

MAY 2018

# New Zealand's Support for Small Business

*This document helps small businesses navigate the support government offers.*



MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT  
HĪKINA WHAKATUTUKI

New Zealand Government

## MINISTER'S STATEMENT

In my view small businesses are the backbone of the New Zealand economy. When you consider the number of jobs created by small businesses, alongside the contribution to GDP, it's hard to disagree. Therefore the success and growth of the sector is vitally important to our country's economic and social wellbeing.

Owning a small business can be incredibly challenging, yet it can be one of the most rewarding things you can do. My background before getting into politics was in business – strategic planning, business strategy and management – so I know the challenges small businesses face. One of the biggest challenges is deciding how much you want your business to grow. Are you looking for the bach, barbeque and boat lifestyle, do you want to become the next big thing or something else entirely?

Whatever it is you want to achieve, spending less time dealing with compliance and navigating government services leaves you with more time working to reach your goals.

There are many ways government can help you in your business, but often those services are hard to navigate because they're not available through one single department. Also, the language of government can be confusing, and this adds to frustration and a feeling of isolation.

My role as Minister for Small Business is to advocate for you, and to make sure you have a voice around the table when decisions are made. I plan to use this voice to be a champion for small business, and to work hard to make sure the many government services available to you are as easy as possible to navigate.

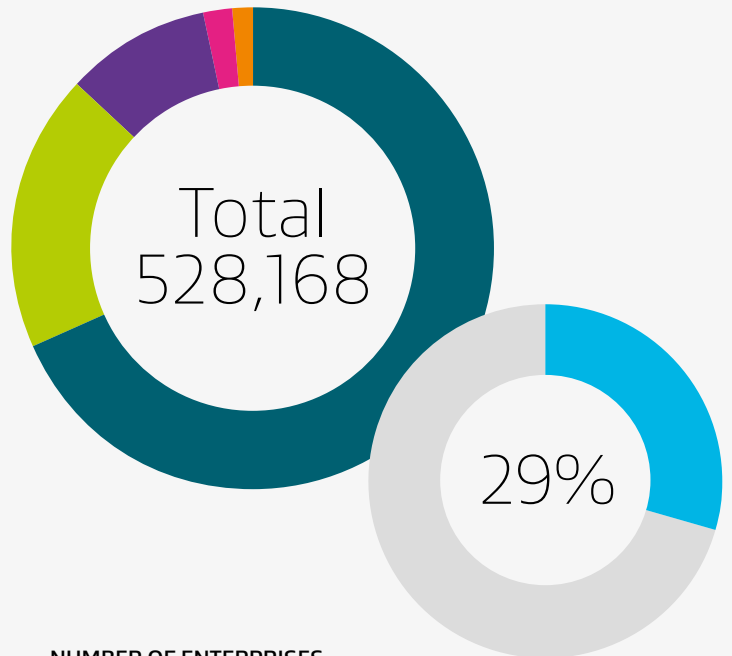
This Small Business Booklet is one of the resources which can help. It outlines many of the services available to you, and it will be regularly updated to ensure it remains relevant, and helpful.

I'm proud to be serving as the Minister for Small Business, and I'm looking forward to meeting and working with you as we develop an environment that encourages and supports you in achieving your goals.

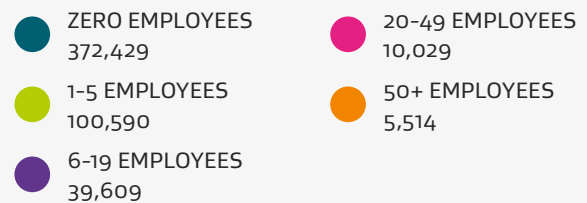


**Hon Stuart Nash**  
Minister for Small Business

**Small businesses generate 28% of New Zealand's GDP and employ over 600,000 people.**



### NUMBER OF ENTERPRISES BY SIZE GROUP



### PERCENTAGE OF NEW ZEALAND'S WORKFORCE EMPLOYED BY SMALL BUSINESS

- SMALL BUSINESSES EMPLOY 29% OF EMPLOYEES

### 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, supporting regional economic growth and supplying 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.

