is the capital, but bears the brunt of a lot of Aussie jokes. And it has a lovely art gallery.

**TASMANIA** is remote, arty and a bit hippy it's where you go when you choose to get away from it all.

On the whole, New Zealand exporters I interviewed find the business culture of Australia less open and less reliable compared with home. Deals take longer to close, decision makers are harder to find and even things that look very promising can backfire at the eleventh hour. But once you're in, it's well worth your while.

## ANNABEL LANGBEIN.

Annabel Langbein, who now has a cooking show on Australia's Foxtel network, says it takes a lot of hard work to make things happen in Australia.

"It's very competitive and very parochial," she says. "We always felt a bit like poor cousins across the ditch.

"How people do business in New Zealand is gentlemanly. In Australia it's ruthless, tougher. We feel lucky with the Australian relationships we've established but it took a lot of work. Australian people are harder."

Langbein thinks New Zealanders are still learning to market themselves well and believes that to succeed in Australia you can't afford to sit and wait to be discovered. New Zealanders must get gutsier and make things happen for themselves, she says.

## MODTEC INDUSTRIES.

Ian Cooper, head of global sales and marketing at Modtec Industries, thinks Australia is a tougher market, but akin to other international markets.

He believes the challenge for exporters is finding the right person to meet with, despite appearances to the contrary.

"In New Zealand there is a comfort with the person you deal with and you know when they will buy from you. In Australia, that may not win you the order as there are a whole lot of other influencers involved," Cooper says.

"In New Zealand you quickly work out the sphere of influencers, but they may not be immediately noticeable in Australia. The more contact you have with customers, the more likely the sale will be.

"We've never really experienced that 'cutthroat' [situation] where they stare you down," adds Cooper. "Only once or twice have I sat in a meeting and had someone say, 'I've heard it all before. Every supplier tells me this.'"

## TAKEON!

Co-founder of business improvement consultancy TakeON!, Leah Fisher, agrees you have to be prepared to wait for an Australian win.

"Whether it's finding a partner, getting the right appointment or winning business," Fisher says, "it always takes longer than you think it will.

"In New Zealand there's a lot more trust in relationships. It's a small country and you don't want to get a bad reputation. Australia is different. There is a greater emphasis on the transaction and the deliverables and evidence based work is much more desirable."

"In the UK," Fisher adds, "it's difficult to make appointments whereas in Australia it's easy to get appointments, but decisions take a long time."

## ANTIPODES NATURE.

Elizabeth Barbalich, founder of skincare brand Antipodes Nature, recommends having a strong financial base before entering Australia.

"The Australian business culture can be pretty unforgiving," she says. "Getting the meeting with the right person is crucial. If you have a meeting down the chain, it can be a waste of time.

"Also you may not get paid when you expect it, until you build up a reputation and products don't sit in a warehouse. We have to send products without any payments.

"We've never had a bad debt, but I would advise [companies] not to jump in with a distributor unless they are financially sound."

## MAGIC MEMORIES.

Stuart Norris, co-owner of Magic Memories tourism photography business, is now based in Queensland, which he says is different from Sydney and different again from Melbourne. Norris believes each state has its own rules and you learn those by being on the ground.

"There's a localised vocabulary in each part of Australia and its own way of doing business," he says. "I join the local networks, play golf with the right people and I also celebrate the Kiwi network. There are a lot of world class business people in Australia who also happen to be Kiwi."

## ICEBREAKER.

Jeremy Moon, CEO of Icebreaker, adds a product must be communicated in different ways. For example, despite both countries' love of the outdoors, building the Icebreaker brand required a different marketing angle in Australia.

"New Zealand is about mountains and lakes and Australia is about beaches and most people don't wear outdoor brands on the beach.

"So, the focus has extended to the travel market with our lightweight merino lifestyle collection, which is perfect for the Australian climate.

"It was challenging building an outdoor adventure brand in Australia," he says, "because the majority of active Australian brands are surf brands."

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*In the fifth and final part of the Business with Australia series, I ask New Zealand exporters whether the long distance relationship can work*

*It's unlikely to come as a surprise that in business, as in personal life, the risks outweigh the benefits. New business opportunities unfold when exporters formally commit to export markets and that means feet permanently on the ground.*



Part 5

## LONG DISTANCE RELATIONSHIP

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### ICEBREAKER.

