

GOVERNMENT SUPPORT PACKAGES FOR AUCKLAND BUSINESSES

On Friday 22 October, the Government announced a support package for Auckland businesses affected by alert level restrictions, and as the country transitions to the new COVID-19 Protection Framework.

It includes a \$60 million package for business advice for Auckland businesses, specifically:

- Up to \$3,000 worth of advisory support,
- Up to \$4,000 to implement that advice.

Activate Tāmaki Makaurau has been set up to connect existing Auckland businesses with that support. It is an opportunity to assist the business community to navigate the current environment and build more resilient businesses by supporting them to work through tough decisions, seize future opportunities and adapt where necessary to enable businesses to thrive.

We recommend that you apply as soon as possible as this funding will run out fast – see below for further details.

What this means for you...

The team at Chapmans are a registered service provider with Activate Tāmaki Makaurau to provide business advice and implementation support; and have developed a program to help businesses formulate a business plan to help navigate through these uncertain times.

Success is about planning; we want to help you achieve success.

- Do you have a current Business Plan?
- Have you set realistic and measurable goals?
- Do you have clear strategies to achieve your goals?
- Do you regularly review your goals in regard to changing circumstances?

A Business Planning session will require you to take time out from day-to-day activities *in* the business to focus *on* the business. Together we will review your past performance and clarify future direction. You will set solid and realistic business goals and define strategies for achievement. At the end of the session, you will have a one-page Business Plan which will act as a guide map to ensure you are on course for success.

What is involved?

You'll attend a four-hour planning session. The key issues covered include:

- Discussing and setting both personal and business goals for the next 12 months
- Discussing and agreeing on an action plan with strategies to support achievement of goals
- Identifying Gross Revenue Targets and Key Performance Indicators
- Identifying opportunities and vulnerabilities in your business that need to be managed
- Establishing a 90 Day Action Plan to address immediate critical issues

We'll provide you with pre-work, which you will need to complete prior to the Business Planning session to ensure you identify any issues that need to be discussed. That way we can prepare any information required prior to the session.

As noted above, this can be fully funded as part of the Activate Tāmaki Makaurau \$3,000 business advisory support grant discussed above. You can also apply for the \$4,000 implementation grant to help get our help to impliment some of the action points that come out of the business plan.

Go to <https://www.aucklandnz.com/activateauckland> for more information.

How you can access the support

To register, please:

- Contact the COVID-19 Business Helpline on 0800 500 362; or
- Email an enquiry to info@businesshelpline.co.nz; or
- Go to the Activate Tāmaki Makaurau information website <https://www.aucklandnz.com/activateauckland>; or
- If you have any trouble with the above options email team@chapmans.co.nz

Remember to search for Chapmans Chartered Accountants Limited to register and apply for the funding grants.

If you have any questions in relation to the above, please do not hesitate to contact us on 09 831 0205.