



A guide to doing business

August 2010

Find out more: phone 09 379 2020
or visit www.aucklandcity.govt.nz



A guide to doing business in Auckland

Small and medium sized businesses (SMEs) make a significant contribution to Auckland's economy, both in terms of innovation and the percentage of the labour force employed.

Auckland City Council's economic development strategy aims for a more productive and globally connected economy that delivers jobs, higher incomes and improved living standards for Aucklanders.

This guide will provide useful information and resources to assist new and existing businesses to start, manage and grow their business in Auckland. It can help you to:

- choose an appropriate type of business
- find the right location
- get the business established
- talk to suppliers
- liaise with real estate agents
- get good professional advice
- understand the requirements of running a particular business

Since different businesses have different needs, this information is of a general nature. Some of it may not apply to you or how you choose to run your business.

In the most recent World Bank 'Doing Business' survey, New Zealand was ranked as the second best country in terms of ease in doing business, just behind Singapore. New Zealand has also been ranked the least corrupt country – along with Denmark and Sweden – by Transparency International in its Corruption Perceptions Index 2008.

The Business Improvement District programme contributes to Auckland City's economic prosperity by supporting business development. We are involved with eighteen business associations that provide support and guidance to their members, promoting their business centre as a thriving retail and commercial place. See page 9 for a complete list of the business associations.

TABLE OF CONTENTS

| | |
|---|----|
| Where to get language help | 4 |
| Ethnic network organisations..... | 4 |
| Where will you locate your business? | 5 |
| Your business structure..... | 6 |
| Getting the required licenses, permits and registrations..... | 7 |
| Where to get the business skills you need?..... | 8 |
| Business Support Organisations | 9 |
| Business Associations..... | 10 |
| A few more things that may be useful | 11 |

Disclaimer:

This information is intended as a guide to new business owners and should be used along with professional and legal advice.

As Auckland City Council is part of the regional transformation process, some specific information, such as Council website links and contact information may become obsolete on 1 November 2010. However, the general information in this publication will remain useful.

Where to get language help

The Office of Ethnic Affairs - Language Line

Language Line is a free telephone interpreting service for forty languages. It is managed by the Office of Ethnic Affairs. Language Line enables people with little or no English to communicate with more than 70 participating agencies.

Telephone: 0800 656 656

Email: language.line@dia.govt.nz

Website: www.languageline.govt.nz

CAB Language Link

CAB Language Link aims to ensure that anyone can access free, confidential interpreting support and advocacy. They offer information and advice in 26 languages on a wide range of settlement needs, queries, problems and services. They also provide 'face-to-face' interviews, telephone and email service to anyone in the Auckland Region.

This service is provided by the Citizens Advice Bureaux and can be accessed through any of the 90 local CAB offices, the Auckland Regional Migrant Services Charitable Trust or numerous other community agencies throughout New Zealand.

Telephone: (09) 624 2550

Email: Chinese@cab.org.nz; Korean@cab.org.nz; language@cab.org.nz

Website: www.arms-mrc.org.nz/CABLanguageLink.aspx

Ethnic network organisations

Auckland Regional Migrant Services Charitable Trust (ARMS)

ARMS is a non-profit organisation that provides settlement and employment support to migrants, refugees and returning Kiwis to settle successfully in the Auckland Region. Services are free.

Telephone: (09) 625 2440

Email: reception@arms-mrc.org.nz

Website: www.arms-mrc.org.nz

Pacific Business Trust

Assist Pasifika people start and develop successful businesses

Telephone: 0800 287 7526

Website: www.pacificbusiness.co.nz

Asia New Zealand Foundation

The leading non-government organisation on Asia-NZ relations, working in business, culture, education, media and research

Telephone: (09) 369 5014

Website: www.asianz.org.nz/countries-asia

Chinese New Settlers Services Trust

Telephone: (09) 355 0008

Website: www.chineseservice.org.nz

China & NZ Business Council

Website: www.canzbc.co.nz/eng/

Australian and NZ Association of South Korea (ANZA: Korea)

Website: www.anzakorea.com/

The Korean Society of Auckland Inc

Contact: Leah Kim

Telephone: (09) 489 5700

Email: nz@nzkorea.org

Website: www.nzkorea.org

The Problem Gambling Foundation of NZ (PGF)

Contact: Jungim Cho, Counsellor/ Health Promoter, Asian Services

Telephone: (09) 369 3614 or 0800 862 342

Website: www.pgfnz.org.nz

Where will you locate your business?

