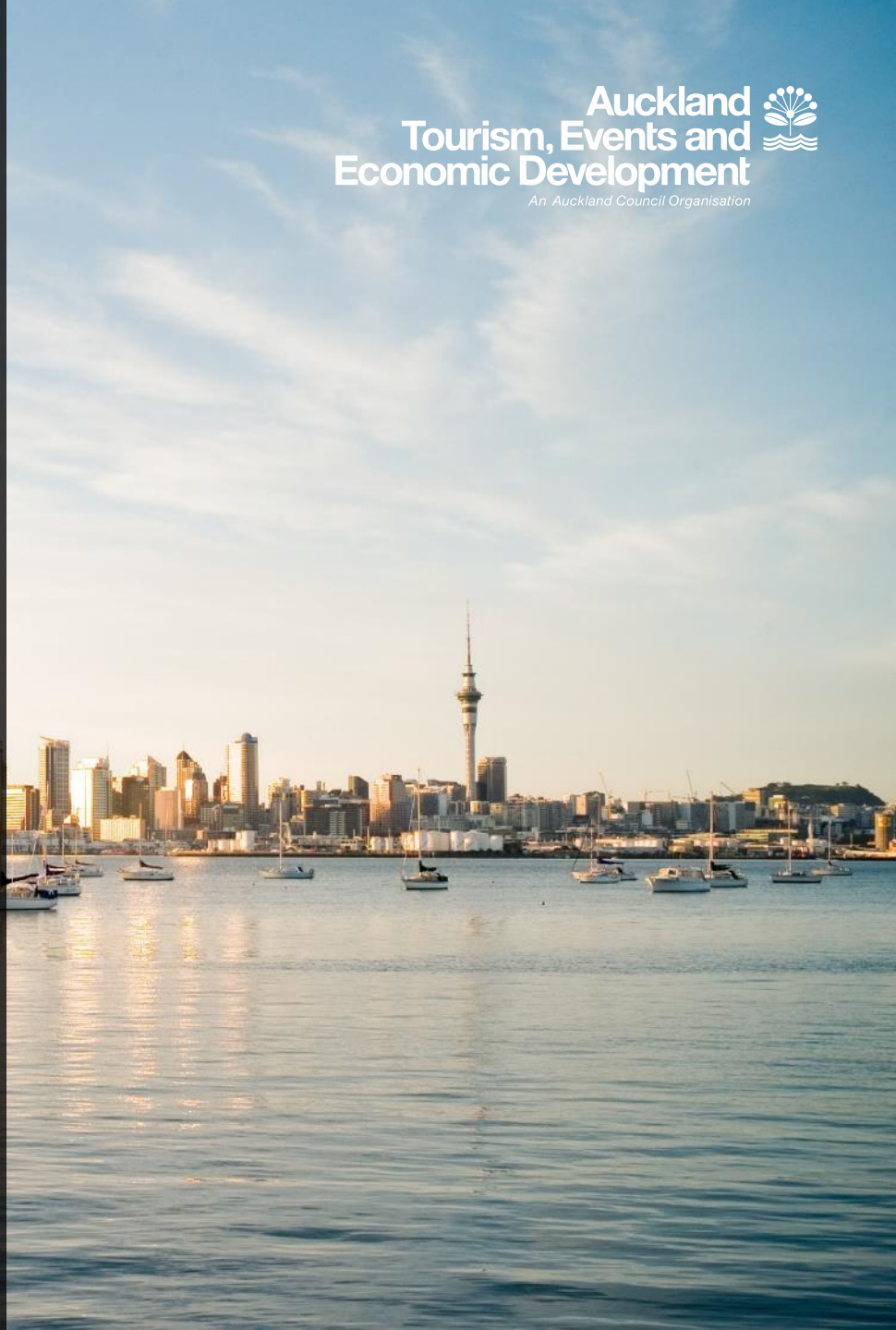




# Migrant Business Support Programme

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# Strategic Context

- New Zealand government recognizes the importance of immigration to the national economy
- Policy settings support the attraction of skilled talent across the country
- Government also has focus on attraction of international students, investor migrants and purpose driven entrepreneurs (Sir Edmond Hillary Fellowship)
- As New Zealand's largest city, Auckland is home to 34% on the country's population and in year to June 2017 welcomed nearly 37,000 international migrants to the city
- While migration has been one of key drivers of economic growth over recent years, there are concerns about pressures on infrastructure and public services

