

THE NEW ZEALAND FERNMARK LICENCE PROGRAMME

MARKETING GUIDELINES

JANUARY, 2025



THE
NEW ZEALAND
FERNMARK
LICENCE
PROGRAMME

THE FERNMARK IS OUR INTERNATIONAL SYMBOL, REPRESENTING AOTEAROA NEW ZEALAND AROUND THE WORLD.

The FernMark Licence logo is used by our Licensees to demonstrate their connection to New Zealand and tell their New Zealand story.

These marketing guidelines have been created to make sure the FernMark brand is used consistently across a wide range of applications.

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NEW ZEALAND STORY KO TĀTOU NEI — IT'S WHO WE ARE

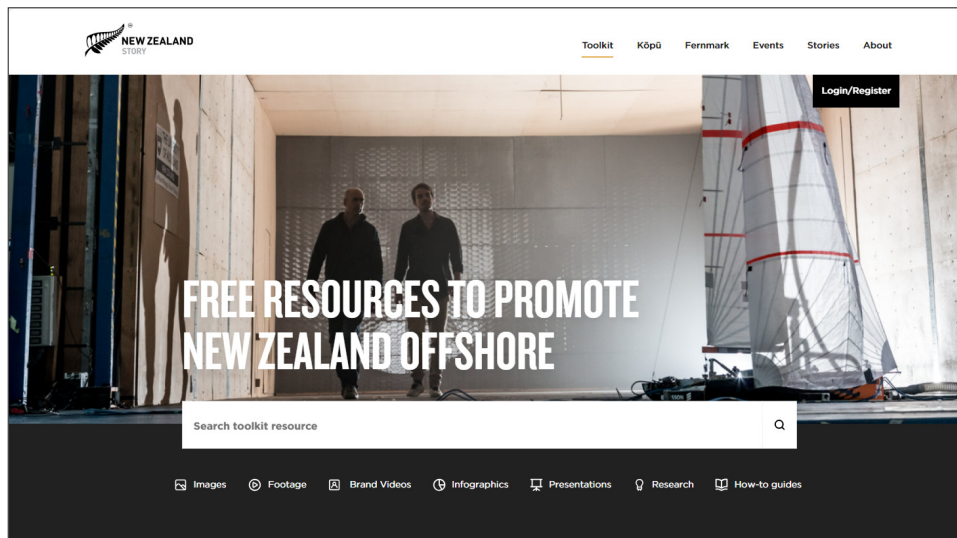
Care for people, and connection to place, drives our ingenuity. Our story is grounded in our values — it's who we are, what we stand for and what we offer the world. Good things come from our country and the more the world knows about these, the greater chance we have to grow our global reputation.

NEW ZEALAND STORY

New Zealand Story is the custodian of the FernMark and manages the FernMark Licence Programme. New Zealand Story's purpose is to protect, enhance and promote brand New Zealand, leading to enhanced familiarity, reputation and preference for our products and services.

We create quality resources to provide exporters with the tools, skills and knowledge to communicate consistent and compelling stories about New Zealand to shift perceptions, open doors and grow opportunities.

As a FernMark Licensee, we encourage you to use these resources to tell your New Zealand story.



New Zealand Story Resources

Market Insights

Insights from international markets to help you tailor your story for different customers worldwide.

Inside Stories Short Films

A series of films that bring together the best parts of our unique story. [Inside Stories](#)

Toolkit

Free resources for the offshore promotion of New Zealand and/or New Zealand products and services. Images, video, infographics, presentations and more. Check out the latest assets. [New Zealand Story Toolkit](#)

Stories - Ngā Kōrero

A collection of stories about New Zealand science and innovation, sustainability, culture and heritage, and people and values. [Stories - Ngā Kōrero](#)

Kōpū

Kōpū represents a collection of resources to guide our storytellers providing a pathway back to Aotearoa New Zealand from across the globe.

