



WANT TO GROW YOUR BUSINESS?

SUPPORT FOR AUCKLAND BUSINESSES

aucklandnz.com/business





“IF I’VE GOT A PROBLEM, ATEED CAN JOIN THE DOTS AND CONNECT ME WITH PEOPLE WHO’LL KNOW THE ANSWER.”

Gareth Berry
CEO / Unleashed Software

WHAT DO YOU NEED HELP WITH?

Growing and innovating a business is challenging for many business owners. Knowing what help is available and who to talk to can make all the difference.

Speak with one of our independent Business and Innovation Advisors to find the right connections and support services to grow your business. They'll assess your needs, help you plan your next steps, connect you with the right networks and contacts, and in some cases facilitate government funding or invitations to events, programmes and other opportunities. As Auckland Council's economic growth agency, we're connected with thousands of businesses, organisations and individuals who can help you on your business journey.

This service is delivered free to Auckland's business community by Auckland Tourism, Events and Economic Development (ATEED) as part of the Regional Business Partner (RBP) programme, which is supported by government agencies Callaghan Innovation and New Zealand Trade and Enterprise (NZTE).



“ATEED HELPED US GET TO MARKET FASTER.”

Mark Goodhew

Director / Explorer Inflatable Craft

ATEED facilitated Callaghan Innovation R&D funding for Mark Goodhew, Director of Explorer Inflatable Craft, and introduced him to specialist engineering firms that could help his

Kumeu-based company convert Toyota engines into reliable water jet motors for the high-end yacht tenders Explorer manufactures.



“ATEED HAS THE ABILITY TO TAP INTO A MYRIAD OF RESOURCES AND ENABLE US TO GET TO THE RIGHT PEOPLE VERY QUICKLY.”

Jane Mattsen

Director / Abel Software

The team at Abel Software is on track to reach its goal of becoming a \$500 million business within 40 years.

After developing its integrated business management software in 2006, the innovative Auckland firm's revenue has grown on average 20 per cent

a year and half of its revenue now comes from exporting. ATEED joined their journey in 2012, providing networking opportunities, training and vital business connections, as well as facilitating capability funding and R&D grants through NZTE and Callaghan Innovation.



Business capability training

Access programmes designed for business owners and managers, and develop your skills in all aspects of business, from planning and strategy to finance, marketing, sales, systems, human resources, governance, export, and attracting investment. ATEED can also help eligible businesses access NZTE Capability Development Vouchers for training and business coaching, as part of ATEED's role in delivering the government's Regional Business Partner programme across Auckland.



Workshops and seminars

A wide range of workshops and seminars are on offer, in partnership with NZTE, Callaghan Innovation and other members of the business and innovation community. These include free Starting Off Right workshops for new business owners and managers, and free one-on-one Business Clinics for help with anything from growth strategy and exporting to financial management and marketing.



Research and development (R&D) advice and funding

ATEED is a key point of contact to find out about programmes and services available from Callaghan Innovation and for accessing grants for businesses operating in the R&D and innovation space. Our Business and Innovation Advisors will help connect you to the right expertise, capability and funding sources to help your business succeed.



Exporting

Whether you're already exporting, or you're ready to start, our team can help make your export journey easier, with guidance, mentors, networks, government funding, and access to dedicated export industry organisations. As New Zealand's economic powerhouse, Auckland is the country's key export gateway, and we'll help you get the most out of the region's global connections, strong infrastructure and a diverse, skilled and highly educated population.



Business mentoring

Get one-on-one advice from someone who's been through the same challenges as you. Business Mentors New Zealand is part of the Regional Business Partner programme and matches you with a business mentor who can share their knowledge and experience and offer valuable insights and guidance, whether you're already trading or you're looking for help starting a new business.

Sign up at businessmentors.org.nz



Networking

Connect with your local business community and engage with your industry at popular networking events, where you'll make the contacts you need to grow your business.

READY TO GROW?

ATEED Business Support Helpdesk

P 09 365 0510

E business.ated@aucklandnz.com

GET IN TOUCH

Find out who to talk to, where to go next and what resources and funding are available to help you grow and innovate.

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Auckland
Tourism, Events and
Economic Development
An Auckland Council Organisation



WHAT IS THE REGIONAL BUSINESS PARTNER NETWORK?

ATEED delivers the Regional Business Partner programme in Auckland. The programme helps businesses innovate and grow by making it easier to access early stage business support. It is supported by New Zealand Trade and Enterprise (NZTE) and Callaghan Innovation.

New Zealand Trade and Enterprise is the government's international business development agency. Its purpose is to help New Zealand businesses grow bigger, better and faster in international markets.

Callaghan Innovation is a government agency that helps businesses succeed through technology, and works with businesses of all sizes that share the ambition of challenging what is possible. They offer a wide range of services to make the path from research and development to market success easier, quicker and less risky.

The Regional Business Partner Network has also partnered with Business Mentors New Zealand to help businesses access one-on-one mentoring services.

Regional Business
Partner
Auckland



CallaghanInnovation