



## **Manchester Unity – Case study DRAFT 1**

### **New and old come together to provide meaningful savings for Kiwi families**

Established in New Zealand in 1844, Manchester Unity has a 180-year history of helping everyday New Zealanders by providing membership packages that offer benefits and discounts on products and services from holiday homes to medical prescriptions.

When asked if Manchester Unity is one of the longest standing organisations in New Zealand, CEO Sanjiv Jetly, said “It might be!”

“We have been around for a long time helping New Zealanders with memberships and discounts that provide meaningful savings,” says Jetly.

It’s for this reason that Manchester Unity has partnered with Kora Fuel Cards for the last two years.

Some good old desktop research for new discount opportunities is what led Jetly to contact Kora to investigate a partnership for Manchester Unity members.

Manchester Unity has more than 65 membership benefits of which Kora consistently rates in the top 5 most utilised by its 12,000 members.

“Our members are mostly everyday families who benefit from our partnerships on a daily basis,” says Jetly.

“The fact that Kora rates consistently as one of our most used membership benefits speaks to the tangible and immediate savings that can be made.”

Manchester Unity’s partnership with Kora includes the payment of the admin fee for their members (\$2 per month) meaning savings can be made from day one after members receive their Kora cards\*

Jetly also notes, with the cost-of-living crisis here and around the world, and the effect this is having on fuel prices “we’re seeing the mix of middle NZ changing rapidly.”

“Families that wouldn’t have previously looked for discounts or member benefits are now reviewing their options and paying attention to where their money is being spent and how they can manage it responsibly,” he says.



“As a result, our membership base has changed and with fuel prices top of mind for our members, Kora’s discounts have proven popular.”

Kora CEO, Liza Cox-Hancy says they are hearing similar feedback from around New Zealand.

“We know people who wouldn’t have previously looked for savings and discounts are now reviewing their options.

“This shifting demographic is one of the reasons why we started Kora,” she says.

“We wanted to use our collective experience in the fuel industry to support New Zealand families and as a financial lender we take this responsibility very seriously.

“It’s why we nurture relationships with organisations like Manchester Unity,” she says.

“As one of the longest standing membership communities in New Zealand, we wanted to learn from a heritage brand about how to help Kiwi families,” says Cox-Hancy.

“We will continue to provide best in market discounts, so we remain in the top five member benefits for the Manchester Unity community,” she concludes.

**Manchester Unity stats:**

- 440 active accounts
- Nearly \$50,000 in savings
- More than 450,000 litres of fuel pumped

\*Subject to an individual credit check.