



DIRECT SELLING ASSOCIATION

Dreams
Dreams
Dreams





TABLE OF CONTENTS

• Our Mission	4
• Statement of Purposes	5
• History	6
• World Federation of Direct Selling Associations	6
• Products & Sales	7
• Members Benefits & Services	9
• DSA Governance & Committees	10
• Our People	11
• Protecting our Customers – Code of Practice	13



Mission
Mission
Mission

**“Success in business
requires training and
discipline and hard work.
But if you’re not frightened
by these things, the
opportunities are as great
today as they ever were!”**

David Rockefeller



Our mission

Our mission

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OUR MISSION

- To protect, serve and promote the interests of members and the independent business people they represent
- To protect and promote the direct selling industry, its aims and opportunities within New Zealand
- To ensure that the marketing of products and/or the direct sales opportunity by Members is conducted with the highest level of business ethics and service to consumers

Aspirations

Aspirations

Aspirations



STATEMENT OF PURPOSE

- To encourage and maintain an environment where members can operate freely and independently and where direct selling is regarded with merit by the community.
- To maintain and promote the Association's Code of Practice and to ensure that members comply with that Code.
- To foster and promote ethical methods of direct selling within the community.
- To present the views of members to Government and Local Authorities and to the general public



HISTORY

In 1974 six companies, including present Members Rawleighs, Nutrimetics and Tupperware, formed a National Association of Direct Selling companies to promote and protect the ideals and opportunities of what was then a fledgling industry.

From those beginnings the Association has grown to forty one Members representing more than 88,000 independent salespeople in New Zealand.

In addition to our trading Member's the DSA has six Supplier Members and four Life Members.

Direct Selling involves the sale of goods and services by or through independent salespeople who make approximately 500,000 visits every month to customers' homes, workplaces and other meeting places throughout New Zealand.

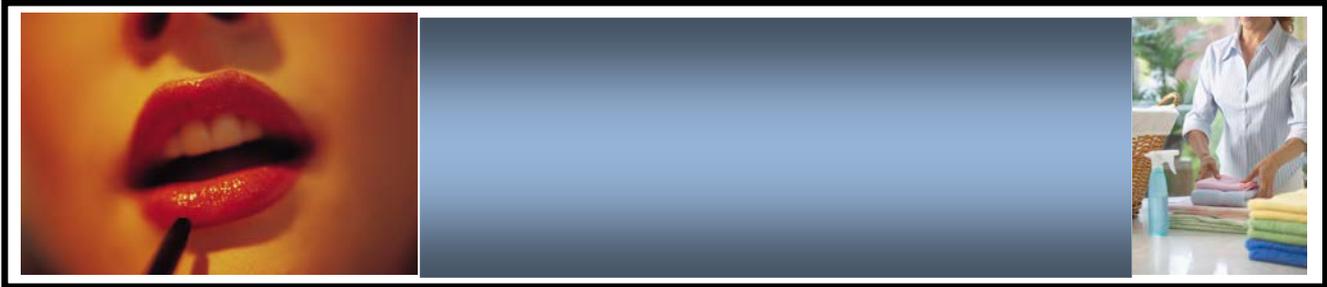
WFDSA
The Association is a Foundation Member of the World Federation of Direct Selling Association (WFDSA). The WFDSA represents Direct Selling Associations from more than 90 countries. Worldwide sales by Members in 2018 were in excess of US\$192 Billion arranged by more than 118 million independent salespeople. For further information use the WFDSA website www.wfdsa.org



PRODUCTS & SALES

- Cosmetics, personal care and skin care
- Health foods, nutritional supplements and sports drinks
- Arts and crafts products
- Linen and Manchester
- Jewellery, handbags and fashion accessories
- Clothing, intimate apparel and under fashions
- Home wares and soft furnishings
- Toys, books and educational materials
- Photo safe albums and supplies
- Formulated supplementary sports food
- Candles and associated items
- Wines
- Security systems
- Car care products and lubricants
- Non perishable food and condiments
- Cookware and household electrical appliances
- Micro fibre cleaning products
- Pet care
- Kitchenware, tableware, food storage systems and cutlery
- Weight loss and weight management products
- Electrical goods and household accessories
- Greeting cards, wrapping paper and associated item





Sales at Retail - 2018

- Therapeutic massage equipment
- Home mortgage and insurance products
- Adults products
- Key labels, Key register systems and Personal Photographic I.D card (key pass)
- Manufacturing (Dry Products), pharmaceutical, health foods, nutritional supplements, sports drinks and cosmetics
- Personal colour and image products
- CD's, DVD's training aids and inspirational/motivational/ personal growth books
- Water filter and air purification systems (Personal, Domestic and Commercial)

