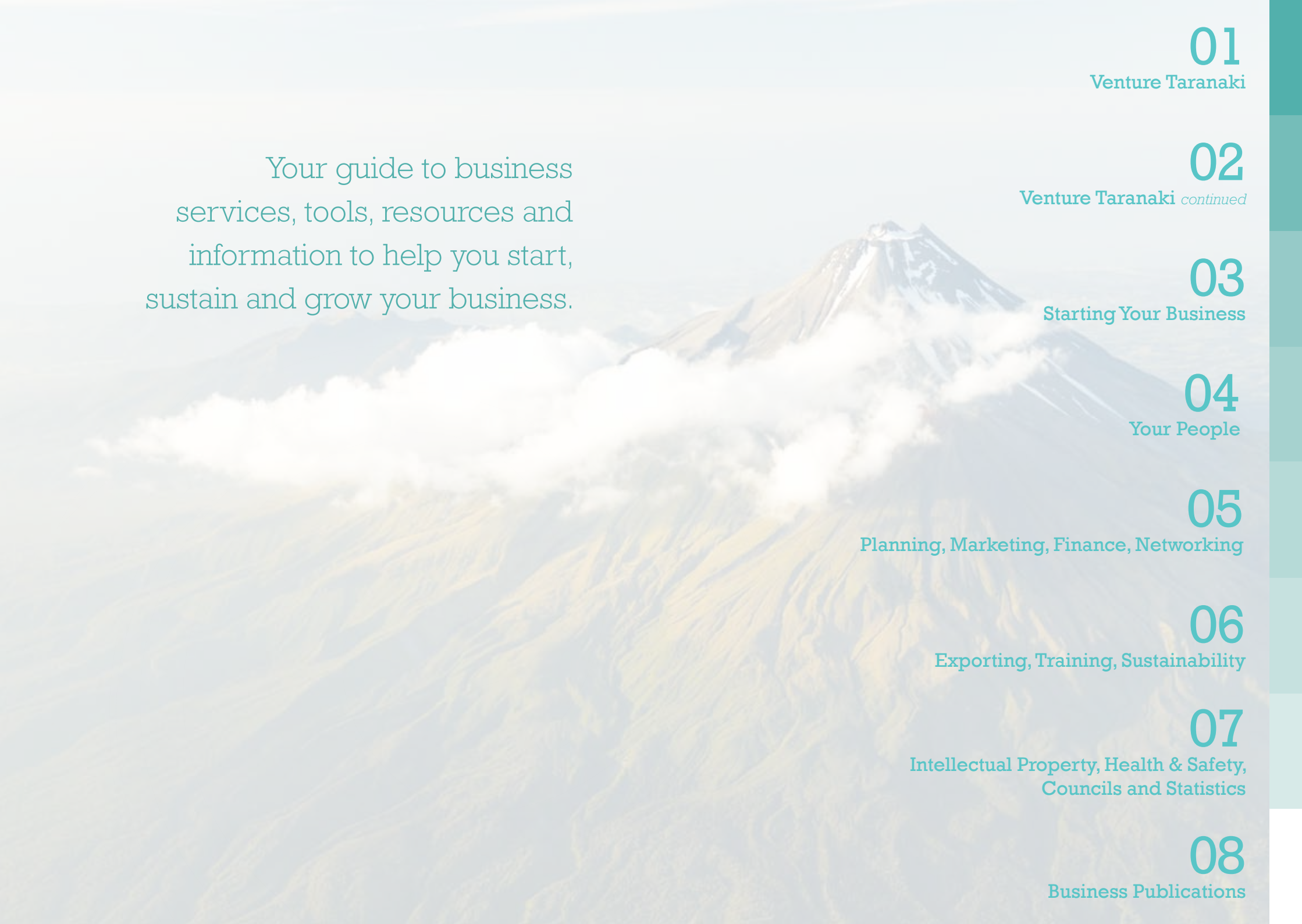


Taranaki Business Toolkit

Your guide to accessing services and resources to grow and develop your business



Your guide to business services, tools, resources and information to help you start, sustain and grow your business.

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About Venture Taranaki



As the Regional Development Agency, Venture Taranaki has extensive knowledge and expertise to help you develop your business. Venture Taranaki works with start-up and small businesses right through to high growth and larger companies in the region. From signposting and referrals to business growth, strategic planning, funding, exporting, marketing, tourism and regional branding, Venture Taranaki can assist.



Business Support & Advice

Our experienced team can offer you guidance, referrals and business support. They can also signpost you to other areas of support and expertise.