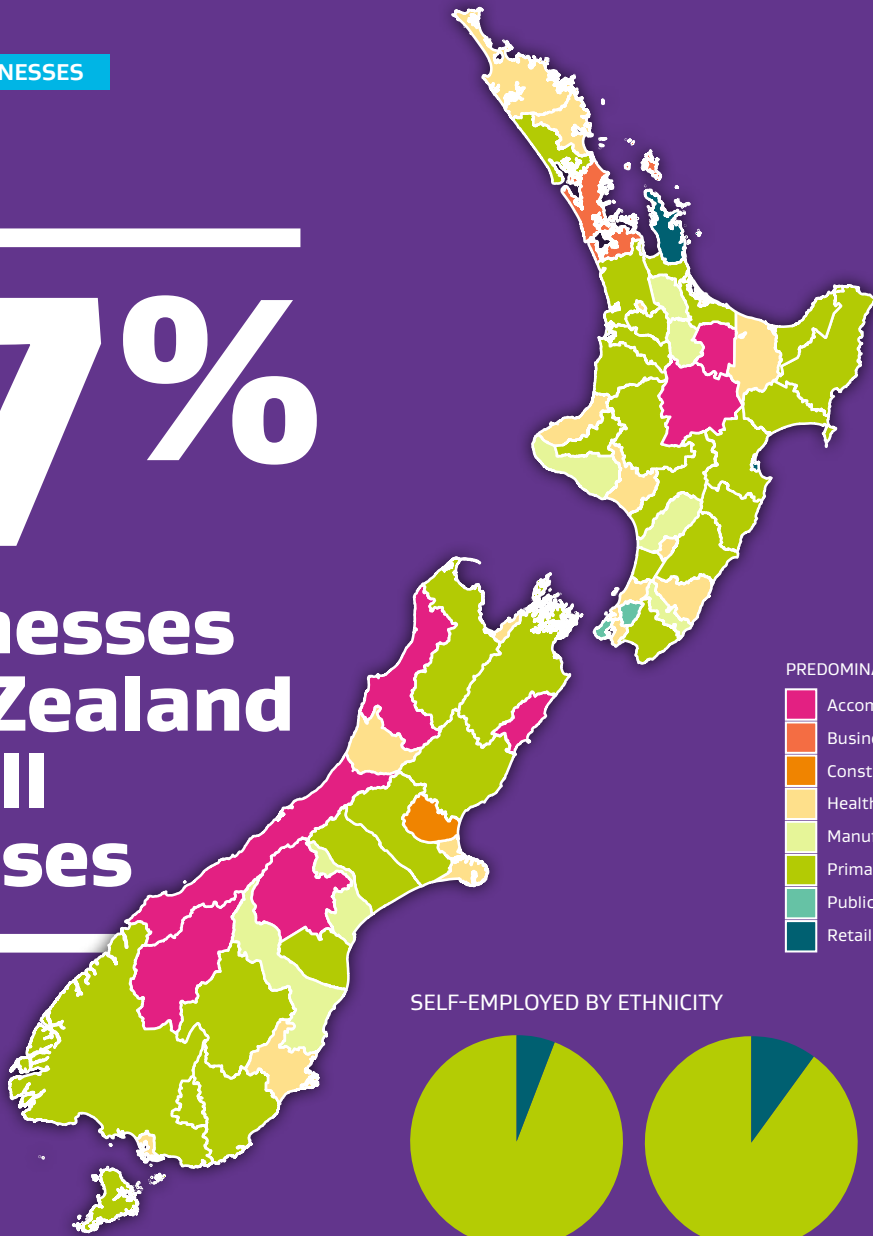
Nearly half of new jobs are created by small businesses. When small businesses grow and succeed, they raise employment and incomes. Sustainable jobs change lives.

New Zealand ranks first in the world for doing business. But for a country with over 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%

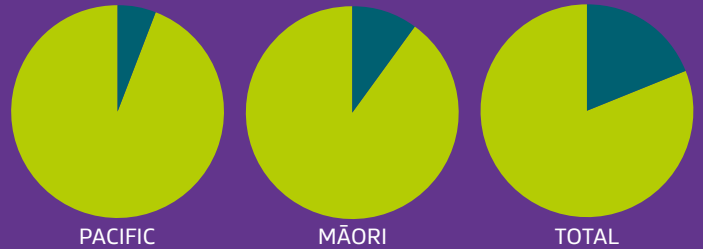
## of businesses in New Zealand are small businesses



PREDOMINANT INDUSTRY

- Accommodation and food services
- Business services
- Construction
- Healthcare
- Manufacturing
- Primary industries
- Public administration
- Retail trade