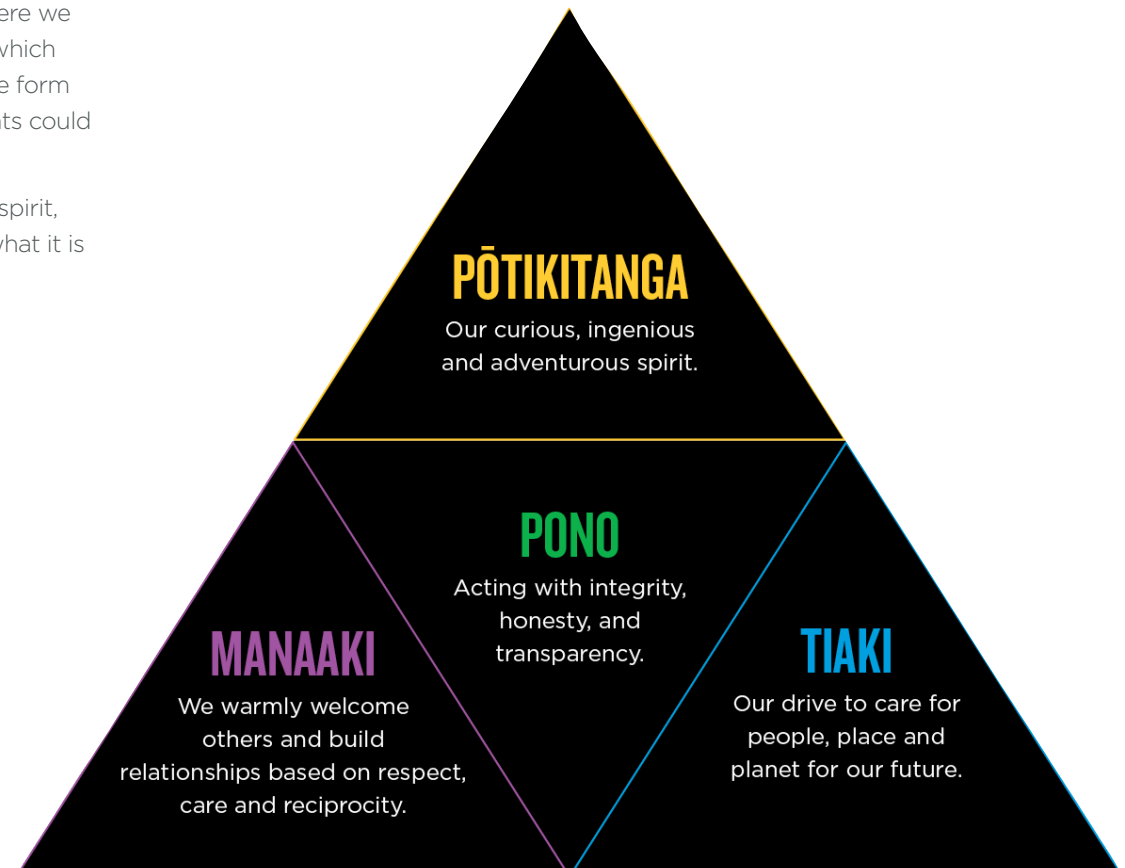
BRAND NEW ZEALAND VALUES

The FernMark is a 'Mark of Trust' that communicates a brand's country of origin and connection to New Zealand. It also represents the story of who we are and where we are from, our New Zealand story. Underpinning this story are four core values which describe our attitude and way of doing things. They are represented here in the form of a Kōkiri, a traditional Māori fighting formation whereby any of the three points could lead or defend an attack.

Individually each value represents an element of New Zealand's character and spirit, and when brought together, provide a unique and powerful encapsulation of what it is that makes us unique.

Our FernMark Licensees are brands that showcase these values globally.

Ngā Mātāpono: New Zealand's Values



VALUES ATTRIBUTES MATRIX

This matrix shows alternative words that express New Zealand’s values in an authentic way. These words help to convey te ao Māori concepts into English so there is a common understanding of the values. They have been tested and resonate positively with international consumers.

As Ambassadors for the New Zealand story, we encourage FernMark Licensees to use these concepts as part of their own brand narrative, to help bring New Zealand's values to life.

PONO	PŌTIKITANGA	TIAKI	MANAAKI
Truth	Curious	Care	Hospitable
Honesty	Adventurous	Protection	Generous
Integrity	Daring	Guardianship	Reciprocity
Trustworthy	Challenging	Custodianship	Respectful
Transparency	Brave	Safety	Considerate
Traceability	Limitless	Conservation	Collaborative
Systems integrity	Ingenious	Nurturing	Embracing
Quality assurance	Innovative	Sustainability	Supportive
Honour	Creative	Kindness	Inclusive
Authentic	Vitality	Connected	Kinship
Reliable	Energetic	Healing	Friendly
Committed	Disruptive	Regenerative	Nourishing

* These concepts must be used in an authentic way and should only be used if they can be demonstrated through behaviour.

BRAND GUIDELINES

You can find your FernMark Licence logos with your unique Licence Number in the 'Resources' section of the FernMark portal.

Please upload artwork showing use of the FernMark Licence logo to the 'Examples of Use' section in the FernMark portal for review and approval.

FORMATS

The FernMark Licence logo is available in vertical and horizontal configurations and both have their own unique set of clear space and minimum size principles. These are detailed on the following pages.

The **FernMark symbol**, the **NEWZEALAND.COM url** and the **Licence Number** must not be altered, deleted or used as individual elements in designs.

The three formats available for use are:

- **Vertical Format (with or without QR code)**
- **Horizontal Large Format**
- **Horizontal Small Format**

When using the horizontal format, the preferred option is Horizontal Large Format. However, if space is at a premium you may find the Horizontal Small Format is more legible when printed at a smaller size.

The minimum printed size of the Licence Number in any of the formats should be 15mm if possible. Please ensure that the Licence Number is legible.

Please upload artwork or examples showing use of the FernMark logo to your FernMark portal for approval.

Vertical Format



Horizontal Large Format



Horizontal Small Format



ADDITIONAL LANGUAGES

The FernMark Licence logo can be translated into various languages.

For Licensees exporting to Chinese speaking countries, there are three formats of the FernMark Licence logo that relate more specifically to the Chinese consumer. In a country where safety, trust and authenticity are paramount, the word **Licence** has been translated to communicate **Licensed Mark** in Chinese. This, in effect, communicates to the Chinese consumer that the FernMark represents a mark of trust.

Other languages are available on request. Please contact fernmark@nzstory.govt.nz if you would like another language version of your FernMark Licence logo.

Vertical Format



Horizontal Large Format



Horizontal Small Format



CLEAR SPACE

Clear space is the minimum area surrounding the FernMark Licence logo, which must remain clear of any other visual elements or text.

The minimum area is determined by the width of the word **.COM** in the NEWZEALAND.COM url. This area stays proportional when changing the size of the logo.

Wherever possible, please create more clear space than the minimum specified here.



Vertical Format



Horizontal Large Format



Horizontal Small Format



POSITIVE (BLACK) VS REVERSED (WHITE)

We have done a number of different tests to see which of the two FernMark Licence logo colour versions prints the best, and the positive version came out as the clear winner.