Workshops & Training

Stay connected to Venture Taranaki to access information, workshops and training specifically for Taranaki businesses.

Exporting

If you are looking to take your products or services global, get in touch with Venture Taranaki to find out about upcoming training seminars, workshops, market intelligence services and expert referrals to help you get there. If you are already an exporter enquire about our ExporTar network.

Research & Development

Venture Taranaki can help you boost your research and development with information on funding sources and access to expertise and advice. Talk to a business advisor or go to www.technz.co.nz

Venture Taranaki can help turn your business idea into reality, with a range of products and services to grow and develop your business.



Venture Taranaki can help you boost your research and development with information on funding sources and access to expertise and advice.

New Zealand Trade & Enterprise

Venture Taranaki is a regional link to New Zealand's national economic development agency – New Zealand Trade & Enterprise (NZTE). NZTE provides extensive information and resources to businesses looking to develop their knowledge and expertise, tap into international networks and opportunities, explore export markets and access capital and investment.

www.nzte.govt.nz

Venture Taranaki is your one-stop shop for business assistance.



Market Intelligence & Research

Venture Taranaki provides a wide range of research free to the public and business community. This includes Taranaki Trends which provides a six monthly snapshot of the region's economy, regular Taranaki Business Surveys, a wide range of economic impact studies, and commissioned research reports on key sectors. All of the above can be found on Venture Taranaki's website. www.taranaki.info/business

Business Investment

If you need capital to grow your business or investment to commercialise an idea talk to an advisor at Venture Taranaki about the options available to you.

Enterprise News



Stay connected with what's going on in the Taranaki economy by subscribing to Venture Taranaki's free business electronic newsletter.

Register at www.taranaki.info/business

www.taranaki.info

▼ Venture Taranaki

Business Mentors New Zealand



As a small business you can access experienced and successful business people who are willing to share their expertise and knowledge to help your business grow and develop. Apply for a business mentor at www.businessmentor.org.nz or phone Venture Taranaki on 06 759 5150. www.taranaki.info/business

Venture Taranaki's Website

Round the clock information is available at the region's official website www.taranaki.info. Stay up to date with news, events, market intelligence, training opportunities, industry updates, services and much, much more. You can also find us on Facebook and Twitter.

www.twitter.com/taranaki_nz

www.facebook.com (search *taranaki like no other*)



Small businesses can access experienced and successful business people who are willing to share their expertise and knowledge.

Industry Initiatives

Venture Taranaki coordinates and leads major projects that have the potential to create a sustainable difference to an industry sector and the broader Taranaki economy. This includes facilitation of the Oil and Gas Specialist Technologies (OGST) cluster at www.oilandgas.co.nz

Funding

Venture Taranaki is knowledgeable on funding opportunities and attracts a significant level of funding every year for a range of individual businesses to enable business growth and research and development. For more information on available funding options contact Venture Taranaki's business advisors.

Māori Business

Venture Taranaki acknowledges the contribution and potential of Māori business and can provide signposting, information and services to iwi and hapu to facilitate Māori business development.

The Taranaki Jobs Website

Taranaki employers can advertise upcoming jobs to a global audience of job-seekers as well as search the talent pool to fill current vacancies with this free online resource. Register now at www.taranaki.info/jobs

Whether you're starting out in business or established and looking to grow, Venture Taranaki can help you.



To find out how Venture Taranaki can help you contact www.taranaki.info or 06 759 5150

Thinking of starting a business? Here's what you need to consider

Business Start-Up Clinic

Contact Venture Taranaki to arrange for a free one-on-one session with a business advisor to discuss all your questions about starting a business.

Business Planning



A good plan will give you credibility with banks and lenders, focus your ideas, give you an accurate idea

of costs, and a road map for achieving your vision. There are plenty of resources available to help you with this process, such as the free New Zealand Trade and Enterprise 'Planning for Success' guide, which can be downloaded from www.nzte.govt.nz or see www.business.govt.nz for extensive information, checklists and resources.

Legal

A qualified legal professional can outline the legal risks, obligations and implications of starting a business such as;

- Company structure
- Partnership agreements
- Leasing and tenancy agreements
- Employment contracts
- Intellectual property
- Legislation that may affect your business.

All these points are worth discussing with your legal advisor early in the process. Don't be afraid to ask the hard questions - that is what your advisors are for!

Getting sound advice in the beginning can really assist a business in the future.



Financial

Getting sound financial advice in the beginning can really assist a business in the future. Accountants can advise you on issues such as;

- Business structure
- Tax considerations
- Cash flow management
- Balance sheets
- Bookkeeping
- Compliance
- Annual accounts.

