

Mackenzie Business Support Package

Many Mackenzie businesses have experienced significant change in recent times. Every business needs a solid plan, financial management and effective marketing to identify strengths and rectify deficiencies to reassess their future with confidence. It is also a time of opportunity.

Recognising this, The Mackenzie District Council has allocated funding to help enable Mackenzie businesses in these essential areas, having created the **Mackenzie Business Support Package (MBSP)** and engaged the South Canterbury Chamber of Commerce to deliver. The key objective being to empower and create more resilient businesses in the Mackenzie District.

The Mackenzie Business Support Package (MBSP) is available to Mackenzie businesses across all industry sectors. Split into two sections - Free Business Webinars, and co-funded One-on-One Business Support provided by professionals with proven experience and capability.

Free Business Webinars

Marketing Webinar (Tues 3rd August)



- Learn processes, strategies, and tools to facilitate your business's future sales success.
- Understand and reach your market.
- Refine product, place and promotion to meet existing and new markets.
- Holistic marketing, branding and reputation – why this is important.
- Case Study – hear from a Mackenzie business.

Presenter: [A.P.E Consulting](#) – Ian Cartwright and Stephen Spencer

When: Tues 3rd August **Time:** 5.30pm-7pm including Q&A

More information & Zoom invitation, **please register [here](#)**

Business Planning Webinar



- Understand the 10 steps to reach your business's full potential.
- Gain clarity on where you can add value to your business.
- Learn best practice and practical ways to take each step.
- Succession planning and exit strategies.
- Re set and pivoting and what this actually means for a business
- Leadership and workplace culture
- Case Study – hear from a Mackenzie business

Presenter: [Sidekick Timaru & Sidekick Rural](#): James Swaney, Richard Wheeler, Ric Thorpe

When: Wed 11th August **Time:** 5.30-7pm including Q&A **Cost:** Complimentary

More information & Zoom invitation, **please register [here](#)**

Finance and Cashflow Management Webinar



- Cash is King - Budgeting and Cashflow Management
- Planning and Forecasting
- Relationships with Banks, Boards and Agencies
- Key Steps in a Changing Environment
- Case Study – hear from a Mackenzie business

Presenter: Sidekick Timaru & Sidekick Cloud: James Swaney, Richard Wheeler, Josh Wilson

When: Wed 18th August **Time:** 5.30-7pm including Q&A **Cost:** Complimentary

More information & Zoom invitation, **please register [here](#)**

Strategic Sales & Marketing workshops

Facilitated across two half day sessions these workshops will accelerate your skills following the Marketing webinar and equip you with the insight and capability to develop an effective strategic sales & marketing plan for growing your business.

When: Tues 10th August and 17th August **Time:** 1pm-4pm **Where:** SC Chamber of Commerce, 25 Canon St, Timaru.

Cost reduced for Mackenzie businesses: \$350 + GST pp to attend both. 50% co-funded by Mackenzie District Council. Business pays only \$175 + GST pp.

[More information here](#). NB. As this is a special rate for Mackenzie businesses only, please email Raewyn Bell to register raewyn@scchamber.org.nz

One-on-One Business Support

Business facilitation and support will flow on from the webinar topics, however, are not limited to these areas of development. In addition to the webinar topics, examples include Business Systems or Sustainability; Export Assistance; HR, Workplace & Employee Relations; Health & Wellness; Governance; Lean Manufacturing etc.

Thanks to the generosity of Mackenzie District Council, co-funding is available to Mackenzie businesses to undertake one-on-one business support with an approved professional service provider.

Funding details: MDC will fund 50% of professional's proposal or a maximum of \$2,500 + GST (whichever is lesser) per eligible business. Assessment of business undertaken by SC Chamber of Commerce.

Business Eligibility Criteria:

- Have a New Zealand Business Number (NZBN)
- Be currently trading in a commercial environment
- Be a privately-owned business, or community organisation
- The operations of the business must be based in the Mackenzie District

MBSP funding may be applied for through the SC Chamber of Commerce between July and November 2021 (unless the fund is exhausted sooner). The SC Chamber of Commerce will undertake the assessment with individual businesses, assisting businesses across all sectors to identify and prioritise where funding may be best used, and who with. Value of work agreed by SC Chamber, the service provider and the business prior to commencement.

Contact person: Raewyn Bell, SC Chamber of Commerce raewyn@scchamber.org.nz ddi 03 555 5092 M: 027 500 4222