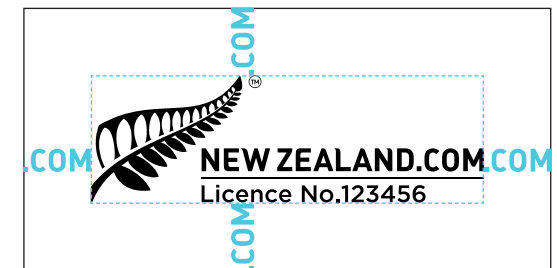
Therefore, the positive (black) version is our preferred option and must be used whenever reproduction methods permit.

If your branding means that using the reversed (white) version is your preference, please make sure the background colour is sufficiently dark to create enough contrast and ensure the logo is legible.

Please contact fernmark@nzstory.govt.nz if you would like to use the reversed version and we will provide it.

POSITIVE

Black on a white or light coloured background.



REVERSED

White reversed out of a black or dark coloured background.



CONTRAST

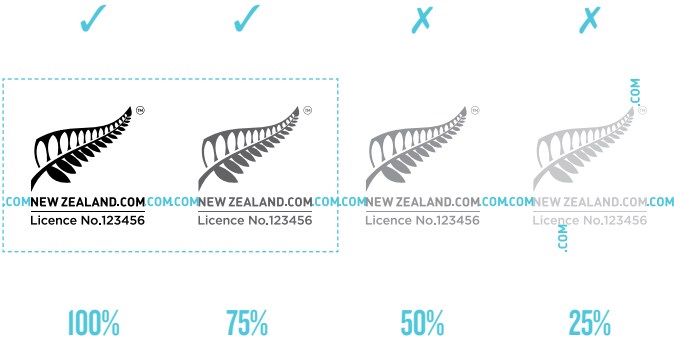
Contrast is the difference between the FernMark Licence logo and the background it sits on.

The general rule of thumb is to keep the contrast ratio as high as possible. Of course, not all packaging designs are created in black and white so there is often a grey area – and it’s this grey area where we need to pay special attention to keep the contrast high.

Ideally you’ll be using a positive (black) version of the logo, which makes things easier as this works well at ratios down to 75%.

POSITIVE

Scans well and can be used at any contrast ratio higher than 75%.



REVERSED

Should only be used at the maximum contrast ratio of 100% to ensure legibility.



COLOUR

If you are using the FernMark Licence logo on a background colour, please follow these simple rules.

In all scenarios, make sure there's a strong contrast between the logo and the background colour. This is easy if it's white, but if you need to have a coloured background, make sure the background is as light as possible for the positive version, or as dark as possible for the reversed one.

Also, use your common-sense when creating a coloured logo. Some colours just don't play well together and if they clash with each other or are too similar, the FernMark Licence logo won't print well.

DO

Keep the contrast up close to 100% for reversed and more than 50% for positive. Also, choose complementary colours.



CONTRAST

COLOUR

DON'T

Lose contrast between the logo and background. Also, don't choose colours that clash.



X

X

X

X

PRINTING AND REPRODUCTION

When working out how the FernMark Licence logo is incorporated into a design, it's important to consider what surface or substrate it will be printed on, as well as the printing or reproduction method being used.

Generally speaking, offset printing onto white or light coloured material shouldn't give you any problems. However, special care should be taken with the following printing methods as these can produce a lower-resolution end product:

- **Screenprinting**
- **Flexographic**
- **Web-fed**
- **Digital printing**

The material the logo is printed on can also affect the end result. The following materials could make it difficult to print:

- **Textured**
- **Shiny or metallic**
- **Transparent**
- **Coloured**

In all these scenarios, the FernMark Licence logo should be made as large as possible, with maximum contrast between the logo and the background colour.

If you are unsure whether your use or application of the FernMark Licence logo conforms to these marketing guidelines, please contact fernmark@nzstory.govt.nz



Offset print onto light coloured stock.



Metallic material with subtle texture.



Screenprinted onto brown cardboard.

FERNMARK QR CODES

You can find your unique FernMark QR Code in the 'Resources' section of the FernMark portal.

FernMark QR Codes link to your Licensee profile page on the FernMark website.

FERNMARK QR CODES

FernMark Licensees receive a unique QR code that enables their products to be trackable at a product level via the simple QR code solution (i.e. the same code for the entire product range).

Scanned simply via a device's camera, consumers can quickly verify the status of a product and be directed to your Licensee profile page on the FernMark website to view further brand information.

FernMark Licensees that use the QR code gain access to a dashboard with data such as the number of QR code scans, where they were scanned (globally), and the type of device used, as well as the time spent on the associated webpage. All data collection complies with strict privacy rules such as GDPR (General Data Protection Regulation).



Applying a FernMark QR Code to packaging

For the QR Code to scan correctly, please note the following recommendations:

- The QR code should be 20mm long by 20mm wide. Larger sizes may be necessary depending upon the printing method and substrate used, and the shape of the surface.
- QR codes must not be reversed.
- The clear space surrounding the FernMark QR code must be left intact and it should not be placed near other barcodes or QR codes.
- The QR code must be displayed to the right of the vertical format of your FernMark Licence Logo with a '.COM's space between the logo and the QR code. It should not be printed in isolation.
- For extra security, use tamper-proof labels or indelible markers.

Always test the QR code before printing.

Vertical FernMark Licence logo and QR code



USING YOUR FERNMARK ASSETS

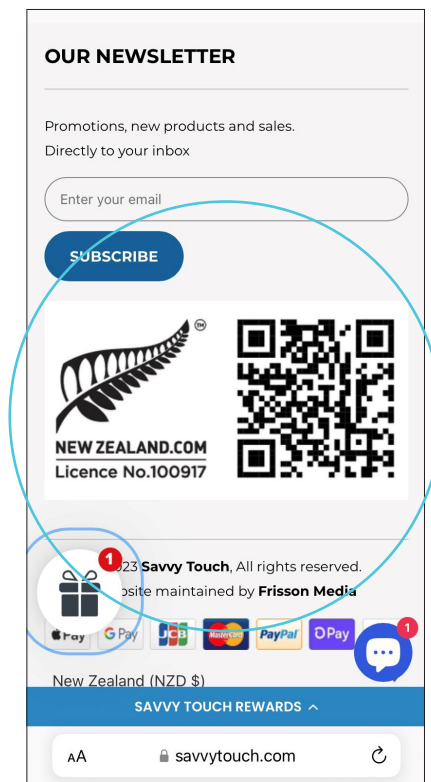
The FernMark Licence logo is both a symbol of country of origin accreditation and a portal to digital content.