Accountants not only understand the numbers in a business they are also a valuable source of information on general business practices.

Taxation

It is essential to understand your tax obligations when starting a business. Your obligations will vary according to the size, shape and type of business you're starting. Visiting the Inland Revenue Department website www.ird.govt.nz – or freephoning 0800 377 774 – is a great place to start, with lots of useful information and publications available such as **'Smart Business' – (IR-320)**.

Banks

Banks have a wealth of useful resources for businesses, and most of them are free. Take the opportunity to talk to your bank manager and see what they can offer or visit them online. Banks have a great range of tools and templates to help you work out your potential cash flow, and profit and loss forecasts, plus business plan templates and more.

"Fail to plan, plan to fail".

Anon

Registering a Company

When you want to register a company, one place to do this is online at the Companies Office – www.companies.govt.nz. You can register your company, search for a company name, and down the track file your annual returns, director list and company information.

General Business

See what it takes to own your own business and where to start at the government's business website www.business.govt.nz. The site offers free online start-up training modules, information, checklists and templates to help you get your business going.

Making Sure Your Idea Will Work

Before you start a new business, it is important to investigate whether there is a market for your product or service, what the competition is, how the business will be financed and how you can lower the risks. NZTE have a great publication that can help you answer these questions. Download a copy of NZTE's 'Make Sure Your Idea Will Work' at www.nzte.govt.nz



▼ Your People

People are a critical element of any business. If you're an employer or likely to become one, these resources could be of help to you.

The Taranaki Jobs Website

Employers can advertise their vacancies to a global audience of job-seekers as well as search the available talent pool with this free online resource. Register now at www.taranaki.info/jobs

Department of Labour



A huge amount of information on everything to do with hiring, keeping and dismissing staff. You

can find information on employment relations, health and safety, immigration, labour markets and useful online tools and calculators. See www.dol.govt.nz

Where can you get an employment agreement?

- The Department of Labour offers a free employment agreement builder on its website at www.dol.govt.nz
- Visit your lawyer and get an employment agreement specifically designed for your business and employees. They can also provide you with valuable advice about employing staff and clarify any other employment issues.
- Speak to your industry association as it may have agreements specifically designed for your industry.

KiwiSaver

KiwiSaver is a voluntary, work-based savings initiative with a range of membership benefits. Visit www.kiwisaver.govt.nz or www.ird.govt.nz to check your obligations as an employer.



Venture Taranaki's Lifestyle Toolkit gives an overview of the Taranaki lifestyle, region, landscape, attractions, events, industry and more.



Venture Taranaki's Lifestyle Toolkit

Venture Taranaki's Lifestyle Toolkit is a great resource for employers looking to attract talent into the region as it gives an overview of the Taranaki lifestyle, landscape, attractions, events, industry and more. If you are interested in picking up a pack visit Venture Taranaki or get a copy online at www.taranaki.info

Employment Relations



The Department of Labour has a wealth of information and support for employers, employees, unions and workplaces. Information is available on employment agreements, holiday entitlements, parental leave, flexible working hours, problem solving, redundancy and restructuring, collective bargaining and more. Call 0800 20 90 20 or visit www.ers.govt.nz

Immigration New Zealand offers information about life in New Zealand, obtaining visas, business and investment opportunities, employment, education and settlement support. For more information visit www.immigration.govt.nz

Employers Chamber of Commercial Central (ECCC)

This membership-based organisation provides advice on employment relations, occupational and workplace safety, training and education courses, events, networking opportunities and has a range of useful publications. Visit www.emacentral.org.nz for more information.

Accident Compensation Corporation (ACC)

ACC provides comprehensive, no-fault personal injury cover. Get information on your obligations as an employer regarding levies, safe workplace practices, injury prevention and work place safety at www.acc.govt.nz or call 0800 222 776.

Human Resources Institute of New Zealand (HRINZ)

HRINZ is the professional organisation for people who are interested or involved in the management and development of human resources. They have links to human resource information, careers in human resources and seminars. For more information visit www.hrinz.org.nz

▼ Planning, Marketing, Finance and Networking

▼ Business Planning

Venture Taranaki Business Advisors

Make an appointment with one of Venture Taranaki's business advisors to discuss your business plans.

NZTE's Business Planning Guide – 'Planning for Success'

A business plan is an integral part of your business. The 'Planning for Success' guidebook will help you through all aspects of a successful business plan with tasks, templates and questions to structure your thoughts and ideas. Get a copy from www.nzte.govt.nz or the Venture Taranaki offices.



