



## Tourism Communities: Support, Recovery and Re-set Plan 2021 – Business Advisory Support information for Service Providers

- The Tourism Communities Support, Recover & Re-Set Plan - Business Advisory Support Fund is one of three initiatives for funding for tourism businesses in these most affected communities. This following information is in relation to the Tourism Communities Support, Recover & Re-Set Plan - Business Advisory Support Fund support only. For more information on the other two initiatives please see the MBIE website, [Tourism Communities: Support, Recovery and Re-set Plan | Ministry of Business, Innovation & Employment \(mbie.govt.nz\)](https://www.mbie.govt.nz/tourism-communities-support-recovery-and-re-set-plan)
- The Government has allocated up to \$10 million for Business Advisory Support to enable tourism businesses to receive expert advice to continue, hibernate or cease, such as whether to change their business to target a different market, down-scale their tourism business, or exit the market. This can include service businesses whose output is purchased by tourism businesses.
- This initiative targets businesses from the five communities most affected by the loss of international tourism: **Queenstown Lakes District, Southland District, Kaikōura District, Mackenzie District, and Westland District.**
- Tourism Business owners can access **up to** \$5000 excl. GST per business from the Tourism Communities Support, Recover & Re-Set Plan - Business Advisory Support Fund.
- This funding can be used with a range of registered providers for a variety of registered services depending on business needs.
- Regional Business Partner (RBP) Growth Advisors will work with business owners to assess priority needs and provide access to funded registered Service Providers. Only Growth Advisors can allocate funding.
- Register here: [www.regionalbusinesspartners.co.nz](http://www.regionalbusinesspartners.co.nz)
- Businesses already registered with the RBP should contact their RBP Growth Advisor or local RBP Partner organization. Contact details are on the RBP website.

## Service Provider Eligibility

New Zealand based service providers may register services providing they;

- Hold Professional Indemnity Insurance of \$1 million minimum value, and
- Be able to provide **expert advice** in one or more of the following subject areas
  - HR & Employee Relations and Legal
  - Financial and cash flow Management
  - Health and Wellness
  - Business Continuity Planning
  - Marketing Strategy
  - Digital Enablement Strategy
  - Hibernation and exit advice

**Or,**

- Be able to provide **management capability training** in one or more of the following subject areas:
  - Marketing Strategies
  - Business Systems
  - Business Planning
  - Capital Raising
  - Finance
  - Business Sustainability
  - Governance
  - Lean manufacturing / Business operations
  - Leadership (Managing people)
  - Managing Resources
  - Export



**Service Eligibility**

<b><u>'Tourism &amp; COVID-19' fund type services eligibility for Business Advisory Support</u></b>	
<p><b><u>Eligible service subjects</u></b></p> <ul style="list-style-type: none"> <li>▪ HR &amp; Employee Relations and Legal</li> <li>▪ Finance and Cash flow Management</li> <li>▪ Health and Wellness</li> <li>▪ Business Continuity Planning</li> <li>▪ Marketing Strategy</li> <li>▪ Digital Enablement Strategy</li> <li>▪ Hibernation and exit advice.</li> </ul>	<p><b><u>Ineligible service subjects &amp; content</u></b></p> <ul style="list-style-type: none"> <li>▪ Consultancy services (eg: designing, developing, creating, building, auditing)</li> <li>▪ Training services</li> <li>▪ Mentoring services (connect with NZ Business Mentors for these services)</li>   <li>▪ Subscription services</li>   <li>▪ Conferences, Seminars, Networking events, retreats, team building days/event</li>   <li>▪ Personal physical and / or mental health consultations (medical or alternative) are not eligible for funding. eg: Private or group Yoga, massage, Somatic experience therapy, Talk therapy, physiotherapy, osteopathy, personal training, life coaching.</li>   <li>▪ Services offered outside New Zealand</li>   <li>▪ Services already subsidised through other Government Funding (eg: How to apply for a government small business loan)</li>   <li>▪ Catering, travel &amp; accommodation expenses</li>   <li>▪ Examination fees / costs. Membership fees/costs</li> </ul>