DISPLAYING YOUR FERNMARK LICENCE LOGO

While there are many ways your FernMark Licence logo can be incorporated into packaging, branding, and marketing collateral, logo use should be consistent with these marketing guidelines. There are a few things to keep in mind:

- The FernMark Licence logo can only be used in the promotion of products and services that are approved under your Licence Agreement — i.e., listed on your Product Schedule. Your approved products and services will also be listed on your Licensee profile page.
- If you would like to show that you're part of the FernMark Licence Programme in an 'About Us' section or certification page, your FernMark Licence logo can also link through to your Licensee profile page on the FernMark website.
- The FernMark Licence logo must always include the **FernMark symbol**, the **NEWZEALAND.COM url** and the **Licence Number**. The FernMark symbol itself must not be used on its own.
- The FernMark Licence logo should be used to complement the product's branding, as a stamp of approval or recognition. Please ensure that the logo is kept separate and does not appear to be part of your corporate logo lockup. Also, the FernMark Licence logo should be smaller than your corporate logo.
- Please avoid using the FernMark Licence logo next to the trademark of any third party you are co-branding with, to avoid confusion about a connection between the FernMark and the trademark of a non-FernMark Licensee.

If you are unsure whether your use or application of the FernMark Licence logo conforms to these marketing guidelines, please upload to your FernMark portal 'Examples of Use' for review.



PRODUCT PACKAGING

Examples of the FernMark Licence logo on a variety of FernMark licensed products.



MARKETING MATERIALS

Your FernMark Licence logo may be used on marketing materials to promote your FernMark approved products and services.

Our taste is connected to our place

Our Freshwater King Salmon thrive in the fast glacial flows that surround Aoraki, Mt Cook – New Zealand’s highest mountain. This extreme environment creates a fit, healthy salmon with a unique clean and subtle taste, and a delicate texture.

Location

Our farms are located in the Mackenzie region among the network of freshwater canals that connect the three lakes that are part of New Zealand’s renewable hydro scheme.

Our Fish

Our King Salmon (*Oncorhynchus tshawytscha*) are fed a wholesome diet that contains everything that salmon need to be healthy and strong. Essentially it is made up of proteins, oils, grains and minerals. Our feed supplier has reduced reliance on wild caught fish to ensure we are not taking fish from our precious oceans to provide aquaculture feed. Rest assured it does not contain any GMOs or antibiotics.

Our Smoked Salmon

At our smokehouse, we take our time to bring out the natural flavour of our salmon and not overpower it.

Our smoking process draws on a traditional Scottish method which blends salt, golden syrup and black rum. We then gently smoke using oak wood chips to enhance, not overwhelm the natural taste and retain the flavour purity. The result is a smoked salmon that is lighter, purer; a taste truly connected to our place.

Contains no artificial colours, additives or preservatives

We are 100% New Zealand, Aoraki Origin. Aoraki products are proud to carry the FernMark, a formal government recognition of our provenance. All the carefully selected premium quality fish that we smoke comes from a BAP (Best Aquaculture Practice) certified producer.