▼ Marketing

Venture Taranaki Business Info Sheets

These can assist you with developing aspects of your business, including



dealing with the media, how to use search engines, social media and promoting your products on line and in print.

www.taranaki.info/business

business.govt.nz brings together some of the best online business planning and marketing resources.

Visit the website to find a collection of effective business planning and marketing tools.

▼ Finance

Business.govt.nz

Provides information and free online training on issues such as financing your business, terms of trade, pricing, costing, understanding your financial statements, financial record keeping and getting paid on time. www.business.govt.nz

Banks

Speak with your bank manager and see what assistance and tools they have available to help you and your business succeed.

Accountants

Accounting professionals not only look after your books and finances, they are a great source of business advice.

Business Investment

If you need capital to grow your business or investment to commercialise an idea talk to an advisor at Venture Taranaki about the options available to you.

Funding

Venture Taranaki is knowledgeable on funding opportunities for businesses and attracts a significant level of funding every year for a range of individual businesses to enable business growth and research and development. For more information on available funding options contact Venture Taranaki.

Venture Capital

- **Escalator Service**
www.escalator.co.nz
- **Angel Association New Zealand**
www.angelassociation.co.nz
- **NZ Venture Capital Associations**
www.nzvca.co.nz

▼ Networking

Venture Taranaki



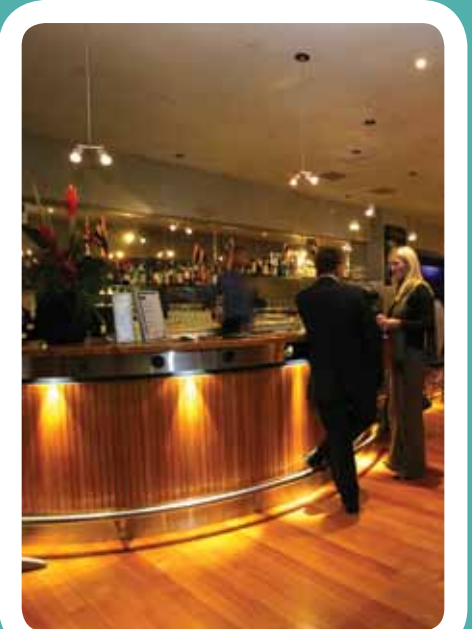
Contact Venture Taranaki to find out about associations, industry events and networking opportunities in the region.

Call Venture Taranaki on 06 759 5150 or visit Taranaki House.

Taranaki Chamber of Commerce

Taranaki Chamber of Commerce offer a wide range of support to its members from business advice to events and networking.

Visit www.taranakichamber.co.nz or call 06 759 9080.



Exporting, Training and Sustainability

Exporting

New Zealand Trade & Enterprise (NZTE)

NZTE are New Zealand export experts and offer a wealth of information for businesses looking to export, explore potential export markets or gather offshore market intelligence. NZTE also provide information about commercial opportunities, trends and key international markets. To sign up for the weekly Export News visit www.nzte.govt.nz or contact the regional NZTE advisor at Venture Taranaki to find out more.

New Zealand Customs



New Zealand Customs have information for exporters on customs requirements,

providing useful information on a range of topics including prohibited exports, permits, drawbacks, and the Secure Exports Scheme. For information visit www.customs.govt.nz/exporters or call 0800 4 CUSTOMS.

ExporTar

ExporTar is a networking forum for exporters in Taranaki which aims to help exporters learn from each other, increase their knowledge of export markets, and develop the skills required to grow successful export businesses. Contact Venture Taranaki on 06 759 5150.

Business.govt.nz

Business.govt.nz has a range of resources focused on international trade, exporting and importing. www.business.govt.nz



Training – how to get it and where to find it?

Venture Taranaki

Talk to the Venture Taranaki's economic development team to see what upcoming training opportunities are right for your business. www.taranaki.info or call 06 759 5150

The Taranaki Learning & Development Website

Here you will find lists of short course training opportunities for Taranaki businesses. www.develop.org.nz



Sustainability



Sustainable practices are becoming increasingly important in business. There are a growing number of resources available to help your business become more sustainable.

Sustainability.govt.nz

Learn how to reduce your businesses impact on the environment and save money. www.sustainability.govt.nz

Sustainable Business Network

A forum for the exchange of ideas and experiences for businesses interested in sustainable development practice. www.sustainable.org.nz

Energy and Efficiency

Conservation Authority (EECA)

The EECA helps New Zealanders at home and in business understand and overcome barriers to energy efficiency and use of renewable energy. www.eeca.govt.nz

business.govt.nz has information for businesses on environmental business practices and the Resource Management Act.

