

MARCH 2017

New Zealand's Support for Small Business

This document helps small businesses navigate the support government offers. How we are helping you to do what you do!



MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT
HĪKINA WHAKATUTUKI

[New Zealand Government](#)

WELCOME



MINISTER'S STATEMENT

As the Minister for Small Business, I am a passionate advocate for small businesses in New Zealand. Small businesses are the driving force of our economy, comprising up to 97% of all businesses in New Zealand, contributing 26% to our GDP, and creating over 100,000 jobs annually.

I speak to many small business owners and I appreciate the challenges, and at times the frustrations, that you face. Running your own business, making the key decisions and being in charge of your own future is exceptionally challenging and rewarding.

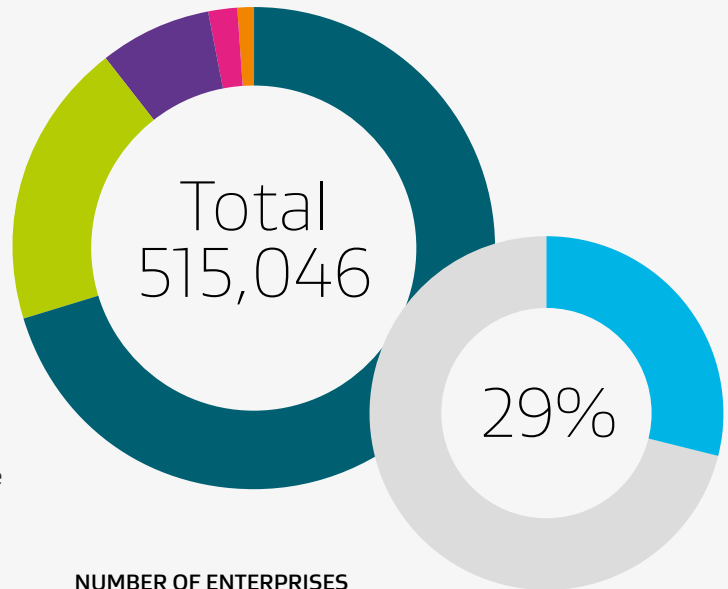
I am also conscious of the time and effort it can sometimes take for small businesses to interact with central and local government. As the Minister for Small Business, I want to make it easier for you to do this.

Small businesses are important to New Zealand and when you ask for help – whether it is to start your business, manage its day-to-day activities or find help to grow – the government listens. The help available comes from many different government agencies and organisations and can be difficult to keep up with. This publication puts this information together for you in one place.

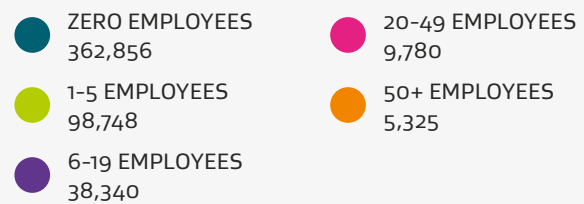
I hope this publication will help you, and I wish you well for the future.

Hon Jacqui Dean
Minister for Small Business

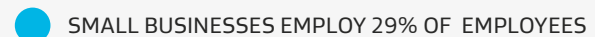
Small businesses generate 26% of New Zealand's GDP and employ over 600,000 people.



NUMBER OF ENTERPRISES BY EMPLOYEE SIZE GROUP



PERCENTAGE OF NEW ZEALAND'S WORKFORCE EMPLOYED BY SMALL BUSINESS



THE IMPORTANCE OF SMALL BUSINESSES TO THE ECONOMY

Small enterprises are firms with fewer than 20 employees. They make up the majority of businesses in NZ and are the backbone of our economy.

They employ 29% of our workforce and contribute over a quarter of our GDP. They play a key role in our economy, from supporting regional economic growth to anchoring supply chains for larger exporting businesses.

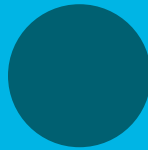
One of our priorities is to provide businesses with an environment in which they can grow and innovate. We know that growing competitive businesses creates jobs and increases exports. Nothing creates sustainable, high-paying jobs and boosts our standard of living better than business confidence and growth.

Nearly half of new jobs are created by small businesses. When small businesses grow and succeed, they raise employment and incomes. Sustainable jobs change lives.