Setting up a business in Auckland is straightforward, but when you are doing it for the first time, many of the decisions and steps will be new and unfamiliar.

The location of your business is a very important decision. The wrong location could jeopardise your success. Points to consider are:

- Do you need to be located close to customers, or are you able to service your clients remotely via the telephone or over the Internet?
- Do you need to be located close to suppliers? Consider the delivery costs for raw materials and supplies.
- What features must your premises have? Consider size, street frontage, show rooms, parking, loading bays and special facilities.
- Do you intend to lease or purchase your premises?

Commercial leases in New Zealand are often complex and difficult to understand and even more difficult to get out of should you wish to relocate or close down your business. Consult a lawyer before you rent a commercial property.

Useful contacts to help determine the best region or suburb for your business:

Auckland City Council

Website: www.aucklandcity.govt.nz/auckland/economy/mainstreets/existing.asp

Auckland City Council District Plan

Check the zoning of the site you are considering to ensure the business type you are planning is permitted at this location

Website: www.aucklandcity.govt.nz/council/documents/district/default.asp

If you need assistance understanding district plan requirements, ring the council on 379 2020 and ask for 'assistance with the district plan.'

NZ Retailers Association

Provide support and information on leasing a commercial property in New Zealand

Telephone: 09 845 3550

Email: northern@retail.org.nz

Website: www.retail.org.nz/

Yellow Pages

Refer to this directory of the Auckland Region businesses. Suggested categories include: Real Estate Agents Licensed, Legal Services, Lawyers, Business Brokers & Agents, Property Development & Investment.

Website: www.yellow.co.nz

Your business structure

Before setting up your business, you will need to be aware of relevant legal issues.

Tax obligations - Inland Revenue

Will you operate as a sole trader, partnership or limited liability company? Each structure has its own basic tax requirements. Inland Revenue provides an online service outlining your tax obligations, any registrations you may need to complete and where you can go for free tax education and advice, go to: www.ird.govt.nz/yoursituation-bus/starting/wheretogo-index.html

Free phone within New Zealand: 0800 377 776

International callers: +64 4 978 0779

Register your company – The Companies Office

All New Zealand limited liability companies must register with the Companies Office. Setting up (forming) your company online is a simple process. Visit this website to register your company.

Website: www.companies.govt.nz/cms

Free phone within New Zealand: 0508 COMPANIES (0508 266 726)

International callers: +64 3 962 2602

Employment Relations Service - Department of Labour

The Employment Relations Service promotes and supports fair and productive employment relationships through problem resolution, employment rights and obligations, investigation and enforcement services, mediation and information on the rights, obligations and activities of unions.

Telephone: 0800 20 90 20

Website: www.ers.dol.govt.nz/

Insurance

If you have no insurance you will be personally liable for any damage you cause to someone else's property. You must also manage the risk of loss or damage to your own assets; as well as the risk of becoming ill or disabled and unable to carry on your business. You may wish to consult with one of the following organisations to help you decide on the best insurance coverage for you and your business:

Insurance Brokers Association of NZ Inc

Telephone: Phone 09 306 1732

Website: www.ibanz.co.nz/

Insurance Council of New Zealand

Website: www.icnz.org.nz/

Insurance and Savings Ombudsman

Website: www.iombudsman.org.nz

Banking

Almost all New Zealand banks provide business banking services. It is suggested you meet with officers at several banks to decide which one will best meet your needs. For general information or assistance with banking in New Zealand, you may find the following helpful:

New Zealand Bankers' Association

Website: www.nzba.org.nz/finlit.htm

The Banking Ombudsman

Website: www.bankomb.org.nz/eng

Getting the required licenses, permits and registrations

Auckland City Council issues various licenses and permits to do business in Auckland. This is done through the regulatory group of the council, Auckland City Environments.

