

## COVID-19 Business Advisory Fund information for Service Providers

- The Government has allocated additional funding to support businesses through the COVID-19 pandemic.
- The Covid-19 Business Advisory Fund, part of the Government's allocation to support businesses, is to enable businesses to access expert advice and support through the Regional Business Partner Network.
- Business owners can access **up to** \$5000 excl. GST per business from the COVID-19 Business Advisory Fund.
- This funding can be used with a range of registered providers for a variety of registered services depending on business needs. It is 100% funding; no co-funding is required.
- Regional Business Partner (RBP) Growth Advisors will work with businesses 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

#### Registration is Open to any New Zealand based provider of services who must also;

- be able to provide **expert advice** and support in one or more of the following subject areas:
  - HR & Employee Relations and Legal
  - Financial and Cashflow Management
  - Health and Wellness
  - Business Continuity Planning
  - Marketing Strategy
  - Digital Enablement Strategy.
- hold Professional Indemnity Insurance of \$1 million minimum value.

#### To register a service under this funding, you must;

- Register as a Service Provider at [www.regionalbusinesspartners.co.nz](http://www.regionalbusinesspartners.co.nz)
- Create an Advisory service on the website, your service descriptions must include;
  - description of the expertise you can support to businesses in
  - an hourly rate exclusive of GST, or
  - A set price or price range for the services exclusive of GST and time commitment for customer
  - Have selected **Covid-19 Support** from the list of subject categories.
    - You can also select Digital Enablement if relevant for your service
  - *Do not select any other categories as these are categories are not being used under the COVID-19 Business Advisory Fund.*

#### Services that cannot be funded include;

- Memberships fees,
- Subscription based services,
- Conferences and Seminars,
- Website Builds.

## Communication Guidelines for Service Providers

The following information is to provide some consistency in how service providers talk about their involvement with the COVID-19 Business Advisory Fund and to help manage the expectations of businesses.

The Management Capability Development Voucher Fund Communications Guidelines still apply to that fund.

### Overview

The COVID-19 Business Advisory Fund is a fund made available, due to additional investment into the RBP, to support small and medium sized businesses during the global pandemic. The changes to the eligibility criteria and removal of the co-funding requirement is designed to extend the reach of this support to more businesses.

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 voucher funding and how much they may receive.

The voucher 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 [RBP@nzte.govt.nz](mailto:RBP@nzte.govt.nz).

### Guidelines

As per the Promotion and Advertising terms in the contract, the service provider does not have rights to use the NZTE logo. Service Providers are not to use the RBP 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 trade mark 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 COVID-19 Business Advisory Fund support as a marketing tool to sign businesses up to the service providers data base.

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

Service Providers are not to:

- Use words such as Approved / Accredited / Authorised or Endorsed in relation to their services registered with the COVID-19 Business Advisory Fund.
- 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 business **may** be eligible to receive funding for a registered service as part of the COVID-19 Business Advisory Fund
- Acknowledge that there is support available for businesses through the COVID-19 Business Advisory Fund.

### **Marketing/Communicating a registered service**

When promoting individual registered services. The following text can be used:

This service is registered with the COVID-19 Business Advisory Fund. Find out more by visiting [www.regionalbusinesspartners.co.nz](http://www.regionalbusinesspartners.co.nz)

Businesses may be eligible for support under the COVID-19 Business Advisory Fund 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 COVID-19 Business Advisory Fund the following text can be used:

“[Registered organisation name] offers services that are registered with the COVID-19 Business Advisory Fund’. Find out more by visiting [www.regionalbusinesspartners.co.nz](http://www.regionalbusinesspartners.co.nz)

### **Descriptions**

If you wish to refer to the COVID-19 Business Advisory Fund, the following text can be used:

#### **COVID-19 Business Advisory Fund**

*Optional Introduction: Small and medium sized businesses may qualify for funding to help pay for advisory services to support them through the Covid-19 outbreak.*

The Covid-19 Business Advisory Funding can provide support in areas such as HR, health and wellbeing, business continuity, cashflow and finance management, marketing and digital enablement strategy.

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

For more information or to find your local Growth Advisor go to [www.regionalbusinesspartners.co.nz](http://www.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 [rbp@nzte.govt.nz](mailto:rbp@nzte.govt.nz)

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