Jeremy Moon, Icebreaker's founder and CEO, started exporting to Australia in 1999 in what he says was a natural progression from New Zealand. The brand initially worked with a distributor in the ski industry, but with little success.

In 2003, with a new strategy and small account base, they relaunched into Australia as a subsidiary.

"My advice is to set up your own subsidiary in Australia and find the best Australians you can to run the business and find very strong linkages," says Moon, "then your local market grows from four million to 24 million.

"That subsidiary was, and still is, Australians selling to Australians. It was set up and is run by Fran McMahon, who was the fifth person to join Icebreaker.

"You need professionals you can trust to develop protocols between your Australian and New Zealand office to keep communication and camaraderie very high."

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### MODTEC INDUSTRIES.

Modtec Industries, designers and manufacturers of modular workspace products, has dedicated people on the ground in Perth. Without them, opportunities would be missed, says Ian Cooper, head of global sales and marketing.

"You couldn't build a business properly in Australia without having people on the ground," Cooper says.

"There's a lot of activity in Perth and it took 12 to 18 months to develop. Without someone on the ground, we would never have got that work.

"We had to establish an Australian Pty Ltd company as it makes things easier. If we're local, buyers don't think we're importing something, because that comes with its own restrictions."

## TAKEON!

The temptation to commute across the Tasman is understandable given the short flight. Leah Fisher, co-founder of business improvement consultancy TakeON!, often makes the sojourn.

However, TakeON!'s business model in Australia is all about local partnering, which she says has far greater advantages.

“Our approach has been finding and working through local partners,” she says. “The overheads are lower and we believe the time to market is less.

“Obviously their market knowledge is greater and they have a network of relationships to access.

“Every company has its own culture or way of doing things so we ask our local business partners to shape the work to the Australian market, make it sharper.”

## ANTIPODES NATURE.

The first time Elizabeth Barbalich tried to launch her skincare brand Antipodes Nature into Australia, she did so based in - and shipping from - New Zealand.

With little success, she put Australia on hold while focusing on other international markets and made a conscious decision to try again with a very different, and much more committed, approach.

“Don't think about going in [to Australia] without the right distribution partner and don't try to sell from New Zealand to Australia,” she says. “It's cost prohibitive and you need to be on the ground.

“We can't afford to employ a host of sales reps in Australia as it's such a massive country. The infrastructure and size makes it difficult, so a rep can't just jump on a train like they can in the UK.

“Distribution and logistics are completely different as you have to go through third party logistics and there's a lot of warehousing involved. We chose to use distribution partners.”

Annabel Langbein has recently relocated to Australia and will be based there for the duration of her new cooking show, which recently started screening on the Australian Lifestyle Channel.

Stuart Norris, co-founder of tourism photography business Magic Memories has also relocated to Australia, living in Queensland for the last five months where he can develop closer ties with Queensland Tourism.

Margie Milich, director of knitwear label Sabatini, now calls Australia home and travels constantly to stay in front of buyers.

As Norris says, Australia is not New Zealand with a nought on the end. The commitment required to make a successful New Zealand business into a successful Australian one is a challenging battle.

*“My advice is to set up your own subsidiary in Australia and find the best Australians you can to run the business and find very strong linkages. Then your local market grows from four million to 24 million.”*

JEREMY MOON, ICEBREAKER

## ABOUT BELLA KATZ.

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Bella Katz is an Australia-based brand and marketing consultant and advises New Zealand companies exporting to Australia. She is also a New Zealand expat, calling Australia home for over a decade.

Bella has expertise and contacts on both sides of the Tasman. She works with New Zealand companies to:

- Advise on Australian brand and marketing strategy.
- Gather Australian market intelligence and insight specific to the industry and business.
- Create the best positioning for New Zealand brands to Australian audiences (customers, investors, stakeholders).
- Develop relationships with relevant Australian media and advise on local media strategy.
- Run brand workshops for groups of New Zealand delegates.

These two countries have many similarities, but it's the differences that can make or break a burgeoning business. Get in touch with Bella to discuss the best Australian brand strategy for your company.



# Bella Katz

BRAND & MARKETING

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