They provide assurance to homeowners and businesses that any building, development or business activity is safe and legal.

For more information

Telephone: 09 379 2020

Website: www.aucklandcity.govt.nz

Street trading policy: if you plan to carry out any activities in public places, you must first apply for a licence. To access the street trading policy, [click here](#)

www.aucklandcity.govt.nz/council/documents/streettrading/default.asp

Rubbish: refer to the Auckland City Council website for rubbish collection days. You will also find useful information on rubbish and recycling bylaws.

www.aucklandcity.govt.nz/contact/requests/rubbish/default.asp

Signage: building and business signs are controlled by the council's signs bylaw, which can be found at

www.aucklandcity.govt.nz/council/documents/bylaw/part27.asp

Liquor license: required to sell or supply liquor to the public under the Sale of Liquor Act 1989

www.aucklandcity.govt.nz/council/services/liquor/type.asp

Food premises license: a food premises licence (certificate of register) is required to sell or serve food to the public under the Food Hygiene Regulations 1974

www.aucklandcity.govt.nz/council/services/foodpremise/default.asp

Health license: this page lists the type of activities that require a health license

www.aucklandcity.govt.nz/council/services/health/default.asp

Graffiti: information about reporting graffiti in your area, the free removal service and suggestions for prevention and removal

www.aucklandcity.govt.nz/council/services/graffiti/default.asp

Where to get the business skills you need

Getting good advice from specialists can improve the performance of your business and allow you to focus on areas that need your attention. Auckland City has partnered with many business support agencies throughout the region. For a full list, please check the Auckland City Council website:

www.aucklandcity.govt.nz/auckland/economy/support/networks.asp

Those starting a new business may find the following business support companies useful:

Business Mentors New Zealand

An introduction to New Zealand business mentors and services they provide.

Telephone: 0800 209 209

Website: www.businessmentor.org.nz

Business Information Zone

One stop shop to start, manage and grow your business, including training courses

Telephone: 0800 424 946

Website: www.business.govt.nz

English for Migrants

Telephone: 0800 601 301

Website:

www.tec.govt.nz/templates/standard.aspx?id=467

WHK Business Growth

Training programmes include: securing finance, planning, strategy, sales and marketing, accounting, office systems, people management, exporting

Telephone: +64 9 968 8555

Website: www.whkbusinessgrowth.com

New Zealand Trade and Enterprise

Export information and assistance

Telephone: 0800 555 888

Website: www.nzte.govt.nz

Business Support Organisations

Auckland City Council

Telephone: (09) 379 2020

Website for support networks:

www.aucklandcity.govt.nz/auckland/economy/support/networks.asp

Safer Auckland City

This Council programme aims to ensure a safe working and living environment, responding to specific safety needs, as well as issues associated with 'at risk' groups.

Website:

www.aucklandcity.govt.nz/council/documents/citysafe/default.asp

Safety & crime prevention - NZ Police

The police offer **crime prevention advice** for business.

www.police.govt.nz/safety/business-crime-prevention.html

Community policing is police and the local community working together to identify and deal with crime and safety concerns.

www.police.govt.nz/service/community/index.html

The Commerce Commission

Enforces fair trading laws - including market competition and protecting consumers from misleading advertising.