SELF-EMPLOYED BY ETHNICITY



PACIFIC

MĀORI

TOTAL

■ SELF EMPLOYED ■ REST OF EMPLOYED

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

80,900  
CONSTRUCTION



51,700  
MANUFACTURING

73,900  
ACCOMMODATION AND FOOD SERVICES



47,400  
OTHER SERVICES

68,400  
PRIMARY INDUSTRIES



36,300  
WHOLESALE TRADE

62,500  
RETAIL TRADE



34,500  
HEALTHCARE

59,800  
PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES



27,450  
EDUCATION



28%

PERCENTAGE OF GDP NEW ZEALAND SMALL BUSINESSES GENERATE



631,200

NUMBER OF PEOPLE NEW ZEALAND SMALL BUSINESSES CURRENTLY EMPLOY



# HELP IS AT HAND

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



business.govt.nz

Regional Business Partner Network

## FIRST STOPS

### BUSINESS.GOV.NZ

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

### REGIONAL BUSINESS PARTNER NETWORK

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

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



## 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.

### MINISTRY FOR PRIMARY INDUSTRIES

Information and resources to help you figure out food rules and choose if and where to export. They have tools, templates and guidance material to help you get it right.

### INLAND REVENUE

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

### WORKSAFE

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



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA  
QUALIFY FOR THE FUTURE WORLD  
KIA NOHO TAKATŪ KI TŌ ĀMUA AOI

## HELP TO THRIVE AND GROW

### STATS NZ

Stats NZ Information Centre advisors provide free help with finding Stats NZ data that's relevant to your business.

### MĀORI BUSINESS

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.

### INTELLECTUAL PROPERTY OFFICE OF NEW ZEALAND (IPONZ)

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

### 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.

### PACIFIC BUSINESS

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

### NEW ZEALAND TRADE AND ENTERPRISE (NZTE)

NZTE is New Zealand's international business development agency. NZTE exists to grow New Zealand businesses internationally, and grow them bigger, better, and faster.

### MINISTRY OF FOREIGN AFFAIRS AND TRADE (MFAT)

Looking to export or import? MFAT negotiates Free Trade Agreements and helps connect you to offshore markets.

### BETTER USE OF ICT

Businesses can use the Digital Journey tool to have a 'digital check up', or check out Connect Smart to make sure that cyber security is up to scratch.

### NEW ZEALAND QUALIFICATIONS AUTHORITY (NZQA)

Information on where to upskill yourself or your staff. You can also find information on the skills and knowledge a potential employee has.

### IMMIGRATION NZ

If the skills you require aren't available locally, get help with finding, hiring and settling workers from overseas.

### NZ CUSTOMS SERVICE

Get help for your business to expand into overseas markets, including guidance on export and import procedures.

### 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.



## BUSINESS.GOV.T.NZ

Running a small business can be hard work, often with long hours.

To make it easier for you to understand your legal obligations and get the right government support, [www.business.govt.nz](http://www.business.govt.nz) brings together information from 24 government agencies and private sector experts in one place, specially designed for small businesses in NZ.

At [www.business.govt.nz](http://www.business.govt.nz), businesses can find free, easy-to-use tools, templates and tips on subjects like tax and accounting, hiring and managing people, and leadership and management. These tools help you comply with government requirements and improve your business performance.

To get monthly updates and guidance, go to [www.business.govt.nz/subscribe](http://www.business.govt.nz/subscribe) and join the 220,000+ small businesses who already receive the email newsletter.

## REGIONAL BUSINESS PARTNERS

**Regional Business Partner (RBP) Growth Advisors** are the first port of call for businesses looking to grow. By taking a bird's eye view of a business, they help business owners connect with the right resources, experts and networks.

Growth advisors also help with access to business mentoring services, management training support, innovation services, and grants.

The RBP Network is funded by New Zealand Trade and Enterprise and Callaghan Innovation and is delivered in partnership with local organisations.

Find a local RBP Growth Advisor at [www.regionalbusinesspartners.co.nz](http://www.regionalbusinesspartners.co.nz)





## EMPLOYMENT AND SKILLS

**Employment New Zealand** has information to help employers understand their rights and responsibilities, along with tools to help create a fair and productive workplace. [www.employment.govt.nz](http://www.employment.govt.nz) is the place for information on employment in New Zealand.

Check out the online Employment Learning Modules at [www.employment.govt.nz/els](http://www.employment.govt.nz/els)

These modules cover everything from working arrangements to leave, from employment agreements to pay and wages, and help businesses get a handle on employment law, have more productive staff and avoid non-compliance. Registration is free and it's easy.