**'Capability' fund type services eligibility for  
Business Advisory Support**

<u>Eligible service subjects</u>	<u>Ineligible service subjects &amp; content</u>
<p>Management training in:</p> <ul style="list-style-type: none"> <li>▪ Marketing Strategies</li> <li>▪ Business Systems</li> <li>▪ Business Planning</li> <li>▪ Capital Raising</li> <li>▪ Finance</li> <li>▪ Business Sustainability</li> <li>▪ Governance</li> <li>▪ Lean manufacturing / Business operations</li> <li>▪ Leadership (Managing people)</li> <li>▪ Managing Resources</li> <li>▪ Export</li> </ul>	<ul style="list-style-type: none"> <li>▪ Mentoring services (connect with NZ Business Mentors for these services)</li> <li>• Consultancy Services ('doing' or implementing the work for the business owner rather than training or coaching the business owner / senior manager to do it themselves)</li> <li>▪ Website design, develop &amp; build implementation/consulting</li> <li>▪ Subscription &amp; membership services</li> <li>▪ Conferences, Seminars, Networking events, retreats, team building days/event</li> <li>▪ Diagnostic and Assessment Services including audits (e.g. digital systems audits and financial audits); Strengths and or psychometric assessments (eg: Clifton Strengths, Myers Briggs, Thomas DISC; Ergonomic assessments)</li> <li>▪ Team &amp;/or individual employee training Vocational &amp; technical training eg: First Aid course, Excel courses, cultural competence courses</li> <li>▪ Personal physical and / or mental health consultations (medical or alternative) are not eligible for funding. eg: Private or group Yoga, massage, Somatic experience therapy, Talk therapy, physiotherapy, osteopathy, personal training, life coaching.</li> <li>▪ Specific software training eg: Xero, MS Office products.</li> <li>▪ Services offered outside New Zealand</li> <li>▪ Services to help business to access government funding. (Understanding government R&amp;D incentive tax process)</li> </ul>

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|  | <ul style="list-style-type: none"> <li>▪ Personal &amp; Professional development (personal and career development services) <u>with the exception of 'Leadership development'</u> (refer to eligible services list below).</li> <li>▪ Compliance training eg: audits for compliance, training for government &amp; industry body compliance services eg: Worksafety (Workplace certification and Audits)</li> <li>▪ Catering, travel &amp; accommodation expenses</li> <li>▪ Examination fees / costs</li> </ul> |
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#### Additional useful information about service categories -

##### Health & wellness

We are looking for expert service providers with organisational psychology experience in workplace wellbeing with the intent being to provide business owners and managers with expert advice and support.

Services need to focus on advice and support for business owners to improve awareness and management of mental health & wellbeing in the workplace.

Expert advice (recommendations & suggestions) of what a business owner could (or should) do to strengthen their employee resilience, manage team stress and increase awareness of mental health (Health & Wellness strategy) so that the business can navigate future change and cope with disruption.

##### Hourly rates

- **'Tourism'** fund type services = Hourly rates are required and should be equal to the service providers standard rates, the maximum rate MBIE would register is \$400+GST per hour.
- **'Covid'** fund type services = Hourly rates are required and should be equal to the service providers standard rates, the maximum rate MBIE would register is \$400+GST per hour.
- **'Capability'** fund type services = no set hourly cap, however costs should be comparable to rates when businesses are required to co-fund or pay 100% for the service i.e. costs should not be inflated due to the 100% funding being applied

## Creating a “Tourism” Service

### Service Overview – Optional

#### Service description

‘Tourism’ fund type service descriptions need to include all the below information -

- Who the advisory service is for (Business owner and/or Senior Management)
- Details of this specific 'advisory / strategic planning' service.
- What areas of expertise will the service provider provide expert advice or strategic planning on that will help a business impacted by Covid-19 continue, hibernate or cease?
- What are the anticipated outcomes of this service?
- How can the service be delivered? (In person or virtually eg: Zoom or both)
- The approximate time commitment for the business owner or Senior Management to receive this advisory service. Format as min-max hours if easier.

#### Hourly rate

- For ‘Tourism’ fund type services this must be the \*exact hourly rate (excl GST) to provide this service.
- ‘Tourism’ fund type services hourly rates must not exceed \$400 (excl GST)

\*Please note this is different to Capability fund type Hourly rate requirements

#### Price type

For ‘Tourism’ fund type services select -

- Per Business price type option – (this gives the Service Provider the ability to set up Private events only)

#### Fund Type

- Select Tourism

#### Categories

- Select 1 – 3 relevant categories

## Communication Information & Guidelines for Service Providers

The following information is to provide some consistency in how service providers talk about their involvement with the Tourism Communities Support , Recover & Re-Set Plan - Business Advisory Support and to help manage the expectations of businesses.

### Overview

The Tourism Communities Support, Recover & Re-Set Plan - Business Advisory Support is a fund made available, due to additional investment into the RBPN, to support Tourism Businesses in the the five communities most affected by the loss of international tourism .

Demand is high and so it is vital that expectations are well managed. Always ensure you manage the expectations of a potential customer regarding whether they might receive funding and how much they may receive.