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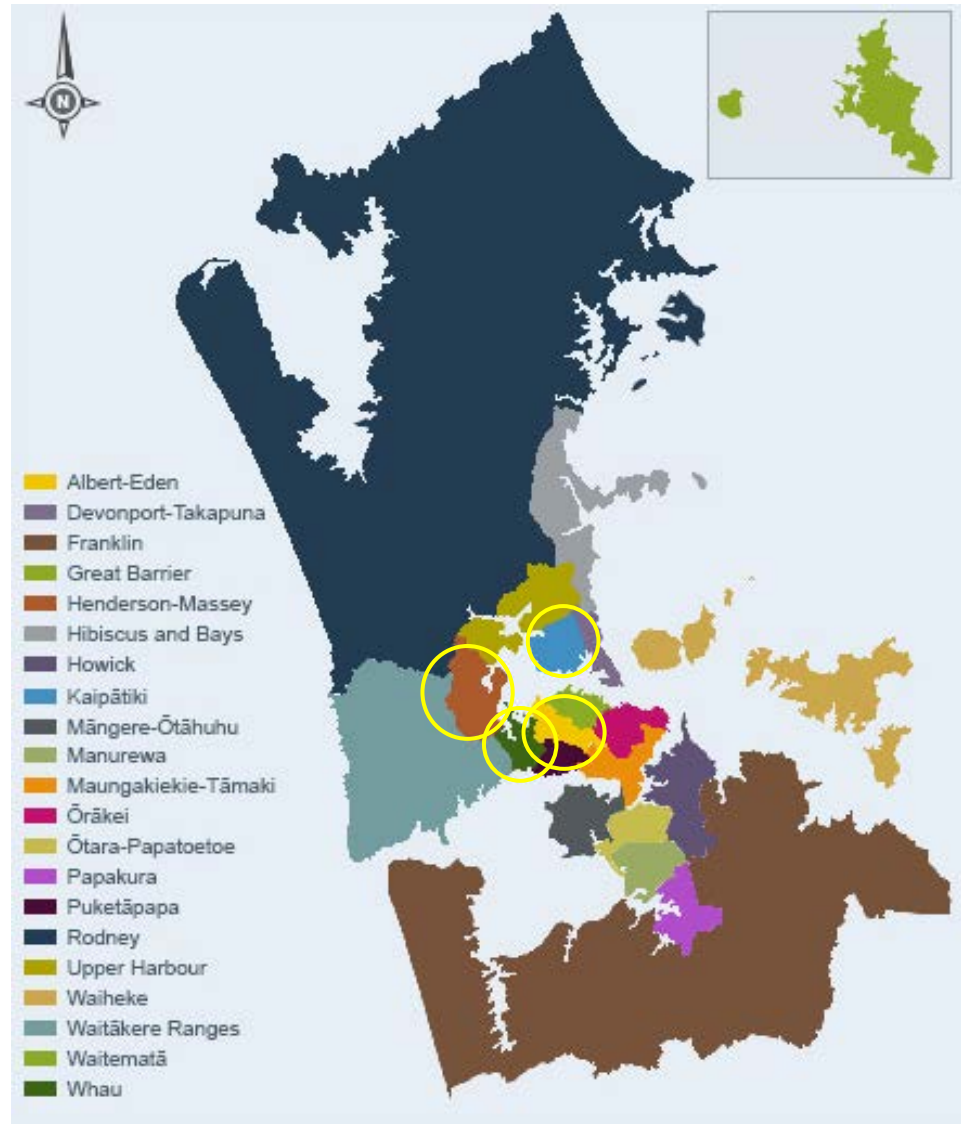
# Auckland – 4<sup>th</sup> most diverse city in the world

- Auckland population stands at 1.6m people and is one of fastest growing cities in Australasia and forecast to exceed 2m by 2030
- Over 220 recorded ethnicities and 37% of population born overseas
- Auckland is home to the country's largest Māori population (11% of Aucklanders of whom 46% under the age of 20)
- Auckland is also home to the largest Polynesian population in the world, with two thirds of New Zealand's Pacific people (177,933)
- 27% of residents can speak multiple languages and migrant run businesses are increasingly important across the city with entrepreneurship often being a conscious choice for new migrants