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

## HEALTH AND SAFETY

**ACC** helps New Zealanders get back to everyday life after an accident. After an accident, ACC works with business owners and workers to help manage any injuries and keep businesses running.

Everyone in New Zealand who works or owns a business pays levies so that ACC can do this. The levies business owners pay provide cover for businesses and for people – every business's most important asset.

To work more closely with businesses, ACC has launched MyACC for Business, a new online tool that helps business owners manage their levy accounts.

**WorkSafe New Zealand** is New Zealand's workplace health and safety regulator. Their vision is that everyone who goes to work comes home healthy and safe. WorkSafe provides free guidance, tools and resources to help businesses understand their responsibilities, as well as how to manage work-related health and safety risks. Check out what they can offer at [www.worksafe.govt.nz](http://www.worksafe.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.

He kai kei aku Ringa, the Crown-Māori Economic Development Strategy, is about Māori determining their own economic destiny and succeeding as Māori.

**Te Puni Kōkiri's** Māori Business Growth Support provides information, connection, advice, and, for some, investment to further develop their capability to grow their business. Other agencies also provide business support for Māori using a kaupapa Māori approach. In 2018-19, MBIE is providing free workshops on business skills to Māori SMEs. Look out for Pakihi workshops coming to your town.

For more information check out the 'Support for Māori Business' booklet at [www.mbie.govt.nz](http://www.mbie.govt.nz)

MBIE's Pacific Economic Strategy outlines support for Pacific people to participate and share in New Zealand's economic success. One of its key economic outcomes is more sustainable Pacific-owned businesses. Find out more at [www.mbie.govt.nz](http://www.mbie.govt.nz)

The **Pacific Business Trust** provides support for Pacific businesses and entrepreneurs in New Zealand, and the **Pacific Cooperation Foundation** promotes Pacific regional cooperation for sustainable economic development. Check them out at [www.pacificbusiness.co.nz](http://www.pacificbusiness.co.nz) and [www.pcf.org.nz](http://www.pcf.org.nz)



70,000+

NUMBER OF COMPLETED AGREEMENTS SINCE THE 'EMPLOYMENT AGREEMENT BUILDER' LAUNCH



4.7/5

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

The **New Zealand Qualifications Authority** quality assures all qualifications in the New Zealand Qualifications Framework. The framework helps employers understand qualification types and levels, and what a graduate knows and can do.

The New Zealand Record of Achievement (NZRoA) enables employers to see the relevant New Zealand qualifications, skills and knowledge a potential employee has.

[www.nzqa.govt.nz/nzroa](http://www.nzqa.govt.nz/nzroa)

Looking to upskill yourself or your staff? Small business qualifications (developed in consultation with business) and information on the providers that offer them are at [www.nzqa.govt.nz/busquals](http://www.nzqa.govt.nz/busquals)

Check out what NZQA can offer businesses by ringing 0800 697 296 or emailing [helpdesk@nzqa.govt.nz](mailto:helpdesk@nzqa.govt.nz)

**Immigration New Zealand** provides information and resources to help businesses find, get and keep the best skilled migrants when suitable New Zealand staff can't be recruited. Check out [www.immigration.govt.nz](http://www.immigration.govt.nz) for information about processes and to access online products and services.

**Work and Income's** services and initiatives support employers and job seekers. Work and Income works with businesses to find out recruitment needs, and match people to jobs.

Check out [www.workandincome.govt.nz/employers](http://www.workandincome.govt.nz/employers). Business owners can also drop into any Work and Income service centre, or call Work and Income's employer line on 0800 778 008.



## HELP WITH STATISTICS

If you want information about customers, or an industry or region, the **Stats NZ** Information Centre can help with finding useful data. The trained advisors at the Centre answer thousands of business questions for free every year. This saves businesses time and effort in navigating data – everything from customer demographics to regional population data, wage movements to industry trends, and more.

Businesses can chat online with Information Centre advisors at [www.stats.govt.nz](http://www.stats.govt.nz), on 0508 525 525 during business hours, or by emailing to [info@stats.govt.nz](mailto:info@stats.govt.nz)

## BETTER USE OF ICT

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](http://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](http://www.connectsmart.govt.nz).