100% FRESHWATER
100% SUBTLE TASTE

100% FRESHWATER
100% SUBTLE TASTE

Happy pet

100% NATURAL NEW ZEALAND VENISON TREATS FOR PETS

VENISON HEARTS
VENISON STEAK
VENISON BLENDED

Treat me, with happiness

100% NEW ZEALAND OWNED & OPERATED

100% NATURAL NEW ZEALAND VENISON

FREEZE DRIED TO RETAIN GOODNESS

NO NASTIES NOTHING ADDED NOTHING REMOVED

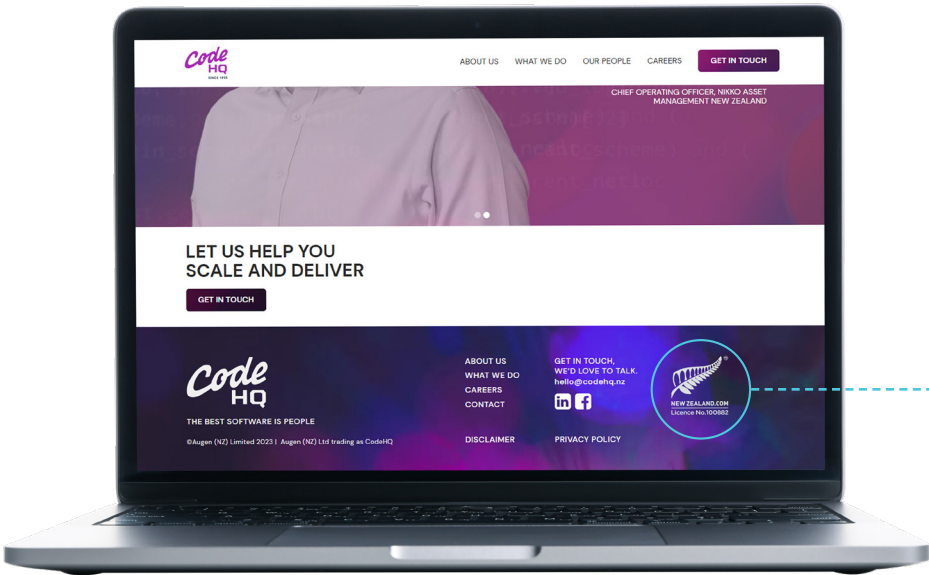
NEW ZEALAND.COM
Licence No.100182

WWW.HAPPYPET.ASIA

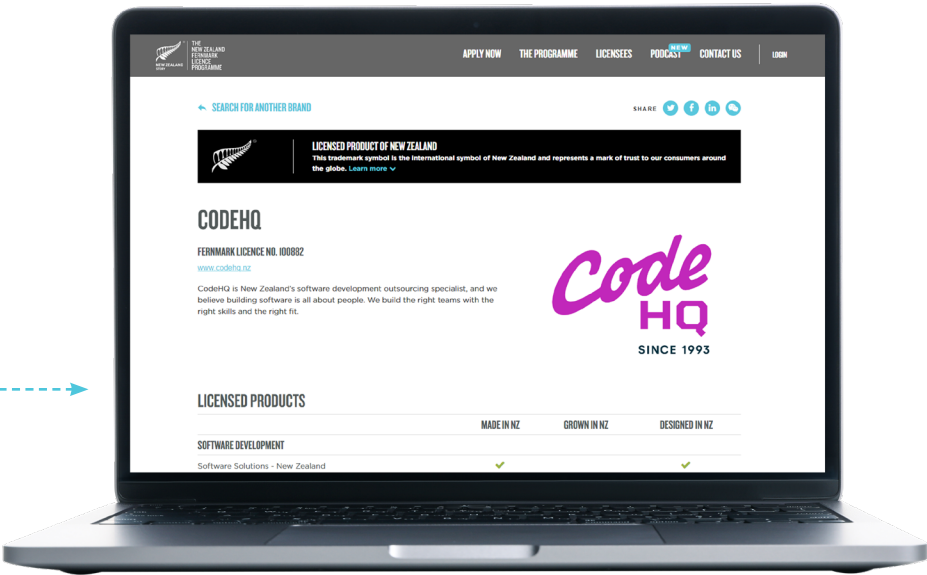


DIGITAL DISPLAY OF FERNMARK LICENCE LOGO

The FernMark Licence Logo can be used as a digital asset on your website or other digital platforms. A hyperlink can be added to the logo which will take consumers through to your Licensee profile page on the FernMark website.



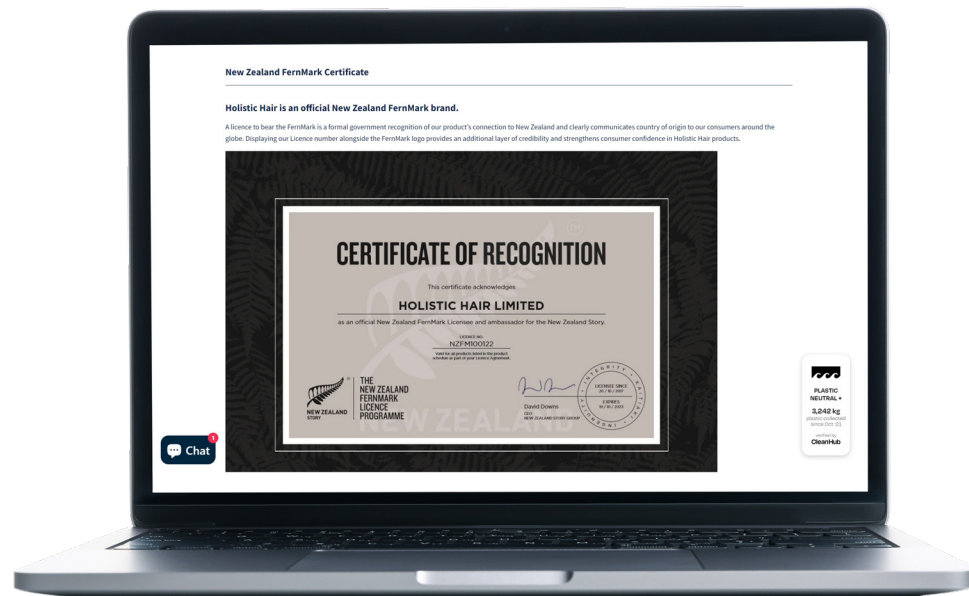
Licensee website displaying their FernMark Licence logo



