

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

Sales & Marketing Webinar



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:** Live Tues 3rd August **Time:** 5.30pm-7pm

[Watch on-demand 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

When: Live Wed 11th August **Time:** 5.30-7pm including Q&A **Cost:** Complimentary [Watch on-demand 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: (originally 18th August, to be rescheduled) **Time:** 5.30-7pm including Q&A **Cost:** Complimentary
More information & Zoom invitation to come.

One-on-One Business Support

Business facilitation and support will flow on from the webinar topics of business planning and continuity, cashflow and financial management, sales and marketing including digital however are not limited to these areas of development. Additional examples include Business Systems or Sustainability; HR Workplace & Employee Relations; Health & Wellness; Export Assistance; Governance; Lean Manufacturing etc.

Note: The work should be new for your business and not retrospective.

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 needs and eligibility is undertaken by SC Chamber of Commerce.

Business Eligibility Criteria:

- Have a New Zealand Business Number (NZBN) [Link to Get a 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 will be agreed by SC Chamber, the service provider and the business prior to commencement.

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