## HELP WITH INNOVATION

**Callaghan Innovation** is New Zealand's innovation agency and provides research and development funding, expertise, innovation skills programmes, and connections. Callaghan Innovation helps businesses grow and get products and services to market quickly by providing access to business incubators and accelerators.

Check out [www.callaghaninnovation.govt.nz](http://www.callaghaninnovation.govt.nz)

**The Intellectual Property Office of New Zealand** helps businesses protect their intellectual property so they can realise their full economic potential. Check out IPONZ at [www.iponz.govt.nz](http://www.iponz.govt.nz)

## SUPPLYING THE PUBLIC SECTOR

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](http://www.GETS.govt.nz) and online resources and tools for tenderers at [www.procurement.govt.nz](http://www.procurement.govt.nz)



## HELP WITH IMPORTING AND EXPORTING

**Customs** can help businesses expand into international markets.

Customs provides advice on import and export procedures, as well as guidance on valuation, origin and classification for imports and exports. Customs can even provide information on excise, including for fuel, alcohol and tobacco, and can advocate with other customs administrations for businesses.

Check out [www.customs.govt.nz](http://www.customs.govt.nz) or email or phone on [feedback@customs.govt.nz](mailto:feedback@customs.govt.nz) or 0800 428 786.

Small food business owners know figuring out food rules and choosing if and where to export can be confusing. **The Ministry for Primary Industries (MPI)** is always finding new ways to make it easier for businesses to follow food rules, while making sure businesses benefit from smart technology and a focus on their customers.

The MPI team can help businesses navigate what to do and in the easiest way. They have tools, templates and guidance material to help businesses get it right.

Contact MPI on 0800 00 83 33 (New Zealand only) or visit [www.mpi.govt.nz](http://www.mpi.govt.nz)

**The Ministry of Foreign Affairs and Trade** helps businesses achieve their exporting goals.

Whether it's by negotiating improved access to overseas markets, or using its network of offshore posts to help exporters with in-market understanding and connections, MFAT helps exporters overcome barriers to trade and expand potential markets for products and services. Get the most out of NZ's Free Trade Agreements by using the Tariff Finder at [www.mfat.govt.nz](http://www.mfat.govt.nz)

**New Zealand Trade and Enterprise** works with export businesses, whether you are just starting out as an exporter or are seeking to expand into new markets. NZTE can help you by sharing practical tools and knowledge or by providing tailored help so you can more easily navigate your international journey. For more information visit [www.nzte.govt.nz](http://www.nzte.govt.nz) or call the Advisor team on 0800 55 58 88.



## NEW WAY TO PAY PROVISIONAL TAX AMONG CHANGES TO MAKE TAX EASIER FOR SMALL BUSINESS

New Zealand's tax system is changing to make it easier and quicker to manage taxes. Businesses can already do a range of things to manage GST online, and IR has just added another way to make paying taxes as painless as possible.

The Accounting Income Method or AIM is the new pay-as-you-go way to manage provisional tax using approved accounting software. AIM calculates payments on the current year's cashflow, so businesses pay provisional tax only when making a profit.

It has also become easier for employers to manage a range of taxes online. These include fringe benefit tax, portfolio investment entity (PIE) returns, withholding taxes on interest and dividends, and gaming machine duty.

Check out other ways IR is working to give you more time to focus on your business at [www.ird.govt.nz/transformation](http://www.ird.govt.nz/transformation)

## BETTER FOR BUSINESS

The Better for Business initiative is about making significant improvements to businesses' experience as customers of government. Made up of ten government agencies, Better for Business's vision is that businesses gain value from easy and seamless dealings with government. Better for Business supports businesses so they can operate more efficiently and effectively, improving productivity, incomes and the well-being of all New Zealanders.

Find out more by going to [www.mbie.govt.nz](http://www.mbie.govt.nz) and searching for Better for Business.



## NEW ZEALAND BUSINESS NUMBER

Sick of repeating the same information over and over? The New Zealand Business Number is a unique identifier that links to key information about a business, like names and phone numbers. Anyone can recognise a business by its NZBN, so business owners don't have to keep repeating the same details when dealing with other businesses or government. Businesses can also use the NZBN to check the details of customers and suppliers, offering increased business certainty. All businesses in New Zealand can have an NZBN – big companies, self-employed individuals, even charities and trusts. It's online, secure, free and saves businesses time and money. Learn more at [www.nzbn.govt.nz](http://www.nzbn.govt.nz)



ISBN 978-1-98-853577-7 (online) 3670\_MAY 2018

