

## New Zealand Country Report - For year July 2024–June 2025

For presentation to delegates of the 51st FAPAA ECM & AGM to be held on  
1<sup>st</sup> – 3<sup>rd</sup> June 2025 – Manila

2024 was a year of transformation across every aspect of CBAFF's work, within our operating environment, across our membership, and in how we advocate for and support New Zealand's customs brokers, freight forwarders, and broader logistics community. It was a time of reflection, evolution, and renewed momentum.

Against a backdrop of shifting regulations, global uncertainty, and rising expectations on industry, CBAFF remained focused on what matters most - supporting our members, strengthening capability, and amplifying our collective voice.

At the core of CBAFF are our people, members, council, subcommittees, and partners, who bring energy, knowledge, and commitment to everything we do. We also took time to honour the enduring contributions of long-standing industry leaders who continue to shape and guide our direction. This shared sense of purpose, of staying connected and building a stronger future together, is what makes CBAFF unique.

### Membership and Financial Performance

Membership remained stable throughout 2024, though we noted a decline in student numbers. In response to member feedback, we partnered with IVS and industry leaders to develop future-focused learning pathways aimed at attracting and retaining student members.

We ended the financial year in a strong position, achieving a net surplus through prudent management and sound investment. Our healthy equity position reinforces CBAFF's ability to fund future initiatives and strengthen member services.

### AirCertifyNZ

AirCertifyNZ continued to grow in 2024, delivering critical support to both Regulated Air Cargo Agents (RACAs) and Known Customers (KCs). Through ongoing collaboration with the Civil Aviation Authority (CAA), we worked to address member concerns regarding enforcement and the need for greater standardisation across processes.

The programme is a strong example of how an association-led approach can deliver practical, operationally grounded solutions. Looking ahead to 2025, we will focus on enhancing the user experience, improving onboarding, providing clearer guidance, and streamlining integration with existing systems. In partnership with IVS, OneReg, and CAA, we remain committed to ensuring consistent implementation and meaningful outcomes for industry nationwide.

## Training and Workforce Capability

Training remained a core strategic focus. Working with IVS we are co-designing refreshed, industry-relevant learning options. Insights from our 2024 Training Needs Survey revealed strong demand for refresher content in customs, security, and MPI compliance, alongside a shift toward shorter, flexible, and more accessible formats. Sustainability and digital skills also emerged as areas of growing interest. We anticipate releasing later in 2025.

The Registered Users Survey reinforced the importance of professional development and revealed key opportunities to enhance our offerings, such as smoother onboarding for new staff, increased learner support, and improved integration of training with daily operations.

Workforce data highlighted a critical challenge: an aging workforce and a limited pipeline of young professionals. Only 8% of respondents had less than five years' experience. This insight is shaping new outreach strategies and targeted training initiatives to build a more sustainable talent pipeline.

The survey also showed a strong concentration of activity in Auckland, suggesting the need for regional growth strategies and tailored support. The diversity of registration types, further points to the importance of flexible, needs-based learning solutions.

In response, our 2025 training roadmap will include on-demand modules, updated core compliance content, and delivery models that support both frontline staff and leadership development.

## Member Engagement and Advocacy

2024 was marked by high levels of member engagement. Our annual conference in Christchurch was a standout event, bringing the community together to exchange ideas, connect with peers, and set the tone for the year ahead. Planning is already well underway for the 2025 conference in Napier.

Following the conference, we hosted weekly feedback sessions to support our submission to New Zealand Customs on the Border Cost Recovery Review. Submitted in October, this response was directly shaped by member insights and reflected a balanced, solutions-focused perspective.

CBAFF also delivered a record number of technical submissions in 2024, providing input on MPI's Biosecurity Levy Review, proposed changes to biofouling regulations, and maritime standards. We maintained active representation at stakeholder meetings with MPI, CAA, and New Zealand Customs to ensure member views were heard on key operational matters.

## Sector Promotion and Youth Engagement

In 2024, we relaunched *Generation Future* with a caravan-style tour of freight forwarders at Auckland Airport. This initiative gave school career advisors a hands-on look at the industry and helped spark student interest in logistics careers.

Building on this success, 2025 will see an expanded outreach programme, deeper engagement with education providers, and the development of new resources to position logistics as a purposeful and dynamic career path.

We also celebrated excellence through the *2024 Young Logistics Professional Award*, with Carina Voigt named winner at our annual conference. This award has since been rebranded the *Generation Future Young Achiever Award*, recognising rising talent under 35 across customs brokerage, freight forwarding, and logistics. Open to all eligible applicants regardless of their role, the award celebrates dedication, potential, and contribution to the sector.

### Governance and Strategic Partnerships

CBAFF continued to operate under the framework of our Constitution, with Executive Council and subcommittees, *The Border Clearance Working Group*, *Generation Future*, and *ESG*, guiding progress across key areas. We expanded our affiliate network and strengthened partnerships with organisations such as IVS, OneReg, WiseTech Academy, and government agencies.

We also opened new dialogue with fellow associations to explore shared challenges and solutions around compliance, border processes, and workforce development. At Parliament, we welcomed the announcement of the UAE Free Trade Agreement, and through the Biosecurity Business Pledge, I was honoured to be elected Chair, positioning CBAFF for greater strategic influence in this vital area.

### Investing in People

In 2024, we launched the “*Our People*” campaign to share the stories behind our industry, highlighting not just what our members do, but why they do it. These personal stories celebrate the people shaping our sector and demonstrate the meaningful careers available in customs and freight forwarding.

Looking to 2025, we will continue to invest in people, capability, and leadership, through a broader events calendar, expanded training programmes, deeper school engagement, and stronger advocacy at every level.

Initiatives such as our Table of Ten leadership dinners, enhanced AirCertifyNZ offerings, and ESG projects reflect our continued commitment to driving industry excellence and supporting our members.



Sherelle Kennelly

Chief Executive Officer