



2017

Dear Interested Business

Letter of Invitation

The New Zealand Defence Force (NZDF) Force 4 Families Steering Group (F4F SG) invites your business to support and become a valued member of the NZDF Force 4 Families Discount Scheme.

What is the NZDF Force 4 Families Discount Scheme?

The NZDF Force 4 Families Discount Scheme is similar to discount schemes run by the New Zealand Police and RSA. The scheme is a great way for local and national businesses to get behind the NZDF and support its members and families by way of offering a discount. It is also a great way to get a large pool of interested parties involved in your business!

The benefits to your company is free advertising in our discount booklets and on our Force 4 Families website (www.nzdf.mil.nz/families), association with the NZDF and a much larger pool of interested parties looking to use your company as a preferred business e.g. approximately 14,000 NZDF members growing to 30,000+ when their family members are included.

Why the discount scheme's important.

Our service members spend a large amount of time away from home on exercises and operations. The average operational tour length is six months across the Force. The NZDF also has a committed team of civilian NZDF members providing constant support.

When a loved one is away for long periods of time families can often miss out on the benefits and discounts available to their NZDF partners. This is where the 'Force 4 Families Discount Card' comes in. The card is issued to the family of the NZDF member and enables them to get the same discounts provided to our NZDF members.

What you can do? - join the NZDF Force 4 Families Discount Scheme!

We encourage your business to participate in this worthwhile initiative by committing to offer NZDF members and their recognised dependants a 'military discount' (to be implemented on a national level where appropriate). If you wish to learn more about the discount scheme, know someone who might like to be involved or better still keen to 'get on board' please contact (force4families@nzdf.mil.nz) the first instance. One of our team will be you directly to have a chat.

What is NZDF Force 4 Families Steering Group (F4F SG)?

The NZDF Force 4 Families Steering Group is a group of NZDF partners that champion change that builds connected, strong, defence families through equal access to services and resources.

With assistance from NZDF personnel the Steering Group released the Force 4 Families Discount Card in 2015. The discount card currently includes approximately 'eighty' external partners' offering a wide range of discounts on goods and services. The card has been well received by the NZDF community and reinforces the scheme's worth.

We welcome the chance to discuss your company's involvement in the discount scheme and look forward to hearing from you.

Mrs Brenda Keating (on behalf)
Chair, NZDF Force 4 Families Steering Group