NZ ranks first in the world for 'ease of doing business' in the 2017 World Bank Doing Business Report. But for a country with nearly half a million small businesses, and few very large businesses, it's vitally important that we keep making improvements. Even small productivity gains can make a big difference to NZ's economy.

In a fast-paced world with ever-changing technology and ways of working, having innovative and nimble small businesses is more important than ever.

97 percent of businesses in New Zealand are small businesses



26%

PERCENTAGE OF GDP NEW ZEALAND SMALL BUSINESSES GENERATE

600,000

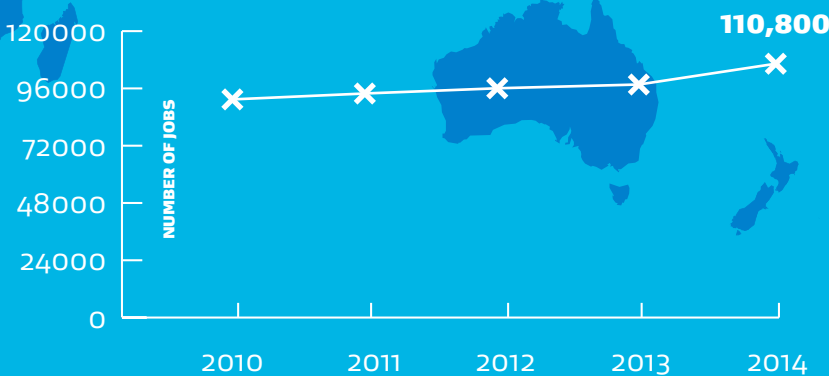
NUMBER OF PEOPLE NEW ZEALAND SMALL BUSINESSES CURRENTLY EMPLOY

25%

PERCENTAGE OF NEW ZEALAND SMALL BUSINESSES THAT ARE EXPORTERS

SOURCE: BUSINESS OPERATIONS SURVEY, SMALL BUSINESS DEFINED AS THOSE WITH 6-19 EMPLOYEES.

NUMBER OF JOBS CREATED THROUGH NEW ZEALAND SMALL BUSINESSES



NUMBER OF NEW ZEALAND EMPLOYEES IN ENTERPRISES THAT EMPLOY 1-19 STAFF BY INDUSTRY

75,380
CONSTRUCTION



34,350
HEALTHCARE

69,660
AGRICULTURE, FORESTRY AND FISHING



27,000
EDUCATION

61,250
RETAIL TRADE



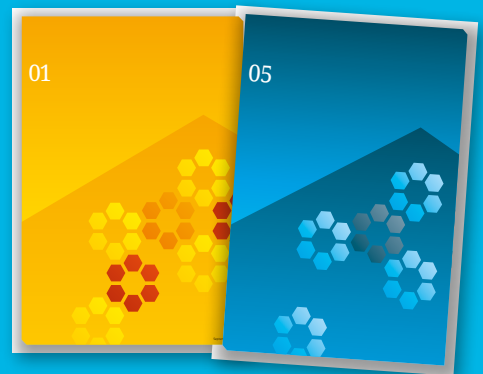
12,000
ARTS AND RECREATION SERVICES

51,260
MANUFACTURING



Regional Growth Programme

THE REGIONAL GROWTH PROGRAMME HELPS REGIONS PRIORITISE ECONOMIC OPPORTUNITIES AND DEVELOP LOCALLY-BASED INITIATIVES TO INCREASE INVESTMENT, EMPLOYMENT AND HOUSEHOLD INCOME.



Business Growth Agenda

THE BUSINESS GROWTH AGENDA CREATES AN ENVIRONMENT FOR ALL BUSINESSES TO THRIVE BY GROWING COMPETITIVE BUSINESSES, CREATING JOBS, AND INCREASING EXPORTS TO THE WORLD.

VISIT WWW.MBIE.GOV.TZ FOR MORE INFORMATION ABOUT INITIATIVES GOVERNMENT HAS TO SUPPORT SMALL BUSINESS.

HELP IS ON HAND

**WHETHER YOU ARE NEW TO BUSINESS OR HAVE AN ESTABLISHED BUSINESS
THE ORGANISATIONS BELOW ARE HERE TO SUPPORT YOU.**

**business.
govt.
nz**



FIRST STOPS

BUSINESS.GOV.T.NZ

Get tips, advice and tools for starting and running your business from across government in one place.