Licensee profile page on the FernMark website

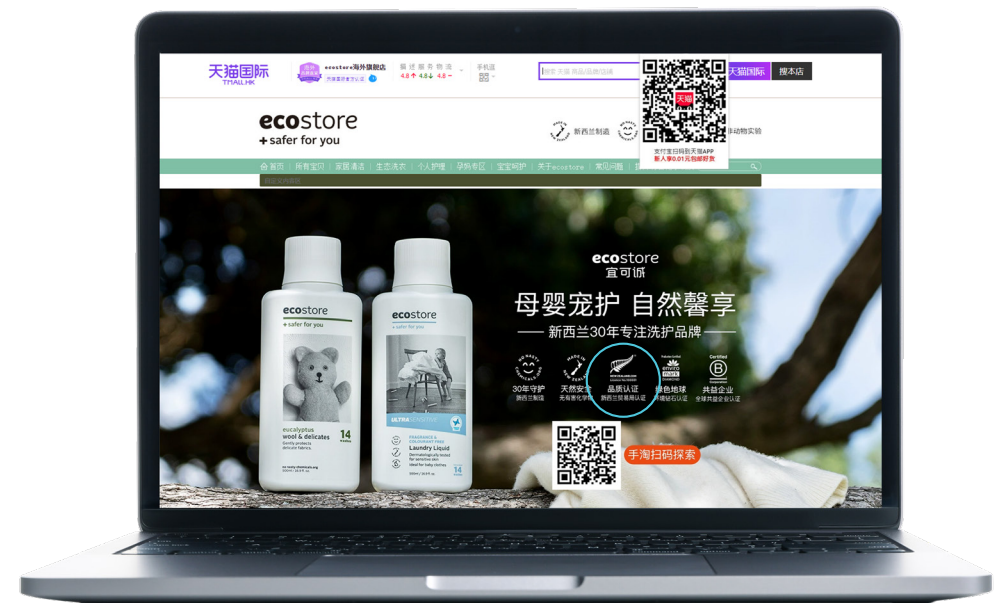
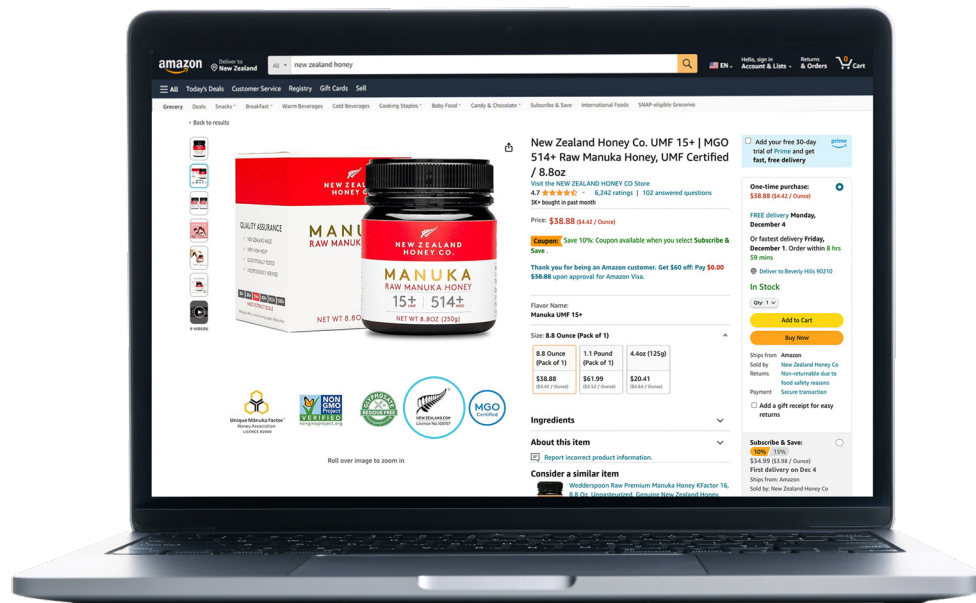
DIGITAL DISPLAY OF FERNMARK CERTIFICATE

Your FernMark Certificate can also be used as a digital asset on your website or other digital platforms. A hyperlink can be added to the certificate which will take consumers through to your Licensee profile page on the FernMark website.



E-COMMERCE LISTINGS

The FernMark Licence logo acts as a symbol of trust, authenticity and innovation. It is a trademark used by the New Zealand government to represent New Zealand internationally. The presence of your FernMark Licence logo on e-commerce listings for approved products helps to enhance consumer confidence by showing the government tick of approval.



TRADE SHOWS AND EXHIBITIONS

The FernMark Licence logo can be used in trade shows and exhibitions or for point of sale promotions in retail stores.



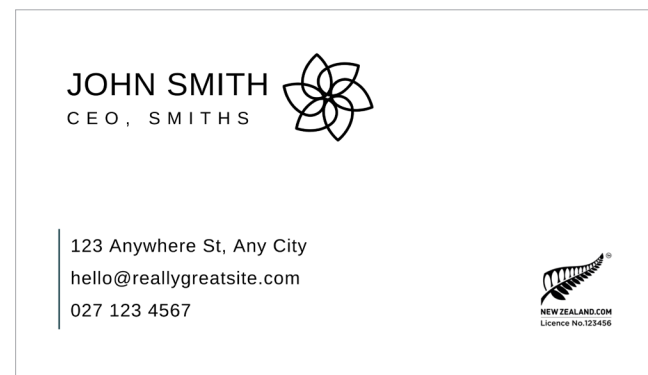
STATIONERY AND EMAIL SIGNATURES

The FernMark Licence logo can be used on a Licensee's email signatures, on business cards and business stationery. If you are using the FernMark Licence logo in this way, please ensure that the logo is kept separate and does not appear to be part of your corporate logo lockup. Also, the FernMark Licence logo should be smaller than your corporate logo.

Email signature example



Licensee business card example



HOW TO TALK ABOUT THE FERNMARK

The FernMark represents the story of who we are and where we are from, our New Zealand story.

KEY MESSAGES

Below is a selection of key messages you can use when talking to your business partners, distributors, stakeholders and shareholders about the FernMark Programme.

Short key messages

- The FernMark is a 'mark of trust'.
- The FernMark is a 'tick of approval' from the New Zealand government
- The FernMark Licence Programme is the New Zealand government's official 'country of origin' accreditation programme, designed to protect and promote New Zealand products and services to the world.
- The FernMark is a recognised symbol of trust, authenticity and integrity — backed by the New Zealand government.
- The FernMark is about assurance of authenticity, of provenance, and of being from New Zealand.
- The FernMark is about collectively promoting New Zealand products, services and technology to the world
- A licence to bear the FernMark is a formal recognition of a Licensee's role as an ambassador for New Zealand's story
- The FernMark is New Zealand's national symbol and is synonymous with the values that New Zealand holds as a nation.
- The FernMark is a registered trademark in 34 jurisdictions and represents a mark of trust to consumers around the globe
- The FernMark promotes authentic and premium products and services