Intellectual Property, Health & Safety, Councils and Statistics

Intellectual Property

The Intellectual Property Office (IPONZ)

IPONZ provides information on trademarks, copyrights, patents and designs.

www.iponz.govt.nz

Personal Properties Securities Register (PPSR)

PPSR is an electronic register where information about security interests in personal property are recorded and searched. The PPSR is available to the public 24 hours a day, 7 days a week.

www.ppsr.govt.nz

The World Intellectual Property Organization (WIPO)

WIPO website provides comprehensive information on trademarks, patents, industrial designs, copyright and intellectual property developments.



Health & Safety

Occupational Health & Safety

The Department of Labour's website offers useful information designed to help businesses implement health and safety policies and procedures. There is also industry specific information available.

www.osh.dol.govt.nz

Business.govt.nz

Business.govt.nz has a number of articles, checklists and up to date publications that can help you implement health and safety measures into your business.

www.business.govt.nz

The Accident Compensation Corporation provides information on safe workplace practices and injury prevention.

www.acc.govt.nz

Councils

District Councils can offer you a raft of information about operating a business in their district – consents, planning, zoning and more.

New Plymouth District Council

Visit www.newplymouthnz.com or phone 06 759 6060.

Stratford District Council

Visit www.stratford.govt.nz or phone 06 765 6099.

South Taranaki Council

Visit www.stdc.co.nz or phone 0800 111 323.

Taranaki Regional Council

Taranaki Regional Council provides information on the region, environment, resource consents, transport and civil defence. Contact the Taranaki Regional Council at www.trc.govt.nz or phone 06 765 7127



Statistics

Statistics NZ



Statistics can help you make better and more informed marketing and business planning decisions.

Visit www.stats.govt.nz for more information or to access the following tools.

- **Where is my target market?**

View a density map of your residential target market, compare areas and zoom in on suburbs. You can describe your market in terms of age, sex, income, or by household and family type.

- **How is my industry doing?**

Get a small-business industry profile with information about the number of businesses by region, numbers of new and ceased businesses in the last 5 years, worker turnover, survival rates, and average earnings for staff.

E-commerce

Business.govt.nz

Has a range of information on establishing your business's office systems, computers, website and e-commerce solutions.

Visit www.business.govt.nz

New Zealand Trade & Enterprise (NZTE)

See NZTE's 'e-business guide' and 'planning for success guide' at www.nzte.govt.nz

Business Publications

The National Business Review

A weekly publication on business, media, technology, arts and the stock market.

www.nbr.co.nz

New Zealand Business

For small to medium businesses featuring articles and information on topical issues and people. www.nzbusiness.co.nz

Her Business Magazine

This magazine provides articles, information and networking opportunities for New Zealand women in small business.

www.herbusinessmagazine.com

Franchise New Zealand

A quarterly publication which outlines information on franchising opportunities, news, advice and more.

www.franchise.co.nz

NZ Marketing Magazine

The magazine for New Zealand's marketers and communicators.

www.marketingmag.co.nz

Unlimited magazine

Business news, strategy, development, innovation and management information for business people, entrepreneurs, exporters, investors and start-ups.

www.unlimited.co.nz

Stuff

Up to date news bulletins and information.

www.stuff.co.nz/business

Idealog

A great resource for tapping into the nation's rich entrepreneurial spirit.

www.idealog.co.nz



Taranaki's Regional Development Agency

Venture Taranaki is your one-stop shop for business assistance.

www.taranaki.info



Photo credits: Rob Tucker, Gina Bryant, Mike Scott, Mark Harris and Sarah Brotherstone



Taranaki's Regional Development Agency

Venture Taranaki Trust Taranaki House 9 Robe Street; PO Box 670; 4340
New Plymouth, New Zealand. Tel. 06 759 5150 Fax. 06 759 5154.

www.taranaki.info

Contact us to discuss your business needs.



Mixed Sources

Product group from well-managed
forests and other controlled sources
www.fsc.org Cert no. SCS-COC-001912
© 1996 Forest Stewardship Council

This business toolkit is current as at 1 July 2010. This business toolkit is intended as a guide and is not a substitute for commercial judgement or professional advice. You should not act in reliance upon any of its content without first obtaining professional advice relevant to your circumstances. We disclaim, to the extent permitted by law, all liability or responsibility to anyone for any direct or indirect loss or damage that may result for the action or failure to act by anyone in reliance on the content of this business toolkit.