RBP AND BUSINESS MENTORS NZ

Prefer to talk to someone face to face? Your local Regional Business Partner has Business Advisors

available to provide advice, support, industry connections and funding.



**EMPLOYMENT
NEW ZEALAND**

**WORKSAFE
NEW ZEALAND**

HELP WITH GOVERNMENT COMPLIANCE?

ACC

Information and resources about levies, injury prevention and cover options are all online.

EMPLOYMENT NZ

Understand your rights and responsibilities as an employer and find tools to make it easier for you to have a fair and productive workplace.

WORKSAFE

Online guidance, tools and resources to help you understand how to manage your work-related health and safety risks.

INLAND REVENUE

Online tools and advice on how to manage your business tax.

Stats NZ
Tataurangi Aotearoa



CallaghanInnovation
BUSINESSTECHNOLOGYSUCCESS



HELP TO THRIVE AND GROW?

STATS NZ

Use the Data for Business online hub to access reliable business data to help you understand your industry, customers and competitors.

MĀORI AND PACIFIC

Te Puni Kōkiri provides advice, information, connection and funded capability development to help your Māori business grow. Check out the Support for Māori Business booklet for more information.

WORK AND INCOME

A range of services and initiatives to support employers and clients. Access their recruitment service and get matched with the right employees.

CALLAGHAN INNOVATION

NZ's innovation agency provides R&D funding, expertise, innovation skills programmes and connections. Get access to incubators to get quickly to market and accelerators to grow fast.

For Pacific owned businesses, the Pacific Business Trust offers a range of training and capacity building services.

IPONZ

Protect your intellectual property to realise its full economic potential. IPONZ can help you with this important asset.

MFAT

Looking to export or import? Get the most out of NZ's FTAs by using the Tariff Finder.

BETTER USE OF ICT?

Use the Digital Journey tool to give your business a 'digital check-up', or check out Connect Smart to make sure your business' cyber security is up to scratch.

NZTE

We help you to grow and succeed in international markets by giving you access to support, services and expertise.

IMMIGRATION NZ

Get help with finding, hiring and settling workers from overseas.



A GOOD ENVIRONMENT FOR DOING BUSINESS

There are many things, large and small, that we are doing to keep making improvements to support businesses to grow. For example:

- › Stable and responsible fiscal and monetary policies keep interest rates and inflation steady. Stable macroeconomic conditions allow businesses to plan with confidence and make it easier to borrow.
- › Free trade agreements (FTAs) provide advantages for small businesses wanting to export. You can find out more and get the most out of FTAs by using the Tariff Finder at www.mfat.govt.nz.

If you want to supply goods or services to the public sector, you can find out what tenders are open on www.GETS.govt.nz and online resources and tools for tenderers at www.procurement.govt.nz.

HEALTH AND SAFETY

It's ACC's job to provide support if you or your employees are injured so you can get back to business. ACC also has some great resources and information about levies, injury prevention, cover options and what to do if you're new to business, available on its website www.acc.co.nz. You can also call its Business Customer Contact Centre on **0800 222 776**.

ACC is working to move a lot of its services online and make it easier for you to manage your information and account.

WorkSafe New Zealand is the work health and safety regulator. Their vision is that everyone who goes to work comes home healthy and safe, and we know you want that for you and your workers too. WorkSafe provides free guidance, tools and resources to help you understand your responsibilities and how to manage your work-related health and safety risks at www.worksafe.govt.nz.

1. UFB phase one will provide 75% of New Zealanders with fibre by the end of 2019. The recently announced extension goes even further, increasing this to over 84% by the end of 2024.

BUILDING INFRASTRUCTURE

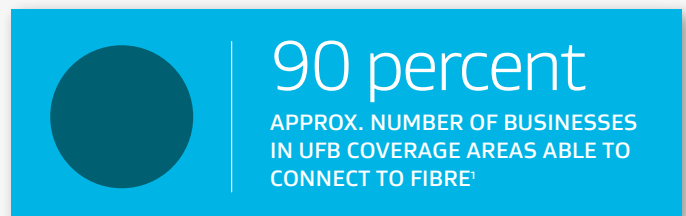
Smart use of the internet can help you grow your businesses more quickly, export higher volumes and create more jobs.