# Locally driven. Local focus.

- Migrant businesses have become an area of interest for a number of Auckland's communities
- Identified need for a tailored business support programme
- The programme was conceived, and is funded, by Local Boards
- Initial programme rolled out across 4 of 21 Local Boards:
  - Albert-Eden
  - Whau
  - Kaipatiki
  - Henderson-Valley

(4 of 21 LBs)



Programme objective

**To help migrant entrepreneurs start and grow  
businesses in Auckland**



# What problem are we trying to solve?

- Migrants are making up an increasing proportion of Auckland's business population
- Migrant entrepreneurs often lack essential information to successfully start and operate a business
- Migrant entrepreneurs are less likely than non-migrants to access support and networks
- Evidence points to particular demand among migrant entrepreneurs for business startup support and advice
- Early intervention contributes to better business performance and compliance with regulations (eg tax, food hygiene, employment law) among migrant businesses



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# Programme outcomes

Each of the four participating Local Boards sought generally similar programme outcomes:

- Better business outcomes for supported businesses
- Improved connectivity between migrant community and the Local Board
- Improved connectivity between migrant community and the business support infrastructure, including business associations and BIDs
- Recognition of the Local Board area as a supportive place for migrants to establish and grow their businesses

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# Scoping the opportunity

The programme was developed from a significant body of work to understand the problem and particular needs of migrant entrepreneurs and business owners.

- Initial research comprising face to face interviews, surveys and networking events identified topics of interest to migrant business owners
- Consultation with relevant government agencies\* affirmed compliance-related issues among migrant businesses (eg. Food safety, tax)
- The research revealed an *unanticipated* interest in business startup advice – resulting in the inclusion of ‘Starting off Right’ workshops in the programme design
- Clear evidence of limited knowledge among migrant business owners of government and other business support services available



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# Programme design - Areas of focus

Initial research identified a number areas of weakness / interest among migrant business owners:

- How to obtain general business support, information & advice – including from Auckland Council and government departments
- Compliance / Licensing / Regulations
- Health & Safety
- Food safety / hygiene
- Tax
- Legal Business Rights
- Obtaining finance

Other areas of interest to migrant businesses included waste collection, litter, shop lifting and dealing with landlords and contracts.

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# Programme Delivery

- Programme delivery uses a dual-format approach comprised of:
  - **Seminars**
    - Speakers address relevant topics of interest identified during research phase (previous slide).
    - Speakers drawn from government (eg. Immigration NZ / MBIE) and private sector (eg. Accountants / Lawyers)
    - Each seminar approx. 2.5 hrs
  - **Starting Off Right workshops**
    - Re-purposed existing business advice workshops targeted at the specific needs of migrants business owners and those thinking about starting a business.
    - Topics include business research, planning and marketing within a New Zealand-centric context
    - Each workshop approx. 3.5 hrs

Business clinics (1 on 1 advice sessions) were also successfully trialed during the pilot stage in Katipatiki LB area.

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# Programme Coordination

- The initiative was delivered as a **single programme** across multiple Local Board areas – a novel approach for LBs and ATEED
- **Programme management**, including marketing, industry liaison and overall event coordination is contracted out to an external service provider
- All **funding** is provided by the participating Local Boards
- **Additional resources** provided by central government and council departments, mainly staff time to develop & deliver presentations
- **ATEED** maintains hands-on oversight of the overall programme with primary accountability for delivery to the Local Boards.
- **Translators** are used at most events
- The programme manager is required to work with **business associations** to understand their engagement with migrant businesses and identify any potential support requirements.
- The initiative **complements** similar programmes run by other entities, including Citizens Advice Bureau (CAB) and English Language Partners NZ.

# Migrant Support Programme – *by the numbers*

## Headline stats

- **4** participating Local Boards
- **\$35k** - total programme budget
- **250** migrants - projected total programme participation

*As at end August 2017*

- **6** of 10 events delivered
- **152** participants
- **14** ethnicities represented
- **>80%** participants rated events *good to excellent*

An impact assessment of migrant business performance is planned upon completion of the programme

# Key programme Take-outs

- The engagement/research phase is critical but resource intensive
- Translated materials and language support are invaluable
- Programme design should minimise the time commitment required of business owners to attend events
- Practical targeted advice rather than generic advice is more valuable. Eg. Business clinics
- Leverage of migrant networks and media to reach target audiences
- Effective programme management is essential to ensure smooth delivery and minimize oversight burden.

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