The funding is **up to** \$5,000 and allocated by a RBP Growth Advisor. Depending on business needs the amount allocated will vary. Only the Growth Advisors can make funding decisions, therefore as a Service Provider you should avoid mentioning funding amounts in any forms of promotion.

If unsure about your marketing and communication activity, please contact [info@regionalbusinesspartners.co.nz](mailto:info@regionalbusinesspartners.co.nz)

### Guidelines

As per the Promotion and Advertising terms in the contract, the Service Provider does not have rights to use the MBIE logo. Service Providers are not permitted to use the RBPN logo.

The New Zealand Government logo and other logos, icons, emblems and trade marks on [covid19.govt.nz](https://www.covid19.govt.nz) are protected by law. You must not copy or use any logo, icon, emblem or trademark without express permission and compliance with applicable laws. Commercial use of these logos, such as the [Unite against COVID-19](#), is not permitted.

Service Providers must not use the RBP network and the Tourism Communities Support, Recover & Re-Set Plan - Business Advisory Support support as a marketing tool to sign businesses up to the service provider's data base.

Service Providers are not authorised to speak to the media on behalf of the RBPN. When/if dealing with media avoid giving that impression and if asked refer them to [media@mbie.govt.nz](mailto:media@mbie.govt.nz)

### Service Providers are not to:

- Use words such as Approved / Accredited / Authorised or Endorsed in relation to their services registered with the Tourism Communities Support, Recover & Re-Set Plan - Business Advisory Support.
- Suggest that business can apply for funding via a Service Provider.
- Sign customers up to the RBP Network. Customers must do this themselves to agree to T&Cs.
- Refer to themselves as being able to get grants for businesses as this could lead to confusion as to how the RBP voucher system works.

### Service Providers can:

- Promote that they have a registered service with RBP Network

- Promote that businesses from the 5 most affected communities **may** be eligible to receive funding for a registered service as part of the Tourism Communities Support, Recover & Re-Set Plan - Business Advisory Support
- Promote that businesses **may** be eligible to receive funding to implement the advice received and will need to contact the Lead Entity for the district. [Tourism Communities: Support, Recovery and Re-set Plan | Ministry of Business, Innovation & Employment \(mbie.govt.nz\)](#)
- Acknowledge that there is support available for businesses in the five districts through the Tourism Communities Support, Recover & Re-Set Plan - Business Advisory Support.

### Marketing/Communicating a registered service

When promoting individual registered services the following text can be used:

This service is registered with the Tourism Communities Support, Recover & Re-Set Plan - Business Advisory Support. Find out more by visiting [www.regionalbusinesspartners.co.nz](http://www.regionalbusinesspartners.co.nz)

Businesses may be eligible for support under the Tourism Communities Support, Recover & Re-Set Plan - Business Advisory Support for this service. Find out more by visiting [www.regionalbusinesspartners.co.nz](http://www.regionalbusinesspartners.co.nz)

### Advertising about your organisation

If you are planning to advertise that your organisation delivers services that have been registered with the Tourism Communities Support, Recover & Re-Set Plan - Business Advisory Support the following text can be used:

“[Registered organisation name] offers services that are registered with the Tourism Communities Support, Recover & Re-Set Plan - Business Advisory Support’. Find out more by visiting [www.regionalbusinesspartners.co.nz](http://www.regionalbusinesspartners.co.nz)

### Descriptions

If you wish to refer to the Tourism Communities Support, Recover & Re-Set Plan - Business Advisory Support, the following text can be used:

Tourism Communities Support, Recover & Re-Set Plan - **Business Advisory Support**

*Optional Introduction: Tourism businesses may qualify for funding to help pay for advisory services to support them recover and re-set from Covid-19.*

The Tourism Communities Support, Recover & Re-Set Plan - Business Advisory Support can provide support in areas such as HR, health and wellbeing, business continuity, cash flow and finance management, management capability development, marketing and digital enablement strategy and hibernation and exit advice.

Funding is only available through the Regional Business Partner Network (RBP) Growth Advisors.

Businesses **may** be eligible to receive funding to implement the advice received and will need to contact the Lead Entity for the district. [Tourism Communities: Support, Recovery and Re-set Plan | Ministry of Business, Innovation & Employment \(mbie.govt.nz\)](#)

For more information or to find your local Growth Advisor go to

[Find your local Regional Business Partner | Regional Business Partner Network \(regionalbusinesspartners.co.nz\)](#)



**Contact**

If you have any questions or want to check to ensure that your planned marketing/communications activities are within guidelines, please contact [info@regionalbusinesspartners.co.nz](mailto:info@regionalbusinesspartners.co.nz)

All official COVID-19 Government information and guidance is at <https://covid19.govt.nz/>