We have invested strongly in ensuring you can access the internet through the Ultra-Fast Broadband (UFB) programme and Rural Broadband Initiative (RBI). The aim is to have 99% of New Zealanders receiving speeds of 50 Mbps or more by 2025.

But access to fast internet isn't enough. For your business to thrive we want to support you to use the internet effectively and to protect yourself from some of the risks of operating online.

Digital Journey is an online tool that can help you use technology, and improve your capability to keep pace with technological change – www.digitaljourney.nz.

Small businesses are the target of 30% of online attacks. Go to the Connect Smart website for advice, tools and resources to protect yourself online – www.connectsmart.govt.nz.



MĀORI AND PACIFIC BUSINESS SUPPORT

As New Zealand becomes more diverse so do our opportunities for growth. Uncovering the potential of Māori and Pacific businesses is important.

The Crown — Māori Economic Growth Partnership *He kai kei aku ringa* is about Māori determining their own economic destiny and succeeding as Māori. Te Puni Kōkiri provides advice, information, connection and funded capability development to help your Māori business grow.

For more information check out the 'Support for Māori Business' booklet at www.mbie.govt.nz.

Some agencies focused on Pacific business needs are the Pacific Business Trust and the Pacific Cooperation Foundation.





SUPPORT TO GROW, INNOVATE AND EXPAND

New Zealand Trade and Enterprise offers support, services and expertise to businesses looking to export.

Visit www.nzte.govt.nz.

Innovation is key to growing productivity. Callaghan Innovation provides access to the innovation system for businesses at all stages of the innovation journey, from start-ups to the most experienced R&D performers.

The intellectual property that your business creates through innovation could be one of your most important assets. The Intellectual Property Office of New Zealand – www.iponz.govt.nz – can help you protect your IP so you can realise its full economic potential.



37,000

NUMBER OF COMPLETED AGREEMENTS IN THE FIRST 10 MONTHS SINCE THE 'EMPLOYMENT AGREEMENT BUILDER' LAUNCH



4.7/5

AVERAGE STAR RATING GIVEN BY USERS OF THE 'EMPLOYMENT AGREEMENT BUILDER'

EMPLOYMENT AND SKILLS

www.employment.govt.nz is your leading source of information on employment in NZ. It has information to help you understand your rights and responsibilities as an employer and tools to make it easier for you to have a fair and productive workplace.

You can also find some great tools to help you know whether, when, how and who to employ on www.business.govt.nz.

Two of our most popular tools are:

- › The 'Employment Agreement Builder' which makes it easy to create legally compliant employment agreements.
- › The 'Employee Cost Calculator' which gives you confidence to take on new staff by estimating the cost of hiring.

If the skills you require aren't available locally, www.immigration.govt.nz helps you understand the immigration process and can even help you find, hire and settle workers from overseas.

Work and Income has a range of services and initiatives to support employers and clients. They'll work with you to find out your recruitment needs, and their aim is to match people to jobs that suit their particular skills.

Talk to Work and Income about assistance by:

- › Talking to a work broker in your local Work and Income service centre
- › Calling the Employer line on **0800 778 008** or
- › Visiting www.workandincome.govt.nz/employers.

INLAND REVENUE'S BUSINESS TRANSFORMATION

NZ's tax system is changing so it will be easier and quicker for you to manage your taxes.

Already you can do a range of new things to better manage your GST online in myIR, including arranging a GST payment at the same time as submitting a return and requesting amendments to already filed returns.

Many businesses use accounting software to file GST. From April 2018, accounting software can calculate and pay your provisional tax based on your current year income. If you choose to use this option, it could give you more certainty with your finances.

Read about other ways IR is changing to give you more time to focus on your business at www.ird.govt.nz/transformation.

HELP WITH STATISTICS

Knowing your market and your industry enables you to make decisions that will help grow your business.

Through Stats NZ's Data for Business online hub, you can find out what's going on in your industry or region. For example, you can find out where your potential customers are by accessing the Market Mapper tool, you can get more information on your industry through the Industry Profiler tool, and assess your financial performance against other firms in your industry using the Industry Benchmark tool.