KEY MESSAGES

Long key messages

- With consumer trust and safety in New Zealand riding high around the world, we're excited to announce that we've recently become a FernMark Licensee. The FernMark Licence Programme is the New Zealand government's official country of origin accreditation programme, an initiative designed to protect and promote New Zealand products and services to the world.
- Becoming a FernMark Licensee confirms that as a brand we have met all the eligibility criteria, including maintaining a substantial level of New Zealand ownership, governance, and employees, as well as export experience. At a product and service level, the government endorsement of our products and services being made, grown, or designed in New Zealand is instrumental to communicating our New Zealand story globally.
- Growing research indicates the value customers hold in the background story of a brand and its products and services is intensifying. With country of origin being a powerful driver of consumer choice, and New Zealand ranking highly in the world for our nation brand, carrying the FernMark logo enables us to communicate our country of origin and New Zealand story, satisfying this modern consumer need.
- You can have confidence knowing all products and services carrying the FernMark have the tick of approval from the New Zealand government. The FernMark logo provides confidence for both you and your customers, who can check the authenticity of your product or service using your unique FernMark Licence Number (at newzealand.com), or by scanning your FernMark QR code.
- The FernMark Licence logo helps Licensees leverage New Zealand's impressive international reputation to open sales, create opportunities and boost growth. This instantly recognizable connection to the reputation and story of New Zealand works to differentiate New Zealand's products and services in global markets.
- As a New Zealand FernMark Licensee we benefit from the FernMark's IP protection, with filings in 34 jurisdictions. The Programme provides a level of security, with comprehensive trademark protection of the FernMark and the monitoring of its use. through the services of Corsearch Brand Protection and AJ Park. These safeguards ensure that no infringing marks are being filed where we have trademark protection, and that use of the FernMark is only by authorised licensees. By protecting the value of the FernMark, the exclusivity, trust and integrity of the Programme is upheld internationally.
- The FernMark Licence Programme is managed by the New Zealand Story Group, as the custodian of the New Zealand FernMark. New Zealand Story was set up to enhance New Zealand's international reputation beyond natural beauty. A licence to bear the FernMark is a formal recognition of a Licensees's role as an ambassador of the New Zealand story.

SOCIAL MEDIA POSTS

Here's some copy to help you communicate your FernMark status on social media.

FernMark products

- Our [] products carry the FernMark logo under the New Zealand government's official country of origin accreditation programme. You can have confidence that our [] products are trustworthy and authentic, and have received the 'tick of approval'. <insert fernmark profile page> **#FernMark, #NZstoryteller**
- Our [] product has been officially recognised as a product 'born of New Zealand'. It has met the New Zealand government's high standards of eligibility for FernMark branded food and beverage exports. <insert fernmark profile page> **#FernMark, #nzstoryteller**
- As the international symbol of New Zealand, the FernMark represents a mark of trust to consumers around the globe. Our premium quality [] products carry the FernMark showcasing our product's country of origin, and connection to New Zealand. <insert fernmark profile page> **#FernMark, #NZstoryteller**

FernMark services

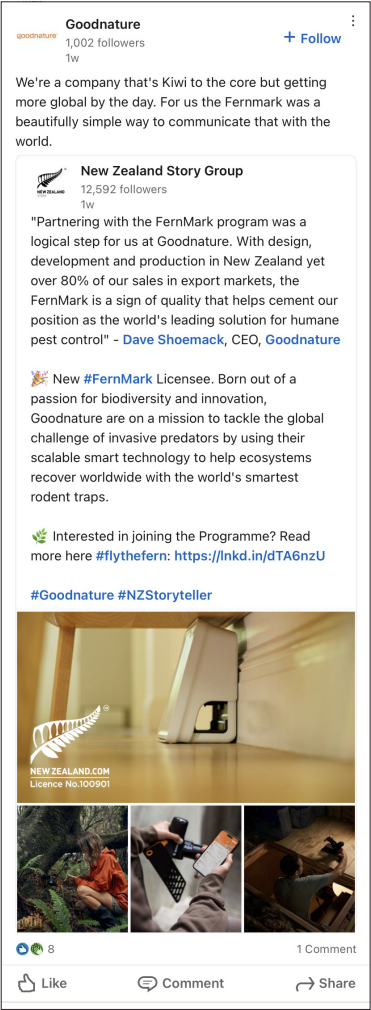
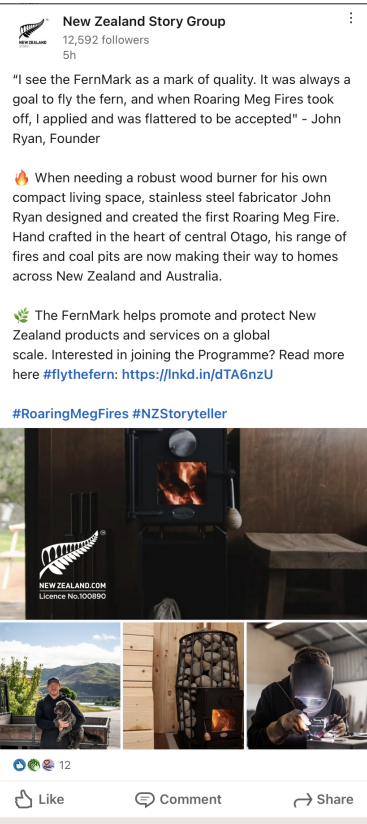
- As a New Zealand company, we are proud to carry the FernMark. Our business and service offering has received the 'tick of approval' from the New Zealand government and represents a brand you can trust. <insert fernmark profile page> **#FernMark, #NZstoryteller**
- Aotearoa New Zealand is a progressive nation of creative idea-makers delivering new solutions, while always caring for people and place. As a FernMark Licensee, we are proud to show-case the best of what New Zealand has to offer on the world-stage. <insert fernmark profile page> **#FernMark, #NZstoryteller**

New Zealand Brand Proposition

- Care for people, and connection to place, drives our ingenuity. New Zealand's story is grounded in our values – it is who we are, what we stand for and what we offer the world. <insert fernmark profile page> **#FernMark, #NZstoryteller**

SOCIAL MEDIA POSTS – SOME INSPIRATION

See how other FernMark Licensees are sharing their FernMark Licensee status on social media.