Personal Care Products	\$	36,144,104	18.13%
Household Products	\$	23,716,937	11.90%
Nutrition Products	\$	76,705,636	38.48%
Other Wellness	\$	-	0.00%
Foodstuffs and Beverage	\$	1,284,729	0.64%
Clothing	\$	23,094,567	11.58%
Manchester	\$	1,000,000	0.50%
Jewellery & Fashion Products	\$	2,877,036	1.44%
Books Toys Stat & AV	\$	4,073,762	2.04%
Home Improvement	\$	20,808,036	10.44%
Financial Services	\$	217,080	0.11%
Telecommunications	\$	4,245,112	2.13%
Other	\$	5,187,917	2.60%
TOTAL		\$ \$199,354,916	100%



Sales
Sales
Sales



MEMBERS BENEFITS & SERVICES

The DSA provides Members with a number of services to assist them to develop the industry and to improve their own business performances

- A regular Newsletter to keep Members informed of current issues and future events
- Opportunities to network with other Members by attendance at:
 - Conference's
 - Member Briefings
 - Social Networking Events
 - Guide Materials
 - Introduction Flyers

- Use of the DSA Logo (a registered trademark) and the positive message which it conveys to Governments and consumers
- An information service providing Members with advice and assistance on request

The DSA maintains regular contact with Governments on matters which affect the industry, and is the relevant organisation to represent the industry on matters that affect or may affect the business activities of Members.



Benefits
Benefits
Benefits

YOUR RIGHTS

Members have obtained considerable advantages from arrangements resulting from DSA with Governments in relation to:

- Fair Trading Law
 - Cooling Off Requirements
 - Calling hours
 - Unsolicited Direct Sales
- Income tax compliance
 - Direct Selling Guide

DSA Governance

DSA is governed by a Board of Directors up to comprising 11 persons from Member organisations.

Directors are elected annually by the Members.



OUR PEOPLE

As the name implies, direct selling is a system of distribution of goods and services by independent salespeople directly to consumers, face to face, in their homes or homes of others, at their workplaces and other places away from permanent retail locations, usually through explanation or personal demonstration.

Not all direct selling organisations operate on an international basis. There are many small and medium size organisations operating successfully in New Zealand alone and a number have been doing so for several decades.

One of the unique features of the direct selling industry, when compared with other channels of distribution, is the

low cost of entry for independent salespeople. The low entry cost permits salespeople to commence their own businesses with relative ease and to grow rapidly in a happy, positive and rewarding environment.

There are currently in excess of 88,000 independent salespeople engaged in this industry in New Zealand with DSA members. The vast majority are women (71%). A large majority operate in the industry on a part-time basis to supplement other family or personal income. They set their own goals and are able to operate their businesses to suit Their lifestyles and family and other commitments.



The methods of demonstration vary from door to door calling and person to person presentations, to the party plan method where a salesperson demonstrates the product to a group of prospective customers organised by a host or hostess usually in a private home.

The history of the industry in New Zealand clearly indicates that the direct selling method of distribution has been embraced by New Zealanders. It provides consumers with ready access to product, and independent salespeople with outstanding opportunities to supplement existing family incomes or build satisfying and rewarding careers, as many thousands have done.

These opportunities are available to all New Zealanders irrespective of age, sex, educational background, family circumstances, physical condition, financial circumstances or prior experience, and clearly represent the best and most accessible "work from home" opportunities available.

A great number of independent salespeople in the direct selling industry achieve their modest goals and many enjoy outstanding financial success. Apart from the opportunities provided to achieve financial goals, the industry provides an environment in which salespeople can improve the quality of their lives in other ways, namely:

- Through participation in no-cost training and education
- By regular social contact with others in their sales groups
- By receiving rewards and recognition relative to their levels of achievement

Direct selling provides unlimited opportunities for people to find fulfilment through their personal efforts, and express their talents to find personal satisfaction and financial independence.



PROTECTING OUR CUSTOMERS

Code or Practice

To maintain membership, members must strictly comply with DSA Code or Practice.

Internationally sponsored and locally adapted, the DSA Code spells out what is expected of members in their dealings with consumers. A quick, easy and cost free process exists to resolve consumer complaints, including access to independent adjudication and appeal.

In apply and building on legal requirements the Code anticipates a range of consumer issues, including:

- Terms of offers made to consumers
- Sales presentations
- Advertising
- Calling hours
- Privacy
- Earnings representation
- Inventory repurchase

The Code makes clear the DSA Members are, for the purposes of the Code, responsible for the dealings of their independent salespeople with consumers. The Code may be access through the DSA website www.dsanz.nz

