New Zealand’s Support for Small Business

This document helps small businesses navigate the support government offers.
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.
97% of businesses in New Zealand are small businesses.

Number of New Zealand employees in enterprises that employ 1-19 staff by industry:

- Construction: 80,900
- Accommodation and Food Services: 73,900
- Primary Industries: 68,400
- Retail Trade: 62,500
- Professional, Scientific and Technical Services: 59,800
- Manufacturing: 51,700
- Wholesale Trade: 36,300
- Healthcare: 34,500
- Education: 27,450

Percentage of GDP New Zealand small businesses generate: 28%

Number of people New Zealand small businesses currently employ: 631,200
WHETHER YOU ARE NEW TO BUSINESS OR HAVE AN ESTABLISHED BUSINESS
THE ORGANISATIONS & SERVICES BELOW ARE HERE TO SUPPORT YOU.

**FIRST STOPS**

<table>
<thead>
<tr>
<th>Business.govt.nz</th>
<th>Regional Business Partner Network</th>
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<tbody>
<tr>
<td>Help is at hand.</td>
<td>Growth Advisors available to provide advice, support, industry connections and funding.</td>
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**HELP WITH GOVERNMENT COMPLIANCE**

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<tr>
<th>ACC</th>
<th>Employment NZ</th>
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<tr>
<td>Information and resources about levies, injury prevention and cover options are all online.</td>
<td>Understand your rights and responsibilities as an employer and find tools to make it easier for you to have a fair and productive workplace.</td>
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<tr>
<td>Inland Revenue</td>
<td>Worksafe</td>
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<tr>
<td>Online tools and advice on how to manage your business tax.</td>
<td>Online guidance, tools and resources to help you understand how to manage your work-related health and safety risks.</td>
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**HELP TO THRIVE AND GROW**

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<tr>
<th>Stats NZ</th>
<th>Māori Business</th>
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<tr>
<td>Stats NZ Information Centre advisors provide free help with finding Stats NZ data that’s relevant to your business.</td>
<td>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.</td>
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<tr>
<td>Callaghan Innovation</td>
<td>Pacific Business</td>
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<tr>
<td>Aotearoa’s innovation agency provides R&amp;D funding, expertise, innovation skills programmes and connections. Get access to incubators to get quickly to market and accelerators to grow fast.</td>
<td>For Pacific-owned businesses, the Pacific Business Trust offers a range of training and capacity-building services.</td>
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<tr>
<td>Ministry of Foreign Affairs and Trade</td>
<td>Better Use of ICT</td>
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<td>NZ’s innovation agency provides R&amp;D funding, expertise, innovation skills programmes and connections. Get access to incubators to get quickly to market and accelerators to grow fast.</td>
<td>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.</td>
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<tr>
<td>Immigration NZ</td>
<td>NZ Customs Service</td>
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<td>If the skills you require aren’t available locally, get help with hiring and settling workers from overseas.</td>
<td>Get help for your business to expand into overseas markets, including guidance on export and import procedures.</td>
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**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.

**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.

**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.
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 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, 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 and join the 220,000+ small businesses who already receive the email newsletter.

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
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 is the place for information on employment in New Zealand.

Check out the online Employment Learning Modules at 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

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.

AVERAGE STAR RATING GIVEN BY USERS OF THE ‘EMPLOYMENT AGREEMENT BUILDER’

4.7/5

NUMBER OF COMPLETED AGREEMENTS SINCE THE ‘EMPLOYMENT AGREEMENT BUILDER’ LAUNCH

70,000+

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

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

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 and www.pcf.org.nz

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

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

Check out what NZQA can offer businesses by ringing 0800 697 296 or emailing 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 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. 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, on 0508 525 525 during business hours, or by emailing to 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
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.

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
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

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 and online resources and tools for tenderers at 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 or email or phone on 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
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
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 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

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

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 and searching for Better for Business.