PRESS RELEASE TEMPLATE

Share the news that you have joined the FernMark Licence Programme

Headline

<YOUR COMPANY> JOINS THE FERNMARK LICENCE PROGRAMME

Copy

<YOUR COMPANY> is excited to announce that they've just become a Licensee of the official FernMark Licence Programme. It's a programme designed to protect and promote New Zealand products and services to the world, which is why it's a great move for <YOUR COMPANY>. Equally, being a FernMark Licensee now makes <YOUR COMPANY> an ambassador for the New Zealand story, which is both a privilege and an exciting opportunity.

Subhead

A TICK OF APPROVAL THAT BUILDS TRUST

Copy

The FernMark Licence Programme is the New Zealand government's official 'country of origin' accreditation programme. That means <YOUR COMPANY> as a brand has met the New Zealand government's eligibility criteria, which includes being a New Zealand registered business that is maintaining a substantial level of New Zealand ownership, governance, and employees, and has export experience. This criteria also requires that <YOUR COMPANY>'s product and services are made, grown or designed in Aotearoa New Zealand, which is why the government is happy for them to represent New Zealand around the world.

The FernMark Licence Programme is managed by New Zealand Story as the custodian of the New Zealand FernMark trademark. David Downs, CEO at New Zealand Story says: "New Zealand Story welcomes <YOUR COMPANY> to the FernMark Licence Programme. Carrying the government's tick of approval gives <YOUR COMPANY> a big advantage overseas. The FernMark is a mark of trust developed for exporters that communicates a brand's authenticity and connection to Aotearoa New Zealand".

<For a specific tailored quote, please contact the FernMark Team at fernmark@nzstory.co.nz>

Asked why <YOUR COMPANY> applied to become a FernMark Licensee, <First name/ Last name/Role> explained, <THIS IS WHERE YOU INSERT YOUR QUOTE>.

"Ultimately, the FernMark Licence Programme delivers consumer trust. Carrying the FernMark means New Zealand exporters are able to authenticate their products and services as being of New Zealand, and consumers can trust that what they are purchasing is authentic. In turn, the Programme entrusts us to represent New Zealand at its best. It's a win-win situation."

Call to Action

For more information about the FernMark Licence Programme, or to verify a licenced product or service — visit www.fernmark.nzstory.govt.nz

PITCHING TO DISTRIBUTORS AND INVESTORS

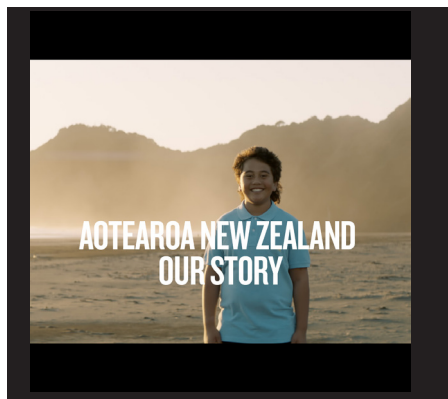
New Zealand Story Toolkit

Free resources for the offshore promotion of your New Zealand products and services to support your pitch can be found on the New Zealand Story website. Resources include images, video, infographics, presentations, research and market insights.

Check out the latest tools. [New Zealand Story Toolkit](#).



Video



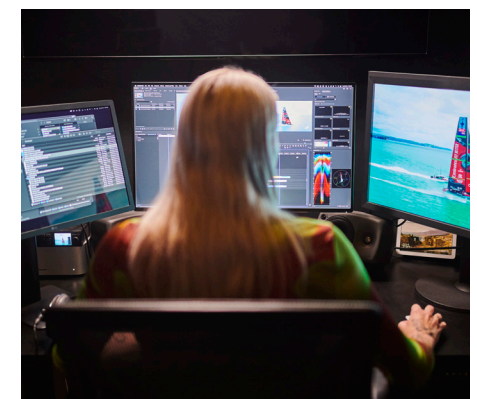
Research



Infographics



Images



THE FERNMARK TEAM AND CONTACT US

Meet the team and how to find out more
about the Programme.

THE FERNMARK TEAM AND CONTACT US

If you have any questions about the FernMark Licence Programme here are some ways you can find out more.

Visit the FernMark Website

There's lots of information about the FernMark Licence Programme, including FAQs on the FernMark website: fernmark.nzstory.govt.nz

Email Us

If you can't find the information you need on the FernMark website, you're welcome to [email us](#) at the general FernMark email or contact one of the team at our individual email address.

Book a Call

You're also welcome to [book a call](#) with Jessica Guthrie to find out how the FernMark can help your business.

The FernMark Team



Lynette Poulton
FernMark Operations Coordinator
lynette.poulton@nzstory.co.nz

General enquiries
Use of the FernMark Licence Logo



Rose Coffey
Legal Advisor
rose.coffey@nzstory.co.nz

General enquiries
Eligibility enquiries



Jessica Guthrie
FernMark Engagement Manager
jessica.guthrie@nzstory.govt.nz

FernMark IP infringements
Export Storyteller



Kristin Carden
**Director of FernMark
and General Legal Counsel**
kristin.carden@nzte.govt.nz