Website: www.comcom.govt.nz/

The NZ Food Safety Authority

Enforces the food regulatory programme covering food, packaging and labelling, as well as import and export of food products

Telephone: (04) 894 2500

Website: www.nzfsa.govt.nz/consumers/

Baking Industry Association of NZ

Website: www.bianz.co.nz/

Buy New Zealand Made

Website: www.buynz.org.nz/

Cosmetic, Toiletry and Fragrance Association of New Zealand Inc

Website: www.ctfa.org.nz/

Employers and Manufacturers Association

Website: www.ema.co.nz/default.htm

Fashion New Zealand Industry Inc

Website: www.finz.co.nz

Food Standards Australia and NZ

Website: www.foodstandards.gov.au/

Home business New Zealand Ltd

Website: www.homebizbuzz.co.nz

Hospitality association of New Zealand

Website: www.hanz.org.nz

Hospitality Standards Institute

Website: www.hsi.co.nz/

Motel Association New Zealand

Website: www.nzmotels.co.nz/

NZ Retailers Association

Website: www.retail.org.nz

National Association of Retail Grocers and Supermarkets of NZ

Website: www.nargon.co.nz

NZ School of Acupuncture and Traditional Chinese medicine

Website: www.acupuncture.co.nz/

Packing Council of NZ

Website: www.packaging.org.nz/

Restaurant Association of NZ

Website: www.restaurantnz.co.nz

Retail Institute

Website: www.retailinstitute.org.nz/

Business Associations

There are 18 business associations located in various business centres. They are partnerships between local government, local businesses and other community stakeholders. Their basic objectives are:

- business creation and development
- increased employment and local business investment
- an enhanced physical environment
- heritage conservation

Your local business association will also be able to provide local knowledge:

- Vacant premises
- Local facilities
- Provide a first-hand look at the neighbourhood and community

| Association | Phone | Website |
|--|-------------|--|
| Avondale Business Association | 09 828 2098 | www.avondale.net.nz |
| Eden Valley Business Association | 021 652 246 | www.edenvalley.co.nz |
| Blockhouse Bay Business Association | 021 0484248 | www.blockhousebay.org.nz |
| Ellerslie Business Association | 09 579 5033 | www.ellerslie.net.nz |
| Glen Innes Business Association | 09 521 7200 | |
| Heart of the City Business Association | 09 379 8000 | www.hotcity.co.nz |
| Karangahape Road Business Association | 09 377 5086 | www.kroad.com |
| Kingsland Business Association | 09 623 4395 | www.kingsland.net.nz |
| Mt Eden Business Association | 021 652 246 | www.mteden.co.nz |
| Newmarket Business Association | 09 529 1460 | www.newmarket.co.nz |
| Onehunga Business Association | 09 636 8535 | www.onehunga.net.nz |
| Otahuhu Business Association | 09 276 3997 | |
| Panmure Business Association | 09 527 6389 | www.panmure.net.nz |
| Parnell Business Association | 09 379 0606 | www.parnell.net.nz |
| Ponsonby Business Association | 09 360 9301 | www.ponsonby.org.nz |
| Remuera Business Association | 09 523 3261 | www.remuera.org.nz |
| Rosebank Business Association | 09 820 0551 | www.rosebankbusiness.co.nz |
| St Heliers Business Association | 09 575 4851 | www.stheliers.com |

A few more things that may be useful

Getting started

- Apply for a street trading licence if you are providing outdoor dining facilities or displaying / selling goods in front of your business on the footpath or giving away goods, promotional products, flyers, raising donations, adjacent to the business on the footpath or in public places
- Complete the basic food hygiene course if you are going into the food business
- Get legal advice before you sign a lease on a commercial property
- Don't start a business or commit money to building renovations until you have checked the compliance of your business venture with the District Plan
- Signs: all signs must comply with Auckland City Council bylaws. Check the website before you put up any signs on the premises or footpath.

Once you're up and running

- Change your window displays regularly – customers love to see something new
- Don't leave graffiti. Keep a spare pot of paint handy and paint it out as soon as you can. Council also has an aggressive anti-graffiti programme that may be helpful.
- Inform the business association of any incidents that happen, especially incidents related to crime or safety
- Whether you are just starting up or have been in business for a while – it is important that you learn to speak English well. Having good English language skills will help you to avoid misunderstandings and unpleasant surprises when dealing with rental contracts and other legal documents.