If you can't find the information you need or would like help using Stats NZ's online tools, talk to one of the friendly Information Advisors on **0508 525 525** or email info@stats.govt.nz.

→ Susan Rhodes

Susan Rhodes has been a health and safety consultant for 15 years. With huge changes to workplace health and safety, she saw an unfulfilled need for an online tool or 'app' for contractor induction and management.

Though her knowledge of health and safety was extensive, Susan had never developed software and had no clear idea where to start. This is where Business Mentors New Zealand enters the story. *"I needed someone who could take an objective look at what I was proposing and to ask the right questions,"* she said.

Through mentoring, Susan was able to confirm her target market, understand the product development process and find the right expert help to create her product.

Susan says the process has been immensely valuable. Her advice to others: take hold of the fear, go out of your comfort zone and push ahead.

www.businessmentors.org.nz or call 0800 209 209.



→ Mish Guru

Mish Guru is the team behind a hugely successful analytics tool for video-messaging app Snapchat.

Through the Callaghan Innovation-funded Lightning Lab Accelerator and Creative HQ, Mish Guru gained:

- › In-depth and tailored mentoring
- › A hub of like-minded entrepreneurs and access to a network of contacts
- › A platform to pitch to investors
- › An amazing workspace and the time and focus to really flesh out their ideas
- › A structured environment to plan milestones, sort out venture governance and measure traction.

Since 2012, businesses report that the effort of dealing with government has reduced by 7%

→ Tōrere Macadamias

Tōrere Macadamias Limited is a whānau-based organic macadamia development company, dedicated to establishing a commercial macadamia nut industry in Aotearoa.

"The advice and support provided by NZTE helped me develop a comprehensive Investment Memorandum to present to investors," Vanessa Hayes, Tōrere Macadamias Director says. *"They helped me gain some really valuable insight into the business, and identify different investment options – for now and in the future".*



NEED SOME HELP?



BUSINESS.GOV.TZ

We know running a small business can be hard work, often with long hours.

To make it easier for you to understand legislation and get the right government support, **business.govt.nz** brings together key information from 24 government agencies and the private sector all in one place, specially designed for small businesses in NZ.

At **business.govt.nz** you'll find free, easy-to-use tools, templates and tips on a range of subjects like tax and accounting, hiring and managing people, and building business confidence. These tools make it easier to comply with government so you can get on with making your business a success.

To get our monthly updates, news and guidance go to **business.govt.nz/subscribe** – and join the other 200,000 small businesses who already receive this email newsletter.



NEW ZEALAND BUSINESS NUMBER (NZBN)

The NZBN is a globally unique business identifier. It will make it easier and faster for you to share and update your business information and will transform how businesses work with each other and with government.

It will make it easier to maintain important business information creating efficiency gains and reducing costs, eventually saving NZ small businesses millions of dollars each year.

All companies registered in NZ have been allocated NZBNs. Later in 2017 all other businesses will be able to have an NZBN.

REGIONAL BUSINESS PARTNERS

There are 14 Regional Business Partners (RBPs) around the country to help local businesses grow at different stages in their lifecycle.

RBPs have been set up by New Zealand Trade and Enterprise and Callaghan Innovation to work with local businesses to give advice, support, connections and access to funding to help them grow and innovate.

Through the RBP, you may be eligible to access capability vouchers for expertise and training from over 800 accredited providers around the country. You can also work with the RBP to access Callaghan Innovation's full range of programmes, services, funding and advice.

You can also access Business Mentors New Zealand through your RBP. Business Mentors are experienced, successful NZ business people who know what it means to be in business and are willing to share those experiences to support and advise other businesses.

Find your local RBP by visiting www.regionalbusinesspartners.co.nz.

BETTER FOR BUSINESS

Many of the initiatives you've read about here are part of the Government's Better for Business initiative, which is a group of ten agencies working together to change the way government deals with business. We've made good progress: businesses tell us that since 2012 the effort of dealing with government has reduced by seven percent, and the gap between public and private sector service standards has almost halved.

You can read more by searching for Better for Business on www.mbie.govt.nz.

ISBN 978-1-98-851741-4 (ONLINE)
MB14047_2910_MARCH 2017

